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Rattanakosin
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Public Relations:

Editor-in-Chief Dr Chai Ching Tan.

You are invited to submit your articles to our Thai Peer-Reviewed Index
Journal TCI-2.

International Journal of Multidisciplinary in Management and Tourism

<https://so03.tci-thaijo.org/index.php/ijmmt/about/contact>

Education

- Doctor of Business Administration, Southern Cross University, Australia. 2009.
- Master in Advanced Business Management Practices. University of South Australia. 2004.
- Master and Bachelor in Mechanical Engineering, University of Wisconsin-Milwaukee, Wisconsin, USA. 1985-1991. US Naval Research Scholarship: US Submarine Propulsion System.
- USA Naval research scholarship, with the University of Wisconsin, USA. 1988-1991.
- M.IEAust. Professional Engineer Member, The Institute of Engineers Australia, 2002.
- The ISO 9001:2000 Series Lead Auditor Certification. Thailand. 2004.
- Areas of business-discipline publications: strategic management, tourism and service industries, ethics and corporate social responsibility, Buddhist approaches to management, branding and marketing, social entrepreneurship, organizational learning, ISO QMS (Quality Management Systems), food management systems, operations management and supply chain, organization development, business competency development, organizational and consumer behaviors.
- Areas of engineering-discipline publications: combustion, heat and mass transfer, computational fluid mechanisms, robotics controls and automation control.

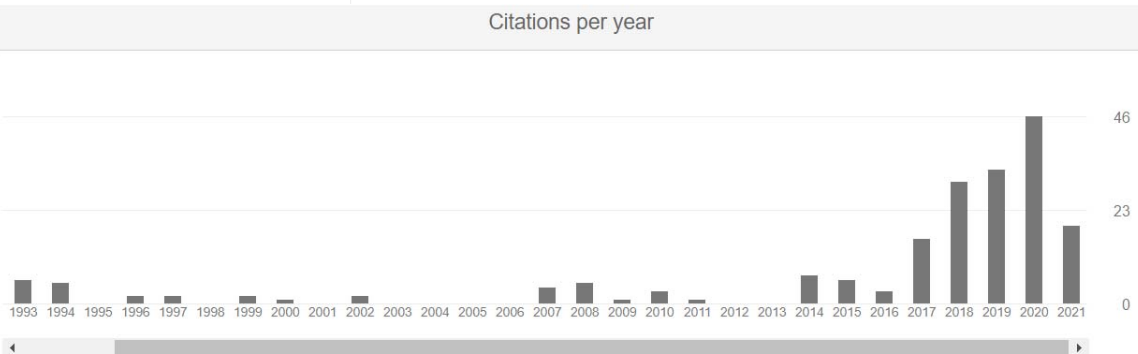
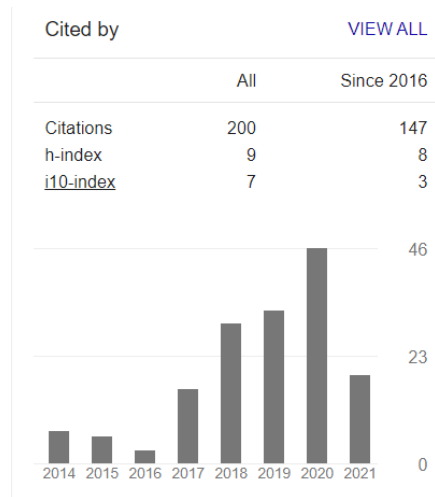


Experience

- Rattanakosin International College of Creative Entrepreneurship, Rajamangala University of Technology Rattanakosin. June 1, 2021 onwards.
- School of Management, Mae Fah Luang University: 2011-May, 2021.

- Organization Development Specialist, NIDA University. Course delivered – strategic performance management, research epistemology. Publication: NIDA HROD Journal 1/2553. 2010.
- Vice President, Strategic planning and organization development, factory operations, quality management systems (QMR), engineering, IT. Seafresh Industry Public Company Limited, Thailand. 2002-2010. Roles: Responsible for company's strategies and operations performances, including factory production and operations transformation / re-engineering; project supervisions of ORACLE ERP/Balanced Scorecard Systems; company-wide performance measurements; total quality management systems ISO 9001; 9004; ISO 22000 (food safety); GMP and HACCP; visual controls; engineering management, OEE implementation, productivity and cost improvements.
- Guest lecturer, MBA, BSc. Aerospace Engineering, Kasertsart University. 2002-2006.
- Regional general manager. Suriyatip Duramat International Co. Ltd. 1998-2002. Role: Developing businesses around Asia Pacific regions: China, Taiwan, ASEAN countries.
- Group Technical Manager, Hong Leong Management Company, circa 12 billion USD. 1996-1998. Role: Synergizing the group's diversity industry R&Ds, factory operations and quality controls, including technical training/HRD. Experiences involved: cement production, fiber boards, semi-conductors, paper mills, motorbike assemblies and design, air conditioning manufacturing, hotel management, packaging factory, banking.
- Principal and director, FRIS Institute of Robotics, Penang, Malaysia. 1994-1996. Director until 2000.
- Full-time Lecturer, Responsible for MSc/PhD courses, Mechanical Engineering, Chiang Mai University. 1993-1994; Research projects with the Department of Electrical and Electronics Engineering, University of Western Australia, in areas of robotics controls.
- Full-time Lecturer, 3rd/4th Year Mechanical Engineering, Mahanakorn University of Technology. 1991-1992.
- Researcher, USA Liquid Metal Submarine Propulsion Systems. University of Wisconsin-Milwaukee, Milwaukee, Wisconsin, USA. 1988-1991.

Google Citation



Books

1. Tan, C.C. 2021: Towards an Integrated Account of Competence-based Theory of Competition. ISBN: 978-93-90146-12-3.
2. 2021: Tan, C.C. and Somchai Damnoen (2021). Implications drawn from the theory of planned behavior to facilitate "new normalization" in higher-learning institutions at post COVID-19. In Leonilo B. Capulso, et al. (Eds.). Copying with Emerging Paradigms and Praxis in Education: Its Global Impact Admire The Pandemic: A Guide for School Adminsrators, Teachers, Students, Parents and Other Stakeholders (pp. 130-165). Macabebe, Pampanga, Philippines: Beyond Books Publication. ISBN: 978-621-8213-08-1.

3. Tan, C.C. 2016: Towards a phenomenological theory of corporate social responsibility and its spirited services.
4. Tan, C.C. 2018: Coffee-and-tea based and social entrepreneurship-oriented community-based tourism (CBT) in Northern Thailand: Contributing towards a theory.
5. Tan, C.C. 2019: A Business research guidebook for postgraduate studies.
6. Tan, C.C. 2018: An advanced strategic management text: A research-oriented approach
7. Tan, C.C. 2019: Book chapters in Global Trends in Corporate Social Responsibility, Demonetization, Globalization and Business Sciences
8. Srivastava, P., Tan, C.C., Zhyvko, Z., & Pheunpha, P. (2020). India, Ukraine, Brazil & Greater Mekong Subregion International Conference 2020 (IUBGMS 2020). Global Challenges and Threats to National Economies Nowadays, November 20-22, 2020, Vol 3(ii). ISBN: 978-81-947154-0-5.
9. Srivastava, P., & Tan, C.C. (2020). FAI-Conference Proceedings (Vol. 2, 2020), International Conference on Engineering, Mathematical and Computational Intelligence (ICEMCI 2019), Dec, 21-23, 2019, Jabalpur, Madhya Pradesh, India. ISBN: 978-81-945631-7-4.
10. Srivastava, P., Tan, C.C., & Singh, S. (2018). FAI-Conference Proceedings, 1st India-Greater Mekong Sub Region International Conference 2018 (IGMSIC 2018), November 15-17, 2018, Goa, India.



Editorial Board

- Advisory board, ICIECT 2021, Oct 8-9 2021, International Conference on Inventive Engineering and Computing Techniques. Krishna Engineering College. Springer-approved. <https://www.krishnacollege.ac.in/iciect/>
- Editor in Chief, Journal of Social Science and Humanities. RMP Publications. Malaysia.
- Editor in Chief, International Journal of Multidisciplinary in Management and Tourism, Thailand. ISSN 2730-3306. THAIJO System. <https://so03.tci-thaijo.org/index.php/ijmmt/about/editorialTeam>.
- Editorial Board, International Journal of Computing Sciences Research (ISSN print: 2546-0552; ISSN online: 2546-115X), Philippines.
- Editor, Business Sciences International Research Journal, ISSN: 2321-3191. First Publication: 2013.
- Editorial board, Journal of MCU Buddhapanya Review. TCI-2. <https://so03.tci-thaijo.org/index.php/jmbr/Editorial>. TCI-2.
- Editorial board, Journal of Arts Management. <https://tci-thaijo.org/index.php/jam/about/editorialTeam>. Thai TCI-2.
- Editorial board, IJIMSE. International Journal of Innovations in Management, Science, and Engineering. <https://ijimse.co.in/editorial>. E-ISSN - 2582-6778.

- Editorial board, International Journal of Innovations & Research Analysis (IJIRA) (An International Quarterly Multidisciplinary Peer Reviewed Refereed Journal). <https://inspirajournals.com/IJIRA-2>.
- Vice President, Council Board of Fater Academy of India.
- Editorial board, Journal of Educational Innovation and Research. ThaiJo System. <https://so03.tci-thaijo.org/index.php/jeir/about>.
<https://www.firstojs.com/index.php/jeir/about/editorialTeam>.
IPN Education Group International Scientific Committee, Malaysia.
- Editorial board, Research Directions: An International Multidisciplinary Peer Reviewed Refereed Open Access Research Journal. May, 2019 Special Issue on Recent Advances in Science Engineering & Management. ISSN No. 2321-5488. UGC Sr. No. 1208 (India). Amity Institute of Information Technology, Amity University, Lucknow.
- International coordination committee, ICEMCI 21-23 December, 2019, Jabaulpur Engineering College. International Conference on Engineering, Mathematical and Computational Intelligence.
- Editorial board and vice president, Fater Academy of India.
- Editorial board, International Journal of Multidisciplinary in Cultures and Religions Studies. ThaiJO (new). <https://so04.tci-thaijo.org/index.php/ijmcr/about/editorialTeam>.
- International editor, International Journal of Advanced Multidisciplinary Studies, ISSN: 2782-893X. Philippines.
- Peer Reviewer, Universal Journal of Management, ISSN: 2331-950X (Print), ISSN: 2331-9577 (Online).
- Peer reviewer, Asia Pacific Journal of Religions and Cultures.
- Peer reviewer, Journal of Mekong Societies.
- Peer reviewer, Routledge Anatolia Publications. Web of Science Journals.
- Peer reviewer and editorial board, Rajapark Journal, TCI-2.
- Affiliate member, International Association of academic plus corporate. IAAC. International Association of academic plus corporate (IAAC) society is an educational & corporate support organization registered to Government under 2001 Act – (435/2018).

Conference Organizer Committee Members

- Chairperson to invited speakers, International Conference on Research and Practices in Humanities Social Sciences, Education, Commerce & Business Management (ICHSECM-VIRTUAL 2021), organized by Inspira Research Association, Jaipur, and Lal Bahadur Shastri PG College, Jaipur, India, April 29-30, 2021.
- April 16, 2021, co-editor to the Proceedings of the Cannabis Science and Social Sustainability International Conference 2021 (CASSIC 2021).
- 2021, organizing committee, 23rd FAI-ICS 2021, 19-21 Feb. 2021. Theme: Emerging trends and adaptation of spirituality in management, artificial intelligence, education, health, tourism, science and technology. Fater Academy of India, Arul Anandar College, Madurai, Tamil Nadu, India and Unifacvest, Centro Universitario Facvest, Brazil.
- 2020, organizing committee. 22nd FAI International Conference, jointly organized by the American College (Autonomous) Madurai, Tamilnadu, India, and FATER Academy of India on Mathematical, Computational Intelligence and Engineering Approaches to Healthcare, Business and Tourism Analytics 2020, 22nd FAI-ICMCIE 2020.
- 2020, organizing committee, India, Ukraine, Brazil & Greater Mekong Subregion International Conference 2020 (IUBGMS-2020), 22-22 November, 2020.
- 2020 India: Moderator. ICT-Enabled International Conference: Trends & Innovations in Management and Entrepreneurship, 28-29 August, 2020. Chairing Technical Session.
- 2020 India. International Webinar on "Impact and Strategies for Tourism, Service Management and Academic Sector. 24-25 May 2020 (4 PM to 7PM IST). Organization Committee.
- International advisory committee, Sant Baba Bhag Singh University's International Conference 07 Feb 2020. <http://sbbsuniversity.ac.in:7070/mainconference/internationalcommittee.php>.
- 2020 India: International Conference on Engineering, Mathematical and Computational Intelligence, ICEMCI 2019 December 21-23, 2019. Editor.
- Organizing committee member and editor. 2nd India-Greater Mekong Sub-Region International Conference (2nd IGMSIC) 2019. Fr. Agnel College of Arts & Commerce, Patto, Panaji, Goa. November 27-29, 2019.
- Organizing committee member: 1st TTIC 2019. 2-3 December 2019. By Thai IoT Association. IoT Startup Pitching, Academic IoT Research, IoT Ecosystem. Sripatum University, Bangkok, Thailand.
- Advisory Board, Innovative Technologies in Mechanical Engineering (ITME-2019), 18th-19th October, 2019, Organized by Department of Mechanical Engineering, KIET Group of Institutions in Collaboration with Cranfield University, UK. Uttar Pradesh, India.
- Editorial board for the Conference and Proceedings of the 6th Greater Mekong Sub-region. International Conference (GMSIC) 2019 "The Knowledge Discovery of Management Science and Economics for Development in GMS" at University of Management and Economics, Kham Pong Cham, Cambodia. July 12- 2019.
- International Conference on Global Trends in Business, Legal & Social Sciences Thailand 2019. May 27-28, 2019, AIT, Bangkok.
- Thai IoT International Conference 2019.
- Editor, The Proceedings of the 10th International Conference on "Emerging Trends in Computing Technology and Management", 7-9th February, 2019, Technocrats Institute of Technology, Bhopal (M.P.), India.

- Editor, The First India-Greater Mekong Sub-Region International Conference (IGMSIC) 2018.
- Coordinator, IMRF (International Multidisciplinary Research Foundation) Thai Chapter.
- Vice President, Forum for Advanced Training in Education and Research Academy of India (FAI).
- IPN Education Group International Scientific Committee 2016-2018.
- Technical Committee, International Conference on Advanced and Applied Sciences (ICAAS, 2018), 03-05, May 2018, Moscow, Russia.
- Technical Committee, Malaysia Doctorate Support Group (MDSG) Conferences, Melaka, 27-28 April, 2018.

Awards

- 2021 April 26. Recognized for World Intellectual Property Accreditation Erudite Medal on "superior performance in management" on the eve of World Intellectual Property Day 2021, by Center for Professional Advancement, UK.
- 2021 Global Leaders Award – Excellence in Leadership by Beyond Books Publication, Macabebe Pampanga, Philippines
- Jan 26, 2021. International Educational Excellence Award. By Center for Professional Advancement, West Midlands, UK.
- Eminent International Research Award presented by International Society of Teachers, Administrators and Researchers, on **24th of October 2020**, on the occasion of the International Research and Development Congress on Teaching English to Speakers of Other Languages, with the theme, "Interfacing Disciplines, Approaches and Technologies for Advanced English Language Teaching".
- IMRF Distinguished Inspiring Best Teacher Award 2020, conferred by the International Multidisciplinary Research Foundation, India, on the eve of India Teachers Day, **05 September, 2020**.
- Best paper award for the 3rd World Conference on Innovations in Management, Science and Engineering – WCISE'20 on topics "TOPSIS method in search for competitive advantage and firm-performance" and "Integrative use of socio-cognitive theory, stimulus-organism-response model and theory of planned behavior in ecotourism trips", **22-23 August, 2020. Scopus-index.**
- Sri Umakant Srivastava Distinguished Academician Award 2019. On the eve of 2nd India Greater Mekong Sub Region International Conference on "Emerging Trends in Tourism, Entrepreneurship and Management" held at Sanskruti Bhavan, Directorate of Art & Culture, Panaji – Goa, **November 27, 2019**.
- IMRF Best Research Award in recognition of the Quality-Group-Individual Effort on Rigorous Research. **November 15, 2019**.
- IMRF Excellence Award in recognition of the consistent superior performance in **Corporate Social Responsibility, May 2018**, at the IMRF's 75th International Conference on Law, Management, Business, Economics & CSR Thailand 2018, Asian Institute of Technology.
- Excellence Presentation Award (Oral) at the 4th Greater Mekong Subregion International Conference (GMSIC) 2017, **July 14, 2017 National University of Laos and Khon Kaen University**.
- Best Presenter Award at 3rd International Conference on Statistic, Accounting and Management, **25-26 August, 2017, KL**.
- Highly Commended Paper Award **2016, Emerald and Literati Network**
- Highly Recommended Paper Award **2016**, International Symposium in Service Management (IRSSM), **Mahidol University**.
- Excellence Paper Award (Oral) **2016**, The Third Greater Mekong Subregion International Conference (GMSIC) 2016, **Khon Kaen University**.
- IMRF Excellence Award **2015** in recognition of consistently superior performance in Management Science.
- Best Paper Award **2015**, IPN-IWNEST Journal Publication, Malaysia.

Keynote Speeches

- July 1-2, 2021. Keynote to the 3rd International Conference on Multidisciplinary and Current Educational Research – 2021, Organized by Mahachulalongkorn University, Ayutthaya, Thailand, on topic "A balanced scorecard configuration of business model to facilitate community development and learning to succeed in community-based tourism".
- June 25-28, 2021. Keynote to 24th FAI-International Conference, on Global Trend of Data Analytics in Business Management, Social Sciences, Medical Sciences and Decision Making, in association with the Institute of Technology, Gopeshwar, Chamoli, Uttarakhand, India, and UNIFACVEST University Center, Santa Catarina, Brazil, on topics, "structural equation modeling to imply marketing strategies from slices of the big data: A case of Tmall, China."
- June 12-14, 2021. Keynote to International Educators and Researchers Summit, Organized by Asia Pacific Association (APA) of Educators Training Institute. On Topics: Pedagogy-Andragogy-Heutagogy and Theories of Learning to Mentor Postgraduate Students.
- June 4-5, 2021. Presented "Operations Management – 5S structure to embed theories of non-OM disciplines" to the International Multidisciplinary Conference on "Innovations and Sustainable Practices in Commerce, Management and Social Sciences: Future Prospects and Challenges" (ICCMSS Virtual-2021), Organized by Maniben Nanavati Women's College, Mumbai in association with Inspira Research Association, Jaipur.
- **May 30, 2021**. Guest of honor keynote speech to The International Conference on "New Challenges and Opportunities in the field of education, science, management, commerce, humanities, agriculture and technology in the current scenario. Organized by ANNIE Besant, College, Indore, and Research Foundation of India.

- **May 13, 2021.** Presented to Industry 4.0 to 15th anniversary of the Department of Management of the Lviv State University of Internal Affairs " Management and Security: Theoreticals and Applied Aspects ".
- **May 11, 201.** Keynote to Red Talks International conference on the eve of national technology day awards.
- **April 26, 2021.** Delivered an invited speech on Intellectual Property and Ideas to Market, to Center for Professional Advancement, UK.
- **April 29-30, 2021.** Keynote and Chair person to International Conference on Research and Practices in Humanities Social Sciences, Education, Commerce & Business Management (ICHSECM-VIRTUAL 2021). Organized by INSPIRA Research Association, Jaipur, LAL Bahadur Shastri PG College, Jaipur. Keynote speech: Triology of strategy – Lewin Change Model Supported.
- **April 28-30, 2021.** Keynote on "Conceptualizing towards a human-cyber-physical system (HCPS) based view of competition in preparation for industry 5.0" at the International Educators' Summit on E-learning and Innovative Pedagogies, Phillipines.
- **April 24, 2021,** Keynote speaker to the Inaguration of students' publication chapter at Rajalakshmi Institute of Technology. Webinar on Art of Writing Research Papers and Ethics in Publishing.
- **April 22, 2021,** Keynote speaker to the International Conference on Innovative Business Practices in Digital Era (IC-IBPDE), Organized by Research Foundation of India and Renaissance University, Indore, India. **Topic presented:** Conceptualizing towards a Human-Cyber-Physical Systems (HCPS) based View of Competition in Preparation for Industry 5.0.
- **April 16, 2021,** Keynote speaker to the Cannabis Science and Social Sustainability International Conference 2021 (CASSIC 2021), on a title "learning to develop a new industry – Cannabis, with competitiveness edge", and co-author another paper on title "medical cannabis cases as educable base for industry development".
- **April 11, 2021.** Keynote on SDG11, to the Development Submmit 2021 Representative of 17 Countries in collaboration with 20 Inernational Organization, GPSDS 2021.
- **March 31, 2021.** Keynote on "learning to develop a new industry – Cannabis, with competitiveness edge", to Cannabis Sciene and Social Sustainability International Conference 2021 (CASSIC 2021), Chiang Mai.
- **March 20, 2021.** Keynote to Conference organized by Bundelkhand University, on Promoting Entrepreneurship. Title: Whole-Brain Model for Entrepreneurship: A Research Report, Scientific Concept and Post-COVID 19 Consumer Trends Illustrated.
- **Feb 19-21, 2021.** Keynote speaker to the 23rd FAI-ICS 2021, 19-21 Feb. 2021. Theme: Emerging trends and adaptation of spirituality in management, artificial intelligence, education, health, tourism, science and technology. Fater Academy of India, Arul Anandar College, Madurai, Tamil Nadu, India and Unifacvest, Centro Universitario Facvest, Brazil. Title: AI-Paradigmatic Guided Systems to Solve Socio-Business Problems :A Spiritual and Science Connection.
- **Feb17-19, 2021.** Keynote speaker to IMCFT-2021 International Multidisciplinary Conference on Future Trends in Commerce, Economics, Management, Education, Social Sciences, Applied Sciences, Technology, Art & Culture. Organized by Rajasthan Sangeet Sansthan (Govt. PG Gollege, Govt. of Rajasthan), Jaipur, and INSPIRA Research Association, Jaipur. Title: PARADIGMATIC COMPETENCE TO EMBRACE FUTURE TRENDS AND RESEARCH: A SCIENCE-SPIRITUALITY PATH.
- **Jan 30, 2021.** Guest speaker. Adventure tourism. Department of Tourism, Government of Uttar Pradesh.
- **January 29-31, 2021.** Keynote speaker to the International Educators' Summit on Interdisciplinary Research. Theme: Recalibrating leadership and the culture of research in the new normal.
- **December 20-22, 2020: Invited** Talk on artificial intelligence use in tour guide field-trip education. Title: "The 3E (efficiency, effectiveness, and efficacy) conceptual model explaining the significant roles of the execution quality of tour guide field trip in contributing to students' self-efficacy and career choice. The 22nd FAI International Conference, jointly organized by the American College (Autonomous) Madurai, Tamilnadu, India, and FATER Academy of India on Mathematical, Computational Intelligence and Engineering Approaches to Healthcare, Business and Tourism Analytics 2020, 22nd FAI-ICMCIE 2020.
- **December 15, 2020 India:** Keynote guest address to IMRF-United Nations 2020 and Beyond: Shaping Our future Together. International Webinar on UN Goals – Quality Education, **December 15, 2020.**
- **November 20-22, 2020:** Invited talk on sustainable livelihood model of community-based tourism in Chiang Rai – the use of neural networks and structural equation modeling. India, Ukraine, Brazil & Greater Mekong Subregion International Conference 2020 (IUBGMS-2020).
- **2020 India:** Keynote on the "use of BSC for sustainability livelihood development" organized by Suresh University on the 7th Annual International Virtual Conference on Sustainability in Current Scenario: Challenges and Solutions (SCSCS-2020), **November 05-07, 2020.**
- **2020 Phillipine:** Keynote on "Social Cognitive Theory in Educational Practices and Teachers Perspective to New Normalization During-and-Post Covid 19" to the International Congress on Research-based Instructional Strategies in Teaching English to Speakders of Other Languages, **November 6-8, 2020.**
- **2020 Phillipine:** Keynote to 1st Global Training-Working on Scientific Writing, Peer Reviewing and Editing Research for International Publication. Organized by International Society of Teachers, Administrators and Researchers in collaboration with Phillipine Association of Institutions for Research, Asian Society for Teachers of Research, Asian Association for Academic Integrity, International Alliance of English Language Teachers, **September 18-21, 2020.** Topic: Writing Academic Paper for Publishing.
- **2020 India:** Keynote to India Ukraine and Greater Mekong Sub Region. International Webinar – 2020 IUGMIW-2020, **12 September 2020.** Topic: Sustainable Challenges and contributing factors for community based Cultural and Natural Tourism: Cases with Chiang Rai, Thailand.
- **2020 India:** Keynote to International Conference on Business Management & Analytics 2020, **September 01-02, 2020.** Topics: Sustainable SCM.

- **2020 India:** WCISE'20 Scopus-indexed conference in the field of science, materials, computer science, mechanical engineering, electrical and electronics engineering and technology. **August 22nd, 2020.** Topics: Implications drawn from the Theory of Planned Behavior to Facilitate "New Normalization" in Higher-Learning Institutions at Post Covid-19.
- **2020 India:** Moderator and presenter to INDIA BRAZIL AND GREATER MEKONG SUB-REGION INTERNATIONAL WEBINAR-2020)IBGMIW-2020 (onTHE POWER OF SPIRITUALITY IN THE QUALITY OF LIFE AND PERPETUITY OF BUSINESS. **22nd AUGUST 2020** (4.00PM-8.00PM as per Indian Standard Timing).
- **2020 India:** International Conference on Business Management & Analytics 2020. **August 17-18, 2020.** Topic: AI and IoT in Supply Chain Management.
- **2020 Philippine and Singapore:** 15 JMRC (15th Joint Multidisciplinary Research Conference), **14-16 August, 2020.** Topic: A research-based stimulus organism framework as a context for further educational reform.
- **2020 India:** International Conference on Business Management & Analytics 2020, by IMRF. Topics: AI for sustainability. **July 17-18, 2020.**
- **2020 India:** International Yoga Day. Organized by Patanjali Yoga Samiti, Lucknow East. **June 21, 2020.**
- **2020 India:** International Symposium on Writing Papers and Ethics in Publishign by Rayat Group of Institutions, Ropar Campus.
- **2020 India:** Red (Research Educational) Talks International. Topic: Strategic management and strategy – an introduction. **June 13, 2020.**
- **2020 India: E-Education:** Challenges & Solutions, Organized by Medi-Caps University, Indore, india, in association with Alma World Limited, United Kingdom, and APBS A Vicienne Business School, Republic of Tunisia. **May 31, 2020:** 10AM – 1 PM (IST). Delivered on Educational Reform.
- **2020 India.** Webinar on "sustainability and positivity psychological capitalization through developing our consciousness". **26 May 2020.** 3PM – 4PM. SRM IST, NCR Campus, Ghaziabad.
- **2020 India.** International Webinar on "Impact and Strategies for Tourism, Service Management and Academic Sector. **24-25 May 2020** (4 PM to 7PM IST). Deliver a speech on SOR Framework for Students' Career Performnce Belief: Lesson from Covid 19 and Educational Reform Forward.
- **2020 India,** Transforming oneself through developing consciousness towards positivity in reality. Leaders Forum (LLF) India. **May 24, 2020.**
- **2020 India,** Writing Papers & Ethics in Publishing. Institute of Science and Technology, Delhi-NCR Campus, Ghaziabad (U.P.). Webinar, **30th April 2020.**
- **2020 Taiwan:** Invited Speaker, on "CDIO and its systems theoretical groundworks from the context of management sciences". 2020 International CDIO Workshop on Smart Green Synergy. Feng Chia University. At 跨領域工程教育人才培育與研究計畫辦公室. **Jan 2020.**
- **2019 Bangkok:** Keynote on topic "Theoretical Background and Empirical Cases for Supply Chain in Embracing IoT-AI Era" at the WCISE 2019 "2nd World Conference on Innovations in Management, Science and Engineering". December 30, 2019.
- **2019 India:** Delivering a keynote on "Mastering the Microscopic Phenomena in Embracing Supply Chain Management Changes in the Emerging IoT-AI Era," at the International Conference on Engineering, Mathematical and Computational Intelligence, 21-23 December 2019, Jabalpur Engineering College – Jabalpur (M.P.) and Walchand Engineering College, Sangli, India, Jabalpur (M.P.), India.
- **2019 Thailand:** Invited talk on topic "The economic impact analysis of culture and nature tourism destinations in Chiang Rai province applied in the guideline of the global sustainable tourism council (GSTC): Case study of Huai Pa Kang Temple and Tham Pum Tham Pla, Tham Luang, Kun Nam Nang Non." Presented to the Seminar "Into the Cave Tourism Development and Sustainability", organized by Mae Fah Luang, 8 December, 2019.
- **2019 India:** An Exploratory Study of the Spirituality-Oriented Experiences of Tourists. Keynote to the 2nd India-Greater Mekong Sub-Region International Conference (IGMSIC) 2019: Emerging Trends in Tourism, Entrepreneurship and Management, 27-29 November, 2019. Fr. Agnel College of Arts and Commerce, Goa, India.
- **2019 AIT Bangkok:** A combined neural network-SEM approach in validating the mediating role of organizational learning. At the International Conference on Global Trends in Management, Economics, Law & Social Sciences Thailand 2019, November 15-16, 2019. AIT, Bangkok.
- **2019 India:** Coffee-and-Tea based Community-based Tourism: Part I – Use of Balanced Scorecard Framework for Sustainable Business Model Design and Implementation. Coffee-and-Tea based Community-based Tourism: Part II – A SOR Approach to Brand Management. International Conference on "Tourism, economic growth and women empowerment: Understanding the linkages, challenges and destination," and an international workshop on "intelligent information socio- medical sciences modeling 2019". Swami Vivekanand Govt. Post Graduate College, India.
- **2019 Thailand:** AIT, Bangkok: Keynote speech on "Moving Thailand's Agriculture Industry to the Next Competitive Level through Internet of Things (IoT)". International Conference on Global Trends in Business, Legal & Social Sciences Thailand 2019.
- **2019 India:** Keynote speech, 10th International Conference on "Emerging Trends in Computing Technology and Management", **7th-9th February, 2019,** Technocrats Institute of Technology, Bhopal (M.P.), India, Rajiv Gandhi Proudhyogiki Vishwavidyalaya, Bhopal, India, University of Management and Economics, Kampong Cham Campus, Cambodia, Rajapark Institute, Bangkok, Thai IoT Association, The Association of Researchers of Thailand, FATER Academy of India.

- **2019 Thailand:** Use of Balanced Scorecard Framework for Community-based Tourism Development, Its Business Model Design and Implementation. Keynote at the International Conference Thailand, Organized by IMRF Institute for Research & Education, SBBS University, Jalandhar, Punjab, India, CIU India, IIM Australia, and DRPF Macedonia, at Asian Institute of Technology, March 29-30, 2019.
- **2018 China:** Institute of Southeast Asia Studies, Yunnan Academy of Social Sciences. October 20, 2018.
- **2018 Goa, India:** "The Mediating Role of OL in Leveraging the Influence of Performance Measurement and Relationships Network in Hotel Operations and Customer-Facing Outcome" The First India-Greater Mekong Sub-Region International Conference (IGMSIC) 2018. November 15-17, 2018, at Fr. Agnel College, Goa, India. Co-organized by Khon Kaen University, National University of Laos, Rajapark Institute Bangkok Thailand, The Institute of Social and Economic Initiatives Ukraine, University of Management and Economics Cambodia, and FATER India.
- **2018 Thailand:** "Brand Management through Stimulus-Organism-Response (SOR) Integrative Efforts" International Conference on Global Trends in Management, Economics, Commerce and Legal Studies Thailand, Nov. 19-20, 2018.
- **2018 Thailand:** International Conference on Law, Management, Business, Economics and CSR Thailand. Topic: Role of social responsibility by Academicians. 25-26 May 2018
- **2018 India:** Keynote Speaker at the International Conference on Digital India: Empowering the Society, Organized by The Department of Chemistry, Bareilly College, Bareilly, India NAAC "A" Grade University. U.P. India, 27 Jan 2018.
- **2017 Thailand:** Keynote Speech: Studying a Group Tour to Xishuangbanna based on a Stimuli-Organism-Response (S-O-R) Framework: Implications to Marketers and Policy Makers. International Science Congress Thailand (ISCTH) 2017, October 2-3 2017, Asian Institute of Technology.
- **2017 India:** Keynote Speech delivered to the ICSSAM (International Conference on Science, Social Sciences, Agriculture and Management) and Workshop on Soft Computing Modeling in Medical Sciences and Engineering, sponsored by Department of Science and Technology, Government of India, and organized by Birla Institute of Applied Sciences, Bimtal, Uttarkhand, India, in collaboration with Forum for Advanced Training Education and Research Academy of India (FAI) and Marathwada Mathematical Society, Aurangabad, 12-14 June, 2017.
- **2017 India:** Keynote Speech delivered to the IEEE International Conference on Advances in Mechanical, Industrial, Automation and Management Systems (AMIAMS-2017), 3-5 February 2017, Organized by Department of Mechanical Engineering, Motilal Nehru National Institute of Technology (MNNIT), Allahabad, India
- **2017 India:** Keynote Speech delivered to the Global Summit on Corporate Social Responsibility 2017, Acharya Nagarjuna University (Ranked One in Intellectual Capital & Learning Experience as the Best Business School in India), Guntur, Andhra Pradesh, India, March 29-31 2017.
- **2017:** Keynote Speech delivered to and Chairperson at the International Conference on Women Entrepreneurship, E Commerce, Management, Law, Gender Studies, Humanities & Social Sciences 2017: Govt. of India Approved Conference MHA Vide: F.No. 42170266/CC; MEA: F.No. AA/162/01/2017-388, Organized by International Multidisciplinary Research Foundation, in Collaboration with Center for Scientific Research Foundation and UNESCO, Gao, India, March 30-April 1, 2017.
- **2016 Thailand:** Keynote Speech delivered to the IPN Conference, 21-22 October, 2016, Chiang Mai, Thailand.
- **2015 Thailand:** Keynote Speech presented to ICAESS (International Conference on Arts, Education and Social Science) 2015, October 9-10 2015, Chiang Mai.
- **2006 Vietnam:** Keynote Speaker at the AFBE Conference, The National Advanced Training Institute, Hanoi, Vietnam, 4-5 December, 2006.
- **2006 Vietnam:** Keynote Speaker at the AFBE Conference, The National Advanced Training Institute, Hanoi, Vietnam, 4-5 December, 2006.

Government and University- Funded Research Projects

- April 2020 to April 2021, Thai Government: The development of competence of local communities in Chiang Rai for MICE travelers.
- August 2018-2019: IoT in Thailand. By Feng Chia University and National Tsing Hua University, Taiwan: The "Silicon Valley in Asia."
- Thailand: Oct 2018- March 2020: Community-based tourism destination brand management for sustainable performance.
- MFUL Oct 2018 – April 2020: The Economic Impact Analysis of Culture and Nature Tourism Destinations in Chiang Rai Province applied in the guideline of the Global Sustainable Tourism Council (GSTC): Case of Huai Pa Kang Temple and Tham Luang.
- MFU: 2018-2019: แนวทางการจัดการธุรกิจเพื่อสังคมอย่างยั่งยืนในอุตสาหกรรมการท่องเที่ยว กรณีศึกษา Tribes ETC. Management Approach of Sustainable Social Enterprise in Tourism Industry: A Case Study of Tribes ETC.
- MFU: 2018-2019: แนวทางการสร้างนวัตกรรมด้านการบริการการท่องเที่ยวโดยชุมชนวิถีกาแฟ กรณีศึกษา หมู่บ้านปางขอน จังหวัดเชียงราย. Service Innovation Approach of Community Based Coffee Tourism: A Case Study of Pang Khon Village, Chiang Rai Province.
- MFU: 2017-2019: รูปแบบธุรกิจประชารัฐเพื่อการส่งเสริมการท่องเที่ยวโดยชุมชนวิถีกาแฟในจังหวัดเชียงราย กรณีศึกษา หมู่บ้านดอยช้าง. Civil State Business Model for Community Based Coffee Tourism Promotion in Chiang Rai Province: A Case Study of Doi Chang Village.

- MFU: 2017-2019: รูปแบบกิจการเพื่อสังคมสำหรับการจัดการการท่องเที่ยวโดยชุมชนวิสาหกิจในจังหวัดเชียงราย: กรณีศึกษา หมู่บ้านห้วยน้ำกั้น. Social Enterprise Model for Community Based Tea Tourism Management in Chiang Rai Province: A Case Study of HuaiNam GreunVillage.
- Hotspring research in Chiang Rai, Thailand. Service model and competences development.
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Ph.D. Theses External Examiner

- December 2020: Problems and prospects of film industry in Andhra Pradesh – a perceptual study of producers, distributors, exhibitors and viewers. Department of Commerce and Management Studies, Andhra University, Visakhapatnam, Andhra Pradesh, India.
- **October 2020:** A study on job satisfaction among the faculty members in engineering colleges with special reference to Rayalaseema Region, A.P. PhD, Department of Commerce and Business Administration, Acharya Nagarjuna University.
- **October 2020:** Rural financial inclusion in Andhra Pradesh. Department of Commerce and Business Administration, Acharya Nagarjuna University.
- **August 2020:** A COMPARATIVE STUDY ON OCCUPATIONAL STRESS AMONG WOMEN NURSES IN PUBLIC & PRIVATE SECTOR HOSPITALS OF GUNTUR DISTRICT IN ANDHRA PRADESH. Department of Human Resource Management, Acharya Nagarjuna University.
- **2020, July:** Socio-economic impact of micro financing through self help groups in Prakasam district, A.P. Acharya Nagarjuna University, India. PhD in Commerce and Business Administration.
- **2020, July:** Role stress and work life balance among women employees – a study of information technology industry in Bangalore, Chennai and Hyderabad. Acharya Nagarjuna University, India. PhD in Commerce and Business Administration.
- **2020, June:** Moderating role of competencies in competency based human resource management and its impact on employee engagement (With Reference to Select Information Technology Companies in Hyderabad). Acharya Nagarjuna University, India. PhD in Commerce and Management Studies.
- **2019:** A STUDY ON THE IMPACT OF SOCIAL NETWORKING SITES ON THE ACADEMIC PERFORMANCE OF ENGINEERING STUDENTS WITH SPECIAL REFERENCE TO KRISHNA AND GUNTUR DISTRICTS, ANDHRA PRADESH. December, 2019.
- **2019:** A COMPARATIVE STUDY ON OCCUPATIONAL STRESS AMONG WOMEN NURSES IN PUBLIC & PRIVATE SECTOR HOSPITALS OF GUNTUR DISTRICT IN ANDHRA PRADESH. August, 2019.
- **2019:** IMPACT OF NON PERFORMING ASSETS ON FINANCIAL PERFORMANCE OF SELECTED COMMERCIAL BANKS IN INDIA. July 2019.
- **2018:** For Hanumanthu Kanaka Durga, for Ph.D. in Commerce & Business Administration: Performance Evaluation of Mutual Funds in India – With Special Reference to Equity Mid and Small Cap Funds. Acharya Nagarjuna University: Top 1 in Intellectual Capital and Learning Experience in India's Best Business School, 2016.
- **2018:** For Malathi Gottumukkala, for Ph.D. in Commerce & Business Administration: Total Quality Management and its Impact on Customer Satisfaction in Indian Dairy Industry. Acharya Nagarjuna University: Top 1 in Intellectual Capital and Learning Experience in India's Best Business School, 2016.
- **2018:** Hima Lakshmi Boppana. Working Capital Management in Indian Pharmaceutical Industry – An Analytical Study of the Selected Companies. Department of Commerce & Business Administration. Acharya Nagarjuna University. Guntur District, Andhra Pradesh, India.
- **2018:** Subramanyam Mamidala. Trends in Production and Exports to Fish Products in Andhra Pradesh: With Special Reference to the Selected Districts. Department of Commerce & Business Administration. Acharya Nagarjuna University. Guntur District, Andhra Pradesh, India.
- **2018:** A Study on the Impact of Artificial Intelligence Techniques in Activity-based Costing for the Selected Companies in Irad. Department of Commerce & Business Administration. Acharya Nagarjuna University. Guntur District, Andhra Pradesh, India.
- **2017:** For Gangineni Dhanaiah, for Ph.D. in Commerce & Business Administration: A Study on Volatility and Co-Movement of Selected Sectoral Indices of National Stock Exchange of India (NSE). Acharya Nagarjuna University: Top 1 in Intellectual Capital and Learning Experience in India's Best Business School, 2016.

Individual Peer-Reviewed Research Publications

Web of Science, Scopus/Scimago Q1,Q2,Q3,Q4, Thailand TCI-1,2, etc.

1. **Forthcoming:** Tan, C.C. and Julian, M.S. (2022). A combined neural network-SEM approach in validating the mediating role of organizational learning. In Srivastava, P., Thakur, S.S., Oros, G.I., Al Jarrah, A.A., and Laohaosol, V. (Eds). Mathematical, computational intelligence and engineering approaches for tourism, agriculture and healthcare. Springer.
2. **Forthcoming:** Tan, C.C. et al. (2022). An exploratory study of the spirituality-oriented experiences of tourists. In Srivastava, P., Thakur, S.S., Oros, G.I., Al Jarrah, A.A., and Laohaosol, V. (Eds). Mathematical, computational intelligence and engineering approaches for tourism, agriculture and healthcare. Springer.
3. Chai Ching Tan (2021). Neural network guided stimulus-organism-response (S-O-R) model in characterizing the hot spring destination experience dynamics. *Linguistica Antverpiensia*, Issue 2, 993-1019. ISSN: 0304-2294. **Scopus Q1**.

4. Chai Ching Tan (2021). Towards an integrated account of competence-based theory of competition for community-based MICE tourism segment transformation effort. *Linguistica Antverpiensia*, Issue 2, 1020-1038. ISSN: 0304-2294. **Scopus Q1**.
5. Chai Ching Tan (2021). Civil Participation-Driven Social Capitalization-Enabled Resilience Cycle for Community-based Tourism. *Psychology and Education*, 58(2), 5568-5578. **Scimago Scopus Q4**.
6. Chai Ching Tan, Zinaida Zhyvko, Iryna Lesyk. *Cyber-physical human Systems: Conceptualization and Analysis. Менеджмент XXI століття : глобалізаційні виклики : матеріали V Міжнародної науково-практичної конференції : зб. наук. пр. Полтава : ПП «Астрая», 2021. С.51-54. (319 с).*
7. Verma, D., Verma, G., Tan, C.C. Wisetsri, W., Torpayoon, Y., & Chansongpol, T. (2020). Statistical and similarity features based recognition of offline characters. Presented to IEEE "Global Conference on Wireless and Optical Technologies" (GCWOT' 20), Universidad de Malaga. IEEE Explore. DOI: 10.1109/GCWOT49901.2020.9391614. 07 April 2021.
8. Tan, C.C. (2020). Moving Thailand's agriculture industry to the next competitive level through internet of things (IoT). *Nimit Mai Review Journal*, 3(2), pp. 1-17. Institute of Management Science of Pacific (Humanities and Social Sciences).
9. Chai Ching Tan (2020). TOPSIS method in search for competitive advantage and firm-performance. *International Journal of Mechanical and Production Engineering Research and Development*, 10(3), 13917-13926. **Scopus, Scimago Q3**.
10. Chai Ching Tan (2020). Integrative use of socio-cognitive theory, stimulus-organism-response model and theory of planned behavior in ecotourism trips. *International Journal of Mechanical and Production Engineering Research and Development*, 10(3), 13927-13938. **Scopus, Scimago Q3**.
11. Chai Ching Tan and P. Vijaya, V. (2020). Neural Network-Enhanced Structural Equation Modeling of Competitive Communication Levers in Hospital Services. *Solid State Technology*, 63(1s), 320-331. **Scopus, Scimago Q4**.
12. Tan, C.C., Damnoen, P.S., Phrapanyarattanakorn, Phrakhrupipithvarakijanukarn, and Phumpongkhochasorn P. (2020). Theory of planned behavior in support for post Covid-19 new normalization responses of teachers towards online and blended learning. *Solid State Technology*, 63(5), 2166-2178. **Scopus, Scimago Q4**.
13. Nutteera Phakdeephrot and Chai Ching Tan (2020). Exploratory use of structural equation modeling to imply sustainability-determinant issues in culture- and nature-based tourist destinations judging by the solid use of structural equation modeling for engineering a social tourism. *Solid State Technology*, 63(1s), 340-350. **Scopus, Q4**.
14. Chai Ching Tan (2020). Usefulness of neural network as pre-run to structural equation modeling analysis: Case of hotels. *International Journal of Advanced Science and Technology*, 29(7), 2485-2494. **Scopus, Scimago Q4**.
15. Chai Ching Tan, Prapalad Somchai Damnoen, Yannakorn Toprayoon (2020). An exploratory study of the spirituality – oriented experiences. *International Journal of Advanced Science and Technology*, 29(7), 2478-2484. **Scopus, Scimago Q4**.
16. Tan, C.C. (2020). Civil participation-driven social capitalization-enabled resilience cycle for community-based tourism. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(9), 6183-6201. **Scimago Scopus Q3**.
17. Chai Ching Tan and Phrapalad Somchai Damnoen (2020). Buddhist Noble Eightfold Path Approach in the Study of Consumer and Organizational Behaviors. *Journal of MCU Peace Studies*, 8(1), pp. 1-20. Thailand, **TCI-1**.
18. Chai Ching Tan (2020). A fieldtrip approach to study tour guide in shaping student tourist experience. *International Journal of Development Administration Research*, 3(1), 9-29.
19. Tan, Chai Ching (2020). Brand management through stimulus-organism-response (SOR) integrative efforts, *Nimit Mai Review Journal*, Institute of Management Science of Pacific (Humanities and Social Science), 3(1), pp. 8-16.
20. Khamxay Bounmixay and Tan, Chai Ching (2020). A current snapshot of tourist attitudes and behaviors towards Lao PDR. *Nimit Mai Review Journal*, Institute of Management Science of Pacific (Humanities and Social Science), 3(1), pp. 17-26.
21. Srivastava, P. & C.C. Tan (2020, Eds.). FAI-Conference Proceedings, Vol. 2, 2020. *International Conference in Engineering, Mathematical and Computational Intelligence, ICEMCI 2019 December 21-23, 2019, Jabulpur, Madhya, Pradesh, India. ISBN: 978-81-945631-7-4.*
22. Tan, C.C. (2020). Use of management and social sciences knowledge to improve CDIO curriculum delivery. At the 2020 International CDIO Workshop on Smart Green Synergy, 跨領域工程教育人才培育與研究計畫辦公室. Feng Chia University, Taiwan. January.
23. Chai Ching Tan, Kampo Chosuntasut, and Supannika Khuanmuang (2019). A Development-Oriented Business Model to Accelerate the Industry-Wide Agricultural Applications of Internet-of-Things Technology in Thailand. In Lai, W.S. and Wu, M.C. (Eds.). *IoT Application and Creative Business Model: Thailand Cases* (pp. 97-134). Hsinchu, Taiwan: Center of Technology Innovation and Entrepreneurship Research, National Tsing Hua University Publications 國立清華大學 技術創新與創業研究中心.
24. Srivastava, P., CC Tan, & Singh, S. (2019, Eds.). FAI-Conference Proceedings, Vol. 1, 2019. 1st India-Greater Mekong Sub Region International Conference 2018 (1st IGMSIC 2018). Nov. 15-17, 2018, Goa, India. India. ISBN: 9788193542286.
25. Shulan, Z, Tan, C.C., Jiang, C., & Yang, A. (2019). Integrating theories of International Relations and National Competitiveness for Supporting OBOR Initiative Implementation. *Nimit Mai Review*, 2(2), 16-37.

26. Tan, C.C. (2019). Background and Empirical Cases for Supply Chain in Embracing IoT-AI Era. Presented to WCISE 2019 "2nd World Conference on Innovations in Management, Science and Engineering". December 30, 2019, Bangkok.
27. Tan, C.C. (2019). Mastering the Microscopic Phenomena in Embracing Supply Chain Management Changes in the Emerging IoT-AI Era. Presented to the International Conference on Engineering, Mathematical and Computational Intelligence, 21-23 December 2019, Jabalpur Engineering College – Jabalpur (M.P.) and Walchand Engineering College, Sangli, India, Jabalpur (M.P.).
28. Nutteera Phakdeephrot and CC Tan (2019). The economic impact analysis of culture and nature tourism destinations in Chiang Rai province applied in the guideline of the global sustainable tourism council (GSTC): Case study of Huai Pa Kang Temple and Tham Pum Tham Pla, Tham Luang, Kun Nam Nang Non. Presented to the Seminar "Into the Cave Tourism Development and Sustainability", organized by Mae Fah Luang, 8 December, 2019.
29. Shulan, Z., Tan, Chai Ching, and Jiang Chun (2019). The effectiveness and problems of China's alternative planting in Northern Laos. Agenda of Southeast Asian Studies in Asia Biennial Conference 2019.
30. Tan, C.C. and Julian, M.S. (2019). A combined neural network-SEM approach in validating the mediating role of organizational learning. Oral presentation to the 2nd India-Greater Mekong Sub-Region International Conference (2nd IGMSIC) 2019. Conference theme: "Emerging Trends in Tourism, Entrepreneurship and Management". Organized by The Department of Economics, Fr. Agnel College of Arts & Commerce, Pilar Goa, November 27-29, 2019.
31. Pankaj S., Saurabh S., Tan C.C. (2019). Soft computing market research analytics on recommendation for tourist destinations in varanasi-India. Presented to National Academy of Agricultural Sciences of Ukraine National Scientific Center, Institute of Agrarian Economics. Kyiv City Trade Union of AIR Workers. October 19, 2019.
32. Tan, C.C. (2019). A combined neural network-SEM approach in validating the mediating role of organizational learning. Keynote to International Conference on Global Trends in Management, Economics, Law & Social Sciences Thailand 2019. Nov 15-16, 2019, AIT, Bangkok. Proceedings of the International Conference on Multidisciplinary Academic Research Thailand, November 15-16, 2019, pp. 52-64.
33. Tan, C.C. (2019). An exploratory study of the spirituality-targeted experiences of tourists in spirituality-oriented tourism destinations. Keynote to the 2nd India-Greater Mekong Sub-Region International Conference (IGMSIC) 2019. 27-29 Nov, 2019, Fr Agnel College, Goa, India.
34. Tan, C.C., Praditmon, W., Pattanadeekul, A. and Chimwan, S. (2019). Intercepting Stimulus-Organism-Response Model, Theory of Planned Behavior and Theory of Expectancy Confirmation in the Study of Smartphone Consumer Behavior: A Thai University Student Perspective. *Asia Pacific Journal of Religions and Cultures*, 3(2), pp. 27-48. **TCI-2**.
35. Tan, C.C. and Sitikarn, B. (2019). "Balanced Scorecard (BSC) Structured Business Model for Tribes-based Community-based Tourism: Cases with Chiang Rai. *Journal of MCU Peace Studies (TCI-1)*, 7(4), pp. 899-922.
36. Tan, C.C. (2019). A Balanced scorecard configuration of business model: A case of community-based tourism. *Asia Pacific Journal of Religions and Cultures*, 3(1), pp. 21-38. **TCI-2**.
37. Tan, C.C., Toprayoon, Y., & Chansongpol, T. (2019). Studying group tours to Xishuangbana, China for Strategic Implications. *Nimit Mai Review*, 2(1), 23-35.
38. Tan, Chai Ching and Damnoen, Somchai and Jamnion, Phrakhrusathitdhammalangkar, A Model of Buddhist Learning Automata for Mind Purification (May 24, 2019). Available at SSRN: <https://ssrn.com/abstract=3393872> or <http://dx.doi.org/10.2139/ssrn.3393872>
39. Tan, C.C., Phakeephirot, N. and Sereewichayaswat, W. (2019). Fieldtrip advantages for tourism students: Contributing towards hierarchical aspect of the stimulus-organism-response (S-O-R) theory. *Dusit Thani College Journal (TCI-1, ACI-1)*, 13(3), pp. 164-179.
40. Professor Dr. Phaibul Changrien, Dr. Supatra Assavasukee, Dr. Yannakorn Toprayoon, and Dr. Chai Ching Tan (2019). Role of Election Organization at National and Local Levels on Public Opinions to Promote Democratic Society. In print to *Journal of MCU Peace Studies*, 7(5), pp. 1179-1191. **TCI-1**.
41. Zhao, Shulan, C.C. Tan, and Jiang Chun (2019). 波特“钻石”理论与“一带一路”倡议作为发展模式的优势与不足. Presented to IIAS-LIEN 2019 Conference: Effective, Accountable and Inclusive Governance, at Nanyang Technological University, Singapore, 18-21 June, 2019. 上世纪 90 年代, 哈佛商学院迈克尔·波特教授在其《国家竞争力》一书中提出经典钻石模型。波特认为, 产业的国际竞争力由四个相互影响的因素决定, 企业战略、结构和竞争, 需求条件、要素条件, 以及相关支撑产业, 此外, 政府行为也是影响产业竞争力的重要环节。本文以历史的视角, 审视半个多世纪以来日本和泰国的合作, 基于波特的钻石理论, 厘清其中的成功因素, 并以此反观一带一路倡议下的中泰经济合作项目。“一带一路”倡议提出的五年来, 取得了不少成就, 但同时面临更多挑战。学术界对此有很多不同的观点和解读。本文试图运用钻石理论对比“日泰合作”模式与“一带一路”合作模式, 客观分析“一带一路”项目推进中的成败得失。
42. Zhao, Shulan, Jiang Chun, and C.C. Tan (2019). 中国在老挝北部开展替代种植的成效与存在的问题—基于波特钻石模型的分析. Presented to IIAS-LIEN 2019 Conference: Effective, Accountable and Inclusive Governance, at Nanyang Technological University, Singapore, 18-21 June, 2019.
43. Tan, C.C., Jonsureyapar, C. and Jiang, C. (2019). An Instrumental Case Study-Oriented Approach to Teacher Educational Fieldtrip in Search for Research Topics and Propositions. Paper presented to the 6th Greater Mekong Subregion International Conference (GMSIC) 2019, July 12, 2019, University of Management and Economics, Kampong Cham Campus, Cambodia, Partnered with Khon Kaen University, pp. 16-25.

44. Shulan, Z., Tan, C.C., Jiang, C., and Yang, A. (2019). Integrating Theories of International Relations and National Competitiveness for Supporting OBOR Initiatives Implementation. Paper presented to the 6th Greater Mekong Subregion International Conference (GMSIC) 2019, July 12, 2019, University of Management and Economics, Kampong Cham Campus, Cambodia, Partnered with Khon Kaen University, pp. 1-15.
45. Tan, C.C. (2019). Coffee-and-Tea based Community-based Tourism: Part I – Use of Balanced Scorecard Framework for Sustainable Business Model Design and Implementation. Keynote. Presented to the International Conference on “Tourism, economic growth and women empowerment: Understanding the linkages, challenges and destination,” and an international workshop on “intelligent information socio-medical sciences modeling 2019”. Swami Vivekanand Govt. Post Graduate College, India. 5-7 June.
46. Tan, C.C. (2019). Coffee-and-Tea based Community-based Tourism: Part II – A SOR Approach to Brand Management. Keynote. Presented to the International Conference on “Tourism, economic growth and women empowerment: Understanding the linkages, challenges and destination,” and an international workshop on “intelligent information socio- medical sciences modeling 2019”. Swami Vivekanand Govt. Post Graduate College, India. 5-7 June.
47. Tan, C.C., Yannakorn Toprayoon, and Thanyanant Chansongpol (2019). Studying Group Tours to Xishuangbana, China for Strategic Implications. Presented to the International Conference on “Tourism, economic growth and women empowerment: Understanding the linkages, challenges and destination,” and an international workshop on “intelligent information socio- medical sciences modeling 2019”. Swami Vivekanand Govt. Post Graduate College, India. 5-7 June.
48. Tan, C.C. (2019). Moving Thailand’s Agriculture Industry to the Next Competitive Level through Internet of Things (IoT). Proceedings to the International Conference on Global Trends in Business, Legal & Social Sciences Thailand, pp. 71-85. ISBN: 978-93-86435-77-4, AIT, Bangkok.
49. Phaibul Changrien, Supatra Assavasukee, Yannakorn Toprayoon, and Tan, C.C. (2019). How Could Public Opinion Promote Democratic Society? Role of Election Organization at the National and Local Levels on Protecting Public Opinion and Inspiring Promising Democracy in ASEAN as a Whole. Presented to the International Conference on Global Trends in Business, Legal & Social Sciences Thailand, pp. 71-85. ISBN: 978-93-86435-77-4, AIT, Bangkok. May 27-28, 2019.
50. Chai Ching Tan, Kampo Chosuntasut, and Supannika Khuanmuang (2019). A Development-Oriented Business Model to Accelerate the Industry-Wide Agricultural Applications of Internet-of-Things Technology in Thailand. Presented to the Workshop organized by the Business Models Research Center for Asian Silicon Valley: Linking IoT Applications into the Southeastern Asian Markets, held by National Tsing Hua University 「新興科技創新營運模式-亞洲矽谷創新營運模式研究中心：物聯網創新應用與東南亞新興市場之連結」計畫成果發表會。國立清華大學台積館 6 樓孫運璿紀念中心。主辦單位：國立清華大學技術創新與創業研究中心。2019.6.14.
51. Tan, C.C. (2019). Use of Balanced Scorecard Framework for Community-based Tourism Development, Its Business Model Design and Implementation. Proceedings of the International Conference Thailand, Organized by IMRF Institute for Research & Education, SBBS University, Jalandhar, Punjab, India, CIU India, IIM Australia, and DRPF Macedonia, at Asian Institute of Technology, pp. 231-240. March 29-30, 2019.
52. Tan, C.C. (2019). A Hierarchical Stimulus-Organism-Response Framework of Tourist Perceptions for Community-as-Brand Development. The First ICRU International Conference on World Sustainable Development (WSD 2019). Hosted by 6 Rajabhat University and 5 Overseas University Networks, **Feb 18-20, 2019**, at the Empress Hotel Chiang Mai. Proceedings of ICRU Sustainable Community Development 2019, pp. 89-95.
53. Tan, C.C. (2019). A Balanced Scorecard Configuration of Business Model Concept for Developing Community-based Tourism. The First ICRU International Conference on World Sustainable Development (WSD 2019). Hosted by 6 Rajabhat University and 5 Overseas University Networks, **Feb 18-20, 2019**, at the Empress Hotel Chiang Mai.
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56. Tan, C.C., Thivagar, L.M., Singh, M.P., Torprayoon, Y. and Bhardwaj, R. (Eds). Proceedings of the 10th International Conference on Emerging Trends in Computing Technology and Management”, 7-9th February, 2019, India: FAI Publisher. ISBN: 978-81-935422-8-6.
57. Tan, C.C. (2018). A Social and Cybernetic Psychological Model for the Social Entrepreneurship-driven Community-based Tourism (CBT) Development in Chiang Rai, Thailand. **Asia Pacific Journal of Religions and Cultures**, 2(2), pp. 1-24. **TCI-2**.
58. Tan, C.C. (2018). Spiritual intelligence enabled corporate social responsibility. *Nimit Mai Review*, 1(1), 14-24.
59. Falleiro, S.P., Tan, C.C., Nara, K., Toprayoon, Y. and Gomes, R. (2018) (Eds). Proceedings of the 1st India-Greater Mekong Sub-Region International Conference (1st GMSIC) 2018. Goa: Fr. Agnel College of Arts & Commerce Press.
60. Zhao Shulan, CC Tan and Chun, Jiang (2018). A Cross-Disciplinary View on Japanese ODA to Thailand and its Implications to One Belt One Road Initiative in Southeast Asia. Presented to First India Great Mekong Subregion (IGMSIG) 2018 International Conference, at Fr. Agnel College, Goa, India. Co-organized by Khon Kaen University, National University of Laos, Rajapark Institute Bangkok Thailand, The

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