

## DR. SANTHAYA KITTIKOWIT

**UNIVERSITY** Department Commerce, Chulalongkorn University  
**SUBJECT RESPONSIBLE** IS Workshop: Theme-Based Discussion (Entrepreneurship)

### ACADEMIC BACKGROUND

Doctor of Philosophy (Technopreneurship and Innovation Management) Chulalongkorn University, 2013  
Master of Business Administration (International Business) University of Dallas, 1993  
Bachelor of Accountancy (Accounting) Chulalongkorn University, 1992

### SELECTED PUBLICATION

- Kruachottikul, P., Dumrongvute, P., Tea-makorn, P., Kittikowit, S. & Amrapala, A. (2023). New product development process and case studies for deep-tech academic research to commercialization. *Journal of Innovation and Entrepreneurship*. 12(1): 1-25.
- Chen, S.-C., Chou, T.-H., Hongsuchon, T., Ruangkanjanases, A., Kittikowit, S. & Lee, T.-C. (2022). The mediation effect of marketing activities toward augmented reality: the perspective of extended customer experience. *Journal of Hospitality and Tourism Technology*. 13(3): 461-480.
- Liu, C.-H., Chen, Y.-T., Kittikowit, S., Hongsuchon, T. & Chen, Y.-J. (2022). Using unified theory of acceptance and use of technology to evaluate the impact of a mobile. *Frontiers in Psychology*. 13: 1-11.
- Song, H., Hongsuchon, T., Kittikowit, S. & Dong, Z. (2022). Assessing the antecedents and consequence of enterprise transformation: a quantitative approach. *Frontiers in Psychology*. 12: 1-13.
- Tsai, K.-C., Chou, T.-H., Kittikowit, S., Hongsuchon, T., Lin, Y.-C. & Chen, S.-C. (2022). Extending theory of planned behavior to understand service-oriented organizational citizen behavior. *Frontiers in Psychology*. 13: 1-15.
- Yang, X., Kittikowit, S., Noparumpa, T., Jiang, J. & Chen, S.-C. (2022). Moderated mediation mechanism to determine the effect of gender heterogeneity on green purchasing intention: from the perspective of residents' values. *Frontiers in Psychology*. 12: 1-11.
- Khan, A., Chen, C.-C., Suanpong, K., Ruangkanjanases, A., Kittikowit, S. & Chen, S.-C. (2021). The impact of CSR on sustainable innovation ambidexterity: the mediating role of sustainable supply chain management and second-order social capital. *Sustainability (Switzerland)*. 13(21): 1-25.