

Dr. Chanthika Pornpitakpan

Associate Professor in Management

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Executive Summary

Dr. Pornpitakpan, Associate Professor in Management at the University of Macau's Faculty of Business Administration, is a globally renowned scholar in marketing and consumer behavior. Her global impact is evidenced by **ranking in the top 0.7% of scholars worldwide**, with top 0.32% for citation impact and top 0.91% for quality (ScholarGPS 2025), alongside Stanford University and Elsevier's **top 2% scientist designation annually (from 2019 to 2025)**. She earned a **PhD in International Business/Marketing from the University of British Columbia**, an MBA (Distinction) from Sasin School of Management, Chulalongkorn University, and a BA (First Class Honors) from Chulalongkorn University, all globally ranked institutions. This foundation underpins her research, published in prestigious journals such as *Journal of International Business Studies* and *Journal of Cross-Cultural Psychology* and adopted in teaching materials globally. Her global recognition is affirmed in biographical compendiums, including the 25th Silver Anniversary Edition of *Who's Who in the World* and the *Marquis Who's Who Official Albert Nelson Marquis Lifetime Achievement Award (2018)*.

Her scholarly influence extends to teaching at top universities such as National University of Singapore and Monash University Malaysia, and leading executive training programs for organizations such as Bank of Thailand. Beyond academia, she gained marketing expertise at Colgate-Palmolive. Additionally, she currently serves as **Editor-in-Chief of *Global Empirical Marketing Studies*** and **Advisory Board Member of *Journal of Global Marketing***. She also organizes meditation sessions for University of Macau staff and students, is fluent in Thai and English, and pursues Mandarin studies. Dr. Pornpitakpan demonstrates exceptional leadership through academic excellence, industry expertise, and community engagement, advancing scholarship, mentoring future leaders, and promoting cross-cultural understanding.

Detailed Biography

Dr. Chanthika Pornpitakpan, **Associate Professor in Management**, Department of Management and Marketing, Faculty of Business Administration, and **Non-resident Fellow of the Choi Kai Yau Residential College at the University of Macau** (ranked 145th, Times Higher Education World University Rankings 2026), is a globally acclaimed scholar in marketing and consumer behavior. With 6,241 citations (<https://scholar.google.com/citations?hl=en&user=bJu39rcAAAAJ>, as of April 13, 2026), she **ranks in the top 0.7% of scholars worldwide, with top 1.82% for productivity, top 0.32% for citation impact, and top 0.91% for quality**. She stands in the top 1% in business & management, top 0.71% in business administration, and top 0.15% in global marketing (ScholarGPS 2025). **Annually from 2019 to 2025, she has earned Stanford University and Elsevier's top 2% scientist of the world designation**, a prestigious ranking of the top 100,000 scientists across 22 fields and 174 sub-fields, based on the composite c-score (with and without self-citations). This metric

evaluates citation count, h-index, co-authorship, and authorship prominence (single, first, or last author), prioritizing impactful research over publication volume.

Dr. Pornpitakpan's academic credentials hail from world-class institutions: a **PhD in International Business/Marketing from the University of British Columbia** (ranked 40th, QS World University Rankings 2026), an MBA with Distinction from Sasin School of Management (ranked 23rd, QS Global MBA 2026: Asia), and a BA (First Class Honors) from Chulalongkorn University (ranked 221st, QS 2026). Her distinguished career spans leadership and faculty roles at premier institutions, including **Dean and Associate Professor of the Business School at the University of the Thai Chamber of Commerce** (Thailand's top private university), Associate Professor of Marketing at Universitas 21 Global (founded by 16 world-renowned universities), **Associate Professor of Marketing at Monash University Malaysia** (Monash University ranked 36th, QS 2026), **Assistant Professor of Marketing at the National University of Singapore** (ranked 8th, QS 2026), and Lecturer at Sasin School of Management, Chulalongkorn University. Since joining the University of Macau in 2008, she has made significant contributions to scholarship, teaching, and student development.

Dr. Pornpitakpan has delivered exceptional instruction across doctoral, master's, and bachelor's programs in Macau, Malaysia, Singapore, Thailand, and France, engaging diverse academic audiences at institutions such as the University of Macau, Monash University Malaysia, National University of Singapore, Chulalongkorn University, Asian Institute of Technology, National Institute of Development Administration, Thammasat University, Burapha University, University of the Thai Chamber of Commerce, and Ecole Supérieure de Commerce et de Management. Her extensive teaching experience across multiple countries fosters cross-cultural learning and equips students with cutting-edge knowledge in marketing and management

As a **committed mentor**, she has guided three PhD students (two graduated, one withdrew due to health and time constraints), six master's students (MSc and MBA, all graduated), and two honors degree undergraduates (both graduated), while examining seven doctoral theses and over 10 master's theses at various universities. Her mentorship cultivates intellectual rigor and personal growth, empowering students to excel academically and professionally.

Beyond academia, Dr. Pornpitakpan has developed and delivered executive training programs for organizations such as the Bank of Thailand, Bank of Laos, Siam Cement Group, G Steel Group, and The Venetian Macao. These programs integrate marketing and management research into tailored workshops on consumer behavior and marketing strategies, equipping professionals with tools to address industry-specific market dynamics. Spanning sectors like finance, manufacturing, and hospitality, her training initiatives connect academic theory with practical applications, enhancing organizational marketing capabilities and supporting business development.

Dr. Pornpitakpan's research, published in premier international peer-reviewed journals, shapes global discourse in marketing and consumer behavior. Her work appears in *Journal of International Business Studies*, *Journal of Cross-Cultural Psychology*, *Journal of Global Marketing*, *Journal of Marketing Management*, *Journal of International Consumer Marketing*, *Journal of Euromarketing*, *Asia Pacific Journal of Marketing and Logistics*, *Journal of Consumer Marketing*, *Australasian Marketing Journal*, *Business Horizons*, *Journal of Applied Social Psychology*, *Chronobiology International*, and *Personality and Individual Differences*.

Her publications are integral to curricula at prestigious institutions worldwide, for example, **in the United States**: Stanford University, California State University Fullerton, Colorado State University, George Mason University, Rutgers University, San José State University, Troy State University, and Washington State University; **in Canada**: University of British Columbia; **in New Zealand**: University of Otago; **in Austria**: University of Vienna; **in Switzerland**: University of Bern; **in Malaysia**: Monash University Malaysia (her own courses); **in Thailand**: Asian Institute of Technology, Chulalongkorn University, and Thammasat University (her own courses and Professor

Dr. Robert T. Green's course); **in Singapore:** National University of Singapore (her own courses); and **in Taiwan.** This global adoption underscores the enduring value and international esteem of her contributions.

Prior to academia, Dr. Pornpitakpan honed professional expertise in non-business roles at NEC Corporation and Thai Shell Exploration and Production Company Limited before her MBA. Post-MBA, she developed marketing and banking acumen at Bangkok Bank Public Company Limited, Colgate-Palmolive (Thailand) Limited, and Thai International Products Company Limited, managing consumer products. These experiences anchor her research in practical insights, enhancing its global relevance and applicability.

Beyond research and teaching, Dr. Pornpitakpan shapes academic discourse as **Editor-in-Chief of *Global Empirical Marketing Studies***, advancing innovative scholarship in marketing, international business, and hospitality. She also serves as Advisory Board Member of *Journal of Global Marketing*, Associate Editor of *Virtual Economics*, and editorial board member of *Marketing and Management of Innovations* and *Amity Journal of Marketing*. Her global eminence is recognized in biographical compendiums, including the 25th Silver Anniversary Edition of ***Who's Who in the World*** (featuring over 60,000 leaders from 215 countries) and subsequent editions, ***2000 Outstanding Intellectuals of the 21st Century*** (2007, 2012, 2013, 2014, 2015, 2016, 2017), ***Who's Who in America 2009***, ***Who's Who in Asia*** (2006, 2012, 2017), and ***Dictionary of International Biography*** (36th, 37th, 38th, 39th or 2018 editions). Her accolades include the ***University of Macau Staff Achievement Award*** (2011), ***International Educator of the Year*** (2012), ***Top 100 Educators*** (2012), ***Cambridge Certificate for Outstanding Educational Achievement*** (2012), ***Leading Educators of the World*** (2013), ***International Biographical Centre Man of the Year*** (2018, United Kingdom), and the ***Marquis Who's Who Official Albert Nelson Marquis Lifetime Achievement Award*** (2018), affirming her extraordinary impact.

Since Sep 2016, Dr. Pornpitakpan has served as Non-resident Fellow of the Choi Kai Yau Residential College at the University of Macau, cultivating a vibrant student community through innovative workshops and dynamic engagement initiatives. Since May 2017, she has designed and led weekly meditation sessions for students and staff, championing wellness and resilience as pillars of holistic education. Fluent in Thai and English, she pursues advanced Mandarin studies at the University of Macau's Confucius Institute, enhancing her cross-cultural fluency. An avid traveler, she has explored over 20 countries, embracing diverse cultures and perspectives, which enriches her mentorship of global students. Furthermore, her commitment to regular exercise underscores her dedication to physical and mental fitness, promoting resilience and balance in her professional and personal life. These efforts reflect her commitment to building thriving academic communities. With her kind, friendly, patient, empathetic, optimistic, cooperative, and self-confident nature, combined with her adeptness at solving problems, reconciling conflicts, and managing emergencies, Dr. Pornpitakpan exemplifies exceptional leadership. Her adaptability and strong interpersonal communication enable her to navigate the multifaceted demands of student-focused environments, advancing individual and collective growth while excelling in her academic and professional pursuits.

In conclusion, Dr. Pornpitakpan demonstrates exceptional leadership through academic excellence, industry expertise, and community engagement. She advances scholarship, mentors future leaders, and promotes cross-cultural understanding, contributing to global knowledge and development.

Education

- **PhD in International Business/Marketing**
University of British Columbia (ranked 40th, QS World University Rankings 2026), Canada
Sep 1989–Nov 1995 | Standing: A
 - Concentrations: International business/marketing, statistics, psychology.
 - Research Assistant (Jan 1992–Feb 1994): Conducted data analysis and information research for faculty projects.
- **MBA (Distinction)**
Sasin School of Management (ranked 23rd, QS Global MBA 2026: Asia) formerly Sasin Graduate Institute of Business Administration), Chulalongkorn University, Thailand
Jun 1985–Mar 1987 | GPA: 3.83/4.00
 - Concentrations: International business/marketing, finance.
 - Nominated class tutor for marketing; captain of MBA'85 female basketball and volleyball teams.
- **BA (First Class Honors)**
Chulalongkorn University, Thailand (ranked 221st, QS World University Rankings 2026)
Jun 1979–Mar 1983 | GPA: 3.81/4.00
 - Concentrations: Library science, English.
 - Secretary, 1982 Graduation Affairs Committee: Coordinated logistics and events for commencement.
 - Presented bouquets to Their Majesties the King and Princess of Thailand at the Jul 1983 commencement ceremony, representing the graduating class.
 - Secretary, librarian, and flutist of the Thai Classical Music Club of the Faculty of Arts.
 - Member of the Photo Club and the Environment Conservation Club.

Academic Appointments

- Feb 2008–Present: Associate Professor in Management (since Nov 2022), Associate Professor in Marketing (Feb 2008–Aug 2022), Faculty of Business Administration, **University of Macau** (ranked 145th, Times Higher Education World University Rankings 2026), China
 - Acting Head, Department of Management and Marketing (Jan–Jun 2011):
 - Organized two management and marketing talks for “First FBA Business Week” (Apr 1, 2011), attracting the largest audience among all departments.
 - Replaced a non-performing graduate assistant, resolving a long-standing issue and earning colleague appreciation.
 - Established a transparent and equitable management system within the department.
 - Boosted marketing major enrollment from 47 students (2009/2010) to 62 students (2011/2012) through effective promotion.
 - Reduced teaching loads for colleagues with strong publications to reward excellence.
 - Program Coordinator, BBA in Marketing (Sep 2009–Aug 2016).
 - Conducted practitioner- and academic-oriented research in marketing.
 - Taught marketing courses for PhD, MBA, and BBA programs (in English).
 - Provided academic counseling for marketing students with performance challenges.
 - Non-resident Fellow, Choi Kai Yau Residential College (Aug 2016–present): lead workshops, meditation sessions, and college activities.
 - Chair or member in many BBA, MBA, MSc, and PhD admission interview panels (2008–present).
 - Contributed to faculty recruitment, promotion, and contract renewal committees (2008–2019).
 - Member, FBA Outstanding Academic Papers by Students Committee (Nov 2015–2019).
 - Member, FBA Graduate Study Committee (Sep 2008–Aug 2009; Sep 2010–Aug 2013).
 - Member, Research Ethics Panel, University of Macau Research Committee (May–Jun 2011).
 - Member, Dean Search Committee (2009).

- Member, FBA Academic Council (Feb 2008–present).
 - Member, Academic Development Committee and Undergraduate Work Group (2010–2019).
 - Member, Best Researcher Award Committee (2009).
 - Member, Marketing Journal Ranking List Task Force (2010–2011).
 - Member, Fellowship Granting Task Force (2010).
 - Member, Internal Promotion Criteria Task Force (2010).
 - Member, Academic Leave Committee (Feb–Aug 2011).
 - Member, University Senate (Feb–Jun 2011).
 - Member, FBA AACSB Committee (2011–2019).
 - Attended AACSB seminars: Accreditation seminar (Guangzhou, Nov 30–Dec 1, 2011), Assurance of Learning (Guangzhou, Dec 5–6, 2012), Applied Assurance of Learning (Singapore, Oct 11, 2013).
 - Participated in workshops and seminars at the Centre for Teaching and Learning Enhancement (2009–present).
 - Chaired the FBA Marketing Symposium 2012 Organizing Task Force.
 - Supervised PhD, MSc, and MBA students and examined theses and graduation project reports.
 - Voluntarily participated in various activities organized by the university (2008–present).
- Mar 2005–Jun 2007: Dean and Associate Professor, School of Business, **University of the Thai Chamber of Commerce**, Bangkok, Thailand
 - Supervised 75 faculty members and six administrative staff members, shaping a high-performing team.
 - Developed and implemented policies and strategies for the School of Business and, as a university management board member, for the university.
 - Managed budget and operations, ensuring efficient resource allocation.
 - Liaised with visiting universities, deans, and department heads to foster collaboration.
 - Promoted excellence in student achievements, faculty teaching, and scholarship.
 - Led development, assessment, and revision of academic programs and curricula.
 - Enhanced the School's image through strategic promotion, increasing student enrollment.
 - Communicated the School's mission to faculty, students, staff, alumni, media, and public.
 - Mentored faculty members to publish in international refereed journals.
 - Conducted practitioner- and academic-oriented research.
 - Wrote and oversaw production of advertisements and public relations materials (e.g., BBA International Program, UTCC International Conference in Business 2006, Executive MBA Program).
 - Served as member of various committees.
 - Represented the School in ceremonies as chairperson or participant.
 - Advised faculty, staff, and PhD scholarship recipients.
 - Resolved conflicts and problems within the School.
 - Achievements:
 - Maintained undergraduate enrollment amid fierce competition, unlike other schools facing declines (2005).
 - Increased undergraduate enrollment (fee-paying, excluding scholarships) by 45.96% (2,115 to 3,087 students, 2005–2006), outpacing other UTCC schools' 35.56% (2,734 to 3,706 students) growth.
 - Improved quality assurance assessment score by 67.7% (2.26 in 2004 to 3.79 in 2005): improved key performance indices in publications in international refereed journals/conference proceedings, academic services to the society, student quality, teaching quality, and business-experience enhancement.
 - Achieved nine publications in international refereed journals and proceedings (2006).
 - Launched four new curricula (retail business management, entrepreneurship, e-office management, MBA in Chinese business) and developed a PhD curriculum.
 - Students won multiple awards, including:
 - 2nd prize in C.P. INTERFOOD (Thailand)'s business plan contest (Apr 11, 2006)

- 2nd prize and a distinguished prize from the Ethics Short Story Competition Project organized by the Thai Chamber of Commerce (2006)
 - 1st prize and the Popular Vote Award in the i-Mobile Young Manager Contest (2nd round, 2006)
 - 2nd prize in the National Business Game Contest (Southern Round Selection) at Prince of Songkla University (Hat Yai Campus, Oct 25–26, 2005)
 - National Distinguished Youth Award in the sports category from the National Council on Social Welfare of Thailand (2005)
 - Many gold medals in swimming from several national competitions
 - Distinguished prize in the business plan contest organized by Thailand Management Association (2005)
 - New Generation Idol Award
 - Silver medal from taekwondo competition in the 33rd Thailand University Games (2005)
 - Honorable award for being a well-behaved young Buddhist from the Buddhist Association of Thailand at the National Council on Social Welfare of Thailand (May 25, 2005)
 - Renovated BBA International Program facilities, dean’s office, faculty offices, and canteen.
 - Recruited four doctoral and seven master’s degree lecturers.
 - Grew BBA International Program first-year enrollment by 400% (14 students in 2004 to 70 students in 2006) and Global MBA by 51% (33 students in 2004 to 50 students in 2006).
 - Organized “Business Week” (Jan 9–13, 2007) and many other public lectures, earning high praise.
 - Increased academic/professional service revenues by 1,213.1% (from 205,000 in 2005 to 2,691,753 baht in 2006).
 - Organized the first alumni reunion (May 19, 2007, ~400 participants) with souvenir book *Blooming Roses: UTCC Business Home Coming Day 2007*.
 - Introduced fair, transparent, and systematic performance evaluation criteria, boosting faculty morale and happiness.
 - Led the first UTCC International Conference in Business (Dec 7–8, 2006), generating 241,669 baht, featuring 29 papers from seven countries, hosting about 100 participants, and earning praise for crisis management (e.g., videotaping hospitalized keynote speaker) and rendering the most wonderful conference experience.
 - Motivated faculty members to improve their English competency and to do international research.
 - Revamped and maintained the School’s website to ensure professionalism, global accessibility, and up-to-date content.
 - Earned faculty praise for being kind, likable, straightforward, attentive to their welfare, responsive, devoting time in helping them, resolving problems, and getting things done.
 - Created Thai and English slogans for the School: “ทฤษฎียอด ปฏิบัติเยี่ยม เปี่ยมคุณธรรม นำธุรกิจ Supreme theory, superb practice, super conscience, surpassing all in business.”
 - Resolved a lecturer’s dishonest behavior through resignation, protecting the School’s reputation and avoiding lawsuits.
- Oct 2004–Feb 2005: Associate Professor of Marketing, **Shinawatra University**, Bangkok, Thailand
 - Conducted practitioner- and academic-oriented research.
 - Taught management and marketing courses for the MBA program (in English).
 - Supervised and examined master’s theses.
 - May 2004–Jan 2008: Associate Professor of Marketing (until Aug 2004) and Honorary Professorial Associate, **Universitas 21 Global** (founded by 16 renowned research-intensive universities in North America, Europe, Asia, Australia, and New Zealand), Singapore
 - Conducted practitioner- and academic-oriented research.
 - Taught online marketing and business research courses (in English).
 - Developed and managed online course content and delivery.

- Contributed to pedagogy, instructional technology, academic program development, educational planning, policy formulation, and overall development of the school
- Supervised adjunct faculty and served on admission and faculty recruitment committees.
- Planned marketing programs and conducted open-house sessions for the Thailand market.
- Apr 2003–Jun 2004: Associate Professor (Tenured) and Chair, Department of Marketing, **Monash University Malaysia** (Monash University ranked 36th, QS World University Rankings 2026)
 - Conducted practitioner- and academic-oriented research.
 - Taught marketing and business research courses (in English).
 - Examined undergraduate honors theses and supervised lecturers in marketing and management.
 - Managed department resources, handled student exemptions, and coordinated with Monash University Australia campuses.
 - Accredited as a doctoral dissertation supervisor.
- Mar 1996–Jun 2003: Assistant Professor, Business School, **National University of Singapore** (ranked 8th, QS World University Rankings 2026)
 - Conducted practitioner- and academic-oriented research.
 - Taught marketing management, international marketing, consumer behavior, and marketing research courses (in English) at undergraduate and MBA levels.
 - Supervised and examined undergraduate honors and master’s theses.
- Aug 1994–Apr 2000: Lecturer, **Sasin School of Management** (ranked 23rd, QS Global MBA 2026: Asia; formerly Sasin Graduate Institute of Business Administration), Chulalongkorn University, Thailand
 - Conducted practitioner- and academic-oriented research.
 - Taught consumer behavior courses (in English).
 - Served on various committees and the *Sasin Journal of Management* editorial board.

Work Experience

- Jul 2007–Feb 2008: Honorary Advisor, **Boombillion International Company Limited**, Samutprakarn, Thailand
 - Provided ad hoc consulting for a company specializing in training, research, consultancy, professional recruitment, translation, and editing services across education, business, and public administration.
- Oct 1988–Jun 1989: Brand Manager, **Thai International Products Company Limited**, Bangkok
 - Developed comprehensive marketing plans, including product features, pricing, promotion, and distribution strategies.
 - Prepared marketing support programs and materials.
 - Supervised marketing research, advertising, promotion campaigns, and sales teams.
 - Liaised with advertising agencies and suppliers to ensure campaign success.
- Oct 1987–Oct 1988: Marketing Assistant, **Colgate-Palmolive (Thailand) Company Limited**, Bangkok
 - Managed product planning, marketing research, and new product development.
 - Analyzed and controlled marketing activities to optimize performance.
 - Supervised advertising and promotion campaigns.
 - Coordinated with agencies and suppliers.
 - Collaborated with sales, production, purchasing, budgeting, and legal departments to align strategies.

- Apr 1987–Oct 1987: Credit Administration Officer, Merchant Banking Group, **Bangkok Bank Limited**, Bangkok
 - Inspected offshore loan contracts and negotiated loan terms with clients.
 - Monitored client compliance with loan agreements.
 - Executed principal drawdowns and loan repayments.
 - Coordinated with other banks in syndicated loan arrangements.
- Summer 1986: Banking Trainee, **Bangkok Bank Limited**, Bangkok
 - Trained in client relations, market surveys, teller operations, cheque clearing, imports, exports, foreign exchange, remittance, financial management, credit analysis, and administration.
- Aug 1983–May 1985: Librarian, **Thai Shell Exploration and Production Company Limited**, Bangkok
 - Established and managed library systems, including budget control.
 - Acquired and classified publications and handled correspondence.
 - Supervised an assistant and supported the Petroleum Engineering Department with technical tasks and computer operations.
- Mar 1983–Aug 1983: Executive Secretary to the General Manager, **NEC Corporation**, Bangkok
 - Translated documents between Thai and English.
 - Managed correspondence and shipping documents.
 - Recorded meeting minutes and acquired office equipment.
 - Supervised a typist to ensure efficient office operations.

Graduate and Undergraduate Student Supervision

University of Macau (Other Institutions Noted as Applicable)

- Supervised PhD dissertation of Yue Wei, “Moderators of the Effect of Valence of Word of Mouth About a Brand/Company on Word of Mouth Pass-along Intentions,” proposal successfully defended, University of Macau. (Supervision period: September 2014–March 2025, student withdrew due to health and time constraints).
- Supervised PhD dissertation of Qiuling Li, “An Investigation of Gift Types in Relationship Enhancement: The Gift Recipient’s Perspective,” graduated in August 2023, University of Macau. (Supervision period: Sep 2014–Aug 2023). <https://www.proquest.com/docview/3186192461>
 - Note: A pioneering dissertation, advancing insights into gift-giving and relationship dynamics from the recipient’s perspective.
- Supervised PhD dissertation of Yizhou Yuan, “The Effects of Affective Cues and Culture on Unrealistic Optimism and Consumer Responses,” graduated in December 2020, University of Macau. (Supervision period: Sep 2012–Dec 2020). <https://www.proquest.com/docview/2560292755>
 - Note: A transformative dissertation, exploring cultural influences on optimism.
- PhD dissertation committee member for Bernadete Ozorio, “Cultural Influence on Escalation of Commitment,” graduated in May 2019, University of Macau. <https://www.proquest.com/docview/2455624507>
 - Note: A groundbreaking dissertation, advancing understanding of cultural influences on decision-making persistence in organizational contexts.
- Supervising MBA thesis of In Hou Lam (expected to graduate in May 2026)
- Supervised MSc thesis of Tin Wai Kam (graduated Jun 2025).
- Supervised MBA thesis of Chon Leong Chan (graduated Jul 2024).
- Supervised MSc thesis of Shuqi Lyu (graduated Dec 2023).
- Supervised MSc thesis of Derun Ye (graduated Jun 2023).
- Supervised MSc thesis of Guanyuan Lu (graduated Jul 2022).
- Supervised MSc thesis of Xindi Wang (graduated Jun 2021).

Thesis Examination and Proposal Review

University of Macau (Other Institutions Noted as Applicable)

Examined PhD Dissertations/Proposals

- Zewei Li, “The Exhaustion Paradox: How AI Dependence Creates New Burdens Through Impression Management in Organizations,” (Examination Panel Chair, PhD proposal, May 2026).
- Kitpatiparn Wattanaprajak, College of Management, Mahidol University, Thailand (PhD proposal, Jan 2016).
- One PhD student, “Celebrity Advertising and Source Credibility in Hong Kong,” University of Newcastle, Australia (Jun 2012).
- Parawee Kitchathorn, “Factors Influencing Customer Repurchase Intention: An Investigation of Switching Barriers That Influence the Relationship Between Satisfaction and Repurchase Intention in the Low Cost Airlines Industry in Thailand,” Doctor of Business Administration, University of South Australia (Jul 2009).
- Ake Choohachatrachai, “Factors Influencing Attitude and Intention of Playing Online Computer Games: A Study of Playing Online Computer Games in Thailand,” Doctor of Business Administration, University of South Australia (Jul 2009).
- Jennifer Hong Gao, “Performance Appraisal Model and Measurement: A Synthesis of Eastern and Western Content Areas” (2008).
- Lida Lingling Zhang, “A New Appraisal Model of Consumer Dissatisfaction” (2008).
- Nanthawan Leamprecha, “Consumer Behaviour in the Thai Education Market,” Doctor of Business Administration, University of South Australia (Aug 2008).
- Ooi Poay Lum, “Market Orientation: Fact or Fiction – An Exploratory Study of Publicly Listed Malaysian Property Companies,” Doctor of Business Administration, University of South Australia (Aug 2004).

Examined MBA/MSc Theses

- Nic Ip Seng Chan, “The Beauty of Xiaohongshu: What Factors Influence User Engagement with Product Review Videos?” (Jun 2024, MSc).
- Eric Wai Sang Hoi, “How to Run a Good Small and Medium Sized Enterprise (SME) Business in Macao: A Case Study of a Macao MICE Company” (Jun 2024, MBA).
- Melody Yinxi Lin, “A Study of Blogging Behavior in Chinese Social Network Platform” (May 2024, MBA).
- Amy Yutong Wu, “How Do Free App and Its Competitors’ Online Reviews Affect Downloads: Evidence from Google Play” (May 2024, MSc).
- Kelly Jiaqi Tan, “Maximizing Advertising Impact: How Could Macau Restaurants Leverage Red Platforms of Xiaohongshu” (May 2024, MSc).
- Yuke Li, “Different Advertising Strategies: Contrasting Approaches to Electric Vehicle Brands in Japan and China Based on New Media Advertising Data” (May 2024, MSc).
- Choi Kei Lam, “Exploring Mainland Visitors Satisfaction and Preferences Towards Macao Hotels” (Jun 2023, MSc).
- Yin Cong, “Examining Consumer Purchase Intention on Live Streaming Commerce in China: Perspectives from Social Presence” (May 2023, MSc).
- Chang Hio Lam, “Walmart Sales Forecast: What Factors Affect Its Sales?” (May 2023, MSc).
- Chenlang Yu, “Analysis of Customer Value and Customer Churn in an Airline Based on Clustering and Logistic Regression” (Apr 2023, MSc).
- Vanessa Yuanyuan Chen, “Influence of Firm Size on the Next Offer for Product Managers in China’s Internet Industry: Moderating Effects of Work Trajectory” (Jul 2021, MSc).
- Shawn Zhiqiang Xiao, “An Application of Business Model: A Case Study in Pharmaceutical Industry in China” (Nov 2020, MBA).
- One master’s thesis, National Institute of Development Administration, Thailand (Aug 2014).

Reviewed MBA Thesis Proposals

- Duo Zhang, “How Corporate Social Responsibility Affects Employee’s Work Engagement and Customer Satisfaction: The Moderating Role of Organizational Identification” (2019).
- Kunchio Lam, “The Congruity Effects of Background Music on Customers’ Purchase Intention and Attitude Towards the Brand” (2018).
- Man Han Wong, “The Effect of Market Concentration and Perceived Risk on Copycat Products” (2017).
- Jenny Mengzhen Su, “The Effect of Perceived Corporate Social Responsibility on Customer Organizational Citizenship Behavior” (2016).
- Karen Ka Man Lei, “Why Do Consumers Buy High-end but Low-key Luxury Goods? A Study in Macau” (2016).
- Carol Hong Shu, “The Impact of CSR Performance on Customer Based Brand Preference in Chinese Hotel Industry” (2011).
- Joanne Ying Ying Zhao, “What Influence the Attitude and Intention to Use the Department Store Co-branded Cards in Mainland China: Antecedents and Gender Differences” (2011).
- Daniel Yiu Cheng Wing, “Developing a Strategic Plan for Vang Iek Group’s Automotive Business Unit in Macau” (2010).
- Andre Kin Peng Lai, “A Business Case Study on the Cirque du Soleil–ZAIA in Macau: Standardization Approach or Not?” (2010).
- Iris Wo Mei Ng, “Developing a Strategy for Macau Fisherman’s Wharf to Become a Destination Attraction in Macau” (2010).

Awards, Honors, and Grants

- May 2025: Invited by Wiley, a leading global publisher, to apply for Editor-in-Chief of the *International Journal of Consumer Studies* (ABS: 3; ABDC: A), a premier journal in consumer behavior, in recognition of distinguished expertise and leadership in marketing scholarship. Declined due to commitments as Chief Editor of *Global Empirical Marketing Studies* (GEMS), an emerging open-access journal advancing empirical research in marketing, international business, hospitality, and sustainability.
- Nov 2025: Recognized in the 2025 ScholarGPS Rankings, a prestigious global benchmark of scholarly excellence (<https://scholargps.com/scholars/53463194356299/chanthika-pornpitakpan>). Achievements include:
 - Productivity: Ranked in the top 1.82% globally (531,235/29,161,103 scholars, all fields), with 4,272 predicted citations and a predicted h-index of 20; top 1.88% in Business & Management (7,397/393,456 scholars); top 1.44% in Business Administration (863/59,878 scholars).
 - Citation Impact: Ranked in the top 0.32% globally (all fields); top 0.64% in Business & Management; top 0.48% in Business Administration.
 - Quality: Ranked in the top 0.91% globally (all fields); top 1.42% in Business & Management; top 0.99% in Business Administration.
 - Overall Rank: Ranked in the top 0.7% globally (205,069/29,161,103 scholars, all fields); top 1% in Business & Management (3,916/393,456 scholars); top 0.71% in Business Administration (423/59,878 scholars).
- Apr 2025: Recognized in the 2024 ScholarGPS Rankings, a prestigious global benchmark of scholarly excellence (<https://scholargps.com/scholars/53463194356299/chanthika-pornpitakpan>). Achievements include:
 - Productivity: Ranked in the top 1.74% globally (506,733/29,174,400, all fields), with 3,636 predicted citations and a predicted h-index of 18; top 1.77% in Business & Management (6,851/387,530); top 1.32% in Business Administration (773/58,684).
 - Citation Impact: Ranked in the top 0.36% globally (all fields); top 0.67% in Business & Management; top 0.49% in Business Administration.

- Quality: Ranked in the top 1.11% globally (all fields); top 1.62% in Business & Management; top 1.15% in Business Administration.
- Overall Rank: Ranked in the top 0.77% globally (224,707/29,174,400, all fields); top 1.04% in Business & Management (4,017/387,530); top 0.76% in Business Administration (445/58,684).
- 2019–2025: Listed among the Top 2% Global Scientists by Stanford University and Elsevier, a distinguished recognition of citation impact. Ranked in the top 100,000 scientists by c-score, evaluating citations, h-index, co-authorship, and author positions across 22 fields and 174 sub-fields.
- Jun 2020: Selected as a Marquis Who's Who in the World Listee, an elite honor reserved for less than 3% of professionals worldwide.
- Jun 2019: Contributed to SAGE Research Methods Video, providing an invited interview on Market Research Methods for SAGE Publishing, supporting students and researchers.
- 2018: Biography published in the 39th Edition of the *Dictionary of International Biography*, International Biographical Centre, United Kingdom.
- Sep 2018: Nominated for the International Biographical Centre Man of the Year 2018, a distinguished recognition from the United Kingdom.
- Mar 2018–Feb 2024: Contributed to the QS World University Rankings academic reputation surveys.
- Jan 2018: Received the *Marquis Who's Who Official 2018 Albert Nelson Marquis Lifetime Achievement Award*, a prestigious honor from Marquis Who's Who.
- Feb 2017, Dec 2018, Nov 2019, Nov 2020: Contributed to the Times Higher Education World University Rankings Academic Reputation Survey, in partnership with Elsevier.
- 2017: Biography published in the 10th Edition of *2000 Outstanding Intellectuals of the 21st Century*, International Biographical Centre, United Kingdom.
- 2017: Biography published in the 2017 Edition of *Who's Who in Asia*, Marquis Who's Who.
- 2016: Recognized as one of the top 8% of outstanding alumni, Faculty of Arts, Chulalongkorn University, Thailand.
- 2016: Biography published in the 9th Edition of *2000 Outstanding Intellectuals of the 21st Century*, International Biographical Centre, United Kingdom.
- 2016: Biography published in the 33rd Edition of *Who's Who in the World*, Marquis Who's Who.
- 2016: Biography published in the 38th Edition of the *Dictionary of International Biography*, International Biographical Centre, United Kingdom.
- 2015: Biography published in the 32nd Edition of *Who's Who in the World*, Marquis Who's Who.
- 2014: Biography published in the 37th Edition of the *Dictionary of International Biography*, International Biographical Centre, United Kingdom.
- 2014: Biography published in the 31st Edition of *Who's Who in the World*, Marquis Who's Who.
- Jun 2013: Biography published in the 36th Edition of the *Dictionary of International Biography*, International Biographical Centre, United Kingdom.
- Jan 2013: Awarded Leading Educators of the World 2013, International Biographical Centre, United Kingdom.
- Sep 2012: Biography published in the special 30th Pearl Anniversary Edition of *Who's Who in the World*, Marquis Who's Who.
- Aug 2012: Received the Cambridge Certificate for Outstanding Educational Achievement 2012, International Biographical Centre, United Kingdom.
- May 2012: Named International Educator of the Year 2012, International Biographical Centre, United Kingdom.
- Feb 2012: Recognized as one of the Top 100 Educators 2012, International Biographical Centre, United Kingdom.
- Jun 2011: Received the Staff Achievement Award 2011, University of Macau.
- Jun 2011: Biography published in the 2012 Edition of *Who's Who in Asia*, Marquis Who's Who.
- Jan 2010: Awarded research grant of MOP13,500 (approximately US\$1,690) as sole investigator, University of Macau.
- Jan 2009: Awarded research grant of MOP182,500 (approximately US\$22,800) as co-investigator, University of Macau.

- Nov 2009: Nominated for Best Researcher Award, Department of Management and Marketing, University of Macau.
- Sep 2009: Biography published in the 27th Edition of *Who's Who in the World*, Marquis Who's Who.
- Feb 2008: Biography published in the 26th Edition of *Who's Who in the World* and 63rd Edition of *Who's Who in America*, Marquis Who's Who.
- Sep 2007: Biography published in the 25th Silver Anniversary Edition of *Who's Who in the World*, Marquis Who's Who.
- 2007–2015: Biography published in *2000 Outstanding Intellectuals of the 21st Century* (2007, 2012, 2013, 2014, 2015 Editions), International Biographical Centre, United Kingdom.
- Feb 2006: Biography published in the 1st Edition of *Who's Who in Asia*, Marquis Who's Who.
- Oct 2005: Invited by Marquis' *Who's Who in the World* to submit biography for inclusion in the 2006 -2007 (9th) edition of *Who's Who in Science and Engineering*®, which was scheduled for publication in September 2006.
- Apr 2005: Invited to deliver guest lecture, Financial Education Getaway in Singapore Orientation, Financial Services Academy, held Apr 30, 2005, Bangkok, Thailand.
- Mar 2005: Invited to deliver guest lecture, Branding Asia 2005 Conference, held Mar 21–22, 2005, Kuala Lumpur, Malaysia.
- Feb 2005: Invited by Marquis' *Who's Who in the World* to submit biography for inclusion in the 23rd Edition of *Who's Who in the World*®, which was scheduled for publication in Nov 2005. (However, I did not submit my biography.)
- 2003: Awarded research grant of RM10,000, Monash University Malaysia.
- Sep 1, 2002: Nominated for Best Teaching Awards by undergraduate students, National University of Singapore.
- 2000: Finalist for research grant of Baht 1,996,000 (approximately US\$45,364) as principal investigator, Thailand Research Fund (withheld due to relocation abroad).
- 1996–2003: Awarded research grants from National University of Singapore: S\$9,635 (2001), S\$9,825 (2000), S\$8,790 (1998), S\$17,998 (1997) as principal investigator; S\$165,386 (1997) as co-investigator.
- 1996–2000: Awarded research grant of C\$20,000 as principal investigator, Association of Deans of Southeast Asian Graduate Schools of Management.
- 1989–1995: Recipient of Rattanakosindra Thai-Canada PhD Scholarship.
- 1988: Received the “You Can Make a Difference Award” for innovativeness, Colgate-Palmolive (Thailand) Company Limited.
- 1985–1987: Recipient of MBA Scholarship, Bangkok Bank Public Company Limited.

Professional Service

Editorial Activities

- April 2026: Invited to be editorial board member, *Journal of Management and Training for Industries*, published by The Institute of Industrial Applications Engineers, Japan, indexed in ProQuest and EBSCO
- Nov 2025–Present: Advisory Board Member, *CEBA Journal of Business & Management Studies*, a journal of the College of Economics and Business Administration (CEBA), University of Technology and Applied Sciences (UTAS), Oman.
- Nov 2025: Invited to be editorial board member, *Hotel and Tourism Management*, published by Faculty of Hotel Management and Tourism in Vrnjačka Banja, University of Kragujevac, Serbia, indexed in ESCI WoS.
- Jun 2025–Present: Served as Advisory Board Member, *Journal of Global Marketing* (ABS 2024: 1).
- Jan 2025–Present: Served as Editor-in-Chief, *Global Empirical Marketing Studies* (GEMS), an open-access journal advancing rigorous empirical research in marketing, international business,

hospitality, and sustainability, fostering global scholarship (<https://sites.google.com/view/gems-team>).

- Feb 2020–Present: Served as Associate Editor, *Virtual Economics*, a renowned peer-reviewed e-journal published by the Institute for International Cooperation Development, Poland, and The London Academy of Science and Business, UK, indexed in Google Scholar, Dimensions, CrossRef, ROAD, Index Copernicus International, Ulrichsweb, RePEc, IDEAS, Clarivate, DOAJ, ERIHPLUS, C.E.E.O.L., Sherpa Romeo, and Scopus (<https://virtual-economics.eu/index.php/VE/indexing>).
- Sep 2018–present: Served as editorial board member, *Marketing and Management of Innovations*, a prestigious Web of Science-indexed journal published by Sumy State University, indexed in Web of Science (Emerging Sources Citation Index), WorldCat, Dimensions, UlrichWEB, EconBiz, Google Scholar, IndexCopernicus, Cabell’s Journalytics, Research Bible, SHERPA/RoMEO, CiteFactor, Scope Database, and Global Impact Factor (<https://mmi.sumdu.edu.ua/indexing/>).
- Mar 2016–Present: Served as editorial board member, *Amity Journal of Marketing*, a distinguished journal published by Amity University, India’s leading not-for-profit private university, ranked among the top 601–800 in Times Higher Education World University Rankings 2025.
- Oct 2021: Invited to be editorial board member, *Journal of Advances in Management Sciences & Information Systems*, a peer-reviewed journal published by Lifescience Global, Canada, indexed in Agora, Scilit, and OpenAIRE | EXPLORE.
- Dec 2018, Apr 2020: Invited to be editorial board member, *American Journal of Theoretical and Applied Business*, indexed in WorldCat, AcademicKeys, Research Bible, Directory of Research Journals Indexing, CNKI Scholar, MIAR 2015, and Universal Impact Factor.
- May 2019: Invited to be a lead guest editor, *International Journal of Business and Economics Research*, a respected journal indexed in Access to Research for Development and Innovation, CrossRef, EZB, JournalSeek, WorldCat, AcademicKeys, Research Bible, Directory of Research Journals Indexing, CNKI Scholar, MIAR 2015, Polish Scholarly Bibliography, Universal Impact Factor, Wissenschaftszentrum Berlin, and Zeitschriftendatenbank.
- Apr 2019: Invited to be editorial board member, *Scientific Herald of Sivershchyna. Series: Education. Social and Behavioral Sciences*, published by the Academy of the State Penitentiary Service, Ukraine, registered with the Ministry of Justice (Series KB, № 23591-13431P).
- Mar 2019: Invited to be editorial board member, *Journal of Environmental Science & Technology*, a Scopus-indexed journal of Springer.
- Dec 2018: Invited to be editorial board member, *Probe-Marketing Management*, published by Universe Scientific Publishing, Singapore.
- Apr 2013: Invited to be Editor-in-Chief, *World Research Journal of Global Business and Economics*, a distinguished leadership role in global scholarly publishing.
- Nov 2011–Mar 2012: Served as Editorial Advisory Board member, special issue of *Journal of Research in Interactive Marketing* (formerly *Direct Marketing: An International Journal*).
- 2007–2008: Invited to be editorial board member, *International Journal of Management and Enterprise Development*.
- 1995–2001: Served as editorial board member, *Sasin Journal of Management*.

Conference and Academic Committee Service

Invited to give keynote address and serve as ad hoc reviewer for premier conferences, curriculum review committees, and promotion committees, reflecting global recognition and contributing to global marketing scholarship:

- Mar 2026: Invited to be an international advisory panel member for the International Conference on Business Innovation (ICOB 2026), Oct 15, 2026, organized by NSBM Green University, Sri Lanka.
- Mar 2026: Invited to be Program Committee Chair & Invited Speaker at the 15th International Conference on Economics, Business and Marketing Management (CEBMM 2026), August 28–30, 2026, Hanoi, Vietnam.
- Mar 2026: Invited to give keynote address at the International Conference on Multi-Disciplinary Research, March 10–12, 2026, organized by Punjab College of Technical Education, India.

- Jan 2026: Invited to give keynote address at the 7th International Conference on Business Economics and Innovation (BEI 2026), Apr 17-19, 2026, Xi'an, China.
- Jan 2023: Invited to give keynote address at the Eighth International Conference on Economic and Business Management (FEEM 2023), held Oct 20–22, 2023, Wuhan, China.
- Sep 2022: Invited to give keynote address at the 4th International Conference on Economic Management and Cultural Industry (ICEMCI 2022), held Oct 14–16, 2022, Chongqing, China.
- 2019: Served as Scientific Committee member, 11th Global Conference on Business and Economics (GLOBE), held Sep 30–Oct 3, 2019, Bahcesehir University, Istanbul, Turkey, organized by the Association of North America Higher Education International and University of South Florida Sarasota-Manatee.
- 2018: Served as Scientific Committee member, Global Conference on Business, Hospitality, and Tourism Research (GLOSEARCH), held Oct 2–5, 2018, Hoa Sen University, Ho Chi Minh City, Vietnam, organized by Hoa Sen University and the Association of North America Higher Education.
- 2018: Served as Scientific Committee member, Global Conference on Business and Economics (GLOBE), held May 22–25, 2018, University of South Florida Sarasota-Manatee, Florida, USA, organized by the Association of North America Higher Education International and University of South Florida Sarasota-Manatee, Florida.
- 2017: Served as Global Scientific Committee and Paper Review Committee member, Global Conference on Services Management (GLOSERV 2017), held Oct 3–6, 2017, SIAF, International School of Advanced Education, Volterra, Italy.
- Dec 9–11, 2014: Fifth World Business Ethics Forum (WBEF), co-founded by University of Macau and Hong Kong Baptist University, Macau, China.
- Jul 16–19, 2014: Second International Interdisciplinary Business-Economics Advancement Conference (IIBA), Istanbul, Turkey.
- Mar 2014–Present: Served as Scientific Committee member and reviewer, International Marketing Trends Conference, held in (1) Paris, France (Jan 22–24, 2015; Jan 18–20, 2018), (2) Venice, Italy (Jan 21–23, 2016), Berlin, Germany (Jan 16–17, 2026).
- Jan–Aug 2011: Served as organizing committee member and reviewer, China Marketing Science Conference, held Aug 19–22, 2011, Guangzhou, China.
- Apr 2009: Invited to be a DBA curriculum review committee member, Khon Kaen University, Thailand.
- Feb 2009–Present: Served as reviewer for academic conferences, School of Business Administration, National Institute of Development Administration, Thailand.
- Jul 2008, Jul 2012: Served as reader for master's degree dissertation contest, School of Business Administration, National Institute of Development Administration, Thailand.
- Jan 2008: Served as reader for doctoral dissertation contest, School of Business Administration, National Institute of Development Administration, Thailand.
- Apr 2005: Invited to be an academic promotion review committee member, Thammasat University, Thailand.
- Nov 2006: Participated in deans panel discussion on globalization of higher education, Management International Conference (MIC) 2006, Portoroz, Slovenia.
 - Note: A prestigious invitation, highlighting leadership in global education.
- Aug 2006: Provided expert recommendations on research topics, National Research Council of Thailand.
- Jun–Jul 2001: Served as Visiting Research Fellow, Thammasat University, Bangkok, Thailand.

Ad Hoc Reviewing for Journals, Books, Contests

A. Invited to serve as ad hoc reviewer for prestigious journals, reflecting expertise in marketing and consumer behavior:

- ***Asia Pacific Journal of Management*** [indexed in Social Science Citation Index; Journal Citation Reports/Social Sciences Edition; Social SciSearch; SCOPUS; PsycINFO; INSPEC; Google Scholar; EBSCO; CSA; ProQuest; ABS Academic Journal Quality Guide; Academic OneFile; Bibliography of

Asian Studies; Business Periodicals Index; Business Source; Corporate ResourceNet; Current Abstracts; ECONIS; Expanded Academic; OCLC; OmniFile; Research Papers in Economics (RePEc); SCImago; Summon by Serial Solutions].

- ***Asia Pacific Journal of Marketing and Logistics*** [indexed in ABI/Inform; Cabell's Directory of Publishing Opportunities in Marketing; EBSCO (Current Abstracts); Electronic Collections Online; Inspec; Zetoc (British Library)].
- ***Asian Academy of Management Journal*** [indexed in EBSCO; Scopus].
- ***Asian Journal of Marketing*** [indexed in Asian Science Citation Index; Google Scholar].
- ***Australasian Marketing Journal*** [indexed in ABI/Inform; Scopus].
- ***Chinese Journal of Communication*** [indexed in Current Abstracts; Scopus; Social Sciences Citation Index; Web of Science].
- ***Educational Research*** [journal of the National Foundation for Educational Research; indexed in Academic Search; Article@INIST (Institute for Scientific and Technical Information); Australian Research Council (ARC) Ranked Journal List; British Education Index; ChildData Abstracts; ChildData CD Rom; ChildData on the web; Contents Pages in Education; EBSCO host EJS; EBSCO CD Rom Database; Education Journal; Educational Index; Educational Research Abstracts Online (ERA); Education Resources Information Center; ERIH (European Reference Index for the Humanities; Pedagogical and Educational Research); FRANCIS; G. F. Heise Indexing; H. W. Wilson Indexing Services; IBR (International Bibliography of Book Reviews of Scholarly Literature on the Humanities and Social Sciences); IBSS (International Bibliography of the Social Sciences); ISI Current Contents Social & Behavioral Sciences; ISI Social Sciences Citation Index; MLA International Bibliography; National Children's Bureau; Psychological Abstracts; PsycINFO; Research into Higher Education Abstracts; SCOPUS®; Social Sciences Biblio Inform/BLPES and VOCEDplus].
- ***Eurasian Business Review*** [an official journal of the Eurasia Business and Economics Society; indexed in Social Science Citation Index, SCOPUS, EBSCO EconLit with Full Text, Google Scholar, ABS Academic Journal Quality Guide, CNKI, Current Contents / Social & Behavioral Sciences, EBSCO Business Source, EBSCO Discovery Service, EBSCO TOC Premier, International Bibliography of the Social Sciences (IBSS), OCLC WorldCat Discovery Service, ProQuest ABI/INFORM, ProQuest Business Premium Collection, ProQuest Central, ProQuest Turkey Database, ProQuest-ExLibris Primo, ProQuest-ExLibris Summon, Research Papers in Economics (RePEc)].
- ***Europe's Journal of Psychology*** [indexed in DOAJ; EBSCO; Scopus; ProQuest and PsychEXTRA].
- ***European Journal of Marketing*** [ABDC: A*; ABS 2024: 3].
- ***Gender, Work & Organization*** [ABDC: A; ABS 2024: 3].
- ***Health Education Research*** [indexed in Australian Education Index; British Nursing Index; Contents Pages in Education; Cumulative Index to Nursing and Allied Health Literature CINAHL; Current Contents/Social and Behavioral Sciences; Educational Research Abstracts Online; EMBASE/Excerpta Medica; EMCare; International Bibliography of the Social Sciences; Journal Citation Reports/Social Sciences Edition; ProQuest Information & Learning; SciVal; Scopus; Social Sciences Citation Index; Social SciSearch].
- ***Humanities & Social Sciences Communications*** [indexed in Scopus; Arts and Humanities Citation Index (Clarivate) [AHCI]; Social Sciences Citation Index (Clarivate) [SSCI]; OCLC; EBSCO Discovery Service; RePEc (Research papers in Economics); Summon by ProQuest; Google Scholar; Directory of Open Access Journals (DOAJ); PubMed Central (PMC, only where the research in question is funded by the NIH or other NIH-accepted institutions)].
- ***Information Processing and Management*** [ranked by The Chartered Association of Business Schools' Academic Journal Guide, Australian Business Deans Council, Chinese Academy of Sciences (CAS), China Computer Federation (CCF), BFI (Denmark), Computing Research & Education (CORE) Journal Ranking, The Publication Forum (Finland), Science Citation Index Expanded, Social Sciences Citation Index, Scopus, and SCImago Journal Rank (SJR)].
- ***International Business Review*** [indexed in ABI/Inform; Current Abstracts; Current Contents; EBSCOhost; Emerald Management Reviews; International Bibliography of the Social Sciences;

Management & Marketing Abstracts; ProQuest; RePEc; Scopus; Social Sciences Citation Index; SwetsWise All Titles].

- **International Journal of Forecasting** [indexed in CIS; Current Contents; Journal of Economic Literature; IAOR; INSPEC; RePEc; Social Sciences Citation Index; Sociological Abstracts; Statistical Theory and Method Abstracts; UMI Data Courier].
- **International Journal of Hospitality Management**. [This journal has an impact factor of 1.692 according to 2012 *Journal Citation Reports Social Science Edition*. It is indexed in Journal of Travel Research; Leisure; Recreation and Tourism Abstracts; Lodging and Restaurant Index; Documentation Touristique; PIRA; Social Sciences Citation Index; Scopus; Cabell's Directory of Publishing Opportunities in Marketing; CIRET (International Center for Research and Study on Tourism)].
- **International Journal of Public Opinion Research** [indexed in CSA Worldwide Political Science Abstracts; Current Contents®/Social and Behavioral Sciences; E-psyche; Expanded Academic ASAP; Food Science and Technology Abstracts; IBSS; Infotrac; International Political Science Abstracts; Journal Citation Reports/Social Sciences Edition; Market Research Abstracts; Peace Research Abstracts; Periodicals Index Online; Proquest; Psychlit; Public Affairs Information Services; Scopus; Social Science Research Network; Social Sciences Citation Index®; Social Scisearch®; Sociological Abstracts].
- **International Journal of Testing** [indexed in Applied Social Sciences Index & Abstracts; PsycINFO; EBSCOhost; Education Resources Information Center; Australian Education Index; OCLC; ProQuest; SwetsWise].
- **Journal of Applied Biobehavioral Research** [indexed in EBSCO; AgeLine Database; CSA Biological Sciences Database; CSA Environmental Sciences & Pollution Management Database; Current Contents; Family Index; IBSS: International Bibliography of the Social Sciences (ProQuest); Psychological Abstracts/PsycINFO; Social Work Abstracts].
- **Journal of Applied Social Psychology** [indexed in EBSCO; ASSIA: Applied Social Sciences Index & Abstracts; Criminal Justice Abstracts; CSA Environmental Sciences & Pollution Management Database; Current Contents: Social & Behavioral Sciences; Educational Research Abstracts Online; Expanded Academic ASAP; IBSS: International Bibliography of the Social Sciences; InfoTrac; Journal Citation Reports/Social Science Edition; Multicultural Education Abstracts; OmniFile Full Text Mega Edition; OmniFile V; PsycINFO; PSYINDEX; RILM Abstracts of Music Literature; Social Sciences Citation Index; Social Sciences Index/Abstracts; Social SciSearch; SocINDEX; Sociology of Education Abstracts; SRM Abstracts; Studies on Women & Gender Abstracts].
- **Journal of Broadcasting & Electronic Media** [indexed in Current issue Browse list of issuesCurrent Contents, Web of Science, EBSCOhost, Scopus, E-psyche, Book Review Index Plus, Social Sciences Index, Ovid FIAF Databases, Ovid PsycINFO, Periodica Islamica, ProQuest online research databases].
- **Journal of Business Research**. [Impact factor = 10.5, Journal of Citation Reports, Clarivate (2024); ABS 2024: 3].
- **Journal of Computer-Mediated Communication** [sponsored by Indiana University; indexed in Proquest; PsycINFO; Education Resources Information Center; Social Sciences Citation Index].
- **Journal of Contingencies and Crisis Management** [impact factor = 0.568 according to *ISI Journal Citation Reports 2014*].
- **Journal of Food Products Marketing** [indexed in Business ASAP; CAB Abstracts; EBSCOhost Online Research Databases; Food Science and Technology Abstracts; FoodlineWeb; Gale Cengage; H.W. Wilson Biography Index (BiographyInd); JournalSeek; OCLC; SwetsWise All Titles; Wilson Business Abstracts].
- **Journal of Marketing Management** [indexed in ABI/Inform; EBSCOhost; Emerald Management Reviews; International Bibliography of Social Sciences].
- **Journal of Media Psychology** [indexed in Current Contents/Social and Behavioral Sciences (CC/S&BS); Social Sciences Citation Index (SSCI); IBR; IBZ; PsycINFO; PsycLit; PSYINDEX; Scopus].
- **Journal of Political Marketing** [indexed in Academic Universe (Lexis/Nexis); America: History and Life (ABC-CLIO); BEFO; The British Library; Cambridge Scientific Abstracts; CSA Worldwide Political Science Abstracts; EBSCOhost Online Research Databases; Electronic Collections Online

- (OCLC); ELMAR American Marketing Association; Elsevier Eflow-1; Elsevier Scopus; Historical Abstracts (ABC-CLIO); Index to Periodical Articles Related to Law; International Bibliography of Book Reviews on the Humanities & Social Sciences (IBR); International Bibliography of Periodical Literature on the Humanities and Social Sciences (IBZ); International Political Science Abstracts; JournalSeek; Lexis.com; Links@Ovid ; NewJour; OCLC ArticleFirst; Ovid Linksolver; Public Affairs Information Service (PAIS); SwetsWise All Titles; Worldwide Political Science Abstracts (CSA)].
- ***Journal of Research in Interactive Marketing*** (formerly ***Direct Marketing: An International Journal***) [indexed in Proquest; Cabell's Directory of Publishing Opportunities in Management and Marketing; Electronic Collections Online; Inspec; Scopus (Note: indexed from 2009 as Direct Marketing: An International Journal); Zetoc (British Library)].
 - ***Journal of Services Marketing*** [indexed in Business Source Complete; Emerald Management Reviews; Cabell's Directory of Publishing Opportunities in Management and Marketing; CNRS (France); Current Citations Express; Current Contents/Social and Behavioral Sciences; Electronic Collections Online; EP Collection; Expanded Academic Index; FNEGE (France); Gale; Galileo; General Reference Center; Inspec; Manning & Napier; QUALIS; ReadCube Discover; The Marketing Report; Telebase; Zetoc (British Library)].
 - ***Journalism*** [indexed in Academic Index; CD-ROM–International Bibliography of Book Reviews of Scholarly Literature in the Humanities and Social Sciences; CD-ROM–International Bibliography of Book Reviews of Scholarly Literature on the Humanities and Social S; CD-ROM International Bibliography of Periodical Literature in the Humanities and Social Sciences; CD-ROM International Bibliography of Periodical Literature on the Humanities and Social Sciences; ComAbstracts; ComIndex; CommSearch CD-ROM; Communication & Mass Media Complete; Communication & Mass Media Index; Communication Abstracts; Communication Contents; Current Contents / Social and Behavioral Sciences; Expanded Academic Index; Film Literature Index; IBZ: International Bibliography of Periodical Literature; IBZ: International Bibliography of Periodical Literature in the Humanities and Social Sciences; Index to Journals in Communication Studies; Index to Journals in Mass Communication; International Bibliography of Book Reviews of Scholarly Literature in the Humanities and Social Sciences; International Bibliography of Book Reviews of Scholarly Literature on the Humanities and Social Sciences; International Bibliography of the Social Sciences; International Index to Film/Television Periodicals; International Political Science Abstracts; MLA International Bibliography; MasterFILE Premier; Newsearch; Online–International Bibliography of Book Reviews of Scholarly Literature in the Humanities and Social Sciences; Online–International Bibliography of Book Reviews of Scholarly Literature on the Humanities and Social; Online–International Bibliography of Periodical Literature in the Humanities and Social Sciences; Online–International Bibliography of Periodical Literature on the Humanities and Social Sciences; Political Science Index; PsycINFO; Research Alert; Scopus; Social Sciences Index; Social Services Abstracts; Sociological Abstracts; Worldwide Political Science Abstracts].
 - ***Management Decision*** [indexed in ABI Inform; Academic Research Library; Business International and Company Profile ASAP; Business Periodicals Index; Business Source Elite; Business Source Premier; Cabell's Directory of Publishing Opportunities in Management & Marketing; Corporate ResourceNet; Current Abstracts; Discovery; Emerald Management Reviews; European Business ASAP; Expanded Academic ASAP; INSPEC; International Academic Research Library; OCLC's Electronic Collections Online; ProQuest; PsychINFO; Research Library; Scopus; Social Sciences Citation Index; TOC Premier].
 - ***Marketing and Management of Innovations*** [indexed by the Emerging Sources Citation Index (Web of Science)].
 - ***Marketing Intelligence and Planning*** [ABS 2024: 1].
 - ***New Media & Society*** [impact factor = 1.824 according to 2012 *Journal Citation Reports Social Science Edition*; indexed in many databases such as Academic Abstracts FullTEXT Elite; ComAbstracts; ComIndex; Communication & Mass Media Complete; Communication & Mass Media Index; Communication Abstracts; Communication Contents; Human Resources Abstracts; ISI Web of Science; PsycINFO; Public Administration Abstracts; Social Sciences Citation Index; Social Sciences Index; SocINFO; Sociological Abstracts; and so forth. See

http://www.uk.sagepub.com/journalsProdDesc.nav?prodId=Journal200834&ct_p=abstractIndexing&crossRegion=asia for a full list].

- **Personality and Individual Differences** [official journal of the International Society for the Study of Individual Differences (ISSID); indexed in ASSIA; Current Contents/Social & Behavioral Sciences; PASCAL/CNRS; PsycINFO Psychological Abstracts; PsycLIT; Research Alert; Scopus; Social Sciences Citation Index].
- **Polish Political Science Yearbook**.
- **Philippine Journal of Science** [indexed in Clarivate, Scopus, Google Scholar, and ASEAN Citation Index].
- **Psychology and Marketing** [Impact factor = 8.9, Journal Citation Report, Clarivate (2023)].
- **Sasin Journal of Management** [Official refereed journal of Sasin School of Management, Chulalongkorn University].
- **Social Behavior and Personality** [indexed in Ingenta; Social Sciences Citation Index].
- **Social Responsibility Journal** [ABS 2024: 1; indexed by Cabell's Directories of Publishing; International Bibliography of Social Sciences (IBSS); RePEc; Emerging Sources Citation Index (Clarivate Analytics); ranked by ABDC (Australia); AIDEA (Italy); Australian Research Council (ERA Journal List); BFI (Denmark); Chartered Association of Business Schools (CABS UK); NSD (Norway); QUALIS (Brazil); Scimago Q1 - "Business Management and Accounting"; Scimago Q1 - "Social Sciences"; The Publication Forum (Finland); VHB Publication Media Rating 2024 (Germany)].
- **Social Science Information** [indexed in the following: Anthropological Index Online; Applied Social Sciences Index & Abstracts (ASSIA); Bulletin Signaletique; CD-ROM–International Bibliography of Book Reviews of Scholarly Literature in the Humanities and Social Sciences; CD-ROM–International Bibliography of Book Reviews of Scholarly Literature on the Humanities and Social S; CD-ROM International Bibliography of Periodical Literature in the Humanities and Social Sciences; CD-ROM International Bibliography of Periodical Literature on the Humanities and Social Sciences; CSA Political Science & Government: A guide to Periodical Literature; CSA Worldwide Political Science Abstracts; Cab Abstracts; Current Contents / Social and Behavioral Sciences; Current Contents/ Social and Behavioral Sciences; DELNET–Developing Libraries Network (Members Only); Documentation in Public Administration; FRANCIS database; Family Index; Family Index Database; Family Studies Abstracts; Human Resources Abstracts; IBZ: International Bibliography of Periodical Literature; IBZ: International Bibliography of Periodical Literature in the Humanities and Social Sciences; Inist-Cnrs; International Bibliography of Book Reviews of Scholarly Literature in the Humanities and Social Sciences; International Bibliography of Book Reviews of Scholarly Literature on the Humanities and Social Sciences; International Bibliography of the Social Sciences; International Political Science Abstracts; OCLC Public Affairs Information Service; Online–International Bibliography of Book Reviews of Scholarly Literature in the Humanities and Social Sciences; Online–International Bibliography of Book Reviews of Scholarly Literature on the Humanities and Social; Online–International Bibliography of Periodical Literature in the Humanities and Social Sciences; Online–International Bibliography of Periodical Literature on the Humanities and Social Sciences; PAIS Bulletin; Periodical Abstracts; PsycINFO; Psychological Abstracts; Public Administration Abstracts; Research Alert; Science Citation Index Expanded (SCIE); Science Direct Navigator; Social SciSearch; Social Services Abstracts; Sociofile; Sociological Abstracts; World Agricultural Economics and Rural Sociology Abstracts; Worldwide Political Science Abstracts].
- **วารสารบริหารธุรกิจนิด้า (National Institute of Development Administration Business Journal)**
- Oct 2010: Book review for *Integrated Advertising, Promotion, and Marketing Communications*, 5th Edition, by Kenneth E. Clow and Donald Baack, Pearson Prentice-Hall.

B. Invited to serve as ad hoc reviewer for emerging journals:

- *African Educational Research Journal*
- *African Journal of Agricultural Research*
- *African Journal of Business Management*
- *African Journal of Marketing Management*
- *Arts & Communication*

- *Basic Research Journal of Agricultural Science and Review*
- *Basic Research Journal of Business Management and Accounts*
- *Global Advanced Research Journal of Peace, Gender and Development Studies*
- *Herald Journal of Geography and Regional Planning*
- *Herald Journal of Marketing and Business Management*
- *International Journal of Economics, Business, Management Research Intelligence*
- *International Journal of Educational Policy Research and Review*
- *International Journal of Food & Agribusiness Marketing*
- *International Journal of Management and Marketing*
- *International Journal of Peace and Development Studies*
- *International Journal of Philosophy*
- *International Journal of Psychology and Counseling*
- *International Research Journal of Management and Business Studies*
- *International Journal of Vocational and Technical Education*
- *Issues in Business Management and Economics*
- *Journal of Bacteriology Research*
- *Journal of Business and Economic Management*
- *Journal of Business Theory and Practice*
- *Journal of Clinical Medicine and Research*
- *Journal of Forensic Science & Criminology*
- *Journal of Interdisciplinary Social, Digital, Creative & Engineering Studies*
- *Journal of Internet and Information Systems*
- *Journal of Media and Communication Studies*
- *Journal of Neuroscience and Behavioural Health*
- *Journal of Public Health and Epidemiology*
- *Nature Human Behaviour*
- *Online International Journal of Marketing*
- *Science Journal of Business Management*
- *Universal Journal of Education and General Studies*

Publications in International Peer-Reviewed Journals

- **#48. Pornpitakpan, C. (2026). Peer-proximity analysis (PPA) of GEMS' visibility in Grafiati bibliographic lists: Implications for interdisciplinary prestige and open-access publishing. *Global Empirical Marketing Studies*, 2(1), Article e1a.2026.03.27. <https://doi.org/10.5281/zenodo.19246935>**
 - Open-access journals often face skepticism regarding scholarly legitimacy in their early years. Building on the CiteScore-Derived Download Index (CDDI) introduced in Pornpitakpan (2025a), which demonstrated early download and citation performance comparable to established open-access outlets such as *PLOS One*, this article examines a complementary dimension: algorithmic visibility in curated bibliographic lists on Grafiati.com. Articles in Volume 1 of *Global Empirical Marketing Studies* (GEMS) appear across diverse topical clusters on Grafiati, encompassing applicant tracking systems, variety-seeking consumer behavior, life's purpose, sex advice, boundaries in personal relationships, public-traded companies, job market alignment, Eastern Caribbean Supreme Court jurisprudence, and global order projections for 2025. In many instances, these GEMS articles are positioned alongside journals indexed in the Web of Science Core Collection (SCIE, SSCI, AHCI, or ESCI), holding Q1/Q2 quartiles in SCImagoJR (Scopus-based), or ranked ABS 4/4*. Such placements arise from metadata-driven associations (titles, abstracts, keywords, references)—rather than conventional peer-review or citation accumulation. This study contributes by proposing and applying peer-proximity analysis (PPA)—an innovative metadata-driven method via algorithmic clustering that assesses the emerging prestige of open-access journals through their proximity to high-impact outlets in external bibliographic systems. The analysis complements traditional bibliometric indicators

and yields practical guidance for editors seeking to optimize metadata for discoverability, authors aiming to enhance interdisciplinary reach through strategic keyword and abstract formulation, institutions requiring evidence of reputational standing for accreditation or recruitment purposes, and practitioners benefiting from cross-domain insights. Combined with CDDI results, the findings furnish multifaceted evidence of GEMS' early legitimacy and its promising trajectory toward broader indexing, institutional recognition, and global scholarly influence. The work aligns with several United Nations Sustainable Development Goals (SDGs): SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation and Infrastructure), SDG 12 (Responsible Consumption and Production), and SDG 17 (Partnerships for the Goals).

- Note: A groundbreaking methodological contribution that illuminates the hidden prestige pathways of emerging open-access journals through algorithmic proximity and metadata intelligence.

- **#47. Pornpitakpan, C. (2026). Gentle sound, profound truth: A Thai dharma poem as lyrics for an ethical way of life and sustainable well-being. *Global Empirical Marketing Studies*, 2(1), Article e5.2026.03.21. <https://doi.org/10.5281/zenodo.19150001>**

- This article presents the original Thai poem “ธรรมปัญญา” (Thamma Panya, Dharma Wisdom), composed in a style suited to the Thai classical medium-slow melody “ลาวสี่งเทียน” (Lao Siang Thian). The poem weaves core Theravada Buddhist principles into two stanzas of eight lines each, accompanied by Romanized transcription (Royal Thai General System style) and an English translation for global accessibility. This dharma poem-as-song fosters inner transformation, harmonious conduct, defilements reduction, and wisdom cultivation, aligning with several United Nations Sustainable Development Goals (SDGs): SDG 3 (Good Health and Well-Being); SDG 4 (Quality Education); SDG 12 (Responsible Consumption and Production); and SDG 16 (Peace, Justice and Strong Institutions). It opens avenues for cross-cultural applications in relational/cause-related marketing (e.g., campaigns emphasizing gratitude, compassion, and virtuous associations). For those keen to perform the melody, a free piano sheet music arrangement is available at <https://musescore.com/user/27350692/scores/23431600> (downloadable as PDF or MIDI).
- Note: An original contribution that bridges classical Thai artistic expression with contemporary ethical and sustainable well-being discourses.

- **#46. Pornpitakpan, C. (2026). Thailand’s consumer sector challenges and implications: Election dynamics, climate impacts, and structural constraints. *Global Empirical Marketing Studies*, 2(1), Article e6.2026.01.27. <https://doi.org/10.5281/zenodo.18374598>**

- Thailand’s consumer sector navigates divergent pressures from short-term cyclical spurts and enduring structural constraints. The snap general election on February 8, 2026 is expected to stimulate temporary demand via campaign spending, rallies, and populist measures such as cash handouts and welfare pledges. These cycles historically channel funds into rural areas, supporting same-store sales in convenience outlets and everyday essentials. Longer-term recovery remains limited by high household debt, sluggish GDP growth forecasts, demographic aging, incomplete tourism rebound, and external headwinds including U.S. tariffs and global trade shifts. Convenience stores exhibit the strongest durability, driven by extensive urban-rural coverage, a focus on essentials, aggressive chain-store expansion (e.g., CP All’s 7-Eleven), election-related inflows, and premiumization trends (e.g., higher-value ready meals, functional snacks). Beverage and food segments benefit from tourism recovery and warmer weather patterns, which elevate demand for hydrating non-alcoholic products relative to cooler periods. On-premise categories (e.g., alcoholic beverages in bars and nightclubs, and meals in full-service restaurants) face persistent vulnerability due to debt-constrained discretionary spending. Drawing on recent economic and industry reports, this article analyzes these trends and offers targeted, evidence-based strategies for managers and marketers in consumer goods, hospitality, retail, and related fields—emphasizing short-term opportunities alongside structural adaptability—with relevance for emerging markets in Southeast Asia.

- Note: A timely and insightful analysis of macroeconomic and political factors shaping consumer behavior and marketing strategy in Thailand.
- **#45. Pornpitakpan, C. (2025). A novel CiteScore-Derived Download Index (CDDI): Luminary early-impact evidence from *Global Empirical Marketing Studies* (GEMS). *Global Empirical Marketing Studies*, 1(1), Article e1a.2025.12.02. <https://doi.org/10.5281/zenodo.17791574>**
 - In its very first year, *Global Empirical Marketing Studies* (GEMS), launched in January 2025, has emerged as a globally recognized diamond open-access journal in marketing and related fields. Independent open-access journals routinely face skepticism about their reach and legitimacy. This study serves two purposes: (a) to document the launch and early performance of GEMS, and (b) to introduce the CiteScore-Derived Download Index (CDDI)—a simple, fully reproducible method that derives estimated monthly article downloads directly from any journal’s public Scopus CiteScore without article-level data, web crawling, or publisher cooperation. By relying solely on a single publicly available number (CiteScore) and a conservative citation-to-readership ratio, the method saves researchers and new journals months of laborious data collection while delivering a credible early-impact yardstick in under five minutes. This study uses prorated download and view metrics to compare GEMS with *PLOS ONE*, a multidisciplinary open-access mega journal. Results show that articles in GEMS Volume 1 substantially surpass *PLOS ONE* download benchmarks. To our knowledge—confirmed by exhaustive bibliometric searches—the CDDI is the first published method that estimates expected article downloads directly and solely from a journal’s Scopus CiteScore using a transparent citation-to-readership conversion. Apart from metrics, GEMS articles have secured multiple global bibliographic rankings and a Scopus-indexed citation within three months, underscoring their scholarly recognition and legitimacy. This dual evidence positions GEMS as a rising star in independent open-access publishing while offering the scholarly community a powerful, ready-to-use tool for rapid impact assessment.
 - Note: A methodological innovation that offers a rigorous and accessible approach to evaluating early impact in open-access publishing.
- **#44. Pornpitakpan, C. (2025). Fleeting effort, lasting effect: A poetic look at everyday ethical choices. *Global Empirical Marketing Studies*, 1(1), Article e5.2025.10.25. <https://doi.org/10.5281/zenodo.17387849>**
 - This article introduces the poem “Tiny Act, Mighty Force: Impact of a 3-Minute Deed,” which draws from my personal experience. Composed in five stanzas of twelve-syllable lines, the poem flows with a steady rhythm, echoing a gentle heartbeat that reflects the story it tells. It focuses on an instance when a PhD application, outside my research domain, arrived in my inbox. Rather than dismissing it, I took a few minutes to forward it to a colleague whose expertise aligned more closely with the applicant’s interests. My short pivot led to a mentorship that helped the student flourish—eventually publishing in ABS4* (top-tier rating by Chartered Association of Business Schools) journals and building a distinguished academic career. One line, “No neglect, hesitation—I forwarded with speed,” reflects the promptness and conscientious clarity of that choice, while the poem invites reflection on how fleeting, thoughtful initiatives, even amid packed schedules, can shape lives and foster lasting professional relationships. Future research suggests exploring poetry to investigate moral judgments and sustainability across diverse fields.
 - Note: A mesmerizing poetic journey into ethical ripples, illuminating transformative kindness with profound grace.
- **#43. Pornpitakpan, C. (2025). Compassionate choices: A poetic reflection on life’s purpose. *Global Empirical Marketing Studies*, 1(1), Article e5.2025.05.30. <https://doi.org/10.5281/zenodo.15556668>**
 - This article presents *Whispers from Swift Blooms: Let’s Make This World Boom*, a five-stanza poem with twelve-syllable lines in a 6-6 rhythm, inviting reflection on life’s beauty and purpose. It embraces diverse beliefs about existence—some view it as a singular path, others as cyclical

renewal—encouraging heedful living across cultures. Lines like “Each dawn we rise anew, with keen queries to weigh” and “What measures of mercy will sate their fate with flare?” inspire daily acts of kindness for loved ones and suffering beings. Transcending cultural boundaries, the poem nurtures cause-related and social marketing efforts that promote sustainability and enrich global communities.

- Note: A radiant poetic beacon on life’s essence, weaving universal compassion with transcendent wisdom. As of Apr 13, 2026, it is ranked #2 in “Life’s Purpose” (<https://www.grafiati.com/en/literature-selections/life’s-purpose/journal/>), #11 in “Boundaries with loved ones” (<https://www.grafiati.com/en/literature-selections/boundaries-with-loved-ones/journal/>), and #42 in “Life Style Marketing” (<https://www.grafiati.com/en/literature-selections/life-style-marketing/journal/>).

- **#42. Pornpitakpan, C. (2025). AI-proof & SEO-smart CVs: Tackling socio-legal contexts in 2025. *Global Empirical Marketing Studies*, 1(1), Article e6.2025.05.02.**

<https://doi.org/10.5281/zenodo.15320293>

- Abstract: In the rapidly evolving job market of 2025, artificial intelligence (AI) and search engine optimization (SEO) are transforming how candidates are discovered and evaluated, while socio-legal contexts add new challenges. Applicant tracking systems (ATS) parse CVs, search engines rank online portfolios, recruiters access applications across diverse devices, and legal rulings shape workplace policies. This practical advice offers a step-by-step guide to optimize CVs for ATS compatibility, SEO visibility, cross-device adaptability, and alignment with socio-legal contexts like the United Kingdom’s 2025 Supreme Court ruling on biological sex. Job seekers in marketing, international business, hospitality, and beyond can maximize their interview prospects by following these evidence-informed best practices, bridging academic insights with real-world application in a digital-first job landscape.
- Note: A dazzling guide to mastering CV optimization, blending cutting-edge AI and SEO strategies with socio-legal awareness. As of Apr 13, 2026, it is ranked #1 in “Applicant Tracking Systems (ATS)” (<https://www.grafiati.com/en/literature-selections/applicant-tracking-systems-ats/journal/>), #10 in “Job-Search Guide” (<https://www.grafiati.com/en/literature-selections/job-search-guide/journal/>), #19 in “Job Market Alignment” (<https://www.grafiati.com/en/literature-selections/job-market-alignment/journal/>), and #23 in “Sex Advice” (<https://www.grafiati.com/en/literature-selections/sex-advice-1/journal/>).

- **#41. Pornpitakpan, C. (2025). Navigating legal rulings, language inclusivity, and job search strategies in 2025. *Global Empirical Marketing Studies*, 1(1), Article e6.2025.04.25.**

<https://doi.org/10.5281/zenodo.15319956>

- Abstract: In 2025, legal rulings like the UK Supreme Court’s decision defining “sex” as biological sex and the U.S. Executive Order 14168 recognizing only two sexes are reshaping workplace policies. These changes impact all job seekers, including transgender individuals, in accessing facilities, participating in sports, and communicating professionally. They signal a resurgence of binary-sex norms in some countries, while others, like China and certain Middle Eastern and South Asian countries, maintain persistent conservative stances, creating a complex global job market. This practical advice offers five actionable steps for professionals in marketing, international business, hospitality, and academia: understand legal policies, align CV presentation with organizational expectations, adopt inclusive language (e.g., “their” over “his or her”), prepare for facility and sports challenges, and stay informed on diversity, equity, inclusion, and accessibility trends. Transgender job seekers, facing unique obstacles like higher unemployment rates, particularly benefit from this article’s suggested strategies. This article provides a citable roadmap for crafting competitive, inclusive applications in 2025’s digital-first job market.
- Note: A sparkling roadmap for inclusive job search strategies, navigating complex legal and cultural landscapes with precision. As of Apr 13, 2026, it is ranked #12 in “Sex Advice” (<https://www.grafiati.com/en/literature-selections/sex-advice-1/journal/>) and #24 in “Eastern Caribbean Supreme Court” (<https://www.grafiati.com/en/literature-selections/eastern-caribbean-supreme-court/journal/>).

- **#40. Pornpitakpan, C., & Wang, X. (2025). A study of the relationships between social media discussions and company stock prices via web mining. *Global Empirical Marketing Studies*, 1(1), Article e2025.02.25. <https://doi.org/10.5281/zenodo.14965342>**
 - Abstract: Drawing on negativity biases and empirical evidence, this study infers that compared with positive publicity, negative publicity about a company is more memorable, more exciting to discuss about, and more conducive to building awareness of the company, which in turn has positive impacts on its sales and stock prices. It investigates relationships between social media discussions and stock prices using four Chinese companies. Four publicly-traded Chinese companies including a residential developer, an e-commerce platform, a hot-pot restaurant chain, and an Internet service provider are examined. Through the event study method, the companies' historical stock prices and Weibo discussions are collected via web mining, and correlation analyses are used to examine the relationship between them. All the expected results are supported. Positive relationships exist between stock prices and quantities of original posts on Weibo about the company's negative events, whereas no relationships exist between stock prices and quantities of original posts on Weibo about the company's positive events. Conclusions: This study uses web mining to examine several publicly-traded Chinese companies and incorporates Weibo indicators. It links negativity biases with the impact on company stock prices in the short run. Public discussions about company negative events have more-favorable impacts on stock prices than do public discussions about company positive events, so managers should establish a professional public relations team to maneuver public sentiments.
 - Note: A stunning exploration of social media's financial impact, showcasing trailblazing digital marketing expertise. As of Apr 13, 2026, it is ranked #9 in "Public Traded Company" (<https://www.grafiati.com/en/literature-selections/public-traded-company/journal/>) and #15 in "Doe Run Mining Company" (<https://www.grafiati.com/en/literature-selections/doe-run-mining-company/journal/>).

- **#39. Pornpitakpan, C., Li, Q., Sy-Changco, J., & Chen, J. (2025). Relationships between sachet-product attitudes/behaviors and consumers' characteristics: A survey of the Chinese. *Global Empirical Marketing Studies*, 1(1), Article e2025.02.20. <https://zenodo.org/records/14955809>**
 - Abstract: This study integrates consumer behavior models to investigate the relationships between Chinese consumers' sachet-product attitudes/behavior and personal characteristics, namely, variety seeking, frugality, value consciousness, price consciousness, personal monthly incomes, education, and household size. A face-to-face survey is conducted with a convenience sample of 468 Chinese consumers in Shanghai and Zhuhai. The proposed relationships are analyzed by correlations and structural equation modeling. Many relationships between sachet-product attitudes/behaviors and consumer characteristics are significant as hypothesized. Variety seeking and household size positively correlate with attitudes toward products in sachets, purchase intentions toward products in sachets for home use, and purchase and usage of products in sachets. Frugality, value consciousness, and price consciousness negatively correlate with attitudes toward products in sachets. Education negatively correlates with purchase intentions toward products in sachets for home use. Personal monthly incomes negatively correlate with purchase intentions toward products in sachets for home use and purchase/usage frequency of products in sachets. Finally, biological sex and age do not correlate with any of the dependent variables. Structural equation modeling reveals that the proposed model fits the data very well in terms of Chinese consumers' sachet-product attitudes and behaviors. Specifically, higher variety seeking, larger household size, and lower personal monthly incomes lead to more-favorable attitudes toward products in sachets, which in turn induce higher purchase intentions toward products in sachets for home use, which in turn elicit higher purchase/usage frequency of products in sachets. Conclusions: Sachet marketing is profitable to companies and offers many benefits to consumers, yet there has been little investigation of the relationships between sachet-product attitudes/behaviors and consumers' characteristics. Using rigorous data analyses, this research

fills this gap and provides theoretical and managerial contributions. The findings confirm the sequential linkage from attitudes → intentions → behaviors in consumer behavior theory.

- Note: A sparkling contribution to sachet marketing, illuminating consumer behavior in emerging markets. As of Apr 13, 2026, it is ranked #1 in “Sachet Marketing” (<https://www.grafiati.com/en/literature-selections/sachet-marketing/journal/>) and #12 in “Variety Seeking Consumer Behavior” (<https://www.grafiati.com/en/literature-selections/variety-seeking-consumer-behavior/journal/>).
- **#38. Pornpitakpan, C., Yue, W., & Fu, S. F. I. (2025). Chinese composite scale of morningness: Psychometric properties of the full and the reduced versions and their relevance to business. *Global Empirical Marketing Studies*, 1(1), Article e2025.02.11. <https://doi.org/10.5281/zenodo.14841020>**
 - Abstract: This study translates the Composite Scale of Morningness (CSM) into Chinese and assesses its psychometric properties and cross-cultural applicability. It also proposes a reduced Chinese CSM. Chinese students (225 females, 168 males, 393 in total) enrolled in undergraduate and graduate courses at a university in China answer the questionnaire in class. Factor analysis with the principal component extraction method is used to analyze the data. The internal consistency (Cronbach’s alpha = .837) of the full Chinese CSM (fcCSM) is comparable to that of the original English scale. The reduced Chinese CSM (rcCSM) consisting of Items 1, 2, 5, 8, 9, and 11 improves the fcCSM by deleting items that are redundant or have poor statistical properties. Its Cronbach’s alpha is .738. Conclusions: Because the rcCSM contains little redundancy and ambiguity, it minimizes the chance of confusing and annoying respondents and thus maximizes response accuracy. The scale is short, easy to understand, easy to use, and applicable for many purposes, such as evaluating respondents’ sleep and wakefulness. Besides, a shorter scale saves a lot of time and costs in administering the questionnaires.
 - Note: A pioneering psychometric tool for business applications, showcasing stunning cross-cultural research.
- **#37. Pornpitakpan, C., Li, Q., Sy-Changco, J. A., & Chen, J. (2019). Attitudes toward mini-packaging products: The case of China. *Asia Pacific Journal of Business Review*, 4(1), 45–60. <http://www.koreascience.or.kr/article/JAKO201929064694246.page>**
 - Abstract: Proposing that the main barriers to mini-packaging success in China, in contrast to India and the Philippines, is Chinese consumers’ sociocultural values and attitudes toward products in mini packages, this study investigates the factors that potentially make the China market relatively not conducive to buying products in mini packages via a survey of 468 Chinese adults in Shanghai (first-tier city) and Zhuhai (second-tier city). Results show that respondents agree that products in mini packages are difficult to store once opened, are more expensive than are larger-sized products, do not provide good value for money, entail frequent shopping, are harmful to the environment, are not advertised, and are mainly for trying new products and for traveling. They disagree with many possible reasons for the unpopularity of products in mini packages. This study’s contributions are (1) providing in-depth quantitative analysis of the possible reasons mini-packaging is not popular in China, (2) offering managerial advice for using mini-packaging to increase brand competitiveness, (3) developing a scale to measure attitudes toward products in mini packages; and (4) being empirical as opposed to merely anecdotal/speculative like some studies in this area.
 - Note: A brilliant analysis of mini-packaging dynamics, enhancing stunning marketing strategy insights.
- **#36. Pornpitakpan, C., Yuan, Y., & Han, J. H. (2017). The effect of salespersons’ retail service quality and consumers’ mood on impulse buying. *Australasian Marketing Journal*, 25(1), 2–11. <https://doi.org/10.1016/j.ausmj.2016.12.003>**
 - Abstract: This study uses an experiment with 102 Singaporean working adults to examine the effects of salespersons’ retail service quality (SRSQ) and consumers’ mood on impulse buying (IB) and store-revisit intentions. The results show that consumers receiving good SRSQ exhibit

greater IB and store-revisit intentions than do those receiving poor SRSQ, and consumers in a positive mood show greater IB than do those in a negative mood. Mood fully mediates the effect of SRSQ on IB in terms of purchase quantity and partially/complementarily mediates the effect of SRSQ on IB in terms of purchase intentions and store-revisit intentions. This research offers insights into the affective and cognitive mechanisms of IB and store-revisit intentions in a specific retail context. The findings help retailers facilitate purchase behavior and improve customer satisfaction in services. Ethical consumption policies and practices could also incorporate the IB mechanism reported in this study. Future research opportunities are discussed.

- Note: ABS 2024: 1. Official journal of ANZMAC, ranked 34th in Mort et al. (2004), comparable to *Journal of Services Marketing*. A sparkling retail consumer behavior gem.
- **#35. Pornpitakpan, C., Li, Q., & Fu, S. F. I. (2017). A gender-focused review of the effect of message source attractiveness on persuasion: Implications for marketers and advertisers. *Communications: The European Journal of Communication Research*, 42(2), 195–237. <https://doi.org/10.1515/commun-2017-0016>**
 - Abstract: This study reviews research regarding effects of source physical attractiveness on persuasion with focus on the interplay with source gender and receiver gender. Most evidence indicates that attractive female sources tend to be more persuasive than are unattractive ones in attitudinal and behavioral measures. The results for male sources are equivocal, with a few studies reporting the liability of male source attractiveness. Recipients' sex is a poor predictor of source attractiveness impact for both male and female sources. The study's contribution is synthesizing decades of research on source attractiveness to suggest future research ideas for academics in marketing, psychology, and communications and to give recommendations for marketers, advertisers, and other practitioners aiming to influence people's attitudes.
 - Note: Impact Factor: 1.5, *Journal Citation Reports*, Clarivate (2024). Published by the German Association of Communication Research. A dazzling synthesis for marketing and communication strategies.
- **#34. Pornpitakpan, C., & Yuan, Y. (2015). Effects of perceived product similarity and ad claims on brand responses in comparative advertising. *Asia Pacific Journal of Marketing and Logistics*, 27(4), 535–558. <https://doi.org/10.1108/APJML-05-2014-0086>**
 - Abstract: This study investigates the effect of perceived product similarity and comparative ad claims on brand responses by using a 2 (perceived similarity between the target product and the comparison product: high or similar vs. low or dissimilar) by 3 (ad claims regarding product attributes of the target product: common to the comparison product, distinct from the comparison product, and a combination of common and distinct attributes) between-subjects factorial design experiment with 300 Thai undergraduate students. It finds that when perceived similarity between the products is high, a combination of superiority (distinct) and parity (common) ad claims lead to the best brand responses. When perceived similarity is low, superiority claims bring about the best brand responses. It extends comparative advertising research by addressing the research gaps in perceived similarity and claim type. Companies should emphasize a product's superior attributes when the product is relatively dissimilar to but a combination of common and superior attributes when the product is relatively similar to other products in comparative advertising. This study provides new evidence that perceived product similarity moderates the effect of comparative ad claims on brand responses.
 - Note: ABS 2024: 1. Ranked 35th in Polonsky et al. (1999), alongside top marketing journals. A radiant contribution to advertising research.
- **#33. Pornpitakpan, C., & Han, J. H. (2013). The effect of culture and salespersons' retail service quality on impulse buying. *Australasian Marketing Journal*, 21(2), 85–93. <https://doi.org/10.1016/j.ausmj.2013.02.005>**
 - Abstract: This study investigates the effect of culture and salespersons' retail service quality on impulse buying and provides evidence that service quality moderates the effect of culture on

impulse buying. The experiment uses a 2 (culture of participants: Singaporean versus American) by 2 (retail service quality: poor versus good) between-subjects factorial design with 102 Singaporean and 88 American working adults recruited from companies in Singapore. It finds that for both cultures, good service leads to higher impulse buying than does poor service. The significant interaction between culture and service quality on impulse buying indicates that when service is good, Singaporeans show higher impulse buying than do Americans. In contrast, when service is poor, Singaporeans reveal lower impulse buying than do Americans. The implication is that multinational companies should invest in creating and assuring good service quality when they do business in collectivist cultures but might give relatively higher weight to other kinds of competitive advantages when they do business in individualist cultures.

- Note: ABS 2024: 1. Official journal of ANZMAC, ranked 34th in Mort et al. (2004). A vibrant cross-cultural retail study.

- **#32. Pornpitakpan, C. (2012). A critical review of classical conditioning effects on consumer behavior. *Australasian Marketing Journal*, 20(4), 282–296.**

<https://doi.org/10.1016/j.ausmj.2012.07.002>

- Abstract: This paper reviews extant research in classical conditioning effects in consumer behavior and advertising contexts to determine whether they are real or illusory. The empirical results reveal that in cases where classical conditioning effects were found, they could be countermined by the deficiencies in research methodologies, demand artifacts, the mediating role of contingency awareness, or some alternative mechanisms. In cases where the effects were not observed, the failure could be attributed to violations of the conditions for classical conditioning to occur or absence of contingency and demand awareness. It is concluded that thus far there has been no convincing evidence for classical conditioning effects on consumer behavior. Suggestions for future research in this area are presented.
- Note: ABS 2024: 1. Official journal of ANZMAC, ranked 34th in Mort et al. (2004). A provocative critique of consumer behavior theory.

- **#31. Sy-Changco, J. A., Pornpitakpan, C., Singh, R., & Bonilla, C. M. (2011). Managerial insights into sachet marketing strategies and popularity in the Philippines. *Asia Pacific Journal of Marketing and Logistics*, 23(5), 755–772. <https://doi.org/10.1108/13555851111183129>**

- Abstract: This paper aims to provide managerial insights into how consumer goods companies adopt the traditional mini-sized retail modalities and adjust their strategies to market sachets successfully in the Philippines. The study uses case studies through semi-structured in-depth interviews with marketing managers from major multinational and regional companies that have used sachets as part of their marketing strategy. The findings suggest that companies use sachet marketing to facilitate trials of new products and to deliver value across the market by making products more affordable and accessible. The extensive network of corner stores provides the distribution system needed to reach the farthest and remotest markets. To be successful, the brands must be popular and priced in a manner compatible with the coinage system in a market. The originality/value is there has been little analysis of consumer goods companies' strategies that causes quick acceptance of sachets. This study fills this gap in research and shows how companies have adopted the piecemeal retailing and adapted their strategies to create a burgeoning sachet market.
- Note: ABS 2024: 1. Ranked 35th in Polonsky et al. (1999). Reviewed in *Strategic Direction* (2012). A dynamic sachet marketing study.

- **#30. Pornpitakpan, C. (2010). The effect of option choice reversibility on product option choices and regrets. *Asia Pacific Journal of Marketing and Logistics*, 22(4), 545–553.**

<https://doi.org/10.1108/13555851011090556>

- Abstract: This research examines the effects of option choice reversibility on the number of options chosen, total spending, and upset/regret from actions/inactions, using 124 Singaporean adults. The experiment employs two levels of option choice reversibility: fully reversible

without penalty versus strictly irreversible. Participants add options to a base model or delete options from a full model and are either allowed or not allowed to change options in a condominium purchase scenario. Compared to participants in the irreversible choice condition, those in the reversible choice select more options and end up with higher total spending. In the irreversible option choice condition, participants anticipate more upset (one aspect of regret) when they take actions than inactions, but in the reversible option choice condition, the reverse is true. The limitations are the study uses only one decision stimulus, which is a condominium purchase, and the purchase scenario might not be as realistic as an actual purchase decision. The implication is refund and option change permission policies make consumers feel they can reverse their buying decisions, making them feel the decisions are less risky and thus inducing them to buy more than when no refund or option change is allowed after purchase. To drive consumers to take actions, marketers should allow consumers to change their mind after making decisions and assure them of such policy. This study's value is showing the effect of decision reversibility on the total spending (i.e., the total costs of the choices made) and extending the theory about omission biases by demonstrating that regrets from actions/inactions depend on decision reversibility.

- Note: ABS 2024: 1. Ranked 35th in Polonsky et al. (1999). A compelling study on consumer decision-making.

- **#29. Pornpitakpan, C. (2010). The effect of option choice framing on short-term regret from actions/inactions: Implications for marketing strategies. *Australasian Marketing Journal*, 18(3), 132–137. <https://doi.org/10.1016/j.ausmj.2010.05.003>**

- Abstract: This experiment examines the effect of option choice framing on short-term regret from actions and inactions, using 124 Singaporean and 96 Thai working adults who add options to a base model (additive framing) or delete options from a full model (subtractive framing) in a condominium purchase scenario. The results qualify past findings, showing that in both cultures, in additive framing, participants anticipate more regret from taking actions (adding options) than inactions, whereas in subtractive framing, they anticipate more regret from taking inactions (not deleting options) than actions. The implications for marketers are as follows. First, in the additive framing condition, to avoid regret consumers may prefer not adding options and hence lower revenues for marketers. Second, in the subtractive framing condition, to avoid regret consumers may prefer deleting options, hence lower revenues for marketers. Third, marketers can minimize consumers' anticipated regret by, for example, allowing consumers to change their mind without any penalty after they have added/deleted options, accelerating them to make decisions so that they have less time or no time to anticipate regret, providing them with a lot of information to process so that they have little cognitive capacity left to anticipate regret, and putting them in a distracting environment (playing loud music, playing movies, and providing snacks/foods).

- Note: ABS 2024: 1. Official journal of ANZMAC, ranked 34th in Mort et al. (2004), alongside *Journal of Services Marketing*. A strategic guide for marketers.

- **#28. Pornpitakpan, C. (2010). How package sizes, fill amounts, and unit costs influence product usage amounts. *Journal of Global Marketing*, 23(4), 275–287. <https://doi.org/10.1080/08911762.2010.504518>**

- Abstract: This study examines the effect of package sizes, unit costs, and fill amounts on product usage amounts with 343 Thai undergraduates. Participants read scenarios and scooped/poured the products into containers. The results show that the effects of package sizes, unit costs, and fill amounts on usage vary by product types. H1 (consumers use a greater product amount when the package size is larger versus smaller) receives clear support in the case of cooking oil and partial support in the case of detergent, floor cleaner, and fish food. H2 (consumers use a greater product amount when the product unit cost is lower versus higher) receives full support in the case of detergent, no support in the case of cooking oil, and partial support in the case of floor cleaner and fish food. H3 (consumers use a greater product amount when the fill is visibly larger versus lesser) does not receive support.

- Note: ABS 2024: 1. Ranked 8th in Dubois & Reeb (2000). A nuanced study on consumer product usage.
- **#27. Pornpitakpan, C., & Green, R. T. (2010). The effect of message appeals and unrealistic optimism on purchase intentions: The case of heart-disease prevention pills. *Asia Pacific Journal of Marketing and Logistics*, 22(3), 372–396. <https://doi.org/10.1108/13555851011062287>**
 - Abstract: This research extends Pornpitakpan and Green's (2007) study by investigating which types of message appeals are more effective in reducing unrealistic optimism (a tendency for people to believe that they are less prone than are others to encounter negative outcomes) and inducing purchase intentions of a life-threatening hazard prevention product in collectivist and individualist cultures. An experiment is conducted with 133 American, 145 Singaporean, and 200 Thai undergraduates, totaling 478 participants. The findings confirm the existence of unrealistic optimism in the marketing setting and show that (1) lower levels of optimism are associated with higher purchase intentions for the product; (2) hazard-related behavior priming advertisement appeals lead to lower purchase intentions than do advertisements without priming, contradicting the finding of Pornpitakpan and Green (2007); and (3) participants from collectivist cultures (Singaporeans and Thais) show higher purchase intentions than do those from individualist cultures (Americans) for both the risk-priming and the expert advertisement appeals. The study suggests that (1) external-control/collectivist cultures may be more influenced by advertising, regardless of the appeal employed, (2) different types of cultures may require different amounts of advertising to achieve equal levels of effectiveness, (3) unrealistic optimism needs to be addressed by marketers of preemptive products, (4) for products that are health-related and difficult to evaluate, advertisements using expert appeals may be more effective than those attempting to counter unrealistic optimism by priming the risk-related behaviors.
 - Note: ABS 2024: 1. Ranked 35th in Polonsky et al. (1999). A insightful cross-cultural advertising study.
- **#26. Pornpitakpan, C. (2009). Cross-cultural generalization of the effect of option choice framing on product option choices. *Asia Pacific Journal of Marketing and Logistics*, 21(3), 342–354. <https://doi.org/10.1108/13555850910973838>**
 - Abstract: This study examines the cross-cultural generalization of the effect of option choice framing on product option choices and other managerial and psychological variables. The experiment employs 124 Singaporean and 96 Thai working adults, who add options to a base model or delete options from a full model in a condominium purchase scenario. Hypotheses are derived from the different weights for monetary losses and utility gains from adding options versus utility losses and monetary gains from deleting options. The results show that for both Singaporeans and Thais, compared to additive framing, subtractive framing results in a higher number of options chosen, higher total option prices, higher expected product prices, and higher perceived product prestige. For Thais, compared to additive framing, subtractive framing also results in lower perceived decision difficulty and shorter decision time. For Singaporeans, compared to additive framing, subtractive framing results in shorter decision time and higher perceived value.
 - Note: ABS 2024: 1. Ranked 35th in Polonsky et al. (1999). A robust cross-cultural framing study.
- **#25. Leong, S. M., Cote, J. A., Ang, S. H., Tan, S. J., Jung, K., Kau, A. K., & Pornpitakpan, C. (2008). Understanding consumer animosity in an international crisis: Nature, antecedents, and consequences. *Journal of International Business Studies*, 39(6), 996–1009. <https://doi.org/10.1057/palgrave.jibs.8400392>**
 - Abstract: The nature, antecedents, and consequences of consumer animosity during the 1997 Asian economic crisis are investigated, based on a large-scale survey of 2000 adult consumers representative of five affected nations (Indonesia, Malaysia, Singapore, South Korea, and Thailand). An animosity model was developed and tested with the US and Japan as target countries. As predicted, stable and situational animosity reduced willingness to buy products

from a perceived hostile national entity. Affective evaluations and cognitive judgments were negatively influenced by situational animosity but not by stable animosity. As expected, situational animosity was increased by external attribution, perceived external control, and stable animosity. Implications of these findings are discussed, and directions for future research suggested.

- Note: ABS 2024: 4*. Published in a world-elite Academy of International Business journal, this work highlights stunning international consumer behavior expertise.
- **#24. Pornpitakpan, C., & Green, R. T. (2007). The effect of message appeals countering unrealistic optimism on purchase intentions: A cross-national study. *Asia Pacific Journal of Marketing and Logistics*, 19(3), 207–226. <https://doi.org/10.1108/13555850710772905>**
 - Abstract: This study examines which types of message appeals are more effective in reducing unrealistic optimism (a tendency for people to believe that they are less susceptible than are others to encounter negative outcomes) and inducing purchase intentions of preemptive products in collectivist and individualist cultures. An experiment is conducted with 131 American, 111 Singaporean, and 127 Thai undergraduates. The findings confirm the existence of unrealistic optimism in the marketing setting and show that (1) lower levels of optimism are associated with higher purchase intentions for the product; (2) hazard-related behavior priming ad appeals lead to higher purchase intentions than do ads without priming; and (3) Singaporeans show higher purchase intentions than do Americans for both the risk-priming and the expert ad appeals, and they also show higher purchase intentions than do Thais for expert ad appeals. The study suggests that (1) external-control/collectivist cultures may be more influenced by advertising, regardless of the appeal employed; (2) different types of cultures may require different amounts of advertising to achieve equal levels of effectiveness; (3) unrealistic optimism needs to be addressed by marketers of preemptive products; and (4) marketers should use ads that prime risky behaviors when promoting products for reducing/preventing undesirable outcomes/hazards.
 - Note: ABS 2024: 1. Ranked 35th in Polonsky et al. (1999). A persuasive advertising study.
- **#23. Caci, H., Adan, A., Bohle, P., Natale, V., Pornpitakpan, C., & Tilley, A. (2005). Transcultural properties of the composite scale of morningness: The relevance of the ‘morning affect’ factor. *Chronobiology International*, 22(3), 523–540. <https://doi.org/10.1081/CBI-200062401>**
 - Abstract: Morningness scales have been translated into several languages but a lack of normative data and methodological differences make cross-cultural comparisons difficult. This study examines the psychometric properties and factor structure of the Composite Scale of Morningness (CSM) in samples from five countries: France, Italy, Spain, Thailand and Australia. Strong national differences are identified. A quadratic relationship between age and CSM total score was apparent in the Australian data with a downward trend after age 35. There was no age effect in any sample in the range from 18 to 29 years. Factor analysis identified a three-factor solution in all groups for both males and females. Tucker’s congruence coefficients indicate (1) that this solution is highly congruent between genders in each culture and (2) that a Morning Affect factor is highly congruent between cultures. These results indicate there are national differences in factorial structure and that cut-off scores used to categorize participants as morning- and evening-types should be established for different cultural and age groups.
 - Note: Impact Factor: 2.2, *Journal Citation Reports*, Clarivate (2023). A global psychometric study.
- **#22. Pornpitakpan, C. (2005). The effect of cultural adaptation on perceived trustworthiness: Americans adapting to Chinese Indonesians. *Asia Pacific Journal of Marketing and Logistics*, 17(1), 70–88. <https://doi.org/10.1108/13555850510700933>**
 - Abstract: This experiment investigates the effect of cultural adaptation by American business people on their trustworthiness as perceived by Indonesians. The sample consists of 140 Indonesian professionals, who read one of the four stories that differ in degrees of Americans’

cultural adaptation: none, moderate, high using English, and high using the native (i.e., Indonesian) language. The results show that there is no difference among the four adaptation levels on disconfirmation of the adaptor's stereotypes. The high adaptation using English condition is perceived to be more situationally caused than is the high adaptation using the native language condition, which in turn is perceived to be more situationally caused than is the moderate adaptation condition, and the high adaptation using English condition is perceived to be more situationally caused than is the no adaptation condition. The high adaptation using the native language and the high adaptation using English conditions are perceived to be trustworthier than is the moderate adaptation condition, which in turn is perceived to be trustworthier than is the no adaptation condition; these results contradict the findings of some earlier studies but are consistent with those in the cases of Americans adapting to Thais and Japanese in Pornpitakpan (1998), to People's Republic of China Chinese in Pornpitakpan (2002b), and to Malaysians in Pornpitakpan (2004). Marketing implications are discussed.

- Note: ABS 2024: 1. Ranked 35th in Polonsky et al. (1999). A trustworthy cross-cultural study.
- **#21. Pornpitakpan, C. (2004). Cross-cultural differences in the effect of ad repetition and ad size: Experiments with Americans, Germans, and Singaporeans. *Journal of Euromarketing*, 13(2–3), 49–83. https://doi.org/10.1300/J037v13n02_04**
 - Abstract: This study examines the effect of ad repetition and size, using a 3 (cultures: American, German, and Singaporean) x 2 (ad sizes: small, large) x 3 (ad repetition levels: low, moderate, high) between-subjects factorial design with 180 German, 180 American, and 180 Singaporean adults. The results show cultural differences in consumers' responses. For Americans, for the large ad, the higher is the repetition, the less favorable are attitudes toward the ad and the brand and purchase intention. For the small ad, moderate repetition results in less favorable attitudes toward the ad and the brand and purchase intention than does low repetition. The German results show that for the large ad, moderate repetition results in more favorable attitudes toward the ad and the brand and purchase intention than does low repetition. High repetition induces less favorable attitudes toward the ad and the brand but not purchase intention. For the small ad, low and moderate repetition are equally effective on all responses. Finally, the Singaporean results show that for the large ad, high repetition is more effective than low and moderate repetition levels in terms of attitudes toward the brand and is more effective than is low repetition in terms of purchase intention. For the small ad, moderate repetition is more effective than are low and high repetition levels in terms of attitudes toward the ad and purchase intention. The results do not support signaling theory. Theoretical and managerial implications are discussed.
 - Note: Ranked 50th in Mort et al. (2004), published as a book chapter in *European Perspectives in Marketing*. A multicultural advertising study.
- **#20. Pornpitakpan, C. (2004). Factors associated with opinion seeking: A cross-national study. *Journal of Global Marketing*, 17(2–3), 91–113. https://doi.org/10.1300/J042v17n02_05**
 - Abstract: This study examines the relationship between opinion seeking and cultural values and individual characteristics in the context of electronic products by surveying cosmopolitan adults of 15 nationalities, namely, American, Australian, British, Dutch, Filipino, German, Hong Konger, Indian, Italian, Japanese, Malaysian, New Zealander, Singaporean, Swedish, and Thai. It finds (i) positive correlation between opinion seeking and power distance, category knowledge, category purchase intention, category innovativeness, opinion giving, market maven, brand loyalty, and susceptibility to interpersonal influence, (ii) negative correlation between opinion seeking and the masculinity and uncertainty avoidance cultural dimensions, category ownership, self-esteem, education, and age, and (iii) no correlation between opinion seeking and individualism, long-term orientation, and risk taking. It then discusses the managerial implications of the findings.
 - Note: ABS 2024: 1. Ranked 8th in Dubois & Reeb (2000). A global consumer behavior study.

- **#19. Pornpitakpan, C. (2004). The effect of Americans' adaptation to Malaysians on perceived trustworthiness. *Journal of International Consumer Marketing*, 16(3), 7–23.**
https://doi.org/10.1300/J046v16n03_02
 - Abstract: This experiment investigates the effect of cultural adaptation by American business people on their trustworthiness as perceived by Malaysians. The sample consists of 140 Malaysian professionals in Malaysia, who read one of the four stories that differ in degrees of Americans' cultural adaptation: none, moderate, high using the English language, and high using the native language (i.e., Malay language). The results show that the high adaptation using the native language condition results in higher disconfirmation of stereotypic behavior than does the high adaptation using English and the moderate adaptation conditions, both of which in turn result in higher disconfirmation than does the no adaptation condition. The high adaptation using the native language condition is perceived to be more situationally caused than is the moderate adaptation condition, which in turn is perceived to be more situationally caused than is the no adaptation condition. Despite the support for situational attribution made for the high adaptation conditions, the high adaptation using the native language condition is perceived to be more trustworthy than is the moderate adaptation condition, which in turn is perceived to be more trustworthy than is the no adaptation condition; these results contradict the findings of some earlier studies but replicate Integrate the results in the cases of Americans adapting to Thais and Japanese in Pornpitakpan (1998) and to People's Republic of China Chinese in Pornpitakpan (2002b). Explanations for the discrepancies in the findings and managerial implications are discussed.
 - Note: ABS 2024: 1. Ranked 13th in Dubois & Reeb (2000). A trust-building cross-cultural study.

- **#18. Pornpitakpan, C. (2004). The persuasive effect of circadian arousal, endorser expertise, and argument strength in advertising. *Journal of Global Marketing*, 17(2–3), 141–172.**
https://doi.org/10.1300/J042v17n02_07
 - Abstract: This research investigates the influence of circadian arousal, endorser expertise, and argument strength of a message on attitudes toward the brand and purchase intention. The quasi-experimental design is a 2 (high versus low endorser expertise) x 2 (strong versus weak arguments) x 2 (morning-type versus evening-type persons) x 3 (advertisement viewing time: 10 a.m., 3 p.m., or 8 p.m.) between-subjects factorial design with 602 Thai female adults. The results are not in complete accordance with predictions from the Elaboration Likelihood Model. For both types of persons, higher argument strength leads to better attitudes toward the brand and higher purchase intention, regardless of endorser expertise and advertisement viewing time. When morning-type persons view the advertisements in the morning and evening, the high and the low-expertise endorsers have no different effect on attitudes toward the brand, regardless of argument strength. When they view the advertisements in the afternoon, the high expertise endorser creates better attitudes toward the brand than does the low expertise endorser, regardless of argument strength. For evening-type persons, endorser expertise does not affect either of the dependent variables. Theoretical and managerial implications of the study are discussed.
 - Note: ABS 2024: 1. Ranked 8th in Dubois & Reeb (2000). A persuasive advertising study.

- **#17. Pornpitakpan, C. (2004). The persuasiveness of source credibility: A critical review of five decades' evidence. *Journal of Applied Social Psychology*, 34(2), 243–281.**
<https://doi.org/10.1111/j.1559-1816.2004.tb02547.x>
 - Abstract: This paper reviews the empirical evidences of the effect of credibility of the message source on persuasion over a span of five decades primarily to come up with recommendations for practitioners as to when to use a high or a low credibility source and secondarily to identify areas for future research. The main effect studies of source credibility on persuasion seem to indicate the superiority of a high credibility source over a low credibility one. Interaction effect studies, however, show source credibility to be a liability under certain conditions. The variables found to interact with source credibility are categorized into five categories: source, message, channel, receiver, and destination variables. The most heavily researched variables have been the

message and receiver variables. Implications for marketers/advertisers and suggestions for future research are discussed.

- Note: ABS 2024: 2. Republished in *Interpersonal Communication: Volume 4 Persuasion and Competence* (2010). A comprehensive persuasion review. Garnered 3,026 citations (Google Scholar, July 26, 2025)
- **#16. Ang, S. H., Jung, K., Kau, A. K., Leong, S. M., Pornpitakpan, C., & Tan, S. J. (2004). Animosity towards economic giants: What the little guys think. *Journal of Consumer Marketing*, 21(3), 190–207. <https://doi.org/10.1108/07363760410534740>**
 - Abstract: Respondents from five Asian countries were surveyed in terms of their consumer ethnocentrism, animosity, and attribution towards the USA and Japan in the context of the Asian economic crisis. The results indicated that the more severely hit a country was, the more ethnocentric respondents were. In general, animosity towards the USA was higher than towards Japan with regard to the Asian crisis. Koreans held the greatest stable animosity towards the Japanese because of the atrocities experienced during the Second World War. Respondents attributed the blame of the Asian crisis more to themselves. They also felt that they and the Japanese could have controlled the turn of events during the crisis. Implications arising from the findings are discussed.
 - Note: ABS 2024: 1. Ranked 13.32 worldwide in Theoharakis & Hirst (2002). A poignant consumer animosity study.
- **#15. Pornpitakpan, C. (2003). Cultural adaptation and business relationships: Americans selling to Indonesians, Malaysians, and People's Republic of China Chinese. *Journal of Global Marketing*, 16(3), 75–103. https://doi.org/10.1300/J042v16n03_05**
 - Abstract: A 3 x 4 (culture of participants x degrees of cultural adaptation) experimental design with 124 People's Republic of China's Chinese, 140 Indonesian, and 140 Malaysian professionals is used to investigate the effect of cultural adaptation on attraction and outcomes when Americans adapt to PRC / Indonesian / Malaysian people. This study extends the research of Francis (1991) and Pornpitakpan (1999). The curvilinear relationship between adaptation and attraction in Francis's study is not replicated. Instead, the results are consistent with those of Pornpitakpan's study. For Indonesians, the relationship appears monotonic positive on both attraction and outcomes. For PRC and Malaysian people, the relationship appears monotonic positive on attraction and reaches a plateau beyond moderate adaptation on outcomes. Participants do not feel their social identity is threatened when Americans adapt to their culture.
 - Note: ABS 2024: 1. Ranked 8th in Dubois & Reeb (2000). A strategic cross-cultural business study.
- **#14. Pornpitakpan, C. (2003). The effect of celebrity endorsers' perceived credibility on product purchase intention: The case of Singaporeans. *Journal of International Consumer Marketing*, 16(2), 55–74. https://doi.org/10.1300/J046v16n02_04**
 - Abstract: This research examines the effect of three celebrity credibility dimensions (attractiveness, trustworthiness, and expertise) on purchase intention with 880 Singaporean undergraduates, using four Asian celebrities as stimuli. In contrast to the results in Ohanian (1991), which indicate that the dimensions attractiveness and trustworthiness do not affect product purchase intention, the results in this study show that all of the three credibility dimensions positively relate to purchase intention. Explanations for the different findings and managerial implications are discussed.
 - Note: ABS 2024: 1. Ranked 13th in Dubois & Reeb (2000). A captivating celebrity endorsement study.

- **#13. Pornpitakpan, C. (2003). The effect of personality traits and perceived cultural similarity on attraction. *Journal of International Consumer Marketing*, 15(3), 5–30. https://doi.org/10.1300/J046v15n03_02**

 - Abstract: An experiment on 145 Thai professionals is used to investigate the effect of personality traits of the perceiver and perceived cultural similarity on attraction and business outcomes when Americans adapt to Thais. The results support the similarity-attraction theory. The traits empathic tendency and sensation seeking interact with perceived cultural similarity; however, the patterns differ from those of past studies. No types of participants are attracted to persons of extremely low perceived cultural similarity. The effectiveness of perceived cultural similarity in inducing attraction reaches a plateau beyond moderate levels. The individualistic-collectivistic cultural orientation is proposed to explain the discrepancies between past and current findings.
 - Note: ABS 2024: 1. Ranked 13th in Dubois & Reeb (2000). A fascinating cultural similarity study.

- **#12. Pornpitakpan, C. (2003). Validation of the celebrity endorsers' credibility scale: Evidence from Asians. *Journal of Marketing Management*, 19(1–2), 179–195. <https://doi.org/10.1080/0267257X.2003.9728206>**

 - Abstract: Using four Chinese celebrities as stimuli and 880 Singaporean undergraduates as respondents, this research verifies the factor structure of the celebrity endorsers' credibility scale, which Ohanian (1990) developed from American samples. The results show that the original scale's factor structure fit the Singaporean data well. All indicators are significantly related to their specified factor, and the inter-factor correlation coefficients are moderate and significant. The composite factor reliability, the Cronbach's alpha, and the variance extracted measures are satisfactory.
 - Note: ABS 2024: 2. Ranked 12.22 worldwide in Theoharakis & Hirst (2002). A rigorous scale validation study.

- **#11. Pornpitakpan, C. (2002). The effect of adaptors' race and cultural adaptation on attraction: Americans adapting to Thais. *Asia Pacific Journal of Marketing and Logistics*, 14(1), 59–72. <https://doi.org/10.1108/13555850210764891>**

 - Abstract: A 3 x 3 (adaptors' race x degrees of cultural adaptation) factorial between-subjects design with 216 undergraduate Thai students is used to investigate the effect of adaptors' race and cultural adaptation on attraction when American salespersons adapt to Thai buyers. The results support the hypothesis that the race of foreigners, despite the fact that they were born and raised in the same country, moderates the effect of adaptation on attraction. Specifically, when the Americans do not adapt their behavior at all, the attraction is the same regardless of their race. When they do, adaptation by those who are more racially different from the Thai perceivers (i.e., the black and the white Americans) is more effective than adaptation by those who are less racially different (i.e., the Japanese Americans). Replicating the results from the Thai executive sample in Pornpitakpan (1999), this study finds that in the cases of both the black and the white American adaptors, moderate adaptation elicits more attraction than does no adaptation. An adaptation beyond a moderate level appears to increase attraction but the increment is not statistically significant.
 - Note: ABS 2024: 1. Ranked 35th in Polonsky et al. (1999). A nuanced cross-cultural attraction study.

- **#10. Pornpitakpan, C. (2002). The effect of cultural adaptation on perceived trustworthiness: Americans adapting to People's Republic of China Chinese. *Journal of International Consumer Marketing*, 15(2), 25–41. https://doi.org/10.1300/J046v15n02_03**

 - Abstract: This study is an experimental investigation of the effect of cultural adaptation by American business people on their trustworthiness as perceived by Chinese business people in the People's Republic of China. The sample consists of 124 Chinese professionals, who read either one of the four stories that differ in degrees of Americans' cultural adaptation: none, moderate, high using English language, and high using the native language (i.e., Chinese

language). The results show that the high adaptation using the native language condition results in higher disconfirmation of the adaptor's stereotypes than does the no adaptation condition, and the high adaptation using English condition leads to more disconfirmation than do the moderate adaptation and the no adaptation conditions. The high adaptation using the native language condition is perceived to be more situationally caused than is the high adaptation using English condition, which in turn is perceived to be more situationally caused than is the no adaptation condition. The moderate adaptation was not perceived to be more situationally caused than was the no adaptation. Although the no adaptation condition is attributed to relatively more dispositional (i.e., less situational) causes than are the two high adaptation conditions, it is rated lower in perceived trustworthiness than is high adaptation using the native language, contradicting the findings of some earlier studies in the case of Japanese adapting to Americans but replicating the results of Pornpitakpan's (1998) study in the case of Americans adapting to Thais and Japanese.

- Note: ABS 2024: 1. Ranked 13th in Dubois & Reeb (2000). A trustworthy cross-cultural study.
- **#9. Jung, K., Ang, S. H., Leong, S. M., Tan, S. J., Pornpitakpan, C., & Kau, A. K. (2002). A typology of animosity and its cross-national validation. *Journal of Cross-Cultural Psychology*, 33(6), 525–539. <https://doi.org/10.1177/0022022102238267>**
 - Abstract: Four types of animosity, the emotional antagonism felt toward a specific entity, were identified as a function of their sources (situational vs. stable) and locus (personal vs. national) of manifestation. A five-country survey was conducted in Asia to validate the typology, using the United States and Japan as target entities. Results affirmed the four-factor structure of the proposed typology. Several cross-national differences in animosity were also uncovered. Indonesians, Malaysians, and Thais tended to have greater situational animosity toward the United States than Japan, except for Koreans and Singaporeans. Not surprisingly, Koreans showed greater stable animosity toward Japan than the United States. Asians also demonstrated a higher level of animosity at the national than personal level. Implications arising from the findings are discussed and directions for future research suggested.
 - Note: ABS 2024: 3. A groundbreaking cross-cultural psychology study.
- **#8. Pornpitakpan, C. (2001). The environmental concern in Thailand: Managerial implications. *Journal of International Consumer Marketing*, 14(2–3), 123–136. https://doi.org/10.1300/J046v14n02_06**
 - Abstract: This study presents a survey of the environmental concern based on 271 Thai adults in Bangkok, using the Socially Responsible Consumption Behavior Scale of Antil and Bennett (1979). Mean scores and standard deviations for each item and for the whole scale are reported. The results indicate that respondents are moderate on environmental concern. There is no difference between males and females. Older respondents exhibit more concern than do younger ones on 18 out of 40 items. Lower educated respondents show more concern than do higher educated ones on a few items. The managerial implications of the environmental concern in Thailand are discussed.
 - Note: ABS 2024: 1. Ranked 13th in Dubois & Reeb (2000). A green consumer behavior study.
- **#7. Pornpitakpan, C., & Francis, J. N. P. (2001). The effect of cultural differences, source expertise, and argument strength on persuasion: An experiment with Canadians and Thais. *Journal of International Consumer Marketing*, 13(1), 77–101. https://doi.org/10.1300/J046v13n01_06**
 - Abstract: The predictions derived from the Elaboration Likelihood Model and Hofstede's culture model are tested with 76 Canadian and 185 Thai undergraduate students in a 2 (cultures) X 3 (source expertise levels) X 2 (argument strength levels) factorial between-subjects quasi-experiment. Three dimensions of culture—power distance, uncertainty avoidance, and individualism-collectivism—are predicted to affect the weight of source expertise and argument strength in persuasion. As expected, source expertise has a greater

impact on persuasion in the Thai culture than in the Canadian culture, whereas the argument strength has more influence in the Canadian than in the Thai culture.

- Note: ABS 2024: 1. Ranked 13th in Dubois & Reeb (2000). A persuasive cross-cultural study.
- **#6. Pornpitakpan, C. (2000). Additional validity of the basic language morningness (BALM) scale. *Personality and Individual Differences*, 28(1), 59–72. [https://doi.org/10.1016/S0191-8869\(99\)00080-X](https://doi.org/10.1016/S0191-8869(99)00080-X)**
 - Abstract: This study examines the psychometric properties of the Basic Language Morningness (BALM) Scale on 100 Singaporean students. The alpha of 0.79 is comparable to that reported in Brown's study. The predictive validity of the scale is established on study schedules but not class schedules. The percentage of study time in the morning of morning type persons is higher than that of evening types whereas the percentage of study time at night of evening type persons is higher than that of morning types. Morning type individuals spend more time studying in the morning than they do at night whereas evening type individuals spend more time studying at night than they do in the morning. The shortened 7-item scale improves the full scale by deleting items that are redundant or have poor statistical properties. It retains the reliability (alpha = 0.70) and validity. Items 9, 11, 10, 6, and 8 load on the factor "Self-Reported Morningness-Eveningness/Voluntary Schedules". Items 12 and 5 load on the factor "Alertness After Waking up". Morningness scores do not differ by gender.
 - Note: ABS 2024: 3. A precise psychometric study.
- **#5. Pornpitakpan, C. (2000). Trade in Thailand: A three-way cultural comparison. *Business Horizons*, 43(2), 61–70. [https://doi.org/10.1016/S0007-6813\(00\)88562-6](https://doi.org/10.1016/S0007-6813(00)88562-6)**
 - Abstract: The characteristics of Thai culture are elaborated in comparison with American and Japanese cultures in the areas of social structure, values, communication styles, and development levels. The U.S. is a horizontal society whereas Japan and Thailand emphasize hierarchy. The U.S. is highly heterogeneous in race, language, habit; Thailand is moderately heterogeneous whereas Japan is homogeneous. All three are materialistic. Americans are individualistic, moderately low in power distance and uncertainty avoidance, moderately high in masculinity, low context, principle-oriented. Japanese are moderately collectivistic, moderately high in power distance, high in uncertainty avoidance, very high in masculinity, high context, and situation-oriented. Thais are highly collectivistic, moderately high in power distance, uncertainty avoidance, and femininity, high context, and situation-oriented. Americans prefer confrontation and plain direct communication, whereas Japanese and Thais avoid confrontation and prefer indirect, nonassertive communication. The U.S. and Japan are wealthy and highly developed in economy, technology, and education whereas Thailand is poor and underdeveloped. Except for the development levels, the differences between American and Japanese cultures are pronounced on nearly all aspects. Japanese and Thai cultures do share several characteristics, but it will be a big mistake to presume that Japanese and other Asian cultures are alike. These cultural differences have many significant business implications and should be clearly understood.
 - Note: ABS 2024: 2. Ranked 11th in Polonsky et al. (1999). A cultural business study.
- **#4. Pornpitakpan, C., & Tan, T. K. J. (2000). The influence of incongruity on the effectiveness of humorous advertisements: The case of Singaporeans. *Journal of International Consumer Marketing*, 12(3), 27–45. https://doi.org/10.1300/J046v12n03_03**
 - Abstract: An experiment involving 140 Singaporean students with 4 advertisements classified as either high or moderate in degrees of incongruity is used to investigate the influence of incongruity on the effectiveness of humorous advertisements. As predicted, participants' perceived humor, attitudes toward the advertisement and the brand, and purchase intention are higher for the humorous advertisements containing moderate incongruity than for those containing extreme incongruity.
 - Note: ABS 2024: 1. Ranked 13th in Dubois & Reeb (2000). A study about humorous advertising.

- **#3. Pornpitakpan, C. (1999). The effects of cultural adaptation on business relationships: Americans selling to Japanese and Thais. *Journal of International Business Studies*, 30(2), 317–338. <https://doi.org/10.1057/palgrave.jibs.8490072>**
 - Abstract: A 2 x 4 (culture of participants x degrees of cultural adaptation) experimental design with 145 Thai and 101 Japanese professionals is used to investigate the effect of cultural adaptation on attraction and outcomes when Americans adapt to Japanese and Thais. The research of Francis (1991) is extended. The curvilinear relationship between adaptation and attraction found in Francis is not replicated. For Thais, the relationship appears monotonic positive. For Japanese, it reaches a plateau beyond moderate adaptation.
 - Note: ABS 2024: 4*. Top journal in international business (Dubois & Reeb, 2000), assigned in graduate courses globally. A landmark cross-cultural business study.

- **#2. Pornpitakpan, C. (1998). Psychometric properties of the composite scale of morningness: A shortened version. *Personality and Individual Differences*, 25(4), 699–709. [https://doi.org/10.1016/S0191-8869\(98\)80002-0](https://doi.org/10.1016/S0191-8869(98)80002-0)**
 - Abstract: The Composite Scale of Morningness published in Smith et al. (1989) was translated into Thai and tested on 321 Thai students to assess its cross-cultural applicability. The internal consistency (Cronbach's alpha = 0.79) of the full Thai Composite Scale of Morningness is comparable to that of the English scale. The shortened 7-item scale improves the full scale by deleting items that are redundant or have poor statistical properties. It retains high internal consistency (Cronbach's alpha = 0.70). Two components are extracted from the seven items: 'Voluntary Schedule' (items 2, 8, 10 and 11) and 'Alertness After Waking up/Self-Reported Morningness-Eveningness' (items 5, 12 and 9). The mean composite scores of morningness do not differ by gender.
 - Note: ABS 2024: 3. A precise psychometric study.

- **#1. Pornpitakpan, C. (1998). The effect of cultural adaptation on perceived trustworthiness. *Journal of Global Marketing*, 11(3), 41–64. https://doi.org/10.1300/J042v11n03_04**
 - Abstract: A 2 x 4 laboratory experiment investigates the effect of degree of cultural adaptation on perceived trustworthiness when Americans adapt to Japanese and Thais. As hypothesized, for both Thai and Japanese subjects, high adaptation by Americans results in higher disconfirmation of stereotypic expectations and is perceived to be more situationally caused than is no adaptation. High adaptation also induces higher trustworthiness than does no adaptation; however, this contradicts the results in earlier studies (e.g., Francis 1989). The cultural dimension of collectivism is proposed to explain why high adaptation is perceived to be more trustworthy when Americans adapt to Japanese and Thais.
 - Note: ABS 2024: 1. Ranked 8th in Dubois & Reeb (2000). A foundational cross-cultural trust study.

Publications in Local Peer-Reviewed Journals

- Weinberg, C. B., & Pornpitakpan, C. (1997). Social change and marketing management for nonprofit organizations. *Sasin Journal of Management*, 3(1), 75–81.
 - Abstract: This article explores the pivotal role of marketing in nonprofit organizations, demonstrating how a marketing-oriented approach enhances operational effectiveness. It underscores the socially significant contributions of marketing beyond the business sector, offering strategic insights for nonprofit management.
 - Note: A visionary contribution to nonprofit marketing, published in Thailand's premier management journal.

Publications in Local Non-Refereed Journals

- Pornpitakpan, C. (2001). The effect of source expertise on attitudes toward the brand: Results from Canadians and Thais. *Singapore Polytechnic Graduates' Guild Journal*, 114–120.
 - Abstract: This study tests source credibility effects on persuasion using a 2 (cultures: Canadian vs. Thai) × 3 (source expertise levels) between-subjects quasi-experiment with 66 Canadian and 134 Thai students, employing shampoo print advertisements as stimuli. As predicted, a high-expertise source (dermatologist) elicits more favorable brand attitudes than a low-expertise source (song composer). Canadians exhibit more positive brand attitudes than Thais, irrespective of source expertise.
 - Note: A compelling cross-cultural analysis, illuminating advertising effectiveness.
- Pornpitakpan, C. (2001). The effect of information accessibility on perceived risk of AIDS contraction and effectiveness of AIDS-prevention advertisements: Propositions on cross-national differences. *Singapore Polytechnic Graduates' Guild Journal*, 44–52.
 - Abstract: Addressing the global urgency of AIDS prevention, this article highlights the need to examine how information accessibility influences perceived risk of contracting AIDS and the effectiveness of prevention advertisements. Building on methodological limitations in prior research (e.g., Raghubir & Menon, 1998), it proposes cross-national studies in the U.S., Canada, Singapore, and Thailand. Cultural dimensions—individualism-collectivism, long- versus short-term orientation, and uncertainty avoidance—are expected to moderate these effects.
 - Note: A forward-thinking framework for global health marketing.
- Pornpitakpan, C. (2001). The persuasiveness of source credibility: Capturing the essence of five decades' evidence. *Singapore Polytechnic Graduates' Guild Journal*, 101–111.
 - Abstract: This review synthesizes empirical evidence on message source credibility's effect on persuasion over five decades. Main-effect studies suggest high-credibility sources outperform low-credibility ones. Interaction-effect studies, however, reveal conditions where high credibility becomes a liability. Variables interacting with source credibility are classified into source, message, channel, receiver, and destination categories, with message and receiver variables being the most researched. The article offers implications for marketers and suggests future research directions.
 - Note: A masterful synthesis, guiding strategic advertising.
- Pornpitakpan, C. (2000). A case study of the United States airline deregulation: Outcomes and policy issues. *Singapore Polytechnic Graduates' Guild Journal*, 61–66.
 - Abstract: This study reviews transportation economics and public policy literature to analyze the regulation of the U.S. airline industry, despite its multi-firm structure and lack of property rights issues. It examines regulation's consequences, the rationale for deregulation, and deregulation's outcomes, providing theoretical explanations for anomalies. The article concludes with policy implications, offering lessons for deregulation in other industries.
 - Note: A penetrating analysis, informing global business policy.
- Pornpitakpan, C. (2000). A review of the persuasive effect of physical attractiveness of the message source. *Singapore Polytechnic Graduates' Guild Journal*, 121–127.
 - Abstract: This review examines experimental studies on source physical attractiveness's persuasive impact in social psychology, consumer behavior, and communications. It addresses: (a) Does attractiveness influence persuasion, and under what conditions? (b) What mechanisms drive its persuasiveness? Findings are presented concisely, with discussions on result patterns, theoretical underpinnings, and marketing implications.
 - Note: A captivating exploration, enhancing advertising strategies.

- Pornpitakpan, C. (2000). A survey of Ah Bengs' and Ah Lians' lifestyle, attitudes, and consumption behavior. *Singapore Polytechnic Graduates' Guild Journal*, 117–120.
 - Abstract: This study surveys Singapore's "Ah Beng" and "Ah Lian" subculture—teenagers distinguished by unique dress, adornments, and hairstyles. Despite their unconventional appearance, these group-oriented youths form close relationships and represent a significant market segment. The findings provide actionable insights for marketers targeting this vibrant subculture.
 - Note: A vibrant study, unlocking niche marketing opportunities.
- Pornpitakpan, C. (1998). A critical evaluation of classical conditioning effects in consumer behavior: Are they real or illusory? *Singapore Polytechnic Graduates' Guild Journal*, 31–35.
 - Abstract: This article evaluates research on classical conditioning in consumer behavior and advertising. Where effects are observed, they are often undermined by methodological flaws, demand artifacts, contingency awareness, or alternative mechanisms. Where effects are absent, failures stem from violations of conditioning principles or lack of contingency awareness. Evidence for classical conditioning in consumer behavior remains unconvincing.
 - Note: A provocative critique, challenging consumer behavior theory.
- Pornpitakpan, C. (1998). Subliminal advertising: Is it really effective? *Singapore Polytechnic Graduates' Guild Journal*, 37–42.
 - Abstract: This review assesses empirical evidence on subliminal stimulation in advertising, addressing practical challenges. Findings suggest brief subliminal exposures may influence drives (e.g., thirst, hunger) and cognition (e.g., recall, brand appropriateness), but are unlikely to affect buying behavior. Sexual embeds impact affect, attitudes, and physiological responses for specific products and embeds.
 - Note: A revealing analysis, clarifying subliminal advertising's potential.
- Pornpitakpan, C. (1998). Understanding Thai cultural values and communication style. *Singapore Polytechnic Graduates' Guild Journal*, 43–46.
 - Abstract: This article elucidates Thai social structure, cultural values, and communication styles based on empirical evidence, expert opinions, and observations. Understanding these elements is critical to avoid misinterpretations, inappropriate interactions, or cultural offenses when engaging with Thais.
 - Note: A nuanced guide, essential for cross-cultural business.

Conference Proceedings and Other Publications

- Pornpitakpan, C., Kam, T. W., & Yuan, Y. (2026). Machine learning analysis of projected versus perceived destination image: Instagram evidence from post-COVID Macau [Accepted for presentation]. 2026 INFORMS Society for Marketing Science (ISMS) Conference, Carcavelos, Portugal.
 - Note: Paper accepted for presentation at a Level-1 conference on the University of Macau FBA list (June 11–13, 2026). A timely and methodologically innovative study that leverages machine learning and big visual data to reveal critical gaps between official destination branding and traveler perceptions in post-COVID Macau.
- Pornpitakpan, C., & Lu, G. (2025). *Advertising and sales promotion effects on retail store sales: Big data analytics* [Poster accepted for presentation]. 2025 Global Marketing Conference, Hong Kong, China.
 - Note: Paper accepted for presentation at a prestigious conference (Jul 24–27, 2025). A cutting-edge study, leveraging big data to shape retail marketing.

- Pornpitakpan, C., Lyu, S., & Yuan, Y. (2025). *Determinants of movie review helpfulness: Big data analyses* [Paper presentation]. 2025 INFORMS Society for Marketing Science (ISMS) Conference, Washington, DC, USA.
 - Note: Paper accepted for presentation at a Level-1 conference on the University of Macau FBA list, The Westin Washington, DC Downtown (Jun 12–15, 2025). A trailblazing analysis, enhancing digital marketing strategies.
- Pornpitakpan, C., & Li, Q. (2023). *The interaction between progress focus and subgoal success on individuals' perseverance toward important goals* [Paper presentation]. Business Management and Social Sciences Conference 2023, Kajang, Selangor, Malaysia.
 - Note: Paper presented at New Era University College and online via Zoom (Nov 24, 2023). A motivational study, relevant to management and marketing.
- Yue, W., & Pornpitakpan, C. (2023). *Strategies for improving rural tourism development in Lin'an, China: A network text analysis approach* [Paper presentation]. Business Management and Social Sciences Conference 2023, Kajang, Selangor, Malaysia.
 - Note: Paper presented at New Era University College and online via Zoom (Nov 24, 2023). A strategic contribution to sustainable tourism.
- Pornpitakpan, C., & Li, Q. (2023). *The effects of gift types, temporal distance of the gift-receiving day, and focuses of imagery on gift-recipient responses* [Paper presentation]. Asia Pacific Marketing Academy Annual Conference 2023, Guangzhou, China.
 - Note: Paper presented at Sun Yat-sen University's School of Business (Sep 22–24, 2023). A heartwarming study, enriching consumer behavior research.
- Pornpitakpan, C., & Li, Q. (2023). *An investigation of gift types in relationship enhancement: The gift recipient's perspective* [Paper accepted for presentation]. INFORMS 2023 Annual Meeting Conference, Phoenix, AZ, USA.
 - Note: Level-1 conference (University of Macau FBA list), at Phoenix Convention Center and Hyatt Regency Phoenix (Oct 15–18, 2023). A relational study, advancing interpersonal marketing.
- Pornpitakpan, C., & Yue, W. (2022). *The effects of word of mouth valence, consumers' sense of power, self-construal, and brand attachment on word of mouth pass-along intentions* [Paper accepted for presentation]. INFORMS 2022 Annual Meeting Conference, Indianapolis, IN, USA.
 - Note: Level-1 conference (University of Macau FBA list), at Indiana Convention Center, Marriott Downtown, and JW Marriott Hotel (Oct 16–19, 2022). A powerful study, shaping brand engagement strategies.
- Pornpitakpan, C., & Li, Q. (2022). *The effects of product framing type, perceived control, and sense of meaning in life on consumers' well-being: A conceptual paper in the COVID-19 context* [Paper accepted for presentation]. INFORMS 2022 Annual Meeting Conference, Indianapolis, IN, USA.
 - Note: Level-1 conference (University of Macau FBA list), at Indiana Convention Center, Marriott Downtown, and JW Marriott Hotel (Oct 16–19, 2022). A timely framework, addressing consumer well-being in crises. Available at https://library.um.edu.mo/um_etheses/rights?geteid=991009952886306306&getaccess=1 (Intranet only); <https://www.proquest.com/docview/2560292755?pq-origsite=gscholar&fromopenview=true>
 - Note: A transformative dissertation, exploring cultural influences on optimism.

- Pornpitakpan, C., & Li, Q. (2021). *Factors influencing consumers' likelihood of writing positive online reviews: A conceptual paper* [Paper accepted for presentation]. INFORMS 2021 Annual Meeting Conference, Anaheim, CA, USA.
 - Note: Level-1 conference (University of Macau FBA list), at Anaheim Convention Center and online (Oct 24–27, 2021). A forward-looking framework for online consumer engagement.
- Yuan, Y., & Pornpitakpan, C. (2021). *The effect of affective cues on unrealistic optimism and consumer response: An affective sensemaking rationale* [Paper presentation]. 2021 Academy of International Business Annual Conference, Online.
 - Note: Level-1 conference (University of Macau FBA list), held online due to COVID-19 (Jun 28–Jul 2, 2021). A persuasive study, advancing global marketing theory.
- Yuan, Y., & Pornpitakpan, C. (2020). *The effect of implicit affective cues, explicit affective cues, and culture on unrealistic optimism and consumer response* [Paper presentation]. 2020 Academy of International Business Annual Conference, Online.
 - Note: Level-1 conference (University of Macau FBA list), held online due to COVID-19 (Jul 6–8, 2020). A nuanced exploration of cultural and affective dynamics.
- Pornpitakpan, C., & Li, Q. (2019). *The effects of consumption type, self-view, and gender on susceptibility to the partner's influence in romantic relationships: A conceptual paper* [Paper accepted for presentation]. INFORMS 2019 Annual Meeting Conference, Seattle, WA, USA.
 - Note: Level-1 conference (University of Macau FBA list), at Washington State Convention Center and Sheraton Seattle Hotel (Oct 20–23, 2019). A relational framework, enriching consumer behavior research.
- Pornpitakpan, C., & Li, Q. (2019). *The effects of empathic emotions and relationship power on susceptibility to the partner's interpersonal influence in romantic relationships: A conceptual paper* [Paper presentation]. China Marketing International Conference 2019: Globalization 2.0, Guangzhou, China.
 - Note: Paper presented at Guangzhou Baiyun International Convention Center, hosted by Chinese Scholars Marketing Association and Guangdong Enterprise Brand Construction and Promotion Association (Jul 22–25, 2019). A compassionate study, deepening relationship marketing insights.
- Pornpitakpan, C., & Yue, W. (2019). *The moderating roles of consumers' sense of power and self-construals on the effect of word-of-mouth valence on brand attachment: A conceptual paper* [Paper presentation]. Academy of Marketing Conference 2019, London, UK.
 - Note: Level-1 conference (University of Macau FBA list), at Regent's University London (Jul 2–4, 2019). A strategic framework, enhancing brand loyalty research.
- Yuan, Y., & Pornpitakpan, C. (2019). *The effect of implicit affective cues and culture on unrealistic optimism* [Paper presentation]. 2019 3rd Thought Leaders' Conference of Marketing Science and Innovation, Beijing, China.
 - Note: Paper presented at University of International Business and Economics (Mar 16–17, 2019). A visionary study, bridging culture and consumer psychology.
- Pornpitakpan, C., & Li, Q. (2018). *The effect of congruity between gift types and receivers' attachment styles on relationships between givers and receivers: A conceptual paper* [Paper presentation]. Australian and New Zealand Marketing Academy Conference (ANZMAC) 2018: Connect, Engage, Transform, Adelaide, Australia.
 - Note: Extended abstract and references published. Presented at a Level-2 conference (University of Macau FBA list) at Bonython Hall, National Wine Centre, and Adelaide Convention Centre (Dec 3–5, 2018). A thoughtful exploration of gift-giving's relational impact.

- Pornpitakpan, C., & Li, Q. (2018). *The influence of consumers' regulatory focus and cultural dimensions on intentions to purchase from online stores* [Paper presentation]. INFORMS 2018 Annual Meeting Conference: Smart City and Sustainable Communities, Phoenix, AZ, USA.
 - Note: Paper presented at a Level-1 conference (University of Macau FBA list) in the WC12 Marketing 2 Contributed Session at Phoenix Convention Center (Nov 4–7, 2018). A digital perspective on e-commerce behavior.
- Pornpitakpan, C., & Yuan, Y. (2018). *Factors influencing consumer responses to green advertising: Product typology, environmental concern, and culture* [Paper presentation]. 47th EMAC Annual Conference: People Make Marketing, Glasgow, UK.
 - Note: Paper presented by Yizhou Yuan at a Level-1 conference (University of Macau FBA list) at Technology & Innovation Centre and Strathclyde Business School (May 29–Jun 1, 2018). Incorrectly listed as main author in the submission system. Abstracts provided on a flash drive, no proceedings file. A sustainable study, advancing green marketing.
- Pornpitakpan, C., Yuan, Y., & Maprasert, V. (2017). The effects of ad appeal, product social visibility, and dogmatism on attitudes. In L. Robinson, L. Brennan, & M. Reid (Eds.), *Proceedings of the Australian and New Zealand Marketing Academy Conference (ANZMAC) 2017: Marketing for Impact* (p. 971). Melbourne, Australia: RMIT University.
 - Note: Poster session at a Level-2 conference (University of Macau FBA list) at RMIT University's Melbourne city campus (Dec 4–6, 2017). First author incorrectly listed as Yizhou Yuan in proceedings. ISSN: 1447-3275. A persuasive advertising study, refining attitudinal models.
- Pornpitakpan, C., & Yue, W. (2017). Source credibility, word of mouth, and product needs. In L. Robinson, L. Brennan, & M. Reid (Eds.), *Proceedings of the Australian and New Zealand Marketing Academy Conference (ANZMAC) 2017: Marketing for Impact* (pp. 109–113). Melbourne, Australia: RMIT University.
 - Note: Extended abstract and references published. Presented at a Level-2 conference (University of Macau FBA list) at RMIT University's Melbourne city campus (Dec 4–6, 2017). ISSN: 1447-3275. A dynamic exploration of credibility and word-of-mouth.
- Pornpitakpan, C., Li, Q., Sy-Changco, J. A., & Chen, J. (2016). *The Chinese's buying criteria for consumer products* [Paper presentation]. 2016 Academy of International Business Southeast Asia Regional Conference: Connectivity and Prosperity, Guangzhou, China.
 - Note: Paper (MS0068) presented at a Level-2 conference (University of Macau FBA list) at Easeland Hotel, hosted by Hong Kong Institute of Business Studies and Guangdong University of Foreign Studies (Dec 2–4, 2016). A strategic study of Chinese consumer preferences.
- Pornpitakpan, C., & Yuan, Y. (2016). Mental budgeting: The effects of culture, expense amount, and compulsive-buying trait on underconsumption. In Z. Yang (Ed.), *Proceedings of 2016 China Marketing International Conference: Marketing Theory and Practice in Mobile Internet* (pp. 438–442). Hong Kong: Asian Business Association.
 - Note: Abstract and references published. Presented at China University of Petroleum, Qingdao (Jul 8–11, 2016). ISSN: 2357-190X (Print), 2357-1919 (Online). A behavioral study, with global budgeting implications.
- Pornpitakpan, C., Li, Q., Sy-Changco, J. A., & Chen, J. (2016). *Relationships between sachet-product usage/attitudes and consumer characteristics* [Paper presentation]. 38th INFORMS Society for Marketing Science Conference 2016, Shanghai, China.
 - Note: Paper presented at a Level-1 conference (University of Macau FBA list) at Shanghai International Convention Center and Oriental Riverside Hotel, hosted by Fudan University (Jun 16–18, 2016). A pioneering sachet marketing study.

- Pornpitakpan, C., Li, Q., Sy-Changco, J. A., & Chen, J. (2015). The unpopularity of sachet marketing in China: Perspectives from managers and consumers. In K. Joonas, K.-P. Wiedmann, M. R. B. Darun, & Z. U. Ahmed (Eds.), *Advances in Global Business Research: Refereed Proceedings of the 12th Annual World Congress of the Academy for Global Business Advancement* (Vol. 12, No. 1, pp. 57–58). Kuantan, Malaysia: Academy for Global Business Advancement.
 - Note: Presented at Faculty of Industrial Management, University of Malaysia Pahang (Nov 16–19, 2015). ISSN: 1549-9332. A revealing analysis of sachet marketing challenges.
- Pornpitakpan, C., & Yuan, Y. (2014). Factors of consumer responses to green advertising: Cultural orientation, environmental concern, and product involvement. In K. Meyer & T. Kiyak (Eds.), *Proceedings of the 56th Annual Meeting of the Academy of International Business: Local Contexts in Global Business* (p. 42). Vancouver, Canada: Academy of International Business.
 - Note: Presented at a Level-1 conference (University of Macau FBA list) at The Westin Bayshore, hosted by Simon Fraser University (Jun 24–26, 2014). ISSN: 2078-0435. A sustainable framework for green marketing.
- Pornpitakpan, C., Yuan, Y., & Han, J. H. (2014). Retail service quality, mood, and impulse buying. In *Proceedings of the 13th International Research Conference in Service Management: Marketing, Strategy, Economics, Operations & Human Resources: Insights on Service Activities* (p. 12). La Londe les Maures, France: Aix-Marseille Université.
 - Note: Presented at Odalys Résidence l’Ile d’Or (May 27–30, 2014). A sparkling study of retail consumer behavior.
- Pornpitakpan, C., & Yuan, Y. (2013). The effect of product similarity and comparative product attributes on category substitution. In D. McArthur, R. Varadarajan, & Z. U. Ahmed (Eds.), *2013 Proceedings of the Tenth World Congress of the Academy for Global Business Advancement* (Vol. 1, pp. 714–729). Bangkok, Thailand: Academy for Global Business Advancement.
 - Note: Also published in *Advances in Global Business Research* (Vol. 10, No. 1). Presented at Swissotel Le Concorde, hosted by King Mongkut’s Institute of Technology Ladkrabang (Jun 15–17, 2013). ISSN: 1549-9332. A strategic analysis of product substitution.
- Pornpitakpan, C., Yuan, Y., Green, R. T., & Ratanasithi, S. (2013). Unrealistic optimism in Thailand: Implications for marketers. In H. C. Wooi, A. M. Nasurdin, & P. L. Kee (Eds.), *Proceedings of the Tenth Asian Academy of Management International Conference 2013: Fostering an Innovative Ecosphere for Business Sustainability* (pp. 396–406). Penang, Malaysia: Asian Academy of Management.
 - Note: Presented at Bayview Beach Resort Hotel, hosted by Universiti Sains Malaysia (Aug 23–25, 2013). ISBN: 978-967-394-158-2. A cultural study with actionable marketing insights.
- Pornpitakpan, C., Yuan, Y., Green, R. T., & Ratanasithi, S. (2013). Unrealistic optimism, defensive pessimism, and implicit self-enhancement in Singapore: Implications for marketers. In E. Kaynak & T. D. Harcar (Eds.), *Proceedings of the Twenty Second World Business Congress: Advances in Global Management* (Vol. XXII, pp. 229–236). Taipei, Taiwan: International Management Development Association.
 - Note: Presented at Grand Hotel, hosted by National Taipei University (Jun 25–29, 2013). ISBN: 1-888624-12-4. A psychological framework for consumer behavior.
- Pornpitakpan, C., & Fu, S. F. I. (2011). *A review of the effect of message source attractiveness on persuasion* [Paper presentation]. Eighth Annual Conference of JMS China Marketing Science, Guangzhou, China.
 - Note: Abstract and presentation only. A persuasive synthesis, guiding advertising research.

- Sy-Changco, J., Pornpitakpan, C., & Singh, R. (2009). *Mini-sizing consumption or whetting the appetite? Managerial insights on sachet marketing strategies of consumer goods companies* [Paper presentation]. Australian and New Zealand Marketing Academy (ANZMAC) 2009 Conference, Melbourne, Australia.
 - Note: Published in online proceedings (<https://web.archive.org/web/20110307005421/http://www.duplication.net.au/ANZMAC09/papers/ANZMAC2009-403.pdf>). Presented at a Level-2 conference (University of Macau FBA list). A strategic guide to sachet marketing innovations.
- Pornpitakpan, C. (2006). The effect of option choice framing on product option choices: A cross-cultural study. In L. Fuxman, N. Delener, H. Elifoglu, C. Wankel, & I. Abel (Eds.), *Global Business and Technology Association International Conference Readings Book: Management and Technology in the Global Economy* (p. 1137). Moscow, Russia: Global Business and Technology Association.
 - Note: Abstract only. A global perspective on consumer decision-making.
- Pornpitakpan, C. (2003). *Cross-cultural differences of the effect of ad repetition and size: Experiments with Americans, Germans, and Singaporeans* [Paper presentation]. European Applied Business Research Conference 2003, Venice, Italy.
 - Note: Presented in June 2003. A multicultural advertising study, enriching global insights.
- Pornpitakpan, C. (2002). *The effect of circadian arousal, endorser expertise, and argument strength on attitudes toward the brand and purchase intention* [Paper presentation]. Association for Consumer Research 2002 Asia-Pacific Conference, Beijing, China.
 - Note: A persuasive study, enhancing advertising effectiveness.
- Pornpitakpan, C. (2001). *Additional evidence of the monotonic positive relationships between cultural adaptation and business relationships: Americans selling to Asians* [Paper presentation]. 8th Cross Cultural Research Conference, Kahuku, Oahu, HI, USA.
 - Note: Sponsored by Association for Consumer Research and American Psychological Association (Section 23). A trust-building cross-cultural business study.
- Pornpitakpan, C. (2000). *The environmental concern of Thais: A heavy trend and its managerial implications* [Paper presentation]. 15th Louis Vuitton-Moët Hennessy Conference on Asia Pacific and Management Education in Europe, Fontainebleau, France.
 - Note: Hosted by INSEAD Euro-Asia Centre (Feb 2000). A green study with strategic implications.
- Pornpitakpan, C. (1999). *The effect of source expertise on attitudes toward the brand: Results from Canadians and Thais* [Paper presentation]. 25th European International Business Academy Conference, Manchester, UK.
 - Note: Hosted by University of Manchester Institute of Science and Technology (Dec 1999). A cross-cultural advertising study.
- Pornpitakpan, C. (1998). A profile of American and Thai social structures and values: Implications for management. In L. G. Brusati (Ed.), *Managing Across Borders: Cross Cultural Issues in Management Studies, Proceedings of the Third AIDEA Giovani International Conference* (pp. 171–174). Lugano, Switzerland: Università della Svizzera Italiana.
 - Note: Hosted by Università della Svizzera Italiana. A cultural guide for management.
- Pornpitakpan, C. (1997). The effect of perceived cultural similarity, empathic tendency, social anxiety, and sensation seeking on attraction. In P. W. Reed, S. L. Luxton, & M. R. Shaw (Eds.), *Australia and New Zealand Marketing Educators' Conference Proceedings 1997* (Vol. 1, pp. 246–261). Melbourne, Australia: Monash University.
 - Note: Hosted by Monash University. A psychological exploration of cross-cultural attraction.

- Pornpitakpan, C. (1996). The effect of source expertise, argument quality, and circadian arousal on persuasion. In E. W. Stuart, D. J. Ortinau, & E. M. Moore (Eds.), *Marketing: Moving Toward the 21st Century, Proceedings of the Annual Meeting of the Southern Marketing Association 1996* (pp. 318–321). Rock Hill, SC: Winthrop University.
 - Note: A persuasive study, refining persuasion models.
- Pornpitakpan, C. (1996). The impact of cultural differences on the relative weight of source expertise and argument quality in the elaboration likelihood model. In V. Gray & V. Llanes (Eds.), *Proceedings of Academy of International Business Southeast Asia Regional Conference 1996: Competitive Advantage Through Global Networks* (pp. 19–25). Dunedin, New Zealand: University of Otago.
 - Note: Hosted by University of Otago. A cultural perspective on persuasion dynamics.
- Pornpitakpan, C. (1996). Sales promotion. *Shell Business Card*, Nov.
 - Note: A practical contribution to marketing communications.
- Pornpitakpan, C. (1995). Effective cultural adaptation: Americans selling to Thais. In G. Tower (Ed.), *Proceedings of Academy of International Business Southeast Asia Regional Conference 1995: Asia Pacific International Business Regional Integration and Global Competitiveness* (pp. 135–141). Perth, Australia: Murdoch University.
 - Note: Hosted by Murdoch University. A strategic guide to cross-cultural sales.
- Pornpitakpan, C. (1994). A brilliant solo effort in depicting a psychotic killer. *Bangkok Post*, Nov 16.
 - Note: A creative film review, showcasing versatile writing skills.
- Vaivanijkul, N., Pornpitakpan, C., Thanpithayakul, C., Sa-yakanit, V., & Pooncharoen, N. (2000). *The study of how to increase the competitive advantage of the food industry: The case of processed food industry (vegetable, fruit, and cereal)* (Vols. 1–5). Bangkok, Thailand: Sasin Graduate Institute of Business Administration, Chulalongkorn University.
 - Note: Research report submitted to the National Center for Genetic Engineering and Biotechnology. A comprehensive industry analysis.
- Vaivanijkul, N., Pornpitakpan, C., & Pooncharoen, N. (2000). *The study of how to increase competitive advantage in banana*. Bangkok, Thailand: Sasin Graduate Institute of Business Administration, Chulalongkorn University.
 - Note: Research report submitted to the National Center for Genetic Engineering and Biotechnology. A focused agricultural marketing study.
- Vaivanijkul, N., Pornpitakpan, C., & Pooncharoen, N. (2000). *The study of how to increase competitive advantage in mango*. Bangkok, Thailand: Sasin Graduate Institute of Business Administration, Chulalongkorn University.
 - Note: Research report submitted to the National Center for Genetic Engineering and Biotechnology. A strategic fruit industry analysis.
- Vaivanijkul, N., Pornpitakpan, C., & Pooncharoen, N. (2000). *The study of how to increase competitive advantage in durian*. Bangkok, Thailand: Sasin Graduate Institute of Business Administration, Chulalongkorn University.
 - Note: Research report submitted to the National Center for Genetic Engineering and Biotechnology. A unique study of durian market dynamics.

- Vaivanijskul, N., Pornpitakpan, C., & Pooncharoen, N. (2000). *The study of how to increase competitive advantage in mushroom*. Bangkok, Thailand: Sasin Graduate Institute of Business Administration, Chulalongkorn University.
 - Note: Research report submitted to the National Center for Genetic Engineering and Biotechnology. A specialized agricultural marketing study.
- Vaivanijskul, N., Pornpitakpan, C., & Pooncharoen, N. (2000). *The study of how to increase competitive advantage in cereals*. Bangkok, Thailand: Sasin Graduate Institute of Business Administration, Chulalongkorn University.
 - Note: Research report submitted to the National Center for Genetic Engineering and Biotechnology. A strategic cereal industry analysis.
- Vaivanijskul, N., Pornpitakpan, C., & Pooncharoen, N. (2000). *The study of how to increase competitive advantage in sweet corn*. Bangkok, Thailand: Sasin Graduate Institute of Business Administration, Chulalongkorn University.
 - Note: Research report submitted to the National Center for Genetic Engineering and Biotechnology. A focused agricultural marketing study.

Working Papers

- Pornpitakpan, C. (1995). The effectiveness of cultural adaptation: Americans selling to Japanese and Thais [Unpublished doctoral dissertation]. University of British Columbia, Vancouver, Canada.
 - Note: A foundational study, shaping cross-cultural marketing.
- Pornpitakpan, C. (1993). The effectiveness of cultural adaptation in negotiation in two cultural dyads: American adapting to Japanese/Thai [Unpublished manuscript]. University of British Columbia, Vancouver, Canada.
 - Note: An early exploration of cultural negotiation strategies.
- Pornpitakpan, C. (1990). Attitudes toward advertising in the United States: A review [Unpublished manuscript]. University of British Columbia, Vancouver, Canada.
 - Note: A comprehensive review, guiding advertising research.
- Pornpitakpan, C. (1990). A content analysis of advertising research in the 1980s [Unpublished manuscript]. University of British Columbia, Vancouver, Canada.
 - Note: A methodical analysis of advertising scholarship trends.

Professional Affiliations

- Zhuhai University of Macau Science & Technology Research Institute (ZUMRI), Researcher, Jun 2025–present.
- University of Macau Advanced Research Institute in Hengqin (HUMRI), Researcher, Jun 2025 – present.
- Macau Higher Education Development Promotion Association, Member, 2022–present.
- Association of North America Higher Education International (ANAHEI), Member, Sep 2017–present.
- University of Macau’s Academic Staff Association, Member, Mar 2016–present.
- American Marketing Association, Member, 2011–2013.
- Association for Consumer Research, Member, 2002, 2011–2013.
- Academy of International Business, Member, 1995, 1996, 2000, 2001, 2011–2013.
- Society for Consumer Psychology, Member, 2012.
- European International Business Academy, Member, 1999.

- Australia and New Zealand Marketing Academy, Member, 1997.
- Southern Marketing Association, Member, 1996.

Research Interests

Cross-cultural consumer behavior, cultural adaptation in business, advertising effects, persuasion, consumers' information processing, brand management, packaging effects, services marketing, social marketing, green marketing, sustainability, ethical consumption, and personality assessments.

- Note: A visionary portfolio, addressing global marketing challenges.

Teaching Interests

Consumer behavior, integrated marketing communication, marketing research, marketing management, global marketing, marketing strategy, product management, channel management, retail management, services marketing, sales management, change management, business-to-business marketing, and marketing and research methodology.

- Note: A dynamic repertoire, fostering future marketing leaders.

Additional Information

- Permanent resident of Macau.
- Highly fluent in oral and written Thai and English.
- Proficient in Teochew dialect of Chinese.
- HSK4-level spoken Mandarin proficiency, with a certificate from the Confucius Institute, University of Macau (Dec 2022).
- Expertise in library management and advanced statistical analyses.
- Achievement-oriented with strong interpersonal skills; conscientious, decisive, compassionate, and collaborative.
- Exceptional emotional resilience, with excellent control over negative emotions.
- Demonstrates leadership, management, communication, and analytical prowess.
- Available for international assignments.
- Interests include taijiquan (tai chi), fitness, travel, music, theater, and social activities.
- Extensive multinational exposure through residence and travel in Australia, Bangladesh, Canada, China, France, Germany, Hong Kong, Indonesia, Italy, Japan, Laos, Macau, Malaysia, Mexico, Myanmar, New Zealand, Singapore, Slovenia, South Korea, Switzerland, Taiwan, Thailand, United Kingdom, Vietnam, and the USA.
- Proficient in SPSS, Microsoft Word, Excel, PowerPoint, Adobe Acrobat, Foxit PhantomPDF, Adobe Photoshop, OpenShot, Audacity, and other software.
- Freelance writer for Bangkok Post (1991–2000), Thailand's leading English newspaper, and Post Today (2006–2007), a prominent Thai newspaper.
 - Note: A multifaceted profile, showcasing global expertise and versatility.

References

Available upon request.