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Department of Marketing
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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

Bachelor Degree

Principles of Marketing

Product and Price Management

Business Marketing

Export and Import Management

Service Marketing

Cooperative Education in Marketing

Master's Degree

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

Doctoral Degree

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

Intellectual Contributions

Refereed Articles

Applied or Integrative/application Scholarship

Pornsriamate, 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., & Pongsuraton, K. (2020). Brand Experience, Brand Tribalism and Brand Advocacy. *International Journal of Social Science Research*, 2 (3), 79-85.
- Pornsriate, K., & Khamwon, A. (2020). Building Brand Evangelism through Social Media Micro- Influencers: A Case Study of Cosmetic Industry In Thailand. *International Journal of Social Science Research*, 2 (3), 86-102.
- Khamwon, A., & Pathchayapanuchat, 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 Satisfaction 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

- Napalaia, J., & Khamwon, A. (2023). The antecedents and consequence of brand coolness: A case of millennial consumers toward fashion clothing brands. *Uncertain Supply Chain Management*, 11, 513–522.
- 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., & Pornsriate, 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

- Fayphonsan, P., & Khamwon, A. (2023). BRAND EXPERIENCE, BRAND COOLNESS, AND BRAND EQUITY: A CASE OF BALI, INDONESIA. *CIBES 2023 / 3rd Current Issues in Business and Economic Studies Conference*.
- Rian Ka, P., & Khamwon, A. (2023). UNRAVELING BRAND COOLNESS EFFECTS ON BRAND LOVE AND BRAND EQUITY: INSIGHT FROM BALI, INDONESIA. *CIBES 2023 / 3rd Current Issues in Business and Economic Studies Conference*
- Khamwon, A. (2023). UNRAVELING BRAND COOLNESS EFFECTS ON DESTINATION VALUE AND BRAND EQUITY: INSIGHT FROM MICE TOURISM IN THAILAND. *International conference on humanities, Social Science and Business Management (ICHSSBM)*
- THUNGTHONGPHAISAN, Y., & Khamwon, A. (2023). THE IMPACT OF BRAND COOLNESS ON BRAND SATISFACTION AND BRAND EQUITY: EVIDENCE FROM DOMESTIC TOURISM IN THAILAND. *International*

conference on humanities, Social Science and Business Management (ICHSSBM).

PUANGSUNGNOEN, A., & Khamwon, A. (2023). BRAND COOLNESS, BRAND SATISFACTION, AND BRAND EQUITY: A CASE OF MICE IN THAILAND. *International conference on humanities, Social Science and Business Management (ICHSSBM)*

THOTHUYO, W., & Khamwon, A. (in press, 2023). BRAND EXPERIENCE, BRAND COOLNESS, AND BRAND EQUITY: A CASE OF DOMESTIC TOURISM IN THAILAND. *International conference on humanities, Social Science and Business Management (ICHSSBM)*.

BARTPHO, P., & Khamwon, A. (in press, 2023). BRAND COOLNESS, BRAND LOVE, AND BRAND EQUITY: EVIDENCE FROM MICE KHON KAEN. *International conference on humanities, Social Science and Business Management (ICHSSBM)*

CHANTAPHRAI, P., & Khamwon, A. (2023). THE IMPACT OF BRAND EXPERIENCE ON BRAND COOLNESS, AND BRAND EQUITY: A CASE OF MICE TOURISM. *International conference on humanities, Social Science and Business Management (ICHSSBM)*

Aunkaeo, W., & Khamwon, A. (2023). BRAND COOLNESS, DESTINATION VALUE, AND BRAND EQUITY: INSIGHT FROM BALI, INDONESIA. *CIBES 2023 / 3rd Current Issues in Business and Economic Studies Conference*, 108-114.

Chomnakhon, P., & Khamwon, A. (2019). Brand Love, Brand Trust, and Halal Purchase Intention. *Proceeding of the Universal Academic Cluster International Summer Conference, Hokkaido, Japan..*

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.*

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.*

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..*

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..*

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..*

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.*

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..*

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..*

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..*

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..*

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..*

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..*

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.*

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..*

- 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..*
- 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..*
- 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.*
- 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..*
- 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., 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.*
- Khamwon, A., Hayeemad, M., & Jaroenwanit, P. (2015). Brand Engagement in Self-Concept, Brand Relationships, and Halal Brand Equity. *Proceeding of the Macrothème Conference, Paris, France..*

Service