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## Education

- 2004 DOCTOR OF PHILOSOPHY, D.PHIL.(OXON), MANAGEMENT STUDIES, UNIVERSITY OF OXFORD, UNITED KINGDOM
- 1997 MASTER OF PUBLIC AND PRIVATE MANAGEMENT, PUBLIC AND PRIVATE MANAGEMENT, YALE UNIVERSITY, UNITED STATES
- 1994 MASTER OF BUSINESS ADMINISTRATION, BUSINESS ADMINISTRATION, THAMMASAT UNIVERSITY, THAILAND
- 1989 BACHELOR OF BUSINESS ADMINISTRATION (HONORS DEGREE), BANKING AND FINANCE, CHULALONGKORN UNIVERSITY, THAILAND

## Publications

### Peer-Reviewed Journal Articles

"The impact of corporate social responsibility on customer satisfaction and loyalty: A case study of the hotel industry in thailand", Asia-Pacific Social Science Review, 18(3) : 137-145, Jan.2018, (Puriwat, W., Tripopsakul, S.).

"Empirical Study on Online Health Information Seeking and Health App Usage Behaviors in Developing Country", Asian Journal of Applied Sciences, 5(3) : 586-594, Jun.2017-Aug.2017, (Asavanant, K., Bhattarakosol, P., Puriwat, W.).

"Mobile banking adoption in Thailand: An integration of technology acceptance model and mobile service quality", European Research Studies Journal, XX(4A) : 200-210, Jan.2017, (Puriwat, W., Tripopsakul, S.).

"The influence of entrepreneurial orientation and family business's resources and capabilities on Marketing performances", European Research Studies Journal, 20(2) : 150-163, 2017, (Charupongsopon, W., Puriwat, W.).

"The Effect of Reference Groups on Purchase Intention: Evidence in Distinct Types of Shoppers and Product Involvement", Australasian Marketing Journal, 24(2) : 157-164, May.2016, (Hoonsopon, D., Puriwat, W.).

"The Influence of Retail Service Quality on Customer Satisfaction and Loyalty: Case Study of Luxury Department Store", Chulalongkorn Business Review, 38(150) : 126-148, Oct.2016-Dec.2016, (Charupongsopon, W., Tripopsakul, S., Puriwat, W.).

## Publications

- "The Development of Entrepreneurial Intention Model using Binary Logistic Regression: A case study of Thailand", *Chulalongkorn Business Review*, (145) : 8, Jul.2015-Sep.2015, (Puriwat, W., Traipobskul, S.).
- "The Comparative Study of Attitudes toward Entrepreneurial Intention between ASEAN and Europe: An analysis using GEM data", *International Journal of Applied Business and Economic Research (IJABER)*, Jan.2015, (Puriwat, W., Traipopsakul, S.).
- "The Investigation of the Influence of Service Quality toward Customer Engagement in Service Dominant Industries in Thailand", *International Proceedings of Economics Development and Research*, 82(42) Jan.2014, (Puriwat, W., Tripopsakul, S.).
- "The Second Order Confirmatory Factor Analysis of A New Product Success Measurement Model: An Empirical Study of Thai Consumer Product Industries", *Journal of American Academy of Business*, Mar.2013, (Tripopsakul. S., Puriwat. W., Phimoltares. S., Chandrachai. A.).
- "The Development and Validation of New Product Idea Screening Criteria for New Consumer Product Development in Thailand", *The Business Review*, Cambridge, 2013
- "Capturing Dimensions of Corporate Brand Identity from Diachronic, Synchronic, and Panchronic Viewpoints", *Chulalongkorn Business Review*, 129 : 121-140, Jul.2011-Sep.2011, (Pattaratanakun, S. and Puriwat, W.).
- "The Investigation of New Product Performance Measurement and New Product Idea Screening Criteria in New Consumer Product Development in Thailand", *Chulalongkorn Business Review*, 33(130) : 58-78, Oct.2011-Dec.2011, (Tripopsakul, S., Puriwat, W.).
- "The impact of New Product Idea Screening Criteria on New Product Success in New Consumer Product Development in Thailand", 2nd international Conference on Business and Economics, 2011, (Tripopsakul, S., & Puriwat, W.).
- "The Investigation of New Product Performance Measurement and New Product Idea Screening Criteria in New Consumer Product Development in Thailand", *Chulalongkorn Business Review*, 2011, (Tripopsakul, S., & Puriwat, W.).
- "Thai Processed Dairy Product Opportunity", *Chulalongkorn Review*, Jun.2008, (Puriwat, Wilert., Sangsuwan Thanawan., Kometsopa, Ploentip.).

## Peer-Reviewed Academic/Professional Meeting Proceedings

- "The Investigation of the Influences of Service Quality toward Customer Engagement in Service Dominant Industries in Thailand" *The Finance, Economics, MIS, and Global Business Research Conference 2014*, USA. Dec.2014, (Puriwat, W., Tripopsakul, S.).

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## Publications

### Non Peer-Reviewed Journals and Articles

"Cause-related Marketing", Bangkok Business News 2009-2017

"Grassroot Marketing", Bangkok Biz News and Business Week : 5, Feb.2009, (Puriwat, Wilert.).

"Internal Branding", Bangkok Biz News and Business Week Jan.2009, (Puriwat, Wilert.).

"Ambush Marketing", Bangkok Biz News and Business Week : 5, Mar.2008, (Puriwat, Wilert.).

"Brand Rejuvenation", Bangkok Biz News and Business Week : 5, Mar.2008, (Puriwat, Wilert.).

"Brand Revitalization", Bangkok Biz News and Business Week : 5, Mar.2008, (Puriwat, Wilert.).

"Customer Loyalty Index", Bangkok Biz News and Business Week : 5, Mar.2008, (Puriwat, Wilert.).

"Integrated Brand Communication", Bangkok Biz News and Business Week : 5, Mar.2008, (Puriwat, Wilert.).

"Internal Marketing", Bangkok Biz News and Business Week : 5, Mar.2008, (Puriwat, Wilert.).

"Retro Marketing", Bangkok Biz News and Business Week : 5, Mar.2008, (Puriwat, Wilert.).

"Social Networking", Bangkok Biz News and Business Week : 5, Mar.2008, (Puriwat, Wilert.).

"Sport Marketing", Bangkok Biz News and Business Week : 5, Mar.2008, (Puriwat, Wilert.).

"Consumer Generated Media", Bangkok Biz News and Business Week : 5, Feb.2008, (Puriwat, Wilert.).

"Shill Marketing", Bangkok Biz News and Business Week : 5, Dec.2008, (Puriwat, Wilert.).

"Customer Engagement", Bangkok Biz News and Business Week : 5, Jan.2008, (Puriwat, Wilert.).

### Research Grants

"The Ranking of the Strongest Brands in 2016 and Formed the Decision to Purchase Various Product's Types of Thai Consumer.", 2015-2017, (Unahanandh, S., Eiamkanchanalai, S., Puriwat, W., Assarut, N., Hoonsopon, D.).

"The comparative study of attitudes toward entrepreneurial intention between ASEAN and Europe: An analysis using GEM data", 2016, (Puriwat, W., Traipopsakul, S.).

"The Brand Products Ranking and the Factors Evaluation to Success of the Brand Products.", Oct.2013-Feb.2015, (Unahanandh, S., Eiamkanchanalai, S., Sangsuwan, T., Assarut, N., Puriwat, W., Hoonsopon, D., Pattaratanakun, A., Pongtanalert, K.).

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## Publications

### **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., Kanarattanavong, A., Pattaratanakun, A., Wattanasupachoke, T.).

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

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

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## Book

"Marketing is all around", 2011, (Puriwat, Wilert).