
Porramate Jaratmetakul , Ph.D. (Management and Commerce)

Assistant Professor

Department of Business Administration and Accountancy

Faculty of Business Administration and Accountancy

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Qualification: Scholarly Academic (SA)

Academic Background

Ph.D. (Management and Commerce)

Ph.D. (Management and Commerce) University of Tasmania, Australia, 2020.

M.B.A. (Marketing)

M.B.A. (Marketing) Khon Kaen University, Thailand, 2006.

B.B.A. (Finance)

B.B.A. (Finance) Khon Kaen University, Thailand, 2004.

Work Experience

Work Experience

Business Administration and Accountancy Program Director., Faculty of Business Administration and Accountancy.
Khon Kaen University. (2018 - 2019), Khon Kaen, Thailand.

Teaching

Courses Taught

Bachelor Degree

Food and Beverage Management
Seminar in Hospitality and Event Business
Basic Business Analytics
Sustainable Accommodation and Event Management
Venue Management for Event

Master's Degree

Basic Statistics
Small Hospitality Business Planning and Development

Intellectual Contributions

Refereed Articles

Applied or Integrative/application Scholarship

Donnua, W., Silanoi, T., & Jaratmetakul, P. (2020). Public Relations Media Perception of Faculty of Business Administration and Accountancy Staffs, KhonKaen University. *Council of University Administrative Staff of Thailand Journal*.

Basic or Discovery Scholarship

Meeprom, S., Jaratmetak, P., & Boonk, W. (2023). Examining the effect of consumer experience on co-creation and loyalty for healthy meat consumption. *Frontiers in Sustainable Food Systems* .

Meeprom, S., Silanoi, T., & Jaratmetakul, P. (2022). Consumer experience co-creation in speciality coffee through social media sharing: its antecedents and consequences. *International Journal of Quality and Service Sciences*, 14 (4), 576-594.

Refereed Proceedings

Teaching and Learning Scholarship

Tongkork , O., Kongchan, P., & Jaratmetakul, P. (2019). Course Preparation Guideline for International Programs in Accordance with the Higher Education Program Standard Criteria B.E.2558, the Faculty of Business Administration and Accounting, Khon Kaen University. *The 11th National Research Conference for Academic Support Personnel in Higher Education Institutions. Chiang Mai: Chiang Mai University.*, 38-47.

Insorn, K., Chancharat, S., & Jaratmetakul , P. (2019). Guidelines for Promoting Decision to Pursue Undergraduate Degree of The Faculty of Business Administration and Accountancy, Khon Kaen University. *The 11th National Research Conference for Academic Support Personnel in Higher Education Institutions. Chiang Mai: Chiang Mai University*, 25-37.

Grants

Other

2019: Silanoi, T. & Jaratmetakul, P., The Opinions and attitudes of stakeholders toward meeting standard and environmental friendly meeting pattern in Khon Kaen., Grantee, Faculty of Business Administration and Accountancy. Khon Kaen University..

Service

Service to the Institution

College Assignments

Other Institutional Service Activities:

2018-2019: Business Administration and Accountancy Program Director.

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