

Poompak Kusawat

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PROFESSIONAL EXPERIENCE

Srinakharinwirot University

Lecturer

Jul. 2025 – Present

Bangkok, Thailand

New Concept Product

Data Scientist

Jan. 2024 – Jul. 2025

Bangkok, Thailand

- Developed a range of automated analytics systems that supported strategic decision-making and optimized daily operations—improving inventory management, reducing customer churn, streamlining executive reporting, forecasting sales, identifying market expansion opportunities, and monitoring GPS-based sales activity for compliance oversight, etc.
- **Relevant Skills:** Python, SQL, Azure DevOps, Azure AI | Machine Learning Studio, Azure Data Factory, Storage Account, Function App, Azure SQL Database, Power BI, Git, Selenium, SAP Business Warehouse

Thammasat University

Graduate Teaching Assistant

Mar. 2023 – Feb. 2025

Bangkok, Thailand

- GM602 – Global Consumer Behavior and Marketing Management (Master's), Assoc. Prof. Surat Teerakapibal, Ph.D., Prof. Bodo Schlegelmilch, Ph.D.

Panyapiwat Institute of Management

Adjunct Lecturer

Nov. 2023 – Dec. 2023

Bangkok, Thailand

- IB 62707 – Financial Management and Valuation (Master's)
- IB 62701 – Accounting & Financial Statement Analysis (Master's)

Thammasat University

Graduate Researcher

Aug. 2018 – Jun. 2022

Bangkok, Thailand

- Designed, developed, and executed a four-year research project on consumer behavior across different cultures. Programmatically scraped data from over 500,000 Airbnb profile pages. Employing methods such as multi-level modeling, language identification, machine translation, sentiment analysis, and age/gender classification for data manipulation and analysis.
- 5 research papers were peer-reviewed and published, with 2 appearing in Q1 journals (top 25% worldwide), and 2 were presented at conferences in the US and China. The research has also received multiple awards.
- **Relevant Skills:** R, Stata, SPSS, Amos, Python, web scraping, hypothesis testing/statistical modeling (linear regression, GLM, EFA, CFA, SEM, multi-level modeling, discrete choice model, etc.)

Sasin Graduate Institute of Business Administration of Chulalongkorn University

Graduate Teaching Assistant

May 2019 – Jul. 2019

Bangkok, Thailand

- DECS S34, DECS D34 – Statistical Methods for Management Decisions (Master's), Assoc. Prof. Sharad Borle, Ph.D.

Bim100bimshop

Web Developer

Jan. 2017 – Dec. 2017

Bangkok, Thailand

- Built a website from scratch as well as implemented changes required during its operation.
- **Relevant Skills:** HTML, CSS, JavaScript, WordPress, photo/video editing (Adobe Photoshop and Vegas Pro)

Atos IT Solutions and Services Limited

SAP HCM Consultant

Feb. 2014 – Jan. 2015

Bangkok, Thailand

- Successfully implemented SAP HCM module for various subsidiaries of Siemens AG worldwide, and provided ongoing SAP support.

Standard Chartered Bank**May 2012 – Jul. 2012***Intern**Bangkok, Thailand*

- Designed and virtually implemented network architecture using Cisco Packet Tracer, taking into consideration constraints while maximize performance and minimize downtime.

EDUCATION

Thammasat University**Graduation June, 2022***Doctor of Philosophy, Business Administration, 3.82/4.00**Bangkok, Thailand*

- Dissertation: Essays on Cross-Cultural Electronic Word-of-Mouth
 - Supervisor: Assoc. Prof. Surat Teerakapibal, Ph.D.

Ramkhamhaeng University**Graduation July, 2020***Bachelor of Laws, Law, 2.53/4.00**Bangkok, Thailand***Chulalongkorn University****Graduation August, 2016***Master of Science, Finance, 3.50/4.00**Bangkok, Thailand*

- Thesis: The Impact of Trading Halts on Liquidity: Intraday Analysis on the Stock Exchange of Thailand
 - Supervisor: Asst. Prof. Tanakorn Likitapiwat, Ph.D.

Chulalongkorn University**Graduation May, 2013***Bachelor of Engineering, Information and Communication Engineering, 3.05/4.00**Bangkok, Thailand*

- Final project: Semi-Automatic Remote Lighting Control (Android Based Mobile Terminal Platform)
 - Supervisor: Assoc. Prof. Chaiyachet Saivichit, Ph.D.

Sheldon-Williams Collegiate**Graduation 2009***High School Diploma**Regina, SK, Canada***CERTIFICATES & LICENSES**

2024	CFA Level III , CFA Institute
2023-2029	Project Management Professional (PMP)® , Project Management Institute (PMI)
2023-2026	AWS Certified Machine Learning – Specialty , Amazon Web Services (AWS)
2022-2025	AWS Certified SysOps Administrator – Associate , Amazon Web Services (AWS)
2022-2025	AWS Certified Solutions Architect – Associate , Amazon Web Services (AWS)
2022-2025	AWS Certified Developer – Associate , Amazon Web Services (AWS)
2016-2018	Capital Market Investment Consultant , Securities and Exchange Commission, Thailand

AWARDS & SCHOLARSHIPS

2024	Certificate of Recognition for Contributions to Excellence and Reputation , Thammasat Business School
2023	Outstanding Dissertation Award , National Research Council of Thailand
2023	Best Dissertation Award , Thammasat University
2020-2022	Doctoral Student Scholarship , Thammasat University
2009-2010	ISE100 Scholarship , International School of Engineering, Chulalongkorn University

PEER-REVIEWED RESEARCH PUBLICATIONS

Teerakapibal, S., & **Kusawat, P.** (Forthcoming). Opportunities and Challenges of Integrating ChatGPT in Education: Sentiment Analysis and Topic Modeling. *Journal of Education for Business*.

Kusawat, P., & Teerakapibal, S. (2024). Cross-Cultural Electronic Word-of-Mouth: A Systematic Literature Review. *Spanish Journal of Marketing – ESIC*, 28(2), 126-143.

- Kusawat, P., & Teerakapibal, S.** (2021) Consumers' Self-Esteem and Purchase Intention: The Mediating Role of Brand Jealousy and Brand Loyalty. *Proceedings of the 2021 Society for Marketing Advances Annual Conference*, Orlando, FL, USA.
- Kusawat, P., & Teerakapibal, S.** (2021). The Roles of Culture in Online User Reviews: An Empirical Investigation. *Journal of Global Marketing*, 34(3), 189-204.
- Kusawat, P.** (2021). Sponsorship Disclosure in Native Advertising: A Theoretical Framework. *Journal of Community Development Research (Humanities and Social Sciences)*, 14(2), 29-38.
- Kusawat, P., & Rompho, N.** (2019) Impact of Investing Characteristics on Financial Performance of Individual Investors: An Exploratory Study. *Proceedings of the IEEE International Conference on Industrial Engineering and Engineering Management (IEEM)*, Macao, China.

SERVICES

2025-Present	Reviewer , Current Psychology	United States
2024-Present	Reviewer , Electronic Commerce Research and Applications	Netherlands
2024-Present	Reviewer , Spanish Journal of Marketing - ESIC	Spain
2023-Present	Reviewer , Electronic Markets - The International Journal on Networked Business	Germany
2025	Reviewer , Annual Meeting of the Academy of Management	Copenhagen, Denmark
2025	Reviewer , Annual Meeting of the Academy of International Business	Louisville, KY, USA
2025	Reviewer , European Academy of Management Annual Conference	Florence, Italy
2024	Reviewer , Annual Meeting of the Academy of Management	Chicago, IL, USA
2024	Reviewer , Annual Meeting of the Academy of International Business	Seoul, South Korea
2024	Reviewer , European Academy of Management Annual Conference	Bath, UK
2021	Reviewer , Society for Marketing Advances Annual Conference	Orlando, FL, USA
2012	Delegate , IDEA2012 at National Taiwan University	Taipei, Taiwan
2011	Volunteer , Chula Daisy Project (audio textbooks for the blinds)	Bangkok, Thailand
2007-2008	Organizer , Unseen Thailand 2008 at the University of Regina	Regina, SK, Canada
2006-2007	Youth Group , Calvary United Methodist Church	Walcott, IA, USA

LANGUAGES

- Thai (Native); English (TOEIC: 990/990); Chinese (HSK level 3); Korean (TOPIK level 3)

AFFILIATIONS

2024-Present	Extraordinary Member , Thai Bar Association Under the Royal Patronage
2023-2024	Member , Project Management Institute (PMI)
2021-2022	Member , Society for Marketing Advances (SMA)

REFERENCE

Assoc. Prof. Surat Teerakapibal, Ph.D.

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