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## Education

- 2008 DOCTOR OF PHILOSOPHY, MARKETING, HITOTSUBASHI UNIVERSITY, JAPAN
- 2005 MASTER OF COMMERCE AND MANAGEMENT, MARKETING, HITOTSUBASHI UNIVERSITY, JAPAN
- 1999 BACHELOR OF BUSINESS ADMINISTRATION, MARKETING, CHULALONGKORN UNIVERSITY, THAILAND

## Publications

### Peer-Reviewed Journal Articles

"Foreign food consumption as an extraordinary experience: A comparative study on the perceived value of Japanese and Thai consumers", *Tourism: An International Interdisciplinary Journal*, 68(2) : 120-129, Jun.2020, (Uehara, W., Assarut, N.).

"Impact of service quality and perceived price of automobile after-sales service toward automobile brand satisfaction, recommendation and repurchase intention", *BU Academic Review*, 19(1) : 31-47, Jun.2020, (Assarut, N., & Rattanapan, A.).

"Live streaming commerce from the sellers' perspective: implications for online relationship marketing", *Journal of Marketing Management*, 35(5-6) : 488-518, Jun.2020, (Wongkitrungrueng, A., Dehouche, N., & Assarut, N.).

"Low-Risk Innovative Ideas with High Self-Confidence: Innovation Process Characteristics in Asean Countries", *International Journal of Innovation and Technology Management*, 17(2) : 1-19, Jun.2020, (Furue, N., Binti Aziz, Y., Mori, K., Hermawan, A., Assarut, N., Uehara, W., & Washida, Y.).

"The role of live streaming in building consumer trust and engagement with social commerce sellers", *Journal of Business Research*, 117 : 543-556, Jun.2020, (Wongkitrungrueng, A., & Assarut, N.).

"Effect of travel motivation and tourist satisfaction on tourism information and experience sharing behavior via smartphone of foreign tourists in Thailand", *Chulalongkorn Business Review*, 42(164) : 1-29, Mar.2020, (Thummakriengkrai, W., & Assarut, N.).

"Assessing the Organizational Culture of Thai Synchrotron Light Research Institute", *Open Journal of Business and Management*, 8(2) : 649-659, Jan.2020, (Sujitjorn, S., Assarut, N., Mungthanaworakun, N., Tiptanasup, P., Tavorntisitporn, N.).

## Publications

- "Effect of Facebook Fanpage Benefit on Brand Trust and Brand Commitment: A Case of Restaurant Facebook Fanpage", *Chulalongkorn Business Review*, 41(161) : 133-164, Jul.2019-Sep.2019, (Assarut, N., Jampian, S.).
- "Attitude toward the elderly and social interaction: Approach toward an intergenerational society", *Kasetsart Journal of Social Sciences*, xxx : 1-10, Fall.2017-Aug.2019, (Eiamkanchanalai, S., Assarut, N., Surasiengsunk, S.).
- "Market Segmentation of New-age Elderly Thai Tourists for Domestic Tourism", *Journal of Management Science Chiangrai Rajabhat University*, 14(2) : 16-41, Jul.2019, (Saribut, S., Assarut, N.).
- "Winning CSR strategies for the talent war", *Social Responsibility Journal*, 15(3) : 365-378, May.2019, (Srisuphaolarn, P., Assarut, N.).
- "Clustering Cyberspace Population and the tendency to Commit Cyber Crime: A Quantitative Application of Space Transition Theory", *International Journal of Cyber Criminology*, 13(1) : 84-100, Dec.2019, (Assarut, N., Bunaramrueang, P., Kowpatanakit, P.).
- "Influence of Islamic Religiosity on Travel Motivation, Destination Satisfaction and Destination Loyalty", *Chulalongkorn Business Review*, 41(162) : 54-86, Oct.2019-Dec.2019, (Klaewnarong, A., Assarut, N.).
- "The impact of perceived counterfeit luxury brand proliferation on luxury brand values and patronage intention", *Trziste Journal*, 30(1) : 41-60, Fall.2018, (Srisomthavil, N., Assarut, N.).
- "The role of live streaming in building consumer trust and engagement with social commerce sellers", *Journal of Business Research*, Sep.2018, (Wongkitrungruenga, A., Assarut, N.).
- "Developing an Extend Theory of Planned Behavior Model to Examine Thai Consumer Response Toward Thai Green Hotels", *Dusit Thani College Journal*, 12(2) : 33-48, May.2018-Aug.2018, (Sinthusiri, N., Panich, T., Assarut, N.).
- "When art meets mall: Impact on shopper responses", *Journal of Product & Brand Management*, 27(3) : 277-293, May.2018, (Vukadin, A., Wongkitrungrueng, A., Assarut, N.).
- "Brand and Corporate Evaluation for Scale up Business", *Chulalongkorn Business Review*, 40(155) : 127-160, Jan.2018-Mar.2018, (Assarut, N., Sinchaichukiat, J., Tiptanasup, P.).
- "Applying Psychic Distance to Services Internationalization: A Case Study of Thai Caregivers and Japanese Elderly", *Journal of Asia-Pacific Business*, 19(4) : 228-245, Oct.2018, (Assarut, N., Srisuphaolarn, P.).
- "The Effect of Previous Experience and Travel Motivation on Behavioral Intention: Moderating the Influence of the New-Age Elderly of an Emerging Country", *International*

## Publications

- Journal of Applied Business and Economic Research (IJABER), 15(10) : 103-120, Winter.2017, (Saribut, S., Na-Nan, K., Assarut, N.).
- "Onscreen Thai Font Personality: An Integration of Information Technology and Brand Personality Concepts", Chulalongkorn Business Review, 39(153) : 118-148, Jul.2017-Sep.2017, (Tangmanee, C., Assarut, N.).
- "Factors Affecting E-Wom Credibility of Restaurants on Facebook", Songklanakarin Journal of Social Sciences and Humanities (วารสารสงขลานครินทร์ ฉบับสังคมศาสตร์และมนุษยศาสตร์), 23(2) : 145-198, May.2017-Aug.2017, (Khongthanarat, C., Assarut, N.).
- "Fine Arts: A New Marketing Strategy of the Retail Store", Chulalongkorn Business Review, 39(151) : 94-118, Jan.2017-Mar.2017, (Wongkitrungrueng, A., Assarut, N.).
- "Gender, Age, and Decision-Making Styles among Thai Consumers", Chulalongkorn Business Review, 39(154) : 127-164, Oct.2017-Dec.2017, (Pongtanalert, K., Unahanandh, S., Assarut, N., Kanarattanavong, A.).
- "The effects of destination image, destination personality and self- congruity on tourists' intention", International Journal of Applied Business and Economic Research (IJABER), 14(13) : 8991-9007, Winter.2016, (Phucharoen, P., Sriboonlue, U., Assarut, N.).
- "Consumer innovativeness and opinion leadership: revisiting consumer characteristics in new product diffusion model", Global Business and Economics Review, 18(1) : 15-27, Summer.2016, (Eiamkanchanalai, S., Assarut, N.).
- "Customer Clustering for Online Music Streaming Services in Thailand", Chulalongkorn Business Review, 38(147)Jan.2016-Mar.2016, (Visamitanan, K., Assarut, N., Pongnatpanich, P.).
- "The Influence of Corporate Social Responsibility on Work Engagement and Organizational Commitment", Chulalongkorn Business Review, 38(150) : 68-92, Oct.2016-Dec.2016, (Srisuphaolarn, P., Assarut, N.).
- "Consumption Value and Decision Behavior of 3G Service", Chulalongkorn Business Review, 37(145) : 63-81, Jul.2015-Sep.2015, (Limpakarnjavej, P., Assarut, N.).
- "Influences of Service Quality on Brand Engagement in Furniture Retail Stores", Chulalongkorn Business Review, 37(144) : 114-131, Apr.2015-Jun.2015, (Meecharoen, K., Assarut, N.).
- "Structure of Field Pressure in the Service Encounter: A Qualitative Approach [in Japanese]", Seijo University economic papers, 209 : 47-63, 2015
- "Why We Buy What We Do Not Want To Buy? Effect Of Field Pressure On Willingness To Buy In Face To Face Service Encounter", Journal of Marketing Thought, 1(1) : 1-11, Winter.2014, (Furukawa, I., Jin, C., Nuttapol, A., Hahn, D., Kao, M.-H., Shi, Z.).
- "Antecedents of Lifestyle Innovation Product Adoption and Post Adoption Behaviors", The Business Review, Cambridge, 22(2)Jul.2014-Jul.2014, (Eiamkanchanalai, S., Assarut, N.).

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- "Dairy Products Market Segmentation: The Effect of Country of Origin on Price Premium and Purchase Intention", *Journal of International Food and Agribusiness Marketing*, 25(2) : 122-133, Summer.2013, (Unahanandh, S., Assarut, N.).
- "Consumption Pattern Using Lifestyle and Culture Classification: A Case Study of Gen X and Late Baby Boomers in Bangkok Metropolitan", *Chulalongkorn Business Review*, 35(135) : 1-19, Jan.2013-Mar.2013, (Eiamkanchanalai, S., Assarut, N., Surasiengsunk, S.).
- "The Influences of Service Quality on Brand Personality for Customers with Different Level of Service Encounter", *Chulalongkorn Business Review*, 35(4) : 48 - 65, Oct.2013-Dec.2013, (Greenigorn, K., Assarut, N.).
- "Psychic Distance: Concept Development and Challenge (in Thai)", *Journal of Business Administration (วารสารบริหารธุรกิจ ม.ธรรมศาสตร์)*, 136 : 25-46, Summer.2012, (Srisuphaolarn, P., Assarut, N.).
- "Motivations and Innovation Adoption Period of Information Technology Products in Thai Working-age Consumers.", *Chulalongkorn Business Review*, 129 : 76-92, Jul.2011-Sep.2011, (Tiamchaibunthawee, N., Assarut, N.).
- "The Japanese Elderly care service Market Opening: the case studies of the Filipino and Indonesian care gives", *Chulalongkorn Business Review*, 128 : 17-39, Apr.2011-Jun.2011, (Srisuphaolarn, P., Assarut, N.).
- "Factors Affecting Mobile Operator Switching after Activation of Mobile Number Portability Service: A Case study of Consumers in Bangkok Metropolitan Area.", *Chulalongkorn Business Review*, 127 : 80-96, Jan.2011-Mar.2011, (Kitjanukit, L., Assarut, N.).
- "Service Quality Expectation in the Thai Restaurant in Japan.", *Chulalongkorn Business Review*, 127 : 97-118, Jan.2011-Mar.2011, (Pananusorn, S., Assarut, N.).
- "Determinants of Green Product Purchase Intentions: the Roles of Environmental Consciousness and Product Attributes", *Chulalongkorn Business Review*, 123 : 108-122, Jan.2010-Mar.2010, (Assarut, N., Srisuphaolarn, P.).
- "Literature Review of Brand Personality", *Chulalongkorn Business Review*, 121 : 83-98, Jul.2009-Sep.2009, (Assarut, N.).
- "Clustering Consumers by Motivation to Consume Innovative Products: Case study of Information Technology Products", *Chulalongkorn Business Review*, 122 : 15-31, Oct.2009-Dec.2009, (Suksiriwat, S., Assarut, N.).
- "Measuring Environmentally Friendly Consumption : An Exploratory Research", *Chulalongkorn Business Review*, 117-118 : 145-156, Jul.2008-Dec.2008, (Assarut, N., Srisuphaolarn, P.).
- "Symbolic Benefit of Brand: Measurement and Effect", *Hitotsubashi Review of Commerce and Management*, 2(2) : 61-74, Apr.2007, (Assarut, N.).

## Publications

### Peer-Reviewed Academic/Professional Meeting Proceedings

"Impact of Online Information on Intention to Use Hotel Reservation Website: Interaction Effects of Consumer Review Websites and Official Hotel Websites" The 29th Business & Economics Society International (B&ESI) Conference, Ljubljana, Slovenia Jul.2016, (Eiamkanchanalai, S., Assarut, N.).

"Impact of Corporate Social Responsibility on Work Engagement and Organizational Commitment" 41st Annual Conference of the European International Business Academy (EIBA), Rio de Janeiro, Brazil Dec.2015, (Assarut, N.).

"Customer Innovativeness and Opinion Leadership: Revisiting Consumer Characteristics in New Product Diffusion Process" The 24th Business & Economics Society International (B&ESI) Conference, Italy Jul.2014, (Eiamkanchanalai, S., Assarut, N.).

"Purchasing Behavior on Service Encounter: the Effect of Face and Customer Relationship" Marketing Conference 2014, Japan Marketing Academy, Tokyo, Japan Nov.2014, (Assarut, N.).

"Influences of Customer Review Websites and Company Official Websites on Consumer Decision Making Process with Varying Degree of Expertise and Perceived Risk" The 12th International Decision Sciences Institute & the 18th Asia Pacific DSI Conference, Bali, Indonesia Jul.2013, (Eiamkanchanalai, S., Assarut, N.).

"Effects of Innovation Characteristics and Emotional Attachment on Adoption of the Digital Magazine" The 2012 International Conference on e-Learning, e-Business, Enterprise Information Systems, and e-Government (EEE'12), CSREA Press, Las Vegas, USA. Jul.2012-Jul.2012, (Eiamkanchanalai, S., Assarut, N.).

"Behaviors and attitudes towards Thai people and Thailand of Japanese elderly who long-staying in Thailand: the qualitative study." The 4th Annual Conference of Japanese Studies Network (JSN) – Thailand, Japanese Studies Network (JSN) Oct.2010, (Sirsuphaolarn, P., Assarut, N.).

### Peer-Reviewed Academic/Professional Meeting Presentations

"Lifestyle and Culture Segmentation toward Behavior in Preparation for Retirement", •The 2011 Barcelona European Academic Conference & Mediterranean Conference Cruise, Jun.2011, (Eiamkanchanalai, S., Surasiangsang, S., Assarut, N.).

"Country of Origin Images Relationship with Country Image: the Case Study of Japan and US Country Image of Thai People", The 5th Annual Conference of Japanese Studies Network (JSN) – Thailand, Oct.2011, (Assarut, N.).

"Effect of Psychic Distance and Country Image on Thai care givers acceptance by Japanese elderly", The 5th Annual Conference of Japanese Studies Network (JSN) – Thailand, Oct.2011, (Sirsuphaolarn, P., Assarut, N.).

## Publications

"Brand Benefit Measurement using Factor Analysis", Business & Economics Society International Conference, Jul.2010, (Assarut, N.).

### **Non Peer-Reviewed Proceedings Published**

"Psychic Distance in Personal Care Service Internationalization: a Case Study of Thais Care Givers and Japanese Elderly.", 2010 Asia Economic Community Forum at Songdo Convensia, Incheon, Korea. : 37-45Nov.2010, (Srisuphaolarn, P., Assarut, N.).

### **Research Grants**

"The Business Visualization Project", Jun.2015-Jun.2019, (Tanlamai, U., Ruenrom, R., Sapsomboon, A., Wattanasupachoke, T., Unahanandh, S., Chompukum, P., Tangmanee, C., Rattanawicha, P., Mongkolnavin, J., Jaikengkit, A., Patrakosol, B., Assarut, N., Chantatub, C., Suppakitjarak, N., Audsabumrungrat, J., Tepalagul, N.).

"Applying Psychic Distance to Services Internationalization: A Case Study of Thai Caregivers and Japanese Elderly (funding by CBS)", Nov.2018, (Assarut, N., Srisuphaolarn, P.).

"The Ranking of the Strongest Brands in 2559 and Formed the Decision to Purchase Various Product's Types of Thai Consumer.", 2015-2017, (Unahanandh, S., Eiamkanchanalai, S., Puriwat, W., Assarut, N., Hoonsopon, D.).

"The Relations between the Demographic Features of Thai Consumers with the Brand Products are Favorite and the Brand Products are Popularly Consumption.", Feb.2015-Feb.2016, (Unahanandh, S., Assarut, N., Pongtanalert, K.).

"Consumer innovativeness and opinion leadership: Revisiting consumer characteristics in new product diffusion model", 2016, (Eiamkanchanalai, S., Assarut, N.).

"The Brand Products Ranking and the Factors Evaluation to Success of the Brand Products.", Oct.2013-Feb.2015, (Unahanandh, S., Eiamkanchanalai, S., Sangsuwan, T., Assarut, N., Puriwat, W., Hoonsopon, D., Pattaratanakun, A., Pongtanalert, K.).

"The Tools Developing to Evaluate the Value of Brand's Products and Brand's Products Ranking and Study to the Brand's Products Prototype which Success in Thailand", Sep.2011-Sep.2012, (Unahanandh, S., Ruenrom, G., Kometsopa, P., Sangsuwan, T., Assarut, N., Soonsawad, P., Pattaratanakun, A., Hongsuchon, T.).

### **Professional Practice Standards or Public Policies**

"The Most Powerful Product Brand Ranking 2020"Aug.2020, (Assarut, N., Pongtanalert, K., Hoonsopon, D., Pusaksrikit, T., Juntongjin, P., Puriwat, W., Eiamkanchanalai, S., Kanarattanavong, A., Pattaratanakun, A., Wattanasupachoke, T.).

"The Most Powerful Product Brand Ranking 2018 and Product Brand Health Check Model"Aug.2018, (Assarut, N., Pongtanalert, K., Hoonsopon, D., Puriwat, W., Eiamkanchanalai, S., Kanarattanavong, A., Pattaratanakun, A., Hongsuchon, T.).

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## Publications

"Product Brand Ranking 2016 and Thai Consumers Decision Making Style"Aug.2016, (Assarut, N., Pongtanalert, K., Hoonsopon, D., Puriwat, W., Eiamkanchanalai, S., Kanarattanavong, A., Pattaratanakun, A., Hongsuchon, T.).

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## Other

"The relationships among counterfeit users' social class, perceived counterfeit proliferation, luxury brand values and patronage intention: A moderating effect of need for status [Doctor of Business Administration (English Program)]", 2017, (Srisomthavil, N., Assarut, N.).