
Narissara Palusuk, M.S.
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Department of Marketing
Faculty of Business Administration and Accountancy

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Qualification: Scholarly Practitioner (SP)

Academic Background

M.S. Aston University.

Ph.D. Rennes School of Business.

B.S. Kasetsart University.

Work Experience

Work Experience

Associate Dean for Student Development and Corporate Image, Faculty of Business Administration and Accountancy, Khon Kaen University (2020 - Present), Khon Kaen, Thailand.

Lecturer in Marketing, Faculty of Business Administration and Accountancy, Khon Kaen University (October, 2011 - Present), Khon Kaen, Thailand.

Adjunct Professor, Rennes School of Business (2014 - 2019), Rennes, France.

Freelance Tutor in English, Mathematics and Science for International Program Students, A Plus Academy Center (January, 2011 - September, 2011), Bangkok, Thailand.

Part-Time Lecturer in marketing, Faculty of Management Science, Khon Kaen University (June, 2011 - September, 2011), Khon Kaen, Thailand.

Freelance Tutor in Economics and Business Administration for International Program Students, Business Avenue Academy Center (November, 2010 - September, 2011), Bangkok, Thailand.

Product Executive, Transorient Asia Co.Ltd. (November, 2009 - November, 2010), Bangkok, Thailand.

Marketing and Business Development Executive, On Demand Academy (April, 2007 - July, 2008), Bangkok, Thailand.

Consulting Experience

2018: Rennes School of Business, Advisor of postgraduate students,

2017: Rennes School of Business, Advisor of Postgraduate students

2016: Rennes School of Business, Advisor of Postgraduate Students,

Teaching

Courses Taught

Courses from the Teaching Schedule: ADVANCED RESEARCH IN MARKETING, GLOBAL MARKETING, GLOBAL MARKETING, PRINCIPLE OF MARKETING, Principles of marketing

Other courses taught:

Bachelor:

Principles of Marketing

Creative Marketing

Customer Experience Management

Marketing Research

Marketing Management

Consumer and Brand Psychology
 Global Marketing
 Product and Price Management
 Electronic Marketing
 Service Marketing

Postgraduate:

Marketing Management
 Marketing Research
 Customer Experience Management
 Brand Management
 Advanced Brand Management
 Marketing Introduction
 Marketing Management
 Advanced Research in Marketing

Teaching Activities

Other Teaching Activities

2023 - Advisor of Student's Marketing Competition.

2022 - Advisor of Student's Marketing Competition.

2021 - Advisor of Student's Marketing Competition.

Teaching Schedule

Term	Course	Sec	Course Title	Cr	Enroll	Total	Session	Campus	Eval	Grade	Dist	TR%
2019/semester1	MMKT938111	SEC01	ADVANCED RESEARCH IN MARKETING	3	18	54						0.33
2019/semester1	BBAMKT963422	SEC01	GLOBAL MARKETING	3	10	30						1
2019/semester1	BBAMKT931111	SEC04	PRINCIPLE OF MARKETING	3	130	390						0.75
2019/semester1	BBAMKT931111	SEC03	PRINCIPLE OF MARKETING	3	100	300						0.75
2019/semester1	BBAMKT931111	SEC02	PRINCIPLE OF MARKETING	3	130	390						0.75
2019/semester1	BBAMKT931111	SEC01	PRINCIPLE OF MARKETING	3	130	390						0.75
2019/semester2	BBAMKT933122	Sec02	GLOBAL MARKETING	3	50	150						1
2019/semester2	BBAMKT931111	Sec03	PRINCIPLE OF MARKETING	3	130	390						0.5
2019/semester2	BBAMKT931111	Sec02	PRINCIPLE OF MARKETING	3	70	210						0.5

2019/semester2	BBAMKT931111	Sec01	PRINCIPLE OF MARKETING	3	70	210							0.5
2019/semester2	BBAMKT963217	Sec01	Principles of marketing	3	100	300							0.5
Totals				33	938	2,814							

Intellectual Contributions

Intellectual Contributions Grid: 1973 through 2023

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	1			1
Publications in Conference Proceedings (Refereed)		1		1
Paper Presentations (Refereed)		2		2
Totals	1	3		4

Refereed Articles

Basic or Discovery Scholarship

Palusuk, N., Koles, B., & Hasan, R. (2019). All you need is brand love': a critical review and comprehensive conceptual framework for brand love. *Journal of Marketing Management*, 35 (1-2), 97-129.

Refereed Proceedings

Applied or Integrative/application Scholarship

Palusuk, N. (2022). Factors Affecting Brand Co-Creation Engagement and Brand Advocacy on Social Media. *Conference Proceedings: The International and National Conference on Business Administration and Accountancy 2022 (INCBAA 2022)*,.

Presentations of Refereed Papers

International

Palusuk, N. (2022). *Role of Brand Experiences in Forming Beauty City's Destination Brand and Intention to Revisit*. International Conference on Current Research in Business Management, Social Sciences, Economics and Information Technology (RBSEIT), Bali, Indonesia.

Palusuk, N., Koles, B., & Hasan, R. (2018). *Is brand love real?: The nature of brand love and its conceptualization*. 17th International Marketing Trends Conference 2018, Paris, France, Paris, France.

Service

Service to the Institution

Department Assignments

Committee:

2018-2019: Student Affair Committee

College Assignments

Committee:

2020-2021 – 2023-2024: Faculty Committee

Chair:

2020-2021 – 2023-2024: Committee Chair of Student Development

Service to the Profession

Reviewer - Article / Manuscript

2022: Journal of Marketing Management (International).

Service to the Community

Academic Service

2021: Service Mind for Business,

Member of a Committee

2022: Bayasita Hotel Marketing Competition,

2022: 3rd SEASAC 2022 South-East Asian Sales Competition: Developing the Next Generation of Sales Graduates,

2021: 2nd SEASAC 2022 South-East Asian Sales Competition,

Speech / Presentation at a Community Meeting

2012: Marketing Strategies Development

Honors/Awards

Award

2022: The Award for Outstanding Personnel in the Student Development, Faculty of Business Administration and Accountancy.

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Scholarship

2022: Research grant, Faculty of Business Administration and Accountancy.

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2018: Research grant, Rennes School of Business, France.

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2005: Recipient of a 5A Scholarship, Kasetsart University.

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