
TEERASAK JINDABOT, Ph.D.
Assistant Professor
Department of Business Administration
Faculty of Management Sciences, Prince of Songkla University
teerasak.j@psu.ac.th
Qualification: Scholarly Academic (SA)

Academic Background

Ph.D. Thammasat University, Marketing.
M.B.A. Kasetsart University, Marketing.
B.B.A. Prince of Songkla University, Marketing.

Professional Certifications

LINE Certified Coach, 2022, Bangkok.

Skills

Research Skills

scale development

Languages

Thai/ Eng

Expertise

marketing, consumer behavior, digital marketing, social marketing, marketing psychology, consumer psychology

Work Experience

Work Experience

Assistant Professor, Prince of Songkla University (April, 2011 - Present), Songkhla, Thailand.

Teaching

Courses from the Teaching Schedule: ADVANCED ORGANIZATIONAL THEORY, BASIC RESEARCH METHODS IN BUSINESS, BENEFIT OF MANKINDS, BENEFIT OF MANKINDS, BRAND MANAGEMENT, BUSINESS ETHICS AND SOCIAL RESPONSIBILITY, BUSINESS INSPIRATION AND CAREER EXPLORATION, BUSINESS RESEARCH, BUSINESS RESEARCH, COMPETITIVE MARKETING STRATEGIES, CONSUMER BEHAVIOR, CONSUMER BEHAVIOR, CONSUMER BEHAVIOR, DIGITAL MARKETING, DIGITAL MARKETING, DIGITAL MARKETING, DIGITAL MARKETING, DISSERTATION, IDEA TO ENTREPRENEURSHIP, INTERNATIONAL MARKETING, MARKETING MANAGEMENT, MARKETING MANAGEMENT FOR EXECUTIVE, MARKETING RESEARCH, MARKETING RESEARCH, MARKETING STRATEGY, MINOR THESIS, MODULE: DIGITAL| INNOVATION AND ENTREPRENEURSHIP IN PRACTICE, MODULE: RESEARCH IN BUSINESS MANAGEMENT, MODULE: RESEARCH IN ORGANIZATIONAL AND HUMAN RESOURCE MANAGEMENT, MODULE: RESEARCH IN PUBLIC MANAGEMENT, SEMINAR AND RESEARCH PRACTICUM IN BUSINESS MANAGEMENT, SEMINAR ON DOCTORAL RESEARCH DEVELOPMENT IN MANAGEMENT I, SOCIAL MARKETING, SOCIAL MARKETING, SPECIAL TOPIC I (DIGITAL MARKETING), STATISTICS FOR RESEARCH, STRATEGIC MANAGEMENT, STRATEGIC MANAGEMENT, STRATEGIC MANAGEMENT, STRATEGIC MANAGEMENT, THESIS, THESIS, THESIS, THESIS, THESIS, THESIS, THESIS

Executive or Professional Education

2020 - Acting Director of Global Affairs and Corporate Communication Center, Prince of Songkla University.

Teaching Schedule

Term	Course	Sec	Course Title	Cr	Enroll	Total	TR%
2023/2	797200-474-101-0023535	1	CONSUMER BEHAVIOR	3	80	240	100%
2023/2	797200-460-401-0023510	3	STRATEGIC MANAGEMENT	3	80	240	25%
2023/2	797200-474-303-0023542	1	DIGITAL MARKETING	3	69	207	100%
2023/2	797200-472-327-0027202	1	BRAND MANAGEMENT	3	51	153	100%
2023/2	797200-460-401-0014997	3	STRATEGIC MANAGEMENT	3	12	36	25%
2023/2	797400-472-660-0021270	2	THESIS	36	3	108	16.67%
2023/2	797600-450-230-0025985	6	DISSERTATION	36	1	36	20%
2023/1	797200-474-302-0027270	1	MARKETING RESEARCH	3	76	228	100%
2023/1	797200-460-400-0027123	2	BENEFIT OF MANKINDS	1	70	70	9.09%
2023/1	797200-474-401-0023543	1	MARKETING STRATEGY	3	63	189	100%
2023/1	797200-472-321-0027196	1	BASIC RESEARCH METHODS IN BUSINESS	2	51	102	100%
2023/1	797200-474-305-0023547	1	SOCIAL MARKETING	3	44	132	100%
2023/1	797200-472-122-0027193	1	BUSINESS INSPIRATION AND CAREER EXPLORATION	2	40	80	25%
2023/1	797400-472-660-0021270	2	THESIS	36	3	108	20%
2023/1	797200-472-212-0020554	1	BUSINESS RESEARCH	3	2	6	100%
Totals				140	645	1,935	

Intellectual Contributions

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

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	17			17
Publications in Conference Proceedings (Refereed)	57			57
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings	1			1
Research Report, Refereed and Publicly Available	1			1
Grants - Funded (both refereed and non-refereed)	1	4		5

Refereed Articles

Basic or Discovery Scholarship

KIM, L., JINDABOT, T., FERN YEO, S., & JANTHONG, S. (2023). Determinants of Intention to Repurchase Antigen Test Kit (Atk) Product. *ABAC Journal*, 43 (4), 410-429. [SCOPUS-Q1]

KIM, L., PONGSAKORNRUNGSILP, S., JINDABOT, T., & HORAM, N. (2023). How to Enhance Perceived E-Learning Usefulness: Evidence From Thai University Students. *ABAC Journal*, 43 (1), 18-33. [SCOPUS-Q1]

KIM, L., PONGSAKORNRUNGSILP, P., PONGSAKORNRUNGSILP, S., JINDABOT, T., & KUMAR, V. (2023). Why Do Customers Want to Buy COVID-19 Medicines? Evidence from Thai Citizens. *International Journal of Environmental Research and Public Health*, 20 (6), 1-14. [SCOPUS-Q2]

KIM, L., JINDABOT, T., CHOUYKAEW, T., PONGSAKORNRUNGSILP, S., & LEE, S. (2023). How to promote repurchase intention toward Covid-19 antigen test kits: Evidence from Thai consumers. *Innovative Marketing*, 19 (1),

186-190. [SCOPUS-Q3]

PRAPRUIT, P., KANCHANASUWAN, S., & JINDABOT, T. (2022). Supply Chain Mangement Of Meat Goats In The South Of Thailand. *Journal of Legal Entity Management and Local Innovation* , 8 (3), 293-302. [2]

KIM, L., MAIJAN, P., & JINDABOT, T. (2022). Investigating Perceived E-Banking Service Value In Cambodia. *Journal of Positive School Psychology*, 6 (4), 1515-1526. [SCOPUS]

JINDABOT, T., BOSTAN ALI, W., LOYKULNANTA, S., HOSSAIN, T., & HAYEEMAD, M. (2022). An Investigation Into Thai Investment Opportunities In Bahrain. *Journal of Positive Psychology and Wellbeing*, 6 (1), 1406-1418. [SCOPUS]

KIM, L., JINDABOT, T., & BOSTAN ALI, W. (2022). Assessing Customer Trust In Latex Glove Industry: Fear Of Covid-19 As A Moderator. *ABAC Journal* , 42 (2), 245-266. [SCOPUS]

KIM, L., & JINDABOT, T. (2022). Evolution Of Customer Satisfaction In The E-Banking Service Industry. *Innovative Marketing*, 18 (1), 131-141. [SCOPUS]

RITTIGUL, P., & JINDABOT, T. (2022). An Analysis Of Experienced Life Events On Continuance Intention To Use Online Banking In Thailand. *Banks and Bank Systems*, 17 (3), 213-226. [SCOPUS]

JINDABOT, T., & KIM, L. (2021). Key Determinants On Switching Intention In Cambodian Banking Market. *ABAC Journal* , 41 (2), 204-222. [SCOPUS]

KIM, L., MAIJAN, P., JINDABOT, T., & BOSTAN ALI, W. (2021). How To Build Trust: Evidence From Thai Customers In The Latex Glove Industry. *Innovative Marketing*, 17 (4), 120-131. [SCOPUS]

KIM, L., MAIJAN, P., JINDABOT, T., & BOSTAN ALI, W. (2021). Understanding Customer Trust In Latex Glove Industry: Evidence From Thai Customers. *Review of International Geographical Education Online*, 11 (8), 1014-1022. [SCOPUS]

JINDABOT, T., PRAPRUIT, P., & HAMTHANONT, S. (2018). Consumers Perceived Value And Intention To Buy Rubber Products. *Srinakharinwirot Business Journal* , 9 (2). [2]

JINDABOT, T., HAMTHANONT, S., & PRAPRUIT, P. (2018). Thai Consumers Perceived Value And Intention To Buy Rubber Products. *Srinakharinwirot Business Journal* , 9 (2), 106-116. [1]

SRICHOOKIAT, S., & JINDABOT, T. (2018). Salient Environmental Attributes And Their Value For Small Independent Grocers. *JOURNAL OF CONSUMER MARKETING*, 35 (5), 465-479. [ISI]

WALAM, A., RATTANAPAN, N., & JINDABOT, T. (2018). Malaysian Muslim Tourist'S Travrl Pattern For Travelling In Hat Yai District, Singkhla Province. *KKBS Journal of Business Administration and Accountancy* , 2 (3), 50-62. [Other]

Refereed Proceedings

Basic or Discovery Scholarship

PENGLAY, T., SRIPAORAYA, N., BOONTHONG, B., SREEPARIVATIN, P., KANTANGKUL, P., JEERANAN KANJANAMING , SURIYANEE TOHPAEROH , TEERASAK JINDABOT & KUNLAGAN MEWES (2023). Customer Need Using Telemedicine Of Bangkok Hospital Hatyai. *The 12nd PSU Trang National and 2nd International Conference on Research across disciplines 2023* 731-746.

KIAWTAEM, T., WISETRAT, N., KHYMANG, P., PRASOMSUK, S., CHITPONG, T., BARAMEE CHITPONG , TEERASAK JINDABOT & KUNLAGAN MEWES (2023). The Effect Of Service Quality Toward Corporate Image Of Bangkok Hospital Hatyai. *The 12nd PSU Trang National and 2nd International Conference on Research across disciplines 2023* 703-714.

CHALOTHORNSUDTHI, S., LENUKOOL, N., JANTARAT, T., SIENGDEE, P., TUNTIWIT, P., JINDARAT THEPPARAT , TEERASAK JINDABOT & THAMONWAN DANKITTIKUL (2023). The Influences Of Perceived Usefulness And Ease Of Use Toward Intention To Use Health Application Of Bangkok Hospital Hatyai's Customer. *The 12nd PSU Trang National and 2nd International Conference on Research across disciplines 2023*, 967-979.

PUTTATAWEE, A., CHUNG, C., RAKKHA, J., NINHUSRUNGSRI, 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.

WONGTRAITHIP, C., O'SULLIVAN, G., OSATAN, H., INTAVICHIEEN, K., JINDABOT, T., THITIPORN NA NAKORN (2023). The Influence Of Satisfaction Toward Customer Relationship Management Toward Switching Intention Of Bangkok Hospital Hatyai's Users. *The 12nd PSU Trang National and 2nd International Conference on Research across disciplines 2023* 811-821.

PONSOMSAI, C., NGEONMAK, C., SAKKATHAWUT, K., SAEWHONG, P., JONGTHAMAPRUT, T., WARITSARA PENSANG , TEERASAK JINDABOT & THITIPORN NA NAKORN (2023). The Influence Of Prejudice And Preventive Health Behavior Toward Intention To Apply Women's Health Club Of The Bangkok Hospital Hatyai Female Users. *The 12nd PSU Trang National and 2nd International Conference on Research across disciplines 2023*, 795-821.

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.

SUNANDHAKASEM, K., MUAKTEP, P., SUNANDHAKASEM, K., LIMWATTANAWONG, C., MADADAM, D., MANLIKA PUTCHIANTHONG , PIYAWAT SANGRAWEE , TEERASAK JINDABOT & BENYAPA MIDPON (2022). Factors that affect the purchase decision on mother and child products of the baby shop in Saba Yoi District, Songkhla Province during the epidemic situation of COVID-19. *The 11st PSU Trang National and 1st International Conference on Research across the Disciplines 2022* 151-166.

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 brandss 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., 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.

JINDABOT, T., BINLATEH, A., LAKSANAWONG, A., CHONGPHAKDI, K., THONGBORIBOON, M., PIYAWAN PHETPRADAB , ROSNEE E-SOR & SIRIPAT NUANHOM (2022). The Relationship Between Consumers Awareness of Ethical Marketing Toward Cosmetic Consumption Behavior in Songkhla Province. *The 11st PSU Trang National and 1st International Conference on Research across the Disciplines 2022*, 925-936.

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.

TANAWAN, K., CHANTHASUWAN, W., MALEETHONG, P., RAKSA, M., JOMRIT, P., ASSADONG LUANGPERMSAKUL , PATTARAPON WONGSAWETKUL , KUERKON SUNANDHAKASEM & TEERASAK JINDABOT (2022). Brand Awareness Influencing Consumers Decision to Purchase Furniture Products in Hat Yai District, Songkhla Province. *The 11st PSU Trang National and 1st International Conference on Research across the Disciplines 2022* 265-278.

SAENGYOKKUN, C., ATCHARIYACHAY, C., SONGMUANG, H., CHONGPHAKDI, K., WONGPHRACHAN, N., RINCHAYAN CHUENKLIN , SUPPAKIT BOONPIPAT , TIPAGORN SAENKAEW & TEERASAK JINDABOT (2022). The Influence of Attitudes on Purchase Intention towards Halal Food Products of Non-Muslim Consumers in Songkhla Province, Thailand. *The 11st PSU Trang National and 1st International Conference on Research across the Disciplines 2022* 867-880.

MAKKUM, T., YODTHONGCHAI, A., KHAW-O, A., CHINNAWONG, K., SASUTHAMDEE, N., OMAN LORHEM , THAMONWAN DANKITTIKUL , WORAKAN JUMPA & TEERASAK JINDABOT (2022). Marketing Mix Factors Affecting Customers Decision to Use Self-Service Laundry of Undergraduate Students in Songkhla Province. *The 11st PSU Trang National and 1st International Conference on Research across the Disciplines 2022*, 893-903.

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., 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.

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.

SUNANDHAKASEM, K., HEMRA, S., WONGSAWAT, W., SAMTHONG, P., THANOMRAT, S., TEERASAK JINDABOT, TUNYA LAOKAMNOED & NATNICHIA PLENGPRADAB (2020). Marketing mix factors affecting traveller behavior of free independent traveller in Mueang District Songkhla. *The 9th PSU Trang National Conference on Research across Disciplines 2020*, 141-151.

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.

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*, -.

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.

PROMIN, Y., SAETIAW, J., KAEWPHET, C., JINDABOT, T., SRIAMAD, N., NIYAMIN SULAIMAN, FATIN BINLATEH, MANEEKAN TEPWARIN & WANSOFIA YUSUWAPAN (2020). Motivation that influences the decision to use the fitness center of consumers in Hat Yai, Songkhla Province. *The 10th PSU Trang National Conference on Research across Disciplines 2021*, 165-176.

PROMIN, Y., WATTANASUWAN, K., SUWANWIBOON, K., NOOPAN, J., PHENGSAKUN, C., TUANKAOSAR AL-IDRUS, TEERASAK JINDABOT, RATIYAPORN CHOOKAEW & AREERAT LAKLAEM (2020). The Marketing Mix Factors Affecting Consumers Online Purchase Decisions of Dietary Supplements in Hat Yai, Songkhla. *The 10th PSU Trang National Conference on Research across Disciplines 2021*, 129-140.

KHAMCHAROEN, C., NETISUNTORNCHAI, L., MUONGTHONG, T., TANGKORSAKUL, T., PAN-EM, P., KUERKOON SUNANDHAKASEM & TEERASAK JINDABOT (2020). The Tourism Marketing Mix Factors affecting decision making of Thai Tourists in Songkhla Old Town. *The 9th PSU Trang National Conference on Research across Disciplines 2020*, 153-164.

KAKA, K., & JINDABOT, T. (2019). Marketing Mix Factors Influencing Consumer Behavior of Using Frog-head Tuk Tuk in Trang Province. *The 8th PSU Trang National Conference on Research across Disciplines 2019*, 113-120.

KHAW-KHAIW, J., & JINDABOT, T. (2019). Marketing Mix Factors Affecting Intention consumer To Buy Product Of Baankokai Bakery In Hat Yai District, Songkhla Province. *The 8th PSU Trang National Conference on Research across Disciplines 2019*, 181-189.

CHUSRIDAM, T., & JINDABOT, T. (2019). Relationship between marketing mix that influence the coffee consumption in Cafe Amazon Coffee Shop among consumers in Trang Province. *The 8th PSU Trang National Conference on Research across Disciplines 2019*, 71-80.

PATTA, K., & JINDABOT, T. (2019). Market Mix Factor Influencing Big C Service Use Behavior of Consumers in Trang Province. *The 8th PSU Trang National Conference on Research across Disciplines 2019*, 81-91.

KUNGUI, K., & JINDABOT, T. (2019). Marketing mixes that Influence the Decision to Buy Cloth Online via Facebook of Consumers in Trang Province. *The 8th PSU Trang National Conference on Research across Disciplines 2019*, 93-101.

PUNYAPANDH, J., & JINDABOT, T. (2019). Marketing Mix Factors Influencing Consumer Behavior toward Buffet Restaurants in Hat Yai District of Songkhla Province. *The 8th PSU Trang National Conference on Research across*

Disciplines 2019, 103-111.

RITTIGUL, P., & JINDABOT, T. (2019). An Exploratory Study Anxiety and Consumer Behavior. *The Consumer Life-course Studies Group (CLSG) International Conference*.

KOMIN, T., & JINDABOT, T. (2019). Guidelines for Creating Brand Awareness of Byjai Goat Milk Ice Cream. *The 8th PSU Trang National Conference on Research across Disciplines 2019*, 211-220.

TONGMEE, G., & JINDABOT, T. (2019). The Aesthetic Attitude affects with used of beauty clinic of male In Amphoe HatYai, Songkhla. *The 8th PSU Trang National Conference on Research across Disciplines 2019*, 163-172.

SAORAYANGKON, T., LU, T., & JINDABOT, T. (2019). The Influence of Perceived Quality, Perceived Price, and Perceived Value Toward Purchase Intention in Wooden Kitchen Furniture. *The 11th National Conference on Administration and Management (NCAM 11)*, 170-181.

WANSEN, C., & JINDABOT, T. (2019). Marketing Mix Factors Affecting Thai Animation Value Recognition Among Teenagers in Trang Province. *The 8th PSU Trang National Conference on Research across Disciplines 2019*, 121-129.

SAEJIW, P., & JINDABOT, T. (2019). The influence of Fear Appraisal on Advertisement to Intention to Quit Smoking among Thai Smoker. *The 11th National Conference on Administration and Management (NCAM 11)*, 182-193.

POTIYOK, C., & JINDABOT, T. (2019). The Influence of Health Consciousness toward Perceived Value of junk food of consumers in Hatyai District, Songkhla Province. *The 8th PSU Trang National Conference on Research across Disciplines 2019*, 221-227.

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*.

PHANLERDTHUM, P., & JINDABOT, T. (2019). Marketing mix that influence to repeat service intention of shabu restaurants customers in Hat Yai , Songkhla. *The 8th PSU Trang National Conference on Research across Disciplines 2019*, 201-209.

TANTASUNTISAKUL, W., JINDABOT, T., KAKA, K., BUAPIN, N., INTAKARN, P., FATTAMA DULTHARA DULTHARA , WICHITA JAISAMUT & SUNITA SALAEH (2019). Marketing Mix Factors Influencing Consumer Behavior of Using Frog-head Tuk Tuk in Trang Province. *The 8th PSU Trang National Conference on Research across Disciplines 2019*, 113-120.

TANTASUNTISAKUL, W., & JINDABOT, T. (2019). Marketing Mix Factors Affecting Thai Animation Value Recognition Among Teenagers in Trang Province. *The 8th PSU Trang National Conference on Research across Disciplines 2019*, 121-129.

SRISONGSARN, K., & JINDABOT, T. (2019). The Influence of Marketing Mix on Consumers Purchase Intention to Buy Online Cosmetic in Hatyai District, Songkhla Province. *The 8th PSU Trang National Conference on Research across Disciplines 2019*, 191-199.

SEMMAD, K., & JINDABOT, T. (2019). The Factors of Marketing Mix Influencing the Customers Purchase Intention of Clothing Sold on Facebook Live in Hatyai District, Songkhla Province. *The 8th PSU Trang National Conference on Research across Disciplines 2019*, 173-180.

KLONGCHOENGSA, S., & JINDABOT, T. (2019). Marketing Mix Factors Affecting Utilization Behaviors of Consumers of Coffee Shops in Hat Yai District, Songkhla Province. *The 8th PSU Trang National Conference on Research across Disciplines 2019*, 153-162.

JUNKATE, K., & JINDABOT, T. (2019). Marketing Mix Factors Affecting Windows Phone Usage Behavior of Users in Thailand. *The 8th PSU Trang National Conference on Research across Disciplines 2019*, 131-138.

KAEWJAN, T., & JINDABOT, T. (2019). Influences of Perception and Attitude Toward Consumer Purchase Intention For Functional Foods in Thailand: A Case Study of Songkhla Province. *The 7 th National Conference 2019 Faculty of Management Science, Silpakorn University* 16-27.

TANTIPHANCHAI, S., JINDABOT, T., & PREECHANONT, P. (2018). Safety Consciousness, Safety Knowledge and Purchase Intention of Residual Current Device of Residential Customers. *The 15th National Conference on Administration and Management (NCAM 15)*, 287-296.

KANJANAKAEW, P., PREECHANONT, P., & JINDABOT, T. (2018). The Influence of Health Consciousness and Health Knowledge toward Preventive Health Care Behavior of Smartphone Users in Songkhla. *The 15th National Conference on Administration and Management (NCAM 15)*, 297-307.

THEPPHARUT, N., JINDABOT, T., & PREECHANONT, P. (2018). Analysis of Health Motivation and Health

Consciousness toward Preventive Health Care Behavior among the Staff of Gas Station. *The 15th National Conference on Administration and Management (NCAM 15)*, 308-318.

LAOCHAROENSUK, D., & JINDABOT, T. (2018). Health Motivation, Health Knowledge, Health Consciousness, and Intention to Purchase Cosmeceutical Products Online. *The 15th National Conference on Administration and Management (NCAM 15)*, 330-339.

NAKARAWONG, N., & JINDABOT, T. (2018). Customers Perception in Just-Below Pricing. *The 15th National Conference on Administration and Management (NCAM 15)*, 341-353.

PETSAKUL, A., JINDABOT, T., & PREECHANONT, P. (2018). The Impact of Perceived Value and Expected Quality of Product on Intention to Buy Rubber Pillow of Consumers in Hatyai District, Songkhla Province. *The 10th National Conference on Administration and Management (NCAM 10)*, 387-398.

KRITCHAROEN, W., PREECHANONT, P., & JINDABOT, T. (2018). The investigation of Thai mature consumer's intention to buy health-related products. *The 1st National Conference on Management (NCOM 2018)*, 69-75.

KANJANAKLOD, W., & JINDABOT, T. (2018). Factor affecting of corporate entrepreneurship on higher education institution in Thailand. *The 6th national and international conference: research to serve society*, 136-143.

Books, Monographs, Compilations, Manuals

Manuals/Guides

JINDABOT, T., RATTANAPAN, N., PATTANO, D., & PIANROJ, N. (2018). *Songkhla'S Cultural Tourism Marketing Plan With Linked Areas*.

Research Reports

2021: ISSARO, S., PATTANO, D., CHUENJITSIRI, J., RATTANAPAN, N., & JINDABOT, T. Hat Yai City based on cultural capital based on community identity., submitted to .

Grants

Research

2023: KANCHANASUWAN, S., LAU, K., & JINDABOT, T., Blockchain adoption in a fresh fruit supply chain: a system dynamics approach, Faculty of Management Science, Prince of Songkla University.

2020: JINDABOT, T., RATTANAPAN, N., NA NAKORN, T., PIANROJ, N., BUNLUENG, P., SARUNYOO KANCHANASUWAN ,SIRINUCH LOYKULNANTA &ON-ANONG SATTAYARAK Thai Service Design For Fulfilling Consumer's Preferences In The Kingdom Of Bahrain, Principal Investigator, Prince of Songkla University.

2019: PATTANO, D., JINDABOT, T., THONGPOON, S., & LALITSASIVIMOL, W., Product Study And Responsible Tourist Behavior In Bangkok Mae Hong Son, Phuket And Satun, Principal Investigator, Thailand Research Fund.

2018: JINDABOT, T., HOSSAIN, T., BOSTAN ALI, W., LOYKULNANTA, S., & HAYEEMAD, M. The Industry Attractiveness And Market Opportunities In The Kingdom Of Bahrain For Thai Business Investors, Principal Investigator, Prince of Songkla University.

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

2018: TEERAKUNPISUT, S., JINDABOT, T., BUNLUENG, P., & CHAOWANAPREECHA, S., Songkhla Roadmap To Mice City, Thailand Research Fund.

Service

Service to the Institution

College Assignments

Member:

2022: Quality Assessment Committee within the curriculum level Bachelor of Arts Program in Community Studies for Sustainable Development

2022: Quality Assessment Committee within the curriculum level Bachelor of Arts Program in Community Studies for Sustainable Development Site Visit

University Assignments

Committee Member:

2023: Quality Assessment Committee within the curriculum level Bachelor of Arts Program in International Business Communication Language (International Program) Desktop Assessment Format

Thesis Assignments

Chair:

2022: Thesis Examination Committee Master's Degree Student, Faculty of Arts and Management Sciences

Service to the Profession

Advisor

2023: Consultant to develop blood depot system for Blood Depot Unit and Blood Service Medicine, Department of Pathology, Faculty of Medicine (State).

2023: Experts in providing feedback to students in community studies 4th year in Community Research Project No. 2, Faculty of Liberal Arts, Songkhla, Thailand (State). Experts in providing feedback to students in community studies 4th year in Community Research Project No. 2, Faculty of Liberal Arts

2020: Consultant, PSU Hackathon (health & wellness) (Regional).

Invited Lecture

2023: Digital Marketing Course Lecturer Office of Human Resource Development and Social Mission, Prince of Songkla University, Songkhla, Thailand (State). Digital Marketing Course Lecturer Office of Human Resource Development and Social Mission, Prince of Songkla University

Other Professional Service Activities

2023: It is a sub-activity working group under the 360-degree diagnostic system project to prepare for the government system (SME Formalization) for fiscal year 2023, Songkhla, Thailand (National). It is a sub-activity working group under the 360-degree diagnostic system project to prepare for the government system (SME Formalization) for fiscal year 2023

2023: Experts check the quality of research tools to provide information for researchers to improve tools. Faculty of Arts and Management Sciences, Prince of Songkla University, Surat Thani, Thailand (State). Experts check the quality of research tools to provide information for researchers to improve tools. Faculty of Arts and Management Sciences, Prince of Songkla University

Professional Development

Assurance of Learning - Professional Development

2023: Thai E-Commerce Association and Depa. 2023 In-demand Digital and Business Program

2023: Marketing Association of Thailand. World Marketing Forum 2023

Honors/Awards

Award

2022: Outstanding Research/Creative Achievements, Prince of Songkla University, Trang Campus.

2022: Best Paper, Prince of Songkla University, Trang Campus.

2022: Best Oral Presentation, Prince of Songkla University, Trang Campus.

2021: Outstanding Research/Creative Achievements, Ramkhamhaeng University.

2021: LINE Certified Coach 2022 is an online marketing specialist selected by LINE Thailand., LINE COMPANY (THAILAND) CO., LTD.

2020: Thesis Award for Good Level (Economics), National Research Council of Thailand.

Honor

2023: Those Who Have Passed The Assessment According To The Psu'S Competency Standard Framework. Scholarly

