

PHALLAPA PETISON, PH.D.

Associate Professor

Research Areas

Marketing · Localization strategies · Strategic management · Strategic marketing management · Qualitative research

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Profile

Dr. Phallapa Petison received her Ph.D. in International Business from Asian Institute of Technology. Her Ph.D. dissertation was on localization strategies in the Thai automobile industry. Her dissertation was awarded as a winner of a special recommendation of outstanding doctoral dissertation in the category of Management and Governance by European Foundation of Management (EFMD) and Emerald.

Dr. Phallapa research interests include strategic management, strategic marketing management, qualitative research method and management in automobile industry. She received a research grant from the Sumitomo Foundation to conduct research on Bridging cultural gap between Thai and Japanese expatriates: Case of Japanese expatriate developing local suppliers in the Thai automobile industry. Recently she receives a grant from Thailand Research Fund to conduct a research entitled “Competing with global suppliers: Localization strategies for Thai manufacturers in automotive parts and components industry”.

Her research has been published in internationally refereed journals and international referred conference. She also writes on business case study as a columnist for business newspapers and business magazines such as Prachachart Dhurakij, S+M, and For quality, etc. Dr. Phallapa teaches strategic marketing management, qualitative research method, and consulting practice.

Publications

Journal Articles

Otakanon, B., Nattaya Ngrmrojanavanich, Nungnuj Muangsin, Chupun Gowanit, & **Petison, P.** , (2024) . A new food business model for small food firms. *Migration Letters* , 21 (S8) , 1027–1039 .

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Busarin Arunchit, Krittapha Saenchaiyathon, Aree Naipinit, & **Petison, P.** , (2019) . Using interpreatative structureal modelling to explore socio emotional wealth (SEW) that inflencen on family firm performanace.. *Modern Management Journal* , 17 (2) , 91–98 .

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Petison, P. , (2015) . A Comparison of Three Projective Techniques: Lessons Learned from a Business Research Class. *International Journal of Applied Business and Economic Research* , 13 (6) , 4519–4528 .

Conference Papers

Petison, P. & Speece, M. , (2025) . From Predictive Analytics to Generative AI: A Bibliometric Analysis of AI Adoption in Fashion. Conference Paper.

Pakamon Puttipinyo & **Petison, P.** , (2023) . EXPLORING VALUE-BASED LUXURY WATCH PURCHASING OF MILLENNIALS. Conference Paper.

Prasatporn P. & **Petison, P.** , (2021) . From means to end: Understand millennials' mind when they buy fine jewelry brand. Conference Paper.

Prasatporn P. & **Petison, P.** , (2021) . Understanding the millennials' mind purchasing pre-owned luxury watch. Conference Paper.

Utchawong A. & **Petison, P.** , (2019) . Product placement in Sit-com: Evidence from eye tracking. Conference Paper.

Puttipinyo P. & **Petison, P.** , (2018) . The perceived value of the luxury watch: Understanding consumer insight using the means end chain approach. Conference Paper.

Srisakunwan S. & **Petison, P.** , (2017) . A Study of the pre-implementation management process for RFID technology in hospital healthcare: a conceptual paper. Conference Paper.

Srisakunwan S. & **Petison, P.** , (2017) . A Study of the Pre-implementation Process Management for RFID Technology in Healthcare: A Conceptual Paper. Conference Paper.

Petison, P. , (2017) . Building sustainable service supply in primary care unit. Conference Paper.

Suklim C. & **Petison, P.** , (2016) . Startup and Service Innovation: A case study of WashBox24. Conference Paper.

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Wongjarernwattana J. & **Petison, P.** , (2015) . □□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□ : □□□□□□□□ JQ □□□□□□□□ □□□□□□□□□□ . Conference Paper.

U-Prasitwong P. & **Petison, P.** , (2015) . How children segment product?. Conference Paper.

Prajaklertwitaya I. & **Petison, P.** , (2015) . Business Plan : Anti-Tumor Activity Extract from Dry Logan. Conference Paper.

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Jiemjaroen T. & **Petison, P.** , (2015) . □□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□ SMEs : □□□□□□□□ Mike Food Model. Conference Paper.

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Book Chapters

Petison, P. , (2018) . Amphawa Chaipattananurak: Comminity Conservation and Development with a Sufficiency Mindset. Book Chapter.

Petison, P., Prapha W., & Veeerathai Santipraphob , (2016) . Community Sufficiency in Nan Province. Book Chapter.

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