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**THITIPORN NA NAKORN, Ph.D.**  
**Lecturer**  
**Department of Business Administration**  
**Faculty of Management Sciences, Prince of Songkla University**

[thitiporn.na@psu.ac.th](mailto:thitiporn.na@psu.ac.th)

**Qualification: Additional (A)**

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### **Academic Background**

Ph.D. (Management) The University of Lancaster, Entrepreneurship and Strategy.

M.Sc. The University of Lancaster, Entrepreneurship and International Business.

B.B.A. Prince of Songkla University.

### **Work Experience**

#### **Work Experience**

Lecturer, Prince of Songkla University (November, 2021 - Present), Songkhla, Thailand.

### **Teaching**

**Courses from the Teaching Schedule:** BENEFIT OF MANKINDS, BLACK AND WHITE, BLACK AND WHITE, BUSINESS COMMUNICATION, BUSINESS COMMUNICATION SKILLS, BUSINESS ECONOMICS, BUSINESS ETHICS, BUSINESS FINANCE, COOPERATIVE EDUCATION PREPARATION, COOPERATIVE EDUCATION PREPARATION, ENTREPRENEURSHIP AND NEW VENTURE CREATION, FINANCE FOR ENTREPRENEURS, FINANCIAL MANAGEMENT, GROWTH MINDSET FOR PROFESSIONAL PRESENTER, HUMAN RESOURCE MANAGEMENT, HUMAN RESOURCE MANAGEMENT INTERNSHIP, HUMAN RESOURCE PLANNING, HUMAN RESOURCE PLANNING, IDEA TO ENTREPRENEURSHIP, IDEA TO ENTREPRENEURSHIP, INNOVATION MANAGEMENT, INNOVATION MANAGEMENT AND ENTREPRENEURSHIP, INTERNSHIP EXPERIENCE, INTERNSHIP IN MANAGEMENT, LEADERSHIP, LEADERSHIP, MACROECONOMICS, MANAGEMENT AND ENTREPRENEURSHIP, MANAGERIAL PSYCHOLOGY, MICROECONOMICS, MODULE : ENTREPRENEURIAL TOOLKIT, MODULE: DIGITAL| INNOVATION AND ENTREPRENEURSHIP IN PRACTICE, PERFORMANCE MANAGEMENT, PERFORMANCE MANAGEMENT, PITCHING FOR BUSINESS, PRINCIPLES OF MANAGEMENT, STRATEGIC MANAGEMENT, STRATEGIC MANAGEMENT, TALENT MANAGEMENT, WORKFORCE PLANNING

#### **Teaching Schedule**

Term	Course	Sec	Course Title	Cr	Enroll	Total	TR%
2023/3	797200-472-328-0020594	1	INTERNSHIP IN MANAGEMENT	0	0	0	50%
2023/3	797200-472-328-0027203	1	INTERNSHIP EXPERIENCE	3	0	0	50%
2023/3	797200-475-300-0020734	1	HUMAN RESOURCE MANAGEMENT INTERNSHIP	0	57	0	50%
2023/2	797200-475-304-0023561	1	PERFORMANCE MANAGEMENT	3	62	186	100%
2023/2	797200-472-328-0027203	1	INTERNSHIP EXPERIENCE	3	0	0	50%
2023/2	797200-472-217-0027190	1	MODULE : ENTREPRENEURIAL TOOLKIT	8	38	304	16.67%
2023/2	797200-472-326-0027201	1	PITCHING FOR BUSINESS	2	51	102	33.33%
2023/2	797200-472-214-0027187	1	FINANCE FOR ENTREPRENEURS	3	57	171	50%

2023/2	797200-460-201-0023508	2	BUSINESS COMMUNICATION SKILLS	2	58	116	10%
2023/2	797200-475-422-0023571	1	TALENT MANAGEMENT	3	67	201	20%
2023/2	797200-460-202-0023512	4	MODULE: DIGITAL  INNOVATION AND ENTREPRENEURSHIP IN PRACTICE	7	93	651	3.7%
2023/2	797200-460-001-0028179	1	IDEA TO ENTREPRENEURSHIP	1	214	214	11.11%
2023/2	797200-460-102-0023505	5	HUMAN RESOURCE MANAGEMENT	3	105	315	20%
2023/2	797200-460-202-0023512	1	MODULE: DIGITAL  INNOVATION AND ENTREPRENEURSHIP IN PRACTICE	7	91	637	3.7%
2023/2	797200-460-202-0023512	3	MODULE: DIGITAL  INNOVATION AND ENTREPRENEURSHIP IN PRACTICE	7	91	637	3.7%
2023/2	797200-460-202-0023512	2	MODULE: DIGITAL  INNOVATION AND ENTREPRENEURSHIP IN PRACTICE	7	93	651	3.7%
2023/2	797200-460-201-0023508	1	BUSINESS COMMUNICATION SKILLS	2	78	156	10%
2023/1	797200-475-201-0023557	1	HUMAN RESOURCE PLANNING	3	121	363	100%
2023/1	797200-472-113-0012516	1	MACROECONOMICS	3	1	3	100%
2023/1	797200-475-413-0019397	1	ENTREPRENEURSHIP AND NEW VENTURE CREATION	3	1	3	100%
2023/1	797200-472-112-0012456	1	MICROECONOMICS	3	2	6	100%
2023/1	797200-475-400-0023565	1	COOPERATIVE EDUCATION PREPARATION	1	11	11	50%
2023/1	797200-460-201-0023508	4	BUSINESS COMMUNICATION SKILLS	2	26	52	6.25%
2023/1	797200-472-103-0027172	1	BLACK AND WHITE	2	61	122	100%
2023/1	797200-472-212-0027185	1	INNOVATION MANAGEMENT AND ENTREPRENEURSHIP	2	39	78	50%
2023/1	797200-472-114-0020552	1	PRINCIPLES OF MANAGEMENT	3	0	0	50%
2023/1	797200-460-001-0028179	1	IDEA TO ENTREPRENEURSHIP	1	358	358	11.11%
2023/1	797200-460-201-0023508	3	BUSINESS COMMUNICATION SKILLS	2	86	172	6.25%
2023/1	797200-472-111-0024056	1	BUSINESS ECONOMICS	3	73	219	100%
2023/1	797200-472-112-0027180	1	MANAGEMENT AND ENTREPRENEURSHIP	3	73	219	50%
2023/1	797200-460-401-0023510	1	STRATEGIC MANAGEMENT	3	103	309	20%
<b>Totals</b>				<b>95</b>	<b>2110</b>	<b>6,256</b>	

## **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

## **Refereed Articles**

### **Basic or Discovery Scholarship**

NA NAKORN, T., SIGANG GUGKANG, A., & KAH YEE, K. (2021). The Impact Of Celebrity Endorsement On The

## Refereed Proceedings

### Basic or Discovery Scholarship

WONGTRAITHIP, C., O'SULLIVAN, G., OSATAN, H., INTAVICHIEEN, K., JINDABOT, T., THITIPORN NA NAKORN (2023). The Influence Of Satisfaction Toward Customer Relationship Management Toward Switching Intention Of Bangkok Hospital Hatyai's Users. *The 12nd PSU Trang National and 2nd International Conference on Research across disciplines 2023* 811-821.

PONSOMSAI, C., NGEONMAK, C., SAKKATHAWUT, K., SAEWHONG, P., JONGTHAMAPRUT, T., WARITSARA PENSANG , TEERASAK JINDABOT & THITIPORN NA NAKORN (2023). The Influence Of Prejudice And Preventive Health Behavior Toward Intention To Apply Women's Health Club Of The Bangkok Hospital Hatyai Female Users. *The 12nd PSU Trang National and 2nd International Conference on Research across disciplines 2023*, 795-821.

SUPANTI, D., NA NAKORN, T., & CHONGPHAKDI, K. (2020). Does psychological capital increase work engagement? A key to improving organizational citizenship behavior. *The International and National Conference in Business Administration and Accountancy 2020 (the 2nd INCBAA)*, 15-22.

## 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.

## Service

### Service to the Profession

#### Other Professional Service Activities

2023: It is a working group on the 360-degree diagnostic system project to prepare for entering the public sector (SME Formalization) for fiscal year 2023, Songkhla, Thailand (National). It is a working group on the 360-degree diagnostic system project to prepare for entering the public sector (SME Formalization) for fiscal year 2023

## Professional Development

### Technology-Related Training

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

## Honors/Awards

### Award

2020: Golden Award, Thailand Regional Business Schools Network.

2020: 1st Runner-up Prize, Thailand Center of Excellence for Life Sciences.