
LAPHASSAWAT SUBPHONKULANAN, 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. Rangsit University.

B.B.A. Rangsit University, Marketing.

Work Experience

Work Experience

Assistant Professor, Prince of Songkla University (May, 2008 - Present), Songkhla, Thailand.

Teaching

Courses from the Teaching Schedule: BENEFIT OF MANKINDS, CO-CURRICULAR ACTIVITIES I, COOPERATIVE EDUCATION, COOPERATIVE EDUCATION PREPARATION, COOPERATIVE EDUCATION PREPARATION, ENTREPRENEURIAL MARKETING, IDEA TO ENTREPRENEURSHIP, MARKETING FORECASTING, MARKETING FORECASTING, MARKETING INFORMATION SYSTEM, MARKETING PLAN, MARKETING PLAN WRITING, MARKETING PLAN WRITING, MODULE: DIGITAL| INNOVATION AND ENTREPRENEURSHIP IN PRACTICE, PRINCIPLES OF MARKETING, PRINCIPLES OF MARKETING, SEMINAR IN MARKETING, SEMINAR IN MARKETING, SEMINAR IN MARKETING PROBLEMS, SERVICE MARKETING, SERVICE MARKETING, SERVICE MARKETING, TRAINING IN MARKETING

Executive or Professional Education

2022 - Assistant Dean for Academic Services.

Teaching Schedule

Term	Course	Sec	Course Title	Cr	Enroll	Total	TR%
2023/2	797200-460-001-0028179	5	IDEA TO ENTREPRENEURSHIP	1	210	210	11.11%
2023/2	797200-474-307-0023549	1	SERVICE MARKETING	3	75	225	100%
2023/2	797200-474-205-0023540	1	MARKETING PLAN	3	70	210	50%
2023/1	797200-460-001-0028179	5	IDEA TO ENTREPRENEURSHIP	1	362	362	11.11%
2023/1	797200-474-406-0023554	1	ENTREPRENEURIAL MARKETING	3	151	453	100%
2023/1	797200-474-408-0023556	1	SEMINAR IN MARKETING	3	147	441	100%
2023/1	797200-460-101-0022970	2	PRINCIPLES OF MARKETING	3	78	234	16.67%
2023/1	797200-460-101-0022970	1	PRINCIPLES OF MARKETING	3	76	228	16.67%
2023/1	797200-474-402-0023545	1	COOPERATIVE EDUCATION PREPARATION	1	22	22	100%

Totals	21	1191	2,385
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Intellectual Contributions

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

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	2			2
Publications in Conference Proceedings (Refereed)	7			7
Grants - Funded (both refereed and non-refereed)		1		1

Refereed Articles

Basic or Discovery Scholarship

SUBPHONKULANAN, L. (2022). Marketing Mix And Consumer Behavior In Halal Buffet Restaurant In Phuket Under Covid-19 Situation. *Economics and Business Administration Journal Thaksin University*, 14 (2), 161-182. [1]

SUBPHONKULANAN, L. (2022). The Marketing Mix Factors Of Vitamin Water Affecting The Drinking Behavior Among Teenagers In Hatyai Municipality, Songkhla Province. *Burapha Journal of Business Management*, 11 (1), 88-108. [1]

Refereed Proceedings

Basic or Discovery Scholarship

SUBPHONKULANAN, L., NARAAWIRUT, P., CHUMCHERD, A., KLINKAJORN, N., TREJAMJAN, S., SUPISARA SRISITTIWET, THANCHANOK RUNGKAWONG & ANWA SUNTIPHAPTHAWON (2022). The attitudes on marketing communication tools of Gen Y consumers affecting intention of repurchase of fast food of Steak Tag Team restaurant in Songkhla Province. *The 11st PSU Trang National and 1st International Conference on Research across the Disciplines 2022* 137-149.

SUBPHONKULANAN, L., SIKHIWAT, B., THONGNUAL, J., NA-ARPHON, S., JINDABOT, T., THIKUMPORN PINSUWAN, WORRAPHOP KAEWKRAJANG & SUPHASORN LUEANGHIRANWUT (2022). Service Quality Effecting Consumer Repurchase Intention of Budsaba Shabu Restaurant in Hatyai District, Songkhla Province. *The 11st PSU Trang National and 1st International Conference on Research across the Disciplines 2022*, 105-118.

SUBPHONKULANAN, L., JINDABOT, T., TRAISINWATTANAKUL, Y., KACHANA, I., KANJANADEE, M., WICHUDA NHURAKSA & FASEERA ALEE (2022). The influence of brand awareness on TikTok application influenced beauty products at mass brands purchase intention of generation Y consumers. *The 11st PSU Trang National and 1st International Conference on Research across the Disciplines 2022* 167-179.

SUBPHONKULANAN, L., JINDABOT, T., KOWIT, T., AUAMMAD, N., SAINGAM, P., FAIZ HILE & FIRDAOS RAHENG BULAE (2021). Marketing mix factors affecting customer's brand loyalty of cosmetic brands in Hatyai District, Songkhla Province. *The 10th PSU Trang National Conference on Research across Disciplines 2021*, 269-281.

SUBPHONKULANAN, L., SAELAO, J., TAWANWONGSRI, C., PATTARAPORN PONG, C., JINDABOT, T., PITIPORN JANKLAB, PITNAREE GERDSUK, PAKWALAN JANTARAGATE & AMARISA POPET (2020). Behavior in choosing hotel accommodation services of foreign tourists in the city center, Hat Yai, Songkhla. *The 10th PSU Trang National Conference on Research across Disciplines 2021*, 69-81.

SUBPHONKULANAN, L., SUWANPEAM, K., SUKONTAROS, T., JINDABOT, T., NILRAT, P., PAN-ON CHAROENPANICH, MIN BONSAWAN, MAYTHAWEE PANYAVUTSO & ANIWAT SANGKAHAPONG (2020). Marketing Mix WHICH AFFECTS CONSUMER Behavior In Using The Coin Washing Machine Of The Consumer In Hatyai, Songkhla. *The 10th PSU Trang National Conference on Research across Disciplines 2021*, 93-104.

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

Grants

Research

2018: JINDABOT, T., RATTANAPAN, N., PIANROJ, N., SUBPHONKULANAN, L., HAMTHANONT, S., SUMANA

Service

Service to the Institution

College Assignments

Chair:

2022: Chairman of the Quality Assessment Committee within the curriculum level Bachelor of Arts Program in Chinese Site Visit

Member:

2023: Quality Assessment Committee within the curriculum level College of Industrial Technology and Management, Rajamangala University of Technology Srivijaya

2022: Quality Assessment Committee within the curriculum level Bachelor of Arts Program in Chinese

University Assignments

Committee Chair:

2023: Chairman of the Quality Assessment Committee within the curriculum level Bachelor of Arts Program in Media Design Innovation in Desktop Assessment

2023: Chairman of the Quality Assessment Committee within the curriculum level College of Industrial Technology and Management, Rajamangala University of Technology Srivijaya

2023: Chairman of the Quality Assessment Committee within the curriculum level Bachelor of Accounting, Site Visit

2023: Chairman of the Quality Assessment Committee within the curriculum level Bachelor of Business Administration Program in Site Visit Marketing

Committee Member:

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

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

2019: Quality Assessment Committee within the curriculum level Faculty of Commerce and Management, Prince of Songkla University, Trang Campus

2019: Quality Assessment Committee within the curriculum level Faculty of Arts and Management Sciences, Suratthani Campus

2019: Quality Assessment Committee within the curriculum level Prince of Songkla University Trang Campus

2019: Quality Assessment Committee within the curriculum level Phuket Rajabhat University

Service to the Profession

Advisor

2021: Technical advisor to the company Pracharath Rak Samakkee Satun (Social Enterprise) Limited (State).

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

Service to the Community

Other Community Service Activities

2022: Yuvapat Rak Thin Savings Project 2022, Implemented the Yuvapat Rak Thin Savings Project 2022 in Khuan

Niang District, Songkhla Province, in 3 groups, namely Rak Lay Community Enterprises, Ao Tueng Lagoon; Community enterprises, cavity beekeeping groups and Chan Rong Bang Rieng and community enterprises Bang Rieng Processing and agrotourism

2021: Project to hire consultants to upgrade the quality agricultural production of cooperatives and farmer groups to GAP standards according to the project to promote and support cooperatives and farmer groups to increase value in fiscal year 2021, 1,200 members of cooperatives and farmer groups nationwide

Professional Development

Assurance of Learning - Professional Development

2022: Chiang Mai University. Executive Study Tour Project boss

Instructional-Related Conference

2023: Office of Continuing Education, Sukhothai Thammathiraj University. Writing Quality Higher Education Textbooks, Class 16

Other Professional Development

2022: Diamond Island Exhibition and Convention Center (DIECC). Business Negotiation Support Activities for Market Expansion at Cambodia Foodplus Expo

2022: The Green Park Grand Yasothon Hotel Yasothon. Show's Business Direction and Opportunities from the COVID-19 Crisis

Honors/Awards

Award

2022: Outstanding Lecturer Teaching and Learning in Human and Social Sciences Sample Teacher Award and Young Lecturer of Faculty/Department Year 2021 Sample Teacher Award 2021, Prince of Songkla University.

Honor

2021: Assessment According To Psu-Tpsf Teacher Competency Standards Framework, Prince of Songkla University.

Scholarship

2023: Funding to produce textbooks on service marketing, Faculty of Management Science, Prince of Songkla University. Grants to support the production of books/textbooks according to the announcement of the Faculty of Management Science on the Grant for the production of textbooks, books, and operating manuals from the Faculty of Management Science's income budget for the fiscal year 2022.