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Education

- 1985 MASTER OF BUSINESS ADMINISTRATION, MARKETING, CHULALONGKORN UNIVERSITY, THAILAND
- 1982 BACHELOR OF SCIENCE, BIOCHEMISTRY, CHULALONGKORN UNIVERSITY, THAILAND

Publications

Peer-Reviewed Journal Articles

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

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"Quantitative Techniques Analysis for Business Application among Thai Companies", Chulalongkorn Business Review, 108: 36-56, Apr.2006-Jun.2006, (Tanlamai, Annop., Unahanandh, Sawika.).

"Distance Learning and Human Resource Development in Thailand", Chulalongkorn Business Review, 107: 90-106, Jan.2006-Mar.2006, (Santivejchakul, Kamales., Unahanandh, Sawika.).

"Need, Behavior, and Attitudes of People in the United Arab Emirates Towards Consuming Thai-Halal Packaged Food", The Business Review, 4(1): 274-279, Aug.2004, (Ruenrom, Guntalee., Unahanandh, Sawika.).

Peer-Reviewed Academic/Professional Meeting Proceedings

"The Study of Brand Logo Features: Comparisons Between Fast Moving Consumer Products and Durable Products"40th International Academic Conference, Stockholm Jun.2018, (Unahanandh, S., Wattanasupachoke, T., Rattanawicha, P., Ruchikachorn, P.).

Publications

"A Conceptual Model of Factors Affecting Popularity of Marketing Videos on Video Sharing Sites" The 15th International Conference on Electronic Business (ICEB 2015), Hong Kong Dec.2015, (Narkbuakaew, J., Chantatub, W., Unahanandh, S.).

"Customer Relationship Strategies: The Study on Customer Perspectives" International Journal of Arts and Science (IJAS) Conference, Florence, Italy Jun.2012, (Wattanasupachoke, T., Unahanandh, S.).

Research Grants

"The Business Visualization Project", Jun.2015-Jun.2019, (Tanlamai, U., Ruenrom, R., Sapsomboon, A., Wattanasupachoke, T., Unahanandh, S., Chompukum, P., Tangmanee, C., Rattanawicha, P., Mongkolnavin, J., Jaikengkit, A., Patrakosol, B., Assarut, N., Chantatub, C., Suppakitjarak, N., Audsabumrungrat, J., Tepalagul, N.).

"The Ranking of the Strongest Brands in 2559 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 Relations between the Demographic Features of Thai Consumers with the Brand Products are Favorite and the Brand Products are Popularly Consumption.", Feb.2015-Feb.2016, (Unahanandh, S., Assarut, N., Pongtanalert, K.).

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Funded Research Reports

"The Development of the Roadmap to Promote Green Production and Services", Department of Environmental Quality Promotion, Ministry of Natural Resources and Environment 2008, (Ruenrom, G., Unahanandh, S., Sangsuwan, T.).

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Book

Book Chapters

"Customer and Market Focus", Thailand Productivity Institute, 2004, (Unahanandh, S.).