

---

**Prarawan Senachai , Ph.D.**  
**Assistant Professor**  
**Department of Marketing**  
**Faculty of Business Administration and Accountancy**

[prarse@kku.ac.th](mailto:prarse@kku.ac.th)

Qualification: Scholarly Academic (SA)

---

### **Academic Background**

Ph.D. University of Canberra , Australia.

M.A. Bangkok University, Thailand.

B.A. Bangkok University.

### **Work Experience**

#### **Teaching**

##### **Courses Taught**

###### **Bachelor Degree**

Principles of Marketing

Advertising and Sale Promotion

Customer Relationship Management (English Program)

Storytelling for Business (English Program)

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

Advanced Research in Marketing

### **Intellectual Contributions**

#### **Refereed Articles**

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

Satitsamitpong, M., Napontun, K., Senachai , P., Tovara, S., & Daengmeesee, S. (2024). ENHANCING SPECTATOR ENGAGEMENT IN E-SPORTS EVENTS. *ABAC Journal*, 44 (2), 41-60.

Senachai , P., Julagasigorn, P., & Chumwichan, S. (2024). EXAMINING THE INFLUENCES OF SATISFACTION AND TRUST ON THE BEHAVIORAL INTENTIONS OF CUSTOMERS WHO DINED IN CASUAL DINING RESTAURANTS: A MIXED-METHODS APPROACH. *ABAC Journal*, 44 (1), 25-55.

Senachai , P., & Julagasigorn, P. (2024). Retail mix instruments influencing customer perceived value and customer engagement: a conceptual framework and research agenda. *Humanities and Social Sciences Communications*, 11 (1), 1-14.

Senachai , P. (2020). The problems associated with the integration of Traditional Thai Medicine (TTM) in public health policy. *Opcion Journal*, 26, 3319-3352.

#### **Grants**

##### **Research**

2019: Senachai , P. The problems associated with the integration of Traditional Thai Medicine (TTM) in public health policy, Co-Investigator, N/A.

### **Service**

## **Service to the Profession**

### **Invited Lecture**

2019: Innovative Marketing, Nong Kai , Thailand (National).