



Felicito Jabutay, MBA, Ph.D.

Research Coach

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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 Background / Research Writing Background

- Proficient in SPSS, Gretl, AMOS, and Smart-PLS.
- Manuscript reviewer for several Scopus-indexed journals.
- Independently wrote, proofread, and edited several papers published in Scopus-indexed journals. (Details on the next page)

REVIEWER FOR:

Acta Psychologica, Scopus-indexed Q1 journal
BMC Psychology, Scopus-indexed Q1 journal
Electronic Commerce Research, Scopus-indexed Q1 journal
Journal of Retailing and Consumer Service, Scopus-indexed Q1 journal
Journal of Applied Structural Equation Modeling, Scopus-indexed Q1 journal
Heliyon, Scopus-indexed Q1 journal
Education and Information Technologies, Scopus-indexed Q1 journal
Leadership and Policy in Schools, Scopus-indexed Q1 journal
Frontiers in Psychology, Scopus-indexed Q2 journal
Cogent Business and Management, Scopus-indexed Q2 journal
Psychology Research and Behavior Management, Scopus-indexed Q2 journal
Media Asia, Scopus-indexed Q2 journal



PUBLISHED RESEARCH PAPERS (*Corresponding Author):

*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>

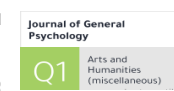
Journal of Asia Business Studies is a Scopus-indexed Q1 journal

*Jabutay, F., Novio, E. B., & Verbal, X. F. (2024). Strategic deception in cognition, and work motivation. *The Journal of Psychology*, 158(1), 1-27. <https://doi.org/10.1080/00221309.2024.2327323>



Journal of General Psychology is a Scopus-indexed Q1 journal

*Jabutay, F. A., & Rungruang, P. (2021). Turnover intent of new workers: A study of employees in the Asia-Pacific region. *Asia-Pacific Journal of Business Administration*, 13(1), 60-79. <https://doi.org/10.1108/APJBA-10-2019-0216>

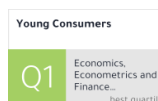


Asia-Pacific Journal of Business Administration is a Q1 journal

*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*, ahead-of-print. <https://doi.org/10.1108/YC-11-2023-1910>



Young Consumers is a Scopus-indexed Q1 journal



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.

ABAC Journal is a Scopus-indexed Q1 journal



*Jabutay F.A., Nirina A., Cetaire E., & Limpachote (2025). The Interplay of Browsing Behaviors, Social Identity, and Benign Envy in Shaping Impulse Buying on E-Commerce Platforms. *Journal of Internet Commerce*, TBA.



Journal of Internet Commerce is a Scopus-indexed Q1 journal

Jabutay, F., Verbal, X. F., Jabutay, J., Swangchaeng, N., and Panyanidhikul, P. Affective Commitment of Filipino Call Center Employees: The Mediating Role of Leadership. *Journal of Social and Behavioral Sciences*, Vol. 19, pp. 39-52.



Journal of Social and Behavioral Sciences

Papers published by *Asia Pacific Journal of Social and Behavioral Sciences* are included in the ASEAN Citation Index (ACI) Database.

Jabutay, F., Limpachote, T., and Limpao A. (2018). "Antecedents and Consequences of Emotional Dissonance among Call Center Agents", *Kasem Bundit Journal*, Vol. 19 Special Edition, pp. 273-286.

Zhang H., *Jabutay F., and Gao Q. (2018). "E-recruitment Adoption among Chinese Job Applicants", *Kasem Bundit Journal*, Vol. 19 Special Edition, pp. 261-262.

Kasem Bundit Journal

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. Rummyantseva 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)

MANUSCRIPTS SUBMITTED/UNDER PEER REVIEW (*Corresponding Author):

Puyod, J. V., ***Jabutay, F.A.**, Nilar, N., & Thangsathityangkul, S. (TBA). The Protective Power of Loneliness, Happiness, and Life Satisfaction of International Students Studying in Thailand. *Journal of Health and Religion*. The **first revision** is currently under review by *Journal of Health and Religion*, a Scopus-indexed Q1 journal.

***Jabutay, F.A.**, Ilao, D., Espiritu, G., Swangchaeng, N., & Betantos, N. (TBA). Cultural cooperation, justice, motivation, and turnover intention among Filipino Educators in Thailand. *Leadership and Policy in Schools*. The **first revision** is currently under review by *Leadership and Policy in Schools*, a Scopus-indexed Q1 journal.

Malakar, S., ***Jabutay, F.A.**, Suwandee, S., & Limpachote, T. (TBA). The social dynamics of customer participation and their effects on repurchase intention in automotive dealerships: a pls-sem analysis. *Journal of Applied Structural Equation Modeling*. TBA.

The **first revision** is currently under review by *Journal of Applied Structural Equation Modeling*, a Scopus-indexed Q1 journal.

***Jabutay, F.A.**, Limpachote, T., Tanphan, I., & Phongsamran, S. (TBA). How AI tools relieve emotional exhaustion and support continued use in higher education. *International Journal of Modern Education and Computer Science*. Passed initial screening. *International Journal of Modern Education and Computer Science* is a Scopus-indexed Q2 journal.

Prasertsith, K., ***Jabutay, F.A.**, & Kanthawongs, P. (TBA). Escapism and Entertainment on Social Media: Effects on Benign Impulse Buying, and Psychological Well-Being among College Students. *BMC Psychology*. TBA.

Submitted. *BMC Psychology* is a Scopus-indexed Q2 journal

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

Submitted. *Plos ONE* journal, a Scopus-indexed Q1 journal.

ONGOING RESEARCH:

Jabutay et al. (TBA). The Interconnections of Perceived Security/Risks, Psychological Strains, and Well-being in an Academic Landscape Shadowed by Terrorism: Unveiling the Ameliorating Influences of Resilience, Social Support, Mindfulness, and Religious Coping. Independent research with researchers from *MSU-Main*, Marawi City, Philippines. In data gathering stage.

Verbal & **Jabutay** (TBA). Physical Work Environment, Work Culture, Well-being, and Productivity: A Study of University Employees.

SELECTED CONFERENCE PAPERS:

Jabutay, F., Kanthawongs, P., Chitcharoen C. Limpachot, T., and Narinaphan, N. (2019). "E-store Attribute Importance Dimensions, Shopping Enjoyment, and Purchase Intention: An Examination of Lazada Website". The 9th BENJAMITRA Network National and International Conference, Bangkok, May 2019, pp. 280-294. North Bangkok University.

Kanthawongs, P., **Jabutay, F. A.**, Upalanala, R., & Kanthawongs, P. (2016). "An Empirical Study on the Impact of Self-Regulation and Compulsivity towards Smartphone Addiction of University Students". International Association for Development of the Information Society (IADIS) International Conference on Cognition and Exploratory Learning in the Digital Age (CELDA), Mannheim, Germany, Oct 28-30, 2016, pp. 339-342.

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

Muhumed A. S., Suwandee S., **Jabutay F.**, and Surakomol P. (2019). "The Effect of Personality Traits on Job Satisfaction: A Case Study of Employees in the Ministry of Information and National Guidance in Somali". Proceeding of the 2nd International Conference on Applied Liberal Arts ICAA2019, King Mongkut's Institute of Technology, Ladkrabang, May 24, 2019. pp 265 – 273.

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

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

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

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

Uliem L. C., Suwandee S., Suwandee S., and **Jabutay F.** (2021). "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". Proceedings of the 10th National and the 3rd International Conference Management Sciences 2021: Innovation Management for Enhancing the Local Economy, February 2021. pp. 11-24.

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

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

Ou, Y., Suwandee, S., Suriyapa, C., and **Jabutay F.** (2021). "The Influence of Service Quality on Brand Equity, Customer Satisfaction and Brand Loyalty: A Case Study of A Telecommunication Operator Company in China." The 2nd International Conference on Informatics, Agriculture, Management, Business administration, Engineering, Science and Technology, May 27-28, 2021. pp.