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**Noppamash Suvachart, 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. Nova Southeastern University, USA, 2001.

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

M.B.A. (Marketing) Sripatum University, Thailand, 1996.

### **B.Ed**

B.Ed Khon Kaen University, Thailand, 1985.

## **Professional Certifications**

Food Safety and Food Hygiene for Food Service Professionals, 2025, Mahidol University.

Food Stylist class, 2023, SME & Thai Franchise Trade Association.

Food Stylist for Value Added, 2023, Thailand Chefs Association.

## **Work Experience**

### **Work Experience**

Associate Professor, Khon Kaen University (July, 2001 - Present), Khonkaen, Thailand.

### **Consulting Experience**

2025: Sila Sriburi Limited Partnership

2025: Chumphae Tour Limited Partnership

## **Teaching**

### **Courses Taught**

#### **Bachelor Degree**

Principles of Marketing

Consumer Behaviors

Marketing Management

Product and Price Management

Marketing Channels and Physical Distribution Management

Wholesaling and Retailing

Marketing Information System

Advertising and Sales Promotion

Personal Finance

Credit Management

Business Ethics and Corporate Governance

Principles of Management

Introductions to Hospitality and Event Industry

Consumer Behavior in Hospitality and Event Industry

Event Promotion and Sponsorships

Kitchen Operation and Management

Culinary Skills

International Foodways

Accommodation Design  
Destination Management  
Food Safety Management for Hospitality and Event Business  
Design Skills for Food and Beverage  
Seminar in Hospitality and Event Business

**Master's Degree**

Marketing Management for Executive  
Marketing Logistics and Marketing Canals Management  
Product Management and Pricing Strategic  
Direct Marketing  
Corporate Social Responsibility  
Independent Study  
Tourism Marketing  
Marketing for Sport Entertainment and Tourism Innovation  
Small Hospitality Business Planning and Development  
Sustainablility in Hospitality and Event Business

**Doctoral Degree**

Strategic Management for Competitiveness  
Advanced Hospitality Consumer Behavior  
Advanced Research Proposal Design I  
Dissertation

**Teaching Activities**

**Assurance of Learning - Teaching**

2025 - *Project-Based Learning (PBL)*.

**Other Teaching Activities**

2025 - *Pitch Presentation*.

2025 - *HACCP Plan Workshop*.

2025 - *Site Visit / Virtual Tour*.

2025 - *Case Study Analysis*.

**Intellectual Contributions**

**Refereed Articles**

**Basic or Discovery Scholarship**

Suvachart, N. (in press, 2025). Factors Affecting Conservation Behavior of Early Adults in Natural Tourist Sites. *KKBS Journal of Business Administration and Accountancy*.

Suvachart, N. (in press, 2025). The Effects of Reflective Thinking with Mind Mapping on Academic Achievement in Higher Education. *Nakkhabut Paritat Journal*.

Suvachart, N. (in press, 2025). The Effects of Reflective Thinking with Mind Mapping on Academic Achievement in Higher Education. *Narkkhabut Paritat Journal*.

Suvachart, N. (2024). Cluster Analysis of Environmental Responsibility Behavior among Thai Youths. *Pibulsongkram Rajabhat University*, 18 (1), 169-188.

Suvachart, N. (2024). Cluster Analysis of Environmental Responsibility Behavior among Thai Youths. *Journal of Humanities and Social Sciences of Phibulsongkram Rajabhat University*, 18 (1), 169-188.

Suvachart, N. (2023). Exploratory Factor Analysis: Characteristic of the Youth's Tour Program. *Economics and Business Administration Journal*, 15 (2).

Suvachart, N. (2022). Exploring the recreational activities types of Thai adolescent. *International Journal of Science and Research*, 11 (8), 627-630.

Suvachart, N. (2021). Content analysis for promoting accommodation services business. *KKBS Journal of Business Administration and Accountancy*, 5 (1).

Suvachart, N. (2017). Factors Analysis of the Factors Affecting Customer Satisfaction on Accommodation Alternatives. *RMUTT Global Business Accounting and Finance Review*, 1 (2), 1-17.

Suvachart, N. (2016). An Exploratory Study of Behavior-Based Segmentation Typology of Facebook Users in Thailand. *Asian Social Science*, 12 (3).

## **Refereed Proceedings**

### **Basic or Discovery Scholarship**

Suvachart, N. (2019). An exploratory study into consumers' perspective for establishing price strategies that maintaining consumers' good will. *International institute of social and economic sciences*.

Suvachart, N. (2018). Host population perceptions of sporting events. *Proceeding in 37th International Academic Conference. The International Institute of Social and Economic Sciences..*

Suvachart, N. (2017). Exploring the Accommodation Types Difference by Age Groups. *Proceeding in 30th International Academic Conference. The International Institute of Social and Economic Sciences*.

Suvachart, N. (2016). Development of a Scale to Measure The Factors of Selecting the Alternative Accommodations. *Proceeding in 24th International Academic Conference. The International Institute of Social and Economic Sciences..*

Suvachart, N. (2016). With The Behavior of Buying Goods in Facebook, Is It Time to Move into Social Commerce? *Proceeding in Finance and Economics Conference 2015. Lupcon Center for Business Research..*

## **Service**

### **Service to the Institution**

#### **Department Assignments**

##### **Faculty Advisor:**

2025-2026: service

### **Service to the Profession**

#### **Reviewer - Article / Manuscript**

2025: Arts and Culture Journal of the Lower Moon River, Surindra, Thailand (National).

2025: Research and Development Journal, Loei Rajabhat University, Loei, Thailand (National).

2025: Kasetsart Journal of Social Sciences, Bangkok, Thailand (International).

2025: MBA KKU Journal (National).

2025: Journal of Management Science Research, Surindra Rajabhat University, Surindra, Thailand (National).

2025: Journal of Humanities and Social Sciences Nakhon Phanom University, Nakhon Phanom, Thailand (National).

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