

(+66) 0892340792

faj.jr80@gmail.com
felicito.jab@kbu.c.th
https://www.adscientificindex.com/scientist/felicito-jabutay/4710925

https://scholar.google.com/citations?user=GjG6th8AAAAJ&hl=en

https://www.researchgate.net/profile/Felicito-Jabutay?ev=hdr_xprf

Felicito Jabutay, MBA, Ph.D

Researcher/Research Coach

Education

Ph.D. in Management (2019)
College of Management, Mahidol University (CMMU), Bangkok, Thailand

Master of Business Administration (2011)
Assumption University (ABAC), Bangkok, Thailand

MA Psychology (Eighteen units; 2004)
Ateneo de Cagayan University (Xavier University), CDO City, Philippines

Professional Education (Fifteen units; 2003)
- Mindanao State University (MSU-IIT), Iligan City, Philippines

Bachelor of Science in Psychology (2002)
- Mindanao State University, Marawi City, Philippines

Other Qualifications

TESOL (Teaching English to Students of Other Languages) Certificate (2004)
ECC (Thailand), Bangkok, Thailand

LET (Licensure Examination for Teachers) Passer (2003)
Professional Regulatory Board, Philippines

TOEFL-IBT (2010) Score: 105/120
TOEIC (2007) Score: 975/990

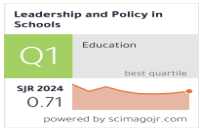
Statistical Analyses / Research Writing Background

- Proficient in SPSS, Gretl, AMOS, and SmartPLS.
- Manuscript reviewer for ---- Scopus-indexed journals.
- Independently wrote, proofread, and edited several papers published in Scopus-indexed journals (details on the next page)
- Proofread and edited theses/dissertations and research articles that are now published in Scopus-indexed journals.



Published Research Papers (*Corresponding Author):

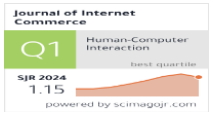
*__Jabutay__, F., Ilao, D., Espiritu, G., Swangchaeng, N., & Betantos, L. N. (2026). Cultural Contexts and Workplace Dynamics: Participation, Justice, Motivation, and Turnover Intention Among Filipino Educators in Thailand. *Leadership and Policy in Schools*, 1-22. https://doi.org/10.1080/15700763.2025.2610626



Malakar, S., *__Jabutay__, F., Suwandee, S., & Limpachote, T. (2026). The social dynamics of customer orientation, service quality, and repurchase intention in automotive dealerships: A PLS-SEM analysis. *Journal of Applied Structural Equation Modeling, 10*(1), 1–32. https://doi.org/10.47263/JASEM.10(1)04



*__Jabutay__, F., Nirina, A. R. D., Cetaire, A. E., & Limpachote, T. (2025). The interplay of browsing behaviors, social identity, and Benign Envy in shaping impulse buying on e-commerce platforms: evidence from France. *Journal of Internet Commerce*, *24*(1-2), 1-32. https://doi.org/10.1080/15332861.2025.2479255



Kanthawongs, P., & *__Jabutay, F__. (2024). Socialization and Impulse Buying of Young Adults in S-Commerce: Mediating Roles of Hedonic Browsing and Upward Social Comparison. *ABAC Journal*, *44*(3), 64-84. https://doi.org/10.59865/abacj.2024.29



*__Jabutay__, F. A., & Limpachote, T. (2024). Young adults' perceived social isolation and e-impulse buying on social commerce platforms: linking roles of perceived stress and hedonic browsing. *Young Consumers*, *25*(6), 807-823. https://doi.org/10.1108/YC-11-2023-1910.



*__Jabutay__, F., Novio, E. B., & Verbal, X. F. (2024). Strategic deception in call centers: impacts on well-being, cognition, and work motivation. *The Journal of General Psychology*, 1-27. https://doi.org/10.1080/00221309.2024.2327323



*__Jabutay__, F. A., Suwandee, S., & Jabutay, J. A. (2023). Testing the stress-strain-outcome model in Philippines-based call centers. *Journal of Asia Business Studies*, *17*(2), 404-423. https://doi.org/10.1108/JABS-06-2021-0240



*__Jabutay__, F. A., & Rungruang, P. (2021). Turnover intent of new workers: social exchange perspectives. *Asia-Pacific Journal of Business Administration*, *13*(1), 60-79. https://doi.org/10.1108/APJBA-10-2019-0216



*__Jabutay__, F., Verbal, X. F., Jabutay, J., Swangchaeng, N., & Panyanidhikul, P. (2021). Negative antecedents of affective commitment of Filipino call center employees: The mediating role of leader–member exchange. *Asia Pacific Journal of Social and Behavioral Sciences, 19*, 39–52.



*__Jabutay__, F., Limpachote, T., & Limpao, A. (2018). Antecedents and consequences of emotional dissonance among call center agents. *Kasem Bundit Journal, 19*(Special Edition), 273–286.

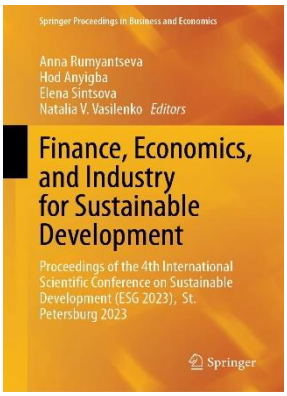


*Zhang, H., __Jabutay__, F., & Gao, Q. (2018). E-recruitment adoption among Chinese job-seekers. *Kasem Bundit Journal, 19*(Special Edition), 261–262.



Book Chapter (Author)

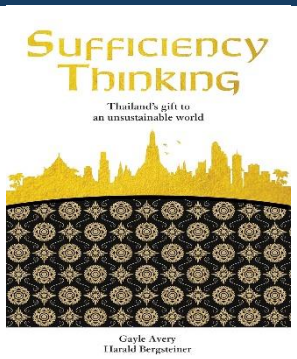
Jabutay F.A., Limpachote, T., & Suwandee, S. (2024). Sustainable Agriculture for Muslim Farmers in Thailand: Blending Islamic Principles of Sustainable Living. In A. Rumyantseva et al. (Eds): *Finance, Economics, and Industry for Sustainable Development*. **Springer Nature**.



Book Chapter (Research Assistant)

Avery, G. C., & Bergsteiner, H. (Eds.). (2020). *Sufficiency thinking: Thailand's gift to an unsustainable world*. **Routledge**.

- Draft one chapter as a research assistant (for my Ph.D. thesis adviser)



Manuscript Under Review

Vo, D. H., & **Jabutay, F.A.** (TBA). Social media escapism, hedonic browsing, social comparison, and fear of missing out: social and psychological drivers of impulse buying in social commerce among Gen Z. *Plos ONE*. TBA.

- Revision 1 submitted to ***Plos ONE***, a Scopus-indexed Q1 journal



Jabutay, F., Prasertsith, K., Kanthawongs, P., & Vo, N.-H. (n.d.). From escapism to well-being: Emotional and behavioural pathways of social media communication among Thai higher education students. *Asian Journal Of Communication*. TBA.

- Under review by ***Asian Journal of Communication***, a Scopus-indexed Q1 journal



Puyod, J. V**.**, **Jabutay, F.A**., Nilar, N., & Suman, S. (TBA). From culture shock and loneliness to happiness and satisfaction: The protective role of intrinsic religiosity among international students. *Journal of Happiness Studies*. TBA.

- Under review by ***Journal of Happiness Studies***, a Scopus-indexed Q1 journa;



***Jabutay. F.A**., Limpachote, T., Tanphan, I., & Phongsamran, S. (TBA). How AI tools relieve emotional exhaustion, enhance efficacy, and support continued use in higher education. *International Journal of Modern Education and Computer Science*. TBA.

- Under review by ***International Journal of Modern Education and Computer Science,*** a Scopus-indexed Q2 journal



Reviewer for:

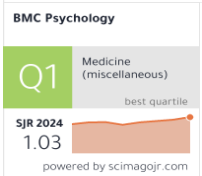
Acta Psychologica



Behaviour & Information Technology



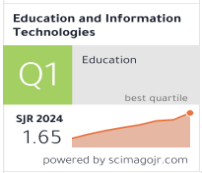
BMC Psychology



Cogent Business and Management



Education and Information Technologies



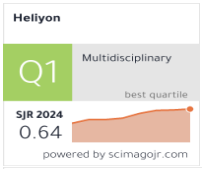
Electronic Commerce Research



Frontiers in Psychology



Heliyon



Journal of Retailing and Consumer Service



Journal of Applied Structural Equation Modeling



Journal of Workplace Behavioral Health



Leadership and Policy in Schools



Media Asia



Psychology Research and Behavior Management



Selected Conference Papers:

Jabutay, F., Kanthawongs, P., Chitcharoen, C., Limpachot, T., & Narinpaphan, N. (2019, May). E-store attribute importance dimensions, shopping enjoyment, and purchase intention: An examination of Lazada website. In *Proceedings of the 9th BENJAMITRA Network National and International Conference* (pp. 280–294). North Bangkok University, Bangkok, Thailand.

Kanthawongs, P., **Jabutay, F. A.**, Upalanala, R., & Kanthawongs, P. (2016, October 28–30). An empirical study on the impact of self-regulation and compulsivity towards smartphone addiction of university students. In *Proceedings of the IADIS International Conference on Cognition and Exploratory Learning in the Digital Age (CELDA)* (pp. 339–342). Mannheim, Germany.

Aniefiok, A., Vongsinsirikul, S., Suwandee, S., & **Jabutay, F.** (2018). The impacts of workplace conflict on employees' contextual performance and employee commitment: A case study of private universities in Thailand. In *Proceedings of the 5th International Conference on Business and Industrial Research (ICBIR 2018)* (pp. 355–359).

Muhumed, A. S., Suwandee, S., **Jabutay, F.**, & Surakomol, P. (2019, May 24). The effect of personality traits on job satisfaction: A case study of employees in the Ministry of Information and National

Guidance in Somali. In *Proceedings of the 2nd International Conference on Applied Liberal Arts (ICAA 2019)* (pp. 265–273). King Mongkut's Institute of Technology Ladkrabang, Thailand.

Li, Z., Suwandee, S., & **Jabutay, F.** (2020, March 11–13). The impact of perceived organizational justice on perceived organizational support and employee commitment: A case study of road transportation companies in China. In *Proceedings of the 2nd China-ASEAN International Conference (CAIC 2020) and the 2nd International Conference on Tourism, Business, & Social Sciences (ICTBS 2020)* (pp. 83–90). Bangkok, Thailand.

Yunqiu, W., Suwandee, S., Suriyapa, C., & **Jabutay, F.** (2020, March 11–13). The impact of customer orientation, service quality, and organization reputation: A case study of a bank in China. In *Proceedings of the 2nd China-ASEAN International Conference (CAIC 2019) and the 2nd International Conference on Tourism, Business, & Social Sciences (ICTBS 2020)* (pp. 56–64). Bangkok, Thailand.

Yang, J., Suwandee, S., Surakomol, P., & **Jabutay, F.** (2020, August). The impact of service quality and service recovery on customer satisfaction and brand loyalty: A case study of an e-commerce company in China. In *Proceedings of the 8th International Conference on Creative Technology* (pp. 85–91). Thailand.

Ning, Q., Suwandee, S., Suriyapa, C., & **Jabutay, F.** (2021, March). Antecedents of customers' purchase intention of residential condominium: A case study of a property developer in Bangkok, Thailand. In *Proceedings of the 2nd National and International Conference 2021 on Multidisciplinary for Innovation Development in 21st Century* (pp. A5–A12). Bansomdejchaopraya Rajabhat University, Thailand.

Uliem, L. C., Suwandee, S., & **Jabutay, F.** (2021, February). The impact of organizational justice and employee engagement on nurses' job satisfaction and intention to stay: A case study of a public hospital in Thailand. In *Proceedings of the 10th National and the 3rd International Conference on Management Sciences 2021: Innovation Management for Enhancing the Local Economy* (pp. 11–24).

Malakar, S., Suwandee, S., Suriyapa, C., & **Jabutay, F.** (2021, February). The effect of customer orientation on customer satisfaction and purchase intention: A case study of automobile service in India. In *Proceedings of the 10th National and the 3rd International Conference on Management Sciences 2021: Innovation Management for Enhancing the Local Economy* (pp. 1–10).

Emmanuel, D., Suwandee, S., Suriyapa, C., & **Jabutay, F.** (2021, March). The impact of work environment on job satisfaction and employee performance: A case study of a medical center in Nigeria. In *Proceedings of the 2nd National and International Conference 2021 on Multidisciplinary for Innovation Development in 21st Century* (pp. 158–167). Bansomdejchaopraya Rajabhat University, Thailand.

Ou, Y., Suwandee, S., Suriyapa, C., & **Jabutay, F.** (2021, May 27–28). The influence of service quality on brand equity, customer satisfaction, and brand loyalty: A case study of a telecommunication operator company in China. In *Proceedings of the 2nd International Conference on Informatics, Agriculture, Management, Business Administration, Engineering, Science and Technology*.