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**Kumpanart Siriyota, Ph.D.**  
**Assistant Professor**  
**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. Mahasarakham University.

M.B.A. Khon Kaen University.

B.S. Khon Kaen University.

### **Work Experience**

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Lecturer, Faculty of Business Administration and Accountancy (June, 2018 - Present), KhonKaen, Thailand.

Lecturer, Rajamangala University of Technology Isan (April, 2016 - April, 2018), Nakhon Ratchasima, Thailand.

### **Teaching**

#### **Courses Taught**

##### **Bachelor Degree**

Consumer Behaviors

Advertising and Sales Promotion

Wholesaling and Retelling

Electronic Marketing

##### **Master's Degree**

Consumer Behaviors and Business Analysis

Branding Strategy

### **Intellectual Contributions**

#### **Refereed Articles**

##### **Basic or Discovery Scholarship**

Chokpiriyawat, T., & Siriyota, K. (2024). Bridging Emotional Intelligence: Applications in Psychology through the Schutte Emotional Intelligence Scale (SEIS) in Thai Private Hospital Customers. *International Review of Management and Marketing*, 14 (5), 107-12.

Hong, E., Park, J., Jaroenwanit, P., Siriyota, K., & Sothonvit, A. (2023). The effect of customer ethnocentrism and customer participation on global brand attitude: The perspective of Chinese customer. *International Journal of Event and Festival Management*, 14 (1), 92-112.

Kittikunchotiwut, P., & Siriyota, K. (2021). The Impact of Intellectual Capital on Knowledge Management Processes in Thailand. *Journal of Asian Finance, Economics and Business*, 8 (9), 249-260.

Fatmawati, I., Nuryakin, N., & Siriyota, K. (2021). The Mediating Effect of Marketing Capability in The Relationship Between CRM on Business Performance in Indonesia and Thailand Service Industry. *International Journal of Electronic Customer Relationship Management*, 1 (2), 50-63.

#### **Refereed Proceedings**

##### **Applied or Integrative/application Scholarship**

Kattiyapornpong, U., Siriyota, K., Kanjanasilanon, C., & Ditta-Apichai, M. (2018). Enhancing student's learning experience by Work-Integrated Learning. In P. Tang (Chair). *THE-ICE 12th IPoE Forum 2018 Creating Advanced*

*Learning Experiences. Organized by International Centre of Excellence in Tourism and Hospitality Education.*

Kattiyapornpong, U., & Siriyota, K. (2018). Social Exchange Theory in Sustainable Tourism. In C. Jodie (Chair). *ANZMAC 2018 CONNECT. ENGAGE. TRANSFORM. Organized by Australia & New Zealand Marketing Academy.*

Siriyota, K. (2017). The Interaction of Marketing Orientation and Entrepreneurial Orientation to Entrepreneurialmarketing. In N. Kimpakorn, (Chair). *The 10th Business Management Research Conference. Organized by The Faculty of Business Administration, Chiang Mai University.*

## **Service**

**Last updated by member on 12-Apr-23 (01:52 AM)**