

ปิยะกาญจน์ สุพรรณชนะบุรี

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EDUCATION:

- 2014 – Present: Doctor of Philosophy Program in Business Administration (Ph.D.),
Major in Marketing, Thammasat Business School (TBS), Thammasat University
- 2005 – 2007: MA in Business Management with Commendation (2nd Class Honours)
Kingston University, London, UK
- 2001 – 2004: BE (Bachelor of Economics) major in Money and Banking (2nd Class Honours)
Chulalongkorn University, Thailand

Work Experiences:

- 2010 – Present: Lecturer in Marketing, Prince of Songkla University (Trang Campus)
- 2007 – 2009: Customer Feedback Specialist (South Asia Pacific Zone: Australia, New Zealand,
Thailand, Malaysia and Singapore), ExxonMobil Limited (Thailand)
- 2004 – 2005: Sale and Marketing, YKK (Thailand) Co., Ltd.

Research Interests:

Primary: Consumer Behavior, Green Marketing

Secondary: Green Supply Chain Management

PROCEEDINGS/PUBLICATIONS:

- Pitchayadon, P. and Supanchanaburee, P. (2011). The Country of Origin Effects on Purchase Intention of Thai Consumers: The Moderating of Trusting Beliefs and Brand Equity, *University of The Thai Chamber of Commerce Journal*, Vol. 35, No. 2, pp. 1-17.
- Supanchanaburee, P. and Boon-it, S. (2017). Green Supply Chain Collaboration: Systematic Literature Review and Citation Network Analysis, *22nd Asia Pacific DSI Conference Proceeding*, pp. 127-143.