



ACADEMIC CURRICULUM VITAE

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Academic Discipline: Marketing

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Academic Profile

Research Areas Marketing

Specializations Marketing, Consumer behavior, Retailing, Cross-cultural, Sustainable consumption

Research Outputs

Journal Articles (17)

Navigating the Digital Frontier: Exploring the Dynamics of Customer-Brand Relationships Through AI Chatbots

Zongwen Xia & Shannon, R. , Mar 2025 . *Sustainability*, 17(5), Art. No. 2173.

DOI 10.3390/su17052173

Conceptualizing AI-Chatbot Application as an E-service Agent to Develop a Customer-brand Relationship

Xia Z. & Shannon, R. , Jul 2024 . *Operational Research in Engineering Sciences: Theory and Applications*, 7(1), 309-331.

Factors Influencing Purchase Intention of Food Surplus through a Food-Sharing Platform

Hua N., Shannon, R. & P. Moschis, G. , Sep 2023 . *Sustainability (Switzerland)*, 15(17), Article number 13000.

DOI 10.3390/su151713000

How Has the COVID 19 Crisis Transformed Entrepreneurs into Sustainable Leaders?

Haider M., Shannon, R. & Autio E. , 2023 . *Sustainability (Switzerland)*, 15, Article number 5358.

Sustainable Consumption Research and the Role of Marketing: A Review of the Literature (1976-2021)

Haider M., Shannon, R. & P. Moschis, G. , Apr 2022 . *Sustainability (Switzerland)*, 14(7), Article number 3999.

DOI 10.3390/su14073999

Using the life course paradigm to study financial well-being in late life

Prakitsuwan P. & Shannon, R. , Jan 2022 . *Asia Pacific Journal of Marketing and Logistics*, 34(1), 60-77.

The Dark Side of Social Media: Content Effects on the Relationship Between Materialism and Consumption Behaviors

Pellegrino A. & Shannon, R. , 2022 . *Frontiers in Psychology*, 13.

Materialism's Influence on Unsustainable Consumption Across Social Networking Sites: A Systematic Review

Pellegrino A. & Shannon, R. , Jul 2021 . *International Journal of Business and Economics Research*, 10(4), 125-140.

Using Control Theory to Explain Differences in Internet Usage: An empirical study of Thai consumers in Bangkok

Thanasrivanitchai J., Shannon, R. & Boonsiritomachai W. , Jan 2021 .*Kasetsart Applied Business Journal*, 15(22), 41–72.

Family life cycle and the life course paradigm: A four-country comparative study of consumer expenditures

Shannon, R., Sthienrapapayut T., P. Moschis, G. & Balikcioglu B. , Jan 2020 .*Journal of Global Scholars of Marketing Science*, 30(1), 34–44.

Toward Achieving Sustainable Food Consumption: Insights from the Life Course Paradigm

P. Moschis, G. & Shannon, R. , 2020 .*Sustainability (Switzerland)*, 12(13), Article number 5359.
DOI 10.3390/su12135359

A bibliometric review of the knowledge base for innovation in sustainable development

Vatananan R., Shannon, R. & Thesenvitz R. , Oct 2019 .*Sustainability (Switzerland)*, 11(20), Article number 5783.
DOI 10.3390/su11205783

The influence of country image on luxury value perception and purchase intention

Vijaranakorn K. & Shannon, R. , Jan 2017 .*Journal of Asia Business Studies*, 11(1), 88–110.
DOI 10.1108/jabs-08-2015-0142

Explaining older consumers' low use of the internet

Thanasrivanitchai J., P. Moschis, G. & Shannon, R. , 2017 .*International Journal of Internet Marketing and Advertising*, 11(4), 355–375.
DOI 10.1504/ijima.2017.087271

The Formation and Sustainability of same Product Retail Store Clusters in A Modern Mega City

Mandhachitara R. & Shannon, R. , Dec 2016 .*Tijdschrift voor Economische en Sociale Geografie*, 107(5), 567–581.
DOI 10.1111/tesg.12187

The Effect of Time Stress on Store Loyalty: A Case of Food and Grocery Shopping in Thailand

Kongarchapatara, B. & Shannon, R. , Nov 2016 .*Australasian Marketing Journal*, 24(4), 267–274.
DOI 10.1016/j.ausmj.2016.10.002

The moderating effects of in-store marketing on the relationships between shopping motivations and loyalty intentions

Jantararat J. & Shannon, R. , Oct 2016 .*International Review of Retail, Distribution and Consumer Research*, 26(5), 566–588.
DOI 10.1080/09593969.2016.1159242

Conference Papers (29)

Mindfulness and Sustainable Consumption: The Influence of Self-Dispositions

Shannon, R. & Murtaza haider , 2026 . Conference Paper.

Using the Life Course Paradigm to Study Financial

Shannon, R. & P. Moschis, G. , 2023 . Conference Paper.

Using Control Theory and Self-Esteem to Explain Older Consumers' Low Use of the Internet

Thanasrivanitchai, J., Shannon, R. & P. Moschis, G. , 2022 . Conference Paper.

Digital Leadership for Sustainable Community-Based Tourism (CBT)

Haidwe M., Shannon, R. & Vatananan, R. , 2022 . Conference Paper.

Effects of Disruptive Family Events on Compulsive Buying of Young Adults Using the Life Course Approach

Balikcioglu, B., Shannon, R. & P. Moschis, G. , 2021 . Conference Paper.

Choice Criteria Among Thais Towards Choosing an International Master's Degree Program in Thailand During the COVID-19 Pandemic.

Watanawongworakula W. & Shannon, R. , 2021 . Conference Paper.

Using Self Esteem to Moderate Goal Disengagement Strategies to Explain Older Consumers' Low Use of the Internet

Thanasrivanitchai J., Shannon, R. & P. Moschis, G. , 2021 . Conference Paper.

The Mediation of Attitudes Towards Social Media Content and Social Media Engagement on the Relationship Between Materialism and Negative Consumption Behaviors

Pellegrino A. & Shannon, R. , 2021 . Conference Paper.

Sustainable Consumption Research: Three Levels of Analysis

Haider M. & Shannon, R. , 2021 . Conference Paper.

A Conceptual Framework for the Effects of Disruptive Family Events on Compulsive Buying of Young Adults Using the Life Course Approach

Balikcioglu, B., Shannon, R. & P. Moschis, G. , 2020 . Conference Paper.

Do Facebook Ads Stimulate Impulse Purchasing Behavior Among Adults in Bangkok?

Pellegrino A. & Shannon, R. , 2020 . Conference Paper.

The Evolution of Research on Sustainable Consumption

Haider M. & Shannon, R. , 2020 . Conference Paper.

Using the Life Course Paradigm to Study Financial Well-being in Late Life

Prakitsuwan P. & Shannon, R. , 2020 . Conference Paper.

Achieving Sustainable Development Goals for People with Disabilities through Digital Technologies

Pulsiri N., Vatananan R., Tantipisitkul K., Aung T.H., Schaller A.A., Schaller A.M. & Shannon, R. , 2019 . Conference Paper.

Usage of Private Label Brands Among Street Vendors in Thailand

Zheng J.C. & Shannon, R. , 2018 . Conference Paper.

Operationalizing Big Data for Academic Research

Cotte B. & Shannon, R. , 2018 . Conference Paper.

Exploring Financial Literacy and Saving Behaviours Across Age Cohorts in Thailand: A Life Course Approach

Shannon, R. & P. Moschis, G. , 2018 . Conference Paper.

Environmental Planning for National Park Management and Sustainable Tourism Development

Yoopetch, C. & Shannon, R. , 2017 . Conference Paper.

Saving Behavior and Retirement Planning among Gay Thai Men

Suppadit P. & Shannon, R. , 2017 . Conference Paper.

Preventative Health Care Behavior Among Thai Consumers

Shannon, R. & P. Moschis, G. , 2017 . Conference Paper.

Financial Literacy and Retirement Planning Among Thai Consumers

Shannon, R. & P. Moschis, G. , 2017 . Conference Paper.

The Consumer Perspective on Using Payment Services from FinTech in Thailand

Chuleewatanakul N. & Shannon, R. , 2017 . Conference Paper.

Contrasting Thai and Chinese Shopper Behavior and Satisfaction with PL Brands

Shannon, R. , 2016 . Conference Paper.

Thai Consumer Concerns Regarding Aging in Home and Health Monitoring Technologies

Nualplaud N. & Shannon, R. , 2016 . Conference Paper.

The Role of Social Environment on Interaction of Intercultural Service Encounters and its Effects on Customer Satisfaction

Ihtiyar A. & Shannon, R. , 2016 . Conference Paper.

Consumers' Purchase Behavior of Organic Personal Care Products - A Cross-national Comparison between Chinese, Thai and Australian Consumers

Cai Y. & Shannon, R. , 2016 . Conference Paper.

The Impact of Older Consumers' Goal Engagement Strategies on Their Use of the Internet

Thanasrivabitchai J. & Shannon, R. , 2015 . Conference Paper.

Facebook - An Idea Channel for Brand Relationship Building? Motives for Electronic Word of Mouth and its Influence on Consumer Based Brand Equity

Schlosser C. & Shannon, R. , 2015 . Conference Paper.

The Mediating Effect of Chronic Stress on Time pressured Consumers and Their Shopping Behaviors

Kongarchapatara, B. & Shannon, R. , 2015 . Conference Paper.

Books (1)

Marketing Management in Asia

Iacobucci D., Shannon, R. & Grigoriou N. , 2015 . Book.

Book Chapters (3)

Thai Consumers and Sustainability: Where is the Story Going?

Shannon, R. , 2017 . Book Chapter.

Retailing

Shannon, R. , 2017 . Book Chapter.

Transformations in Thailand's Retailing Landscape: Public Policies, Regulations, and Strategies.

Kongarchapatara, B. & Shannon, R. , 2015 . Book Chapter.

Data Status

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Latest reviewed publication: 2026

CV generated from current verified data

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