

PARISA RUNGRUANG, PH.D.

Associate Professor

Research Areas

Management · General Business Management · Organizational Behavior · Business Research

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Profile

Assoc. Prof. Dr. Parisa Rungruang holds a Ph.D. in Human Resource Management from Monash University and an MBA from the University of Birmingham. Her research interests center on human resource management and organizational behavior. Dr. Rungruang teaches courses in Contemporary Management and Business Research. Committed to bridging theory and practices, she actively collaborats with industry partners to design and deliver executive training programs and provide strategic consulting services.

Publications

Journal Articles

Kamonwan Ramdeja & **Rungruang, P.** , (2026) . Engagement, Citizenship Behavior, Burnout, and Intention to Quit: Mechanisms Fostering Sustainable Well-Being and Driving Retention Among Thai Frontline Bank Employees. *Sustainability* , 18 (1) , Art. No.107 .

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Conference Papers

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Mengting Su & **Rungruang, P.** , (2023) . A Review of Theoretical Perspectives on Team Conflict Effects. Conference Paper.

Rungruang, P. , (2019) . Factors affecting turnover intention of temporary employees of an airline company. Conference Paper.

Buathongchan A. & **Rungruang, P.** , (2017) . The Sharing Economy: A Case Study of Airbnb Thailand. Conference Paper.

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Book Chapters

Rungruang, P. & Ractham, V. , (2016) . Siam Cement Group as a sustainable enterprise. Book Chapter.

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