



XUEMEI SUN, PH.D.

Assistant Professor

Nationality: China

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EDUCATION

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|---|------------------|
| Ph.D. in Management National Institute of Development Administration (NIDA), Thailand (International Program) International College | <i>Dec. 2020</i> |
| Master of Arts (English for Career) Thammasat University, Thailand (English Program) Language Institute | <i>Mar. 2014</i> |
| B.B.A. (Global Business) Khon Kaen University, Thailand (International Program) International College | <i>May. 2012</i> |

PUBLICATIONS

- 28 Taieb, B., Pelet, J.E., & Sun, X.* (2026). Online live streaming interaction: development and validation of a measurement scale. *International Journal of Retail & Distribution Management*, 1-16. [SSCI, JCR Q1, SCOUPS, SJR Q1].
- 27 Tian, K., Chen, J., & Sun, X.* (2025). Investigating the actual usage behavior of Thai traditional craftsmen in adopting AI through a hybrid SEM-ANN approach. *Humanities and Social Sciences Communications*, 12(1), 1887. [SSCI, JCR Q1, SCOPUS, Q1]
- 26 Ma, Y., & Sun, X.* (2026). From technostress creators to turnover intention: How knowledge collecting behavior buffers job burnout among Chinese university lecturers? *Journal of Workplace Behavioral Health*, 1-31. [SCI, JCR Q4, SCOPUS, SJR Q2]
- 25 Kou, L., Sun, X.*, Chen, J., & Liu, W. (2025). Perceived ease of use and usefulness in AI-Generated content adoption: Gender as a moderator. *Journal of University Teaching & Learning Practices*, 22(7), 1-24. [SCOPUS, JCR Q4]
- 24 Chen, B., & Sun, X.* (2026). The double-edged sword effect of flow experience: Mediating mechanisms and protective moderation of reality anchoring – evidence from Chinese short-form video users. *Journal of Cultural Analysis and Social Change*, 11(1), 921-931. [SJR Q2]
- 23 Zou, B., Sun, X.*, Zou, Y., & Su, J. (2026). Are Positive and Long-Term Thinking Millennial Employees More Likely to Engage in Bootleg Innovation Behavior? Findings From SEM and fsQCA. *International Journal of High Speed Electronics and Systems*, 2540412. [SCOPUS, SJR Q4]
- 22 Lyu, B., & Sun, X.* (2025). Identity Leadership and Knowledge Sharing in University Administration: The Mediating Role of Team Identification and Ingroup Bias. *The Journal of Behavioral Science*, 20(1), 1-13. [SCOPUS, SJR Q3]

- 21 Lyu, B., & Sun, X. S. (2024). The Impact of Team Identification on Outgroup Knowledge Sharing Behaviors in Administrative Teams of Chinese University: The mediating Role of Ingroup Bias. *Journal of Dhamma for Life*, 30(4), 283-300. [TCI Tier2]
- 20 Sun, X. (2024). The Roles of Work-and Social-Related Social Media Usage in Facilitating Firm-Level Creative Capital and Innovative Job Performance. *NIDA Development Journal*, 62(2), 77-101. [TCI Tier 3]
- 19 Kou, L., Sun, X.* & Chen, J. (2024). The Effect of STARA Awareness on Entrepreneurial Intentions of Employees: The Mediating Role of Perceived Opportunity and Perceived Risk. *TWIST*, 19(4), 185-194. [SCOPUS, SJR Q4]
- 18 Sun, X. (2024). The impact of adhocracy organizational culture, empowering leadership, and organizational creativity on firm performance in Chinese Internet Companies. *Thammasat Review*, 27(1), 286-310. [SCOPUS, SJR Q3, TCI Tier 1]
- 17 Sun, X. (2024). The roles of work- and social-related media usage in facilitating firm-level creative capital and innovative job performance. *NIDA Development Journal*, 64(2). [TCI Tier 3]
- 16 Kou, L., & Sun, X.* (2024). The influence of perceived trust, perceived value, perceived usefulness, and perceived risk on college students' initial willingness to pay for online knowledge. *Creative Business and Sustainability Journal*, 46(1), 1-24. [TCI Tier 1]
- 15 Peng, Y., & Sun, X.* (2024). Contributions of engagement in innovative behavior, self-Efficacy, and entrepreneurial environment experience to the entrepreneurial innovative capability of university students. *Journal of Dhamma for Life*, 30(2), 90-105. [TCI Tier 2]
- 14 Sun, X.* & Ma, Y. (2024). The impact of work-related social media usage on employee engagement and job performance: Evidence from Chinese employees in mainland China. *NIDA Case Research Journal*, 16(1), 53-83. [TCI Tier 2]
- 13 Zuo, J., & Sun, X.* (2024). Impact of challenge and hindrance demands on work-related burnout: The mediating effect of psychological empowerment. *The Journal of Behavioral Science*, 19(2), 16-29. [SCOPUS, SJR Q3, TCI Tier 1]
- 12 Sun, X. (2024). Customer satisfaction and intention to recommend among live-streaming shopping customers: An extension of the unified theory of acceptance technology 2. *Kasetsart Journal of Social Sciences*, 45, 313-324. [SCOPUS, SJR Q2, TCI Tier 1]
- 11 Sun, X.* Pelet, J.E., Dai, S., & Ma. Y. (2023). The effects of trust, perceived risk, innovativeness, and deal proneness on consumers' purchasing behavior in the livestreaming social commerce context. *Sustainability*, 15(23), 16320. [SCOPUS, SSCI, SJR Q2]
- 10 Chen, X., Yu, S., & Sun, X.*(2023). Brand equity, customer perception, and sustainable willingness to pay premium: Evidence from international education industry. *International Journal of Sustainable Development and Planning*, 18(2), 531-539. [SCOPUS, SJR Q3]
- 9 Zou, B., Yu, S., & Sun, X.* (2023). The effect of millennial employees' social media competence and future work self-salience on bootleg innovation. *Journal of Logistics, Informatics and Service Science*, 10(1), 31-51. [SCOPUS, SJR Q4]
- 8 Sun, X. (2022). Consumer intention and usage behavior of live-streaming shopping: An extension of the unified theory of acceptance and use of technology. *The Journal of Behavioral Science*, 17(3), 106-124. [SCOPUS, SJR Q4, TCI Tier 1]
- 7 Sun, X.* & Ma, Y. (2022). How the perceived threat of Covid-19 aggravates Chinese employees' emotional exhaustion and turnover intention in Thailand: The moderating role of affective commitment. *Creative Business and Sustainability Journal*, 44(1), 1-17. [TCI Tier 1]
- 6 Sun, X., * & Ma, Y. (2022). The influences of intellectual capital on organizational effectiveness of service industries' listed companies in Thailand [泰国服务业上市公司智力资本对组织效能的影响]. *Chinese Journal of Social Science and Management*, 6(1), 156-169. [TCI Tier 2]

- 5 Ma, Y., Kosolritthichai, W., & Sun, X.* (2021). Exploring motivation in studying English as a major for the Chinese third year students at university in Sichuan province, China. Saint John's Journal, 24(53), 160-177. [TCI Tier 2]
- 4 Sun, X. (2021). Innovative behavior in the workplace: A study of intellectual capital effect on the service-oriented companies in Thailand. Thammasat review, 24(2), 112-132. [SCOPUS, SJR, TCI Tier 1]
- 3 Li, P., & Sun, X.*(2021). A Study on the Construction of Business English Teachers in Local Applied Undergraduate Universities [地方应用型本科院校商务英语专业师资建设初探—以云南省为例]. Journal of Sinology 15(2), 1-22. [TCI Tier 3]
- 2 Sun, X.,* & Suntrayuth, S. (2020). The effects of intellectual capital, innovative behavior, absorptive capacity on organizational effectiveness: The moderating role of social capital. TEST Engineering & Management, 83(July-August), 4035-4045. [Scopus, SJR Q4]
- 1 Sun, X. (2020). The importance of the Chinese language in Today's international business. Journal of Suvarnabhumi Institute of Technology (Humanities and Social Sciences), 6(1), 601-610. [TCI Tier 2]

TEACHING EXPERIENCE

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|--|---------------------------------------|
| <p>Full-time Lecturer National Institute of Development Administration (NIDA), Thailand</p> <ul style="list-style-type: none"> • Teaching subjects: Managing Global Business, International Business Marketing, Human Capital and organizational Management [Master's program]; Advanced Research Methodology, Advanced Theory of Management [Doctoral program] • Advisor of master's and doctoral students | <p><i>May 2022 to Present</i></p> |
| <p>Visiting Lecturer Rangsit University, Thailand</p> <ul style="list-style-type: none"> • Teaching subjects: Human Resource Management, Strategic Management [Master's program] | <p><i>Jan. 2024 to Present</i></p> |
| <p>Visiting Professor Panyapiwat Institute of Management, Thailand</p> <ul style="list-style-type: none"> • Teaching subjects: Research Methodology, Organizational Behavior [Master's program]; Foundation of Business Administration, Research Practice [Doctoral program] | <p><i>Aug. 2023 to Present</i></p> |
| <p>Visiting Lecturer Stamford International University, Thailand</p> <ul style="list-style-type: none"> • Teaching subjects: Marketing as Value Creation, International Business Management Study, Business Essential, Strategic Management, Human Side of Organization, Strategic Marketing [Master's program] | <p><i>April 2022 to Oct. 2023</i></p> |
| <p>Visiting Professor Rattana Bundit University, Thailand</p> <ul style="list-style-type: none"> • Teaching subjects: Research Methodology [Master's program] | <p><i>Dec. 2022 to Feb. 2023</i></p> |
| <p>Part-time Lecturer Saint John's University, Thailand</p> <ul style="list-style-type: none"> • Teaching subjects: Research Methodology, Introduction to Statistics [Master's and Doctoral program] | <p><i>Jan. to Aug. 2022</i></p> |

Master's Advisor | Panyapiwat Institute of Management, Thailand

Dec. 2020 to April 2022

- Advising master's students for their thesis

Guest Lecturer | Prince of Songkla University, Thailand

July 2021 to Nov. 2021

- Teaching subjects: Chinese for Tourism and Hospitality; Chinese Conversation for Daily Communication [Bachelor's program]

Full-time Lecturer | Suvarnabhumi Institute of Technology, Thailand

Aug. 2019 to Nov. 2020

- Teaching subjects: Research Methodology [Master's program]; Chinese Language [Bachelor's Program]

ACDEMIC ACTIVITIES

Journal Reviewer /Conference PC Member/Reviewer

- Humanities and Social Sciences Communications [SSCI Q1, SJR Q1]
- Cogent Business & Management [ESCI Q2, SJR Q2]
- Chinese Journal of Social Science and Management [TCI Tier 2]
- GMSARN International Journal [SCOPUS, SJR Q4]
- The 3rd National and the 1st International Conference on Aviation, Tourism, and Service Business 2024, Bangkok, Thailand
- Web 3, Metaverse and Management: New theoretical issues and new practices, June 2023, Paris, France

Chairman of Thesis/Dissertation Defense

- MBA, Chinese Graduate School, Panyapiwat Institute of Management, Thailand
- MBA, International College, Rangsit University, Thailand
- Doctoral Program of Education, Faculty of Education, Siam University, Thailand

Forum Host

- Panyapiwat Ph.D. Forum VI, December 2021
- Panyapiwat Master's Forum I, April 2021
- Panyapiwat Ph.D. Forum V, December 2020

CONFERENCES

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|---|---|-----------|
| 7 | Sun, X. (2023). Strategic Index Comparison and Analysis: Spotlight on Thailand within the Context of Europe and Southeast Asia. 9th International Scientific Conference Science & Business – Common Challenges Track: “Overcoming Digital Divide in Europe and Southeast Asia” – ODDEA Work Package 1 Summary, Kraków, Poland. [PowerPoint Present] | Nov. 2023 |
| 6 | Sun, X. (2023). The Roles of Work- and Social-Related Social Media Usage in Facilitating Firm-Level Creative Capital and Innovative Job Performance. 3rd NIC-NIDA Conference – Redesigning Our Common Future for Sustainable Transformation. August 2023. [PowerPoint Present] | Aug. 2023 |
| 5 | Chen, B., & Sun, X.* (in press). Behavioral intention of overseas students to study online: Social impact theory perspective [Oral presentation]. The 2nd International Conference on Engineering Research and Application, Bangkok, Thailand. [Indexed by Scopus] | May 2023 |
| 4 | Hou, X., & Sun, X.*(2023). Internal control evaluation system of universities based on AHP-FCE model [Poster presentation]. The 8th PIM International Conference, Nonthaburi, Thailand | Mar. 2023 |
| 3 | Peng, L., & Sun, X.* (2022). Marketing strategy of off-campus training institutions under the background of “double reduction” – Taking an off-campus education and training institution is as an example [Poster presentation]. The 7th PIM International Conference, Nonthaburi, Thailand. | Jul. 2022 |
| 2 | Xie, L., & Sun, X.* (2022). Optimization of network marketing strategy for Liuzhou River snails rice noodle under the background of “internet plus” [Poster presentation]. The 6th PIM International Conference, Nonthaburi, Thailand. | Mar. 2022 |
| 1 | Geng, H., & Sun, X.* (2022). The impact of game digital distribution platform quality on consumer behavior intentions – Analysis of mediating effect based on user satisfaction [Poster presentation]. The 6th PIM International Conference, Nonthaburi, Thailand. | Mar. 2022 |

TEACHING INTEREST

Research Methodology in Management

Human Resource Management

Quantitative Research Methodology

Marketing

Introduction to Statistics

Organizational Behavior

RESEARCH INTEREST

Live-streaming Commerce

Social Media Commerce

Organizational Behavior

Consumer Psychology

Innovative Behavior

Creative Capital

Social Capital

Intellectual Capital

PLS-SEM