
Krittapha Saenchiyathon, Ph.D.
Associate Professor
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Qualification: SA

Academic Background

Ph.D. Ramkhamhaeng University, 2007.

M.B.A. Khon Kaen University, 1997.

Other Sukhothai Thammathirat Open University, 1994.

Other Boromarajonani College of Nursing, 1990.

Work Experience

Teaching

Courses Taught

Courses from the Teaching Schedule: BASIC KNOWLEDGE OF BUSINESS ADMINISTRATION, ELECTRONIC COMMERCE, ELECTRONIC COMMERCE, ENTREPRENEURSHIP, Entrepreneurship, LOGISTICS AND SUPPLY CHAIN MANAGEMENT, LOGISTICS AND SUPPLY CHAIN MANAGEMENT, MANAGEMENT INFORMATION SYSTEMS, PRODUCTION MANAGEMENT AND SERVICE, Production management and service, SEMINAR IN LOGISTICS MANAGEMENT, SEMINAR IN MANAGEMENT, STRATEGIES OF OPERATION MANAGEMENT FOR ENTREPRENEUR

Teaching Schedule

Term	Course	Course Title	Cr	Enroll	Total	Session	Sec	Campus	Eval	Grade	Dist	TR%
2019/semester1	MLOG957114	STRATEGIES OF OPERATION MANAGEMENT FOR ENTREPRENEUR	3	12	36		SEC01					0.27%
2019/semester1	PhD907101	BASIC KNOWLEDGE OF BUSINESS ADMINISTRATION	3	2	6		SEC02					0.13%
2019/semester1	PhD907101	BASIC KNOWLEDGE OF BUSINESS ADMINISTRATION	3	2	6		SEC02					0.13%
2019/semester1	PhD907101	BASIC KNOWLEDGE OF BUSINESS ADMINISTRATION	3	3	9		SEC02					0.13%
2019/semester1	PhD907101	BASIC KNOWLEDGE OF BUSINESS ADMINISTRATION	3	3	9		SEC02					0.13%
2019/semester1	BBAMGT967481	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	3	129	387		SEC01					0.5%
2019/semester1	BBAMGT952263	PRODUCTION MANAGEMENT AND SERVICE	3	130	390		SEC01					0.5%
2019/semester1	MLOG967891	SEMINAR IN LOGISTICS MANAGEMENT	3	4	12		SEC01					1%

2019/semester1	BBAMGT953303	MANAGEMENT INFORMATION SYSTEMS	3	120	360		SEC01												1%
2019/semester1	BBAMGT967468	ELECTRONIC COMMERCE	3	109	327		SEC01												1%
2019/semester1	BBAMGT952213	ENTREPRENEURSHIP	3	127	381		SEC01												0.14%
2019/semester2	BBAMGT952263	PRODUCTION MANAGEMENT AND SERVICE	3	107	321		sec3												0.5%
2019/semester2	BBAMGT967213	Enterpreneurship	3	60	180		sec01												0.13%
2019/semester2	BBAMGT967263	Production management and service	3	89	267		sec01												0.5%
2019/semester2	BBAMGT967493	SEMINAR IN MANAGEMENT	3	15	45		sec2												1%
2019/semester2	BBAMGT952263	PRODUCTION MANAGEMENT AND SERVICE	3	266	798		sec2												0.5%
2019/semester2	BBAMGT954468	ELECTRONIC COMMERCE	3	120	360		sec1												0.5%
2019/semester2	BBAMGT954481	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	3	120	360		sec1												0.5%
2019/semester2	BBAMGT952263	PRODUCTION MANAGEMENT AND SERVICE	3	200	600		sec1												0.5%
Totals			57	1618	4854														

Intellectual Contributions

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	6			6
Publications in Refereed Conference Proceedings	7			7
Totals	13			13

Refereed Articles

Basic or Discovery Scholarship

Saenchiyathon, K., & Liengjindathaworn, S. (2019). An influence of dynamic capability to corporate performance. *TEM Journal*, 8 (3), 848-853.

Saenchiyathon, K., & Liengjindathaworn, S. (2019). An Influence of Dynamic Capability to Corporate Performance. *TEM JOURNAL-TECHNOLOGY EDUCATION MANAGEMENT INFORMATICS*, 3, 848-853.

Wongthongchai, J., & Saenchiyathon, K. (2019). The Key Role of Institution Pressure on Green Supply Chain Practice and the Firm's Performance. *Journal of Industrial Engineering and Management*, 3, 432-446.

Thomya, W., & Saenchaiyathon, K. (2015). The effects of organizational culture and enterprise risk management on organizational performance: A conceptual framework. *International Business Management*, 9 (2), 158-163.

Kruasoma, T., Saenchiyathon, K., & Kantatasiri, P. (2015). Achievement a sustainable competitive advantage on the integration of resource-based view and dynamic capability. *International Business Management*, 9 (1), 79-85.

Liengjindathaworn, S., Saenchiyathon, K., & Hawat, P. (2015). Effect of corporate reputation to brand loyalty of banks in Thailand. *International Business Management*, 9 (1), 134-138.

Refereed Proceedings

Basic or Discovery Scholarship

Imerb, M., Saenchiyathon, K., Naipinit, A., & Rungruang, P. (2018). THE INFLUENCING OF EMPLOYEE ENGAGEMENT ON THE PERFORMANCE OF HOTEL INDUSTRY IN THAILAND. (2018). *2nd International Conference on Innovative Research in Science, Technology and Management (ICIRSTM-18), Singapore. International Institute of Research and Journals (IIRAJ) | & Institute of Research and Publication (IRP).* .

Arunchit, B., Saenchiyathon, K., Naipinit, A., & Petison, P. (2018). SOCIO-EMOTIONAL WEALTH OF FAMILY FIRM THAT AFFECTING FIRM PERFORMANCE. 2nd International Conference on Innovative Research in Science, Technology and Management (ICIRSTM-18), Singapore. *International Institute of Research and Journals (IIRAJ) | & Institute of Research and Publication (IRP).*

Pholloke, T., & Saenchiyathon, K. (2018). Model of High Performance Work System affected Employees' Intention to Stay. 2nd International Conference on Innovative Research in Science, Technology and Management(ICIRSTM-18), Singapore. *International Institute of Research and Journals (IIRAJ) | & Institute of Research and Publication (IRP).*

Wongthongchai, J., & Saenchiyathon, K. (2018). The Application of Interpretive Structural Modeling Technique (ISM) to Study Adopting model of Green Supply Chain Management in Thailand. Qualitative methodology supported by ISM and MICMAC analysis. *Japan International Business and Management Research Conference, March 29, 2018 Tokyo, Japan. Research synergy.* .

Imerb, M., Saenchiyathon, K., Naipinit, A., & Rungruang, P. (2018). Structural Modeling of Antecedents and Consequences of Employee Engagement in Hotel Industry in Thailand. Qualitative approach with ISM and MICMAC analysis. *Japan International Business and Management Research Conference, March 29, 2018 Tokyo, Japan. Research synergy.* .

Arunchit, B., Saenchiyathon, K., Naipinit, A., & Petison, P. (2018). Exploring Socio-emotional Wealth (SEW) that Affecting Family Firm Performance using Interpretive Structural Modeling. *Japan International Business and Management Research Conference, March 29, 2018 Tokyo, Japan. Research synergy.* .

Pholloke, T., Saenchiyathon, K., & Rungruang, P. (2018). Interpretive Structural Modeling of Human Resource Management Practices (HRMP) Affecting Employee Retention. *Japan International Business and Management Research Conference, March 29, 2018 Tokyo, Japan. Research synergy.* .

Service