

Supot Rattanapun, Ph.D.

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Scholar: https://scholar.google.com/citations?user=_EqbUPcAAAAJ&hl=en

ORCID ID: 0009-0004-4513-0455



Current Status

- Vice Dean, Academic Affairs, International College, Rajamangala University of Technology Krungthep
- Head of M.Ed. in Educational Administration Program, International College, RMUTK
- Head of Ph.D. in Educational Administration Program, International College, RMUTK
- Lecturer, International College, RMUTK

Teaching Experience

- Part Time Lecturer, Master of Education Management, Ph. D. in Education Management, International program, Faculty of Education, Chulalongkorn University
- Part Time Lecturer, Ph. D. & M.B.A. Program, International College, Southeast Asia University
- Part Time Lecturer, Ph.D. & M.Ed., Educational Administration, International College, Southeast Asia University
- Part Time Lecturer of BBA & M.B.A. Program, Faculty of Business Administration, Ramkhamhaeng University
- Part Time Lecturer of Entrepreneurship Business Course, Master of Engineering, Faculty of Engineering, Silpakorn University
- Part Time Lecturer of E-Business, Information Technology Department, Faculty of Computer Science, Bangkok University
- Committee, Honorary Director, Copyright Board, Department of Intellectual Property, Ministry of Commerce
- Executive Committee, The Federation of Thai Printing Industries

Management Experience

- Vice Dean, Academic Affairs, International College, Rajamangala University of Technology Krungthep
- Managing Director of Top Publishing Co., Ltd.
- Vice Dean in Administration and Academic Affairs, International College,
- Vice Dean, International College, Southeast Asia University

Expertise

Business Area	Digital Business, Technology and Marketing, Innovation, Business Transformation, Entrepreneurship, SMEs Business, Retail Business, Publishing & Printing Business, Management, Strategic Management, Operation Management, Change Management and Organization Development,
Educational Area	Educational Administration, Digitalization of Education, Strategy & Policy

Education

2565-2566	Ph.D. in Educational Management (Candidate), Chulalongkorn University
2560-2562	D.B.A. in Business Administration, Southeast Asia University
2561-2561	M.B.A. in Management, Ramkhamhaeng University
2531-2532	M. Ed. In Health Education/Educational Administration, Chulalongkorn University
2528-2531	B. Ed. Health Education/Educational Administration, Kasetsart University
2526-2528	Mathematic-Science Major, Secondary Level, Chainat Pitayakom School

Working Experience

2565-2567	Vice Dean, Academic Affairs, International College, Rajamangala University of Technology Krungthep
2563-2565	Vice Dean, International College, Southeast Asia University
2562-2564	Director, Website “ThaiBookFair.com” by Pubat
2562-2564	ABPA Working Committees, Copyright & Licensing Committee, ASEAN Book Publishers Association
2562-2564	Executive Committee, The Publishers and Book Sellers Association of Thailand
2562-2564	Executive Committee, The Federation of Thai Printing Industries
2533-2545	Editorial Manager, McGraw-Hill (Thailand)
2532-2533	Head of Project, Distance Learning, Technology Promotion Association (Thailand-Japan, TPA)
2531-2532	Assistant Director, Academic Department of Thai Watta Panich-TWP

Courses Teaching

Bachelor's degree

Management, Strategic Management, International Business Management, International Strategic Management, Production and Operation Management, Social Enterprises, E-Business Strategy, Seminar in International Business Management, Seminar in Current Issue in Management

Master's degree

Management, Strategic Management, Business Plan, Management Information System, Business Research, Cross Cultural Management, Seminar in current in International Business

Doctor's Degree

Advanced Research Methodology,
Advanced Management Theories
Seminar in Current Issue in Management
Seminar in Policy and Strategic Management
Seminar in Contemporary Educational Management
Seminar in Educational Policy and Strategic Management

Publications: Books, Research Papers International Publications

1. Alex Chandra, Supot Rattanapun. (2023). Importance of mplementation and Enforcement of Human Rights in Indonesia Now. Awang Long Law Review, Vol. 5, No. 2, May 2023: 545 to 549.
2. Baoyong Ma, Arti Panday, Supot Rattanapun*, Arus Kongrungchok (2023). The Influence of Interior Design on the Value and Behavior of Female Shoppers in Shopping Malls . 4th IC-RMUTK International Conference, 7-8 June 2023 “Multidisciplinary Challenges in Business, Education, Innovation, Economics, Law, Health and Advanced Social Intelligence Forward Era 6.0” International College, Rajamangala University of Technology Krungthep, Bangkok, Thailand.
3. Liang Zhang, Suwatana Tungawat, Arus Kongrungchok, Supot Rattanapun(2023). Factors Affecting Teacher Job Satisfaction in Qingdao Hengxing University . 4th IC-RMUTK International Conference, 7-8 June 2023 “Multidisciplinary Challenges in Business, Education, Innovation, Economics, Law, Health and Advanced Social Intelligence Forward Era 6.0. International College, Rajamangala University of Technology Krungthep, Bangkok, Thailand.
4. Zhigang Hou*, Arus Kongrungchok, Supot Rattanapun (2023). A Study on the Internationalization of Higher Education Institutions in Shandong, China. 4th IC-RMUTK International Conference, 7-8 June 2023 “Multidisciplinary Challenges in Business, Education, Innovation, Economics, Law, Health and Advanced Social Intelligence Forward Era 6.0, International College, Rajamangala University of Technology Krungthep, Bangkok, Thailand.

5. Jiahao Chong, Arus Kongrungchok, Supot Rattanapun (2023). The Employment Satisfaction of The Chinese University Graduates in China. 4th IC-RMUTK International Conference, 7-8 June 2023 “Multidisciplinary Challenges in Business, Education, Innovation, Economics, Law, Health and Advanced Social Intelligence Forward Era 6.0, International College, Rajamangala University of Technology Krungthep, Bangkok, Thailand.
6. Yuping Shi ,Arus Kongrungchok, Supot Rattanapun. A Study on Loss of the Talents of Senior manager in Qingdao Hengxing University. 4th IC-RMUTK International Conference, 7-8 June 2023 ,“Multidisciplinary Challenges in Business, Education, Innovation, Economics, Law, Health and Advanced Social Intelligence Forward Era 6.0, International College, Rajamangala University of Technology Krungthep, Bangkok, Thailand.
7. Wenyu Song, Arus Kongrungchok, Supot Rattanapun (2023). Practical Teaching Model for Preschool Teachers' Skill Development in China . 4th IC-RMUTK International Conference, 7-8 June 2023 “Multidisciplinary Challenges in Business, Education, Innovation, Economics, Law, Health and Advanced Social Intelligence Forward Era 6.0, International College, Rajamangala University of Technology Krungthep, Bangkok, Thailand.
8. Yang Meng, Arus Kongrungchok, Supot Rattanapun (2023). Economic Opportunities of Qingdao Winery for a New Ecotourism Destination. 4th IC-RMUTK International Conference, 7-8 June 2023 “Multidisciplinary Challenges in Business, Education, Innovation, Economics, Law, Health and Advanced Social Intelligence Forward Era 6.0, International College, Rajamangala University of Technology Krungthep, Bangkok, Thailand.
9. Yanping Chu, Arus Kongrungchok, Supot Rattanapun (2023). The Mediating Effect of Entrepreneurial Learning on Innovation in Eastern China. 4th IC-RMUTK International Conference, 7-8 June 2023 “Multidisciplinary Challenges in Business, Education, Innovation, Economics, Law, Health and Advanced Social Intelligence Forward Era 6.0, International College, Rajamangala University of Technology Krungthep, Bangkok, Thailand.

Educational Management

1. **Supot Rattanapun**, Chanprapar Polachart, Apirut Singtrangarn. (2022). Exploring the Antecedents of Employee Engagement in Vocational Colleges in Thailand. *Journal of Positive School Psychology*. 6 (3), 3019-3031.
2. **Supot Rattanapun**, Chanprapar Polachart; Apirut Singtrangarn. (2022). Green Supply Chain Management Practices: Direct Effects Sustainability Performance of Vocational Colleges in Thailand. *Journal of Positive School Psychology*. 6 (2), 3032-3044.
3. Apirut Singtrangarn, **Supot Rattanapun**, Chanprapar Polachart. (2022). Impact of Market Orientation on Competitiveness: Analysis of in Vocational Colleges in Thailand. **Journal of Positive School Psychology**. 6 (2), 3045-3057.
4. Heng Yang, Supot Rattanapun & Arphaporn Jongwiriyajaroencha. (2022). Little Swan Art Training School. Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022, Munich, Germany, 7-9 April, 2022, Page 40-42.

5. Rongbiao Xiang, **Supot Rattanapun** & Chanprapa Polachart. (2022). A Kindergarten Investment. Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022, Munich, Germany, 7-9 April, 2022, Page 143-149.
6. Xiaoxiao Wu, **Supot Rattanapun** & Pavinee Na srito. (2022). Youxue Education Trust Center. Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022, Munich, Germany, 7-9 April, 2022, Page 266-274.
7. Xinlong Ji, **Supot Rattanapun** & Pavinee Na srito. (2022). Yunbo Education Technology. Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022, Munich, Germany, 7-9 April, 2022, Page 275-280.
8. Weiyong Huang, **Supot Rattanapun** & Channatcha Channarong. (2022). Research on Entrepreneurship Plan of Cross-Border Imported Mother and Child E-commerce, Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022, Munich, Germany, 7-9 April, 2022, Page 120-126.
9. **Supot Rattanapun**. (2564). 5G Technology: Re-future the Printing Industry. The Federation of Thai Printing Industry. <https://www.printfederation.or.th/knowledge/2564-p36/>
10. Penghui Sun, **Supot Rattanapun** & Napaporn Khnatanapha. (2022). Shandong Xiangyun Packaging and Printing. Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022, Munich, Germany, 7-9 April, 2022, Page 12-15.
11. **Supot Rattanapun**, Rujikarn Sanont, Tongfu Siriwongse, Sompon Thungwha. (2021). Factors Affecting the Success of Online Bookstore Business in Thailand. *The International Journal of Business Management and Technology*, 5 (1), 27-34.
12. Napaporn Khantanapha, **Supot Rattanapun**, Tanaset Morasilpin. (2020). The Effect of Human Resource Practices and Environment Management. *PalArch's Journal of Archaeology of Egypt/Egyptology*. 17(1), 211-223.

Business Administration

1. Pornprom Prompes, Somchai Mongcolpitakkul, & **Supot Rattanapun**. (2023). Exploring the Potential of S - Curve Framework for Strategic Implementation in Small and Medium Enterprises: A Case Study of Thailand. The 19th International and National conference in Applied Computer Technology and Information System and The International and National Conference on Business Administration 2023-1 on 31st March 2023. Southeast Bangkok University (Online), Bangkok, Thailand
2. Tang En Xing, Arti Pandey, **Supot Rattanapun***, Arus Kongrungchok. (2023). The Factors That Impact on Client's Brand Loyalty toward The Chinese Banks: The Case Study of Banks. The International Journal of Business Management and Technology 7(1), January-February 2023 ISSN: 2581-3889 Page 592-602.
3. Jian Zhan Hong, Arti Pandey, **Supot Rattanapun***, Surasak Chaykhunthod, Phattaranit Wongboonyarit, Pataree Hansanontha, Arus Kongrungchok (2023). Influence of Sport Product Packaging on Consumer Decision Making Here the Case Study of Li-Ning Basketball Shoes in China. The International Journal of Business Management and Technology, 7 (1) January-February 2023 ISSN: 2581-3889 Page 603-613.
4. Hu Shoulin, **Supot Rattanapun**, Pruchya Jumnong, Pataree Hansanontha, Jittakan Wonnakowat, Ruethairat Chuapisutkul, Prasarn Wasanaphong, Watcharee Ariyamang, Kacha Somjaipeng, Arus Kongrungchok. (2022). Impact of Consumer Emotion's on Consumer Behavior During the Double Eleven Online Shopping Festivals. The International Journal of Business Management and Technology. 6(5), (September), pp. 76-86.
5. **Supot Rattanapun**, Chanprapar Polachart, Apirut Singtrangarn. (2022). Exploring the Antecedents of Employee Engagement in Vocational Colleges in Thailand. Journal of Positive School Psychology. 6 (3), 3019-3031. (SCOPUS)
6. **Supot Rattanapun**, Chanprapar Polachart; Apirut Singtrangarn. (2022). Green Supply Chain Management Practices: Direct Effects Sustainability Performance of Vocational Colleges in Thailand. **Journal of Positive School Psychology**. 6 (2), 3032-3044. (SCOPUS)
7. Apirut Singtrangarn, **Supot Rattanapun**, Chanprapar Polachart. (2022). Impact of Market Orientation on Competitiveness: Analysis of in Vocational Colleges in Thailand. **Journal of Positive School Psychology**. 6 (2), 3045-3057.

8. Li, C., Khantanapha, N., & **Rattanapun, S.** (2022). Express Parcel Packaging Waste Recycling Platform. *International Journal of Health Sciences*, 6(S4), 1425–1433.
<https://doi.org/10.53730/ijhs.v6nS4.6243> (SCOPUS)
9. **Supot Rattanapun.** (2564). 5G Technology: Re-future the Printing Industry. The Federation of Thai Printing Industry. <https://www.printfederation.or.th/knowledge/2564-p36/>
10. **Supot Rattanapun**, Rujikarn Sanont, Tongfu Siriwongse, Sompon Thungwha. (2021). Factors Affecting the Success of Online Bookstore Business in Thailand. *The International Journal of Business Management and Technology*, 5 (1), 27-34.
11. **Supot Rattanapun**, Tanaset Morasilpin, Nisaphan Pringle. (2020). Influencing of Packaging and Marketing Communication on Performance of Food Industry: Mediating Role of Competitive Advantage Support. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(1), 237-250. (SCOPUS)
12. Napaporn Khantanapha, **Supot Rattanapun**, Tanaset Morasilpin. (2020). The Effect of Human Resource Practices and Environment Management on Rice Berry Business Performance in Thailand. *PalArch's Journal of Archaeology of Egypt/Egyptology*. 17(1), 211-223. (SCOPUS)
13. **Supot Rattanapun.** (2020). Key Success Factors of Online Bookstore Business. *Journal of Business and Management Research for Excellence*, Ramkhamhaeng University Songkhla Campus, In Honour Majesty the King.
14. **Supot Rattanapun**, Napaporn Khantanapha & Rapeepun Piriyaikul. (2018). Strategies for Survival of the Publishing Businesses. **International Journal of Management and Business Research**. 8(3), 39-52. (SCOPUS)
15. **Supot Rattanapun**, Napaporn Khantanapha & Rapeepun Piriyaikul. (2018). "Strategies for Survival of the Publishing Businesses." *Proceedings of ICIRSTMII*, September 29-30, 2018. UTown (NUS), Singapore.
13. Jiaqi Wang, Napaporn Khantanapha & Supot Rattanapun. (2022). Qian Yunfang "Batik" Clothing Culture. *Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022*, Munich, Germany, 7-9 April, 2022, Page 1-5.
14. Penghui Sun, Supot Rattanapun & Napaporn Khnatanapha. (2022). Shandong Xiangyun Packaging and Printing. *Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022*, Munich, Germany, 7-9 April, 2022, Page 12-15.

15. Xiao Yue, Napaporn Khantanapha & Supot Rattanapun. (2022). Huixiaotang" Chinese Medicine Yinpain. Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022, Munich, Germany, 7-9 April, 2022, Page 16-21.
16. Xin Yang, Supot Rattanapun & Sarawoot Iamsaard. (2022). Dalian Cross-Border E-commerce Platform. Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022, Munich, Germany, 7-9 April, 2022, Page 35-39.
17. Heng Yang, Supot Rattanapun & Arphaporn Jongwiriyaencha. (2022). Little Swan Art Training School. Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022, Munich, Germany, 7-9 April, 2022, Page 40-42.
18. Siyu Liu, Napaporn Khantanapha & Supot Rattanapun. (2022). Sissi Jewelry. Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022, Munich, Germany, 7-9 April, 2022, Page 68-72.
19. Weiyong Huang, Supot Rattanapun & Channatcha Channarong. (2022). Research on Entrepreneurship Plan of Cross-Border Imported Mother and Child E-commerce, Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022, Munich, Germany, 7-9 April, 2022, Page 120-126.
20. LePing Yang, Supot Rattanapun & Napaporn Khantanapha. (2022). Tea Le Beverage Bubble Tea Shop Business Plan. Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022, Munich, Germany, 7-9 April, 2022, Page 127-136.
21. Jian Chen, Supot Rattanapun & Napaporn Khantanapha. (2022). E-commerce Transaction of Agricultural Products. Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022, Munich, Germany, 7-9 April, 2022, Page 137-142.
22. Rongbiao Xiang, Supot Rattanapun & Chanprapa Polachart. (2022). A Kindergarten Investment. Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022, Munich, Germany, 7-9 April, 2022, Page 143-149.
23. Bo Tian, Supot Rattanapun & Channatcha Channarong. (2022). Linn Book Bar Essay. Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022, Munich, Germany, 7-9 April, 2022, Page 165-168.
24. Fei Zhao, Napaporn Khantanapha & Supot Rattanapun, (2022). Smart Home. Page 169-173.

25. Kun Zhang*, Supot Rattanapun** & Tanaset Molasilapin. (2022). Smart Parking "Small and Medium-Sized City Parking Experts". Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022, Munich, Germany, 7-9 April, 2022, Page 194-202.
26. Lisha Wang, Supot Rattanapun & Napaporn Khantanapha. (2022). Homestay Business Plan for Youran Mountain Resident. Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022, Munich, Germany, 7-9 April 2022, Page 218-225.
27. Rui Zhang, Supot Rattanapun & Worawut Wachiraworagunчай. (2022). Aquaponics-Based IOT System Platform. Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022, Munich, Germany, 7-9 April 2022, Page 242-248.
28. Hongwei Zhang, Supot Rattanapun & Poramet Eamurai. (2022). Cross-Border E-Commerce Platform. Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022, Munich, Germany, 7-9 April, 2022, Page 254-261.
29. Wenzong He, Supot Rattanapun & Worawut Wachiraworagunчай. (2022). Internet+ Liquor Project: "XIAOCHUAN WINE". Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022, Munich, Germany, 7-9 April, 2022, Page 262-265.
30. Xiaoxiao Wu, Supot Rattanapun & Pavinee Na srito. (2022). Youxue Education Trust Center. Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022, Munich, Germany, 7-9 April, 2022, Page 266-274.
31. Xinlong Ji, Supot Rattanapun & Pavinee Na srito. (2022). Yunbo Education Technology. Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022, Munich, Germany, 7-9 April, 2022, Page 275-280.
32. Dulin Zhao, Napaporn Khantanapha & Supot Rattanapun. "Fast Medicine Delivery Pharmaceutical E-commerce. Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022, Munich, Germany, 7-9 April, 2022, Page 308-316.
33. Rui Li, Napaporn Khantanapha & Supot Rattanapun. (2022). Huawei Hi Car. Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022, Munich, Germany, 7-9 April, 2022, Page 317-325.
34. QiShun Wang, Napaporn Khantanapha, & Supot Rattanapun. (2022). Shuiyunjian Leisure Farm. Proceeding of International Academic Multidisciplinary Research Conference in Munich 2022, Munich, Germany, 7-9 April, 2022, Page 333-337.

35. **Supot Rattanapun**, Napaporn Khantanapha & Rapeepun Piriyaikul. (2018). “Strategies for Survival of the Publishing Businesses.” Proceedings of ICIRSTMII, September 29-30, 2018. UTown (NUS), Singapore.

Thai Publications

1. Supot Rattanapun, Napaporn Khantanapha and Rapeepan Piriyaikul. (2565). Technology, Marketing Capability for Retention of SMEs Thai Printing Industry. Philosophy in Social Science, 12(2), (May - August), 504-518. (TCI1)
2. อรุช คกรุ่งโชค, **Supot Rattanapun**, ศิริอร วณิชโชตยานนท, เกชา สมใจเพ็ง. (2564). ความอยู่รอดของธุรกิจโรงแรมและที่พักในเขตภาคใต้ตอนบนของไทยด้วยการจัดหาเงินที่ดี. Smart Tourism and Green innovation. GreTech 2021. 9th International Conference on Creative Technology & 5th National Conference on Creative Technology. วารสารวิจัย มทร. กรุงเทพฯ, สถาบันวิจัยและพัฒนามหาวิทยาลัยเทคโนโลยีราชมงคลกรุงเทพ.
3. Supot Rattanapun. (2021). **5G Technology: Re-Future the Printing Industry**. Thai Printing Association Journal. June 2021. Bangkok: Thai Printing Association. Page 36-41.
4. B Markpoon, P Panitpichetvong, A Kongrunchok and Supot Rattanapun. (2022). Teaching Model of Blended and Collaborative Learning in 2D Design Subjects Toward Learner Achievement. Journal of Roi Kaensarn Academi, 2023 8(10) Page 549-558.

Training Courses

- Academic Exchange Program. 5-15 April 2024. At Teacher College, Columbia University, United State of America
- Academic Exchange Program. 25-30 April 2024. At Tianfu College of SWUFE, Chengdu, China