
Krittapha Saenchiyathon, Ph.D. (Business Administration)

Associate Professor

Department of Business Administration and Accountancy

Faculty of Business Administration and Accountancy

krisae@kku.ac.th

Qualification: Scholarly Academic (SA)

Academic Background

Ph.D. (Business Administration)

Ph.D. (Business Administration) Ramkhamhaeng University, Thailand, 2007.

M.B.A.

M.B.A. Khon Kaen University, Thailand, 1997.

LL.B

LL.B Sukhothai Thammathirat Open University, Thailand, 1994.

B.N.S.

B.N.S. Boromarajonani College of Nursing, Thailand, 1990.

Work Experience

Teaching

Courses Taught

Bachelor Degree

Business Law I

Statistics for Management

Principle of Managing Production and Service Management for Entrepreneurs

Creative Management

Inventory and Warehoused Management

Electronic Business and Innovation Management

Seminar in Management

Production Management and Service

Business Law, Taxation and International Trade Law

Logistics and Supply Chain Management

Master' s Degree

Basic Knowledge of Business Administration

Logistics Management

Seminar in Logistics Management

Supply Chain Management Strategies

Strategies of Operation Management for Entrepreneur

Seminar in Entrepreneurship Commerce and Innovation

Doctoral Degree

Basic Knowledge of Business Administration

Intellectual Contributions

Refereed Articles

Applied or Integrative/application Scholarship

Aduldaecha, S., Sutthachai, S., & Saenchiyathon, K. (2024). A Measurement Model of Intellectual Capital in Thailand during the Transition Period to Knowledge-based Economy. *Songklanakarin Journal of Management Sciences*, 41 (1), 1-29.

Katisart, N., Sutthachai, S., & Saenchiyathon, K. (2024). Can stakeholders evaluate corporate ESG performance through its ESG disclosure? A study of Thai listed firms. *International Journal of Disclosure and Governance*, 1-15.

Katisart, N., Sutthachai, S., & Saenchiyathon, K. (2023). ESG Disclosure in Thailand: An Analysis of Hard and Soft Disclosures. *Journal of Accountancy and Management*, 19 (63), 106-133.

Basic or Discovery Scholarship

Jantapoon, K., & Saenchiyathon, K. (2023). Supply chain strategy under VUCA world for Sustainable of the Tea Entrepreneur in Thailand. *E3S Web of Conferences*, 440, 1-10.

Phengsuk, T., Worasan, K., & Saenchiyathon, K. (2023). The Influence of Supply Chain Strategy and Supply Chain Design on Supply Chain Resilience under Uncertain Circumstances: A Review of the Literature. *E3S Web of Conferences*, 440, 1-10.

Worasan, K., Moonsri, K., & Saenchiyathon, K. (2023). The Novel Strategy of Differential Evolution for Multi-Fleet Size and Vehicle Routing Problem in Logistics Service Providers. *E3S Web of Conferences*, 440, 1-10.

Thomya, W., Rangsungnoen, G., Ritsri, U., Nonthapot, S., & Saenchiyathon, K. (2023). The relationship between supply chain finance and firm performance: Evidence from Thai listed firms. *Asian Economic and Financial Review*, 13 (8), 547-558.

Saenchiyathon, K., & Wongthongchai, J. (2021). Green Operation Strategy for SMEs: Agri-food Business Thailand Case Study. *TEM Journal*, 10 (4), 1803-1812.

Sopa, A., & Saenchiyathon, K. (2020). Effect of a Supply Chain Collaboration model on Competitiveness via Collaborative Advantages and Reduction of Supply Chain Disruption. *International Journal of Supply Chain Management*, 9 (3), 2051-3771.

Wongthongchai, J., & Saenchiyathon, K. (2019). The influence of Green Training on Green Supply chain Management Practices and Firm's Performance. *International of engineering and Technology*, 8 (1.10), 91-95.

Saenchiyathon, K., & Liengjindathaworn, S. (2019). An Influence of Dynamic Capability to Corporate Performance. *TEM JOURNAL-TECHNOLOGY EDUCATION MANAGEMENT INFORMATICS*, 3, 848-853.

Wongthongchai, J., & Saenchiyathon, K. (2019). The Key Role of Institution Pressure on Green Supply Chain Practice and the Firm's Performance. *Journal of Industrial Engineering and Management*, 12 (3), 432-446.

Thomya, W., & Saenchiyathon, K. (2015). The effects of organizational culture and enterprise risk management on organizational performance: A conceptual framework. *International Business Management*, 9 (2), 158-163.

Kruasoma, T., Saenchiyathon, K., & Kantatasiri, P. (2015). Achievement a sustainable competitive advantage on the integration of resource-based view and dynamic capability. *International Business Management*, 9 (1), 79-85.

Liengjindathaworn, S., Saenchiyathon, K., & Hawat, P. (2015). Effect of corporate reputation to brand loyalty of banks in Thailand. *International Business Management*, 9 (1), 134-138.

Refereed Proceedings

Basic or Discovery Scholarship

Imerb, M., Saenchiyathon, K., Naipinit, A., & Rungruang, P. (2018). THE INFLUENCING OF EMPLOYEE ENGAGEMENT ON THE PERFORMANCE OF HOTEL INDUSTRY IN THAILAND. (2018). *2nd International Conference on Innovative Research in Science, Technology and Management (ICIRSTM-18)*, Singapore. *International Institute of Research and Journals (IIRAJ)* | & *Institute of Research and Publication (IRP)*.

Arunchit, B., Saenchiyathon, K., Naipinit, A., & Petison, P. (2018). SOCIO-EMOTIONAL WEALTH OF FAMILY FIRM THAT AFFECTING FIRM PERFORMANCE. 2nd International Conference on Innovative Research in Science, Technology and Management (ICIRSTM-18), Singapore. *International Institute of Research and Journals (IIRAJ)* | & *Institute of Research and Publication (IRP)*.

Pholloke, T., & Saenchiyathon, K. (2018). Model of High Performance Work System affected Employees' Intention to Stay. 2nd International Conference on Innovative Research in Science, Technology and Management (ICIRSTM-18), Singapore. *International Institute of Research and Journals (IIRAJ)* | & *Institute of Research and Publication (IRP)*.

Wongthongchai, J., & Saenchiyathon, K. (2018). The Application of Interpretive Structural Modeling Technique (ISM) to Study Adopting model of Green Supply Chain Management in Thailand. Qualitative methodology supported by ISM and MICMAC analysis. *Japan International Business and Management Research Conference, March 29, 2018 Tokyo, Japan. Research synergy.*

Imerb, M., Saenchaiyathon, K., Naipinit, A., & Rungruang, P. (2018). Structural Modeling of Antecedents and Consequences of Employee Engagement in Hotel Industry in Thailand. Qualitative approach with ISM and MICMAC analysis. *Japan International Business and Management Research Conference, March 29, 2018 Tokyo, Japan. Research synergy.*

Arunchit, B., Saenchaiyathon, K., Naipinit, A., & Petison, P. (2018). Exploring Socio-emotional Wealth (SEW) that Affecting Family Firm Performance using Interpretive Structural Modeling. *Japan International Business and Management Research Conference, March 29, 2018 Tokyo, Japan. Research synergy..*

Pholloke, T., Saenchaiyathon, K., & Rungruang, P. (2018). Interpretive Structural Modeling of Human Resource Management Practices (HRMP) Affecting Employee Retention. *Japan International Business and Management Research Conference, March 29, 2018 Tokyo, Japan. Research synergy..*

Service

Service to the Institution

College Assignments

Faculty Assignments:

2017-2018 – 2026-2027: Head of Department of Business Administration and Accountancy