



ACADEMIC CURRICULUM VITAE

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Academic Discipline: Marketing

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Academic Profile

Research Areas Marketing

Specializations Retail Marketing, Retail Analytics and Strategy, Customer Loyalty and Lifetime Value

Research Outputs

Journal Articles (8)

Consumer Willingness to Pay More for Sustainable Luxury Jewelry: Effects of Value Perceptions and the Moderating Impact of Pro-Environmental Self-Identity

Pitaksa Boonpitak & Kongarchapatara, B. , Mar 2026 .*Sustainability*, 18(6), Art. No. 2786.

Bibliometric Analysis of Corporate Social Responsibility in Tourism

Yoopetch, C. & Kongarchapatara, B. , Jan 2023 .*Sustainability (Switzerland)*, 15(1), Article number 668.

DOI 10.3390/su15010668

Examining customers' intention to purchase circular economy products using theory of planned behavior and moderating effects

Kongarchapatara, B. & Hanpanit S. , Jun 2021 .*Academy of Strategic Management Journal*, 20(3), 1-11.

The development of electric vehicle charging stations in Thailand: Policies, players, and key issues (2015-2020)

Thananusak, T., Punnakitikashem, P. & Kongarchapatara, B. , Mar 2021 .*World Electric Vehicle Journal*, 12(1), Article number 2.

DOI 10.3390/wevj12010002

Sustainable livelihood and revisit intention for tea tourism destinations: an application of theory of reasoned action

Yoopetch, C. & Kongarchapatara, B. , 2021 .*Academy of Entrepreneurship Journal*, 27, 1-13.

The effects of employee learning, knowledge, benefits, and satisfaction on employee performance and career growth in the hospitality industry

Yoopetch, C., Nimsai, S. & Kongarchapatara, B. , 2021 .*Sustainability (Switzerland)*, 13(8), Article Number 4101.

DOI 10.3390/su13084101

Exploratory Study of Hedonic Motivation in Food and Grocery Shopping in Thailand

Kongarchapatara, B. , 2019 .*International Journal of Social Science and Human Behavior Study*, 6(2), 53-57.

The Effect of Time Stress on Store Loyalty: A Case of Food and Grocery Shopping in Thailand

Kongarchapatara, B. & Shannon, R. , Nov 2016 .*Australasian Marketing Journal*, 24(4), 267-274.

DOI 10.1016/j.ausmj.2016.10.002

Conference Papers (4)

Exploratory Study of Hedonic Motivation in Food and Grocery Shopping in Thailand

Kongarchapatara, B. , 2019 . Conference Paper.

The Critical Role of Internal Marketing R&D Collaboration in Private Organization towards New Product Performance

Matrajumroonkul, B. & Kongarchapatara, B. , 2018 . Conference Paper.

Factors Affecting Adoption versus Behavioral Intention to Use QR Code Payment Application

Kongarchapatara, B. & Rodjanatara, C. , 2018 . Conference Paper.

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

Kongarchapatara, B. & Shannon, R. , 2015 . Conference Paper.

Book Chapters (1)

Transformations in Thailand's Retailing Landscape: Public Policies, Regulations, and Strategies.

Kongarchapatara, B. & Shannon, R. , 2015 . Book Chapter.

Data Status

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