

THITIPORN NA NAKORN, PHD

Department of Business Administration

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Qualification: SA

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#### **ACADEMIC BACKGROUND**

2016 – 2021                      PhD (Management: Entrepreneurship and Strategy), University of  
Lancaster, Lancaster, UK

2014 – 2015                      MSc (Entrepreneurship, Innovation and Practice), University of  
Lancaster, Lancaster, UK

2011 – 2014                      BBA (Management: English Program), Prince of Songkla University,  
Thailand

#### **PROFESSIONAL WORK EXPERIENCE**

2019 – Present                      Lecturer, Faculty of Management Sciences, Prince of Songkla  
University, Thailand

#### **CONSULTING EXPERIENCE**

2020 – 2021                      Project title: Developing 'Developing New Entrepreneurs (Early Stage)  
sponsored by the Office of SMEs Promotion (OSMEP)

#### **TEACHING**

##### **COURSES THOUGHT:**

Undergraduate Course:              Human Resource Planning, Performance Management, Entrepreneurship and New  
Venture Creation,  
Idea to Entrepreneurship, Module: Digital, Innovation, and  
Entrepreneurship in Practice, Innovation Management, Black and White,  
Microeconomics, Macroeconomics, Growth Mindset for Professional Presenter,  
Business Finance, Financial Management

COURSES FROM THE TEACHING SCHEDULE SEMESTER 2/2021:



INTELLECTUAL CONTRIBUTIONS GRID

Type of ICs	Portfolio of ICs			
	BDS	AIS	TLS	Total
Articles in refereed Journals	-	1	-	1
Publication in Refereed Conference Proceedings	-	1	-	1
Grant - Funded (both refereed and non-refereed)	-	1	-	1
Peer - Reviewed Academic/Professional meeting presentations	-	-	-	-
Textbooks	-	-	-	-
Editorial board/Journal reviewer	-	-	-	-
Totals		3		3

## **Refereed articles**

### Applied or Integrative/Application Scholarship:

Na Nakorn, T., Gugkang, A. S., & Yee, K. K. (2021). The impact of celebrity endorsement on the purchase intention of Malaysian consumers. *Srinakharinwirot Business Journal*, 12(2), 105-122.

Grants

2021 – Present                      Fundamental Fund (FF), Project title: Development of Antimicrobial  
Denture and Intra-oral Appliance Cleaning Paste Containing Alpha-Mangostin and Lemon Grass Oil

**SERVICES**

**Service to the academic community**

2020 – 2021                      Project title: Developing 'Developing New Entrepreneurs (Early Stage), Southern region