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# **Patcharaporn Mahasuweerachai, Ph.D. (Hospitality Management)**

**Associate Professor**

**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. (Hospitality Management)**

Ph.D. (Hospitality Management) Oklahoma State University, USA, 2012.

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

M.B.A. (Finance) National Institute of Development Administration, Thailand, 2003.

### **B.Econ**

B.Econ Khon Kaen University, Thailand, 1998.

## **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  
Food and Beverage Planning and Cost Control  
Franchise Management for Hospitality Business  
Seminar in Hospitality and Event Business

#### **Master's Degree**

Business Research Methodology  
Service Experience and Quality Management in Hospitality Business

#### **Doctoral Degree**

Seminar In Hospitality And Event Management

## **Intellectual Contributions**

### **Refereed Articles**

#### **Basic or Discovery Scholarship**

Suttikun, C., Mahasuweerachai, P., & Bicksler, W. (2025). Environmental messaging, corporate values, online engagement and purchase behavior: a study of green communications among eco-friendly coffee retailers. *Journal of Hospitality and Tourism Insights*, 8 (3), 1073 - 1094.

- Wareebor, S., Suttikun, C., & Mahasuweerachai, P. (2025). Exploring the influence of online restaurant promotions on consumer behavioral intentions. *Journal of Hospitality and Tourism Insights*, 8 (3), 1095 - 1113.
- Mahasuweerachai, P., Suttikun, C., & Bicksler, W. (2025). The interplay of social and intrapersonal factors in plant-based food consumption: a comprehensive analysis using the SOR, signaling and protection motivation theories. *International Journal of Contemporary Hospitality Management*, 37 (7), 2370 - 2388.
- Mahasuweerachai, P., Suttikun, C., Kiatkiri, S., & Bicksler, W. (2025). The art of dining: creative local restaurants as key drivers of tourist memorable experiences and well-being. *International Journal of Contemporary Hospitality Management*, 37 (6), 2197 - 2215.
- Suttikun, C., Mahasuweerachai, P., & Bicksler, W. (2025). Back to the table: how omnichannel social media marketing returns customers to restaurant locations. *International Journal of Contemporary Hospitality Management*.
- Chukhanhom, T., Mahasuweerachai, P., & Mahasuweerachai, P. (2025). FROM THEORY TO TABLE: NUDGING HEALTHIER FOOD CHOICES WITH LOW-CONSTRUAL MESSAGING. *Singapore Economic Review*.
- 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. *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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