
Bundit Sawanyavisuth, D.B.A.
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Qualification: SA

Academic Background

D.B.A. Naresuan University, 2015.

M.B.A. Payap University, 2001.

B.B.A. Payap University, 1995.

Work Experience

Teaching

Courses Taught

Courses from the Teaching Schedule: BUDDHA WAY FOR MARKETING, DIGITAL AND SOCIAL MEDIA MARKETING, DIREC AND DIGITAL MARKETING, DIRECR MARKETING, PRINCIPLE OF MARKETING, Principles of marketing, SALES MANAGEMENT

Courses taught, but not in the Schedule:

Doctoral :

Contemporary Marketing

Dissertation

Seminar in Marketing

Selected Topic in Marketing

Advanced Consumer Behavior

Dissertation

Master :

Direct Marketing and E-Commerce

Accounting and Financial Management for Marketer

Strategic Brand Management and Pricing Strategy

Independent Study

Thesis

Social Media Marketing

Supply Chain and Logistics Management

Bachelors :

Principles of Marketing

Direct Marketing

Marketing Channels

Sales Management

Cooperative Education in Marketing

Teaching Schedule

Term	Course	Course Title	Cr	Enroll	Total	Session	Sec	Campus	Eval	Grade	Dist	TR
2019/semester1	MMKT937116	DIGITAL AND SOCIAL MEDIA MARKETING	3	18	54		SEC01					1
2019/semester1	BBAMKT933212	DIREC AND DIGITAL MARKETING	3	140	420		SEC01					1
2019/semester1	BBAMKT933123	BUDDHA WAY FOR MARKETING	3	140	420		SEC01					1
2019/semester1	BBAMKT963223	DIRECR MARKETING	3	70	210		SEC01					1

2019/semester2	BBAMKT933121	SALES MANAGEMENT	3	70	210		Sec02					0.5
2019/semester2	BBAMKT933121	SALES MANAGEMENT	3	70	210		Sec01					0.5
2019/semester2	BBAMKT931111	PRINCIPLE OF MARKETING	3	130	390		Sec03					0.5
2019/semester2	BBAMKT931111	PRINCIPLE OF MARKETING	3	70	210		Sec02					0.5
2019/semester2	BBAMKT931111	PRINCIPLE OF MARKETING	3	70	210		Sec01					0.5
2019/semester2	BBAMKT963217	Principles of marketing	3	100	300		Sec01					0.5
Totals			30	878	2634							

Intellectual Contributions

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	3			3
Publications in Refereed Conference Proceedings	5			5
Totals	8			8

Refereed Articles

Basic or Discovery Scholarship

Sawanyavisuth, B. (2018). What are predictors for a continuous positive airway Pressure machine purchasing in obstructive sleep apnea patients? *Asia-Pacific Journal of Science and Technology*, 23 (3), 1-5.

Sawanyavisuth, B. (2018). What personal experiences of CPAP use affect CPAP adherence and duration of CPAP use in OSA patients? *Journal of the Medical Association of Thailand*, 101 (Suppl7), 245-S249.

Sawanyavisuth, B., & Photipatphiboon, P. (2016). Perception of Health Insurance of Khon Kaen University (KKU) Students. *Asia-Pacific Journal of Science and Technology*, 21 (3), 86-90.

Refereed Proceedings

Basic or Discovery Scholarship

Kamhangpol, N., & Sawanyavisuth, B. (2017). Perception of Passengers Towards Marketing Communications of Nok Airlines. *Proceeding of Universal Academic Cluster International Summer Conference in Hokkaido, Japan. 9 - 11 July 2017*, 146-151.

Koolprasit, P., & Sawanyavisuth, B. (2017). The Perception of Medical Care Right of Khon Kaen University's Graduate Student. *Proceeding of Universal Academic Cluster International Summer Conference in Hokkaido, Japan. 9 - 11 July 2017*, 141-145.

Photipatphiboon, P., & Sawanyavisuth, B. (2016). Factors Influencing First Year Students' Perceptions of the Right to Medical Care Through Direct Marketing Communication Channels: A case of Khon Kaen University. 30-31 Oct 2016. *Proceeding Zurich Switzerland*, 6-10.

Prasertngoendi, N., & Sawanyavisuth, B. (2016). The Decision to Buy Life Insurance Through Telemarketing. *Proceedings of the Universal Academic Cluster International Winter Conference in Hokkaido, 22 - 24 February 2016, Sapporo Cafe, Sapporo, Hokkaido, Japan*, 43-50.

Pobkwamsuk, S., & Sawanyavisuth, B. (2016). A Study of Personality of Salespersons in Beauty Clinic in Ideal Male Consumer. *Proceedings of the Universal Academic Cluster International Winter Conference in Hokkaido, 22 - 24 February 2016, Sapporo Cafe, Sapporo, Hokkaido, Japan*, 39-42.

Service

Service to the Profession

Advisor

2019: Business consultant (Boos Up New Entrepreneurs) (National).

2018: Consultant for the assessment and development of OTOP operators (National).

Professional Development

Other Professional Development

2019: Mandarin Class for Foreigners, Language Center Chinese Language Division, National Pingtung University (NPTU) Pingtung.