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Education

- 1995 DOCTOR OF PHILOSOPHY, GENERAL BUSINESS ADMINISTRATION, DREXEL UNIVERSITY, UNITED STATES
- 1986 MASTER OF BUSINESS ADMINISTRATION, BUSINESS ADMINISTRATION, NORTHEASTERN UNIVERSITY, UNITED STATES
- 1984 BACHELOR OF SCIENCE, FOOD TECHNOLOGY AND BIOTECHNOLOGY, CHULALONGKORN UNIVERSITY, THAILAND

Publications

Peer-Reviewed Journal Articles

- "Attitude toward the elderly and social interaction: Approach toward an intergenerational society", Kasetsart Journal of Social Sciences, 40(3): 609-618, Oct.2019, (Eiamkanchanalai, S., Assarut, N., Surasiengsunk, S.).
- "Consumer innovativeness and opinion leadership: revisiting consumer characteristics in new product diffusion model", Global Business and Economics Review, 18(1): 15-27, Jan.2016, (Eiamkanchanalai, S., Assarut, N.).
- "Consumption Values, Personal Characteristics and Behavioral Intentions in Mobile Shopping Adoption", Trziste Journal, 27(1): 21-41, Spring.2015, (Assarut, R., Eiamkanchanalai, S.).
- "Strengthening brand presence and creating relationships in the society through integrated marketing communications", International Journal of Economic Research, 12(4): 1307-1318, Apr.2015, (Hongcharu, B., Eiamkanchanalai, S.).
- "Antecedents of Lifestyle Innovation Product Adoption and Post Adoption Behaviors", The Business Review, Cambridge, 22(2) Jul.2014-Oct.2014, (Eiamkanchanalai, S., Assarut, N.).
- "Consumption Pattern Using Lifestyle and Culture Classification: A Case Study of Gen X and Late Baby Boomers in Bangkok Metropolitan", Chulalongkorn Business Review, 35(135): 1-19, Jan.2013-Mar.2013, (Eiamkanchanalai, S., Assarut, N., Surasiengsunk, S.).
- "A Study of Interpersonal Influences and Opinion Leader's Expertise on Purchase Decision of Fashion Goods: A Cross-Cultural Study", The Business Review, Cambridge, 21(2) Dec.2013-2013, (Tejavibulya, P., Eiamkanchanalai, S.).

Publications

"The Impacts of Opinion Leaders towards Purchase Decision Engineering under Different Types of Product Involvement", *Systems Engineering Procedia*, 2: 12-22, 2011, (Tejavibulya, Pongsiri, Eiamkanchanalai, Somkiat).

"Factors Influencing Customer Experience Management and Customer Experience Value", *Global Business & Economics Anthology*, 2(2): 211-225, Dec.2010, (Akaraputipun, Sirin, Eiamkanchanalai, Somkiat).

"Service Quality Development for Medium-Sized Life Insurance Companies", *Global Business & Economics Anthology*, 2(2): 174-185, Dec.2010, (Eiamkanchanalai, Somkiat., Surasiengsunk, Suwanee.).

"A Comparative Study of Traditional Mass Media, the Internet and Mobile Phones for Integrated Marketing Communications", *Journal of Business and Economics Research (JBER)*, 7(12): 31-40, Dec.2009, (Hongcharu, Boonchai., Eiamkanchanalai, Somkiat.).

"Word of Mouth Marketing: A Model of Personal Interaction in Integrated Marketing Communication", *Global Business & Economics Anthology*, 1: 399-410, Dec.2007, (Hongcharu, Boonchai., Eiamkanchanalai, Somkiat.).

"A Conceptual Framework of Interactive Marketing: Characteristics and Processes of Interactive media in Integrated Marketing Communication", *Global Business & Economics Anthology*, 1: 64-72, Dec.2006, (Hongcharu, Boonchai., Eiamkanchanalai, Somkiat.).

"Future Labor Market of Thai Traditional Fabric and Thai Traditional Fabric Related Products", *Chulalongkorn Business Review*, 18(107): 81-89, Jan.2006, (Eiamkanchanalai, Somkiat., Surasiengsunk, et al).

"Thailand's Development of Study-aged and Working Population for Preparation to Enter Retirement Society", *Chulalongkorn Review*, 18(70): 5-23, Jan.2006, (Wongboonsin, K, Surasiengsunk, S, Wongboonsin, P & Eiamkanchanalai, S).

Peer-Reviewed Academic/Professional Meeting Proceedings

"Service Quality and Satisfaction of Traditional and Technology Enhanced Services"Back to the Future: Using Marketing Basics to Provide Customer Value. AMSAC2017, Springer, Cham, Academy of Marketing ScienceJun.2018, (Eiamkanchanalai, S., Assarut, N.).

"Segmentation of Thai Consumers using Acculturation to Global Culture and its Consumption Patterns"47th European Marketing Academy Conference: People make Marketing, 47th European Marketing Academy Annual ConferenceMay.2018, (Eiamkanchanalai, S., Assarut, N.).

"Impact of Online Information on Intention to Use Hotel Reservation Website: Interaction Effects of Consumer Review Websites and Official Hotel Websites"The 29th Business & Economics Society International (B&ESI) Conference, Ljubljana, Slovenia Jul.2016, (Eiamkanchanalai, S., Assarut, N.).

Publications

"Investigation of Attitudes towards the Elderly and Social Interaction Using Value and Lifestyle Segmentation: Approach towards Intergenerational Society" The 4th International Symposium on Business and Social Sciences, Sapporo, Japan Jul.2015, (Eiamkanchanalai, S.).

"Customer Innovativeness and Opinion Leadership: Revisiting Consumer Characteristics in New Product Diffusion Process" The 24th Business & Economics Society International (B&ESI) Conference, Italy Jul.2014, (Eiamkanchanalai, S., Assarut, N.).

"Influences of Customer Review Websites and Company Official Websites on Consumer Decision Making Process with Varying Degree of Expertise and Perceived Risk" The 12th International Decision Sciences Institute & the 18th Asia Pacific DSI Conference, Bali, Indonesia Jul.2013, (Eiamkanchanalai, S., Assarut, N.).

"Effects of Innovation Characteristics and Emotional Attachment on Adoption of the Digital Magazine" The 2012 International Conference on e-Learning, e-Business, Enterprise Information Systems, and e-Government (EEE'12), CSREA Press, Las Vegas, USA. Jul.2012-Jul.2012, (Eiamkanchanalai, S., Assarut, N.).

Peer-Reviewed Academic/Professional Meeting Presentations

"New Age Elderly Segmentation, Acculturation to Global Consumer Culture and Consumption Pattern in Emerging Market", the 35th Business & Economics Society International (B&ESI) Conference, Vienna, Austria, Jul.2019, (Assarut, N., Eiamkanchanalai, S., Surasiengsunk, S.).

"Segmentation of Global Consumers using Accuturation to Global Culture and its Consumption Pattern", University of Strathclyde, Glasgow, UK, May.2018-Jun.2018, (Assarut, N., Eiamkanchanalai, S.).

"Comparative Effects between Official Company Websites and Consumer Review Websites: Do Official Company Websites Remain Necessary?", 29th Business and Economics Society International Conference, 64 Holden Street, Worcester, MA 01605, USA, Jul.2016-Jul.2016, (Eiamkanchanalai, S., Assarut, N.).

"Condominium Value-based Segmentation: A Case Study of Bangkok Metropolitan", The 2016 Annual Conference of the Emerging Markets Conference, 2016, (Eiamkanchanalai, S., Assarut, N.).

"Investigation of Attitudes towards the Elderly and Social Interaction using Value and Lifestyle Segmentation: Approach towards Intergenerational Society", International Symposium on Business and Social Sciences, Hokkaido, Japan, Jul.2015, (Eiamkanchanalai, S., Assarut, N., Surasiengsunk, S.).

"Lifestyle and Culture Segmentation Toward Behavior in Preparation for Retirement", The 2011 Barcelona European Academic Conference, 2011, (Eiamkanchanalai, Somkiat, Assarut, Nuttapol, Surasiengsunk, Suwanee).

Publications

"The Impacts of Customer Experience Components and Customer Experience Value on Overall Customer Satisfaction", The 2011 Barcelona European Academic Conference, 2011, (Akaraputipun, Sirin, Eiamkanchanalai, Somkiat).

Research Grants

"The Ranking of the Strongest Brands in 2016 and Formed the Decision to Purchase Various Product's Types of Thai Consumer.", 2015-2017, (Unahanandh, S., Eiamkanchanalai, S., Puriwat, W., Assarut, N., Hoonsopon, D.).

"Consumer innovativeness and opinion leadership: Revisiting consumer characteristics in new product diffusion model", 2016, (Eiamkanchanalai, S., Assarut, N.).

"The Brand Products Ranking and the Factors Evaluation to Success of the Brand Products.", Oct.2013-Feb.2015, (Unahanandh, S., Eiamkanchanalai, S., Sangsuwan, T., Assarut, N., Puriwat, W., Hoonsopon, D., Pattaratanakun, A., Pongtanalert, K.).

Professional Practice Standards or Public Policies

"The Most Powerful Product Brand Ranking 2020"Aug.2020, (Assarut, N., Pongtanalert, K., Hoonsopon, D., Pusaksrikit, T., Juntongjin, P., Puriwat, W., Eiamkanchanalai, S., Kanarattanavong, A., Pattaratanakun, A., Wattanasupachoke, T.).

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Books

"Strategic Marketing", 1 Edition, Darnsutha, 2018, (Eiamkanchanalai, S.).

"Competitive Marketing Strategy", 2 Edition, 2011, (Eiamkanchanalai, Somkiat).

"Public Relations in Integrated Marketing Communication: A Model of Strategic Public Relation Processes for Creating Sustainable Customer Relations", Athens Institute for Education and Research, 8 Valaoritou Street, Kolonaki, 10671, Athens, Greece, 2006, (Hongcharu, Boonchai., Eiamkanchanalai, Somkiat.).

"Competitive Marketing Strategy", BrandAgebooks, Phyathai Plaza, Bangkok 10400, 2004, (Eiamkanchanalai, Somkiat.).

Other

"Relationships between consumption values, personal characteristics and behavioral intentions in mobile shopping adoption among different product and service type [Doctor of Business Administration (English Program)]", 2015, (Assarut, R., Eiamkanchanalai, S.).