

CURRICULUM VITAE

Pattarapong "Patt" Burusnukul, Ph. D.

College of Business
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I. EDUCATION

- 2006 - 2011 Texas Tech University, Lubbock, Texas
Doctor of Philosophy
Major: Hospitality Administration
- 2000 - 2002 West Texas A&M University, Canyon, Texas
Master of Business Administration
Major: Business Administration
- 1995 - 1998 Texas Tech University, Lubbock, Texas
Bachelor of Interior Design
Major: Interior Design

II. PROFESSIONAL EXPERIENCE

ACADEMIC:

Eastern New Mexico University

- 2011 - Present Assistant Professor of Marketing
College of Business
Eastern New Mexico University, Portales, New Mexico

Texas Tech University

- 2009 - 2010 Graduate Instructor
Restaurant, Hotel, and Institutional Management Program
Department of Nutrition, Hospitality, and Retailing
College of Human Sciences
Texas Tech University, Lubbock, Texas

2007 - 2008 Graduate Research Assistant
 International Center for Food Industry Excellence
 College of Human Sciences
 College of Agricultural Sciences and Natural Resources
 Texas Tech University, Lubbock, Texas

INDUSTRY:

1999 - 2006 Business Partner / General Manager
 King and I Restaurant
 Amarillo, Texas

1993 - 1998 Service / Front Manager
 King and I Restaurant
 Amarillo, Texas

III. TEACHING

Eastern New Mexico University

Undergraduate Courses Taught

BUS 151	Introduction to Business
BUS 310	Global Business
BUS 381	Business Research and Analysis
HRTM 320	Hospitality Facilities Management
HRTM 410	Food Operations Management
HRTM 420	Bar and Beverage Management
HRTM 450	Tourism Development
MKT 201	Principles of Marketing
MKT 325	Services Marketing
MKT 419	Consumer Behavior
MKT 430	International Marketing

Graduate Course Taught

MKT 517	Marketing Management
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*Texas Tech University**Undergraduate Courses Taught * / Assisted ***

RHIM 2312	Introduction to Beverage Management *
RHIM 4360	Experimental Foods – Lecture **/ Laboratory *
RHIM 4415	Advanced Food Production Management **

IV. RESEARCH***JOURNALS:******Articles / Refereed ****

- 2015 **Burusnukul, P.**, Taylor, D.C., & Broz, C. (2015). Relationships of Involvement, Ethnic Food Consumption, and Food Shows: An Initial Exploration. *International Journal of Hospitality and Tourism Systems*, 8 (2), 32-38.*
- 2015 **Burusnukul, P.**, Parboteeah-Alex, D., Sukalakamala, S., Sukalakamala, P., & Zoe, H. (2015). Investigating Generation Y’s Internet Usage and Materialism. *Journal of Contemporary Issues in Business Research*, 4 (1), 1-9.*
- 2013 **Burusnukul, P.** & Broz, C. (2013). Drivers and Motivators in Consumer Handwashing Behavior. *Nutrition and Food Science*, 43 (6), 596-604.*
- 2011 **Burusnukul, P.**, Binkley, M., & Sukalakamala, P. (2011). Understanding tourists’ patronage of Thailand foodservice establishments: An exploratory decisional attribute approach. *British Food Journal*, 113 (8), 965 - 981.*

PROCEEDINGS:***Refereed ****

- 2012 **Burusnukul, P.**, Sukalakamala, P., & Sukalakamala, S. “Glocal Approaches in Product Adaptation Strategy of Multinational Fast-food Chains: A Case Study of McDonald’s International Menus” Proceedings of 2012 International Council on Hotel, Restaurant and Institutional Education (ICHRIE) Summer Conference, pages 43-45 Available:
http://www.chrie.org/data/files/gallery/ContentGallery/2012_ConferenceProceedings.pdf *
- 2010 **Burusnukul, P.**, Su, C., Cheng, S., Harp, S.S., & Binkley, M. “Preliminary Testing of a Chinese Language Handwashing Behavior Assessment Instrument: Implications for the Taiwan Foodservice Industry” Proceedings of *Asia Tourism Forum*, pages 417 – 424.*

- 2010 **Burusnukul, P.**, Su, C., Harp, S. S., & Binkley, M. "A Comprehensive View of Handwashing Behavior of Foodservice Workers: Preliminary Testing of an Extended Theory of Planned Behavior Model" *Proceedings of the 9th Annual Graduate Student Research Poster Competition*, page 65.*
- 2010 **Burusnukul, P.**, Su, C., Harp, S. S., Binkley, M., & Henroid, D. "Understanding Handwashing Behavior of Foodservice Workers: Preliminary Testing of an Extended Theory of Planned Behavior Model" *Proceedings of the 15th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Available: <http://www.hrm.uh.edu/cnhc/graduateconference/> *
- 2009 **Burusnukul, P.**, Binkley, M., Harp, S. S., & Henroid, D. "Handwashing Behavior in Foodservice: Development of Research Instrument" *Proceedings of the 96th International Association for Food Protection Annual Meeting*, page 97 *
- 2009 **Burusnukul, P.**, Harp, S. S., & Binkley, M. "Handwashing Behavior in foodservice: Development of Assessment Instrument" *Proceedings of the 8th Annual Graduate Student Research Poster Competition*, page 60.*
- 2008 **Burusnukul, P.**, Binkley, M., & Sukalakamala, P. "International Travelers Perceptions Toward Foodservices in Thailand" *Proceedings of the 7th Annual Graduate Student Research Poster Competition*, page 64.*
- 2008 **Burusnukul, P.**, Binkley, M., & Sukalakamala, P. "Factors Affecting International Tourists Selections of Foodservices in Thailand" *Proceedings of the 13th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, pages 408-413 *

PRESENTATIONS / REFEREED * / PRESENTERS:

International

- 2013 **Burusnukul, P.** & **Parboteeah, D. V.** "Gen Y's Internet Usage and Materialism" *2013 The Academy of Business Research Conference*, September 18-20, 2013, San Antonio, Texas*
- 2013 **Burusnukul, P.** & **Taylor, D. C.** "Media Effects, Involvement, and Ethnic Food Consumption" *2013 International Council on Hotel, Restaurant and Institutional Education (ICHRIE) Summer Conference*, July 24-27, 2013, St. Louis, Missouri*
- 2012 **Burusnukul, P.**, **Sukalakamala, P.**, & **Sukalakamala, S.** "Glocal Approaches in Product Adaptation Strategy of Multinational Fast-food Chains: A Case Study of McDonald's International Menus" *2012 International Council on Hotel, Restaurant and Institutional Education (ICHRIE) Summer Conference*, August 1-4, 2012, Providence, Rhode Island*
- 2010 **Burusnukul, P.**, **Su, C.**, Cheng, S., Harp, S.S., & Binkley, M. "Preliminary Testing of a Chinese Language Handwashing Behavior Assessment Instrument: Implications for the Taiwan Foodservice Industry" *Asia Tourism Forum*, May 7-9, 2010, Haulien, Taiwan *

- 2009 **Burusnukul, P., Binkley, M.,** Harp, S. S., & Henroid, D. "Handwashing Behavior in Foodservice: Development of Research Instrument" *The 96th International Association for Food Protection Annual Meeting*, July 12-15, 2009, Grapevine, Texas*

National

- 2010 **Burusnukul, P.,** Su, C., Harp, S. S., Binkley, M., & Henroid, D. "Understanding Handwashing Behavior of Foodservice Workers: Preliminary Testing of an Extended Theory of Planned Behavior Model" *The 15th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, January 7-9, 2010, Chantilly, Virginia*

- 2007 **Burusnukul, P.,** Binkley, M., & **Sukalakamala, P.** "Factors Affecting International Tourists Selections of Foodservices in Thailand" *The 13th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, January 3-5, 2008, Orlando, Florida*

Local

- 2012 **Broz, C. & Burusnukul, P.** "Handwashing Behavior in Institutional Foodservice" *2012 New Mexico Association of Family & Consumer Sciences (NMAFCS) Annual Conference*, March 9-10, 2012, Las Cruces, New Mexico*

- 2010 **Burusnukul, P.,** Su, C., Harp, S. S., & Binkley, M. "A Comprehensive View of Handwashing Behavior of Foodservice Workers: Preliminary Testing of an Extended Theory of Planned Behavior Model" *The 9th Annual Graduate Student Research Poster Competition*, Texas Tech University, March 26, 2010, Lubbock, Texas*

- 2009 **Burusnukul, P.,** Harp, S. S., & Binkley, M. "Handwashing Behavior in Foodservice: Development of Assessment Instrument" *The 8th Annual Graduate Student Research Poster Competition*, Texas Tech University, April 10, 2009, Lubbock, Texas*

- 2008 **Burusnukul, P.,** Binkley, M., & Sukalakamala, P. "International Travelers Perceptions Toward Foodservices in Thailand" *The 7th Annual Graduate Student Research Poster Competition*, Texas Tech University, March 27, 2008, Lubbock, Texas*

GRANTS:

- 2012 - 2013 Internal Research Grant, approved by the Faculty Research and Instructional Development Committee, Eastern New Mexico University (\$1,200)

WORK IN PROGRESS:

"*Quality attributes of universities and selection of prospective students*" (Working title)
Author: Boonsathorn, W., Dryers, A., & **Burusnukul, P.**

“Glocal strategies in food products modifications for multinational fast-food chains: A case study of McDonald’s international menus” (Working title)

Author: **Burusnukul, P.**, Sukalakamala, P., & Sukalakamala, S.

V. SERVICE

Eastern New Mexico University

January 2015 – Present	Retention Performance Management Committee, Member of the Academic/Curricular Sub-Committee
February 2014 – Present	HLC Steering Committee
February 2014 – Present	HLC Sub-Committee for Criterion 2
August 2013 - Present	Curriculum Committee
April 2013, 2014, 2015	Presidential Scholarship Committee
April 2015 – June 2015	Director for Marketing and Communication Screening Committee
August 2014 – November 2014	VPSA Screening Committee
August 2013 – May 2014	Faculty Research & Instructional Development Committee
August 2013 – May 2014	Distance Education Taskforce Ad Hoc Committee
April 2012 – August 2013	Faculty Senate

College of Business

August 2013 - Present	COB Undergraduate Curriculum Committee (Chair)
August 2013 - Present	MBA Graduate Advisory Committee
August 2013 - Present	Business Student Club Faculty Sponsor
August 2013 – Present	COB Representative for Marketing and Hospitality Management Transfer Evaluation System Evaluator
August 2012 - Present	Faculty Evaluation Committee
June 23 rd – 24 th , 2014	Guest lecturer, ENMU COB representative and MBA recruiter, at Kasetsart University Bangkok, Thailand

April 23 rd , 2014	Speaker – International Speaker Series
September 2011 – August 2013	Hospitality Club Faculty Sponsor
March 2013 – April 2013	COB Scholarship Committee
November 2011 – May 2012	Graduate Catalog Committee
November 2011 – May 2012	Distance Ed. Committee

VI. PROFESSIONAL DEVELOPMENT

SEMINARS AND WORKSHOPS:

Teaching

The 2013 UNM-NMSU Teaching Business Ethics Workshop, Sponsors: Daniels Fund Ethics Initiative, Inn & Spa at Loretto, Santa Fe, New Mexico, May 2-3, 2013

Copyright Basics, Sponsor: the PPOHA Grant and the Distance Education Committee, Eastern New Mexico University, September 26, 2012

The second annual NMSU-UNM Teaching Business Ethics Workshop, Sponsors: Daniels Fund Ethics Initiative and New Mexico State University's College of Business, Hotel Encanto de Las Cruces, Las Cruces, New Mexico, January 5-6, 2012

The "So You Want to be a Professor?" Series: Classroom Management: Tips from the Trenches, Sponsor: Teaching Learning, and Technology Center and Graduate School, Texas Tech University, September 27, 2010

The "So You Want to be a Professor?" Series: Getting Your First Job and Surviving your First Year, Sponsor: Teaching Learning, and Technology Center and Graduate School, Texas Tech University, September 15, 2009

Experiential Learning and the Hunt-Vitell Theory of Ethics, Sponsor: Teaching Learning, and Technology Center, Texas Tech University, September 10, 2009

Implementing Learner-Centered Teaching Strategies in Existing Coursework: Positive Change for Students & Instructors, Sponsor: Teaching Learning, and Technology Center, Texas Tech University, March 5, 2009

Communicating Your Expectations: Using Rubrics for Grading Effectiveness, Sponsor: Teaching Learning, and Technology Center, Texas Tech University, February 18, 2009

Research

Annual Thesis / Dissertation Symposium, Sponsor: Graduate School, Texas Tech University, March 4, 2009

How to Do Literature Review, Sponsor: Teaching Learning, and Technology Center, Texas Tech University, February 19, 2009

Beyond Google: Better Searching for Research Success, Sponsor: Graduate School, Texas Tech University, February 18, 2009

Citation Style Workshop: Research in Style, Sponsor: University Library, Texas Tech University, November 6, 2008

Technology

My Mediasite Desktop Recorder, Sponsor: Distance Education and Outreach, Eastern New Mexico University, January 28, 2015

Multimedia Creation Using Softchalk, Sponsor: the PPOHA Grant, Eastern New Mexico University, July 17, 2013

i-Clicker, Sponsor: the PPOHA Grant, Eastern New Mexico University, July 16, 2013

Making Your Point with Powerpoint, Sponsor: the PPOHA Grant, Eastern New Mexico University, April 15, 2013

Smart Classrooms Training, Sponsor: Information Technology Services, Eastern New Mexico University, August 17, 2012

Blackboard Training, Sponsor: Distance Education and Outreach, Eastern New Mexico University, October 24, 2011

Endnote Web Workshop: An Online Citation Management Tool for Research, Sponsor: Graduate School, Texas Tech University, March 10, 2009

How to Make a Poster Using Powerpoint, Sponsor: Graduate School, Texas Tech University, February 4, 2009

WebCT I: Basic Training, Sponsor: Teaching Learning, and Technology Center, Texas Tech University, December 9, 2008