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# **Prarawan Senachai , Ph.D. (Marketing Communication)**

**Assistant Professor**

**Department of Business Administration and Accountancy**

**Faculty of Business Administration and Accountancy**

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Qualification: Scholarly Academic (SA)

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## **Academic Background**

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

Ph.D. (Marketing Communication) University of Canberra , Australia, 2019.

### **M.A. (Communication Arts)**

M.A. (Communication Arts) Bangkok University, Thailand, 2001.

### **B.A. (Communication Arts)**

B.A. (Communication Arts) Bangkok University, Thailand, 1997.

## **Work Experience**

### **Teaching**

#### **Courses Taught**

##### **Bachelor Degree**

Principles of Marketing

Advertising and Sale Promotion

Customer Relationship Management (English Program)

Storytelling for Business (English Program)

##### **Master's Degree**

Advanced Research in Marketing

## **Intellectual Contributions**

### **Refereed Articles**

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

Satitsamitpong, M., Napontun, K., Senachai , P., Tovar, S., & Daengmeesee, S. (2024). ENHANCING SPECTATOR ENGAGEMENT IN E-SPORTS EVENTS. *ABAC Journal*, 44 (2), 41-60.

Senachai , P., Julagasigorn, P., & Chumwichan, S. (2024). EXAMINING THE INFLUENCES OF SATISFACTION AND TRUST ON THE BEHAVIORAL INTENTIONS OF CUSTOMERS WHO DINED IN CASUAL DINING RESTAURANTS: A MIXED-METHODS APPROACH. *ABAC Journal*, 44 (1), 25-55.

Senachai , P., & Julagasigorn, P. (2024). Retail mix instruments influencing customer perceived value and customer engagement: a conceptual framework and research agenda. *Humanities and Social Sciences Communications*, 11 (1), 1-14.

Senachai , P. (2020). The problems associated with the integration of Traditional Thai Medicine (TTM) in public health policy. *Opcion Journal*, 26, 3319-3352.

## **Grants**

### **Research**

2019: Senachai , P. The problems associated with the integration of Traditional Thai Medicine (TTM) in public health policy, Co-Investigator, N/A.

## **Service**

### **Service to the Profession**

#### **Invited Lecture**

2019: Innovative Marketing, Nong Kai , Thailand (National).