
Antika Emyaem, M.A.
Lecturer
Department of Marketing
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Qualification: Practice Academic (PA)

Academic Background

M.A. University of Washington.

B.A. Thammasat University.

Work Experience

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Mass Communication Officer, The Royal Thai Government Public Relations Department (August, 2011 - August, 2015), Bangkok, Thailand.

Marketing Coordinator, Acute Realty Co., Ltd. (September, 2007 - May, 2008), Bangkok, Thailand. - Received customer calling and deal with walk-in customer for providing some information.

- Consulted with clients to determine and meet their needs concerning type of accommodation, provided financial loan information and lease agreement.
- Researched information on new properties.
- Created copy for advertising properties on the websites.
- Managed monetary transactions between the company and clients.

Account Executive, Imex Advertising Co., Ltd. (June, 2005 - February, 2006), Bangkok, Thailand.

Teaching

Courses Taught

Bachelor Degree

Planning, Development and Pitching for New Entrepreneur

Sales and Marketing for Hospitality and Event Business

Intellectual Contributions

Refereed Proceedings

Other

Polyorat, K., Preechapanyakul, W., Sripongpun, K., & Emyaem, 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)

Service

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