

# Curriculum Vitae

## Profile

Name: **Bonnie Yuanfeng Cai** (蔡远逢)

Nationality: Chinese

E-mail: [bonniecyf@hotmail.com](mailto:bonniecyf@hotmail.com)

Mobile Number: 15880263850 (Mainland China); 0640607098 (Thailand)

## Academic Background

### **Post-doc (Marketing) 2010-2013**

Xiamen University, P.R. of China

### **Visiting Researcher (Marketing) 2013**

Chinese University of Hong Kong

### **Doctor of Philosophy (Management in Marketing) 2006-2011**

College of Management, Mahidol University, Thailand

### **Master of Management (Entrepreneurship Management) 2004-2006**

College of Management, Mahidol University, Thailand

### **Bachelor of Art in Business Administration 1998-2002**

Siam University, Thailand (First Class Honor)

## Publications

### **JOURNALS**

1. Guo, Z., & Cai, Y. (2011). Exploring the antecedents of compulsive buying tendency among adolescents in China and Thailand: A consumer socialization perspective. *African Journal of Business Management*, 5(24), 10198-10209. [\(Corresponding author\) \(Indexed by SCOPUS & SSCI\)](#)
2. Cai, Y., & Shannon, R. (2012). Personal values and mall shopping behaviour: The mediating role of intention among Chinese consumers. *International Journal of Retail & Distribution Management*, 40(4), 290–318. [\(Indexed by SCOPUS Q1, SSCI & ABDC-A ranking\)](#)

3. Cai, Y., & Shannon, R. (2012). Personal values and mall shopping behavior: The mediating role of attitude and intention among Chinese and Thai consumers. *Australasian Marketing Journal*, 20, 37-47. (Indexed by SCOPUS Q1, SCIE/ESCI & ABDC-A ranking)
4. Shen, K. N., Cai, Y., & Guo, Z. (2016). When do online consumers shop in an offline store: The moderating effects of product characteristics. *Journal of Marketing Channels*, 23(3), 129-145. (Corresponding author) (Indexed by SCOPUS Q2, ESCI & ABDC-B ranking)
5. Cai, Y. (2018). The contribution of salient mall attributes to customer satisfaction: An importance-performance analysis across nations. *ASEAN Journal of Management & Innovation*, 5(1), January – June. (Indexed by Thai Journal Citation Index/TCI – tier 1)
6. Cai, Y. (2018). Exploring similarities and differences on mall shopping motives and patterns among Chinese and Thai shoppers. *ASEAN Journal of Management & Innovation*, 5(2), July – December. (Indexed by Thai Journal Citation Index/TCI – tier 1)
7. Cai, Y., & Nithisathian, K. (2019). The effects of learning difficulties on compulsive buying behavior: A study of Chinese university students. *Chinese Journal of Social Science and Management*, 3(2), 90-105. (Indexed by Thai Journal Citation Index/TCI – tier 2)
8. Cai, Y. (2019). Understanding Malaysian consumers' willingness to buy organic personal care products: The moderating effect of customer characteristics. *ASEAN Journal of Management & Innovation*, 6(2), July – December. (Indexed by Thai Journal Citation Index/TCI – tier 2)
9. Nithisathian, K., Takala, J., Srisuk, T., Cai, Y., Goerlich, M., & Daengrasmisopon, T. (2020). The black ocean strategy in Thailand logistic industry: The case study of used car sector. *Acta Logistica*, 7(1), 39-47. (Indexed by SCOPUS Q3, SCIE)
10. Cheng, B. L., Cham, T. H., Cai, Y., Chalke, A., & Dent, M. (2022). Does electronic word-of-mouth still contribute to boosting purchase intention? Understanding the role of gender as a moderator. *ICETIS (Conference Proceeding)*. (Indexed by SCOPUS)
11. Suttharattanagul, S. L., Cai, Y., & Moschis, G. P. (2022). Life course explanations of consumer responses to threats: The case of COVID-19. *Cogent Business & Management*, 9(1), 2151193. (Indexed by SCOPUS Q2, SCIE)
12. Yang, L., & Cai, Y. (2024). How does omni-channel experience shapes purchase intentions of legal services: a stimulus-organism-response perspective. *Asian Administration and Management Review*, 7(2), 190 – 203.

<https://doi.org/10.14456/aamr.2024.34> (Indexed by Thai Journal Citation Index/TCI - tier 1)

13. Guo, L., & Cai, Y. (2024). An analysis of the Impact of Text-based AI Chatbot on Consumer Purchase Intentions in Online Shopping Platforms. *International Journal of Sociologies and Anthropologies Science Reviews*, 4(6), 399 – 416. <https://doi.org/10.60027/ijasar.2024.4970> (Indexed by Thai Journal Citation Index/TCI - tier 2)
14. Lu, S., & Cai, Y. (2024). The Effect of Self-Efficacy on Knowledge-Sharing Behavior in Virtual Communities: The Moderating Role of Online Informational Support. *Journal of Social Development and Management Strategy*, 26(2), 183 – 205. Retrieved from <https://so04.tci-thaijo.org/index.php/jsd/article/view/275125> (Indexed by Thai Journal Citation Index/TCI - tier 2)
15. Zhou, R., & Cai, Y. (2024). The Impact of Anthropomorphism Strategy on Green Consumption Behavior. *International Journal of Sociologies and Anthropologies Science Reviews*, 4(6), 111 – 124. <https://doi.org/10.60027/ijasar.2024.4893> (Indexed by Thai Journal Citation Index/TCI - tier 2)
16. Cai, Z., & Cai, Y. (2024). The Impact of Immersive Experiences on Consumer Purchase Intentions in E-Commerce Live Streaming: An Examination of Hedonic, Utilitarian, and Social Values. *Journal of Modern Learning Development*, 9(9), 312 – 324. Retrieved from <https://so06.tci-thaijo.org/index.php/jomld/article/view/276793> (Indexed by Thai Journal Citation Index/TCI - tier 2)
17. Cheng, X., & Cai, Y. (2024). Influence of College Student' Artificial Intelligence Quotient on Employability. *Journal of Roi Kaensarn Academi*, 9(9), 1463–1477. Retrieved from: <https://so02.tci-haijo.org/index.php/JRKSA/article/view/273014> (Indexed by Thai Journal Citation Index/TCI - tier 2)
18. Zhang, Y., & Cai, Y. (2024). The Influencing Factors of Innovation Performance of Chinese SMEs in the Internet Industry Based on AMO Theory Model - A Case Study of Henan Province. *Suthiparithat Journal*, 38(4), October-December. (Indexed by Thai Journal Citation Index/TCI - tier 2)

## **CONFERENCES** (Proceedings or paper presentation)

1. Cai, Y. (2022, November). Innovation resistance explanation of text-based AI chatbot continuance intention. Paper presented at the Eleventh Annual International Conference on Consumer Research and Marketing: Frontiers of Theory, Method, and Practice, Bangkok, Thailand (Virtual).
2. Cai, Y. (2022, November). What influences Chinese consumers' willingness to buy and pay for organic personal care products? The predictive role of perceived quality.

Paper presented at the Eleventh Annual International Conference on Consumer Research and Marketing: Frontiers of Theory, Method, and Practice, Bangkok, Thailand (Virtual).

3. Dou, K., & Cai, Y. (2021, November). What drives the purchase intentions of live stream consumers in China – A live streamer perspective. Paper presented at the Tenth Annual International Conference on Consumer Research and Marketing: Frontiers of Theory, Method, and Practice, Bangkok, Thailand (Virtual).
4. Cai, Y., Shannon, R., & Prajitmutita, M. (2016, September). Consumers' purchase behavior of organic personal care products – A cross-national comparison between Chinese, Thai, and Australian consumers. Paper presented at the Eighth Conference on Retailing in the Asia Pacific, Bangkok, Thailand.
5. Cai, Y., Shen, K. N., & Guo, Z. (2013, August). When do online consumers need an offline store? The moderating effects of product characteristics. Paper presented at the AMA Summer Marketing Educators' Conference, Boston, USA.
6. Cai, Y., Shen, K. N., & Guo, Z. (2012, June). Adding bricks to clicks: When do offline channel attributes influence consumers' intentions to shop online? Paper presented at the International Conference on Globalization and Marketing Strategy, The 8th Royal Bank International Research Seminar, Shanghai, China.
7. Cai, Y., & Shannon, R. (2011, December). Exploring the effects of personal values on mall shopping behavior between Thai and Chinese consumers. Paper presented at the 15th Cross-Cultural Research Conference, Hawaii, USA.
8. Guo, Z., & Cai, Y. (2011, August). Exploring the antecedents of compulsive buying tendency among adolescents in China and Thailand: A consumer socialization perspective. Paper presented at the 8th Annual Conference of China Marketing Science, Guangzhou, China.
9. Cai, Y., & Shannon, R. (2010, November). Personal values and mall shopping behavior: The mediating role of attitudes of Chinese and Thai consumers. Paper presented at ANZMAC, Christchurch, New Zealand. (*Track Best Paper Award*)
10. Cai, Y., & Shannon, R. (2010, November). The contribution of salient mall attributes to customer satisfaction: An importance-performance analysis across nations. Paper presented at ANZMAC, Christchurch, New Zealand.
11. Shannon, R., & Cai, Y. (2010, November). A comparative analysis of values and shopping patterns among Chinese and Thai mall shoppers. Paper presented at ANZMAC, Christchurch, New Zealand.
12. Cai, Y., & Shannon, R. (2007, September). Investigating the relationship between personal values and mall shopping behavior: A generational cohort study on the new generation of Chinese and their previous generation. Paper presented at the Oxford Said Business School 4th Conference on Retailing in Asia Pacific, Bangkok, Thailand.

## Research in Progress

- Authors: **Cai, Y., & Cheng, B.L.**  
Title: *Comparing Quality, Building Loyalty: The Role of Consumption Values and Consumer Expertise in China's Organic Personal Care Market*  
Status: **Completed, will submit soon**
- Authors: Ying, Y., & **Cai, Y.**  
*The Impact of Fear Appeals and Sense of Power on Consumers' Sustainable Purchase Intention*  
Status: **Chinese version completed, plan to submit in 2025**
- Authors: **Cai, Y.,** Sun, J., & Tan, W.  
Title: *Strategic Matchmaking in Live Commerce: How AI vs. Human Streamers Influence Consumer Decisions for Experiential and Utilitarian Products*  
Status: **20% of manuscript completed, plan to submit in 2025**
- Authors: Cheng, B.L., & **Cai, Y.**  
Proposed Title: *Practical Role of Stress on Commitment among Hospitality Employees based on Hotel's Organizational Culture*  
70% of the manuscript completed
- Authors: Cheng, B.L., & **Cai, Y.**  
Proposed Title: *Post-COVID Customer Engagement: Evidence from Airline Industry*  
Status: 50% of the manuscript completed

## Work Experience

**National Institute of Development Administration (NIDA, Thailand)**

**Lecturer**

(International College)

(2024.10 – present)

- Lecturer of the Doctoral Program

**Stamford International University (Thailand)**

**Lecturer**

(Faculty of Business and Technology)

(2018-2024. 9)

- Senior Lecturer of the Doctoral Program (Business Administration) (2021-2024)
- Senior Lecturer of the Master of Business Administration (MBA) Program (2018- 2024)

**Ipag Business School (France)**

**Adjunct Lecturer**

(Master of Art Management) (2022)

**Assumption University (Thailand)**

**Adjunct Lecturer**

(Doctoral Program) (2022)

**Sripatum University (Thailand)**

**Lecturer**

(Sripatum International College) (03/2014 – 1/2018)

**Xiameng University (Mainland China)**

**Adjunct Lecturer**

(Marketing Department, School of Management) (07/ 2011-07/2013)

**Curtin Business School, Curtin University (Australia)**

**Teaching Assistant**

for Prof. Kelvin W. Willoughby, Business Creativity (08/2010- 08/2011) (20-30 students)

**At Vantage Co., Ltd. Bangkok, Thailand**

**Research Assistant** (03-06/ 2008)

**Monty & Totco, Co., Ltd. Thailand**

**Business Development Executive** (03-06/ 2006)

**College of Management, Mahidol University (Thailand)**

**Teaching Assistant**

for Prof. Randall M. Shannon, New Product Development

(07/2006-09/2007) (30 students)

**College of Management, Mahidol University (Thailand)**

**Teaching Assistant**

for Prof. Kelvin W. Willoughby, Small Business Management

(07/2006-09/ 2007) (30 students)

**Delta Electronics Public Co., Ltd. Thailand**

**Senior Marketing Executive**

(EMI Division)

(03-11/ 2004)

**Monty & Totco, Co., Ltd. Thailand**

**Sales Executive**

(03/ 2003-03/ 2004)

## **Reviewer**

**(Journal)**

**2023**

Asia Pacific Journal of Marketing and Logistics (A, Emerald)

**2022**

Asia Pacific Journal of Marketing and Logistics (A, Emerald)

**2021**

Asia Pacific Journal of Marketing and Logistics (A, Emerald)

**2015**

The International Review of Retail, Distribution and Consumer Research (B, Taylor & Francis)

International Journal of Retail & Distribution Management (A, Emerald)

**2014**

Information System Journal (A\*, Wiley)

The International Review of Retail, Distribution and Consumer Research (B, Taylor & Francis)

International Journal of Retail & Distribution Management (A, Emerald)

**2013**

Information System Journal (A\*, Wiley)

The International Review of Retail, Distribution and Consumer Research (B, Taylor & Francis)

International Journal of Retail & Distribution Management (A, Emerald)

**2012**

International Journal of Retail & Distribution Management (A, Emerald)

**(Conferences)**

International Association for Chinese Management Research (IACMR) -2014

**Research Grant**

- Sripatum Univeristy, 2016 (194,700 Baht)
- China Postdoctoral Science Foundation, 2013 (Grant No. 2013M541863, 50,000 Yuan)
- Fujian - Hong Kong Joint Postdoctoral Program, 2013 (20,000 Yuan)



## Research Skills

### Technical Skills (Software)

Capable of using

- ✓ Statistical Package for the Social Science (SPSS)
- ✓ AMOS
- ✓ Smart PLS
- ✓ Microsoft Office Word
- ✓ Microsoft Office PowerPoint
- ✓ Microsoft Office Excel
- ✓ TEAMS
- ✓ Zoom
- ✓ Blackboard

### Research Interest

- ✓ Sustainable consumption behavior
- ✓ Self-Identity and Behavioral Alignment
- ✓ The impact of technology (AI Chatbot) on consumer behavior

## Trainings or Workshops

- Xiamen High-Level Overseas Talents Training Program, Nov. 1-3, 2024, organized by Xiamen Economic Management Institute, China
- Xiamen High-Level Overseas Talents Training Program, Oct. 27-29, 2023, organized by Xiamen Economic Management Institute, China
- International workshop: Well-being in ageing societies –perspectives from China, Germany and Japan, organized by Institute of Population and Labor Economics, Chinese Academy of Social Sciences (China), German Institute for Japanese Studies (Japan), German Center of Gerontology (Germany), supported by Stiftung Mercator Foundation, Oct. 2013, Beijing, China.
- International Association for Chinese Management Research (IACMR) Workshop: organized by Xiamen University, 2011, Xiamen, China

## Professional Body Membership

- Member of International Association for Chinese Management Research (IACMR, China)
- Member of Consumer Life-course Studies Group (CLSG) (Georgia State

University, USA)

## Subjects Taught

### Undergraduate Level

- Principles of Marketing
- Marketing Management
- Social Media Marketing
- Consumer Behavior
- Organizational Behavior
- Global Competitive Strategies

### Master's Level

- Marketing as Value Creation
- Strategic Marketing
- Brand Management
- Integrated Marketing Communication
- Consumer Behavior
- Data Driven Research for Business
- Business Essential
- Foundations for Independent Study

### Phd Level

- Advanced Research Methodology
- Advanced Research Writing
- Quantitative Research Method

## Referees

### **Dr. Randall M. Shannon**

Associate Professor

College of Management, Mahidol University

Email: [a.randall@gmail.com](mailto:a.randall@gmail.com)

### **Dr. George P. Moschis**

Professor

Georgia State University

Mahidol University (Adjunct)

Email: [toddytapper02@yahoo.com](mailto:toddytapper02@yahoo.com) or [george.mos@mahidol.ac.th](mailto:george.mos@mahidol.ac.th)