
PATCHARAPORN BUNLUENG, Ph.D.
Lecturer
Department of Business Administration
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Qualification: Additional (A)

Academic Background

Ph.D. Griffith University, Tourism.

M.Sc. Oxford Brookes University, International Travel and Tourism Management.

B.A. Mahidol University, Tourism Industry Management.

Work Experience

Work Experience

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

Teaching

Courses from the Teaching Schedule: BENEFIT OF MANKINDS, BUSINESS INSPIRATION AND CAREER EXPLORATION, COOPERATIVE EDUCATION, COOPERATIVE EDUCATION, COOPERATIVE EDUCATION PREPARATION, FOOD AND BEVERAGE MANAGEMENT, FOOD AND BEVERAGE MANAGEMENT, IDEA TO ENTREPRENEURSHIP, INTRODUCTION TO MICE INDUSTRY, INTRODUCTION TO MICE INDUSTRY, INTRODUCTION TO MICE INDUSTRY, INTRODUCTION TO TOURISM INDUSTRY, INTRODUCTION TO TOURISM INDUSTRY, MARKETING FOR MICE INDUSTRY, MARKETING FOR MICE INDUSTRY, MARKETING FOR TOURISM AND MICE INDUSTRY, MEETING AND CONVENTION MANAGEMENT, MODULE: DIGITAL| INNOVATION AND ENTREPRENEURSHIP IN PRACTICE, THESIS

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	797200-478-306-0023637	1	MARKETING FOR MICE INDUSTRY	3	72	216	50%
2023/2	797200-478-203-0027282	1	FOOD AND BEVERAGE MANAGEMENT	3	45	135	100%
2023/2	797200-478-204-0023636	1	INTRODUCTION TO TOURISM INDUSTRY	3	35	105	100%
2023/2	797200-478-403-0027112	1	COOPERATIVE EDUCATION	8	18	144	20%
2023/2	797400-460-801-0009339	2	THESIS	18	1	18	11.11%
2023/1	797200-478-200-0027280	2	INTRODUCTION TO MICE INDUSTRY	3	79	237	33.33%
2023/1	797200-478-202-0027281	1	MEETING AND CONVENTION MANAGEMENT	3	66	198	100%
2023/1	797200-478-200-0027280	1	INTRODUCTION TO MICE INDUSTRY	3	47	141	33.33%
2023/1	797200-460-400-0027123	6	BENEFIT OF MANKINDS	1	45	45	9.09%
2023/1	797200-472-122-0027193	1	BUSINESS INSPIRATION AND CAREER EXPLORATION	2	40	80	25%

2023/1	797400-460-801-0009339	2	THESIS	18	1	18	10%
Totals				72	540	1,974	

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)	3			3
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)	2			2

Refereed Articles

Basic or Discovery Scholarship

YODSUWAN, C., BUNLUENG, P., & BUTCHER, K. (2023). Travel motives and constraints affecting student participation in a proposed study tour. *Journal of Teaching in Travel & Tourism*, 23 (4), 377-399. [SCOPUS-Q2]

Refereed Proceedings

Basic or Discovery Scholarship

ON-EKKASIT, P., & BUNLUENG, P. (2022). Marketing Mix Strategy Influencing Decision Making to Attend Road Race Events after the Covid-19 in Thailand. *The 14th National Conference on Administration and Management (NCAM 14)*, 334-346.

PORNSIRATANANAN, P., & BUNLUENG, P. (2019). The Perceptions of Thai MICE Visitors in Songkhla Province towards Supporting Thai Venues Undertaking Corporate Social Responsibility (CSR) Activities. *The 11th National Conference on Administration and Management (NCAM 11)*, 341-353.

TEERAKUNPISUT, S., BUNLUENG, P., & BINMAD, R. (2019). Venue Manager and Islamic Exhibitor Preferences for Muslim-Friendly Mobile Application in the MICE Industry in Thailand. *International Halal Science and Technology Conference (IHSATEC) and The 12th Halal Science, Industry and Business International (HASIB)*, 93-93.

Chapters, Cases, Readings, Supplements

Chapters

Bunlueng, P., & Butcher, K. (2022). The Application of Corporate Social Responsibility (CSR) Principles to Corporate Meetings. *The Routledge Handbook of Business Events* (pp. 99-108). UK: Routledge.

Research Reports

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: BUNLUENG, P., BUTCHER, K., & SUPANTI, D., Exploring business traveler's behaviors in the post COVID-19 situation: Effects of corporate social responsibility (CSR) on customer loyalty, Principal Investigator, 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 Consumers Preferences In The Kingdom Of Bahrain, Prince of Songkla University.

2019: PATTANO, D., RATTANAPAN, N., & BUNLUENG, P., The Study Of Tourism Model Toward Sustainability In Hau-Tang Village, La-Ngu District, Satun Province, Faculty of Management Science, Prince of Songkla University.

Service

Service to the Institution

Thesis Assignments

Chair:

2021-2022: Pattarawadee On-ekkasit

Service to the Profession

Chair: Conference / Track / Program

2021: Phuket International Tourism Conference 2021 (International). Phuket International Tourism Conference on "Crisis Management in Tourism : Challenges, Responses, and Recovery Strategies" held on 15 June 2021.

2020: The 12th National Conference on Administration and Management (NCAM 12) (National).

Reviewer - Article / Manuscript

2023: Phuket Rajabhat University Academic Journal (National).

2022: Kasetsart Journal of Social Sciences (International).

2020: Journal of Business Administration and Accountancy (National).

Invited Lecture

2022: Songkhla Rajabhat University (Local).

2022: International Hospitality Management Day 2022 (International). International Hospitality Management Day 2022 organized by Joji Ilagan International School

2021 – 2022: Mae Fah Luang University (State).

2019: Songkhla MICE City 2B Sustainable Event 2019 (Local).

Reviewer: Conference Paper

2023: SRIPATUM UNIVERSITY CONFERENCE (SPUCON 2023) (National).

2023: The 15th National Conference on Administration and Management (NCAM 15) (National).

2022: CAUTHE 2022 Hybrid Conference (International).

2021: Phuket International Tourism Conference 2021 (International).

2021: The 13th National Conference on Administration and Management (NCAM 13) (National).

2020: The 12th National Conference on Administration and Management (NCAM 12) (National).

2020: The 5th Liberal Arts National Conference: Integrated Disciplines and Research for Sustainable Development (LAC2020), Songkhla, Thailand (National). Songkhla, Thailand

Professional Development

Assurance of Learning - Professional Development

2022: CLOs Formulation.

2022: AUN-QA Overview Version 4.

Other Professional Development

2022: Mixed Method Training.

2022: Royal Orchid Sheraton Bangkok. Certified Exhibition Management (CEM)

2022: Shangri-La Hotel, Bangkok. 2022 Certified in Exhibition Management (CEM) Course

2022: Online. CIS: Certified Incentive Specialist Course

2021: National Research Council of Thailand (NRCT) for Forum for Ethical Review Committee in Thailand (FERCIT).

2021: Coach the Coaches for Conventions 101 Industry.

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2021: Laguna Grand Hotel & Spa Songkhla.

2021: Coach the Coaches for Conventions 101 Industry.

2021: Convention Bid Agent Training 2021: Beginner and Intermediate Program. Organized by TCEB and IAPCO

Professional Seminars / Workshops

2022: Qualitative Research Workshop.

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

Technology-Related Training

2021: Information system training for course details and performance report.

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