



ผศ. ทัณพร หงษ์ชุน

Asst. Prof. Tanaporn Hongsuchon

Department : Marketing

Email : tanaporn.h@chula.ac.th

Tel : 02 218 5919

Education

- 2020 DOCTORATE OF BUSINESS ADMINISTRATION, ASIAN INSTITUTE OF TECHNOLOGY, THAILAND
- 2008 MASTER OF SCIENCE, MARKETING AND STRATEGY, UNIVERSITY OF WARWICK, UNITED KINGDOM
- 2006 BACHELOR OF BUSINESS ADMINISTRATION (FIRST CLASS HONORS), INTERNATIONAL BUSINESS MANAGEMENT, CHULALONGKORN UNIVERSITY, THAILAND

Publications

Peer-Reviewed Academic/Professional Meeting Proceedings

"The Impact of Consumer Perception on Brand Extension: Possible Split over Effect in Luxury Fashion Industry" The International Interdisciplinary Conference 2012, Italy Apr.2012, (Hongsuchon, T.).

Non Peer-Reviewed Academic/Professional Meeting Presentations

"The Impact of Consumer Perception on Brand Extension : Possible split over effect in Luxury Fashion Industry", International Interdisciplinary Conference Oct.2011-Mar.2012, (Hongsuchon, Tanaporn).

"Factors affecting the Sustainability of Born Global SMEs: Upon the Global Economics Downturn", 8th Annual International Conference on Small and Medium Sized Enterprises: Management – Marketing – Economic Aspects, ATINER, 8 Valaoritou Street, Kolonaki, 10671 Athens, Greece, Dec.2010-Jul.2011, (Hongsuchon, Tanaporn).

Research Grants

"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.).

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., Kanarattavong, A., Pattaratanakun, A., Wattanasupachoke, T.,
Hongsuchon, T.).