
Pomtip Jirathumrong, M.B.A,
Business Administration Department
Faculty of Management Sciences, Prince of Songkla University
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Qualification:

ACADEMIC BACKGROUND

1997 – 1999 Master of Business Administration, Prince of Songkla University, Thailand
1991 – 1995 Bachelor of Business Administration (Finance and Banking), Prince of Songkla University, Thailand

PROFESSIONAL WORK EXPERIENCE

2001 – Now Lecturer of the Business Administration Department, Faculty of Management Sciences,
Prince of Songkla University, Thailand

CONSULTING EXPERIENCE

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TEACHING COURSES:

Undergraduate: Personal Finance, Principles of Finance, Principles of Personal Financial Planning and Tax, Import-Export Finance, Public Finance, Research in Finance, Seminar in Finance, Digital, Innovation and Entrepreneurship in Practice

Postgraduate: Business Finance

Non-degree: -

INTELLECTUAL CONTRIBUTIONS:

Publications

- Rassamijan Kwanmuang, Klangjai Sangwichitr, Panern Intara, and Porntip 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): P.1-16. Retrieved from <https://so03.tci-thaijo.org/index.php/jmscrru/article/view/215618/169310>
- Waralak Limkanchana, Klangjai Sangwichitr, Porntip Jirathumrong, and Sansanee Sangsuwan. (2020). Factors Affecting Saving Behavior for Financial Readiness for Retirement: A Case Study of Small and Medium Enterprise Development Bank of Thailand in South of Thailand. *BU Academic Review*, 19(2): P.28-45. Retrieved from <https://so01.tci-thaijo.org/index.php/buacademicreview/article/view/222803/165921>
- 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): P.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

Proceedings

- Kallayaporn Kaewchanpech, Arinee Hnoopet, Kedsarin Somboon, Chanisara Butkong, Nattawadee Chuaiphonang, Nonglak Saelim and Porntip Jirathumrong. (2022). Factors Affecting Saving and Investing Plans for Pre-retirement in Hatyai District, Songkhla Province. Presented at PSU Trang National and International Conference, Prince of Songkla University Trang Campus, Thailand.
- Patumrat Yuden, Preeyanuch Nuanheen, Thanatchaporn Prommajan, Lunlailit Niyompong, Supapich Khunthong, Kamontip Suwannarak, Siridon Jumnonng and Porntip Jirathumrong. (2022). First Jobber with Investment Planning in Financial Assets: A Case Study of Amphur Hatyai, Songkhla Province. Presented at PSU Trang National and International Conference, Prince of Songkla University Trang Campus, Thailand.
- Panern Intara, Porntip Jirathumrong, 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*: P.1496-1510. Faculty of Business Administration Maejo University, Chiang Mai.

Grants

Porntip Jirathumrong, 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

SERVICES**Service to the Institution**

Management role:

2005 – 2010 Deputy Head of Department of Business Administration for Development, Faculty of Management Sciences.

Committee role:

2015 – Now Personnel Performance Evaluation Committee in the Department of Business Administration, Faculty of Management Sciences.

Service to the academic community

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Service to the Profession

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Honors/Awards

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