

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

Chinchanachokchai, 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.

Chinchanachokchai, 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.

Khan, A., Lindridge, A. & Pusaksrikit, T. (2018). Why Some South Asian Muslims Celebrate Christmas: Introducing 'Acculturation Trade-Offs'. *Journal of Business Research*. 82, 290-299.

Pusaksrikit, T., Chinchanachokchai, S., Pongsakornrunsilp, S. & Crosby, E. (2018). The Superstitious Journey of Thai Lottery Gamblers. *Journal of Marketing Management*. 34(13-14), 1126-1148.

Chinchanachokchai, S., Pusaksrikit, T. & Pongsakornrunsilp, S. (2017). Exploring Different Types of Superstitious Beliefs in Risk-Taking Behaviors: What We Can Learn from Thai Consumers. *Social Marketing Quarterly*. 23(1), 47-63.

Pusaksrikit, T. & Kang, J. (2016). The Impact of Self-Construal and Ethnicity on Self-gifting Behaviors. *Journal of Consumer Psychology*. 26(4), 524-534.