

Noppadol Manosuthi

Current Position: Lecturer
Sports (and Tourism) Management
Chulalongkorn University
Phayathai Road, Pathumwan, Bangkok 10330 Thailand
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RESEARCH INTERESTS

Marketing management, service and sport marketing, consumer and tourist behaviors, distance decay, firm valuation, the applications of composite-based and factor-based structural equation modeling, and the applications of fuzzy set qualitative comparative analysis.

RESEARCH PROFILE

See also [My Google Scholar](#) page.
See also [My ISI](#) page.
See also [My Scopus](#) page.

JCR/ISI CATEGORY Hospitality, leisure, Sport & Tourism

TOP 1%
ISI/Scopus
IF 12.8
Citescore 19.8
CABS 4
ABDC A*

- **Manosuthi, N.**, Lee, J. S., & Han*, H. (2020). [Impact of distance on the arrivals, behaviours and attitudes of international tourists in Hong Kong: a longitudinal approach](#), *Tourism Management*, 78, 103963

TOP 2%
ISI/Scopus
IF 13.7
Citescore 10.9

- Fakfare, P., Promsivapallop, P., & **Manosuthi*, N.** (2023). [Applying integrated generalized structured component analysis to explore tourists' benefit consideration and choice confidence toward travel appscape](#), *Technological Forecasting and Social Change*, 188, 122321.

IF 9.4
Citescore 15

- **Manosuthi, N.**, Lee, J. S., & Han*, H. (2022). [Green behavior at work of hospitality and tourism employees: evidence from IGSCA-SEM and fsQCA](#), *Journal of Sustainable Tourism*, 10.1080/09669582.2022.2115051.

TOP 5%
ISI/Scopus
IF 8.17
Citescore 12

- **Manosuthi, N.**, Lee, J. S., & Han*, H. (2020). [Predicting the revisit intention of volunteer tourists using the merged model between the theory of planned behavior and norm activation model](#), *Journal of Travel & Tourism Marketing*, 37(4), 510-532.
- **Manosuthi, N.**, Lee, J. S., & Han*, H. (2021). [Causal-predictive model of customer lifetime/influence value: mediating roles of memorable experiences and customer engagement in hotels and airlines](#), *Journal of Travel & Tourism Marketing*, 38(5), 461-477.
- Fakfare, P., Cho, G., Hwang, H., & **Manosuthi*, N.** (2021). [Examining the sensory impressions, value perception, and behavioral responses of tourists: the](#)

case of floating markets in Thailand, *Journal of Travel & Tourism Marketing*, 38(7), 666-681.

- **Manosuthi, N.**, Lee, J. S., & Han*, H. (2022). Investigating residents' support for Muslim tourism: the application of IGSCA-SEM and fsQCA, *Journal of Travel & Tourism Marketing*, 39(4), 2116629.

TOP 10%
Q1 ISI/Q1 Scopus
IF 3.75
Citescore 5.4

- **Manosuthi, N.**, Lee, J. S., & Han*, H. (2021). An Innovative Application of Composite-Based Structural Equation Modeling in Hospitality Research With Empirical Example, *Cornell Hospitality Quarterly*, 62(1), 139-156.

ACADEMIC BACKGROUND

D.HTM Hotel and Tourism Management 2020
The Hong Kong Polytechnic University, Hung Hom, HK

- D.HTM research in “customer lifetime valuation using composite-based SEM” under direction of prof. [Jinsoo Lee](#).

Dissertation title: Unified framework for predicting customer values by using a set of customer metrics.

M.E.IAF International Economics and Finance 2006
Chulalongkorn University, BKK, Thailand

- Focus areas: Financial economics, econometrics, and valuation.

BBA Finance 2003
Thammasat University, BKK, Thailand

- Major: Finance
- Minor: Marketing

ACADEMIC EMPLOYMENT HISTORY

Full-time lecturer 2022 - Present
Chulalongkorn University

Full-time lecturer 2020 - 2021
Khon Kaen University

SCHOLARSHIPS

- 60/40 Scholarship, Chulalongkorn University
- Padma and Hari Harilela Scholarship, The Hong Kong polytechnic University

INVITED LECTURES

- “Marketing research”, Khon Kaen University, 2022
- “Basic structural equation modeling”, Kasetsart University, 2021
- “Business statistics”, Mahidol University, 2021
- “Research methodology: between and within design”, Bangkok University, 2020

**TIER 1
REFERRED
PUBLICATIONS**

- Tourism Management (TM)
 - Journal of Sustainable Tourism (JST)
 - International Journal of Hospitality Management (IJHM)
 - Journal of Travel and Tourism Marketing (JTTM)
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**COMPUTER
PROFICIENCY**

Data Analysis

- R programing
- Python
- SPSS and AMOS
- GSCApro

Programing

- Basic HTML
 - Basic VB and C#
 - Basic L^AT_EX
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**SUBJECT
TAUGHT**

- 3910217 Sports management and sports business
 - 3912306 Sports entrepreneurshp
 - 3918513 Marketing and sponsorship in sports business
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**INDUSTRY
EXPERIENCE**

- Investment banker, AsiaPlus Advisory
 - Equity analyst, Capital Nomura Securities
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LAST UPDATE: February 17, 2023