
Supawat Meeprom, Ph.D. (Marketing and Event)
Associate Professor
Department of Business Administration and Accountancy
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Qualification: Scholarly Academic (SA)

Academic Background

Ph.D. (Marketing and Event)

Ph.D. (Marketing and Event) Macquarie University, Sydney, Australia, 2019.

Other

Other Graduate Research Degree, The University of Tasmania, Australia, 2016.

M.B.A. (Business Administration)

M.B.A. (Business Administration) Khon Kaen University, Thailand, 2013.

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

B.B.A. (Hotel and Tourism Management) Khon Kaen University, Thailand, 2009.

Professional Certifications

Fellow Research, 2023, La Trobe University, Melbourne, Australia.

Certification of Digital Event Strategist (DES), 2022, Chicago, UAS.

Certified in Exhibition Management, 2021, TCEB and IAEE.

Certification of Partial Least Squares-Structural Equation Modelling Using SmartPLS (Advance), 2017, Malaysia.

Certification of Applied Structural Equation Modelling Using AMOS, 2016, The University of Queensland, Australia.

Graduate Certificate in Business Research, 2016, The University of Tasmania, TAS, Australia.

Certification of English Proficiency Program, 2015, The University of Tasmania, TAS, Australia.

Statistical Program in Qualitative research using Leximancer and Nvivo, 2015, University of Tasmania, AUS.

Certification of Amadeus Airline System, 2013, Bangkok, Thailand.

Certification of Beverage Management (Wines and Spirits), 2009, Bangkok, Thailand.

Professional Memberships

Australian and New Zealand Marketing Academy (ANZMAC) member, N/A

The SERVSIG member, N/A

The Council for Australasian Tourism and Hospitality Education (CAUTHE), 2020

Work Experience

Teaching

Courses Taught

Bachelor Degree

MICE Management

Sport Event Management

Event Promotion and Sponsorship

Event Planning and Management

Food and Beverage Service and Operation for Hospitality and Event Business

Resort Development and Management

Seminar in Hospitality and Event
Master's Degree
Seminar in Hospitality and Event Management
Sport and Maga Event Management
Doctoral Degree
Concepts and Theories in Hospitality and Event Business
Reading and Wrting Research Paper

Intellectual Contributions

Refereed Articles

Basic or Discovery Scholarship

- Meeprom, S. (2025). Can perceived experiential marketing of nutritional meat-based food enhance repurchase intention? The role of customer engagement. *ABAC Journal*, 44 (4), 274-290.
- Meeprom, S. (2025). Customer experience and satisfaction in coffee consumption: an experiential marketing perspective. *Cogent Business & Management*, 12 (1), 1-18.
- Meeprom, S. (2025). Fostering charity sport event runners' identification to drive social media interaction and willingness to donate. *Journal of Research in Interactive Marketing*.
- Meeprom, S. (2025). Understanding Generation Z customers' citizenship behaviour in relation to cannabis-infused food and beverage experiences. *Young Consumers*.
- 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.
- Meeprom, S. (2024). Exploring multifaceted pathways: Understanding behavioral formation in green tourism selection through fsQCA. *Journal of Travel & Tourism Marketing*, 41 (4), 640-658.
- Meeprom, S., & Dansiri, W. (2024). Antecedents and outcomes of attendees' love for sports events during the COVID-19 pandemic. *Journal of Sport and Tourism*, 28 (2), 19-37.
- Meeprom, S. (2024). Antecedents and outcomes of attendees' love to sport events during the covid-19 pandemic. *Journal of Sport and Tourism*.
- Chiangkul, W., Meeprom, S., & Getnet, H. (2023). Creating Memorable Experiences of Cultural Hallmark Event in Thailand. *Tourism and Hospitality Research*, 23 (2), 141-154.
- Meeprom, S. (2023). Beyond factors: IGSCA-SEM'S application in the Context of cannabis tourism. *ABAC Journal*.
- Meeprom, S., & Fakfare, P. (2023). Blended Learning: Examining Must-Have, Hybrid, and Value-Added Quality Attributes of Hospitality and Tourism Education. *Journal of Hospitality & Tourism Education*.
- Meeprom, S. (2023). Cannabis-infused food: Uncovering effective conditions for achieving well-being perception and choice behavior among young adult consumers. *Food Quality and Preference*.
- Meeprom, S., Jaratmetak, P., & Boonk, W. (2023). Examining the effect of consumer experience on co-creation and loyalty for healthy meat consumption. *Frontiers in Sustainable Food Systems*.
- Meeprom, S. (2022). A motive-based segmentation of special event visitors interacting in cultural events. *Event Management as an International Journal*, 26 (5), 1161-1173.
- Meeprom, S., Silanoi, T., & Jaratmetakul, P. (2022). Consumer experience co-creation in speciality coffee through social media sharing: its antecedents and consequences. *International Journal of Quality and Service Sciences*, 14 (4), 576-594.
- Meeprom, S., & Chancharat, S. (2022). Building Health and Wellness Service Experience Extension: A Case Study of Bangkok, Thailand. *Sustainability*, 14 (18).
- Meeprom, S., & Ananchalalai, K. (2022). The influence of service quality on customer satisfaction and loyalty towards the coffee shops. *Srinakarinwirot Business Journal*, 13 (2), 63-78.
- 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.
- Meeprom, S. (2021). Factors Affecting Attendees' Loyalty and Perceived Authenticity of Sithan Festival, Khon Kaen.

KKBS Journal of Business Administration and Accountancy, 5 (3), 45-67.

Meeprom, S., & Pungprasert, B. (2021). Consumer Perception of Healthy Food Experience and Its Influences on Consumer Satisfaction and Engagement Behaviour. *NIDA Development Journal*, 28 (1), 6-25.

Meeprom, S., & Fakfare, P. (2021). Unpacking the role of self-congruence, attendee engagement, and emotional attachment in cultural events. *International Journal of Event and Festival Management*, 12 (4), 1-19.

Chancharat, S., & Meeprom, S. (in press, 2021). The effect of the COVID-19 outbreak on hospitality and tourism stock returns in Thailand. *Anatolia: An International Journal of Tourism and Hospitality Research*.

Thirathon, U., & Meeprom, S. (2020). The Impact of Diversification Strategies and Operational Capabilities on Financial Performance in Thai Professional Service Firms. *International Journal of Business and Administrative Studies*, 6 (1), 21-30.

Meeprom, S. (2020). The Influence of Tourism Attributes on Tourist's Perceived Value of the Tourism Community-Based in The Khong River Basin, Nong Khai Province. *KKBS Journal of Business Administration and Accountancy*, 4 (1), 1-20.

Ritsri, U., & Meeprom, S. (2020). Does knowledge management practice produce accounting employee productivity in the tourism business in Thailand? *Anatolia: An International Journal of Tourism and Hospitality Research*, 31 (1), 99-110.

Meeprom, S., & Dansiri, W. (2020). Understanding motives for attending charity sport events in Thailand. *International Journal of Culture, Tourism, and Hospitality Research*, 15 (1), 26-42.

Meeprom, S., & Silanoi, T. (2020). Investigating the perceived quality of a special event and its influence on perceived value and behavioural intentions in a special event in Thailand. *International Journal of Event and Festival Management*, 11 (3) 337-355.

Thawornwiriyaatukul, W., & Meeprom, S. (2020). Antecedents of Tourist Loyalty in Health and Wellness Tourism: The Impact of Travel Motives, Perceived Service Quality and Satisfaction. *International Journal of Innovation, Creativity, and Change*, 10 (5) 1-16.

Meeprom, S., & Charoenrat, T. (2019). Examining the Effect of Tourists' Motivation and Satisfaction towards NAKHONCHAI BURIN Tourism Cluster. *Development Economic Review*, 13 (1), 42-62.

Meeprom, S. (2015). Factors influencing of tourist's decision making to travel at Archaeological Attraction in NAKHONCHAI BURIN Tourism Cluster. *UTCC Journal*, 35 (2).

Meeprom, S. (2015). A Study of Potential Development to Archaeological Attraction in NAKHONCHAI BURIN Tourism Cluster. *Interdisciplinary Behavior and Social Sciences*.

Meeprom, S. (2014). An integrated leadership management in motivation and inspiration in case study Krung Thai Bank Public Company Limited. *Veridian E-Journal, Silpakorn University: Thai Humanities, Social Sciences and Arts*, 7 (1)

Meeprom, S. (2013). An attitude towards High School students in Khon Kaen municipality for decision-making on further studies majored in hotel and tourism industry at Thai public universities. *Journal of Education Research*, 8 (3).

Meeprom, S. (2013). Bumrungrad International Hospital: Health Tourism to enter the Asean Economic Community (AEC). *Srinakarinwirot Business Journal*, 4 (1), 133-148.

Refereed Proceedings

Basic or Discovery Scholarship

Meeprom, S. (2023). Investigating the role of participant emotional response to the Virtual Entertainment Event during coronavirus 2019 (COVID -19) pandemic. *SIBR*.

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

Chiengkul, W., & Meeprom, S. (2021). A Conceptualisation of creating memorable experiences of cultural major event in Thailand. In The Council for Australasian Tourism and Hospitality Education (Eds.) *Proceedings of the 31th Annual Conference of CAUTHE 2021 Conference, Australia*.

Dansiri, W., & Meeprom, S. (2019). 'Understanding consumer motives for participating in the charity sporting event in Thailand. *3rd International conference on Tourism and Business. Mahidol University International College*.

Meeprom, S., O'Cass, A., & French, L. H. (2017). Customer Engagement in Special Event: Antecedents and

consequences. *Proceedings of the Australian and New Zealand Marketing Academy Conference (ANZMAC)*.

Meeprom, S., O'Cass, A., & French, L. H. (2016). Understanding special event customer behavior: Examining the role of self-image congruence and special event experience in customer engagement. *Proceedings of the Australian and New Zealand Marketing Academy Conference (ANZMAC)*.

Meeprom, S. (2013). 'An educate potential for health tourism to support ASEAN Economics Community: A case study of Srinagarind hospital faculty of medicine Khon Kaen University, Thailand'. *Proceedings of the 3rd Regional Conference on Tourism Research: 29-31 October 2013.Langkawi, Malaysia*, 698-707.

Grants

Research

2023: Meeprom, S. Development Plan for sustaining chicken meat consumption, Co-Investigator, Fundamental Fund.

2023: Meeprom, S. The evidences of consumer experience in cannabis food and beverage consumption: The empirical research, Principal Investigator, KKBS.

2022: Meeprom, S. Supply Chain Integration of chicken meat consumption, Co-Investigator, Fundamental Fund.

2021 [Year 1 of 2]: Meeprom, S. Attendance-Event Identification and Co-Creation in the development of attachment and Social Media Interaction to Charity Sport Event in Thailand, Principal Investigator, Office of the Permanent Secretary (OPS), MHESI Thailand.

2020: Meeprom, S. Supply chain management for healthy chicken meat production (3 low chicken) from Farm-to-Fork in Khon Kaen province, Co-Principal Investigator, Thailand Science Research and Innovation, and Knowledge Network Institute of Thailand.

2020: Meeprom, S. What really motivates next-gen youth to volunteer? Uncovering the hidden motives, Co-Principal Investigator, National Research Council of Thailand.

2020: Meeprom, S. Health and wellness service: the center for Asian region, Co-Principal Investigator, National Research Council of Thailand.

Service

Service to the Profession

Invited Lecture

2023: Thammasat University (State).

2023: Chulalongkorn University (State).

2022: Bangkok University International College (State).

2022: Mahidol University International College (State).

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