

Chananan Dechadilok

Curriculum Vitae

Faculty of Management and Tourism
(Burapha Business School)
Burapha University
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chananan@buu.ac.th



Education

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| 2018 - Present | | Ph.D. Candidate, Universidade Nova de Lisboa, Nova School of Business and Economics (NOVA SBE), Portugal
Ph.D. in Management (Marketing) |
| 2013 | M.S. | University of Colorado Denver, Colorado, U.S.A.
Master of Science in Marketing (Global marketing) |
| 2011 | B.M. | Fudan University, Shanghai, China
Bachelor of Management (Marketing) (Chinese Program) |
| 2007 | Certificate | Beijing University, Beijing, China
Chinese Language Program |
| 2006 | Certificate | Beijing Language and Culture University (BLCU), Beijing, China
Chinese Language Program |

Employment

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| 2013 - Present | Lecturer (Full time) | International Business department, Faculty of Management and Tourism, Burapha University |
| 2011 | Internship | Office of International Marketing Development, Department of International Trade Promotion (DITP), Ministry of Commerce of Thailand |

Publication

Dechadilok, C. & Suksawang, P. (2017). Effect of Marketing Communication on Income Levels and Lottery Purchasing Behavior in Central Thailand. *Review of Integrative Business and Economics Research*, Vol. 6, Issue 4, pp. 15-27.

Scholarships and Awards

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| 2018 | Scholarship from Burapha University and Faculty of Management and Tourism to complete a Ph.D.'s degree at Universidade Nova de Lisboa, Portugal |
| 2005 - 2013 | Scholarship from the Royal Thai Government (THAIPAT scholarship) to complete a Bachelor's degree in China and master's degree in other countries. |
| 2010 | Shanghai Municipal Government Scholarship C (Distinguished Student Scholarship) for Excellent International Student by Shanghai Municipal Education Commission |
| 2008 and 2009 | Fudan Scholarship for Excellent International Student by Fudan University |

- 2009 First placer in Marketing strategy competition, organized by Guan Sheng Yuan corporative company (冠生园集团公司), which is a famous manufacturer of candies and honey firm in China.

Courses Taught

Burapha University, Undergraduate Levels, (Thai Language Program)

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| Seminars in International Business | (Fall of 2013-2018) |
| Co-operative Education (A Supervisor for individual projects) | (Spring of 2013-2017) |
| Cross Culture Comparative Study | (Spring 2016, 2017) |
| Pricing Strategy | (Spring 2014, Fall and Spring 2015, Fall 2016) |
| International Entrepreneurship | (Fall 2016) |
| International Languages and Culture for Business 1 (Chinese) | (Fall 2013, Fall and Spring 2015, Spring 2016) |
| Product and Brand Management | (Spring 2014) |
| Marketing Management | (Summer 2014, Fall 2014) |
| Seminars in International Business with Emphasis on American Continent | (Fall 2013) |

Burapha University, Yunnan Normal University Student Training and Exchange Program, Chinese students (Chinese and English program)

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| A Cross Culture Management course | (Oct.- Dec. 2014) |
| A Thai Language (Listening and speaking I) course | (Nov. 2014) |

Work related

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| Dec. 2017
- Mar. 2018 | A marketing consultant for small and medium entrepreneurial to develop new products and packaging development organized by Ministry of Industry of Thailand, Department of Industrial Promotion (Region 9) and Office of Academic Services Burapha university |
| Nov. 2017 | A chair assistant in management and marketing sessions in Burapha Management International Conference (BMIC 2017) hosted by Faculty of Management and Tourism, Burapha University at Pattaya, Thailand |
| Aug. 2017 | Researcher team collected both internal and external survey data in Integrity & Transparency Assessment (ITA) of 2018 a project under National Anti-Corruption Commission in Pathumthani province, Thailand |
| Jan. 2016 | A committee member and a coordinator for Bhutan Rural Development Program (BRDP 2) Batch I-IV of 2016 |
| Nov. 2015 | A chair assistant in a management session in Burapha Management International Conference (BMIC 2015) host by Faculty of Management and Tourism, Burapha University at Pattaya, Thailand |
| Aug. 2015 | A committee member and a coordinator for Yunnan Normal University student Training and Exchange Program |
| April-Jun.
2015 | A committee member for Bhutan Rural Development Program (BRDP I, II) and Bhutan Executive Development Program: A Training in Monitoring & Evaluation for Public Service Delivery (BEDP:M&E) |
| Mar. 2015 | A coordinator for promoting and requisiting Chinese students for Master's degree, and for reporting and coordinating Chinese student bachelor's exchange program located at Yunnan Normal University, China |

- Jun. 2010 A volunteer in charge of general cooperation and a Thai-Chinese translator in Amazing Life Thailand Trade EXPO in Shanghai, which organized by the Department of Export Promotion (DEP), Ministry of Commerce of Thailand
- Nov. 2009 A Thai-Chinese translator in the THAI-CHINESE Business Matching in Shanghai, which organized by THAILAND Board Of Investment (BOI), Ministry of Investment of Thailand

Administration

2015-Present A committee in Cooperative Education (Long-term internship) of Faculty of Management and Tourism, educate in the form of Working Integrated Learning (WIL) for undergraduate students.

2015-Present A Committee in Strategic Management Development of Faculty of Management and Tourism (Undergraduate student)

Professional Memberships

2019 - Present A member of the social science research association of Thailand

2015 - 2016 A member of Marketing Association of Thailand (MAT)

2014 - Present A member of Academic Potential Development, Collage of Research Methodology and Cognitive science, Burapha University

2014 - Present A member of Thai Association For Cooperative Education

Research Interest

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| - Consumer behavior | - Sustainability and circular economy |
| - Consumer psychology | - Social entrepreneur and social marketing |
| - International marketing | - Marketing for non-profit organizations |
| - Marketing communication strategies | - Sustainable tourism |

Technical and Language Skills

Statistical Skill: LISREL program (Structural Equation Model)

SPSS programs (includes MANOVA, Discriminant, Logistic Regression, Multiple regression, Factor analysis, and all descriptive analyses)

Language Skill: Thai, Chinese (Mandarin), English, and Portuguese