

Ms.Kedwadee Sombultawee

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Educations

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|---|------------------|
| Master of International Management (M.Sc.)
University of Exeter University, England | Oct/04 – Jul/05 |
| Bachelor's Degree of School of Management
Major: Marketing Assumption University | Nov/00 – May/04 |
| Doctoral Degree (Current status Phd candidate)
Doctor of Philosophy Program in Business Administration (Ph.D.)
Major: Marketing (Research area: Marketing and Operations Alignment) | May/13 - Present |
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Professional Experiences1154

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| Thai Union Frozen Products Public Company Limited
<i>Marketing Executive</i> <ul style="list-style-type: none">• Handle special events to gain public attention through the event without advertising directly.• Observe international economic, exchange rate, consumer behaviour and import-export trends that might ultimately affect the company and make recommendations to enhance the company's marketing strategies based on those trends• Responsible for supplying of frozen shrimp products for USA market (Red Lobster restaurant), European Market and New Zealand Market. The duties include price quotation, negotiation and VMI (Vendor Management inventory for Red Lobster restaurant).• Monitor and collect customers' payment related to shipment status and credit term• Maintain stock level (packaging) and assist developing both company and client's brand• Search for the sources of new substances and acquire some samples to support new product items.• Establishing business relationships among new clients and distribution agents with aim of promoting company and products• Managing customer's expectations and provide pre-and after-sales services to win the customer's business and satisfaction | Jan/05 – Jan/08 |
| Silpakorn University IT Campus
Full-Time /Part-Time Lecturer <ul style="list-style-type: none">• Teaching Marketing bachelor degree program on these following courses:
International Marketing, Advertising Management, Product Price and Brand Management, Purchasing and Export Management | Nov/08 – Mar 10 |
| Adrimex company (Alfesco Group France)
<i>Asia Purchasing Manager</i> <ul style="list-style-type: none">• Responsible for developing and handling the relationship with Asia Suppliers | Jul/10 – Jan/13 |

- Searching for New suppliers in Asia (Indonesia, Malaysia, Vietnam, China and Thailand)
- Responsible for managing the Corporate communications and also stakeholder networking plan with key external stakeholders and influencers including Government, NGOs, and peer companies within the similar industry
- Researched updated Raw Material related news
- Planning, organizing and Analyzed the strategic Annual in Asia Situation

Silpakorn University IT Campus

Jan/13 – Present

Full-Time Lecturer

- Teaching Marketing bachelor degree program on these following courses:
International Marketing, Advertising Management, Product Price and Brand Management, Purchasing and Export Management in the Department of Marketing and organizing the teaching plan for other instructors which help reduce the discrepancy among students and teachers because of using the same direction of curriculum and teaching plan.
- Responsibility for students competition (J-MAT Award, AIS Brandage Award and KrungThai Bank)

Referred Conference Publications

- Sombultawee, K. and Boon-itt S. (2017). “Marketing – operations alignment: A case of Thai Manufacturing” As the working paper submitted to EurOMA 2017. Scotland:
- Sombultawee, K. and Boon-itt S. (2015). “Theoretical perspectives on operation and marketing interface: A systematic literature review” As the working paper submitted to EurOMA 2015. Switzerland:
- Sombultawee, K. (2014). “An Assessment of Service Quality through 30 baht treats all scheme projects at Cha-am Public hospital by using SERVQUAL scale”. In Proceeding of Public Opinion Research at Crossroad. Niigata, Japan, November 28-29, 2014. Japan:
- Sombultawee, K. and Ngampol, K. (2013). “Expectations and Satisfactions of Tourists Travelling to Cha-Am Petchaburi”. In Proceeding of Knowing Our Neighbors: Public Opinion Research in Asia in a Time of Media Revolution and Aging Societies. Seoul, South Korea, November 21-23, 2013. South Korea:
- Sombultawee, K. and Chantu, T. (2013). “Prediction of Market Situation for Studying Elder Consumers’ Health Care Product Usage Behaviors in Medical Clinics in Thailand”. In Proceeding of The Inaugural Asian Conference on Society, Education & Technology, Osaka, Japan, October 23-27, 2013. Japan:

Research Interests

Primary: Marketing and Operations management alignment

Secondary: Service Marketing and International Marketing