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**Qualification: Additional (A)**

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**Academic Background**

M.A. University of Hertfordshire, Marketing.

B.A. Chulalongkorn University, Journalism and Information Technology.

**Work Experience**

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Lecturer, Prince of Songkla University (March, 2016 - Present), Songkhla, Thailand.

**Teaching**

**Courses from the Teaching Schedule:** DIVERSITY MARKETING, EVENT MARKETING, INTERACTIVE MARKETING, INTRODUCTION TO BUSINESS, MODULE: DIGITAL| INNOVATION AND ENTREPRENEURSHIP IN PRACTICE, PREPARATION FOR PROFESSIONAL EXPERIENCE IN MARKETING, PRINCIPLES OF MARKETING, SOCIAL MEDIA MARKETING

**Teaching Schedule**

Term	Course	Sec	Course Title	Cr	Enroll	Total	TR%
2023/2	797200-460-202-0023512	1	MODULE: DIGITAL  INNOVATION AND ENTREPRENEURSHIP IN PRACTICE	7	91	637	3.7%
2023/2	797200-474-405-0023553	2	SOCIAL MEDIA MARKETING	3	39	117	50%
2023/2	797200-474-309-0023551	2	PREPARATION FOR PROFESSIONAL EXPERIENCE IN MARKETING	3	20	60	50%
<b>Totals</b>				<b>13</b>	<b>150</b>	<b>814</b>	

**Intellectual Contributions**

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

Category	BDS	AIS	TLS	Total
Publications in Conference Proceedings (Refereed)	3			3

**Refereed Proceedings**

**Basic or Discovery Scholarship**

CHANCHAICHUJIT, K., E-TAE, I., ARMAD, S., BILMARN, N., KOLAEH, M., WARAKSARIN LEAHPANKEAW & PHRUEKSA EM-O (2022). The attitudes towards marketing communication affecting the purchase intention of the Lingzhi mushroom capsules product for health of Generation Y consumers in Hat Yai, Songkhla province. *The 11st PSU Trang National and 1st International Conference on Research across the Disciplines 2022*, 223-237.

CHANCHAICHUJIT, K., ARMAD, S., SITTHICHEN, N., BILMARN, N., KOLAEH, M., WARAKSARIN LEAHPANKEAW, ISLAMIYAH E-TAE & PHRUEKSA EM-O (2022). Perceived quality and perceived price of cosmetic counter brands

affect purchase intention. via online channels for 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*, 195-208.

CHANCHAICHUJIT, K. (2020). The role of place affect in forming emotional bonds with unvisited destinations. *The 30th annual CAUTHE Conference*, -.

## **Service**

### **Service to the Profession**

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

2023: It is a working group on the project of developing a data management system, monitoring and evaluation of the utilization of medical artificial intelligence, Faculty of Environmental Management, Songkhla, Thailand (State). It is a working group on the project of developing a data management system, monitoring and evaluation of the utilization of medical artificial intelligence, Faculty of Environmental Management

### **Professional Development**

#### **Other Professional Development**

2023: Online. All Course The Vision, Super Class and All Course Growth Academy ( course WINNING YOUR BRAND WITH GRIT)

2023: Online. The Secret Sauce Strategy Forum 2022