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UNIVERSITY Department of Marketing, Chulalongkorn University
SUBJECT RESPONSIBLE Foundation: Marketing Management

ACADEMIC BACKGROUND

Doctor of Philosophy (General Business Administration)	Drexel University, 1995
Master of Business Administration (Business Administration)	Northeastern University, 1986
Bachelor of Science (Food Technology and Biotechnology)	Chulalongkorn University, 1984

SELECTED PUBLICATION

- Eiamkanchanalai, S., Assarut, N. & Surasiengsunk, S. (2019). Attitude Toward the Elderly and Social Interaction: Approach Toward an Intergenerational Society. *Kasetsart Journal of Social Sciences*. 40(3), 609-618.
- Eiamkanchanalai, S. & Assarut, N. (2018). Service Quality and Satisfaction of Traditional and Technology Enhanced Services. *Back to the Future: Using Marketing Basics to Provide Customer Value*. AMSAC2017, Springer, Cham, Academy of Marketing Science.
- Eiamkanchanalai, S. (2018). *Strategic Marketing*. 1 Edition, Darnsutha.
- Eiamkanchanalai, S. & Assarut, N. (2018). Segmentation of Thai Consumers using Acculturation to Global Culture and its Consumption Patterns. *47th European Marketing Academy Conference: People make Marketing*, 47th European Marketing Academy Annual Conference.
- Eiamkanchanalai, S. & Assarut, N. (2016). Consumer Innovativeness and Opinion Leadership: Revisiting Consumer Characteristics in New Product Diffusion Model. *Global Business and Economics Review*. 18(1), 15-27.
- Eiamkanchanalai, S. & Assarut, N. (2016). Impact of Online Information on Intention to Use Hotel Reservation Website: Interaction Effects of Consumer Review Websites and Official Hotel Websites. *The 29th Business & Economics Society International (B&ESI) Conference*, Ljubljana, Slovenia.
- Assarut, R. & Eiamkanchanalai, S. (2015). Consumption Values, Personal Characteristics and Behavioral Intentions in Mobile Shopping Adoption. *Trziste Journal*. 27(1), 21-41.