

Curriculum Vitae

Name: Noppanon HOMSUD
Date of Birth: 2nd June 1980
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Education Background:

2001-2003 Master of Science (Information Technology in Business)
Faculty of Commerce and Accountancy
Chulalongkorn University

1997-2001 Bachelor of Accountancy (Accounting)
Faculty of Commerce and Accountancy
Chulalongkorn University

Work Experience:

Jun 2006 – Present Assistant Professor in Business Administration,
Faculty of Management Science, Silpakorn University

Sep 2012 – Sep 2016 Deputy Dean in Graduated Studies and Research,
Faculty of Management Science, Silpakorn University

Mar 2012 – Sep 2012 Assistant to Dean in Graduated Studies,
Faculty of Management Science, Silpakorn University

Oct 2009 – Mar 2012 Head of Marketing Program,
Faculty of Management Science, Silpakorn University

Apr 2004 – Jun 2006 Lecturer, Faculty of Management Science,
Silpakorn University

Jun 2003 – Apr 2004 Lecturer, School of Management, Walailak University

Research Interests: Accounting, Management, Tourism, Marketing, etc.

Referred Publications:

- Noppanon Homsud and Sompong Promsaard. (2015). "The Effects of Residents' Image and Perceived Tourism Impact to Residence Satisfaction and Support: A Case Study of Hua-Hin Prachubkirikhan". **The 2015 WEI International Academic Conference Proceedings**, 190-199.
- Noppanon Homsud, Nammon Intrawirat, and Pattraporn Trongchookiat. (2015). "Consumer Attitudes and Intentions to Buy Fair Trade Goods: Case Study of Starbucks in Thailand". **Proceedings of Ninth TheIIER International Conference**, 82-87.
- Noppanon Homsud and Nammon Intawirat. (2014). "The Factors Affecting to Purchase Shell Souvenirs of Thai Tourists at Hua-Hin Beach, Thailand". **Proceedings of International Conference Craft Villages and Tourism Development**, 694-701.
- Noppanon Homsud, Patcharin Phrarat, Nammon Intrawirat, and Pattraporn Trongchookiat. (2014). "The Quality of E-mail Response of Hotel in Chiang Mai". **Proceedings on International Conference on Tourism and Development 2014**, 83-102.
- Noppanon Homsud (2014). "Effect of Use and Gratifications Theory to Knowledge Sharing in Social Media: Evidence from Officers in Thailand". **Proceedings on 2014 ANPOR Annual Conference**, 515-524.
- Noppanon Homsud and Pattraporn Trongchookiat. (2014). "Hedonic and Utilitarian Values of Eating Fast Food: A Case Study of Undergraduate Students in Thailand". **Proceedings on 2014 ANPOR Annual Conference**, 563-572.
- Noppanon Homsud and Thacharee Ju-ee. (2013). "Destination Image and Destination Personality: A Case Study of Hua-Hin Prachubkirikhan". **Proceedings of 2013 ANPOR Annual Conference**, 93-99.
- Noppanon Homsud and Thitiporn Samransart. (2012). "Expectation and Satisfaction of Tourists Traveling to Historic Town of Ayutthaya". **European Journal of Social Science**, 28(3), 401-407.
- Noppanon Homsud and Rapeeparn Choksuchat. (2012). "The Operation Efficiency Evaluation by Financial Ratio of Listed Company in Food and Beverage Industry by Grey Principal Component Analysis". **European Journal of Economics, Finance and Administrative Sciences**, 45, 148-152.
- Homsud, N., Ampai, N. and Anekpattanakij, A. (2012). "Factor Analysis of Tourism Effects on People in Hua Hin Municipality, Prajuabkirikhan Province." **European Journal of Social Sciences**, 32(1), 5-10.

- Homsud, N. (2009). "The Direction Forecasting of Stock Price in SET50 with Grey Forecasting Model." **29th International Symposium on Forecasting**, Hong Kong, China, 21 – 24 June 2009.
- Homsud, N., Wasunsakul, J., Phuangnark, S., and Joongpong, J. (2009). "A Study of Fama and French Three Factor Model and Capital Asset Pricing Model in Stock Exchange of Thailand." **International Research Journal of Finance and Economics**, 25-34.
- Homsud, N. and Phuangnark, S. (2008). "An Empirical Study for Testing Efficiency of Stock Index Historical Volatility Forecasting Region in Asia-Pacific Region." **28th International Symposium on Forecasting**, Nice, France, 22 – 25 June 2008.
- Homsud, N., Phuangnark, S. and Swasdee, A. (2008). "An Analysis of the Factors which Affected the Purchase of Goods and Services via e-Retailing." **37th EMAC Conference 2008**, Brighton, UK, 27 – 30 May 2008.
- Homsud, N. (2006). "The Analysis of Internet Usage Behavior of the Secondary School Students in Thailand." **Eleventh Annual International Conference of the Sultan Hassan al Bolkiah Institute of Education, University Brunei Darussalam**, Brunei, 22 – 25 May 2006.