

Apichaya Lilavanichakul, Ph.D.

Academic position: Assistant Professor

Office Address: Department of Agro-Industrial Technology, Faculty of Agro-Industry,
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EDUCATION

- 2014 – Ph.D. (Food, Agricultural and Resource Economics), University of Guelph, Canada.
- 2010 – M.Sc. (Food, Agricultural and Resource Economics), University of Guelph, Canada.
- 2007 – B.Sc. (Food Technology, 1st Class Honors) Chulalongkorn University, Thailand.

WORKING EXPERIENCE

Lecturer, Department of Agro-Industrial Technology Management, Faculty of Agro-Industry,
Kasetsart University (December 2014 – Current)

Research Assistant, Department of Food, Agricultural and Resource Economics, University of
Guelph (September 2013 – August 2014)

INTERESTED RESEARCH AREAS

Food Economics and Marketing; Demand Analysis; Economics of Food Quality;
Distribution channels for agricultural products, Digital marketing, Industrial
Organization; Game Theory

TEACHING EXPERIENCE

Kasetsart University, Thailand (Department of Agro-Industrial Technology Management)
(2015 – Current)

Master Level: Seminar I Business Plan, Seminar II Research Topic

Master Level: Marketing channels and Digital Application for Agro-Industry

Master Level: Agro-industrial Product Pricing Analysis

Kyoto University, Kyoto, Japan (Division of Natural Resource Economics, Graduate School of
Agriculture) (January-February 2020)

Intensive course: Alternative choices to adding value to agriculture products in
Thailand

University of Guelph (Department of Food, Agricultural and Resource Economics) (January
2010 – April 2010)

Teaching Assistant for Bachelor Level: Operation Management

PEER REVIEW JOURNALS/ ARTICLES

- Lilavanichakul, A.** 2019. E-commerce of Agricultural Products in Thailand. *FFTC Agricultural Policy Articles (FFTC-AP)*, Food and Fertilizer Technology Center for the Asian and Pacific Region. <https://ap.fftc.org.tw/article/1411>
- Fatehah, L., **Lilavanichakul, A.**, and Parthanadee, P. 2019. An Analysis of Sustainability Indicators on A Thai Arabica Coffee Value Chain. *Panyapiwat Journal*, 11(1), 139-154. <https://so05.tci-thaijo.org/index.php/pimjournal/article/view/185989>
- Lilavanichakul, A.**, Chaveesuk, R., and Kessuvan, A. 2018. Classifying Consumer Purchasing Decision for Imported Ready-to-eat Foods in China Using Comparative Models. *Journal of Asia-Pacific Business*, 19(4), 286-298. <https://doi.org/10.1080/10599231.2018.1525250>
- Lilavanichakul, A.**, and Boecker, A. 2013. Consumer Acceptance of a New Traceability Technology: A Discrete Choice Application to Ontario Ginseng. *International Food and Agribusiness Management Review*, 16(4). DOI [10.22004/ag.econ.159659](https://doi.org/10.22004/ag.econ.159659)

BOOK CHAPTERS

- Lilavanichakul, A.** and Iba, H. 2020. Distribution Networks for Vegetables and Fruits and Its Structural Change - Focusing on Suburban Areas of Thailand. *Farm business supported agriculture: The future development of farms*. 143-156. ISBN 978-4-8122-1920-1 [in Japanese]
- Lilavanichakul, A.** 2020. PGI Doi Chaeng Coffee in Thailand. *Sustainability of European Food Quality Schemes: Multi-Performance, Structure, and Governance of PDO, PGI, and Organic Agri-Food Systems*, 287-302. Springer. DOI https://link.springer.com/chapter/10.1007%2F978-3-030-27508-2_15

CONFERENCE PROCEEDINGS

- Choedchuthirakun, N., **Lilavanichakul, A.**, and Techamatheekul, K.W. 2020. Analysis of Activity-Based Costing for Silk Products: A Case Study of Khumma-U Community Enterprise. *The 58th KU Annual Conference*, 639-647, February 5-7, 2020, Bangkok, Thailand.
- Saapiroontong, S., **Lilavanichakul, A.** and Bhadrakom, C. 2019. Information Access Factors Influencing Consumer Awareness on Sweetener Consumption. *The 16th KU-KPS National Conference*. December 3-4, 2019, Nakhon Pathom, Thailand.
- Bumroongsak, P. and **Lilavanichakul, A.** 2019. Segmentation of Green Consumers: Implication for Bioplastic Packaging. *ASEAN Bioenergy and Bioeconomy Conference 2019*. June 6, 2019. Bangkok, Thailand.
- Lilavanichakul, A.** and Usha, A. 2019. Consumer attitudes toward international and national certification logos of coffee product in Thailand. The 1st ASEAN Coffee Industry Development Conference. February 14-17, 2019. Chiang Mai, Thailand. (Poster)
- Vichienvanitchkul, B. and **Lilavanichakul, A.** 2018. Discriminant Analysis of Consumer Intention to Use Green Packaging in Thailand. *The 5th International Conference on Agro-Industry (ICoA Conference)*. September 26-27, 2018. Bali, Indonesia.

- Totem, K., **Lilavanichakul, A.**, and Parthanadee, P. 2017. Factors Determining the Profitability of Arabica Coffee Growers in Northern Plateau of Thailand. *The 7th International Graduate Research Conference (IGRC 7)*. October 19-20, 2017, Ubon Ratchathani, Thailand
- Usha, A. and **Lilavanichakul, A.** 2017. Consumer Segmentation on Attitude toward Certificate Logos of Roasted Coffee Products. *The 44th National Graduate Research Conference (NGRC 44)*. October 19-20, 2017, Ubon Ratchathani, Thailand
- Lilavanichakul, A.** and Chaveesuk, R. 2017. Assessment of leading indicators in business cycle analysis of food and beverage packaging industry in Thailand. *The 4th International Conference on Agro-Industry (ICoA Conference)*. October 20-22, 2017. Niigata, Japan.
- Soeng, M., **Lilavanichakul, A.**, and Waisarayutt, C. 2017. The Opportunity of Premium Beef in Phnom Penh. *RSU National and International Research Conference 2017*. April 28, 2017. Bangkok, Thailand.
- Kessuvan, A. and **Lilavanichakul, A.** 2016. An Assessment of Chinese Consumers' Preference on RTE Foods from Thailand. *The 3rd International Conference on Agro-Industry (ICoA Conference)*. November 9-11, 2016. Bangkok, Thailand.
- Wiratchai, A., **Lilavanichakul, A.**, and Parthanadee, P. 2016. Analysis of Logistics Costs for Rice Mill in Improving the Aroma of Jasmine Rice. *The 3rd International Conference on Agro-Industry (ICoA Conference)*. November 9-11, 2016. Bangkok, Thailand.
- Supavitarn, P. and **Lilavanichakul, A.** 2016. Factors Determining the Prices of Thai silk: A Hedonic Price Analysis. *The 3rd International Conference on Agro-Industry (ICoA Conference)*. November 9-11, 2016. Bangkok, Thailand.
- Lilavanichakul, A.** and Kessuvan, A. 2016. Indonesian Consumers' Perception of Imported Halal Snack Foods from Thailand. *The Emerging Markets Conference Board 2016*. January 6-8, 2016. Bangkok, Thailand.
- Lilavanichakul, A.**, Cranfield, J., and Massow, M. V. 2014. The Experience Economy in Product Differentiation Model: An Application to Food Supply Chains. *The 2014 Canadian Agricultural Economics Society Joint Annual Meeting*. May 29-June 1, 2014. Vancouver, British Columbia, Canada. Published by Canadian Agricultural Economics Society (CAES).
- Lilavanichakul, A.** and Boecker, A. 2012. Consumer Acceptance of A New Traceability Technology: A Discrete Choice Application To Ginseng. *The 2012 Canadian Agricultural Economics Society Annual Meeting*. June 17-19, 2012. Niagara Falls, Ontario, Canada. Published by Canadian Agricultural Economics Society (CAES).
- Lilavanichakul, A.** and Boecker, A. 2010. Poster presentation entitled Consumer Response to a New Technology for Authenticity and Traceability. *6th Annual Scientific Conference Advanced Foods and Materials Network (AFMNet)*. May 26-29, 2010. Halifax, Nova Scotia, Canada.

RESEARCH PROJECT

- Assessing the impacts of COVID-19 on agricultural sector in Thailand: The Impacts of Covid-19 Pandemic on consumer behavior in Thailand (2020), Michigan State University.
- Manufacturing, performance evaluation and consumer test of cutlery from TPS/PLA blends for technology transfer (2019-2020), National Science and Technology Development Agency.
- Enhancing potential for coffee beverage products of Thamsingha coffee community enterprise. (2019-2020), National Science and Technology Development Agency.

- Risk perception of consumers' choices on sweetener in beverage consumption. (2019-2020), Thai Health Promotion Foundation.
- Formulation development and marketing feasibility study of thermoplastic starch-based blends. (2017-2018), National Science and Technology Development Agency.
- A Study of Integrated Management of Feed Raw Materials to Improve the Sustainable Competitiveness of Thai Livestock Industry. (2016-2017), Department of Internal Trade, Ministry of Commerce.
- The Processing of Cassava and Its Products for Food Industry to Elevate Farmers' Income Levels. (2016-2017), Department of Internal Trade, Ministry of Commerce.
- Value Creation on Halal Herbal Based Products for Spa Business. (2016-2017), The Thailand Research Fund.
- Study of Supply Chain in Cassava Trading System for Stakeholders' Equity. (2015-2016), Department of Internal Trade, Ministry of Commerce.
- Development of technology for value-added Jasmine rice aroma preservation throughout supply chain. (2015-2016), Cooperative Promotion Department, Ministry of agriculture and cooperatives.
- Consumer Research for Food Industries in Indonesia. (2015-2016), National food Institute, Ministry of industry.
- The Development of Packaging Intelligent Unite Database. (2015 – current), Office of Industrial Economics, Ministry of industry.