
Pongsutti Phuensane, Ph.D.
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Department of Finance
Faculty of Business Administration and Accountancy

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Qualification: Scholarly Academic (SA)

Academic Background

Ph.D. University of Durham.

M.B.A. Khon Kaen University.

B.A. Kasetsart University.

Work Experience

Work Experience

Lecturer, Faculty of Business Administration and Accountancy, Khon Kaen University (January, 2018 - Present), Khon Kaen, Thailand.

Consulting Experience

2020: LEGAL GATEWAY LIMITED COMPANY, FINTECH Operation Process and Structure Specialist

Paid Service Experience

2019: Audit Committee, MAX METAL CORPORATION PUBLIC COMPANY LIMITED

Teaching

Courses Taught

Bachelor Degree

Portfolio Analysis and Management

Financial Market and Instruments

Financial Valuation and Value Creation

Investment Planning

Investment Banking

Finance Research

Tax and Estate Planning

Business Ethics and Financial Professional

Cooperative Education in Finance

Master' s Degree

Investment Analysis and Portfolio Management

Seminar in Finance

Basic Knowledge of Business Administration

Doctoral Degree

Seminar in Finance

Dissertation

Business and Research Ethics

Intellectual Contributions

Refereed Articles

Applied or Integrative/application Scholarship

- Suttipun, M., Phuensane, P., & Kijkasiwat, P. (2025). Co-opted board and carbon emissions in Thailand. *International Journal of Disclosure and Governance*.
- Chaiyurit, Y., & Phuensane, P. (2024). Optimizing Portfolio Efficiency in the Digital Era: A Data Envelopment Analysis of Range-Rebalanced Asset Investments. *International Journal of Analysis and Applications*, 22, 122.
- Kijkasiwat, P., Almustaafa, H., & Phuensane, P. (2023). Initial coin offerings for business: a systematic literature review and bibliometric analysis. *SN Business & Economics*, 3.
- Boonpong, N., & Phuensane, P. (2023). Predicting Returns in Emerging Markets: A Cnn-Lstm Approach to Sectoral Network Analysis. *Fuzzy Economic Review*, 28 (1), 63–81.
- Boonpong, N., & Phuensane, P. (2023). Investigating the Relationship between Business Sector Returns in the Japanese Stock Market and its Impact on Forecasting Returns by CNN-LSTM. *Banking & Finance Review*, 14 (1), 49–55.
- Jaroenwanit, P., Phuensane, P., Sekharic, A., & Claudine, G. (2023). Risk management in the adoption of smart farming technologies by rural farmers. *Uncertain Supply Chain Management*, 11, 533–546.
- Phuensane, P., Seawsirikul, S., Chancharat, S., & Kijkasiwat, P. (2021). Performance of Dollar-Cost Averaging Using Internal Rate of Return on Mutul Fund Investment. *Business Review*.
- Phuensane, P., & Chancharat, S. (2020). High Frequency Trading and Market Quality in the Thai Stock Exchange. *GMSARN International Journal*.
- Phuensane, P., & Kijkasiwat, P. (2020). Innovation and Firm Performance: The Moderating and Mediating Roles of Firm Size and Small and Medium Enterprise Finance. *Journal of Risk and Financial Management*.
- Phuensane, P., Kitdamrongtam, P., & Sinlapates, P. (2019). A study of a Relationship between Corporate Solvency and Stock Returns of Listed Companies in the Stock Exchange of Thailand. *University of the Thai Chamber of Commerce Journal*.
- Phuensane, P., & Chancharat, S. (2019). The Comparison of Return between those Technical Analysis Tools on the Investment of SET 50. *KKU Research Journal of Humanities and Social Sciences (Graduate Studies)*.
- Phuensane, P., Chancharat, S., & Chancharat, N. (2018). Volatility of Stock Returns in the Stock Exchange of Thailand: The Case of Energy and Utilities Group. *KKU Research Journal of Humanities and Social Sciences (Graduate Studies)*.
- Phuensane, P., Chancharat, S., Chancharat, N., & Maporn, S. (2018). Volatility of holiday effects in Thai stock market. *Kasetsart Journal - Social Sciences*.

Basic or Discovery Scholarship

- Boonpong, N., & Phuensane, P. (2023). NETWORK ANALYSIS OF ECONOMIC SECTORS: AN EXPLORATION OF STRUCTURE USING THE HITS ALGORITHM. *ABAC Journal*, 43 (3).
- Chancharat, N., Phuensane, P., Chancharat, S., & Boonchoo, S. (2023). Differentiation Industry Group, Stock Performance, and the COVID-19 Pandemic: An Investigation of the Stock Exchange of Thailand. *GMSARN International Journal*, 17 (4), 475-482.

Refereed Proceedings

Applied or Integrative/application Scholarship

- Phuensane, P., Jaroenwanit, P., & Hongthong, P. (2020). Influence of Demographic Characteristics and Extrinsic Motivations on Farmers' Smart Farming Adoption in Northeastern Thailand. *The 15th GMSARN International Conference 2020, Phra Nakhon Si Ayutthaya, Thailand*.
- Sangngam, A., & Phuensane, P. (2020). A HYBRID STOCK SELECTION METHOD USING SCORING MECHANISMS COMBINING WITH EXTREME LEARNING MACHINES (ELM). *The National and International Conference on Business Management and Innovation 2020, Khon Kaen, Thailand*.
- Siriwatchanaphorn, P., Phuensane, P., & Kijkasiwat, P. (2020). THE RELATIONSHIP BETWEEN CAPITAL STRUCTURE AND PROFITABILITY OF LISTED COMPANY IN REAL ESTATE DEVELOPMENT SECTOR IN THE STOCK EXCHANGE OF THAILAND. *The National and International Conference on Business Management and Innovation 2020, Khon Kaen, Thailand*.
- Phunsapwatthana, T., & phuensane, P. (2020). THE IMPACT OF THE POLITICAL CRISIS ON RETURN ON

INVESTMENT: A CASE STUDY OF THE STOCK EXCHANGE OF THAILAND. *The National and International Conference on Business Management and Innovation 2020, Khon Kaen, Thailand*.

Phuensane, P., Juicharoen, T., Wianwiwat, S., & Srungboonmee, T. (2019). ANALYSTS' RECOMMENDATION AND STOCK PERFORMANCE IN THE CASE OF THAILAND STOCK EXCHANGE. *SEC Working Papers Forum 2018, Bangkok, Thailand*

Yang, B., Tarkhamtham, P., Phuensane, P., & Zhu, K. (in press, 2019). Portfolios optimization under regime switching model: Evidences in the US Bonds and other financial assets. *The 13th International Conference of the Thailand Econometric Society / Chiang Mai, Thailand*.

Chapters, Cases, Readings, Supplements

Chapters

Yang, B., Tarkhamtham, P., Phuensane, P., & Zhu, K. (2019). Portfolios Optimization Under Regime Switching Model: Evidence in the American Bonds and Other Financial Assets'. *Behavioral Predictive Modeling in Economics* (pp. 377-392). Switzerland: Springer.

Grants

Partnership

2020 [Year 2 of 3]: Phuensane, P. & Jaroenwanit, P., Sustainable developmeNt Smart Agriculture Capacity [SuNSpaCe], Grantee, Erasmus+ (Erasmus - European Community Action Scheme for the Mobility of University Students)].

Research

2020: Phuensane, P. & Kongchan, P., Project to hire a consultant, database development activities, an assessment of the SME credit rating (SME Credit Rating Data Base), Collaborator, The Office of SMEs Promotion.

2020: Phuensane, P. The Investment Strategy of Securities in the ESG Group in the High Volatile Market: A Case Study of the Stock Exchange of Thailand., Grantee, Thailand Capital Market Development Fund.

Service

Service to the Institution

College Assignments

Faculty Assignments:

2024-2025 – 2026-2027: Dean

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