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Department of Management
Faculty of Business Administration and Accountancy

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Qualification: Scholarly Academic (SA)

Academic Background

Ph.D. Magadh University.

M.B.A. Kasetsart University.

B.B.A. Payap University.

Work Experience

Teaching

Courses Taught

Bachelor Degree

Elementary to Management

Principles of Management

Small and Medium Enterprises Management

Problem Solving and Decision Making

Leadership for Management

Organization Design

Seminar in Management

Master's Degree

Organizations and Business Management

Doctoral Degree

Environmental and Social Responsibility

Accommodation Management

Intellectual Contributions

Refereed Articles

Basic or Discovery Scholarship

Wimolsophonkittia, P., & Naipinit, A. (2024). Drivers and performance impacts of live streaming commerce adoption: Revolutionizing the ecommerce supply chain. *Uncertain Supply Chain Management*, 12 (3), 1479-1492.

Chitphak, C., & Naipinit, A. (2024). Service industry supply chain, from the perspective of advertising firm. *Uncertain Supply Chain Management*, 12 (3), 1625-1632.

Amornwattahcharoenchai, P., & Naipinit, A. (2024). The influence of crisis management and management tools on firm performance: Evidence from manufacturing SMEs in Thailand. *Uncertain Supply Chain Management*, 12 (1), 533-540.

Latteerasuwan, S., Naipinit, A., & Kaenmanee, S. (2021). Competency factors of entrepreneurs in the Northeastern region of Thailand affecting competitiveness against countries in the Greater Mekong Sub-region. *Journal of Business Administration The Association of Private Higher Education Institutions of Thailand*, 1, 174-195.

Nakhapaksin, S., Naipinit, A., PromSaka Na Sakolnakorn, T., & Kroeksakul, P. (2017). ORGANIC-AGRO TOURISM DEVELOPMENT MODEL IN ROI-KAEN-SARN-SIN PROVINCE CLUSTER, NORTHEAST OF THAILAND. *Journal of MCU Social Science Review*, 6 (1), 209-219.

Naipinit, A., Promsaka Na Sakolnakorn, T., & Kroeksakul, P. (2016). Strategic management of community enterprises in the upper northeast region of Thailand. *Journal of Enterprising communities: People and Places in The Gloval Economy*, 10 (4) 346-362.

Permwanichagun, P., Kaenmanee, S., & Naipinit, A. (2015). The External Environments Factors Affecting Success for Implementation In Context of Sole Proprietorship E-Commerce Entrepreneurs in Thailand. *International Business Management, 9* (1), 122-127.

Refereed Proceedings

Applied or Integrative/application Scholarship

Permwanichagun, P., Kaenmanee, S., & Naipinit, A. (in press, 2013). The Effect of E-Commerce System, System Use Acceptance and Entrepreneur on Success for Implementation of Sole Proprietorship E-Commerce Entrepreneurs in Thailand *Proceedings of International Graduate Research Conference 2013, December 20, 2013, Chiang Mai University, Thailand. Chiang Mai: Chiang Mai University (A Merit Awards of the International Graduate Research Conference 2013).*

Basic or Discovery Scholarship

Pangprasert, B., Naipinit, A., & Permwanichagun, P. (in press, 2019). The Corporate Sustainability Performance of Entrepreneurs (CSPE) on Social Enterprise: Proposed conceptual framework. *Proceedings of The 2nd International Research Conference On Management, Leadership & Social Sciences 2019*

Imerb, M., Saenchaiyathon, K., Naipinit, A., & Rungruang, P. (2018). THE INFLUENCING OF EMPLOYEE ENGAGEMENT ON THE PERFORMANCE OF HOTEL INDUSTRY IN THAILAND. (2018). *2nd International Conference on Innovative Research in Science, Technology and Management (ICIRSTM-18), Singapore. International Institute of Research and Journals (IIRAJ) | & Institute of Research and Publication (IRP).*

Arunchit, B., Saenchaiyathon, K., Naipinit, A., & Petison, P. (2018). SOCIO-EMOTIONAL WEALTH OF FAMILY FIRM THAT AFFECTING FIRM PERFORMANCE. *2nd International Conference on Innovative Research in Science, Technology and Management (ICIRSTM-18), Singapore. International Institute of Research and Journals (IIRAJ) | & Institute of Research and Publication (IRP).*

Imerb, M., Saenchaiyathon, K., Naipinit, A., & Rungruang, P. (2018). Structural Modeling of Antecedents and Consequences of Employee Engagement in Hotel Industry in Thailand. Qualitative approach with ISM and MICMAC analysis *Japan International Business and Management Research Conference, March 29, 2018 Tokyo, Japan. Research synergy.*

Arunchit, B., Saenchaiyathon, K., Naipinit, A., & Petison, P. (2018). Exploring Socio-emotional Wealth (SEW) that Affecting Family Firm Performance using Interpretive Structural Modeling. *Japan International Business and Management Research Conference, March 29, 2018 Tokyo, Japan. Research synergy.*

Bandoophanit, T., Breen, L., Naipinit, A., Pila-Ngarm, P., Permwanichagun, P., Krittapha Saenchaiyathon (2017). Investigating the laundry logistics system of small-sized public hospital: Can the efficiency of operations be improved under the constraints of Thailand's administrative culture? *Paper presented at the 22nd Annual Conference of the Chartered Institute of Logistics & Transport,*

Service