



Dr. Sanhakot Vithayaporn

Educational Background

Doctor of Philosophy in Development and Sustainability

Asian Institute of Technology (AIT)

Master of Management Integrated Tourism and Hospitality Management

Major: Airline and Transportation Business Management

National Institute of Development Administration (NIDA)

Bachelor's degree in arts, Tourism Industry

Rajamangala University of Technology Thanyaburi

Academic Working Experience

- Full-Time Lecturer Airline Business Management Program, Faculty of Business Administration, Stamford International University July 2019 - present
- Full-Time Lecturer Aviation Business Management Program, School of Business Administration, Sripatum University, July 2018 – July 2019
- Part-time lecturer of Tourism and Hospitality Management, at Phitsanulok University Since 2018
- Part-time lecturer at Panyapiwat Institute of Management 2016- Present
- National Institute of Development Administration (NIDA) 2019, Guest speaker on the topic of Strategic for Airline Business
- Rangsit University 2018, Guest speaker on the topic of “Dining Etiquette”
- The Rajamangala University of Technology Rattanakosin 2017, Guest speaker on the topic of “English for Inflight Service”
- Assumption University 2016 – 2018, Part-time lecturer on the subject of “Crew Management and Inflight Service”

- University of Thai Chamber of Commerce 2016, Part-time lecturer on the subject “Customer Relationship Management for Airline Business Student year 2

Teaching Courses Experience

- Inflight catering management
- Cross-cultural communication for airline business
- Air travel industry management
- English communication for airline business
- Strategic airline development
- Principle of airline marketing
- Professional and Business Ethics

Practitioner Working Experience

- Sales Manager, Viet Jet Air January 2018 – August 2018
- Sales Manager, Asia Atlantic Airlines January 2016- December 2017
- Market Representative for Hawaii Tourism Authority (HTA) 2017
- Sales and Marketing Manager, Asiana Airlines April 2013- December 2015
- Sales and Marketing Manager, Air New Zealand January 2010 – March 2013
- Market Representative for the Philippine Department of Tourism (PDOT) 2014
- Flight Attendant, QANTAS Airways June 1999 – December 2009
- Customer Service, QANTAS Airways Augusto 1994 – June 1999

Coaching and Training Certification

- Professional Certified Coach (PCC) from International Coach Federation (ICF) 2018

Corporate Coaching and Training experience

- Ban Pu Public Company Limited, Great coaching training project 2020 - Present
- Miss Consult, Psychometric and Training Company, Trainer, Coach 2017- Present
- Grand Four Wings Convention Hotel, Coaching Skill for Manager 2019
- Eastin Grand Makkasana Hotel, Coaching Tools for Team Building, 2019
- Pepsi Co, Team Building, Trainer 2018
- Magnolia Co., Ltd. Powerful Questioning, Co-trainer 2017
- EGCO Group, Coach Training, Trainer 2017-2018
- EGCO Group, Assessor for performance evaluation program of leadership level 2017

- Dextra Manufacturing, Work communication, Trainer 2017
- TMB Bank, Powerful Questioning, Co-trainer 2016
- Bangkok Bank, Situational Leadership, Co-trainer 2016
- Amphol Food Co., Ltd. Coach Training, Co-trainer 2015

Academic and Research Article Publications

International Indexing (Scopus, Ebsco, Social Sciences Research Network)

- Vithayaporn, S. (2023). The Influence of Cultural Differences on Gender Issues in Tourism and Hospitality Employment: A Grounded Theory Analysis. *Asian Journal of Business Research Volume, 13* (2). Scopus Q2. <https://doi.org/10.14707/ajbr.230151>
- Vithayaporn, S., Nitivattananon, V., Sasaki, N., & Santoso, D. S. (2023). Assessment of the Factors Influencing the Performance of the Adoption of Green Logistics in Urban Tourism in Thailand's Eastern Economic Corridor. *Social Sciences, 12*(5), 300. Scopus Q2. <https://doi.org/10.3390/socsci12050300>
- Tan, K. L., Sim, A. K., Yap, S. S. N., Vithayaporn, S., & Rachmawati, A. W. (2023). A systematic review of meaningful work unifying 20 years of theoretical and substantive contributions (2000–2020). *Journal of Advances in Management Research*. Scopus Q2. <https://doi.org/10.1108/JAMR-11-2022-0225>
- Vithayaporn, S., Yong, S. S., & Chai, E. G. (2021). **The Integration of Self-directed Learning and Employee Competency in the 21st Century**. *Asian Journal of Business Research Volume, 11*(2). Indexing Scopus Quartile 2, Australian Business Dean Council (ABDC) DOI: [10.14707/ajbr.210106](https://doi.org/10.14707/ajbr.210106)
- Vithayaporn, S. (2020). **Top Management Position in the Airline Industry: The Role of Gender Differences**. *International Journal of Innovation, Creativity, and Change (IJICC)*, 13(6). Indexing Scopus Quartile 2: https://www.ijicc.net/images/vol_13/Iss_6/13639_Vithayaporn_2020_E_R.pdf
- Vithayaporn, S., & Khongharn, R. (2019). **Satisfaction Confirmatory Factor Analysis of Tourists toward Eco-Friendly Hotel Business in Central Region of Thailand**. *International Journal of Research in Tourism and Hospitality (IJRTH) Volume 5, Issue 2, 2019, PP 8-16* <http://dx.doi.org/10.20431/2455-0043.0502002>
- Vithayaporn, S., Katekaew, R., & Vorapanya, C. (2019). **Changing the Role of a Lecturer to Improve the Student's Learning Outcomes**. *PSAKU International Journal of Interdisciplinary Research, 8*(2). Indexing Elsevier Social Science Research Network, TCI (2) <https://dx.doi.org/10.2139/ssrn.3547130>

National Indexing in Thai Citation Index (TCI 1 and 2)

- Vithayaporn, S., & Havarangsi, P. (2022). **THE LINKAGE OF AIR TRANSPORT MANAGEMENT AND TOURISM DESTINATION DEVELOPMENT.** วารสาร ศิลปศาสตร์ ราช มงคล สุวรรณ ภูมิ, 4(3), 413-427. TCI (1)
- Vithayaporn, S. (2022). **The Concept of Smart Cities for Sustainable Tourism Development Through Asian Tourist's Behavior.** *Journal of Liberal Arts and Service Industry*, 5(2), TCI (2)
- Vithayaporn, S., Katekaew, R., Vorapanya, C., & Sanpetpanich, S. (2022). **Antecedents And Consequences of Organizational Learning Climates: A Meta-Analysis Using Maslow's Hierarchy of Needs Theory.** *ABAC ODI JOURNAL Vision. Action. The outcome*, 9(2), 38-58. <https://doi.org/10.14456/abacodijournal.2022.3> TCI (2)
- Vithayaporn, S. (2021). **Organizational effectiveness enhancement through the lens of lifelong learning.** *ABAC ODI JOURNAL Vision. Action. The outcome*, 8(2), 98-115. Indexing TCI (2) and ASEAN Citation Index (ACI) <https://doi.org/10.14456/abacodijournal.2021.16>
- Vithayaporn, S. (2021). **COVID-19 Pandemic–A Testing Time for Tourism and Hospitality in Thailand.** *ABAC ODI JOURNAL Vision. Action. Outcome*, 8(1), 41-53. TCI (2) and ASEAN Citation Index (ACI) <https://doi.org/10.14456/abacodijournal.2021.16>
- Vithayaporn, S., & Ashton, A. S. (2019). **Employee engagement and innovative work behaviour: A case study of Thai airways international.** *ABAC ODI Journal Vision. Action. The outcome*, 6(2), 45. Indexing TCI (1) and ASEAN Citation Index (ACI) <http://www.assumptionjournal.au.edu/index.php/odijournal/article/view/3881/pdf>

International Conference Proceeding

- Proceeding Academic Article published at “National and International Conference of Safety Culture in Aviation and Tourism” on 6th September 2019 titled “**The effect of ASEAN tourist behaviour towards sustainable tourism development**”
- Proceeding Academic Article published at “The SPU National and International Conference on 18 December 2018, Sripatum University titled “**The Maximizing of Airline's Revenue Through Loyalty Program**”.
- Vithayaporn, S., & Adam, J. Business Sustainability through the Lens of Dual Strategy: The Review Literature of Airline Industry in Thailand Context.

Journal Peer review

- International Journal of Evaluation and Research in Education (IJERE)
- **Google Scholar Profile:** <https://scholar.google.com/citations?hl=en&user=R9wi87wAAAAJ>

- **Google Scholar : Citation 49; h-index 3; i10-index 2**
- **ORCID:** <https://orcid.org/my-orcid?orcid=0000-0001-6078-8125>
- **Scopus ID:** <https://www.scopus.com/authid/detail.uri?authorId=57331029300>

Academic Services

- Conference Committee “International Conference on Responsible Tourism (ICRTH) 2022” organized by the University of Sarawak Malaysia and Ministry of Tourism and Creativity, Sarawak, Malaysia
- Conference Committee “International Conference on Responsible Tourism (ICRTH) 2021” organized by the University of Sarawak Malaysia and Ministry of Tourism and Creativity, Sarawak, Malaysia
- Forum Speaker “International Conference on Responsible Tourism (ICRTH) 2021” organized by the University of Sarawak Malaysia and the Ministry of Tourism and Creativity, Sarawak, Malaysia
- Panel Speaker “Webinar on Tourism Restart Under Covid-19: Implication to the Travel Industry in Southeast Asia 2021”

Employee Characteristics

- Positive attitude,
- Reliable, trustworthy, and hard-working
- Enthusiastic, outgoing, honest, Highly innovative, creative, and adaptable

