

Bhubate Samutachak, Ph.D.

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EDUCATION

**Doctor of Business Administration in International Business,
May 2001**

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,
March 1991**

(First Class Honor) Minor: Marketing
Yonok University, Thailand

Scholarship: The John S. Belew Scholarship

CURRENT POSITION:

Associate Professor of Population and Social Research, and
Program chair, Doctor of Philosophy in Applied Demography and Social Research,
Institute for Population and Social Research, Mahidol University

EXPERIENCE

September 2022 - present	Program chair, Doctor of Philosophy in Applied Demography and Social Research
July 2020	Associate professor, Institute for Population and Social Research, Mahidol University
April 1 – 5, 2019	Delegation of Thailand to the 52 nd 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

2024	<p><u>Principal investigator:</u></p> <p>'Research Project on the Evaluation of Mental Health Promotion Operations under the Health Risk Factors Control Plan in accordance with the Master Plan for the Years 2023-2027 and Mental Health Database Compilation'</p> <p>Funded by Thai Health Promotion Foundation</p>
2023	<p><u>Principal investigator:</u></p> <p>'Mental Health Blueprint: Thai Health Promotion Foundation'</p> <p>Funded by Thai Health Promotion Foundation</p>
2022	<p><u>Principal investigator:</u></p> <p>'Strengthening Capacity to Promote Gender-Responsive Investments in the Provision of Decent Care Services in Thailand'</p> <p>Funded by International Labor Organization (ILO)</p>
2021 – 2022	<p><u>Principal investigator:</u></p> <p>'Strengthening mental health and psychosocial support systems and services for children and adolescents in East Asia and Pacific Region: Thailand'</p> <p>Funded by the United Nations Children's Emergency Fund (UNICEF)</p>
2020 - 2021	<p><u>Research investigator:</u></p> <p>'Think forward, move forward Thailand' (The impact of COVID-19 on Thai workforce)</p> <p>Commissioned by Royal Initiative Discovery Fund (<i>Pid Thong Lang Phra</i>)</p>
2020 - 2021	<p><u>Principal investigator</u></p> <p>'Future Thailand: Population and Social Structure'</p> <p>Funded by National Research of Thailand</p>
2018 - 2019	<p><u>Principal investigator</u></p> <p>'Child ecology of the generation Z-Alpha in Thailand'</p> <p>Funded by Thai Health Promotion</p>
2018	<p><u>Principal investigator</u></p> <p>'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.</p> <p>Funded by Thailand Research Fund</p>
2017	<p><u>Principal investigator:</u></p>

- '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 investigator:
'Usage of social media of Thai youth'
Funded by The Wisdom Society for Public Opinion Research of Thailand
- 2015 Research investigator:
'Research and development project on survey and estimates of housing demand in Thailand during the 12th 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 investigator:
'The study project on housing demand forecast in Thailand for the 12th 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 investigator:
 "The Perceived Impacts of Internal and External Factors on Performance of Small and Medium Exporters in Thailand"
- 1995 Research investigator:
 The Pattern of Lampang Residents' Demand for Real Estate
 Commissioned by Yonok Research Institute

PUBLICATIONS

- 2025 **Samutachak**, B., Ford, K., Tangcharoensathien, V., & Satararужи, K. (2025). How sufficient economy philosophy contributes to sustainable resilience: a qualitative study on the COVID-19 pandemic response in Thailand. *BMJ Open*, 15(1), e091231. doi:10.1136/ bmjopen-2024-091231 (indexed in Scopus)
- 2024 Sornpaisarn, B., Chunharas, S., Sornpaisarn, S., Saonuam, P., Nipun, R. F., Butryee, C., **Samutachak**, B., Chandarasorn, M., Supadulya, N., Chunsuttiwat, S., Singha, S., Rojanapithayakorn, W., Ungchusak, K., & Rehm, J. (2024). Enhancing multi-sectoral collaborations for the prevention and control of NCDs in Thailand with a new approach. *Health Research Policy and Systems*, 22, 169. doi: [10.1186/s12961-024-01262-z](https://doi.org/10.1186/s12961-024-01262-z) (indexed in Scopus)
- 2023 Pomkai N, Katewongsa P, Chamrathirong A, Tharawan K, Sakulsri T, **Samutachak** B, Widyastari DA, Rasri N, Wijarn B, Wongsawat Y. Digital Group–Based Intervention for Physical Activity Promotion Among Thai Adults During the COVID-19 Lockdown: Randomized Controlled Trial. *J Med Internet Res* 2024;26:e43366. doi: 10.2196/43366. PMID: 38294853 <https://www.jmir.org/2024/1/e43366> (indexed in Scopus)
- 2023 **Samutachak**, B., Ford, K., Tangcharoensathien, V., Satararужи, K. (2023). Role of social capital in response to and recovery from the first wave of COVID-19 in Thailand: a qualitative study. *BMJ Open*; 13: e061647. doi:10.1136/ bmjopen-2022-061647 (indexed in Scopus)
- 2022 UNICEF, Institute for Population and Social Research, Burnet Institute: Strengthening mental health and psychosocial support systems and services for children and adolescents in East Asia and the Pacific: Thailand Country Report. UNICEF, Bangkok, 2022, <https://www.unicef.org/thailand/media/8871/file/MHPSS%20Report%202022.pdf>
- 2022 Somta, S., **Samutachak**, B., and Chuanwan, S. (2022). Factors Influencing Older Married Couples to Live Apart in Thailand. *Thammasat Journal*. 41(2), 106-126. (indexed in TC11)
- 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(1), pp.61-83. (indexed in Scopus)

- 2021 Intayos, H., Netpradit, N., & **Samutachak, B.** (2021). A Causal Effect of Customer Relationship Management, Attitude, Subjective Norm, Perceived Behavioral Control of Customer Affecting Purchase Intention to Using Anti-aging Business in Thailand. *ABAC Journal*, 41(1), 121-145. (indexed 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. (2020) 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 Gray, R., **Samutachak, B.**, & Voelker, M. (2019). Shaping a sustainable future by investing in human capital development. In W. Im-em & J. Rojananan (Eds.), *Population and development for a sustainable future in Thailand: 25 years after the ICPD*. Bangkok, Thailand: United Nations Population Fund.
<https://thailand.unfpa.org/sites/default/files/pub-pdf/icpd25report-download-compressed-final-2020.pdf>
- 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', 13th 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 Sattrarужи, 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 Sattrarужи, 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 TC11)
- 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 TC12)

OTHERS

- 2005-2009 Columnist "Business Intelligence" the *Biz Week Newspaper*
- 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

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