



**อ. ดร. ศันทยา กิตติโกวิท**

**Dr. Santhaya Kittikowit**

**Department : Commerce**

**Email : [santhaya@cbs.chula.ac.th](mailto:santhaya@cbs.chula.ac.th)**

**Tel : 02 218 5832**

## Education

- 2013 DOCTOR OF PHILOSOPHY, TECHNOPRENEURSHIP AND INNOVATION MANAGEMENT, CHULALONGKORN UNIVERSITY, THAILAND
- 1993 MASTER OF BUSINESS ADMINISTRATION INTERNATIONAL MANAGEMENT, UNIVERSITY OF DALLAS, UNITED STATES
- 1992 BACHELOR OF ACCOUNTANCY, COST ACCOUNTING, CHULALONGKORN UNIVERSITY, THAILAND

## Publications

### Peer-Reviewed Journal Articles

"Factors Influencing Purchase Intention on Cosmetic Products of Female Consumers in Yangon, Myanmar", International Journal of Organizational Business Excellence, 1(2): 1-14, Dec.2018, (Kittikowit, S., Suwanabubpa, K., Sithisomwong, S.).

"Transferee Characteristics and Successful Level of Knowledge and Technology Transfer: Case Studies in Thailand, INRIT 2012, Bangkok, Thailand", International Journal of the Computer, the Internet and Management, 20(31): 28-33, Sep.2012-Dec.2012, (Kittikowit, S., Decharin, P., Pornpakakul, S., Hawat, P.).

"Health tourism strategic management for hotel business", Research Affairs, Faculty of Commerce and Accountancy, Oct.2004, (Kittikowit, S).

### Peer-Reviewed Academic/Professional Meeting Proceedings

"Transport Packaging Innovation to Prevent Tampering for Thailand Post Services"GNRU Conference 2020, Education for Sustainable Community Development, 259-276, Graduate School Uttaradit Rajabhat University Aug.2020, (Charoensri, V., Anuntavoranich, P., Kittikowit, S.).

"A Conceptual Framework for Product Design and Development Support System (PDDSS) for Small and Medium Enterprises (SMEs)"22nd International Conferenc on IT Application and Management. Creativity and Entrepreneurship in the Age of 4th Industrial Revolution, 102-109, Korea Database Strategy Society (KDSS), Chung-Ang University, Seoul, Korea Jul.2019, (Teerapornlertratt, P., Anuntavoranich, P., Kittikowit, S.).

---

## Publications

### **Peer-Reviewed Academic/Professional Meeting Presentations**

"Factors Influencing Technology-related Entrepreneurship Development: A Case of Technology Transfer from Technology Training and Consulting Center to Local Communities in Thailand", The First Rouen Business School Entrepreneurship and Innovation Conference, Mont-Saint-Aignan, 2012, (Kittikowit, S.).

### **Non-Peer-Reviewed Journals and Articles**

"Generation "Y": New Challenging for Organization", MMP Magazine 20082008-2008, (Kittikowit, S.).

### **Research Grants**

"Wellness Tourism: Development Strategies for Hotel Business, 2005", 2005-2005, (Ketawandee, P. and Kittikowit, S.).

### **Non-Academic Positions**

2009 - Present, Associate Director of Executive Committee, Master of Management Program, Chulalongkorn Business School, Chulalongkorn University

2011 - 2019, Associate Dean for Student Affairs, Chulalongkorn Business School, Chulalongkorn University

2003 - 2005, Master of Management Program's Administrative Board of Committee, Program Policy and Administrative Issues, Chulalongkorn University

1998 - 1999, Senior Financial Analyst, ESSO (Thailand) Company Limited, Thailand

1996 - 1998, Senior Planning and Analyst, Downstream Planning Department, ESSO (Thailand) Company Limited, Thailand

1994 - 1996, Senior Planning and Analyst, Supply and Distribution Department, ESSO (Thailand) Company Limited, Thailand

---

## Book

"The Introduction in International Business and Financial", Sukhothaihammatirat Open University Press, 2010, (Shinpaisan, T., Kittikowit, S., Sajanan, S., Netiniyom, J., Siksamat, S., Settabutra, T., Polek, A., Charoensawat, P.).

"Management and Organization", Chulalongkorn University Press, 1999, (Decharin, P. and Kittikowit, S.).