

CV



Yuxia Kong (Eva) , Ph.D.

Lecturer , 10.1990

International College, Phetchabun Rajabhat University

Email: yuxiakong1030@gmail.com;

Mobile:+66 995419874

Line ID: eva-kyx

Address: Baan 84 Mansion Soi Praditmanutam
3, Wangthonglang, Bangkok, 10310, Thailand.

EDUCATION BACKGROUND

- 2018-2021 Ph.D. in Management, National Institute of Development Administration, Thailand.
- 2015-2017 Master of Business Administration, Siam University, Bangkok, Thailand.
- 2009-2013 Bachelor of Economics, Ludong University, Shandong, China.

TEACHING/PROFESSIONAL EXPERIENCE

- 2024.11-now Lecturer, Phetchabun Rajabhat University, Thailand.
- 2022-2024 Lecturer, Jiangsu Vocational Institute of Commerce, China.
- 2016-2017 Lecturer, Nanshan University, China.
- 2013-2015 Bank Teller, China Merchants Bank, China.

TEACHING TAUGHT

- | | |
|---------------------------------------|--------------------------|
| •Strategic Management | •International Marketing |
| •International Business Management | •Research Methodology |
| •Business Model Design and Innovation | •Category Management |

RESEARCH INTERESTS

-
- Supply Chain Management
 - Strategic Management
 - Social Media Marketing

- Organizational Behaviors
- Blockchain Technology
- Innovative Behavior

JOURNAL PUBLICATION

Kong, Y., Suntrayuth, S., & Lin, F. (2024). Construction of Cross-Border E-Commerce Supply Chain of Agricultural Food Products based on Blockchain Technology. *Natural and Engineering Sciences*, 9. doi:10.28978/nesciences.1569226 SCOPUS Q3

Lin, F.; Ryu, K.; Kong, Y.; Nian, C. (2023). From Design, Affective Museum Image, Gender, and Previous Experience to Behavioral Intention: A Three-way Interaction Model. *International Journal of Tourism Research*. [in press] SCI Q1

Kong, Y., & Suntrayuth, S. (2021). The Causal Model of Absorptive Capacity, Strategic Flexibility and Innovation Performance on Sustainable Competitive Advantage: An Internationalization Perspective. *Thammasat Review*, 24(1), 214-246. Retrieved from <https://sc01.tci-thaijo.org/index.php/tureview/article/view/239910> SCOPUS Q2

Kong, Y.; Suntrayuth, S; Kan, G.(2025). Study on the Influencing Factors of Consumer Purchasing Behavior in Blind-box Marketing—Taking Pop Mart Company as an example in Shanghai. *Kasetsart Journal of Social Sciences*. [underview] TCI Q1

Yao, Y; Kong, Y; Suntrayuth, S. (2025). The Effect of Quality Assurance Intention Mechanisms and Perceived Value on Purchase Intention and Information Sharing in Social Commerce for Traditional Handcrafts: Mediating Roles of Trust and Value Co-creation. *International Journal of eBusiness and eGovernment Studies*. [underview] SCOPUS Q3

Jiang, J; Kong, Y; Suntrayuth, S. (2025) Social Capital and Job Performance of Gig Workers in China: A Chain Mediating Effects Based on Proactive Behavior and Subjective Well-being. *Journal of Mind and Behavior*. [[underview] SCOPUS Q2

Kong, Y. (2025). The Impact of Cultural Intelligence, Perceived Cultural Distance, Intercultural Trust, and Brand Resilience on Consumer Purchase Intention. *Journal of Asian Scientific Research*. [underview] SCOPUS Q2

Kong, Y (2025) The Influences of Social Media Marketing Factors and Data-Driven Decision-Making on Sustainable Business Performance in Game Industry: Open Innovation As a Moderator. *Small Enterprise Research*. [underview] SCOPUS Q2

CONFERENCE PROCEEDING

Kong, Y., Suntrayuth, S., & Lin, F. (2024). The Impact of Flexible Supply Chain on Innovation Performance Based on Data Analysis Capability-A Case Study of the Cross-border E-commerce Industry. *E3S Web of Conferences*, 565. doi:10.1051/e3sconf/202456502012 SCOPUS CONFERENCE

KONG, Y. (2021). AN EMPIRICAL ANALYSIS OF THE FACTORS SELECTED ON MEDICAL TOURISM IN THAILAND. Paper presented at the 2nd National and International Academic Conference on Innovation and Management for Sustainable, Thailand. <https://drive.google.com/file/d/1IXDkRSq1XOmprdFXTwOeeXRAel8LbKWg/view?usp=sharing>. CONFERENCE

ACADEMIC ACTIVITIES & AWARDS

1. “REPESEA” Program, Erasmus+ Programme of the European Union, Thailand, 2020.
2. 2 nd National and International Academic Conference on Innovation and Management for Sustainability (NIACIMS), Thailand, 2020.
3. China Vocational Skills Competition "Excellent Instructor", China, 2022.
4. Special Training in Higher Education (Innovation and Entrepreneurship Topics), China, 2023.
5. The 9th China “Internet + ”College Students Innovation and Entrepreneurship Competition, 3th prize, 2023.
6. National Vocational Education Quality Annual Report Working Conference, China, 2024.

7. The 11th Cross-Strait (Suzhou and Taiwan) Joint Meeting of Higher Vocational Education, China, 2024.
8. Ministry of Commerce Conference on Design, Construction and Development of Employment Service Systems in Developing Countries, 2024.



สถาบันบัณฑิตพัฒนบริหารศาสตร์
NATIONAL INSTITUTE OF DEVELOPMENT ADMINISTRATION

This is to certify that

MISS YUXIA KONG

Passport No. E28306671

has been approved by the Institute Council of the National Institute of Development Administration to be awarded the

Doctor of Philosophy (Management)

International College, National Institute of Development Administration

The degree was officially conferred as of June 22, 2021.

Given on this 2nd day of September, 2021

A handwritten signature in black ink, which appears to read "Suwaree", is written over a faint, large, diagonal watermark that says "DEVELOPMENT ADMINISTRATION".

Miss Suwaree Kaskasame
Assistant Registrar

Not valid without institute seal.



National Institute of Development Administration

The Council of the National Institute of Development Administration
by virtue of the authority vested in it by law, has conferred upon

UNXIA KONG

the degree of

Doctor of Philosophy (Management)

with all the privileges, honours and obligations appertaining thereto.
Given at Bangkok, Thailand, this twenty - second day of June, in the year
two thousand and twentyone.

P. Sarungidanon

Council Chairman

K. Bryant

President

P. R.

Dean



NAME : MISS YUXIA KONG

ID NO : 6022032022

SCHOOL : International College, National Institute of Development Administration

DATE OF BIRTH : Oct 08, 1990

PROGRAM : Doctor of Philosophy Program in Management (International Program)

DATE OF ADMISSION : Jan 13, 2018

MAJOR : _____

DATE CONFERRED : Jun 22, 2021

DEGREE : Ph.D.(Management)

DATE OF LEAVING : Jun 22, 2021

ACADEMIC BACKGROUND : M.B.A.

Slam University

CODE	COURSE TITLE	CREDIT	GRADE
Semester : 2/2017			
DM8002	MICROECONOMIC THEORY FOR MANAGEMENT	3	B+
SEMESTER G.P.A. 3.30	CUMULATIVE G.P.A. 3.30		
Semester : 1/2018			
DM8001	ADVANCED THEORY OF MANAGEMENT	3	B
DM8101	ADVANCED RESEARCH METHODS IN MANAGEMENT	3	B
SEMESTER G.P.A. 3.00	CUMULATIVE G.P.A. 3.10		
Semester : 2/2018			
DM8005	SEMINAR IN INTERNATIONAL MANAGEMENT	3	B+
DM8007	SEMINAR IN DEVELOPMENT MANAGEMENT	3	B+
DM8102	QUANTITATIVE RESEARCH METHODS IN MANAGEMENT	3	B+
DM8103	QUALITATIVE RESEARCH METHODS IN MANAGEMENT	3	B
SEMESTER G.P.A. 3.22	CUMULATIVE G.P.A. 3.17		
Semester : 2/2019			
DM9900	DISSERTATION	6	S
SEMESTER G.P.A. ---	CUMULATIVE G.P.A. 3.17		
Semester : 1/2020			
DM9900	DISSERTATION	30	S
SEMESTER G.P.A. ---	CUMULATIVE G.P.A. 3.17		
Total Credits (Earned)	57 credits		

END OF TRANSCRIPT

DISSERTATION TITLE : ABSORPTIVE CAPACITY, STRATEGIC FLEXIBILITY AND INNOVATION PERFORMANCE ON SUSTAINABLE COMPETITIVE ADVANTAGE: AN INTERNATIONALIZATION PERSPECTIVE

EXEMPT COURSES :

LC4003	ADVANCED INTEGRATED ENGLISH LANGUAGE SKILLS DEVELOPMENT
LC6000	ADVANCED READING AND WRITING IN ENGLISH FOR GRADUATE STUDIES

DATE ISSUED : Sep 02, 2021

A117125

RAISED SEAL IS REQUIRED

This official transcript requires a raised seal.



Suwan K

Assistant Regist

Miss Suwaree Kaskasame



Siam University

The University Council of Siam University
on the nomination of the faculty has conferred upon

Kong Yuxia

the degree of

Master of Business Administration

together with all honors, rights and privileges belonging to that degree.

In witness thereof, this diploma is granted.

Given at Bangkok in the Kingdom of Thailand,
on this seventh day of August in the year two thousand and seventeen.

Chalit Pukbhasuk

Chairperson of the University Council

P. S. S. S.

President of the University



Graduate School

QF-25-05

Name (Thai) MISS KONG YUXIA
(English) MISS KONG YUXIA

ID NO. 5817192010



Siam University

BANGKOK, THAILAND

TRANSCRIPT OF RECORDS

Date & Place of Birth OCTOBER 8, 1990 / CHINA
Previous Degree BACHELOR OF ECONOMICS
Date of Admission/Leaving NOVEMBER 12, 2015 / AUGUST 7, 2017
Degree MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
Major/Area of Concentration INTERNATIONAL BUSINESS MANAGEMENT

Course No.	Course Title	Credit	Grade	Course No.	Course Title	Credit	Grade
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2 ND SEMESTER 2015

504-110	FINANCIAL MANAGEMENT	3	B+				
505-110	TECHNOLOGY AND INFORMATION SYSTEMS MANAGEMENT	3	A				
506-110	ECONOMIC INTEGRATION AND ASEAN STUDIES	3	B+				
507-112	STRATEGIC MANAGEMENT	3	A				
700-111	RESEARCH METHODS FOR SOCIAL SCIENCES	3	A				
15	15	57	3.80	15	15	57	3.80

3 RD SEMESTER 2015

505-220	INTERNATIONAL TRADE AND INVESTMENT	3	B+				
506-221	INTERNATIONAL BUSINESS LAW	3	A				
510-220	ASEAN INTEGRATION DEVELOPMENT	3	A				
9	9	34.5	3.83	24	24	91.5	3.81

1 ST SEMESTER 2016

500-110	MANAGERIAL ECONOMICS	3	A				
500-301	INDEPENDENT STUDY	3	P				
502-110	MARKETING MANAGEMENT	3	A				
507-110	ORGANIZATION BEHAVIOR AND CORPORATE GOVERNANCE	3	A				
508-110	LOGISTICS AND OPERATIONS MANAGEMENT	3	B+				
12	12	46.5	3.88	36	36	138	3.83

2 ND SEMESTER 2016

507-223	INTERNATIONAL MARKETING						3	A
3	3	12	4.00	39	39	150	3.85	

3 RD SEMESTER 2016

509-301	INDEPENDENT STUDY							3	A
1	3	12	4.00	42	42	162	3.86		

WRITTEN COMPREHENSIVE EXAMINATION

S

- - - TRANSCRIPT CLOSED - - -

No. 359849

5 SEP 2017

BKK100

Certified Genuine Signature(s) of
SURADEJ PRUGSAMATZ



(MRS. PRANEE BARCLAY)

General Service Officer
Experienced Level

Ministry of Foreign Affairs of Thailand

(The Ministry of Foreign Affairs assumes no responsibility for the contents of the documents)

E 2331082

SU 0303.1 / 22830

Date of Graduation AUGUST 7, 2017

Given on AUGUST 21, 2017

Prepared by *M. S. S. S.*

S. Prugsamatz

(Suradej Prugsamatz)

Director of Registration & Records



学士学位证书

孔钰夏，女，1990年10月8日生。在 鲁东大学

经济学

专业完成了本科学习计划，业已

毕业，经审核符合《中华人民共和国学位条例》的规定，授予 经济学
学士学位。



鲁东大学

校 长

学位评定委员会主席

证书编号：1045142013104180

二〇一三年 六 月 二十五日

(普通高等教育本科毕业生)

普通高等学校

毕业证书



学生 孔钰夏 性别 女，一九九〇年 十月 八 日生，于 二〇〇九
年 九 月至二〇一三年 六 月在本校 经济学
专业 四 年制 本 科学习，修完教学计划规定的全部课程，成绩合
格，准予毕业。

校 名：鲁东大学

校（院）长：

李清山

证书编号：104511201305004368

二〇一三年 六 月二十八日

Certificate of Bachelor's Degree

(Bearer's photo)

Ludong University (steel seal)

Kong Yuxia, female, born on October 8, 1990, studied the major of Economics in Ludong University and completed the undergraduate study plan and therefore is granted to graduate. Upon examination, she is granted the Bachelor's Degree of Economics in accordance with *Degree Regulations of P. R. C.*

President and Chairman of Academic Degree Evaluation Committee of Ludong University: Li Qingshan (seal)

Certificate No.: 1045142013104180

June 25, 2013

(Graduate of Regular Higher Education Undergraduate Program)

Regular Higher Education Institutions
Graduation Certificate

(Bearer's photo)

Ludong University (steel seal)

Student Kong Yuxia, female, born on October 8, 1990, studied the major of Economics in this university from September 2009 to June 2013. She has completed all courses prescribed by the four-year undergraduate teaching plan with qualified marks and therefore is granted to graduate.

University: Ludong University (seal)

President: Li Qingshan (seal)

Certificate No.: 104511201305004368

June 28, 2013

Academic credentials enquiry website of the Ministry of Education of the People's Republic of China: <http://www.chsi.com.cn>

NOTARIAL CERTIFICATE

(Translation)

(2015) Yan Mu Ping Zheng Wai Zi No. 717

Applicant: Kong Yuxia, female, was born on October 8, 1990,
citizen ID No.: 370612199010082525.

Issue under notarization: true and exact copy

This is to certify that the foregoing copy conforms to the original
Chinese Transcript of Ludong University issued to Kong Yuxia by
Ludong University.

Muping Notary Public Office, Yantai City, Shandong Province

The People's Republic of China

Notary Public: He Li

August 4, 2015

1169204255

NOTARIAL CERTIFICATE

(Translation)

(2015) Yan Mu Ping Zheng Wai Zi No. 718

Applicant: Kong Yuxia, female, was born on October 8, 1990,
citizen ID No.: 370612199010082525.

Issue under notarization: graduation certificate

This is to certify that the foregoing copy conforms to the original
Graduation Certificate of Regular Higher Education Institutions issued
to Kong Yuxia by Ludong University on June 28, 2013, and that the
original document is authentic.

Muping Notary Public Office, Yantai City, Shandong Province
The People's Republic of China

Notary Public: He Li

August 4, 2015

Chinese Transcript of Ludong University

Kong Yunsa		Student No.	20091310805		Gender	Female	ID No.	370612199010082525		Archives (seal)	
School of Business		Major		Economics (Undergraduate)							
Grade 2009	Date of birth	Oct. 8, 1990	Education level	Bachelor Degree	Nationality	Han	Length of Schooling	4	(Bearer's photo)		
Economics undergraduate (90)		Enrollment date	September 3, 2009	Origin of student	Shandong Province	College entrance exam No.	09370612110147				
Course name	Credit	Score	Mode of study	Course Nature	Exam time	Course name	Credit	Score	Mode of study	Course Nature	Exam time
Theory and Military	1.0	90		Compulsory	Jan. 2010	Introduction to Social Work	4.0	80		Optional	Jan. 2010
PE I	1.0	97		Compulsory	Jan. 2010	College English I	3.0	74		Compulsory	Jan. 2010
Cultivation and Law	3.0	95		Compulsory	Jan. 2010	History of Social Thoughts in China	4.0	86		Optional	Jan. 2010
Temporary Social Issues	4.0	93		Optional	Jan. 2010	Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics	4.0	91		Compulsory	Jul. 2010
Economics (seal)	3.0	70		Compulsory	Jul. 2010	Fundamentals of Computer Culture	3.0	95		Compulsory	Jul. 2010
Investment and	2.0	90		Optional	Jul. 2010	Economic Law	3.0	63		Compulsory	Jul. 2010
PE II	1.0	98		Compulsory	Jul. 2010	College English II	4.0	78		Compulsory	Jul. 2010
Economics	4.0	72		Compulsory	Jul. 2010	Higher mathematics C II	3.0	60		Compulsory	Sep. 2010
PE III	1.0	93		Compulsory	Jan. 2011	Finance and Banking	3.0	78		Compulsory	Jan. 2011
Introduction to World Economy	2.0	69		Compulsory	Jan. 2011	Art of Positive Mentality	2.0	82		Optional	Jan. 2011
Economics	4.0	77		Compulsory	Jan. 2011	Higher mathematics C I	4.0	72		Compulsory	Jan. 2011
Economics I	4.0	77		Compulsory	Jan. 2011	Linear Algebra A	3.0	77		Compulsory	Jan. 2011
English III	3.5	74		Compulsory	Jan. 2011	Database Application Technology	3.0	Good		Compulsory	Jan. 2011
Law	2.0	81		Optional	Jan. 2011	Basic Principle of Marxism	2.0	87		Compulsory	Jan. 2011
Introduction to WTO Law	2.0	94		Optional	Jan. 2011	Game Theory and Information Economics	2.0	91		Optional	Jul. 2011
English IV	3.5	70		Compulsory	Jul. 2011	Consumer Behavior	2.0	97		Optional	Jul. 2011
Statistics	3.0	81		Compulsory	Jul. 2011	Probability and Statistics A	3.0	76		Compulsory	Jul. 2011
Statistical Analysis Software	1.0	90		Compulsory	Jul. 2011	College PE IV	1.0	96		Compulsory	Jul. 2011
Modern Western Economics	2.0	85		Elective	Jul. 2011	Outline of Modern Chinese History	2.0	86		Compulsory	Jul. 2011
Economics	3.0	82		Compulsory	Jul. 2011	Econometrics	3.0	85		Compulsory	Dec. 2011
Economics	2.0	82		Elective	Dec. 2011	Accounting	4.0	80		Compulsory	Dec. 2011
Marketing	3.0	78		Elective	Dec. 2011	International Economic Cooperation	2.0	84		Selective	Dec. 2011
International Corporate	2.0	91		Elective	Dec. 2011	Introduction to International Trade	3.0	86		Compulsory	Dec. 2011
Development Economics	2.0	85		Compulsory	Dec. 2011	Industrial Economics	3.0	87		Compulsory	Dec. 2011
International Finance	2.0	95		Compulsory	Dec. 2011	Agricultural Economics	2.0	86		Selective	Dec. 2011
Resources Development and	3.0	82	Normal	Elective	Jul. 2012	Frontier Topics on Economics	2.0	82	Normal	Optional	Jul. 2012
Reading on Economics Classics	2.0	83	Normal	Optional	Jul. 2012	Management	2.0	84	Normal	Selective	Jul. 2012
International Economics	3.0	62	Normal	Compulsory	Jul. 2012	Regional Economics	3.0	96	Normal	Compulsory	Jul. 2012
International Finance	3.0	82	Normal	Elective	Jul. 2012	Insurance	2.0	88	Normal	Optional	Jul. 2012
Theory of Economics Theories	3.0	82	Normal	Compulsory	Jul. 2012	Professional Practice	2.0	Normal	Compulsory	Jul. 2012	
International Strategic Management	2.0	93	Normal	Elective	Jul. 2012	Security Investment	2.0	87	Normal	Optional	Jul. 2012
International Service Trade	2.0	72	Normal	Elective	Jan. 2013	International Settlement	2.0	81	Normal		Jan. 2013
Thesis Writing for Economics	3.0	86	Normal	Elective	May 2013	Graduation Thesis	6.0	Normal	Compulsory	May 2013	
Graduation Practice	5.0	Good	Normal	Compulsory	May 2013						
Total credits earned:	180				GPA:	3.2	Official seal: Special Seal for Archives Certificate of Ludong University (seal)				
Remarks:											

Made on 14:32:31 on December 9, 2013

存档



NOTARIAL CERTIFICATE

(Translation)

(2015) Yan Mu Ping Zheng Wai Zi No. 719

Applicant: Kong Yuxia, female, was born on October 8, 1990,
citizen ID No.: 370612199010082525.

Issue under notarization: certificate of bachelor's degree

This is to certify that the foregoing copy conforms to the original
Certificate of Bachelor's Degree issued to Kong Yuxia by Ludong
University on June 25, 2013, and that the original document is authentic.

Muping Notary Public Office, Yantai City, Shandong Province

The People's Republic of China

Notary Public: He Li

August 4, 2015

中华人民共和国 PEOPLE'S REPUBLIC OF CHINA



类型/Type

国家码/Country Code

护照号码/Passport No.

P

CHN

EK4226225

姓名/Name

孔钰夏
KONG, YUXIA

性別 / Sex

国籍 / Nationality

出生日期/Date of birth

女/F

中国/CHINESE

08 OCT 1990

出生地点/Place of birth

山东 / SHANDONG

签发日期/Date of issue

15 5月/MAY 2023

签发地点/Place of issue

江苏/JIANGSU

有效期至/Date of expiry

14 5月/MAY 2033

签发机关/Authority

持照人签名 / Bearer's signature

中华人民共和国国家移民管理局
National Immigration Administration, PRC

孔鈺復

196553555

[illegible]

EK42262253CHN9010082F3305142LPNH00NKMPMEA950



扫描全能王 创建

