

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

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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 Prince of Songkla University Hatyai Campus
2008 – Present	Lecturer of Marketing Major, Faculty of Management Sciences Prince of Songkla University Hatyai Campus
2011 – 2017	Director of Insitute for Small and Medium Enterprises Development 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 Prince of Songkla University Hatyai Campus
2015 – Present	Head of the Marketing Department for the Faculty of Management_Science. Prince of Sonkla University Hatyai Campus
2019 – 2021	Deputy Head of Academic Department. Faculty of Management Science, Prince of Songkla University Hayai Campus

TEACHING

COURSES FROM THE TEACHING SCHEDULE SEMESTER 2/2021

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

CONSULTING EXPERIENCE

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

REFEREED ARTICLES

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

	Faculty of Management Science Prince of Songkla University, supported by research funding by Prince of Songkla University. Duration 1 year.
4	Chuliratchaneekom, S., Somburanakul, Y., & Subphonkulanan, L. 2010. A study of public image and perception in the gas pipeline area towards Trans Thai-Malaysia Company. 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. Survey on general situation of trade through the Sadao border crossing among private sector stakeholders, 2010. Research funding provided by the Office of the National Economic and Social Development Fund. Research (TRF). Duration 1 year.
6	Chuliratchaneekom, S., Somburanakul, Y., & Subphonkulanan, L. 2011. A study of public image and perceptions in the gas pipeline area towards Trans Thai-Malaysia Company. Songkhla: SME institute network Prince of Songkla University, supported by private research fund Transthai-Malaysia Company Limited. Duration 5 years
7	Chuliratchaneekom, S., Subphonkulanan, L., & et al. 2012. Assessment of the impact of floods and guidelines for coping with SMEs in the southern region in 2012. Research fund supported by the Office of Small and Medium Enterprises Promotion (OSMEP). Duration 1 year.
8	Chuliratchaneekom, S., Subphonkulanan, L., & et al. 2012. Adaptation of SMEs entrepreneurs in the south towards the entry into the ASEAN Community in 2015. Budget Project 2012, supported by research funding by Office of Small and Medium Enterprises Promotion (OSMEP). Duration 1 year.
9	Subphonkulanan, L. 2013. 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. Supported research funding by the Office of Small and Medium Enterprises Promotion. (OSMEP). Duration 1 year.
10	Somburanakul, Y., Subphonkulanan, L., & et al. 2013. The Sadao Border Checkpoint Management System Model. Songkhla Province. Support research funding by the Office of Research Support Fund (TRF). Duration 1 year.
11	Chuliratchaneekom, S., Subphonkulanan, L., & et al. 2013. Research study on logistics 2013. Duration 1 year.
12	Subphonkulanan, L. 2014. Research study on the situation of SMEs in the Southern region of 2014. Research fund supported by the Office of Small and Medium Enterprises Promotion (OSMEP). Duration 1 year.
13	Somburanakul, Y., Subphonkulanan, L., & et al. 2014. Occupational Development and Community Network, Pak Ro Sub-District, Songkhla Province. 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. Quarterly production of SMEs entrepreneur confidence index. Research fund supported by the Office of Research Fund (TRF). Duration 1 year.
15	Subphonkulanan, L. 2015. A research study on the border trade situation of Thai SMEs in 4 regions (Southern region). Research funding supported by the Research Fund Office (TRF). Duration 1 year.
16	Subphonkulanan, L. 2016. Quarterly production of SMEs entrepreneur confidence index. Research fund supported by the Office of Research Fund (TRF). Duration 1 year.

17	Chotchuang, S., Subphonkulanan, L., & et al. 2018. Coconut entrepreneurs in marketing, knowledge and skills development in creative tourism, Samui District, Surat Thani Province. 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. The guidance for maximizing tourist expenditure per person in the Andamon-side of Southern Thailand. 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. The study of MICE visitor in Songkhla Province. Support for research funding by the Office of Science Promotion Commission Research and Innovation (OSMEP). Duration 1 year.
20	Subphonkulanan, L. 2020. The market factors of vitamin water affecting the drinking behavior among teenagers in Hatyai Municipality, Songkhla Province. 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. Marketing mix and consumer behavior in HALAL buffet restaurant in Phuket under COVID-19 situation. Songkhla: Faculty of Management Science Prince of Songkla University, supported by research funding by Prince of Songkla University. Duration 1 year.

ACADEMIC SERVICES

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). <u>Principles of Marketing</u> . Author 1 Bangkok : Stranger's Books Publishing.
2	Laphassawat Subphonkulanan. (2016). <u>Holistic Service Marketing</u> . Author 1 Bangkok : Stranger's Books Publishing.
3	Laphassawat Subphonkulanan. (2017). <u>Principles of Marketing</u> . Author 2 Bangkok : Stranger's Books Publishing.