
Saksuriya Traiyarach, Ph.D. (International Business)

Assistant Professor

Department of Business Administration and Accountancy

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Qualification: Scholarly Academic (SA)

Academic Background

Ph.D. (International Business)

Ph.D. (International Business) Silpakorn University, Thailand, 2022.

MAS. (International Management)

MAS. (International Management) Luzern University of Applied Sciences and Arts, Switzerland, 2022.

M.Econ

M.Econ Kasetsart University, Thailand, 2006.

B.Econ

B.Econ Khon Kaen University, Thailand, 2002.

Work Experience

Teaching

Courses Taught

Bachelor Degree

Marketing Research and Analytics

Green and Sustainable Marketing

Marketing Research

Service Marketing

Seminar in Marketing

Sales Management

Salesmanship and Presentation Techniques

Master' s Degree

Seminar in Marketing

Digital Selling Strategies and Techniques

Intellectual Contributions

Refereed Articles

Basic or Discovery Scholarship

Kanrak, M., Yui-yip, L., Xavier, L., & Traiyarach, S. (2023). Cruise shipping network of ports in and around the emission control areas: a network structure perspective. *Maritime Technology and Research*, 8 (4), 372-388.

Kanrak, M., Traiyarach, S., Wuttiapan, C., Yui-yip, L., & Jingen, Z. (2023). Analysis of the river cruise network in Southeast Asia: A complex network approach. *Maritime Technology and Research*, 5 (2), 1-11.

Kanrak, M., Yui-yip, L., Jingen, Z., Jiawei, G., & Traiyarach, S. (2023). Empirical Analysis of the Cruise Shipping Network in Asia. *Sustainability*, 15 (3).

Refereed Proceedings

Basic or Discovery Scholarship

Lowatcharin, G., Chaythawil, S., Saksabuka, L., Somabut, A., & Traiyarach, S. (2019). A Survey of Information Disclosure and E-Services Provided by Municipalities in Thailand. *Proceedings - 2019 8th International Congress on Advanced Applied Informatics, IIAI-AAI 2019* 8992636, 1031-1032.

Lowatcharin, G., Somabut, A., & Traiyarach, S. (2018). Enhancing Students' Public Service Motivation through a Socially Engaged Curriculum: A Case Study of Khon Kaen University. *Conference of the Association of Southeast Asian Institutions of Higher Learning (ASAIHL). Soka University, Tokyo, Japan. March 25-26, 2018.*

Somabut, A., Lowatcharin, G., & Traiyarach, S. (2018). The Development of Classroom Observation Digital Tool for Teaching and Learning Improvement. *The 26 th International Conference on Computers in Education. Asia-Pacific Society for Computers in Education, Manila, Philippines. November 26-30, 2018*

Service

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