
CHAYADA BHADRAKOM

PERSONAL DETAILS

Address Department of Agricultural and Resource Economics
Faculty of Economics, Kasetsart University
Bangkok, Thailand, 10900

Tel (662) 561-3467 ext 133 (work)

Email chayada.bh@gmail.com, chayada.b@ku.th

EDUCATION

2009-2014 Ph.D., University of Reading, Reading, United Kingdom
Major: Food Economics and Marketing, School of Agriculture, Policy and Development
(Thesis Title: Economic Analysis of Overnutrition in Thailand)

2006-2008 M.Sc., Kasetsart University, Bangkok, Thailand
Major: International Master Degree Program in Agricultural Economics
(Thesis Title: Economic Analysis of Food at Home and Food Away from Home Consumption of Thai Household in 2004)

2002-2006 B.Sc., Chulalongkorn University, Bangkok, Thailand
Major: Food Technology
(Senior Project: Development of Non-Beany Tofu)

FIELDS OF INTEREST

- Food economics, with particular focus on the intersection of agriculture, food, nutrition and health
 - Analysis of economic factors driving under and over nutrition, change in dietary pattern and nutrition transition
 - Health economics and applied Microeconometrics, with special focus on the economics of obesity
 - Food and agricultural business
-

PUBLICATIONS

- Bhadrakom, C. (2008) Economic Analysis of Food Away from Home and Food at Home Consumption Consumption of Thai Households. Paper presentd at the National Conference of Economists on ASEAN Economic Development (4th), Chiang Mai, 24 October 2008
- Bhadrakom, C., Shankar, B., Srinivasan, C.S. and Rojroongwasinkul, N. (2012) The Socio-economic Factors Affecting Overnutrition of Thai Adults. Paper presentd at the annual conference of the British Society for Population Studies, Nottingham, 10-12 September 2012
- Bhadrakom, C. (2017) An Analysis of Customer Needs towards Quality Attributes of Riceberry Drink in Bangkok. Paper presentd at the 55th Kasetsart University annual conference, Bangkok, 1 January 2017

NEWSPAPER ARTICLES

- A sugar tax is not the answer to obesity, Published date on 15 Jun 2016, Copyrights: *Bangkok Post*
- Is SSBs tax able to reduce sugar consumption? Published date on 14 Jun 2016, Copyrights: *Post Today*

GUEST SPEAKER

- Keynote Speech in the conference entitled “Fiscal Policy for Health Promotion: Sugar Sweetened Beverages taxation, help or harm?” held by Thailand International Health Policy Program Foundation, 29 June 2016.
-

RESEARCH PROJECT

- Customer Segmentation of Functional Food with Application of Kano's Model: A Case Study of Riceberry Drink in Bangkok, **Sponsored research project by the Department of Agricultural and Resource Economics of Kasetsart University**
 - A Study for Oleochemical Industries from Palm Oil Development , **Sponsored research project by Office of Industrial Economic, Thailand**
-

WORK EXPERIENCE

2014-Present Lecture at the Department of Agricultural and Resource Economics, Kasetsart University

COURSES TAUGHT

- Econ. of Agri. Commodity Process Industries
 - Economics of food consumption
 - Math. Analysis for Agribusiness Management
 - Stat. Analysis for Agribusiness Management
 - Seminar
 - Special Problem
-