
PORNTIP JIRATHUMRONG, M.B.A.
Assistant Professor
Department of Business Administration
Faculty of Management Sciences, Prince of Songkla University
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Qualification: Scholarly Practitioner (SP)

Academic Background

M.B.A. Prince of Songkla University, Business Administration.

B.B.A. Assumption University, Finance and Banking.

Work Experience

Work Experience

Assistant Professor, Prince of Songkla University (April, 2001 - Present), Songkhla, Thailand.

Finance Officer, Southland Rubber Co., Ltd. (March, 1999 - April, 2001), Hatyai, Thailand.

Finance Officer, Sinn Bualuang Leasing Co., Ltd. (September, 1996 - October, 1998), Hatyai, Thailand.

Teaching

Courses from the Teaching Schedule: BENEFIT OF MANKINDS, BENEFIT OF MANKINDS, BUSINESS STATISTICS FOR FINANCE, CO-CURRICULAR ACTIVITIES I, FINANCE LITERACY FOR A BETTER LIFE, IMPORT-EXPORT FINANCE, IMPORT-EXPORT FINANCE, IMPORT-EXPORT FINANCE, MODULE: DIGITAL| INNOVATION AND ENTREPRENEURSHIP IN PRACTICE, PERSONAL FINANCE, PRINCIPLES OF FINANCE, PRINCIPLES OF FINANCE, PRINCIPLES OF PERSONAL FINANCIAL PLANNING AND TAX, PUBLIC FINANCE, PUBLIC FINANCE, PUBLIC FINANCE, QUANTITATIVE ANALYSIS IN FINANCE, RESEARCH IN FINANCE, RESEARCH IN FINANCE I, RESEARCH IN FINANCE II, RETIREMENT PLANNING, SEMINAR IN FINANCE

Teaching Schedule

Term	Course	Sec	Course Title	Cr	Enroll	Total	TR%
2023/2	797200-460-103-0023506	2	PRINCIPLES OF FINANCE	3	108	324	16.67%
2023/2	797200-460-202-0023512	4	MODULE: DIGITAL INNOVATION AND ENTREPRENEURSHIP IN PRACTICE	7	93	651	3.7%
2023/2	797200-460-103-0023506	4	PRINCIPLES OF FINANCE	3	64	192	16.67%
2023/2	797200-473-303-0023517	1	RESEARCH IN FINANCE I	2	63	126	20%
2023/2	797200-473-309-0027083	1	PUBLIC FINANCE	3	55	165	100%
2023/2	797200-473-401-0023518	1	RESEARCH IN FINANCE II	2	7	14	20%
2023/2	797200-460-104-0014909	4	PRINCIPLES OF FINANCE	3	1	3	25%
2023/1	797200-473-201-0023514	1	PRINCIPLES OF PERSONAL FINANCIAL PLANNING AND TAX	3	78	234	50%
2023/1	797200-473-001-0027345	1	FINANCE LITERACY FOR A BETTER LIFE	2	76	152	33.33%
2023/1	797200-473-402-0023525	1	IMPORT-EXPORT FINANCE	3	64	192	100%

2023/1	797200-473-401-0023518	1	RESEARCH IN FINANCE II	2	56	112	20%
2023/1	797200-460-400-0027123	1	BENEFIT OF MANKINDS	1	50	50	9.09%
2023/1	797200-473-306-0023532	1	RETIREMENT PLANNING	9	44	396	50%
Totals				43	759	2,611	

Intellectual Contributions

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

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	4			4
Publications in Conference Proceedings (Refereed)	5			5
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings	1			1

Refereed Articles

Basic or Discovery Scholarship

KWANMUANG, R., SANGWICHITR, K., INTARA, P., & JIRATHUMRONG, P. (2021). The Effect Of Financial Literacy On Thai Government Teachers And Education Personnel Towards Debt Problems In Bangkok. *Journal of Management Science Chiangrai Rajabhat University* , 16 (1), 1-16. [1]

LIMKANCHANA, W., SANGWICHITR, K., JIRATHUMRONG, P., & TEEPARUKSAPUN, S. (2020). Factors Affecting Saving Behavior For Financial Readiness For Retirement: A Case Study Of Small And Medium Enterprise Development Bank Of Thailand In South Of Thailand. *The BU Academic Review*, 19 (2), 28-45. [T1]

JIRATHUMRONG, P., INTARA, P., SANGWICHITR, K., & MANN, N. (2019). Cognition And Behavior In Personal Financial Planning Of People In Hatyai City. *WMS Journal of Management* , 8 (2), 1-17. [1]

SANGWICHITR, K., JIRATHUMRONG, P., SAENGKASSANEE, T., INTARA, P., CHEECHAROEN, P., SANSANEE TEEPARUKSAPUN (2019). A Comparison Of Knowledge And Behaviors Of Prince Of Songkla University Students In Personal Financial Planning Before And After Attending A Personal Finance Course. *Hatyai Academic Journal* , 17 (2), 127-141. [1]

Refereed Proceedings

Basic or Discovery Scholarship

NA NAKORN, R., SANGWICHITR, K., CHUTHIP, S., PHONPHADUNGTHAM, C., DAMKHIRI, S., PORNTIP JIRATHUMRONG (2023). Factors Analysis And Behavior In Influencing Debit Card Spending Of Higher Education Students In Thailand. *The 12nd PSU Trang National and 2nd International Conference on Research across disciplines 2023* 409-419.

JIRATHUMRONG, P., TEEPARUKSAPUN, S., BOONRATTANANG, S., MICHIT, A., SUWANRAT, K., NATTANICHA JANBUNLAP & TEERAWUT AREECHON (2023). Covid-19 Factors Influencing Debt Behavior Of Gen Y In Songkhla Province Under The Covid-19 Crisis. *The 12nd PSU Trang National and 2nd International Conference on Research across disciplines 2023* 252-271.

JIRATHUMRONG, P., KAEWCHANPECH, K., HNOOPET, A., BUTKONG, C., SOMBOON, K., NATTAWADEE CHUAIPHANANG & NONGLAK SAELIM (2022). Factors Affecting Saving and Investing Plans for Pre-retirement in Hatyai District, Songkhla Province. *The 11st PSU Trang National and 1st International Conference on Research across the Disciplines 2022* 483-500.

JIRATHUMRONG, P., YUDEN, P., SUWANNARAK, K., NIYOMPONG, L., NUANHEEN, P., SUPAPICH KHUNTHONG , THANATCHAPORN PROMMAJAN & SIRIDON JUMNONG (2022). First Jobber with Investment Planning in Financial Assets: A Case Study of Hatyai, Songkhla. *The 11st PSU Trang National and 1st International Conference on Research across the Disciplines 2022* 455-470.

INTARA, P., JIRATHUMRONG, P., HANTRAKUL, C., & WANGANUSORN, P. (2020). The Impact of Economic Value Added and Traditional Accounting Measures on Market Value Added: Evidence from Thai Commercial Bank. *The 7th National Innovation in Business Conference & Journal 2020*, 1496-1510.

Books, Monographs, Compilations, Manuals

Compilations

JIRATHUMRONG, P. (2021). *Money Principles*.

Service

Service to the Profession

Reviewer: Conference Paper

2023: The 7th International Research Symposium (International).

2022: The 5th International Research Symposium (International).

2021: The 3th International Research Symposium (International).

2020: The 12th Walailak Research (National).

Professional Development

Instructional-Related Conference

2021: Zoom. Course Ethics and Responsibility as a Financial Planning Professional organized by Thai Financial Planners Association

Other Professional Development

2023: Online. CFP Financial Planning Course 4 Retirement Planning Class 56

2023: Faculty of Science, Prince of Songkla University. Workshop on Active Learning Management Techniques

Honors/Awards

Honor

2023: Those who passed the assessment according to the PSU-TPSF Teacher Competency Framework (PSU-TPSF) at the professional teacher level, Prince of Songkla University.

2022: Receiving the Approval of University Council for Appointment as Assistant Professor, Prince of Songkla University.

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