
THANITHA SANGWICHEN, M.B.A.
Lecturer
Department of Business Administration
Faculty of Management Sciences, Prince of Songkla University
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Qualification: Scholarly Practitioner (SP)

Academic Background

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

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

Work Experience

Work Experience

Lecturer, Prince of Songkla University (August, 2019 - Present), Songkhla, Thailand.

Teaching

Courses from the Teaching Schedule: COOPERATIVE EDUCATION, COOPERATIVE EDUCATION, DESTINATION MANAGEMENT, DESTINATION MANAGEMENT, ENTREPRENEURSHIP IN MICE BUSINESS, EVENTS MANAGEMENT, EXHIBITION MANAGEMENT, EXHIBITION MANAGEMENT, INTRODUCTION TO MICE INDUSTRY, MARKETING FOR MICE INDUSTRY, MARKETING FOR MICE INDUSTRY, RISK AND CRISIS MANAGEMENT IN MICE INDUSTRY, SUSTAINABLE MANAGEMENT IN MICE INDUSTRY, VENUE AND FACILITY MANAGEMENT

Teaching Schedule

Term	Course	Sec	Course Title	Cr	Enroll	Total	TR%
2023/2	797200-478-303-0027283	1	EXHIBITION MANAGEMENT	3	77	231	14.29%
2023/2	797200-478-304-0023631	1	EVENTS MANAGEMENT	3	77	231	14.29%
2023/2	797200-478-406-0023640	1	RISK AND CRISIS MANAGEMENT IN MICE INDUSTRY	3	20	60	33.33%
2023/2	797200-478-403-0027112	1	COOPERATIVE EDUCATION	8	18	144	20%
2023/1	797200-478-405-0023639	1	SUSTAINABLE MANAGEMENT IN MICE INDUSTRY	3	87	261	50%
2023/1	797200-478-309-0027118	1	ENTREPRENEURSHIP IN MICE BUSINESS	3	58	174	50%
2023/1	797200-478-200-0027280	1	INTRODUCTION TO MICE INDUSTRY	3	47	141	33.33%
2023/1	797200-478-308-0027284	1	DESTINATION MANAGEMENT	3	24	72	50%
Totals				29	408	1,314	

Intellectual Contributions

Intellectual Contributions Grid: Years: 2023, 2022, 2021, 2020, 2019, 2018

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	1			1

Refereed Articles

Basic or Discovery Scholarship

SANGWICHEN, T., KAEWNET, P., PHENGGONA, J., CHUTIPHONGDECH, T., & DUANGPAEN, T. (2020). Enhancement Of Creative Tourism Of Traditional Thai Song Dum Houses At Khao Yoi District, Phetchaburi Province. *Journal of Liberal Arts Prince of Songkla University* , 12 (1), 180-199. [1]

Books, Monographs, Compilations, Manuals

Manuals/Guides

PATTANO, D., SANGWICHEN, T., & CHONGPHAKDI, K. (2018). *Guide To Cultural Attractions In 7 Southern Provinces*

Service

Service to the Institution

College Assignments

Chair:

2019: Chairman of the Quality Assessment Committee within the curriculum level Desktop Assessment, Department of Civil Engineering

Member:

2022: Quality Assessment Committee within the curriculum level Bachelor of Business Administration Program in Information Systems in Desktop Assessment

2022: Quality Assessment Committee within the curriculum level Bachelor of Science Program in Information Technology in Desktop Assessment

2020: Quality Assessment Committee within the curriculum level Department of Civil Engineering Desktop Assessment

University Assignments

Committee Chair:

2021: Chairman of the Quality Assessment Committee within the curriculum level Bachelor of Arts Program in Performing Arts and Management Faculty of Commerce and Management

Committee Member:

2022: Quality Assessment Committee within the curriculum level Faculty of Industrial Science and Technology, Suratthani Campus

Professional Development

Other Professional Development

2022: Rama Gardens Hotel Bangkok, Bangkok. Venue Management Course EP.3 Digital Marketing and Sales