

## ASSISTANT PROFESSOR DR. KRITINEE PONGTANALERT

UNIVERSITY Department of Marketing, Chulalongkorn University

SUBJECT RESPONSIBLE Foundation: Marketing Management

### ACADEMIC BACKGROUND

Doctor of Philosophy (Marketing)	Kobe University, 2015
Master of Art in Commerce (Commerce)	Kobe University, 2010
Bachelor of Economics	Kobe University, 2008

### SELECTED PUBLICATION

Pongtanalert, K., Unahanandh, S., Assarut, N. & Kanarattanavong, A. (2017). Gender, Age, and Decision-Making Styles among Thai Consumers. *Chulalongkorn Business Review*. 39(154), 127-164.

Pongtanalert, K. & Ogawa, S. (2015). Classifying User-Innovators - An Approach to Utilize User-Innovator Asset. *Journal of Engineering and Technology Management*, 37, 32-39.