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**Qualification: Scholarly Academic (SA)**

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### **Academic Background**

D.B.A. Alliant International University, Finance.  
M.B.A. University of La Verne, Business Administration (Finance).  
B.B.A. Prince of Songkla University, Finance.

### **Professional Certifications**

Associate Financial Planner (Thailand), 2021, Bangkok, Thailand.

### **Professional Memberships**

Thai Financial Planner Association, 2

### **Work Experience**

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Lecturer, Prince of Songkla University (June, 2011 - Present), Songkhla, Thailand.

#### **Consulting Experience**

2018 – 2023: PSU Sciences Park, Community Entrepreneur Projects, Financial consulting for entrepreneurs

#### **Paid Service Experience**

2023: The Prince of Songkla University Saving and Credit Cooperative, Limited, The responsibility is to ensure that all business processes in the company are risk-management compliant. The operating process including assessing area for compliance with relevant laws and evaluating how effective each departments in the company have been implementing its controls into practices.

2023: Personal Financial Advisor, The responsibility is to generate a financial plan for individual and help them with the investment decision to meet their financial needs. The areas are tax planning, insurance planning, retirement planning, and personal financial planning.

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2021: Personal Financial Advisor, The responsibility is to generate a financial plan for individual and help them with the investment decision to meet their financial needs. The areas are tax planning, insurance planning, retirement planning, and personal financial planning.

2016-2021: The Prince of Songkla University Saving and Credit Cooperative, Limited, The responsibility is to ensure that all business processes in the company are risk-management compliant. The operating process including assessing area for compliance with relevant laws and evaluating how effective each departments in the company have been implementing its controls into practices.

### **Teaching**

**Courses from the Teaching Schedule:** BENEFIT OF MANKINDS, BENEFIT OF MANKINDS, BUSINESS FINANCE, BUSINESS FINANCE, BUSINESS STATISTICS FOR FINANCE, CO-CURRICULAR ACTIVITIES I, COOPERATIVE EDUCATION, COOPERATIVE EDUCATION, COOPERATIVE EDUCATION PREPARATION, COOPERATIVE EDUCATION PREPARATION, FINANCE FOR DECISION MAKING, FINANCE FOR ENTREPRENEURS, FINANCE INTERNSHIP, FINANCE LITERACY FOR A BETTER LIFE, FINANCIAL INSTITUTIONS, FINANCIAL INSTITUTIONS AND MARKETS, FINANCIAL MANAGEMENT, FINANCIAL MANAGEMENT, FINANCIAL MANAGEMENT, FINANCIAL MANAGEMENT FOR EXECUTIVE, FINANCIAL MODELING, FINANCIAL MODELING, INSURANCE, INSURANCE PLANNING, INTRODUCTION TO BUSINESS, INTRODUCTION TO BUSINESS, MINOR THESIS, MODULE : ENTREPRENEURIAL TOOLKIT, MODULE: DIGITAL| INNOVATION AND ENTREPRENEURSHIP IN PRACTICE, PERSONAL FINANCE, PRINCIPLES OF FINANCE, PRINCIPLES OF FINANCE, PRINCIPLES OF PERSONAL FINANCIAL PLANNING AND TAX, RESEARCH IN FINANCE, RESEARCH IN FINANCE I, RESEARCH IN FINANCE II, RETIREMENT PLANNING, SEMINAR IN FINANCE, STATISTICS FOR BUSINESS RESEARCH, STRATEGIC INTEGRATION AND BUSINESS IMPLEMENTATION, STRATEGIC MANAGEMENT, STRATEGIC MANAGEMENT, THESIS, THESIS

### Teaching Schedule

Term	Course	Sec	Course Title	Cr	Enroll	Total	TR%
2023/2	797200-460-401-0023510	1	STRATEGIC MANAGEMENT	3	75	225	50%
2023/2	797200-472-217-0027190	1	MODULE : ENTREPRENEURIAL TOOLKIT	8	38	304	20%
2023/2	797200-460-104-0014909	1	PRINCIPLES OF FINANCE	3	2	6	100%
2023/2	797200-460-103-0023506	1	PRINCIPLES OF FINANCE	3	117	351	100%
2023/2	797400-460-801-0009339	6	THESIS	18	1	18	100%
2023/2	797200-460-202-0023512	1	MODULE: DIGITAL  INNOVATION AND ENTREPRENEURSHIP IN PRACTICE	7	91	637	17%
2023/2	797200-473-202-0023515	1	FINANCIAL INSTITUTIONS AND MARKETS	3	102	306	50%
2023/2	797200-473-303-0023517	1	RESEARCH IN FINANCE I	2	63	126	20%
2023/2	797200-473-401-0023518	1	RESEARCH IN FINANCE II	2	7	14	20%
2023/2	797200-473-410-0023520	1	COOPERATIVE EDUCATION	8	23	184	100%
2023/2	797200-472-214-0027187	1	FINANCE FOR ENTREPRENEURS	3	58	174	50%
2023/2	797200-460-401-0014997	1	STRATEGIC MANAGEMENT	3	9	27	50%
2023/1	797200-473-301-0023516	1	FINANCIAL MODELING	3	74	222	50%
2023/1	797400-460-700-0013945	1	MINOR THESIS	6	77	462	14%
2023/1	797200-472-323-0020588	1	FINANCIAL MANAGEMENT	3	4	12	50%
2023/1	797200-460-401-0023510	2	STRATEGIC MANAGEMENT	3	90	270	50%
2023/1	797200-473-201-0023514	1	PRINCIPLES OF PERSONAL FINANCIAL PLANNING AND TAX	3	78	234	50%
2023/1	797200-473-401-0023518	1	RESEARCH IN FINANCE II	2	56	112	20%
2023/1	797200-473-409-0023519	1	COOPERATIVE EDUCATION PREPARATION	1	23	23	100%
2023/1	797200-473-306-0023532	1	RETIREMENT PLANNING	9	44	396	50%
2023/1	797200-460-400-0027123	1	BENEFIT OF MANKINDS	1	50	50	20%
2023/1	797400-460-801-0009339	7	THESIS	18	1	18	100%
2023/1	797200-473-001-0027345	1	FINANCE LITERACY FOR A BETTER LIFE	2	76	152	33%
2023/1	797200-472-324-0027199	1	FINANCIAL MANAGEMENT	3	51	153	50%

Totals	117	1210	4,476
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## Intellectual Contributions

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

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	4		2	6
Publications in Conference Proceedings (Refereed)	9			9
Grants - Funded (both refereed and non-refereed)		2		2
Other Research, Refereed and Publicly Available	2			2

## Refereed Articles

### Basic or Discovery Scholarship

SANGWICHITR, K., & INTARA, P. (2023). Financial Planning Knowledge, Financial Planning Behavior, And Adequacy Of Retirement Savings: Evidence From Personnel At Prince Of Songkla University, Hatyai Campus. *Journal of Namibian Studies*, 34 (2), 2975-2989. [SCOPUS-Q2]

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]

LIMKANCHANA, W., SANGWICHITR, K., JIRATHUMRONG, P., & TEEPARUKSAPUN, S. (2020). Factors Affecting Saving Behavior For Financial Readiness For Retirement: A Case Study Of Small And Medium Enterprise Development Bank Of Thailand In South Of Thailand. *The BU Academic Review*, 19 (2), 28-45. [T1]

JIRATHUMRONG, P., INTARA, P., SANGWICHITR, K., & MANN, N. (2019). Cognition And Behavior In Personal Financial Planning Of People In Hatyai City. *WMS Journal of Management*, 8 (2), 1-17. [T1]

### Teaching and Learning Scholarship

KWANMUANG, R., SANGWICHITR, K., INTARA, P., & JIRATHUMRONG, P. (2021). The Effect Of Financial Literacy On Thai Government Teachers And Education Personnel Towards Debt Problems In Bangkok. *Journal of Management Science Chiangrai Rajabhat University*, 16 (1), 1-16. [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. [T1]

## Refereed Proceedings

### Basic or Discovery Scholarship

ONGLAOR, P., JAIHOW, P., SAWANGWONG, N., NIAMKLAEW, T., TOSSPHAL, M., PATTARAWAT ATTABODI, AFFAN LAEHEEM & KLANGJAI SANGWICHITR (2023). Factors Affecting the Selection of Deposits in Commercial Banks of the Beginning Working Age Group in Hat Yai City. *18th National and International Conference on Humanities and Social Sciences (2/2023)*, 1-12.

JARUPISUTHWONG, C., PANJASUWAN, T., OPLOD, P., SUMALEE, Y., E-SOR, R., NADACHAT MAKCHUMNUM, SUWITCHAYA UMTONG & KLANGJAI SANGWICHITR (2023). A Comparison Study of Fixed Mindset and Growth Mindset Effecting Savings and Investments Behavior of Students at Prince of Songkla University Hat Yai Campus. *6th Society Humanities and Social Science 2 Promotion Network*, 1-9.

NA NAKORN, R., SANGWICHITR, K., CHUTHIP, S., PHONPHADUNGTHAM, C., DAMKHIRI, S., PORNTIP JIRATHUMRONG (2023). Factors Analysis And Behavior In Influencing Debit Card Spending Of Higher Education Students In Thailand. *The 12nd PSU Trang National and 2nd International Conference on Research across disciplines 2023* 409-419.

MUSIKAPUN, K., SAEKUNG, N., AMORNPINYOKEIT, P., LIMPORNWICHEAN, P., KALASIN, S., KLANGJAI SANGWICHITR & THANAWUT SAENGKASSANEE (2023). Investment Decision of People in Hatyai District, Songkhla

Province during the COVID-19. *The 12nd PSU Trang National and 2nd International Conference on Research across disciplines 2023* 473-492.

SANGWICHITR, K., & PHONGPHIO, C. (2022). Economic Factors Influencing Investment Behavior in the Stock Exchange of Thailand and Risk Tolerance of Individual Investors in Hat Yai, Songkhla after being affected by COVID-19 crisis. *The 11st PSU Trang National and 1st International Conference on Research across the Disciplines 2022* 501-514.

SANGWICHITR, K., & INTAMANO, S. (2022). Financial Decision of Restaurant Business in Hat Yai District, Songkhla During the COVID-19 situation. *The 11st PSU Trang National and 1st International Conference on Research across the Disciplines 2022* 471-482.

SANGWICHITR, K., PALAMANIT, A., INTHANA, J., & SAENGKASSANEE, T. (2021). Comparison of Financial Value in the Use of Biomass Fuel as a Replacement of Liquefied Petroleum Gas (LPG) for Boilers in an Industrial Plant: A Case Study of an Animal Food Factory in Songkhla Province. *The 13th National Conference on Administration and Management (NCAM 13)* 120-131.

LIMPHANUDOM, W., SANGWICHITR, K., INTARA, P., & SAENGKASSANEE, T. (2019). Investors Behavior Towards High Dividend Stock In Stock Exchange Thailand. *The 15th National Conference on Administration and Management (NCAM 15)* -.

KHOOTHIRATRAKARN, N., SANGWICHITR, K., MANN, N., & SAENGKASSANEE, T. (2018). Analysis of Investors Behavior and Asset Allocation Strategies in Hat Yai, Songkhla. *The 10th National Conference on Administration and Management (NCAM 10)* -.

## **Grants**

### **Research**

2023: SANGWICHITR, K. & Intara, P., Comparison of factors affecting debt repayment behavior and credit score analysis in loan consideration of the Prince of Songkla University Savings and Credit Cooperative, Limited., Grantee, The Prince of Songkla University Saving and Credit Cooperative, Limited.

2018: SANGWICHITR, K., INTARA, P., & CHEECHAROEN, P., Fintech With The Role Of Informal Household Debt Management To Improve The Life Quality Sustainability, Principal Investigator, Prince of Songkla University.

## **Other Research**

2023: SANGWICHITR, K., *Health insurance for salaried individuals*.

2022: SANGWICHITR, K., *Unit Linked Insurance Types That Many People Overlook*.

## **Service**

### **Service to the Institution**

#### **University Assignments**

##### **Assurance of Learning - Institutional Service:**

2023: Faculty of Law was an expert in reviewing the quality of the articles at the 1st National Symposium on Law, Social Sciences and Humanities under the theme Law, Social Sciences and Humanities for Social Development.

#### **University Assignments**

##### **Committee Member:**

2019-2020 – 2022-2023: Group Health Insurance for Personnel Committee at Prince of Songkla University

## **Service to the Profession**

### **Advisor**

2023: Judge for the Southern Finals Financial Literacy Contest under Fin. D We can do Season 4 Project, Bank of Thailand (BOT), Songkhla, Thailand (Regional). Judge for the Southern Finals Financial Literacy Contest under Fin. D We can do Season 4 Project, Bank of Thailand (BOT)

### **Invited Lecture**

2023: Lecturers in the training subject Saving and investing for everyday use Under the project to promote financial knowledge and skills. Saving and investing for everyday use Narathiwat School, Muang, Narathiwat, Narathiwat, Thailand (Regional). Lecturers in the training subject Saving and investing for everyday use Under the project to promote financial knowledge and skills. Saving and investing for everyday use Narathiwat School, Muang, Narathiwat

2022: It is a practical science on the topic of financial planning., Online, Thailand (Local). It is a practical science on the topic of financial planning.

#### **Other Professional Service Activities**

2023: Experts considered the quality of articles at the 1st National Conference on Law, Social Sciences and Humanities under the theme Law, Social Sciences and Humanities Merged for Social Development, Faculty of Law., Online, Thailand (State). Experts considered the quality of articles at the 1st National Conference on Law, Social Sciences and Humanities under the theme Law, Social Sciences and Humanities Merged for Social Development, Faculty of Law.

### **Professional Development**

#### **Assurance of Learning - Professional Development**

2023: Department of Cooperative Promotion Bangkok. Middle level business auditor course, class 2

2023: Bangkok and Metropolitan Region. Money Tour2023 Project

2023: Prince of Songkla University Savings Cooperative Limited, Phuket Branch. Business Audit Office Phuket Branch

2020: Baiyoke Sky Hotel, Bangkok. Training Course CFP Financial Planning Series 3 Insurance Planning

#### **Instructional-Related Conference**

2021: Online. Course Ethics and Responsibility as a Financial Planning Professional organized by Thai Financial Planners Association

#### **Other Professional Development**

2023: Faculty of Science, Prince of Songkla University. Workshop on Active Learning Management Techniques

2023: Online. COURSE 6 FINANCIAL PLAN CONSTRUCTION

2023: Online. Course 5 Tax and Inheritance Planning TAX AND ESTATE PLANNING

2023: Online. Learning Assessment Training Series

2023: Ambassador Hotel (Sukhumvit 11) Bangkok. Attend the workshop Subject: Developing teacher competency according to the guidelines for developing teacher quality to promote the achievement of learning outcomes according to higher education qualification standards. (Thailand-PSF)

2023: online. Participated in the training on AUN-QA Implementation and Gap Analysis version 4, class 17.

2022: Online. CFP Financial Planning Series 2 Class 73 (2/2022)

### **Honors/Awards**

#### **Honor**

2023: Those Who Have Passed The Assessment According To The Psu'S Competency Standard Framework. Scholarly Teacher And Uk Teacher Competency Assessment (UK-PSF), Prince of Songkla University.

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