

17 August 2024

Chair, Search Committee

Visayas State University
Baybay City, Leyte
Philippines

Dear Chair and Members of the Search Committee,

Subject: Justification of PhD Specialization for Associate Professor Application

I am writing to provide clarification and further justification regarding my application for the associate professor position in the Department of Business and Management. I understand that there may be concerns about whether my PhD in Agriculture, as stated in my transcript, is sufficiently business-related to meet the requirements of the position. I would like to address these concerns by emphasizing my specialized focus on agribusiness management, which aligns closely with the field of business and management.

My PhD was awarded by King Mongkut's Institute of Technology Ladkrabang (KMITL), one of the top 10 universities in Thailand, and was conferred as a PhD in Agriculture. Although the degree title does not explicitly state a major in agribusiness, my entire doctoral research was centered on agribusiness management—a discipline that integrates principles of business management with the agricultural sector. My dissertation, titled “Rice Production Community Enterprise Development: Exploring Consumers' Purchase Intention and Farmers' Adoption Motives,” extensively explored the supply chain structure and formulated strategic guidelines for community enterprise development; investigated consumers' purchase intention for traceable organic rice; and determined farmers' adoption intention for organic rice farming in Ban Nong Saeng community enterprise in Sanam Chai Khet district, Chachoengsao province, Thailand. This work clearly demonstrates my expertise in the intersection of business and agriculture.

In addition to my dissertation, I have published several journal articles from my dissertation in top-tier agribusiness journals. These publications, such as below, further substantiate my focus and expertise in agribusiness management. The rigorous peer review and acceptance of my work in these leading journals are strong indicators of the relevance and impact of my research within the field of business and management.

- “Community enterprise consumers' intention to purchase organic rice in Thailand: the moderating role of product traceability knowledge”, *British Food Journal*, Vol. 124 No. 4, pp. 1124-1148 <https://doi.org/10.1108/BFJ-02-2021-0148> (Scopus Q1)
- “Farmers' perception of consumer information and adoption intention towards organic rice farming: Evidence from community enterprise in rural Thailand”, *Outlook on Agriculture*, Vol. 52 No. 1, pp. 79-88 <https://doi.org/10.1088/1755-1315/892/1/012020> (Scopus Top 10%)
- “Strategic guidelines for community enterprise development: a case in rural Thailand”, *Journal of Enterprising Communities: People and Places in the Global Economy*, Vol. ahead-of-print No. ahead-of-print, pp. 1-20 <https://doi.org/10.1108/JEC-05-2021-0062> (Scopus Q1)

Moreover, I bring over a decade of combined experience in university teaching, academic research, and publishing. I have been a faculty member at Sasin School of Management, Chulalongkorn University, for almost two years, where I have been actively involved in teaching and research in business-related subjects. My experience at Sasin School of Management underscores my capability and qualifications to contribute effectively to your department.

Regarding the absence of a specified major on my transcript and diploma, I have confirmed with KMITL that they do not issue new documents with a major indicated for PhD degrees, as these degrees

are conferred in broad fields. The designation “PhD in Agriculture” reflects the general field, while my research and professional focus have been in agribusiness management—a subfield that is inherently business-related.

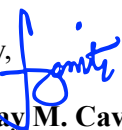
I would also like to highlight that the department's offering of the BSc Agribusiness course aligns perfectly with my academic and professional background. As someone deeply rooted in the agricultural field, my expertise in the intersection of agriculture and business positions me to contribute uniquely and significantly to this program. My knowledge of agribusiness management, particularly in the context of sustainability, will be invaluable in equipping students with the skills and insights necessary to navigate the complexities of this critical sector. I am confident that my background will enhance the department’s teaching and research capabilities, particularly in areas related to sustainable agribusiness practices.

Furthermore, my combined background in agriculture and business allows me to bring a unique and valuable perspective to the department. In today’s rapidly evolving business environment, the sustainability of the agricultural sector is of paramount importance. My research and professional experience provide me with a comprehensive understanding of how business principles can be applied effectively within agricultural contexts. This interdisciplinary approach not only supports the department’s academic objectives but also enriches the learning experience for students, preparing them to address the challenges and opportunities in the agribusiness sector.

As I return to my home country, I bring with me valuable international experience, particularly from Southeast Asia, which I believe will add a distinct and enriching perspective to the department. Having worked in Thailand, a hub of agribusiness innovation in the region, I have gained insights that will contribute to both the department's academic environment and the university's broader goals and objectives. As a returning faculty member, having previously served as a part-time instructor, I feel it is the right time for me to rejoin and share my international experience with the students and faculty. I am eager to contribute to the department’s growth and to help shape the next generation of leaders in the agribusiness field.

I respectfully request that the committee consider my specialized research, publications, and professional experience as evidence of my qualifications for the associate professor position in business and management. I am confident that my expertise in agribusiness management aligns with the department's needs and can contribute to the growth and development of the program. The application announcement specifies a relevant PhD degree without requiring it to be explicitly in business management. I believe my PhD in Agriculture, with a research specialization in agribusiness, is sufficiently relevant to meet this criterion.

Thank you for your consideration. I am happy to provide any additional information or documentation that might be helpful in your review process.

Sincerely, 

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Ph.D. Agriculture

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