
Noppamash Suvachart, D.B.A.
Associate Professor
Department of Hospitality and Event Management
Faculty of Business Administration and Accountancy

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Qualification: Scholarly Academic (SA)

Academic Background

D.B.A. Nova Southeastern University.

M.B.A. Sripatum University.

B.Ed Khon Kaen University.

Work Experience

Teaching

Courses Taught

Courses from the Teaching Schedule: EVENT PROMOTION AND SPONSORSHIP, INTERNATIONAL FOODWAY, INTERNATIONAL FOODWAYS, KITCHEN OPERATION AND MANAGEMENT, Kitchen operation, SEMINAR HOTEL AND EVENT, STRATEGIC MANAGEMENT FOR COMPETITIVENESS IN HOSPITALITY AND EVENT BUSINESS, event promotion

Other courses taught:

Doctoral :

Advanced Research Proposal Design I
Dissertation

Master :

Marketing Management for Executive
Marketing Logistics and Marketing Canals Management
Product Management and Pricing Strategic
Direct Marketing
Corporate Social Responsibility
Independent Study
Tourism Marketing
Marketing for Sport Entertainment and Tourism Innovation

Bachelor :

Principles of Marketing
Consumer Behaviors
Marketing Management
Product and Price Management
Marketing Channels and Physical Distribution Management
Wholesaling and Retailing
Marketing Information System
Advertising and Sales Promotion
Personal Finance
Credit Management
Business Ethics and Corporate Governance
Principles of Management
Introductions to Hospitality and Event Industry
Consumer Behavior in Hospitality and Event Industry
Event Promotion and Sponsorships
Ketcham Operation and Management
Culinary Skills
International Foodways

Teaching Activities

Assurance of Learning - Teaching

2023 - Associate Professor.

Teaching Schedule

Term	Course	Sec	Course Title	Cr	Enroll	Total	Session	Campus	Eval	Grade	Dist	TR%
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2019/semester1	PhD967113	SEC02	STRATEGIC MANAGEMENT FOR COMPETITIVENESS IN HOSPITALITY AND EVENT BUSINESS	3	5	15						0.14%
2019/semester1	BBAHOT965491	SEC01	SEMINAR HOTEL AND EVENT	3	15	45						1%
2019/semester1	BBAHOT965336	SEC01	INTERNATIONAL FOODWAYS	3	25	75						1%
2019/semester1	BBAHOT965333	SEC01	Kitchen operation	3	12	36						1%
2019/semester1	BBAHOT965247	SEC01	event promotion	3	25	75						0.54%
2019/semester2	BBAHOT963353	sec01	EVENT PROMOTION AND SPONSORSHIP	3	25	75						0.73%
2019/semester2	BBAHOT963337	sec01	INTERNATION FOODWAY	3	25	75						1%
2019/semester2	BBAHOT963333	sec01	KITCHEN OPERATION AND MANAGEMENT	3	12	36						1%
Totals				24	144	432						

Intellectual Contributions

Intellectual Contributions Grid: 1973 through 2023

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	5			5
Publications in Conference Proceedings (Refereed)	5			5
Totals	10			10

Refereed Articles

Basic or Discovery Scholarship

Suvachart, N. (2023). Exploratory Factor Analysis: Characteristic of the Youth's Tour Program. *Economics and Business Administration Journal*, 15 (2).

Suvachart, N. (2022). Exploring the recreational activities types of Thai adolescent. *International Journal of Science and Research*, 11 (8), 627-630.

Suvachart, N. (2021). Content analysis for promoting accommodation services business. *KKBS Journal of Business Administration and Accountancy*, 5 (1).

Suvachart, N. (2017). Factors Analysis of the Factors Affecting Customer Satisfaction on Accommodation Alternatives. *RMUTT Global Business Accounting and Finance Review*, 1 (2) , 1-17.

Suvachart, N. (2016). An Exploratory Study of Behavior-Based Segmentation Typology of Facebook Users in Thailand. *Asian Social Science*, 12 (3).

Refereed Proceedings

Basic or Discovery Scholarship

Suvachart, N. (2019). An exploratory study into consumers' perspective for establishing price strategies that maintaining consumers' good will. *International institute of social and economic sciences*.

Suvachart, N. (2018). Host population perceptions of sporting events. *Proceeding in 37th International Academic Conference. The International Institute of Social and Economic Sciences*.

Suvachart, N. (2017). Exploring the Accommodation Types Difference by Age Groups. *Proceeding in 30th International Academic Conference. The International Institute of Social and Economic Sciences*.

Suvachart, N. (2016). Development of a Scale to Measure The Factors of Selecting the Alternative Accommodations. *Proceeding in*

24th International Academic Conference. The International Institute of Social and Economic Sciences. .

Suvachart, N. (2016). With The Behavior of Buying Goods in Facebook, Is It Time to Move into Social Commerce? *Proceeding in Finance and Economics Conference 2015. Lupcon Center for Business Research..*

Other Research

2017: Suvachart, N., *Factors Analysis of the Factors Affecting Customer Satisfaction on Accommodation Alternatives. RMUTT Global Business Accounting and Finance Review. Volume 1 Issue 2. Pp. 1-17.*

2016: Suvachart, N., *An Exploratory Study of Behavior-Based Segmentation Typology of Facebook Users in Thailand. Asian Social Science. Vol. 12. No.3. March.*

Service

Last updated by member on 11-Apr-23 (07:28 AM)