



Kunakorn Wiwattanakornwong

LECTURER

ABOUT ME

ดร.คุณากร วิวัฒนากรวงศ์

ภาควิชาเศรษฐศาสตร์เกษตรและทรัพยากร

คณะเศรษฐศาสตร์ มหาวิทยาลัยเกษตรศาสตร์

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EDUCATION

- 2020 -2017 Doctor of Management in Management Science (International Program) Sichuan University, Sichuan, China The Belt and Road Initiative Scholarship (GPAX: 3.33)
- 2017 - 2015 Master of Business Administration in Logistics and Supply Chain Management Dhurakij Pundit University, Bangkok, Thailand Dhurakij Pundit University Scholarship (GPAX: 3.91)
- 2014 - 2011 Bachelor of Business Administration in Logistics and Supply Chain Management First-class honours (Gold medal), Dhurakij Pundit University, Bangkok, Thailand Dhurakij Pundit University Scholarship (GPAX: 3.90)

AWARDS & ACKNOWLEDGEMENTS

- 2022 Received an Outstanding Instructor Award
- 2022 (Rising Star Award), Dhurakij Pundit University

RESEARCH & ACADEMIC SERVICES

- Kumboon, R., Wilalai, P., & Wiwattanakornwong, K. (2024). Entrepreneurial capacity building through the Step & Boost Up Program 2024 [Training program]. Dhurakij Pundit University. Sponsored by Government Savings Bank. Retrieved from <https://www.gsb.or.th/ecatalog/Step&BoostupProgram2567/Step&BoostupProgram2567.html>

RESEARCH & ACADEMIC SERVICES

- Kumboon, R., Wilalai, P., & Wiwattanakornwong, K. (2023). Entrepreneurial capacity building through the Step & Boost Up Program 2023 [Training program]. Dhurakij Pundit University. Sponsored by Government Savings Bank. Retrieved from <https://online.anyflip.com/uaezy/vzap/mobile/index.html>
- Pongprutthikul, P., Wiwattanakornwong, K., & Tandadilok, N. (2022). Sustainable green community marketing communication in Bangmuang Municipality. Funded by Dhurakij Pundit University under NRCT budget allocation for basic research, Fiscal Year 2022.
- Kumboon, R., Wilalai, P., & Wiwattanakornwong, K. (2022). Entrepreneurial capacity building through the Step & Boost Up Program 2022 [Training program]. Dhurakij Pundit University. Sponsored by Government Savings Bank. Retrieved from <https://online.anyflip.com/kqmnf/kcew/mobile/>
- Kumboon, R., Wilalai, P., & Wiwattanakornwong, K. (2021). Workshop on competency development for excellence and specialization [Training program]. Dhurakij Pundit University. Sponsored by the Social Security Office, Bangkok.

EXPERIENCE

- 2020-2025 Deputy Dean of College of Innovative Business and Accountancy (CIBA) and Lecturer of Logistics and Supply Chain Management, Dhurakij Pundit University

MULTIMEDIA & ONLINE NEWS

- Thai PBS. (2025, May 31). Focus on China: Exploring maritime transport strategy connecting China-Thailand trade [Video]. YouTube. <https://www.youtube.com/watch?v=zV5aOAchPmM&t=16s>
- Siam Rath Online. (2025, February 12). Joining forces to develop logistics education and increase opportunities for the future workforce. <https://siamrath.co.th/n/600670>
- Siam Rath Online. (2025, March 24). Enhancing ERP skills to support students in exchanging logistics management knowledge. <https://siamrath.co.th/n/610091>
- Thai PBS. (2023, December 23). Focus on China: Leap development of China's transportation system [Video]. YouTube. <https://www.youtube.com/watch?v=1pu-WtG2po4>
- Matchon Weekly. (2023, February 21). Unlocking the winning skills of the "Future Workforce"—Preparing to become top talents in the future world. https://www.matchon.co.th/weekly/pr/article_651716

TEACHING EXPERIENCE

- Digital Business Creativity and Design: Business Model Canvas (BMC)
- Logistics and Supply Chain Management
- Enterprise Resource Planning and Business Intelligence for Business
- Information Systems for Operations Management & Production Planning
- Inventory and Warehouse Management
- Transportation and Distribution
- Decision Making in Logistics and Supply Chain Management
- Gamification Workshop: Monsoonsim Business Simulation

WORKSHOP DESIGN & SPEAKING EXPERIENCE

- 2023 Logistics Optimization: Government Savings Bank Step & Boost Up Program for SMEs and Start-up (BUNG FARUK HALAL COMPANY LIMITED, Golden Dragon Brand Noodles Phon Udom manufacturing)
- 2023 ERP Business Simulation for E-logistics: (Public Training: Logistics Service Specialist Provider Development Using IT-Based Project- Office of National Higher Education Science Research and Innovation Policy Council)

WORKSHOP DESIGN & SPEAKING EXPERIENCE

- 2021 Data Analytics and Visualization for Manufacturing in Nonthaburi, Thailand
Project: Training program for Woman Worker "Data Analytics and Visualization for Manufacturing in Nonthaburi" (Public Training: Toshiba Thailand Co., Ltd.)
- 2020 ERP Gamification Workshop: Monsoonsim Business Simulation
Project: New graduates and capable workforce to meet the needs of the manufacturing sector according to the Thai higher education reform policy, certificate type (Non-Degree), Logistics Innovation Research Center (Logistics innovation), King Mongkut's University of Technology Thonburi. (In-House Training: Dhurakij Pundit University, Public Training: Unicord Public Company Limited, Thanakorn Vegetable Oil Products Co., Ltd., Thonburi University, Graduate School, King Mongkut's University of Technology Thonburi, Siam modified starch company limited, etc.)



WORKSHOP DESIGN & SPEAKING EXPERIENCE

2017 Board Game: Beer Game
(In-House Training: Dhurakij Pundit University,
Public Training: Central Restaurants Group Company Limited, Sukhothai Vocational College)

TRAINING/MEMBER

- Undertook a personality training course at Career Preparation Center, Dhurakij Pundit University
- Chinese for Basic Communication from Future Skill, LIKEME X CO., LTD.
- Join a member of the Purchasing and Supply chain management association of Thailand
- Gold Star of MonsoonSIM Facilitator (a business simulation and gamification education platform. This platform has been used in business education since 2013) –to design and develop the materials for an in-house training course program more than 100 sessions conducted (BBA, MBA, DBA students, DPU Lecturers)
- Passed the standards of examiner from Thailand Professional Qualification Institute (Public Organization)
- Passed the Recognition of Existing Skills and Knowledge Examiner from Thailand Professional Qualification Institute (Public Organization)

JOURNAL PUBLISHING

- 2024 Wiwattanakornwong, K. (2024). Application of Lean Technique to Eliminate Waste from Delays in Document Management Process Through Electronic Document Management System: Case Study of AAA Company, Bangkok. *Romphruek Journal of Humanities and Social Sciences*, 42(2), pp. 161–186.
- 2024 Pongprutthikul, P., & Wiwattanakornwong, K. (2024). Paperless In Document Management Process Through E-Document Management System: A Case Study Of JJJ Company. *Phuket Rajabhat University Academic Journal*, 20(2), pp. 129–144.
- 2024 Wiwattanakornwong, K. (2024). Waste Reduction in The Order Management Process through Enterprise Resource Planning System. *Journal of Social Innovation and Mass Communication Technology*, 7(3), pp. 60–72.
- 2024 Wiwattanakornwong, K. (2024). Inventory Shortages Reduction by Developing an Enterprise Resource Planning (ERP) System: A Case Study of MMM Company. *Journal of Management Science Review*, 26(1), pp. 53–62.

JOURNAL PUBLISHING

- 2024 Siwaphithak, S.,
Wiwattanakornwong, K., &
Thanont, P. (2024). Carbon credits:
Crisis and opportunity for the Thai
economy. *Suthiparithat Journal*,
38(4), 1–19.
- 2023 Wiwattanakornwong, K.,
Khumboon, R., Tonthadilok, N.,
Suantubtim, S., Jiranuntiporn, C.
(2023). Marketing Communication
of Sustainable Green Community
Concept of Bang Muang
Subdistrict Municipality
Community. *Suthiparithat
Journal*, 37(4), pp. 73-84.
- 2023 Wiwattanakornwong, K.,
Limlawan, V., Butrsai, S., Ninpan,
N., Vannangkura, C., Thepkaew, A.,
Ngamdee, K., Ploythummakun, P.
(2023). Demand forecasting in
beverage industry: a case study of
business simulation game.
Suthiparithat Journal, 37(1),
pp. 17-32.
- 2023 Phongwatcharawat, S.,
Wiwattanakornwong, K., &
Limlawan, V. (2023). Modeling to
Reduce Transportation Costs by
Linear Programming: A Case
Study of the InnoFarm Biotech
Company Limited. *RMUTL
Journal of Business
Administration and Liberal Arts*,
11(2), 51–72.
- 2023 Chaemfa,
M.,Wiwattanakornwong, K.
(2023). Utilizing Forecasting
Techniques For Purchase
Planning To Reduce Shortage
Problem: A Case Study Of
Bedding And Home Living
Category Of Abc Public
Company. *Suthiparithat Journal*,
37(3), pp. 20-37.
- 2022 Wiwattanakornwong, K.,
Limlawan, V., Jangruksakul, S.,
Khumboon, R., Banthip, T. (2022).
Business intelligence
development to supporting
logistics management for SMEs:
a case study of XYZ company.
Suthiparithat Journal, 36(3), pp.
65-82.
- 2022 Limlawan, V., Jangruksakul, S. &
Wiwattanakornwong, K. (2022).
Comparison of forecasting
technique for improving the
accuracy of sale forecast: a case
study of plastic bottle
manufacturing in Thailand.
Suthiparithat Journal, 36(2),
pp. 20-34.
- 2021 Wiwattanakornwong, K. (2021).
Disciplined Entrepreneurship.
Suthiparithat Journal, 35(4),
pp. 206-207.

JOURNAL PUBLISHING

- 2020 Ilyas, S., Hu, Z., & Wiwattanakornwong, K. (2020). Unleashing the role of top management and government support in green supply chain management and sustainable development goals. *Environmental Science and Pollution Research*, 27(8), pp. 8210-8223.
- 2017 Wiwattanakornwong, K. & Khumboon, R. (2017). Web application used for dry food replenishment: A case study of Central Restaurants Group Co., Ltd. ambient warehouse. *Journal of Graduate Studies of Dhurakij Pundit University*, 20(1), pp. 16-30.

INTERNATIONAL AND NATIONAL CONFERENCE

- 2025 Joymak, P., & Wiwattanakornwong, K. (2025). Effectiveness of using intelligent business systems: A case study of a veterinary pharmaceutical import company. In *Proceedings of the 20th National Academic Conference and the 9th Prachachuen Research Network: Environmental impacts on sustainable business development* (page numbers pending).

- 2024 Laochai, P., & Wiwattanakornwong, K. (2024). Factors influencing the decision of Thai elderly people to use elderly care homes in Bangkok and surrounding areas. In *Proceedings of the 19th National Academic Conference and the 8th Prachachuen Research Network: Sustainability in business and innovation* (pp. 529–550).
- 2024 Klansorn, P., & Wiwattanakornwong, K. (2024). Perceived service quality and satisfaction of social security healthcare users referred within the Paolo Hospital network in Bangkok and surrounding areas. In *Proceedings of the 19th National Academic Conference and the 8th Prachachuen Research Network: Sustainability in business and innovation* (pp. 113–126).
- 2024 Chumwangwapi, T., & Wiwattanakornwong, K. (2024). Development of an information system for inventory management: A case study of a subdistrict administrative organization in Prachinburi Province. In *Proceedings of the 19th National Academic Conference and the 8th Prachachuen Research Network: Sustainability in business and innovation* (pp. 381–399).

INTERNATIONAL AND NATIONAL CONFERENCE

- 2024 Sukaeiam, R., & Wiwattanakornwong, K. (2024). Factors influencing transportation efficiency of logistics service providers from the customer perspective: A case study of Flash Express Co., Ltd. In Proceedings of the 19th National Academic Conference and the 8th Prachachuen Research Network: Sustainability in business and innovation (pp. 622–634).
- 2023 Wiwattanakornwong, K. & Khumboon, R. (2023). The Marketing Communications of Developing Community-Based Tourism Towards Sustainable Green Tourism Destination Concept: A Case Study of Bang Yai District Nonthaburi Province, Asean International Sandbox Conference. Rangsit University. (pp. 35-42). Pathum Thani; Thailand.
- 2023 Sairam, B., Ye, Y., Parnsi, P., Wiwattanakornwong, K., Khumboon, R. (2023). Eliminating Waste of production process through ECRS method: Case study of XYZ Restaurant, RMUTT Global Business and Economics Conference 2023 (RTBEC 2023), Faculty of Business Administration, Rajamangala University of Technology Thanyaburi. (pp.310-320). Bangkok; Thailand.
- 2023 Feng, L., Wiwattanakornwong, K. (2023). Factors Affecting Online Furniture Purchase Decision of Working Age In Bangkok Thailand, DPU International Conference on Business, Innovation, and Social Sciences 2023 (DPU ICBISS 2023), Dhurakij Pundit University. (pp.1473-1482). Bangkok; Thailand.
- 2023 Wongsena, T., Wiwattanakornwong, K. (2023). Customer Satisfaction Toward the Service of Amp19 Logistics Company Limited., DPU International Conference on Business, Innovation, and Social Sciences 2023 (DPU ICBISS 2023), Dhurakij Pundit University. (pp.1423-1432). Bangkok; Thailand.
- 2022 Prompatanapak, A., Khumboon, R., Wiwattanakornwong, K., Lopetcharat, K. (2022). Opportunity of Seaweed Aquaculture in Thailand., 9th International Conference on Fisheries and Aquaculture 2022 (ICFA 2022), The International Institute of Knowledge Management. (pp.33). Jakarta; Indonesia.

INTERNATIONAL AND NATIONAL CONFERENCE

- 2022 Limlawan, V.,
Wiwattanakornwong, K.,
Suantubtim, S. (2022).
Importance of Inventory
Management Knowledge for
New Entrepreneur: A
Demonstration through Student
Performance in Business Game.
The 7th International Research
Conference on Social Sciences,
Humanities, Education, and
Management 2022. Rangsit
University. (pp. 203-209).
Pathum Thani; Thailand.
- 2022 Limlawan, V.,
Wiwattanakornwong, K. (2022).
Increasing Accuracy of Waiting
Time Prediction in Single-Server
Queue System using Normal
Truncated Distribution. 17th
National Conference and 6th
Prachachuen network
Conference on "A Road to Future
- Rebuilding path to Thai-China
"Common Prosperity", Dhurakij
Pundit University. (pp. 211-220).
Bangkok, Thailand.
- 2021 Jangruksakul, S., Khumboon, R. &
Wiwattanakornwong, K. (2021).
Relationship between Logistics
Efficiency of a Listed Air Freight
Company and Financial
Capability. The 4th Conference
on Logistics and Supply Chain,
Suan Sunandha Rajabhat
University. (pp. 65-75). Bangkok,
Thailand.