

ASSOCIATE PROFESSOR DR. PATCHARA POPAITOON

UNIVERSITY Department of Commerce, Chulalongkorn University

SUBJECT RESPONSIBLE IS Workshop: Research (style & scope); Theme-based Topic: HRM, 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

- Cheewakoset, S., Popaitoon, P., Decharin, P. (2023). Flexibility-oriented human resource management system and employee ambidexterity: a moderating role of psychological capital. *International Journal of Business Excellence*. 29(2): 288-308.
- Popaitoon, P. (2023) Integrative work design for telework practices: lessons learned from the COVID-19 pandemic in Thailand. *Journal of Asia Business Studies*. 17(3): 504-523.
- Popaitoon, P. (2022) Fostering work meaningfulness for sustainable human resources: a study of generation Z. *Sustainability (Switzerland)*. 14(6): 13 pages.
- Kaewpongmongkol, N. & Popaitoon, P. (2021) Intention to stay of generation Z: the roles of knowledge characteristics and work engagement. *Journal of Management Sciences*. 38(2): 168-197.
- Popaitoon, P. & Decharin, P. (2021) Working from home during COVID-19 pandemic in Thailand: benefits and challenges. *Thammasat Business Journal*. 44(169): 56-79.
- Popaitoon, P. & Techalertsuwan, S. (2020) Job Embeddedness, work engagement, and turnover intention of IT professionals. *Journal of Management Sciences*. 37(1): 51-77.
- Popaitoon, S. & Popaitoon, P. (2020) What are work values of new workforce in digital economy: Generation Z and implications in human resource management. *Thammasat Business Journal*. 43(168): 18-37.