



## Contact

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Thammasat Business School,  
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## Education

2020

Doctor of Philosophy Program in  
Business Administration (Ph.D.)  
Major in Marketing

Thammasat Business School,

2007

MA in Business Management with  
Commendation  
Kingston University, London

2004

BE with Second Honor  
Major in Financial and Banking  
Chulalongkorn University

## Expertise

- Digital Marketing
- Data Analytics
- Sustainable Marketing

## Language

- English
- Thai

# PIYAKARN SUPANCHANABUREE

## Marketing Lecturer, PhD.

Dedicated University Lecturer with over 14 years of experience in higher education. Specialized in marketing and business courses, focusing on digital and sustainable marketing, and data analytics. Seeks to acquire a professional edge through hard work and continuous learning. An interactive and challenging environment where one can apply strengths and innovative ideas for personal growth and professional advancement.

## Experience

○ 2010 - 2022

Prince of Songkhla University, Trang Campus  
Marketing Lecturer

- Assessed student projects, papers and presentations.
- Graded student assignments and provided feedback to students.
- Mentored graduate students on their thesis projects.
- Mentored bachelor students on their independent study project; research and feasibility.
- Provided lecture on Digital Marketing, Marketing Research, Data-Driven Marketing Strategy, Customer Journey, and
- In charged as Head of Marketing Department responsible for curriculum development and student activities planning

○ 2007 - 2009

ExxonMobil Limited (Thailand)  
Customer Feedback Specialist

- Develop and Maintain Customer Feedback System for South Asia Pacific Zone Australia, New Zealand, Thailand, Malaysia and Singapore clients.
- Provide training on Customer Feedback System and process.
- Create reports related to Customer Feedback both positive and negative feedbacks to provide insights.

## Speakers

- Digital Marketing
- Content Marketing
- Green Marketing
- Hotel Marketing
- Marketing Technology

# PIYAKARN SUPANCHANABUREE

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Marketing Lecturer, PhD.

## Publication

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- Chongsombut, O., & Rattanamanee, K., & Supanchaneeburee, P. (2023). Visualization brings more Insights: Applying Interactive Data Visualization to Develop Annual Report Presentation of Form 56-1 One Report through Design Science Research. *Journal of Business Administration*.
- Supanchanaburee, P. (2021). Enhancing Marketing Knowledge and Comprehension Through Experiential Learning, *The 9th PSU Education Conference*, Prince of Songkla University.
- Supanchanaburee, P., Wong, C. Y., & Boon-it, S. (2020). Green Supply Chain Collaboration: A Systematic Literature Review and Bibliometric Analysis, *International Journal of Supply Chain Management*, Vol. 9, No.5.
- Supanchanaburee, P., Wong, C. Y., & Boon-it, S. (2019). Driving corporate internal green supply chain collaboration through social exchange theory: A case study approach, *26th EurOMA Conference Proceeding (Finland)*.
- Supanchanaburee, P., Wong, C. Y., & Boon-it, S. (2018). Green Supply Chain Collaboration: Systematic Literature Review and Citation Network Analysis, *22nd Asia Pacific DSI Conference Proceeding (Thailand)*.
- Supanchanaburee, P., & Boon-it, S. (2017). Green Supply Chain Collaboration: Systematic Literature Review and Citation Network Analysis, *23rd Asia Pacific DSI Conference Proceeding (South Korea)*, pp. 127-143.
- Pitchayadon, P., & Supanchanaburee, P. (2011). The Country-of-Origin Effects on Purchase Intention of Thai Consumers: The Moderating of Trusting Beliefs and Brand Equity, *University of The Thai Chamber of Commerce Journal*, Vol. 35, No. 2, pp. 1-17.