

Faculty Information

ACKARADEJRUANGSRI, Pajaree

■ Specialization:

Marketing and Management (MM)

Innovation and Operations Management (IOM)

■ Research Area:

Consumer Behavior, Marketing Strategies, Strategic Business Management, Interdisciplinary Learning in an Emerging Market

■ Keywords:

Consumer behavior, market(ing) research, prosumer and co-creation, digital marketing, e/m commerce, social marketing, entrepreneurial marketing, brand management, advertisement, emerging market, start-up

■ Seminar Topic:

Strategic Marketing and Interdisciplinary Learning in an Emerging Market

■ Seminar Teaching Method:

For Management Seminar I, mini lecture, class discussion and individual WIP report/presentation will be utilized. Students are expected to conduct literature reviews (cases, journal articles, news...) in their interested field and discuss in the class. At the end of the semester, the students are expected to submit their research proposal, research plan & design as well as a draft of literature review.

For Management Seminar II, personal consultation on Master's Thesis, Independent Final Report, Business Plan or Internship-based Case Study write-up.

For Management Seminar III, personal consultation on Master's Thesis, Independent Final Report, Business Plan, or Internship-based Case Study write-up.

■ Possible Research Topics for Students:

Master's Thesis, Independent Final Report, Business Plan or Internship-based Case Study

■ Research Method:

Quantitative research method

■ Comments:

This seminar is for students who are interested in strategic marketing fields and appreciated in cross and interdisciplinary learning; students who are committed to seminar class and plan to seek career in strategic and marketing related industry. It is expected that the students must fully prepare for the class and ready to make their points in class discussion/presentation.

■ APU Researcher Database:

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001503&Language=2>