
Porramate Jaratmetakul , Ph.D.
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Department of Hospitality and Event Management
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Qualification: Scholarly Academic (SA)

Academic Background

Ph.D. University of Tasmania.

M.B.A. Khon Kaen University.

B.B.A. Khon Kaen University.

Work Experience

Work Experience

Business Administration and Accountancy Program Director., Faculty of Business Administration and Accountancy. Khon Kaen University. (2018 - 2019), Khon Kaen, Thailand.

Teaching

Courses Taught

Courses from the Teaching Schedule: GREEN AND SUSTAINABLE MARKETING, MARKETING MANAGEMENT, Marketing Research for Bachelor Degree

Other courses taught:

Master :

Statistical Analysis for Research

Seminar in Marketing

Bachelors :

Principles of Marketing

Quantitative Analysis in Marketing

Marketing Management

Cooperative Education in Marketing

Marketing Research

Green and Sustainable Marketing

Teaching Schedule

Term	Course	Sec	Course Title	Cr	Enroll	Total	Session	Campus	Eval	Grade	Dist	TR%
2019/semester1	BBAMKT963332	SEC04	Marketing Research for Bachelor Degree	3	10	30						1%
2019/semester1	BBAMKT963332	SEC03	Marketing Research for Bachelor Degree	3	45	135						1%
2019/semester1	BBAMKT963332	SEC02	Marketing Research for Bachelor Degree	3	45	135						1%
2019/semester1	BBAMKT963332	SEC01	Marketing Research for Bachelor Degree	3	45	135						1%
2019/semester2	BBAMKT933124	Sec01	GREEN AND SUSTAINABLE MARKETING	3	140	420						1%
2019/semester2	BBAMKT932112	Sec02	MARKETING MANAGEMENT	3	70	210						1%
2019/semester2	BBAMKT932112	Sec01	MARKETING MANAGEMENT	3	70	210						1%

Totals	21	425	1,275
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Intellectual Contributions

Intellectual Contributions Grid: 1973 through 2023

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	2	1		3
Articles-in-Progress (All)	3			3
Publications in Conference Proceedings (Refereed)			2	2
Grants - Funded (both refereed and non-refereed)	1			1
Totals	6	1	2	9

Refereed Articles

Applied or Integrative/application Scholarship

Donnua, W., Silanoi, T., & Jaratmetakul, P. (2020). Public Relations Media Perception of Faculty of Business Administration and Accountancy Staffs, KhonKaen University. *Council of University Administrative Staff of Thailand Journal*.

Basic or Discovery Scholarship

Meeprom, S., Jaratmetakul, P., & Boonkum, W. (2023). Examining the effect of consumer experience on co-creation and loyalty for healthy meat consumption. *Frontiers in Sustainable Food Systems*.

Meeprom, S., Silanoi, T., & Jaratmetakul, P. (2022). Consumer experience co-creation in speciality coffee through social media sharing: its antecedents and consequences. *International Journal of Quality and Service Sciences*, 14 (4), 576-594.

Refereed Proceedings

Teaching and Learning Scholarship

Tongkort, O., Kongchan, P., & Jaratmetakul, P. (2019). Course Preparation Guideline for International Programs in Accordance with the Higher Education Program Standard Criteria B.E.2558, the Faculty of Business Administration and Accounting, Khon Kaen University. *The 11th National Research Conference for Academic Support Personnel in Higher Education Institutions. Chiang Mai: Chiang Mai University.*, 38-47.

Insorn, K., Chancharat, S., & Jaratmetakul, P. (2019). Guidelines for Promoting Decision to Pursue Undergraduate Degree of The Faculty of Business Administration and Accountancy, Khon Kaen University. *The 11th National Research Conference for Academic Support Personnel in Higher Education Institutions. Chiang Mai: Chiang Mai University.*, 25-37.

Grants

Other

2019: Silanoi, T. & Jaratmetakul, P., The Opinions and attitudes of stakeholders toward meeting standard and environmental friendly meeting pattern in Khon Kaen., Grantee, Faculty of Business Administration and Accountancy. Khon Kaen University..

Working Papers

Silanoi, T. & Meeprom, S. (2022). "Consumer Experience Co-creation in Specialty Coffee through Social Media Sharing: Its Antecedent and Consequence," targeted for International Journal of Quality and Service Sciences.

Silanoi, T., Meeprom, S., & Jaratmetakul, P. (2021). "Consumer Experience Co-creation in Specialty Coffee through Social Media Sharing: Its Antecedent and Consequence," targeted for International Journal of Quality and Service Sciences.

Silanoi, T., Meeprom, S., & Jaratmetakul, P. (2021). "Consumer Experience Co-creation in Specialty Coffee through Social Media Sharing: Its Antecedent and Consequence," targeted for International Journal of Culture, Tourism, and Hospitality Research.

Service

Service to the Institution

College Assignments

Other Institutional Service Activities:

2018-2019: Business Administration and Accountancy Program Director.

Professional Development

Other Professional Development

2019: 3 rd Ethic in Social Science Research Training 2019, Mahidol University, Salaya campus.

Last updated by member on 07-Apr-23 (05:36 PM)