



About Me

Lecturer who has good interpersonal skills and look happy at all times. Lovely colleagues and kind-hearted lecturer for students. Expertise in both academic work and entertainment area.

 jirapap@hotmail.com

 Burapha Business School
269 Long-Had Bangsaen Road
T.Saen Suk, A.Muang, Chonburi
20130

DIGITAL PROFILE

- **Youtube Channel:** @Dr.Jirapa statistics self-study clips for lecturers and reserchers

DIGITAL EXPERTISE

- Digital Marketing
- TikTok Marketing
- Influencer Marketing
- Online Advertising Platform: Facebook Ad, Shopee Ad, TikTok Ad.
- Affiliate Marketing
- Marketing Research
- Marketing Statistics

JIRAPA PHUNGBANGKRUAY

Associate Professor, Ph.D.

EDUCATION

Chiang Mai University

Ph.D in Business Administration (Concentration in Marketing)
Master Degree of Business Administration
Bachelor of Business Administration

RESEARCH AWARD

Best Dissertation from NIDA Business School (2015)

Best Paper Award in Marketing area from Walailuk University (2017, 2018)

Best Presentation Award from Walailuk University (2018)

LECTURING EXPERIENCE

Lecturer

**Burapha University - Chonburi Thailand
2016 - Present**

Responsible Subjects: Marketing Statistics, Marketing Research, Marketing Forecasting, Consumer Behavior, Product and Price

Part-time Lecturer

**Chiang Mai University, Konkean Universit, Silpakorn
University from 1999 - 2009**

Responsible Subjects: Marketing Statistics, Marketing Research, Consumer Behavior, Product and Price, Consumer Research

OTHER LECTURING EXPERIENCE

**Part-time Lecturer for MBA. and Ph.D. in BA. program
Chiang Mai University**

Khon Kean University

Silpakorn University - Thailand 2009 - Present

Responsible Subjects: Marketing Statistics, Marketing Research, Digital Marketing, Research Design

OTHER ACADEMIC EXPERTISE

**Scholarly Peer Reviewer for academic journal
High-level expertise in marketing statistics;**

- Structural Equation Modeling (SEM.)
- Moderator Regression Analysis
- Three-Path Mediation Model Analysis
- Baron and Kenny's Testing, Chow Test
- Multiple Mediator Testing with PROCESS
- Conjoint Analysis