

**Mr. Titiyoot Nuengchamnong**

(ชิตียูติ เนื่องจําานงค์ : in Thai)

Tel. 0836049948 e-mail: [titiyoot@buu.ac.th](mailto:titiyoot@buu.ac.th)

## PERSONAL DETAILS

**Date of Birth** 23 May 1984  
**Nationality** Thai  
**Gender** Male  
**Languages** Thai and English  
**Marital Status** Single

## EDUCATION

**The University of Surrey**



*Master's degree of Science in International Marketing With Merit*

**England, United Kingdom**

November 2010

Dissertation Topic: "Understanding consumer involvement in green packaging: A Comparison study between Thai and British consumers".

**The University of Surrey**



*Graduate Diploma Management Studies  
With Aggregate level mark achieved 51.3*

**England, United Kingdom**

September 2009

**Kasetsart University**



*Bachelor of Science (Agriculture)*

**Bangkok, Thailand**

March 2008

## WORK EXPERIENCE

**International College, Burapha University**



*Lecturer in Business Administration program (marketing)*

**Chonburi, Thailand**

2014 – Present

- Deliver lectures and execute quantitative and qualitative research projects

**Market Support Co., Ltd.**



*Market researcher (quantitative and qualitative)*

**Bangkok, Thailand**

2012 - 2013

- Perform descriptive statistic and draw conclusion for clients
- Conduct qualitative & quantitative research process, which consists of collecting ideas, opinions, consumer behavior, consumer preference, perceptions and attitudes
- Provide practical recommendation to the clients in order to form marketing tactics
- Design research questionnaire and discussion guide

**Hands On Education Consultants**



*Education Consultant*

**Bangkok, Thailand**

2012 - 2012

- Facilitate students who wish to apply to British Institutions

- Provide information about British institutions
- Assist students in application process, which includes documents preparation, instruction on how to fill out application form, acceptance process
- Help company to create and design marketing campaign which can increase consumer awareness
- Help students in the UK visa application process



**International College , Suan Sunandha Rajabhat University**

**Bangkok , Thailand**

*Lecturer in marketing*

2011 - 2012

- Give lecture on subjects that relates to marketing disciplines (consumer behavior, marketing management, service marketing, marketing research)
- Do academic service

## **RESEARCHES**

Nuengchamngong, T. & Chatrakamollathas, S. (2016). Gender Effects on Customer Satisfaction towards Products and Service at a Local Café & Bistro in Bangsean, Chonburi . Proceeding of Actual Economy: Local Solutions for Global Challenges ,Bangkok, Thailand

Chatrakamollathas, S., Nuengchamngong, T., Chootanon, C., & Saetang, D. (2020). The Reasons for Studying at International College of One University in East Coast of Thailand. Proceedings of the Universal Academic Cluster International August Conference in Bangkok, 2020, 27-41.

2020 International Journal (Scopus Q4)

Nuengchamngong, T., & Chatrakamollathas, S. (2020). Thai Adolescent's Perceived Benefits of Physical Activity at Fitness. TEST Engineering & Management. 83: 30400-30407.

Phalitnonkiat, P., Nuengchamngong, T., Suriyapornpun, S., Singhapant, N., Seanghom, P., Inman, W., Chanonmetarat, A., Pinkrua, A., & Okoshi, Y. (2020). Understanding students' readiness for online learning during Covid-19: Case study at Burapha University International College. In Proceedings of The 5th TICC International Conference 2020, 41-55.

## **ACTIVITIES**

- Participated in Burapha University International College- Trisakti research matching
- Attended TICC conference at Khon Kaen University International College
- Participated in MICE training for students
- Participated in New curriculum development
- Attended in preparation of academic works for applying for an academic position
- Participated in how to get the social science paper published in international journal
- Attended in sample Size Calculation
- Participated in Expert for research instrument' validity testing (IOC)
- Engaged in BUU Research Support
- Participated in BUUIC Human resource development: Proactive management for becoming internationalisation
- Participated in Global Risks and Roles of social science Seminar Kasetsart University