
KUERKON SUNANDHAKASEM, M.B.A.
Assistant Professor
Department of Business Administration
Faculty of Management Sciences, Prince of Songkla University
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Qualification: Additional (A)

Academic Background

M.B.A. Chulalongkorn University, Business Administration.

B.B.A. Thammasat University, Marketing.

Work Experience

Work Experience

Assistant Professor, Prince of Songkla University (June, 1990 - Present), Songkhla, Thailand.

Teaching

Courses from the Teaching Schedule: BENEFIT OF MANKINDS, DIRECT MARKETING, DIVERSITY MARKETING, MARKETING INTERNSHIP, MODULE: DIGITAL| INNOVATION AND ENTREPRENEURSHIP IN PRACTICE, PREPARATION FOR PROFESSIONAL EXPERIENCE IN MARKETING, PRINCIPLES OF MARKETING, PRINCIPLES OF MARKETING, SALES MANAGEMENT, SOCIAL MEDIA MARKETING, SOCIAL MEDIA MARKETING

Teaching Schedule

Term	Course	Sec	Course Title	Cr	Enroll	Total	TR%
2023/3	797200-474-304-0023544	1	MARKETING INTERNSHIP	0	53	0	50%
2023/2	797200-474-309-0023551	1	PREPARATION FOR PROFESSIONAL EXPERIENCE IN MARKETING	3	81	243	50%
2023/2	797200-474-405-0023553	1	SOCIAL MEDIA MARKETING	3	30	90	50%
2023/1	797200-474-405-0023553	1	SOCIAL MEDIA MARKETING	3	109	327	100%
2023/1	797200-460-101-0022970	5	PRINCIPLES OF MARKETING	3	78	234	16.67%
2023/1	797200-474-201-0023536	1	DIVERSITY MARKETING	3	71	213	100%
2023/1	797200-474-333-0018399	1	SOCIAL MEDIA MARKETING	3	1	3	100%
Totals				18	423	1,110	

Intellectual Contributions

Intellectual Contributions Grid: Years: 2023, 2022, 2021, 2020, 2019

Category	BDS	AIS	TLS	Total
Publications in Conference Proceedings (Refereed)	4			4

Refereed Proceedings

Basic or Discovery Scholarship

SUNANDHAKASEM, K., MUAKTEP, P., SUNANDHAKASEM, K., LIMWATTANAWONG, C., MADADAM, D., MANLIKA

PUTCHIANTHONG , PIYAWAT SANGRAWEE , TEERASAK JINDABOT & BENYAPA MIDPON (2022). Factors that affect the purchase decision on mother and child products of the baby shop in Saba Yoi District, Songkhla Province during the epidemic situation of COVID-19. *The 11st PSU Trang National and 1st International Conference on Research across the Disciplines 2022* 151-166.

TANAWAN, K., CHANTHASUWAN, W., MALEETHONG, P., RAKSA, M., JOMRIT, P., ASSADONG LUANGPERMSAKUL , PATTARAPON WONGSAWETKUL , KUERKON SUNANDHAKASEM & TEERASAK JINDABOT (2022). Brand Awareness Influencing Consumers Decision to Purchase Furniture Products in Hat Yai District, Songkhla Province. *The 11st PSU Trang National and 1st International Conference on Research across the Disciplines 2022* 265-278.

KHAMCHAROEN, C., NETISUNTORNCHAI, L., MUONGTHONG, T., TANGKORSAKUL, T., PAN-EM, P., KUERKON SUNANDHAKASEM & TEERASAK JINDABOT (2020). The Tourism Marketing Mix Factors affecting decision making of Thai Tourists in Songkhla Old Town. *The 9th PSU Trang National Conference on Research across Disciplines 2020*, 153-164.

SUNANDHAKASEM, K., HEMRA, S., WONGSAWAT, W., SAMTHONG, P., THANOMRAT, S., TEERASAK JINDABOT , TUNYA LAOKAMNOED & NATNICHIA PLENGPRADAB (2020). Marketing mix factors affecting traveller behavior of free independent traveller in Mueang District Songkhla. *The 9th PSU Trang National Conference on Research across Disciplines 2020*, 141-151.

Service

Service to the Institution

College Assignments

Member:

2022: Teaching Evaluation Committee For applicants for academic designation for positions Assistant Professor, Rajamangala University of Technology Srivijaya

University Assignments

Committee Member:

2021: Experts criticize the curriculum Bachelor of Business Administration Program in Marketing Improvement Program 2022

Service to the Profession

Advisor

2020: Southern Region Research Data Collection Consultant to conduct consumer behavior research (State).

2019: Advisor in collecting research data in the southern region Consumer Behavior Research Project 2020 Thailand Most Admired Brand and 2020 Why We Buy (Regional).

Member: Committee/Task Force

2023: Jury Committee in the Entrepreneurship Contest Project at Faculty of Business Administration, Rajamangala University of Technology Srivijaya (State).

Other Professional Service Activities

2023: Research consultant 2024 Thailand Most Admired Brand and 2024 Why We Buy? BrandAge magazine, Songkhla, Thailand (National). Research consultant 2024 Thailand Most Admired Brand and 2024 Why We Buy? BrandAge magazine

Professional Development

Instructional-Related Conference

2020: Marketing Association of Thailand, Bangkok. Thailand Marketing Day 2020: The Marketing Mutation

Other Professional Development

2023: St. James Hotel Sukhumvit 26 Bangkok. Negotiation techniques and good personality for sales

2023: Renaissance Bangkok Hotel. THAILAND MARKETING DAY 2022 : THE GAME CHANGER

2022: Renaissance Bangkok Hotel. Thailand Marketing Day: The Special Edition Marketing the Unknown

Technology-Related Training

2021: Room 103, Room 105 and Room 107 Office of Digital Innovation and Intelligent Systems (Computer Center).
Information system training for course details and performance report

Honors/Awards

Award

2022: Best Paper, Prince of Songkla University, Trang Campus.