

# Dr Chai Ching Tan M.IEAust., ISO 9001 Lead Auditor

A professional engineer member registered with The Institute of Engineers, Australia, and ISO 9001 Quality Management Systems lead auditor (BVQi)

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**ORCID:** <https://orcid.org/my-orcid?orcid=0000-0003-1596-3785>

**Scopus:** <https://www.scopus.com/authid/detail.uri?authorId=58115888300>

**Google Scholar:** <https://scholar.google.com/citations?user=EmpltngAAAAJ&hl=en>  
**Web of Science ID:** R-4131-2019

**Research Gate:** <https://www.researchgate.net/profile/Cc-Tan-2>

**Scopus Author ID:** 7402811394, **Scopus Author ID:** 57216936651, **Scopus Author ID:** 57217142936.

**Scopus Author ID:** 57223003371, **Scopus Author ID:** 57315227000

**E-mail:** [drcctan@yahoo.com](mailto:drcctan@yahoo.com), [chaiching\\_tan@rmutto.ac.th](mailto:chaiching_tan@rmutto.ac.th), [chaiching.tan@rmutr.ac.th](mailto:chaiching.tan@rmutr.ac.th)

**Phone:** +66-953519969 (Whatsapp). **WeChat ID:** wxid\_hjyd91r9ut0t12

**Facebook:** <https://web.facebook.com/tan.chai.ching>

## Education

- Business: Doctor of Business Administration, Southern Cross University, Australia. 2009. Master of Advanced Business Practices. The University of South Australia. 2004.
- Engineering: University of Wisconsin-Milwaukee USA: Bachelor of Science in Mechanical Engineering, Master of Science in Mechanical Engineering. 1988-1991. Ph.D. 60 credits completed and comprehensive exam passed 1991. US Naval Research Scholarship: US Submarine Li-metal Propulsion System (1988-1991). M.IEAust. Professional Engineer Member, The Institute of Engineers Australia, 2002.
- The ISO 9001:2000 Series Lead Auditor Certification. Thailand. 2004.
- **Specialization:** Strategic management, tourism and service industries, ethics and corporate social responsibility, Buddhist approaches to management, branding and marketing, consumer behaviors, branding, corporate culture and corporate citizenship behaviors, technology adoption, AI/IoTs/cyber-physical systems, social entrepreneurship, performance measurement systems, organizational learning, ISO QMS (Quality Management Systems), food management systems, operations management and supply chain, organization behavior and development, business competency development. **Engineering:** combustion, thermodynamics and complex chemical reaction computation, heat and mass transfer, computational fluid mechanisms, robotics controls and automation control.



# Experiences



- Foreign secretary, (previous: vice president), FATER Academy of India. <https://www.faterindia.com/>.
- Senior Faculty member, Rattanakosin International College of Creative Entrepreneurship (RICE), Rajamangala University of Technology Rattanakosin. E-mail: [chaiching.tan@rmutr.ac.th](mailto:chaiching.tan@rmutr.ac.th). June 1, 2021. Subjects: Bachelor (Strategic Marketing and Metrics, Entrepreneurship and New Venture, Business Ethics and CSR, Industry 4.0), MBA (Research Method, Managerial Negotiation), PhD (Quantitative and Qualitative Methods, Advanced Management, PhD Qualified Exam Crash Course). Address: Rattanakosin International College of Creative Entrepreneurship (RICE). The Rajamangala University of Technology Rattanakosin. 95 Mu 3 Phuttamonthon Sai 5 Road, Salaya, Phuttamonthon, Nakhon Pathom, 73170 Thailand. <https://www.rmutr.ac.th/en/>.
- Also, Management specialist, Faculty of Business Administration and Information Technology, Rajamangala University of Technology Tawan-OK. E-mail: [chaiching\\_tan@rmutto.ac.th](mailto:chaiching_tan@rmutto.ac.th). 58 Vibhavadi Rangsit Road Ratchadaphisek, Dindaeng, Bangkok 10400. <https://busit.rmutto.ac.th>.
- Strategy consultant to Thai Petrochemical Group PTT's senior vice president (largest publicly listed company in Thailand) on new business development: logistics, HALAL, durian export and quality control (QC, co-with Chulalongkorn University, Chemistry Department), eastern fruit corridor, e-platform design and implementation, 2021-June 2023. Strategy consultant to Khun-Thale Golden Company Limited (Chiang Rai) in collaboration with KEHA-Sukpracha Public Company Limited in Chiang Rai, Thailand, <https://www.kha.co.th/home/>, for poverty-home and sustainable agriculture business project, October 2022 to Feb 2023.
- Senior faculty member, School of Management, Mae Fah Luang University: 2011-May, 2021. Bachelor: Strategic Management, Business Ethics, Operations Management, Research Method, Organization Development, Business Competency. MBA: Supply Chain, ISO 9001 QMS, Operations Management, Research Methods, Social Enterprise. Ph.D.: Research Methods, Advanced Management.
- Organization Development Specialist, NIDA University. Courses delivered – Strategic performance management, and research epistemology.
- *Vice President, Strategic planning and organization development, and factory operations, and Quality Management Representative of the Company.* 2002-2010. Seafresh Industry Public Company Limited, Thailand. Roles: Responsible for company's strategies and operations performances, including factory operations/MPS/MRP, ORACLE ERP/Balanced Scorecard Systems; quality assurance and total quality management systems ISO 9001/9004; ISO 22000 (food safety); GMP and HACCP; engineering and maintenance department, IT of company, costing, wastewater management, supply chain and logistics, shrimp purchasing, and cold storage management.
- Guest lecturer, MBA, BSc. Aerospace Engineering, Kasetsart University. 2002-2006.
- Regional general manager, Suriyatip Duramat International Co. Ltd. 1998-2002, and Asia Pacific business development for Korean KOMOTECH and Germany VAUTID wear-resistant groups. Role: Developing businesses in Asia Pacific regions: China, Taiwan, and ASEAN countries.
- Group Technical Manager, Hong Leong Management Company, circa 12 billion USD. 1996-1998. Role: Group's R&Ds, factory operations and productivity, quality controls, and group technical training/HRD. Responsible for cement production, fiberboards factory, semiconductors, paper mills, motorbike assemblies and design, air conditioning manufacturing, hotel management, packaging factory, and banking.
- Principal and director, FRIS Institute of Robotics, Penang, Malaysia. 1994-1996. Director until 2000. Responsible for university affiliation and collaboration, curriculum development (Certificate programs, diploma, higher diploma, and BSc with UK/Australia/Scotland universities), and industry certification training for high-tech industry in Penang/Butterworth areas.

- Full-time Lecturer, Responsible for MSc/Ph.D. courses, Mechanical Engineering, Chiang Mai University. 1993-1994; Collaborated research projects with the Department of Electrical and Electronics Engineering, University of Western Australia, in areas of robotics controls.
- Full-time Lecturer, 3<sup>rd</sup>/4<sup>th</sup> Year Mechanical Engineering, Mahanakorn University of Technology. 1991-1992.
- Researcher, USA Liquid Metal Submarine Propulsion Systems. University of Wisconsin-Milwaukee, Milwaukee, Wisconsin, USA. 1988-1991. Teaching Assistant, 1987-1988.

## Citations: Web of Science, Scopus, Google Scholar

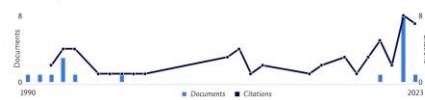
Tan, Chai Ching

Rajamangala University of Technology Rattanakosin, Phuthamonthon, Thailand | 58115888300 | <https://orcid.org/0000-0003-1596-3785>

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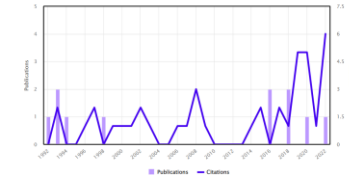
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Web of Science Core Collection metrics

Citations are from Web of Science Core Collection

12 Publications in Web of Science | 40 Total of Times Cited | 4 h-index

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## Google Scholar Citation



Chai Ching Tan

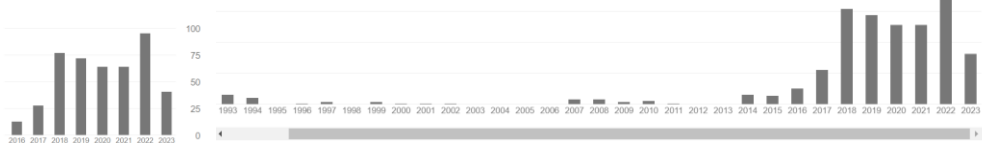
Rattanakosin International College of Creative Entrepreneurship  
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[strategic management](#) [tourism](#) [management](#) [ethics](#) [consumer behaviors](#)

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h-index	12	11
i10-index	18	14



## Rajamangala University of Technology Rattanakosin Rankings - AD Scientific Index 2023

Chai Ching Tan

Business & Management / Strategic Management

#751847

17 Publications - 462 Citations

Most Popular Article: Buddhist noble eightfold path approach in the study of consumer and organizational behaviorsCC Ta...

i	i	i	i	AD Scientific Index - World Scientist Rankings - 2023			H INDEX			I10 INDEX			CITATION			
				University / Institution	Country	Region	World	Country	University / Institution	Subject	Total	Last 6 year	Last 6 year/total	Total	Last 6 year	Last 6 year/total
4	2057	153925	751847		Thailand	Rattanakosin	Business & Management / Strategic Management	12	11	0.917	17	13	0.765	462	376	0.814

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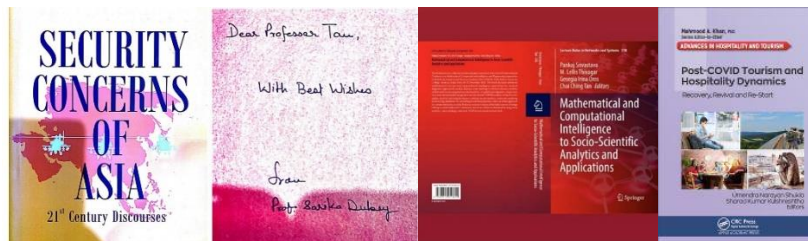
RANKINGS	SCORES			
	In Rajamangala University of Technology Rattanakosin (21)	In Thailand (5862)	In Asia (403779)	World (1332103)
Total H Index	12	#4	#2057	#153925
Last 6 years H Index	11	#4	#1755	#139974
Last 6 years / Total H Index	0.917			
Total I10 Index	17	#4	#1693	#134299
Last 6 years I10 Index	13	#4	#1641	#133436
Last 6 years / Total I10 Index	0.765			
Total Citation	462	#6	#2614	#176351
Last 6 years Citation	376	#4	#2066	#159956
Last 6 years / Total Citation	0.814			
Business & Management *	#1 (1) *	#56 (218) *	#3688 (14667) *	#21044 (44320) *
Strategic Management *	#1 (1) *	#15 (29) *	#929 (3817) *	#3178 (7335) *



## Books and Book Chapters

1. Tan, C.C. (2022). A model of sustainavble livelihood security based on community-based tourism initiative. In Sarika Dubey (Ed.). Security concerns of Asia: 21<sup>st</sup> century discourses. Greater Noida, U.P., India: Pentagon Press LLP. ISBN 978-93-90095-48-3.
2. Tan, C.C. (2023). Towards an Integrated Account of Competence-Based Theory of Competition for Community-Based MICE (Meetings, Incentives, Conferences, and Exhibitions) Tourism Segment Transformation Effort. In Umendra Narayan Shukla, PhD Sharad Kumar Kulshreshtha, PhD (Eds.). Post-COVID Tourism and Hospitality Dynamics : Recovery, Revival, and Re-Start. AAP (Apple Academic Press) and CRC Press: Taylor and Francis Group. <https://www.appleacademicpress.com/post-covid-tourism-and-hospitality-dynamics-recovery-revival-and-re-start/9781774915127>. To release in September, 2023.
3. Tan, C.C. 2021: Towards an Integrated Account of Competence-based Theory of Competition. ISBN: 978-93-90146-12-3.
4. 2021: Tan, C.C. and Somchai Damnoen (2021). Implications drawn from the theory of planned behavior to facilitate “new normalization” in higher-learning institutions at post COVID-19. In Leonilo B. Capulso, et al. (Eds.). Copying with Emerging Paradigms and Praxis in Education: Its Global Impact Admist The Pandemic: A Guide for School Administrators, Teachers, Students, Parents and Other Stakeholders (pp. 130-165). Macabebe, Pampanga, Philippines: Beyond Books Publication. ISBN: 978-621-8213-08-1.
5. Tan, C.C. 2016: Towards a phenomenological theory of corporate social responsibility and its spirited services.
6. Tan, C.C. 2018: Coffee-and-tea based and social entrepreneurship-oriented community-based tourism (CBT) in Northern Thailand: Contributing towards a theory.
7. Tan, C.C. 2019: A Business research guidebook for postgraduate studies.
8. Tan, C.C. 2018: An advanced strategic management text: A research-oriented approach
9. Tan, C.C. 2019: Book chapters in Global Trends in Corporate Social Responsibility, Demonetization, Globalization and Business Sciences.
10. Nina Poyda Nosky, Pankaj Srivastava, CC Tan, Elisabeth T. Pereira, & Robert Bacho (2021). Conference Proceedings Vol. 7(i) – 2<sup>nd</sup> IUBGMS-2021. ISBN: 978-93-342-60-9, Nov. 26-28, 2021.
11. Nataliia Novikova, Galyna Piatnytska, Iryna Dynnyk, Zinaida Zhyvyko, Yuliia Golovnya, & Nina Poyda Nosyk, CC Tan, & Pankaj Srivastava (2021). Conference Proceedings – Vol. 6(ii). FAI-PMASSB 2021, 21-22 October 2021. ISBN: 978-93-9134-52-4.
12. Srivastava, P., Tan, C.C., Zhyvko, Z., & Pheunpha, P. (2020). India, Ukraine, Brazil & Greater Mekong Subregion International Conference 2020 (IUBGMS 2020). Global Challenges and Threats to National Economies Nowadays, November 20-22, 2020, Vol 3(ii). ISBN: 978-81-947154-0-5.
13. Srivastava, P., & Tan, C.C. (2020). FAI-Conference Proceedings (Vol. 2, 2020), International Conference on Engineering, Mathematical and Computational Intelligence (ICEMCI 2019), Vol. 2, Dec, 21-23, 2019, Jabalpur, Madhya Pradesh, India. ISBN: 978-81-945631-7-4.
14. Srivastava, P., Tan, C.C., & Singh, S. (2018). FAI-Conference Proceedings, 1<sup>st</sup> India-Greater Mekong Sub Region International Conference 2018 (IGMSIC 2018), Vol. 1., November 15-17, 2018, Goa, India.





## Editorial Board

- Editorial board and reviewer, IJGRIT International Journal of Global Research Innovations & Technology. [www.inspirajournals.com](http://www.inspirajournals.com). New Journal (2023).
- Editorial board to Global Interactive Journal of World Religious and Cultures (GIJWRC). New Journal (2023, Thailand).
- Undergraduate Research Center, Honorary Board. <https://www.undergraduateresearchcenter.org/urc-honorary-board.html>.
- Asean Academic Network, Vice President in the Member Council. <http://www.aseanacademicnetwork.org/>.
- Advisory board, ICIECT 2021, Oct 8-9 2021, International Conference on Inventive Engineering and Computing Techniques. Krishna Engineering College. Springer-approved. <https://www.krishnacollege.ac.in/iciect/>
- Editor in Chief, Journal of Social Science and Humanities. RMP Publications. Malaysia. <https://www.jsshjournal.com/editorial-board.html>
- Editor in Chief, International Journal of Multidisciplinary in Management and Tourism, Thailand. ISSN 2730-3306. THAIJO System. <https://so03.tci-thaijo.org/index.php/ijmmt/about/editorialTeam>.
- Editorial Board, International Journal of Innovations & Research Analysis (IJIRA), INSPIRA Research Association, India.
- Editorial Board, International Journal of Computing Sciences Research (ISSN print: 2546-0552; ISSN online: 2546-115X), Philippines.
- Editor, Business Sciences International Research Journal, ISSN: 2321-3191. First Publication: 2013.
- Editorial Board, Journal of MCU Buddhapanya Review. TCI-2. <https://so03.tci-thaijo.org/index.php/jmbr/Editorial>. TCI-2.
- Editorial Board, Journal of Arts Management. <https://tci-thaijo.org/index.php/jam/about/editorialTeam>. Thai TCI-2.
- Editorial board, IJIMSE. International Journal of Innovations in Management, Science, and Engineering. <https://ijimse.co.in/editorial>. E-ISSN - 2582-6778.
- Editorial Board, International Journal of Innovations & Research Analysis (IJIRA) (An International Quarterly Multidisciplinary Peer Reviewed Refereed Journal). <https://inspirajournals.com/IJIRA-2>.
- International Editorial and Review Board, International Journal of Trends and Innovations in Management & Entrepreneurship, Unique Research & Consultancy Services REG No.: UAN TN12D0023123. <http://www.uniqueijtime.com/editorial-board/>.
- International editor and reviewer. International Journal of Advanced Multidisciplinary Studies. <https://www.ijams-bbp.net/editors/>.
- Foreign Secretary, Council Board of Fater Academy of India.
- Committee, International Foundation for Radiant Researchers & Academicians (Gov. Licence No.: 128484). Ifrra.org.
- Editorial board. Journal of Educational Innovation and Research. ThaiJo System. <https://so03.tci-thaijo.org/index.php/jeir/about>. <https://www.firstojs.com/index.php/jeir/about/editorialTeam>. IPN Education Group International Scientific Committee, Malaysia.
- Editorial board, Research Directions: An International Multidisciplinary Peer Reviewed Refereed Open Access Research Journal. May 2019 Special Issue on Recent Advances in Science Engineering & Management. ISSN No. 2321-5488. UGC Sr. No. 1208 (India). Amity Institute of Information Technology, Amity University, Lucknow.
- International coordination committee, ICEMCI 21-23 December 2019, Jabalpur Engineering College. International Conference on Engineering, Mathematical and Computational Intelligence.
- Editorial board and vice president, Fater Academy of India.
- Editorial Board, International Journal of Multidisciplinary in Cultures and Religions Studies. ThaiJO (new). <https://so04.tci-thaijo.org/index.php/ijmcr/about/editorialTeam>.
- International Editor, International Journal of Advanced Multidisciplinary Studies, ISSN: 2782-893X. The Philippines.
- Global ambassador to the Research Foundation of India.

- Peer Reviewer, Universal Journal of Management, ISSN: 2331-950X (Print), ISSN: 2331-9577 (Online).
- Peer reviewer, Asia Pacific Journal of Religions and Cultures.
- Peer reviewer, Journal of Mekong Societies.
- Peer reviewer, Routledge Anatolia Publications. Web of Science Journals.
- Peer reviewer and editorial board, Rajapark Journal, TCI-2.
- Affiliate member, International Association of Academic plus Corporate. IAAC. The International Association of academic plus corporate (IAAC) Society is an educational & corporate support organization registered with Government under the 2001 Act – (435/2018).

### **Conference Organizer Committee Members**

- Conference chair, 2<sup>nd</sup> International Conference on Engineering Research and Application, ICERA 2023, 24-26 May 2023, Bangkok. Jointly organized by ASEAN Academic Network (ANN Network) and the Society of Academicians of Fundamental and Applied Sciences (SAFAS), AIP Conference Proceedings (Scopus-indexed).
- Conference chair, International Conference on Applied Science and Mathematics, 3-5 May 2023, KL Malaysia. AIP Conference Proceedings (Scopus-Indexed).
- Co-Chair to the National Multidisciplinary Conference on Innovation, Research & Challenges in Global Business, Finance, Economics, Social Sciences, and Applied Sciences (NCICG – 2022), Organized by INSPIRA Research Association – IRA, and School of Business, The Assam Kaziranga University, and S.S.G. Pareek PG Girls College, India, November 11-12, 2022.
- Editorial board and organizing committee member, for FAI-ART International Conference 2022. Organized by India FAI, Mahachulalongkornrajavidyalaya University, Mahamakut Buddhist University, and Shinawatra University, 15-19 October 2022.
- Chairman to the technical session on the International Conference on Innovation, Research and Challenges in Commerce, Management, and Technology, Organized by Kaveri College of Arts, Science and Commerce, Pune, Maharashtra, India, and INSPIRA Research Association – IRA, August 26-27, 2022.
- Chairman and Editorial Board to the third international RMUTR conference organized by Rajamangala University of Technology Rattanakosin, theme: Technology and Creativity Integration toward New Normal and Digital Society, June 22-24, 2022.
- Chairperson to the International Conference on Research and Innovations in Education, Humanities, and Social Sciences, 29 May 2022. Chandragupt Institute of Management, and INSPIRA Research Association, Jaipur, Rajasthan, India.
- Patron and Convenor to International Webinar 2022. Innovation and Relevance in Organic Farming, IUGMS-IROF-2022. Organized by FATER Academy of India, Mizoram Central University (India), Institute of Agrarian Economics (Ukraine), 27-28 May 2022.
- Chairperson to the International Conference on Innovative Sustainable Practices in Commerce, Economy, Technology, Education, Science and Society (ICISP-2022) organized by School of Business, The Azzam Kaziranga University, Jorhat, Assam & Inspira Research Association – IRA, Jaipur, Rajasthan, April 22, 2022.
- Chairperson to Cannabis Science and Social Sustainability International Conference (CASSIC 2022), Thailand, April 2, 2022. Organized by The Association of Researchers of Thailand, and Bangsomboon Subdistrict Administration Organization, Ongkharak, Nakhonnayok 26120.
- Chairperson. The 10<sup>th</sup> International Conference on Recent Developments & Challenges in Global Business, Economics, Finance, Education, Environment & Social Sciences (ICRDC Virtual – 2021). S.S.G. Pareek PG Girls College, and INSPIRA Research Association – IRA. December 23-24, 2021.
- Chairperson. The 9<sup>th</sup> International Conference on Innovations & Challenges in Commerce, Management, Economics, Education, Humanities, Applied & Social Sciences (ICCMEHASSOVIRTUAL 2021), organized by Sant Hirdaram Girls College Bhopal, India, and Research Foundation of India.
- Chairperson to invited speakers, International Conference on Research and Practices in Humanities Social Sciences, Education, Commerce & Business Management (ICHSECM-VIRTUAL 2021), organized by Inspira Research Association, Jaipur, and Lal Bahadur Shastri PG College, Jaipur, India, April 29-30, 2021.
- April 16, 2021, co-editor to the Proceedings of the Cannabis Science and Social Sustainability International Conference 2021 (CASSIC 2021).
- 2021, organizing committee, 23<sup>rd</sup> FAI-ICS 2021, 19-21 Feb. 2021. Theme: Emerging trends and adaptation of spirituality in management, artificial intelligence, education, health, tourism, science and technology. Fater Academy of India, Arul Anandar College, Madurai, Tamil Nadu, India and Unifacvest, Centro Universitario Facvest, Brazil.
- 2020, organizing committee. 22<sup>nd</sup> FAI International Conference, jointly organized by the American College (Autonomous) Madurai, Tamilnadu, India, and FATER Academy of India on Mathematical, Computational Intelligence and Engineering Approaches to Healthcare, Business and Tourism Analytics 2020, 22<sup>nd</sup> FAI-ICMCIE 2020.

- 2020, organizing committee, India, Ukraine, Brazil & Greater Mekong Subregion International Conference 2020 (IUBGMS-2020), 22-23 November 2020.
- 2020 India: Moderator. ICT-Enabled International Conference: Trends & Innovations in Management and Entrepreneurship, 28-29 August 2020. Chairing Technical Session.
- 2020 India. International Webinar on “Impact and Strategies for Tourism, Service Management and Academic Sector. 24-25 May 2020 (4 PM to 7 PM IST). Organization Committee.
- International advisory committee, Sant Baba Bhag Singh University’s International Conference 07 Feb 2020. <http://sbbsuniversity.ac.in:7070/mainconference/internationalcommittee.php>.
- 2020 India: International Conference on Engineering, Mathematical and Computational Intelligence, ICEMCI 2019 December 21-23, 2019. Editor.
- Organizing committee members and editor. 2<sup>nd</sup> India-Greater Mekong Sub-Region International Conference (2<sup>nd</sup> IGMSIC) 2019. Fr. Agnel College of Arts & Commerce, Patto, Panaji, Goa. November 27-29, 2019.
- Organizing committee member: 1<sup>st</sup> TTIC 2019. 2-3 December 2019. By Thai IoT Association. IoT Startup Pitching, Academic IoT Research, IoT Ecosystem. Sripatum University, Bangkok, Thailand.
- Advisory Board, Innovative Technologies in Mechanical Engineering (ITME-2019), 18<sup>th</sup>-19<sup>th</sup> October 2019, Organized by the Department of Mechanical Engineering, KIET Group of Institutions in Collaboration with Cranfield University, UK. Uttar Pradesh, India.
- Editorial board for the Conference and Proceedings of the 6<sup>th</sup> Greater Mekong Sub-region. International Conference (GMSIC) 2019 “The Knowledge Discovery of Management Science and Economics for Development in GMS” at the University of Management and Economics, Kham Pong Cham, Cambodia. July 12- 2019.
- International Conference on Global Trends in Business, Legal & Social Sciences Thailand 2019. May 27-28, 2019, AIT, Bangkok.
- Thai IoT International Conference 2019.
- Editor, The Proceedings of the 10<sup>th</sup> International Conference on “Emerging Trends in Computing Technology and Management”, 7-9<sup>th</sup> February 2019, Technocrats Institute of Technology, Bhopal (M.P.), India.
- Editor, The First India-Greater Mekong Sub-Region International Conference (IGMSIC) 2018.
- Coordinator, IMRF (International Multidisciplinary Research Foundation) Thai Chapter.
- Vice President, Forum for Advanced Training in Education and Research Academy of India (FAI).
- IPN Education Group International Scientific Committee 2016-2018.
- Technical Committee, International Conference on Advanced and Applied Sciences (ICAAS, 2018), 03-05, May 2018, Moscow, Russia.
- Technical Committee, Malaysia Doctorate Support Group (MDSG) Conferences, Melaka, 27-28 April 2018.

## Awards



- March 28, 2023: Honor of “Academia Titan” in recognition of valuable contribution to business administration and applied research, at the international summit on new advances in business, finance, and management, 27-29 March 2023, organized by Bundelkhand University, Jhansi, U.P., India.
- Feb 23, 2023: IMRF Institute of Higher Education & Research. Academic Award: Indo-Thai distinguished professor and researcher award 2023.
- Feb 23, 2023: Indo-Thai Distinguished Professor & Research Award 2023, by International Multidisciplinary Research Foundation. IMRF Institute of Higher Education & Research Thailand Chapter.
- Feb 23, 2023: Professor (Management), IMRF Institute of Higher Education & Research.
- Jan 26 2022: Louis de Geer Distinguished Professor Award 2022.
- June 22-24 2022: Best oral presentation award presented by the Rajamanga University of Technology Rattanakosin’s third international RMUTR conference. Title: Development of Shao Guan Agricultural Socialized Service System under Dual Circulation Strategy.



- June 22-24 2022: Best paper “Knowledge management for technological, product and industry collaboration in China” presented by Rajamangala University of Technology Rattanakosin’s third International RMUTR Conference.
- 26 October 2021: Award for Achievement of Excellence in the Field of Management, at the International Conference on Technological Trends in Modern Era, 26-27 October 2021, co-organized by Sant Hirdaram Girls College, Bhopal, Research Foundation of India, and HERF.
- 5 Sep 2021: Dr Sarvepalli Radhkrishnan Distinguished Professor Award 2021, by Center for Professional Advancement, A Unit of IMRF with Govt. of India NITI Aayog NGO Darpan, Estd: U/S 35 of 2001, Govt of A, P., India. Sep. 5<sup>th</sup>, 2021.
- April 26, 2021. Recognized for World Intellectual Property Accreditation Erudite Medal on “superior performance in management” on the eve of World Intellectual Property Day 2021, by Center for Professional Advancement, UK.
- 2021 Global Leaders Award – Excellence in Leadership by Beyond Books Publication, Macabebe Pampanga, Philippines
- Jan 26, 2021. International Educational Excellence Award. By Center for Professional Advancement, West Midlands, UK.
- Eminent International Research Award presented by the International Society of Teachers, Administrators and Researchers, on **24<sup>th</sup> of October 2020**, on the occasion of the International Research and Development Congress on Teaching English to Speakers of Other Languages, with the theme, “Interfacing Disciplines, Appraces and Technologies for Advanced English Language Teaching”.
- IMRF Distinguished Inspiring Best Teacher Award 2020, conferred by the International Multidisciplinary Research Foundation, India, on the eve of India’s Teachers Day, **05 September 2020**.
- Best paper award for the 3<sup>rd</sup> World Conference on Innovations in Management, Science and Engineering – WCISE’20 on topics “TOPSIS method in the search for competitive advantage and firm-performance” and “and “Integrative use of socio-cognitive theory, stimulus-organism-response model and theory of planned behavior in ecotourism trips”, **22-23 August 2020. Scimago-index.**
- Sri Umakant Srivastava Distinguished Academician Award 2019. On the eve of the 2<sup>nd</sup> India Greater Mekong Sub Region International Conference on “Emerging Trends in Tourism, Entrepreneurship and Management” held at Sanskruti Bhavan, Directorate of Art & Culture, Panaji – Goa, **November 27, 2019**.
- IMRF Best Research Award in recognition of the Quality-Group-Individual Effort on Rigorous Research. **November 15, 2019**.
- IMRF Excellence Award in recognition of the consistently superior performance in **Corporate Social Responsibility, May 2018**, at the IMRF’s 75<sup>th</sup> International Conference on Law, Management, Business, Economics & CSR Thailand 2018, Asian Institute of Technology.
- Excellence Presentation Award (Oral) at the 4<sup>th</sup> Greater Mekong Subregion International Conference (GMSIC) 2017, **July 14, 2017**, the **National University of Laos and Khon Kaen University**.
- Best Presenter Award at 3<sup>rd</sup> International Conference on Statistics, Accounting and Management, **25-26 August 2017, KL**.
- Highly Commended Paper Award **2016, Emerald and Literati Network**
- Highly Recommended Paper Award **2016**, International Symposium in Service Management (IRSSM), **Mahidol University**.
- Excellence Paper Award (Oral) **2016**, The Third Greater Mekong Subregion International Conference (GMSIC) 2016, **Khon Kaen University**.
- IMRF Excellence Award **2015** in recognition of consistently superior performance in Management Science.
- Best Paper Award **2015**, IPN-IWNEST Journal Publication, Malaysia.

## Keynote Speeches



- Keynote to the International Conference on Advent trends and practices in economics, education technology, women empowerment & applied sciences. ICATP-VIRTUAL 2023. Technical Session II, 29 July, 2023. Sabarmati University & Inspira Research Association – IRA.
- Keynote to the 2<sup>nd</sup> International Conference on Engineering Research and Application 2023 (ICERA 2023), 24-26 May 2023, Bangkok. <https://www.icera2023.org/speakers>. All accepted papers will be published in AIP Conference Proceedings (Indexed by Scopus).



- Keynote to the International Summit on new advances in business, finance, and management, March 27-29, 2023, organized by Bundelkhand University.
- Keynote to the International Conference on multidisciplinary research and Innovation in management, commerce, economics, woman empowerment, education, pollution control, and environmental sustainability. Feb 27-28, 2023. Organized by S.S. Jain Subodh P.G. Mahila Mahavidyalaya, and INSPIRA Research Association – IRA.
- Keynote to International Conference on multidisciplinary academic research Thailand 2023, jointly organized by IMRF Institute of Higher Education & Research Thailand Chapter, Rangsit University, Metharhat University, and the Association of Researchers Thailand, and IMRF India. Feb 23-24, 2023.
- Keynote to International Conference on global challenges and opportunities in research & innovations led economy, information technology, women empowerment, social science, environment and green growth. Jointly organized by S.S.G. Pareek P.G. Girls College, and INSPIRA Research Association – IRA. Jan 6-7, 2023.
- November 28, 2022. Keynote, to UFTE 1<sup>st</sup> International Tourism Educators Convention and Research Conference (ITECReC2022) organized by the Union of Filipino Tourism Educators. Mandarin Hotel, Bangkok.
- Oct. 15-19, 2022 FAI-ART International Conference, at Shinawatra University, Mahachulalongkornrajavidyalaya University, and Mahamakut Buddhist University. Topic: Social enterprise for rural revitalization in Chiang Rai and Guizhou (China).
- Sep 26-27, 2022 International Conference on Recent Trends of Commerce, arts, science, management, and Humanities in the present scenario. Co-organized by Shri Rewa Gurjar Bal Niketan College, Sanawad, Research Foundation of India, and RFI-CARE.
- Sep 23, 2022. Roundtable, International webinar theme: metaverse and the future of education and business. Co-organized MIT Square, BLS Bizotto, and VENI Creator.
- Sep 21, 2022. Keynote to 澜沧江—湄公河减贫合作与农业发展论坛 \* **Forum on Lancang-Mekong Poverty Reduction Cooperation and Agricultural Development, organized by** 云南省农业科学院 (Yunnan Academy of Agricultural Sciences) and 中国 (昆明) 南亚东南亚研究院/云南省社会科学院 (Chinese Academy (Kunming) of South and Southeast Asian Studies/Yunnan Academy of Social Sciences). The topic: Use of socio-psychological and competence-based theories for rural development and poverty reduction in Thailand and China.
- June 5, 2022. Speech to World Environmental Day, Organized by Dept. of Botany, NCAC, Jaipur, India & MO College, India.
- June 3-4, 2022. Keynote topic “In search for business model-configured strategy map to develop CBT by use of neural network computation”, to International Conference on Advanced Research Strategies for Sustainable Development, by Career College Bhopal, India.
- May 29 2022. “A village entrepreneurial effort and achievement in organic coffee planting and branding”. Presented to the International Webinar IUGMS-IROF-2022, Theme: Innovation and Relevance in Organic Farming. Organized by FATER Academy of India, Mizoram Central University (India), and Institute of Agrarian Economics (Ukraine).
- April 2-3, 2022. Cannabis Science and Social Sustainability International Conference 2022 (CASSIC 2022). At Bangsomboon Subdistrict Administrative Organization.
- March 27, 2022. Educational Wounds of War by Global EU-Leaders Forum.
- Feb 2, 2022. Keynote to the 1<sup>st</sup> International Online Conference on ASEAN Perspective and Innovation, Organized by ASEAN Studies Center, Mahachula MCU Thailand.
- Jan 29 2022. Keynote to the International Multidisciplinary Conference on Future Vision for India. Organized by Daly College and Research Foundation of India.
- December 26-29, 2021. Keynote to Global Educators’ Congress on Interdisciplinary Research and Sustainable Development. Topics: The socio-cognitive base and mediating role of holistic student’s performance in enabling career search and academic self-efficacy”, Organized by the Rajamangala University of Technology Lanna Tak, University of Baguio, Ilocos Sur Polytechnic State College, and International Society of Teachers, Administrators, and Researchers.
- December 17, 2021. Keynote to Global Edu-Leaders Forum, “Success in Higher Education”.
- December 8-9, 2021. Keynote to International Conference on Management, Education and Emerging Technology, organized by Core Research Foundation, in association with Thai Research Association and ADGLE Philippines. Topic: Integrative voices of third-party objectivity and first-person ontology for bridging and balancing rigor and relevance goals in tourism research: rural tourism in Guizhou, China..
- December 3-4, 2021 Keynote topic: Injecting strategic risk management culture and system into company’s strategy map: Conference by Khmelnytskyi National University, Academy of Economic Sciences of Ukraine.
- Nov 26-28, 2021 Keynote topic: Factors influencing Guizhou’s rural tourism destination loyalty: a combined neural network – TOPSIS – structural equation modeling analysis. Conference organized by Kyiv National University of Trade & Economics, Ukraine, UNIFACVEST, Brazil, and FATER Academy of India.

- October 30, 2021, Keynote Topic “Engaging in-depth with Rural Communities to Improve Competitiveness and Sustainability along Global Citizenship Attitude: A Research Case Illustration”, Organized by the International Society of Teachers, Administrators and Researchers, in association with the Department of Education – National Capital Region, Philippines, Lyceum Northwestern University, and Bataan Peninsula State University.
- October 24, 2021. Keynote Topic “Creative Use of Youtube and Dialogical Pedagogy to Advance Students’ Research” at the Virtual International Multidisciplinary Research Conference with the theme “Resilience and Excellence in Education Admst the Pandemic”, Organized by Lyceum-Northwestern University, Institute of Graduate and Professional Studies.
- October 21-22, 2021. Keynote to International Conference co-organized by Kyiv National University of Trade and Economics, Ukraine, and Fater Academy of India. Topic: A model incorporating factors at hierarchy-irrelevancy context, individual and task efforts level in influencing the workplace innovation perceptions of the Thai Civil Service Commission.
- October 18, 2021. Keynote to International Conference organized by Asia Pacific Association of Educators Training Institute.
- October 10-11, 2021. Keynote to the International Conference on Multidisciplinary Research and Innovation in the field of Engineering, Commerce, Management, Humanities and Science. Organized by the Research Foundation of India and HERF, Sponsored by World ARGRA.
- September 24-26, 2021. Keynote “SEM validated civil participation role for community resilience through community-based tourism initiatives”, presented to the 2<sup>nd</sup> Beyond Books Publication International Multidisciplinary Research Conference, held in Athens, Greece.
- **18 Sep 2021:** Moderator at the Global Humanitarian Webinar, 18 Sep 2021. 9 AM–Noon, Brazil. [www.globaleduleaders.org](http://www.globaleduleaders.org).
- **12 Sep 2021:** Chairperson, moderator, International Webinar-2021 jointly organized by FATER Academy of India, Mizoram Central University (India), Institute of Agrarian Economics (Ukraine), and The Association of Researchers of Thailand. Theme: Challenges and Threats Post-Pandemic Developments concerned with Agricultural Sector. IUGMS-CTPDA-2021. 12 September 2021.
- **Aug 27-30, 2021:** Keynote Speaker: Change management concept and single-lopp, double-loop learning in PhD thesis supervision process. International Conference on Change Management and Leadership in The Academe Cum Demonstration Teaching Festival. Magsaysay State University, Asiann Association for Academic Integrity, Asian Society of Teachers for Research, and International Chamber of Language Teachers.
- **Aug 27,28, 2021:** Chairperson, International Multidisciplinary Conference on Recent Developments in Commerce, Management, Education, Humanities & Social Sciences (IMCRD Virtual – 2021). Organized by Barkatullah University, INSPIRA Research Association – IRA.
- **July 10, 2021:** Chief Guest and Speaker, International Virtual Conference on New Challenges & Opportunities in the field of Education, Science, Management, Commerce, Humanities, Agriculture & Technology in the Current Scenario. Research Foundation of India.
- **July 1-2, 2021.** Keynote to the 3<sup>rd</sup> International Conference on Multidisciplinary and Current Educational Research – 2021, Organized by Maha Chulalongkorn University, Ayutthaya, Thailand, on the topic “A balanced scorecard configuration of business model to facilitate community development and learning to succeed in community-based tourism”.
- **June 25-28, 2021.** Keynote to 24<sup>th</sup> FAI-International Conference, on Global Trend of Data Analytics in Business Management, Social Sciences, Medical Sciences and Decision Making, in association with the Institute of Technology, Gopeshwar, Chamoli, Uttarakhand, India, and UNIFACVEST University Center, Santa Catarina, Brazil, on topics, “structural equation modeling to imply marketing strategies from slices of the big data: A case of Tmall, China.”
- **June 12-14, 2021.** Keynote to International Educators and Researchers Summit, Organized by the Asia Pacific Association (APA) of Educators Training Institute. On Topics: Pedagogy-Andragogy-Heutagogy and Theories of Learning to Mentor Postgraduate Students.
- **June 4-5, 2021.** Co-Chair, presented “Operations Management – 5S structure to embed theories of non-OM disciplines” to the International Multidisciplinary Conference on “Innovations and Sustainable Practices in Commerce, Management and Social Sciences: Future Prospects and Challenges” (ICCMSS Virtual-2021), Organized by Maniben Nanavati Women’s College, Mumbai in association with Inspira Research Association, Jaipur.
- **May 30, 2021.** Guest of an honour keynote speech to The International Conference on “New Challenges and Opportunities in the Field of Education, science, management, commerce, humanities, agriculture and Technology in the current scenario. Organized by ANNIE Besant, College, Indore, and Research Foundation of India.
- **May 13, 2021.** Presented to Industry 4.0 to 15th anniversary of the Department of Management of the Lviv State University of Internal Affairs “ Management and Security: Theoretical and Applied Aspects ”.
- **May 11, 201.** Keynote to Red Talks International conference on the eve of national technology day awards.

- **April 26, 2021.** Delivered an invited speech on Intellectual Property and Ideas to Market, to the Center for Professional Advancement, UK.
- **April 29-30, 2021.** Keynote and Chairperson to International Conference on Research and Practices in Humanities Social Sciences, Education, Commerce & Business Management (ICHSECM-VIRTUAL 2021). Organized by INSPIRA Research Association, Jaipur, LAL Bahadur Shastri PG College, Jaipur. Keynote speech: Trilogy of strategy – Lewin Change Model Supported.
- **April 28-30, 2021.** Keynote on “Conceptualizing towards a human-cyber-physical system (HCPS) based view of competition in preparation for industry 5.0” at the International Educators’ Summit on E-learning and Innovative Pedagogies, Philippines.
- **April 24, 2021,** Keynote speaker at the inauguration of the students’ publication chapter at Rajalakshmi Institute of Technology. Webinar on the Art of Writing Research Papers and Ethics in Publishing.
- **April 22, 2021,** Keynote speaker at the International Conference on Innovative Business Practices in Digital Era (IC-IBPDE), Organized by the Research Foundation of India and Renaissance University, Indore, India. **Topic presented:** Conceptualizing a Human-Cyber-Physical Systems (HCPS) based View of Competition in Preparation for Industry 5.0.
- **April 16, 2021,** Keynote speaker at the Cannabis Science and Social Sustainability International Conference 2021 (CASSIC 2021), title “Learning to develop a new Industry – Cannabis, with competitiveness edge”, and co-authored another paper titled “medical cannabis cases as an educable base for industry development”.
- **April 11, 2021.** Keynote on SDG11, to the Development Summit 2021 Representative of 17 Countries in collaboration with 20 international Organizations, GPSDS 2021.
- **March 31, 2021.** Keynote on “learning to develop a new industry – Cannabis, with competitiveness edge”, to Cannabis Science and Social Sustainability International Conference 2021 (CASSIC 2021), Chiang Mai.
- **March 20, 2021.** Keynote to a Conference organized by Bundelkhand University, on Promoting Entrepreneurship. Title: Whole-Brain Model for Entrepreneurship: A Research Report, Scientific Concept and Post-COVID-19 Consumer Trends Illustrated.
- **Feb 19-21, 2021.** Keynote speaker to the 23<sup>rd</sup> FAI-ICS 2021, 19-21 Feb. 2021. Theme: Emerging trends and adaptation of spirituality in management, artificial intelligence, education, health, tourism, science and technology. Fater Academy of India, Arul Anandar College, Madurai, Tamil Nadu, India and Unifacvest, Centro Universitario Facvest, Brazil. Title: AI-Paradigmatic Guided Systems to Solve Socio-Business Problems: A Spiritual and Science Connection.
- **Feb17-19, 2021.** Keynote speaker to IMCFT-2021 International Multidisciplinary Conference on Future Trends in Commerce, Economics, Management, Education, Social Sciences, Applied Sciences, Technology, Art & Culture. Organized by Rajasthan Sangeet Sansthan (Govt. PG College, Govt. of Rajasthan), Jaipur, and INSPIRA Research Association, Jaipur. Title: PARADIGMATIC COMPETENCE TO EMBRACE FUTURE TRENDS AND RESEARCH: A SCIENCE-SPIRITUALITY PATH.
- **Jan 30, 2021.** Guest speaker. Adventure tourism. Department of Tourism, Government of Uttar Pradesh.
- **January 29-31, 2021.** Keynote speaker at the International Educators’ Summit on Interdisciplinary Research. Theme: Recalibrating leadership and the culture of research in the new normal.
- **December 20-22, 2020: Invited** Talk on artificial intelligence use in tour guide field-trip education. Title: “The 3E (efficiency, effectiveness, and efficacy) conceptual model explaining the significant roles of the execution quality of tour guide field trip in contributing to students’ self-efficacy and career choice. The 22<sup>nd</sup> FAI International Conference, jointly organized by the American College (Autonomous) Madurai, Tamilnadu, India, and FATER Academy of India on Mathematical, Computational Intelligence and Engineering Approaches to Healthcare, Business and Tourism Analytics 2020, 22<sup>nd</sup> FAI-ICMCIE 2020.
- **December 15, 2020, India:** Keynote guest address to IMRF-United Nations 2020 and Beyond Shaping Our Future Together. International Webinar on UN Goals – Quality Education, **December 15, 2020.**
- **November 20-22, 2020:** Invited talk on sustainable livelihood model of community-based tourism in Chiang Rai – the use of neural networks and structural equation modeling. India, Ukraine, Brazil & Greater Mekong Subregion International Conference 2020 (IUBGMS-2020).
- **2020 India:** Keynote on the “use of BSC for sustainability livelihood development” organized by Suresh University on the 7<sup>th</sup> Annual International Virtual Conference on Sustainability in Current Scenario: Challenges and Solutions (SCSCS-2020), **November 05-07, 2020.**
- **2020 Philippine:** Keynote on “Social Cognitive Theory in Educational Practices and Teachers Perspective to New Normalization During-and-Post Covid 19” to the International Congress on Research-based Instructional Strategies in Teaching English to Speakers of Other Languages, **November 6-8, 2020.**
- **2020 Philippine:** Keynote to 1<sup>st</sup> Global Training-Working on Scientific Writing, Peer Reviewing and Editing Research for International Publication. Organized by the International Society of Teachers, Administrators and Researchers in collaboration with the Philippine Association of Institutions for Research, Asian Society for Teachers of Research, Asian Association for Academic Integrity, and International Alliance of English Language Teachers, **September 18-21, 2020.** Topic: Writing Academic Paper for Publishing.

- **2020 India:** Keynote to India Ukraine and Greater Mekong Sub Region. International Webinar – 2020 IUGMIW-2020, **12 September 2020**. Topic: Sustainable Challenges and contributing factors for Community-based Cultural and Natural Tourism: Cases with Chiang Rai, Thailand.
- **2020 India:** Keynote to International Conference on Business Management & Analytics 2020, **September 01-02, 2020**. Topics: Sustainable SCM.
- **2020 India:** WCISE'20 Scimago-indexed conference in the field of science, materials, computer science, mechanical engineering, electrical and electronics engineering and technology. **August 22<sup>nd</sup>, 2020**. Topics: Implications drawn from the Theory of Planned Behavior to Facilitate “New Normalization” in Higher-Learning Institutions at Post Covid-19.
- **2020 India:** Moderator and presenter to INDIA BRAZIL AND GREATER MEKONG SUB-REGION INTERNATIONAL WEBINAR-2020 (IBGMIW-2020) on the POWER OF SPIRITUALITY IN THE QUALITY OF LIFE AND PERPETUITY OF BUSINESS. **22<sup>nd</sup> AUGUST 2020** (4.00 PM-8.00 PM as per Indian Standard Timing).
- **2020 India:** International Conference on Business Management & Analytics 2020. **August 17-18, 2020**. Topic: AI and IoT in Supply Chain Management.
- **2020 Philippine and Singapore:** 15 JMRC (15<sup>th</sup> Joint Multidisciplinary Research Conference), **14-16 August 2020**. Topic: A research-based stimulus organism framework as a context for further educational reform.
- **2020 India:** International Conference on Business Management & Analytics 2020, by IMRF. Topics: AI for sustainability. **July 17-18, 2020**.
- **2020 India:** International Yoga Day. Organized by Patanjali Yoga Samiti, Lucknow East. **June 21, 2020**.
- **2020 India:** International Symposium on Writing Papers and Ethics in Publishing by Rayat Group of Institutions, Ropar Campus.
- **2020 India:** Red (Research Educational) Talks International. Topic: Strategic management and strategy – an introduction. **June 13, 2020**.
- **2020 India: E-Education:** Challenges & Solutions, Organized by Medi-Caps University, Indore, India, in association with Alma World Limited, United Kingdom, and APBS A Vicienne Business School, Republic of Tunisia. **May 31, 2020:** 10AM – 1 PM (IST). Delivered on Educational Reform.
- **2020 India.** Webinar on “sustainability and positivity psychological capitalization through developing our consciousness”. **26 May 2020**. 3 PM – 4 PM. SRM IST, NCR Campus, Ghaziabad.
- **2020 India.** International Webinar on “Impact and Strategies for Tourism, Service Management and Academic Sector. **24-25 May 2020** (4 PM to 7 PM IST). Deliver a speech on SOR Framework for Students’ Career Performance Belief: Lesson from Covid 19 and Educational Reform Forward.
- **2020 India,** Transforming oneself through developing consciousness towards positivity in reality. Leaders Forum (LLF) India. **May 24, 2020**.
- **2020 India,** Writing Papers & Ethics in Publishing. Institute of Science and Technology, Delhi-NCR Campus, Ghaziabad (U.P.). Webinar, **30<sup>th</sup> April 2020**.
- **2020 Taiwan:** Invited Speaker, on “CDIO and its systems theoretical groundworks from the context of management sciences”. 2020 International CDIO Workshop on Smart Green Synergy. Feng Chia University. At 跨領域工程教育人才培育與研究計畫辦公室. **Jan 2020**.
- **2019 Bangkok:** Keynote on topic “Theoretical Background and Empirical Cases for Supply Chain in Embracing IoT-AI Era” at the WCISE 2019 “2<sup>nd</sup> World Conference on Innovations in Management, Science and Engineering”. December 30, 2019.
- **2019 India:** Delivering a keynote on “Mastering the Microscopic Phenomena in Embracing Supply Chain Management Changes in the Emerging IoT-AI Era,” at the International Conference on Engineering, Mathematical and Computational Intelligence, 21-23 December 2019, Jabalpur Engineering College – Jabalpur (M.P.) and Walchand Engineering College, Sangli, India, Jabalpur (M.P.), India.
- **2019 Thailand:** Invited talk on the topic “The economic impact analysis of culture and nature tourism destinations in Chiang Rai province applied in the guideline of the global sustainable tourism council (GSTC): Case study of Huai Pa Kang Temple and Tham Pum Tham Pla, Tham Luang, Kun Nam Nang Non.” Presented to the Seminar “Into the Cave Tourism Development and Sustainability”, organized by Mae Fah Luang, on 8 December 2019.
- **2019 India:** An Exploratory Study of the Spirituality-Oriented Experiences of Tourists. Keynote to the 2<sup>nd</sup> India-Greater Mekong Sub-Region International Conference (IGMSIC) 2019: Emerging Trends in Tourism, Entrepreneurship and Management, 27-29 November 2019. Fr. Agnel College of Arts and Commerce, Goa, India.
- **2019 AIT Bangkok:** A combined neural network-SEM approach in validating the mediating role of organizational learning. At the International Conference on Global Trends in Management, Economics, Law & Social Sciences Thailand 2019, November 15-16, 2019. AIT, Bangkok.
- **2019 India:** Coffee-and-Tea based Community-based Tourism: Part I – Use of Balanced Scorecard Framework for Sustainable Business Model Design and Implementation. Coffee-and-Tea based Community-based Tourism: Part II – A SOR Approach to Brand Management. International Conference



on “Tourism, economic growth and women empowerment: Understanding the Linkages, challenges and destination,” and an international workshop on “intelligent information socio-medical sciences modeling 2019”. Swami Vivekanand Govt. Post Graduate College, India.

- **2019 Thailand:** AIT, Bangkok: Keynote speech on “Moving Thailand’s Agriculture Industry to the Next Competitive Level through Internet of Things (IoTs)”. International Conference on Global Trends in Business, Legal & Social Sciences Thailand 2019.
- **2019 India:** Keynote speech, 10<sup>th</sup> International Conference on “Emerging Trends in Computing Technology and Management”, **7<sup>th</sup>-9<sup>th</sup> February 2019**, Technocrats Institute of Technology, Bhopal (M.P.), India, Rajiv Gandhi Proudyogiki Vishwavidyalaya, Bhopal, India, University of Management and Economics, Kampong Cham Campus, Cambodia, Rajapark Institute, Bangkok, Thai IoT Association, The Association of Researchers of Thailand, FATER Academy of India.
- **2019 Thailand:** Use of Balanced Scorecard Framework for Community-based Tourism Development, Its Business Model Design and Implementation. Keynote at the International Conference Thailand, Organized by IMRF Institute for Research & Education, SBBS University, Jalandhar, Punjab, India, CIU India, IIM Australia, and DRPF Macedonia, at Asian Institute of Technology, March 29-30, 2019.
- **2018 China:** Institute of Southeast Asia Studies, Yunnan Academy of Social Sciences. October 20, 2018.
- **2018 Goa, India:** “The Mediating Role of OL in Leveraging the Influence of Performance Measurement and Relationships Network in Hotel Operations and Customer-Facing Outcome” The First India-Greater Mekong Sub-Region International Conference (IGMSIC) 2018. November 15-17, 2018, at Fr. Agnel College, Goa, India. Co-organized by Khon Kaen University, National University of Laos, Rajapark Institute Bangkok Thailand, The Institute of Social and Economic Initiatives Ukraine, University of Management and Economics Cambodia, and FATER India.
- **2018 Thailand:** “Brand Management through Stimulus-Organism-Response (SOR) Integrative Efforts” International Conference on Global Trends in Management, Economics, Commerce and Legal Studies Thailand, Nov. 19-20, 2018.
- **2018 Thailand:** International Conference on Law, Management, Business, Economics and CSR Thailand. Topic: Role of social responsibility by Academicians. 25-26 May 2018
- **2018 India:** Keynote Speaker at the International Conference on Digital India: Empowering the Society, Organized by The Department of Chemistry, Bareilly College, Bareilly, India NAAC “A” Grade University. U.P. India, 27 Jan 2018.
- **2017 Thailand:** Keynote Speech: Studying a Group Tour to Xishuangbanna based on a Stimuli-Organism-Response (S-O-R) Framework: Implications to Marketers and Policy Makers. International Science Congress Thailand (ISCTH) 2017, October 2-3 2017, Asian Institute of Technology.
- **2017 India:** Keynote Speech delivered to the ICSSAM (International Conference on Science, Social Sciences, Agriculture and Management) and Workshop on Soft Computing Modeling in Medical Sciences and Engineering, sponsored by the Department of Science and Technology, Government of India, and organized by Birla Institute of Applied Sciences, Bhimtal, Uttarakhand, India, in collaboration with Forum for Advanced Training Education and Research Academy of India (FAI) and Marathwada Mathematical Society, Aurangabad, 12-14 June 2017.
- **2017 India:** Keynote Speech delivered to the IEEE International Conference on Advances in Mechanical, Industrial, Automation and Management Systems (AMIAMS-2017), 3-5 February 2017, Organized by the Department of Mechanical Engineering, Motilal Nehru National Institute of Technology (MNNIT), Allahabad, India
- **2017 India:** Keynote Speech delivered to the Global Summit on Corporate Social Responsibility 2017, Acharya Nagarjuna University (Ranked One in Intellectual Capital & Learning Experience as the Best Business School in India), Guntur, Andhra Pradesh, India, March 29-31 2017.
- **2017:** Keynote Speech delivered to and Chairperson at the International Conference on Women Entrepreneurship, E-Commerce, Management, Law, Gender Studies, Humanities & Social Sciences 2017: Govt. of India Approved Conference MHA Vide: F.No. 42170266/CC; MEA: F.No. AA/162/01/2017-388, Organized by International Multidisciplinary Research Foundation, in collaboration with the Center for Scientific Research Foundation and UNESCO, Gao, India, March 30-April 1, 2017.
- **2016 Thailand:** Keynote Speech delivered to the IPN Conference, 21-22 October 2016, Chiang Mai, Thailand.
- **2015 Thailand:** Keynote Speech presented to ICAESS (International Conference on Arts, Education and Social Science) 2015, October 9-10 2015, Chiang Mai.
- **2006 Vietnam:** Keynote Speaker at the AFBE Conference, The National Advanced Training Institute, Hanoi, Vietnam, 4-5 December 2006.
- **2006 Vietnam:** Keynote Speaker at the AFBE Conference, The National Advanced Training Institute, Hanoi, Vietnam, 4-5 December 2006.

### **Government and University- Funded Research Projects**

- April 2020 to April 2021, Thai Government: The development of competence of local communities in Chiang Rai for MICE travellers.

- August 2018-2019: IoT in Thailand. By Feng Chia University and National Tsing Hua University, Taiwan: The “Silicon Valley in Asia.
- Thailand: Oct 2018- March 2020: Community-based tourism destination brand management for sustainable performance.
- MFUL Oct 2018 – April 2020: The Economic Impact Analysis of Culture and Nature Tourism Destinations in Chiang Rai Province applied in the guideline of the Global Sustainable Tourism Council (GSTC): Case of Huai Pa Kang Temple and Tham Luang.
- MFU: 2018-2019: แนวทางการจัดการธุรกิจเพื่อสังคมอย่างยั่งยืนในอุตสาหกรรมการท่องเที่ยว กรณีศึกษา Tribes ETC. Management Approach of Sustainable Social Enterprise in Tourism Industry: A Case Study of Tribes ETC.
- MFU: 2018-2019: แนวทางการสร้างนวัตกรรมด้านการบริการการท่องเที่ยวโดยชุมชนวิถีกาแฟ กรณีศึกษา หมู่บ้านปางขอน จังหวัดเชียงราย. Service Innovation Approach of Community Based Coffee Tourism: A Case Study of Pang Khon Village, Chiang Rai Province.
- MFU: 2017-2019: รูปแบบธุรกิจประชารัฐเพื่อการส่งเสริมการท่องเที่ยวโดยชุมชนวิถีกาแฟในจังหวัดเชียงราย กรณีศึกษา หมู่บ้านคอยช้าง. Civil State Business Model for Community Based Coffee Tourism Promotion in Chiang Rai Province: A Case Study of Doi Chang Village.
- MFU: 2017-2019: รูปแบบกิจการเพื่อสังคมสำหรับการจัดการการท่องเที่ยวโดยชุมชนวิถีชาในจังหวัดเชียงราย: กรณีศึกษา หมู่บ้านห้วยน้ำกิน. Social Enterprise Model for Community Based Tea Tourism Management in Chiang Rai Province: A Case Study of HuaiNam GreunVillage.
- Hot spring research in Chiang Rai, Thailand. Service model and competences development.

### **Ph.D. Theses External Examiner**

- June 2023: HR Practices in Dairy Industry (A study of Vijaya Visakha Dairy Limited and Heritage Food Limited), Doctor of Philosophy Thesis, Department of Commerce and Management Studies, Andhra University, Visakhapatnam, Andhra Pradesh, India.
- Feb, 2023: A Study on the Problems and Prospects of Startups with special reference to Andhra Pradesh. Faculty of Commerce & Management Studies, Archarya Nagarjuna University.
- Jan, 2023: Assessment of Service Quality and Customer Satisfaction (A Study of Kabul-based Telecommunication Services in Afghanistan). Andhra University, Visakhapatnam, Andhra Pradesh, India.
- December, 2022: Customer Buying Behavior towards Branded Dress: A Comparative Study between Iraq and India. Faculty of Commerce and Management Studies, Archarya Nagarjuna University.
- August 2022: Mediating effect of employee resilience on quality of work and employee engagement among Gen-Y employees. Department of HRM, Acharya Nagarjuna University.
- August 2022: Develop innovative path applications for next-generation boarding experience. Department of Commerce and Business Administration, Acharya Nagarjuna University.
- August 2022: A study of emotional healing and employee empowerment in determining the employee performance in servant leadership style: An empirical evidence from Indian banking sector in Amaravathi region. Department of Commerce and Business Administration, Archarya Nagarjuna University.
- July 2022: Financial performance of APDISCOMS – A comparative analysis between APEPDCL and APSPDCL. Commerce and Management Studies Faculty, Acharya Nagarjuna University.
- July 2022: A study on customer buying behavior on conventional and branded jewellery in selected cities of South India – A comparative analysis. Department of Commerce & Business Administration, Acharya Nagarjuna University.
- May 2022: Impact of foreign direct investment on Indian economy: an analysis. Department of Commerce and Management Studies, Andhra University, Visakhapatnam.
- May 2022: A study on customer buying behavior on conventional and branded jewellery in selected cities of South India – A Comparative Analysis. Commerce and Management Studies, Acharya Nagarjuna University.
- Jan 2022: The performance study on digital transformation regarding CRM and SCM technologies towards business optimization for the selected companies. Commerce and Management Studies, Acharya Nagarjuna University.
- October 2021: A study of determinants of capital structure in fast-moving consumer goods sectors in India. Department of Commerce and Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar – 522510.
- September 2021: A study of the performance of self-help groups in the empowerment of women in marine fishing community of Krishna and Prakasam Districts, Andhra Pradesh. Department of Commerce and Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar – 522510.

- Feb 2021: Impact of foreign direct investment on Indian economy: An analysis. Department of Commerce and Management Studies, Andhra University, Visakhapatnam, Andhra Pradesh, India.
- April 2021: Electronic Human Resource Management Practices in Banking Sector. Department of Commerce and Management Studies, Andhra University, Visakhapatnam, Andhra Pradesh, India.
- December 2020: Problems and prospects of the film industry in Andhra Pradesh – a perceptual study of producers, distributors, exhibitors and viewers. Department of Commerce and Management Studies, Andhra University, Visakhapatnam, Andhra Pradesh, India.
- **October 2020:** A study on job satisfaction among the faculty members in engineering colleges with special reference to Rayalaseema Region, A.P. PhD, Department of Commerce and Business Administration, Acharya Nagarjuna University.
- **October 2020:** Rural financial inclusion in Andhra Pradesh. Department of Commerce and Business Administration, Acharya Nagarjuna University.
- **August 2020:** A COMPARATIVE STUDY ON OCCUPATIONAL STRESS AMONG WOMEN NURSES IN PUBLIC & PRIVATE SECTOR HOSPITALS OF GUNTUR DISTRICT IN ANDHRA PRADESH. Department of Human Resource Management, Acharya Nagarjuna University.
- **2020, July:** Socio-economic impact of microfinancing through self-help groups in Prakasam district, A.P. Acharya Nagarjuna University, India. PhD in Commerce and Business Administration.
- **2020, July:** Role stress and work-life balance among women employees – a study of the information technology industry in Bangalore, Chennai and Hyderabad. Acharya Nagarjuna University, India. PhD in Commerce and Business Administration.
- **2020, June:** The moderating role of competencies in competency-based human resource management and its impact on employee engagement (With Reference to Select Information Technology Companies in Hyderabad). Acharya Nagarjuna University, India. PhD in Commerce and Management Studies.
- **2019:** A STUDY ON THE IMPACT OF SOCIAL NETWORKING SITES ON THE ACADEMIC PERFORMANCE OF ENGINEERING STUDENTS WITH SPECIAL REFERENCE TO KRISHNA AND GUNTUR DISTRICTS, ANDHRA PRADESH. December 2019.
- **2019:** A COMPARATIVE STUDY ON OCCUPATIONAL STRESS AMONG WOMEN NURSES IN PUBLIC & PRIVATE SECTOR HOSPITALS OF GUNTUR DISTRICT IN ANDHRA PRADESH. August 2019.
- **2019:** IMPACT OF NON-PERFORMING ASSETS ON FINANCIAL PERFORMANCE OF SELECTED COMMERCIAL BANKS IN INDIA. July 2019.
- **2018:** For Hanumanthu Kanaka Durga, for PhD in Commerce & Business Administration: Performance Evaluation of Mutual Funds in India – With Special Reference to Equity Mid and Small Cap Funds. Acharya Nagarjuna University: Top 1 in Intellectual Capital and Learning Experience in India's Best Business School, 2016.
- **2018:** For Malathi Gottumukkala, for PhD in Commerce & Business Administration: Total Quality Management and its Impact on Customer Satisfaction in Indian Dairy Industry. Acharya Nagarjuna University: Top 1 in Intellectual Capital and Learning Experience in India's Best Business School, 2016.
- **2018:** Hima Lakshmi Boppana. Working Capital Management in Indian Pharmaceutical Industry – An Analytical Study of the Selected Companies. Department of Commerce & Business Administration. Acharya Nagarjuna University. Guntur District, Andhra Pradesh, India.
- **2018:** Subramanyam Mamidala. Trends in Production and Exports to Fish Products in Andhra Pradesh: With Special Reference to the Selected Districts. Department of Commerce & Business Administration. Acharya Nagarjuna University. Guntur District, Andhra Pradesh, India.
- **2018:** A Study on the Impact of Artificial Intelligence Techniques in Activity-based Costing for the Selected Companies in Iraq. Department of Commerce & Business Administration. Acharya Nagarjuna University. Guntur District, Andhra Pradesh, India.
- **2017:** For Gangineni Dhanaiah, for PhD in Commerce & Business Administration: A Study on Volatility and Co-Movement of Selected Sectoral Indices of National Stock Exchange of India (NSE). Acharya Nagarjuna University: Top 1 in Intellectual Capital and Learning Experience in India's Best Business School, 2016.

## **Individual Peer-Reviewed Research Publications**

### **Web of Science, Scimago/Scimago Q1, Q2, Q3, Q4, Thailand TCI-1,2, etc.**

1. Zhao Shulan and Tan, Chai Ching (2023). A comparative analysis of the Japanese overseas SEZ in Phnom Penh and the Chinese overseas SEA in Sihanoukville, Cambodia: from the perspective of Porter's diamond model. *International Journal of China Studies*, 14(1), 171-207. Scopus, Q3. By Universiti Malaya.
2. Tan, Chai Ching (2023). Roles played by negotiation style and organizational culture matching, and ethical leadership in organizational citizenship behavior. *International Journal of Global Research Innovations & Technology (IJGRIT)*, 1(1), 1-16. First Edition, contribution as editorial board committee.
3. Ye Min and Chai Ching Tan (2023). Flow-based live-streaming shopping. *International Journal of Advanced Research*, 11(3), 99-114. ISSN: 2320-5407. <http://dx.doi.org/10.21474/IJAR01/16396>

4. Tan, C.C. (2023). Chapter 14: Towards an Integrated Account of Competence-Based Theory of Competition for Community-Based MICE (Meetings, Incentives, Conferences, and Exhibitions) Tourism Segment Transformation Effort. In Umendra Narayan Shukla, PhD Sharad Kumar Kulshreshtha, PhD (Eds.). Post-COVID Tourism and Hospitality Dynamics : Recovery, Revival, and Re-Start. AAP (Apple Academic Press) and CRC Press: Taylor and Francis Group. <https://www.appleacademicpress.com/post-covid-tourism-and-hospitality-dynamics-recovery-revival-and-re-start/9781774915127>. To release in September 2023.
5. Peili Yin, & Chai Ching Tan (2022). Effectiveness of online dance teaching in college dance majors: the case of Jinjiang College of Sichuan University. *Journal of Arts Management*, 6(4), 1883-1907. TCI-1.
6. Pankaj Srivastava, M. Lellis Thivagar, Georgia Irina Oros, and Chai Ching Tan (Eds.) (2022). Mathematical and computational intelligence to socio-scientific analytics and applications, *Lecture Notes in Networks and Systems*, Volume 518, pp. v-x. Springer. <https://doi.org/10.1007/978-981-19-5181-7>. Series ISSN: 2367-3370. E-ISSN: 2367-3389. <https://www.scimagojr.com/journalsearch.php?q=21100901469&tip=sid&clean=0>.
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8. Tan, C.C. (2022). AI-Guided Paradigmatic Competence to Embrace Future Trends and Research: A Science–Spirituality Contribution. In: Srivastava, P., Thivagar, M.L., Oros, G.I., Tan, C.C. (eds) *Mathematical and Computational Intelligence to Socio-scientific Analytics and Applications*. *Lecture Notes in Networks and Systems*, vol 518, pp. 35-46. Springer, Singapore. [https://doi.org/10.1007/978-981-19-5181-7\\_4](https://doi.org/10.1007/978-981-19-5181-7_4)
9. Ye Min and CC Tan (2022). Research and application of agricultural energy Internet intelligent system for live streaming e-commerce based on MATLAB analysis in China. *Energy Reports*, 8(S12), 227-239. Elsevier. <https://www.sciencedirect.com/science/article/pii/S2352484722022442>. Q1.
10. Ye Min and CC Tan (2022). Research and application of compulsive buying behaviors of consumers in e-commerce live streaming big data. *Human-Centric Intelligent Systems*. Doi: 10.1007/s44230-022-00010-2. Springer Nature.
11. Tan, C.C. (2022). Towards an Integrated Account of Competence-Based Theory of Competition for Community-Based MICE (Meetings, Incentives, Conferences, and Exhibitions) Tourism Segment Transformation Effort. In Upendra Narayan Shkula and Sharad Kumar kulshreshta (Eds). Post-COVID tourism and hospitality dynamics. *Advances in Hospitality and Tourism*. Apple Academic Press, CRC Press. <https://www.appleacademicpress.com/post-covid-tourism-and-hospitality-dynamics-recovery-revival-and-re-start/9781774915127>.
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21. Ye, M., & Tan, C.C. (2022b). Bibliometric knowledge mapping of compulsive buying behaviors of customers in e-commerce livestreaming platform on data mining. Presented to 2022 3<sup>rd</sup> International Conference on E-Commerce and Internet Technology (ECIT2022), AEIC Academic Exchange and Information Center, Zhang Jiajie, China, 4-6 March, 2022.
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28. Rui Xue, & C.C. Tan (2022). Current Situation Analysis of Chengdu Primary and Secondary Schools under the Policy of “Double Reduction”. Presented to The Third Rajamangala University of Technology Rattanakosin International Conference (RNTR-Icon 2022) Proceedings, Theme: Technology and Creativity Integration toward New Normal Digital Service, June 22-24, 2022.
29. Peili Yin, & C.C. Tan (2022). Effectiveness of Online Dance Teaching in College Dance Majors: Case of Jinjiang College of Sichuan University. Presented to The Third Rajamangala University of Technology Rattanakosin International Conference (RNTR-Icon 2022) Proceedings, Theme: Technology and Creativity Integration toward New Normal Digital Service, June 22-24, 2022.
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80. Zhao, Shulan, C.C. Tan, and Jiang Chun (2019). 波特“钻石”理论与“一带一路”倡议作为发展模式的优势与不足. Presented to IAS-LIEN 2019 Conference: Effective, Accountable and Inclusive Governance, at Nanyang Technological University, Singapore, 18-21 June, 2019. 上世纪 90 年代, 哈佛商学院迈克尔·波特教授在其《国家竞争力》一书中提出经典钻石模型。波特认为, 产业的国际竞争力由四个相互影响的因素决定, 企业战略、结构和竞争, 需求条件、要素条件, 以及相关支撑产业, 此外, 政府行为也是影响产业竞争力的重要环节。本文以历史的视角, 审视半个多世纪以来日本和泰国的合作, 基于波特的钻石理论, 厘清其中的成功因素, 并以此反观一带一路倡议下的中泰经济合作项目。“一带一路”倡议提出的五年来, 取得了不少成就, 但同时面临更多挑战。学术界对此有很多不同的观点和解读。本文试图运用钻石理论对比“日泰合作”模式与“一带一路”合作模式, 客观分析“一带一路”项目推进中的成败得失。
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### **Student Thesis Journal Publications**

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  232. Nang Poe Hnin Phyu, Chai Ching Tan, Chatrudee Jongsuriyapart, and Sangchan Kantabutra (2015), A Study of Student Satisfaction of Service Quality in Mae Fah Luang University: An Empirical Study through Adapted SERVQUAL, *International Journal of Business, Management & Social Sciences*, Vol. IV, Issue 9(I), pp. 172-177. Impact Factor: 1.3409, ISSN: 2249-7463.

### **Supervised Student Thesis Research (Peer-reviewed International Conferences)**

233. Kanthita Damkam and Chai Ching Tan (2019). Skilful use of enterprise risk management (ERM) in leveraging strategy success and holistic BSC-based hotel performances. Oral presentation to the 2<sup>nd</sup> India-Greater Mekong Sub-Region International Conference (2<sup>nd</sup> IGMSIC) 2019. Conference theme: “Emerging Trends in Tourism, Entrepreneurship and Management”. Organized by The Department of Economics, Fr. Agnel College of Arts & Commerce, Pilar Goa, November 27-29, 2019. Publications,
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235. Nittaya Dabjan and Chai Ching Tan (2019). The S-O-R model in action for studying hostel customer behaviors. Oral presentation to the 2<sup>nd</sup> India-Greater Mekong Sub-Region International Conference (2<sup>nd</sup> IGMSIC) 2019. Conference theme: “Emerging Trends in Tourism, Entrepreneurship and Management”. Organized by The Department of Economics, Fr. Agnel College of Arts & Commerce, Pilar Goa, November 27-29, 2019.
236. Nang Herk Leng Pyo and Chai Ching Tan (2019). An extended stimulus-organism-response (S-O-R) theory incorporating JD-R for studying workforce dynamics of the pineapple sector in Chiang Rai. Oral presentation to the 2<sup>nd</sup> India-Greater Mekong Sub-Region International Conference (2<sup>nd</sup> IGMSIC) 2019. Conference theme: “Emerging Trends in Tourism, Entrepreneurship and Management”. Organized by The Department of Economics, Fr. Agnel College of Arts & Commerce, Pilar Goa, November 27-29, 2019.
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242. Nang Herk Leng Pyo and Chai Ching Tan (2019). An extended stimulus-organism-response (S-O-R) theory incorporating JD-R for studying workforce dynamics of the pineapple sector in Chiang Rai. International Conference on Global Trends in Management, Economics, Law & Social Sciences Thailand 2019. Nov 15-16, 2019, AIT, Bangkok. Proceedings of the International Conference on Multidisciplinary Academic Research Thailand, November 15-16, 2019, pp.128-138.
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