



Assistant Professor Dr. Tiwa Park



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Patthanakarn, Suan Luang, Bangkok
10250 Thailand



Education



2005

College of Arts and Science, PhD in
Communication Studies, Louisiana
State University, USA



1999

Master Degree of Arts, Communication
Studies (Honor), West Texas A&M
University, USA



1996

Master Degree of Arts, Public
Relations, Sripatum University,
Thailand



1994

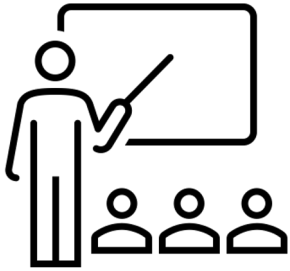
Bachelor of Business Administration,
Public Relations, Ramkhamhaeng
University, Thailand

Honor

Certificate of Appreciation for being a resource speaker during the 3rd innovation and entrepreneurship day, with the theme: “Road to South East Asia Innovation Competitiveness”, National University, Philippines, February 23, 2022

Outstanding Teaching Award, Thai-Nichi Institute of Technology, 2014

Outstanding Research Award, Thai-Nichi Institute of Technology, 2012-2013



Experiences in Teaching



- Research Methodology
- Principles of Marketing
- Principles of Management
- Organization Development
- Seminar in Communication
- Leadership Communication
- Non-verbal Communication
- Cross-Cultural Management
- Intercultural Communication
- Interpersonal Communication
- Communication Theory and Practice
- Introduction in Communication
- Communication and Campaigning
- Media and Entertainment business
- Digital Marketing Communication
- Strategic Marketing Communication
- Principles of Marketing Communication
- Workshop in Communication Campaign
- Intercultural communication for global communication (Master's Degree)
- Managing Cultural Diversity in Hospitality Business

Training & Seminar

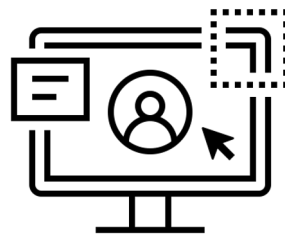


- Assessor Development on AUN-QA at Programme Level version 4 # 9 by the Council of University Presidents of Thailand, July 19-21 July, 2023
- CLOs Formulation # 7 by the Council of University Presidents of Thailand, June 30, 2023
- OBE (Backward Curriculum Design) by the Council of University Presidents of Thailand, June 19, 2023
- PLOs Formulation by the Council of University Presidents of Thailand, June 12, 2023
- Outcome Based Education (OBE) Understanding # 3 by the Council of University Presidents of Thailand, March 27, 2023
- AUN-QA Implementation and Gap Analysis # 4 by the Council of University Presidents of Thailand, December 14-15, 2022
- Training Quality Assurance of Office of National Education Standards and Quality Assessment, December 8, 2022
- Academic seminar trip in hospitality service in France and Switzerland, November 5-16, 2022
- Training: Wellness Tourism and Opportunity in Thailand, Rajapruk University, November 24, 2022
- Training: AUN-QA Criteria Version 4.0, June 27, 2022
- Seminar: Quality Assurance of Office of National Education Standards and Quality Assessment, June 22, 2022
- Chinese Language Fundamental 2 by Chulalongkorn University, January 29 – April 2, 2022

Training & Seminar



- Training: Virtual video production workshop, the US Embassy Thailand, March 9-13, 2021
- Training: Online Pedagogy, December 18, 2020 (Online Zoom)
- Training: Growth Mindset, December 16, 2020
- Training: the used of Zoom and Google meet, Academic 3/2019
- Train the coach: Training to be the coach for the project (Graduate School), June 9, 2018
- The seventh international conference on advancement of development administration 2018, May 31 - June 1, 2018
- Training Quality Assurance of Office of National Education Standards and Quality Assessment, March 10-11, 2018
- 7/11 Stability SME in Thailand 2017: SMEs in Digital Era, Dusit Thani Hotel, January 30, 2018
- Asia Digital Expo 2018, Seminar session 1: new media era: iflix and seminar session 2: shedding light on dark data, Queen Sirikit national convention center, January 25, 2018
- Special internal training, Pongthip restaurant room, November 16, 2017
- BU New M. internal training, October 5, 2017
- Seminar commarts, October 4, 2017
- Creative Innovation Pitching Thailand 4.0, Royal Paragon Hall 2, Siam Paragon shopping center, August 26, 2017
- BUSEM seminar, August 24, 2017
- Training AUNQA ASEAN Quality Assurance 2017
- Training AUNQA ASEAN Quality Assurance 2016
- Training Internal Quality Assurance 2016



Educational & Organizing Experiences



Current

- Thai-Nichi Institute of Technology
- Dean of International programs



2022-2023

Dusit Thani College (National programs)

- Dean of National programs
- Dean of Student Affairs
- Project lead for revision programs

TNI Journal of Business Administration and Languages (2021-current)

- Special Academic Committee and Editor for Journal of Business Administration and Languages

Bangkok University (International program)

- Chairperson of Communication Arts, International program (2016-2022)
- Lecturer at graduated school and ungraduated degree (Communication Arts International) 2016-2022

The Office for National Education Standards and Quality Assessment (ONESQA)

- External educational assessor (AH64-09925) (2020-current)



2020-2021

Wiley, Journal of Public Affairs (25 February 2021)

- Reviewer certificate for reviewing 3 Manuscripts in 2020

Educational & Organizing Experiences



2020-2021

Bangkok University (International program)

- Projector Manager, CA All in One project – Dhipaya Insurance with Krungthai Bank and GSB Bank, Academic year 2/2021
- Project Manager, CSI one world project 2/2020 True Corporation with marketing communication campaign
- Project Manager, Magical event 1/2020 x Ogilvy, Central Pattana, Samsung, True Corporation, Ingenic Solutions, Dhipaya Insurance
- Projector Manager, CA All in One project – Ecosystem, Dhipaya Insurance, Academic year 1/2020



2018-2019

Bangkok University (International program)

- Revising the curriculum and courses for Communication Arts Program
- Former of Chairperson of Communication Arts (International), 2016-February 2018
- Projector Manager, CA All in One project, Academic year 2017-2019
- Project Manager, Happy Builder project (โครงการฝึกจิตอาสาครั้งที่ 1-3), 2017-2019

Emerald Publishing, The Bottom Line

- Reviewer certificate for reviewing 1 Manuscript (ID: BL-09-2019-0113) in 2019



2016-2017

Bangkok University (International program)

- Chairperson of Communication Arts (International)
- Project Manager, Creative Leadership project, 2017

Educational & Organizing Experiences



2016-2017



Thai-Nichi Institute of Technology

- Former the assistant dean of Graduate School, 2015-2016
- Project Manager, IB House Project, 2015-2016
- Advisor of AIESEC's club, 2013-2016



2012-2015

Thai-Nichi Institute of Technology

- Proposing the bilingual curriculum for International Business Management program
- Former the chairperson of international business management, 2012-2014
- Project Manager, Cross-Cultural Seminar and Project, 2012-2014
- Project Manager TNI BA Talent #1-3, 2012-2014



2005-2011

Assumption University

- Academic Advising Committee team
- Internal Audit and Assessment for the Academic Year 2009-2010
- Coordinator for setting up the Professional Training

Thai-American International school

- Former of Director and Assistant Manager (2005-2008)
- Director of TAIS for internal Quality Assurance



2000-2004

Louisiana State University, USA

West Texas A&M University, USA

- A Part-time instructor
- Teaching Assistant

Publication & Presentation



Almanzor, N. E., Canlas, L. R., & Park, T. (2024). Big Data Analytics and Mapping on Emerging Industry Landscape in the ASEAN: Implications to Higher Education. (in press).

Park, T. (2024) Thailand And Korean Cross-Cultural Communications In Using Soft-Power Ethics. *ABAC Journal*. (in press).

Park, T. (2024) Cross-cultural management in academic settings: A case study of ASEAN and Western. *International Journal of Cross Cultural Management*. (in press).

Park, T. (2024) The Effects of Extensive Labor to Housekeepers in Selected Accommodation Areas in Manila, Philippines. (in press).

Jiang, Q. & Park, T. (2023) An Exploratory Analysis of How Live Broadcasting Affects Customer Decision: A Case Study on Tao-Bao among Chinese Consumers. *Journal of Business Administration and Languages (JBAL)*, 11(1). 44-59.

Almanzor, N. E., Canlas, L. R., & Park, T. (2022). *Big Data Analytics and Mapping on Emerging Industry Landscape in the ASEAN: Implications to Higher Education*. (in press).

Publication & Presentation



Park, T. (2021). Digital of Labor and Marketing Performance; A Perspective of Digital Era. *Turkish Online Journal of Qualitative Inquiry*, 12(7), 13782-13794.

Park, T. (2021). Nation Branding And Its Significance; A Literature Perspective. *Ilkogretim Online - Elementary Education Online*, 20(6), 947-959. doi: 10.17051/ilkonline.2021.06.103

Parmelee, J. & Park, T. (2021) Effectiveness of Passive versus Active YouTube Advertising Between Target Groups. *Silpakorn University Journal*. 42(2), 78-90.

Matrong, T. & Park, T. (2022) A Study of Sales Presentation Methods and Marketing Mix (7P's) Digital Media Sales of Life Insurance Policies and Traditional Sales. *Journal of Business Administration and Languages (JBAL)*, 10(2). 26-35

Meteechodtana, P. & Park, T. (2022) Marketing Communication by Direct and Passive Advertising via Facebook Page: A Case Study of Central World Shopping Center. *Journal of Mass Communication Chiangmai University*. 10(2) 39-59.

Sriboonruang V. & Park, T. (2022) Analysis of technical presentation Content analysis Content marketing Engagement Facebook fanpage GOMO by AIS. *Journal of Business Administration and Languages (JBAL)*, 10(2). 26-35.

Publication & Presentation



Techakasaemsuk, C. & Park, T. (2022) Technology Acceptance and Digital Marketing Communication Affecting Decision to Purchase Shoes through Online Channels of Generation X Customers in Bangkok. *Journal of Business Administration and Languages (JBAL)*, 10(1). 66-79

Chawanwarakeat. K. & Park, T. (2022) The Effectiveness of Advertising in Real Estate through Facebook by using Retargeting and Lookalike Audience tools. *Journal of Business Administration and Languages (JBAL)*, 10(1). 80-93

Cant, M., Park, T. & Wiid, J. (2021) The use of social media in teaching: student & lecturer perceptions. *International Journal of Social Sciences & Educational Studies*, 8(1), 149-179.

Lanchakronmongkol, K. & Park, T. (2020) *The influence of social network as a communication process on the online guesthouse reservation decision of generation, the case study of Pai, Mea Hong Son*. Proceedings of the 9th ICADA 2020. National Institute of Development Administration (NIDA), Bangkok, May 28 – 30.

Zhou, B. & Park, T. (2020) *Content analysis taking china's LGBT advertising as a case study analyzes the Chinese LGBT community's preference and views on rainbow economy advertising through Weibo*. Proceedings of the 9th ICADA 2020. National Institute of Development Administration (NIDA), Bangkok, May 28 – 30.

Publication & Presentation



Park, T. (2019) How information acceptance model predicts customer loyalty? A study from perspective of eWOM information. *The Bottom Line*, 33(1), 60-73.

Park, T. (2019) The effect of CSR on organizational commitment with moderating role of emotional intelligence; evidence from pharmaceutical companies. *American Journal of Pharmaceutical Sciences*. 05(12), 14535-14543.

Park, T. (2019). The impact of corporate social responsibility on firm performance with mediating effect of innovation; evidence form pharmaceutical companies of Thailand. *Indo American Journal of Pharmaceutical Sciences*. 06(01), 540-545. ISSN: 2349-7750.

Park, T. (2018). The effect of CSR on organizational commitment with moderating role of emotional intelligence; evidence form pharmaceutical companies. *Indo American Journal of Pharmaceutical Sciences*. 05(12), 14535-14543. ISSN: 2349-7750.

Dang, L. H., & Park, T. (2018). *Demystifying brand essence of Bangkok through images on Instagram*. The Seventh International Conference on Advancement of Development Administration (The 7th ICADA 2018: SSIS) Bangkok, Thailand. May 31-June 2. 2018.

Guenther, M., & Park, T. (2018). *Building brand equity on social media: A case of Pomelo*. The Seventh International Conference on Advancement of Development Administration 2018 (The 7th ICADA 2018: SSIS) Bangkok, Thailand. May 31-June 2. 2018.

Park, T., Khomngud, E., Teekasan, B., & Wen, Y. (2017). Perception

Publication & Presentation



Park, T., Siritrakankij, S., Broom, R., Kantawong, P., Thanasuwanditee, S. (2017). *Corporate Social Responsibility: The Study of Fiber Industry in Thailand*. The international Conference at the 6th Asia-Pacific Regional conference on Service-Learning (APRCSL). May 28th – June 2nd, 2017.

Park, T., Canlas, L. R., Montesines, D. L., Fortunato, M. M., Galang, D. M., Cruz, I. G., Abellera, M. A. , & Dellova, R. I. (2016). *A Study of multinational companies in Thailand and Philippines: The use of mediation paradigm on corporate social responsibility*. 81st International Conference on social science and humanities (ICSSH), at IASTEM 2016, Cairo, Egypt (Award: IASTEM Excellent Paper Award). October 16-17, 2016.

Canlas, L. R., Park, T., Montesines, D. L., Fortunato, M. M., Galang, D. M., Cruz, I. G., Abellera, M. A. , & Dellova, R. I. (2016). *A Study of Multinational Companies in the Philippines: The Use of Mediation Paradigm on Corporate Social Responsibility*. First International Conference on Humanities and Social Sciences (ICHUSS-1). Conference. St. Thomas' College (Autonomous), Kerala, India. (The Best Paper Award). January 28-29, 2016

Park, T. (2016). *Employee Relations: The Study of Corporations in Thailand*. The First International Conference on Humanities and Social Sciences (ICHUSS-1). Conference. St. Thomas' College (Autonomous), Kerala, India. January 28-29, 2016

Publication & Presentation



Park, T., & Canlas, L. R. (2015). *The Use of Corporate Social Responsibility: The Study of Corporation in Thailand*. The 2015 Academy of International Business Southeast Asia Regional Conference. Penang, Malaysia. December 3-5, 2015

Canlas, L. R., Park, T., Montesines, D. L., Fortunato, M. M., Galang, D. M., Cruz, I. G., Abellera, M. A. , & Dellova, R. I. (2017). *A sustainable Development: Weaving Innovation in Business and Commerce*. 4th International conference, Commerce and Management Association of India (CMAI) in Academic partnership with Lyceum of the Philippines University Manila. February 3rd, 2017

Park, T. (2014). *Corporate Social Responsibility : CSR Initiatives in Thailand by Multinational Enterprise*. International Conference on Business and Industrial Research (ICBIR) 2014. Bangkok, Thailand. May 12-13, 2014

Park, T. (2014). *Blogger Relationship Management: The in-depth interview study of three Thai bloggers*. 2014 International Symposium on Management and Social Sciences, Phuket, Thailand. March, 2014

Park, T., & Khemngwad, E. (2014). *The use of English as a medium of instruction in Thai-Japanese Institution: Perceptions from the International Business Management Instructors, Students and Parents*. Annual Symposium Management Social Science, South Korea.

**Publication
&
Presentation**



Park, T. (2013). *How to Manage Customer Complaint to Achieve Loyalty*. 2013 The Global Symposium on Social Sciences, Okinawa, Japan. November, 2013

Park, T. (2013). *Corporate Social Responsibility – Branding Tool : A study on P&G*, The 2nd annual PSU Phuket International Conference 2013, Prince of Songkla University, Phuket Campus. Phuket, Thailand. July, 2013

Park, T. (2013). *The Study of Private and Federal Banks in Thailand: Factors that can create employee's trust and loyalty*. Academic Conference Bangkok University, 610-621. May 23, 2013