

**Charoenchai Agmapisarn, PhD**

(Associate Professor)

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**EDUCATION**

June 2013	Post Graduate Certificate in International Hospitality Operations. Les Roches International School of Hotel Management, Bluche, Switzerland (Distinction)
August 2009	Ph.D. in Economics, concentrated on Environmental Economics. National Institute of Development Administration (NIDA), Bangkok, Thailand. Overall GPA 3.67 (Top 1% in the class) Dissertation title “A Public Demand for Free HIV Vaccination Programme”.
1999	M.S., Applied Economics, The University of Minnesota at Twin Cities, Overall GPA 3.38
1998	A.B. Economics, Major: Quantitative Emphasis, The University of Minnesota at Twin Cities, Overall GPA 3.77
1995	B.A Tourism studies (Second Class) Kasetsart University, Overall GPA 3.34

**RESEARCH INTERESTS**

Applied Econometrics, Service Leadership, Airline Business, Human Resource in Hospitality Industry, and Service Management in Hospitality

**TEACHING INTERESTS**

Tourism Economics, Applied Statistics, Service Management, Advanced Service Quality in Airline Industry and Revenue Management

**EXPERIENCE**

April 2025- Present	<b>(Part-time) Lecturer</b> , on one graduate level course “Advanced Microeconomics” at Faculty of Economics, Srinakharinwirot University, Bangkok
Sep 2024-Present	<b>Editorial board: “Sustainable Development”</b> (SSCI, Scopus) with impact factor (9.9)
June 2023- Present	<b>Director at Tourism Innovation Research Center to enhance sustainable competitiveness</b> , National Institute of Development Administration.
May 25, 2022	<b>“Associate Professor”</b> has been promoted and designated since March 7, 2022
May 2020 – 2021	<b>Host and researcher</b> , with Professor Woo Gon Kim from Florida State University under a 2020-2021 Fulbright award for the ASEAN Research Program
June 2012- Present	<b>Full-time Lecturer</b> , Graduate School of Tourism Management (GSTM), National Institute of Development Administration,

	Bangkok Thailand on five graduate level courses: “Managing Quality of Work Life and Organizational Behavior for Tourism and Hospitality Businesses”, “Tourism Economics”, “Strategic Management for Airline and Transportation Businesses”, “Marketing Management for Tourism and Hospitality Business and Innovative Tourism and Hospitality Businesses Planning”, “Advanced Service Quality Management in Airline and Transportation Industry”
Jan 2018- Present	<b>(Part-time) Lecturer</b> , on one undergraduate level course “Intermediate Microeconomics” at Faculty of Economics, Srinakharinwirot University, Bangkok
Aug, 2016- 2019	<b>(Part-time) Lecturer</b> , on one undergraduate level course “Cross-cultural Communication for Service Business” at Aviation Business Management Program, School of Management, Mae Fah Luang University, Chiang Rai
June- July, 2018	<b>(Part-time) Lecturer</b> , on one undergraduate level course “Economics” for Hotel and Resort Management in association with Ecole hotelier de Lausanne (EHL), Dusti Thani College
Feb 18, 2019	<b>Guest Speaker</b> , on the topic of “Thailand-Global Tourism and Hospitality 5.0” for Les Roches and Glion Global Hospitality Education, Park Hyatt, Bangkok, Thailand
Nov 26, 2018	<b>Guest Speaker</b> , on the topic of “The Art of Effective Communication: Body language, charisma, and influence” for Embassy of Indonesia local staff and diplomats, Embassy of Indonesia, Bangkok Thailand
July 16-17, 2018	<b>Guest Speaker</b> , on the topic of “Professional sales and Personality development” for Bangkok Airways, Bangkok, Thailand
June 18-20, 2018	<b>Guest Speaker</b> , on the topic of “How to structure manuscript and write the research paper” for Faculty of Management Science, Suratthani Rajabhat University, Suratthani, Thailand
April 18, 2018	<b>Guest Speaker</b> , on the topic of “How to structure manuscript and write the international research paper” for Faculty of Economics lecturers, Srinakharinwirot Univeristy, Bangkok Thailand
November 25, 2017	<b>Guest Speaker</b> , on the topic of “Explore the latest hospitality trend” for Les Roches and Glion seminar at Park Hyatt Bangkok Hotel.
Aug, 2015- 2017	<b>(Part-time) Lecturer</b> , on one undergraduate level course “English for Restaurant Business”, Dept of Hotel Management, School of Business, University of Thai Chamber of Commerce, Bangkok, Thailand.
Aug, 2015- June 2016	<b>(Part-time) Lecturer</b> , on two undergraduate level courses “Service Management” and “Tourist Destination Management”, Martin De Tours School of Management and Economics, Dept of Hospitality and Tourism Management, Assumption University, Bangkok, Thailand.
October 21, 2017	<b>Guest Speaker</b> , on the topic of “Communication Skills for Staff of Indonesia Embassy in Bangkok” for Embassy of Indonesia local staff and diplomats, Embassy of Indonesia, Bangkok Thailand

June 21-23, 2017	<b>Guest Speaker</b> , on the course “Structuring Paper for Success” for Faculty of Management Science lecturers, Suratthani Rajabhat University, Suratthani
June 14, 2017	<b>Guest Speaker</b> , on the topic of “ Ethics in Research & Publication” for Faculty of Economics lecturers, Srinakharinwirot University, Bangkok Thailand
June, 2016	<b>Guest Speaker</b> , on the course of Personality Development for Work Competencies and Performance, Thailand Development Research Institute (TDRI), Bangkok, Thailand
April-May, 2016	<b>Guest Speaker</b> , on the course of English for Secretaries and Administrative Personnel under ASEAN Community, Thailand Development Research Institute (TDRI), Bangkok, Thailand
April 8, 2016	<b>Guest Speaker</b> , on the topic of Tourism Economic of Selected Countries effects to Thai Economy for senior students at School of Economics and Public Policy, Srinakharinwirot University
March 28, 2016	<b>Guest Speaker</b> , on “Service Entrepreneurship”, part of Inflight Service Management Perspective, Inflight Service Course 2016 for new 102 Inflight Managers, Thai Airways International Public Company Limited (THAI).
Nov, 2013- Dec 2015	<b>(Part-time) Lecturer</b> , on two undergraduate level courses “Business Condition Analysis” and “Macroeconomics”, Martin De Tours School of Management and Economics, Dept of Finance and Banking, Assumption University, Bangkok, Thailand.
June 2015- Aug 2015	<b>Instructor</b> , on “Consistency in Service Quality” course, part of Brush up and Refresher for Y/CL Cabin Attendant 2015 for Economy class serviced cabin crew, Thai Airways International Public Company Limited (THAI).
Dec, 2014- Aug 2015	<b>Instructor</b> , on “Striving for Service Leadership” course for cabin crew and “Leader of Changes” course for all pursers and in-flight managers, Thai Airways International Public Company Limited (THAI).
Aug 2014-Dec 2015	<b>(Part-time) Lecturer</b> , on the undergraduate level course “Hotel Management”, Thammasat Business School, Thammasat University, Bangkok, Thailand
Dec, 2013- Dec 2014	<b>Restaurant consultant</b> , Eat Me Restaurant- located in Soi Pipat, Silom Bangkok, <a href="http://www.eatmerestaurant.com">http://www.eatmerestaurant.com</a> , one of the top 50 restaurants in Asia.
Nov, 2013- June 2014	<b>(Part-time) Lecturer</b> , on the undergraduate level “Industrial Development Policy” Department of Economics. School of Management. Walailuk University, Nakorn Sri Thammarat
June 2009- 2012	<b>(Part time) Lecturer</b> , on the undergraduate level course “Microeconomics”, Martin De Tours School of Management and Economics, Dept of Finance and Banking, Assumption University, Bangkok, Thailand.
May, 2008- May 2012	<b>Full Lecturer and Microeconomics coordinator</b> , on the undergraduate level three courses “Microeconomics”, “Macroeconomics”, and “Introduction to Economics”. Martin De Tours School of Management and Economics, Dept of Finance and Banking, Assumption University, Bangkok, Thailand. <b>(Part-time) Lecturer</b> , on the two subjects of “Business Condition Analysis” and “Macroeconomics”. Martin De Tours

	School of Management and Economics, Dept of Finance and Banking, Assumption University, Bangkok, Thailand. <b>(Part-time) Lecturer</b> , on the graduate level course “Research Methodology”. Institute of Economics and Policy at Srinakarinwiroj University, Bangkok, Thailand
Jan, 2010- Dec 2011	<b>Part-time Lecturer</b> , on the undergraduate level three courses “Labor Economics”, “International Capital Movement”, “Introduction to Econometrics” Department of Economics. School of Management. Walailuk University, Nakorn Sri Thammarat
Sept 2009- Feb 2012	<b>National EPA database specialist</b> , CEP3-EPA Thailand report, United Nations Environmental Programme (UNEP) cooperated with ADB Bank under the Greater Mekong Sub-region (GMS) programme - Provided consultation on EPA implementation and database management in Thailand
2007-2008	<b>Researcher</b> , at Macroeconomic Policy Program (MEP), Thailand Development Research Institution (TDRI), Bangkok, Thailand - Researched on project “An Augmented Inflation Targeting Monetary Model for Capital Flows, Exchange Rate, and Policy Alternatives” in line with Bank of Thailand. - Analyzed on project “The study of national debt and saving behavior” in co-operated with National Economics Social Development Bureau (NESDB).
May – July, 2007	<b>Intern</b> , at environment and sustainable development, UNESCAP, United Nations, Bangkok, Thailand - Assisted for green growth, happiness indicators, and environmental eco-efficiency indicators for energy.
2006-2007	<b>Research Assistant</b> , Macroeconomic unit, School of Development Economics, The National Institute of Development Administration (NIDA). - Served as econometrician for forecasting macroeconomic model for Thailand particularly in private and public investment sectors.
2002-2006	<b>Lecturer</b> : Microeconomics I, International Economics, Economic Statistics, School of Economics, Bangkok University. <b>Lecturer</b> : Business Statistics, Introduction to Statistics, Department of Statistics, Bangkok University.
2001	<b>Lecturer</b> : Microeconomics I, Principles of Microeconomics Department of Economics, Walailuk University.

## AWARDS, FELLOWSHIPS, AND GRANTS

2025	Obtained NIDA Distinguished Visiting Professor scholarship to do research with Prof. Richard Welford, Editor-in-Chief Sustainable Development Journal.
2025	Won the 2025 Fundamental Fund by National Research Council of Thailand on the research topic “Encouraging hotel staff’s motivation to support environmentally friendly practices: Case study of Pattaya city” and “The image of local food tourism from the perspective of Thai and foreign tourists: A case study of Phuket province.”

2024	Won the 2024 Fundamental Fund by National Research Council of Thailand on the research topic “A study of consumer behavior in the restaurant business to lead an environmentally friendly low-carbon society Koh Samui, Surat Thani.”
2023	Won the 2023 Fundamental Fund by National Research Council of Thailand on the research topic “Driving the green hotel business into sustainability and smart city in the post of COVID world.”
2022	Won the 2022 Fundamental Fund by National Research Council of Thailand on the research topic “Guideline for developing personnel skills in hotel business under the concept of Sufficiency Economy Philosophy (SEP) to enhance creative and innovative behavior during the recovery of post COVID-19.”
2021	Won the 2021 National Research Council of Thailand on the research topic “Building economic sustainability towards labor moving back to local in the tourism and hospitality sector under the Sufficiency Economy of Philosophy (SEP)”
2018	Won the 2018 National Research Council of Thailand on the research topic “Strategies for Building Competitive Advantage of Gastronomic Tourism in Thailand”
2018	Obtained NIDA Case Study scholarship on the title of “Raam Jay Fai, Bangkok from Hawker Stall to Michelin-starred Restaurant.”
2018	Obtained PhD placement for supervisor under the Royal Golden Jubilee (RGJ) Ph.D. Programme 2018
2017	Obtained NIDA Distinguished Visiting Professor scholarship to do research with Prof. Kim Woody, Dedman School of Hospitality, Florida State University, USA.
2017	Obtained NIDA scholarship on book writing, the title of “An Academic Perspective on Hospitality Industry.”
2017	Obtained NIDA Case Study scholarship on the title of “Amanpuri: The Beautiful Sanctuary after the Storm.”
2016	Obtained NIDA Case Study scholarship on the title of “Facilities Management in the Café Business – A Case Study: Woo Café & Art Gallery, Chiang Mai, Thailand.”
July 2014	Awarded “Assistant Professorship” in specialization on “Hospitality Industry” from National Institute of Development Administration (NIDA)
January 2013	Obtained a full National Institute of Development Administration (NIDA) scholarship to study international hospitality operations certificate at Les Roches International School of Hotel Management
December 2010	Awarded “Academic Prestige” from National Institute Development Administration Alumni
October 2009	Won the 1 <sup>st</sup> prize economics paper “A Public Demand for Free HIV Vaccination Programme” (graduate level) from Bank of Thailand partnership with 6 public universities in Thailand.
Aug 2008-Sept 2009	Granted on PhD dissertation from Government scholarship
June 2008	Nominated “candidate” from Bank of Thailand and NSTDA for attending the 3 <sup>rd</sup> Lindau meeting for Nobel Prize in Economics Science, Germany.

Oct- Dec, 2007	Obtained full scholarship to study at Goteborg University in Sweden for two PhD courses in environmental economics under Swedish International Development Cooperation Agency (SIDA)
1997-1998	Four times awarded on the College of Liberal Arts Dean's List, from Winter Quarter 1997 to Winter Quarter 1998, Department of Economics, The University of Minnesota at Twin Cities.
1995	Awarded second-class honours medal in Tourism studies, Department of Career Science, Kasetsart University, Bangkok, Thailand.

## REFEREING

Cornell Hospitality Quarterly; Thammasat Reviews; Journal of Economics and Management Strategy; SSRU Journal of Management Science; Walailuk Management Journal; Journal of Community Development Research (Humanities and Social Sciences) of Naresuan University; Business, Economics and Communication Journal of Naresuan University, Environment and Natural Resources Journal of Mahidol University; Thammasat Journal; The Case Journal; UTCC International Journal of Business and Economics, ABAC journal; NIDA Case Research Journal; Journal of the Table & Food Coordinate; SAGE open, Humanities, Arts and Social Sciences Studies; Current Issues in Tourism

## OTHER PROFESSIONAL ACTIVITIES

May 19-23, 2025	Participated "Training for the trainers" organized by National Research Council of Thailand, Bangkok Thailand.
December 2024	Shortlisted candidates for the Fulbright U.S.-ASEAN Visiting Scholarship Program (USAS), provided by Fulbright Scholarship.
December 2023	Shortlisted candidates for the Thai Visiting Scholarship Program (TVS), provided by Fulbright Scholarship.
Mar 21, 2023	Guest Speaker on theme of "Be a Good Host" organized by The Ministry of Tourism and Sports on the topic of "Leveling Up Thailand's Tourism Capabilities through Strengthening Tourist's Safety"
Mar 15-17, 2023	Participated UNWTO regional workshop on measuring tourism under the theme "Better Data for Better Tourism in Asia and the Pacific", Kathmandu, Nepal
July 23, 2021	Participated as the chairperson for The Tenth International Conference on Advancement of Development Administration 2021-(ICADA) in the language and communication & tourism management session under the theme "Stronger Emergence Through Disruption: Challenge and Opportunity", Bangkok, Thailand
July 6, 2021	Panelist on the discussion "'Starved for Support: Restaurants in Thailand Struggle in the Time of COVID'" held by The Foreign Correspondents' Club of Thailand (FCCT)
Dec 2020	Participated "National Trainer" organized by Department of Tourism, Chiang Mai, Thailand.
May 21-23, 2019	Participated "Diversity & Inclusion" training at Liberty Mutual,

	Boston, Massachusetts
Jan 24-25, 2019	Participated “Ethical Principles and Human Subject Protection Course” at National Institute of Development Administration
Nov 26, 2018	Participated “Basic Courses in the Protection of Human Subjects in Research” at Chulalongkorn University
July 15 <sup>th</sup> -23 <sup>rd</sup> , 2017	Participated in Mplus: Basic Course and Advance Course organized by The Social Science Research Association of Thailand, Bangkok Thailand
Oct 18th, 2017	Organizing “NIDA Academic Forum” in association with NIDA Research Center with Guest Speaker Dr. Kevin P. Colleary on the topic of “Gifts and Tools: Building Capacity in Cross Cultural Communication for Tourism and Hospitality” at National Institute of Development Administration.
Nov 7th, 2016	Organizing “NIDA Academic Forum” in association with NIDA Research Center with Guest Speaker: H.E. Jaime Nualart, Mexican Ambassador to Kingdom of Thailand on the topic of “Cultural Tourism: Mexico’s Case” at National Institute of Development Administration.
Oct 10 <sup>th</sup> , 2016	Organizing “NIDA Academic Forum” in association with NIDA Research Center with Guest Speaker: H.E. Ivo Sieber, Swiss Ambassador to Kingdom of Thailand on the topic of “Switzerland – successfully harnessing opportunities of globalization” at National Institute of Development Administration.
Oct 7 <sup>th</sup> , 2016	Organizing “Les Roches Global Alumni Reunion” held at Hotel Muse and committee of Thai Student Association in Thailand.
Aug 19 <sup>th</sup> , 2016	Organizing a National Conference. “Academic Perspectives through Thainess Discovery” Graduate School of Tourism Management, National Institute of Development Administration (NIDA), Bangkok Thailand
Jan 2016	Trained on “CourseNetworking” LLC
December 2015	Participated in Mixed Method research for Social Science organized by The Research Promotion Association, Bangkok Thailand
Aug 28 <sup>th</sup> , 2015	Organizing an International Conference. “Integrated Tourism Management: A Way Forward to Sustainability” under Graduate School of Tourism Management to celebrate the 50 <sup>th</sup> Anniversary of National Institute of Development Administration (NIDA), Bangkok Thailand
May 2015	Guest Speaker on “Knowledge Management on Qualitative Research” organized by Center for Excellence, Assumption University, Hua Mark Bangkok
December 2014	Participated in a Mplus programme training for Structural Equation Modeling provided by Research center, National Institute of Development Administration (NIDA), Bangkok
August 2014	Guest Speaker on theme of “Tourism Industry in Thailand for 21 <sup>st</sup> Century” organized by Faculty of Arts, Mahidol University for two sessions. “Starving for Service Leadership” and “Restaurant business operation and Tourism industry.”
June 2013	Session Chair and Master of Ceremony for APTA 2013 conference in Bangkok

October 2009	Presented his paper “A Public Demand for Free HIV Vaccination Programme” at the Fifth National Conference of Economists, NIDA, Bangkok, Thailand
Feb 2009	Presented his interim dissertation work at Dept of Social Policy and Population sector at UNESCAP, the United Nations, Bangkok.
May 2008	Participated in course on “survey method errors” provided by Economy and Environment Program for Southeast Asia (EEPSEA), Bangkok Thailand
June 2003	Participated in advanced SPSS training program, Department of Mathematics and Statistics, Thammasat University, Bangkok, Thailand.
April 2003	Participated in basic SPSS training program, Department of Statistics, Chulalongkorn University, Bangkok, Thailand.
1998	Participated in basic SAS training program, University of Minnesota at Twin Cities.

## COMPUTER SKILLS

SPSS for window, Mplus, SmartPLS, EVIEWS, LIMDEP, STATA, Microsoft Word, Microsoft Window, Excel, Power Point

## JOURNAL ARTICLE:

1. Sathatip, P., Agmapisarn, C., Suttipun, M., Fakfare, P. (In Press). Identifying probabilistic and necessary conditions for sustainable food purchasing behaviors: Insights from surplus food platforms. *British Food Journal*.
2. Ru-zhe, J., & Agmapisarn, C. (In Press). Green restaurant practices and customer loyalty: The role of ecological image. *Thammasat Review*, 28(1).
3. Khetjenkarn, S., & Agmapisarn, C. (In Press). Sustainable restaurant practices: Impact on consumer behavior across demographics. *ABAC Journal*, 45(2).
4. Wongsawat, S., Punnasuparom, P., & Agmapisarn, C. (in press). Creating sustainability in restaurant business to lead toward green restaurants in a low-carbon society: A case study of Koh Samui, Surat Thani Province [in Thai]. *Thammasat Journal*, 44(3).
5. Agmapisarn, C., Seetha, P., & Fakfare, P. (2024). Optimizing surplus food redistribution: Leveraging digital platforms to advance sustainable consumption. *Sustainable Development* <https://doi.org/https://doi.org/10.1002/sd.3322>
6. Phunyapoo, W., Agmapisarn, C. (2024). Local food image from the Perspective of Thai tourists' crisis: A case study of Nan province [in Thai]. *Narkekbabut Paritat Journal*, 16(3), 1-14.
7. Khongsawatkiat, N., & Agmapisarn, C. (2024). Workation destination attractiveness in urban locations: Insights from hybrid thematic analysis. *Thammasat Review*, 27(2), 225-268.
8. Taeratanachai, C., Wonglorsaichon, P., & Agmapisarn, C. (2024). Relationship quality as a mediator of the effects of social commerce on purchase intentions. *ABAC Journal*, 44(2), 94-122.
9. Agmapisarn, C., & Khetjenkarn, S. (2024). Investigating the impact of resilience on job satisfaction and work engagement and the moderating role of hotel employees' work experience during the COVID-19 pandemic. *Journal of Human Resources in Hospitality and Tourism*, 23(3), 487-507. <https://doi.org/10.1080/15332845.2024.2335130>



10. Somboonying, P., & Agmapisarn, C. (2024). Creation of value and service development through the creative skills of hotel employees [in Thai]. *Thammasat Journal*, 43(1), 137-157.
11. Monpanthong, P., Tanamee, D., & Agmapisarn, C. (2023). Building creative skills and innovative behaviors of hotel employees during post-COVID-19 recovery: A case study: Phuket [in Thai]. *Phuket Rajabhat University Academic Journal*, 19(2), 1-33.
12. Agmapisarn, C., & Khetjenkarn, S. (2023). Post-COVID-19 Crisis recovery: Driving green hotels from the perspective of hotel entrepreneurs [in Thai]. *Journal of Business Administration*, 46(180), 1-27.
13. Ru-zhe, J., Aujirapongpan, S., Phetvaroon, K., & Agmapisarn, C. (2023). Why should hotels become more environmentally friendly? Does gender matter in customer feedback? *ABAC Journal*, 43(4), 69-96.
14. Haldorai, K., Kim, W. G., Agmapisarn, C., & Li, J. J. (2023). Who we are and what we do: The relevance of green organizational identity in understanding environmental performance. *International Journal of Hospitality Management*, 114, 103574. <https://doi.org/10.1016/j.ijhm.2023.103574>
15. Ru-zhe, J., & Agmapisarn, C. (2023). COVID-19, resilience, job satisfaction and organisational citizenship behavior among hotel employees after Thailand's reopening plan: A moderated mediation model. *Thammasat Review*, 26(1), 57-91.
16. Haldorai, K., Kim, W. G., Agmapisarn, C., & Li, J. J. (2023). Fear of COVID-19 and employee mental health in quarantine hotels: The role of self-compassion and psychological resilience at work. *International Journal of Hospitality Management*, 103491. <https://doi.org/10.1016/j.ijhm.2023.103491>
17. Khetjenkarn, S., & Agmapisarn, C. (2023). Exploring the bright side of the stress from COVID-19 to improve the hotel staff's citizenship behavior. *Social Science Asia*, 9(1), 34-51.
18. Khongsawatkiat, N., & Agmapisarn, C. (2023). Understanding the relationship between trade show motivational attributes, trade show participation, and business performance. *ABAC Journal*, 43(1), 116-136.
19. Agmapisarn, C. (2023). The concept of sufficiency economy in the eyes of internal migrants under COVID-19 crisis. *KKBS Journal of Business Administration and Accountancy*, 7(1), 49-67.
20. Chaowanasilp, W., & Agmapisarn, C. (2023). 'Thai visitors' motivation of street food influence on destination loyalty: The case study of Bangkok. *Journal of Business, Economics and Communications*, 18(3), 181-193.
21. Ruttanavisanon, W., & Agmapisarn, C. (2022). Place attachment and destination loyalty of religious tourism in Chiang Mai Thailand: Examining the role of emotional solidarity and risk perception. *Thammasat Review*, 25(2), 1-25.
22. Changtapong, S., & Agmapisarn, C. (2022). Impact and adaptation (resilience) of hotel and restaurant business operators during COVID-19: An analysis of the outside-in principle [in Japanese]. *Japanese Chamber of Commerce Journal*, 720(4), 18-23.
23. Chaowanasilp, W., & Agmapisarn, C. (2022). Food tourism in Thailand during the COVID-19 pandemic [in Thai]. *Thammasat Journal*, 41(3), 116-138.
24. Agmapisarn, C., & Changtapong, S. (2020). Building resilience for internal migration from hotel and restaurant businesses during the crisis of the coronavirus COVID-19 pandemic [in Thai]. *Thammasat Journal*, 41(3), 90-115.
25. Agmapisarn, C., & Changtapong, S. (2022). Resilience for hotel and restaurant businesses during the COVID-19 crisis [in Thai]. *Journal of Business Administration*, 45(174), 53-78.

26. Ruttanavisanon, W., & Agmapisarn, C. (2022). Religious tourism in Thailand-a review of Thai literature from 2012-2021. *Social Science Asia*, 8(1), 12-25.
27. Khongsawatkiat, N., & Agmapisarn, C. (2021). B2B exhibitors' motivational attributes: Evidence from the exhibition industry of Thailand. *Journal of Business Administration*, 44(172), 67-104.
28. Chareonsilawart, T., & Agmapisarn, C. (2021). A blue economy concept from the boat tourism entrepreneur's perspective in Phuket [in Thai]. *Journal of Business Administration and Social Sciences*, 4(1), 42-59.
29. Sinanuwong, P., Agmapisarn, C., & Khetjenkarn, S. (2021). Linking cabin crew's motivation to service performance: The mediating role of ambidextrous behavior? *ABAC Journal*, 41(30), 155-173.
30. Agmapisarn, C. (2021). The Yard hostel amid the COVID-19 outbreak. *NIDA Case Research Journal*, 13(1), 67-85.
31. Agmapisarn, C., Choi, H., & Khetjenkarn, S. (2022). Relationship between the image of food and food satisfaction of international tourists: The moderating effect of tourist groups. *Humanities, Arts and Social Sciences Studies*, 22(3), 624-640.
32. Punwatpinan, W., & Agmapisarn, C. (2020). EVA cabins' strike shakes Taiwanese society. *NIDA Case Research Journal*, 12(1).
33. Agmapisarn, C., & Khongsawatkiat, N. (2019). An exploratory study of exhibitors' motivation and business performance in B2B exhibitions. *NIDA Development Journal*, 59(3), 102-128.
34. Nume, S., & Agmapisarn, C. (2020). An analysis of international tourist behavior towards creative tourism [in Thai]. *Journal of Economics and Management Strategy*, 7(1), 43-68.
35. 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 [in Thai]. *Journal of Sports Science and Health*, 21(1), 150-169.
36. 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.
37. 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.
38. Agmapisarn, C., Khetjenkarn, S., & Techochalalai, S. (2020). A study of Bangkok street food consumption and its effects on consumer attitude and behavioral intention [in Thai]. *Chulalongkorn Business Review*, 42(163), 21-42.
39. 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.
40. Agmapisarn, C. (2019). Raan Jay Fai Bangkok-the price of stardom. *NIDA Case Research Journal*, 11(1). <https://so04.tci-thaijo.org/index.php/NCRJ/article/view/210038>
41. Agmapisarn, C., & Julbanyong, B. (2019). Successful factors of Thai restaurants under the Michelin star program [in Thai]. *Journal of Liberal Arts*, 19(2), 53-82.
42. Agmapisarn, C., & Chongruk, P. (2019). Spa goer experience design through atmospheric cues [in Thai]. *Journal of Management Science, Surathanni Rajabhat University*, 6(2), 245-266.

43. Choi, H., Gon, W., Joong, Y., & Agmapisarn, C. (2019). Hotel environmental management initiative (HEMI) scale development. *International Journal of Hospitality Management*, 77, 562-572.
44. Dechtongkam, K., & Agmapisarn, C. (2019). Behavioral intention in choosing travel agent by Thai outbound tourists: Case study: Bangkok [in Thai]. *Journal of Business Administration*, 164, 1-27.
45. 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 [in Thai]. *WMS Journal of Management*, 8(1), 10-23.
46. Agmapisarn, C., Phunypoo, W., & Chaowanasilp, W. (2019). The image of food tourism in Thailand from the service provider's perspective [in Thai]. *Journal of Business Administration and Social Sciences Ramkhamhaeng University*, 2(3), 37-59.
47. Yoopensuk, P., & Agmapisarn, C. (2018). Attitude and consumer behavior towards food truck: Case study: Huamum market Kaset-Nawamin [in Thai]. *Journal of International and Thai Tourism*, 14(1), 128-151.
48. Chongrak, P., & Agmapisarn, C. (2018). The relationship among street food image, attitude toward behavior, subjective norms, and intention to return: Case study: Yaowarat area [in Thai]. *Economic and Public Policy Journal*, 9(17), 1-20.
49. 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 [in Thai]. *BU Academic Review*, 17(1), 18-32.
50. 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 [in Thai]. *Research and Development Journal Loei Rajabhat University*, 14(47), 56-67.
51. Agmapisarn, C. (2018). Amanpuri is in the face of competition. *NIDA Case Research Journal*, 10(2), 72-96.
52. Upathambhakul, P., & Agmapisarn, C. (2018). Sex stereotypes of female traditional Thai masseuse: A case study of traditional Thai massage parlors in Pattaya, Thailand [in Thai]. *Journal of Liberal Arts*, 18(2), 74-102.
53. Tantivit, C., & Agmapisarn, C. (2018). Factors influencing Thai tourists' level of satisfaction and motivations to repeat the use of Japanese travel agents [in Thai]. *Japanese Studies Journal*, 35(1), 98-118.
54. 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 [in Thai]. *Chulalongkorn Business Review*, 40(156), 103-145.
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