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Education

- 2015 DOCTOR OF PHILOSOPHY, MARKETING, KOBE UNIVERSITY, JAPAN
- 2010 MASTER OF ART IN COMMERCE, COMMERCE, KOBE UNIVERSITY, JAPAN
- 2008 BACHELOR OF ECONOMICS , KOBE UNIVERSITY, JAPAN

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, (Pongtanaert, K., Unahanandh, S., Assarut, N., Kanarattanavong, A.).

"Classifying user-innovators - An approach to utilize user-innovator asset", Journal of Engineering and Technology Management, 37 : 32-39, Jul.2015-Sep.2015, (Pongtanaert, K., Ogawa, S.).

"Exploring characteristics and motives of consumer innovators: Community innovators vs. independent innovators", Research Technology Management, 56(3) : 41-48, May.2013-Jun.2013, (Pongtanaert, K., Ogawa, S.a.).

Peer-Reviewed Academic/Professional Meeting Proceedings

"Classifying User Innovators - An Approach to Utilize User Innovator Asset" CMA Innovation Centre Special Issue Conference, Canada Aug.2015, (Pongtanaert, K.).

Research Grants

"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., Pongtanaert, K.).

"Classifying user-innovators An approach to utilize user-innovator asset", 2016, (Pongtanaert, K., Ogawa, 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., Hoonsoapon, D., Pattaratanakun, A., Pongtanaert, K.).

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., Hongsuchon, T., Unahanandh, S.).

"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., Unahanandh, S.).

"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., Unahanandh, S.).

Reviews of Peer-Reviewed Journals

"Reviewer", R&D Management 2013-2016

"Reviewer", Journal of Engineering and Technology Management 2013-2016

Book

- Sugoi Marketing : ทำไมใคร ๆ ก็ติดใจญี่ปุ่น (2014), สำนักพิมพ์ มติชน
- รีเน็น .. สร้างธุรกิจ 100 ปีด้วยหลักคิดแบบญี่ปุ่น (2018), สำนักพิมพ์ We Learn
- Makoto Marketing หลักสูตรการตลาดแบบจริงใจสไตล์ญี่ปุ่น (2021), สำนักพิมพ์ The Cloud
- Omotenashi : จิตวิญญาณการบริการแบบญี่ปุ่น (2021), สำนักพิมพ์ We Learn

Other

"Heartful Marketing", 2018-2020, (Pongtanalert, K.).