
Khwanruedee Ponchaitiwat, Ph.D. (Management)
Associate 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)

Ph.D. (Management) Mahasarakham University, Thailand, 2010.

M.B.A. (Business Administration)

M.B.A. (Business Administration) Ramkhamhaeng University, Thailand, 2001.

B.B.A. (Management)

B.B.A. (Management) Ramkhamhaeng University, Thailand, 1988.

Professional Certifications

EdPEX Assessor: EA, Thailand, --N/A--

Work Experience

Work Experience

Editor in Chief, Faculty of Business Administration and Accountancy. Khon Kaen University. (2019 - 2020), Khon Kaen, Thailand.

Consulting Experience

2023: Workshop Trainer

2023: Special Lecturer

Teaching

Courses Taught

Bachelor Degree

Organization Development

Management Research

Innovation and Creativity Management

Business Ethics and Sustainable Enterprise

Employee Engagement

Master's Degree

Independent Study

Thesis

Doctoral Degree

Research Philosophy and Science

Dissertation

Intellectual Contributions

Refereed Articles

Basic or Discovery Scholarship

Chaiyapruksayanonde, C., & Ponchaitiwat, K. (2025). Supportive work environments, innovative work behavior, and job performance in the hospitality industry: empirical evidence from Thailand. *Tourism and Hospitality Research*, 6 (1),

1-17.

Parnitvitidkun, P., Ponchaitiwat, K., Chancharat, N., & Thoumrungroje, A. (2024). Understanding IT professional innovative work behavior in the workplace: A sequential mixed-methods design. *Journal of Open Innovation: Technology, Market, and Complexity*, 10 (1), 1-9.

Ponchaitiwat, K., & Parnitvitidkun, P. (2023). Tourism outsourcing relationship performance in Thailand. *Humanities, Arts and Social Sciences Studies*, 23 (1), 94-103.

Chaisomkun, B., Ponchaitiwat, K., & Thangchan, W. (2022). Factors influence behavioral intention and behavior of using application robotic process automation (RPA) application in accounting: A conceptual framework. *Journal of Liberal Arts and Management Science Kasetsart University*, 9 (2), 98-114.

Silamom, W., & Ponchaitiwat, K. (2021). Innovative behavior of commercial bank employees in Khon Kaen Province. *KKU Research Journal of Humanities and Social Sciences (Graduate Studies)*, 9 (1), 17-34.

Tansoo, A., & Tuntrabundit, K. (2018). Components and results of adopted organizational innovations in small and medium enterprises in Thailand. *Asia Pacific Journal of Advanced Business and Social Studies.*, 4 (1), 310-314.

Tansoo, A., & Tuntrabundit, K. (2018). Adhocracy Culture, Organizational Innovation and Performance: A Study of Thai Small and Medium Enterprises. *Veridian E-Journal Silpakorn University, International Humanities, Social Sciences and Arts.*, 314-330.

Boonvacharapai, T., Jadesadalug, V., & Tuntrabundit, K. (2017). Organizational Creativity for Service Innovation in Thai Boutique Hotel. *Journal of Modern Management Science*, 9 (2), 131-145.

Kokanucha, A., & Tuntrabundit, K. (2017). Knowledge Sharing Capability in Healthcare Organizations. *Journal of Asia Business Studies*, 12 (2), 135-151.

Boonpromma, J., & Tuntrabundit, K. (2017). The Relationship between Leadership and Job Satisfaction of employees in Accounting Firms in Khon Kaen. *Veridian E-Journal, Silpakorn University.*, 11 (1), 1450-1466.

Tuntrabundit, K., & Tuntrabundit, V. (2014). The Mediating Role of Procedural Justice in Formalization-Affective Commitment Relationship. *Asian Social Science*, 10 (11), 185-193.

Refereed Proceedings

Basic or Discovery Scholarship

Parnitvitidkun, P., & Tuntrabundit, K. (2019). Dimensions of Innovative Work Behavior: The Literature Survey. *International Conference on Culture Technology (ICCT) 2019, Siam Bayshore Resort, Pattaya, Thailand, 1*, 222-225.

Kokanucha, A., & Tuntrabundit, K. (2015). Knowledge sharing capability and knowledge sharing success: organizational perspective. *Proceeding of The international conference on advanced research in business and social sciences 2015. Malaysia: Kuala Lumpur Convention Centre*, 437-445.

Kokanucha, A., & Tuntrabundit, K. (2014). Knowledge sharing capability and organizational performance: A theoretical perspective. *Proceeding of The 10th international academic conference. Vienna: Institute of social sciences and economic sciences*, 399-408.

Books, Monographs, Compilations, Manuals

Books

Ponchaitiwat, K. (2018). *Innovation Management and Creativity* -.

Service

Service to the Institution

College Assignments

Editor:

2020-2021 – 2024-2025: KKBS JOURNAL

Faculty Assignments:

2019-2020: Editor, KKBS JOURNAL

College Assignments

Faculty Assignments:

2019-2020 – 2024-2025: • Member of committee of Doctor of Philosophy Program in Business Administration, Faculty of Business Administration and Accountancy, Khon Kaen University

2019-2020 – 2024-2025: Editor, KKBS JOURNAL

University Assignment:

2020-2021 – 2024-2025: Alternate Member of the Khon Kaen University Ethics Committee in Human Research