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**Qualification: Scholarly Academic (SA)**

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### **Academic Background**

D.B.A. Alliant International University, Finance.  
M.B.A. University of La Verne, Business Administration (Finance).  
B.B.A. Prince of Songkla University, Finance.

### **Professional Certifications**

Associate Financial Planner (Thailand), 2021, Bangkok, Thailand.

### **Professional Memberships**

Thai Financial Planner Association, 2

### **Work Experience**

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Lecturer, Prince of Songkla University (June, 2011 - Present), Songkhla, Thailand.

#### **Consulting Experience**

2018 – 2023: PSU Sciences Park, Community Entrepreneur Projects, Financial consulting for entrepreneurs

#### **Paid Service Experience**

2023: The Prince of Songkla University Saving and Credit Cooperative, Limited, The responsibility is to ensure that all business processes in the company are risk-management compliant. The operating process including assessing area for compliance with relevant laws and evaluating how effective each departments in the company have been implementing its controls into practices.

2023: Personal Financial Advisor, The responsibility is to generate a financial plan for individual and help them with the investment decision to meet their financial needs. The areas are tax planning, insurance planning, retirement planning, and personal financial planning.

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2021: Personal Financial Advisor, The responsibility is to generate a financial plan for individual and help them with the investment decision to meet their financial needs. The areas are tax planning, insurance planning, retirement planning, and personal financial planning.

2016-2021: The Prince of Songkla University Saving and Credit Cooperative, Limited, The responsibility is to ensure that all business processes in the company are risk-management compliant. The operating process including assessing area for compliance with relevant laws and evaluating how effective each departments in the company have been implementing its controls into practices.

### **Teaching**

**Courses from the Teaching Schedule:** BENEFIT OF MANKINDS, BENEFIT OF MANKINDS, BUSINESS FINANCE, COOPERATIVE EDUCATION, COOPERATIVE EDUCATION, COOPERATIVE EDUCATION PREPARATION, FINANCE FOR ENTREPRENEURS, FINANCE LITERACY FOR A BETTER LIFE, FINANCIAL INSTITUTIONS AND MARKETS, FINANCIAL MANAGEMENT, FINANCIAL MANAGEMENT, FINANCIAL MANAGEMENT, FINANCIAL MODELING, FINANCIAL MODELING, INSURANCE, INSURANCE PLANNING, INTRODUCTION TO BUSINESS, MINOR THESIS, MODULE : ENTREPRENEURIAL TOOLKIT, MODULE: DIGITAL| INNOVATION AND ENTREPRENEURSHIP IN PRACTICE, PRINCIPLES OF FINANCE, PRINCIPLES OF FINANCE, PRINCIPLES OF PERSONAL FINANCIAL PLANNING AND TAX, RESEARCH IN FINANCE, RESEARCH IN FINANCE I, RESEARCH IN FINANCE II, RETIREMENT PLANNING, SEMINAR IN FINANCE, STRATEGIC MANAGEMENT, STRATEGIC MANAGEMENT, THESIS, THESIS

### Teaching Schedule

Term	Course	Sec	Course Title	Cr	Enroll	Total	TR%
2023/2	797200-473-202-0023515	1	FINANCIAL INSTITUTIONS AND MARKETS	3	102	306	50%
2023/2	797200-460-202-0023512	1	MODULE: DIGITAL  INNOVATION AND ENTREPRENEURSHIP IN PRACTICE	7	91	637	3.7%
2023/2	797400-460-801-0009339	6	THESIS	18	1	18	11.11%
2023/2	797200-460-104-0014909	1	PRINCIPLES OF FINANCE	3	2	6	25%
2023/2	797200-473-401-0023518	1	RESEARCH IN FINANCE II	2	7	14	20%
2023/2	797200-460-401-0023510	1	STRATEGIC MANAGEMENT	3	75	225	25%
2023/2	797200-460-401-0014997	1	STRATEGIC MANAGEMENT	3	9	27	25%
2023/2	797200-473-303-0023517	1	RESEARCH IN FINANCE I	2	63	126	20%
2023/2	797200-472-214-0027187	1	FINANCE FOR ENTREPRENEURS	3	57	171	50%
2023/2	797200-460-103-0023506	1	PRINCIPLES OF FINANCE	3	117	351	16.67%
2023/2	797200-473-410-0023520	1	COOPERATIVE EDUCATION	8	23	184	100%
2023/2	797200-472-217-0027190	1	MODULE : ENTREPRENEURIAL TOOLKIT	8	38	304	16.67%
2023/1	797200-473-401-0023518	1	RESEARCH IN FINANCE II	2	56	112	20%
2023/1	797200-472-323-0020588	1	FINANCIAL MANAGEMENT	3	4	12	50%
2023/1	797200-473-409-0023519	1	COOPERATIVE EDUCATION PREPARATION	1	23	23	100%
2023/1	797200-473-306-0023532	1	RETIREMENT PLANNING	9	44	396	50%
2023/1	797400-460-801-0009339	7	THESIS	18	1	18	10%
2023/1	797200-472-324-0027199	1	FINANCIAL MANAGEMENT	3	51	153	50%
2023/1	797200-473-301-0023516	1	FINANCIAL MODELING	3	74	222	50%
2023/1	797200-473-001-0027345	1	FINANCE LITERACY FOR A BETTER LIFE	2	76	152	33.33%
2023/1	797400-460-700-0013945	1	MINOR THESIS	6	77	462	12.5%
2023/1	797200-473-201-0023514	1	PRINCIPLES OF PERSONAL FINANCIAL PLANNING AND TAX	3	78	234	50%
2023/1	797200-460-401-0023510	2	STRATEGIC MANAGEMENT	3	90	270	20%
2023/1	797200-460-400-0027123	1	BENEFIT OF MANKINDS	1	50	50	9.09%

Totals	117	1209	4,473
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## Intellectual Contributions

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

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	6			6
Publications in Conference Proceedings (Refereed)	6			6
Grants - Funded (both refereed and non-refereed)		1		1
Other Research, Refereed and Publicly Available	2			2

## Refereed Articles

### Basic or Discovery Scholarship

SANGWICHITR, K., & INTARA, P. (2023). Financial Planning Knowledge, Financial Planning Behavior, And Adequacy Of Retirement Savings: Evidence From Personnel At Prince Of Songkla University, Hatyai Campus. *Journal of Namibian Studies*, 34 (2), 2975-2989. [SCOPUS-Q2]

PORNTAWABANCHA, T., SANGWICHITR, K., INTARA, P., & CHEECHAROEN, P. (2022). A Study Of Financial Planning Knowledge Affecting Generation Y's Financial Planning Behaviors And Retirement Planning In Songkhla. *Journal of Management Science Chiangrai Rajabhat University*, 17 (1), 159-190. [T1]

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.

MUSIKAPUN, K., SAEKUNG, N., AMORNPINYOKEIT, P., LIMPORNWICHEAN, P., KALASIN, S., KLANGJAI SANGWICHITR & THANAWUT SAENGKASSANEE (2023). Investment Decision of People in Hatyai District, Songkhla Province during the COVID-19. *The 12nd PSU Trang National and 2nd International Conference on Research across disciplines 2023* 473-492.

SANGWICHITR, K., & PHONGPHIO, C. (2022). Economic Factors Influencing Investment Behavior in the Stock Exchange of Thailand and Risk Tolerance of Individual Investors in Hat Yai, Songkhla after being affected by COVID-19 crisis. *The 11st PSU Trang National and 1st International Conference on Research across the Disciplines 2022* 501-514.

SANGWICHITR, K., & INTAMANO, S. (2022). Financial Decision of Restaurant Business in Hat Yai District, Songkhla During the COVID-19 situation. *The 11st PSU Trang National and 1st International Conference on Research across the Disciplines 2022* 471-482.

SANGWICHITR, K., PALAMANIT, A., INTHANA, J., & SAENGKASSANEE, T. (2021). Comparison of Financial Value

in the Use of Biomass Fuel as a Replacement of Liquefied Petroleum Gas (LPG) for Boilers in an Industrial Plant: A Case Study of an Animal Food Factory in Songkhla Province. *The 13th National Conference on Administration and Management (NCAM 13)* 120-131.

LIMPHANUDOM, W., SANGWICHITR, K., INTARA, P., & SAENGKASSANEE, T. (2019). Investors Behavior Towards High Dividend Stock In Stock Exchange Thailand. *The 15th National Conference on Administration and Management (NCAM 15)* -.

## **Grants**

### **Research**

2023: SANGWICHITR, K. & Intara, P., Comparison of factors affecting debt repayment behavior and credit score analysis in loan consideration of the Prince of Songkla University Savings and Credit Cooperative, Limited., Grantee, The Prince of Songkla University Saving and Credit Cooperative, Limited.

## **Other Research**

2023: SANGWICHITR, K., *Health insurance for salaried individuals*.

2022: SANGWICHITR, K., *Unit Linked Insurance Types That Many People Overlook*.

## **Service**

### **Service to the Institution**

#### **University Assignments**

##### **Committee Member:**

2019-2020 – 2022-2023: Group Health Insurance for Personnel Committee at Prince of Songkla University

### **Service to the Profession**

#### **Advisor**

2023: Judge for the Southern Finals Financial Literacy Contest under Fin. D We can do Season 4 Project, Bank of Thailand (BOT), Songkhla, Thailand (Regional). Judge for the Southern Finals Financial Literacy Contest under Fin. D We can do Season 4 Project, Bank of Thailand (BOT)

#### **Invited Lecture**

2023: Lecturers in the training subject Saving and investing for everyday use Under the project to promote financial knowledge and skills. Saving and investing for everyday use Narathiwat School, Muang, Narathiwat, Narathiwat, Thailand (Regional). Lecturers in the training subject Saving and investing for everyday use Under the project to promote financial knowledge and skills. Saving and investing for everyday use Narathiwat School, Muang, Narathiwat

#### **Other Professional Service Activities**

2023: Experts considered the quality of articles at the 1st National Conference on Law, Social Sciences and Humanities under the theme Law, Social Sciences and Humanities Merged for Social Development, Faculty of Law., Online, Thailand (State). Experts considered the quality of articles at the 1st National Conference on Law, Social Sciences and Humanities under the theme Law, Social Sciences and Humanities Merged for Social Development, Faculty of Law.

## **Professional Development**

### **Assurance of Learning - Professional Development**

2023: Prince of Songkla University Savings Cooperative Limited, Phuket Branch. Business Audit Office Phuket Branch

2020: Baiyoke Sky Hotel, Bangkok. Training Course CFP Financial Planning Series 3 Insurance Planning

### **Instructional-Related Conference**

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

### **Other Professional Development**

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

2023: Online. COURSE 6 FINANCIAL PLAN CONSTRUCTION

2023: Zoom. Course 5 Tax and Inheritance Planning TAX AND ESTATE PLANNING

2023: Online. Learning Assessment Training Series

2022: Online. CFP Financial Planning Series 2 Class 73 (2/2022)

## **Honors/Awards**

### **Honor**

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.

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