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**Bundit Sawunyavisuth, D.B.A.**  
**Associate 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**

### **D.B.A.**

D.B.A. Naresuan University, Thailand, 2015.

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

M.B.A. (Marketing) Payap University, Thailand, 2001.

### **B.B.A. (Management)**

B.B.A. (Management) Payap University, Thailand, 1995.

## **Work Experience**

## **Teaching**

### **Courses Taught**

#### **Bachelor's degree**

Advertising & Sales Promotion  
Buddha Way for Marketing  
Consumer Behavior  
Cooperative Education in Marketing  
Direct and Digital Marketing  
Direct Marketing  
Integrated Marketing Communication  
Introduction to Marketing Technology  
Marketing Channels  
Marketing Management  
Principles of Marketing  
Sales Management  
Salesmanship  
Seminar Marketing  
Service Marketing  
Social Marketing  
Wholesaling and Retailing

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

Accounting and Financial Management for Marketer  
Direct Marketing and E-Commerce  
Distribution and Channel Management  
Independent Study  
Integrated Marketing Communication  
Omni-Channel Management  
Strategic Brand Management and Pricing Strategy  
Social Media Marketing

**Doctoral Degree**

Contemporary Marketing  
Seminar in Marketing  
Selected Topic in Marketing  
Advanced Consumer Behavior  
Dissertation

**Intellectual Contributions**

**Refereed Articles**

**Basic or Discovery Scholarship**

Sawanyavisuth, B., Ngamjarus, C., & Sawanyawisuth, K. (2023). Adherence to Continuous Positive Airway Pressure Therapy in Pediatric Patients with Obstructive Sleep Apnea: A Meta-Analysis. *Therapeutics and Clinical Risk Management*, 143-162.

Sawanyavisuth, B. (2023). Factors Associated with Duration of Intercostal Chest Drainage in Patients with Primary Spontaneous Pneumothorax and the Role of Pulmonary Rehabilitation. *Open Access Emergency Medicine*, 569-573.

Namwaing, u., & Sawanyavisuth, B. (2022). Oxygen saturation is associated with recurrent primary spontaneous pneumothorax treated by intercostal chest drainage. *Asian Journal of Surgery*, 45 (1), 431-434.

Sawanyavisuth, B., Ngamjarus, C., & Sawanyawisuth, K. (2021). Any Effective Intervention to Improve CPAP Adherence in Children with Obstructive Sleep Apnea: A Systematic Review. *Global Pediatric Health*, 8.

Soontornrungsun, B., Khamsai, S., Sawanyavisuth, B., Limpawattana, P., Senthong, V., V Chotmongkol, Kittisak Sawanyawisuth (2021). Obstructive sleep apnea in patients with diabetes less than 40 years of age. Diabetes and Metabolic Syndrome. *Clinical Research and Reviews*, 14 (6), 1859-1863.

Manasirisuk, P., Chainirun, N., Tiamkao, S., Lertsinudom, S., Phunikhom, K., Bundit Sawanyavisuth, Kittisak Sawanyawisuth (2021). Efficacy of generic atorvastatin in a real-world setting. Clinical Pharmacology. *Advances and Applications*, 13 (1), 45-51.

Charoentanyarak, S., Sawanyavisuth, B., Deepai, S., & Sawanyawisuth, K. (2021). A Point-of-Care Serum Lactate Level and Mortality in Adult Sepsis Patients: A Community Hospital Setting. *Journal of Primary Care and Community Health*, 12.

Soontornrungsun, B., Khamsai, S., Sawanyavisuth, B., & Limpawattana, P. (2020). Obstructive sleep apnea in patients with diabetes less than 40 years of age. *Journal of the Medical Association of Thailand*, 6, 1859-1863.

Kaewkes, C., Sawanyawisuth, K., & Sawanyavisuth, B. (2020). Are symptoms of obstructive sleep apnoea related to good continuous positive airway pressure compliance? *ERJ Open Research*, 3.

Sanlung, T. (2020). Clinical characteristics and complications of obstructive sleep apnea in srinagarind hospital. *Journal of the Medical Association of Thailand*, 1, 36-39.

Amornsriwong, P., & Sawanyavisuth, B. (2019). The Study of Attitudes and Behaviors in Media Consumption of Y Girls. *Journal of Rangsit Graduate studies in Business and Social Sciences*, 5 (1), 34-49.

Saksirak, V., & Sawanyavisuth, B. (2019). The Study of Pretty Life Cycle. *Journal of Rangsit Graduate studies in Business and Social Sciences*, 5 (1), 50-61.

Sawanyavisuth, B. (2018). Factors Associated with the Experiences of Patients Treated at Hypertension Clinic, Srinagarind Hospital. *Srinagarind Med Journal*, 33 (5), 451-456.

Sawanyavisuth, B. (2018). What are predictors for a continuous positive airway Pressure machine purchasing in obstructive sleep apnea patients? *Asia-Pacific Journal of Science and Technology*, 23 (3), 1-5.

Sawanyavisuth, B. (2018). What personal experiences of CPAP use affect CPAP adherence and duration of CPAP use in OSA patients? *Journal of the Medical Association of Thailand*, 101 (Suppl7), 245-S249.

Sawanyavisuth, B., & Photipatphiboon, P. (2016). Perception of Health Insurance of Khon Kaen University (KKU) Students. *Asia-Pacific Journal of Science and Technology*, 21 (3), 86-90.

**Refereed Proceedings**

### **Basic or Discovery Scholarship**

Kamhangpol, N., & Sawanyavisuth, B. (2017). Perception of Passengers Towards Marketing Communications of Nok Airlines. *Proceeding of Universal Academic Cluster International Summer Conference in Hokkaido, Japan. 9 - 11 July 2017*, 146-151.

Koolprasit, P., & Sawanyavisuth, B. (2017). The Perception of Medical Care Right of Khon Kaen University's Graduate Student. *Proceeding of Universal Academic Cluster International Summer Conference in Hokkaido, Japan. 9 - 11 July 2017*, 141-145.

Photipatphiboon, P., & Sawanyavisuth, B. (2016). Factors Influencing First Year Students' Perceptions of the Right to Medical Care Through Direct Marketing Communication Channels: A case of Khon Kaen University. 30-31 Oct 2016. *Proceeding Zurich Switzerland*, 6-10.

Prasertngoendi, N., & Sawanyavisuth, B. (2016). The Decision to Buy Life Insurance Through Telemarketing. *Proceedings of the Universal Academic Cluster International Winter Conference in Hokkaido, 22 - 24 February 2016, Sapporo Cafe, Sapporo, Hokkaido, Japan*, 43-50.

Pobkwamsuk, S., & Sawanyavisuth, B. (2016). A Study of Personality of Salespersons in Beauty Clinic in Ideal Male Consumer. *Proceedings of the Universal Academic Cluster International Winter Conference in Hokkaido, 22 - 24 February 2016, Sapporo Cafe, Sapporo, Hokkaido, Japan*, 39-42.

### **Service**

#### **Service to the Profession**

##### **Advisor**

2019: Business consultant (Boos Up New Entrepreneurs) (National).

2018: Consultant for the assessment and development of OTOP operators (National).

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