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Education

- 2020 DOCTOR OF PHILOSOPHY, MARKETING, NEWCASTLE UNIVERSITY, UNITED KINGDOM
- 2015 POSTGRADUATE CERTIFICATE, RESEARCH TRAINING, NEWCASTLE UNIVERSITY, UNITED KINGDOM
- 2013 MASTER OF SCIENCE, INTERNATIONAL MARKETING (WITH MERIT), NEWCASTLE UNIVERSITY, UNITED KINGDOM
- 2009 BACHELOR OF SCIENCE, MANAGEMENT TECHNOLOGY, THAMMASAT UNIVERSITY, THAILAND
- 2009 BACHELOR OF ARTS, ENGLISH, RAMKHAMSAENG UNIVERSITY, THAILAND

Publications

Peer-Reviewed Journal Articles

“Service Failures within Service Delivery Networks: A Qualitative Study in Travel and Tourism Industry”, 2018 Global Marketing Conference, Tokyo, Japan, July 26-29, 2018, (Phalusuk, C., Blut, M., Schoefer, K., Ness, M.)

“Service failures within service delivery networks: How customers perceive critical incidents by service network partners and how service firms should react to the critical incidents”, Society for Marketing Advances (SMA) 2016 Conference – Reimagining the Power of Marketing to Create Enduring Value, J.W. Marriott Hotel in Buckhead, Atlanta, Georgia, United States, November 2-5, 2016. (Phalusuk, C.)

“Customer Attributions of Service Failures within Service Delivery Networks: Development of Conceptual Framework”, British Academy of Management (BAM) 2016 Conference - Thriving in Turbulent Times at Newcastle University, Newcastle upon Tyne, United Kingdom, September 6-8, 2016. (Phalusuk, C., Blut, M., Schoefer, K., Ness, M.)

“Service failures within service delivery networks: How customers perceive critical incidents by service network partners and how service firms should react to the critical incidents”, HASS Research Showcase Conference “Research Impact: Excellence with a Purpose”, Newcastle University, Newcastle upon Tyne, United Kingdom, June 23, 2016. (Phalusuk, C., Blut, M., Schoefer, K., Ness, M.)

“Customer outrage following service failure: A Qualitative research”, SERVSIG 2016 Conference at School of Business and Economic, The Maastricht University, Maastricht, Netherlands, June 17-19, 2016. (Zhang, W., Blut, M., Schoefer, K., Phalusuk, C.)

“Towards a Conceptual Framework for Understanding Customer Evaluations of Service Failures within Service Delivery Networks”, SERVSIG 2016 Conference at School of Business and Economic, The Maastricht University, Maastricht, Netherlands, June 17-19, 2016. (Phalusuk, C., Blut, M., Schoefer, K., Ness, M.)

“Customer outrage following service failure: A Qualitative research”, European Marketing Academy (EMAC) 2016 Conference – Marketing in the Age of Data at BI Norwegian Business School, Oslo, Norway, May 24-27, 2016. (Zhang, W., Blut, M., Schoefer, K., Phalusuk, C.)

“Towards a Conceptual Framework for Understanding Customer Evaluations of Service Failures within Service Delivery Networks”, European Marketing Academy (EMAC) 2016 Conference – Marketing in the Age of Data at BI Norwegian Business School, Oslo, Norway, May 24-27, 2016. (Phalusuk, C., Blut, M., Schoefer, K., Ness, M.)

“Service Failure and Service Recovery within a Service Network: An Empirical Study in Travel and Tourism Industry”, HASS First Year Postgraduate Research Conference “Identity: Practices, Perspectives and Possibilities”, Newcastle University, Newcastle upon Tyne, United Kingdom, June 18, 2015. (Phalusuk, C., Blut, M., Schoefer, K., Ness, M.)

Other

- **SHARON E. BEATTY BEST SERVICES MARKETING PROPOSAL AWARD 2016, PROPOSAL ENTITLED**
“SERVICE FAILURES WITHIN SERVICE DELIVERY NETWORKS: HOW CUSTOMERS PERCEIVE CRITICAL INCIDENTS BY SERVICE NETWORK PARTNERS AND HOW SERVICE FIRMS SHOULD REACT TO THE CRITICAL INCIDENTS”, ANNUAL SMA 2016 CONFERENCE, J.W. MARRIOTT HOTEL IN BUCKHEAD, ATLANTA, GEORGIA, UNITED STATES, NOVEMBER 2-5, 2016.
- **BEST DEVELOPMENTAL PAPER AWARD 2016 (MARKETING AND RETAIL), PAPER ENTITLED**
“CUSTOMER ATTRIBUTIONS OF SERVICE FAILURES WITHIN SERVICE DELIVERY NETWORKS: DEVELOPMENT OF CONCEPTUAL FRAMEWORK” BRITISH ACADEMY OF MANAGEMENT (BAM) 2016 CONFERENCE, NEWCASTLE UNIVERSITY, UNITED KINGDOM, SEPTEMBER 6-8, 2016.
- **JOINT BEST DISSERTATION AWARD ON MSC INTERNATIONAL MARKETING 2012-13**
NEWCASTLE UNIVERSITY, UNITED KINGDOM.