

## ASSISTANT PROFESSOR DR. THEERANUCH PUSAKSRIKIT

UNIVERSITY Department of Marketing, Chulalongkorn University

SUBJECT RESPONSIBLE IS Workshop: Customer Analysis

### ACADEMIC BACKGROUND

Doctor of Philosophy (Marketing)	University of Manchester, 2010
Masters of Business Administration (International Business)	Saint Mary's University, 2002
Bachelor of Business Administration	Chulalongkorn University, 1996

### SELECTED PUBLICATION

- Pusaksrikit, T. & Chinchanchokchai, S. (2022). Exploring the recipients' attitudes and behaviors toward gift-giving: a cross-cultural comparison between Thailand and the USA. *Asia Pacific Journal of Marketing and Logistics*. 1-16.
- Chinchanchokchai, S. & Pusaksrikit, T. (2021). The role of self-construal in romantic gift posting across Social Networking Sites. *Computers in Human Behavior*. 117: 1-11.
- Pongsakornrungsilp, S., Pongsakornrungsilp, P., Pusaksrikit, T., Wichasin, P. & Kumar, V. (2021). Co-creating a sustainable regional brand from multiple sub-brands: The andaman tourism cluster of Thailand. *Sustainability (Switzerland)*. 13(16): 1-22.
- Pusaksrikit, T. & Chinchanchokchai, S. (2021). Cultural differences in gift recipients' attitude and behavior toward disliked gifts. *Journal of Consumer Marketing*. 38(5): 576-586.
- Chinchanchokchai, S. & Pusaksrikit, T. (2019). Characteristics and Meanings of Good and Bad Romantic Gifts Across Cultures: A Recipient's Perspective. *Gift, Romance, and Consumer Culture*, Yuko Minowa and Russell W. Belk (Eds.): Routledge.
- Chinchanchokchai, S., Pusaksrikit, T. & Otnes, C. (2019). Date Night or Diamond? Examining Preferences for Romantic Gifts Across Cultures. *Advances in Consumer Research*. Association of Consumer Research, Association of Consumer Research, Atlanta, Georgia.