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Qualification: Additional (A)

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, 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

Teaching Schedule

Term	Course	Sec	Course Title	Cr	Enroll	Total	TR%
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%
2023/3	797200-472-328-0020594	1	INTERNSHIP IN MANAGEMENT	0	0	0	50%
2023/2	797200-460-102-0023505	5	HUMAN RESOURCE MANAGEMENT	3	105	315	20%
2023/2	797200-460-202-0023512	2	MODULE: DIGITAL INNOVATION AND ENTREPRENEURSHIP IN PRACTICE	7	93	651	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	1	MODULE: DIGITAL INNOVATION AND ENTREPRENEURSHIP IN PRACTICE	7	91	637	3.7%

2023/2	797200-460-201-0023508	2	BUSINESS COMMUNICATION SKILLS	2	58	116	10%
2023/2	797200-472-328-0027203	1	INTERNSHIP EXPERIENCE	3	0	0	50%
2023/2	797200-460-202-0023512	4	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%
2023/2	797200-460-001-0028179	1	IDEA TO ENTREPRENEURSHIP	1	214	214	11.11%
2023/2	797200-475-422-0023571	1	TALENT MANAGEMENT	3	67	201	20%
2023/2	797200-472-217-0027190	1	MODULE : ENTREPRENEURIAL TOOLKIT	8	38	304	16.67%
2023/2	797200-475-304-0023561	1	PERFORMANCE MANAGEMENT	3	62	186	100%
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%
2023/1	797200-472-112-0027180	1	MANAGEMENT AND ENTREPRENEURSHIP	3	73	219	50%
2023/1	797200-472-111-0024056	1	BUSINESS ECONOMICS	3	73	219	100%
2023/1	797200-460-201-0023508	3	BUSINESS COMMUNICATION SKILLS	2	86	172	6.25%
2023/1	797200-460-401-0023510	1	STRATEGIC MANAGEMENT	3	103	309	20%
2023/1	797200-475-201-0023557	1	HUMAN RESOURCE PLANNING	3	121	363	100%
2023/1	797200-472-103-0027172	1	BLACK AND WHITE	2	61	122	100%
2023/1	797200-472-114-0020552	1	PRINCIPLES OF MANAGEMENT	3	0	0	50%
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	797200-472-212-0027185	1	INNOVATION MANAGEMENT AND ENTREPRENEURSHIP	2	39	78	50%
2023/1	797200-460-001-0028179	1	IDEA TO ENTREPRENEURSHIP	1	358	358	11.11%
Totals				95	2110	6,256	

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 Purchase Intention Of Malaysian Consumers. *Srinakharinwirot Business Journal* , 12 (2), 105-122. [2]

Refereed Proceedings

Basic or Discovery Scholarship

WONGTRAITHIP, C., O'SULLIVAN, G., OSATAN, H., INTAVICHIE, 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.