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Education

- 2010 DOCTOR OF BUSINESS ADMINISTRATION (MARKETING), CHULALONGKORN UNIVERSITY (JDBA PROGRAM), THAILAND
- 1996 MASTER OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS), UNIVERSITY OF SOUTHERN CALIFORNIA, USA
- 1989 BACHELOR OF BUSINESS ADMINISTRATION (GENERAL MARKETING) CHULALONGKORN UNIVERSITY, THAILAND

Publications

Peer-Reviewed Journal Articles

"Factors Affecting Consumers' Intention to Purchase Smart Condominiums in the Bangkok Metropolitan Area", The International Journal of Business and Globalisation, (Winter, Forthcoming), (Nilavan, C., Boonyapruk, K., Tangwongthawornkit, P., Wongwasin, S., Intaput, S., Aroonyingmongkol, W., Rochanametakul, W., Ruenrom, G., and Kanarattanavong, A.).

"The Trust Model of Engagement in Fundraising Campaign", Chulalongkorn Business Review, 41(195): 115-152, January-March, 2019, (Kanarattanavong, A.).

"Gender, Age, and Decision-Making Styles among Thai Consumers", Chulalongkorn Business Review, 39(154): 127-164, October-December, 2017, (Pongtanalert, K., Unahanandh, S., Assarut, N., and Kanarattanavong, A.).

"Price Consciousness and Consumers' Purchase Intention of Private Label Brand in Bangkok Metropolitan Area", Chulalongkorn Business Review, 39(154): 30-61, October-December, 2017, (Manpiriyakul, S. and Kanarattanavong, A.).

"The Model of New Residential Construction in Bangkok and its Vicinity: A Structural Econometric Model", Journal of Business Administration (Thammasat University), 35(133): 19-40, January-March, 2012, (Kanarattanavong, A.).

Peer-Reviewed Academic/Professional Meeting Proceedings

"Virtual Self-Congruity and Brand Attachment", The 2016 Annual Conference of the Emerging Markets Conference Board (EMCB), Pathumwan Princess Hotel, Bangkok, Thailand, January 2016, (Satrawaha, A. and Kanarattanavong, A.).

Publications

Research Grants

"Clusters of Active Citizen Behavior on Anti-Corruption: The Marketing Applications", (Yomnak, T., Pataratanakun, A., Kanarattavong, A., Chaiwat, T., Susampao, P.) under KHONTHAI 4.0's Spearhead Social Program, supported by National Research Council of Thailand (NRCT), December, 2020,

"The 90th Anniversary of Chulalongkorn University Fund (Ratchadaphiseksomphot Endowment Fund)", 2009.

Professional Practice Standards or Public Policies

"The Most Powerful Product Brand Ranking 2020" August, 2020, (Unahanandh, S., Assarut, N., Pongtanalert, K., Hoonsoyon, D., Pusaksrikit, T., Juntongjin, P., Puriwat, W., Eiamkanchanalai, S., Kanarattavong, A., Pattaratanakun, A., and Wattanasupachoke, T.).

"The Most Powerful Product Brand Ranking 2018 and Product Brand Health Check Model" August, 2018, (Unahanandh, S., Assarut, N., Pongtanalert, K., Hoonsoyon, D., Puriwat, W., Eiamkanchanalai, S., Kanarattavong, A., Pattaratanakun, A., and Hongsuchon, T.).

"Product Brand Ranking 2016 and Thai Consumers Decision Making Style" Aug.2016, (Unahanandh, S., Assarut, N., Pongtanalert, K., Hoonsoyon, D., Puriwat, W., Eiamkanchanalai, S., Kanarattavong, A., Pattaratanakun, A., and, Hongsuchon, T.).