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## Education

- 2010 DOCTOR OF BUSINESS ADMINISTRATION, MARKETING, CHULALONGKORN UNIVERSITY, THAILAND
- 2001 MASTER OF ART IN BUSINESS AND MANAGERIAL ECONOMICS, ECONOMICS, CHULALONGKORN UNIVERSITY, THAILAND
- 1998 BACHELOR OF ENGINEERING IN TELECOMMUNICATION ENGINEERING, TELECOMMUNICATION ENGINEERING, KING MONGKUT'S INSTITUTE OF TECHNOLOGY LADKRABANG, THAILAND

## Publications

### Peer-Reviewed Journal Articles

"When Blockchain Meets Internet of Things: Characteristics, Challenges, and Business Opportunities", Journal of Industrial Information Integration, May.2018-May.2019, (Viriyasitavat, W., Arnuphaptrairong, T., Hoonsopon, D.).

"Managing QoS of Internet-of-Thing Services using Blockchain", IEEE Transactions on Computational Social Systems, 6(6) : 1357-1368, Dec.2019, (Viriyasitavat, W., Xu, L., Bi, Z.M., Hoonsopon, D., Charoenruk, N).

"Blockchain Technology for Applications in Internet of Things - Mapping from System Design Perspective", IEEE Internet of Things Journal, 6(5) : 8155-8168, Oct.2019, (Viriyasitavat, W., Xu, L., Bi, Z.M., Hoonsopon, D.).

"Innovativeness in Thai family SMEs: An exploratory case study", Journal of Small Business Management, 28(1) : 38-48, Apr.2016-Sep.2018, (Pitchayadol, P., Hoonsopon, D., Chandrachai, A., Triukose, S.).

"Blockchain Characteristics and Consensus in Modern Business Processes", Journal of Industrial Information Integration, Sep.2016-Dec.2018, (Viriyasitavat, W., Hoonsopon, D.).

"Accelerating Adoption of New Products of Thai Consumers: The Moderating Roles of Self-Brand Concept and Reference Group", Journal of Asia-Pacific Business, 17(2) : 151-172, Jan.2014-May.2016, (Hoonsopon, D.).

"The Effect of Reference Groups on Purchase Intention: Evidence in Distinct Types of Shoppers and Product Involvement", Australasian Marketing Journal, 24(2) : 157-164, May.2014-May.2016, (Hoonsopon, D., Puriwat, W.).

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"The Influence of Celebrity Athlete Endorser on Consumers' Purchase Intention", Journal of Management Sciences, 8(2) Feb.2014-Oct.2016, (Julrattanamane, C., Hoonsophon, D.).

"Attitudes, Subjective Norms and the Involvement Product Affecting the Intension to buy the Green Products", Journal of Management Sciences, 32(1) : 65-90, Jan.2015-Jun.2015, (Jeeravorawong, C., Hoonsophon, D.).

"The Impact of Organizational Capabilities and the Development of Radical and Incremental Product Innovation and Product Innovation Performance", International Journal of Management and Innovation, 24(3) : 250-276, May.2008-Nov.2012, (Hoonsophon, D., Ruenrom, G.).

"Alternative Perspectives on New Product Innovation", The Business Review, Cambridge, 14(2) : 155-162, Jan.2009-Oct.2010, (Hoonsophon, D., Ruenrom, G.).

"The Empirical Study of the Impact of Product Innovation Factors on the Performance of New Products: Radical and Incremental Product Innovation", The Business Review, Cambridge, 12(2) : 229-235, May.2008-Aug.2009, (Hoonsophon, D.).

### **Peer-Reviewed Academic/Professional Meeting Proceedings**

"Creating Cross-Function Integration between Accounting-Marketing with Socialization  
"International Conference on Social Science Studies, 312-327, EDUSAGE  
NetworkNov.2018, (Chiwamit, P., Hoonsophon, D.).

"Driving a Firm's Agility and Success of Product Innovation Through Organizational Behavior: An Abstract", Springer, Academy of Marketing Science World Marketing CongressJul.2017, (Puriwat, W., Hoonsophon, D.).

"The Impact of Reference Group on Purchase Intention: A Case Study in Distinct Types if Shoppers"2015 AMS World Marketing Congress, Italy Jul.2015, (Hoonsophon, D.).

"The Role of Leadership Behavior on Reducing Front-End Fuzziness in Development of Radical and Incremental Product Innovation"2015 PDMA Research Forum, USA Nov.2015, (Hoonsophon, D.).

"The Moderating Effects of Self-Brand Concept and Reference Group on Consumer Innovativeness toward Purchase Intention"2014 AMS World Marketing Congress, Lima, Peru Aug.2014, (Hoonsophon, D.).

"The Impact of Operational Efficiency on the Development of New Products: Radical versus Incremental Innovation" Internaional Conference on Sustainable Innovation and Successful Product Development for a Turbulence Global Market, 180-198, Research PublishingDec.2013, (Hoonsophon, D., Ruenrom, G.).

### **Peer-Reviewed Academic/Professional Meeting Presentations**

"Driving a Firm's Agility and Success of Product Innovation Through Organizational Behavior: An Abstract", Academy of Marketing Science World Marketing Congress, Jun.2016-Aug.2017, (Puriwat, W., Hoonsophon, D.).

## Publications

"The Effect of Reference Group on Purchase Intention Evidences in Distinctive Types of Shoppers and Product Involvement", 2015 AMS WMC, Jul.2015-Jul.2015

"The Role of Leadership Behavior on Reducing Front-End Fuzziness in Development of Radical and Incremental Product Innovation", Nov.2015-Nov.2015, (Hoonsopon, D., Puriwat, W.).

"The Moderating Effects of Self-Brand Concept and Reference Group on Consumer Innovativeness toward Purchase Intention", WMC17 ESAN, Aug.2014-Aug.2014, (Hoonsopon, D.).

"The Impact of Operational Efficiency on the Development of New Products: Radical versus Incremental Innovation", Dec.2013-Dec.2013, (Hoonsopon, D., Ruenrom, G.).

### Non Peer-Reviewed Journals and Articles

"Implementing the Advanced Technologies to Use in the Production Process", Ministry of industry2004, (Hoonsophon, D.).

"Master Plan of Thai's Mould & Die Industry", Ministry of industry, Thailand2004, (Hoonsophon, D.).

### Research Grants

"Olfactory Marketing: A Case Study of Flavored Syrup", Apr.2019-Dec.2019, (Hoonsopon, D.).

"The Ranking of the Strongest Brands in 2016 and Formed the Decision to Purchase Various Product's Types of Thai Consumer.", 2015-2017, (Unahanandh, S., Eiamkanchanalai, S., Puriwat, W., Assarut, N., Hoonsopon, D.).

"Accelerating Adoption of New Products of Thai Consumers: The Moderating Roles of Self-Brand Concept and Reference Group", 2016, (Hoonsopon, D.).

"The effect of reference groups on purchase intention: Evidence in distinct types of shoppers and product involvement", 2016, (Hoonsopon, D., Puriwat, W.).

"The Brand Products Ranking and the Factors Evaluation to Success of the Brand Products.", Oct.2013-Feb.2015, (Unahanandh, S., Eiamkanchanalai, S., Sangsuwan, T., Assarut, N., Puriwat, W., Hoonsopon, D., Pattaratanakun, A., Pongtanalert, K.).

### Work-In-Progress

"The Role of Leadership Behavior on Reducing Front-End Fuzziness", Dec. 2017

### Professional Practice Standards or Public Policies

"The Most Powerful Product Brand Ranking 2020"Aug.2020, (Assarut, N., Pongtanalert, K., Hoonsopon, D., Pusaksrikit, T., Juntongjin, P., Puriwat, W., Eiamkanchanalai, S., Kanarattanavong, A., Pattaratanakun, A., Wattanasupachoke, T.).

"The Most Powerful Product Brand Ranking 2018 and Product Brand Health Check Model"Aug.2018, (Assarut, N., Pongtanalert, K., Hoonsopon, D., Puriwat, W., Eiamkanchanalai, S., Kanarattanavong, A., Pattaratanakun, A., Hongsuchon, T.).

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"Product Brand Ranking 2016 and Thai Consumers Decision Making Style"Aug.2016, (Assarut, N., Pongtanalert, K., Hoonsopon, D., Puriwat, W., Eiamkanchanalai, S., Kanarattanavong, A., Pattaratanakun, A., Hongsuchon, T.).

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## Other

"Innovation of Digitalize Intrepreneurial Marketing Readiness Assessment for Small and Medium Enterprises in Thailand [Doctor of Philosophy Program in Technopreneurship and Innovation Management]", 2017, (Pitchayadol, P., Hoonsopon, D., Decharin, P., TriuKos, S., Chandrachai, A., Pentrakul, D., Sinthupinyo, S., Suriyasomboon, A.).