



Asst. Prof. Leela Tiangsoongnern, PhD.  
Director of Digital Language Learning Center (DLLC),  
Dhurakij Pundit University (DPU),  
110/1-4 Prachachuen Road  
Laksi, Bangkok 10210, Thailand  
Tel: (+66 2) 954-7300 Ext. 636  
Line ID: Leela Pin  
Email: leela.tin@dpu.ac.th

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## Education

- Ph.D. (Marketing), Murdoch University, Australia, 2007
  - Concentration: Consumer Purchasing Behaviour, Perceived Risk, Trust, and Marketing Management
  - Thesis: An Examination of Perceived Risk and Trust as Determinants of Online Purchasing Behaviour: A Study within USA Gemstone Industry
- B.B.A (Honours, Marketing), Murdoch University, Australia, 2002
- M.B.A. (Financial Management), NIDA, Thailand, 1995
- B.B.A (Marketing), Dhurakij Pundit University, Thailand, 1992

## Experience

- August 2020 – present:  
**Director of Digital Language Learning Center (DLLC), Dhurakij Pundit University (DPU)**
- 2016 to March 2020:  
**Editor-in-Chief of Suthiparithat Journal, Dhurakij Pundit University**
- 2015 to July 2020:  
**Deputy Dean for International Programs and Connectivity and International PG Program Directors, College of Innovative Business and Accountancy (CIBA), Dhurakij Pundit University (DPU)**
- 2011-2015:  
**Deputy Dean for Academic Affairs and Postgraduate Program Director, Doctor of Philosophy in Business Administration (PhD BA) Program and Master of Business Administration (MBA) Program, Dhurakijpundit University International College (DPUIC), Bangkok, Thailand**

- 2009 to 2011:  
**Program Director**, Doctor of Philosophy in Business Administration (PhD BA) Program and Master of Business Administration (MBA) Program, Dhurakij Pundit University International College (DPUIC), Bangkok, Thailand
- 2008 to 2011:  
**International Program Director**, Master of Arts in Integrated Marketing Communication (IMC) Program, Dhurakijpundit University International College (DPUIC), Bangkok, Thailand
- 2005 to present:  
**Lecturer**, International College, Graduate School, and Faculty of Business Administration, Dhurakij Pundit University, Bangkok, Thailand
- **Guest lecturer**, NIDA, Stamford University, Thailand and others  
**Marketing and IMC Consultant**
- 1997 to 2005:  
**Lecturer**, Faculty of Business Administration, Dhurakij Pundit University, Bangkok, Thailand
- 1996-1997:  
**Assistance to the Regional Manager (Asia)**, Calberson (Logistics) Thailand
- 1992-2000:  
**Assistance to the Marketing Manager**, Porncharoen Gems Ltd., Part., Bangkok, Thailand

### **Auditing Experience**

- **Listed Internal Quality Assurance Assessor, Office of Thai Higher Education Commission (OHEC)** for Program Level and Institution Level

### **Training Service**

- **Marketing Oriented Courses for Corporates** e.g. SMART TELCOMS PCL, Porncharoen Gems, Buncharoen Gems.
- **Writing up academic articles for publication** for Business Administration Faculty, Chitralada Technology College.

### **Research Grant**

- จีราพร ชมสวน, ลีลา เตี้ยสูงเนิน, จุฑิมา สิทธิพงษ์พานิช และ นวพงศ์ ตัณฑติลก (2560). ทบทวนวรรณกรรม/สื่อรณรงค์เพื่อการควบคุมการบริโภคยาสูบและประเมินผล 2560. ศูนย์วิจัยและจัดการความรู้เพื่อการควบคุมยาสูบ(ศจย.). หน้า 1-86.
- Educational Model Affecting the Achievement of International Undergraduate Students in Thailand, 2016. Dhurakij Pundit University Research Grant.
- Purchasing Behavior and Attitudes of Organizational Gemstone Buyers Toward Thai Gemstones, 2011. Dhurakij Pundit University Research Grant.

## Journal Publications

- Sirisatsuvan, P., Tiangsoongnern, L. and Parncharoen, C. (2019). "Marketing Factors Affecting the Impulse Buying Behavior of Snack Food Consumers of Generation X, Y and Z in Thailand", *Suthiparithat Journal*, 33(108), Oct-Dec 2019, pp.145-159.
- Satayavakkul, D., Cote, J. and Tiangsoongnern, L. (2019). "Consumer Evaluations of Co-Branding: Analyzing the Relationship of Brand Image Consistency, Brand Personality Similarity, Brand Extension Authenticity, and the Congruency between For-profit and Non-profit Parent Brand", *TNI Journal of Business Administration and Languages*, 7(1), Jan-June 2019, pp.19-26.
- Thipsila, S., Tiangsoongnern, L., Sunalai, S. and Chan, L. (2019). "Factors Affecting Intention to Use the Promptpay Service of Consumers in Thailand", *Suthiparithat Journal*, 33(105), Jan-Mar 2018, pp.137-148.
- Satayavakkul, D. and Tiangsoongnern, L. (2018). "Consumer Evaluations of Co-Branding: An Examination of The Role of Brand Image Consistency and Perceived Brand Fit", *Suthiparithat Journal*, 32(102), April-June 2018, pp.17-32.
- Tiangsoongnern, L. and Dasom, S. (2018). "Educational Model of the Factors Affecting the Achievement of International Undergraduate Students in Thailand", *Suthiparithat Journal*, 32(102) Special Issue, April-June 2018, pp.207-222
- Wimmala Pongpaew, Mark Speece, Leela Tiangsoongnern, (2017) "Social presence and customer brand engagement on Facebook brand pages", *Journal of Product & Brand Management*, Vol. 26 Issue: 3, pp.262-281, <https://doi.org/10.1108/JPBM-08-2015-0956> (impact score 1.00 in Scopus)
- Udomsuk, K. & Tiangsoongnern, L. (2018). "Factors Influencing Purchasing Behavior of ASEAN Tourists in Thailand". *Suthiparithat Journal*, 33(99) July-Sep 2018, pp. 107-118. ISSN: 0857-2690.
- Plungpongpan, J., Tiangsoongnern, L. & Speece, M. (2016), "University social responsibility and brand image". *International Journal of Educational management*, ID IJEM-10-2014-0136 Vol.30 Issue:4, pp.571-591 (impact score 1.00 in Scopus)
- Vongthongkum, S. & Tiangsoongnern, L. & Tingsabhat, J. (2017). "Contributing Factors to the Success of Football Clubs in the Thai League". *Suthiparithat Journal*, 32(99) July-Sep 2017, pp. 160-173. ISSN: 0857-2690.

- Pongpaew, W. & Tiangsoongnern, L. (2016). "The Influence of integrated Advertising on the Brand Trust and Brand Loyalty of Smart IT Device Customers in Thailand: A Case of Corporate Facebook Media". *Veridian E-Journal, International Issue (Humanities, Social Sciences and Arts)*, 9 (4: Jan-May), ISSN: 1906-3431. Listed in TCI2 (impact score 0.60 in TCI-1)
- Srisomvong. K. & Tiangsoongnern, L. (2016). "The Influence Of Attitudes and Marketing Mix on Usage Behavior of Thai Service Users Who Use Internet Service via Smartphone in Overseas". *Suthiparithat Journal*, 31(97) Jan-Mar 2017, ISSN: 0857-2690 (impact score 0.80 in TCI 1).
- Sothaya R., Tiangsoongnern, L., Phermphoonwatanasuk S. and Srivoravilai, N. (2015). "Determinants of adopting mobile internet television in Bangkok". *International Journal of Business and Finance Management Research*, 3(6), ISSN: 2053-1842, pp. 53-59.
- Chiamkosit. N., Tiangsoongnern, L. & Jitnomrat, T. (2014). "Influence of Management Commitment and Performance of Airline Staff on Perceived Service Quality of Low-Cost Airlines' Customers in Thailand". *Suthiparithat Journal*, 28(88) Oct.-Dec 2014, ISSN: 0857-2690.
- Preerapa. T., Tiangsoongnern, L. & Jitnomrat, T. (2013). "Influence of marketing strategies on the post-purchase evaluation of organic products buyers in Thailand". *Ramkhamhaeng Research Journal of Humanities and Social Sciences*, 16 (2), ISSN: 1906-1730.
- D'Alessandro, S., Tiangsoongnern, L. & Girardi, T. (2012). "Perceived risk and trust as antecedents of online purchasing behavior in the USA gemstone industry". *Asia Pacific Journal of Marketing and Logistics*, 24 (3), ISSN: 1355-5855.
- Tiangsoongnern, L. (2011) "Purchasing behavior and attitudes of organizational gemstone buyers", *International Review of Business Research Paper*, 7(6) November 2011, pp. 225-239.

## **Conferences Proceedings**

- Tiangsoongnern, L. (2019). Performance Measurement Model for the Success of International Undergraduate Students at Universities in Thailand. *Proceedings of the 15<sup>th</sup> Asia-Pacific Management Accounting Association (APMAA) Conference in Doha, Qatar*, 2-5 November 2019, pp.59-67.
- Dasom, L.S. and Tiangsoongnern, L. (2019). "Purchasing Behavior of Senior Tourists for Slow Tourism Services in Thailand", *Proceedings of the 2019 International Conference in Business Innovation (ICBI), Bangkok, Thailand*, 25-27 July, 2019, pp.174-179.
- Sunleang, K., Dasom, L.S., So-ngern, K., Kultiwa, and Tiangsoongnern, L. (2019). "Purchase Intention of Cambodian Consumers for Healthcare Services in Thailand", *Proceedings of the 2019 International Conference in Business Innovation (ICBI), Bangkok, Thailand*, 25-27 July, 2019, pp. 253-262.

- Speece, M., Roenjun, J.& Tiangsoongnern, L. (2018). Digitization & globalization for the little players: the view from Thai SMEs. *43<sup>rd</sup> Annual Macromarketing Conference, Germany*. ISBN : 978-605-64002-4-7 pp 53-62.
- Pongpaew, W., Speece, M. & Tiangsoongnern, L. (2014). Social presence and customer brand engagement in corporate facebook. *Proceedings of the 12<sup>th</sup> EBES Conference, Singapore*. ISBN : 978-605-64002-4-7 pp 53.
- Plungpongpan, J., Tiangsoongnern, L. & Speece, M. (2014). Social presence and customer brand engagement in corporate facebook. *Proceedings of the 12<sup>th</sup> EBES Conference, Singapore*. ISBN : 978-605-64002-4-7 pp 112.
- Tiangsoongnern, L. (2011). Purchasing behavior and attitudes of gemstone buyers. *Proceedings of the International Business Research Conference, Dubai, United Arab Emirates*. ISBN : 978-0-9804557-6-2 [Available at <http://www.wbiconpro.com/516-Leela.pdf>].
- Tiangsoongnern, L., Ward, S. & Girardi, A. (2007). Like a glittering prize: The impact of perceived risk and trust as determinants of online purchasing behaviour in the gemstone industry. *Proceedings of the Australian New Zealand Marketing Educators Conference, Otago, New Zealand*, pp. 3076-3084. ISBN: 978-1-877156-29-9.
- Tiangsoongnern, Leela and Vuori, Timo(2004) “Attitudes of Gemstone Distributors to Value Adding Strategies of Ruby Production” Proceedings of the International Engineering Management Conference, Singapore pp 1259-1263 Vol.3 Digital Object Identifier 10.1109/IEMC.2004.1408896
- Tiangsoongnern, Leela and Vuori, Timo (2004) “The Influences of Privacy and Security Practices on Gemstone Purchasing Online” Proceedings of the 5th International We-B Conference 2004, Perth, Australia.
- Ward, Steven Chitty, Bill, Noble, Terry and Tiangsoongnern, Leela (2009) “How locus of control influences students’ e-satisfaction with self service technology in higher education” Proceedings of the Australian New Zealand Marketing Educators Conference, Melbourne, Australia. Available at <http://www.duplication.net.au/ANZMAC09/papers/ANZMAC2009-013.pdf>.

## Articles

- ลีลา เตี้ยสูงเนิน. (2558). DPUIC ย้ำจุดยืนสำคัญ International ทั้งคณาจารย์และหลักสูตร. BrandAge. (89). บริษัทไทยคุณ-แบรินด์เอง จำกัด
- ลีลา เตี้ยสูงเนิน. (2556). DPUIC เสริมทัพหลักสูตรใหม่พร้อมรับ AEC ทุกมิติ. The COMPANY Magazine. ฉบับที่ 16 พ.ค. (26-27). บริษัทไทยคุณ จำกัด
- ลีลา เตี้ยสูงเนิน. (2554). CSR Doing Good กับวิกฤติน้ำท่วมปี 2554. MBA Magazine. 150 พ.ย.-ธ.ค. (153-156). บริษัท สื่อดี จำกัด

- ลีลา เตี้ยสูงเนิน. (2553). Lifestyle & Consumer Insight: ความสำเร็จของ IMC ที่ต้องเข้าถึง Consumer Behavior. แบรินด์เอจเอสเซนเชียล. กูรูซีรี่ 2 (103-108). บริษัทไทยคูน-แบรินด์เอจ จำกัด
- ลีลา เตี้ยสูงเนิน. (2553). IMC Planning and Implementation: มุมมองนักวิชาการในการนำแผน IMC ไปปฏิบัติ. แบรินด์เอจเอสเซนเชียล. กูรูซีรี่ 2 (149-150). บริษัทไทยคูน-แบรินด์เอจ จำกัด
- ลีลา เตี้ยสูงเนิน (2552). ปัจจัยที่ควรพิจารณาเมื่อขายอัญมณีผ่านช่องทางออนไลน์: กรณีศึกษากลุ่มผู้ซื้อในประเทศสหรัฐอเมริกา. การบริหารจัดการ: แนวคิดและทางเลือกร่วมสมัย. กรุงเทพฯ: มหาวิทยาลัยธุรกิจบัณฑิต

## Doctoral Research Supervision

- 2011 Completed International DBA dissertation:
  - “Managing leadership the process of change related to the introduction of a performance enhancing new technology: The case of Air Traffic Management (ATM) Systems” by Dr. Siriporn Yenpiem
- 2012 Completed DBA Dissertation:
  - “Influence of Marketing Strategies on the Post-Purchase Evaluation of Organic Products Buyers in Thailand” by Dr. Preerapa Taveesuk
- 2014 Completed DBA Dissertation:
  - “Influences of Management Commitment and Performance of Airline Staff on Perceived Service Quality of Low-Cost Airlines’ Customers in Thailand” by Dr. Naporn Chiamkosit
- 2015 Completed International PhD BA dissertation:
  - “Social Media, Brand Trust and Brand Loyalty: Enhancing Customer Brand Engagement for Smart It Devices Using Perceived Social Presence and Integrated Advertising in Thailand” by Dr. Wimmala Pongpaew
- 2016 Completed International PhD BA dissertation:
  - “University Social Responsibility and Brand Image of Private University in Bangkok” by Dr. Jirawan Plungpongpun
- 2017 Completed DBA dissertation:
  - “Contributing Factors to the Success of Football Clubs in the Thai League” by Dr. Sitti Vongthongkum
- 2018 Completed International PhD BA dissertation:
  - “Co-Branding: Analyzing the Consumer-based Brand Equity, Brand Image, Brand Personality, Brand Authenticity, and the

Congruency between the For-profit Parent Brand and the Non-profit Parent Brand” by Dr. Damrong Satayavakkul

**Master Theses Examination Committee (Examples)**

- กำพล แสงทรัพย์สิน (2557)  
"ปัจจัยแห่งความสำเร็จของกลยุทธ์การสื่อสารด้านกิจกรรมความรับผิดชอบต่อสังคม (CSR) ของบริษัท ซีพี ออลล์ จำกัด (มหาชน)" วิทยานิพนธ์มหาบัณฑิต คณะนิเทศศาสตร์และนวัตกรรมจัดการสถาบันพัฒนาบริหารศาสตร์
- ภาธินี ศรีทธาธรรมกุล (2557)  
"กลยุทธ์การสื่อสารเพื่อการสร้างคุณค่าร่วมด้วยนวัตกรรม"กระต่ายจากคันทนา" ในการดำเนินธุรกิจของบริษัท ดีบีบีแอล เอ (1991) จำกัด (มหาชน)"วิทยานิพนธ์มหาบัณฑิต คณะนิเทศศาสตร์และนวัตกรรมจัดการ สถาบันพัฒนาบริหารศาสตร์
- ปารีชาติ แสงอัมพร (2557)  
"การบริหารจัดการและการสื่อสารความรับผิดชอบต่อสังคมขององค์กรธุรกิจในการสร้างโอกาสในการมีงานทำให้กับคนพิการในประเทศไทย" วิทยานิพนธ์มหาบัณฑิต คณะนิเทศศาสตร์และนวัตกรรมจัดการ สถาบันพัฒนาบริหารศาสตร์