



ผศ. ดร. ปณิตาน จันทองจับ

Asst. Prof. Dr. Panitharn Juntongjin

Department : Marketing

Email : panitharn@cbs.chula.ac.th

Tel : 02 218 5946

Education

- 2013 DOCTOR OF BUSINESS ADMINISTRATION, MARKETING, THAMMASAT UNIVERSITY, THAILAND
- 2004 MASTER OF ARTS, INTERNATIONAL BUSINESS MANAGEMENT, NEWCASTLE UNIVERSITY, UNITED KINGDOM
- 2001 BACHELOR OF SCIENCE, MATERIAL SCIENCE, CHULALONGKORN UNIVERSITY, THAILAND

Publications

Peer-Reviewed Journal Articles

"How Male versus Female Shoppers' Feeling, Thinking, and Personality Impact Satisfaction", Kasetart Applied Business Journal (วารสารเกษตรศาสตร์ธุรกิจประยุกต์), Dec.Forthcoming, (Juntongjin, P., Charinsarn, R.A.).

"How to satisfy him and her, and then get loyalty in mobile commerce shopping application", International Journal of Electronic Marketing and Retailing, Dec.Forthcoming, (Juntongjin, P.).

"What Fashion Shoppers Want from M-Commerce: An Integration of Cognitive and Affective Factors to Explain Satisfaction and Loyalty", ASEAN Journal of Management & Innovation, 4(1)Jan.2017-Jun.2017, (Juntongjin, P.).

"Toward Suppliers' Perspective on Modern Retailers in Distribution Channel: A Study of Roles and Tasks of Suppliers and Retailers to Pursuit the Business Success Factors", Journal of Business Administration (วารสารบริหารธุรกิจ ม.ธรรมศาสตร์), 40(153) : 1-23, Jan.2017-Mar.2017, (Juntongjin, P.).

"The Model of Loyalty in Mobile Shopping Application: An Integration of Emotion and Design", Journal of Business Administration (วารสารบริหารธุรกิจ ม.ธรรมศาสตร์), 39(151) : 48-72, Jul.2016-Sep.2016, (Phattharakittisakul P., Juntongjin P.).

"Consumer Mood: A Preemptive Approach of Service Recovery", Journal of Business Administration (วารสารบริหารธุรกิจ ม.ธรรมศาสตร์), 37(142) : 52-75, Apr.2014-Jun.2014, (Juntongjin, P., Wiratchai, N., Wattanasuwan, K.).

Publications

Peer-Reviewed Academic/Professional Meeting Proceedings

"Factors Affecting Consumers' Purchase Intention of Digital Books in Bangkok Metropolitan Area"2nd Scientia Academia International Conference (SAIC-2020), Malaysia May.2020, (Thitawatkul, A., Yindeeananta, B., Chaiwattanakulvanich, C., Naykon, C., Charukaitpinyo, P., Konkirkriengkrai, P., Prawattana, S., Ousirimaneechai, T., Ruenrom, G., Juntongjin, P., Pusaksrikit, T., Kanarattanavong, A.).

"Factors Affecting Consumers' Purchase Intention of Male- Dominated Products Extending to the Women's Market"2nd Scientia Academia International Conference (SAIC-2020), Malaysia May.2020, (Jiratthikarn, B., Sitthisaksiri, C., Pattamasrirattana, C., Pongsarat, C., Natakankitkul, P., Harutaiwarakul, P., Wangtrakuldee, T., Ruenrom, G., Kanarattanavong, A., Juntongjin, P., Pusaksrikit, T.).

"Factor that affecting success of E-Marketplace in Thailand"2015 International Conference on Computer Science and Information Systems (ICCSIS-15), Pattaya, Thailand Apr.2015, (Naovarat, S., Juntongjin, P.).

Peer-Reviewed Academic/Professional Meeting Presentations

"An Insight into Service Recovery Paradox: The Proposed Model and Propositions", 2015, (Juntongjin, P.).

"Service Recovery Paradox: Is It an Affective Part Issue", National Graduate Research Conference, Thailand, 2012, (Juntongjin, P., Wattanasuwan, K.).

"Customer Satisfaction After Service Recovery: The integrated Aspects of Consumer' Affection and Cognition", Global Business Conference, Croatia, 2011, (Juntongjin, P., Wattanasuwan, K.).

"Service Recovery Paradox: Is It A Matter of Affective Part", the 11th Annual Hawaii International Conference on Business, Hawaii, USA, 2011, (Juntongjin, P., Wattanasuwan, K.).

Professional Practice Standards or Public Policies

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

Reviews of Peer-Reviewed Journals

"Reviewer", Journal of Business Administration (วารสารบริหารธุรกิจ ม.ธรรมศาสตร์) 2016-2019

"Reviewer", Thammasat Review 2015-2019

"Reviewer", Kasetsart Journal of Social Sciences 2018

"Reviewer", Kasetsart Applied Business Journal (วารสารเกษตรศาสตร์ธุรกิจประยุกต์) 2017

Book

"Talent on Demand: Managing Talent in an Age of Uncertainty", Peter Cappelli, Harvard Business Press, 2008, (Business Book Translation).