
SIRINUCH LOYKULNANTA, Ph.D.
Lecturer
Department of Business Administration
Faculty of Management Sciences, Prince of Songkla University
sirinuch.l@psu.ac.th
Qualification: Scholarly Academic (SA)

Academic Background

Ph.D. University of Reading, Management-International Business and Strategy.

M.Sc. The Manchester Metropolitan University, International Business Management.

B.B.A. Assumption University, Accounting.

Work Experience

Work Experience

Lecturer, Prince of Songkla University (July, 2015 - Present), Songkhla, Thailand.

Teaching

Courses from the Teaching Schedule: ASEAN STUDIES, ASEAN STUDIES, BENEFIT OF MANKINDS, BUSINESS COMMUNICATION, BUSINESS COMMUNICATION SKILLS, BUSINESS LAW, BUSINESS MANAGEMENT IN AC, CONTEMPORARY GLOBAL ISSUES IN MANAGEMENT, COOPERATIVE EDUCATION, COOPERATIVE EDUCATION PREPARATION, ENTREPRENEUR AND NEW VENTURE MANAGEMENT, GLOBAL BUSINESS, HUMAN RESOURCE MANAGEMENT LAW, IDEA TO ENTREPRENEURSHIP, IDEA TO ENTREPRENEURSHIP, INNOVATIVE ENTREPRENEURSHIP, INTENSIVE BUSINESS FOR EXECUTIVES, INTERNATIONAL BUSINESS, MANAGEMENT AND ENTREPRENEURSHIP, MINOR THESIS, MINOR THESIS, MODERN OFFICE MANAGEMENT, MODULE: DIGITAL| INNOVATION AND ENTREPRENEURSHIP IN PRACTICE, OFFICE MANAGEMENT, PRINCIPLES OF BUSINESS MANAGEMENT, PRINCIPLES OF MANAGEMENT, SEMINAR IN BUSINESS MANAGEMENT, SEMINAR IN HUMAN RESOURCE MANAGEMENT, SEMINAR IN HUMAN RESOURCE MANAGEMENT, SPECIAL TOPIC IV (CONTEMPORARY GLOBAL LSSUES IN MANAGEMENT), STRATEGIC INTEGRATION AND BUSINESS IMPLEMENTATION, STRATEGIC MANAGEMENT, STRATEGIC MANAGEMENT, STRATEGIC MANAGEMENT, STRATEGIC MANAGEMENT, STRATEGIC MANAGEMENT, TALENT MANAGEMENT, THESIS, THESIS, THESIS

Executive or Professional Education

2021 - The Head of Business Administration Department.

Teaching Schedule

Term	Course	Sec	Course Title	Cr	Enroll	Total	TR%
2023/2	797200-472-215-0024062	1	BUSINESS LAW	1	57	57	100%
2023/2	797200-460-001-0028179	6	IDEA TO ENTREPRENEURSHIP	1	214	214	11.11%
2023/2	797200-475-302-0023559	1	HUMAN RESOURCE MANAGEMENT LAW	3	96	288	100%
2023/2	797200-460-201-0023508	1	BUSINESS COMMUNICATION SKILLS	2	78	156	10%
2023/2	797400-460-700-0013945	1	MINOR THESIS	6	68	408	12.5%
2023/2	797200-475-422-0023571	1	TALENT MANAGEMENT	3	67	201	20%
2023/2	797200-460-201-0023508	2	BUSINESS COMMUNICATION SKILLS	2	58	116	10%

2023/2	797200-472-422-0020593	1	SEMINAR IN BUSINESSESS MANAGEMENT	3	1	3	100%
2023/2	797400-472-660-0021270	4	THESIS	36	1	36	16.67%
2023/2	797200-460-106-0014849	1	PRINCIPLES OF BUSINESS MANAGEMENT	3	38	114	100%
2023/2	797200-472-462-0020669	1	CONTEMPORARY GLOBAL ISSUES IN MANAGEMENT	3	31	93	100%
2023/1	797200-460-201-0023508	6	BUSINESS COMMUNICATION SKILLS	2	0	0	6.25%
2023/1	797400-472-660-0021270	4	THESIS	36	1	36	20%
2023/1	797200-460-201-0023508	5	BUSINESS COMMUNICATION SKILLS	2	30	60	6.25%
2023/1	797200-472-114-0020552	1	PRINCIPLES OF MANAGEMENT	3	0	0	50%
2023/1	797200-475-302-0023559	1	HUMAN RESOURCE MANAGEMENT LAW	3	57	171	100%
2023/1	797200-460-001-0028179	6	IDEA TO ENTREPRENEURSHIP	1	357	357	11.11%
2023/1	797200-460-401-0023510	3	STRATEGIC MANAGEMENT	3	68	204	20%
2023/1	797200-472-112-0027180	1	MANAGEMENT AND ENTREPENEURSHIP	3	73	219	50%
2023/1	797200-472-421-0020592	1	STRATEGIC MANAGEMENT	3	47	141	100%
Totals				119	1342	2,874	

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)	3			3
Grants - Funded (both refereed and non-refereed)		1		1
Grants - Pending (both refereed and non-refereed)		1		1

Refereed Articles

Basic or Discovery Scholarship

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]

LOYKULNANTA, S., & KHONGKEAW, S. (2021). An Influence Of Five Forces Model On Competitiveness Of Foreign Language Institutes In Southern Thailand. *Srinakharinwirot Business Journal*, 12 (1), 38-56. [2]

LOYKULNANTA, S., & AKINLOLU OLAYINKA, J. (2019). How Domestic Firms Benefit From The Presence Of Multinational Enterprises: Evidence From Indonesia And Philippines. *ECONOMIES*, 7 (3), 1-14. [ISI]

Refereed Proceedings

Basic or Discovery Scholarship

SORNNURAK, C., & LOYKULNANTA, S. (2020). Evaluation of Prospective Competitive Advantages from Adopting a Robotic Process Automation in Thai Commercial Bank: A Case Study of ABC Bank Operation Group. *The 15th National Conference on Administration and Management (NCAM 15)*, -.

AKINLOLU, J., & LOYKULNANTA, S. (2019). Is Institutional Environment Important to Technology Spillover in Developing Countries? *3rd Japan International Business and Management Research Conference (JIBM)*, 45050.

CHANUI, C., LOYKULNANTA, S., & RURKKHUM, S. (2019). Innovative Behavior of Generation Y Employees in Electricity Generating Authority of Thailand. *The 11th National Conference on Administration and Management (NCAM 11)*, 365-375.

Grants

Research

2020: JINDABOT, T., RATTANAPAN, N., NA NAKORN, T., PIANROJ, N., BUNLUENG, P., SARUNYOO KANCHANASUWAN, SIRINUCH LOYKULNANTA & ON-ANONG SATTAYARAK Thai Service Design For Fulfilling Consumers Preferences In The Kingdom Of Bahrain, Prince of Songkla University.

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, Prince of Songkla University.

2018: CHAICHIRATIKUL, P., SATTAYARAK, T., PROMMEE, P., & LOYKULNANTA, S., Developing An Economic Plan Of Hatyai City For Upgrading City'S Competitiveness, Principal Investigator, Thailand Research Fund.

Service

Service to the Institution

University Assignments

Other Institutional Service Activities:

2020: Experts criticize the curriculum curriculum and provide feedback on course improvement. Workshop on Improving the Bachelor of Business Administration Program in Human Resource Management

Professional Development

Other Professional Development

2023: Online. Work Discipline

2023: Zoom. Personal Data Protection Act (PDPA)

2022: Online. OBE (Backward Curriculum Design) Class 10

2021: Virtual Conference. Attend the online training course The Secret Sauce Strategy From Book of Critical Cap Strategy 2022

Technology-Related Training

2022: Online. Online Training Structural Equation Analysis (SEM) Course with AMOS

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