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EDUCATION

June 2007-April 2011 **Ph.D.** (Management),
Henley Business School, University of Reading, UK
Thesis: Entrepreneurial Marketing: Evidence from the Thai Hotel Industry

April 2001-May 2003 **MBA**, California State University, Northridge, USA

March 1996-March 2000 **BBA**, International Business Management, Assumption University, Bangkok, Thailand
Minor: Marketing

ACADEMIC EXPERIENCES

December 2011 – Present **Lecturer**, Department of Marketing, Thammasat Business School, Thammasat University
Courses Taught:
Bachelor's Courses: Quantitative Research in Marketing, Business Planning, and Marketing Management
Master's Courses: Seminar in Marketing Management, and Marketing and Management Strategy for Service Industry

September 2007-December 2010 **Part-time Lecturer**, Department of Management, Henley Business School, University of Reading, UK
Courses Taught: Strategic Management and Comparative and Inter-Cultural Management

October 2003-September 2006 **Lecturer**, Department of International Business Management, ABAC School of Management, Assumption University, Bangkok, Thailand

- Taught undergraduate International Business courses, including International Trade, Multinational Business Management, International Management, International Business Environment and Global Strategic Management
- Served as course coordinator for Multinational Business Management and International Management

November 2005 – March 2006 **Part-Time Lecturer**, School of Management, Mae Fah Luang University, Chaing Rai, Thailand
Course Taught: International Business Management

January 2006–September 2006 **Part-Time Lecturer**, School of Management, Rajamangala University of Technology, Bangkok, Thailand
Courses Taught: International Business Management and Export-Import Administration

PUBLICATIONS

Book Chapters

- Boonchoo, P., Racela, O., and Vithessonthi, C. (In Press--forthcoming, May 2013). Dispersing Knowledge in Different Cultural Contexts" in Tsang, D., Kazeroony H., and Ellis, G. Eds. *The Routledge Companion to International Management Education*. Routledge Publishers.
- Wankel (forthcoming) Ed. *Contemporary Management*. Palgrave Macmillan. (co-author of a chapter on organizational culture; Chapter Editor: Tsang D.)

Journal Articles

- Boonchoo P., Wadeson N., and Tsang, D. (2013). "Entrepreneurial Marketing: The Role of Firm and Owner/Manager Characteristics" Conditionally accepted to the *Journal of Research in Marketing and Entrepreneurship*.
- Limpanitgul T., and Boonchoo P. (2013) "Job Attitudes and Prosocial Service Behavior: A test of Moderating Role of Organization Culture" Conditionally accepted to the *Journal of Hospitality and Tourism Management*.
- Boonchoo, P. and Tongurai J. (2012), Networking, Marketing Activities, and Firm Performance: A Survey of Thai Construction Firms. *European Journal of Management*. (ISSN: 1555-4015).
- Lertwachara, K., Tongurai, J., and Boonchoo P. (2009), Effect of Industrial Standards on Thai Economy. *Kasetsart Journal: Social Sciences*, 4 (1), 33-42.
- Levie, J., Koeppinger, S., and Boonchoo, P. and Lichtenstein, B. (2007) *How do Social Ventures Emerge? Evidence from a 24 Month Long, Weekly Tracking Study*. *Frontiers of Entrepreneurship Research* 27(23), Article 3.
- Lertwachara, K., and Boonchoo P. (2006), An Application of Rank Transformation: Merger Target Prediction. *Au Journal of Management*, 4 (1), 33-42.
- Lertwachara, K., and Boonchoo P. (2005), Dow Jones Components and Economic Indicators: Factor Analysis Approach. *Au Journal of Management*, 3 (2), 20-29.

REFEREED CONFERENCE PAPERS

- Limpanitgul, T., and Boonchoo, P. Coworker Support and Organizational Commitment among Thai Cabin Attendants: An Empirical Examination of Moderating Role of Organizational Culture International Conference on Innovation and Management (IAM 2013), January 28-31, 2013, Sapporo, Japan. (Best Paper Awarded)
- Boonchoo, P. and Tongurai J. (2012), Networking, Marketing Activities, and Firm Performance: A Survey of Thai Construction Firms. International Academy of Business and Economics (IABE) Conference. Las Vegas, Nevada, USA, October 14 -17.
- Boonchoo P., Tsang D., and Wadeson N. (2011), "Entrepreneurial Marketing Typology: The Exploratory Study of Thai Hotels" Academy of Marketing Conference, July 5-7, 2011, Liverpool, UK.
- Boonchoo P., Tsang D., and Wadeson N. (2010), "Marketing/Entrepreneurship Interface: A Structural Equation Model." The 33rd Institute for Small Business and Entrepreneurship (ISBE) Conference, November 3-4, 2009, London, UK.
- Boonchoo P., Tsang D., and Wadeson N. (2009), "Firm Size and Entrepreneurial Marketing." The 32nd Institute for Small Business and Entrepreneurship (ISBE) Conference, Liverpool, UK, November 3-6.
- Boonchoo P., Tsang D., Wadeson N., and Limpanitgul T. (2009), "An Exploratory of the Key Factors Affecting Marketing Adaptation in SMEs: Evidence from the Thai Hotel Industry." The 9th Global Conference on Business & Economics (GCBE), University of Cambridge, UK, October 16-17.
- Levie, J., Koeppinger, S., and Boonchoo, P. and Lichtenstein, B. (2007) *How do Social Ventures Emerge? Evidence from a 24 Month, Weekly Tracking Study*. Babson College Entrepreneurship Research Conference, Instituto de Impresa, Madrid, June.
- Boonchoo, P. (2007), "Relative Perceived Environmental Uncertainty, Perceived Resource Availability, Degree of Internationalization, Firm Performance, and the Mediating Role of Entrepreneurial Orientation," University of Reading Conference: Four Decades of International Business at Reading: Looking to the Future, University of Reading, April 16-17.
- Behnezhad, A., and Boonchoo P. (2002), "Revisiting Supply Chain Performance Measurement," The Institute for Operations Research and the Management Sciences (INFORMS) Conference, San Jose, California. November 17-20.

WORK IN PROGRESS

Boonchoo P., Tsang D., and Wadeson N., *“Adapting to External Environment in Thai Tourism”*

Boonchoo P., *“Strategic Orientations, Level of Changes in Marketing Activities, and Organizational Performance: Evidence from the Thai Homebuilding Industry”*

RESEARCH INTERESTS

International marketing, entrepreneurial marketing, SME marketing, family business

PROFESSIONAL AFFILIATIONS

Academy of International Business (AIB), Academy of Management (AOM), Academy of Marketing (AM), British Academy of Management (BAM), and Institute of Small Business and Entrepreneurship (ISBE)