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**Piyaporn Auemsuvarn, Ph.D.**  
**Lecturer**  
**Department of Marketing**  
**Faculty of Business Administration and Accountancy**

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Qualification: Scholarly Academic (SA)

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### **Academic Background**

Ph.D. National Institute of Development Administration.

M.B.A. National Institute of Development Administration.

Other Mahidol University.

### **Professional Certifications**

SAS Certified Predictive Modeler Using SAS Enterprise Miner 14, 2018

### **Work Experience**

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Lecturer, Khon Kaen Business School (KKBS) (August, 2022 - Present), , Thailand.

Product Specialist, Amgen (Thailand) Limited. (October, 2018 - January, 2020), Bangkok, Thailand.

Senior Medical Representative, Takeda (Thailand), LTD. (August, 2011 - August, 2018), Bangkok, Thailand.

Medical Representative, GlaxoSmithKline (Thailand) Limited. (September, 2009 - July, 2011), Bangkok, Thailand.

Medical Representative, DKSH (Thailand) Limited. (April, 2005 - March, 2008), Bangkok, Thailand.

### **Teaching**

#### **Courses Taught**

**Other courses taught:**

BS 932 113

(English for Marketer)

BS 932 114  
and Branding)

(Digital Marketing

BS 932 117

(Digital Consumer Behavior)

BS 933 122

(Global Marketing)

BS 934 761

(Seminar in Marketing)

### **Intellectual Contributions**

**Intellectual Contributions Grid:** 1973 through 2023

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	4			4
Articles-in-Progress (All)	1			1
Publications in Conference Proceedings (Refereed)	1			1

Totals	6			6
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## Refereed Articles

### Basic or Discovery Scholarship

- Auemsuvarn, P., & Ngamcharoenmongkol, P. (2022). Destination personality: a dimensions analysis and a new scale development in Thailand. *INTERNATIONAL JOURNAL OF TOURISM CITIES*, 8 (4), 1019-1041.
- Auemsuvarn, P., & Ngamcharoenmongkol, P. (2022). A DESTINATION PERSONALITY AND ITS ANTECEDENTS AND CONSEQUENCES: AN APPLICATION OF PRODUCTBRANDING TODESTINATION BRANDING. *ABAC Journal*, 42 (3), 180-198.
- Ngamcharoenmongkol, P., & Auemsuvarn, P. (2020). Brand Personality: Conceptualization and Measurement. *Journal of Business and Retail Management Research (JBRMR)*, 13, 63-72.
- Auemsuvarn, P. (2019). How brand personality can assist in achieving the sustainable development goals (SDGs) for small and medium-sized enterprises (SMEs) in developing countries. *Journal of Business and Retail Management Research (JBRMR)*, 13, 63-72.

## Refereed Proceedings

### Basic or Discovery Scholarship

- Auemsuvarn, P., & Ngamcharoenmongkol, P. (2019). BRANDS AS HUMANS: A SYSTEMATIC REVIEW OF BRAND PERSONALITY SCALES. *NIDA International Business Conference 2019 Transforming Business to the Future March 2nd, 2019*

## Working Papers

- Auemsuvarn, P. (2023). "Examining Online Social Networks Interaction and Watching Thai Boys Love Series on Self-Congruity and Behavioural Intentions through the Gender-Based Lens," targeted for KKBS INTERNATIONAL CONFERENCE 2023.

## Service

**Last updated by member on 26-Apr-23 (02:21 PM)**