
Narissara Palusuk, Ph.D.
Lecturer
Department of Marketing
Faculty of Business Administration and Accountancy

naripa@kku.ac.th

Qualification: Scholarly Academic (SA)

Academic Background

Ph.D. Rennes School of Business.

M.Sc Aston University.

B.S. Kasetsart University.

Work Experience

Work Experience

Associate Dean for Student Development and Corporate Image, Faculty of Business Administration and Accountancy, Khon Kaen University (2020 - Present), Khon Kaen, Thailand.

Lecturer in Marketing, Faculty of Business Administration and Accountancy, Khon Kaen University (October, 2011 - Present), Khon Kaen, Thailand.

Adjunct Professor, Rennes School of Business (2014 - 2019), Rennes, France.

Freelance Tutor in English, Mathematics and Science for International Program Students, A Plus Academy Center (January, 2011 - September, 2011), Bangkok, Thailand.

Part-Time Lecturer in marketing, Faculty of Management Science, Khon Kaen University (June, 2011 - September, 2011), Khon Kaen, Thailand.

Freelance Tutor in Economics and Business Administration for International Program Students, Business Avenue Academy Center (November, 2010 - September, 2011), Bangkok, Thailand.

Product Executive, Transorient Asia Co.Ltd. (November, 2009 - November, 2010), Bangkok, Thailand.

Marketing and Business Development Executive, On Demand Academy (April, 2007 - July, 2008), Bangkok, Thailand.

Consulting Experience

2018: Rennes School of Business, Advisor of postgraduate students,

2017: Rennes School of Business, Advisor of Postgraduate students

2016: Rennes School of Business, Advisor of Postgraduate Students,

Teaching

Courses Taught

Bachelor:

Principles of Marketing

Creative Marketing

Customer Experience Management

Marketing Research
Marketing Management
Consumer and Brand Psychology
Global Marketing
Product and Price Management
Electronic Marketing
Service Marketing

Postgraduate:

Marketing Management
Marketing Research
Customer Experience Management
Brand Management
Advanced Brand Management
Marketing Introduction
Marketing Management
Advanced Research in Marketing

Teaching Activities

Other Teaching Activities

2023 - Advisor of Student's Marketing Competition.

2022 - Advisor of Student's Marketing Competition.

2021 - Advisor of Student's Marketing Competition.

Intellectual Contributions

Refereed Articles

Basic or Discovery Scholarship

Palusuk, N., Koles, B., & Hasan, R. (2019). All you need is brand love': a critical review and comprehensive conceptual framework for brand love. *Journal of Marketing Management*, 35 (1-2), 97-129.

Refereed Proceedings

Applied or Integrative/application Scholarship

Palusuk, N. (2022). Factors Affecting Brand Co-Creation Engagement and Brand Advocacy on Social Media. *Conference Proceedings: The International and National Conference on Business Administration and Accountancy 2022 (INCBAA 2022)*,

Presentations of Refereed Papers

International

Palusuk, N. (2022). *Role of Brand Experiences in Forming Beauty City's Destination Brand and Intention to Revisit*. International Conference on Current Research in Business Management, Social Sciences, Economics and Information Technology (RBSEIT), Bali, Indonesia.

Palusuk, N., Koles, B., & Hasan, R. (2018). *Is brand love real?: The nature of brand love and its conceptualization*. 17th International Marketing Trends Conference 2018, Paris, France, Paris, France.

Service

Service to the Institution

Department Assignments

Committee:

2018-2019: Student Affair Committee

College Assignments**Committee:**

2020-2021 – 2023-2024: Faculty Committee

Chair:

2020-2021 – 2023-2024: Committee Chair of Student Development

Service to the Profession**Reviewer - Article / Manuscript**

2022: Journal of Marketing Management (International).

Service to the Community**Academic Service**

2021: Service Mind for Business,

Member of a Committee

2022: Bayasita Hotel Marketing Competition,

2022: 3rd SEASAC 2022 South-East Asian Sales Competition: Developing the Next Generation of Sales Graduates,

2021: 2nd SEASAC 2022 South-East Asian Sales Competition,

Speech / Presentation at a Community Meeting

2012: Marketing Strategies Development

Last updated by member on 01-May-23 (09:15 PM)