
Paweena Kongchan, Ph.D. (Accounting)
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. (Accounting)

Ph.D. (Accounting) RMIT University, Australia, 2013.

M.B.A. (Accountancy and Finance)

M.B.A. (Accountancy and Finance) Kasetsart University, Thailand, 2006.

B.B.A. (Accounting)

B.B.A. (Accounting) Khon Kaen University, Thailand, 2003.

Professional Memberships

Federation of Accounting Professions, Under the Royal Patronage of his Majesty the King, 2007-present

Work Experience

Work Experience

Treasurer, Federation of Accounting Professions (2014 - Present), Khon Kaen, Thailand.

Director, Hotel Management Center, Khon Kaen University (February, 2021 - April, 2025), Khon Kaen, Thailand.

Acting Director of Hotel Management Center, Khon Kaen University (April, 2018 - 2020), Khon Kaen, Thailand.

Administrative Committee, Faculty of Business Administration and Accountancy. (June, 2017 - July, 2020), Khon Kaen, Thailand.

Associate Dean for Research and Academic Services, Faculty of Business Administration and Accountancy. (June, 2017 - July, 2020), Khon Kaen, Thailand.

Research Committee, Khon Kaen University (June, 2017 - July, 2020), Khon Kaen, Thailand.

Committee of Master of Accounting Program, Faculty of Business Administration and Accountancy (2015 - 2019), Khon Kaen, Thailand.

Advisor for Graduated Students, Faculty of Business Administration and Accountancy. (2015 - 2019), Khon Kaen, Thailand.

Acting Assistant Manager, Finance and Accounting Department, the Khon Kaen University Printing House (October, 2014 - 2016), Khon Kaen, Thailand.

Consulting Experience

2025: The Office of Small and Medium Enterprises Promotion (OSMEP), Advisor for study activities on preparing Market Intelligence data, both static and dynamic data, Phase 4

2025: Thailand Science Research and Innovation (TSRI), Project researcher "Development of enterprise resource management system Using the Odoo application for the prototype agricultural and food industry business group

2025: Local Business, Design of Accounting System and Cost Structure

2024: The Program management unit for competitiveness (PMUC), Head of the sub-project: Transferring knowledge on the development of the SE accounting system under the community development project by developing a social enterprise management mechanism (Social Enterprise)

2024: The Foundation for Public Policy and Good Governance (PPGG), Advisor for the Buddhist temple management project according to the principles of good governance. (Temples in Khon Kaen and Chaiyaphum areas)

2023: The Office of SMEs Promotion, Consultant for SME Credibility Assessment Database Development Project Phase 4

2023: Faculty of Economics, Khon Kaen University, ERP pilot project consultant for agribusiness Case Study of Animal Feed Mill, Phase 2

2022: The Office of SMEs Promotion, Consultant for SME Credibility Assessment Database Development Project Phase 3

2022: Ministry of Industry, Financial and Accounting Consultant for Transforming Thai SMEs into Modern Manufacturing 4.0, Area 3 Project

2021: The Office of SMEs Promotion, Consultant for SME Credibility Assessment Database Development Project Phase 2

2021: SME Development Fund Office in line with civil state, Financial and Accounting Consultant for Project to strengthen SMEs that receive credit from the SME Development Fund according to civil state guidelines

2020: The Office of SMEs Promotion, Consultant for SME Credibility Assessment Database Development Project Phase 1

Paid Service Experience

2020: Office of the Cane and Sugar Board, To study sugarcane production standard cost structure.

2017: The Royal Initiative Discovery Foundation, Production collection accounting system development project Nong Loeng Puea Cheek Development Project arising from royal initiatives Kalasin Province

2017: Khon Kaen University, Egg farm management system development project

2016: Khon Kaen University, Fish Farm Management System Development Project

Teaching

Courses Taught

Bachelor Degree

Preliminary Principles of Accounting
Intermediate Accounting / Accounting II
Intermediate Accounting II
Management Accounting
Accounting for Profit Planning and Control
Seminar in Management Accounting
Accounting for Agricultural Business
Accounting for Profit Planning and Control
Seminar in Managerial Accounting

Master's Degree

Fundamentals of Management Accounting
Integrated Accounting Information
Seminar in Managerial Accounting
Accounting Research in Practices
Research Methodology in Accounting
Business Research Methodology

Doctoral Degree

Financial Reporting and Management Control
Qualitative Research Methodology

Teaching Activities

Doctoral Exam Preparation/Grading

2024 - Advisor for PhD students.

Student Assign-Clinical/Practicum/Internship

2024 - Advisor for internship students (UG). 5 students.

Student Assign-Students Advised (GRAD)

2024 - Advisor for Master of Accounting students. 9 students.

Executive or Professional Education

2024 - Design seminar courses for Accounting Profession for Accountants and Auditors who live around Khon Kaen area..

Intellectual Contributions

Refereed Articles

Basic or Discovery Scholarship

- Widuri, R., Ferdiansyah, I., & Kongchan, P. (2021). The influence of culture, technology, organization and environment on the adoption of computer assisted audit techniques. *Journal of Archaeology of Egypt/Egyptology*, 18 (1), 494-504.
- Saosama, T., & Kongchan, P. (2020). The Analysis of Accounting Procedures and Internal Control of Temples in Udon Thani Province Following the Temple Affair Manager Manual. *Journal of Modern Learning Development*, 5 (1), 159-179.
- Tangvichien, S., & Kongchan, P. (2017). A Study of Cost Reduction Techniques for Tilapia Feeding Farm In the Case of Fish Farms in Mahasarakham Province. *Burapha Journal of Business Management*, 6 (1), 51-64.
- Rittisang, J., & Kongchan, P. (2017). The Flexibility in Applying the Economic Order Quantity and Reorder Point: A Case Study of a Medium Construction Materials Distribution Business. *KKU Research Journal of Humanities and Social Sciences (Graduate Studies)*, 5 (1), 92-104.
- Wannawichit, P., & Kongchan, P. (2017). Factors effecting on the Accounting Efficiency of Saving Group for Production Credit in Maha Sarakham Province. *Veridian E-Journal, Silpakorn University: Thai Humanities, Social Sciences and Arts*, 10 (1), 1926-1942.

Refereed Proceedings

Basic or Discovery Scholarship

- Kwanda, A., & Kongchan, P. (2019). The Use of Material Flow Cost Accounting Technique (MFCA) to Identify the Problems of Prestressed Slab Process. *The National Conference on Business Management and Innovation 2019 by College of Graduate Study in Management, Khon Kaen University*.
- Janpleng, R., & Kongchan, P. (2019). Factors Affecting the Demand For Accounting Knowledge Development among Financial And Accounting Staff in Mahasarakham University. *The National Conference on Business Management and Innovation 2019 by College of Graduate Study in Management, Khon Kaen University*.
- Yokmanee, A., & Kongchan, P. (2019). The Relationship between Inventory Management Techniques and Profitability of Company listed in the Stock Exchange of Thailand. *Paper presented at the 20th National Graduated Research Conference, Khon Kaen University*, 1786 – 1795.
- Kumsaeng, P., & Kongchan, P. (2018). A study of the obstacles of capital budgeting in a Thai beverage company. *Paper presented at the 11th Business Management Research Conference, Faculty of Business Administration, Chiang Mai University*, 72-82.
- Sirikumpeng, N., Kongchan, P., & Wechakul, W. (2017). Using and Demand of Accounting Information for Education Institution Management. *Paper presented at the 9th National Conference on Administration and Management, Prince of Songkla University*, 173-183.
- Sondhiprasart, K., & Kongchan, P. (2017). The survey of COSO internal control in Finance and accounting of Agricultural Cooperatives in RoiEt Province. *Paper presented at the 9th National Conference on Administration and Management, Prince of Songkla University*, 280-289.
- Simarojana, S., & Kongchan, P. (2017). Assessment of internal control activities of inventory system: Case study of small printing business. *Paper presented at the 7th National Conference on SMARTS, Silpakorn University*.
- Chirarotwanit, C., & Kongchan, P. (2017). The Purchasing Planning of Raw Materials in the Dried Bark of Virginia Tobacco Production. *Paper presented at the 5th Annual National Conference on Business and Accounting, Kasetsart University*, 339-347.
- Tangvichien, S., & Kongchan, P. (2017). The study of cost reduction techniques for tilapia feeding farm the case of the fish farm in Mahasarakham. *Paper presented at the Ramkhamhaeng University National Conference on Economics 2017*.
- Labsirisook, U., & Kongchan, P. (2016). Activity –Based Costing of Truck Transportation Service. *Paper presented at the 1st national conference at Kasetsart University, Sriraja campus, Thailand*, 204-207.

Tansakul, R., & Kongchan, P. (2016). The analysis of accounting system and internal control for a book store in Khon Kaen province. *Paper presented at the National and International Conference on Business Management and Innovation 2016, Khon Kaen, Thailand* 969-974.

Wannawichit, P., & Kongchan, P. (2016). Factors effecting on the Accounting Efficiency of Saving Group for Production Credit in MahaSarakhm Province. *Paper presented at the 13th national conference at Kasetsart University, Kamphaengsaen campus, Thailand* 1395-1404.

Sangdaw, C., & Kongchan, P. (2015). Factors affecting the efficiency of the Medical billing and collections system: The case of the Srinagarind Hospital, Faculty of Medicine, KhonKaen University. *Paper presented at the 3rd Kaset Nontri Esaan Fair National Conference, Sakon Nakorn, Thailand* 152-167.

Rittisang, J., & Kongchan, P. (2015). The Development of Inventory Management System by EOQ for a Construction Materials Distribution Business: A Case Study of RuamNgoen Construction Materials, RoiEt Province. *Paper presented at the 3rd KasetNontriEsaan Fair National Conference, SakonNakorn, Thailand* 189-206.

Kongchan, P., & Yapa, P. (in press, 2014). Factors influencing the succesfully implementation of Activity-Based Costing (ABC) in Thai Bank. *Paper presented at the European Accounting Association 37thConference, Tallinn, Estonia.*

Kongchan, P., & Yapa, P. (in press, 2012). Factors influencing the implementation of Activity-Based Costing in Thailand: a case study of a Thai Telecommunications Company. *Poster presented at the MONFORMA Conference, Melbourne, Australia.*

Kongchan, P., & Yapa, P. (in press, 2012). Factors influencing the implementation of Activity-Based Costing (ABC) in a Thai Telecommunication Company. *Paper presented at the AFAANZ Conference, Melbourne, Australia..*

Books, Monographs, Compilations, Manuals

Books

Kongchan, P. (2017). *Intermediate Accounting*. Khon Kaen, Thailand: Bee Books.

Patents/Inventions

2024 - ResRun Application (ERP for Restaurant).

2018 - Smart Fish Farm Aplication.

Grants

Other

2017: Kongchan, P., Sawang, P., Meehapan, B., & Pukanha, C., The development of accounting system for local distribution center, Kalasin Province., Co-Principal Investigator, Source of fund: Pid Thong Lang Pra Foundation..

2017: Kongchan, P., Sawang, P., & Meehapan, B., The development of farm management system for chicken eggs farm, Principal Investigator, Khon Kaen University.

2016: Kongchan, P., Sawang, P., & Meehapan, B., The development of farm management system for fish farm, Principal Investigator, Betagro Co.Ltd..

2016: Mahasuweerachai, P., Fongthong, S., & Kongchan, P., Follow-up and Evaluation the Kaem Ling development Project initiated by His Majesty King Bhumibol Adulyadej : Kalasin Province (Phase II), Co-Investigator, Pid Thong Lung Pra Foundation.

2015: Mahasuweerachai, P., Fongthong, S., & Kongchan, P., Follow-up and Evaluation the Kaem Ling development Project initiated by His Majesty King Bhumibol Adulyadej : Kalasin Province (Phase I), Co-Investigator, Pid Thong Lung Pra Foundation.

2015: Kongchan, P. The development of Accounting Services Center, Principal Investigator, Betagro Co.Ltd..

2014: Piewthongngam, K., Sutthachai, S., & Kongchan, P., The study of Sugar Cane Cost Calculation, Co-Investigator, Office of Cane and Sugar, Ministry of Industry.

2014: Bumroongkit, S. & Kongchan, P., The development of participatory tourism management for sustainability: Ubolrat-Khon Kaen Model, Co-Principal Investigator, Khon Kaen University.

Service

Service to the Institution

Department Assignments

Chair:

2018-2019: Committee of Master of Accounting Program

Department Assignments

Chair:

2024-2025: Master of Accountancy, Chair

Department Assignments

Other Institutional Service Activities:

2018-2019: Committee of Master of Accounting Program

College Assignments

Editor:

2018: KKBS Journal, Faculty of Business Administration and Accountancy, Khon Kaen University, Thailand.

College Assignments

Editor:

2018: KKBS Journal, Faculty of Business Administration and Accountancy, Khon Kaen University, Thailand.

University Assignments

Committee Member:

2018: KKU Innovation and Enterprise

2018: Research and Academic Services

Service to the Profession

Academic Conference: Moderator / Facilitator

2020: The International and National Conference in Business Administration and Accountancy 2020 (INCBAA), Chaing Mai, Thailand (International).

Chair: Committee / Task Force

2018: GBATA 20th Annual International Conference, Bangkok, Thailand. Global Business and Technology Association. Program Co-Chair. (National).

2017 – 2018: The International and National Conference in Business Administration and Accountancy 2018 (INCBAA), Khon Kaen, Thailand. Conference Chair. (National).

Editor: Academic PRJ

2019: KKBS Journal, Faculty of Business Administration and Accountancy, Khon Kaen University, Thailand. (National).

Editor: Conference Proceedings

2018: The International and National Conference in Business Administration and Accountancy 2018 by TRBS NET (International).

Editorial Board Member

2020: The 9th PSU Trang National Conference on Research across Disciplines 2020, Faculty of Commerce and Management, Prince of Songkla University, Trang Campus (National).

Invited Lecture

2019: A professional development training program organized by Rajamangala University of Technology

Suvarnabhumi, Thailand., Bangkok, Thailand (International). on the topic "the Activity-based costing (ABC) practices in Thai Telecom" 27 Aug 2019 for Sri Lanka Telecom (SLT)

2019: Hospital Performance Analytics Management: Financial Analysis. Medical Association of Thailand., Bangkok, Thailand (National).

2015 – 2019: Managerial Accounting for Local Government, College of Local Administration, Khon Kaen University. (National).

2018: Taxation for College of Graduate Study in Management, Khon Kaen University. (National), Khon Kaen, Thailand (National).

Member: Committee/Task Force

2015 – 2019: Federation of Accounting Professions, Khon Kaen branch, Thailand. Treasurer (National).

Reviewer

2020: The International and National Conference in Business Administration and Accountancy 2020 (INCBAA), Chaing Mai, Thailand (International).

2020: The 9th PSU Trang National Conference on Research across Disciplines 2020, Faculty of Commerce and Management, Prince of Songkla University, Trang Campus (National).

2017 – 2019: reviewed for Binus Journal, Binus University, Indonesia. (International).

2017 – 2019: reviewed for Journal of Management Sciences, Faculty of Management Sciences, Prince of SongKla University, Thailand. (National).

2017 – 2019: reviewed for Suthiparithat Journal, DhuraKij Pundit University. (National).

2017 – 2019: reviewed for The Business Management Research Conference | The 9th International Business Management Research Conference. Faculty of Business Administration, Chiang Mai University, Thailand. (International).

2018: The International and National Conference on Business Administration and Accountancy (INCBAA 2018), Khon Kaen. 22-23 February 2018 (International).

2017 – 2018: reviewed for The National Conference on Administration and Management (NCAM). Faculty of Management Sciences, Prince of SongKla University, Thailand. (National).

Service to the Community

Other Community Service Activities

2019: Accounting Volunteer Project

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