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Education

- 2010 DOCTOR OF PHILOSOPHY, MARKETING, NATIONAL TAIWAN UNIVERSITY, TAIWAN
- 2003 MASTER OF SCIENCE, ENGINEERING BUSINESS MANAGEMENT, WARWICK UNIVERSITY, UNITED KINGDOM
- 2002 BACHELOR OF ARTS, POLITICAL SCIENCE, CHULALONGKORN UNIVERSITY, THAILAND

Publications

Peer-Reviewed Journal Articles

"Influences of Online Travel Agent Websites on Thai Travellers' purchase Intentions of Hotel Room Booking", Journal of Management Sciences, Jul.2016, (Amitrapai, S., Soonsawad, P.).

"Exploring Social Media Marketing: A Case Study of Art Organisations", International Journal of Economics, Finance and Business Management Studies, 1 : 81-87, 2015, (Soonsawad, P.).

"Developing a New Model for Conversion Rate Optimization: A Case Study", International Journal of Business and Management, 8(10) : 41-51, May.2013, (Soonsawad, P.).

"Facing Crisis: Saving a Company via Cultural Transformation", International Journal of Business and Management, 5(2) Feb.2010, (Soonsawad, Pim).

Peer-Reviewed Academic/Professional Meeting Proceedings

"Exploring Social Media Marketing: A Case Study of Art Organizations"2015 The Annual International Conference on Business, Marketing and Management (AICBMM), Oxford, England Nov.2015, (Soonsawad, P.).

"A Model of Social Media Marketing: A Case Study of Art Organizations"2015 International Conference of the Association Global Management Studies (ICAGMS)2015, (Soonsawad, P.).

Publications

"Exploring the Impact of Web Experience on Consumer Satisfaction and Purchase Intentions" The Institute of Public Policy and Economic Analysis 2015 International Conference (IPPEAN), New York, United States 2015, (Soonsawad, P.).

"The Effect of Employer Branding on Attractiveness to First Job Seekers: A Case Study of the Banking Industry" 2015 International Conference of the Association Global Management Studies (ICAGMS), New York, United States 2015, (Soonsawad, P.).

"The Effect of Moderators on Customer Concentration's Influence on Profitability of Online Firms: Firm Size, Firm Age and Searching Behavior" The 10th International Conference on Multinational Enterprise 2014, Taipei, Taiwan Apr.2014, (Soonsawad, P.).

Peer-Reviewed Academic/Professional Meeting Presentations

"The Effect of Customer Concentration on Financial Performance", Jun.2010-Present

"Brand Building of Online Firms", th Annual International Conference on Small Medium Sized Enterprises: Management –Marketing – Economic Aspects, Athens, Greece, Aug.2012, (Soonsawad, P.).

"The Impact of Customer Concentration Rates on Firms'Performance", Marketing Science Conference (INFORMS) 2010, Germany, Jun.2010, (Soonsawad, P.).

Research Grants

"Brand-Building of On-line Firms", 2011-Present, (Soonsawad, P.).

"The Tools Developing to Evaluate the Value of Brand's Products and Brand's Products Ranking and Study to the Brand's Products Prototype which Success in Thailand", Sep.2011-Sep.2012, (Unahanandh, S., Ruenrom, G., Kometsopa, P., Sangsuwan, T., Assarut, N., Soonsawad, P., Pattaratanakun, A., Hongsuchon, T.).

Work-In-Progress

"80/20 Good or Bad? An Investigation of Determine on Customer Concentration Strategies", 2016, (Li-chung, Jen, Soonsawad, Pim).