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**Chompoonut Suttikun, Ph.D.**  
**Assistant Professor**  
**Department of Hospitality and Event Management**  
**Faculty of Business Administration and Accountancy**

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Qualification: Scholarly Academic (SA)

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### **Academic Background**

Ph.D. Texas Tech University.

M.A. Naresuan University & Southern Cross University.

B.A. Khon Kaen University.

### **Professional Certifications**

Certified in Exhibition Management (CEM), 2019

Online Course Development, Kennesaw State University, GA, 2017

Advanced English for Academic Purposes, ELS Language Center, Lubbock, TX, 2013

First Step Training for Lecturers in University ACore 101, Khon Kaen University, Khon Kaen, Thailand, 2011

Occupations Training, Nong Khai Vocational College, Nong Khai, Thailand, 2010

### **Work Experience**

#### **Work Experience**

Assistant Professor, Khon Kaen University (2019 - Present), Khon Kaen, Thailand.

### **Teaching**

#### **Courses Taught**

**Courses from the Teaching Schedule:** CONSUMER BEHAVIOR IN HOSPITALITY AND EVENT BUSINESS, HOSPITALITY BUSINESS AND PLANNING DEVELOPMENT, SEMINAR HOTEL AND EVENT, SPA MANAGEMENT, STRATEGIC MANAGEMENT FOR COMPETITIVENESS IN HOSPITALITY AND EVENT BUSINESS, SUSTAINABLE ACCOMMODATION AND EVENT MANAGEMENT

#### **Other courses taught:**

##### **Master :**

Strategic Management for Competitiveness in Hospitality and Event Business

##### **Bachelors :**

Consumer Behavior in Hospitality Management

Hotel Sales and Marketing

Hotel Business Planning and Development

Resort Development and Management (Hybrid Course)

Spa Management (Hybrid Course)

Research for Hotel and Event Management

Food and Beverage Service and Operation for Hotel and Event

Hospitality Internship

Sustainable Accommodation and Event Management

Service Management and Food Production

Food and Beverage Cost Control

Strategic Management in Hospitality

Event Planning for Hospitality Industry (Distance Learning Course)

#### **Teaching Activities**

##### **Assurance of Learning - Teaching**

2022 - *Lecture, Discussion, Group Project.*

#### **Teaching Schedule**

Term	Course	Sec	Course Title	Cr	Enroll	Total	Session	Campus	Eval	Grade	Dist	TR%
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2019/semester1	PhD967113	SEC02	STRATEGIC MANAGEMENT FOR COMPETITIVENESS IN HOSPITALITY AND EVENT BUSINESS	3	5	15							0.42%
2019/semester1	BBAHOT965325	SEC01	SPA MANAGEMENT	3	30	90							1%
2019/semester1	BBAHOT965491	SEC04	SEMINAR HOTEL AND EVENT	3	15	45							1%
2019/semester1	BBAHOT965242	SEC01	SUSTAINABLE ACCOMMODATION AND EVENT MANAGEMENT	3	45	135							1%
2019/semester2	BBAHOT963342	sec01	HOSPITALITY BUSINESS AND PLANNING DEVELOPMENT	3	74	222							1%
2019/semester2	BBAHOT962222	sec01	CONSUMER BEHAVIOR IN HOSPITALITY AND EVENT BUSINESS	3	77	231							1%
<b>Totals</b>				<b>18</b>	<b>246</b>	<b>738</b>							

## Intellectual Contributions

### Intellectual Contributions Grid: 1973 through 2023

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	18			18
Articles in Peer-Reviewed Journals (in Press)	3			3
Articles-in-Progress (All)	3			3
Publications in Conference Proceedings (Refereed)	11			11
Publications of Non-refereed or Invited Papers	1			1
Grants - Funded (both refereed and non-refereed)		1		1
<b>Totals</b>	<b>33</b>	<b>1</b>		<b>34</b>

### Refereed Articles

#### Basic or Discovery Scholarship

Suttikun, C., Mahasuweerachai, P., & Bicksler, W. H. (in press, 2023). Marketing strategies in the age of COVID-19: An attitude, belief, context approach. *Family & Consumer Sciences Research Journal*.

Suttikun, C., & Mahasuweerachai, P. (in press, 2023). The power of personal norms and green message framing persuade consumers' willingness to pay premium prices at eco-friendly restaurants. *Journal of International Food & Agribusiness Marketing*.

Chiengkul, W., Mahasuweerachai, P., & Suttikun, C. (2023). Why do self-identity and efficacy matter for enjoying participation in charity sports events?: The role of the warm glow feeling. *International Journal of Event and Festival Management*.

Wareebor, S., & Suttikun, C. (2022). Factors Influencing customer expectations of service quality in a Barbeque buffet restaurant: Customer intention of using the service during the New Normal. *KKBS Journal of Business Administration and Accountancy*, 6 (2), 78-93.

Punyanont, T., Romyen, A., Intanaadol, C., & Suttikun, C. (2022). Factors Affecting Consumers' Purchasing Decisions at Coffee Shops Franchises in Khon Kaen, Thailand. *Art and Science Greater Mekong Subregion Research Journal*, 30 (1), 26-34.

Kongthong, N., Intasorn, W., Luavicha, S., & Suttikun, C. (2022). The Use of Social Media Influences Consumers' Purchasing Decisions at Cafés in Khon Kaen, Thailand. *Art and Science Greater Mekong Subregion Research Journal*, 30 (1), 19-25.

Wareebor, S., & Suttikun, C. (2022). The Influence of Internal and External Environments on Gay Employees' Satisfaction at Coffee Shops. *KKU research journal, Humanities and Social Sciences*, 10 (1), 144-154.

- Suttikun, C. (in press, 2022). "Where Should We Eat?": How Health Consciousness Moderates the Influences Driving Intentions to Purchase Healthy Food. *Journal of International Food & Agribusiness Marketing*.
- Chiengkul, W., Mahasuweerachai, P., & Suttikun, C. (2022). Do Charity or Non-Charity Sporting Events Have a Greater Influence on Participants' Warm Glow?: An Experimental Survey. *Sustainability*.
- Mahasuweerachai, P., & Suttikun, C. (2022). The effect of green self-identity on perceived image, warm glow and willingness to purchase: A new generation's perspective towards eco-friendly restaurants. *Sustainability*.
- Suttikun, C., Tangta, N., Sainako, S., & Burakum, A. (2021). Selecting online travel agents (OTAs) in Khon Kaen: A look at consumer behavior. *KKU research journal, Humanities and Social Sciences*, 9 (1), 160-174.
- Suttikun, C., & Meeprom, S. (2021). Examining the Effect of Perceived Quality of Authentic Souvenir Product, Perceived Value, and Satisfaction on Customer Loyalty. *Cogent Business & Management*, 8 (1), 1-19.
- Suttikun, C., & Yuan, J. (2020). A model of marketing strategies and pull motivations influencing young consumers to visit day spas. *e-Review of Tourism Research*.
- Suttikun, C., Chang, H. J., & Bicksler, W. H. (2018). A qualitative exploration of day spa therapists' work motivations and job satisfaction. *Journal of Hospitality Management and Tourism*, 34, 1-10.
- Suttikun, C., Chang, H. J., Acho, S., Ubi, M., Bicksler, W.H., et.al (2017). The examination of psychological factors and social norms affecting body satisfaction and self-esteem for college students. *Family & Consumer Sciences Research Journal*, 45 (4), 422-437.
- Suttikun, C., & Chang, H. J. (2016). College students' satisfaction and involvement with the recreation center based on perceived service quality: The moderating effects of health and weight consciousness. *Recreational Sports Journal*, 40 (2), 179-192.
- Chang, H. J., O'Boyle, M., Anderson, R., & Suttikun, C. (2016). An fMRI study of advertising appeals and their relationship to product attractiveness and buying intentions. *Journal of Consumer Behavior*, 15 (6), 538-548.
- Suttikun, C., Chang, H. J., Komolsevin, R., & Chongsithiphol, S. (2015). An investigation of environmental and situational factors affecting tourists' behavioral intention to choose Bangkok as their final destination. *Tourism Analysis*, 20 (5), 523-537.

## Refereed Proceedings

### Basic or Discovery Scholarship

- Mahasuweerachai, P., Suttikun, C., & Bicksler, W. H. (2022). Guilt or Pride?: Factors Enhancing Consumers Emotional Value And Purchase Intentions of Plant-Based Foods. *The Cornell Hospitality Quarterly*.
- Suttikun, C., & Mahasuweerachai, P. (2020). Strategies to increase Generation Y's customer awareness of using sustainable materials in the coffee retail industry. *APacCHRIE 2020 Conference, Hong Kong SAR, China*, 662-665.
- J. H. M., Suttikun, C., Bicksler, W. H., & Chang, H. J. (2018). Luxury Chain or Boutique Hotels? Customers' Perception and Evaluation Based on Service Reviews. *The 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Fort Worth, TX*, 202.
- Suttikun, C., & Chang, H. J. (2016). The relationships between satisfaction, involvement, and perceptions of service quality at a university recreation center. *The 21th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Philadelphia, PA*, 241.
- Suttikun, C., Chang, H. J., & Bicksler, W. H. (2016). A qualitative exploration of day spa therapists' motivations and job satisfaction in Thailand. *The 21th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Philadelphia, PA*, 76.
- Suttikun, C., Yuan, J., Blum, S., & Dodd, T. (2016). Perceived quality, satisfaction and customer loyalty: A model of U.S. day spa visitors' behavior. *The 21th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Philadelphia, PA*.
- Chang, H. J., O'Boyle, M., Anderson, R., & Suttikun, C. (2016). A Neural Predictor of Consumer Psychology: An fMRI Study of the Effect of Celebrity, Non-Celebrity, and Rational Advertising Appeals on Dress Attractiveness. *ITAA 2016 Annual Conference November 8-11, 2016, Vancouver, Canada*.
- Suttikun, C., & Chang, H. J. (2015). International tourists in Bangkok: An examination of push and pull travel motivations. *The 20th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Tampa, FL*, 88.
- Suttikun, C., & Chang, H.Y. (2015). An investigation of cultural and individual characteristics affecting tourists' decision to visit Bangkok. *The 20th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Tampa, FL*, 260.
- Suttikun, C., & Yuan, J. (2015). How internal marketing and the three stages of service consumption affect customers' perceptions of quality at day spas? *The 13th APacCHRIE Conference in conjunction with 14th APF Conference, Auckland, New Zealand*, 99.
- Suttikun, C., & Yuan, J. (2015). Motivations and past experiences of customers who visit day spas in the U.S. *The 13th APacCHRIE Conference in conjunction with 14th APF Conference, Auckland, New Zealand*, 126.

## Non-Refereed Articles

### Basic or Discovery Scholarship

- Suttikun, C., & Meeprom, S. (2021). Examining the Effect of Perceived Quality of Authentic Souvenir Product, Perceived Value, and Satisfaction on Customer Loyalty. *Cogent Business & Management*, 8 (1), 1-19.

## Grants

### **Research**

2018: Suttikun, C. The role of restaurant image as a moderator influencing the effect of social norms, eWOM, and health consciousness on health food purchasing behavior, Co-Investigator, The Thailand Research Fund (TRF).

### **Working Papers**

Meeprom, S. & Suttikun, C. (2021). "Customer interaction with AI and employee services in restaurants: Customer engagement leading to loyalty during the COVID-19 pandemic," targeted for Service Business.

Suttikul, C. & Meeprom, S. (2021). "Examining the perceived quality of authentic souvenirs: How do consumers evaluate their quality?," targeted for Journal of Service Theory and Practice.

Suttikul, C. & Meeprom, S. (2021). "Examining the perceived quality of authentic souvenirs: How do consumers evaluate their quality?," targeted for Journal of Service Theory and Practice.

### **Service**

#### **Service to the Profession**

##### **Invited Lecture**

2017: Taught class session on Strategic Marketing Invited by Asst. Prof. Dr. Tongrawee Silanoi for Event Management. (Unknown).

2015: Taught class session on Labor Unions and the Hospitality Industry Invited by Dr. Shane Blum for Human Resources Management course. (Unknown).

#### **Professional Development**

##### **Other Professional Development**

2017: Teaching Academy for Part-Time Faculty, Kennesaw.

2016: Getting Your First Academic Job, Texas Tech University, Lubbock.

2016: TEACH Talk Discussion Series: Learning Preferences in the Classroom, Lubbock.

##### **Professional Seminars / Workshops**

2018 – 2019: Certified in Exhibition Management.

2017: Online Course Development Workshop, Kennesaw.

2016: Creating an Effective Syllabus, Lubbock.

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