

Curriculum vitae of Principal investigator and Co-Investigator
Principal investigator

CURRICULUM VITAE



Assoc. Prof. Phaninee Naruetharadhol, Ph.D : H-Index 11

April 2024

EDUCATION

- | | |
|-------------|--|
| 2019 - 2022 | Munster Technological University (Cork Institute of Technology), Ph.D. (Business Studies–Management and Enterprise) focusing on Innovation Management, Cork, Ireland |
| 2007 - 2009 | Golden Gate University, Ageno School of Business, Department of Finance and Economics, M.Sc. (Financial Planning), San Francisco, CA, USA |

2000 – 2003 Thammasat University, B.A. in Political Science (International Relations), Bangkok, Thailand

1997- 1999 Triam Udom Suksa School, Bangkok, Thailand

ACADEMIC EMPLOYMENT _____

2016- Present **Financial trainer and Consultant**, Vital Solutions Company Limited, Bangkok, Thailand

2022-Present **Director:** Center for Sustainable Innovation and Society, International College, Khon Kaen University, Thailand

2017- 2021 **Assistant Dean for International Relations and Networking**, International College, Khon Kaen University, Thailand

2016 - 2017 **Chair of Global Business management Program**, International College, Khon Kaen University, Thailand

2012 - Present **Lecturer**, International College, Khon Kaen University, Thailand
Teaching Areas: Principle of Management, Global Money and Capital Markets, and International Products and Pricing Strategies

NON-ACADEMIC EMPLOYMENT _____

2011 - 2012 **ULD Project Specialist**, CHEP Aerospace Solutions, Bangkok, Thailand

- 2009 - 2011 **Financial Planner**, San 21 Inc., San Francisco, CA, USA
- 2004 – 2006 **ULD Coordinator**, Unitpool Thailand, Bangkok, Thailand
- 2003- 2004 **Foreign Customer Service Agent**, Siam Commercial Bank PLC. (Head
Quarter), Bangkok, Thailand

PROFESSIONAL AFFILIATIONS AND SERVICES _____

AD-HOC REVIEWER

- [1] The International Journal of Organizational Diversity, Volume 16, Issue 4.; Publisher:
Common Ground Publisher, 2016

ADVISORY BOARD

- [1] Journal of Open Innovation: Technology, Market, and Complexity, Elsevier

AWARDS _____

- [1] Silver Researcher Award, Khon Kaen University in 2020
- [2] Daimond Researcher Award, Khon Kaen University in 2023

PUBLICATIONS _____

PEER-REVIEWED JOURNAL ARTICLES

- [51] WONGSAICHIA, S., NARUETHARADHOL, P., PIENWISSETKAEW, T., GAWBORISUT, S., & KETKAEW, C. (2024).
UNLEASHING CUSTOMER EMPATHY IN THE CIRCULAR ECONOMY: DEVELOPMENT OF A HIGH-CALCIUM FISH SAUSAGE
PROTOTYPE FROM FERMENTED FISH RESIDUE. FUTURE FOODS, 9, 100291.

[50] MAITREE, N., NARUETHARADHOL, P., & WONGSAICHIA, S. (2024). ENCOURAGING SUSTAINABLE CONSUMPTION: INVESTIGATING CONSUMER INCLINATION TO PURCHASE PRODUCTS MADE FROM MANGO WASTES. *CLEANER MATERIALS*, 100232.

[49] SRISATHAN, W. A., KETKAEW, C., JANTUMA, N., & NARUETHARADHOL, P. (2024). TRUST AND WEBSITE CONVERSION IN CONSUMER RESPONSES TO GREEN PRODUCT PURCHASING: A NEW PERSPECTIVE THROUGH THE LENS OF INNOVATIVE WEBSITE DESIGN'S TECHNOLOGY INTEGRATION. *HELIYON*, 10(1).

[48] Srisathan, W. A., Ketkaew, C., & Naruetharadhol, P. (2023). Assessing the effectiveness of open innovation implementation strategies in the promotion of ambidextrous innovation in Thai small and medium-sized enterprises. *Journal of Innovation & Knowledge*, 8(4), 100418.

[47] Srisathan, W. A., Ketkaew, C., Phonthanukitithaworn, C., & **Naruetharadhol, P.** (2023). Driving Policy Support for Open Eco-Innovation Enterprises in Thailand: A Probit Regression Model. *Journal of Open Innovation: Technology, Market, and Complexity*, 100084.

[46] Silanoi, W., **Naruetharadhol, P.**, & Ponsree, K. (2023). The Confidence of and Concern about Using Mobile Banking among Generation Z: A Case of the Post COVID-19 Situation in Thailand. *Social Sciences*, 12(4), 198.

[45] **Naruetharadhol, P.**, Wongsachia, S., Pienwisetkaew, T., Schrank, J., Chaiwongjarat, K., Thippawong, P., ... & Ketkaew, C. (2023). Consumer Intention to Utilize an E-Commerce Platform for Imperfect Vegetables Based on Health-Consciousness. *Foods*, 12(6), 1166.

[44] Phonthanukitithaworn, C., Srisathan, W. A., Ketkaew, C., & **Naruetharadhol, P.** (2023). Sustainable Development towards Openness SME Innovation: Taking Advantage of Intellectual Capital, Sustainable Initiatives, and Open Innovation. *Sustainability*, 15(3), 2126.

[43] Srisathan, W. A., Wongsachia, S., Gebsoombut, N., **Naruetharadhol, P.**, & Ketkaew, C. (2023). The Green-Awakening Customer Attitudes towards Buying Green Products on an Online Platform in Thailand: The Multigroup Moderation Effects of Age, Gender, and Income. *Sustainability*, 15(3), 2497.

[42] **Naruetharadhol, P.**, Boonmee, K., & Hengboriboon, L. (2023). Business event innovativeness and social capital enhancing competitive advantage. *Cogent Social Sciences*, 9(1), 2233254.

[41] **Naruetharadhol, P.**, Wongsachia, S., Pienwisetkaew, T., Schrank, J., Chaiwongjarat, K., Thippawong, P., . . . Ketkaew, C. (2023). Consumer intention to utilize an E-commerce platform for imperfect vegetables based on health-consciousness. *Foods*, 12(6) doi:10.3390/foods12061166

[40] Phonthanukitithaworn, C., Srisathan, W. A., Ketkaew, C., & **Naruetharadhol, P.** (2023). Sustainable development towards openness SME innovation: Taking advantage of intellectual capital, sustainable initiatives, and open innovation. *Sustainability (Switzerland)*, 15(3) doi:10.3390/su15032126

[39] Srisathan, W. A., Wongsachia, S., Gebsoambut, N., **Naruetharadhol, P.**, & Ketkaew, C. (2023). The green-awakening customer attitudes towards buying green products on an online platform in thailand: The multigroup moderation effects of age, gender, and income. *Sustainability (Switzerland)*, 15(3) doi:10.3390/su15032497

[38] Ponsree, K., Phongpaew, T., & **Naruetharadhol, P.** (2023). Study of thai youths in the northeastern region of thailand on the effectiveness of digital payment behavior. *Journal of Promotion Management*, 29(4), 569-605. doi:10.1080/10496491.2022.2163035

[37] Pienwisetkaew, T., Wongthahan, P., **Naruetharadhol, P.**, Wongsachia, S., Vonganunsuntree, C., Padthar, S., . . . Ketkaew, C. (2022). Consumers' intention to purchase functional non-dairy milk and gender-based market segmentation. *Sustainability (Switzerland)*, 14(19) doi:10.3390/su141911957

[36] **Naruetharadhol, P.**, Ketkaew, C., & Srisathan, W. A. (2022). Innovative price-setting approaches to high-value products: A pricing method for agribusiness farmers. *Heliyon*, 8(9) doi:10.1016/j.heliyon.2022.e10726

[35] Sae-Eaw, A., Wongsachia, S., Giacalone, D., **Naruetharadhol, P.**, & Ketkaew, C. (2022). Conceptualizing a gluten-free instant noodle prototype using environmental sustainability aspects: A cross-national qualitative study on thai and danish consumers. *Foods*, 11(16) doi:10.3390/foods11162437

[34] **Naruetharadhol, P.**, Wongsachia, S., Zhang, S., Phonthanukitithaworn, C., & Ketkaew, C. (2022). Understanding consumer buying intention of E-commerce airfares based on multivariate demographic segmentation: A multigroup structural equation modeling approach. *Sustainability (Switzerland)*, 14(15) doi:10.3390/su14158997

[33] Wongsachia, S., **Naruetharadhol, P.**, Schrank, J., Phoomsom, P., Sirisoonthonkul, K., Paiyasan, V., . . . Ketkaew, C. (2022). Influences of green eating behaviors underlying the extended theory of planned behavior: A study of market segmentation and purchase intention. *Sustainability (Switzerland)*, 14(13) doi:10.3390/su14138050

[32] Srisathan, W. A., Ketkaew, C., Jitjak, W., Ngiewphrom, S., & **Naruetharadhol, P.** (2022). Open innovation as a strategy for collaboration-based business model innovation: The moderating effect among multigenerational entrepreneurs. *PLoS ONE*, 17(6 June) doi:10.1371/journal.pone.0265025

[31] Wongsachia, S., **Naruetharadhol, P.**, Wongthahan, P., & Ketkaew, C. (2022). Ideating A sustainable swine feed prototype: A qualitative approach in farmers' pain point identification and product development. *Sustainability (Switzerland)*, 14(7) doi:10.3390/su14074080

[30] Srisathan, W. A., & **Naruetharadhol, P.** (2022). A COVID-19 disruption: The great acceleration of digitally planned and transformed behaviors in thailand. *Technology in Society*, 68 doi:10.1016/j.techsoc.2022.101912

[29] Ponsree, K., Phongpaew, T., & **Naruetharadhol, P.** (2022). Study of thai youths in the northeastern region of thailand on the effectiveness of digital payment behavior. *Journal of Promotion Management*, doi:10.1080/10496491.2022.2163035

[28] Phonthanakitithanworn, C., Srisathan, W. A., Ketkaew, C., & **Naruetharadhol, P.** (2022). Open innovation and family-owned sustainopreneurial performance: Insights into Thailand's generation gap. *Innovation and Development*, doi:10.1080/2157930X.2022.2111774

[27] Phonthanakitithaworn, C., Wongsachia, S., **Naruetharadhol, P.**, Thipsingh, S., Senamitr, T., & Ketkaew, C. (2022). Managing educational service quality and loyalty of international students: A case of international colleges in thailand. *Cogent Social Sciences*, 8(1) doi:10.1080/23311886.2022.2105929

[26] Thipsingh, S., Srisathan, W. A., Wongsachia, S., Ketkaew, C., **Naruetharadhol, P.**, & Hengboriboon, L. (2022). Social and sustainable determinants of the tourist satisfaction and temporal revisit intention: A case of yogyakarta, indonesia. *Cogent Social Sciences*, 8(1) doi:10.1080/23311886.2022.2068269

[25] Hengboriboon, L., Sayut, T., Srisathan, W. A., & **Naruetharadhol, P.** (2022). Strengthening a company– customer relationship from sustainable practices: A case study of petrotrade in laos. *Cogent Social Sciences*, 8(1) doi:10.1080/23311886.2022.2038355

[24] **Naruetharadhol, P.**, Srisathan, W. A., Gebsoambut, N., Wongthahan, P., & Ketkaew, C. (2022). Industry 4.0 for thai SMEs: Implementing open innovation as innovation capability management. *International Journal of Technology*, 13(1), 48-57. doi:10.14716/ijtech.v13i1.4746

[23] **Naruetharadhol, P.**, Srisathan, W. A., & Ketkaew, C. (2021). How corporate social responsibility affects competitive advantage: A case study of the petroleum trading lao public company, lao PDR. *World Review of Entrepreneurship, Management and Sustainable Development*, 17(4), 513-530. doi:10.1504/WREMSD.2021.116670

[22] **Naruetharadhol, P.**, Srisathan, W. A., Gebsoambut, N., & Ketkaew*, C. (2021). Towards the open eco-innovation mode: A model of open innovation and green management practices. *Cogent Business and Management*, 8(1) doi:10.1080/23311975.2021.1945425 : Quartile 2, Inpact factor 0.924, Database: ISI, SCOPUS

[21] **Naruetharadhol, P.**, Ketkaew, C., Hongkanchanapong, N., Thaniswannasri, P., Uengkusolmongkol, T., Prasomthong, S., & Gebsoombut, N.* (2021). Factors affecting sustainable intention to use mobile banking services. *SAGE Open*, 11(3) doi:10.1177/21582440211029925: Quartile 2, Inpact factor 0.990, Database: ISI, SCOPUS

[20] **Naruetharadhol, P.**, Wongsachia, S., Van Wouwe, M., & Ketkaew, C.* (2021). Career status, retirement readiness, and age differences: Empirical evidence from skilled immigrants in thailand. *Cogent Business and Management*, 8(1) doi:10.1080/23311975.2021.1885572: Quartile 2, Inpact factor 0.924, Database: ISI, SCOPUS

[19] **Naruetharadhol, P.**, Srisathan, W.A., Suganya, M., Jantasombut , J., Prommeta , S., Ketkaew, C., 2021. Organizational Commitment and Engagement Practices from Applying Green Innovation to Organizational Structure: A Case of Thailand Heavy Industry. *International Journal of Technology*. Volume 12(1), pp. 22-32

[18] **Naruetharadhol, P.**, Srisathan, W. A., & Ketkaew, C. (2020). *The effect of open innovation implementation on small firms' propensity for inbound and outbound open innovation practices* doi:10.3233/FAIA200638 Retrieved from www.scopus.com

[17] **Naruetharadhol, P.**, Koller, R., Nuanmanee, T., Nimsrichan, T., & Gebsoombut, N. (2020). *Factors affecting mobile banking loyalty in thailand* doi:10.3233/FAIA200637 Retrieved from www.scopus.com

[16] Phonthanukitithaworn, C., **Naruetharadhol, P.**, Gebsoombut, N., Chanavirut, R., Onsa-ard, W., Joomwanta, P., . . . Ketkaew, C. (2020). An investigation of the relationship among medical Center's image, service quality, and patient loyalty. *SAGE Open*, 10(4) doi:10.1177/2158244020982304

[15] Ponsree, K., Gebsoombut, N., Paiyasen, V., Archariyapibal, T., Srichiangwang, S., Nee, S., & **Naruetharadhol, P.** (2020). Environmental awareness and adoption intention of electric cars in young adult doi:10.3233/FAIA200649 Retrieved from www.scopus.com

[14] Ketkaew, C., Manglakakeeree, O., & **Naruetharadhol, P.** (2020). The interrelationships of work-related factors, person-environment fit, and employee turnover intention. *Cogent Business and Management*, 7(1) doi:10.1080/23311975.2020.1823580

[13] Gebsobut, N., Ketkaew, C., Pongpeng, P., Mornkham, S., Reechaipichitkul, A., & **Naruetharadhol, P.** (2020). Examining B2C social network official account changes and customer purchasing perspectives. *International Journal of Innovation, Creativity and Change*, 13(4), 1190-1202. Retrieved from www.scopus.com

[12] **Naruetharadhol, P.**, & Gebsobut, N. (2020). A bibliometric analysis of food tourism studies in southeast asia. *Cogent Business and Management*, 7(1) doi:10.1080/23311975.2020.1733829

[11] Ketkaew, C., Sukitprapanon, C., & **Naruetharadhol, P.** (2020). Association between retirement behavior and financial goals: A comparison between urban and rural citizens in china. *Cogent Business and Management*, 7(1) doi:10.1080/23311975.2020.1739495

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[9] Phonthanukittithaworn, C., Ketkaew, C., & **Naruetharadhol, P.** (2019). Relevant Factors for Success as an Online Entrepreneur in Thailand. *SAGE Open*, 9(1), 2158244018821757.

[8] **Naruetharadhol, P.**, Ketkaew, C. (2018). *Geographical Comparisons of Interface User Satisfaction: Evidence from CHEP Aerospace Solutions*. Organization Collection

[7] Phonthanukittithaworn C., **Naruetharadhol, P.**, Ketkaew, C. (2017). *Skill Development and*

Job Satisfaction. Knowledge Management: An International Journal, 17(2), 1-10, doi: 10.18848/2327-7998/CGP/v17i02/1-10

- [6] Ketkaew, C., & **Naruetharadhol, P.** (2016a). Ethnicity and Job Satisfaction: Perspectives of Foreign Educators on Compensations in Khon Kaen City, Thailand. *International Journal of Organizational Diversity*, (16), 13–21.
- [5] Ketkaew, C., & **Naruetharadhol, P.** (2016b). Gender Differences in Attitudes toward Migrant Workers in Thailand: Evidence from Khon Kaen City. *The International Journal of Interdisciplinary Global Studies*, 11(3), 25–33.
- [4] **Phaninee Naruetharadhol** and Kawinna Danwiboon, (2014) The Effects of Asian Cosmetic Product Characteristics, Culture, and Product samplings on Thai Female Consumers' Purchase Behavior, Conference Proceeding: the 6th International Conference on Natural Products for Health and Beauty (NATPRO 6)"
- [3] Ketkaew, C., & **Naruetharadhol, P.** (2015). Determinants of International College Student's Performance in Mathematics. *Procedia - Social and Behavioral Sciences*, 195, 1525– 1534. <http://doi.org/10.1016/j.sbspro.2015.06.460>
- [2] **Naruetharadhol, P.**, Ketkaew, C., Kerdpech, P., Kaoplod, P., & Kannarat, R. (2015). Prospective Human Capital: How Materialistic are Thai College Students? An Analysis of Spending Tendencies and Debts. *Procedia - Social and Behavioral Sciences*, 195, 258–267. <http://doi.org/10.1016/j.sbspro.2015.06.357>
- [1] **Phaninee N.**, Natchayaporn N., Gosanlawit P., Sriwicha S., Kumlangtawee S., Kananit N., Boontool P. & Chairasert P. (2014) Satisfaction Levels of the Local People on the Second Thai-Lao Friendship Bridge: A Case of Mukdahan-Savannakhet, *Asian Social Science Journal*. doi:10.5539/ass.v11n7p

[5] **Phaninee Naruetharadhol** and Kawinna Danwiboon, The Effects of Asian cosmetic product characteristics, culture, and product samplings on Thai Female consumers' purchase behavior, *International Conference on "Research for Social Devotion" In Commemoration of the 50th Anniversary of Khon Kaen University*, Thailand, 22nd – 23rd January 2015.

[4] **Phaninee Naruetharadhol**, Pornwadee Kerdpetch, Praphatsorn Kaoplod and Rattiporn Kannarat, The Relationship of Materialism to College Students Spending Tendencies and Debts: A Case of Thailand, *International Conference on "Research for Social Devotion" In Commemoration of the 50th Anniversary of Khon Kaen University*, Thailand, 22nd – 23rd January 2015.

[3] **Phaninee N.**, Natchayaporn N., Gosanlawit P., Sriwicha S., Kumlangtawee S., Kananit N., Boontool P. & Chairasert P. Satisfaction Levels of the Local People on the Second Thai-Lao Friendship Bridge: A Case of Mukdahan-Savannakhet, *4th Annual Sustainable Rural Development Project 2014 National and International Research Conference*, Khon Kaen University, Thailand, June 11th -13th , 2014.

[2] **Phaninee Naruetharadhol**, Taxation learning achievement of 3rd and 4th year students, Khon Kaen University International College by using the combinations of traditional lecturing and CLIL learning method activity, *The 2014 Conference on Human Development*, Hiroshima, Japan, 2nd – 4th March 2014.

[1] **Phaninee Naruetharadhol**, The Philippines: Strong Economic Growth and Frail AIDS Prevention, *3rd Annual Sustainable Rural Development Project 2013 National and International Research Conference*, Khon Kaen University, Thailand.

RESEARCH AREAS _____

Empirical Research in International Business and Management, Innovation Management, Behavioral Sciences, and Consumer Behavior