

BOONYING KONGARCHAPATARA, PH.D.

Assistant Professor

Research Areas

Marketing · Retail Marketing · Retail Analytics and Strategy · Customer Loyalty and Lifetime Value

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Profile

Dr. Boonying Kongarchapatara received his doctorate in Marketing, with a focus on shopper buying behavior and retail marketing from College of Management, Mahidol University. He earned his Master of Science in International Finance degree from University of Illinois at Urbana-Champaign, USA and a Master of Science in Management from Assumption University. His undergraduate study was at the Faculty of Economics, Chulalongkorn University.

Presently, Dr. Boonying is a Program Chair for Marketing and Finance program. He is also serving as an Assistant Dean for Education Business Development and Marketing Communication. Prior to his current position, he has been lecturing at the College of Management Mahidol University and the Real Estate and Housing program at Faculty of Architecture, Chulalongkorn University since 2011.

Dr. Boonying's research interests include shopper behavior, retail marketing, retail analytics and real estate marketing. He has published academic papers in international conferences, and international journals, such as the Australasian Marketing Journal, Journal of Beliefs and Value. He also has a book chapter “Transformation in Thailand's Retailing Landscape: Public Policies, Regulations, and Strategies” edited by the Oxford Institute of Retail Management team and published by Routledge, United Kingdom.

Prior to his academic journey, Dr. Boonying has wide-ranging business experience from various industries, including banking, real estate development, construction and retail. For the retail business, he has more than 10 years of experience in managing specialty stores, dealing with leading modern trade retailers, and consulting services for government and private retailers.

Publications

Journal Articles

Yoopetch, C. & **Kongarchapatara, B.** , (2026) . Sustainable tourism education at a crossroads: Bibliometric insights and a strategic research framework. *Edelweiss Applied Science and Technology* , 10 (5) , 174–194 . https://doi.org/10.55214/2576-8484.v10i5.12877

Pitaksa Boonpitak & **Kongarchapatara, B.** , (2026) . Consumer Willingness to Pay More for Sustainable Luxury Jewelry: Effects of Value Perceptions and the Moderating Impact of Pro-Environmental Self-Identity. *Sustainability* , 18 (6) , Art. No. 2786 .

Yoopetch, C. & **Kongarchapatara, B.** , (2023) . Bibliometric Analysis of Corporate Social Responsibility in Tourism. *Sustainability (Switzerland)* , 15 (1) , Article number 668 . https://doi.org/10.3390/su15010668

Kongarchapatara, B. & Hanpanit S. , (2021) . Examining customers' intention to purchase circular economy products using theory of planned behavior and moderating effects. *Academy of Strategic Management Journal* , 20 (3) , 1–11 .

Thananusak, T., Punnakitikashem, P., & **Kongarchapatara, B.** , (2021) . The development of electric vehicle charging stations in Thailand: Policies, players, and key issues (2015–2020). *World Electric Vehicle Journal* , 12 (1) , Article number 2 . https://doi.org/10.3390/wevj12010002

Yoopetch, C. & **Kongarchapatara, B.** , (2021) . Sustainable livelihood and revisit intention for tea tourism destinations: an application of theory of reasoned action. *Academy of Entrepreneurship Journal* , 27 , 1–13 .

Yoopetch, C., Nimsai, S., & **Kongarchapatara, B.** , (2021) . The effects of employee learning, knowledge, benefits, and satisfaction on employee performance and career growth in the hospitality industry. *Sustainability (Switzerland)* , 13 (8) , Article Number 4101 . https://doi.org/10.3390/su13084101

Kongarchapatara, B. , (2019) . Exploratory Study of Hedonic Motivation in Food and Grocery Shopping in Thailand. *International Journal of Social Science and Human Behavior Study* , 6 (2) , 53–57 .

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* , 24 (4) , 267–274 . https://doi.org/10.1016/j.ausmj.2016.10.002

Conference Papers

Kongarchapatara, B. , (2019) . Exploratory Study of Hedonic Motivation in Food and Grocery Shopping in Thailand. Conference Paper.

Matrajumroonkul, B. & **Kongarchapatara, B.** , (2018) . The Critical Role of Internal Marketing R&D Collaboration in Private Organization towards New Product Performance. Conference Paper.

Kongarchapatara, B. & Rodjanatara, C. , (2018) . Factors Affecting Adoption versus Behavioral Intention to Use QR Code Payment Application. Conference Paper.

Kongarchapatara, B. & Shannon, R. , (2015) . The Mediating Effect of Chronic Stress on Time pressured Consumers and Their Shopping Behaviors. Conference Paper.

Book Chapters

Kongarchapatara, B. & Shannon, R. , (2015) . Transformations in Thailand's Retailing Landscape: Public Policies, Regulations, and Strategies.. Book Chapter.

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