
NATIKA CHAIYANUPONG, Ph.D.
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Qualification: Additional (A)

Academic Background

Ph.D. Alliant International University, Organizational Psychology.

M.B.A. University of Massachusetts, Management.

B.B.A. Prince of Songkla University, General Management.

Work Experience

Work Experience

Lecturer, Prince of Songkla University (June, 2010 - Present), Songkhla, Thailand.

Consulting Experience

2023: K. Chaisang, HR Department, layout HR organizational structure/Develop HR JDs, roles and responsibility

Teaching

Courses from the Teaching Schedule: BENEFIT OF MANKINDS, BUSINESS COMMUNICATION, BUSINESS COMMUNICATION SKILLS, BUSINESS ETHICS, BUSINESS ETHICS, BUSINESS ETHICS, BUSINESS ETHICS, BUSINESS ETHICS, CHANGE MANAGEMENT, CHANGE MANAGEMENT, CO-CURRICULAR ACTIVITIES I, COOPERATIVE EDUCATION, COOPERATIVE EDUCATION, COOPERATIVE EDUCATION IN SOCIAL SCIENCE, COOPERATIVE EDUCATION PREPARATION, COOPERATIVE EDUCATION PREPARATION, COOPERATIVE EDUCATION PREPARATION IN SOCIAL SCIENCE, CROSS-CULTURAL MANAGEMENT, CROSS-CULTURAL MANAGEMENT, EFFECTIVE BUSINESS PRESENTATION, EXCELLENCE STRATEGIC MANAGEMENT, GROWTH MINDSET FOR PROFESSIONAL PRESENTER, HUMAN RESOURCE MANAGEMENT, HUMAN RESOURCE MANAGEMENT INTERNSHIP, HUMAN RESOURCE PLANNING, IDEA TO ENTREPRENEURSHIP, IDEA TO ENTREPRENEURSHIP, MICROECONOMICS, MINOR THESIS, MODULE : ENTREPRENEURIAL TOOLKIT, MODULE: DIGITAL| INNOVATION AND ENTREPRENEURSHIP IN PRACTICE, ORGANIZATION BEHAVIOR, ORGANIZATION BEHAVIOR, ORGANIZATIONAL BEHAVIOR, ORGANIZATIONAL BEHAVIOR, ORGANIZATIONAL BEHAVIOR, PRINCIPLES OF BUSINESS MANAGEMENT, PROFESSIONAL BUSINESS PRESENTATION, SPECIAL TOPIC III (GROUP AND TEAM INTERVENTION), TALENT MANAGEMENT, WORKFORCE PLANNING

Teaching Schedule

Term	Course	Sec	Course Title	Cr	Enroll	Total	TR%
2023/3	797200-475-300-0020734	1	HUMAN RESOURCE MANAGEMENT INTERNSHIP	0	57	0	50%
2023/2	797200-475-422-0023571	1	TALENT MANAGEMENT	3	67	201	20%
2023/2	797200-475-403-0023566	1	COOPERATIVE EDUCATION	8	6	48	100%
2023/2	797200-472-217-0027190	1	MODULE : ENTREPRENEURIAL TOOLKIT	8	38	304	16.67%
2023/2	797200-460-201-0023508	2	BUSINESS COMMUNICATION SKILLS	2	58	116	10%
2023/2	797200-460-201-0023508	1	BUSINESS COMMUNICATION SKILLS	2	78	156	10%

2023/2	797200-460-202-0023512	4	MODULE: DIGITAL INNOVATION AND ENTREPRENEURSHIP IN PRACTICE	7	93	651	3.7%
2023/2	797200-475-202-0027125	1	ORGANIZATIONAL BEHAVIOR	3	109	327	100%
2023/2	797200-460-102-0023505	2	HUMAN RESOURCE MANAGEMENT	3	117	351	20%
2023/2	797200-460-001-0028179	2	IDEA TO ENTREPRENEURSHIP	1	211	211	11.11%
2023/1	797200-460-201-0023508	2	BUSINESS COMMUNICATION SKILLS	2	108	216	6.25%
2023/1	797200-460-001-0028179	2	IDEA TO ENTREPRENEURSHIP	1	350	350	11.11%
2023/1	797200-472-311-0020565	1	BUSINESS ETHICS	3	2	6	100%
2023/1	797200-472-322-0027197	1	BUSINESS ETHICS	3	51	153	100%
2023/1	797200-460-201-0023508	1	BUSINESS COMMUNICATION SKILLS	2	129	258	6.25%
2023/1	797200-475-313-0027272	2	CROSS-CULTURAL MANAGEMENT	3	37	111	50%
2023/1	797200-475-400-0023565	1	COOPERATIVE EDUCATION PREPARATION	1	11	11	50%
2023/1	797200-475-313-0027272	1	CROSS-CULTURAL MANAGEMENT	3	63	189	50%
Totals				55	1585	3,659	

Intellectual Contributions

Intellectual Contributions Grid: Years: 2023, 2022, 2021, 2020, 2019, 2018

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	1			1
Publications in Conference Proceedings (Refereed)	5			5
Grants - Funded (both refereed and non-refereed)	1			1

Refereed Articles

Basic or Discovery Scholarship

CHAIYANUPONG, N., THANAPITAK, W., RITIMA, W., & KUMANCHAN, S. (2021). Management Of Creative Tourism Through An Innovative Living Dam, Kao Pu Sub District, Sri Bunpot District, Phatthalung Province. *Journal of Southern Technology* , 14 (2), 28-38. [1]

Refereed Proceedings

Basic or Discovery Scholarship

PUTTATAWEE, A., CHUNG, C., RAKKHA, J., NINHUSRUNGSRU, J., PHETSACHAN, M., MUHAMMAD-AMEEN WAEYUSOH , PANIDA CHANTHARASIRIPHUT , TEERAMATE DATBAMRUNG , TEERASAK JINDABOT & NATIKA CHAIYANUPONG (2023). The Influence Of Environmental Consciousness And Customer Satisfaction Towards Refraining Bags On Green Purchasing Behavior In Bangkok Hospital Hatyai. *The 12nd PSU Trang National and 2nd International Conference on Research across disciplines 2023* 919-933.

UNDAMRONGKARN, P., AKRANITISKUL, N., PUKDEEJAROEN, S., PUSSARA, P., U-MAH, F., THAMMANIT THONGRIT , PHODCHARADET NOO-IAD , TEERASAK JINDABOT & NATIKA CHAIYANUPONG (2023). The Impact Of Religiousness On Customer's Decision Making On The Use Of Healthcare Service In Hatyai District, Songkhla Province, Thailand. *The 12nd PSU Trang National and 2nd International Conference on Research across disciplines 2023* 907-917.

CHAIYANUPONG, N., & JINDABOT, T. (2020). The relationship between tolerance and sustainability in business among small and medium enterprises (SMEs) in Thailand. *Thailand Research Expo: Symposium 2020* , -.

VICHAIROJPIROM, N., SAEJEN, C., SAWATKAEW, K., NOOKLAY, P., VICHAIROJPIROM, N., NATIKA CHAIYANUPONG & SUPHITCHA EK-URU (2020). The Relationship between Perceived value of sustainable fashion

product and the intention to purchase. *The 9th PSU Trang National Conference on Research across Disciplines 2020*, 525-535.

WAHID, K. A., & CHAIYANUPONG, N. (2018). The Role of Business Information System in Thai SMEs' Market Knowledge Construction. *19th European Conference on Knowledge Management*, 906-915.

Grants

Research

2019: THANAPITAK, W., CHAIYANUPONG, N., RITTIMA, W., KUMARNJUN, S., & SUNKABOO, S. Biodiversity Based-Ecotourism Management For Local Economy Development: A Case Study Of Tam Bol Khao Phu Area, Sribunpod District, Patthalung Province, Principal Investigator, Office of the Ministry of Higher Education, Science, Research and Innovation.

Service

Service to the Institution

University Assignments

Committee Member:

2023: Quality Assessment Committee within the curriculum level Bachelor of Arts Program in Business English Site Visit

2021: Quality Assessment Committee within the curriculum level Bachelor of Business Administration Program in Tourism Management Faculty of Commerce and Management Academic2020

2020: Quality Assessment Committee within the curriculum level AUN - QA Curriculum for Academic2019 Online Assessment via Microsoft Teams

Service to the Profession

Invited Lecture

2023: Workshop speakers to hear opinions on the assessment of integrity and transparency in the operation of government agencies. NCC Office, Songkhla, Thailand (Regional). Workshop speakers to hear opinions on the assessment of integrity and transparency in the operation of government agencies. NCC Office

Other Professional Service Activities

2023: It is a working group on the 360-degree diagnostic system project to prepare for entering the public sector (SME Formalization) for fiscal year 2023, Songkhla, Thailand (National). It is a working group on the 360-degree diagnostic system project to prepare for entering the public sector (SME Formalization) for fiscal year 2023

Professional Development

Instructional-Related Conference

2022: Online. Human Research Ethics Workshop on Human and Social Sciences, Class 5

Other Professional Development

2022: Online. OBE (Backward Curriculum Design) Class 11

Honors/Awards

Honor

2021 – 2023: Those Who Have Passed The Assessment According To The Psu'S Competency Standard Framework. Scholarly Teacher And Uk Teacher Competency Assessment (UK-PSF), Prince of Songkla University.

2021: Senior Fellow Assessment, The Higher Education Academy (HEA),UK.

2021: Assessment according to PSU-TPSF Teacher Competency Standards Framework, Prince of Songkla University.

2019: Senior Fellow Assessment, The Higher Education Academy (HEA),UK.

2019: Assessment according to PSU-TPSF Teacher Competency Standards Framework, Prince of Songkla University.

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