
Kawpong Polyorat, Ph.D. (International Management)
Assistant Professor
Department of Business Administration and Accountancy
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Qualification: Scholarly Academic (SA)

Academic Background

Ph.D. (International Management)

Ph.D. (International Management) The University of Hawaii at Manoa, USA, 2003.

M.B.A. (Finance)

M.B.A. (Finance) Chulalongkorn University, Thailand, 1997.

B.A. (Hotel Management)

B.A. (Hotel Management) Kasetsart University, Thailand, 1993.

Work Experience

Teaching

Courses Taught

Bachelor Degree

Sales and Marketing for Hospitality and Event Business
English for Hospitality and Event Business

Master's Degree

Basic Knowledge of Business Administration
Basic Statistics
Strategic Management for Hospitality Industry

Doctoral Degree

Seminar in Hospitality and Event Management
Reading and Writing Research Paper

Intellectual Contributions

Refereed Articles

Basic or Discovery Scholarship

Polyorat, K. (2024). Gaining Consumer Insight through the Multidimensional-Scaling Technique: Connecting Traditional Marketing with Modern Data Analytics. *KKBS Journal of Business Administration and Accountancy*, 8 (1), 1-7.

Polyorat, K., & Amatyakul, S. (2023). The Influences of City Personality on Purchase Intention and Travel Intention: A Study of Chiang Mai, Thailand. *GMSARN International Journal*, 17 (4), 406-415.

Amatyakul, S., & Polyorat, K. (2022). Impacts of Country Personality on Lao People's Purchase Intention and Travel Intention. *GMSARN International Journal*, 16 (3), 287-294.

Polyorat, K., & Preechapanayakul, W. (2020). University branding: The impact of university personality on university distinctiveness and university identification. *Journal of Critical Reviews*, 5, 703-709.

Sripongpun, K., & Polyorat, K. (2018). Country Personality Scale. *Chulalongkorn Business Review*, 40, 1-29.

Kedtongma, A., Pornsrimate, K., & Polyorat, K. (2017). A critical review of the perceived fit between consumers' green

lifestyle and CSR. *Thammasat journal*, 36 (3), 22-42.

Buaprommee, N., & Polyorat, K. (2016). Intention to Purchase Traceable Meat: The Impacts of Perceived Information Asymmetry, Informativeness, Usefulness and Norm. *Asian Journal of Business and Accounting*, 9 (1), 141-167.

Sarun, A., & Polyorat, K. (2016). City Brand Personality: The Application of Brand Personality Concept in the City Context. *Review of Integrative Business and Economics Research*, 5 (4), 108-121.

Thongthip, W., & Polyorat, K. (2015). The Influence of Brand Personality Dimensions on Perceived Service Quality and Perceived Service Value. *The Business and Management Review*, 6 (4), 22-27.

Refereed Proceedings

Basic or Discovery Scholarship

Amatyakul, S., & Polyorat, K. (2017). The Traits of City Personality: A Qualitative Study. *The Proceeding of International Conference on Implications of Research in Business, Economics, Management, Social Sciences and Humanities (IRBEMSH)* 22-29.

Tipsing, N., & Polyorat, K. (2017). Impact of Advertising Appeals on International Tourists' Ad Attitude and Purchase Intention. *The Proceedings of The 1st International Conference on Theoretical and Practical Implications in the Field of Social Science Humanities & Management Studies (TPISHM)*, 2 (1)

Polyorat, K., Preechapanyakul, W., Sripongpun, K., & nyaem, A. (2017). Nation Branding: The Application of Brand Personality Framework to China as a Brand. *The Proceedings of The 1st International Conference on Theoretical and Practical Implications in the Field of Social Science Humanities & Management Studies (TPISHM)*, 2 (1)

Kullanun, S., & Polyorat, K. (2015). South Korea's Country Personality in Thai Consumer's Perception: A Qualitative Study,. *The Business and Management Review*, 6 (4), 1-6.

Service

Service to the Profession

Chair: Committee / Task Force

2024: Country Chair, GBATA Annual International Conference (International).

Reviewer - Book / Textbook

2018: Research and Development Journal Loei Rajabhat University, AIMS Public Health Journal (National).

Invited Lecture

2018: The Department of Management, Universitas Muhammadiyah Yogyakarta. (International).

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