
Anon Khamwon, Ph.D.
Lecturer
Department of Marketing
Faculty of Business Administration and Accountancy

anon@kku.ac.th

Qualification: Scholarly Academic (SA)

Academic Background

Ph.D. Victoria University of Wellington.

M.A. Thammasat University.

M.B.A. Bangkok University.

D.V.M. Chulalongkorn University.

Work Experience

Teaching

Courses Taught

Courses from the Teaching Schedule: BASIC STATISTICS, BUSINESS MAKETING, BUSINESS MARKETING, EXPORT AND IMPORT MANAGEMENT, MARKETING MANAGEMENT, PRODUCT AND PRICE MANAGEMENT, SERVICE MARKETING, SERVICES MARKETING MANAGEMENT

Other courses taught:

Doctoral :

Dissertation

Corporate Social Responsibility

Selected Topics in Marketing Research

Contemporary Marketing

Contemporary Marketing Management

Marketing Management

Basic Statistics

Multivariate Statistics

Selected Topics in Marketing Research

Master :

Marketing Management for Marketer

Marketing Management

Strategic Brand Management and Pricing Strategy

Product and Price Management

Statistics and Data Analysis for Research

Basic Statistics

Services Marketing Management

Independent Study

Thesis

Bachelors :

Principles of Marketing

Product and Price Management

Business Marketing

Export and Import Management

Service Marketing

Cooperative Education in Marketing

Teaching Schedule

Term	Course	Sec	Course Title	Cr	Enroll	Total	Session	Campus	Eval	Grade	Dist	TR%
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Totals	38	9	47
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Refereed Articles

Applied or Integrative/application Scholarship

- Pornsrimate, K., & Khamwon, A. (2021). How to convert Millennial consumers to brand evangelists through social media micro-influencers. *Innovative Marketing, 17 (2)*, 18-32.
- Khamwon, A., & Nantasuk, M. (2020). Brand Awareness, Online Customer. Experience, Brand Engagement, and Brand Advocacy: A Case of Online Travel Agencies. *International Journal of Business and Economy, 2 (3)*, 1-7.
- Khamwon, A., & Masri, P. (2020). Brand Experience, Brand Love, and Brand Advocacy: A Case of Premium Smartphone. *International Journal of Technology Management and Information System, 2 (3)*, 21-26.
- Khamwon, A., & Pongsurat, K. (2020). Brand Experience, Brand Tribalism and Brand Advocacy. *International Journal of Social Science Research, 2 (3)*, 79-85.
- Pornsrimate, K., & Khamwon, A. (2020). Building Brand Evangelism through Social Media Micro- Influ-encers: A Case Study of Cosmetic Industry In Thailand. *International Journal of Social Science Research, 2 (3)*, 86-102.
- Khamwon, A., & Pathchayanuchat, N. (2020). Service Quality, Customer Experience Quality, Brand Love, and Brand Advocacy: A Case of Counter Brand Cosmetic. *International Journal of Business and Economy, 2 (3)*, 24-30.
- Sommakettarin, A., & Khamwon, A. (2020). Service Quality, Customer Experience Quality, Customer Satis-faction and Brand Advocacy. *International Journal of Business and Economy, 2 (3)*, 31-35.
- Khamwon, A., Hayeemad, M., & Kuwatjanakun, P. (2020). The Effect of Character of Online Game, Brand Tribalism, Word of Mouth on Intention to Purchase. *Modern Management Journal, 18 (2)*, 40-53.
- Laophon, N., & Khamwon, A. (2018). Self-Congruence, Emotional Brand Attachment, Brand Love, and Brand Advocacy: A Case of Fashion Brands. *International Journal of Management and Applied Science, 4 (11)*, 12-16.

Basic or Discovery Scholarship

- Ahmad, S., Salleh, S. M, Mokhtar, S. S. M, Yusoff, R. Z, Khamwon, A., Putatchote, N (2020). Does Halal Product Availability and Accessibility Enhanced Halal Awareness and Intention to Purchase Halal Packaged Food Products: Malaysia and Thailand's Halal Industry Perspective. *International Journal of Supply Chain Management, 9 (1)*, 921-930.
- Ahmad, S., Salleh, S. M, Mokhtar, S. S. M, Yusoff, R. Z, Khamwon, A., Putatchote, N. (2019). Consumer Purchase Intention on Halal Packaged Food Products: Does Halal Logo and Ingredients Matter? *Journal of Islamic, Social, Economics and Development, 4 (23)*, 78-86.
- Khamwon, A., & Pornsrimate, K. (2018). Conceptual Analysis of Brand Love in Online Brand Community. *KKBS Journal of Business Administration and Accountancy, 2 (1)*, 1-18.
- Khamwon, A., & Kumgliang, O. (2018). Brand Experience, Brand Tribalism, and Brand Loyalty: A Case of Amway Business Owners in Thailand. *Journal of Business Administration, 157*, 21-38.
- Wongpan, S., & Khamwon, A. (2017). Destination Brand Experience, Satisfaction and Behavioral Intention: Evidence from MICE Khon Kaen. *Journal of Management Science Chiangrai Rajabhat University, 12 (2)*, 1-16.
- Khamwon, A., & Jaroenwanit, P. (2016). The Drivers of Halal Brand Equity. *Journal of Business Administration, 151*, 1-23.
- Hayeemad, M., Jaroenwanit, P., & Khamwon, A. (2015). Brand Tribalism, Brand Relationships, and Halal Brand Equity: A Study in Muslim Consumers. *The Macrotheme Review, 4 (2)*, 90-101.
- Hayeemad, M., Jaroenwanit, P., & Khamwon, A. (2015). Brand Tribalism: New Marketing Challenges. *Journal of Business Administration, 148*, 57-69.

Refereed Proceedings

Basic or Discovery Scholarship

- Vongkamjun, N., & Khamwon, A. (2019). Religious Belief, Halal Awareness, Halal Brand Engagement, and Halal Brand Advocacy. *Proceeding of the Universal Academic Cluster International Summer Conference, Hokkaido, Japan..*
- Yimchoho, O., & Khamwon, A. (2019). Halal Logo & Certification, Halal Brand Trust, and Intention to Purchase Halal Product. *Proceeding of the Universal Academic Cluster International Summer Conference, Hokkaido, Japan..*
- Bangwiset, S., & Khamwon, A. (2019). Brand Love, Brand Forgiveness, and Price Premium: A Case of Halal Product. *Proceeding of the Universal Academic Cluster International Summer Conference, Hokkaido, Japan..*
- Nittayachit, P., & Khamwon, A. (2019). Brand Love, Brand Engagement, and Brand Advocacy: A Case of Muslim Consumers in Thailand. *Proceeding of the Universal Academic Cluster International Summer Conference, Hokkaido, Japan..*
- Chomnakhon, P., & Khamwon, A. (2019). Brand Love, Brand Trust, and Halal Purchase Intention. *Proceeding of the Universal Academic Cluster International Summer Conference, Hokkaido, Japan..*

- Ponchiangdee, T., & Khamwon, A. (2019). Brand Experience Brand Love and Brand Advocacy: A Case of K-Plus User in Udonthani. *Proceeding of the 3rd International Conference on Social Sciences, Humanities and Technology, Penang, Malaysia.*
- Wattanasaranont, M., & Khamwon, A. (2019). Brand Engagement in Self-Concept, Brand Schematicity, Situational Brand Engagement, and Customer Advocacy: A Case Study of Air Asia. *Proceeding of the Ninth International Conference on Advances in Social Science, Management and Human Behaviour, Bangkok, Thailand.*
- Khamwon, A. (2019). Halal Ingredients, Halal Branding, and Intention to Purchase Halal Product: A Case of Muslim Consumers in Thailand. *Proceeding of the Universal Academic Cluster International Summer Conference, Hokkaido, Japan.*
- Thongjob, K., & Khamwon, A. (2018). Brand Engagement, Brand Love, and Brand Advocacy: A Case of Beauty Blogger. *Proceeding of the National Conference on Business Management and Innovation, Thailand.*
- Pattanawattanakul, T., & Khamwon, A. (2018). Brand Citizenship Behavior, Brand Trust and Brand Advocacy: A Case of OEM Drinking Water. *Proceeding of the National Conference on Business Management and Innovation, Thailand.*
- Pringpattanapong, S., & Khamwon, A. (2018). Social Identity, Brand Love, and Brand Advocacy: A Case of Online Korea Series Community. *Proceeding of the National Conference on Business Management and Innovation, Thailand.*
- Ladawan Na Ayutthaya, P., & Khamwon, A. (2018). Brand Love, Brand Jealousy, and Purchase Intention of Big Bike Motorcycle. *Proceeding of the Universal Academic Cluster International Summer Conference, Hokkaido, Japan.*
- Suthiprapha, N., & Khamwon, A. (2017). Brand Authenticity, Brand Love, and Behavioral Intention: A Case of MICE Khon Kaen. *Proceeding of the Universal Academic Cluster International Summer Conference, Hokkaido, Japan.*
- Khamwon, A. (2017). Brand Experience, Destination Brand Love, and Behavioral Intention: Evidence from MICE Khon Kaen. *Proceeding of the Universal Academic Cluster International Summer Conference, Hokkaido, Japan.*
- Choeichaiyaphum, K., & Khamwon, A. (2017). Brand Experience, Brand Tribalism, and Word of Mouth: A Case of Agricultural Cooperatives. *Proceeding of the Universal Academic Cluster International Summer Conference, Hokkaido, Japan.*
- Amonwuttikon, J., & Khamwon, A. (2017). Brand Love, Brand Loyalty, and Word of Mouth: A Case of Coffee Café. *Proceeding of the Universal Academic Cluster International Summer Conference, Hokkaido, Japan.*
- Klomkleang, K., & Khamwon, A. (2017). Customer Value, Brand Tribalism and Brand Equity of BMW. *Proceeding of the Universal Academic Cluster International Summer Conference, Hokkaido, Japan.*
- Chaiwatjira, R., & Khamwon, A. (2017). Brand love, Brand Forgiveness, and Word of Mouth: A Case of Government Saving Bank in Khon Kaen. *Proceeding of the Universal Academic Cluster International Summer Conference, Hokkaido, Japan.*
- Mahamat, N., & Khamwon, A. (2017). Brand Experience, Satisfaction, and Word of Mouth: A Case of Food Processing Product. *Proceeding of the Universal Academic Cluster International Summer Conference, Hokkaido, Japan.*
- Khamwon, A., Jaroenwanit, P., & Hayeemad, H. (2016). Halal Brand Equity Model. *Paper presented at the International Journal of Arts & Sciences' (IJAS) International Conference for Business and Economics, Vienna, Austria.*
- Kumgliang, O., & Khamwon, A. (2016). Brand Experience, Brand Tribalism, and Brand Loyalty: A Case of Amway Business Owners in Thailand. *Proceeding of the International Journal of Arts & Sciences' (IJAS) International Conference for Business and Economics, Vienna, Austria.*
- Nirassoongnoen, H., & Khamwon, A. (2016). Brand Community, Brand Love, and Word of Mouth of Surin Silk. *Proceeding of the International Journal of Arts & Sciences' (IJAS) International Conference for Business and Economics, Vienna, Austria.*
- Khamwon, A., & Radbuakot, V. (2016). Destination Brand Experience, Satisfaction, and Word of Mouth: Evidence from Chiang Khan, Loei Province, Thailand. *Proceeding of the International Journal of Arts & Sciences' (IJAS) International Conference for Business and Economics, Rome, Italy.*
- Mahawerawat, N. (2016). Characteristics of Line's Sticker, Electronic Word of Mouth and Intention to Buy. *Proceeding of the International Journal of Arts & Sciences' (IJAS) International Conference for Business and Economics, Rome, Italy.*
- Niyomsart, S., & Khamwon, A. (2016). Brand Love, Brand Loyalty, and Word of Mouth: A Case of AirAsia. *Proceeding of the International Journal of Arts & Sciences' (IJAS) International Conference for Business and Economics, Rome, Italy.*
- Weeramongkonlert, N., & Khamwon, A. (2016). Perceived Benefits Influencing Intention to Crowdsourcing in Thailand. *Proceeding of the International Journal of Arts & Sciences' (IJAS) International Conference for Business and Economics, Rome, Italy.*
- Wongpan, S., & Khamwon, A. (2016). Destination Brand Experience, Satisfaction and Behavioral Intention: Evidence from MICE Khon Kaen. *Proceeding of the International Journal of Arts & Sciences' (IJAS) International Conference for Business and Economics, Rome, Italy.*
- Kanchanapaphakoon, C., & Khamwon, A. (2016). Brand Citizenship Behavior and Brand Loyalty: A Case of LPG Businesses in Mahasarakham Province. *Proceeding of the Universal Academic Cluster International Winter Conference, Hokkaido, Japan.*
- Aboonma, B., & Khamwon, A. (2016). Corporate Social Responsibilities and Brand Trust of Betagro in Khon Kaen. *Proceeding of the Universal Academic Cluster International Winter Conference, Hokkaido, Japan.*
- Khamwon, A., Hayeemad, M., & Jaroenwanit, P. (2015). Brand Engagement in Self-Concept, Brand Relationships, and Halal Brand Equity. *Proceeding of the Macrotheme Conference, Paris, France.*

Service