
Patcharaporn Mahasuweerachai, Ph.D.
Assistant Professor
Department of Hospitality and Event Management
Faculty of Business Administration and Accountancy

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Qualification: Scholarly Academic (SA)

Academic Background

Ph.D. Oklahoma State University.

M.B.A. National Institute of Development Administration.

B.Econ Khon Kaen University.

Professional Certifications

Certified in Exhibition Management (CEM) by International Association of Exhibition and Events (IAEE), 2016

Exhibition Management Degree (EMD) by The Global Association of the Exhibition Industry, 2013

IAPCO Regional Seminar on Professional Congress Organization, 2013

MICE Venue Management by MICE Development Centre, Bangkok International Trade and Exhibition Centre, 2013

Work Experience

Work Experience

Assistant Professor, Faculty of Business Administration and Accountancy, Khon Kaen University (2019 - Present), Khon Kaen, Thailand.

Undergraduate program chairman, Hospitality and Event Management, Faculty of Business Administration and Accountancy, Khon Kaen University (2017 - Present), Khon Kaen, Thailand.

Teaching

Courses Taught

Courses from the Teaching Schedule: FB PLANNING AND COST CONTROL, FOOD AND BEVERAGE PLANNING AND COST CONTROL, HOSPITALITY BUSINESS MANAGEMENT, READING AND WRITING RESEARCH PAPER, SALES AND MARKETING FOR HOSPITALITY AND EVENT, SEMINAR HOTEL AND EVENT, STRATEGIC MANAGEMENT FOR COMPETITIVENESS IN HOSPITALITY AND EVENT BUSINESS, VENUE MANAGEMENT FOR EVENT

Other courses taught:

Doctoral :

Concepts and Theories in Hospitality and Event
Reading and Writing Research Paper

Master :

Strategic Management for Competitiveness in Hospitality and Event Business
Service Experience and Quality Management in Hospitality Business

Bachelors :

Hospitality Business Management
Sales and Marketing for Hospitality and Event Business
Venue Management for Event
Food and Beverage Planning and Cost Control

Teaching Schedule

Term	Course	Sec	Course Title	Cr	Enroll	Total	Session	Campus	Eval	Grade	Dist	TR%
2019/semester1	PhD967113	SEC02	STRATEGIC MANAGEMENT FOR COMPETITIVENESS IN HOSPITALITY AND EVENT BUSINESS	3	5	15						0.15%

2019/semester1	PhD908811	SEC01	READING AND WRITING RESEARCH PAPER	3	12	36													0.34%
2019/semester1	BBAHOT963328	SEC01	SALES AND MARKETING FOR HOSPITALITY AND EVENT	3	74	222													1%
2019/semester1	BBAHOT965491	SEC05	SEMINAR HOTEL AND EVENT	3	15	45													1%
2019/semester1	BBAHOT965335	SEC01	FOOD AND BEVERAGE PLANNING AND COST CONTROL	3	30	90													1%
2019/semester2	BBAHOT963335	sec01	FB PLANNING AND COST CONTROL	3	25	75													1%
2019/semester2	BBAHOT963351	sec01	VENUE MANAGEMENT FOR EVENT	3	74	222													1%
2019/semester2	BBAHOT962223	sec01	HOSPITALITY BUSINESS MANAGEMENT	3	77	231													1%
Totals				24	312	936													

Intellectual Contributions

Intellectual Contributions Grid: 1973 through 2023

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	9			9
Articles in Peer-Reviewed Journals (in Press)	2			2
Publications in Conference Proceedings (Refereed)	9			9
Grants - Funded (both refereed and non-refereed)	1	5		6
Totals	19	5		24

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*.

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. (2022). How to influence restaurant employees' food safety behaviour: an application of the theory of planned behavior and norm activation model. *Journal of Foodservice Business Research*, 1-23.

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*.

Mahasuweerachai, P. (2018). City Image and local resident satisfaction: The case of Khon Kaen city. *WMS Journal of Management*, 7 (3), 65-75.

Mahasuweerachai, P. (2018). The moderating role of residents' involvement on perception of MICE impacts. *UTCC International Journal of Business and Economics*, 10 (1), 151-168.

Mahasuweerachai, P., & Qu, H. (2015). The effect of multiple hotel brand extensions. *Tourism and Hospitality Research*, 15 (1), 27-38.

Refereed Proceedings

Basic or Discovery Scholarship

Suttikun, C., Bicksler, W. H., & Mahasuweerachai, P. (2022). Sustainable Image and Self-identity as Predictors of Consumers' Perceived Value and Willingness to Pay Premium Price at Restaurants. *in book of abstracts of International Conference on Tourism and Business ICTB (pp. 28), August 24 -27, 2022, Lucerne University of Applied Science and Art, Lucerne, Switzerland, 28.*

Na Nongkhai, J., Suttikun, C., & Mahasuweerachai, P. (2022). Psychological factors affecting customer engagement of using mobile self-ordering applications at restaurants. *in book of abstracts of International Conference on Tourism and Business ICTB (pp. 30), August 24 -27, 2022, Lucerne University of Applied Science and Art, Lucerne, Switzerland, 30.*

Bicksler, W. H., Mahasuweerachai, P., & Suttikun, C. (2022). Effects of Generational Perceptions of Altruistic and Egoistic Motives on "Warm Glow" towards Sustainable Restaurants. *in book of abstracts of International Conference on Tourism and Business ICTB (pp. 35), August 24 -27, 2022, Lucerne University of Applied Science and Art, Lucerne, Switzerland., 35.*

Jitsawaeng, C., Mahasuweerachai, P., & Suttikun, C. (2022). The Persuasion of Message Framing Enhances Consumer's Decision to Purchase a Plant-Based Menu Item. *in book of abstracts of International Conference on Tourism and Business ICTB (pp. 34), August 24 -27, 2022, Lucerne University of Applied Science and Art, Lucerne, Switzerland, 34.*

Chiengkul, W., Mahasuweerachai, P., & Suttikun, C. (2022). Do Charity or Non-Charity Sport Events Influence Attendances' Warm Glow More? An Experimental Survey. *in book of abstracts of International Conference on Tourism and Business ICTB (pp. 50), August 24 -27, 2022, Lucerne University of Applied Science and Art, Lucerne, Switzerland..*

Meeprom, S. (2022). Examining antecedents and consequences of visitor satisfaction in regional special event. *CAUTHE 2022 CONFERENCE, Griffith University, QLD, AUS, Australia..*

Mahasuweerachai, P., & Mahasuweerachai, P. (2022). All You Have to Do Is Ask: A Nudge Strategy for Reducing Sweetness in Coffee Shops. *in book of abstracts of International Conference on Tourism and Business ICTB (pp. 33), August 24 -27, 2022, Lucerne University of Applied Science and Art, Lucerne, Switzerland, 33.*

Mahasuweerachai, P., Suttikun, C., & Bicksler, W. H. (2022). Guilt or Pride? Factors Enhancing Consumers Emotional Value And Purchase Intentions of Plant-Based Foods. *in book of abstracts of International Conference on Tourism and Business ICTB (pp. 29), August 24 -27, 2022, Lucerne University of Applied Science and Art, Lucerne, Switzerland.*

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.*

Grants

Other

2020: Mahasuweerachai, P. "What really motivates next- gen youth to volunteer? Uncovering the hidden motives", Co-Investigator, Social Research Institute, Chang Mai University.

Service

2020: Mahasuweerachai, P. Factors affecting food safety behavior of food service staff in Khon Kaen Province, Principal Investigator, Thailand Research Fund (TRF).

2020: Mahasuweerachai, P. What really motivates next- gen youth to volunteer? Uncovering the hidden motives, Co-Investigator, Social Research Institute, Chang Mai University.

2016: Mahasuweerachai, P. Analyzing the needs of restaurant business operators, Principal Investigator, Betagro Public Co., LTD.

2015: Mahasuweerachai, P. A study of work process and efficiency improvement in hotel banquet, Principal Investigator, Betagro Public Co., LTD.

2015: Mahasuweerachai, P. Development of content and training programs for domestic DMC, Co-Investigator, Thailand Convention & Exhibition Bureau.

2015: Mahasuweerachai, P. Development of standard operating procedures for domestic DMC, Principal Investigator, Thailand Convention & Exhibition Bureau.

Service

Service to the Profession

Editorial Board Member

2018 – 2020: KKBS Journal of Business Administration and Accountancy (National).

Faculty Research Fellow

2012 – 2020: E-SAAN Center for Business and Economic Research (ECBER), Khon Kaen University (National).

Faculty Research Fellow and Committee

2018 – 2020: Hospitality and Event Professional Services and Academic Center, Faculty of Business Administration and Accountancy, Khon Kaen University (National).

Reviewer

2018 – 2020: The Cornell Hospitality Quarterly (National).

2017: Tourism Destination Development Conference 2017 (National).

2016: APTA 2016 Conference (National).

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