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**Qualification: Scholarly Academic (SA)**

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### **Academic Background**

Ph.D. University Utara Malaysia, Management.

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

B.B.A. Prince of Songkla University, Marketing.

### **Work Experience**

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Associate Professor, Prince of Songkla University (October, 1983 - Present), Songkhla, Thailand.

### **Teaching**

**Courses from the Teaching Schedule:** AGRICULTURAL MARKETING, ASEAN MARKETING, BENEFIT OF MANKINDS, COMMUNITY MARKETING, DESIGNING AND MANAGING BRAND TO SUCCESS, DISSERTATION, DISSERTATION, GLOBAL MARKETING, INNOVATIVE ENTREPRENEURSHIP, LOCAL PRODUCTS MARKETING, MINOR THESIS, MODULE: DIGITAL| INNOVATION AND ENTREPRENEURSHIP IN PRACTICE, MODULE: RESEARCH IN BUSINESS MANAGEMENT, MODULE: RESEARCH IN ORGANIZATIONAL AND HUMAN RESOURCE MANAGEMENT, MODULE: RESEARCH IN PUBLIC MANAGEMENT, PRINCIPLES OF MARKETING, SEMINAR AND RESEARCH PRACTICUM IN BUSINESS MANAGEMENT, SEMINAR ON DOCTORAL RESEARCH DEVELOPMENT IN MANAGEMENT I, SEMINAR ON DOCTORAL RESEARCH DEVELOPMENT IN MANAGEMENT I, SEMINAR ON DOCTORAL RESEARCH DEVELOPMENT IN MANAGEMENT II, THESIS, THESIS, THESIS

#### **Teaching Schedule**

Term	Course	Sec	Course Title	Cr	Enroll	Total	TR%
2023/2	797600-450-139-0017234	4	THESIS	36	5	180	33.33%
2023/2	797400-460-801-0009339	5	THESIS	18	1	18	11.11%
2023/2	797600-450-138-0016909	4	THESIS	48	1	48	33.33%
2023/2	797600-450-230-0025985	3	DISSERTATION	36	2	72	20%
2023/2	797200-474-308-0023550	1	ASEAN MARKETING	3	20	60	100%
2023/2	797400-460-700-0013945	1	MINOR THESIS	6	68	408	12.5%
2023/2	797200-460-202-0023512	2	MODULE: DIGITAL  INNOVATION AND ENTREPRENEURSHIP IN PRACTICE	7	93	651	3.7%
2023/1	797600-450-136-0025979	1	SEMINAR ON DOCTORAL RESEARCH DEVELOPMENT IN MANAGEMENT I	2	9	18	50%
2023/1	797200-460-101-0022970	6	PRINCIPLES OF MARKETING	3	94	282	16.67%
2023/1	797200-474-306-0023548	1	COMMUNITY MARKETING	3	69	207	100%

2023/1	797600-450-138-0025984	1	DISSERTATION	48	0	0	33.33%
2023/1	797200-474-308-0023550	1	ASEAN MARKETING	3	74	222	100%
2023/1	797600-450-230-0025985	3	DISSERTATION	36	1	36	33.33%
2023/1	797600-450-241-0025982	3	MODULE: RESEARCH IN BUSINESS MANAGEMENT	6	1	6	50%
2023/1	797400-460-801-0009339	6	THESIS	18	1	18	10%
2023/1	797600-450-139-0017234	4	THESIS	36	5	180	25%
<b>Totals</b>				<b>309</b>	<b>444</b>	<b>2,406</b>	

## Intellectual Contributions

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

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	11			11
Publications in Conference Proceedings (Refereed)	15			15
Grants - Funded (both refereed and non-refereed)		4		4

## **Refereed Articles**

### Basic or Discovery Scholarship

SUKHABOT, S., & ALI JUMANI, Z. (2023). Islamic Brands Attitudes And Its Consumption Behaviour Among Non-Muslim Residents Of Thailand. *Journal of Islamic Marketing*, 14 (1), 196-214. [SCOPUS-Q2]

SUKHABOT, S., BORIRAKCHAROENKIT, P., RINTHAISONG, I., & SOONSAN, N. (2022). The Effect Of Brand Equity On Investor Loyalty In Online Security Trading Using The Technology Acceptance Model. *Journal of Eastern European and Central Asian Research*, 9 (2), 295-308. [SCOPUS]

BORIRAKCHAROENKIT, P., SUKHABOT, S., RINTHAISONG, I., & SOONSAN, N. (2022). The Influence Of Saving For Investment As A Moderator Variable Between Customer Equity And Behavioral Loyalty Of Thai Investors. *ABAC Journal*, 42 (2), 151-171. [SCOPUS]

SINGKHEEPRAPHA, P., ALI JUMANI, Z., & SUKHABOT, S. (2022). Is Islamic brand attitudes influence Thai Muslims buying behavioural intentions: a quantitative analysis using smart-PLS. *Journal of Islamic Marketing*, 13 (11), 2403-2420. [SCOPUS]

BORIRAKCHAROENKIT, P., SUKHABOT, S., & RINTHAISONG, I. (2021). Risk Tolerance as a Moderator on the Relationship between Customer Equity and Behavioral Loyalty of Securities Investors. *Journal of Management Sciences*, 8 (2), 11-23. [Other]

ZULFIQAR ALI, J., & SUKHABOT, S. (2021). Identifying the important attitude of Islamic brands and its effect on buying behavioural intentions among Malaysian Muslims: A quantitative study using smart-PLS. *Journal of Islamic Marketing*, 12 (2), 408-426. [SCOPUS]

ANGKURASERANEE, T., SOMBOONSUK, B., SUKHABOT, S., & NIMSAI, S. (2020). Market opportunities for Thai beef cattle exports to Yunnan province, China. *International Journal of Agricultural Technology*, 15 (6), 807-822. [Other]

BORIRAKCHAROENKIT, P., SUKHABOT, S., & RINTHAISONG, I. (2020). The Causal Relationship Between Customer Equity And Behavioral Loyalty Of Investors In Thailand. *Economics and Business Administration Journal Thaksin University*, 12 (1), 29-44. [2]

ALI JUMANI, Z., & SUKHABOT, S. (2020). Behavioral intentions of different religions Purchasing halal logo products at convenience stores in Hatyai. *Journal of Islamic Marketing*, 11 (3), 797-818. [SCOPUS]

SOONSAN, N., & SUKHABOT, S. (2019). Testing The Role Of Country And Destination Image Effect On Satisfaction And Revisit Intentions Among Western Travellers. *African Journal of Hospitality, Tourism and Leisure*, 8 (4), 1-14. [SCOPUS]

CHOKENUKUL, P., SUKHABOT, S., & RINTHAISONG, I. (2019). A causal relationship model of purchasing behavior

of consumers in Thailand regarding processed fish products. *Kasetsart Journal of Social Sciences* , 40, 366-372.  
[SCOPUS]

## Refereed Proceedings

### Basic or Discovery Scholarship

- SUKHABOT, S., & CHAYSAWAI, N. (2022). Factors in Building Customer Loyalty In Medical Glove Industry. *The 14th National Conference on Administration and Management (NCAM 14)*, 236-248.
- YUWAVITTAYAPANICH, I., & SUKHABOT, S. (2021). Factors Affecting Purchasing Decision for Health Care Housing in Retirement Village at Hat Yai District. *The 13th National Conference on Administration and Management (NCAM 13)*, 22-40.
- SUPANTI, D., BUTCHER, K., & SUKHABOT, S. (2020). How does corporate social responsibility (CSR) affect hotel employees resilience and work engagement? The role of gender. *International Conference of Marketing, Strategy, and Policy*, 36-36.
- KLOMKLIANG, P., & SUKHABOT, S. (2020). Attitude Towards Online Video Advertising That Affects The Brand Attitude of Thai Consumers. *The 15th National Conference on Administration and Management (NCAM 15)*, 313-325.
- SRICHAROEN, E., & SUKHABOT, S. (2020). Consumers Attitude to Celebrity Gay Influencers Influencing Brand Image and Brand Personality. *The 15th National Conference on Administration and Management (NCAM 15)*, 300-312.
- JANKUA, T., SUKHABOT, S., & LAPAROJKIT, S. (2019). Emotional And Behavioral Brand Experience Influencing the Brand Loyalty of Thai Brand SILVER JEWELRY. *The 12 th Business Management Research Conference*, 275-284.
- ALI JUMANI, Z., & SUKHABOT, S. (2019). Importance of halal logo among muslims and non-muslims of different education level: A Quantitative Approach. *International Conference on Multidisciplinary Research to Create Future Prospect (MRCFP)*, 46753.
- JINUKUL, K., & SUKHABOT, S. (2019). Trust Influencing the Transactional Intention through Mobile Banking among Customers of Krung Thai Bank Public Company Limited in Songkhla Province. *The 6th NEU National and International Conference 2019* 45170.
- DEESAKUL, U., & SUKHABOT, S. (2019). Consumer Personality and Brand Personality Flea Market of ASEAN Night Bazaar in Hatyai, Songkhla. *The 11th National Conference on Administration and Management (NCAM 11)*, 221-233.
- SOONSAN, N., & SUKHABOT, S. (2019). An Examination of the Relationship between of Destination Image, Place Attachment, and Overall Satisfaction in Phuket, Thailand. *The 6th Social Sciences Art and Media International Conference*, 45108.
- SOONSAN, N., & SUKHABOT, S. (2019). Structural Equation Modelling between Destination Image, Overall Satisfaction, and Behavioral Intention of Russian Tourists. *The 11th National Conference on Administration and Management (NCAM 11)*, 330-340.
- NAKKHAW, C., & SUKHABOT, S. (2019). Advertising Avoidance Behaviors on Facebook Application Software of Generation C. *The 3th National Conference on Education in the Digital Era: Challenges for humanities and Social Sciences* 479-492.
- KHONGKAEW, P., & SUKHABOT, S. (2019). Effect of Tourism Authority of Thailand's Video Content Tiewthaitay Campaign Towards Attitude of Generation C. *The 3th National Conference on Education in the Digital Era: Challenges for humanities and Social Sciences* 465-478.
- ZULFIQAR ALI, J., & SUKHABOT, S. (2019). Behavioral Intentions of Different Genders of Different Religions: Purchasing Halal Logo Products at Convenience Stores in Hatyai. *The 3rd Asia International Multidisciplinary Conference 2019*, 46388.
- KASAMPHAN, F., & SUKHABOT, S. (2019). Exploratory Factor Analysis of Influencing Factor of Decision Making to Buy on Bioplastics Products of Millennials Consumers from Prince of Songkla University, Hat Yai campus. *The 11th National Conference on Administration and Management (NCAM 11)*, 194-206.

## Grants

### Research

- 2020: SUKHABOT, S. Islamic Brands Attitudes And Its Consumption Behavior Among Non- Muslim Residents Of Thailand, Principal Investigator, Faculty of Management Science, Prince of Songkla University.
- 2019: SUKHABOT, S., BOONPUNTH, K., JANPHOTANUKUL, W., & ISSARO, S., A Study To Assess The Status Of

The Operation And Success Of The Project After Applying For Support From The Songkhla Women'S Role Development Fund For The Year 2018, Principal Investigator, Ministry of Interior.

2019: SUKHABOT, S., BOONPUNTH, K., JANPHOTANUKUL, W., & ISSARO, S., Studies To Evaluate The Effectiveness Of Management Mechanisms Songkhla Women'S Role Development Fund, Principal Investigator, Ministry of Interior.

2019: SUPANTI, D. & SUKHABOT, S., Corporate Social Responsibility (Csr) And Hotel Employee Performance: Exploring Positive Psychological Capital, Thailand Research Fund.

## **Service**

### **Service to the Institution**

#### **University Assignments**

##### **Other Institutional Service Activities:**

2020: Experts criticize the curriculum Workshop on Improving the Bachelor of Business Administration Program in Marketing

#### **Thesis Assignments**

##### **Chair:**

2019: Thesis Examination Committee Miss Khemini Thongma

### **Service to the Profession**

#### **Member: Committee/Task Force**

2019: A committee of experts criticized the curriculum. Bachelor of Business Administration Program Business Innovation Management (State).

## **Professional Development**

#### **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