

Wisuwat Wannamakok

Ph.D. in Business and Management

Nationality: Thai Phone: +66811720131

Born: 28/05/1990 Email: Wisuwat.wannamakok@cmu.ac.th



Education

Ph.D. , Southern Taiwan University of Science and Technology, Taiwan **2021**

Major: Business and Management

The University of Tartu, Estonia **2019**

Visiting Ph.D. researcher

M.Econ. Chiang Mai University, Thailand **2016**

Major: Economics

Lumiere University Lyon 2, France **2017**

Erasmus Mundus Mobility Program: Master's Degree

Credit Earning: 60 ECTS

B.Acc. Payap University, Thailand **2012**

Major: Accountancy

Second Class Honour Annual 2012

Ph.D. Dissertation Title

From Maker Movement and Democratized Innovation to Entrepreneurship: Exploring the Roles of Common-Pool Resources, Opportunity Creation, Startup Incubation, and Bricolage

Research interests:

- Strategic Management
- Entrepreneurship
- Innovation Management
- Entrepreneurship Education
- Business and Innovative Research

Research and Professional Experience

Lecturer

Jun 2023 to present.

Subject:

- Competitive Strategy for Food Business
- Alcohol Business and Entrepreneurship
- Product Innovation

University: Faculty of Agro-Industry, Chiang Mai University

Lecturer

Jan 2022- Jun 2023

Subject:

- Competitive Strategic Management
- Human Resource Management
- Innovative Business Research

University: Graduate School, Master of Business Administration (MBA)

Dusit Thani College, Thailand

Research Assistant

Jan 2020 – Jun 2021

Entrepreneurship; Technology Entrepreneurship, Intention, and Theories

University: National Cheng Kung University, Taiwan.

Research Assistant

Jan 2018 – Aug 2019

Entrepreneurship: Entrepreneurial Intention and Theories

University: Southern Taiwan University of Science and Technology, Taiwan

Research Assistant

Jul – Aug 2016

Professional Accountant Retention

University: Chiang Mai Rajabhat University, Thailand.

Research Management and International Relations

Feb – Jul 2016

University: Chiang Mai University, Thailand

Receivable Accountant and Income Auditor

2013 – 2014

Company: Banthai Village Chiang Mai Co., Ltd. Thailand.

Awards

- **Distinguished Foreign Alumni of STUST**

2022

Organization: Southern Taiwan University of Science and Technology

Supported by: The Foundation for International Cooperation in
Higher Education of Taiwan

- **First-runner up at the Samaggi Abstract Competition** **2022**

Organization: Samaggi Samagom, Thai student association in UK

Prize: 100 Pound Sterling

- **Ph.D. Thesis Award of the Year 2021** **2021**

Excellent Paper Award, The 14th Annual Topco Scientific Co., Taiwan

Prize: Trophy and Certification

- **Brad W. Hosler Outstanding Student Paper Award** Prize: 1,000 USD **2019**

Organization: PICMET'19 Conference, USA

- **Finalist Best Paper Award** **2018**

Organization: 63rd International Council for Small Business (ICSB), Taiwan

- **Second Class Honour Annual 2012** **2012**

University: Payap University, Thailand

- **Attended White Camp business plan for Business Ethics** **2010**

Organization: Krung Thai Bank Public Company Limited, Thailand.

Grants & Scholarships

- **Ph.D. Scholarship** **2017-2020**

University: Southern Taiwan University of Science and Technology, Taiwan

- **International Conference Subsidy** **2019**

Organization: Ministry of Science and Technology, Taiwan

Prize: 50,000 Taiwan Dollars

- **Dora Plus Scholarship** **2019**

University: University of Tartu, Estonia

- **Gender Issues in Business Schools Network Workshop** **2018**

University: Newcastle University Business School, UK

- **Erasmus Mundus Scholarship** **2016-2017**

University: Lumiere University Lyon 2, Lyon, France

- **Cultural Exchange Program** **2015**

University: Oxbridge College and Yunnan University of Science and Technology, China

Research Publication

(Google scholar: <https://scholar.google.com/citations?user=yymnWQvIAAAAJ&hl=en&oi=ao>)

(ORCID: <https://orcid.org/0000-0002-2332-9592>)

- **Manuscript with major revision**

1. Wannamakok, W., Chang, Y. Y. (2024). Do Not Go Gentle into that Good Night: Exploring the Nexus between Senior Entrepreneurship and Entrepreneurial Culture. *Journal of Enterprising Communities: People and Places in the Global Economy* (Waiting for the result of major revision)

- **Submitted Manuscripts to Journals**

1. **Title:** The Intentionality-Based View of Users to Adopt ChatGPT through the Mediating Role of Attitude Toward Behavior: Practical Implication for Business
Journal: Global Knowledge, Memory and Communication (Submitted 12-Jan-2024)
2. **Title:** Divulging Mass Media Coverage towards National Entrepreneurship Attitude and Activity through the Moderating Roles of Role Models and Social Status
Journal: Journal of Content, Community and Communication (Submitted 17-Feb-2024)

- **Published Research Works**

1. Opassuwan, T., & Wannamakok, W. (2024). Deciphering the Determinants of Firm's Engagement with Universities: An Insight into the Thai Industrial Landscape. *Journal of Open Innovation: Technology, Market, and Complexity*, 100248. (Scopus Q1)
2. Rueangmanee, T., & Wannamakok, W. (2024). Unveiling the Impacts of Perceived Social Media Marketing on Perfume's Purchase Intentions among Thai Millennials: Moderating Role Covid-19. *Review of Integrative Business and Economics Research*, 13(2), 208-223. (Scopus)
3. Chang, Y. Y., Wannamakok, W., & Lin, Y. H. (2023). Work conformity as a double-edged sword: Disentangling intra-firm social dynamics and employees' innovative performance in technology-intensive firms. *Asia Pacific Management Review*. (Scopus Q1, ESCI)
4. Wannamakok, W., & Yonwikai, W. (2023). The Relationship between Institutional Environments and Thai Hospitality-Oriented Entrepreneurship through the Moderating Role of Educational Support: A Mixed Methods Approach. *Administrative Sciences*, 13(8), 188. (Scopus Q2, ESCI)

5. Uansa-ard, S., & Wannamakok*, W. (2022). University students' entrepreneurial intentions during COVID-19: The perspective of social cognitive career theory. *Journal of Entrepreneurship, Management, and Innovation*, 18(3), 75-106. (Scopus, ESCI)
6. Chang, Y.Y., Wannamakok*, W., & Schatzl, K. (2022). The Influence of Institutional Environment on the Development of Technology-intensive Start-ups: The Case of Austria. *Journal of Enterprising Culture* (Accepted for Vol.30, issue 2) (ABS 1*, ESCI)
7. Chang, Y. Y., Wannamakok, W., & Kao, C. P. (2021). Entrepreneurship education, academic major, and university students' social entrepreneurial intention: the perspective of Planned Behavior Theory. *Studies in Higher Education*, 1-20. (SSCI; Scopus Q1)
8. Wannamakok, W., Sissokho, O., & Gates, T. G.* (2020). Human rights and education for Gambian young women during COVID-19: Recommendations for social policy and practice. *International Social Work*, 63(6), 825-829. (SSCI; Scopus Q2).
9. Wannamakok, W., & Chang*, Y. Y. (2020). Understanding nascent women entrepreneurs: an exploratory investigation into their entrepreneurial intentions. *Gender in Management: An International Journal*. (SSCI; Scopus Q2).
10. Wannamakok*, W., (2020). Investigating environments of university makerspaces: perspectives on environment preference approaches. *Journal of Design Research*, 18(1-2), 80-95. (Scopus Q2).
11. Wannamakok*, W., Chang, Y. Y., & Täks, M. (2020). The relationship between institutional environments and entrepreneurial intention in Estonia: mediating roles of desirability and feasibility. *Entrepreneurial Business and Economics Review*, 8(2), 111-126. (ESCI; Scopus Q2).
12. Uansa-ard, S., & Wannamakok*, W., (2020). Perception of Lean Startup and Entrepreneurial Intention: The Mediating Role of Desirability and Feasibility. *International Journal of Applied Behavioral Economics (IJABE)*, 9(4), 18-32. (ESCI).
13. Wannamakok*, W., & Chang, Y. Y. (2020). Institutional environments and social entrepreneurial intentions: a case of Thailand. *Review of Integrative Business and Economics Research*, 9(1), 97-111. (Scopus; EconLit).
14. Wannamakok*, W., & Liang, W. K. (2019). Entrepreneurship Education and Entrepreneurial Intention: Perspectives on Institutional Theory. *Journal of Entrepreneurship, Business and Economics*, 7(2), 106129. (EconLit).

● **Abstract/Proceeding Conference**

1. Seesuriyachan, P. & Wannamakok*, W. (2024). Exploring Theoretical Catalysts for Future Food Entrepreneurship: The Mediating Roles of Prosocial Motivation and Personal Norms.FAB2024, Chiang Mai, Thailand (Published)
2. Mondhol, A & Wannamakok*,W. (2023). Unveiling Tourists 'Gastronomy Tourism Intentions through the Moderating Role of Sustainable Behavior: Perspectives of Generation Y and Z. 21st APacCHRIE Conference 2023. The Philippines (Published).
3. Mondhol, A & Wannamakok*,W. (2023). The Application of Planned Behavior Theory and Gastronomy Tourism Intentions: A Systematic Literature Review. SIBR 2023 Seoul Conference on Interdisciplinary Business and Economics Research.South Korea (Published).
4. Thongmak, S & Wannamakok*, W. (2023). The Influence of Physical Atmosphere on Southern Thai Food Restaurant Entry Decision through the Perspective of Environment Preference Approach. SIBR 2023 Seoul Conference on Interdisciplinary Business and Economics Research. South Korea (Published).
5. Sawadee, S & Wannamakok*, W. (2023). The Marketing Factors and Consumer's Planned Behavioral Intentions to Purchase Alternative Rice Bran Protein Jelly: The Moderating Effects of Healthy Behavior and Food Innovation Perception. SIBR 2023 Seoul Conference on Interdisciplinary Business and Economics Research. South Korea (Published).
6. Rueangmanee, T & Wannamakok*,W. (2023). Unveiling the Impact of Perceived Social Media Marketing on Perfume's Purchase Intention: The Moderating Influence of Covid-19 within the Realm of Thai Millennials' Perspectives. SIBR 2023 Seoul Conference on Interdisciplinary Business and Economics Research. South Korea (Published).
7. Smith, N., Booranavitayaporn, S., Yonwikai, W., & Wannamakok*, W. (2023). Networking Food and Beverage SMEs in Thailand for Business Sustainability. SIBR 2023 Seoul Conference on Interdisciplinary Business and Economics Research. South Korea (Published).
8. Seeharat, K & Wannamakok*, W. (2023). Influential Marketing Factors Toward Consumers' Intentions to Purchase Insect Protein-enriched Ice Cream through the Mediating Roles of Sustainable Attitude and Behavior: A Case Study from Bangkok and Its Vicinity. SIBR 2023 Seoul Conference on Interdisciplinary Business and Economics Research. South Korea (Published).

9. Opassuwan, T & Wannamakok*, W. (2023). Disentangling Firms' Drivers on Big Data Strategy Adoption: The Case of Thai Firms. 8th International Conference on Business and Industrial Research (ICBIR) 2023. Bangkok, Thailand (Published).
10. Chang, Y.Y. Someus, C., & Wannamakok*, W. (2022). Exploring Amateur Innovators' Opportunity Discovery and Entrepreneurial Intentions: The Role of Common-Pool Resources and Community Bonding. BAM2022 Conference (Published)
11. Wannamakok*, W. (2022). Exploring the Opportunity-driven Entrepreneurship Activity in Creative Economy Through the Institutional Environments in Thailand: The Moderating Roles of National Culture for Creativity and Innovative Product. Thailand National Conference of Economists: NCE 2022 (Published).
12. Chang, Y.Y., Wannamakok*, W., Lin, Y.H. (2021), Work Conformity as a Double edged Sword: Understanding the Dualistic View of Conformity and Social Dynamics on Personnel Innovative Performance. 22nd Asia Pacific Management Conference (Published).
13. Wannamakok*, W., Chang, Y.Y., Liang, W.K. (2020, Nov). An Explorative Study on Entrepreneurial Intention in Aging Era: Perspective on Cognitive Approach. 16th International Conference on Knowledge-Based Economy & Global Management 2020, Taiwan (Published).
14. Wannamakok*, W., Chang, Y.Y., Liang, W.K. (2019, Nov). The Driver of Entrepreneurship Education toward Entrepreneurial Intention: An Institutional Theory. 15th International Conference on Knowledge-Based Economy & Global Management 2019, Taiwan (Published).
15. Chang, Y.Y., Wannamakok*, W. (2019, Aug). Understanding Social Entrepreneurial Intentions: Entrepreneurship Education, Academic Major, and Planned Behaviors. PICMET'19 Conference, USA. Brad W. Hosler Outstanding Student Paper Award 2019.
16. Wannamakok*, W., Gates, T. (2018, Nov). The Linkage between Social Entrepreneurship and Social Work. 14th International Conference on Knowledge-Based Economy & Global Management 2018, Taiwan (Published).
17. Wannamakok*, W., Chang, Y.Y., Liang, W.K. (2018, Nov). The Influence of Knowledge Sharing in Virtual Community and Entrepreneurial Intention. The 14th International Conference on Knowledge-Based Economy and Global Management 2018, Taiwan (Published)
18. Wannamakok*, W., Chang, Y.Y., Liang, W.K. (2018, Sep). Are Women More Likely to Enact Their Social Entrepreneurial Intentions?: The Moderator Role of Creativity and Education. Gender Issues in Business School (GIBS) 2018, UK. (Published).

19. Wannamakok*, W., Chang, Y.Y., Liang, W.K. (2018, Sep). An Empirical Investigation on Institutional Environments as a Driver of Social Entrepreneurial Intentions. ICSB World Congress, Taiwan. (Published). Finalist Best Paper Award 2018.
20. Wannamakok*, W., Petchotchareonchok, P. (2018, Aug). Social Entrepreneurial Intentions and Gender: The Moderating Role of Creativity and Education. AED 2018: The 7th International Conference on Asian Economic Development, Faculty of Economics, Chiang Mai University, Thailand (Published).
21. Uansa-ard*, S., Wannamakok*, W. (2018). A Review of Religious Attributes for Halal MICE Tourism Business in Thailand. The 1st International MICE Conference and Forum, Thailand (Published).
22. Wannamakok*, W. (2018). Influential Factors of Student's Intentions for Being Social Entrepreneur: Theory of Planned Behavior. The International and National Conference on Business Administration and Accountancy 2018 (INCBAA 2018), Khon Kaen, Thailand. (Published).
23. Wannamakok*, W. (2015). Factors Affecting on Happiness of English Teachers in Meung District, Chiang Mai Province. The 1st National Conference 2015 on Innovative Education and Sustainable Development. Siam College, Bangkok, Thailand. (Published).

Reviewer Experience

6th International Conference of Digital Innovation-Blockchain & Fintech	(Jun, 2023)
Humanities and Social Sciences Communications	(Feb, 2023)
Studies in Higher Education	(Jan, 2023)
Sustainability (MDPI publisher)	(Dec, 2022- now)
Gender in Management: an international journal	(2021-now)
ASEAN Journal of Management & Innovation Journal	(2022-now)
Social Sciences (MDPI publisher)	(Nov, 2022)
British Academy of Management	(2022)
Applied Economics	(May, 2022)
International Journal of Innovation and Technology Management	(2021)
United States Association for Small Business and Entrepreneurship	(2020)
Journal of Global Entrepreneurship Research	(2019,2023)
The International Conference on Management Information System	(2019)