

Assistant Professor Dr. Sirion Chaipoopirutana

Awarded St. Thomas Aquinas Award for Research (Second Class)

Citation

Assistant Professor Dr. Sirion Chaipoopirutana joined Assumption University in 2000. She obtained her Bachelor of Education in Science degree from Srinakharinwirot University in 1979, Master of Education in Science from the same university in 1984, Master of Business Administration in Finance and Master of Business Administration in Marketing from Mercer University, USA in 1996. In 1998, she received her Doctor of Philosophy in Business Administration with a major in Marketing from Nova Southeastern University, USA.

Since the completion of her degrees, Assistant Professor Dr. Sirion has conducted many research projects which have resulted in publications in several national and internationally recognized journals. In 2011, she was awarded the St. Thomas Aquinas Award for Research (Third Class) for her numerous research endeavours and paper awards. In today's ceremony, Assistant Professor Dr. Sirion will be awarded the St. Thomas Aquinas Award for Research (Second Class) for contributing immensely and increasing the research capacity of the University.

Assistant Professor Dr. Sirion's research interests include marketing, service quality, building brand loyalty building, advertising, bank marketing, e-commerce, e-marketing, green marketing, buyer behavior, and international marketing. In addition, she has worked on various research activities with other Professors and with many graduate students. This has resulted in numerous presentations at both national and international conferences. Worth mentioning are four of her papers she co-authored with students which received The Best Paper Awards.

1. The Best Paper (Research) Award in USA at the 19th Annual Conference of ASBBS, 2012 for her research entitled "The Factors Influencing Consumer Trust of Internet Shopping in Thailand"
2. The Session Best Paper (Research) Award in an International Conference in Thailand: ICTEHM'2014, 2014 for her research entitled "Building Brand Loyalty through Selected Marketing Activities: Case Study of a Soft Drink Brand in Hyderabad, India"
3. The Session Best Paper (Research) Award in an International Conference in Thailand: ICBLCSR'14, 2014 for her research entitled "A Study of Factors Affecting towards Young Customers' Purchase Intention of Domestic-Branded Smartphone in Shanghai, Republic of China"
4. The Session Best Paper (Research) Award in an International Conference in Thailand: ICBLCSR'14, 2014 for her research entitled " A Study of the

Antecedents of Customer Loyalty towards an Internet Service Provider in Timor-Leste”

The following are research articles she co-authored with students and published in journals:

1. “Green Product Consumer Buyer Behavior in China”, published in American Journal of Business Research, Vol. 4, No. 1, 55-72, May, 2011
2. “A comparative study of prospective natural gas for vehicle (NGV) buyers’ behavior intention in Thailand”, published in the Journal of International Business and Cultural Studies, Vol. 6, January, 2012
3. “An Analysis of Online Shopping in Thailand”, published in Journal of Business and Behavioral Science, 25(1), Spring 2013
4. “A Study of the Relationship between Endorser Credibility, Brand Equity and Repurchase Intention of L’Oreal Paris Products in India” published in International Research Journal of Commerce, Business and Social Sciences (IRJCBSS), Vol. 3, Issue 4 (2), July, 2014

Research articles she co-authored with students and published in international proceedings are as follows :

1. “The Factors Influencing Consumer Trust of Internet Shopping in Thailand”, Proceedings of ASBBS Annual Conference: Las Vegas, Nevada, USA, 2012
2. “Apple’s App Store in Thailand: Factors Affecting Repurchase Intention”, Proceedings of the 2012 Association of Marketing Theory and Practice Conference (AMPT), South Carolina, USA, March 29-31, 2012
3. “An Investigation of the Factors Influencing the Online Shopping Behavior of Consumers in Myanmar” Proceedings of the International Academy of Business and Public Administration Disciplines (IABPAD) Conference, Dallas, Texas, USA, April 24-27, 2014
4. “An Investigation of Consumer Attitudes toward Software Piracy in Asia”, Proceedings of the International Conference on Social Science and Management, the Annual Conference on Global Economics, Business and Finance, Bali, Indonesia on August 7-9, 2013
5. “An Analysis of China’s Young Customers’ Loyalty for China Mobile’s 3G Network Service: A Case Study of Chenggong University Town, Kunming, China”, Proceedings of the International Conference on “Trends in Multidisciplinary Business and Economic Research (TMBER-2014), the Global Illuminators, Kuala Lumpur , March 27-28, 2014
6. “A Study of Influencing Factors towards Customer Loyalty: A Case Study of Islamic Bank of Thailand”, Proceedings of the International Conference of the 7th Asia-Pacific Business Research Conference, Singapore, August 25-26, 2014

There is still quite a number of research and academic papers not mentioned in this citation. Her research performance in the last few years has been overwhelming and her desire to contribute more in research will not end here.

Assistant Professor Dr. Sirion has also made worthwhile academic contribution in many countries including Thailand. She contributes her knowledge as a peer reviewer for Science Journal of Business Management, ISSN: 2276-6316, USA in 2012, Journal of Health Organization and Management, Emerald, EU, in 2013, and for the 28th National Graduate Research Conference Assumption University, in 2013. She was also invited to be the Session Chair of the International Conference on Trends in Economics, Humanities and Management (ICTEHM'14), 2014, and the International Conference on Business, Law and Corporate Social Responsibility (ICBLCSR'14), 2014.

For her valuable contribution and distinction in research activities and enhancement of the University's reputation, Assumption University is pleased to confer the St. Thomas Aquinas Award for Research (Second Class) on Assistant Professor Dr. Sirion Chaipoopirutana on this auspicious date of December 24, 2014.

