

On 29th September 2017, Dr. Duangporn Arbhasil, Dean of CMMU, presented the publication awards for CMMU faculty members who published in 2016. Each year, CMMU rewards faculty members for their excellent research efforts in publishing with high-quality international journals. In 2016, there are 13 faculty members published in peer reviewed journals according to the CMMU publication awards rules. They are:

Asst. Prof. Dr. Astrid Kainzbauer

Lowe, S., Rod, M., **Kainzbauer, A.** & Hwang, K. S. (2016). [Exploring the Perceived Value of Social Practice Theories for Business-to-business Marketing Managers](#)
. Journal of Organizational Change Management, 29(5), 751-768. SJR Q2

Dr. Boonying Kongarchapatara

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. SJR Q2

Asst. Prof. Dr. Molraudee Saratun

Saratun, M. (2016). [Performance Management to Enhance Employee Engagement for Corporate Sustainability](#)
. Asia-Pacific Journal of Business Administration, 8(1), 84-102. SJR Q3

Asst. Prof. Dr. Peter De Maeyer

Estelamin, H., **Maeyer, P. D.** & Estelami, N. (2016). [Determinants of Extended Warranty Prices for Consumer Durables.](#)
Journal of Product & Brand Management, 25(7), 687-699 SJR Q2

Asst. Prof. Dr. Prattana Punnakitikashem

Chaisuriyathavikun, N. & **Punnakitikasem, P.** (2016). [A Study of Factors Influencing Customers' Purchasing Behaviours of Gold Ornaments](#)
. Journal of Business and Retail Management Research, 10(3), 147-159. SJR Q4

Asst. Prof. Dr. Randall Shannon

Jantarat, J. & **Shannon, R.** (2016). [The Moderating Effects of In-store Marketing on the Relationships between Shopping Motivations and Loyalty Intentions](#)
. International Review of Retail, Distribution and Consumer Behaviour, 26(5), 566-588. SJR Q2

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 SJR Q2

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), 561-581. SJR Q1

Assoc. Prof. Dr. Roy Kouwenberg, CFA

Dimmock, S. G., **Kouwenberg, R.** & Wakker, P. P. (2016). [Ambiguity Attitudes in a Large Representative Sample](#)

Management Science, 62(5), 1363-1380 SJR Q1

Dimmock, S. G., **Kouwenberg, R.**, Mitchell, O. S. & Peijnenburg, K. (2016). [Ambiguity Aversion and Household Portfolio Choice Puzzles: Empirical Evidence.](#)

Journal of Financial Economics, 119(3), 559-577 SJR Q1

Kouwenberg, R. & Thontirawong, P. (2016). [Group Affiliation and Earnings Management of Asian IPO Issuers](#)

. Review of Quantitative

Finance and Accounting, 47(4), 897-917 SJR Q2

Dr. Sirisuhk Rakthin

Rakthin, S., Calantone, R. J. & Wang, J. F. (2016). [Managing Market Intelligence: The Comparative Role of Absorptive Capacity and Market Orientation](#)

. Journal of Business Research, 69(12), 5569-5577. SJR Q1

Assoc. Prof. Dr. Sooksan Kantabutra

Kantrabutra, S. & Thepha-Aphiraks, T. (2016). [Sustainable Leadership and Consequences at Thailand's Kasikornbank.](#)

International Journal

of Business Innovation and Research, 11(2), 253-273 SJR Q2

Dr. Suparak Suriyankietkaew

Suriyankietkaew, S. & Gayle, A. (2016). [Sustainable Leadership Practices Driving Financial Performance: Empirical Evidence from Thai SMEs](#)

Sustainability, 8(4), SJR Q2

Suriyankietkaew, S. (2016). [Effects of Sustainable Leadership on Customer Satisfaction: Evidence from Thailand](#)

. Asia-Pacific Journal of Business

Administration, 8(3), 245-259 SJR Q3

Assoc. Prof. Dr. Vichita Ractham

Chirawattanakij, S. & **Vathanophas, V.** (2016). [Enhancing Knowledge Adoption with Recipients' Characteristics](#)

. journal of

Management Development, 35(1), 38-57. SJR Q1

Vathanophas, V. & Chirawattanakij, S. (2016). [How to Uncover Virtual Earplugs for Knowledge Sharing](#)

. International Journal of

Information Science and Management, 14(1), 57-72. SJR Q4

Pipatanantakurn, K., **Vathanophas, V.** (2016). [Knowledge Creation Aiding Family Business Succession Plan](#)

. International Journal of

Business & Management Science. 6(1), 63-84. SJR Q4

Asst. Prof. Dr. Winai Wongsurawat

Kailasam, M. & **Wongsurawat, W.** (2016). [How Audacious Strategies Pay Off During Hard Times Case Studies of Indian Information Technology Firms.](#)

Management Research Review, 39(4), 468-496. SJR Q2

Luechapattanaporn, T. & **Wongsurawat, W.** (2016). [Competitive Marketing through Confucian Values in Malaysia: a Case study.](#)

Journal of Research in Marketing and Entrepreneurship, 18(2), 162-175 SJR Q3

Hatchaleelaha, S. & **Wongsurawat, W.** (2016). [Multilevel Marketing and Entrepreneurship in Thailand: A Case Study.](#)

Journal of Research in Marketing and Entrepreneurship, 18(1), 146-160. SJR Q3

Thang, P. V. & **Wongsurawat, W.** (2016). [Enhancing the Employability of IT Graduates in Vietnam](#)

. Higher Education Skills and Work-Based Learning, 6(2), 146-161. SJR Q4

Prof. Dr. George P. Moschis

Baker, A.M., **Moschis, G.P.**, Rigdon, E.E., Fatt, C.K. (2016) [Linking Family Structure to Impulse-control and Obsessive-compulsive Buying](#)

, Journal of Consumer Behaviour, 15(4), 291-302 SJR Q2

Congratulations to all faculty members who were awarded for the publication bonus of the year 2016

