

# Bhubate Samutachak, Ph.D.

**HOME ADDRESS** 218/205 Geneva 2, Fl.11 Room D, Muang Thong Thani,  
Chang Wattana Rd., Tumbon Bang Pood, Pak-Kret District, Nonthaburi, Thailand  
Mobile +66-81-89-500-5556/ Phone +66-2-9610669, email: bhubate.sam@mahidol.ac.th,  
bhubate@hotmail.com

## EDUCATION

**Doctor of Business Administration in International Business,**  
Joint Doctoral Program in Business Administration (JDBA)  
Chulalongkorn U.- Thmmasart U.- National Institute of Development  
and Administration (NIDA)  
Scholarship: The Canadian International Development Agency

**Master of Business Administration In International Management  
(MBA-IM), August 1994**  
Concentration: International Business  
Baylor University, Waco, Texas  
Scholarship: The Baylor Fellowship

**Bachelor of Business Administration in Information System  
(First Class Honor) Minor: Marketing**  
Yonok University, Thailand  
Scholarship: The John S. Belew Scholarship

## CURRENT POSITION:

Assistant professor of Population and Social Research,  
Institute for Population and Social Research, Mahidol University

## EXPERIENCE

April 1 – 5, 2019	Delegation of Thailand to the 52 <sup>nd</sup> session of the Commission on Population and Development, United Nations Economic and Social Council (ECOSOC), United Nations Headquarter, New York City
December 2017	Visiting scholar at the University of Bonn (Universität Bonn), Germany, under the ERASMUS+ Program
February 2016 - 2020	Deputy Director for Research and International Relations Institute for Population and Social Research Mahidol University
November 2012 – present	Assistant professor (Population and Social Research) The Institution for Population and Social Research, Mahidol University
June 2011 – October 2012	Assistant to Vice President for Networking Director of Business and Networking Development Dhurakijpundit University

March 2010 – June 2011	Visiting Professor at Kwangwoon University, Seoul, South Korea
December 2005 – March 2010	Assistant to Vice President for Research and Planning Director of Planning Department Dhurakijpundit University
May 2008 – April 2009	Director of Urban Green Institute Bangkok Metropolitan Administration
January 2007 – April 2008	Secretary of the Advisory Board (Social and Economic Affairs) of the Interior Minister
May 2007 –October 2007	National Higher Education Strategic Planning Committee Higher Education Commission
December 2008	National Council Member
June 2004	Assistant Professor (International Business) Dhurakijpundit University
June 2004 – December 2005	Researcher Institute for Social and Economic Studies (ISES) Dhurakijpundit University
2001-2003	Head of International Business Department Full-time lecturer of the graduate school Dhurakijpundit University
2002-2003	Department of Planning and Development, The Student Loan Funds General Comptroller Department, Ministry of Finance
2001-2002	Extended committee on economic affairs, House of Senate

## HONORS

1996 - 2000	Canadian International Development Agency Scholarship Recipient Joint Doctoral Program in Business Administration (JDBA) Chulalongkorn-Thammasart-NIDA
1992 - 1994	Full Scholarship Fellowship Baylor University
1993	OMICRON DELTA EPSILON : Honor Society for Economics Baylor University
1992	First Class Honor Graduate Yonok University
1991	Philip Murkett Leadership Award, Yonok University
1987	Full Tuition Scholarship Yonok University

## RESEARCH

- 2020 - 2021 Principal investigator  
 'Future Thailand: Population and Social Structure'  
 Funded by National Research of Thailand
- 2018 - 2019 Principal investigator  
 'Child ecology of the generation Z-Alpha in Thailand'  
 Funded by Thai Health Promotion
- 2018 Principal investigator  
 'The vulnerability of Thai family', A research program of 4 projects: (1) Working adjustment of family with children, (2) Taking care of older persons in the diversity of living arrangements in Thailand, (3) The local government's mechanism for taking care of vulnerable families: a case study of the skipped and older-person living alone household, (4) The integrative supporting system for older persons: the participative roles of the private sector and social enterprises.  
 Funded by Thailand Research Fund
- 2017 Principal investigator:  
 'Work and Life Patterns of the Generation Z'  
 Commissioned by Siam Cement Group
- 2016 Principal investigator:  
 'Junk food marketing for kindergarten students'  
 Funded by Food and Nutrition Policy for Health Promotion
- 2016 Principal investigator:  
 'The survey of corporate social responsibility image of the Thai retail firms 2016'  
 Commissioned by CP All, Co., Ltd.
- 2015 Principal investigator:  
 'The well-being of Thai families' A research program of 3 projects; (1) 'Work-Life Balance to promote reproduction', (2) 'Pre-school management in Bangkok and vicinity', and (3) 'The well-being of Thai families in rural area'.  
 Funded by the Thailand Research Fund
- 2015 Principal investigator:  
 'The survey of corporate social responsibility image of the Thai retail firms 2015'  
 Commissioned by CP All, Co., Ltd.
- 2015 Principal investigator:  
 'Affluent spending, conspicuous consumption, impulsive buying, and materialism of the Thai youth'  
 Funded by The Wisdom Society for Public Opinion Research of Thailand
- 2015 Research team member:  
 'Usage of social media of Thai youth'  
 Funded by The Wisdom Society for Public Opinion Research of Thailand
- 2015 Research team member:

'Research and development project on survey and estimates of housing demand in Thailand during the 12<sup>th</sup> National Economic and Social Development Plan (2017-2021) for the ASEAN Community'

Commissioned by the National Housing Authority of Thailand

- 2014 Principal investigator:  
'The survey of corporate social responsibility image of the Thai retail firms 2014'  
Funded by CP All, Co., Ltd.
- 2014 Research team member:  
'The study project on housing demand forecast in Thailand for the 12<sup>th</sup> Economic and Social Development Plan (2017-2021).  
Commissioned by the National Housing Authority of Thailand
- 2013 Principal investigator:  
'Goals of life and work attitudes of the generation Y'  
Commissioned by the Siam Commercial Group, Co. Ltd.
- 2003 Principal investigator:  
'Strength, Weakness, Opportunity, and Threat Analysis on the MICE (Meeting, Incentive Travel, Conference, and Exhibition) Industry of Thailand'  
Commissioned by the Thailand Convention & Exhibition Bureau (TCEB) of Thailand
- 1997 Research team member:  
"The Perceived Impacts of Internal and External Factors on Performance of Small and Medium Exporters in Thailand"
- 1995 Research team member:  
The Pattern of Lampang Residents' Demand for Real Estate  
Commissioned by Yonok Research Institute

## PUBLICATIONS

- 2021 **Samutachak, B.**, Niphon, D., and Manajit, S. (2021). DREAM LIFE DREAM JOB: LIFESTYLES THAT DETERMINE JOB SEARCH CRITERIA OF GENERATION Y COLLEGE STUDENTS IN THAILAND, *International Journal of Business*, 26(2), (in press) (indexed in Scopus)
- 2021 Intayos, H., Netpradit, N., and **Samutachak, B.** (2021). A causal effect of customer relationship management, attitude, subjective norm, and perceived behavioural control of customer affecting purchase intention to using anti-aging business in Thailand, *ABAC Journal* (in press) (index in Scopus)
- 2020 Manajit, S., **Samutachak, B.**, and Voelker, M. (2020). Socio-Economic Determinants of Consumption Patterns in Thailand. *Asia-Pacific Social Science Review*, 20(2), 39-51. (indexed in Scopus)
- 2020 **Samutachak, B.**, Satararужи, K., and Tadee, R. The Faces of Teens: The Exhibition of Multiple-identity in Social Media. *Journal of Humanities and Social Sciences Nakhon Phanom University*, 10(2), 1-8. (indexed in TCI1)

- 2019 **Samutachak, B.** (2019). Thailand: Siam Cement Group. In Noelle Richardson (Ed.), *Making the Most of Human Capital: Diversity and Inclusion Strategies in Selected APO Member Economies* (pp. 47-50). Asian Productivity Organization, Tokyo, Japan.
- 2018 Winzer, L., **Samutachak, B.**, and Gray, R. (2018). Religiosity, Spirituality, and Happiness in Thailand from the Perspective of Buddhism. *Journal of Population and Social Studies [JPSS]*, 26(4), 332-343. (indexed in Scopus)
- 2017 **Samutachak, B.** (2017). 'When will mom come home? Female labor force participation and the well-being of family members', 13<sup>th</sup> International Conference on Thai Studies: Globalized Thailand? Connectivity, Conflict, and Conundrums of Thai Studies, July 15-18, Chiang Mai, Thailand.
- 2016 Xiao, Z., Zhang, J., Li, D., and **Samutachak, B.** (2016). The effect of e-WOM on country image and purchase intention: an empirical study on Korean cosmetic products in China, *International Journal of Services Technology and Management*, 22(1-2), 18-30. (indexed in Scopus)
- 2015 Sattrarujji, K, and **Samutachak, B.** (2015). Chat and Share: Digital Learning for Thai Teens", The 1st International Conference on Innovative Communication, and Sustainable Development in ASEAN, National Institute of Development Administration, Bangkok, Thailand, July 9-10.
- 2015 **Samutachak, B.**, and Sattrarujji, K. (2015). Conflict and quarrelling in social media of adolescence, in Aree Jampaklay, Patama Vapattanawong, Kanchana Tangchonlatip (eds.) *Population and Society 2015: Population and Social Diversity in Thailand*. Nakhon Pathom: Institute for Population and Social Research, Mahidol University.
- 2014 **Samutachak, B.**, and Darawuttimaprakorn, N., (2014) Lifestyle, Life Plans and the Decision to Have Children among Generation Y, in Yupin Vorasiriamorn, Jongjit Rittirong, Sutthida Chuanwan and Pojjana Hunchangsith (eds.). *Population and Society 2014: Birth and Social Security*. Nakhon Pathom: Institute for Population and Social Research, Mahidol University.
- 2014 **Samutachak, B.**, and Kanchanachitra, M. (2014). What Drives Consumerism in Thai Youth? *Thammasat Journal*. 33(1), 1-22. (indexed in TCI1)
- 2012 Rattanaprakarn, C., Samutachak, B., and Piboolsravut, P. (2012). The Effect of Firms' Competitive Advantage Creations on Beyond Sufficiency-Economy Consumption Behaviors, the 17th Asia Pacific Decision Science Institute (APDSI) International Conference (proceeding), June 22-26, 2012
- 2012 Samutachak, B., and Li, De Kui. (2012). The effects of centrality and prominence of nodes in the online social network on word of mouth behaviors, *Journal of Academy of Business and Economics*. 12(2), 125-148. (indexed in Scopus)
- 2012 Li, De Kui, and Samutachak, B. (2012). A User Segmentation Model for Social Networking Websites (SNSs), *the NIDA Journal*. 52(2), 53-67. (indexed in TCI1)
- 2007 Samutachak, B. (2008) Wage-rate sensitivity of foreign direct investment: A neglected analysis in FDI policy, *Suthiparithat Journal*, 22(68), 95-110. (indexed in TCI2)

## OHTERS

- 2005- Columnist "Business Intelligence" the *Biz Week Newspaper*

- 2009
- 2005-  
2004 Columnist of the *Productivity World Journal*
- 2003 Head of working committee for the 'Country Developing Businessperson Award' in commemorating the 36th anniversary of the Dhurakijpundit University
- 2002 Head of working committee for the '5 Years Strategic Plan' of the Dhurakijpundit University
- 2002 "The Experiment of New Loan Granting Procedure for The Student Loan Funds of Thailand", funded by the Student Loan Fund of Thailand, Ministry of Finance
- 2000 Doctoral Dissertation:  
"Social Network as a Strategic Resource of Thai Exporting SMEs"  
Joint Doctoral Program in Business Administration (JDBA): Chulalongkorn University, Thammasat University, National Institute of Development Administration
- 1994 Translation:  
"The Economic Impacts of the Operations of EGAT on Lampang Province" By Dr. Jonathan E. Leightner, Augusta State, Georgia, USA  
Commissioned by the Electricity Generating Authority of Thailand

***Area of Specialization***

Generational study, Business demography, Youth culture, International Business Management, Strategic Management and Marketing