



อาจารย์ตรีรัตน์ ณ สงขลา

RATIRATH NA SONGKHLA

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## Education

- MASTER IN MARKETING AND COMMUNICATION, BOCCONI UNIVERSITY, ITALY
- BACHELOR OF BUSINESS ADMINISTRATION, INTERNATIONAL BUSINESS MANAGEMENT (INTERNATIONAL PROGRAM), CHULALONGKORN UNIVERSITY

## Work

### Experience

General Manager, Chula Business Enterprise Co.,Ltd.

## Publications

### Peer-Reviewed Journal Articles

- Tripopsakul S., Puriwat W., Hoonsopon D., Na Songkhla R. (2024). The Impact of Brand Value on Business Performance: An Analysis of Moderating Effects of Product Involvement. HighTech and Innovation Journal, 5(1), pp. 79-87.

### Peer-Reviewed Academic/Professional Meeting Presentations

Na Songkhla R., Hoonsopon D., Puriwat W. (2024). Consumer perception of greenwashing marketing communication in the food industry in Thailand: An effect on place branding. The 8<sup>th</sup> Annual Conference of the International Place Branding Association. Bangkok, Thailand