



ACADEMIC CURRICULUM VITAE

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Academic Discipline: Finance

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Academic Profile

Research Areas Finance

Specializations Finance, Marketing, Strategy

Research Outputs

Journal Articles (29)

Exploring the Effects of Satisfaction, Cognitive Loyalty, Affective Loyalty, and Conative Loyalty on Behavioral Loyalty of Hotel Customers

Subying C. & Yoopetch, C. , Mar 2026 . *Review of Integrative Business and Economics Research*, 15(2), 512–521.

Antecedents of electric-vehicle repurchase intention: The application of customer commitment and anticipated regret

Chaichana Ampornlinkaew & Yoopetch, C. , Dec 2025 . *Sustainable Futures*, 10, art. No. 100913.

DOI 10.1016/j.sftr.2025.100913

Examining the impact of price fairness on customer satisfaction and the relationship between customer satisfaction and customer loyalty in the context of revenue management practices.

Chatarin Subying & Yoopetch, C. , Oct 2025 . *Review of Integrative Business and Economics Research*, 14(4), 1–14.

The investigation of 7S framework and organizational performance in the context of the hotel industry

Tarittawan Chareanporn & Yoopetch, C. , 2025 . *Edelweiss Applied Science and Technology*, 9(7), 2193–2212.

DOI 10.55214/2576-8484.v9i7.9133

The enhancement of customer experience in guest service journey design: A qualitative study of the room division department in a full service hotel in Thailand

Tarittawan Chareanporn & Yoopetch, C. , 2025 . *Journal of Humanities and Social Sciences Mahasarakham University*, 44(4), 627–642.

The Effects of Electronic Word of Mouth, Customer Attitude, and Service Quality on Revisit Intention of Wellness Tourism

Yoopetch, C. & Chirapanda, S. , Oct 2024 . *Journal of Ecohumanism*, 3(6), 796–813.

Measuring Hotel Financial and Non-Financial Performance in Thailand: The Application of Technology-Organization-Environment (TOE) Framework

Yoopetch, C. & Chareanporn, T. , Oct 2024 . *Journal of Ecohumanism*, 3(6), 1703–1718.

Exploring Factors Influencing Repurchase Intention of Thai Cultural Design Cloth Products

Yoopetch, C., Damrongmahasawat S. & Promsiri, T. , Oct 2024 . *Journal of Ecohumanism*, 3(6), 154–174.

The Investigation of the Entrepreneurial Intention of the Younger Generation in the Tourism and Hospitality Industry

Yoopetch, C. & Chirapanda, S. , Jul 2024 . *FWU Journal of Social Science*, 18(2), 1-14.

The influencing resources of innovation development toward competence-based organizational innovation: A case study of tourist accommodation business in Thailand

Chareanporn, T. & Yoopetch, C. , Jun 2024 . *CONNEXION: Journal of Humanities and Social Sciences*, 13(1), 54-78.

Tourism Forecasting Using the Delphi Method and Implications for Sustainable Tourism Development

Yoopetch, C. & Nimsai, S. , Jan 2023 . *Sustainability (Switzerland)*, 15(1), Article number 126.

DOI 10.3390/su15010126

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

The determinants of intention to visit wellness tourism destination of young tourists

Anannukul, N. & Yoopetch, C. , Apr 2022 . *Kasetsart Journal of Social Sciences*, 43(2), 417-424.

Sustainable Cultural Tourism and Development: Community the Perspectives of Residents' and the Application of Social Exchange Theory

Yoopetch, C. , Jan 2022 . *Journal of Urban Culture Research*, 24, 3-22.

Effects of Application Satisfaction, Promotions, Ease of Payment and Convenience on Intention to Repurchase Food Online

Yoopetch, C., Siriphan P. & Chirapanda, S. , 2022 . *Journal of Hunan University Natural Sciences*, 49(5), 71-80.

Determinants of customer satisfaction via online food delivery applications

Yoopetch, C., Siriphan P. & Chirapanda, S. , 2022 . *ABAC Journal*, 42(2), 70-88.

The effect of financial attitude, financial behavior and subjective norm on stock investment intention

Yoopetch, C. & Chaithanapat, P. , Jul 2021 . *Kasetsart Journal of Social Sciences*, 42(3), 501-508.

Tourist shopping of apparel products and brand loyalty

Yoopetch, C. & Chaithanapat, P. , Apr 2021 . *Kasetsart Journal of Social Sciences*, 42(2), 269-274.

The effects of electronic word of mouth (ewom), perceived ease of use, perceived usefulness and perceived risk on online hotel booking application loyalty of young consumers

Yoopetch P., Yoopetch P. & Yoopetch, C. , Apr 2021 . *UTCC International Journal of Business and Economics*, 13(1), 153-166.

The electronic word-of-mouth (Ewom) trustworthiness, brand image and other determinants of purchase intention of the middle class to luxury hotel services

Plidtookpai, N. & Yoopetch, C. , Jan 2021 . *Kasetsart Journal of Social Sciences*, 42(1), 61-68.

The Development of Customer Journey on Patient Service Design: A Case Study in Healthcare Business in Thailand

Chareanporn, T., Yoopetch, C., Jongsureyapart, C., Junkrachang, P. & Vinitkhatkumnuen, E. , 2021 . *UTCC International Journal of Business and Economics*, 13(2), 77-96.

The Innovative Patient Service Design Development: A Case Study in the Premium Healthcare Business in Chiangrai, Thailand

Chareanporn, T., Rodbundith, T.S. & Yoopetch, C. , 2021 . *UTCC International Journal of Business and Economics*, 13(3), 43–58.

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

Mapping the Knowledge Base of Sustainable Supply Chain Management: A Bibliometric Literature Review

Nimsai, S., Polin Lai & Yoopetch, C. , Sep 2020 . *Sustainability (Switzerland)*, 12(18), Article Number 7348.
DOI 10.3390/su12187348

Women empowerment, attitude toward risk-taking and entrepreneurial intention in the hospitality industry

Yoopetch, C. , Mar 2020 . *International Journal of Culture, Tourism, and Hospitality Research*, 15(1), 59–76.

Science Mapping the Knowledge Base on Sustainable Tourism Development, 1990–2018

Yoopetch, C. & Nimsai, S. , Jul 2019 . *Sustainability (Switzerland)*, 11(13), Article number 3631.
DOI 10.3390/su11133631

The Study of Employee Retention in Thailand's Airlines Industry

Kamпитak, T. & Yoopetch, C. , 2018 . *Dusit Thani College Journal*, 12(2), 193–208.

Impacts of Environment, Brand, Location and Price on Customer Loyalty of Mature Customers in Thai Hotel Industry

Kaewmoracharoen, S. & Yoopetch, C. , 2018 . *Dusit Thani College Journal*, 12(1), 16–29.

Conference Papers (11)

Cash management effectiveness of small and medium sized firms in the hospitality industry in Thailand

Yoopetch, C. , Jul 2026 . Conference Paper.

The structural relationship between value perceptions, e-WoM, and loyalty: a study of Muay Thai Tourism.

Yoopetch, C. , 2026 . Conference Paper.

The effect of electronic word of mouth, customer attitude, and service quality on revisit intention of wellness tourism

Yoopetch, C. & Sato, S.C. , 2024 . Conference Paper.

The Impact of Design and Service Quality on the Revisit Intention of Wellness Tourism: The Mediating Effect of Tourist Satisfaction

Yoopetch, C. , 2024 . Conference Paper.

Trends and Development of Sustainable Tourism Education: A Bibliometric Review and Research Agenda

Yoopetch, C. , 2024 . Conference Paper.

The Determinants of Sustainable Urban Destination Management for Sustainable Tourism Development: The Case of Bangkok

Yoopetch, C. , 2023 . Conference Paper.

Women Empowerment, Financial Literacy and Entrepreneurial Intention in the Hospitality Industry

Yoopetch, C. , 2019 . Conference Paper.

Determinants of young tourist satisfaction with cultural and heritage tourism

Yoopetch, C. , 2018 . Conference Paper.

Understanding the Young Tourists and the Future Visit Intention to Cultural Tourism Destination

Chirapanda, S., Yoopetch, C. & Yoopetch P. , 2018 . Conference Paper.

Japanese Destination Marketing Organization (DMO) website analysis from Thai visitors' perspective

Yoopetch, C. & Murano M. , 2017 . Conference Paper.

Environmental Planning for National Park Management and Sustainable Tourism Development

Yoopetch, C. & Shannon, R. , 2017 . Conference Paper.

Books (1)

A Conceptual Framework of Commercial Hospitality: Perception of Tourists in Thailand and Switzerland

Stettler J., Rosenberg Taufer, B., Huck L., Hoppler A.A., Schwarz J., Yoopetch, C. & Huilla J. , 2018 . Book.

Data Status

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