
Pattarawadee Permwanichagun, D.B.A.
Assistant Professor
Department of Business Administration and Accountancy
Faculty of Business Administration and Accountancy

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Qualification: Practice Academic (PA)

Academic Background

D.B.A.

D.B.A. Khon Kaen University, Thailand, 2014.

M.B.A. (Management)

M.B.A. (Management) Khon Kaen University, Thailand, 2005.

B.Sc. (Computer Science)

B.Sc. (Computer Science) Khon Kaen University, Thailand, 2003.

Work Experience

Teaching

Courses Taught

Bachelor Degree

Business project management
Elementary to business and entrepreneurship
Entrepreneurship
Applied Management Science
Principles of management
Quantitative Analysis for Management
Seminar in management
Small and medium enterprise management

Master's Degree

Independent Study
Basic Knowledge of Business Administration
Leadership and Organization Behavior for Entrepreneur
Logistics Management
Strategies of Operation Management for Entrepreneur

Doctoral Degree

Dissertation

Intellectual Contributions

Refereed Articles

Basic or Discovery Scholarship

Bumrunghet, K., & Permwanichagun, P. (2022). Feasibility Study on Investment in Bottled Herbal Jaew Hon Product. *MBA KKU Journal*, 15 (1), 18–40.

Pangprasert, B., Naipinit, A., & Permwanichagun, P. (2020). The Corporate Sustainability Performance of Entrepreneurs (CSPE) on Social Enterprise in Thailand: A Mixed Methods Approach. *BU Academic Review*, 73-87.

Permwanichagun, P., Kaenmanee, S., & Naipinit, A. (2015). The External Environments Factors Affecting Success for Implementation In Context of Sole Proprietorship E-Commerce Entrepreneurs in Thailand. *International Business Management*, 9 (1), 122-127.

Refereed Proceedings

Applied or Integrative/application Scholarship

Pangprasert, B., Naipinit, A., & Permwanichagun, P. (2019). The Corporate Sustainability Performance of Entrepreneurs (CSPE) on Social Enterprise: Proposed conceptual framework. *Proceedings of The 2nd International Research Conference On Management, Leadership & Social Sciences 2019*

Pukpasert, B., & Permwanichagun, P. (2018). The Corporate Sustainability Performance of Social Enterprise Entrepreneurs: A Conceptual Framework. 15 September 2018. *Advances in Social Science, Management and Human Behaviour – SMHB. Institute of Research Engineers and Doctors (IREED), USA. Hotel Lebua at State Tower*, 35-41.

Permwanichagun, P., Kaenmanee, S., & Naipinit, A. (2013). The Effect of E-Commerce System, System Use Acceptance and Entrepreneur on Success for Implementation of Sole Proprietorship E-Commerce Entrepreneurs in Thailand. *Proceedings of International Graduate Research Conference 2013, December 20, 2013, Chiang Mai University, Thailand. Chiang Mai: Chiang Mai University (A Merit Awards of the International Graduate Research Conference 2013)*

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