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CURRENT:

DENTSU THAILAND LTD.

Executive Director, Head of Strategy

U Chu Liang Bldg., 27th-28th Fl.,

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Bangrak, Bangkok 10500

EDUCATION:

ARGOSY UNIVERSITY

Doctor of Business Administration (Marketing)

Dissertation: Importance of extrinsic and intrinsic informational cues in evaluating hybrid products: An exploratory model

Florida, USA

1996-1998

ARGOSY UNIVERSITY

Master of Business Administration (Marketing)

Florida, USA

1995-1996

ASSUMPTION UNIVERSITY OF THAILAND

Bachelor of Business Arts

Bangkok, Thailand

1987-1992

WORK EXPERIENCE:

DENTSU THAILAND LTD.

Executive director, head of strategy

Associate director, strategic planning division

Senior manager, strategic planning division

Consultant, consumer insight division

Bangkok, Thailand

2016 - date

2012-2015

2004-2011

2001-2003

ASSUMPTION UNIVERSITY OF THAILAND

Lecturer, Graduate school of business

Bangkok, Thailand

2000-2004

FAR EAST DDB PUBLIC COMPANY LIMITED

Marketing Research manager

Bangkok, Thailand

1998-2000

CERTIFICATION:

- Digital strategy and business opportunity, Digital Marketing Institute (Oct 2022)
- Cracking the creativity code: Discovering Idea, Technion Israel Institute of Technology (Sep 2022)
- From brand to image: Creating high impact campaigns that tell brand stories, IE Reinventing Higher Education (Jun 2022)
- Understand digital marketing channel, Digital Business Academy (Feb 2021)
- Data+AI for marketing communication in the next era, NIDA (Nov 2021)
- Google Analytics for Beginners (Certificate expires Nov 2024)
- Keyword research exam, SEMRUSH Academy (Certificate expires Feb 2023)
- Social Media Certified, Jan 2021-Jan 2023, Hubspot academy
- Google Ads Certified including Google Ads Display certified, Google Ads search certified , Google Ads Measurement certified, and Google Ads Apps certified

PUBLICATIONS:

Yuan, X., Phawitpirykliti, C., Pattanayanon, P., Tiwari, S., & Terason, S. (2024). The Impact of Transformational Leadership in Higher Education on Employee Innovative Behavior through Organizational Climate, 21(S7), 874-887.

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Terason, S., Tiwari, S., Pattanayanon, P., & Kulwanich, A. (2022). The Mediating Effect of Perceived Value on the Relationship Between Motivated Consumer Innovativeness and Sports Facility Revisit Intentions, 42(2), 89-106.

Download at: <http://www.assumptionjournal.au.edu/index.php/abacjournal/article/view/6397/3399>

Sid Terason, Shixin Zhao and Pirayut Pattanayanon (2021). Customer value and customer brand engagement: Their effects on brand loyalty in automobile business. *Innovative Marketing*, 17(2), 90-101. doi:10.21511/im.17(2).2021.09

Download at: <https://www.businessperspectives.org/index.php/journals/innovative-marketing/issue-382/customer-value-and-customer-brand-engagement-their-effects-on-brand-loyalty-in-automobile-business>

Sukato, N., Terason, S., & Pattanayanon, P. (2020). The influence of word-of-mouth information source on sporting goods purchase behavior. Paper presented at **the 12th National Conference on Administration and Management**, Thailand (pp.340-347). Songkla, Thailand: Songklanakarin University.

Download at: <https://drive.google.com/file/d/1bWRr5Pj3KigSEQQN1EyTcnGyucJNn8mr/view?usp=sharing>

S. Terason & P. Pattanayanon & C. Lin, 2019. "The Impact of Materialistic Values on Thai Consumers' Brand Engagement in Self-Concept for Luxury Products," *European Research Studies Journal*, vol. 0(3), pages 119-131.

Download at: <https://ideas.repec.org/a/ers/journal/vxxiiy2019i3p119-131.html>

Pattanyanon, P. (2017). The Effects of Demographic Factors on Psycho-social Aspects of Facebook Usage in Facebook users. **Journal of Multidisciplinary Social Research**, 1(1) Apr-Sep 2017.
Download at: http://jmsr.kmitl.ac.th/2018/wp-content/uploads/2018/02/P1_JMSR001-Pirayut-.docx-Page-1-10.pdf

พิรุทธ์ พัฒน์ธัญานนท์. (2561, มกราคม - มิถุนายน) "อิทธิพลของบุคคลรอบข้างที่มีต่อพฤติกรรมการซื้อสินค้าฟุ่มเฟือย" วารสารเกษมบัณฑิต (**Kasem Bundit Journal**) 19(1). ISBN 1513-5667
Download at: <https://www.tci-thaijo.org/index.php/jkbu/issue/archive>

Pattanyanon, P. (2016). The main effects of gender and age of Facebook users on Multiple Facets of Facebook Intensity. *RMUTT Global Business and Economic Review*, 11(2).
Download at: <https://drive.google.com/file/d/1IbOORIKhQzx2M9aSK6Nji4biDe36DvKS/view?usp=sharing>

Pattanyanon, P. (2016). The effects of celebrity endorsement on brand trust, brand prestige, perceived quality, brand preference and purchase Intention. Paper presented at **the Proceedings of the 2nd RMUTT Global Business and Economics International Conference 2016: Business Challenge 2025**, Thailand (pp.91-201). Pathum Thaini, Thailand: Rajamangala University of Technology Thanyaburi.
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พิรุทธ์ พัฒน์ธัญานนท์. (2558, กรกฎาคม- ธันวาคม) "ผลกระทบของการเปิดเสรีในอุตสาหกรรมบริการของอาเซียนที่มีต่อธุรกิจนำเข้าเที่ยวในประเทศไทย" วารสารวิชาการการตลาดและการจัดการ 2(1): 48-59.
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