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Full-Time Lecturer

National Institute of Development Administration

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GSTM NIDA 148 Moo 3, Sereethai Road, Klong-Chan, Bangkok, Bangkok 10240 THAILAND

AREAS OF EXPERTISE

- ◆ Advance Service Quality
- ◆ Applied Statistics
- ◆ Human Resource in Hospitality Industry
- ◆ Airline Industry
- ◆ Revenue Management
- ◆ Service Management in Hospitality Industry
- ◆ Tourism Economics
- ◆ Service Leadership
- ◆ Applied Econometrics

EDUCATION

POST GRADUATE DIPLOMA IN INTERNATIONAL HOSPITALITY OPERATION

2013

Les Roches International School of Hotel Management, Bluche, Switzerland
(Distinction)

PH.D. IN ECONOMICS, CONCENTRATED ON ENVIRONMENTAL ECONOMICS

2009

National Institute of Development Administration (NIDA), Bangkok, Thailand
(Top 1% in the class)

M.S. IN APPLIED ECONOMICS

1999

The University of Minnesota at Twin Cities, United State of America

B.A. IN ECONOMICS, MAJOR: QUANTITATIVE EMPHASIS

1998

The University of Minnesota at Twin Cities, United State of America

B.A. IN TOURISM STUDIES

1995

Kasetsart University, Thailand
(Second Class)

PROFESSIONAL EXPERIENCES

| | |
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| HOST AND RESEARCHER | 2020 – Present |
| with Professor Woo Gon Kim from Florida State University under a 2020-2021 Fulbright award for the ASEAN Research Program. | |
| FULL-TIME LECTURER OF GRADUATE SCHOOL OF TOURISM MANAGEMENT (GSTM) | 2012 – Present |
| National Institute Development Administration (NIDA). | |
| PART-TIME LECTURER ON UNGRADUATE LEVEL COURSE | 2018 – Present |
| “History of Economic Thought” at Faculty of Economics, Srinakarinwirot University, Bangkok, Thailand. | |
| PART-TIME LECTURER ON UNGRADUATE LEVEL COURSE | 2016 – Present |
| “Cross-cultural Communication for Service Business” at Aviation Business Management Program, School of Management, Mae Fah Luang University, Chiang Rai. | |
| PART-TIME LECTURER ON UNGRADUATE LEVEL COURSE | 2008 – 2018 |
| Dusit Thani College University of Thai Chamber of Commerce Assumption University Thammasat University Walailuk University Srinakarinwiroj University ETC. | |
| GUEST SPEAKER | 2016 – 2019 |
| Thai Airways International Public Company Limited Srinakharinwirot University Thailand Development Research Institute (TDRI) Suratthani Rajabhat University ETC. | |
| INSTRUCTOR | 2014 – 2015 |
| Thai Airways International Public Company Limited. | |
| RESTAURANT CONSULTANT | 2013 – 2014 |
| Eat Me Restaurant- located in Soi Pipat, Silom Bangkok. | |
| FULL-TIME LECTURER AND MICROECONOMICS COORDINATOR | 2008 – 2012 |
| Martin De Tours School of Management and Economics, Dept of Finance and Banking, Assumption University. | |

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| NATIONAL EPA DATABASE SPECIALIST | 2009 – 2012 |
| CEP3-EPA Thailand report, United Nations Environmental Programme (UNEP) cooperated with ADB Bank under the Greater Mekong Sub-region (GMS) programme. | |
| RESEARCHER | 2007 – 2008 |
| Macroeconomic Policy Program (MEP), Thailand Development Research Institution (TDRI), Bangkok, Thailand. | |
| INTERN | May – July, 2007 |
| Environment and Sustainable Development, UNESCAP, United Nations, Bangkok, Thailand. | |
| RESEARCH ASSISTANT | 2006 – 2007 |
| Macroeconomic unit, School of Development Economics, National Institute of Development Administration (NIDA). | |
| FULL-TIME LECTURER | 2002 – 2006 |
| Bangkok University, Thailand. | |
| FULL-TIME LECTURER | 2001 |
| Walailuk University, Thailand. | |

PROFESSIONAL ACHIEVEMENT

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| WON THE NATIONAL RESEARCH COUNCIL OF THAILAND | 2018 2021 |
| National Research Council of Thailand. | |
| AWARDED “ASSISTANT PROFESSORSHIP” | 2014 |
| In specialization on “Hospitality Industry” National Institute Development Administration (NIDA). | |
| AWARDED “ACADEMIC PRESTIGE” | 2010 |
| National Institute Development Administration (NIDA). | |
| WON THE 1ST PRIZE ECONOMICS PAPER | 2009 |
| Bank of Thailand partnership with 6 public universities in Thailand. | |

Bank of Thailand and NSTDA.

JOURNAL ARTICLE

- Chareonsilawart, T, & Agmapisarn, C. (2021). A Blue Economy concept from the Boat Tourism entrepreneur's perspective in Phuket. *Journal of Business Administration and Social Sciences*. 4(1), 42-59. (TCI 2)
- Sinanuwong, P, Agmapisarn, C, & Khetjenkarn, S. (In Press). Linking cabin crew's motivation to service performance: The mediating role of ambidextrous behavior? *ABAC Journal*. (TCI 1, Scopus)
- Agmapisarn, C. (In Press). The Yard hostel amid the COVID-19 outbreak. *NIDA Case Research Journal*. (TCI 2)
- Agmapisarn, C, Choi, H, & Khetjenkarn, S. (In Press). Relationship between the image of food and food satisfaction of international tourists: the moderating effect of tourist groups. *Humanities, Arts and Social Sciences Studies (HASSS)*. (TCI 1, Scopus)
- Punwatpinan, W & Agmapisarn, C. (In Press). EVA cabins' strike shakes Taiwanese society. *NIDA Case Research Journal*, 12 (1) (TCI 2)
- Khongsawatkiat, N & Agmapisarn, C. (In Press). An exploratory study of exhibitors' motivation and business performance in B2B exhibitions. *NIDA Development Journal*, 59 (3).
- Numee, S & Agmapisarn, C. (2020). An analysis of international tourist behavior towards creative tourism. *Journal of Economics and Management Strategy*. 7(1), 43-68. (TCI1)
- Wannayu, R & Agmapisarn, C. (2020). Bicycle tourism elements and satisfaction that affect the behavioral intention of foreign tourists in cycling tourism: A case study of Thonburi district. *Journal of Sports Science and Health*. 21(1), 150-169. (TCI 2)
- Khetjenkarn, S & Agmapisarn, C. (2020). The effects of emotional labour on the outcomes of the job and the organization: Do the differences in age and the manager's emotional intelligence have any impact in the hotel business? *European Journal of Tourism Research*, 25, 2504 (Q3 0.41, ESCI and Scopus)
- Kim, W. G., McGinley, S., Yoon, H. H., & Agmapisarn, C. (2020). Hotels' environmental leadership and employees' organizational citizenship behavior. *International Journal of Hospitality Management*, 87, 102375. (Scopus; SSCI; Impact factor 3.445)

- Agmapisarn, C, Khetjenkarn, S & Techochalalai, S. (2020). A study of Bangkok street food consumption and its effects on consumer attitude and behavioral intention. *Chulalongkorn Business Review*, **42**(163), 21-42. (TCI 1)
- Khetjenkarn, S & Agmapisarn, C. (2020). Individual employee factors affecting emotional labor and job outcomes: a case study of hotel frontline employees in Phuket. *ABAC Journal*, **40**(1), 58-84. (Scopus; TCI 1)
- Agmapisarn, C. (2019). Raan Jay Fai Bangkok-the price of stardom. *NIDA Case Research Journal*, **11**(1), Retrieved from <https://so04.tci-thaijo.org/index.php/NCRJ/article/view/210038> (TCI 1)
- Agmapisarn, C & Julbanyong, B. (2019). Successful factors of Thai restaurants under the Michelin star program. *Journal of Liberal Arts*, **19**(2), 53-82. (TCI 1)
- Agmapisarn, C & Chongruk, P (2019). Spa goer experience design through atmospheric cues. *Journal of Management Science, Surathanni Rajabhat University*, **6**(2), 245-266. (TCI 2).
- Choi, H., Gon, W., Joong, Y., & Agmapisarn, C. (2019). Hotel environmental management initiative (HEMI) scale development. *International Journal of Hospitality Management*, **77**, 562-572. (Scopus; SSCI; Impact factor 3.445)
- Dechtongkam, K & Agmapisarn, C. (2019). Behavioral intention in choosing travel agent by Thai outbound tourists. Case study: Bangkok. *Journal of Business Administration*, **164** (October-December 2019), 1-27. (TCI 1)
- Suphaphon, W & Agmapisarn, C. (2019). Food-quality factors and attitudes that influence inbound tourist's perception of street food safety. Case study: Khao San road, Bangkok. *WMS Journal of Management*, **8**(1) (January – April 2019), 10-23. (in Thai) (TCI 1)
- Agmapisarn, C, Phunyapoo, W & Chaowanasilp, W. (2019). The image of food tourism in Thailand from the service provider's perspective. *Journal of Business Administration and Social Sciences Ramkhamhaeng University*, **2**(3), 37-59.
- Yoopensuk, P & Agmapisarn, C. (2018). Attitude and consumer behavior towards food truck. Case study: Huamum market Kaset-Nawamin *Journal of International and Thai Tourism*, **14**(1), 128-151. (In Thai) (TCI 1)
- Chongrak, P & Agmapisarn, C. (2018). The relationship among street food image, attitude toward behavior, subjective norms, and intention to return. Case study: Yaowarat area. *Economic and Public Policy Journal*, **9**(17), 1-20. (In Thai) (TCI 1)
- Mongkonkeeree, N & Agmapisarn, C. (2018). A Case study of push and pull factors influencing Thai tourists' purchase behavior of street food: Case study of Hua Hin night market, Prachuap Khirikhan province. *BU Academic Review*, **17**(1), 18-32. (In Thai) (TCI 1)

- Agmapisarn, C & Deegasto, N. (2018). Factors analysis of Thai consumer 's attitudes towards street food consumption: A case study of the Victory monument roundabout area, Bangkok. *Research and Development Journal Loei Rajabhat University*, **14**(47), 56-67. (in Thai). (TCI 2)
- Agmapisarn, C. (2018). Amanpuri is in the face of competition. *NIDA Case Research Journal*, **10**(2), 72-96. (TCI 1)
- Upathambhakul, P & Agmapisarn, C. (2018). Sex stereotypes of female traditional Thai masseuse: A case study of traditional Thai massage parlors in Pattaya, Thailand. *Journal of Liberal Arts*, **18**(2), 74-102. (in Thai). (TCI 1)
- Tantivit, C & Agmapisarn, C. (2018). Factors influencing Thai tourists' level of satisfaction and motivations to repeat the use of Japanese travel agents. *Japanese Studies Journal*, **35**(1) (January-June 2018), 98-118. (in Thai). (TCI 1)
- Sangtoop, P & Agmapisarn, C. (2018). A Study of push and pull factors influencing Thai consumers' purchase behavior of street food: Case study of Yaowarat (chinatown), Bangkok. *Chulalongkorn Business Review*, **40**(156), 103-145. (in Thai) (TCI 1)
- Agmapisarn, C. (2018). Servicescape in the café business- A case study: Woo Café & Art gallery, Chiang Mai, Thailand. *NIDA Case Research Journal*, **10**(1), 52-75. (TCI 1)
- Kulsomboonsin, O & Agmapisarn, C. (2017). Career advancement of hotel managers influenced by perceptions of stereotyped masculine or feminine characteristics affiliated with gender: A case study of female hotel managers in Pattaya, Chonburi province, Thailand. *Thammasat University Journal*, **36**(3), 148-182. (in Thai) (TCI 1)
- Pongsakornvasu, T & Agmapisarn, C. (2017). A study of boutique coffee shop service marking strategies: A case study of downtown area in Chiang Mai. *Panyapiwat Journal*, **9**(3), 107-119. (in Thai) (TCI 1)
- Wanwiset, S & Agmapisarn, C. (2017). Key success factors of the process for people participation in DASTA community-based tourism model: A case study of Tambon Namchieo, Trat province. *Thammasat University Journal*, **36**(1), 66-95. (TCI 1)
- Yoocharoen, K & Agmapisarn, C. (2017). Attitude influencing on decision making for Thai tourists to purchase the tourism serviced products after the oil spilled at Ao Phrao beach in Koh Samet, Rayong. *Journal of Buriram Rajabhat University*, **9**(1), 41-56. (in Thai) (TCI 2)
- Teelanont, S & Agmapisarn, C. (2016). The effect of foreign tourists' destination image towards decision-repeated traveling in Bangkok, Thailand: After political crisis 2013 to 2014. *Economics and Public Policy Journal*, **7**(13), 38-55. (in Thai) (TCI 2)

- Agmapisarn, C. (2016). Becoming professional female chefs in Thailand: A case study of Chef Bo, Bo.lan restaurant, Bangkok. *Social Science Asia in conjunction with ABAC Journal*, 2(2), 23-39. doi:10.14456/ssa.2016.13 (TCI 1)
- Agmapisarn, C. (2015). High-Performance Work Practices (HPWPs) in small boutique hotels: Evidence from Rachamankha hotel, *Chiang Mai. Thammasat Review*, 18(1), 99-123. (TCI 1)
- Agmapisarn, C. (2014). A hedonic pricing analysis of hotel room rates in Bangkok. *ABAC Journal*, 34(2), 1-17. (TCI 1)
- Agmapisarn, C. (2014). Eat Me, Bangkok: Successful restaurant business operation. *Thammasat Review*, 17(1), 78-91.

RESEARCH

- Agmapisarn, C. (2020). **Guidelines for building competitive advantage of gastronomic and tourism destination image in Thailand**. Bangkok: National Institute Development Administration.
- Lakpetch, P., & Agmapisarn, C. (2015). **Strategic marketing approaches for promoting Thailand destination attractiveness in ASEAN to stimulate in-bound foreign tourists based on cluster segmentation of their characteristics, travelling behaviors and determinants of their travelling decision-making in Thailand toward post-disaster tourism**. Bangkok: National Institute Development Administration.
- Thailand National Environmental Performance Assessment (EPA) Report**. Asian Development Bank (ADB), the United Nations Environment Programme (UNEP). 2012.
- Thailand Environmental Performance Assessment Report**. Office of Natural Resources and Environmental Policy and Planning (ONEP). 2012. (In Thai language).

BOOK

- Agmapisarn, C. (2020). **Service Management in Hospitality and Tourism Business**. Bangkok: Silpakorn University Printinghouse. (In Thai language)

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