
POOM CHEECHAROEN, M.Sc.
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Department of Business Administration
Faculty of Management Sciences, Prince of Songkla University

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Qualification: Scholarly Practitioner (SP)

Academic Background

M.Sc. University of Portsmouth, Finance.

B.B.A. Prince of Songkla University, Finance.

Work Experience

Work Experience

Lecturer, Prince of Songkla University (October, 2016 - Present), songkhla, Thailand.

Relationship Officer, Bangkok Bank (2012 - 2015), Songkhla, Thailand.

Teaching

Courses from the Teaching Schedule: BENEFIT OF MANKINDS, BENEFIT OF MANKINDS, CO-CURRICULAR ACTIVITIES I, CREDIT MANAGEMENT, CREDIT MANAGEMENT, EQUITY SECURITIES INVESTMENT, FINANCE INTERNSHIP, FINANCE LITERACY FOR A BETTER LIFE, FINANCIAL ANALYSIS, FINANCIAL INSTITUTIONS, FINANCIAL INSTITUTIONS AND MARKETS, FINANCIAL MANAGEMENT, FINANCIAL MANAGEMENT, FINANCIAL MANAGEMENT, FINANCIAL MODELING, IDEA TO ENTREPRENEURSHIP, MODULE: DIGITAL| INNOVATION AND ENTREPRENEURSHIP IN PRACTICE, PERSONAL FINANCE, PRINCIPLES OF FINANCE, PRINCIPLES OF FINANCE, PRINCIPLES OF INVESTMENT, READING FINANCIAL STATEMENTS FOR INVESTMENT, READING FINANCIAL STATEMENTS FOR INVESTMENT, RESEARCH IN FINANCE, RESEARCH IN FINANCE I, RESEARCH IN FINANCE II, SEMINAR IN FINANCE, STOCK INVESTMENT FOR WEALTH CREATION

Teaching Schedule

Term	Course	Sec	Course Title	Cr	Enroll	Total	TR%
2023/3	797200-473-304-0015228	1	FINANCE INTERNSHIP	0	53	0	50%
2023/2	797200-473-303-0023517	1	RESEARCH IN FINANCE I	2	63	126	20%
2023/2	797200-460-001-0028179	7	IDEA TO ENTREPRENEURSHIP	1	214	214	11.11%
2023/2	797200-460-103-0023506	5	PRINCIPLES OF FINANCE	3	111	333	16.67%
2023/2	797200-473-202-0023515	1	FINANCIAL INSTITUTIONS AND MARKETS	3	102	306	50%
2023/2	797200-460-202-0023512	3	MODULE: DIGITAL INNOVATION AND ENTREPRENEURSHIP IN PRACTICE	7	91	637	3.7%
2023/2	797200-460-104-0014909	5	PRINCIPLES OF FINANCE	3	6	18	25%
2023/2	797200-473-401-0023518	1	RESEARCH IN FINANCE II	2	7	14	20%
2023/1	797200-460-400-0027123	1	BENEFIT OF MANKINDS	1	50	50	9.09%
2023/1	797200-472-324-0027199	1	FINANCIAL MANAGEMENT	3	51	153	50%
2023/1	797200-473-401-0023518	1	RESEARCH IN FINANCE II	2	56	112	20%

2023/1	797200-472-323-0020588	1	FINANCIAL MANAGEMENT	3	4	12	50%
2023/1	797200-473-300-0023521	1	STOCK INVESTMENT FOR WEALTH CREATION	5	73	365	33.33%
2023/1	797200-460-001-0028179	7	IDEA TO ENTREPRENEURSHIP	1	355	355	11.11%
2023/1	797200-473-301-0023516	1	FINANCIAL MODELING	3	74	222	50%
2023/1	797200-473-001-0027345	1	FINANCE LITERACY FOR A BETTER LIFE	2	76	152	33.33%
2023/1	797200-473-002-0027346	1	READING FINANCIAL STATEMENTS FOR INVESTMENT	2	71	142	100%
Totals				43	1457	3,211	

Intellectual Contributions

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

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	2	1		3
Publications in Conference Proceedings (Refereed)	3			3
Other Research, Refereed and Publicly Available	2			2

Refereed Articles

Applied or Integrative/application Scholarship

Cheecharoen, P., Teeparuksapan, S., & Saengkassanee, T. (2021). THE PERFORMANCE PERSISTENCE OF THAI ACTIVE RETIREMENT MUTUAL FUND. *Journal of Humanities & Social Sciences (JHUSOC)* . [T1]

Basic or Discovery Scholarship

PORNTAWABANCHA, T., SANGWICHITR, K., INTARA, P., & CHEECHAROEN, P. (2022). A Study Of Financial Planning Knowledge Affecting Generation Y's Financial Planning Behaviors And Retirement Planning In Songkhla. *Journal of Management Science Chiangrai Rajabhat University*, 17 (1), 159-190. [T1]

SANGWICHITR, K., JIRATHUMRONG, P., SAENGKASSANEE, T., INTARA, P., CHEECHAROEN, P., SANSANEE TEEPARUKSAPUN (2019). A Comparison Of Knowledge And Behaviors Of Prince Of Songkla University Students In Personal Financial Planning Before And After Attending A Personal Finance Course. *Hatyai Academic Journal* , 17 (2), 127-141. [1]

Refereed Proceedings

Basic or Discovery Scholarship

TAEKAEW, K., NGAMLOEDSAWAT, P., NILSUPAN, P., RODKONG, W., ARUNDORN, S., POOM CHEECHAROEN & SANSANEE TEEPARUKSAPUN (2023). Factors Affecting Decision Making To Select Housing Loan Provided By The Financial Institution For Working-Age Population In Hatyai, Songkhla. *The 12nd PSU Trang National and 2nd International Conference on Research across disciplines 2023* 441-455.

CHEECHAROEN, P., DAOH, N., PANSALAEHMAN, M., NIMUSA, S., TANYONGDA-OH, H., RUSNA BAAO (2022). The Comparison of Investment Efficiency between EDCA (Enhanced Dollar Cost Average) and LS (Lump Sum) Strategy on Foreign Investment Funds. *The 11st PSU Trang National and 1st International Conference on Research across the Disciplines 2022* 545-557.

CHEECHAROEN, P., SANTARATTIWONG, C., CHUMMAI, K., LONGLALOENG, S., THAMMACHOT, N., KAMONWAN KLINKEAW & PONGSAKORN PHETSAKUL (2022). The Analysis of Return and Risk of an Investment from The SET100 before and during Covid-20. *The 11st PSU Trang National and 1st International Conference on Research across the Disciplines 2022* 515-529.

Other Research

2022: CHEECHAROEN, P., *Business Presentation Design*.

Service

Service to the Institution

University Assignments

Committee Member:

2023: Asset Management Committee for Prince of Songkla University

Service to the Profession

Advisor

2023: Investment advisor for Prince of Songkla University Savings Cooperative Limited (State).

Invited Lecture

2023: Lecture on Finance, Costing, Profit and Loss Estimation Student Entrepreneurship Development Center, Science Park, Prince of Songkla University, Songkhla, Thailand (State). Lecture on Finance, Costing, Profit and Loss Estimation Student Entrepreneurship Development Center, Science Park, Prince of Songkla University

2023: Lecturer on the topic Personal Financial Planning and Investment under the project Smart Saving, Smart Thinking, Equals Financial Smart Project at Student Affairs and Alumni Relations Faculty of Arts, Prince of Songkla University, Songkhla, Thailand (Local). Lecturer on the topic Personal Financial Planning and Investment under the project Smart Saving, Smart Thinking, Equals Financial Smart Project at Student Affairs and Alumni Relations Faculty of Arts, Prince of Songkla University

Professional Development

Assurance of Learning - Professional Development

2023: The Stock Exchange of Thailand. Visual explain course to tell a clear picture

2021: Hotel Novotel Bangkok Platinum Bangkok. Training Course CFP Financial Planning Series 4 Class 48 (3/2021)

Other Professional Development

2023: academy.astotz.com. Valuation Master Class: Foundation

2022: Manchester, England. Workshop on Incubation Program for Startups in Thailand Under Tech Start-up Global Business Matching (PSU-Manchester Project)

Professional Seminars / Workshops

2020: Stock Exchange of Thailand. 'Coaching: Skill for TSI Trainer' course, know our hearts, understand them with coaching skills.

Last updated by member on 15-Nov-23 (10:28 PM)