

LAPHASSAWAT SUBPHONKULANAN  
Business Administration Department  
Faculty of Management Sciences, Prince of Songkla University

[Laphassawat.s@psu.ac.th](mailto:Laphassawat.s@psu.ac.th)

Qualification: SA

**ACADEMIC BACKGROUND**

| Since | Major                          | Degree | Institute          |
|-------|--------------------------------|--------|--------------------|
| 2006  | Electronic Business Management | MBA.   | Rangsit University |
| 2004  | Marketing                      | BBA.   | Rangsit University |

**PROFESSIONAL WORK EXPERIENCE**

| year           | Job position   |
|----------------|--|
| 2008 – 2011    | Committee and Secretary of the Master of Business Administration<br>Prince of Songkla University Hatyai Campus   |
| 2008 – Present | Lecturer of Marketing Major, Faculty of Management Sciences<br>Prince of Songkla University Hatyai Campus  |
| 2011 – 2017    | Director of Insitute for Small and Medium Enterprises Development<br>Prince of Songkla University Hatyai Campus  |
| 2011 – 2017    | The Project Manager of Services Training of both official and private companies. Development of Small and Medium Entreprises<br>Prince of Songkla University Hatyai Campus |
| 2015 – Present | Head of the Marketing Department for the Faculty of Management_Science.<br>Prince of Sonkla University Hatyai Campus   |
| 2019 – 2021    | Deputy Head of Academic Department. Faculty of Management Science,<br>Prince of Songkla University Hayai Campus  |

**TEACHING**

**COURSES FROM THE TEACHING SCHEDULE SEMESTER 2/2021**

| รหัสวิชา | ชื่อวิชา                       | หน่วยกิต | สอน | จำนวนนักศึกษา/รับ | วัน - เวลาเรียน  | ห้องเรียน          |
|----------|--------------------------------|----------|-----|-------------------|--|--------------------|
| 460-202  | MO-DIGI, INNO & ENTREP IN PRAC | 7        | 01  | 70 / 70           | MON 08.30 - 10.20<br>WED 08.30 - 10.20<br>FRI 08.00 - 11.50<br>FRI 13.00 - 16.20 | -<br>-<br>-<br>-   |
| 474-204  | MARKET INFORMATION SYSTEM      | 3        | 01  | 80 / 81           | TUE 14.30 - 16.20<br>THU 14.30 - 16.20   | FMS3209<br>FMS3209 |
| 474-205  | MARKETING PLAN                 | 3        | 02  | 99 / 100          | TUE 08.30 - 10.20<br>THU 08.30 - 10.20   | -<br>-             |
| 474-304  | MARKETING PLAN WRITING         | 3        | 01  | 62 / 70           | MON 10.30 - 12.20<br>WED 10.30 - 12.20   | FMS3210<br>FMS3210 |
| 474-323  | SERVICE MARKETING              | 3        | 01  | 48 / 60           | MON 13.00 - 14.20<br>WED 13.00 - 14.20   | FMS3401<br>FMS3401 |
| 474-404  | COOPERATIVE EDUCATION          | 8        | 01  | 11 / 11           | -  | -                  |

### INTELLECTUAL CONTRIBUTIONS GRID

| Type of ICs   | Portfolio of ICs |     |     |       |
|---|------------------|-----|-----|-------|
|   | BDS              | AIS | TLS | Total |
| Articles in Refereed Journals                             |                  |     |     |       |
| Publication in Refereed Conference Proceedings            |                  |     |     |       |
| Grant - Funded (both refereed and non-refereed)           |                  |     |     |       |
| Peer-Reviewed Academic/Professional meeting presentations |                  |     |     |       |
| Textbooks   |                  |     |     |       |
| Editorial board / journal reviewer                        |                  |     |     |       |
| <b>Totals</b>   |                  |     |     |       |

### CONSULTING EXPERIENCE

|                           |                   |                           |
|---------------------------|-------------------|---------------------------|
| Marketing                 | Marketing Plan    | Modern Business Operation |
| Organizational Management | Business Planning | Human Resource            |

### REFEREED ARTICLES

| No | Title   |
|----|---|
| 1  | Subphonkulanan, L. 2009. <b>A study of the influence of media on political participation behavior of students Prince of Songkla University Hat Yai Campus.</b> Songkhla: Faculty of Management Science Prince of Songkla University, supported by research funding by Prince of Songkla University. Duration 1 year.                                |
| 2  | Chuliratchaneekorn, S., Somburanakul, Y., & Subphonkulanan, L. 2009. <b>A study of public image and perception in the gas pipeline area towards Trans Thai-Malaysia Company.</b> Songkhla: SME Institute, Prince of Songkla University network, supported by private research fund, Trans Thai-Malaysia Company Limited. Duration 5 months.         |
| 3  | Subphonkulanan, L. 2010. <b>A Study of Marketing Factors of Energy Drinks Affecting Drinking Behavior of Population Among Adolescents Case Study: Hat Yai Municipality Songkhla Province.</b> Songkhla: Faculty of Management Science Prince of Songkla University, supported by research funding by Prince of Songkla University. Duration 1 year. |

|    |   |
|----|---|
| 4  | Chuliratchaneekorn, S., Somburanakul, Y., & Subphonkulanan, L. 2010. <b>A study of public image and perception in the gas pipeline area towards Trans Thai-Malaysia Company.</b> Songkhla: SME Institute, Prince of Songkla University network, supported by private research fund, Trans Thai-Malaysia Company Limited. Duration 5 months. |
| 5  | Somburanakul, Y., Subphonkulanan, L., & et al. 2010. <b>Survey on general situation of trade through the Sadao border crossing among private sector stakeholders, 2010.</b> Research funding provided by the Office of the National Economic and Social Development Fund. Research (TRF). Duration 1 year.                                  |
| 6  | Chuliratchaneekorn, S., Somburanakul, Y., & Subphonkulanan, L. 2011. <b>A study of public image and perceptions in the gas pipeline area towards Trans Thai-Malaysia Company.</b> Songkhla: SME institute network Prince of Songkla University, supported by private research fund Transthai-Malaysia Company Limited. Duration 5 years     |
| 7  | Chuliratchaneekorn, S., Subphonkulanan, L., & et al. 2012. <b>Assessment of the impact of floods and guidelines for coping with SMEs in the southern region in 2012.</b> Research fund supported by the Office of Small and Medium Enterprises Promotion (OSMEP). Duration 1 year.  |
| 8  | Chuliratchaneekorn, S., Subphonkulanan, L., & et al. 2012. <b>Adaptation of SMEs entrepreneurs in the south towards the entry into the ASEAN Community in 2015.</b> Budget Project 2012, supported by research funding by Office of Small and Medium Enterprises Promotion (OSMEP). Duration 1 year.  |
| 9  | Subphonkulanan, L. 2013. <b>Effects and adjustments of small and medium-sized businesses in the southern region in 2013 on the government's policy of setting a minimum wage rate of 300 baht.</b> Supported research funding by the Office of Small and Medium Enterprises Promotion. (OSMEP). Duration 1 year.                            |
| 10 | Somburanakul, Y., Subphonkulanan, L., & et al. 2013. <b>The Sadao Border Checkpoint Management System Model. Songkhla Province.</b> Support research funding by the Office of Research Support Fund (TRF). Duration 1 year.   |
| 11 | Chuliratchaneekorn, S., Subphonkulanan, L., & et al. 2013. <b>Research study on logistics 2013.</b> Duration 1 year.  |
| 12 | Subphonkulanan, L. 2014. <b>Research study on the situation of SMEs in the Southern region of 2014.</b> Research fund supported by the Office of Small and Medium Enterprises Promotion (OSMEP). Duration 1 year.   |
| 13 | Somburanakul, Y., Subphonkulanan, L., & et al. 2014. <b>Occupational Development and Community Network, Pak Ro Sub-District, Songkhla Province.</b> Songkhla: Roi Hearts Community Project, research funding supported by the Faculty of Management Science. Prince of Songkla University. Duration 1 year                                  |
| 14 | Subphonkulanan, L. 2015. <b>Quarterly production of SMEs entrepreneur confidence index.</b> Research fund supported by the Office of Research Fund (TRF). Duration 1 year.  |
| 15 | Subphonkulanan, L. 2015. <b>A research study on the border trade situation of Thai SMEs in 4 regions (Southern region).</b> Research funding supported by the Research Fund Office (TRF). Duration 1 year.  |

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|----|--|
| 16 | Subphonkulanan, L. 2016. <b>Quarterly production of SMEs entrepreneur confidence index</b> . Research fund supported by the Office of Research Fund (TRF). Duration 1 year.  |
| 17 | Chotchuang, S., Subphonkulanan, L., & et al. 2018. <b>Coconut entrepreneurs in marketing, knowledge and skills development in creative tourism, Samui District, Surat Thani Province</b> . Samui Coconut Identity and Value Creation Project for Creative Tourism, Research Funded by the National Research Council of Thailand (NRCT) and the Office of Research Support Fund (TRF). Duration 1 year. |
| 18 | Jindapot, T., Subphonkulanan, L., & et al. 2018. <b>The guidance for maximizing tourist expenditure per person in the Andamon-side of Southern Thailand</b> . Songkhla: Prince of Songkhla University, research funding supported by the Office of Science Promotion Board. Research and Innovation (OSMEP). Duration 1 year.  |
| 19 | Jindapot, T., Subphonkulanan, L., & et al. 2019. <b>The study of MICE visitor in Songkhla Province</b> . Support for research funding by the Office of Science Promotion Commission Research and Innovation (OSMEP). Duration 1 year.  |
| 20 | Subphonkulanan, L. 2020. <b>The market factors of vitamin water affecting the drinking behavior among teenagers in Hatyai Municipality, Songkhla Province</b> . Songkhla: Faculty of Management Science Prince of Songkla University, supported by research funding by Prince of Songkla University. Duration 1 year.  |
| 21 | Subphonkulanan, L. 2021. <b>Marketing mix and consumer behavior in HALAL buffet restaurant in Phuket under COVID-19 situation</b> . Songkhla: Faculty of Management Science Prince of Songkla University, supported by research funding by Prince of Songkla University. Duration 1 year.  |

| No | Title  |
|----|--|
| 1  | 6th Strategic in Real Estate Management, Songkla (2012)  |
| 2  | 8th Strategic in Real Estate Management, Phuket (2012)   |
| 3  | 7th Strategic in Real Estate Management, Songkla (2013)  |
| 4  | 9th Strategic in Real Estate Management, Phuket (2013)   |
| 5  | 8th Strategic in Real Estate Management, Songkla (2014)  |
| 6  | 10th Strategic in Real Estate Management, Phuket (2014)  |
| 7  | Strategic Management in Construction, Phuket (2014)      |
| 8  | 9th Strategic in Real Estate Management, Songkla (2015)  |
| 9  | 11th Strategic Management in Construction, Phuket (2015) |
| 10 | 10th Strategic in Real Estate Management, Songkla (2016) |

#### DISSEMINATE OTHER

| No | Title   |
|----|---|
| 1  | Laphassawat Subphonkulanan. (2015). <b>Principles of Marketing</b> . Author 1 Bangkok : Stranger's Books Publishing.    |
| 2  | Laphassawat Subphonkulanan. (2016). <b>Holistic Service Marketing</b> . Author 1 Bangkok : Stranger's Books Publishing. |
| 3  | Laphassawat Subphonkulanan. (2017). <b>Principles of Marketing</b> . Author 2 Bangkok : Stranger's Books Publishing.    |