

## **New & Emerging Business Technologies Research Cluster**

The Business Technology Research Cluster (BTRC) was founded in 2022 to conduct impactful research on advanced technologies supporting the digital transformation of businesses.

Digital technologies (such as artificial intelligence, machine learning, blockchains, big data, and advanced data analytics) are increasingly relied upon by businesses to provide consumers with superior value and more competitive offerings. BTRL investigates how advancing technology impacts businesses and broader societal groups. The topics of interest for this lab are periodically revised to remain current with evolving international developments and agendas.

BTRC encompasses all business administration disciplines because it focuses on new technology integration and its subsequent impacts on business solutions and innovations. Academic research findings are made more pertinent to and interesting for businesses in the real world by tying them to our expertise and strengths in the current trend of emerging technologies.

### **Machine Learning and Artificial Intelligence**

- Viput Ongsakul, Pattanaporn Chatjuthamard, Pornsit Jiraporn, and Sirithida Chaivisuttangkun. (2022). Corporate integrity and hostile takeover threats: Evidence from machine learning and “CEO luck”. *Journal of Behavioral and Experimental Finance*. 32.

- Viriya Taecharungroj. (2021). Google Maps amenities and condominium prices: Investigating the effects and relationships using machine learning. *Habitat International*, 118.
- Krantharat Sukanthong and Viriya Taecharungroj. (2021). Identifying a Supranational Image of Southeast Asia using Machine Learning. *Journal of International Studies*, 11(1), 215-252.
- Nassim Dehouche. (2021). Implicit Stereotypes in Pre-Trained Classifiers. *IEEE Access*, 9, 167936-167947.
- NassimDehouche. (2021). Plagiarism in the age of massive Generative Pre-trained Transformers (GPT-3): “The best time to act was yesterday. The next best time is now”. *Ethics in Science and Environmental Politics*, 21, 17-23.

### **Blockchains, Cryptocurrencies, and Fintech**

- Aman Saggi. (2022). The Intraday Bitcoin Response to Tether Minting and Burning Events: Asymmetry, Investor Sentiment, and “Whale Alerts” on Twitter. *Finance Research Letters*, 49.
- Chavisa Suwanposri, Veera Bhatiasevi, and Thanarek Thanakijisomba. (2021). Drivers of Blockchain Adoption in Financial and Supply Chain Enterprises. *Global Business Review*, DOI: 10.1177/09721509211046170.
- Nassim Dehouche. (2022). Revisiting the volatility of bitcoin with approximate entropy. *Cogent Economics & Finance*, 10(1), 1-18.
- Sarayut Nathaphan, Woraphnon Wattanatorn, Rathachart Mingkhwan, Varumpa Temaismithi. (2020). Financial Innovations for Low-Income People in Thailand. *Interdisciplinary Social Sciences and Communication Journal*, 3(3), 222-243.
- Thipa Mahakittikun, Sid Suntrayuth, Veera Bhatiasevi. (2020). The impact of technological-organizational-environmental (TOE) factors on firm performance:

merchant's perspective of mobile payment from Thailand's retail and service firms.  
Journal of Asia Business Studies, DOI: 10.1108/JABS-01-2020-0012.

### **Online Consumer Behaviour and Electronic Commerce**

- Pornpimat Thaworn, Xiaoxia Wei, and Varang Wiriyawit. (2021). Analyzing Consumers' Buying Behavior Regarding Online Purchasing in Thailand. *Journal of Global Business Review*, 23(1), 13-32.
- Tuangporn Leowarin and Kandapa Thanasuta. (2021). Consumer Purchase Intention for Subscription Video-on-Demand Service in Thailand. *TNI Journal of Business Administration and Languages*, 9(1).
- Phaninee Naruetharadhol, Sasichakorn Wongsachia, Shenyang Zhang, Chanchai Phonthanukitithaworn, and Chavis Ketkaew. (2022). Understanding Consumer Buying Intention of E-Commerce Airfares Based on Multivariate Demographic Segmentation: A Multigroup Structural Equation Modeling Approach. *Sustainability*, 14(15).
- Kandapa Thasuta and Yingyot Chiaravutthi. (2022). Multi-Channel and Omni-Channel Retailing: Classification for Future Research. *SIRB 2022 Conference on Interdisciplinary Business&Economics Research,Osaka*, (pp.1-12), Osaka:Japan.
  - Chanchai Phonthanukitithaworn, Phaninee Naruetharadhol, Sasichakorn Wongsachia, Natrada Mahajak, and Chavis Ketkaew. (2021). Identifying the relationship between Travel Agent's Web Service Quality and E-brand Reputation. *Cogent Business & Management*, 8(1),1-33.
- Sasithorn Suwantee, Aurathai Lertwannawit, Olimpia C. Racela, Pattana Boonchoo. (2021). Do we follow the crowd on social media? Experimental evidence on consumer attitudes in the contexts of NeWOM and firm crisis response. *Asia Pacific Journal of Marketing and Logistics*, 33(1), 162-184.

- Adamas Suwanprasit and Viriya Taecharungroj. (2020). An Analysis of Tripadvisor reviews of shopping malls in Thailand. The 5th TICC International Conference 2020 titled Multidisciplinary Research Towards a Sustainable Society. (pp.16-40). Khon Kaen: Thailand.

### **Biotechnology, DNA Analysis, and Advanced Health Devices**

- Chanchai Phonthanukitithaworn and Carmine Sellitto. (2022). A Willingness to Disclose Personal Information for Monetary Reward: A Study of Fitness Tracker Users in Thailand. *SAGE Open*, 12(2), 1-15.
- Thanarerk Thanakijombat, Veera Bhatiasevi, and Chavisa Suwanposri. (2022). Public Adoption of Telehealth technology in Thailand. *Journal of Global Business Review*, 24(1), 14-33.
- Weng Chiang David Tan, Alessandro Stasi, and Bablu Kumar Dhar. (2022). Forensic DNA profiling in the southern border provinces of Thailand: Ethical and regulatory issues. *Forensic Science International*, 336(1).
- Alessandro Stasi and Roman Meinhold. (2020). When Cows Go Oink, Pigs Go Baaa, and Sheep Go Moo: Development and Regulatory Challenges of Intentional Genomic Alterations in Animals. *Food and Drug Law Journal*, 75(3), 415-429.

### **Technology Transfer and Adoption**

- Hikari Ishido, Licheng Liang, and Benjalux Sakunasingha. (2022). Financing Choices for Technologically Upgrading Companies: Reports from Interviews with Thai Companies. *Journal of Southeast Asian Economies*, 39(1), 68-82.

- Amonrat Thoumrungroje, and Olimpia C. Racela. (2021). Linking SME international marketing agility to new technology adoption. *International Small Business Journal*, DOI: 10.1177/02662426211054651.