

## **Publications**

### 2021

- Zhuoma, L., & Suntrayuth, S. (2021). Reader Innovation Behaviour of Chinese Internet Literature. *Psychology and Education Journal*, 58(4), 645-655.

### 2020

- Vuong, B., & Sid, S. (2020). The impact of human resource management practices on employee engagement and moderating role of gender and marital status: An evidence from the Vietnamese banking industry. *Management Science Letters*, 10(7), 1633-1648.

- Mahakittikun, T., Suntrayuth, S., & Bhatiasevi, V. (2020). The impact of technological-organizational-environmental (TOE) factors on firm performance: merchant's perspective of mobile payment from Thailand's retail and service firms. *Journal of Asia Business Studies*.

- Arromdee, J., & Suntrayuth, S. (2020). E-commerce adoption for rice selling in Thailand: an empirical study. *Thailand and The World Economy*, 38(2), 88-118.

- Yu, X., Suntrayuth, S., & Su, J. (2020). A comprehensive evaluation method for industrial sewage treatment projects based on the improved entropy-topsis. *Sustainability*, 12(17), 6734.

- Leelhaphunt, A., & Suntrayuth, S. (2020). The moderated mediating effect of business ethics towards firm performance. *International Journal of Business Governance and Ethics*, 14(1), 54-77.

- Zhang, L., & Suntrayuth, S. (2020). On the Promotion Effect of Entrepreneur's "Original Aspiration" of Charity on Enterprise Development. *Thailand and The World Economy*, 38(3), 40-60.

### 2019

- Wongsuwatt, S., & Suntrayuth, S. (2019). The Influence of Risk Perception and Proactive Behavior on Performance of Firms: The Moderating Roles of Organizational Units and Types of Firms. *The Journal of Risk Management and Insurance*, 23(2), 1-14.

- Vuong, B. N., & Suntrayuth, S. (2019). The Impact of Human Resource Management Practices on Employee Engagement and Moderating Role of Gender and Marital Status: An Evidence from the Vietnamese Banking Industry. *Management Science Letters*, 10(7), 2020.

- Pongton, P., & Suntrayuth, S. (2019). Communication Satisfaction, Employee Engagement, Job Satisfaction, and Job Performance in Higher Education Institutions. *ABAC Journal*, 39(3), 90-110.

- Vichinrojjarul, C., & Suntrayuth, S. (2019). Enterprise Resource Planning (ERP) Adoption in the Thai Agricultural Sector. *AJMI-ASEAN Journal of Management and Innovation*, 6(1), 141-167.

- Li, P., & Suntrayuth, S. (2019). Effects of Partnership Quality on Outsourcing Success From Perspectives of Service Providers: Empirical Studies on Translation Service Organization's in China. *UTCC International Journal of Business and Economics*, 11(1).

### 2018

- Leelhaphunt, A & Suntrayuth, S (2018) "Do the business ethics enhance a financial firm performance?" ASEAN Journal of Management & Innovation, Volume 5 Number 1, January –June 2018.
- Nunthiphatprueksa, A & Suntrayuth, S (2018), "The Application of Stimulus-Organism-Response Paradigm: The Role of Social Media in Thailand's Destination Image and Behavioral Intentions" ASEAN Journal of Management & Innovation, Volume 5 Number 1, January –June 2018.
- Suntrayuth, S. (2018). The Sufficiency Economy Philosophy and Small and Medium-sized Enterprises in Thailand. International Review of Management and Marketing, 2018, 8(2), 33-39.
- Suntrayuth, S. & Sönmeztürk E, (2018). The Facebook Usage of Thai and German People and the Possible Correlation to Hofstede's Cultural Dimension. Journal of International Business and Economics, Volume 18, Issue 1, p37-50, March 2018.

### 2017

- Suntrayuth, S., (2017). "The Sermsuk-Pepsi Partnership: Happy Marriages Don't Always Last" NIDA Case Research Journal. National Institute of Development Administration, Volume 9 No 1 (2017)

### 2016

- Suntrayuth, S. (2016). Governance Mechanism and Performance in Firms Listed on the Market for Alternative Investment: Evidence from the Thailand Stock Exchange. The International Journal of Interdisciplinary Organizational Studies 11 (4): 31-48.

### 2015

- Suntrayuth, S., and Novak, M (2015). "Analysis of Information and Communication Technology Adoption on the Organizational Financial Viability: Nonprofit Organization Perspectives", International Journal of Interdisciplinary Organizational Studies, Volume 10, Issue 3, pp.17-34.
- Ahnert, A & Suntrayuth, S (2015). "Business Decision Making and Cultural Differences: A Comparative Study of Thailand and Germany, Modern Management Journal, Sukhothai Thammathirat Open University, Volume 13 Number 1 January –June 2015.
- Hippler, F & Suntrayuth, S (2015). "An Investigation into the Development of Intercultural Corporate Culture", ASEAN Journal of Management & Innovation, Volume 2 Number 1, January –May 2015.
- Suntrayuth, S., (2015). "The Study of Nonprofit Management: The Relationship between Information and Communication Technology Adoption and Financial Viability of Nonprofit Organizations" (in Thai Language). NIDA Economic Review, Volume 9 Number 2, 2015.
- Suntrayuth, S., (2015). "A Drive to Scandal" NIDA Case Research Journal. National Institute of Development Administration. Volume 7 No 1 (2015).

### 2014

- Suntrayuth, S., (2014). "Securities Brokerage Regulation: the Effectiveness of Regulation Implementation" (in Thai Language). NIDA Economic Review, Volume 8 Number 2, 2014.

### 2013

- Suntrayuth, S., (2013). "The Evaluation of Regulatory Compliance: The Case of Securities Brokers and Dealers in Thailand" International Research Journal of Finance and Economics, Volume 114pp. 109-117

- Suntrayuth, S., (2013). "The Implementation of Regulation: Securities and Brokerage Supervision", European Journal of Social Sciences. Volume 37 No.1 pp. 32-39