
SUMANA LAPAROJKIT, Ph.D.
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Department of Business Administration
Faculty of Management Sciences, Prince of Songkla University

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Qualification: Scholarly Academic (SA)

Academic Background

Ph.D. Cardiff University, Marketing and Strategy.

M.Sc. University of Strathclyde, International Marketing.

M.A. University of Warwick, Human Resource Development.

B.B.A. Thammasat University, Marketing.

Work Experience

Work Experience

Lecturer, Prince of Songkla University (May, 2012 - Present), Songkhla, Thailand.

Teaching

Courses from the Teaching Schedule: BENEFIT OF MANKINDS, CO-CURRICULAR ACTIVITIES I, CONSUMER BEHAVIOR, DESIGNING AND MANAGING BRAND TO SUCCESS, DIGITAL BUSINESS DEVELOPMENT, EVENT MARKETING, HEALTHCARE MARKETING, INNOVATIVE ENTREPRENEURSHIP, INTEGRATED MARKETING COMMUNICATION, INTEGRATED MARKETING COMMUNICATIONS, MARKETING COMMUNICATION, MARKETING INTERNSHIP, MARKETING MANAGEMENT FOR DECISION MAKING, MARKETING MANAGEMENT FOR EXECUTIVE, MARKETING PLAN, MARKETING PLAN WRITING, MINOR THESIS, MODULE: DIGITAL| INNOVATION AND ENTREPRENEURSHIP IN PRACTICE, PRINCIPLES OF MARKETING, PRINCIPLES OF MARKETING, PRINCIPLES OF MARKETING, SEMINAR IN ENTREPRENEURSHIP, SEMINAR IN MARKETING PROBLEMS, STRATEGIC INTEGRATION AND BUSINESS IMPLEMENTATION, THESIS, THESIS, THESIS, THESIS

Executive or Professional Education

2022 - Dean of International College Prince of Songkla University.

Teaching Schedule

Term	Course	Sec	Course Title	Cr	Enroll	Total	TR%
2023/3	797200-474-304-0023544	1	MARKETING INTERNSHIP	0	53	0	50%
2023/2	797200-460-101-0022970	1	PRINCIPLES OF MARKETING	3	92	276	100%
2023/2	797200-460-202-0023512	3	MODULE: DIGITAL INNOVATION AND ENTREPRENEURSHIP IN PRACTICE	7	91	637	3.7%
2023/2	797400-460-700-0013945	1	MINOR THESIS	6	68	408	12.5%
2023/2	797200-474-205-0023540	2	MARKETING PLAN	3	22	66	50%
2023/2	797400-460-801-0009339	3	THESIS	18	2	36	11.11%
2023/2	797400-472-660-0021270	6	THESIS	36	1	36	16.67%
2023/1	797200-460-101-0022970	3	PRINCIPLES OF MARKETING	3	98	294	16.67%

2023/1	797400-460-700-0013945	1	MINOR THESIS	6	77	462	12.5%
2023/1	797200-474-203-0023538	1	INTEGRATED MARKETING COMMUNICATION	3	73	219	100%
2023/1	797400-472-660-0021270	6	THESIS	36	1	36	20%
2023/1	797400-460-801-0009339	3	THESIS	18	1	18	10%
Totals				139	579	2,488	

Intellectual Contributions

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

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	3			3
Publications in Conference Proceedings (Refereed)	14			14
Grants - Funded (both refereed and non-refereed)		3		3

Refereed Articles

Basic or Discovery Scholarship

LAPAROJKIT, S., & SUTTIPUN, M. (2021). The Influence Of Customer Trust And Loyalty On Repurchase Intention Of Domestic Tourism: A Case Study In Thailand During Covid-19 Crisis. *Journal of Asian Finance, Economics and Business*, 8 (5), 961-969. [SCOPUS]

CHODCHUANG, S., PAOCHOO, R., PIANROJ, N., & LAPAROJKIT, S. (2020). The Survey Of Tourism Identities In The South Region Of Thailand'S Gulf With The Projective Techniques. *Burapha Journal of Business Management*, 9 (1), 19-31. [1]

BOSTAN ALI, W., & LAPAROJKIT, S. (2019). The Main Factors Influencing E-Business Technology Adoption Of Entrepreneurs In Wow Project Songkhla, Thailand. *Journal of Management Sciences*, 36 (2), 60-86. [Unranked quintile]

Refereed Proceedings

Basic or Discovery Scholarship

SAELIM, K., & LAPAROJKIT, S. (2023). Factors Influencing Garment Purchase Intention of Generation Y Consumers. *The 15th National Conference on Administration and Management (NCAM 15)*, 1-12.

ONROD, N., & LAPAROJKIT, S. (2023). Factors Related to Customer Repurchase Intention in the Southern Dental Clinics of Thailand. *The 15th National Conference on Administration and Management (NCAM 15)*, 1-12.

LAPAROJKIT, S. (2022). Marketing Communication Affecting Bangkok Consumer's Decision on Seafood. *The 14th National Conference on Administration and Management (NCAM 14)*, 249-259.

LAPAROJKIT, S. (2022). Effect of Motivation on Generation Y consumers Purchase Intention of online optical glasses in Hat Yai during the Covid-19 pandemic. *The 10th PSU Trang National Conference on Research across Disciplines 2021*, 251-264.

LAPAROJKIT, S. (2021). Influencing Factors of Online Repurchase Intention for Sporting Goods. *The 13th National Conference on Administration and Management (NCAM 13)*, 309-318.

LAPAROJKIT, S. (2021). Marketing Mix Factors Affecting Loyalty of Food Delivery Applications in Hatyai District, Songkhla Province. *The 8th PSU Trang National Conference on Research across Disciplines 2019*, 283-297.

LAPAROJKIT, S. (2021). Marketing Mix Factors Affecting Consumer Purchase Intention of Motorcycle under 125cc in Hatyai District, Songkhla Province. *The 8th PSU Trang National Conference on Research across Disciplines 2019*, 215-240.

SIRIWANDEE, B., & LAPAROJKIT, S. (2021). The Effects of Marketing Communications Toward Purchasing Decision of Fresh Vegetable Fruit Juice in Hat Yai District, Songkhla Province. *The 13th National Conference on Administration and Management (NCAM 13)*, 319-330.

TRAKULMUTUTA, M., & LAPAROJKIT, S. (2021). The Effect of Growth mindset, Needs to Escape for Relax, and Social Support on Decision to Use Tabletop Game Service of Generation Z. *The 13th National Conference on Administration and Management (NCAM 13)*, 285-296.

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*.

LAPAROJKIT, S., & THONGTAWEE, S. (2019). The Influence of Brand Experience Towards Smartphone Repurchase Intention Among Senior Consumer. *INTERNATIONAL BUSINESS MANAGEMENT RESEARCH CONFERENCE*, 32-43.

LAPAROJKIT, S., & NASO, T. (2019). Repurchase Intention A Character in Rov Game Online By Using Pad Model. *The 12 th Business Management Research Conference*, 228-238.

JANKUA, T., SUKHABOT, S., & LAPAROJKIT, S. (2019). Emotional And Behavioral Brand Experience Influencing the Brand Loyalty of Thai Brand SILVER JEWELRY. *The 12 th Business Management Research Conference*, 275-284.

CHAROENPANIT, T., & LAPAROJKIT, S. (2018). Institutional Brand Loyalty A Study of Prince of Songkla University Hat Yai Campus. *The 10th National Conference on Administration and Management (NCAM 10)*, -.

Grants

Research

2020: LAPAROJKIT, S. & SUTTIPUN, M., The Impact Of Customer Loyalty On Repurchase Intention Of Domestic Tourism In The Southern Thailand: Evidence From Covid-19 Crisis, Principal Investigator, Faculty of Management Science, Prince of Songkla University.

2018: LAPAROJKIT, S. & EK-URU, S., Motivation And Reinforcement Factors In Vocational Education, Co-Principal Investigator, Thailand Research Fund.

2018: JINDABOT, T., RATTANAPAN, N., PIANROJ, N., SUBPHONKULANAN, L., HAMTHANONT, S., SUMANA LAPAROJKIT A Study On The Characteristics Of Mice Travelers In Songkhla, Thailand Research Fund.

Service

Service to the Community

Other Community Service Activities

2020: Project to hire consultants to develop the strength of business operations of cooperatives and farmer groups, (4 sectors) Cooperatives, groups of farmers who are the main producers of agricultural products such as rice, maize, cassava, rubber, oil palm, dairy cows, beef and other suitable agricultural products

Professional Development

Other Professional Development

2022: Chulalongkorn University. Human Insight and Branding Training

Honors/Awards

Award

2020: Outstanding academic staff in student affairs, Faculty of Management Science, Prince of Songkla University.