

ASSOCIATE PROFESSOR DR. PACHSIRY CHOMPUKUM

UNIVERSITY Department of Commerce, Chulalongkorn University
SUBJECT RESPONSIBLE Foundation: Management Theories

ACADEMIC BACKGROUND

Doctor of Philosophy (Business Administration)	University of Utah, 2001
Master of Business Administration (Management Information System)	Saint Louis University, 1994
Bachelor of Business Administration (Management)	Chulalongkorn University, 1991

SELECTED PUBLICATION

Sangkasetchai, W. & Chompukum, P. (2021). Factors effecting feedback satisfaction. *Saint Johns Journal*. 35(24): 15 pages.

Yuwakosol, S. & Chompukum, P. (2021). Option and media usage among generations in the digital age. *The Journal of Social Communication Innovation (วารสารวิชาการนวัตกรรมสื่อสารสังคม)*. 9(2): 10-25.

Chompukum, P. & Chakrapeesirisuk, N. (2020). Factors affecting job satisfaction and motivation: a case comparison of generation Y and generation Z in Bangkok. *Chulalongkorn Business Review*. 42(165): 1-18.