

Curriculum Vitae

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Lecturer

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Education

- **Doctor of Philosophy:** PhD Agricultural and Food Economics, School of Agriculture, Policy and Development, University of Reading, United Kingdom, 2020
- **Master's degrees:**
 - 1) MSc Food Security and Development (Pass with Merit), Graduate Institute of International Development, Agriculture and Economics (GIIDAE), School of Agriculture, Policy and Development, University of Reading, United Kingdom, 2015
 - 2) MSc Food Production Management (Pass with Merit), School of Bioscience, University of Nottingham, United Kingdom, 2009
- **Bachelor's degree:** BSc. Agro-Industrial Product Development, Faculty of Agro-Industry, Kasetsart University, Thailand, 2008

Work Experience

- November 2019 - present: Lecturer in Consumer Studies and Agro-Industrial Management & Marketing, Department of Product Development Technology, Faculty of Agro-Industry, Chiang Mai University.
- June 2019 - March 2020: Trained panel, Sensory Dimensions Co., Ltd, United Kingdom
- November 2016 - March 2020: Regional Support Assistant, Global Recruitment (International), University of Reading, United Kingdom
- March 2012 - May 2013: Export Coordinator and Research & Development Manager, Chef's Choice Foods Manufacturer Co., LTd., Thailand

- October 2011 - January 2012: Research Assistant, Centre of Excellence of Environment Strategy for Green Business, Kasetsart University, Thailand
- March 2011 - September 2011: Management Trainee and Assistant Business Development Manager, Betagen Co., Ltd., Thailand
- December 2009 - February 2011: Export Coordinator, Chef's Choice Foods Manufacturer Co., Ltd.

Publications

- Walter, P.**, Utama-ang, N., Bai-Ngew, S. & Simapaisan, P. Maybe Eating More Local Food is What We Need: Qualitative Views on Plant-Based Food among Thai Consumers. *International Journal of Food Science & Technology*. <https://doi.org/10.1111/ijfs.16965>
- Walter, P.**, Asioli, D., & Balcombe, K. (2023). Consumer Food Waste Decisions in British and Thai Consumers: A Vignette Approach. *Q Open*. <https://doi.org/10.1093/qopen/qoad020>
- Walter, P.**, and Asioli, D., 2023, British and Thai Consumer Plate Waste Behaviour: A Qualitative Comparison. *Food and Applied Bioscience Journal* 11 (1). <https://li01.tci-thaijo.org/index.php/fabjournal/article/view/257312>.
- Aumpa, P., Khawsud, A., Jannu, T., Renaldi, G., Utama-Ang, N., Bai-Ngew, S., **Walter, P.**, & Samakradhamrongthai, R. S., 2022, Determination For a Suitable Ratio of Dried Black Pepper and Cinnamon Powder in the Development of Mixed-Spice Ice Cream. *Scientific Reports*, 12(1), 15121. <https://doi.org/10.1038/s41598-022-19451-7>
- Salee, N., Chaiyana, W., Yawootti, A., Naruenartwongsakul, S., Klangpetch, W., **Walter, P.**, & Utama-ang, N., 2022, Optimization of the pulse electric field assisted extraction of black rice grain for antioxidant and sirtuin1 enzyme stimulation activities. *Scientific Reports*, 12(1), 6459. <https://doi.org/10.1038/s41598-022-10272-2>
- Utama-ang, N., Kuatrakul, I., Klangpetch, W., **Walter, P.**, & Kawee-ai, A., 2022, Comparative evaluation of physicochemical, functional and texture properties and sensory acceptance of different instant rice varieties coated with Spirulina and edible polymers. *International Journal of Food Science & Technology*, 57(7). <https://doi.org/https://doi.org/10.1111/ijfs.15738>
- Chuensun, T., Chewonarin, T., Laopajon, W., Kawee-ai, A., **Pinpart, P.**, & Utama-ang, N., 2021, Comparative evaluation of

physicochemical properties of Lingzhi (*Ganoderma lucidum*) as affected by drying conditions and extraction methods. *International Journal of Food Science & Technology*, 56(6), 2751-2759. <https://doi.org/https://doi.org/10.1111/ijfs.14906>

Oral Presentation

Walter, P. & Asioli, D., 2022, British and Thai Consumer Plate Waste Behaviour: A Qualitative Comparison, ICAAI 2022, Chiang Rai, Thailand

Pinpart, P., Asioli, D. & Balcombe, K., 2019, Investigating Consumer Food Waste Decisions: A Cross-country Comparison between Thailand and the United Kingdom, AAEA 2019 Annual Meeting, Atlanta, USA

Poster Presentation

Walter, P., Utama-ang, N., Bai-ngew, S., and Simapaisan, P., 2023, Maybe Local Food is What We Need: Qualitative Views on Plant-based Food among Thai consumers, 15th Pangborn Sensory Science Symposium: Meeting New Challenges in a Changing World, Nantes, France

Panya, P., Saeli, P., and **Walter, P.**, 2023, Let's Roll Kale: The Development of Kale Sheets, The 25th Food Innovation Asia Conference 2023. Bangkok, Thailand.

Pinpart, P., 2019, A Comparison of Food Waste Behaviour between British and Thai Consumers, Doctoral Research Conference 2019, Reading, UK

Projects

- Attitudes of people in coffee business and consumers toward coffee cups produced from agricultural waste. 2024
- Consumer Attitudes toward Plant-based Milk: A Comparison between Thai and South Korean Consumers. 2023-2024
- Half as Sweet but Twice as Lovely (HASAL): An Investigation into Attitudes of Coffee Shop Entrepreneurs and Consumers towards Reduced-Sugar Formula in Coffee and the Effects of Nudges on Consumer Choices. 2022-2023
- Mango Puree Product Development for Food Industrial Use, 2022
- Consumers' attitudes and factors affecting consumers' decisions to consume plant-based food. 2020-2022

- “Food Waste Challenges”, “Circular Food Generator Track”, European Institute of Innovation & Technology (EIT), took part as a team member from the University of Reading. 2018

Modules convenor for:

Undergraduate modules:

Role of Consumer in Product Development System (605332)

Food Product Innovation (610112)

Sessional lecturer for:

Undergraduate modules:

Agro-Industrial Management and Marketing (605446)

Product Development Technology I (605301)

Product Development Technology II (605302)

Sustainable Food Systems (601363)

Postgraduate modules:

Food Innovation Design (605726)

Advanced Sensory Evaluation and Consumer Science (605762)

Areas of Interest:

- Agri-food products and marketing
- Consumer behaviour and attitudes
- Food loss and waste
- Food policy
- Emerging topics in food businesses
- Cultural factors and cross-country comparison
- Food security and sustainability
- Nudging particularly in food-related consumer behaviour