
KANRUTHAI CHANCHAICHUJIT, M.A.
Lecturer
Department of Business Administration
Faculty of Management Sciences, Prince of Songkla University
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Qualification: Additional (A)

Academic Background

M.A. University of Hertfordshire, Marketing.
B.A. Chulalongkorn University, Communication Arts (Journalism).

Professional Certifications

Certificate (Carbon Footprint for Organization), 2024
Certificate (Marketing), 2021
Certificate (Journalism), 2004

Work Experience

Work Experience

Lecturer, Prince of Songkla University (March, 2016 - Present), Songkhla, Thailand.

Consulting Experience

2023: Center for Sustainable Logistics and Supply Chain Management

Teaching

Courses from the Teaching Schedule: DIVERSITY MARKETING, EVENT MARKETING, INTERACTIVE MARKETING, INTRODUCTION TO BUSINESS, MODULE: DIGITAL| INNOVATION AND ENTREPRENEURSHIP IN PRACTICE, PREPARATION FOR PROFESSIONAL EXPERIENCE IN MARKETING, PRINCIPLES OF MARKETING, SOCIAL MEDIA MARKETING

Teaching Schedule

Term	Course	Sec	Course Title	Cr	Enroll	Total	TR%
2023/2	797200-460-202-0023512	1	MODULE: DIGITAL INNOVATION AND ENTREPRENEURSHIP IN PRACTICE	7	91	637	3.7%
2023/2	797200-474-405-0023553	2	SOCIAL MEDIA MARKETING	3	39	117	50%
2023/2	797200-474-309-0023551	2	PREPARATION FOR PROFESSIONAL EXPERIENCE IN MARKETING	3	20	60	50%
Totals				13	150	814	

Intellectual Contributions

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

Category	BDS	AIS	TLS	Total
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Refereed Proceedings

Basic or Discovery Scholarship

CHANCHAICHUJIT, K., E-TAE, I., ARMAD, S., BILMARN, N., KOLAEH, M., WARAKSARIN LEAHPANKEAW & PHRUEKSA EM-O (2022). The attitudes towards marketing communication affecting the purchase intention of the Lingzhi mushroom capsules product for health of Generation Y consumers in Hat Yai, Songkhla province. *The 11st PSU Trang National and 1st International Conference on Research across the Disciplines 2022*, 223-237.

CHANCHAICHUJIT, K., ARMAD, S., SITTHICHEN, N., BILMARN, N., KOLAEH, M., WARAKSARIN LEAHPANKEAW , ISLAMIYAH E-TAE & PHRUEKSA EM-O (2022). Perceived quality and perceived price of cosmetic counter brands affect purchase intention. via online channels for consumers during the COVID-19 situation in Hat Yai District, Songkhla Province. *The 11st PSU Trang National and 1st International Conference on Research across the Disciplines 2022*, 195-208.

CHANCHAICHUJIT, K. (2020). The role of place affect in forming emotional bonds with unvisited destinations. *The 30th annual CAUTHE Conference*, -.

CHANCHAICHUJIT, K. (2018). An Investigation of How User Generated Content Influences Place Affect Towards An Unvisited Destination. *8th Advances in Hospitality and Tourism Marketing and Management (AHTMM)*, 213-223.

Service

Service to the Profession

Other Professional Service Activities

2023: It is a working group on the project of developing a data management system, monitoring and evaluation of the utilization of medical artificial intelligence, Faculty of Environmental Management, Songkhla, Thailand (State).

Professional Development

Other Professional Development

2023: Online. The Vision, Super Class and All Course Growth Academy

2023: Online. The Secret Sauce Strategy Forum 2022

Honors/Awards

Award

2018: Best paper award An investigation of how user generated content influences place affect towards an unvisited destination, the 8th Advances in Hospitality and Tourism Marketing and Management conference.

2018: Best paper award: An investigation of how user generated content influences place affect towards an unvisited destination, the 8th Advances in Hospitality and Tourism Marketing and Management conference.

2018: Best Paper, University of the Thai Chamber of Commerce.