

Publications

Klangjai Sangwichitr, Thanawut Saengkassanee, Porntip Jirathumrong, Panern Intara, Sansanee Sangsuwan, and Poom Cheecharoen. (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>

Proceedings

Kamonwan Klinkeaw, Kulrada Chummai, Chonlagun Santarattiwong, Nareerat Thammachot, Pongsakorn Petchsakun, Samita Longlaloeng and Poom Cheecharoen. (2022). The Analysis of Return and Risk of an investment from The SET100 in the Period before Covid-19 and during Covid-19. Presented at PSU Trang National and International Conference, Prince of Songkla, Thailand.

Norfatihah Daoh, Suttida Nimusa, Masya Pansalaehman, Rusna Baao, Hasanee Tanyongda-oh and Poom Cheecharoen. (2022). The Efficiency Investment Comparison Between Enhanced Dollar Cost Average and Lump Sum Strategy on Foreign Investment Fund. Presented at PSU Trang National and International Conference, 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)

Working Paper

Poom Cheecharoen, Sansanee Sangsuwan and Thanawut Saengkassanee. The Performance Persistence of Thai Active Retirement Mutual Fund. Accepted by Srinakharinwirot Research and Development (Journal of Humanities and Social Sciences).

SERVICES

Service to the Institution

Management role:

2022 – Now

Director, SET Investment Center (Songkhla), Faculty of Management Sciences

Committee role:

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Service to the academic community

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Service to the Profession

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Honors/Awards

2015

Best RO of the Year, Bangkok Bank Public Co. Ltd.

Membership

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