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

chomsu@kku.ac.th

Qualification: Scholarly Academic (SA)

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

Bachelor Degree

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)

Master's Degree

Strategic Management for Competitiveness in Hospitality and Event Business

Teaching Activities

Assurance of Learning - Teaching

2022 - Lecture, Discussion, Group Project.

Intellectual Contributions

Refereed Articles

Basic or Discovery Scholarship

Mahasuweerachai, P., & Suttikun, C. (2024). Green or greed? Generational perspectives of sustainability claims in restaurants. *Family & Consumer Sciences Research Journal*, 52 (3), 163-177.

- Meeprom, S., & Suttikun, C. (2024). AI- AND EMPLOYEE-BASED CUSTOMER SERVICES IN RESTAURANTS: CUSTOMER ENGAGEMENT LEADING TO LOYALTY DURING THE COVID-19 PANDEMIC. *ABAC Journal*, 44 (2), 61-76.
- Suttikun, C., Mahasuweerachai, P., & Bicksler, W. H. (2023). Marketing strategies in the age of COVID-19: An attitude, belief, context approach. *Family & Consumer Sciences Research Journal*, 51 (4), 262-276.
- 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*, 14 (1) 92-112.
- Suttikun, C., & Mahasuweerachai, P. (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*.
- 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., & 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*. *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.

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, . (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.

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).

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).

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