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Faculty of Economics  
Khon Kaen University, Thailand

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**Professional Experience:**

- 2023 – 2025 Board of director of the Asian Association of Environmental and Resources Economics
- 2019 – Present Director of Environmental Economic Institute for Lower Mekong Subregion
- 2018 – Present Khon Kaen University, Faculty of Economics, Associate Professor
- 2013 – 2018 Khon Kaen University, Faculty of Economics, Assistant Professor
- 2010 – 2012 Khon Kaen University, Faculty of Economics, Lecturer
- 2006 - 2010 Oklahoma State University, Department of Agricultural Economics, Research Assistant, Teaching Assistant
- 2003 - 2005 Khon Kaen University, Department of Economics, Lecturer
- 2001 - 2002 National Institute of Development Administration (NIDA), School of Development Economics, Research Assistant, Teaching Assistant

**Education and Training:**

- 2014 EEPSEA Training Course on Meta-analysis of Valuation Studies and Benefits Transfer
- 2011 EEPSEA Training Course on Behavioral Economics for Environmental Management
- 2010 Ph.D., Oklahoma State University, USA, Agricultural Economics
- 2003 M.S., National Institute of Development Administration (NIDA), Thailand, Economics
- 1998 B.S., Khon Kaen University, Thailand, Economics

**Published Journal Articles:**

- Boyeong Park, Taeyoon Kim, Donghwan An & **Phumsith Mahasuweerachai**. 2025. “Fostering innovation through farmer interactions: social networks and technology”. *The Journal of Agricultural Education and Extension*, DOI: 10.1080/1389224X.2025.2533178.

- Chukhanhom, T., Mahasuweerachai, P., and **Mahasuweerachai, P.** 2025. “From theory to table: Nudging healthier food choices with low-construal messaging”. *Singapore Economic Review*. <https://doi.org/10.1142/S0217590825420019>.
- Mahasuweerachai, P.** and Mahasuweerachai, P. 2023. “All you have to do is ask: A nudge strategy for reducing sweetness in beverages”. *International Journal of Gastronomy and Food Science*, 34, <https://doi.org/10.1016/j.ijgfs.2023.100830>.
- Jirasatthumb, N., **Mahasuweerachai, P.**, Sorasing, A. 2022. “Confirmation Bias among Adherents of Red and Yellow Politics in Thailand.” *Intellectual Discourse*, 30(1), 135–156.
- Mahasuweerachai, P.** and Suksawat, J. 2022 “Incentives for mechanized cane harvesting in Thailand: A choice experiment”. *Journal of Asian Economics*, 78, <https://doi.org/10.1016/j.asieco.2021.101434>.
- Kiet, N.T., Knetsch, J.L., and **Mahasuweerachai, P.** 2021 “WTP or WTA: A Means of Determining the Appropriate Welfare Measure of Positive and Negative Changes When Preferences are Reference Dependent.” *Environmental and Resource Economics*, 78, 615-633.
- Mahasuweerachai, P.** and Sarungboonmee, T. 2021. “Relative Effectiveness of Punishment Severity and Risk of Apprehension in Deterring Dishonest Behavior: Experimental Results from A Developing Country” *Kasetsart Journal of Social Sciences*, 42(2), 245-248.
- Mahasuweerachai, P.** and Mahariwirasami, A. 2019 “Benefiting from Our Biases: Inducing Savings Increases among Thai Military Officers.” *Journal of Asian Economics*, 65: <https://doi.org/10.1016/j.asieco.2019.101152>.
- Mahasuweerachai, P.** and Pangjai, S. 2018. “Does Piped Water Improve Happiness?: A Case from Asian Rural Communities. ” *Journal of Happiness Studies*, 19(5): 1329-1346.
- Mahasuweerachai, P. 2013. “Do Parents Benefit from School Health Risk Reduction?” *Applied Economics Journal*, 20: 75 – 95.
- Mahasuweerachai, P.**, T.A. Boyer, D.M. Balsman, and D.E. Shoup. 2010. “Estimating Demand for Urban Fisheries Management: An Illustration of Conjoint Choice Analysis as a Tool for Fisheries Managers.” *North American Journal of Fisheries Management* 30: 1339-1351.

- Mahasuweerachai, P.**, Brian E. Whitacre, and Dave N. Shideler. 2010. “Does Broadband Access Impact Migration in America? Examining Differences between Rural and Urban Areas.” *The Review of Regional Studies* 40(1): 5-26.
- Whitacre B.E. and **P. Mahasuweerachai**. 2008. “Small Broadband Providers and Federal Assistance Programs: Solving the Digital Divide?” *The Journal of Regional Analysis & Policy*. 38(3): 254-268.
- Mahasuweerachai, P.** 2004. “Effect of Interest Rate on Exchange Rate under the floating regime in Thailand.” *Journal of Management Science*, 2(1): 1-22.

### **Journal Article in Preparation**

- Mahasuweerachai, P., Pagdee, A., Suksawat, J., Nidchaun, N., Chamchoi, N., Toonsiri, P., Bhuddhawongsa, P., Walalite, T, Saeng-awut, V., and Suksavate, W. “The greener, the better: Evidence from different rice cultivation practices”.
- Phuchada, S. and Mahasuweerachai, P. “The higher the goal, the more you eat: Reference-dependence in “All-You-Can-Eat” restaurants”.
- Mahasuweerachai, P., Suttikun, C., Mahasuweerachai, P., Meeprom, S., and Buddhawongsa, P. “What really motivates people to volunteer? Uncovering the hidden motives”. Under review.
- Mahasuweerachai, P. “I think about you: Group mentality and altruism among famers”. Under review.

### **Other Publications:**

- Phuchada, S. and Mahasuweerachai, P. 2022. “The higher the goal, the more you eat: Reference-dependence in “All-You-Can-Eat” restaurants”. Puey Ungphakorn Institute for Economic Research Discussion Paper.  
[https://www.pier.or.th/files/dp/pier\\_dp\\_185.pdf](https://www.pier.or.th/files/dp/pier_dp_185.pdf)
- Mahasuweerachai, P. 2021. “I Think about You: Group Mentality and Altruism Among Farmers.” Puey Ungphakorn Institute for Economic Research Discussion Paper. [https://www.pier.or.th/files/dp/pier\\_dp\\_159.pdf](https://www.pier.or.th/files/dp/pier_dp_159.pdf).
- Mahasuweerachai, P. and Mahariwirasami, A. “Benefiting from Our Biases: Inducing Savings Increases among Thai Military Officers.” Selected Paper prepared for

- presentation at Allied Social Science Associations (ASSN), Atlanta, GA, January 4-6, 2019.
- Attavanich, W., S. Chantarat, J. Chenphuengpawan, P. Mahasuweerachai, and K. Thampanishvong. Farms, Farmers, and Farming: A Perspective through Data and Behavioral Insights. Bank of Thailand Symposium 2019, Bangkok, Thailand, September 30 – October 1, 2019.
- Mahasuweerachai, P. and Mahariwirasami, A. “Benefiting from Our Biases: Applying the Save-More-Tomorrow<sup>(TM)</sup> Principles to Increase Savings among Thai Military Officers.” Selected Paper prepared for presentation at Economic Science Association (ESA), Berlin, German, June 28-July 1, 2018.
- Mahasuweerachai, P., Andersen, A., Fongtong, S., Gneezy, U., Laske, K., and Marx, J. “Behavioral Insights and a New Design to Enhance New Technology Adoption among Thai Farmers” Selected Paper prepared for presentation at Singapore Economic Review Conference, Singapore, August 2-4, 2017.
- Mahasuweerachai, P. and Kyophilavong, P. “How should the Value of Statistical Life be Measured? The Effect of the Disparity between the Measures of Willingness to Pay and Willingness to Accept. 2017. EEPSEA Research Report No. 2017-RR21. Economy and Environment Program for Southeast Asia, Laguna, Philippines.
- Mahasuweerachai, P. and Pangjai, S. “Scope Insensitivity in Child's Health Risk Reduction Programs: A Comparison of Damage Schedule and Choice Experiment Methods” Selected Paper prepared for presentation at the Agricultural and Applied Economics Association Annual Meeting, Boston, MA, July 31-August 2, 2016.
- Mahasuweerachai, P. “Does Piped Water Increase Happiness and Can Happiness Evaluation Be Used to Estimate Monetary Values: A Cautionary Tale.” Selected Paper prepared for presentation at the European Environmental and Resources Economists Association Annual Meeting, Helsinki, Finland, July 24-27, 2015.
- Mahasuweerachai, P. and P. Buddhawongsa. “Farmers’ Adaptation to Flood Disasters: Evidence from the Mekong River Basin in Thailand.” Working Paper, EEPSEA Research Report 2015. Economy and Environment Program for Southeast Asia, Laguna, Philippines.
- Knetsch, J.L., and Mahasuweerachai, P. “WTP or WTA: Determining the Appropriate Welfare Measure When Preferences are Reference Dependent.” Selected Paper

prepared for presentation at the Society of Benefit-Cost Analysis Annual Meeting, Washington D.C., DC, March 19-20, 2015.

Mahasuweerachai, P. and P. Buddhawongsa. “Farmers’ Adaptation to Flood Disaster: Evidence from the Mekong River Basin in Thailand.” Selected Paper prepared for presentation at the East Asian Association of Environmental and Resource Economic Economics Annual Meeting, Busan, Republic of Korea, February 12-14, 2014.

Mahasuweerachai, P. “Are They Really Happier? A Comparison between Households with and without Piped Water Connection.” In *Household Demand for Improved Drinking Water Quality: A Cross Country Project*, EEPSEA, 2012.

Mahasuweerachai, P., D.N. Shideler, and Brian E. Whitacre. “Does Broadband Access Impact Population Growth in Rural America?” Selected Paper prepared for presentation at the American Agricultural Economics Association Annual Meeting, Milwaukee, WI, July 26-28, 2009.

Mahasuweerachai, P, and T.A. Boyer. “Combining the use of Conjoint Choice and Travel Cost Data for Estimating the Recreational Value of Lake Recreation.” Selected Poster prepared for presentation at the American Agricultural Economics Association Annual Meeting, Orlando, FL, July 27 -29, 2008.

Mahasuweerachai, P. and T.A. Boyer. “State-Wide Willingness to Pay for Water Quality Improvement in Recreational Lakes.” Selected Paper presented at the Oklahoma Clean Lakes and Watersheds Association Meeting, Tulsa, OK, April 9-11, 2008.

Mahasuweerachai, P. and B.E. Whitacre. ““Small” Broadband Providers: Where and Why?” Selected Paper prepared for presentation at the American Agricultural Economics Association Annual Meeting, Portland, OR, July 29 – August 1, 2007.

**Invited Speaker:**

2025            Peer-to-peer dialogues session for Thailand TEEBAgriFood project at Scaling implementation: A true cost accounting global summit, Food and Agriculture Organization of the United Nations (FAO), Rome, Italy, April 15-16, 2025.

- 2023 A perspective of rice in Thailand based on the empirical evidences. 6<sup>th</sup> International Rice Congress, Manila, The Philippines, October 16-19, 2023.
- 2023 “Go greener is better?: Scenario analysis to predict GHG emissions and farmers’ livelihoods from different rice practices. 56<sup>th</sup> Annual Meeting of the Board of Governors of the Asian Development Bank, Incheon, Republic of Korea, May 2-5, 2023.
- 2020 “I think about you: Group mentality and altruism among famers” The 2020 Seminar for Sustainable Agricultural and Rural Development, Seoul National University, Seoul, Republic of Korea, January 9-10, 2020.
- 2019 “Farms, Farmers, and Farming: A perspective through data and behavioral insights”. Bank of Thailand Symposium 2019, Bangkok, Thailand, September 30 – October 1, 2019, with Attavanich, W., Chantararat, S., Chenphuengpawan, J., and Thampanishvong, K.
- 2018 “Behavioral insights and a new design to enhance new technology adoption among Thai farmers” 7<sup>th</sup> International Conference on Asian Economic Development, Chiang Mai, Thailand, August 15, 2018.
- 2017 Discussant for Prize Linked Savings with Guaranteed Winners: Theory and Experiments, Puey Ungphakorn Institute for Economic Research, Bank of Thailand, July 21-22, 2017.
- 2017 “Behavioral insights and a new design to enhance new technology adoption among Thai farmers” Economic Seminar, University of the Thai Chamber of Commerce, Bangkok, Thailand, March 31, 2017
- 2016 “Data and Behavioral Insight: The New Way to Improve Rural Households’ Livelihood?” International Seminar on Agricultural Cooperation between Korea and Mekong Countries, Seoul National University, Seoul, Republic of Korea, October 13-14, 2016.
- 2016 “Reference-Dependent Preference Effects in Benefit-Cost Analysis” The Economy and Environment Institute of the Lower Mekong Subregion Launch Conference, Bangkok, Thailand, February 16, 2016.

## **Grants:**

- 2025-present Agricultural Research Development Agency (Public Organization) grant for the research project “Expanding the benefits of sustainable rice production appropriate technology and related innovation at the provincial level through the development of Khon Kaen Model of Sustainable Rice Production (KKN-SRP) to increase farmers' incomes and reduce greenhouse gases in Khon Kaen province”.
- 2024-2025 Program Management Unit on Area Based Development grant for the research project “An investigation of promoting the adoption of sustainable rice farming practices among small scale farmers for productivity improvement and greenhouse gas reduction”
- 2023-present United Nations Environment Program and Sustainable Rice Platform grant for the research project “More than good intentions: Social network and incentives for enhancing sustainable rice practice adoption”.
- 2019-2023 The Swedish International Development Cooperation Agency (SIDA): Capacity building program for environmental economics researchers in Cambodia, Laos, and Myanmar.
- 2020-2023 Equitable Education Fund grant for the research project “Evaluation of conditional cash transfer program for poor students” (Phase 2)
- 2019-2024 United Nations Environment Program grant for the research project “Thailand TEEB AgriFood study for rice agro-systems: A comparison between conventional and organic rice farming practices”
- 2019 Equitable Education Fund grant for the research project “Evaluation of conditional cash transfer program for poor students”
- 2019 National Research Council of Thailand grant for the research project “What really motivates next-gen youth to volunteer? Uncovering the hidden motives.
- 2014-2021 Royal Initiative Discovery Foundation grant for the research project “Evaluation of intergraded rural development program: A case study of rural area with small scale irrigation systems.”
- 2012-2022 Join research grant between Hydro and Agro Informatics Institute and Utopakat Foundation for the research project “Rural community water management: Efficiency and sustainability.”

- 2015 EEPSEA grant for the research project “Is the value of statistical life sensitive to choice of measure and change of probability?: The comparative study between Laos and Thailand.”
- 2013 EEPSEA grant for the research project “WTP or WTA: Determining the appropriate welfare measure when preferences are reference dependent.”
- 2012 EEPSEA grant for the research project “Farmers’ adaptation to flood disasters: Evidence from the Mekong river basin in Thailand: A cross country project.”
- 2012 Thai Health Promotion Foundation grant for the research project “Social return on investment of Thai health programs.”
- 2011 EEPSEA grant for the research project “Household demand for improved drinking water quality: A cross country project.”

**Honors Received:**

- 2025 Khon Kaen University Research Excellence Award, Outstanding Researcher Award for International Funding Acquisition
- 2022 Faculty of Economics, Khon Kaen University Alumni Award
- 2020 Article “Benefiting from Our Biases: Inducing Savings Increases among Thai Military Officers” has been selected as 1 of 30 Editors' choice highlighted articles from 30 years of the *Journal of Asian Economics*
- 2015 Wining Best Paper Award of *Applied Economics Journal*, Kasetsart University, Thailand
- 2009 Winning the 1<sup>nd</sup> place of Willard Sparks Graduate Student Paper Competition in the Department of Agricultural Economics Oklahoma State University.
- 2009 Being awarded the Leonard F. Miller Distinguished Graduate Fellowship in International Rural Development, Oklahoma State University.
- 2009 Being awarded the Graduate College Research Fellowships from Oklahoma State University.

- 2007            Winning the 2<sup>nd</sup> place of Willard Sparks Graduate Student Paper Competition in the Department of Agricultural Economics Oklahoma State University.
- 2005            Being awarded the scholarship from Khon Kaen University to study in Ph.D. level at Department of Agricultural Economics, Oklahoma State University.
- 1998            Winning the grand prize of the undergraduate student project competition under the topic: The economic application of communities in developing rural area, Kasetsart University, Thailand.