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**Pongphan Sathatip, D.HTM**  
**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**

### **D.HTM**

D.HTM Hong Kong Polytechnic University, Hong Kong, 2021.

### **M.Sc. (International Tourism & Hospitality Mgmt)**

M.Sc. (International Tourism & Hospitality Mgmt) Griffith University, Australia, 2004.

### **B.B.A. (Hotel and Tourism Management)**

B.B.A. (Hotel and Tourism Management) Khon Kaen University, Thailand, 2002.

## **Work Experience**

### **Teaching**

#### **Courses Taught**

##### **Bachelor Degree**

Food and Beverage Management

Culinary Skills

Food and Beverage Service and Operation for Hospitality and Event Business

Kitchen Operation and Management

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

Luxury Management

## **Intellectual Contributions**

### **Refereed Articles**

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

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

Sathatip, P. (2024). TRIGGERS FOR REDUCING WASTE AND DISPOSABLE PACKAGING: INSIGHTS FROM FOOD TRUCK CONSUMERS IN THAILAND. *ABAC Journal*, 44 (2), 77-93.

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

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*, 109.

## **Service**

### **Service to the Institution**

**College Assignments**

**Faculty Assignments:**

2024-2025 – 2026-2027: Associate Dean for Industrial Relations and Sustainability