
Kawpong Polyorat, Ph.D.
Assistant Professor
Department of Marketing
Faculty of Business Administration and Accountancy

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Qualification: SA

Academic Background

Ph.D. The University of Hawaii at Manoa, 2003.

M.B.A. Chulalongkorn University, 1997.

B.A. Kasetsart University, 1993.

Work Experience

Teaching

Courses Taught

Courses from the Teaching Schedule: BASIC KNOWLEDGE OF BUSINESS ADMINISTRATION, ENGLISH FOR MARKETER, INTERGRATED MARKETING COMMUNICATION, Marketing Research for Master

Courses taught, but not in the Schedule:

Doctoral :

Advanced statistic analysis I

Master :

Integrated marketing communication
Marketing Research

Bachelors :

Integrated marketing communication
Marketing Research

Teaching Schedule

Term	Course	Course Title	Cr	Enroll	Total	Session	Sec	Campus	Eval	Grade	Dist	TR%
2019/semester1	MMKT937122	Marketing Research for Master	3	18	54		SEC01					1%
2019/semester1	PhD907101	BASIC KNOWLEDGE OF BUSINESS ADMINISTRATION	3	2	6		SEC02					0.13%
2019/semester1	PhD907101	BASIC KNOWLEDGE OF BUSINESS ADMINISTRATION	3	2	6		SEC02					0.13%
2019/semester1	PhD907101	BASIC KNOWLEDGE OF BUSINESS ADMINISTRATION	3	3	9		SEC02					0.13%
2019/semester1	PhD907101	BASIC KNOWLEDGE OF BUSINESS ADMINISTRATION	3	3	9		SEC02					0.13%
2019/semester1	PhD907101	BASIC KNOWLEDGE OF BUSINESS ADMINISTRATION	3	11	33		SEC01					0.14%

2019/semester1	PhD907101	BASIC KNOWLEDGE OF BUSINESS ADMINISTRATION	3	17	51		SEC01					0.14%
2019/semester1	PhD907101	BASIC KNOWLEDGE OF BUSINESS ADMINISTRATION	3	8	24		SEC01					0.14%
2019/semester1	BBAMKT933113	INTERGRATED MARKETING COMMUNICATION	3	45	135		SEC02					1%
2019/semester1	BBAMKT933113	INTERGRATED MARKETING COMMUNICATION	3	45	135		SEC01					1%
2019/semester2	BBAMKT932113	ENGLISH FOR MARKETER	3	45	135		Sec03					0.67%
2019/semester2	BBAMKT932113	ENGLISH FOR MARKETER	3	45	135		Sec02					0.67%
2019/semester2	BBAMKT932113	ENGLISH FOR MARKETER	3	45	135		Sec01					0.67%
Totals			39	289	867							

Intellectual Contributions

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	3			3
Publications in Refereed Conference Proceedings	4			4
Totals	7			7

Refereed Articles

Basic or Discovery Scholarship

-, B., -, N., & Polyorat, K. (2016). Intention to Purchase Traceable Meat: The Impacts of Perceived Information Asymmetry, Informativeness, Usefulness and Norm. *Asian Journal of Business and Accounting*, 9 (1), 141-167.

Sarun, A., & Polyorat, K. (2016). City Brand Personality: The Application of Brand Personality Concept in the City Context. *Review of Integrative Business and Economics Research*, 5 (4), 108-121.

-, T., -, W., & Polyorat, K. (2015). The Influence of Brand Personality Dimensions on Perceived Service Quality and Perceived Service Value. *The Business and Management Review*, 6 (4), 22-27.

Refereed Proceedings

Basic or Discovery Scholarship

Amatyakul, S., & Polyorat, K. (2017). The Traits of City Personality: A Qualitative Study. *The Proceeding of International Conference on Implications of Research in Business, Economics, Management, Social Sciences and Humanities (IRBEMSH)*, 22-29.

-, T., -, N., & Polyorat, K. (2017). Impact of Advertising Appeals on International Tourists' Ad Attitude and Purchase Intention. *The Proceedings of The 1st International Conference on Theoretical and Practical Implications in the Field of Social Science Humanities & Management Studies (TPISHM)*, 2 (1).

Polyorat, K., Preechapanayakul, W., Sripongpan, K., & nyaem, A. (2017). Nation Branding: The Application of Brand Personality Framework to China as a Brand. *The Proceedings of The 1st International Conference on Theoretical and Practical Implications in the Field of Social Science Humanities & Management Studies (TPISHM)*, 2 (1).

Kullanun, S., & Polyorat, K. (2015). South Korea's Country Personality in Thai Consumer's Perception: A Qualitative Study. *The Business and Management Review*, 6 (4), 1-6.

Service

Service to the Profession

Chair: Committee / Task Force

2018: Country Chair, GBATA Annual International Conference (International).

Reviewer - Book / Textbook

2018: Research and Development Journal Loei Rajabhat University, AIMS Public Health Journal (National).

Invited Lecture

2018: The Department of Management, Universitas Muhammadiyah Yogyakarta. (International).

Professional Development

Assurance of Learning - Professional Development

2018: AACSB AOL Training.