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Qualification: Scholarly Academic (SA)

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## **Academic Background**

### **Ph.D. (Marketing)**

Ph.D. (Marketing) National Institute of Development Administration, Thailand, 2022.

### **M.B.A. (Marketing)**

M.B.A. (Marketing) National Institute of Development Administration, Thailand, 2010.

### **B.Sc. (Medical Technology)**

B.Sc. (Medical Technology) Mahidol University, Thailand, 2003.

## **Professional Certifications**

SAS Certified Predictive Modeler Using SAS Enterprise Miner 14, 2018

## **Work Experience**

### **Work Experience**

Lecturer, Khon Kaen Business School (KKBS) (August, 2022 - Present), Khon Kaen, Thailand.

Product Specialist, Amgen (Thailand) Limited. (October, 2018 - January, 2020), Bangkok, Thailand.

Senior Medical Representative, Takeda (Thailand), LTD. (August, 2011 - August, 2018), Bangkok, Thailand.

Medical Representative, GlaxoSmithKline (Thailand) Limited. (September, 2009 - July, 2011), Bangkok, Thailand.

Medical Representative, DKSH (Thailand) Limited. (April, 2005 - March, 2008), Bangkok, Thailand.

## **Teaching**

### **Courses Taught**

#### **Bachelor Degree**

English for Marketer

Digital Marketing and Branding

Digital Consumer Behaviour

Smart Citizen Digital Economy (Design Thinking)

Global Marketing Seminar in Marketing

## **Intellectual Contributions**

### **Refereed Articles**

#### **Basic or Discovery Scholarship**

Kokkhangplu, A., & Auemsuvarn, P. (2024). Understanding customer experiences insights in boutique hotels: a case study from Thailand. *Cogent Business & Management*, 10 (1), 1-17.

Auemsuvarn, P., & Ngamcharoenmongkol, P. (2022). Destination personality: a dimensions analysis and a new scale development in Thailand. *INTERNATIONAL JOURNAL OF TOURISM CITIES*, 8 (4), 1019-1041.

Auemsuvarn, P., & Ngamcharoenmongkol, P. (2022). A DESTINATION PERSONALITY AND ITS ANTECEDENTS AND CONSEQUENCES: AN APPLICATION OF PRODUCTBRANDING TODESTINATION BRANDING. *ABAC Journal*,

42 (3), 180-198.

Ngamcharoenmongkol, P., & Auemsuvarn, P. (2020). Brand Personality: Conceptualization and Measurement. *Journal of Business and Retail Management Research (JBRMR)*, 13, 60-75.

Auemsuvarn, P. (2019). How brand personality can assist in achieving the sustainable development goals (SDGs) for small and medium-sized enterprises (SMEs) in developing countries. *Journal of Business and Retail Management Research (JBRMR)*, 13, 63-72.

## **Refereed Proceedings**

### **Basic or Discovery Scholarship**

Traiyrach, S., & Auemsuvarn, P. (2022). Factors Affecting Customer Trust and Intention to Use Beauty Service Center: A Case Study of Khon Kaen City, Thailand. *Proceeding of 2022 International Conference on Current Research in Business Management Social Sciences, Economics and Information Technology (RBSEIT)*, September 24-25, 2022, 18.

Auemsuvarn, P., & Ngamcharoenmongkol, P. (2019). BRANDS AS HUMANS: A SYSTEMATIC REVIEW OF BRAND PERSONALITY SCALES. *NIDA International Business Conference 2019 Transforming Business to the Future March 2nd, 2019*

## **Service**

**Last updated by member on 09-Jun-25 (03:11 PM)**