
Kumpanart Siriyota, Ph.D.
Lecturer
Department of Marketing
Faculty of Business Administration and Accountancy

skumpa@kku.ac.th
 Qualification: SA

Academic Background

Ph.D. Maharakham University, 2015.
 M.B.A. Khon Kaen University, 2006.
 B.S. Khon Kaen University, 1999.

Work Experience

Teaching

Courses Taught

Courses from the Teaching Schedule: ADVANCED RESEARCH IN MARKETING, BASIC STATISTICS, BUSINESS RESEARCH METHODOLOGY, CONSUMER BEHAVIORS, ELECTRONIC MARKETING, WHOLESALING AND RETAILING

Courses taught, but not in the Schedule:

Master :

Consumer Behaviors and Business Analysis
 Branding Strategy

Bachelors :

Consumer Behaviors
 Advertising and Sales Promotion
 Wholesaling and Retelling
 Electronic Marketing

Teaching Schedule

Term	Course	Course Title	Cr	Enroll	Total	Session	Sec	Campus	Eval	Grade	Dist	TR%
2019/semester1	MMKT938111	ADVANCED RESEARCH IN MARKETING	3	18	54		SEC01					0.19%
2019/semester1	PhD907112	BUSINESS RESEARCH METHODOLOGY	3	4	12		SEC02					0.34%
2019/semester1	PhD907112	BUSINESS RESEARCH METHODOLOGY	3	3	9		SEC02					0.34%
2019/semester1	PhD907112	BUSINESS RESEARCH METHODOLOGY	3	3	9		SEC02					0.34%
2019/semester1	PhD907111	BASIC STATISTICS	3	2	6		SEC02					0.5%
2019/semester1	PhD907111	BASIC STATISTICS	3	2	6		SEC02					0.5%
2019/semester1	PhD907111	BASIC STATISTICS	3	3	9		SEC02					0.5%
2019/semester1	PhD907111	BASIC STATISTICS	3	3	9		SEC02					0.5%
2019/semester1	BBAMKT932111	CONSUMER BEHAVIORS	3	45	135		SEC03					1%
2019/semester1	BBAMKT932111	CONSUMER BEHAVIORS	3	45	135		SEC02					1%

2019/semester1	BBAMKT932111	CONSUMER BEHAVIORS	3	45	135		SEC01					1%
2019/semester2	BBAMKT933125	WHOLESALE AND RETAILING	3	70	210		Sec02					1%
2019/semester2	BBAMKT933125	WHOLESALE AND RETAILING	3	70	210		Sec01					1%
2019/semester2	BBAMKT963402	ELECTRONIC MARKETING	3	10	30		Sec02					1%
2019/semester2	BBAMKT963402	ELECTRONIC MARKETING	3	40	120		Sec01					1%
Totals			45	363	1089							

Intellectual Contributions

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Publications in Refereed Conference Proceedings		3		3
Totals		3		3

Refereed Proceedings

Applied or Integrative/application Scholarship

Kattiyapornpong, U., Siriyota, K., Kanjanasilanon, C., & Ditta-Apichai, M. (2018). Enhancing student's learning experience by Work-Integrated Learning. In P. Tang (Chair). *THE-ICE 12th IPoE Forum 2018 Creating Advanced Learning Experiences. Organized by International Centre of Excellence in Tourism and Hospitality Education.*

Kattiyapornpong, U., & Siriyota, K. (2018). Social Exchange Theory in Sustainable Tourism. In C. Jodie (Chair). *ANZMAC 2018 CONNECT. ENGAGE. TRANSFORM. Organized by Australia & New Zealand Marketing Academy.*

Siriyota, K. (2017). The Interaction of Marketing Orientation and Entrepreneurial Orientation to Entrepreneurialmarketing. In N. Kimpakorn, (Chair). *The 10th Business Management Research Conference. Organized by The Faculty of Business Administration, Chiang Mai University.*

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