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Google Scholar: <https://scholar.google.co.th/citations?user=RsTCnPoAAAAJ&hl=th>

Education: 2020- DPA. (Doctor of Public Administration in Human Resources Management)

National Institute of Development Administration, Thailand

2008- MBA. (Aviation Management) Chulalongkorn University, Thailand

1996- BA. (French) Chiang Mai University, Thailand

Area of Expertise:

Business Management, Human Resource Management, Learning and Development, Airlines Business, Hospitality and Tourism, Marketing, Organizational Culture, Public Administration, Leadership, French for Hospitality, Airline Customer Services

Experiences:

- 1 May 2025 – Present – Associate Dean for Research, Innovation and Graduate, Burapha University, International College (BUUIC), Thailand
- 17 July 2023- 1 May 2025 - Assistant Dean for Research and Knowledge Management, Burapha University, International College (BUUIC), Thailand
- 11 October 2010 to 06 July 2023- Deputy Dean Research and Academic Services; College of Hospitality Industry Management [International Program], Suan Sunandha Rajabhat University, Thailand
 - Deputy Dean Student Affair, Art and Culture; International College, Suan Sunandha Rajabhat University
 - Head of Authorized IATA Training Center/Head of Airline Business Department
 - Working Group Committee on Aviation Professional Competencies: Passenger Ground Service Agent and Airport Terminal Supporting Agent for Thailand Professional Qualification Institute (Public Organization) – TPQI
 - Working member for Subcommittee on Air Transport in the Transport Commission the National Legislative Assembly of Thailand 2017

- Professorship Peer Review Committee; Kasem Bundit University, Bangkok, Thailand
- Professorship Peer Review Committee; Kasetsart University, Bangkok, Thailand
- 2007 – 2009 Finnair Cabin Crew; Bangkok Based Supervisor
- 2005 - 2007 Operation Control Center Manager, Orient-Thai Airlines
- 1999 - 2002 Shift leader, Gate Gourmet (Thailand) – Provide catering supplies for airlines operating to/from Thailand
- 1996 - 1998 Ground Service Officer; Alitalia Airlines

Teaching:

- Bachelor Degree Courses: Human Resource Management; Aviation Management; Airline Marketing Management; Cultural Awareness, Leadership, Tourism
- Master Degree Program: Tourism Management, MBA

Grants:

- Ming Chuan University Research Fund 2025 on “Impacts of International Sustainable Certification on Tourism Destinations – A Comparative Case Study”
- Biodiversity-Based Economy Development Office (Public Organization) – BEDO, Thailand, 2024 – “Strategic Plan for Biodiversity-based Tourism Analysis through SESA and Visitor Use Management in Protected Area through METT”
- Suranaree University of Technology (SUT), Thailand Science Research and Innovation (TSRI), and the National Science, Research, and Innovation Fund (NSRF) (NRIIS number 179285), 2023 – “Training and Development Innovations of Human Resource in the Hotel Industry from the ASEAN Standard Framework in Nakhon Ratchasima Province”
- Erasmus + Credit Mobility Program, Visiting professor at University of Hradec Kralove, Czech Republic – March 18-25, 2023
- Research Project to create and develop and improve Thai tourism standards and international tourism standards Fiscal year 2017, Department of Tourism

Examiner:

- Thailand Professional Qualification Institute (TPQI) Ground Service Career
- Professorship Peer Review Committee; Kasem Bundit University, Bangkok Thailand
- Professorship Peer Review Committee; Faculty of Hospitality Industry, Kasetsart University Kamphaeng Saen Campus, Thailand
- Dissertation of master degree, Graduate School of Business and Leadership, University of KwaZulu-Natal, South Africa
 - “Healing a Fractured Healthcare System: A System Dynamics Framework”
 - “Evaluating the Effectiveness of Expenditure Management in Reducing the Budget Deficits”
- Master of Management in Aviation Management; Civil Aviation Training Center
“Adjusting the management resources of travel agencies from airline operations during

the coronavirus pandemic”

- Master of Business Administration; Graduate School of Suan Sunandha Rajabhat University
 - “Guidelines to Create Value Service Delivered to Customers Affecting the Decision-making on Service Choices for the Car Care Business Feasibility in Salaya Subdistrict, Phutthamonthon District, Nakhon Pathom Province”
 - “The Value Creation Guidelines in Service Provided to Customers Affecting Decision to Choose Homestay Accommodation in Koh Samui District, Surat Thani”
 - Guidelines to Create Value Service Delivered to Customers Affecting the Service Choices for Online Game Business Feasibility”
- PhD. (Development Administration); Suan Sunandha Rajabhat University “Determinants of a Low-Cost Airline Safety Management in Thailand” (IOC Measurement)
- Doctor of Business Administration. College of Law and Management Studies; University of KwaZulu-Natal, South Africa “Investigating Growth Mindset and Theory U: Complementary Change Modalities for Practitioner Development as a Workplace Trainer”
- PhD. College of State Administration; Rajamangala University of Technology Phra Nakhon
- PhD. in Hospitality, Amity University Rajasthan, Jaipur, India “Role of Regional Cuisine in Destination Promotion & Development: An Empirical Study of Selected Places of Himachal Pradesh.

Publications:

Baawain, M. A., Laachach, A., Jaboob, S. A., & Kankaew, K. (2025). Uncovering the Catalysts of Sustainable Business Performance: Digital Orientation, Entrepreneurial Competency, and Strategic Change. *Business Strategy & Development*, 8(1), e70070.

<https://doi.org/10.1002/bsd2.70070>

Nakpathom, P., Kankaew, K., Bruton, C., Awain, A.M.S.B., Jaboob, A.S., Jang, H., & Lee, C.K. (2024). Go-Green Gastronomy Delivery: The Role of Green-Package Design Enhancing Quality and Value Creation on Bang Saen’s Tourist Destination. *Geojournal of Tourism and Geosites*, 57(4spl), 2133–2142. <https://doi.org/10.30892/gtg.574spl27-1380>

Mahmud, A., Kankaew, K., & Syariati, A. (2024). Reinventing Service Climate in Hotels by the Role of Innovative Environment and Dynamic Capability. *International Journal of Asian Business and Information Management*, 15(1), 1-18. <https://doi.org/10.4018/IJABIM.361581>

Yiamjanya, S., Kankaew, K., Sitikarn, B., Nakpathom, P., Awain, A.M.S.B., & Jabjainai, T. (2024). Wetland and Biocultural Heritage Regeneration Through Thematic Ecological Tourism Practice: The Case of Patan Sub-District, Khun Tan District, Chiang Rai, Thailand. *GeoJournal of Tourism and Geosites*, 56(4), 1474-1483.

<https://doi.org/10.30892/gtg.56404-1318>

Kankaew, K. (2024). Enriching HRD Through Technology Adoption in Training: The Hotel Industry, Nakhon Ratchasima, Thailand Perspectives. *The EUrASEANs: journal on Global Socio-economic dynamics*, 1(44).

- Ekachat, T., Kankaew, K., Komolvani, T., & Musikamas, P. (2023). Revitalizing the Air Transport in Thailand: The Posterior Pandemic. *E3S Web of Conference*, 398(2023), 05007. <https://doi.org/10.1051/e3sconf/202338905007>
- Widtayakornbundit, S., Kankaew, K., & Chollathanrattanapong, J. (2023). Knowledges Sharing and Perceived Risk in Transportation Business in Terrorist Areas. *E3S Web of Conference*, 389(2023), 05008. <https://doi.org/10.1051/e3sconf/202338905008>
- Suksudthi, T., Kankaew, K., & Kuosuwan, B. (2023). Thainess in Airlines Services Strategy: A Case from Thailand. *E3S Web of Conference*, 389(2023), 05009. <https://doi.org/10.1051/e3sconf/202338905009>
- Yiamjanya, S., Kankaew, K., Sitikarn, B., Siriwongs, P., & Gerwel Proches, C. (2022). Indigenous Tourism: The Challenges and Opportunities on Local Residents, Pha Mi Village, Chiang Rai, Thailand. *GeoJournal of Tourism and Geosites*, 45(4spl), 1594-1601. <https://doi.org/10.30892/gtg.454spl08-979>
- Sitikarn, B., Kankaew, K., & Sawangdee, Y. (2022). Coffee Value Symbiosis Toward a Mountain Geographical Community-Based Tourism in Thailand. *GeoJournal of Tourism and Geosites*, 42(2spl), 657-663. <https://doi.org/10.30892/gtg.422spl03-874>
- Kankaew, K., Tansiri, E., & Liudmila, A. G. (2022). Intention to Return Factors Using Low-Cost Airlines: A Case Study from Thailand. *Transportation Research Procedia*, 63(2022), 2442-2448. <https://doi.org/10.1016/j.trpro.2022.06.280>
- Kankaew K., Kangwol, K., Guzikova, A. L., Kungwol, S., Sitikarn, B. & Suksudthi, T. (2021). Organizational Structure Enhancing Airlines Efficiency Amid the Pandemic: Low-Cost Carriers in Thailand as a Case. *GeoJournal of Tourism and Geosites*, 38(4), 1189-1194. <https://doi.org/10.30892/gtg.38425-759>
- Kankaew, K., Tansiri, E., Waramontri, R., Paethrangsi, N., Kungwol, K., Sitikarn, B., & Charernnit, K. (2021). Coping with the Changes that Challenges: The Business and Education Sector in Thailand 4.0. *International Journal of Asian Business and Information Management*, 13(2), 1-11.
- Sitikarn, B., & Kankaew K. (2021). Community Based Tourism Logistic Supply Chain Management in the Top North of Thailand: A Key Linkage to the Greater Mekong Subregion. *Uncertain Supply Chain Management*, 9(2021), 983-988.

- Sitikarn, B., & Kankaew K. (2021). Factors of trans-boundary tourism sustainable development in dynamics of South-East Asia regionalization (the case of Thailand-Laos-China tourism cluster). *E3S Web of Conferences*, 284, 10004.
- Kankaew et al. (2021). Supply Chain Management and Logistic Presentation: Mediation Effect of Competitive Advantage. *Uncertain Supply Chain Management*, 9, 255-264.
- Yapanto, M. L., Diah, M. A., Kankaew, K., Dewi, K. A., Dextre-Martinez, R. W., Kurniullah, Z. A., & Villanueva-Benites, A. L. (2021). The Effect of CRM on Employee Performance in Banking Industry. *Uncertain Supply Chain Management*, 9, 295-306.
- Kankaew et al. (2021). Immediate Program Learning Outcomes of Information Technology Candidates and their Introspections Towards IT Education Relevance and Global Competence Initiatives. *Psychology and Education*, 58(2), 5417-5427.
- Kankaew, K., Permsinphantong, W., & Tansiri, E. (2020). In Search of Passengers' Loyalty Factors for the Sake of Low-Cost Airlines: A Case Study of Thais. *PalArch's Journal of Archaeology of Egypt/ Egyptology*, 17(7), 8345-8355.
- Kankaew, K., & Trerattanaset, P. (2020). Contingency theory: the analysis in air transportation on anterior, amid, and afterwards the pandemic in Thailand. *IOP Conference Series: Materials Science and Engineering*.
- Kankaew, K. (2020). The servicescape of air transport terminal that affecting passenger's satisfaction. *IOP Conference Series: Materials Science and Engineering*.
- Kankaew, K., & Vadhanasindhu, C. (2020). Airline's Human Capital Development: A Case Study of Ground Service Officer in Thailand. *Journal of Critical Review*, 7(11), 1780-1787.
- Kanittha, C., Kankaew, K. (2020) The Airport's Workforces that Reflecting Service Quality: a Passenger's Perspective. *Journal of Critical Reviews*, 7 (13), 2039-2042.
- Kankaew, K. (2020). The Competence that Satisfy Us: Agribusiness and Airlines Business Management Cases. *E3S Web of Conferences*, 175, 13032.
- Kankaew, K. (2020). The Evolution of Agribusiness Management Values from Labor to Brain Mechanism that Shapes Leadership Style. *E3S Web of Conferences*, 175, 13033.
- Kankaew, K. (2020). Mindset development by applying U theory and religious concept in educational system: Thailand as a case. *E3S Web of Conferences*, 164, 12002.
- Kankaew, K., Trerattanaset, P. (2020). The Evolution of Strategic Human Resource Management. *Journal of Management Science*, 15(2).
- Kankaew, K. (2020). Strategic Compensation for Talent Group and Expatriates. *The Golden Teak: Humanity and Social Science Journal*, 26(3).

- Kankaew, K., Trerattanaset, P. (2020). Educational Buddhism for Human Capital Development of Thailand 4.0. *Journal of Human Sciences*, 21(1).
- Kankaew, K. (2020). The Integration of Religious Theory and the Theory U in Education: A Human Capital Development in the Business Disruptive Paradigm. *The EURASEANs: Journal on Global Socio-Economic Dynamic*, 4(23). 7-21.
- Kankaew et al. (2020). Learning Organization: The Challenges of Knowledge Management in the Changing Paradigm. *Journal of Legal Entity Management and Local Innovation*, 6(2), 241-254.
- Kankaew, K. (2019). Is Human Capital in Higher Education Ready for Thailand 4.0: a Case Study of SSRUIC Students, Nakorn Pathom Education Center. *Journal of Educational and Social Research*, 9(3), 203-210.
- Kankaew, K. (2016). Thai Airways International: The World Economy Crisis Resolutions. *Actual Problems of Economics*, 2(176), 261-265.
- Kankaew, K. (2015). Suvarnabhumi Airport's Service Quality from the Passengers' Perspective. *SDU Research Journal Humanities and Social Sciences*, 11(3), 83-96.

Books:

- Kankaew, K. (2021). *Human Capital Development in Services Job: A Modelling from the Airlines Industry*. HORIZON BOOKS: India.
- Gaurav, K., Kankaew, K., Dhiman, V., & Bharti, A. (2021). *Fostering Socio-Economic Development to Build Better Society*. INSC International Publishers: India.

Chapters in Edited Book:

- Kankaew, K., Nakpathom, P., Chanitphattana, A., Phungpumkaew, H., Boonnag, K., & Magulod, C. G. (2024). Learning and Development a Core Strategy of Organizational Culture: Thailand Perspectives. In Valeri, M., & Sousa, B. (Ed). *Human Relations Management in Tourism*. Hershey: IGI Global Publishing.
- Kankaew, K., Komolvaniij, T., Paethrangsi, N., Kungwol, K., Charernnit, K., Worasuwannarak, B., & Waramontri, R. (2023). Digitalization and Crises: The Opportunity Overturned on Sustainable Human Resource Development in Airlines in Thailand. In Kankaew, K. (Ed.). *Strategic Human Resource Management in Hospitality Industry: A Digitalized-Economic Paradigm*. Hershey: IGI Global Publishing. [Scopus]
- Kankaew, K., & Suksutdhi, T., Komolvaniij, T., Kungwol, K., Waramontri, R., & Charernnit, K. (2023). Managing the Service in Small Hotel by Self-Service Technology Adoption: The Customers' Perspective from Thailand. In Tyagi, P., Nadda, V., Bharti, V., & Kemer, E. (Eds.). *Embracing Business Sustainability Through Innovation and Creativity in the Service Sector*. Hershey: IGI Global Publishing. [Scopus]

Charernnit, K., Kankaew, K., Waramontri, R., & Kungwol, K. (2023). Rethinking the Managerial Practice on Low-Cost Airlines Organizational Structure: The Lesson-Learned Amid the Pandemic Case in Thailand. In Kurnaz, S., Rodrigues, A., & Bowyer, D. (Eds.). *Challenges and Opportunities for Aviation Stakeholders in a Post-Pandemic World*. Hershey: IGI Global Publishing. [Scopus]

Sitikarn, B., Kankaew, K., Patan, A. (2022). Integrated Management of Community-Based Tea Tourism: Value Through Symbiosis. In Jolliffe, L., Aslam, M. S. M., Khaokhrueamuang, A., & Chen, L-H. (Eds.). *Handbook of Tea Tourism*. London: Routledge.

Worasuwannarak, B., & Kankaew, K. (2022). The Image Value of Southeast Asia Airlines: A Study of Attribute that Led to Image Value of Choosing Southeast Asia Airlines by Mean-End Theory Approach. In Kankaew, K. (Ed.). *Global Air Transport Management and Reshaping Business Models for the New Era*. Hershey: IGI Global Publishing. [Scopus]

Kankaew, K., Treruttanaset, P. (2020). The Organizational Culture Affecting Job Performance of Newly Hired Employees: A Case Study of the Customs Bureau at Bangkok Suvarnabhumi International Airport, Thailand, In Bejaoui, A. (Eds.). *Corporate Leadership and Its Role in Shaping Organizational Culture and Performance*. Hershey: IGI Global Publishing.

Book Editor:

Nakpathom, P., Kankaew, K., Khetjenkarn, S., Jaboob, A., & Ali Awain, B. (Ed.). (2025). *Humanizing the Hyperconnected Workplace*. Hershey: IGI Global Publishing. [Scopus]

Nakpathom, P., Kankaew, K., Pitchayadejanant, K., Minenkova, V., & Rotai, Evgeniia. (Ed.). (2025). *Harnessing Biodiversity Tourism for Regenerative Conservation Management*. Hershey: IGI Global Publishing. [Scopus]

Tyagi, P., Nadda, V., Kankaew, K., & Dube, K. (Ed.). (2024). *Examining Tourist Behaviors and Community Involvement in Destination Rejuvenation*. Hershey: IGI Global Publishing. [Scopus]

Tyagi, P., Nadda, V., Kankaew, K., & Dube, K. (Ed.). (2024). *Dimensions of Regenerative Practices in Tourism and Hospitality*. Hershey: IGI Global Publishing. [Scopus]

Kankaew, K., Nakpathom, P., Chanitphattana, A., Pitchayadejanant, K., & Kunnapapdeelert, S. (Ed.). (2024). *Applying Business Intelligence and Innovation to Entrepreneurship*. Hershey: IGI Global Publishing. [Scopus]

Kankaew, K., Shilpa, C., & Sarun, W. (Ed.). (2024). *Contemporary Management and Global Leadership for Sustainability*. Hershey: IGI Global Publishing. [Scopus]

Kankaew, K. (Ed.). (2023). *Global Perspective on Soft Power Management in Business*. Hershey: IGI Global Publishing. [Scopus]

Kankaew, K. (Ed.). (2023). *Strategic Human Resource Management in the Hospitality Industry: A Digitalized-Economic Paradigm*. Hershey: IGI Global Publishing. [Scopus]

Kankaew, K. (Ed.). (2022). *Global Air Transport Management and Reshaping Business Models for the New Era*. Hershey: IGI Global Publishing. [Scopus]

Journals:

1. International Journal of Green Business-IJGB [Editor-in-Chief]
2. [International Journal of Business Intelligence Research](#) [Associate Editor]
3. Journal of Tourism, Heritage and Services Marketing [Senior Advisory Board]
4. Humanities and Social Sciences Communications [Editorial Board]
5. International Journal of Asian Business and Information Management [Editorial Review Board]
6. [Quantitative Economics and Management Studies](#)
7. [Annals of Human Resource Management Research \(AHRMR\)](#) [Editorial Advisory Board]
8. [Journal Minds Manajemen Ide Dan Inspirasi](#)
9. International Journal of E-Business Research [Reviewer]
10. International Journal of Strategic Decision Sciences [Reviewer]
10. International Journal of Knowledge Management [Reviewer]
11. Humanities and Social Sciences Communications [Editorial Board]

Credentials:

IATA Airline Customer Services

IATA Advance-Train the Trainer (Bangkok)

IATA and Harvard Business Publishing (Marketing Essential), Singapore

IATA Instructional Techniques for DGR = Categories 4, 5, 7, 8, 9, 10, 11, 12 (Singapore)

IATA Airline Marketing

IATA Introduction to Safety Management Systems (SMS)

IATA Passenger Ground Service Management