**Department of Marketing**

**2nd Meeting Agenda (2/2019)**

Friday, 21 February, 2020

VME205, 2nd Floor, MSM Building
Suvannaphumi Campus, Assumption University

**AU’s Core Value**

**Catholic Spirit:** A spirit of service characterized by insatiable willingness and desires to serve other people beyond the ordinary responsibilities of their professions and their roles in society.

**Accountability:** The willingness to take responsibility for their decisions and actions, entailing self-improvement, the development of their leadership, and the advancements in their careers.

**Righteousness:** The concern and sensitivity that their decisions and actions are consciously made on the basis of managerial principles and morality.

**Excellence:** The commitment to excelling and becoming a master in the assigned tasks.

**Remark:** First meeting was online meeting, **Wednesday 29 January, 2020, 8.30 pm.-9.30 pm.** Special thanks for all class substitution for Dr.Bing and A.Echo

**Taking Leave in 2/2019**

A. Jitlada Pathanasethpong

**Resigned in 2/2019**

Dr. Yokfar Phungphol

**Deputy Chairpersons**

Dr. Henzel Tagalog Embalzado (Teaching and Learning)
Dr. Tipa Sriyabhand (Students’ Activity)

**Supporting MKT Major**

A. Pattaraporn – PR (Department)
A. Pea and A. Chainarong – MKT Marketing Committee #28 Activities
Dr. Henzel, Dr. Punnaluck – Teaching and Learning
Dr. Tipa, Dr. Punnaluck, Dr. Marisa – Activities
Dr. Marissa, Dr. Bing Zhu, Dr. Wanwisa, Dr. Suppasit, Dr. Henzel – Main Researchers Team
Dr. Marissa, Dr. Apavadee, A. Chainarong, Dr. Tipa, Dr. Punnaluck, Dr. Pair, A. Kitima – Coaching team for the competitions.
A. Chainarong, A. Suchira, – On-the-Job Training
Asst. Prof. Dr. Jirayu, and Dr. Punnaluck – Seminar and Business Exposure

**Additional Job Assigned: MKT Faculty Members (Underloaded Sections, 2/2019)**

A. Ananya – Supporting St. Thomas Aquinas training center as the trainer with A. Porameth
A. Celest – Supporting “Note for Knowledge” with A. Surachai and support online course.
A. Darwin – Online class video clip during this 14th days student’s break and support MKT online course preparation for St. Thomas Aquinas with Asst. Prof. Dr. Jirayu and A. Celest
A. Support proctoring quizzes for MSME
Asst. Prof. Dr. Jirayu – MKT Online and Offline course preparation for St. Thomas Aquinas
A. Porameth – Support St. Thomas Aquinas training center as the main MKT trainer
A. Suchira – Support CSR, Art and Culture Activity, Support ABLE center, Proctoring Quizzes for MSME
A. Surachai – Support “Note for Knowledge”, Support ABLE center

**Supporting MSME Business School**

A. Varaporn – Director of MSME Advising Unit
Asst. Prof. Dr. Jirayu Poornontre Kasemsant, Director, MSME Career Training Center
Dr. Henzel – MSME AOL Implementation Committee
Dr. Punnaluck S. - MSME Branding Team, PR Team, Advisor of ‘Able’ center, 50th Anniversary Supported Team
Dr. Marissa K. – PFM Phd. Program, MSME Branding, PR
A. Pea – ‘Able’ Center Advisor and 50th Anniversary Supported Team
Dr. Tipa – MSME Branding and PR Team
A. Pattaraporn - MSME PR Team
Dr. Suppasit – ‘Able’ Center Supported Team

**MSME MOOC Committee**
Dr. Marissa Chantamas, Member
Dr. Henzel Tagalog Embalzado, Member
Dr. Tipa Sriyabhand, Member

**Tentative Talents for MOOC Program**
Dr. Henzel, A. Donyawen, A. Pea, A. Porameth

**St. Thomas Aquinas Trainer:** A. Porameth, A. Sikankaew, A. Donyawen, A. Ananya,
Dr. Punnaluck, Asst. Prof. Dr. Jirayu

**University**
Dr. Punnaluck S. - Uniqueness and Identity Committee; Sponsorship Committee of World Debate;
Supporting AU Family Run (Host: Student Affairs)
A. Salila – Supporting Commencement Exercise and Graduation Ceremony
Dr. Bing – The Associate Editor of ABAC Journal. Supporting for University’s Network Connection

**Tentative for Ph.D. graduation:**
A. Ananya (2020); A. Cho (2021); A. Porameth (2022); A. Donyawen, A. Darwin (2021);
A. Yunmei (2022, 2023)

**Tentative for Assistant Professorship:**
Dr. Marissa; Dr. Henzel; Dr. Bing

**Edpex (Faculty Level with the support from the department)**
AACSB Accreditation
SA (Scholarly Academics) - minimum 40% (Phd., Research-TCI Tier I=1 + Scopus=1 within 5 years) (about 15 faculty members)
PA (Practice Academics) – minimum 7% (Phd., Professional-TCI Tier I=1 + Professional Experiences)
SP (Scholarly Practitioners) – minimum 7% (Master Degree, Researcher-TCI Tier I=1, + Academic activity: conference, proceeding)
IP (Instructional Practitioners) - minimum 11% (Master Degree, Professional, required professional activity)
Other (about 3 faculty members)

Updated the AACSB faculty’s status

Remark: For status “O” in Academic Year 2019-2020, the management team will arrange the consulting jobs under ‘Able Center’, the department will inform you for the meeting again.

For “IP and SP”, please focus on the “Impact” of your professional service.
MSME Business School Meeting (January 31, 2020):

- **Academic Service – “Impact”**
- **TQF7-2015 - 2019 - Publications at least 1, PFM**
- **New way of assessment - See the effects, Impacts**
- **Short Courses of Training Proposal - submission deadline to February 28, 2020**
- **Dr.Henzel, acceptance letter from International Education Studies: Perspectives of Students in Thailand on the Use of Humor in University Classroom**
- **Faculty of Arts, also finding some research collaborations**
- **Reducing “O” status, you can support the training program, consulting program**
- **No Annual Seminar (will confirm again)**
- **Summer - Open for graduating students**
- **University Budget - tight budgets and no trip abroad**
- **DIY - “Design It Yourself” campaign – Promoting theme for new curriculum (Thanks Dr.Tipa, A.Pattaraporn, Dr.Henzel, A.Pea)**
- **Support promoting the free course training, for Alumni, from St.Thomas Aquinas**
- **20th February, MOU with Southeast Group on Feb, 10-12.00 hrs. at Wiset Srisamut-Asst.Prof.Dr.Uree**
- **“MSME Future Expo”, March 24-26, 2020 (Open House)**
- **Fukuoka University Scholarship for MSME Exchange Students (MOU) - Offering scholarships for 6 months, students pay only 6,000 baht, each department should select one students by February, 14, 2020 (Extra course)**
- **Grade Approval and grade released - Grade mistakes (could not repeated, it will effect the performance, not allowing the increasing of the steps)**
- **Text Book – Top Management Request for all courses (if possible) should use main textbook, especially for “Principles of Marketing” for online text book.**

**AOL**

by Dr.Henzel

---

**MKT Academic Research 2/2019**

**DR.BING ZHU**

(1 August 2019- present)

**Journal Publications**


**Under Review**

- Zhu, B. Personal Values, Environmental Attitude, and Consumer Intention to Adopt Dockless Bike Sharing Scheme in Southern China. Under review by Transportation Research Part F: Psychology and Behaviour
Dr. Marissa
Published
• The Role of Opinion Leadership Characteristics and Brand Commitment as Drivers of Brand Related Electronic Word of Mouth (EWOM) in Social Networking Sites (SNS). ABAC Journal (Under review) (TCI Tier 1) Dr. Marissa Chantamas, Dr. Arpavadee Visetbhakdi, and Dr. Punnaluck Satanasavapak
• Striking the Balance: Entertainment and Ethics in Games Tuang Dheandhanoo and Dr. Marissa Chantamas; Target Publication: Perspectives of Media and Its Social Impacts in the Age of Globalization, November 14, 2019

Round 1 Journal Submission (Awaiting reply)
• Micro-Influencer Content Co-Creation: Luxury Watch Case Study (Working Title) Target Journal: Journal of International Marketing Strategy University of Colorado
• Exploratory Research in the Impact of ASMR as Innovative Communication Tactic in Affordable Luxury Retail Store for Millennials Dr. Marissa Chantamas, Dr. Ananya Phunthasaen, and Nawarat Yoosamran
• Exploring Impact of Time of Exposure to CSR In-Process Experience on Satisfaction and Brand Equity Dr. Marissa Chantamas and Dr. Punnaluck Satanasavapak for Corporate Communications: an International Journal Scimago quartile 2

Work in Process
• Affinity Drivers of ASEAN Identity for Border Trade Retail Strategy Asst. Prof. Dr. Bu-nga Chaisuwan and Dr. Marissa Chantamas; Target Journal: TCI Tier 1
• Examining Engagement Antecedent of Brand Love Mediated by Political Activation Dr. Marissa Chantamas; Target Journal: TCI Tier 1
• Thai Humorous Advertising Model: Analysis of Structure and Effects Dr. Marissa Chantamas Target Journal: Rangsit Journal of Arts and Sciences (TCI Tier 1)
• Voluntary Simplicity Lifestyle Choices and Sustainable Media Content Engagement Impact on Brand Equity Asst. Prof. Dr. Bu-nga Chaisuwan and Dr. Marissa Chantamas Target Journal: Journal of Nonprofit and Public Sector Marketing; Submission Deadline February 2020
• Thai Krengjai Concept in Shaping B:B Relationships (Working Title) Target Journal: Industrial Marketing Management (SCIMAGO Quartile 1) Submission Deadline August 2020
• Online Certification in Marketing Courses (Working Title) Dr. Marissa Chantamas, Kitima Pongsatha, Celest Marin, and Tanvir Hakim
• Affordable Luxury in Hotel Industry for Millennials (Working Title) Dr. Marissa Chantamas, Dr. Pair Sajampan, and Dr. Ananya Punthasaen
• Fake News Academic Exploration a Meta-analysis Dr. Marissa Chantamas and Asst. Prof. Bu-nga Chaisuwan

Dr. Suppasit– Working in progress research (Research Grant)
• Research grant on topic "Developing and Testing an E-Relationship Quality in the Context of Health and Wellness Products" has been approved. Its time frame is Dec 2019- Dec. 2020.

Dr. Tipa
Publication:

Paper under Review
Winley, G. K., & Sriyabhand, T. Culture in Thai Society and Online Communities. International Journal of Information Communication Technologies and Human Development. (Manuscript Submission)
Dr. Wanwisa, A. Nitipan, A. Chainarong, Dr. Henzel – Working in progress research

- Sustainable success in online shopping websites: Creating customer engagement through integration of marketing strategies and information quality. (with A. Nitipan and A. Chainarong)
- The Influence of Risk Factors on Millennials’ Intention to Use M-Payment in Thailand (With Dr. Bing and Dr. Henzel)
- E-Wallet topic with Dr. Bing and Dr. Henzel (literature review stage)

Conference 2019

Dr. Marissa

“Exploring Impact of Time of Exposure to CSR In-Process Experience on Satisfaction and Brand Equity” (Dr. Marissa and Dr. Punnaluck); Presenter: Dr. Marissa

The 5th International CSR Communication Conference
Stockholm School of Economics, September 18-20, 2019

Dr. Bing Zhu

Submission for Conference


Article Review:

A. Chainarong

NRCT to be published in Social Science Asia as joint collaboration between ABAC Journal and Social Sci. Asia. Social Science Asia is now indexed in TCI tier 2.

Advisor for Ph.D.

Dr. Suppasit

A research advisor of Mr. Worapoj, Ph.D. B.A. program, on his research topic related to "brand relationship".

Others:

Dr. Henzel and Dr. Pair— Working in progress research (Presentation)
- From HAHA to AHA: Perspectives of Students in Thailand on the Use of Humor in University Classroom

Faculty Development
• Role of Faculty Members: Design & Facilitate, Coaching, Monitoring, Motivation and Inspiration.

• Good teaching performance towards the excellence

• Focusing on “learning by doing” or “experiential learning”, Engagement, Innovation, Creativity

• Enhance your professional value

• Conducted research and attended research conference – Aim for AACSB Accreditation and support the team

• Participated in the department’s and school activities (Scholarship Faculty Members, please kindly support)

• English Usage – Lecture, Discussion Class, Term Project Advising, Academic Advising, on campus activities.

**MSME Faculty Development**

• Training Course – External, by MSME, the time for proctoring, the first 2 days of midterm exam, the first 3 days of final exam, will be reserved for MSME training-professional and academic training.

• All MSME faculty members are required to have a total of **6 hours of training per semester**-MSME (teaching and learning and research training), remark: can earn clock-in hours. (Please separate 3 hours for Midterm-Exam Training and 3 hours for Final-Exam Training)

• Each faculty members are required to attend a workshop by guest speaker **twice an academic year**.

**St. Thomas Aquinas (MSME Training Center)**

**Ice Breaking Program for N.A.P academy**, by A.Porameth (January, 2020)

**Student Development**

**Teaching and Learning – English only (both lecture and discussion)**

• MKT3525 Sales Management

• MKT4726 Advertising and Creative Strategy – MSME Slogan, Photo Contest, U-Power Competition

• MKT4811 Seminar in Marketing – U-Power Competition

• MKT4730 Marketing Management – Able, Slumberland, J-MAT

• MKT4809 Marketing for Services –

• MKT3627 Sales Promotion –

• MKT4849 IMC Campaign Planning –

• MKT4855 Research in Marketing – Channel 3
MKT3839 PR and Event – MSME Future Expo

Others:

Business Exposure:
Business Exposure: True Digital Park; Date:__________________, No.of students

National / International Competitions

1) X-Campus – Dr. Marissa
Teams from Assumption University win two of the top three awards at the X Campus Challenge 2019. Cam A from Digital Media Department, Albert Laurence School of Communication Arts, won the championship trophy while One More Time a collaboration team between Digital Media and Marketing Department, Martin de Tours School of Management and Economics won second runner up. The competition has two rounds. A total of seven teams from Assumption University made it to the second round from over 200 teams. In the final round 4 teams made it among 63 teams. Of these two teams made it to win the tournament.

Winning top award is Digital Media third year student Pichayapha Engkutanon, advisor is A. Benjawan Apinunrungroj, while second runner up team members are fourth year students Sutasinee Kongjiamsiri from Digital Media and Napass Vejavisit from Marketing, advisor, Dr. Marissa Chantamas.

2) AP, Honda (IMC Competition) A.Chainarong____________________________

3) L’Oreal Brand Storm – Any team?______________________________________

4) U-Power: Teams ___________________________________________________

5) J-MAT___________________________________________________________

Other Student Training:

ERP Training?________________________________________________________

MKT Academic Research 2019 Advising:

- Recommend asking the students to write one year plan of studying
- Check the id code and the curriculum (581-xxxx and above; below 581-xxxx)
- Students who are 541-xxxx to 572-xxxx can choose the list of the subjects in Plan C only in their curriculum as their major elective courses; if they have chosen any course that belong to the new curriculum of 581-xxxx, the course will be their free elective course.
- Recommend students to study Business Research after they have done Stat II right away.
- Check the students pre-requisite, especially, English 4 and Entrepreneurship Management; BR and MR; Corporate Finance and Entrepreneurship Management; Statistic II and BR.
- Reminding for exam time conflict.
- Give more attention to probation students and students with many 'W'.
- Check the free elective courses that are not allowed.
**Cancel and Make-Up Class**
Avoid cancelling and making up the class on your own, please always inform Chairperson or Deputy Chairperson. The University would like to see the class management in terms of the substitution of the class.

**Class Hour:**
New policy for all classes: **1.5 hour per one period, only Seminar in Marketing 3 hours**

**TQF3:** Add the content of ‘DOE’ learning outcomes (Dr.Henzel will send the guideline to your mail later)

---

**Academic Services**

**Asst.Prof.Dr.Jirayu**
- VP for Academic of Thailand Marketing Research Soceity (TMRS)
- Consultant of Intage (Thailand)
- Vice President of Alummi Faculty of Science KMITL Association
- President of Condominium Board IDEO O2
- Project Consultant of Grant Thornton
- **Head of Research Team**

  โครงการศึกษาวิจัย สังเคราะห์คุณค่า และผลกระทบต่อเศรษฐกิจ ภูมิศาสตร์ และชีวิต
  ความเป็นอยู่ของประชาชน ชุมชน และสังคมรอบพื้นที่โครงการพัฒนาสนามบินอู่ตะเภาและเมืองการบินภาคตะวันออก
  **EEC project**
- Project Consultant of Vitamins Research & Consultant Company

**A. Porameth**
- Guest Lecturer: Le Gordon Bleu Dusit Culinary School, the short-course program
  Introduction to Restaurant Start Startup on the topic “Business Logistic”. This session was on 29 November 2019 from 8.00-11.00 at Le Gordon Bleu Dusit Culinary School, Central World.

**Dr. Punnaluck**
- Guest Lecturer: Betagro, Topic: “Marketing and Communications” for middle management team and senior management team”, March – April, 2020.
- Research Paper Reviewers – ABAC Journal (Marketing and Branding Related Filed, 2017-present)
- Committee – Alumni Association of Assumption University (2016-present)
- Support ‘Able Center’ and Coordinator for VT Thai project and Ministry of Culture
- St.Thomas Aquinas, for Brand Development Consultant, MSME Business School

**Dr.Tipa:**
(2019) Faculty of Journalism and Mass Communication, Thammasat University, Thailand.
Description: Guest Speaker on Digital Marketing

**A.Ananya:**
Appreciative Inquiry workshop (need details)
Others: A.Chainarong? A.Pea?


Knowledge Sharing – KMS Name: A.Nawarat (1 titles); A.Ananya (3 titles); A.Yunmei (3 titles); Dr.Amornrat (3 titles)

Alumni Network: MSME Star Alumni, 50th Anniversary (Support the school for doing the PR – Dr.Punna, Dr.Tipa, A.Pattaraporn)

MKT Curriculum Development, will be proposed with other major in this academic year, and implement by the whole school in June 2020. Special thanks to Dr.Arpavadee, Dr.Henzel and all MKT Lecturers who supported writing MKT Curriculum Development.

Previous Student Activities – Support Communities (A.Pea)

Marketing Seminar Camp: October 25 - 27, 2019 at Kum-Pha-Ya-Sor, Samut-Songkram Participant: 60 students (Junior and Senior)

Lecturer: Dr.Punna, Dr.Henzel, A.Surachai, A.Chainarong, A.Pea

Marketing Follow Up Party: November 16, 2019 at Suan-Berk-Prai Restaurant Theme: Sport

Lecturer: Special thanks A.Pea and A.Ananya

Upcoming Student Activities

- MKT First Orientation 20 March 2020, VME0201 - Organized by MKT Committee
- MKT Selection Camp 27 -29 March 2020, Assumption University - Organized by MKT Committee
- MSME Future Expo (Tentative 24 - 26) March 2020, MSM and MSE Building - Organize by ABLE and support by Event Marketing’s Student

Previous Activities

- World Debate (27 December - 4 January, 2019), faculty members can participate. (Dr.Punna – Committee of Sponsorship for the Event; Special Thanks to: Asst.Prof.Dr.Jirayu, supports finding the sponsor; Dr.Arpavadee supports finding the sponsor)

- AU 50th Anniversary, on December, 2019 and throughout the year, until August 2020. The Event on 7th December, 2019

Special Thanks from Dean and MSME Management Team to MKT Supporting Team: Dr.Punna – Chair of the MSME Business School, Exhibition A.Pea and students – Supporting for the booth decoration
Dr. Tipa and A. Pattaraporn – Supporting PR
Dr. Henzel – Writing the content for MKT Product Showcase
A. Pair and Lecturers of MM – taking care of the students

All MKT Lecturers who had participates in take caring the students and being in the event.

Remark: Certificates for students who participated in the event

Booth – Thai Product Showcase from MKT Department

1) Product Showcase from MKT department: 3 Fashion Dresses:

   Theme: The Arts of Thai Couture: The Art of Thai Boxing, The Art of Thai Fighting Fish; The Art of Thai Roseum Lotus

   Special Thanks to: A. Yossaya, the Advisor of 3 students: Rajitporn Sriwichupong; Pitchayanin tangvisathsarkul; Pimchanok Patranun

2) Product Showcase from VT Thai: Supported by Khun Wat, our Alumni; Dr. Henzel is the coordinator (6 design of the bags will be selected)

3) Queen’s bag – by VT Thai, Designers, Khun Wat and Dr. Punnaluck

Special Thanks for VT Thai, Our Alumni

Semester Changed:

Semester 1/2020: June – October, 2020
Semester 2/2020: November, 2020 – March, 2021
Semester 3/2020: April – May, 2021

Remark: Marketing Internship will be opened in special Summer 3/2019 and 1/2020 for the graduating students, for 1/2020 student will take only 3 courses, and have part-time internship. If students have any question, please kindly recommend them to see Chairperson.

External Committee for Final Exam Paper Approval on 10th April, 2020:
Dr. Wiyada (Chair)
Dr. Punnaluck; Dr. Henzel; Dr. Tipa; Dr. Suppasit

Submission Schedule:
- Submission of Final Exam for 2/2019 – 27 March, 2020
- Submission of Course Improvement plan of semester 2/2019 – 30 April, 2020 (submit to Dr. Tipa)
- Submission of E-grading – Friday 5 June, 2020
- New Semester 1/2020 begins 8 June, 2020
- PFM Meeting with Internal Committee for the grade approval: Friday 12 June, 2020
- First Department Meeting – 3 July, 2020
- IQA Meeting for MKT – 17 July, 2020
Others: E-Grading
Course to be Offered 1/2020