

Randall M. Shannon, Associate Professor

E-mail: A.Randall@gmail.com or Randall.sha@mahidol.ac.th

EDUCATION

Ph.D. in Marketing from Thammasat University (Bangkok, Thailand 2004)

Ph.D. work focused on retailing and cross-cultural consumer behavior as applied to grocery shopping and private label brands between the US and Thailand. Two supervisors guided my work, one at the SAID business school, Oxford, and the other at the University of South Australia, Adelaide.

City University (Seattle, Washington; June, 1993)

--**MBA in Technology/Engineering Management** (Overall GPA 3.68 - Dean's List)

--**Graduate Certificate in Advanced Management**

University of Kansas (May, 1991)

--**B.A. in Linguistics** (Mandarin Chinese, Japanese, Spanish and German)

Fluent listening and speaking skills in Thai, intermediate Mandarin skills.

Research interests primarily focus on cross-cultural consumer behavior (shopping behavior), retailing and private label brands, but also marketing to aging consumers and consumer behavior among aging consumers.

WORK HISTORY IN THAILAND

June '04-Current **Mahidol University, College of Management: Full Time Research Faculty,**

Program Director of Marketing and also for Management Research, Co-Director

of the International Program at CMMU

--Taught Master's level classes in Marketing, Consumer Behavior, Market Research and New Product Positioning. Selected to be core course coordinator for Marketing and eventually also serve as part of the management team overseeing the international programs. Created the marketing curriculum for the program. Supervise Masters and Ph.D. students, serve in academic committees, interview new students, conduct academic research and provide corporate training.

Oct '04-June '21 **At Vantage Company Limited: Managing Partner**

Cofounder of the company with two former students, who handle the management of the company. The company began as a market research firm, but has expanded to also offer corporate training and consulting projects, due to client requests. In 2012 became the preferred research provider for Tesco-Lotus. www.atvantage.co.th

Dec. '03-April. '06 **Temporal Brand Consulting, Senior Brand Consultant, also Regional Director of Research (Concurrent with university position)**

--Worked with clients to develop brand strategies, whether creating new brands or repositioning existing brands. Advised clients on all aspects of brand management, such as strategy and planning, communications, and

customer relationship management. Also provided brand management training and gave presentations at seminars and workshops through 2006.

May '97-May '04 **The University of the Thai Chamber of Commerce (UTCC): Full Time Lecturer**

--Taught BBA and MBA classes in business including Marketing, Marketing Research, MIS (Management Information Systems), Organizational Behavior, and Introduction to Business. Assisted interacting with schools abroad regarding exchange programs and helped organize promotional materials for improving public relations. Member of various committees, assisted interviewing BBA and MBA students.
--Assistant Professor rank approved in June of 2001.

Concurrently --Consulted and conducted research for various companies on a wide variety of projects. Worked with consultants out of Hong Kong, Singapore and America on projects related to broadband, entertainment, and e-commerce. Assisted in forming partnerships between media owners to provide content over the Internet as well as a strategic partnership towards launching smart cards.

Sept-Nov. 2000 **McKinsey Consulting Company: Consultant (Concurrent with UTCC&EGV)**

Was contacted by McKinsey in Korea in regards to a 12 story shopping mall project on behalf of a large conglomerate. After corresponding via e-mail and cell phone, flew to Seoul and observed focus groups and various malls before giving a report and recommendations about designing a mall format to attract teens and young adults to increase traffic and flow in the mall, as well as retention and spending.

Aug '99-Sept. 2000 **EGV (Entertain Golden Village Co., Ltd.): Consultant (Concurrent with UTCC)**

Created and managed a new research department, starting from the initial proposal of requirements, office layout, staff selection and training plan. Conducted market analysis via extensive use of research and reported findings to the president. Projects included SWOT analysis of competitors, customer satisfaction surveys, and in-depth analysis of consumer behavior as it relates to shopping malls and movie going behavior. Initially independent from the main company, the division was set up to be a source of innovations and was designed to be a dynamic and self managing team using the concept of 'hot groups', the team eventually merged and became a part of marketing. Subsequently, my position changed to become consultant to the marketing department. Declined an invitation to become Vice President of Marketing due to time conflicts with Ph.D work and a desire to remain in academia.

Nov '99-May '02 **Market 21 (Retail Consultants): Consultant (Concurrent with UTCC)**

--Assisted retail marketing consultants with training for manufacturers and retailers – taught sessions on marketing research in Thai on several

occasions. Still in contact to advise regarding marketing research and consumer behavior as relates to retailing.

Sept '95-May '97 **A.C. Nielsen, Customized Research Division: Senior Research Executive**

--Working under a Director, handled a multitude of projects (8-10 projects at one time) from start to finish for a variety of multinational companies. Projects normally began by writing a proposal based on the research brief, then setting up and coordinating all aspects required for each project: following a timetable, writing a questionnaire, completing fieldwork, analyzing the data, then writing the report and presenting the findings to the client. Also supervised, edited and answered questions for 10+ Research Executives. Did extensive translating for clients and internal Western employees who could not understand spoken Thai. Familiarity with all aspects of research: research design and implementation, methods of fieldwork, data processing, retail audit, media and production. Handled the Omnibus survey for a period of time, then did extensive advertising testing using Millward Brown's Link/Preview tests. Worked closely with R&D testing new software packages for researchers and clients (straight research and the integration of customized, media and retail data). Also handled a number of ongoing tracking projects on fast moving consumer goods (fmcgs).

--The only Western person fluent in Thai in the company.

Feb '95-Aug. '95 **Acorn Marketing and Research Consultants: Research Manager**

--Met with international clients to receive briefs.
--Wrote research proposals based on briefs, bid for projects.
--Conducted research for clients via qualitative/quantitative methods.
--Analyzed data, wrote reports and presented findings to clients.
--Developed questionnaires, wrote topic guides for focus group

discussions.

--Observed Thai focus groups without need of a translator.
--Worked with advertising agencies for ad testing as well as consumer

products.

--Proofread and corrected English reports and correspondence for all staff.
--Coordinated needs and timing among field and data processing staff.
--Familiarity with data processing programs and techniques.

Aug 94-Jan '95 **Panabhandhu Private School (K-12): Consultant (Bangkok)**

--Consulted for top management as to what type of computer equipment to purchase.

--Assisted organizing the creation of a new computer lab.
--Negotiated for purchase of computers and assisted in setup and testing.
--Brainstormed and discussed ideas for both improving current business and brand new business ventures. Looked at strategies for improving the business.

May '94-Aug. '94 **Professional Computer Company, Inc.; Managerial Consultant (Bangkok)**

(Joint Venture between IBM and Loxley)

- Evaluated company strengths and weaknesses, prepared and submitted reports regarding various ways to improve problem areas. Methods included surveys and focus groups.
- Involved with corporate strategic planning, the setting of goals and objectives, as well as suggesting methods for reaching proposed targets. Created a corporate brochure.
- Assisted with translation and all areas of communication with English speaking firms.
- Met with international clients when forming partnerships for bidding on projects.
- Assisted in reading and writing of legally binding documents.
- Assisted VP of Special Projects with research and development of special projects.

WORK HISTORY IN AMERICA

May '92-March '93 **City University; Records Specialist (Registrar's Office)** (Seattle, WA)

- Answered phones and solved various problems using computer terminal LAN.
- Researched items as necessary using hard files, microfiche, or optical disc.
- Stored items as necessary in hard files, microfiche or optical disc.
- Maintained and improved integrity of filing system. Ordered supplies.

Oct. '91-April '92 **Boeing Computer Services; System Analyst, Technology Group.** (Seattle, WA)

- Tailored workstation configurations to optimize DOS and Windows performance.
- Tested new technology and composed presentations regarding recommendations using Freelance Graphics, Powerpoint, and Word for Windows.
- Performed system administration on VM and MVS systems for userids and access to system resources. (Assisted in the RACF – Research Access and Control Facility)
- Introduced to a UNIX workstation environment (Silicon Graphics), but primarily worked with Windows, DOS and OS/2.

Summer, 1989 **Best Western World Wide Reservation Center; Reservation Agent** (Wichita, KS)

- Answered calls, made reservations through computer terminal/offered assistance.

Summer, 1988 **The Rental and Video Store, Inc.; Assistant Manager** (Wichita, KS)

--Maintained computer system, trained and assisted employees with computers.
--Processed credit applications, rented furniture, electronics, movies.
--Handled delinquent accounts, interviewed applicants, assembled/delivered goods.

1987-88 **Bogue Animal Hospital, East; Veterinary Assistant** (Wichita, KS)
--Assisted doctors in treatment and care of animals.
--Assisted in surgery as required.
--Assisted administering medication to animals as required.
--Unlocked and opened clinic on weekends and holidays, feeding and caring for animals.

1986-87 **Safeway Foodbarn (Supermarket); Cashier** (Wichita, KS)
--Scanned grocery items, stocked shelves, assisted customers.

SPECIAL SKILLS

--Excellent command of the Thai language and understanding of both Asian and Western cultures.
--Very experienced in consumer behavior as relates to shopping in malls and supermarkets, as well as teens and entertainment related behavior. Main focus has been on private label brands and retailing in Thailand.
--Excellent leadership ability plus strong time and project management skills.
--Excellent command of the English language with extremely strong writing and presentation skills.
--Extremely quick and confident learner who works efficiently and enjoys challenges.
--Experience with digital video, capturing, editing, rendering, compressing, and recording videos digitally.
--International living experiences in Taipei, Taiwan (exchange student), Oxford, and Bangkok, Thailand.
--International travel experience in Australia, Cambodia, Canada, China, England, Germany, Hong Kong, Indonesia, Italy, Japan, Korea, Macao, Malaysia, Mexico, New Zealand, Singapore, Spain, Switzerland, Taiwan, Thailand, U.S.A. and Vietnam.
--Hobbies include tennis, golf, scuba diving, meditation, and Chinese martial arts.
--Interest in world affairs, travel, and professional development, especially aspects of teaching and learning.

FUNDED RESEARCH PROJECTS

--Awarded 1.8 million Thai baht by the Thailand Sustainable Development Foundation for two projects related to social sustainability, one related to preventative health behaviors, the other about financial habits and savings behavior, the title was: **Social sustainability: enhancing and preserving the well-being of present and future generations via financial solvency and preventative healthcare.** Reports submitted in 2017.

--Awarded a \$AUD 10,000 research grant by the Australian Government and SEAMEO (Southeast Asian Ministries of Education Organization) on the topic of: **Contrasting teaching styles among instructors and learning styles among students in Thai and Australian graduate schools.** Report submitted in 2017.

ADDITIONAL ACTIVITIES

--An active member of the ASEAN Centre for Sustainable Development Studies and Dialogue <https://www.facebook.com/ACSDSDMahidol/>
--Invited to help run a workshop on Transmedia Storytelling in March, 2022. Funded by the Ministry of the Digital Economy and the NBT.

-- Hosted the CLSG conference at CMMU in November, 2021.

--Invited to be a panelist talking about water and sustainability, mainly as relates to the healthcare industry.

<https://youtu.be/6jPVNk3xd6c>

--Invited to create a podcast about water footprints for the ACSDSD (Asean Center for Sustainable Development Studies and Dialogue) in August, 2020, from which I created a video, which can be seen here: <https://youtu.be/b-26HKn8NzM>

--Invited to be interviewed for a documentary produced for Oculus (Facebook) in VR about how Thailand fared well against Covid 19. I am the first speaker in part two. Filmed in November 2020.

<https://youtu.be/YmhX0QPCN78>

<https://youtu.be/IB-2LzmsBPU>

--Invited to be a guest on Thailand Today, broadcast by NBT11. Two episodes in November 2020, one about effects of Covid on consumer behavior, the other about social media, sustainable consumption, and successful aging.

https://www.youtube.com/watch?v=edfaV_5WzzQ&feature=youtu.be&fbclid=IwAR3E8wNbfT1s3bgBjRnKaM2S05_g6On6RcBz6lo9CcAhteulYL-OTphIJVM

https://www.youtube.com/watch?v=ZRtFVCQ6Sx0&list=PLo2h_UfHtk9iApBK7RYkAQ9bOK4WHVFnA&index=25

--Hosted the CLSG conference at CMMU in November, 2020.

--Invited to be a speaker for a UN Webinar about financial habits and successful aging. October 2020.

<https://staging-legacy.unescap.org/events/4th-sea-forum-sdg>

--Hosted the CLSG conference at CMMU in November, 2019.

--Attended and presented a paper at PICMET in Portland Oregon in August, 2019.

--Panelist at an event hosted by the European Society of Market Research (ESOMAR) and the Thai Market Research Association related to sustainability and consumer behavior in July, 2019.

--Judge for Chulalongkorn University's 6th International Business Case Competition (CIBCC) in May, 2019.

--Hosted the CLSG conference at CMMU in November, 2018.

--Attended and presented a paper at the 5th National Brands and Private Label conference in Barcelona, Spain in July, 2018.

--Taught a group of about 100 from Toyota about branding during a two day workshop in Bangkok.

--Taught a group from New York in January, 2018 about retailing in Thailand as part of the Asian Management seminar. Also arranged a company visit to Central World for a talk about trends in Thai retailing.

--Attended the ICTB conference in Lucerne, Switzerland in September of 2017 and presented a paper called Environmental Planning for National Park Management and Sustainable Tourism Development.

--Taught a group from Korea in November, 2017 as part of a study trip on retailing.

--Hosted the CLSG conference in September of 2017.

--Taught a group from Switzerland in July, 2017 about retailing in Thailand as part of the Asian Management seminar. Also arranged a company visit to Central World for a talk about trends in Thai retailing.

--Presented to a group of delegates from Miami University on the topic of **Aging, Globalization, and its Impact on Thailand** in January, 2016.

--Gave a talk to a group of students from Korea about retailing and consumer behavior in Thailand at CMMU in November, 2016.

--Taught a one week intensive master's course called **Strategic Marketing Science** at Sogang University in Seoul Korea, in July 2016.

---Taught a group from Switzerland in July, 2016, about innovations in Thai retailing, plus arranged a company visit to Central World for a talk about trends in Thai retailing.

--Hosted Oxford's 8th Retailing in the Asia Pacific at CMMU in September, 2016.

--Developed and taught a new course on **International Marketing in ASEAN** in 2016, by request for Stamford University.

--Served as a thesis supervisor for the University of Liverpool for their online MBA program in 2015-6; also participated in various online training courses provided by them about blended learning.

--Taught two groups from Switzerland (Lucerne and Fribourg) in July, 2015, about Asian consumer behavior and innovations in Thai retailing, plus arranged a company visit to meet a member of the Central family, who discussed trends in Thai retailing.

--Helped produce videos for CMMU to promote the college and the marketing program.
https://www.youtube.com/watch?feature=player_embedded&v=pBFv8Pf48ko
<https://www.youtube.com/watch?v=IV3DrJFkaNk>

--Invited to assist in training for PTT on the topics of channel selection, management, and consumer insight in September and October, 2014.

--Attended and presented at Oxford's Retailing in the Asia Pacific conference in Singapore in September, 2014.

--Invited to assist in training for NESDB on the topic of strategic planning for economic policy development in September, 2014.

--Attended and presented at the National Brands and Private Label conference in Barcelona in June, 2014.

--Co-hosted and presented at the Consumer Life Course Studies Group in Seoul, Korea in May 2014.

--Invited to speak at NUS in Singapore in December, 2013 about retail development in Thailand.

--Hosted the Consumer Life Course Studies Group conference in Bangkok, November 2013.

--Spoke at a two day Asia Dyno Forum in April about measuring effectiveness of new product launches.

--Attended ANZMAC 2012 in Adelaide, Australia in December, 2012, presenting a paper about loyalty cards.

--Attended the Consumer Life Course Studies Group conference in Malaysia, September 2012, and presented seven papers with student co-authors.

--Attended the Cross-Cultural Research Conference in Hawaii and presented a paper about Thai Vs. Chinese mall shopping, and a paper about Thai Vs. Thai-Chinese savings behavior (December of 2011).

--Interviewed about the MM program at CMMU by MBANewsThailand.com

--Interviewed by a reporter from Norway about mall shopping behavior in Thailand and Asia (Oct. 2011).

--Invited to speak at the German Institute for Japanese Studies on the topic of Aging Consumers and Trends in Consumer Behavior in Tokyo, Japan (October of 2011).

--Invited to speak at Retail Marketing Excellence about consumer behavior and private label brands in Thailand (March of 2011).

--Ran a workshop on branding and brand personality for NSTDA for about 30 participants from both the private sector and government research teams (March of 2011).

--Attended ANZMAC 2010 in Christchurch, New Zealand. Five papers were accepted for publication coauthored with three Ph.D. students. One paper was awarded best paper, and we were invited to develop it into a journal article for a special issue of the Australian Marketing Journal, published in February, 2012.

--Was supervisor for the first Ph.D. student to graduate from CMMU (September 2010), who studied mall shopping behavior between Chinese and Thai consumers.

--Taught two groups from Switzerland (Lucerne and Fribourg), about Asian consumer behavior and innovations in Thai retailing, plus arranged a company visit to meet a member of the Central family, who discussed trends in Thai retailing.

--Participated in training for the deans of each of the 35 faculties of Mahidol, in addition to participants from the Office of the President for the Advanced Management Program (AMP). I taught about consumer behavior and marketing (April 2010).

--Invited to speak at Innovative Retail Marketing Asia about exploring consumer behavior and opportunities for private label brands in Thailand (May of 2010). The two day workshop had speakers from various countries – all business practitioners. I was the only speaker from Thailand, and the only academic. I was rated the number one speaker for presentation style, content, and applicability.

--Spoke at the Asia Business Forum about New Product Innovations and Launch Strategies, my topic was titled: Evaluating New Product Development and Launch Plan Based on User Segmentation (January 2010).

--Supervised a team of three students who went on to win the McKinsey Mekong Business Challenge (14 teams competing), held in Phnom Penh, Cambodia (January 2010)

--Taught three hours about marketing and recession for the National Economic and Social Development Board (NESDB) in September of 2009 (in Thai).

--Taught six hours about consumer behavior as part of a mini-MBA course for participants from the Ministry of Education (in Thai) in September of 2009.

--Presented a working paper at Oxford's 5th conference on Retailing in the Asia Pacific in Hong Kong in August, 2009. The paper was titled "Exploring Organic Retail Clustering in Bangkok".

--Taught 15 hours of marketing related topics for senior management and doctors at Ramathibodi hospital (in Thai) in July, 2009. Topics included marketing, research, consumer behavior, and branding.

--Taught six hours of marketing topics for senior level nurses from Ramathibodi hospital (in Thai).

--Invited to speak at the Asia Business Forum on "Utilizing consumer insights to analyze customer behaviors and maximize customer life time market value" (May 2008). Was rated among the top three speakers for the two day event.

--Hosted Oxford's 4th conference on Retailing in the Asia Pacific in Bangkok, Sept. 2007.

--Member of the GEMS team (Global Entrepreneurship Monitor run by London Business School and Babson College), researching and publishing about entrepreneurial activities in Thailand.

--Facilitated a three day workshop for Mead Johnson on marketing and innovation for senior executives from eleven countries, May 2007.

--Invited to run three training workshops on cross-cultural management for Fulbright scholars in 2006 and 2007 (conducted in Thai in Chiang Mai, Hat Yai and Bangkok).

--Assisted screening applicants for Fulbright scholarships.

--Conducted a two day training workshop for Nestle ice cream distributors in 2007 (in Thai).

--Invited to join a team run by King Mongkut University working for the Ministry of Industry to help Thai companies in the footwear and leather industry be more competitive (part of the Bangkok Fashion City initiative). The project involved extensive interviews with 30+ companies to help them understand more about marketing, market research, consumer behavior and branding and help develop their corporate brand identity.

--Conducted a three day corporate training workshop on marketing for Mitrphol sugar in 2006 (in Thai).

--Attended a three day workshop on case based teaching at KAIST graduate school in Korea. The workshop was run by the Ivey Business School, University of Western Ontario. (August 2006)

--Invited to teach about marketing, research, CRM and various issues related to opening a new business ventures for Asia Institute of Technology / NECTEC's – Technopreneur program (June 2006, also in 2005).

--Conducted a three day corporate training workshop on advertising for Dumex, with participants from eight countries in the region. Held in Bangkok, April 2006.

--Conducted a three day corporate training workshop on applied market research for Dumex, with participants from eight countries in the region. Held in Malaysia, February 2006.

--Served as a reviewer for the AAOM conference, reviewed three papers.

--Attended a conference hosted by AIT, ICGBED (International Conference of International Business and Economic Development), presenting on the topic of "Retailing in Thailand" – January 2006

--Invited to speak at the Asia Business Forum in Bangkok on the topic of "Selecting the Right Communication Channels and Tools for Effective Product Placement Strategies, November, 2005.

--Invited to teach about strategic marketing, CRM and branding for a group of managers at Phoenix Pulp, part of the Siam Cement group, in Kon Khaen, June 2005.

--Invited to speak at the Direct Marketing Thailand forum on the topic of consumer behavior and how to motivate consumers, June 2005.

--Invited to speak at a seminar about retailing in Thailand (hosted at Mahidol - CMMU) for a group of visitors from the Korean Retailer's Association, June 2005.

--Invited to speak at Chulalongkorn university for a group of visiting students from the US on the topic of creativity and culture in advertising (June 2005).

--Attended Oxford's 3rd conference on Retailing in the Asia Pacific in Seoul and presented a paper on The Continued Evolution of Retailing in Thailand (March 2005).

--Invited to speak to faculty at Rangsit's Satit Bilingual School about how to undertake and conduct research.

--Invited to speak and be the chairperson at the Asian Business Forum in February of 2005 on the topic of consumer behavior and branding (Singapore).

--Invited to speak at the Asian Business Forum in July of 2004 on the topic of measuring marketing effectiveness and the use of KPIs (Bangkok).

--Invited to speak at Chulalongkorn university for a group of visiting students from the US on the topic of creativity in advertising (June 2004).

--Invited to speak at the seminar Competitive Strategy for the Thai Tourism Industry on the topic of The Business Environment of the Tourism Industry in the Global Market (November 2003).

--Attended the APEC CEO Forum and conducted surveys via HP's handheld Ipaq devices and wireless technology. Provided results for discussion in later sessions. Helped reporters in the press room with summaries, as they did not have access to the main room of speakers (October 2003).

--Prepared and taught a seminar on research and publication for faculty members at UTCC (October 2003)

--Invited to prepare and give a three hour seminar session covering MIS for participants from five chambers of commerce in the region – funded by UNESCAP (July 2003)

--Spent six weeks at Templeton College, University of Oxford as a visiting Research Fellow at the Center for Retail Studies to conduct research. (April/May 2003)

--Conducted research for and advised Oxfam Great Britain about launching Fair Trade and Organic products in Thailand as applies to coffee, rice and handicrafts (March-April 2003)

--Invited to prepare and give two three hour seminar sessions covering marketing, research and MIS as applies to social marketing to participants from Nepal (February 2003)

--Invited to prepare and give a three hour seminar session on Global Marketing Strategies for participants from countries around the ASEAN region. (January 2003)

--Conducted research on Chinese tourism, presented findings at the Leadership Forum 2002, held in Bangkok August 19-21, 2002.

--Invited as a reviewer for the International Services Marketing Conference 2002, Queensland, Australia.

--Invited to prepare and give a three hour seminar session on Global Marketing Strategies for participants from countries around the ASEAN region. (January 2002)

--Served as president for the committee founded at UTCC to create and run a Global Executive MBA program with partnering universities from all over the world.

--Ten day stay at Templeton College, Oxford to study a short course on retail location analysis run by my advisor at Oxford's Center for Retail Studies. Assisted the Oxford team with their work on e-loyalty for a project funded by KPMG.

--Spoke at a symposium for 120 MBA/Executive MBA students at Sri Nakarin University on the topic of conducting research and consumer behavior.

--Developed and taught two three hour seminar sessions for training funded by the United Nations which was provided for participants from around the ASEAN region. Topics included Global Marketing Strategies and also The Impact of Technology and Consumer Behavior in Asia. (February 2001)

--Served as a judge for the TUBC in October 2000, the topic being about the Internet/e-commerce.

--Developed management training courses for cinema managers at EGV cinemas (called G.M. University).

--Observed all rounds of the 1999 TACT ad awards. Invited to be a judge for the 1999 Junior TACT awards.

--Served as a judge for the first Undergraduate Business Challenge (TUBC), sponsored by Thammasart University's BBA Program in 1998. Teams from various schools spent a weekend competing against each other by analyzing and presenting an in-depth case study.

--Studied Chinese medicine and Chinese martial arts for approximately 12 years (in America and Taiwan).

--Furthered study in meditation and martial arts in Thailand (eventually taught classes as well).

ADDITIONAL COURSES TAUGHT FOR OTHER UNIVERSITIES

AIT MBA (Marketing)
AIT Technopreneur program (Marketing and Research)
Chulalongkorn BBA program (Current Topics in Marketing)
Chulalongkorn Communication Arts program (Marketing, Marketing Research)
Chulalongkorn, economics MABE program (Marketing, Production and Marketing, Marketing Research)
Mahidol BBA (Marketing Research, Advertising)
Mahidol's Master's in Tourism (Services Quality Management)
Naresuan University, dual degree program with Southern Cross, Australia (Marketing for the Tourism and Hospitality Industries)
Sri Nakarin University, MBA, Executive MBA (New Product Development)
Stamford (International Marketing in ASEAN)
Suan Sunantha (Advanced Statistical Techniques for 25 Ph.D. students – taught in Thai)
Thammasat BBA, BE programs (Marketing, Consumer Behavior, Marketing Research, Advertising Mgmt)
Thammasat IMBA program (Marketing Research)
UTCC BBA, MBA programs (Marketing Research, Marketing, MIS, OB, Introduction to Business)
Webster University (Marketing, Business Research, Applied Statistics)

I have taught at various universities in Thailand part time since 1998.

SUMMARY OF COURSES TAUGHT - ** means both Masters and Bachelors level.

**Advertising & Promotion (basic) and also Advertising Management (advanced)
Applied Statistics (Master's and Ph.D.)
**Consumer Behavior
Current Topics in Marketing
International Marketing in ASEAN (Master's)
Introduction to Business
**Management Information Systems
**Marketing
Marketing for the Tourism and Hospitality Industry (Master's)
**Marketing Research / International Marketing Research
New Product Positioning (Master's)
New Product Strategies (MBA and Executive MBA)
**Organizational Behavior
Services Quality Management (Master's)
**Strategic Brand Management

Invited to prepare and teach the following three hour special sessions for MBA and Executive MBA students at Sri Nakarin University (Prasamit) throughout 2001 to 2003.

- ❖ *Introduction to Research (for preparing a Masters Thesis) (March 2001)*
- ❖ *New Product Strategies (November-December 2001)*
- ❖ *Marketing Research (December 2001)*

- ❖ *Advertising and Promotion (December 2001)*
- ❖ *e-Marketing (January 2002)*
- ❖ *Distribution channels and logistics (January 2002)*
- ❖ *New Product Strategies (April-May 2002)*
- ❖ *New Product Strategies (March-April 2003)*
- ❖ *Consumer Behavior (September 2003)*

https://www.researchgate.net/profile/Randall_Shannon

https://www.linkedin.com/profile/view?id=38388049&trk=nav_responsive_tab_profile

Accepted to be a member of the editorial board for the Journal of Cross Cultural Marketing (JCCM) in 2014.

Current research in progress with Ph.D. students includes private label brands, word of mouth, and impulse buying, aging consumers and issues related to sustainability and sustainable consumption.

Current academic research includes aspects related to sustainability via consumer research related to preventative health related behaviors and savings behaviors among three age cohorts, as a large part of life satisfaction relates to health and wealth, and Thailand's population is shifting to become older.

PUBLICATIONS

Textbook

1. Iacobucci, D., Shannon, R. & Grigoriou, N. (2015). *Marketing Management in Asia*. Cengage.

http://www.cengageasia.com/en/browse/higher_education/business_and_economics/marketing/marketing_management/marketing_management/2015/3/27/9789814455244

<https://www.youtube.com/watch?v=MIFgCAQQABE>

http://www.cengageasia.com/browse/higher_education/business_and_economics/marketing/marketing_management/marketing_management/2015/3/27/9789814455244

Invited Book Chapters

1. Shannon, R. (2017). Retailing. In Grossman, N., Kulthanan, B., Crosbie-Jones, M. & N. Wegner (Eds.). *Thailand's Sustainable Business Guide* (pp. 264-279). Editions Didier Millet, Singapore.
2. Shannon, R. (2017). Thai Consumers and Sustainability: Where is the Story Going? In Griffin, C. & D. McCaughan (Eds.). *Thailand 2020* (pp. 5-7). Rakuten, Japan.
3. Thanasrivanitchai, J., Shannon, R. & G. Moschis. (2016). Marketing to Aging Consumers. In Kwon, S. (Ed.). *Gerontechnology 2.0* (pp. 447-462). Springer.
4. Kongarchapatara, B. & Shannon, R. (2014). Transformations in Thailand's Retailing Landscape: Public Policies, Regulations, and Strategies. In Mukherjee, M., Cuthbertson, R. & E. Howard (Eds.). *Retailing in Emerging Markets: A Policy and Strategy Perspective* (pp. 7-35). Routledge.
5. Shannon, R. (2010). The Transformation of Food Retailing in Thailand 1997-2007. In E. Howard (Ed.). *The Changing Face of Retailing in the Asia Pacific* (pp. 76-89). Taylor & Francis.
6. Shannon, R. (2007). New Product Positioning. In P. Hallinger & E.M. Bridges (Eds.). *Preparing Managers For Action: A Problem-based Approach* (pp. 223-243). Dordrecht, Netherlands: Springer.

In Progress:

Sustainable Consumption Research and the Role of Marketing, a Review of the Literature from 1976-2021, under revision for Sustainability.

The Dark Side of Social Media Effects of Social Media Content on the Relationship Between Materialism and Negative Consumption, accepted for publication by the Southeast Asia Journal of Economics.

A Study of the Development of Sustainable Political Identity. This paper has been submitted to a journal and we are awaiting their reply.

Using Control Theory to Explain Differences in Internet Usage. This paper has been submitted to a journal for review and we are awaiting their reply.

Internet Usage and Goal Engagement Strategies. This paper has been submitted to a journal for review.

A Bibliometric Journal Based Review of the Knowledge Base on Consumer Behavior, 1977 – 2019 (submitted to a journal, currently under review)

Balikcioglu, B. Shannon, R. and Moschis, G. P. **The Effects of Disruptive Family Events on Compulsive Buying of Young Adults: A Life Course Study in Turkey**. This paper has been submitted to a journal and we are waiting for their reply.

Journal Publications:

Prakitsuwan, P., Moschis, G., and Shannon, R. (2020). **Using the Life Course Paradigm to Study Financial Well-being in Late Life**. Asia Pacific Journal of Marketing and Logistics.

Moschis, G. P., Mathur, A., and Shannon, R. (2020). **Toward Achieving Sustainable Food Consumption: Insights from the Life Course Paradigm**. Sustainability (special issue about food choice and consumer preferences). Volume 12, 5359; doi:10.3390/su12135359.
<https://www.mdpi.com/2071-1050/12/13/5359/pdf>

Shannon, R., Sthienrapapayut, T., Moschis, G.P., Teichert, T., & Balikcioglu, B. (2020). **Family Life Cycle and the Life Course Paradigm: A Four-Country Comparative Study of Consumer Expenditures**. Journal of Global Scholars of Marketing Science. Volume 30, issue 1, George P. Moschis tribute special issue part two. <https://www.tandfonline.com/doi/abs/10.1080/21639159.2019.1613913>

Mathur, A., Yingwattanakul, P., Shannon, R., Lee, E. & Pizzutti, C. (2020). **Using the Life Course Approach to Explain the Onset and Continuity Preventive Healthcare Behaviors: A Comparative Study Across Four Countries**. Journal of Global Scholars of Marketing Science. Volume 30, issue 1, George P. Moschis tribute special issue part two.
<https://www.tandfonline.com/doi/abs/10.1080/21639159.2019.1613907?journalCode=rgam20>

Kasper, H., Mathur, A., Ong, F.S., Shannon, R., & Yingwattanakul, P. (2019). **Contextual Influences on Financial Preparedness of Middle-Aged Workers: A Four-Country Comparative Life Course Study**. Journal of Global Scholars of Marketing Science. Volume 29, issue 4, George P. Moschis tribute special issue part one. <https://www.tandfonline.com/doi/full/10.1080/21639159.2019.1613909>

Vatananan-Thesenvitz, R., Schaller, A., & Shannon, R. (2019). **A Bibliometric Review of the Knowledge Base for Innovation in Sustainable Development**, in a special issue of Sustainability, 11(20), 5783. <https://www.mdpi.com/2071-1050/11/20/5783>

Thanasrivanchai, J., Moschis, G. & R. Shannon. (2017). **Explaining Older Consumers' Low Use of the Internet**. *International Journal of Internet Marketing and Advertising*. Volume 11, Issue 4 (pp. 355-375). <https://doi.org/10.1504/IJIMA.2017.087271>. SJR Scimago Q3 journal.

Vijaranakorn, K. & Shannon, R. (2016). **The Influence of Country Image on Luxury Value Perceptions and Purchase Intention.** *Journal of Asia Business Studies*. Volume 11, Issue 1, (pp. 88-110). <https://doi.org/10.1108/JABS-08-2015-0142>. SJR Scimago Q3 journal.

Mandhachitara, R. & Shannon, R. (2016). **The Formation and Sustainability of Same Product Retail Store Clusters in a Modern Mega City.** *Tijdschrift voor economische en sociale geografie (The Journal of Economic and Social Geography)*. Volume 107, number 5, December 2016, (pp. 567-581). SJR Scimago Q1 journal.

Jantararat, J. & Shannon, R. (2016). **The Moderating Effects of In-Store Marketing on the Relationships Between Shopping Motivations and Loyalty Intentions.** *International Review of Retail, Distribution, and Consumer Research*. Volume 26, number 5, (pp. 566-588). <https://doi.org/10.1080/09593969.2016.1159242>. SJR Scimago Q3 journal.

Kongarchapatara, B. & Shannon, R. (2016). **The Effect of Time Stress on Store Loyalty: A Case of Food and Grocery Shopping in Thailand.** *Australasian Marketing Journal*. Volume 24, number 4, (pp. 267-274). <https://doi.org/10.1016/j.ausmj.2016.10.002>. SJR Scimago Q2 journal.

Rakrachakarn, V., Moschis, G., Ong, F.S. & R. Shannon. (2015). **Materialism and Life Satisfaction: The Role of Religion.** *The Journal of Religion and Health*. Volume 54, Issue 2, (pp. 413-426). DOI: 10.1007/s10943-013-9794-y. SJR Scimago Q1 journal.

Shannon, R. (2014). **The Expansion of Modern Trade Food Retailing in Thailand.** *The International Review of Retailing, Distribution and Consumer Research*. Volume 24, Issue 5 (pp. 531-543). <https://doi.org/10.1080/09593969.2014.976764>. SJR Scimago Q3 journal.

Cai, Y. & R. Shannon. (2012). **Personal Values and Mall Shopping Behavior - the Mediating Role of Intention Among Chinese Consumers.** *International Journal of Retailing and Distribution Management*. Volume 40, Issue 4 (pp. 290-318). <https://doi.org/10.1108/09590551211211783>. SJR Scimago Q2 journal.

Schumann, J., Wangenheim, F., Stringfellow, A., Yang, Z., Blazevic, V., Praxmarer, S., Shainesh, G., Komor, M., Shannon, R. & F. Jiménez. **Cross-Cultural Differences in the Effect of Received Word of Mouth Referral in Relational Service Exchange.** *Journal of International Marketing*. Volume 18, Issue 3 (pp. 62-80). <https://doi.org/10.1509/jimk.18.3.62>. SJR Scimago Q1 journal.

Schumann, J., Wangenheim, F., Stringfellow, A., Yang, Z., Praxmarer, S., Jiménez, F., Blazevic, V., Shannon, R., Shainesh, G. & M. Komor. **Drivers of Trust in Relational Service Exchange: Understanding the Importance of Cross-Cultural Differences.** *Journal of Service Research*. Volume 13, Issue 4 (pp. 453-468). <https://doi.org/10.1177/1094670510368425>. SJR Scimago Q1 journal. This paper won an award as one of the five best papers published in 2010 in JSR.

Shannon, R. (2009). **The Transformation of Food Retailing in Thailand, 1997-2007.** *The Asia Pacific Business Review*. Volume 15, Issue 1 (pp. 79-92). <https://doi.org/10.1080/13602380802399379>. SJR Scimago Q1 journal when published, but is currently ranked Q2.

The following six articles were submitted for Associate Professor:

DeWeaver, M. & R. Shannon. (2010). **Waning Vigilance and the Disposition Effect: Evidence from Thailand on Individual Investor Decision Making.** *The Journal of Socio Economics (now: Journal of Behavioral and Experimental Economics)*. Volume 39, Issue 1 (pp. 18-23). SJR Scimago Q2 journal. <Note: This data set was collected in Thailand solely for this project.>

Shannon, R. (2009). **The Transformation of Food Retailing in Thailand, 1997-2007.** *The Asia Pacific Business Review*. Volume 15, Issue 1 (pp. 79-92). <https://doi.org/10.1080/13602380802399379>. SJR Scimago Q1 journal when published, but is currently ranked Q2. <Note: This research utilized only secondary data.>

Nguyen, H. V., Moschis, G., Shannon, R. & K. Gotthelf. 2009. **The Effects of Family Structure and Socialization, Influences on Compulsive Buying: A Life Course Study in Thailand.** (now *Journal of Global Scholars of Marketing Science: Bridging Asia and the World*). Volume 19, Issue 2 (pp. 29-41). <https://doi.org/10.1080/12297119.2009.9707289>. This was a Q1 journal at the time of publication, but I cannot find the ranking now <Note: This data set was collected in Thailand solely for this project.>

Nguyen, H. V., Moschis, G., Shannon, R. (2009). **The Effects of Family Structure and Socialization on Materialism: A Life Course Study in Thailand.** *International Journal of Consumer Studies*. Volume 33, Issue 4 (pp. 486-495). 10.1111/j.1470-6431.2009.00778.x SJR Scimago Q2 journal. <Note: This data set was collected in Thailand solely for this project.>

Shannon, R. & R. Mandhachitara. (2008). **Causal Path Modeling of Grocery Shopping in Hypermarkets.** *Journal of Product and Brand Management*. Volume 17, Issue 5 (pp. 327-340). <https://doi.org/10.1108/10610420810896086> SJR Scimago Q2 journal. <Note: This data set was collected in Thailand but the data was also used for a cross-cultural study.>

Mandhachitara, R., Shannon, R. & C. Hadjicharalambous. (2007). **Why Private Label Grocery Brands Have Not Succeeded in Asia.** *Journal of Global Marketing*. Volume 20, Issue 2-3 (pp. 71-87). https://doi.org/10.1300/J042v20n02_07. SJR Scimago Q2 journal at the time of publication, but is now listed as Q3. <Note: This data set was collected in Thailand and in the United States.>

Shannon, R. & R. Mandhachitara. (2005). **Private-label Grocery Shopping Attitudes and Behavior: a Cross-cultural Study.** *Journal of Brand Management*. Volume 12, Issue 6 (pp. 461-474). <https://doi.org/10.1057/palgrave.bm.2540240>. I cannot find the SJR Scimago ranking at the time of publication, but it is now listed as Q2. <Note: This data set was collected in Thailand and in the United States.>

Conference Papers:

Sustainable Consumption Research: Three Levels of Analysis, presented at the 10th Consumer Life Course Studies conference in Bangkok, November 2021.

Choice Criteria Among Thais Towards Choosing an International Master's Degree Program in Thailand During the COVID-19 Pandemic, presented at the 10th Consumer Life Course Studies conference in Bangkok, November 2021.

Effects of Disruptive Family Events on Compulsive Buying of Young Adults Using the Life Course Approach, presented at the 10th Consumer Life Course Studies conference in Bangkok, November 2021.

The Mediation of Attitudes Towards Social Media Content and Social Media Engagement on the Relationship Between Materialism and Negative Consumption Behaviors, presented at the 10th Consumer Life Course Studies conference in Bangkok, November 2021.

Digital Leadership for Sustainable Community-Based Tourism (CBT), to be presented at PICMET in August, 2022.

PICMET 2020 was postponed due to the Covid pandemic, so plan to attend and present at the next one. 2021 has also been postponed, so the paper will carry over to 2022.

Who are the Heavy Internet Users? Also submitted to PICMET 2021 which carried over to 2022.

Using the Life Course Paradigm to Study Financial Well-being in Late Life, presented at the 9th Consumer Life Course Studies conference in Bangkok, November 2020.

A Conceptual Framework for the Effects of Disruptive Family Events on Compulsive Buying of Young Adults Using the Life Course Approach, presented at the 9th Consumer Life Course Studies conference in Bangkok, November 2020.

The Evolution of Research on Sustainable Consumption, presented at the 9th Consumer Life Course Studies conference in Bangkok, November 2020.

Do Facebook Ads Stimulate Impulse Purchasing Behavior Among Adults in Bangkok? Presented at the 9th Consumer Life Course Studies conference in Bangkok, November 2020.

Effects of Impulsive Buying and Private Label Brand Purchasing Among Thai Consumers in Convenience Stores

Withdrew the paper from the National Brand and Private Label conference in 2020 due to the Covid pandemic. It was accepted and would have been presented in July.

Contextual Influences on Financial Preparedness of Middle-Aged Workers: A Four-Country Comparative Life Course Study, presented at the 8th Consumer Life Course Studies conference in Bangkok, November 2019.

Using the Life Course Approach to Explain the Onset and Continuity of Preventative Healthcare Behaviors: A Comparative Study Across Four Countries, presented at the 8th Consumer Life Course Studies conference in Bangkok, November 2019.

The Usage of Online Shopping Among Older Adults in Thailand, presented at the 8th Consumer Life Course Studies conference in Bangkok, November 2019.

Achieving Sustainable Development Goals for People with Disabilities through Digital Technologies, which will be presented at the PICMET conference in August, 2019 in Portland, Oregon, USA.

Application of the Life Course Perspective to the Family Life Cycle and Consumer Behavior – a Multi Country Study, presented at the 7th Consumer Life Course Studies conference in Bangkok, November 2018.

Usage of Private Label Brands Among Street Vendors in Thailand, presented at the 5th National Brand and Private Label conference in Barcelona, Spain, in July of 2018.

Operationalizing Big Data for Academic Research: A Case for Consumer Behavior, presented at 4th International Conference of Asian Marketing Associations (ICAMA) in Bangkok, Thailand in April of 2018.

Exploring Financial Literacy and Savings Behaviors Across Age Cohorts in Thailand: A Life Course Approach, presented at 4th International Conference of Asian Marketing Associations (ICAMA) in Bangkok, Thailand in April of 2018.

Preventative Health Care Behavior Among Aging Consumers, presented at the CLSG conference in November, 2017.

Financial Literacy and Retirement Planning Among Thai Consumers, presented at the CLSG conference in November, 2017.

Environmental Planning for National Park Management and Sustainable Tourism Development. Presented at the ICTB conference in Lucerne, Switzerland in September of 2017.

Flow Experiences and the Well-being of Service Consumers. This paper was presented at the 7th International Research Symposium in Service Management (IRSSM) in August, 2016

Attended and presented at the 3rd National Brand and Private Label Strategy conference in Barcelona, Spain, in June of 2016. **Contrasting Thai and Chinese Shopper Behavior and Satisfaction with Private Label Brands**

Attended and presented at ANZMAC in Sydney, December 2015.

The Impact of Older Consumers' Goal Engagement Strategies on Their Use of the Internet

Hosted the 4th Consumer Life Course Studies Group conference in September, 2015, and had four papers: **Facebook – An Ideal Channel for Brand Relationship Building? Motives For Electronic Word of Mouth and Its Influence on Consumer Based Brand Equity**

The Mediating Effect of Chronic Stress on Time-pressured Consumers and Their Shopping Behaviors

Older Consumers and Their Personal Goals

Destination Branding: Indirect Brand Experience, Brand Personalities and Their Relations With Self-Brand Congruence

Attended and presented two papers at Oxford's Retailing in the Asia Pacific Conference in Singapore in September of 2014.

Exploring the Usage of Private Label Brands Among Street Vendors in Bangkok

Behavioral Change of Loyalty Program Members: An Investigation of Customers' Purchases When One Moves from Lower to Upper Tier

Coauthor presented at the PICMET conference in Japan in July, 2014. The paper is titled: **What are the factors that can explain the resistance of Aging Consumers to use Technological Innovative Products and Services?**

Presented at the National Brands and Private Label conference in Barcelona in June, 2014. The paper is titled: **Effects of Social Influence on Satisfaction with PL Brands.**

Presented at the 3rd CLSG conference in Seoul in May, 2014. The paper is titled: **Older Adults and Internet Resistance.**

Factors affecting Thai people's attitudes towards downloading digital music both legally and illegally, presented at the 2nd CLSG conference in Bangkok in November, 2013.

Getting the click: A qualitative analysis of factors affecting the acceptance of click-able mobile display advertisements, presented at the CLSG conference in Bangkok in November, 2013.

The Adoption of Online Shopping Among Thais: The Case of Fashion and Apparel, presented at the CLSG conference in Bangkok in November, 2013.

The Moderating Role of Point-of-Purchase Sales Promotion on the Shopping Satisfaction of Fashion Apparel Shoppers, presented at the CLSG conference in Bangkok in November, 2013.

What are the factors that can explain the resistance of Aging Consumers to use Technological Innovative Products and Services? Presented at the CLSG conference in Bangkok in November, 2013.

Exploratory Research on Gender Differences in Shopping Behaviors, Shopping Satisfaction and Tourist Loyalty Intentions among International Tourists in the Floating Market: The Case Study of the Amphawa Floating Market, presented at the CLSG conference in Bangkok in November, 2013.

Investigating the Effectiveness of a Loyalty Program Through the Relationships of Program Design, Implementation, and Customer Loyalty, presented at the ANZMAC conference in Adelaide, Australia in December, 2012.

Smartphone Use and Consumer Advocacy, presented at the CLSG conference in Malaysia in September, 2012.

Traditional Luxury VS Masstige Luxury: The Effects of Brand Origin and Country of Manufacture on Thai Consumers' Perceptions, presented at the CLSG conference in Malaysia in September, 2012.

Exploring Materialism Between Thai and Thai-Chinese, presented at the CLSG conference in Malaysia in September, 2012.

Usages of Marketing and Non-Marketing Communication tools of Fashion Clothing Shoppers, presented at the CLSG conference in Malaysia in September, 2012.

Aging Consumers and Smart Home, presented at the CLSG conference in Malaysia in September, 2012.

Why Do People Go To Shopping Malls?" – A Study of Mall Visitation in Thailand, presented at the CLSG conference in Malaysia in September, 2012.

Retail Service Encounter Quality in Austria and Thailand: The Importance of Empathy and Performance from a Cultural Value-based Perspective, presented at the CLSG conference in Malaysia in September, 2012.

Antecedents of Service Climate: Evidence from Emerging Markets, presented at the 7th SERVSIG International Research Conference in June of 2012, Helsinki, Finland.

Contrasting Thai and Thai-Chinese Attitudes Towards Savings Intention, presented and published at the 15th Cross-Cultural Research Conference held in Hawaii, December 2011.

Exploring the Effect of Personal Values on Mall Shopping Behavior Between Thai and Chinese Consumers, presented and published at the 15th Cross-Cultural Research Conference held in Hawaii, December 2011.

Personal Values and Mall Shopping Behavior: the Mediating Role of Attitudes of Chinese and Thai Consumers, accepted for a special issue of the Australasian Journal of Marketing, compiled from selected work awarded best paper at the ANZMAC conference in December, 2010. Published in the AMJ in Feb., 2012.

Shopping Motives and Attitudes Towards Retail Attributes: A Comparative Study of Shoppers Who Prefer Enclosed Malls Versus Open-Aired Malls in Thailand, presented at Oxford's 6th Retailing in the Asia Pacific Conference, held in October of 2011. The paper was also solicited to develop for a special issue of The Asian Journal of Business and Accounting.

Comparative Analysis of High/Low Patronage Intention and Heavy/Light Spenders On Usage of Information Sources, presented at Oxford's 6th Retailing in the Asia Pacific Conference, held in October of 2011. The paper was also solicited to develop for a special issue of The Asian Journal of Business and Accounting.

Five papers were accepted at the ANZMAC conference (2010) held in Christchurch, New Zealand in Nov/Dec. They were:

Personal Values and Mall Shopping Behavior: The Mediating Role of Attitudes of Chinese and Thai Consumers

Investigating the Contribution of Salient Mall Attributes to Customer Satisfaction: an Importance-Performance Analysis Across Nations

**A Comparative Analysis of Values and Shopping Patterns Among Chinese and Thai Mall Shoppers
The Shopping Behaviors of Fashion Innovative Thai Consumers**

The Effect of Fashion Involvement on Shopping Behaviors: An Exploratory Study in Thailand

Presented a working paper titled **Exploring Organic Retail Clustering in Bangkok** at Oxford's 5th Retailing in the Asia Pacific conference in Hong Kong in August, 2009.

An interview with Khun Boonchai Chokwattana, managing director of Sahapat, published in Oxford's European Retail Digest, in which we discuss current events related to the battle between modern and traditional trade food retailers in Thailand. Shannon, R. (2009) "**Thailand's Battle between Modern and Traditional Food Retailers**: Interview with Boonchai Chokwattana, President and CEO of the Saha

Patanapibul Plc." The Retail Digest, Winter 2008/09 Oxford: Oxford Institute of Retail Management, p38-43.

Frontiers in Services Conference 2008, Cross-Cultural Differences in the Effect of Word-of-Mouth in Relational Service Exchange: Information Processing in High vs. Low Uncertainty Avoidance Cultures.

Keynote talk and paper presented and published in 2007 about same shop retail clusters (agglomeration) at Oxford's 4th conference on Retailing in the Asia Pacific, titled: **Stand By Me: A Preliminary Report of Same-Product Retail Clustering: A Location Paradigm in an Asian Megacity.**

Retailing – Letter from Thailand

Published in Oxford's European Retail Digest in the spring of 2007. Issue 53, p 55-56.

Global Entrepreneurship Monitor, Executive Report 2006

A Contrast of Preferred Conflict Resolution Styles Among Employees in Thai and Multinational Firms in Bangkok, presented and published at the Asian Academy of Management conference, December 2006, Tokyo, Japan. The 5th Annual Conference of the Asia Academy of Management, Tokyo, 19th – 21st December.

Time Pressured Grocery Shopping, A Cross-Cultural Study, presented and published in the consumer behavior track at ANZMAC 2005, December, Perth, Australia.

Reaching Thailand's Tourism Goals: The Need for Brand Strategy. Presented at the Hawaii International Conference in Business in Hawaii in May 2005.

Waning Vigilance and the Disposition Effect: Evidence from Thailand on Individual Investor Decision Making. Coauthor presented the paper at the Pan Pacific conference in Shanghai in May 2005.

Global Entrepreneurship Monitor, Executive Report 2005

Retailing – Letter from Thailand.

Published in Oxford's European Retail Digest in Summer 2005, Issue 46.

The Continued Evolution of Retailing in Thailand

Presented at Oxford's 3rd Retailing in the Asia Pacific conference in Seoul (March 2005) which will be published in a book by Oxford (May 2005), also will be translated into Korean and Japanese.

Are We Teaching the Right Kinds of Research: Thoughts from an Academic Practitioner

Presented and published at the Academic Business Conference in October 2004, Khon Kaen, Thailand.

Retailing – Letter from Thailand

Published in Oxford's European Retail Digest in January 2004.

Investor Decision Making and the Disposition Effect: Evidence from Thailand

Presented and published at the 40th year anniversary conference hosted by the University of the Thai Chamber of Commerce in Bangkok in December 2003.

Exploring Consumer Awareness, Knowledge and Confusion Towards Life Insurance in Vietnam

Presented and published at the 40th year anniversary conference hosted by the University of the Thai Chamber of Commerce in Bangkok in December 2003.

A Study of Social Issues: Awareness and Interest of Fair Trade in Bangkok

Presented and published at the 40th year anniversary conference hosted by the University of the Thai Chamber of Commerce in Bangkok in December 2003.

Information Search among Chinese Tourists Visiting Thailand

Presented and published at the 40th year anniversary conference hosted by the University of the Thai Chamber of Commerce in Bangkok in December 2003.

Visiting Thailand: Investigating Choice Criteria among Tourists from China

Presented and published at the Australia New Zealand Marketing Academy Conference (ANZMAC) held in Adelaide, South Australia in December 2003.

Activities of Interest among Chinese Tourists Visiting Thailand

Presented and published at the Australia New Zealand Marketing Academy Conference (ANZMAC) held in Adelaide, South Australia in December 2003.

An Exploration of Country of Origin Effects in the Vietnamese Life Insurance Industry

Presented and published at the Australia New Zealand Marketing Academy Conference (ANZMAC) held in Adelaide, South Australia in December 2003.

The Emerging Life Insurance Industry in Vietnam

Presented and published at the 7th Asia Pacific Insurance and Risk Assurance (APRIA) Conference held in Bangkok in July 2003. Invited to adapt and submit to their journal for publication.

The Private Label Groceries Experience – A Cross Cultural Study of Thai and American Shopping Behavior (Presented and published at the ICMD (8th International Conference on Marketing and Development) 2003 in Bangkok in January 2003. Also presented a session on **Using TV Advertisements as Living Cases**.

Investigating Credit Card Repertoires: An Exploratory Study in a Collectivist Asian Culture

(Presented and published at ANZMAC 2002 in Melbourne, Australia in December 2002).

The Emerging Credit Card Market in Thailand: An Exploratory Study Investigating Credit Card Repertoires and Choice Criteria in Thailand

Presented and published at a conference run by the Association of Private Higher Education Institutes of Thailand in Bangkok (November 2002).

Retailing in Thailand – Growth, Adaptation and Retaliation

Presented at Oxford's 2nd Retailing in the Asia Pacific conference in Beijing (October 2002) then published in a book by Oxford and marketed by KPMG (April 2003), also translated into Chinese and Japanese.

Chinese Tourism in Thailand

(Presented and published at the Thai-China Leadership Forum, run by the Foundation for International Human Resource Development in Bangkok (August of 2002).

The Introduction of Private Label Brands into a Collectivist Asian Culture

(Presented and published at the 19th Pan Pacific Conference held in Bangkok in May 2002, then in the UTCC journal in 2003).

Are Japanese MNEs Learning Organizations? An Examination of B2B Relational Contracting with Local Suppliers in Australian and Thai Manufacturing

(Presented and published at the 19th Pan Pacific Conference held in Bangkok in May 2002)

Successful Consumer Banking: What Mix is Appropriate for SE Asia?

(Presented and published at the 19th Pan Pacific Conference held in Bangkok in May 2002)

Private Label Brands In Thailand – Enough ‘Face’ To Survive Or Thrive?

(Presented and published at ANZMAC 2001 in New Zealand, then in the UTCC journal in 2002)

Exploring Consumer Trial of Private Label Brands in Thailand

(Presented and published at ANZMAC 2001 in New Zealand, then in the UTCC journal in 2002)

Exploring Consumer Level Factors Related to Banking in Thailand

(Presented and published at ANZMAC 2001 in New Zealand, then in the UTCC journal in 2002)

Retail Investment in Asia/Pacific: Local Responses & Public Policy Issues

Review published in Oxford’s European Retail Digest, March 2001.

Bangkok’s Skytrain: A Marketing Challenge

(Presented and published at ANZMAC 2000 in Australia, then republished in the UTCC Journal in 2001)

The Emerging Science of Modern Marketing: Theories that Dispel Myths and Help Businesses

(Published in the UTCC Journal in 2000)

Exploring Perceptions of Value During Recession: Is There a Correlation to Brand Loyalty?

(Published in a special edition volume given out during an event run by UTCC at the Queen Sirikit Convention Center in 1999).

Research Experience: extensive research experience as relates to consumers: grocery shopping, mall shopping, cinema going, teen behavior, entertainment, education, transportation, credit cards, smart cards, banking, insurance, investments, property development, internet, broadband, web TV, e-commerce, coffee, automotive, taste tests, concept tests, brand positioning and development, brand equity, customer/employee satisfaction, advertisement testing – and practically all types of consumer goods in the supermarket.

SEMINARS ATTENDED IN THE PH.D PROGRAM (typically 18 hours each)

--**Conjoint Analysis, Application in Business** by Professor Larry Lockshin, the University of South Australia, (October 2005)

--**Multivariate Statistical Analysis** by Professor Joe Hair, Louisiana State University (July 2005)

--**Applied Advanced Structural Equations Modeling** by Associate Professor Dr. James Nelson, University of Colorado, Boulder (October 2003)

--**Branding in Asia** by Dr. Paul Temporal (September 2003)

--**Views on Research** by Professor George Moschis of Georgia State University (September 2003)

--**Game Theory and Bayesian Theory** by Dr. Sumas Wongsunopparat, University of Wisconsin (July 2003)

--**Applied Regression and Robust Regression** by Professor Samprit Chatterjee of the Stern Business School, NYU (March 2003)

--**Attitudes Measurement, Advocay and Loyalty Issues**, by Dr. Robert East, Kingston University and Dr. Kathy Hammond, London School of Business (Aug. 2002)

--**Partial Least Squares (structural equations)**, by Dr. Aron O’Cass, Griffith University (Aug. 2002)

- Using Literature in the Thesis**, by Professor Gus Geurson, University of South Australia (Aug. 2002)
- Advanced Structural Equations Modeling**, by Associate Professor Dr. James Nelson, University of Colorado, Boulder (July 2002)
- Issues in Measurement and Questionnaire Development**, by Professor Dr. Sak Ongsivitt (July 2002)
- Questioning How Marketing is Taught**, by Professor Dr. Rod Brodie (July 2002)
- Interpretive Research Techniques in Marketing**, by Assoc. Prof. Dr. Krisadarat Ratanasuwan (June 2002)
- Advanced Application of AMOS (Analysis of Moment Structures), Measurement and Structural Equations Modeling**, by Associate Professor Dr. James Nelson, University of Colorado, Boulder (May 2002)
- Repeat Buying and Attitudes**, by Professor Dr. Byron Sharp, Marketing Science Center, University of South Australia (April 2002)
- Cross Cultural Research**, by Professor Joe Cannon, Colorado State University (March 2002)
- Teaching Marketing Effectively**, by Dr. Phillip Zerillo, University of Texas at Austin (February 2002)
- Experimental Research Design II**, by Amitava Chattopadhyay, L'oreal professor of creativity and product innovation of INSEAD, France. (December 2001)
- Repeat Purchase Behavior – Dirichlet Theory**, by Rachel Kennedy, University of South Australia and the London School of Business. (November 2001)
- Experimental Design**, by Professor Dr. Durairaj Maheswaran of the Leonard N. Stern School of Business, New York University (September 2001)
- Publishing Seminar** (*how to get published in top journals*), by Professor Rob Widing of University of Melbourne and Professor Jan Heide, Churchill Professor of Marketing, University of Wisconsin (August 2001)
- Regression Analysis by Example**, by Professor Samprit Chatterjee, professor of Statistics at the Leonard N. Stern School of Business, New York University. (August 2001)
- MINITAB**, one day workshop conducted by Rujirutana Mandhachitara, returning from Stern, NYU.
- **Conjoint Analysis**, by Associate Professor Larry Lockshin, University of South Australia (April 2001)
- **Structure Equation Modelling**, by Associate Professor Dr. James Nelson, University of Colorado, Boulder (November 2000)
- Cluster and Discriminant Analysis**, by Associate Professor Larry Lockshin, University of South Australia (March 2000)
- Multiple Regression** by Professor Dr. Paul Patterson, University of New South Wales. (February 2000)
- **Introduction to Multivariate Analysis of Variance (MANOVA)**, by Associate Professor Dr. James Nelson, University of Colorado, Boulder (November 1999)

REFERENCES AVAILABLE UPON REQUEST

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