

RANDALL SHANNON, PH.D.

Associate Professor

Research Areas

Marketing · Consumer behavior · Retailing · Cross-cultural · Sustainable consumption

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Profile

Dr. Randall Shannon received his doctorate in Marketing, with a focus on cross-cultural consumer behavior and branding from Thammasat University. Following a career in marketing research at AC Nielsen, he has been teaching in Thailand for more than 20 years, typically topics related to marketing, consumer behavior, marketing research, new product development and advertising.

Dr. Shannon has published more than a hundred conference papers and journal articles, seven book chapters and a marketing textbook. He has published articles in international journals, such as the Journal of Brand Management, Sustainability, and Oxford's European Retail Digest. He has also worked on various consulting projects within Asia for companies such as McKinsey, and Temporal Brand Consulting.

Dr. Shannon's research interests include consumer behavior (especially cross-cultural aspects) as relates to retailing and shopping behavior, as well as marketing in general. He enjoys exploring consumer motivations and how this can be applied to enhance marketing, such as through more effective advertising and branding. His research interests also include successful aging, marketing to aging consumers and sustainability issues, such as sustainable consumption.

Publications

Journal Articles

Zongwen Xia & **Shannon, R.** , (2025) . Navigating the Digital Frontier: Exploring the Dynamics of Customer-Brand Relationships Through AI Chatbots. *Sustainability* , 17 (5) , Art. No. 2173 . https://doi.org/10.3390/su17052173

Xia Z. & **Shannon, R.** , (2024) . Conceptualizing AI-Chatbot Application as an E-service Agent to Develop a Customer-brand Relationship. *Operational Research in Engineering Sciences: Theory and Applications* , 7 (1) , 309–331 .

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P. Moschis, G. & **Shannon, R.** , (2020) . Toward Achieving Sustainable Food Consumption: Insights from the Life Course Paradigm. *Sustainability (Switzerland)* , 12 (13) , Article number 5359 . https://doi.org/10.3390/su12135359

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Mandhachitara R. & **Shannon, R.** , (2016) . The Formation and Sustainability of same Product Retail Store Clusters in A Modern Mega City. *Tijdschrift voor Economische en Sociale Geografie* , 107 (5) , 567–581 . https://doi.org/10.1111/tesg.12187

Kongarchapatara, B. & **Shannon, R.** , (2016) . The Effect of Time Stress on Store Loyalty: A Case of Food and Grocery Shopping in Thailand. *Australasian Marketing Journal* , 24 (4) , 267–274 . https://doi.org/10.1016/j.ausmj.2016.10.002

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Conference Papers

Shannon, R. & Murtaza haider , (2026) . Mindfulness and Sustainable Consumption: The Influence of Self-Dispositions. Conference Paper.

Shannon, R. & P. Moschis, G. , (2023) . Using the Life Course Paradigm to Study Financial. Conference Paper.

Thanasrivanitchai, J., **Shannon, R.**, & P. Moschis, G. , (2022) . Using Control Theory and Self-Esteem to Explain Older Consumers' Low Use of the Interne. Conference Paper.

Haidwe M., **Shannon, R.**, & Vatananan, R. , (2022) . Digital Leadership for Sustainable Community-Based Tourism (CBT). Conference Paper.

Balikciolglu, B., **Shannon, R.**, & P. Moschis, G. , (2021) . Effects of Disruptive Family Events on Compulsive Buying of Young Adults Using the Life Course Approach. Conference Paper.

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Nualplaud N. & **Shannon, R.** , (2016) . Thai Consumer Concerns Regarding Aging in Home and Health Monitoring Technologies. Conference Paper.

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Books

Iacobucci D., **Shannon, R.**, & Grigoriou N. , (2015) . Marketing Management in Asia. Book.

Book Chapters

Shannon, R. , (2017) . Thai Consumers and Sustainability: Where is the Story Going?. Book Chapter.

Shannon, R. , (2017) . Retailing. Book Chapter.

Kongarchapatara, B. & **Shannon, R.** , (2015) . Transformations in Thailand's Retailing Landscape: Public Policies, Regulations, and Strategies.. Book Chapter.

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