
Patcharaporn Mahasuweerachai, Ph.D.
Associate 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

Bachelor Degree

Hospitality Business Management

Sales and Marketing for Hospitality and Event Business

Venue Management for Event

Food and Beverage Planning and Cost Control

Master's Degree

Strategic Management for Competitiveness in Hospitality and Event Business

Service Experience and Quality Management in Hospitality Business

Doctoral Degree

Concepts and Theories in Hospitality and Event

Reading and Writing Research Paper

Intellectual Contributions

Refereed Articles

Basic or Discovery Scholarship

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

Suttikun, C., & Mahasuweerachai, P. (2023). The influence of status consumption and social media marketing strategies on consumers' perceptions of green and CSR strategies: How the effects link to emotional attachment to restaurants. *Journal of Hospitality and Tourism Management*, 56, 546-557.

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.

Mahasuweerachai, P., & Mahasuweerachai, P. (2023). All you have to do is ask: A nudge strategy for reducing sweetness in beverages. *International Journal of Gastronomy and Food Science*, 34, 1-9.

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*.

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

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*

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

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.*

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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