



ACADEMIC CURRICULUM VITAE

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Academic Discipline: Strategy and Innovation

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Academic Profile

Research Areas Strategy and Innovation

Specializations Marketing Strategy, International Business Management, Knowledge Transfer and Management, Strategic Management, Corporate Strategy

Research Outputs

Journal Articles (21)

From franchisor support and communication to franchisees' perceived performance: a case of café franchise in Thailand

Punjaisri, K., Rakthin, S., Nay Chi Khin Khin Oo & Jutarat Dangsungwan , Apr 2026 .*Journal of Asia Business Studies*.

Knowledge-oriented leadership and organizational resilience in SMEs during a crisis: The mediation role of innovation quality

Nay Chi Khun Khin Oo & Rakthin, S. , Sep 2025 .*Journal of Innovation and Knowledge*, 10(5), 100775.

DOI 10.1016/j.jik.2025.100775

Bibliometric Review of the Landscape and Thematic Structure of Research on Sustainable Mining in ASEAN, 1942-2002

Janjirawatna N., Rakthin, S. & Hallinger, P. , Apr 2024 .*Journal of Sustainable Mining*, 23(3), 270–284.

Absorptive capacity for market knowledge and knowledge creation outcomes: the case of Thai SMEs

Rakthin, S., Pornthip Chaithanapat, Otakanon, B. & Thananusak, T. , 2024 .*Knowledge Management Research and Practice*, 22(4), 327–339.

Toward a sustainable business model: A study of market perception and value propositions of stone dust concrete in Thailand

Janjirawatna N., Khin Khin Oo & Rakthin, S. , Dec 2023 .*Business Strategy and Development*, 6(4), 991–1005.

Determinants of digital wallet adoption and super app: A review and research model

Suttichart J. & Rakthin, S. , Sep 2023 .*Management and Marketing*, 18(3), 270–289.

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

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

Integrative Review of Absorptive Capacity's Role in Fostering Organizational Resilience and Research Agenda

Khin Khin Oo & Rakthin, S. , 2022 . *Sustainability (Switzerland)*, 14(9), Article number 12570.
DOI 10.3390/su140912570

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.
DOI 10.1016/j.jik.2022.100162

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.

Customer knowledge management in SMEs: Review and research agenda

Chaithanapat P. & Rakthin, S. , Jan 2021 . *Knowledge and Process Management*, 28(1), 71-89.

Factors Influencing Viewers' Satisfaction and Word of Mouth when Watching Thairath TV News Programs

Uawongchai, P., Rakthin, S. & Lumlongrut, S. , Jan 2020 . *Executive Journal*, 40(1), 44-65.

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

Factors Influencing Thai Consumers' Purchasing Behavior of Second Hand Furniture

Wuttipornpattara, J., Rakthin, S. & Lumlongrut, S. , Jul 2019 . *Suthiparithat Journal*, 33(107), 153-165.

Factors Influencing Organic Pet Food Purchasing Behavior of Consumers in Bangkok Metropolis

Karbkaew S., Rakthin, S. & Lumlongrut, S. , 2018 . *Srinakharinwirot Business Journal*, 9(1), 1-15.

Factors Influencing Consumer's Choices of Green Shop

Rungruangkanokkul T. & Rakthin, S. , 2018 . *Suthiparithat Journal*, 32(103), 95-106.

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.

Managing market intelligence: The comparative role of absorptive capacity and market orientation

Rakthin, S. & Wang J.F. , Dec 2016 . *Journal of Business Research*, 69(12), 5569-5577.
DOI 10.1016/j.jbusres.2016.03.064

Moderating role of individual cultural differences on supervisory rating of employee performance and behavior

Rakthin, S. , Dec 2015 . *Kasetsart Journal of Social Sciences*, 36(3), 607-617.

Assessing Knowledge Transfer in a Thai Multinational Corporation

Rakthin, S. , Sep 2015 . *Global Business and Organizational Excellence*, 34(6), 30-41.

Conference Papers (7)

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.

Factor Influencing Employee Engagement in Thai SMEs

Rakthin, S. & Aksaravut K. , 2019 . Conference Paper.

Deconstruction of Absorptive Capacity and its Applications

Rakthin, S. , 2018 . Conference Paper.

Exploring the Roles of Market-Driven Capability and Functional Diversification in Market Knowledge Transfer within MNCs

Rakthin, S. , 2017 . Conference Paper.

Assessing Intra-Firm Market Knowledge Transfer: The Mediating Roles of Trust Worthiness of Source and Perceived Value of Shared Common Knowledge

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Is Being a Proactive Employee Always Good? The Effect of Individual's Cultural Difference

Rakthin, S. , 2015 . Conference Paper.

Knowledge Transfer Performance of MNCs: Exploring the Role of Functional Diversification and Orientation International Conference on Business and Social

Rakthin, S. , 2015 . Conference Paper.

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