



ACADEMIC CURRICULUM VITAE

Phallapa Petison, Ph.D.

Associate Professor

Academic Discipline: Marketing

Email: phallapa.pet@mahidol.ac.th

Academic Profile

Research Areas Marketing

Specializations Localization strategies, Strategic management, Strategic marketing management, Qualitative research

Research Outputs

Journal Articles (9)

A new food business model for small food firms

Otakanon, B., Nattaya Ngrmrojanavanich, Nungnuj Muangsin, Chupun Gowanit & Petison, P. , Mar 2024 .*Migration Letters*, 21(S8), 1027-1039.

A Quest for a Sustainable Social Enterprise Model: The Case of Amphawa Chaipattananurak, the Kingdom of Thailand

Petison, P. & Kantabutra, S. , Jan 2023 .*Sustainability (Switzerland)*, 15(1), Article number 326.
DOI 10.3390/su15010326

From means to end: Understanding the millennial mind when buying luxury jewelry brands

Pavida Ratakam & Petison, P. , 2023 .*Journal of Global Fashion Marketing*, 14(1), 35-47.

Impacts of COVID-19 on Sustainable Agriculture Value Chain Development in Thailand and ASEAN

Roengchai Tansuchat, Suriyankietkaew, S., Petison, P. & Nimsai, S. , Oct 2022 .*Sustainability (Switzerland)*, 14(20), Article number 12985.
DOI 10.3390/su142012985

What do you see and what do you recall?: Using eye tracking to understand product placement

Jittima Kongmanon & Petison, P. , 2022 .*Cogent Business and Management*, 9(1), Article number 2120263.
DOI 10.1080/23311975.2022.2120263

A Retrospective and Foresight: Bibliometric Review of International Research on Strategic Management for Sustainability, 1991-2019

Suriyankietkaew, S. & Petison, P. , Jan 2020 .*Sustainability (Switzerland)*, 12(1), Article number 91.
DOI 10.3390/su12010091

Using interpretative structural modelling to explore socio emotional wealth (SEW) that inflencen on family firm performanace.

Busarin Arunchit, Krittapha Saenchaiyathon, Aree Naipinit & Petison, P. , Jul 2019 .*Modern Management Journal*, 17(2), 91-98.

Otakanon, B., Tiparos P. & Petison, P. , 2017 . *International Journal of Applied Business and Economic Research*, 15(17), 39-50.

Petison, P. , 2015 . *International Journal of Applied Business and Economic Research*, 13(6), 4519–4528.

From Predictive Analytics to Generative AI: A Bibliometric Analysis of AI Adoption in Fashion

Petison, P. & Speece, M. , 2025 . Conference Paper.

Pakamon Puttipinyo & Petison, P. , 2023 . Conference Paper.

Prasatporn P. & Petison, P. , 2021 . Conference Paper.

Prasatporn P. & Petison, P. , 2021 . Conference Paper.

Utchawong A. & Petison, P. , 2019 . Conference Paper.

Puttipinyo P. & Petison, P. , 2018 . Conference Paper.

Srisakunwan S. & Petison, P. , 2017 . Conference Paper.

Srisakunwan S. & Petison, P. , 2017 . Conference Paper.

Petison, P. , 2017 . Conference Paper.

Suklim C. & Petison, P. , 2016 . Conference Paper.

Petison, P. , 2016 . Conference Paper.

Petison, P. , 2016 . Conference Paper.

■

SMS

Lalita Sirisomboon, Otakanon, B., Rungruang, P. & Petison, P. , 2015 . Conference Paper.

JQ

[illegible]

Wongjarernwattana J. & Petison, P. , 2015 . Conference Paper.

How children segment product?

U-Prasitwong P. & Petison, P. , 2015 . Conference Paper.

Business Plan : Anti-Tumor Activity Extract from Dry Logan

Prajaklertwitaya I. & Petison, P. , 2015 . Conference Paper.

Community Sufficiency in Nan Province

Petison, P., Prapha W. & Santipraphob V. , 2015 . Conference Paper.

[illegible]

SMEs :

--	--	--	--	--	--	--	--	--

Mike Food Model

Jiemjaroen T. & Petison, P. , 2015 . Conference Paper.

Brand community : [][][][][][]

Pantip.com

Ianthawong S. & Petison, P. , 2015 . Conference Paper.

Jeans never die: Why Thai people buy them.

Tanthavach K., Rungruang, P. & Petison, P. , 2015 . Conference Paper.

Book Chapters (2)

Amphawa Chaipattananurak: Community Conservation and Development with a Sufficiency Mindset

Petison, P. , 2018 . Book Chapter.

Community Sufficiency in Nan Province

Petison, P., Prapha W. & Veeerathai Santipraphob , 2016 . Book Chapter.

Data Status

Profile updated: 14 Sep 2026

Latest reviewed publication: 2025

CV generated from current verified data

Generated on: 17 Sep 2026, 09:52 · Source: CMMU Research Management System