

## **Asst. Prof. Apichaya Lilavanichakul**

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### **Education**

Ph.D. (Food, Agricultural & Resource Economics), University of Guelph, Canada

M.Sc. (Food, Agricultural and Resource Economics), University of Guelph, Canada

B.Sc. (Food Technology, 1st Class Honors) Chulalongkorn University, Thailand

### **Expertise**

Food economics & marketing

Demand analysis (Consumer willingness to pay)

Economics of food quality

Digital marketing & distribution channels

### **Selected Works**

1. **Lilavanichakul, A.**, Parthanadee, P., and Wiratchai, A. 2021. Exploring the Relationship between Activity Cost and Aroma Loss of Hom Mali Rice during Post-harvest Stage. *Kasetsart Journal of Social Sciences*, 42(1), 15-24.
2. Iba, H. and **Lilavanichakul, A.** 2020. Drivers for Continued Use of Direct Marketing Channel: Evidence from Thai Farmers. *Journal of Agribusiness in Developing and Emerging Economies*, (ahead-of-print). DOI: <https://doi.org/10.1108/JADEE-09-2020-0196>

3. Bellassen V., Drut M., Antonioli F., Brečić R., Donati M., Ferrer-Pérez H., Gauvrit L., Hoang V., Knutsen Steinnes K., **Lilavanichakul A.**, Majewski E., Malak-Rawlikowska A., Mattas K., Nguyen A., Papadopoulos I., Peerlings J., Ristic B., Tomić Maksan M., Török Á., Török Á., Vittersø G., Diallo A. The Carbon and Land Footprint of Certified Food Products. 2021. *Journal of Agricultural & Food Industrial Organization*, 19(2), 113-126. DOI: <https://doi.org/10.1515/jafio-2019-0037>
4. Donati, M., Wilkinson, A., Veneziani, M., Antonioli, F., Arfini, F., Bodini, A., Amilien, V., Péter, C., Ferrer-López, H., Gkatsikos, A., Gauvrit, L., Gil, J.M., Hoang, V., Steinnes, K.K., **Lilavanichakul, A.**, Mattas, K., Napasintuwong, O., Nguyen, A., Nguyen, M., Papadopoulos, I., Ristic, B., Stojanovic, Z., Maksan, M.T., Török, A., and Bellassen, V. 2021. Economic spill-over of food quality schemes on their territory. *Journal of Agricultural & Food Industrial Organization*, 19(2), 95-111. DOI: <https://doi.org/10.1515/jafio-2019-0046>
5. Drut, M., Antonioli, F., Böhm, M., Brečić, R., Dries, L., Ferrer-López, H., Gauvrit, L., Hoàng, V., Steinnes, K.K., **Lilavanichakul, A.**, Majewski, E., Napasintuwong, O., Nguyễn, A., Mattas, K., Ristic, B., Schaer, B., Tangeland, T., Maksan, M.T., Csillag, P., Török, A., Tsakiridou, E., Veneziani, M., Vitters, G., and Bellassen, V. 2021. Foodmiles: The Logistics of Food Chains Applied to Food Quality Schemes. *Journal of Agricultural & Food Industrial Organization*, 19(2), 127-143. DOI: <https://doi.org/10.1515/jafio-2019-0040>
6. Hilal, M., Leedon, G., de Labarre, M. D., Antonioli, F., Boehm, M., Péter, C., Donati, M., Drut, M., Ferrer-López, H., Gauvrit, L., Gil, J.M., Gkatsikos, A., Gołaś, M., Hoang, V., Steinnes, K.K., **Lilavanichakul, A.**, Malak-Rawlikowska, A., Mattas, K., Napasintuwong, O., Nguyen, A., Ristic, B., Schaer, B., Maksan, M.T., Brečić, R., Török, A., Vitters, G., and Bellassen, V. 2021. Organic and Geographical Indication Certifications' Contributions to Employment and Education. *Journal of Agricultural &*

*Food Industrial Organization*, 19(2), 161-176. DOI:

<https://doi.org/10.1515/jafio-2019-0042>

7. Monier-Dilhan, S., Poméon, T., Böhm, M., Brecic, R., Csillag, P., Donati, M., Ferrer-Pérez, H., Gauthier, L., Gil, J., Hoang, V., **Lilavanichakul, A.**, Majewski, E., Malak-Rawlikowska, A., Mattas, K., Napasinuwong, O., Nguyễn, A., Nikolaou, K., Papadopoulos, I., Pascucci, S., and Bellassen, V. 2021. Do Food Quality Schemes and Net Price Premiums Go Together? *Journal of Agricultural & Food Industrial Organization*, 19(2), 79-94. DOI: <https://doi.org/10.1515/jafio-2019-0044>
8. Bodini, A., Chiussi, S., Donati, M., Bellassen, V., Torok, A., Dries, L., Ćorić, D., Gauthier, L., Tsakiridou, E., Majewski, E., Ristic, B., Stojanović, Ž., Roig, J., **Lilavanichakul, A.**, An, N., and Arfini, F. 2021. Water Footprint of Food Quality Schemes. *Journal of Agricultural & Food Industrial Organization*, 19(2), 145-160. DOI: <https://doi.org/10.1515/jafio-2019-0045>
9. **Lilavanichakul, A.** 2020. Development of Agricultural E-commerce in Thailand. Plans and Experiences to Improve Agricultural Trade in the Asia Pacific Region. *FFTC Journal of Agricultural Policy*, Food and Fertilizer Technology Center for the Asian and Pacific Region. [https://ap.fftc.org.tw/system/files/journal\\_article/Development\\_of\\_Agricultural\\_e-commerce\\_in\\_Thailand.pdf](https://ap.fftc.org.tw/system/files/journal_article/Development_of_Agricultural_e-commerce_in_Thailand.pdf)
10. **Lilavanichakul, A.**, Techamatheekul, K.W., and Choedchuthirakun, N. 2020. Farmers' Profitability based on Thai Silk Value Chain for Development of Community Sericulture Enterprises in Nakhon Ratchasima Province. *Suranaree Journal of Social Science*, 14(2), 25-49. [in Thai] <https://so05.tci-thaijo.org/index.php/sjss/article/view/242072>
11. **Lilavanichakul, A.** 2020. The economic impact of Arabica coffee farmers' participation in geographical indication in Northern highland

- of Thailand. *Journal of Rural Problems*, 56(3), 124-131. DOI <https://doi.org/10.7310/arfe.56.124>
12. Choedchuthirakun, N., **Lilavanichakul, A.**, and Techamatheekul, K.W. 2020. Analysis of Activity-Based Costing for Silk Products: A Case Study of Khumma-U Community Enterprise. *The 58<sup>th</sup> KU Annual Conference*, 639-647, February 5-7, 2020, Bangkok, Thailand.
  13. **Lilavanichakul, A.** and Iba, H. 2019. Distribution Networks for Vegetables and Fruits and Its Structural Change - Focusing on Suburban Areas of Thailand. *Farm business supported agriculture: The future development of farms*. 143-156. ISBN 978-4-8122-1920-1 [in Japanese]
  14. Fatehah, L., **Lilavanichakul, A.**, and Parthanadee, P. 2019. An Analysis of Sustainability Indicators on A Thai Arabica Coffee Value Chain. *Panyapiwat Journal*, 11(1), 139-154. <https://so05.tci-thaijo.org/index.php/pimjournal/article/view/185989>
  15. **Lilavanichakul, A.** 2019. PGI Doi Chaang Coffee in Thailand. *Sustainability of European Food Quality Schemes: Multi-Performance, Structure, and Governance of PDO, PGI, and Organic Agri-Food Systems*, 287-302. Springer. DOI [https://doi.org/10.1007/978-3-030-27508-2\\_15](https://doi.org/10.1007/978-3-030-27508-2_15)
  16. Saipiroontong, S., **Lilavanichakul, A.** and Bhadrakom, C. 2019. Information Access Factors Influencing Consumer Awareness on Sweetener Consumption. *The 16<sup>th</sup> KU-KPS National Conference*. December 3-4, 2019, Nakhon Pathom, Thailand.
  17. Bumroongsak, P. and **Lilavanichakul, A.** 2019. Segmentation of Green Consumers: Implication for Bioplastic Packaging. *ASEAN Bioenergy and Bioeconomy Conference 2019*. June 6, 2019. Bangkok, Thailand.
  18. **Lilavanichakul, A.**, Chaveesuk, R., and Kessuvan, A. 2018. Classifying Consumer Purchasing Decision for Imported Ready-to-eat Foods in

- China Using Comparative Models. *Journal of Asia-Pacific Business*, 19(4), 286-298. DOI <https://doi.org/10.1080/10599231.2018.1525250>
19. Vichienvanitchkul, B. and **Lilavanichakul, A.** 2018. Discriminant Analysis of Consumer Intention to Use Green Packaging in Thailand. *The 5th International Conference on Agro-Industry (ICoA Conference)*. September 26-27, 2018. Bali, Indonesia.
  20. Totem, K., **Lilavanichakul, A.**, and Parthanadee, P. 2017. Factors Determining the Profitability of Arabica Coffee Growers in Northern Plateau of Thailand. *The 7th International Graduate Research Conference (IGRC 7)*. October 19-20, 2017, Ubon Ratchathani, Thailand
  21. Usha, A. and **Lilavanichakul, A.** 2017. Consumer Segmentation on Attitude toward Certificate Logos of Roasted Coffee Products. *The 44<sup>th</sup> National Graduate Research Conference (NGRC 44)*. October 19-20, 2017, Ubon Ratchathani, Thailand
  22. **Lilavanichakul, A.** and Chaveesuk, R. 2017. Assessment of leading indicators in business cycle analysis of food and beverage packaging industry in Thailand. *The 4th International Conference on Agro-Industry (ICoA Conference)*. October 20-22, 2017. Niigata, Japan.
  23. Soeng, M., **Lilavanichakul, A.**, and Waisarayutt, C. 2017. The Opportunity of Premium Beef in Phnom Penh. *RSU National and International Research Conference 2017*. April 28, 2017. Bangkok, Thailand.
  24. Kessuvan, A. and **Lilavanichakul, A.** 2016. An Assessment of Chinese Consumers' Preference on RTE Foods from Thailand. *The 3rd International Conference on Agro-Industry (ICoA Conference)*, KnE Life Science, 187-196. DOI: [10.18502/cls.v4i2.1671](https://doi.org/10.18502/cls.v4i2.1671)
  25. Wiratchai, A., **Lilavanichakul, A.**, and Parthanadee, P. 2016. Analysis of Logistics Costs for Rice Mill in Improving the Aroma of Jasmine Rice. *The 3rd International Conference on Agro-Industry (ICoA Conference)*, KnE Life Science, 146-153. DOI: [10.18502/cls.v4i2.1666](https://doi.org/10.18502/cls.v4i2.1666)

26. Supavitarn, P. and **Lilavanichakul, A.** 2016. Factors Determining the Prices of Thai silk: A Hedonic Price Analysis. *The 3rd International Conference on Agro-Industry (ICoA Conference)*, KnE Life Science, 204-211. DOI: [10.18502/cls.v4i2.1673](https://doi.org/10.18502/cls.v4i2.1673)
27. **Lilavanichakul, A.** and Kessuvan, A. 2016. Indonesian Consumers' Perception of Imported Halal Snack Foods from Thailand. *The Emerging Markets Conference Board 2016*. January 6-8, 2016. Bangkok, Thailand.