

Asst. Prof. Dr. Siriporn Khetjenkarn, Ph.D.

Current Positions:

- Lecturer of Global Business Entrepreneurship Program, International College, Burapha University

Contact Information:

Workplace: International College, Burapha University, Mueang District, Chonburi 20131

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Educational Background:

- **2015-2019:** PhD in Tourism Management, National Institute of Development Administration
- **2010-2013:** MBA in Tourism and Hospitality, Rangsit University
- **1994-1998:** BBA in Economics, Srinakharinwirot University

Expertise: Tourism and Hospitality Management, Aviation Business Services, Human Resource and Organization Behavior

Research Experience:

Research Projects:

- 2025: Project leader of the research project “Development of traditional folk food tourism approaches for health promotion to strengthen community economy through local heritage and resources.” This project is supported by the Fundamental Fund and the National Research Council of Thailand (NRCT) for the fiscal year 2027.
- 2025: Project leader of the research project “The Development of a Conservation Tourism Route Based on Ecocultural Capital to Promote the Local Sweets Economy in the Nong Bua Canal Community, Chanthaburi Province.” This project is supported by the Fundamental Fund and the National Research Council of Thailand (NRCT) for the fiscal year 2026.
- 2025: Project leader of the research project “Strategy for Enhancing Service Through Developing Airline Frontline Staff Characteristics to Create Competitive Advantage.” This project is supported by the Research and Development Fund of Burapha University for the fiscal year 2025.
- 2025: Researcher in the project “Driving the Soft Power Concept with Strategic Management of Cultural Heritage Resources in Koh Si Chang, Chonburi Province, to Promote as an International Tourist Destination.” This project is supported by the Research Fund for Social,



Cultural, and Aesthetic Studies under the Research and Development Fund of Burapha University for the fiscal year 2025.

- 2025: Researcher in the project “The Development of Bangsaen Cultural Tourism for a Joyful Experience.” This project is funded by the Fundamental Fund, NRCT, for the fiscal year 2025.
- 2024: Researcher in the project “Smart Hospitality: Leveraging Digital Orientation for Sustainable Business Performance.” This project is funded by the Revenue Budget of the International College, Burapha University, for the fiscal year 2024.
- 2024: Researcher in the project “Ethno-wellness: A Cross-Cultural Study on Traditional Healing among Thailand, Indonesia, and Malaysia.” This project is funded by the Revenue Budget of the International College, Burapha University, for the fiscal year 2024.
- 2023: Researcher in the project “Management of Dvaravati Cultural Capital through Creative Tourism to Promote Community Economy.” This project is funded by PMU, NRCT, for the fiscal year 2023.
- 2022: Project leader of the research project “Factors Affecting Tourists' Intention to Travel by Air During the New Normal in Thailand.” This project is funded by Nakhon Pathom Rajabhat University for the fiscal year 2022.
- 2020: Researcher and statistical data analyst in the project “Improving Service Quality at State Airports to Promote Repeat Visits by Tourists in Secondary Cities.” This project is funded by King Mongkut's Institute of Technology Ladkrabang for the fiscal year 2021.
- 2019: Statistical data analyst in the project “Building Competitive Advantage in Food Tourism for Thailand.” This project is funded by the Fundamental Fund, NRCT, for the fiscal year 2021.

Published Research Articles:

- Agmapisarn, C., & Khetjenkarn, S. (2025). How Green Leadership Moderates Organizational Support and Environmental Performance: Strategic Green Human Resource Management Insights. *Business Strategy & Development*, 8(4), e70236.
- Khetjenkarn, S., & Agmapisarn, C. (2025). Sustainable restaurant practices: impact on consumer behavior across demographics. *ABAC Journal*, 45(2), 42-67. (Scopus Q1)
- Chuamuangphan, N., Khetjenkarn, S., Soontorn, J., Imdee, P., Inthurit, D., & Lee, C. K. (2025). Dvaravati heritage tourism: Examining the interplay between destination image, memorable tourism experiences, and tourist revisit intentions. *The Geojournal of Tourism and Geosite*, 59(2), 674-683. (Scopus Q1)
- Inprasertkul, T., Khetjenkarn, S., & Lee, C. K. (2025). Coastal geographies of willingness to sacrifice for sustainability: The role of value orientations toward green tourism. *Geo Journal of Tourism and Geosites*, 62(4), 2096-2106.

- Suwannakul, E., Khetjenkarn, S., Suppavorasatit, I., & Na Nan, T. (2025). From plate to planet: Redefining the low-carbon tourism experience and investigating its influence on gastronomy-based tourists' revisit intentions and environmentally responsible behaviors. *Abac Journal*, 45(4), 504–524.
- Inprasertkul, T., Boonparkob, Y., Khetjenkarn, S., & Boonyasarn, D. (2025). Green hotel practices and intentions to stay: The moderating roles of personal innovativeness and nationality. *Abac Journal*, 45(4), 475–503.
- Khetjenkarn, S., & Suwannakul, E. (2024). Lessons from COVID-19: How the pandemic shaped tourists' travel intentions and willingness to fly. *Cogent Social Sciences*, 10(1), 2401150. (Scopus Q2)
- Khetjenkarn, S. (2024). Study of management and prevention measures for the spread of COVID-19 to promote new normal tourism in Thailand. *Journal of MCU Peace Studies*, 12(4), 1435-1448. (in Thai). (TCI 1)
- Syahchari, D. H., Kuncoro, E. A., Patria, T. A., Gea, A. A., Pane, M. M., & Khetjenkarn, S. (2025, September). How digital literacy, information quality, and travel experience affect tourism information systems. In *2025 8th International Conference of Computer and Informatics Engineering (IC2IE)* (pp. 1-7). IEEE.
- Syahchari, D. H., Kuncoro, E. A., Patria, T. A., Gea, A. A., Phungpumkaew, H., & Khetjenkarn, S. (2025, November). Tourism information systems: The impact of digital capabilities, information quality, and digital competence. In *2025 International Conference on Computer Engineering, Network and Intelligent Multimedia (CENIM)* (pp. 106-111). IEEE.
- Chuamuangphan, N., Khetjenkarn, S., Imdee, P., & Soontorn, J. (2024). Management of Dvaravati cultural capital through creative tourism to promote the community economy in Nakhon Pathom Province. *Journal of Humanities and Social Sciences*, 22(3), 42-62. (in Thai). (TCI 1)
- Agmapisarn, C., & Khetjenkarn, S. (2024). Investigating the impact of resilience on job satisfaction and work engagement, and the moderating role of hotel employees' work experience during the COVID-19 pandemic. *Journal of Human Resources in Hospitality and Tourism*, 23(3), 487-507, DOI: 10.1080/15332845.2024.2335130. (Scopus Q2)
- Suwannakul, E., Khetjenkarn, S., & Wichaidit, S. (2024). Examining Service Gaps and Passengers' Perceived Service Performance of Thailand's Regional Airports: A Comparative Analysis of Different Characteristics. *African Journal of Hospitality, Tourism and Leisure*, (Inpress). DOI 10.46222/ajhtl.19770720. (Scopus Q3)
- Suwannakul, E., Khetjenkarn, S., & Wichaidit, S. (2024). How the Service Quality of Regional Airport Affects Tourist Satisfaction with Airport Services and Their Intention to Revisit Secondary Cities: An Exploratory Study. *Journal of Quality Assurance in Hospitality & Tourism*, 25(2). 371-396. (Scopus Q2)

- Agmapisarn, C., & Khetjenkarn, S. (2023). Driving Green Hotels from the Perspective of Hotel Entrepreneurs Post-COVID-19 Crisis Recovery. *Journal of Business Administration*, 46(4), 1-27. (TCI 1)
- Khetjenkarn, S., & Agmapisarn, C. (2023). Exploring the Bright Side of the Stress from COVID-19 to Improve the Hotel Staffs' Citizenchip Behavior. *Social Science Asia*, 9(1), 34-51. (TCI 2)
- Leksuma, P., Tosurat, P., Fukyen, A., & Khetjenkarn, S. (2023). The development of integrated community MICE marketing and sales programs for high-quality MICE tourists. *Journal of Interdisciplinary Humanities and Social Sciences*, 6(1), 357-378. (in Thai). (TCI 1)
- Suwannakul, E., & Khetjenkarn, S. (2022). Relationship between self-service technologies' service quality, satisfaction, attitudinal and behavioural loyalty of airline passengers. *ABAC Journal*, 42(3), (July-September, 2022). (Scopus Q1)
- Agmapisarn, C., Choi, H. M., & Khetjenkarn, S. (2022). Relationship between the image of food and food satisfaction of International tourism: The moderateting effect of tourist groups. *Humanities, Arts and Social Sciences Studies*, 22(3). (Scopus Q3)
- Janta, C., Thananonworakit, T., & Khetjenkarn, S. (2022, July). Guidelines for Developing Creative Tourism Activities at Benjarong Village Don Kai Di Community, Don Kai Di Subdistrict, Krathum Baen District, Samut Sakhon Province. *The 14th NPRU National Academic Conference Nakhon Pathom Rajabhat University*. (in Thai)
- Samroignam, A., Maroopmhok, S., Saegnow, T., Wadkhian, S., & Khetjenkarn, S. (2022, July). The development of tourism activities for creative learning of Aunruk farm, Songkhanong Sub-district, Samphran District, Nakhon Pathom Province. *The 14th NPRU National Academic Conference Nakhon Pathom Rajabhat University*. (in Thai)
- Sinanuwong, P., Agmapisarn, C., & Khetjenkarn, S. (2021). Linking Cabin Crew's Motivation to Service Performance: The Mediating Role of Ambidextrous Behavior. *ABAC Journal*, 41(3), 155-173. (Scopus Q1)
- Khetjenkarn, S., & Agmapisarn, C. (2020). The effects of emotional labour on the outcomes of the job and the organization: Do the differences in age and the manager's emotional intelligence have any impact in the hotel business?. *European Journal of Tourism Research*, 25, 2504-2504. (ISI Q.3; Scopus)
- Khetjenkarn, S., & Agmapisarn, C. (2020). Individual employee factors affecting emotional labor and job outcomes: a case study of hotel frontline employees in Phuket. *ABAC Journal*, 40(1), 58-84. (Scopus Q1)
- Agmapisarn, C., Khetjenkarn, S. & Tachochalalai, S. (2020). A study of Bangkok street food consumption and its effects on consumer attitude and behavioral intention. *Chulalongkorn Business Review*, 42(1), 21-42. (TCI 1)

Booparkob, Y., Wongmanee, J., Khetjenkarn, S., & Sawangdee, Y. (2017). The Role of Local Cuisines in Creative Tourism Process: A Case Study of Lao Khrang Ethnic Group in Chai Nat Province. *Dusit Thani College Journal*, 11, 93-105. (TCI 1)