

ASSISTANT PROFESSOR DR. PATCHARA POPAITOON

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SUBJECT RESPONSIBLE IS Workshop: Research (style & scope); Leadership & Culture

ACADEMIC BACKGROUND

Doctor of Philosophy (Human Resource Management) University of Bath, 2011

Master of Science (Human Resource Management) Sasin Graduate Institute of Business Administration of Chulalongkorn University, 2004

Bachelor of Arts (English) Thammasat University, 1993

SELECTED PUBLICATION

- Inna, N., Kotrajaras, V. & Popaitoon, P. (2019). Gamification Platform for Continuous Performance Feedback. *4+BAs National Conference 2019 "New Age in Sustainable Business"*. 253-262.
- Theerataweewut, Y., Popaitoon, P. & Kongchan, A. (2018). Outward Migration to ASEAN Economic Community: A Study of Thai IT Professionals. *NIDA Development Journal*. 58(3), 170-185.
- Oentoro, W. & Popaitoon, P. (2017). The Role of Conscientious on Commitment to Service Quality and Service Recovery Performance. *International Journal of Crime, Law and Social Issues*. 4(2), 151-169.
- Popaitoon, S. & Popaitoon, P. (2016). Motivation Synergy, Knowledge Absorptive Capacity and NPD Project Performance in Multinational Automobiles in Thailand. *Journal of High Technology Management Research*. 27(2), 129-139.
- Popaitoon, P., Wademongkolgone, M. & Kongchan, A. (2016). Generational Differences in Person-Organization Value Fit and Work-Related Attitudes. *Chulalongkorn Business Review*. 38(1), 107-137.
- Oentoro, W., Popaitoon, P. & Kongchan, A. (2016). Perceived Supervisory Support and Service Recovery Performance: The Moderating Role of Personality Traits. *Asia-Pacific Journal of Business Administration*. 8(3), 298-316.
- Smart, Y. & Popaitoon, P. (2016). Effect of Leadership Styles on Organizational Commitment of Generation X and Generation Y. *Journal of Accountancy and Management*. 8(4), 55-68.