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# **Chichaya Leruksa, Ph.D. (Tourism and Hospitality Innovation Mgmt)**

**Lecturer**

**Department of Business Administration and Accountancy**

**Faculty of Business Administration and Accountancy**

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Qualification: Scholarly Academic (SA)

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## **Academic Background**

### **Ph.D. (Tourism and Hospitality Innovation Mgmt))**

Ph.D. (Tourism and Hospitality Innovation Mgmt)) Khon Kaen University, Thailand, 2019.

### **M.B.A. (Marketing)**

M.B.A. (Marketing) National University, USA, 2008.

### **B.B.A. (Management)**

B.B.A. (Management) Bangkok University, Thailand, 2004.

## **Professional Certifications**

Tour Guide License, 2024

Tour Leader, 2024

## **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. (2025). Exploring Research Streams in Sport Tourism Management: A Descriptive Meta-Analysis of Destination Image, Event Quality, Tourist Satisfaction, and Future Intentions. *ABAC Journal*.
- Leruksa, C. (2025). Love on the move: prioritizing personality traits and conflict resolution styles for sustaining romantic relationship during travel. *Tourism Review*.
- Meeprom, S. (2025). Understanding Generation Z customers' citizenship behaviour in relation to cannabis-infused food and beverage experiences. *Young Consumers*.
- Leruksa, C. (2024). Exploring multifaceted pathways: Understanding behavioral formation in green tourism selection through fsQCA. *Journal of Travel & Tourism Marketing*.
- Leruksa, C., Sathatip, P., & Meeprom, S. (2023). Beyond factors: igscs-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 World 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

**Last updated by member on 08-Jun-25 (10:25 AM)**