



**พศ. ดร. เอก์ ปัทธานกุล**

**Asst. Prof. Dr. Ake Pattaratanakun**

**Department : Marketing**

**Email : [suppakorn@cbs.chula.ac.th](mailto:suppakorn@cbs.chula.ac.th)**

**Tel : 02 218 5835**

## Education

- 2015 DOCTOR OF PHILOSOPHY, MARKETING, CAMBRIDGE UNIVERSITY, UNITED KINGDOM
- 2011 MASTER OF PHILOSOPHY (THESIS DISTINCTION), INNOVATION, STRATEGY, AND ORGANISATION, CAMBRIDGE UNIVERSITY, UNITED KINGDOM
- 2009 MASTER OF MANAGEMENT (DEAN'S LISTS HONORS), MARKETING, CORNELL UNIVERSITY, UNITED STATES
- 2006 BACHELOR OF BUSINESS ADMINISTRATION (FIRST CLASS HONORS), MARKETING, CHULALONGKORN UNIVERSITY, THAILAND

## Publications

### Peer-Reviewed Journal Articles

"Nitric Oxide Synthesis Inhibition and Anti-Inflammatory Effect of Polypeptide Isolated from Chicken Feather Meal in Lipopolysaccharide-stimulated RAW 264.7 Macrophages", *Food Technology and Biotechnology*, 57(2) : 200-212, Jan.2015-Jun.2019, (Inkanuwat, A., Sukaboon, R., Reamtong, O., Asawanonda, P., Pattaratanakun, A., Saisavoey, T., Sangtanoo, P., Karnchanatat, A.).

"Colors and Intensities Combination on Purchasing Intention in Relaxing Services: A Virtual Reality Experimental Research", *Chulalongkorn Business Review*, 40(156) : 179-208, Apr.2018-Jun.2018, (Ruenrom, G., Pattaratanakun, A.).

"Pay-what-you-want" as Threshold Public Good Provision", *Organizational Behavior and Human Decision Processes*, 127 : 30-43, Jan.2014-Jul.2015, (Mak, V., Zwick, R., Rao, A. R., Pattaratanakun, J. A.).

"Culture Moderates Biases in Search Decisions", *Psychological Science*, 26(8) : 1229-1240, Jan.2012-Feb.2015, (Pattaratanakun, A., Mak, V.).

"Corporate Brand Success Valuable: An Integrative Approach to Measuring Corporate Brands", *The International Journal of Business Strategy*, 12(3) : 100-108, Sep.2012, (Ruenrom, G., and Pattaratanakul, S.).

"Towards Diffusion of Innovations: Conceptual Commonalities and Contradictions", *Chulalongkorn Business Review*, 132Apr.2012-Jun.2012, (Pattaratanakun, S.).

## Publications

"Capturing Dimensions of Corporate Brand Identity from Diachronic, Synchronic, and Panchronic Viewpoints", Chulalongkorn Business Review, 129 : 121-140, Jul.2011-Sep.2011, (Pattaratanakun, S. and Puriwat, W.).

"Essentials of Yield Management Concept: The Introduction of YM to Asian Traditional Hospitality Firms", The Journal of American Academy of Business, Cambridge, 16(2) Dec.2010-Mar.2011, (Pattaratanakun, S.).

"Assessing the Predictability and Cost-Benefit of Admission Criteria of the Graduate Program in Business: A Case Study", The Business Review, Cambridge, 14(1) : 118-124, Nov.2009-Dec.2009, (Pattaratanakun, S.).

"Deciding Factors, Satisfaction, and Attitudes towards Tourism in Bangkok in Consequence to the Political Unrest in Thailand: A Case Study of 2006 - 2007", Chulalongkorn Business Review, 30(115-116) : 178-201, Jan.2008-Jun.2008, (Pattaratanakul, Suppakorn.).

"Marketing and Sufficiency Economy", Tax and Business Review, 1(2) : 74-77, Apr.2007-May.2007, (Pattaratanakul, Suppakorn.).

"Thailand's Marketing Trends in 2008", Tax and Business Review, 1(3 and 4) : 73-76 and 72-75, Nov.2007, (Pattaratanakun, Suppakorn.).

### **Peer-Reviewed Academic/Professional Meeting Proceedings**

"The Effects of Hue and Chroma Combinations on Purchase Intention: A Virtual Reality Experimental Research"5th Academic International Conference on Multi-Disciplinary Studies and Education and 3rd Academic International Conference on Business, Economics and Management, จากโครงการ จินตทัศน์ทางธุรกิจ (Business Visualization) Jan.2018, (Ruenrom, G., Pattaratanakun, A.).

"The Intensity of Colors Combination on Purchasing Intention in Relaxing Services"Quality and Business Management Conference 2017, Dubai, United Arabs Emirates Mar.2017, (Ruenrom, G., Pattaratanakun, A.).

"Culture Moderates Biases in Search Decisions"The Emerging Market Conference Board 2016, Bangkok, Thailand 2016, (Pattaratanakun, A., Mak, V.).

"Culture Moderates Biases in Search Decisions"The 2015 Asia Pacific ACR Conference, Hong Kong Jun.2015, (Pattaratanakun, A., Mak, V.).

"Corporate Brand Success Valuation: The Revision and the Relationship between the Corporate Brand Values and the Companies' Sales"HBMeU Congress 2014 Proceedings, 7th Quality Conference in the Middle East Toward a Sustainable Excellence: Leading a Successful Transformation, Dubai, United Arabs Emirates 2014-2014, (Ruenrom, G., Pattaratanakun, A.).

## Publications

"Corporate Brand Success Valuation and the Integrative Approach to Innovation in Measuring Corporate Brands" 2011 Global Business Conference, 1, Innovation Institute Sep.2011-Sep.2011, (Ruenrom, G., Pattaratanakun, S.).

### Peer-Reviewed Academic/Professional Meeting Presentations

"A Cross-cultural Study of Price Search Decisions", ACR North America Conference (Competitive paper session), Oct.2013-Oct.2013, (Suppakorn Pattaratanakun and Vincent Mak).

"Cultural Differences in Price Search Decisions", Marketing Science Conference, Aug.2013-2013, (Pattaratanakun. S., Mak. V.).

### Non Peer-Reviewed Journals and Articles

"Jatukham Amulet: A Case of Unsustainable Marketing Trend in Thailand", Petra: Chulalongkorn Business School Alumni Magazine: 80-81, 2008, (Pattaratanakun, Suppakorn.).

### Research Grants

"Brand Trust Index of Real Estate Industry in Thailand (Funding from Chula Unisearch, Chulalongkorn University)", 2017, (Ruenrom, G., Pattaratanakun, A.).

"Thailand's Top Corporate Brand Values (กำหนดเผยแพร่ผลงานวิจัยที่ตลาดหลักทรัพย์แห่งประเทศไทย วันที่ 16 สิงหาคม 2560)", 2017, (Ruenrom, G., Pattaratanakun, A.).

"The Most Powerful Product Brand Ranking 2016 and Thai Consumers Decision Making Style among Product Types", 2016, (Unahanandh, S., Puriwat, W., Eiamkanchanalai, S., Assarut, N., Hoonsoon, D., Pattaratanakun, A., Pongtanalert, K.).

"The Brand Products Ranking and the Factors Evaluation to Success of the Brand Products.", Oct.2013-Feb.2015, (Unahanandh, S., Eiamkanchanalai, S., Sangsuwan, T., Assarut, N., Puriwat, W., Hoonsoon, D., Pattaratanakun, A., Pongtanalert, K.).

"The Tools Developing to Evaluate the Value of Brand's Products and Brand's Products Ranking and Study to the Brand's Products Prototype which Success in Thailand", Sep.2011-Sep.2012, (Unahanandh, S., Ruenrom, G., Kometsopa, P., Sangsuwan, T., Assarut, N., Soonsawad, P., Pattaratanakun, A., Hongsuchon, T.).

### Professional Practice Standards or Public Policies

"The Most Powerful Product Brand Ranking 2020" Aug.2020, (Assarut, N., Pongtanalert, K., Hoonsoon, D., Pusaksrikit, T., Juntongjin, P., Puriwat, W., Eiamkanchanalai, S., Kanarattanavong, A., Pattaratanakun, A., Wattanasupachoke, T.).

"The Most Powerful Product Brand Ranking 2018 and Product Brand Health Check Model" Aug.2018, (Assarut, N., Pongtanalert, K., Hoonsoon, D., Puriwat, W., Eiamkanchanalai, S., Kanarattanavong, A., Pattaratanakun, A., Hongsuchon, T.).

## Publications

"Product Brand Ranking 2016 and Thai Consumers Decision Making Style" Aug. 2016, (Assarut, N., Pongtanalert, K., Hoonsopon, D., Puriwat, W., Eiamkanchanalai, S., Kanarattanavong, A., Pattaratanakun, A., Hongsuchon, T.).

## Books

"Marketing Genius (English Version)", 1 Edition, Chulalongkorn University Press, 2017  
"Marketing Genius: Low-cost Marketing", 1 Edition, Amarin, 2017  
"Marketing Gurus", 9 Edition, Chulalongkorn University Press, 2016, (Pattaratanakun, A.).  
"Marketing Must-Knows", 2 Edition, Chulalongkorn Press, The Best Seller of Chulalongkorn University Book Center for 2 weeks, 2012, (Ruenrom G., Pattaratanakun S.).

## Others

"Service Marketing", 2018-2020, (Pattaratanakun, A.).  
"Thailand's Top Corporate Brand Values and Thailand's Corporate Brand Rising Stars 2015", Nov. 2015, (Ruenrom, G., Pattaratanakun, A.).  
""Marketing Gurus", Pattaratanakun, A., The Best Seller of Chulalongkorn University Book Center for 53 weeks.", .2015  
"Thailand's Top Corporate Brand Values and Thailand's Corporate Brand Rising Stars 2014", Nov. 2014, (Ruenrom, G., Pattaratanakun, A.).  
"Thailand's Top Corporate Brand Values and Thailand's Corporate Brand Rising Stars 2013", Sep. 2013, (Ruenrom, G., Pattaratanakun, A.).  
"Thailand's Top Corporate Brand Values and Thailand's Corporate Brand Rising Stars 2012", Sep. 2012, (Ruenrom, G., Pattaratanakun, A.).