

## **NAME SURNAME**

Nithicha Thamthanakoon

ณิธิชา ธรรมธนาคุณ

## **EDUCATION**

- 2014-Present    PhD student at Harper Adams University, UK
- 2012-2013      Master of Science with commendation in Marketing, University of Hertfordshire, UK
- Dissertation entitled: A comparative study of the effectiveness of sales promotion of ready meals in UK and Thailand to young adults (18-25 year olds)
- 2003-2005      Master of Arts (Agribusiness), Kasetsart University, Thailand, March, (GPA: 3.88)
- Thesis entitled: A Comparative Study of Instruments Technical Analysis to Forecast Buying – Selling Signal of Some Stocks in Agro & Food Industry Sector (honorable mention)
- 1999-2003      B.S. (Agribusiness), Kasetsart University, Thailand (GPA: 3.13)

## **FIELDS OF INTEREST**

Marketing Management, Agribusiness Management, Consumer Behaviour, Agricultural Marketing

## **PUBLICATIONS**

Thamthanakoon, N. (2015). A study of market channel selection of small-scale rice farmers in Thailand: Research Proposal: proceedings of the World Academy of Researchers, Educators and Scholars in Business, Social Sciences, Humanities and Education (WARES) in Association with the Academy of World Finance, Banking, Management and Information Technology (AWFBMAIT), 21-24 July, 2015, Bangkok, Thailand, Volume 1, July 2015, pp. 65-71

Angyurekul, N, Thamthanakoon, N., & Phasuk,S. (2007) "An Evaluation of Development Potential of Phrae Province", Applied Economics Journal, Kasetsart University 14 (1), 83 -95

### **RESEARCH PROJECTS**

- 2008- 2010      Researcher “Project on Increasing Competitiveness of Thai Food: A Case of Rice (in Thai)
- 2007-2009      Researcher and Secretary “Preparation of Regional Socio-economic Regional Development Strategic Plan and the Implementation Mechanisms”, a project of the National Economic and Social Development Board (in Thai)
- 2007- 2008      Researcher “An Evaluation: The Economic Effect of Rainmaking in Pasak River Basin, Lopburi province” reported to the Bureau of Royal Rainmaking and Agricultural Aviation(in Thai)
- 2007-2008      Researcher “Research project for the knowledge base on Foreign and Economics Policies: Case of Fruits and Vegetables business under Thai-Chinese Free Trade Agreement (Under ASEAN-China framework)” reported to the Office of Knowledge Management and Development. (in Thai)
- 2006-2007      Researcher “An Evaluation: The Economic Effect of Rainmaking in Lamtakhong River Basin, Nakhon Ratchasima province” reported to the Bureau of Royal Rainmaking and Agricultural Aviation (in Thai)
- 2006-2007      Researcher “Costs and Returns Analysis of Physic Nut Production of Backyard and Management Plantation Types for Biodiesel Production” reported to Kasetsart University Research and the Development Institution (in Thai)
- 2006              Researcher “An ability analysis of a province research case study Phrae province” reported to Office of Education Service Area of Phrae Region 1 (in Thai)

