Assoc. Prof. Kanokwan Chancharoenchai

MAILING ADDRESS:

Department of Economics, Faculty of Economics

Kasetsart University

50 Ngamwongwan Rd., Lat Yao, Chatuchak

Bangkok 10900, Thailand

E-mail: fecokwc@ku.ac.th

EDUCATION:

DOCTORAL STUDIES:

• May 15th, 2002: Completed Ph.D. Program

• October 23rd, 2000: *Ph.D. Candidacy*

• Fall 1998: Admitted into Accelerated Ph.D. Program

Department of Economics

Southern Illinois University at Carbondale, Illinois, USA

PRE-DOCTORAL STUDIES:

Summer 1997: Admitted into Master Program
 Spring 1996: B.A. (International Economics)

Bangkok University, Bangkok, Thailand

GRADUATE STUDIES FIELDS OF CONCENTRATION:

- Economic Development
- International Economics
- *Monetary Theory*

DISSERTATION TITLE: "The Behavior of Stock Prices and Time-Varying Risk Premia: Evidence from Six Southeast Asian Emerging Stock Markets"

• Development Economics

PROFESSIONAL INTERESTS:

- International Economics (Especially within the framework of ASEAN cooperation and trade policy)
- Financial Economics (Such as returns and risks of investing in financial markets)
- Project Feasibility
- Measuring consumers' willingness to pay for products or services that are not available in the market, such as standard products, tourism in national parks, or government public services, as one way to measure the value of the budget from the benefits that the public will receive

PROFESSIONAL EXPREIENCE-ACADEMIC:

• February 1st, 2005 to present: Department of Economics, Faculty of Economics, Kasetsart University

PROFESSIONAL EXPERIENCE-NON-ACADEMIC:

• July 1st, 2002 to January 31st, 2005:

Senior Researcher Money & Banking Department Kasikorn Research Center Co., Ltd.

• June 11th, 2001 to July 20th, 2001:

Student Internship, Dr. Pitchit Patrawimolpon-Senior Executive, The Macroeconomic Analysis Division, Domestic Economic Policy Department, Policy, Monetary Group of The Bank of Thailand

ADMINISTRATION EXPERIENCES:

- 2005 (September) 2006 (September): Secretary and Committee Member, Administration of Master Degree, Department of Economics, Kasetsart University
- 2008 (April) 2010 (April): Assistant Dean for Student Affairs, Faculty of Economics, Kasetsart University
- 2010 (May) 2012 (May): Associate Dean for Student Affair, Faculty of Economics, Kasetsart University
- 2008 (April) 2012 (May): Associate Dean for Student Affair, Department of Economics, Faculty of Economics, Kasetsart University
- 2019 (March) 2021 (March): Member of the Faculty of Economics Committee
- 2019 (January) 2022 (April): Program Director, Administration of Bachelor of Economics Program, Economics Department of Economics (English and Thai Program), Kasetsart University
- 2023 (April) present: Deputy Director of Organization Administration, Research and Academic Services, Department of Economics, Faculty of Economics, Kasetsart University

ACADEMIC APPOINTMENTS:

- ASEA-UNINET: University of Vienna, Staff Exchange, April-May 2009.
- Hiroshima University: IDEC, Hiroshima University, Visiting Associate Professor, June-October 2009.

TRAINING:

- Training online marketing to tourism business operators, which focuses on giving trainees
 commercial knowledge and understanding of online marketing strategies, public relations
 through various channels online, including being able to manage and organize information
 on their own websites and be able to use it for their own business. (Funded by Tourism
 Authority of Thailand)
- Training project for becoming a smart farmer (Funded by the Prime Minister's Office)
- Senior Budget Executive Course Project, Class 8-11. (Funded by the Budget Bureau, Ministry of Finance)

GUEST SPEAKER:

- Training project on free trade preparation and entry into the AEC for rubber farmer leaders (Hosted by Office of the Rubber Replanting Aid Fund)
- Training project to enhance academic potential for personnel in the Department of Communication Arts, Suan Sunandha Rajabhat University
- Training project for AEC readiness for print media entrepreneurs
- Project evaluation training project for Lao PDR officials
- Training project for forecasting workshop in the topic "Volatility ARCH/GARCH/GARCH-M Asymmetric GARCH Model" for the officials of the Office of Agricultural Economics, Ministry of Agriculture and Cooperatives

ACADAMIC RESEARCHE PROJECTS:

Project Leader:

- Productivity Growth and TFP Measurement in Thai Economy Using a GARCH-M Approach, 2008. (Funded by The Thai Research Fund).
- A Testing on Time-varying Parameter of Factors Affecting GDP Growth of Thailand, 2008. (Funded by Department of Economics, Kasetsart University).
- Characteristics and dynamic behavior of returns of securities in the Stock Exchange of Thailand, 2010. (Funded by Department of Economics, Kasetsart University).
- Study on Tourist's Behavior and Competitiveness Promotion in the Case of Thai Homstay, 2011. (Funded by Department of Economics, Kasetsart University).
- Factors Affecting Labor Skill in the AEC Era: A Case of English Language Proficiency of Thai Vocational Students, 2012. (Funded by Department of Economics, Kasetsart University).
- Development of English Language Proficiency for ASEAN Labor Liberalization Readiness, 2013. (Funded by Department of Economics, Kasetsart University).
- The Cointegration and Adjustment Speed of Inflation, Output Growth, Volatility of Inflation, and Volatility of Output Growth, 2014. (Funded by Department of Economics, Kasetsart University).
- ASEAN agricultural product standards and willingness to pay for standard cabbage, 2015. (Funded by the Research Potential Promotion Fund, Kasetsart University)
- Willingness to Pay for Drinking Milk with 100% Fresh Whole Milk Labeling), 2015 (Funded by Department of Economics, Kasetsart University).
- Activity 5: Preparation of the strategy for creating trade and investment opportunities and developing industrial product business prototypes for fiscal years 2014 and 2015, 2015. (Funded by the Office of Trade Policy and Strategy, Ministry of Commerce).
- Research on the development of competitiveness and potential for entering the ASEAN market of the Thai service sector, 2016. (Funded by the International Institute for Trade and Development (Public Organization))
- How Individual Characteristics Influence Trade Policy Preferences?, 2017. (Funded by Department of Economics, Kasetsart University).
- Productivity Transition in the Thai Economy, 2018. (Funded by Department of Economics, Kasetsart University).

- Trade Policy Preference for international Trade Agreement, 2019. (Funded by Department of Economics, Kasetsart University).
- Factors Determining Willingness to Pay for Acrylamide-free Cassava Chips, 2021. (Funded by Department of Economics, Kasetsart University).
- Research to assess financial skills and savings of students in the school bank project and the complete comparison group, 2021. (submitted to the Economic, Business and Grassroots Economy Research Division, Government Savings Bank)
- A Study on Willingness to Pay for Processed Agricultural Products Made from Local Inputs in Thailand, 2022. (Funded by Department of Economics, Kasetsart University).
- Choosing to be an entrepreneur of Thai workers, 2024. (Funded by Department of Economics, Kasetsart University).
- The Impacts of School Consolidation on Students' Commutes and Retention in Thailand, 2567. (Center for Applied Economics Research, Faculty of Economics, Kasetsart University).
- Asian Development Bank (ADB), 2567-2568. SUSTAINABLE AGRICULTURE TRANSFORMATION THROUGH INNOVATIVE TVET (SATIT) PROJECT.
- Study project on the development of data on benchmarking logistics and industrial supply chain performance to support the increase in efficiency and reduce logistics costs under the project to enhance business operations capabilities for industrial operators with sustainable and efficient logistics management for fiscal year 2025 (submitted to the Logistics Division, Department of Industrial Promotion, Ministry of Industry, February 2025)

Researcher:

- Study the impact of the rehabilitation process by the Central Bankruptcy Court on businesses listed in the Stock Exchange of Thailand, 2007. (Funded by the Central Bankruptcy Court).
- Study the impact of FTA for the agricultural sector, 2007. (Presented to the Department of Trade Negotiations, Ministry of Commerce).
- Study opportunities and impacts from Thailand's FTA on the agricultural sector, Phase 2, 2008. (Funded by the Office of Agricultural Economics, Ministry of Agriculture and Cooperatives).
- Impacts of Monetary and Fiscal Policy on Thai's Export, 2010. (Senate Research and Development, Senate Secretariat).
- Study Thailand's potential towards becoming an ASEAN Economic Community, Phase II, 2 0 1 0. (Funded by the Department of International Trade Negotiations, Ministry of Commerce).
- Research and development mechanism on agricultural and food processing products to support the ASEAN Economic Community (AEC) in 2015, 2011. (Funded by National Research Council of Thailand).
- Policy Analysis, Monitoring and Evaluation of International Policy, 2011 (Funded by the Office of Small and Medium Enterprises Promotion).
- Preparing the agricultural sector for becoming an ASEAN Community in 2015, 2012. (Funded by the Office of International Agriculture, Office of the Permanent Secretary, Ministry of Agriculture and Cooperatives).

- Project for preparing the agricultural sector for becoming an ASEAN Community in 2015, 2012. (Funded by the Office of International Agriculture, Office of the Permanent Secretary, Ministry of Agriculture and Cooperatives).
- Study the impact of enforcing agricultural product standards to support the AEC, 2013. (Funded by the National Bureau of Agricultural Commodity and Food Standards, Ministry of Agriculture and Cooperatives).
- Study the potential and investment opportunities in the fisheries sector of Thai entrepreneurs in ASEAN member countries 2013. (Funded by the Department of Fisheries, Ministry of Agriculture and Cooperatives).
- Study the supply chain of products in each sector affected by free trade (agricultural products), 2014. (Funded by the Department of International Trade Negotiations, Ministry of Commerce).
- The study of impact of enforcing agricultural product standards to support the AEC (Phase 2: Analysis of positive and negative impacts from setting agricultural product standards on the supply chain of the studied agricultural products and guidelines for enforcing product standards), 2015. (Funded by the National Bureau of Agricultural Commodity and Food Standards, Ministry of Agriculture and Cooperatives).
- Basic business operations data study project for rice storage establishments, 2015. (Funded by the National Bureau of Agricultural Commodity and Food Standards, Ministry of Agriculture and Cooperatives)
- Project to drive the security strategy in the 12th National Economic and Social Development Plan into implementation at the local level through the provincial and provincial group development plan process, 2017. (Funded by the Security Policy Coordination Group, National Economic and Social Development Board).
- Analyze the success of the implementation of the development project to enhance national security in the context of economics, society, and environment, 2018. (Funded by the Security Policy Coordination Group, National Economic and Social Development Board).
- The assessment of the economic and social benefits of implementing projects under the Agri-Food Innovation Hub Project, 2018. (Funded by the Prime Minister's Office).
- The assessment of the economic and social benefits of implementing projects under the Agriculture, Food and Biotechnology Project to Drive Thailand 4.0, 2018. (Funded by the Prime Minister's Office).
- Plan for expanding the influence of foreign fruit packing houses (Chinese longan): threats, opportunities, and sustainability of the Thai fruit system, 2019. (Funded by the National Research Council of Thailand).
- Study of driving the civil service system towards Thailand 4.0, 2019. (Funded by the Civil Service Development Division 1, Civil Service Development Commission Office).
- Study of developing the structure and government administration system according to the strategic guidelines and national reform, 2020. (Funded by the Civil Service Development Division 1, Office of the Civil Service Commission).
- Educational Inequality During the COVID-19 in Thailand), 2022. (Funded by The Asian Development Bank Institute (ADBI), Asian Development Bank)
- Financial Literacy, Investment Behavior and Risk Perception of Financial Assets in Different Generations, 2022. (Funded by Capital Market Development Fund (CMDF), Stock Exchange of Thailand)

- Children's education and the well-being of parents, 2023. (Funded by Department of Economics, Kasetsart University).
- Travel to school and students' health, 2023. (Funded by Department of Economics, Kasetsart University).
- The Effects of Taxation and Non-Taxation Measures on Unhealthy Product Consumption: Case Study of Tobacco in Thailand, 2024. (Funded by Department of Economics, Kasetsart University).
- Victim and Online Financial Scam: Understanding Heterogeneity in Susceptibility to Online Financial Scam, 2024. (Funded by Puey Ungphakorn Institute for Economic Research PIER).
- Empirical Analysis of Indebtedness in Thailand, 2024. (Center for Applied Economics Research, Faculty of Economics, Kasetsart University).

PUBLICATIONS:

- **Kanokwan Chancharoenchai**, 2005. Does Thailand Get Out from the Vicious Poverty?). *Kasetsart University Journal of Economics*). 02, 71-78. (*in Thai*)
- **Kanokwan Chancharoenchai, and Sel Dibooglu, Ike Mathur**, (2005). Stock Returns and the Macroeconomic Environment Prior to the Asian Crisis in Selected Southeast Asian Countries. *Emerging Markets Finance and Trade*. 51, 04, 38-56.
- **Kanokwan Chancharoenchai, and Sel Dibooglu**, 2006. Volatility Spillover and Contagion During the Asian Crisis Evidence from Six Southeast Asian Stock Markets. *Emerging Markets Finance and Trade*. 42, 02, 4-17.
- **Kanokwan Chancharoenchai, Darawan Virunhaphol, and Porametee Vimonsiri**, 2008. Explaining Economic Growth and Total Factor Productivity in Thailand. *The Chulalongkorn Journal of Economics*. 20, 02, 113-140.
- **Kanokwan Chancharoenchai, 2011**. Study of Economic Growth in Thai Economy. *Journal of International Development and Cooperation*, 17(2), 11-30.
- **Wuthiya Saraithong and Kanokwan Chancharoenchai**, 2011. Tourist's Behaviour in Thai Homestay Business, *International Journal of Management Cases*, 13(3), 112-126.
- Wuthiya Saraithong, and Kanokwan Chancharoenchai, 2012. Labour's Language Skill in the Liberalisation Era: A Case of Thai Vocational Students' English Proficiency, *International Journal of Management Cases*, 14(4), 361-382.
- **Tarntip Boonkomrat, and Kanokwan Chancharoenchai**, 2011 (June). Future Basis of RSS3 in the Agricultural Futures Exchange of Thailand, 18(1), 15-30. (in Thai)
- **Mansor H. Ibrahim, and Kanokwan Chancharoenchai**, 2014, "How inflationary are oil price hikes? A disaggregated look at Thailand using symmetric and asymmetric cointegration models", *Journal of the Asia Pacific Economy*, 19 (3), p. 409 422.
- **Kanokwan Chancharoenchai**, 2016. "Economic Viewpoints of Labor's English Language Skill Improvement", *International Journal of Economic Research*, 14 (2), p. 161 173.
- **Kanokwan Chancharoenchai**, 2016. "How Consumers Price Fresh Whole Milk Label?", *Journal of Environment Management and Tourism*, 8.1 (17), 132 142. Doi: http://dx.doi.org/10.14505/jemt.v8.1 (17), 14

- Chancharoenchai, K., and Saraithong, W. (2017). "Assessment of Willingness to Pay for Good Agricultural Practice Cabbage", *Journal of Environmental Management and Tourism*, (Volume VIII, Summer), 3 (19): 629 641. DOI:10.14505/jemt.v8.3 (19), 14.
- **Saraithong, W., and Chancharoenchai, K.** (2017). "Investigating the Reason why Tourists Revisit Thailand", *Journal of Environmental Management and Tourism*, (Volume VIII, Fall), 6 (22): 1238 1249. DOI: 10.14505/jemt.v8. 6 (22), 11.
- Saraithong, W., and Chancharoenchai, K. (2018). The Micro-Determinants of Public Policy: A Case of Thailand's Trade Policy, *International Journal of Public Administration*, DOI: 10.1080/01900692.2016.1575855.
- Saraithong, W., and Chancharoenchai, K. (2019). The Micro-Determinants of Public Policy: A Case of Thailand's Trade Policy, *International Journal of Public Administration*, 42(1):1-10, DOI:10.1080/01900692.2019.1575855.
- Chancharoenchai, K., and Saraithong, W. (2020). Testing on Productivity Transition in Thai Economy through the Lens of State Space Model, *International Journal of Economic Policy in Emerging Economies*, 13(4):1, DOI:10.1504/IJEPEE.2020.10029882.
- **Saraithong, W., and Chancharoenchai, K.** (2020). Trade Policy Preferences: A Case of Thailand, *International Journal of Trade and Global Markets*, 1(1):1, DOI:10.1504/IJTGM.2020.10033006.
- Chancharoenchai, K., and Saraithong, W. (2021). Investigating Consumers' Preference for Acrylamide-Free Cassava Snacks, *Foods*, 10(11):2721, DOI:10.3390/foods10112721.
- Chancharoenchai, K., and Saraithong, W. (2022). Trade Liberalisation and Its Nexus with Environmental Issues: An Individual Perspective, *International Journal of Economic Policy in Emerging Economies*, 1(1):1, DOI:10.1504/IJEPEE.2022.10044357.
- Chancharoenchai K., and Saraithong W., (2022). "Sustainable Development of Cassava Value Chain through the Promotion of Locally Sourced Chips", *Sustainability*, 14(21), November 2022.
- Chairassamee, N., Chancharoenchai, K., and Saraithong, W. (2023). How commuting choices affect physical and mental health: A case study of Bangkok, Thailand. *Kasetsart Journal of Social Sciences*.
- **Chancharoenchai, K., and Saraithong, W.** (2023). Public support and preferences for FTA in Thailand, *International Journal Trade and Global Markets*, 17(3/4). DOI: 10.1504/IJTGM.2023.10054353
- Chancharoenchai, K. Saraithong, W., and Chairassamee, N. (2024). Issues related to elderly parents' life satisfaction, *Journal of Infrastructure, Policy and Development*, 8(8), 5723. https://doi.org/10.24294/jipd.v8i8.5723
- Chairassamee, N., Chancharoenchai, K. Saraithong, W., and Temsumrit, N. (2024). Inequality in educational opportunity in Thailand during the COVID-19 pandemic, *International Journal of Educational Development*, 109. https://doi.org/10.1016/j.ijedudev.2024.103083
- Saraithong, W., Chancharoenchai, K., & Chairassamee, N. (2024). Assessing the Likelihood of Buying Thai Local Snacks. *Foods*, *13*(21), 3419. https://doi.org/10.3390/foods13213419

PRESENTATIONS AND PROCEEDING:

- **Kanokwan Chancharoenchai, Darawan Virunhaphol, and Porametee Vimonsiri**, 2007. Explaining Economic Growth and Total Factor Productivity in Thailand Using a GARCH Approach, The Third National Conference of Economists, 613-634. (Proceeding).
- **Kanokwan Chancharoenchai**, 2008. Time-varying Factors Productivity in Thai Economy, The Forth National Conference of Economists.
- Kanokwan Chancharoenchai and Wuthiya Saraithong, 2010. he Relationship between Macroeconomic Factors and Stock Return in Thai Stock Exchange, International Conference on Quantitative Sciences and Its Applications (ICOQSIA 2010). (Proceedings of ICOQSIA 2010, 2-4 November 2010, 207-215).
- **Kanokwan Chancharoenchai and Wuthiya Saraithong**, 2010. Inflation Targeting and Stock Return in Thai Stock Exchange, International Borneo Business Conference (IBBC), (Proceedings of IBBC 2010, 13-15 December 2010, Volume 1, 391-402).
- **Wuthiya Saraithong and Kanokwan Chancharoenchai**, 2011. Tourist's Behaviour in Thai Homestay Business, 8th CIRCLE Conference.
- Wuthiya Saraithong and Kanokwan Chancharoenchai, 2012. Labour's Language Skill in the Liberalisation Era: A Case of Thai Vocational Student's English Proficiency, 9th CIRCLE Conference. (Proceeding)
- Wuthiya Saraithong and Kanokwan Chancharoenchai, 2012. The Determinants of New Coming Workers' English Proficiency in the ASEAN Economic Community: A Case of Thai Vocational Students, International Academic Conference in Palermo. (Proceeding)
- **Kanokwan Chancharoenchai, and Wuthiya Saraithong**, 2013. How Economics Explains Labour's English Language Skill Improvement, The 11th Circle Conference in Manchester. (Proceeding)
- **Wuthiya Saraithong and Kanokwan Chancharoenchai**, 2014. The Determinants of Labor's English Skill Improvement in Thailand: An Economic Perspective, The 5 th INTERNATIONAL CONFERENCE ON MANAGEMENT (4 th ICM 2014) in Bali, Indonesia. (Proceeding)
- Wuthiya Saraithong and Kanokwan Chancharoenchai, 2015. Factors Affecting Consumer Valuation of Safe Beef, International Conference for Business and Economics in Venice, Italy. (Proceeding)
- **Kanokwan Chancharoenchai, and Wuthiya Saraithong**, 2016. Investigating Why Tourists Revisit Thailand, International Journal of Arts & Sciences' (IJAS) International Conference for Business and Economics in Boston, USA. (Proceeding)
- Kanokwan Chancharoenchai, and Wuthiya Saraithong, 2018. How Thai People Perceive Trade Policy, International Journal of Art & Sciences' (IJAS) American Canadian Conference for Business and Economics in Montreal, Quebec, Canada (Proceeding).
- Wuthiya Saraithong and Kanokwan Chancharoenchai, 2018, Trade Policy Preferences: A Case of Thailand, International Journal of Art & Sciences' (IJAS) American Canadian Conference for Business and Economics in Toronto, Ontario, Canada (Proceeding).
- **Saraithong W., Chancharoenchai K.**, 2019. "A Testing on Productivity Transition in Thai Economy through the Lens of State Space Model", SIBR Hong Kong 2019 Conference on

- Interdisciplinary Business and Economics Research, Hong Kong Special Administrative Region. (Proceeding)
- Saraithong W., Chancharoenchai K., 2019. "Explaining the Economic Growth of Thailand", IISES International Academic Conference, 17-20 June 2019, Prague, Czech Republic. (Proceeding)
- Chancharoenchai K., Saraithong W., 2019. "Production Factor Coefficients Transition through the Lens of State Space Model", IISES International Academic Conference, Prague, Czech Republic. (Proceeding)
- **Chancharoenchai K., Saraithong W.**, 2020. "The Benefits of More Open Trade Policy Implementation: People's Perspectives", SIBR 2020 (Kuala Lumpur) Conference on Interdisciplinary Business and Economics Research, Kuala Lumpur, Malaysia. (Proceeding)
- **Saraithong W., Chancharoenchai K.**, 2020. "Explaining Thailand's trade policy preferences", International Academic Conference on Business&Economics, Management, and Finance (WEI-BEMF Barcelona 2020)., 11 13 February 2020, Barcelona, Kingdom of Spain. (Proceeding)
- Chancharoenchai K., Saraithong W., 2020. "Are FTAs beneficial? Thai people's perspectives", International Academic Conference on Business&Economics, Management, and Finance (WEI-BEMF Barcelona 2020), 11 13 February 2020, Barcelona, Kingdom of Spain. (Proceeding)
- Chancharoenchai K., Saraithong W., 2021. "Consumers' Buying Behavior toward Acrylamide-free Cassava Chips", SIBR 2021 (Osaka) Conference on Interdisciplinary Business and Economics Research, Osaka, Japan. (Proceeding)
- Saraithong W., Chancharoenchai K., 2021. "Explaining the Advantage of Relaxed International Economic Regime from the Micro-Viewpoints", SIBR 2021 (Osaka) Conference on Interdisciplinary Business and Economics Research, Osaka, Japan. (Proceeding)
- Chancharoenchai K., Saraithong W., 2021. "Trade Liberalization and its Nexus with Environmental Issues: an Individual Perspective", SIBR Conference on Interdisciplinary Business and Economics Research, Soul, Republic of Korea. (Proceeding)
- Chancharoenchai K., Saraithong W., 2021. "Public Support and Preferences for FTA in Thailand", SIBR 2021 (Tokyo) Conference on Interdisciplinary Business and Economics Research, 7th-8th January 2021, Tokyo, Japan. (Proceeding)
- Saraithong W., Chairassamee, N., Chancharoenchai K., 2024. "Factors Influencing Parents' Life Satisfaction with an Emphasis on Education", 48th Eurasia Business and Economic Society Conference, July 4-6, 2024, Istanbul, Türkiye. (Proceeding)
- Chancharoenchai, K, Chairassamee, N., Deepradit, C., 2024. "Green Environment and Consumers' Purchase Intention of Electric Vehicles" SIBR 2024 Conference on Interdisciplinary Business and Economics Research, September 21-22, 2024, Hong Kong, China. (Proceeding)

ACADEMIC AWARDS:

- 2005

The researcher with the highest numbers of publication in the international journals of social science in 2005, Research and Development Institute, Kasetsart University

- 2006

The researcher with the highest numbers of publication in the international journals of social science in 2006, Research and Development Institute, Kasetsart University

- 2007

The researcher with the highest numbers of publication in the international journals of social science during past five year (2003-2007), Research and Development Institute, Kasetsart University