

Panern Intara
Business Administration Department
Faculty of Management Sciences, Prince of Songkla University
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Qualification:

ACADEMIC BACKGROUND

2007 – 2009 Master of Business Administration (Finance), National Institute of Development
Administration (NIDA), Thailand

2002 – 2006 Bachelor of Business Administration (Finance), Prince of Songkla University, Thailand

TEACHING EXPERIENCE

2010 – Now Lecturer of the Business Administration Department, Faculty of Management
Sciences, Prince of Songkla University, Thailand

2009 – 2010 Adjunct lecturer at Walailak University, Thailand

PROFESSIONAL EXPERIENCE

2018 – 2019 Board members, Prince of Songkla University Saving and Credit Cooperative, Limited, Thailand

2016 – 2017 Internal auditor, Prince of Songkla University Saving and Credit Cooperative, Limited, Thailand

2006 – 2007 Foreign officer, Bangkok Bank public company limited, Phuket, Thailand

CONSULTING EXPERIENCE

2009 – Now **Fundamental Investment Analyst on Securities,**
Approval Identification Number : 037165

TEACHING COURSES:

Undergraduate: Personal Finance, Principles of Finance, Financial Management, Seminar in Finance, Research in
Finance, Financial Modeling, Principles of Investment, Debt Securities Investment

Postgraduate: -

Non-degree: -

INTELLECTUAL CONTRIBUTIONS:

Publications

Rassamijan Kwanmuang, Klangjai Sangwichitr, Panern Intara, and Pornthip Jirathumrong. (2021). The Effect of Financial Literacy on Thai Government Teachers and Education Personal towards Debt Problems in Bangkok. Journal of Management Science Chiangrai Rajabhat University, 16(1): 1 – 16 Retrieved from Vol. 16 No. 1 (2021): January-June | Journal of Management Science Chiangrai Rajabhat University (tci-thaijo.org)

Porntip Jirathumrong, Panern Intara, Klangjai Sangwichitr, and Noppawan Mann. (2019). Cognition and Behavior in Personal Financial Planning of People in Hatyai City. Journal of Management, 8(2). P.1-17. Retrieved from <https://so06.tci-thaijo.org/index.php/wms/article/view/184356>

Klangjai Sangwichitr, Thanawut Saengkassanee, Porntip Jirathumrong, Panern Intara, Sansanee Sangsuwan, and Poom Cheejaroen. (2019). A Comparison of Knowledge and Behaviors of Prince of Songkla University Students in Personal Financial Planning Before and After Attending a Personal Finance Course. Hatyai Academic Journal, 17(2):127-141 Retrieved from <https://so01.tci-thaijo.org/index.php/HatyaiAcademicJournal/article/view/167310>

Sarit Phosri, Klangjai Sangwichitr, Porntip Jirathumrong, and Panern Intara. (2016). Attitude toward Informal Debt in Term of Personal Loans of Residents in Hat Yai, Songkhla Province. Journal of Management Sciences, 33(1), p. 159-185. Retrieved from https://www.tci-thaijo.org/index.php/jms_psu/article/view/61579.

Niwet Hemwachirawarakorn and Panern Intara. (2009). Value Investment and Returns in Thai Market. NIDA Business Journal, 5, 77-90.

Proceedings

Panern Intara, Porntip Jirathamrong, Phannawat Wanganusorn and Chirayu Hantrakul. (2020). The Impact of Economic Value Added and Traditional Accounting Measures on Market Value Added: Evidence from Thai Commercial Banks. The 7th National Innovation in Business Conference & Journal 2020 (pp. 1496-1510). Chiang Mai: Faculty of Business Administration, Maejo University.

Panern Intara. (2019). Debt Financing and performance of listed on SET50 of the Stock Exchange of Thailand (SET). The 6th National Innovation in Business Conference & Journal 2020 (pp. 173-187). Chiang Mai: Faculty of Business Administration, Maejo University.

Warat Limphanudom, Klangjai Sangwichitr, Thanawut Saengkassanee, and Panern Intara. (2019). Investors Behavior Towards High Dividend Stock in Stock Exchange Thailand. Presented at National Conferences on Administration and Management, Prince of Songkla, Thailand.

Poonsuk Sirikururat, Klangjai Sangwichitr, Panern Intara, and Poom Cheecharoen. (2017). The Feasibility Study of Serviced Apartment Project on the Basis of Universal Design in Hatyai, Songkhla. Presented at National Conferences on Administration and Management, Prince of Songkla, Thailand.

Grants

Klangjai Sangwichitr, Panern Intara, and Poom Cheecharoen. (2019). FinTech with the role of informal household debt management to improve the life quality sustainability. Funded by National Research Council of Thailand (NRCT)

Porntip Jirathamrong, Panern Intara, Klangjai Sangwichitr, and Noppawan Mann. (2018). Cognition and Behavior in Personal Financial Planning of People in Hatyai City. Funded by Faculty of Management Sciences Research Fund, Prince of Songkla University

Panern Intara. (2016). The Determinants of Capital Structure of Listed Companies in MAI. Funded by Prince of Songkla University

SERVICES

Service to the Institution

Management role:

Committee role:

(to be filled)

Service to the academic community

(to be filled)

Service to the Profession

Editorial board member

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Reviewer

(to be filled)

Committees

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Honors/Awards

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