



รองศาสตราจารย์ ดร. ขวัญฤดี พรชัยทิวัดถ์
Associate Professor Khwanruedee Ponchaitiwat, Ph.D.

Faculty of Business Administration and Accountancy, Khon Kaen University
123 Mittraphap Rd., Muang, Khon Kaen 40002, Thailand
e-mail: khwtun@kku.ac.th

Subject Taught

2017 - Present

PhD Course

- Research Philosophy and Science
- Seminar in Human Resource Management

Undergraduate Course

- Management Research
- Organization Development
- Employee Engagement
- Innovation and Creativity Management

University Service

- Editor-in-Chief, KKBS JOURNAL of Business Administration and Accountancy, Khon Kaen University, 2018 – 2024
- Member of committee of Doctor of Philosophy Program in Business Administration, Faculty of Business Administration and Accountancy, Khon Kaen University, 2019-Present
- Alternate Member of the Khon Kaen University Ethics Committee in Human Research, 2020-Present
- Associate Dean for Research Affairs, Faculty of Business Administration and Accountancy, Khon Kaen University, 2017 and 2020

Research Interests

- Organizational behavior
- Innovative work behavior
- Work engagement

Education

- 2010 Ph.D. in Management, Mahasarakham University, Thailand
- 2001 M.B.A., Ramkhamhaeng University, Thailand
- 1988 B.A. in General Management, Ramkhamhaeng University, Thailand

Publications

2017 - Present

- Parnitvitidkun, P., **Ponchaitiwat, K.**, Chancharat, N. & Thoumrungroje, A. (2024). Understanding IT professional innovative work behavior in the workplace: a sequential Mixed- Methods design. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(1), 1-9.
- **Ponchaitiwat, K.**, & Parnitvitidkun, P. (2023). Tourism outsourcing relationship performance in Thailand. *Humanities, Arts and Social Sciences Studies*, 23(1), 94-103.
- Chaisomkun, B., **Ponchaitiwat, K.** & Thangchan, W. (2022). Factors influence behavioral intention and behavior of using application robotic process automation (RPA) application in accounting: A conceptual framework. *Journal of Liberal Arts and Management Science Kasetsart University*, 9(2),98-114. (In Thai)
- Thaipom, W., **Ponchaitiwat, K.** & Senachai, P. (2021). The Perceived brand equity and marketing mix factors affecting the purchase intention of Insee Cement brand ready - Mixed concrete for the construction contractor operators in Chaiyaphum Province. *Journal of Management and Marketing, Rajamangala University of Technology Thanyaburi*, 8(2), 75-87. (In Thai)
- Silamom, W. & **Ponchaitiwat, K.** (2021). Innovative behavior of commercial bank employees in Khon Kaen Province. *KKU Research Journal of Humanities and Social Sciences (Graduate Studies)*, 9(1), 17-34. (In Thai)
- Phodom, K. & **Ponchaitiwat, K.** (2019). Key success factor of software startup. *Journal of Management and Marketing, Rajamangala University of Technology Thanyaburi*, 6(2), 161-174. (In Thai)
- Tansoo, A. & **Tuntribundit, K.** (2018). Adhocracy culture, Organizational innovation and performance: A study of Thai small and medium enterprises. *Veridian E-Journal Silpakorn University, International Humanities, Social Sciences and Arts*, 11(4), 314-330.
- Tansoo, A. & **Tuntribundit, K.** (2018). Components and results of adopted organizational innovations in small and medium enterprises in Thailand. *Asia Pacific Journal of Advanced Business and Social Studies*, 4(1), 310-314.
- Boonpromma, J. & **Tuntribundit, K.** (2018). The relationship between leadership and job satisfaction of employees in accounting firms in Khon Kaen. *Veridian E-Journal, Silpakorn University (Humanities, Social Sciences and arts)*, 11(1), 1450-1466. (In Thai)
- Kokanucha, A. & **Tuntribundit, K.** (2017). Knowledge sharing capability in healthcare organizations. *Journal of Asia Business Studies*, 11(2), 135-151.

Textbooks

- Innovation Management and Creativity, 2018, ISBN: 978-616-468-223-8 (In Thai)
- Research Methodology in Management, 2022, ISBN: 978-616-438-704-1 (In Thai)