

Nuttakon Ounvorawong, Ph.D.

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Summary

A marketing researcher working to better understand how consumers' online activities motivate and shape consumer behaviours in relation to brands. Specific fields of interest include digital marketing, gamification, tokenisation, social media and Metaverse. Currently, I'm seeking for a full-time job as an academic, which I can use my knowledge and skills to educate people and continue conducting academic research.

Education

- 2018 - 2021 **Doctor of Philosophy (PhD) in Marketing**
Kent Business School, University of Kent, United Kingdom
- Thesis: 'Brand Victimisation': When consumers are bullied by fellow brand followers in online brand communities
 - Supervisors: Prof. Ben Lowe, Dr. Des Laffey and Dr. Jan Breitsohl
- 2013 – 2014 **Master of Business Administration (MBA), General Management (Merit)**
Cardiff Business School, Cardiff University, United Kingdom
- Thesis: An exploratory study of consumer behaviour towards online purchasing of imported luxury personal accessories in Thailand
 - Supervisor: Dr. Mirella Yani-De-Soriano
- 2009 – 2013 **Bachelor of Engineering, Industrial Engineering (GPA: 2.72)**
Sirindhorn International Institute of Technology, Thammasat University, Thailand
- Thesis: Inventory Management in Pharmacy
 - Supervisor: Dr. Boontariga Kasemsontitum

Teaching Experience

- 2022 **Guest Lecturer**
Department of Psychology, Faculty of Liberal Arts, Thammasat University, Thailand
- Consumer Psychology (PY372, Semester 2-2021)

Work Experiences

- 2015 – 2017 **Marketing Executive**
Industrial and Agricultural Supplies Division, SCG Trading, The Siam Cement Public Company Limited, Thailand
Responsibilities:
- Identify key success factors to synthesise both short term and long term solid strategic plans
 - Collaborate with overseas team to ensure the execution of strategies
 - Monitor customer behaviour to design and deliver effective marketing strategy
 - Manage budget to evaluate the efficiency of marketing program
 - Conduct sales forecast and analyse problem affecting sales in order to timely arrange corrective and preventive plans
 - Explore new opportunities for business growth
- 2013 **Intern**
Student Internship Program (SIP 61)
Bangkok Bank Public Company Limited, Thailand
- 2012 **Intern**
Gas Business Unit, Business Planning Department,
PTT Public Company Limited, Thailand
- 2011 **Restaurant Staff**
USA Work and Travel Program
McDonald's, Wildwood, New Jersey, United States
Responsibilities:
- Cash registration
 - Inventory management

Publication

1. Ounvorawong, N., Breitsohl, J., Lowe, B., & Laffey, D. (2022). Outcomes of Cyber-victimization and Bystander Reactions in Online Brand Communities. *International Journal of Electronic Commerce*, 26(2), 200-221. DOI: 10.1080/10864415.2022.2050582

Conference Presentations

- 2022 (Upcoming) **Academy of Marketing Conference 2022**
University of Huddersfield, United Kingdom, 5-7 July 2022
Presentation title: Strains in the social fabric? Exploring how consumers cope with cyber-victimization in online brand communities

- 2022 (Upcoming) **SERVSIG Conference 2022**
University of Strathclyde, United Kingdom, 16-18 June 2022
Presentation title: Exploring the Outcomes of Cyber-victimization and Bystander Reactions in Online Brand Communities
- 2020 **KBS PhD Conference**
Kent Business School, University of Kent, United Kingdom, 19 June 2020
Presentation title: If it's bad, don't pretend it didn't happen! Exploring the outcomes of victimisation and bystander reactions in online brand communities
- 2019 **Global Brand Conference**
Berlin School of Economics and Law, Berlin, Germany, 8 May 2019
Presentation title: Brand Victims on Social Media – How Consumers Cope with Being Bullied About Their Brands
- KBS PhD Conference**
Kent Business School, University of Kent, United Kingdom, 14 June 2019
Presentation title: Brand Victimisation on Social Media – The impact on consumer behaviour

Academic Community Service

- 2022 **Reviewer for Abstract Competition**
14th Samaggi Academic Conference and Careers Fair (SACC 2022)
Samaggi Samagom, The Thai Association in the United Kingdom.

Academic References

1. **Dr. Jan Breitsohl**
Adam Smith Business School, University of Glasgow, United Kingdom
Email: Jan.Breitsohl@glasgow.ac.uk
2. **Professor Ben Lowe**
Kent Business School, University of Kent, United Kingdom
Email: b.lowe@kent.ac.uk
3. **Dr. Des Laffey**
Kent Business School, University of Kent, United Kingdom
Email: d.j.laffey@kent.ac.uk