
SONGSIN TEERAKUNPISUT, Ph.D.
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Department of Business Administration
Faculty of Management Sciences, Prince of Songkla University

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Qualification: Additional (A)

Academic Background

Ph.D. Western Sydney University, Tourism and MICE Management.

M.B.A. Prince of Songkla University, Tourism Management.

M.A. Prince of Songkla University.

B.A. Sripatum University.

Work Experience

Work Experience

Lecturer, Prince of Songkla University (February, 2013 - Present), Songkhla, Thailand.

Teaching

Courses from the Teaching Schedule: BENEFIT OF MANKINDS, BENEFIT OF MANKINDS, CO-CURRICULAR ACTIVITIES I, COOPERATIVE EDUCATION, COOPERATIVE EDUCATION, COOPERATIVE EDUCATION, COOPERATIVE EDUCATION PREPARATION, COOPERATIVE EDUCATION PREPARATION, DESTINATION MANAGEMENT, DESTINATION MANAGEMENT, EVENTS MANAGEMENT, EVENTS MANAGEMENT, EXHIBITION MANAGEMENT, EXHIBITION MANAGEMENT, EXHIBITIONS MANAGEMENT, INNOVATIVE ENTREPRENEURSHIP, MICE MANAGEMENT INTERNSHIP, MICE SERVICE AND OPERATION, MINOR THESIS, MODULE: DIGITAL| INNOVATION AND ENTREPRENEURSHIP IN PRACTICE, RISK AND CRISIS MANAGEMENT FOR TOURISM MANAGEMENT IN MICE INDUSTRY, RISK AND CRISIS MANAGEMENT IN MICE INDUSTRY, RISK AND CRISIS MANAGEMENT IN MICE INDUSTRY, SPECIAL EVENTS MANAGEMENT, THESIS, THESIS, VENUE AND FACILITY MANAGEMENT, VENUES AND ACCOMMODATIONS MANAGEMENT, VENUES AND ACCOMMODATIONS MANAGEMENT

Executive or Professional Education

2022 - Director of the Southern MICE Industry Development Research Center.

Teaching Schedule

Term	Course	Sec	Course Title	Cr	Enroll	Total	TR%
2023/3	797200-478-305-0023634	1	MICE MANAGEMENT INTERNSHIP	0	58	0	50%
2023/2	797200-478-303-0027283	2	EXHIBITION MANAGEMENT	3	46	138	14.29%
2023/2	797400-472-660-0021270	5	THESIS	36	1	36	16.67%
2023/2	797400-460-801-0009339	8	THESIS	18	2	36	11.11%
2023/2	797200-478-403-0027112	1	COOPERATIVE EDUCATION	8	18	144	20%
2023/2	797200-478-406-0023640	1	RISK AND CRISIS MANAGEMENT IN MICE INDUSTRY	3	20	60	33.33%
2023/2	797200-478-304-0023631	2	EVENTS MANAGEMENT	3	70	210	14.29%

2023/2	797200-478-304-0023631	1	EVENTS MANAGEMENT	3	77	231	14.29%
2023/2	797200-478-303-0027283	1	EXHIBITION MANAGEMENT	3	77	231	14.29%
2023/2	797200-460-202-0023512	3	MODULE: DIGITAL INNOVATION AND ENTREPRENEURSHIP IN PRACTICE	7	91	637	3.7%
2023/1	797200-478-301-0023629	1	VENUE AND FACILITY MANAGEMENT	3	105	315	100%
2023/1	797400-460-700-0013945	1	MINOR THESIS	6	77	462	12.5%
2023/1	797400-460-801-0009339	9	THESIS	18	1	18	10%
2023/1	797200-478-402-0020975	1	COOPERATIVE EDUCATION PREPARATION	1	19	19	50%
2023/1	797400-472-660-0021270	5	THESIS	36	1	36	20%
2023/1	797200-478-308-0027284	1	DESTINATION MANAGEMENT	3	24	72	50%
Totals				151	687	2,645	

Intellectual Contributions

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

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	1			1
Publications in Conference Proceedings (Refereed)	9			9
Publications of Non-refereed or Invited Papers	1			1
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings	5			5
Research Report, Refereed and Publicly Available	2			2
Grants - Funded (both refereed and non-refereed)	2			2

Refereed Articles

Basic or Discovery Scholarship

TEERAKUNPISUT, S. (2023). Implementation of a Hospitality-Oriented Patient Experience (HOPE) Concept to Service Standards of Muslim-friendly Medical Tourism. *Przestrzen Społeczna*, 23 (1), 400-428. [SCOPUS-Q2]

Refereed Proceedings

Basic or Discovery Scholarship

TEERAKUNPISUT, S. (2022). The Study of the Socio-Economic Impact of Songkhla MICE City's Digital MICE Events in the Covid-19 Outbreak. *7th Annual SECSA ICHRIE Virtual Conference*, 128-141.

TEERAKUNPISUT, S. (2022). Factors Affecting Revisit Intentions in MICE Venues (Meeting rooms) in Songkhla during the COVID-19 Pandemic. *The 14th National Conference on Administration and Management (NCAM 14)*, 322-.

TEERAKUNPISUT, S. (2022). Knowledge of Hybrid MICE Events between Hosts, Organizers and Participants in Songkhla MICE City amidst the Situation of the Covid-19 Outbreak. *The 14th National Conference on Administration and Management (NCAM 14)*, 373-.

TEERAKUNPISUT, S. (2021). Development of Muslim-friendly Practices Manual for Organising Meetings and an Exhibitions in the Time of COVID-19. *The 13th National Conference on Administration and Management (NCAM 13)*, 488-504.

JAROENWISAN, K., TEERAKUNPISUT, S., & ROMYEN, S. (2020). Investigating Organiser Perceptions On Incentive Travel Visitors' Demands Towards Health And Spas In Bangkok, Thailand. *The 12th National Conference on Administration and Management (NCAM 12)*, 454-465.

TEERAKUNPISUT, S. (2020). Songkhla Roadmap to MICE City. *The 15th National Conference on Administration and Management (NCAM 15)*, 582-595.

TEERAKUNPISUT, S. (2020). Investigating Organiser Perceptions on Incentive Travel Visitors Demands Towards Health and Spas in Bangkok, Thailand. *The 15th National Conference on Administration and Management (NCAM 15)*, 212-225.

Non-Refereed Proceedings

Basic or Discovery Scholarship

TEERAKUNPISUT, S. (2023). The Perspectives of Muslim Patients on the Application of HOPE to Service Standards of Medical Tourism: The Case of Southern Thailand. *International Conference in World HAPEX2023*, Songkhla: Halal Institute, Prince of Songkla University, 4. (Invited)

Books, Monographs, Compilations, Manuals

Books

TEERAKUNPISUT, S., BOSTAN ALI, W., JAROENWISAN, K., ARUNOTHAIPIPAT, R., SA-ARDNAK, A., THANATHORN SANTICHAT & SUHBPONG SMITHTUN (2022). *Mass Participation Sport Event 102*.

BOSTAN ALI, W., TEERAKUNPISUT, S., JAROENWISAN, K., ARUNOTHAIPIPAT, R., SA-ARDNAK, A., THANATHORN SANTICHAT & SUHBPONG SMITHTUN (2022). *Mega Event 102*.

TEERAKUNPISUT, S. (2022). *Contemporary Muslim Travel Cultures Practices, Complexities and Emerging Issues: Interactions Between Muslim Attendees and Non-Muslim Staff* Routledge.

Manuals/Guides

TEERAKUNPISUT, S. (2022). *MICE Event Guide Songkhla*. Songkhla, Thailand: Songkhla Convention and Exhibition Bureau.

TEERAKUNPISUT, S. (2021). *Practices For Muslim-Friendly Meeting And Exhibitions*.

Research Reports

2021: TEERAKUNPISUT, S., Escalation Approach Songkhla Province into The MICE city., submitted to .

2020: BUNLUENG, P., RATTANAPAN, N., PATTANO, D., TEERAKUNPISUT, S., & BOSTAN ALI, W. Study appropriate content for developing Songkhla Province into a MICE city., submitted to .

Grants

Research

2023: TEERAKUNPISUT, S. The Application Of Hope Framework To Investigate Service Standards Of Medical Tourism For Muslim Tourists: The Case Of Southern Thailand, Principal Investigator, Prince of Songkla University.

2022: TEERAKUNPISUT, S., KAMONMARTTAYAKUL, K., PINPATHOMRAT, N., WANITSUWAN, W., & ROMYEN, S. The Content Development For Healthy Living And Medical Innovation Expo In Southern Thailand, Principal Investigator, Faculty of Management Science, Prince of Songkla University.

Service

Service to the Profession

Advisor

2023: Qualified consultants on new service opening planning projects Medical and Wellness Tourism with Muslim Friendly Project, Bangkok Hospital Hat Yai, Songkhla, Thailand (State). Qualified consultants on new service opening planning projects Medical and Wellness Tourism with Muslim Friendly Project, Bangkok Hospital Hat Yai

Invited Lecture

2023: Lecturer in the research team capacity development workshop under the research training Open the world of quality centers. Bangkok Phuket Hospital, phuket, Thailand (State). Lecturer in the research team capacity development workshop under the research training Open the world of quality centers. Bangkok Phuket Hospital

2023: Lecturer of Course Series 6: Ethics and Performance Skills of Halal Affairs System Management Lecture on Personality Development and Skills in Work and Coordination and Work Shop Personality Development Halal Institute, Prince of Songkla University, Songkhla, Thailand (Local). Lecturer of Course Series 6: Ethics and Performance Skills of Halal Affairs System Management Lecture on Personality Development and Skills in Work and Coordination and Work

Shop Personality Development Halal Institute, Prince of Songkla University

2023: Speaker at the press conference on the opening of the Certificate Program (Non-Degree) Health Promotion (Wellness) Hydrotherapy Andaman International Health Center, Prince of Songkla University, Songkhla, Thailand (Local). Speaker at the press conference on the opening of the Certificate Program (Non-Degree) Health Promotion (Wellness) Hydrotherapy Andaman International Health Center, Prince of Songkla University

2023: Lecturer on the topic Systematic work development, enhancing interaction for a sustainable future Department of Epidemiology, Faculty of Medicine, Songkhla, Thailand (Local). Lecturer on the topic Systematic work development, enhancing interaction for a sustainable future Department of Epidemiology, Faculty of Medicine

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

Instructional-Related Conference

2021: Songkhla Convention and Exhibition Bureau. Attend the Digital Event Strategist Certification online training via Zoom Meeting

Other Professional Development

2022: Hotel The Sheraton Grande Sukhumvit, A Luxury Collection, Bangkok. Convention Bid Agent Training 2022

2022: The Athenee Hotel Bangkok. ASEAN Venue Standard Speaker Network Training (ASEAN MICE Venue Standard Speakers)

2022: Online. Project to promote Thailand as a sustainable event destination

2021: Online. Attend the Certified Incentive Specialist online training

Professional Seminars / Workshops

2021: Halal Institute Academic Center. Curriculum Development Workshop Master degree/ Ph.D.in Tourism Management (International Program)

Technology-Related Training

2021: Room 103, Room 105 and Room 107 Office of Digital Innovation and Intelligent Systems (Computer Center). Information system training for course details and performance report

Honors/Awards

Award

2021: Researchers who have won awards for national presentations Year 2020, Prince of Songkla University.

2020: Outstanding Academic Staff in Academic Services, Faculty of Management Science, Prince of Songkla University.

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