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### Education

Ph.D. (Human Nutrition Emphasis in Sensory Analysis and Consumer Behavior), Kansas State University, Kansas

วท.ม. (พัฒนาผลิตภัณฑ์อุตสาหกรรมเกษตร) มหาวิทยาลัยเกษตรศาสตร์

วท.บ. (พัฒนาผลิตภัณฑ์อุตสาหกรรมเกษตร) มหาวิทยาลัยเกษตรศาสตร์

### Expertise

Sensory Analysis of Food and Non-food Product

Human perception and Neurophysiology Product Development

Consumer Behavior, Behavior Economics, and Psychographic Model

### Selected Works

1. Soontrunrudsri, A.\*, Wongsheree, T., Yodyoung, S., Natawin, R., & 2019. Comparison of sensory characteristics of coconut sugar from different origins by visually descriptive train panel. Proceedings of the 11th National conference on persons with disabilities. Bangkok, Thailand. In press.
2. Ploenkutham, R., Sripomma, P., Amornraksa, S., Sririyanun, M., Asavasanti, S., Yasurin, P., & Soontrunrudsri, A.\* 2019. Effect of Brewing Time and Temperature of Centella asiatica Tea on Antioxidant Activity and Consumer Acceptance. Proceedings of the 2019 9th International Conference on Bioscience, Biochemistry, and Bioinformatics. Singapore. P.82-85.
3. Ploenkutham, R., Sripomma, P., Amornraksa, S., Yasurin, P., and Soontrunrudsri, A.\* 2018. Effect of roasting and kneading on antioxidant activity and consumer acceptance towards Asiatic pennywort tea. Proceedings of the International Conference on Chemical Materials and Process. DOI: <https://doi.org/10.1051/meteconf/20181871004>

4. Ketwaropaskul, B., Duangphakdee, O., & Soontrunnarudrungsri, A.\* 2018. Determination of the sensory characteristic of Thai honey using sorting technique with different groups of consumers. SPISE 2018. Danang, Vietnam, P.7-21.
5. Soontrunnarudrungsri, A.\*, Kantachan, T., Wangmanaopitak, S., & Wongsheree, T. (2018). Crispiness Measurement of Snacks by Visually Impaired People and Regular Eyesight People. Proceedings of the SPISE 2018. Danang, Vietnam. P53-60.
6. Ketwaropaskul, B., Kantachan, T., Duangphakdee, O., & Soontrunnarudrungsri, A.\* 2017. Consumer Behavior and Acceptance Towards Different Unifloral Honey. Proceedings of the Food Innovation Asia Conference 2017. Bangkok, Thailand. P 86-94.
7. Kantachan, T., Soontrunnarudrungsri, A.\*, Wangmanaopitak, S., & Wongsheree, T. 2017. The Difference in Sorting of Cooked Rice by Visually Impaired People and Regular Eyesight People. Proceedings of the Food Innovation Asia Conference 2017. Bangkok, Thailand. P 95-103.
8. Kaewkeeree, W., Soontrunnarudrungsri, A.\*, and Chambers, E. 2016. Shelf-life study of mochi ice cream. Proceedings the 6th TICHe International Conference. P334-340.
9. Gandhes, P., & Soontrunnarudrungsri, A.\* 2014. Comparison of Acceptance Scores as A Norm for Food and Non-Food Product: Case Study of Orange Juice and Body Lotion. Proceedings of the International Conference on Sustainable Global Agriculture and Food Security 2014, Bangkok, Thailand. P 40-46.
10. Timberg, L., Koppel, K., Kuldj arv, R., Chambers E. IV, Soontrunnarudrungsri, A., Suwonsichon, S., Paalme, T. 2014. Seasoned sprat products acceptance in Estonia and in Thailand. J. Aquatic Food Prod Technol. 23: 552-556.
11. Soontrunnarudrungsri, A.\*, Chambers, D., Chambers, E., & Ouppadissakul, C. 2014. Comparison of Sensory Properties of Freshly Harvested and 1-Year Storage Thai Rice. Food and Applied Bioscience Journal, 2 (1), 69-84.
12. Tejo., V.K., & Sontrunnarudrungsri, A.\* 2013. Effect of color and flavor on the perceived aftertaste intensity of stevia (Stevia Rebaudiana) in sweetened beverage products. Proceedings of the 15th Food Innovation Asia Conference 2013. Bangkok, Thailand. P 495-502.
13. Narkmit, T., Ninnetr, S., Bumrunsin, S., & Soontrunnarudrungsri, A.\* 2012. Thai consumer behavior and attitude: Effect of gender and degree of Food Neophobia on product liking and food related lifestyle. Proceedings of the 1st International Conference "The Power of Local Knowledge in Increasing Food Business Competitiveness" P.55-64.