

KITTICHAI RAJCHAMAHA, PH.D.

Associate Professor

Research Areas

Entrepreneurship · Technology Adoption for Innovative Entrepreneurship · Innovative Business Model Innovation and Planning · Entrepreneurial Finance Education · Business Valuation

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Profile

Dr. Kittichai Rajchamaha is Associate Professor of Management at Mahidol University's College of Management. His research explores how to strengthen innovative entrepreneurship, such as Entrepreneurial finance and valuation, New venture strategy and development, Entrepreneurial education and knowledge management, Small business strategies, Technology business incubation for start-ups to engage in sustainability actions across the economic, social, and environmental domains. His work has appeared in Food Control Journal, Sustainability, Journal of Advances in Management Research, International Journal of Food Engineering, Springer Plus, SAGE Open, and Cogent Business and Management, Pertanika Journal of Social Science and Humanities, among others.

Publications

Journal Articles

Kridtaphob Vorraakkatham, Mongkolchai Wiriyapinit, Pattarasinee Bhattarakosol, &**Rajchamaha, K.** , (2025) . Knowledge sharing in horticultural community-based enterprises: The determinants of indigenous knowledge sharing. *Knowledge Management and E-Learning* , 17 (4) , 620–643 . https://doi.org/10.34105/j.kmel.2025.17.029

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Rajchamaha, K. & Makararpong, D. , (2023) . Dairy Farmers' Intention to Use High-Precision Area-Level Weather Warning Technology in Dairy Farms in Thailand Through an Application on Mobile Phones. *International Journal of Interactive Mobile Technologies* , 17 (18) , 85–98 .

Rajchamaha, K. & Prapojanasomboon, J. , (2022) . Influence of role models on the entrepreneurial skills of science and technology undergraduates. *Education and Training* , 64 (7) , 981–995 .

Pornparnomchai, M. & **Rajchamaha, K.** , (2021) . Sharing knowledge on the sustainable business model: An aquaculture start-up case in Thailand. *Cogent Business and Management* , 8 (1) , Article number 1924932 . https://doi.org/10.1080/23311975.2021.1924932

Gerdsri, N., Iewwongcharoen B., **Rajchamaha, K.**, Manotungvorapun N., Pongthanaisawan J., & Witthayaweerasak W. , (2021) . Capability assessment toward sustainable development of business incubators: Framework and experience sharing. *Sustainability (Switzerland)* , 13 (9) , Article Number 4617 . https://doi.org/10.3390/su13094617

Lapsomboonkamol, S., Wiriyapinit, M., Bhattarakosol, P., & **Rajchamaha, K.** , (2020) . Motivational factors for knowledge sharing in Co-working spaces: Co-working spaces in Thailand from the management perspective. *Pertanika Journal of Social Science and Humanities* , 28 (3) , 1835–1854 .

Chaoniruthisai P. & **Rajchamaha, K.** , (2018) . Challenges and difficulties in the implementation of a food safety management system in Thailand: A survey of BRC certified food productions. *Food Control* , 93 , 274–282 . https://doi.org/10.1016/j.foodcont.2018.06.004

Rajchamaha, K., Wiriyapinit, M., Rueangpaka, V., & Kanjana-Opas, A. , (2018) . Knowledge acquisition toward startups' perspectives: Empirical cross-case study of leading technology business incubators in Thailand. *Pertanika Journal of Social Sciences and Humanities* , 26 (4) , 2489–2504 .

Chaoniruthisai P. & **Rajchamaha, K.** , (2017) . The Current Status of Thai Food Manufacturing Plants Certified to BRC Standard. *International Journal of Food Engineering* , 3 (2) , 146–153 . https://doi.org/10.18178/ijfe.3.2.146-153

Tharavanij, P. & **Rajchamaha, K.** , (2017) . Profitability of Candlestick Charting Patterns in the Stock Exchange of Thailand (SET). *SAGE Open* , 7 (4) , 1–18 . https://doi.org/10.1177/2158244017736799

Tharavanij, P. & **Rajchamaha, K.** , (2015) . Performance of technical trading rules: evidence from Southeast Asian stock markets. *SpringerPlus (DOI:10.1186/s40064-015-1334-7)* , 4 (1) , Article number 552, 40p .

Tantivanichanon S. & **Rajchamaha, K.** , (2015) . Who makes the grade and why? Corporate governance scores in Thailand. *Journal of Advances in Management Research* , 12 (3) , 249–267 .

Tharavanij, P., Siraprapasiri, V., & **Rajchamaha, K.** , (2015) . Performance of technical trading rules: Evidence from the Thai stock index. *International Research Journal of Finance and Economics* , 131 , 119–131 .

Conference Papers

Vorraakkatham, K., Wiriyapinit, M., Bhattarakosol, P., & **Rajchamaha, K.** , (2022) . ICT-based Knowledge sharing in rural agricultural communities: A Bibliometric approach. Conference Paper.

Lapsomboonkamol, S., Wiriyapinit, M., Bhattarakosol, P., & **Rajchamaha, K.** , (2020) . Motivational factors for knowledge sharing in co-working spaces. Conference Paper.

Pornparnomchai, M. & **Rajchamaha, K.** , (2019) . Lean Business Model Canvas and Value Proposition of the Fish Cage Aquaculture. Conference Paper.

Pimpa, N. & **Rajchamaha, K.** , (2019) . Entrepreneurship Education: Learning Challenges. Conference Paper.

Chaoniruthisai P., Punnakitikashem, P., & **Rajchamaha, K.** , (2017) . The current status of Thai food manufacturing plants certified to BRC standard. Conference Paper.

Rajchamaha, K., Wiriyapinit, M., Rueangpaka, V., & Kanjan-Opas, A. , (2016) . Startup Knowledge Model within Technology Business Incubator: Case Evidence from a Developing Country. Conference Paper.

Chaoniruthisai P. & **Rajchamaha, K.** , (2016) . Challenges and difficulties in implementing food safety management system towards BRC certified food productions in Thailand. Conference Paper.

Vanichnam O., Otakanon, B., & **Rajchamaha, K.** , (2015) . The Study of Sustainably Strategic Innovative towards digital and printing-based SMEs: Evidences of Practical Case Studies in Thailand.. Conference Paper.

Research Projects & Grants

Sustainable Innovation Ecosystems: A Comparison of Entrepreneurial Emergence in Korea and Thailand

2027–2027 · Principal Investigator · Seoul National University

AI-Supported Personalized Capability Assessment and Adaptive Learning Model (CAPAI) for Entrepreneurship Education among Students in Agri-Food and Science and Technology (S&T) Fields in Thailand and Japan

2027–2028 · Principal Investigator · National Research Council of Thailand

Academic & Professional Service

Peer Review & Editorial Service

Aquaculture , *Scopus indexed (Q1 , 2025)* , H-index: 232 , SJR: 1.101 , CiteScore: 9 , Publisher: Elsevier , Reviewer Year: 2024–2025 .

Cogent Business and Management , *Scopus indexed (Q2 , 2025)* , H-index: 68 , SJR: 0.647 , CiteScore: 6.5 , Publisher: Informa UK (Taylor & Francis) , Reviewer Year: 2023 .

Environmental and Sustainability Indicators , *Scopus indexed (Q1 , 2025)* , H-index: 44 , SJR: 1.188 , CiteScore: 5.9 , Publisher: Elsevier , Reviewer Year: 2026 .

Journal of Advances in Management Research , *Scopus indexed (Q2 , 2025)* , H-index: 42 , SJR: 0.685 , CiteScore: 6.2 , Publisher: Emerald (MCB UP) , Reviewer Year: 2021–2026 .

Technological Forecasting and Social Change , *Scopus indexed (Q1 , 2025)* , H-index: 241 , SJR: 3.479 , Publisher: Elsevier Inc. , Reviewer Year: 2025 .

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