
Prarawan Senachai , Ph.D.
Lecturer
Department of Marketing
Faculty of Business Administration and Accountancy

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Qualification: Scholarly Academic (SA)

Academic Background

Ph.D. University of Canberra , Australia.

M.A. Bangkok University, Thailand.

B.A. Bangkok University.

Work Experience

Teaching

Courses Taught

Courses from the Teaching Schedule: ADVANCED RESEARCH IN MARKETING, ADVERTISING AND SALES PROMOTION, BUSINESS RESEARCH METHODOLOGY, CUSTOMER RELATIONSHIP MANAGEMENT, DIRECT MARKETING, MARKETING CHANNELS AND PHYSICAL DISTRIBUTION MANAGEMENT, PRINCIPLE OF MARKETING, STORYTELLING FOR BUSINESS

Other courses taught:

Master :

Advanced Research in Marketing

Bachelors :

Principles of Marketing

Advertising and Sale Promotion

Customer Relationship Management (English Program)

Storytelling for Business (English Program)

Teaching Schedule

Term	Course	Sec	Course Title	Cr	Enroll	Total	Session	Campus	Eval	Grade	Dist	TR%
2019/semester1	BBAMKT931111	SEC04	PRINCIPLE OF MARKETING	3	130	390						0.25%
2019/semester1	PhD907112	SEC02	BUSINESS RESEARCH METHODOLOGY	3	4	12						0.33%
2019/semester1	PhD907112	SEC02	BUSINESS RESEARCH METHODOLOGY	3	3	9						0.33%
2019/semester1	PhD907112	SEC02	BUSINESS RESEARCH METHODOLOGY	3	3	9						0.33%
2019/semester1	BBAMKT963421	SEC02	ADVERTISING AND SALES PROMOTION	3	45	135						1%
2019/semester1	BBAMKT933217	SEC01	CUSTOMER RELATIONSHIP MANAGEMENT	3	10	30						1%
2019/semester1	BBAMKT931111	SEC01	PRINCIPLE OF MARKETING	3	130	390						0.25%

2019/semester1	MMKT938111	SEC01	ADVANCED RESEARCH IN MARKETING	3	18	54								0.19%
2019/semester1	BBAMKT931111	SEC02	PRINCIPLE OF MARKETING	3	130	390								0.25%
2019/semester1	BBAMKT963421	SEC01	ADVERTISING AND SALES PROMOTION	3	45	135								1%
2019/semester1	BBAMKT931111	SEC03	PRINCIPLE OF MARKETING	3	100	300								0.25%
2019/semester2	BBAMKT933112	Sec01	MARKETING CHANNELS AND PHYSICAL DISTRIBUTION MANAGEMENT	3	45	135								1%
2019/semester2	BBAMKT933112	Sec02	MARKETING CHANNELS AND PHYSICAL DISTRIBUTION MANAGEMENT	3	45	135								1%
2019/semester2	BBAMKT933112	Sec03	MARKETING CHANNELS AND PHYSICAL DISTRIBUTION MANAGEMENT	3	45	135								1%
2019/semester2	BBAMKT933225	Sec01	STORYTELLING FOR BUSINESS	3	10	30								1%
2019/semester2	BBAMKT963223	Sec01	DIRECR MARKETING	3	10	30								1%
Totals				48	773	2,319								

Intellectual Contributions

Intellectual Contributions Grid: 1973 through 2023

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	1			1
Grants - Funded (both refereed and non-refereed)	1			1
Totals	2			2

Refereed Articles

Basic or Discovery Scholarship

Senachai , P. (2020). The problems associated with the integration of Traditional Thai Medicine (TTM) in public health policy. *Opcion Journal*, 26, 3319-3352.

Grants

Research

2019: Senachai , P. The problems associated with the integration of Traditional Thai Medicine (TTM) in public health policy, Co-Investigator, N/A.

Service

Service to the Profession

Invited Lecture

2019: Innovative Marketing, Nong Kai , Thailand (National).

Professional Development

DS: Research-Related Conference/Seminar

2018: The International and National Conference in Business Administration and Accountancy 2018 (INCBAA 2018).

Professional Seminars / Workshops

2019: Co-operative Education Training Program.

2018: Advanced Statistical Analysis with SPSS for Windows.

2018: AACSB Business Accreditation Seminar.