
Pensri Jaroenwanit, Ph.D. (Marketing)
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. (Marketing)

Ph.D. (Marketing) Thammasat University, Thailand, 2009.

M.B.A.

M.B.A. National Institute of Development Administration, Thailand, 1992.

B.Sc. (Agriculture)

B.Sc. (Agriculture) Kasetsart University, Thailand, 1988.

Professional Certifications

Speaker in 'The 1st International Conference on Economic and Business (ICEB) 2022', 2022, Indonesia.

Keynote Speaker for presenting research paper A New Normal Marketing : Impact & Adaptation, 2020, Indonesia.

Keynote Speaker Reinforcement of the Sustainable Development Goals post Pandemic, 2020

EdPEX, Ministry of Higher Education, Science, Research and Innovation, 2019

Facebook Digital Marketing Capacity Building for Disadvantaged MSME, 2019

Intensive Training Consultant : ICT, Ministry of Higher Education, Science, Research and Innovation, 2019

Strategy Map, AACSB, 2017

Faculty Management and Qualifications Standards and Assurance of Learning Seminar, (AACSB), 2013

ACore 201, Institute of HR Professional Development KKU, 2010

Workshop on "Change Management", 2009, University of Queensland, Brisbane, Australia.

International Seminar on Consumer trends and Export of Tropical and Subtropical Fruits, 2008

Work Experience

Work Experience

Dean, Faculty of Business Administration and Accountancy. Khon Kaen University. (2016 - Present), Khon Kaen, Thailand.

Director of Social and Business Incubation, Khon Kaen University (2018 - 2019), Khon Kaen, Thailand.

Academic Council Committee, Nakornratchasima College (2004 - 2019), Nakornratchasima, Thailand.

Director of Social Business Incubation Center of PA's Precise Agriculture, Faculty of Business Administration and Accountancy. Khon Kaen University. (2014 - 2018), Khon Kaen, Thailand.

Director of Business Strategy Development, Faculty of Business Administration and Accountancy. Khon Kaen University. (2009 - 2016), Khon Kaen, Thailand.

Teaching

Courses Taught

Bachelor Degree

Consumer Behavior

Marketing Management

Global Marketing
Seminar in Marketing
Master's Degree
Consumer Behavior and Business Analysis
Local Marketing and Global Marketing Management
Seminar in Marketing
Independent Study
Thesis
Doctoral Degree
Contemporary Marketing
Contemporary Business Issue
Dissertation

Intellectual Contributions

Refereed Articles

Applied or Integrative/application Scholarship

- Jaroenwanit, P. (2023). Risk management in the adoption of smart farming technologies by rural farmers. *Uncertain Supply Chain Management*, 11, 533–546.
- Jaroenwanit, P., & Deeboonmee, S. (2021). The Outstanding Features of Innovative Riceberry Product Influence on Purchasing Intention of Elderly Consumers in Thailand. *GMSARN International Journal*, 15 (1), 21.
- Honghern, O., & Jaroenwanit, P. (2018). Factors Influencing the Time Reduction in the construction Industry: A Case Study of the Northeast Region of Thailand. *KKU Research Journal of Humanities and Social Sciences (Graduate Studies)*, 6 (1), 11-21.
- Parnitvitidkun, P., & Jaroenwanit, P. (2018). Consumers' Resistance to Mobile Banking Using and Organizational Performance: A Conceptual Framework. *KKBS Journal of Business Administration and Accountancy*, 2 (2), 1-9.
- Aungvaravong, C., Jaroenwanit, P., & Silanoi, T. (2018). Concept Application and the Development of new-products from Organic raw material (ORM). *International Journal of Pure and Applied Mathematics*, 119 (15), 2943 – 2948.
- Jaroenwanit, P., & Deboonmee, S. (2017). Corporate social responsibility strategy of business organization by using school as the medium to community. *GMSARN International Journal*, 11 (13), 139-146.

Basic or Discovery Scholarship

- Fauzan, N., & Jaroenwanit, P. (2024). The Link of Corporate Social Responsibility Communication towards Customer Value Co-creation: An Empirical Study in Banking Business Indonesia. *Thailand and The World Economy*, 42 (1), 196-213.
- Kongsri, N., & Jaroenwanit, P. (2024). Personal branding success. *Educational Administration: Theory and Practice*, 30 (5) 12267-12276.
- Fauzan, N., & Jaroenwanit, P. (2024). Streamlines of Fear of Missing Out through Young consumer Thrifting Fashion Future Trends: A Bibliometric and Visualuzation Analysis. *Thammasat Review*, 27 (1), 52-76.
- Saewanee, C., Napalaib, J., & Jaroenwanit, P. (2024). Factors affecting customer retention of e-marketplace industries through Stimulus-Organism- Response (SOR) model and mediating effect. *Uncertain Supply Chain Management*, 12, 1537-1548.
- Hong, E., Park, J., Jaroenwanit, P., Siriyota, K., & Sothonvit, A. (2023). The effect of customer ethnocentrism and customer participation on global brand attitude: The perspective of Chinese customer. *Journal of Retailing and Consumer Services*, 70/c
- Fauzan, N., & Jaroenwanit, P. (2023). Building CSR Communication in the Banking Business in Thailand: The Mediating Effects of Social Media Influencers and Consumer Skepticism. *Creative Business and Sustainability Journal (CBSJ)*, 44 (2), 95-113.
- Sibounheuang, P., & Jaroenwanit, P. (2023). Factors Influencing A Consumers' Behavioral Intention: A Case of Tourism in the Lao People's Democratic Republic. *Quality - Access to Success*, 24 (193), 212-222.
- Jaroenwanit, P. (2022). The lesson of value chain concept from SMEs to achieve UN SDGs. *Int. J. of Agriculture Innovation. Technology and Globalisation*, 2 (4).
- Jaroenwanit, P., Lee, T., Hwang, S., & Kaenprom, T. (2022). Value Chain Analysis of Thai Agricultural Social Enterprises. *Technology and Globalisation*, 2 (4).

- Jaroenwanit, P., Abbasi, A., & Hongthong, P. (2022). Determinants of customers' intention to use online food delivery platforms in Thailand. *Scientific and Professional Journals*, 10 (3), 747-758.
- Jaroenwanit, P., Kattiyapornpong, U., & Deeboonmee, S. (2020). Investigating Factors Affecting Consumers' Satisfaction Towards Food Safety Products in East-West Economic Corridor: A Structural Equation Modelling. *GMSARN International Journal*, 3, 157-168.
- Jaroenwanit, P., Deboonmee, S., & Pangprasert, B. (2018). The Acceptance and Purchase intention of Dietary Supplement Products Made from Organic Rice. *Canadian International Journal of Social Science and Education*, 7-21.
- Punnanitinont, A., Jaroenwanit, P., & Ruangwanit, N. (2017). Practice of High Cultural Capital Investors: A Case of Aesthetic Items. *Review of Integrative Business and Economics Research*, 6 (1), 162-181.
- Sansorn, K., & Jaroenwanit, P. (2016). A mediating role and influence of the relationship marketing success toward cluster productivity in Thailand. *International Business Management*, 10 (4), 416-422.
- Kantasiri, P., Jaroenwanit, P., & Brown, R. (2016). A mediator role of the ecologically conscious consumer behavior (ECCB Scale) on consumer adoption the environmentally friendly food products. *Academic journal Faculty of Management Science*, 1 (1), 63-75.

Refereed Proceedings

Basic or Discovery Scholarship

- Jaroenwanit, P., Daowadueng, P., & Hongthong, P. (2021). Influence of Demographic Characteristics, Rice Cultivation Methods, and Value Chain Attitude on Operational Efficiency of the Organic Rice Industry in Thailand. *Proceedings of the 2nd Borobudur International Symposium on Humanities and Social Sciences, BIS-HSS 2020, 18 November 2020, Magelang, Central Java, Indonesia* 1-7.
- Suebsombut, P., Chernbumroong, c., Sureephong, P., Jaroenwanit, P., Phuensane, P., A Sekhari (2020). Comparison of Smart Agriculture Literacy of Farmers in Thailand. *2020 Joint International Conference on Digital Arts, Media and Technology with ECTI Northern Section Conference on Electrical, Electronics, Computer and Telecommunications Engineering, ECTI DAMT and NCON 2020* 242-245.
- Daowadueng, P., & Jaroenwanit, P. (2020). A model for implementing blockchain technology in the organic rice supply chain in Northeastern Thailand. *GMSARN Int. Conf. on Sustainable Energy, Environment, & Climate Change Transitions in GMS, 21-22 December 2020*
- Jaroenwanit, P., Kattiyapornpong, U., & Deeboonmee, S. (2018). Investigating Factors Affecting Consumers' Satisfaction Towards Food Safety Products in East-West Economic Corridor: A Structural Equation Modelling. *Proceedings of The GRAND GMSARN International Conference On*, 139-146.
- Jaroenwanit, P., & Thongthip, W. (2018). Relationship between Brand Experience and Brand Engagement of Thai and Lao Consumers: A Case Study of Milk Product. *Proceedings of TFCR International Conference on Business Management, Economics and Social Science Development (BMESD) 2nd-3rd June 2018, Istanbul, Turkey*, 13.
- Jaroenwanit, P., Deeboonmee, S., & Pangprasert, B. (2018). The Acceptance and Purchase Intention of Dietary Supplement Products Made from Organic Rice. *Proceedings of International Conference on Social Science, Arts, Business and Education 20th – 21st March 2018, Paris, France*, 7-21.
- Narkwicchan, P., & Jaroenwanit, P. (2016). Factors influencing adoption of mobile commerce comparing between Generation X and Generation Y. *Proceedings of 2nd-3rd TFCR International Conference on Business Management, Economics and Social Science Development (BMESD) 2nd-3rd June 2018, Istanbul, Turkey*, 1-8.
- Thongthip, W., & Jaroenwanit, P. (2016). The Influence of Product Involvement and Perceived Value on Customer Brand Engagement of Thai and Lao Consumer: A Case of Milk Products. *Proceedings of 53rd ISERD International Conference 30th-31st October 2016, Zurich, Switzerland*, 11-16.
- Jaroenwanit, P., Khamwon, A., & Hayeemad, M. (2016). The Drivers of Halal Brand Equity: Islamic Religiosity, Brand Tribalism, Brand Engagement in Self-Concept, and Brand Relationship. *Proceedings of 53rd ISERD International Conference 30th- 31st October 2016, Zurich, Switzerland*, 17-22.
- Jaroenwanit, P., Deeboonmee, S., & Pangprasert, B. (2016). Model of Innovation Development of Organic Rice in Roi-Kaen-Sarn-Sin. *Proceedings of the 11th GMSARN International Conference 2016 on Innovative Energy, Environment and Development in GMS 16th – 18th November 2016, Kunming, China*.
- Chueabunkoet Noth, A., & Jaroenwanit, P. (2015). How Kreng Value Influence on Thai and European Post-purchase Intention in a Service Context. *Proceeding in International Conference on Trade, Business, Economics and Law*.

(ICTBEL 2015 (Edinburgh): Conference Programme) : 15 – 17 June 2015 Edinburgh, United Kingdom.

Jaroenwanit, P., & Kantatasiri, P. (2015). Factors Influencing Consumers' Attitude toward Environmentally-Friendly Food Products: New Environmental Paradigm (NEP) Scale Application. *Proceeding in International Conference on Trade, Business, Economics and Law. (ICTBEL 2015 (Edinburgh): Conference Programme) : 15 – 17 June 2015 Edinburgh, United Kingdom.*

Soikum, A., & Jaroenwanit, P. (2015). The Factors Influencing Attitude Toward Precise Rice Cultivation of Farmers in the Northeast Region, Thailand. *Proceeding in International Conference on Trade, Business, Economics and Law. (ICTBEL 2015 (Edinburgh): Conference Programme) : 15 – 17 June 2015 Edinburgh, United Kingdom.*

Kantatasiri, P., Jaroenwanit, P., & Brown, R. (2014). The Influencing of Young Consumers Shopping Style on Attitude toward the Environmentally Friendly Food Products in Thailand. *Proceeding in International Conference on Trends in Multidisciplinary Business and Economics Research, 27-28 March 2014, Holiday Inn Bangkok, Silom, Thailand.*

Hayeemad, M., Jaroenwanit, P., & Khamwon, A. (2014). Brand Tribalism, Brand Relationships, and Halal Brand Equity: A Study in Muslim Consumers. *Proceeding in Business and Social Science Research Conference: Paris 2014, 19-20 December 2014, Paris, France.*

Buasri, R., & Jaroenwanit, P. (2014). An Investigation of International Tourists from Big Emerging Markets (BEMs) of Different Age Groups using Information Sources for Making a Decision to Visit Thailand. *Proceeding in Business and Social Science Research Conference: Paris 2014, 19-20 December 2014, Paris, France.*

Boonyathanathaghi, T., & Jaroenwanit, P. (2014). The Factors Influencing Consumer's Learning about Indication of Anti-inflammation Drugs in KhonKaen Province, Thailand. *Proceeding in Business and Social Science Research Conference: Paris 2014, 19-20 December 2014, Paris, France.*

Pechyiam, C., & Jaroenwanit, P. (2014). The Factors Affecting Green Brand Equity of Electronic Products in Thailand. *Proceeding in Business and Social Science Research Conference: Paris 2014, 19-20 December 2014, Paris, France.*

Jaroenwanit, P., Supasarn, C., & Deeboonmee, S. (2014). The Influence of Materialistic Attitudes and Material Values on Customers' Intention to Buy Property in Thailand. *Proceeding in Business and Social Science Research Conference: Paris 2014, 19-20 December 2014, Paris, France.*

Jaroenwanit, P., & Bussabongpriwal, S. (2014). Application and Advantages of PA's Precise Rice Cultivation Method in Chaiyaphum Province and Sisaket Province, Thailand. *Proceeding in the ninth GMSARN International Conference 2014, 12-14 Nov. 2014, Ho Chi Minh City, Vietnam.*

Jaroenwanit, P., & Deeboonmee, S. (2014). Development of e-Commerce Competencies among Community Enterprise and SMEs in the Northeastern Region of Thailand. *Proceeding in the ninth GMSARN International Conference 2014, 12-14 Nov. 2014, Ho Chi Minh City, Vietnam.*

Punnaitinont, A., & Jaroenwanit, P. (2014). Investment Practice: A Case Of High Cultural Capital with Aesthetic Tastes. *Proceeding in 2nd European Business Research Conference 6th- 8th April 2014, London, United Kingdom.*

Jaroenwanit, P., & Jaratmetakul, P. (2014). The Effect of Consumers' Perceived Brand Parity and Brand Trust toward Brand Loyalty: The Case of Instant Noodle in Thailand. *Proceeding in International Conference for Academic Disciplines 6th- 10th April 2014, Vienna, Austria.*

Jaroenwanit, P., & Deeboonmee, S. (2014). Factors Influencing Consumers' Satisfaction with Brand of Instant Noodles in Thailand. *Proceeding in International Conference for Academic Disciplines 6th- 10th April 2014, Vienna, Austria.*

Nonthawichai, N., & Jaroenwanit, P. (2014). The Relationship Between Perception And Attitude With Intention To Buy OTOP Products Via The Internet System Of Consumers In The Upper Part Of The Northeastern Thailand. *Proceeding in Business and Social Science Research Conference: Paris 2014, 19-20 December 2014, Paris, France.*

Books, Monographs, Compilations, Manuals

Books

Jaroenwanit, P. (2003). *Marketing Research. Faculty of Management, Khon Kaen University.*

Jaroenwanit, P. (1999). *Basic Business. Faculty of Management, Khon Kaen University.*

Jaroenwanit, P. (1998). *Advertisement and Sale Support. Faculty of Management, Khon Kaen University.*

Jaroenwanit, P. (1995). *Marketing Management. Faculty of Management, Khon Kaen University.*

Service

Service to the Institution

College Assignments

Faculty Assignments:

2018 – 2022: Director of Social and Business Incubation Center (SBIC)

2016 – 2022: Dean of the Faculty of Business Administration and Accounting

University Assignments

Committee:

2012 – 2022: Committee of the College Council

Faculty Assignments:

2004 – 2022: Associate Professor

University Assignment:

2025-2026 – 2026-2027: Vice President for Student Affairs and Innovation Commercialization

Service to the Profession

Advisor

2014: Advisor of BrandAge Magazine "Thailand Most Admired Brand and Why we Buy?" (National).

Board Member: Advisory Board

2019: Advisor of Product Development and Market Validation of Product from Cultivated banana. A Model of Community for Organic Farming Product in 4.0 era. Boostup Project of OTOP product : Clothes and Garments, Thailand (National).

2016: The Potential of Small and Medium Enterprises (SMEs) to support Special Economic Zone, Department of Industrial Promotion, Mukdahan, Thailand. (National).

2016: The Project of Jasmine Rice Milk Industry Network Group, Department of Industrial Promotion, Roi ed, Thailand. (National).

2016: The Project of Dairy Industry Network Group and Dairy product, Department of Industrial Promotion, Maha Sarakham, Thailand. (National).

2015 – 2016: Industry Connection and Community Participation Development Project, Department of Industrial Promotion, Roi ed, Thailand. (National).

2015: The survey of stakeholders' attitude related image of CSR of CP All Plc" Institute for Population and Social Research, Mahidol University, Thailand. (National).