
Chichaya Leruksa, Ph.D.
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Department of Tourism Industry Management
Faculty of Business Administration and Accountancy

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Qualification: Scholarly Academic (SA)

Academic Background

Ph.D. Khon Kaen University.

M.B.A. National University, USA.

B.B.A. Bangkok University, Thailand.

Work Experience

Teaching

Courses Taught

Bachelor Degree

Tourism Innovation

Service Psychology

Logistics and Passenger Transportation Management for Tourism Industry

Principles of Tourist Guide

Human Resources Management in Tourism Industry and Service Psychology

Tourism Project Management

Research Methodology in Tourism

Sport Tourism Management

Airline Business Management

Basic In-flight Passenger Service

Ground Passenger Service

Career Preparations for Airline Business

Master's Degree

Seminar on the Current Issues in Tourism and MICE

Tourism and MICE Innovation Management

Intellectual Contributions

Refereed Articles

Applied or Integrative/application Scholarship

Meeprom, S., Sathatip, P., Leruksa, C., Manosuthi, N., & Fakfare, P. (2023). Cannabis-infused food: Uncovering effective conditions for achieving well-being perception and choice behavior among young adult consumers. *Food Quality and Preference*, 101.

Leruksa, C., & Chaigasem, T. (2020). Ready to be a host? : The potential development guidelines of sport tourism in Buriram Province, Thailand. *African Journal of Hospitality*, 9 (1).

POLNYOTEE, M., & Leruksa, C. (2019). People's Participation on Sustainable Cultural Tourism Management of Klong Yao Village, Banwhay sub-district, Wapipatum district, Mahasarakham province. *Journal of Management Science*, 9 (17).

Leruksa, C., & Chaigasem, T. (2019). An Innovation Model for International Sport Events City of Buriram Province, Thailand. *The Journal of the Veridian E-Journal*, 12 (2).

YASOTHORNSRIKUL, P., & Leruksa, C. (2017). Thainess, Way of Life, Way of Rice and Way of Isarn: Rice and Life of the Thai Farmers from Mahasarakham Province. *KKBS Journal of Business Administration and Accountancy*, 1 (3).

Basic or Discovery Scholarship

Sathatip, P., Senachai, P., Leruksa, C., & Fakfare, P. (2025). Cultivating ethical culinary practices and sustainability awareness in culinary education: Fostering responsible future chefs. *Journal of Hospitality, Leisure, Sport & Tourism Education* 1-15.

Leruksa, C., Sathatip, P., & Meeprom, S. (2023). Beyond factors: igasca-sem's application in the context of cannabis tourism. *ABAC Journal*, 43 (4), 40-68.

Refereed Proceedings

Applied or Integrative/application Scholarship

Leruksa, C., & Chaigasem, T. (2019). Creative Products for International Sport Events City of Buriram Province, Thailand. *The Seventh International Mediterranean Social Sciences Congress (MECAS VII) during 10-12 September, Budapest, Hungary*

Leruksa, C., & Chaigasem, T. (2017). The Potential of Sport Tourism in Buriram Province. *The 21st International Joint World Cultural Tourism Conference and the 7th Word Tourism Conference during 25-27 November, J.F. Oberlin University, Tokyo, Japan*.

Leruksa, C., & Chaigasem, T. (2016). Development Guidelines of Sport Tourism in Buriram Province, The 6th International Conferences on Humanities, Interdisciplinary Studies. *Hospitality and Tourism Management (HISHTM), Singapore*..

Basic or Discovery Scholarship

Maythawin, P., & Leruksa, C. (2020). Development Guideline of Sustainable Cultural Tourism Management of Klong Yao Village, Banwhay Sub-District, Wapipatum District, Mahasarakham Province, Thailand. *Proceeding of the International and National Conference on Business Administration and Accountancy 2020 (the 2nd INCBAA)*., 81-93.

Polnyotee, M., & Leruksa, C. (2019). People's Participation on Sustainable Cultural Tourism Management of Klong Yao Village, Banwhay Sub-District, Wapipatum District, Mahasarakham Province. *The Seventh International Mediterranean Social Sciences Congress (MECAS VII) during 10-12 September, Budapest, Hungary*.

Grants

Other

2018: Leruksa, C. People's Participation on Sustainable Cultural Tourism Management of Klong Yao Village, Banwhay sub-district, Wapipatum district, Mahasarakham province. Mahasarakham University., Co-Investigator, Mahasarakham University.

2017: Leruksa, C. An Innovation Model of International Sport Events City for Buriram Province, Thailand. National Research Council of Thailand, Co-Investigator, National Research Council of Thailand.

2016: Yasothornsrikul, P. & Leruksa, C., Way of Life, Way of Rice and Way of Isarn: Rice and Life of the Thai Farmers from Mahasarakham Province. Mahasarakham University., Co-Principal Investigator, Mahasarakham University.

Service

Service to the Institution

College Assignments

Faculty Assignments:

2023-2024 – 2026-2027: Assistant Dean for International Affairs

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