



Apichaya Lilavanichakul

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EDUCATION

- 2014 – Ph.D. (Food, Agricultural and Resource Economics), University of Guelph, Canada.
- 2010 – M.Sc. (Food, Agricultural and Resource Economics), University of Guelph, Canada.
- 2007 – B.Sc. (Food Technology, 1st Class Honors) Chulalongkorn University, Thailand.

WORKING EXPERIENCE

Lecturer, Department of Agro-Industrial Technology Management, Faculty of Agro-Industry,
Kasetsart University (December 2014– Current)

Research Assistant, Department of Food, Agricultural and Resource Economics, University of
Guelph (September 2013– August 2014)

INTERESTED RESEARCH AREAS

Food Economics and Marketing; Demand Analysis; Economics of Food Quality;
Industrial Organization; Dynamic Optimization; Game Theory

TEACHING EXPERIENCE

Kasetsart University, Thailand (Department of Agro-Industrial Technology Management)
(2015– Current)

Master Level: Seminar I Business Plan in Market Analysis, Seminar II Research Topic

University of Guelph (Department of Food, Agricultural and Resource Economics) (January
2010–April 2010)

Teaching Assistant for Bachelor Level: Operation Management

PEER REVIEW JOURNALS/ ARTICLES

Lilavanichakul, A., and Boecker, A. (2013). Consumer Acceptance of a New Traceability
Technology: A Discrete Choice Application to Ontario Ginseng. *International Food and
Agribusiness Management Review*, 16(4).

CONFERENCE PROCEEDINGS

Lilavanichakul, A., Cranfield, J., and Massow, M. V. 2014. The Experience Economy in
Product Differentiation Model: An Application to Food Supply Chains. *The 2014
Canadian Agricultural Economics Society Joint Annual Meeting*. May 29-June 1, 2014.
Vancouver, British Columbia, Canada. Published by Canadian Agricultural Economics
Society (CAES).

Lilavanichakul, A. and Boecker, A. 2012. Consumer Acceptance of A New Traceability
Technology: A Discrete Choice Application To Ginseng. *The 2012 Canadian
Agricultural Economics Society Annual Meeting*. June 17-19, 2012. Niagara Falls,
Ontario, Canada. Published by Canadian Agricultural Economics Society (CAES).

Lilavanichakul, A. and Boecker, A. 2010. Poster presentation entitled Consumer Response to a
New Technology for Authenticity and Traceability. *6th Annual Scientific Conference
Advanced Foods and Materials Network (AFMNet)*. May 26-29, 2010. Halifax, Nova
Scotia, Canada.

Lilavanichakul, A. and Chaiwanichsiri, S. 2007. Poster presentation entitled Dried noodle with
soy meal. *Thailand Innovation Awards 2007 (TIA)*. October 4-7, 2007, Bangkok, Thailand.

Lilavanichakul, A. and Chaiwanichsiri, S. 2007. Poster presentation entitled Partial Substitution
of Wheat Flour with Soy Meal in Fresh Egg Noodle. *5th Industrial and Research Projects for
Undergraduate Students (IRPUS)*. April 20-22, 2007, Thailand.