



ACADEMIC CURRICULUM VITAE

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Academic Discipline: Strategy and Innovation

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Academic Profile

Research Areas Strategy and Innovation

Specializations Operations Management, Applied Operations Research in Health Care, Health Care Management

Research Outputs

Journal Articles (26)

A bibliometric study of social capital in family businesses research: temporal and pattern analysis

Yossapon Tiranut, Punnakitikashem, P. & Thananusak, T. , Jul 2026 .*Journal of Small Business and Enterprise Development*, 1-26.

DOI 10.1108/jsbed-08-2025-0585

Embedding Sustainability Values in Logistics and Supply Chains: Linking Organizational Culture, Practices, and Performance

Phatcharika Naunthong, Nimsai, S., Punnakitikashem, P. & Kantabutra, S. , Jun 2026 .*Sustainability*, 18(11), Art 5496.

Towards a Theory of Supply Chain Resilience: An Integrative Review

Piyarat Suthumdilok, Nimsai, S., Punnakitikashem, P. & Kantabutra, S. , Mar 2026 .*Sustainability*, 18(5), Art No. 2497.

Exploring the factors influencing users' satisfaction and continuance intention of MOOCs in China

Nong Y. & Punnakitikashem, P. , Apr 2022 .*Kasetsart Journal of Social Sciences*, 43(2), 403-408.

A Conceptual Framework about Employees' Proactive Behavior and Supervisor's Favorable Evaluation: Moderating Effects of Dissimilarity in Supervisors' Cultural Dimensions

Rakthin, S., Punnakitikashem, P. & Khin Khin Oo , Mar 2022 .*Archives of Business Research*, 10(3), 251-267.

Relationships among knowledge-oriented leadership, customer knowledge management, innovation quality and firm performance in SMEs

Chaithanapat P., Punnakitikashem, P., Khin Khin Oo & Rakthin, S. , 2022 .*Journal of Innovation and Knowledge*, 7(1), Article number 100162.

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Factor Influencing Employee Engagement: Evidence from Thai SMEs

Rakthin, S., Punnakitikashem, P. & Aksaravuta K. , Jul 2021 .*Kasetsart Journal of Social Sciences*, 42(3), 482-488.

The development of electric vehicle charging stations in Thailand: Policies, players, and key issues (2015-2020)

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A Study of Factors Influencing Online Purchase Intention towards a Popular Online Apparel Retailer in Thailand

Khin Khin Oo & Punnakitikashem, P. , 2021 .*UTCC International Journal of Business and Economics*, 13(3), 97-108.

Exploring the process toward corporate sustainability at a Thai SME

Kantabutra, S. & Punnakitikashem, P. , Nov 2020 .*Sustainability (Switzerland)*, 12(21), Article number 9204.

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Perception and Influenced Factors Towards Stem Cell Technology in Thailand

Poonpipatgul S. & Punnakitikashem, P. , Aug 2020 .*UTCC International Journal of Business and Economics*, 12(2), 17-40.

Bibliometric Review of the Knowledge Base on Healthcare Management for Sustainability, 1994-2018

Punnakitikashem, P. & Hallinger, P. , Jan 2020 .*Sustainability (Switzerland)*, 12(1), Article number 205.

DOI 10.3390/su12010205

Supportive factors of job and life satisfaction: Empirical evidence from disclosed lesbian, gay, and bisexual (LGB) workforce in Thailand

Punnakitikashem, P. & Rakthin, S. , Sep 2019 .*Journal of Management and Organization*, 25(5), 711-730.

DOI 10.1017/jmo.2017.32

An analysis of a structured benchmarking project: The case of Dubai Electricity and Water Authority's benchmarking project

Al Nuseirat, A.A., El Kahlout, Z.M., Abbas A., Adebajo D., Punnakitikashem, P. & Mann R. , Jul 2019 .*Benchmarking*, 26(5), 1431-1450.

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A Psychological Model of Residential Property Purchasing Decision in Thailand

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Behavior Intention of E-Ticket System of Public Transportation System Users

Makarapong D. & Punnakitikashem, P. , 2018 .*KMUTT Research and Development Journal*, 41(1), 1-12.

The Study of Market Analysis and Assessment in Regenerative Medicine for Treatment for Knee Joint Disease with Stem Cells

Lertsomporn N., Punnakitikashem, P. & Rueangpaka, V. , Jan 2017 .*Suthiparithat Journal*, 31(97), 34-46.

Thai Culture and Its Effects on Organizational Engagement in Thai Privately Held Companies

Chaisilwattana R. & Punnakitikashem, P. , 2017 .*UTCC International Journal of Business and Economics*, 9(2).

DOI 10.14456/fbms.2017.18

Factors affecting the intention to buy electric vehicles: empirical evidence from Thailand

Thananusak, T., Rakthin, S. & Punnakitikashem, P. , 2017 .*International Journal of Electric and Hybrid Vehicles*, 9(4), 361–381.

DOI 10.1504/ijehv.2017.089875

Research and Development Trend for Medical Services Industry Associated with Regenerative Medicine in Ophthalmology

Nateprapit, S., Rakthin, S., Rueangpaka, V. & Punnakitikashem, P. , 2017 .*Modern Management Journal*, 15(2), 67–76.

A Study of Behavioral Operation of Thais, Burmese, Cambodians in Industrial Factory

Wongpraparat S. & Punnakitikashem, P. , Oct 2016 .*Suthiparithat Journal*, 30(1), 92–103.

A study of factors influencing customers' purchasing behaviours of gold ornaments

Chaisuriyathavikun N. & Punnakitikashem, P. , Jul 2016 .*Journal of Business and Retail Management Research*, 10(3), 147–159.

A Study of Key Success Factors for an Ecommerce Business in Wire Rope Industry

Suvimoljareon N. & Punnakitikashem, P. , Jul 2016 .*Suthiparithat Journal*, 30(95), 156–175.

The Impact of Visual Merchandising Management on Customer Attraction in Retail Stores

Benjamapornkul R. & Punnakitikashem, P. , Jun 2016 .*UTCC International Journal of Business and Economics*, 8(1), 133–149.

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Exploring Thai Men Shopping Behavior for Clothing and Fashion Products

Thamthada W. & Punnakitikashem, P. , Mar 2015 .*Asia Business and Economic Journal*, 1(4), 46–59.

A Study of Organizational Commitment and Intention to Stay in Gold Retailer Business

Chaisuriyathavikun M. & Punnakitikashem, P. , Mar 2015 .*International Journal of Management and Applied Science* , 1(2), 1–5.

Conference Papers (32)

Strategic Adaptation and Business Development: A Case Study of a Born-Global Medical Tourism Facilitator Responding to a Crisis

Rakthin, S., Thananusak, T., Zhu, R., Khin Khin Oo, N.C. & Punnakitikashem, P. , 2024 . Conference Paper.

Bouncing from the Covid-19 Pandemic: Response of an Online Medical Tourism Facilitator Platform

Thananusak, T., Zhub, R. & Punnakitikashem, P. , 2022 . Conference Paper.

Managing Hotel Spa Business after COVID-19 through McKinsey's 7-S Framework: Case Study in Bangkok

Wiwatreungdech U. & Punnakitikashem, P. , 2020 . Conference Paper.

Comparative Studies of Airlines' and Educators' Perceptions towards Soft skills Essential for Career Advancement in Ground Passenger Service

Wattanakamolchai S., Punnakitikashem, P. & Wattanakamolchai S. , 2018 . Conference Paper.

The Relationship between work-life skill and employee engagement of caregivers in nursing home

Seeluangsawat N., Pharm B. & Punnakitikashem, P. , 2018 . Conference Paper.

The Important Enablers of Lean Implementation towards Organizational Performance in Financial Services

Punnakitikashem, P. & Buavaraporn N. , 2018 . Conference Paper.

Operations Strategy: Case Example of Differentiation Strategy in Airline Business

Sungkharachat K., Wipatapun R. & Punnakitikashem, P. , 2017 . Conference Paper.

Technology Management in Operation: Lean construction with Building Information Modeling (BIM)

Sukumalpongkul O. & Punnakitikashem, P. , 2017 . Conference Paper.

Information System in Operations: Starbucks

Kanokworapan N., Borirakphusit S. & Punnakitikashem, P. , 2017 . Conference Paper.

The current status of Thai food manufacturing plants certified to BRC standard

Chaoniruthisai P., Punnakitikashem, P. & Rajchamaha, K. , 2017 . Conference Paper.

Healthcare Operation Management: Case Study of Lean Improvement Thinking of Service in Department of Ophthalmology in Case Study Hospital

Vichanyuttanakul M., Mukrattanamaneesri R. & Punnakitikashem, P. , 2016 . Conference Paper.

Retail Operations Management: A Case Study

Thammason C., Punrungjitti T., Netpinyo T. & Punnakitikashem, P. , 2016 . Conference Paper.

Five Dimensions of Service Quality in Mandarin Oriental Bangkok

Soontrapimuk P., Onsatat A. & Punnakitikashem, P. , 2016 . Conference Paper.

Retail Operation in Warehouse stores: Case Example of Retail strategy implementation in IKEA

Saengtharathip K., Leeudomjinda P. & Punnakitikashem, P. , 2016 . Conference Paper.

Humanitarian Operations and Crisis Management: Case Study of SCG

Poontong P., Vutthanan T. & Punnakitikashem, P. , 2016 . Conference Paper.

Investigating of Current Practices of Lean Implementation for Improving Service Quality in Airlines Industry

Pongugsorn W., Buavaraporn N. & Punnakitikashem, P. , 2016 . Conference Paper.

An Application of Supply Chain Management

Pakornmaneeratana P., Lomvong P., Mahaphontanapan A. & Punnakitikashem, P. , 2016 . Conference Paper.

Operations in Tourism: A Case Study on the Application of CRM and the OMNI-Channel to Support Operations in Tourism for the Thomas Cook Group

Luene K., Pratintunan N. & Punnakitikashem, P. , 2016 . Conference Paper.

A Case Study of Technology Implementation with an Inventory Management System in the IKEA Group

Lalitwanichkul J., Kohyut P. & Punnakitikashem, P. , 2016 . Conference Paper.

A Framework of Theoretical Perspectives in Purchase Decision of Jewelry Items from Social Networking sites

Chuangemane P. & Punnakitikashem, P. , 2016 . Conference Paper.

Enabling factors in Purchase Decision of Jewelry Items from Social Networking / Exploring Decision Making in Social Networking for Jewelry Items

Chuangemanee P. & Punnakitikashem, P. , 2016 . Conference Paper.

Organizational Innovation Management : Case Example of Applications of Innovation Management in 3M Company

Wongsathitporn N., Charutananand W. & Punnakitikashem, P. , 2015 . Conference Paper.

Application of E-Business and Operations in Amazon.com

Suriyajantrathong D., Changsiangand R. & Punnakitikashem, P. , 2015 . Conference Paper.

Information Security Management System for Government Agency Preparation of ISO/IEC 27001:2013 Standard Certification, a Case Study of a Tourism Organization

Singkhornart P., Greenwood A. & Punnakitikashem, P. , 2015 . Conference Paper.

Behavioral Operations in Electronics Industry : Case Study of Motivation at a Factory in Phetchaburi Province

Seeneerattanaprayun J., Fongtong D., Wongpraparat S. & Punnakitikashem, P. , 2015 . Conference Paper.

Supportive Factors of Job and Life Satisfaction of Disclosed LGB Workforce

Punnakitikashem, P., Maimun A. & Rakthina S. , 2015 . Conference Paper.

Improving Operational Performance in Hospitals through Lean Implementation and Organizational Commitment

Punnakitikashem, P. , 2015 . Conference Paper.

Operational Risk Management and Resilience: Case Study of Enterprise Risk Management (ERM) in Hotel Industry

Pattarachon P., Parnichand S. & Punnakitikashem, P. , 2015 . Conference Paper.

Applications of Supply Chain Management to Enhance Competitive Advantages in Camera Industry

Nijboonanan R., Prommi A. & Punnakitikashem, P. , 2015 . Conference Paper.

Exploring Adoption and Intention to Use Techonology of E-Ticket System

Makarapong D. & Punnakitikashem, P. , 2015 . Conference Paper.

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Chaisuriyathavikun M. & Punnakitikashem, P. , 2015 . Conference Paper.

Applications Inventory Management: Case Study of Best Practices in Boonthaworn Company

Boonhao K., Techakasikornpanit S. & Punnakitikashem, P. , 2015 . Conference Paper.

Data Status

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