
Arpasri Sothonvit, Ph.D. (Management)
Lecturer
Department of Business Administration and Accountancy
Faculty of Business Administration and Accountancy

arpaso@kku.ac.th

Qualification: Scholarly Academic (SA)

Academic Background

Ph.D. (Management)

Ph.D. (Management) Assumption University, Thailand, 2020.

M.B.A. (Property)

M.B.A. (Property) University of South Australia, Australia, 2012.

M.B.A.

M.B.A. National Institution of development Administration, Thailand, 2010.

B.B.A. (Advertisement)

B.B.A. (Advertisement) Assumption University, Thailand, 2005.

Work Experience

Teaching

Courses Taught

Bachelor Degree

Seminar in Marketing

Marketing Research and Analytics

Introduction to Marketing Technology

Entrepreneurial Finance

Digital Marketing and Branding

Creative Marketing

Business Investment

Intellectual Contributions

Refereed Articles

Basic or Discovery Scholarship

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.

Refereed Proceedings

Basic or Discovery Scholarship

Jaroenwanit, P., & Sothonvit, A. (2022). Factors Affecting Continuance Intention on Smart Farming in Thailand. Proceeding in the Digital Transformation: The Harmonic Convergence of People, Culture, Process, and Technology in

the New Normal

Jaroenwanit, P., & Sothonvit, A. (2021). Farmer's attitude toward organic farming adoption and application for organic farming standard certificate. *Proceeding in the 16th GMSARN International Conference 2021 "Smart Energy, Environment, and Sustainable Development in GMS: Post Pandemic Challenge and Opportunity": Sustainable Development. Rayong 2021, 16-17 December 2021, Rayong, Thailand* 29.

Service