
SUNUNTHA HAMTHANONT, Ph.D.
Lecturer
Department of Business Administration
Faculty of Management Sciences, Prince of Songkla University
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Qualification: Additional (A)

Academic Background

Ph.D. Monash University, Marketing.

M.B.A. Kasetsart University, Marketing.

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

Work Experience

Work Experience

Lecturer, Prince of Songkla University (November, 2004 - Present), Songkhla, Thailand.

Teaching

Courses from the Teaching Schedule: BENEFIT OF MANKINDS, COOPERATIVE EDUCATION, DIGITAL BUSINESS DEVELOPMENT, DISTRIBUTION AND SUPPLY CHAIN, IDEA TO ENTREPRENEURSHIP, MARKETING MANAGEMENT, MINOR THESIS, MODULE : ENTREPRENEURIAL TOOLKIT, MODULE: DIGITAL| INNOVATION AND ENTREPRENEURSHIP IN PRACTICE, OMNICHANNEL MARKETING, PRICING ANALYTIC AND STRATEGY, PRINCIPLES OF MARKETING, PRINCIPLES OF MARKETING, PRINCIPLES OF MARKETING FOR ENTREPRENEURS, PRODUCT AND BRAND MANAGEMENT, PRODUCT POLICY AND PRICING, STRATEGIC MANAGEMENT, STRATEGIC MANAGEMENT, THESIS

Teaching Schedule

Term	Course	Sec	Course Title	Cr	Enroll	Total	TR%
2023/2	797200-460-202-0023512	4	MODULE: DIGITAL INNOVATION AND ENTREPRENEURSHIP IN PRACTICE	7	93	651	3.7%
2023/2	797200-460-401-0023510	2	STRATEGIC MANAGEMENT	3	78	234	25%
2023/2	797200-474-204-0023539	1	PRICING ANALYTIC AND STRATEGY	3	70	210	100%
2023/2	797200-472-113-0024058	1	PRINCIPLES OF MARKETING FOR ENTREPRENEURS	3	65	195	100%
2023/2	797200-474-202-0023537	1	PRODUCT AND BRAND MANAGEMENT	3	41	123	100%
2023/2	797200-472-217-0027190	1	MODULE : ENTREPRENEURIAL TOOLKIT	8	38	304	16.67%
2023/2	797200-474-403-0023546	1	COOPERATIVE EDUCATION	8	22	176	100%
2023/2	797200-460-401-0014997	2	STRATEGIC MANAGEMENT	3	8	24	25%
2023/2	797200-472-213-0020562	1	PRINCIPLES OF MARKETING	3	1	3	100%
2023/1	797200-460-101-0022970	4	PRINCIPLES OF MARKETING	3	99	297	16.67%
2023/1	797400-460-700-0013945	1	MINOR THESIS	6	77	462	12.5%

2023/1	797200-460-400-0027123	2	BENEFIT OF MANKINDS	1	70	70	9.09%
2023/1	797200-474-202-0023537	1	PRODUCT AND BRAND MANAGEMENT	3	70	210	100%
2023/1	797200-474-301-0023541	1	OMNICHANNEL MARKETING	3	69	207	100%
Totals				57	801	3,166	

Intellectual Contributions

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

Category	BDS	AIS	TLS	Total
Publications in Conference Proceedings (Refereed)	12			12

Refereed Proceedings

Basic or Discovery Scholarship

JINDABOT, T., & HAMTHANONT, S. (2022). Influence of Perceived Quality of Vitamin Water to Repeat Purchase Intention of Consumers During the COVID-19 Situation in Hat Yai District, Songkhla Province. *The 11st PSU Trang National and 1st International Conference on Research across the Disciplines 2022*, 75-88.

HAMTHANONT, S., & JINDABOT, T. (2022). The Satisfaction on Marketing Mix 7Ps of the customers purchase clothes influencing the customers intention to repurchase clothes from the same shop through Facebook Live, Songkhla Province. *The 11st PSU Trang National and 1st International Conference on Research across the Disciplines 2022* 209-222.

JINDABOT, T., HAMTHANONT, S., PANTUSA, A., ANUNPATTANA, N., KERDKOR, S., SIRAVIT SATTAYAPONG , SITTICHOKE SAE-TIA & PHATTARAPHOL SINKEEREE (2021). Marketing mix factors affecting customer intention healthy fruit drinks in Hatyai District, Songkhla Province. *The 8th PSU Trang National Conference on Research across Disciplines 2019*, 229-240.

JINDABOT, T., HAMTHANONT, S., ÊÁ-Ã§, ¨., SINSAI, N., JITTISUNGWORN, T., BENYAPA CHINKHAM , PIMCHANOK RATTIYAWONG & SUTTHIPHAT PHANTHASAEN (2021). The Service Marketing Mix Factors Affecting Consumer Intention to Purchase Life Insurance in Hatyai District, Songkhla Province. *The 8th PSU Trang National Conference on Research across Disciplines 2019*, 173-184.

HAMTHANONT, S., & NUA-ON, S. (2021). The Influence of Content Marketing Electronic Word of Mouth (E-WOM) and Brand Attitudes on Repurchase Intentions via Social Media (Instagram) of Consumer in Thailand. *The 13th Business Management Research Conference BMRC) and the 10th International Business Management Research Conference (IBMRC).*, 366-378.

ROMSUK, G., KEAWKOSRI, C., KATNAK, P., THONGNAB, R., MASSUKSEUBSAKUL, I., KRITTAPAS WEERAWONGJAN , PANYAYUT BOONKHUN , TEERASAK JINDABOT & SUNUNTHA HAMTHANONT (2020). Service Marketing Mix Factors influence in choosing Shabu restaurant decision at Hatyai Area, Songkhla. *The 8th PSU Trang National Conference on Research across Disciplines 2019*, 203-216.

HAMTHANONT, S., & NIRATTAKUL, N. (2020). The Factors of Service Marketing Mix Influencing the student choose intention accommodation in Prince of Songkla University, Hatyai Campus. *The 8th PSU Trang National Conference on Research across Disciplines 2019*, 177-189.

JINDABOT, T., SUBPHONKULANAN, L., RATTANAPAN, N., PIANROJ, N., LAPAROJKIT, S., SUNUNTHA HAMTHANONT (2019). Behavioral Clustering of MICE Visitors in Songkhla Province. *The Consumer Life-course Studies Group (CLSG) International Conference*.

SUWANNAKIT, S., & HAMTHANONT, S. (2019). Influence of Complaints Handling on Consumer Loyalty In Hat Yai District, Songkhla Province. *National Sustainability in Business Conference & Journal 2019*, 31-43.

CHINANGKOOL, N., & HAMTHANONT, S. (2019). The Role of Green Percieved Value and Green Marketing Mix Toward Purchase Intention of Green Label Products in Songkla Province. *The 14th National Conference on Administration and Management (NCAM 14)*, 280-292.

CHUCOUISUWAN, K., & HAMTHANONT, S. (2019). Facebook Brand Community Characteristics Related to Customer Engagement: A Case Study of Thai Cosmetics Brand. *The 11th National Conference on Administration and Management (NCAM 11)*, 269-279.

SAMERPOP, C., & HAMTHANONT, S. (2019). The Influence of Positive and Negative Electronic-Word of Mouth Communication toward the Decision to Use Services of 2-3 Stars Hotels among Thai Tourists. *The 11th National Conference on Administration and Management (NCAM 11)*, 258-268.

Service

Service to the Institution

College Assignments

Member:

2023: Quality Assessment Committee within the curriculum level Bachelor of Economics Desktop Assessment

University Assignments

Committee Member:

2023: Quality Assessment Committee within the curriculum level Master of Arts Program in Chinese Language and Culture (International Program) Faculty of International Studies Desktop Assessment

2023: Quality Assessment Committee within the curriculum level Bachelor of Public Administration Program in Public Administration Site Visit Format

Other Institutional Service Activities:

2020: Experts criticize the curriculum Critique the curriculum and give suggestions for curriculum improvement. Workshop on Improving the Bachelor of Business Administration Program in Management

Service to the Profession

Academic Conference: Discussant

2023: The committee members criticize and judge the work of students of cooperative education and integrative education with outstanding work. Office of Education and Learning Innovation (State).

Invited Lecture

2023: Lecturer on Marketing for Community Enterprises Faculty of Economics, Songklanagarind University, Songkhla, Thailand (State). Lecturer on Marketing for Community Enterprises Faculty of Economics, Songklanagarind University

2023: Speaker in the workshop on Business Model Canvas to Drive Research to Use, Food Research and Innovation Institute, Research and Development Bureau, Prince of Songkla University, Songkhla, Thailand (Local). Speaker in the workshop on Business Model Canvas to Drive Research to Use, Food Research and Innovation Institute, Research and Development Bureau, Prince of Songkla University

Other Professional Service Activities

2023: Critics of student academic presentations Under the Undergraduate Conference on Humanities and Social Sciences and Linguistics Faculty of Arts, Prince of Songkla University, Online, Thailand (State). Critics of student academic presentations Under the Undergraduate Conference on Humanities and Social Sciences and Linguistics Faculty of Arts, Prince of Songkla University

Professional Development

Other Professional Development

2023: Online. win by Rules, Succeed by Design Unraveling the secrets of the sky

2023: Online. Personal OKRs achieve goals with OKRs

2023: Department of International Trade Promotion Building Department of International Trade Promotion. PSU Natural Rubber Innovation Matching Day

2022: Online. Online Training Entrepreneurial mindset and how to sell well in E-Commerce

2021: . The Secret Sauce Strategy Forum 2022 organized by THE STANDARD CO., LTD

2021: Community Women's Enterprise Group, Hua Khao Subdistrict, Singhanakhon District, Songkhla Province. Training on Development of Mango Bao Production Process for Community Women's Enterprises, Hua Khao Subdistrict

