

PATTANA BOONCHOO || พัฒน์ธนะ บุญชู

Department of Marketing, Thammasat Business School

2 Prachan Rd., Pranakorn, Bangkok 10200 Thailand

Tel: + 66 (0)80 014 0014

pattana@boonchoo.net, pattana@tbs.tu.ac.th

EDUCATION

July 2011	PhD (Management) , Henley Business School, University of Reading, UK <i>Thesis:</i> Entrepreneurial Marketing: Evidence from the Thai Hotel Industry
May 2003	MBA , California State University, Northridge, USA
March 2000	BBA (International Business Management) , Assumption University, Bangkok, Thailand Minor: Marketing

ACADEMIC EXPERIENCES

July 2021 – Present	Assistant Professor in Marketing , Department of Marketing, Thammasat Business School, Thammasat University, Bangkok, Thailand
June 2019 – June 2021	Assistant Professor in Marketing , College of Management, Mahidol University, Bangkok, Thailand <u>Courses Taught:</u> Consumer Behavior, Entrepreneurial Marketing, Strategic Management, Strategic Implementation and Intrapreneurship
January 2016 – May 2019	Assistant Professor in Marketing , Department of Marketing, Thammasat Business School, Thammasat University, Bangkok, Thailand <u>Courses Taught:</u> <i>Undergraduate Courses:</i> Quantitative Research in Marketing, Consumer Behavior, Entrepreneurial Marketing, Influencer Marketing, International Marketing, B2B Marketing <i>Graduate Courses:</i> Competitive Marketing Strategy, Marketing Decision Modeling
December 2011 – December 2015	Lecturer in Marketing , Department of Marketing, Thammasat Business School, Thammasat University, Bangkok, Thailand
September 2007-December 2010	Part-Time Lecturer , Department of Management, Henley Business School, University of Reading, UK <u>Courses Taught:</u> Strategic Management and Comparative and Inter-Cultural Management

October 2003-September 2006 **Full-time Lecturer**, Department of International Business Management, ABAC School of Management, Assumption University, Bangkok, Thailand
Courses Taught: International Trade, Multinational Business Management, International Management, International Business Environment and Global Strategic Management

PUBLICATIONS

Journal Articles

- Lertwachara, K., Tongurai, J., & Boonchoo, P. (Forthcoming). Mega Sporting Events and Inward FDI: An Investigation of the Differences Among the Types of Sporting Events and Host Countries. *Journal of Sport Management*.
- Tongurai, J., Lertwachara, K., & Boonchoo, P. (2020). Financial Development and Banking Sector Stability *Journal of Economics and Business Administration (国民経済雑誌 The Kokumin-Keizai Zasshi)*, 222(3), 1-18.
- Suwandee, S., Lertwannawit, A., Racela O., & Boonchoo, P. (2020). Do we follow the crowd on social media? Experimental evidence on consumer attitudes in the contexts of NeWOM and firm crisis response. *Asia Pacific Journal of marketing and Logistics*. <https://doi.org/10.1108/APJML-06-2019-0349>
- Cheuathonghua, M., Padungsaksawasdi, C., Boonchoo, P., & Tongurai, J. (2019). Extreme spillovers of VIX fear index to international equity markets. *Financial Markets and Portfolio Management*, 1-38. <https://doi.org/10.1007/s11408-018-0323-6>
- Leelakasemsant, C. & Boonchoo, P. (2018). Entrepreneurial Strategic Posture, Marketing Activities, and Firm Performance: Evidence from the Thai Hotel Industry. *APHEIT International Journal*, 7(2), 77-104.
- Leelakasemsant, C., Toliang, C., & Boonchoo, P. (2018). An examination of the relationships between self-perceptions, conspicuous consumption, and saving behavior. *AU-GSB e-Journal*, 11(2), 85.
- Stouraitis, V., Boonchoo, P., Mior Harun, M.H., and Kyritsis, M. (2017) Entrepreneurial perceptions and bias of SME exporting opportunities for manufacturing exporters: a UK study. *Journal of Small Business and Enterprise Development*. 24(4), 906-927. <https://doi.org/10.1108/JSBED-03-2017-0095>
- Limpanitgul, T., Boonchoo, P. Kulviseachana, Photiyarach, S. (2017) The Relationship between Empowerment and the Three-Component Model of Organisational Commitment: An Empirical Study of Thai Employees Working in Thai and American Airlines. *International Journal of Culture, Tourism, and Hospitality Research*. 11(2). 227-242. <https://doi.org/10.1108/IJCTHR-07-2015-0069>
- Boonchoo, P., & Thourungroje, A. (2017). A Cross-Cultural Examination of the Impact of Transformation Expectations on Impulse Buying and Conspicuous Consumption. *Journal of International Consumer Marketing*, 29(3), 194-205. <https://doi.org/10.1080/08961530.2017.1289357>
- Jansiriwattana, R., Boonchoo, P. (2015), The Influence of Online Reviews on Hotel and Travel Accommodation Purchase Intention. *Journal of Information Systems in Business*. 1, 15-28. doi: 10.14456/jisb.2015.3
- Ruengkul, S., Boonchoo, P. (2015), The Influence of Valance of Online Comment Impact to the Perceived Trustworthiness of Online Review and the Purchase Intention: The Case Study of Brand Trust and Valance of Online Comment Moderator. *Journal of Information Systems in Business*. 1, 6-14. doi: 10.14456/jisb.2015.2

Journal Articles (Cont'd)

- Limpanitgul, T., Boonchoo, P. (2014), Coworker Support and Organizational Commitment: A Comparative Study of Thai Employees Working in Thai and American Airlines. *Journal of Hospitality and Tourism Management*. 21, 100-107.
<https://doi.org/10.1016/j.jhtm.2014.08.002>
- Tongurai, J and Boonchoo P. (2014), Perceived Environmental Uncertainty, Marketing Activities, and Business Performance: The Evidence from the Thai Hotel Industry. *Thammasat Journal*. 32 (2), 55-74.
- Limpanitgul, T., Jirotmontree, A., Robson, M. J., and Boonchoo, P. (2013), Job Attitudes and Prosocial Service Behavior: A Test of the Moderating Role of Organizational Culture. *Journal of Hospitality and Tourism Management*, 20, 5-12.
<https://doi.org/10.1016/j.jhtm.2013.05.006>
- Boonchoo, P., Wadeson, N., and Tsang, D. (2013), The Relationship between Entrepreneurial Marketing and the Characteristics of Thai Hotels and Their Managers. *Journal of Research in Marketing and Entrepreneurship*. 15 (1), 61-78.
<https://doi.org/10.1108/JRME-08-2012-0023>
- Boonchoo, P. and Tongurai J. (2012). *Networking, Marketing Activities, and Firm Performance: A Survey of Thai Construction Firms*. European Journal of Management.
- Lertwachara, K. , Tongurai, J., and Boonchoo P. (2009), Effect of Industrial Standards on Thai Economy. *Kasetsart Journal : Social Sciences*, 4 (1), 33-42.
- Levie, J., Koepplinger, S., Boonchoo, P. and Lichtenstein, B. (2007) *How do Social Ventures Emerge? Evidence from a 24 Month Long, Weekly Tracking Study*. *Frontiers of Entrepreneurship Research* 27(23), Article 3.
- Lertwachara, K., Boonchoo P. (2006), An Application of Rank Transformation: Merger Target Prediction. *Au Journal of Management*, 4 (1), 33-42.
- Lertwachara, K., Boonchoo P. (2005), Dow Jones Components and Economic Indicators: Factor Analysis Approach. *Au Journal of Management*, 3 (2), 20-29.

Book Chapters

- Boonchoo, P., Racela, O., and Vithessonthi, C. (2013). The Current State of International Management Education in Southeast Asia” in Tsang, D., Kazeroony H., and Ellis, G. Eds. *The Routledge Companion to International Management Education*. Routledge.
- Wankel (2012) Ed. *Contemporary Management*. Palgrave Macmillan. (Co-Author of a chapter on organizational culture; Chapter Editor: Tsang D.)

Refereed Conference Papers

- Tongurai, J., Lertwachara K., and Boonchoo P. (Forthcoming 2019), “*Financial Development and Banking Sector Stability*.” WEAI 15th International Conference, March 21-24, 2019, Tokyo, Japan.
- Stouraitis, V., Mior Harun, M.H., and Kyritsis, M. , and Boonchoo, P (2018), “*A Validation of Web-based Surveys for Exploratory Research in the Areas of Business and Entrepreneurship*.” 2018 Fifth HCT Information Technology Trends (ITT), November 28-29, 2018, Dubai, UAE.
- Thoumrungroje, A., and Boonchoo P., (2016), “*A Cross-Cultural Examination of the Impact of Transformation Expectations on Impulse Buying and Conspicuous Consumption*.” The 2016 Global Marketing Conference, July 21-24, 2016, Hong Kong.

Refereed Conference Papers (Cont'd)

- Boonchoo P., and Thourungrroje, A., (2016), "*A Cross-Cultural Examination of the Impact of Transformation Expectations on Impulse Buying and Conspicuous Consumption.*" Academy of International Business (AIB) 2016, June 27-30, 2016, New Orleans, USA.
- Toliang, C., and Boonchoo, P. (2015), "An Examination of the Relationships among Self Perception, Conspicuous Consumption, and Saving Behavior", 1st International Conference on Multidisciplinary in Management, October 30, 2015, Bangkok, Thailand.
- Boonchoo P., Thourungrroje, A., (2015), "*The Cross-Cultural Scale Validation of Transformation Expectations.*" Consortium for International Marketing Research (CIMaR) 2015, May 13-15, 2015, Vienna, Austria.
- Thourungrroje, A., Boonchoo P. (2015), "*The Relationship between Transformation Expectations and Conspicuous Consumption.*" The 14th International Business and Economy Conference, January 5-8, 2015, Thailand.
- Boonchoo, P., Limpanitgul, T., (2014), "*Does being More Market-Oriented Lead to More Changes in Marketing Activities? The Moderating Role of Innovativeness, Proactiveness, and Risk Taking.*" World Business, Finance and Management Conference, December 8-9, 2014, Auckland, New Zealand.
- Limpanitgul, T., Boonchoo, P., Photiyarach, S. and Sakdapat, P. (2014), "*Empowerment and the Three-Component Model of Organizational Commitment: A Test of the Moderating Role of Organizational Culture*" International Symposium on Business and Management (ISBM 2014), April 2-4, 2014, Nagoya, Japan.
- Limpanitgul, T., and Boonchoo, P. (2013), "*Coworker Support and Organizational Commitment among Thai Cabin Attendants: An Empirical Examination of Moderating Role of Organizational Culture*" International Conference on Innovation and Management (IAM 2013), January 28-31, 2013, Sapporo, Japan.
- Boonchoo, P. and Tongurai J. (2012), *Networking, Marketing Activities, and Firm Performance: A Survey of Thai Construction Firms*. International Academy of Business and Economics (IABE) Conference). Las Vegas, Nevada, USA, October 14 -17.
- Boonchoo P., Tsang D., and Wadeson N. (2011), "*Entrepreneurial Marketing Typology: The Exploratory Study of Thai Hotels*" Academy of Marketing Conference, July 5-7, 2011, Liverpool, UK.
- Boonchoo P., Tsang D., and Wadeson N. (2010), "*Marketing /Entrepreneurship Interface: A Structural Equation Model.*" The 33rd Institute for Small Business and Entrepreneurship (ISBE) Conference, November 3-4, 2009, London, UK.
- Boonchoo P., Tsang D., and Wadeson N. (2009), "*Firm Size and Entrepreneurial Marketing.*" The 32nd Institute for Small Business and Entrepreneurship (ISBE) Conference, Liverpool, UK, November 3-6.
- Boonchoo P., Tsang D., Wadeson N., and Limpanitgul T. (2009), "*An Exploratory of the Key Factors Affecting Marketing Adaptation in SMEs: Evidence from the Thai Hotel Industry.*" The 9th Global Conference on Business & Economics (GCBE), University of Cambridge, UK, October 16-17.
- Levie, J., Koepplinger, S., and Boonchoo, P. and Lichtenstein, B. (2007) *How do Social Ventures Emerge? Evidence from a 24 Month, Weekly Tracking Study*. Babson College Entrepreneurship Research Conference, Instituto de Impresa, Madrid, June.

- Boonchoo, P. (2007), "*Relative Perceived Environmental Uncertainty, Perceived Resource Availability, Degree of Internationalization, Firm Performance, and the Mediating Role of Entrepreneurial Orientation*," University of Reading Conference: Four Decades of International Business at Reading: Looking to the Future, University of Reading, April 16-17.
- Behnezhad, A., and Boonchoo P. (2002), "*Revisiting Supply Chain Performance Measurement*," Proceedings of the Institute for Operations Research and the Management Sciences (INFORMS), San Jose, California. November 17-20.

RESEARCH INTERESTS

International marketing, Entrepreneurial marketing, SME marketing, Consumer Marketing, Hospitality and tourism management