

อ. ดร. คณวัฒน์ อัศวฉัตรโรจน์

Kanawat Asawachatroj, PhD, AFHEA

Lecturer, Department of Marketing

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Education

2025 **Doctor of Philosophy in Management (Marketing & Reputation)**
Henley Business School, University of Reading, UK

2015 **Master of Science in Strategic Marketing (Dean's List)**
Imperial College London, UK

2012 **Bachelor of Business Administration in Marketing (Honours)**
Thammasat Business School, Thailand

Academic Fellowship & Scholarship

- Associate Fellow of the Higher Education Academy (AFHEA), UK
- Fully funded (3-year) PhD scholarship, Henley Business School, UK

Work Experience

Present **Lecturer, Department of Marketing**
Chulalongkorn Business School, Chulalongkorn University
- Teaching Thai and international students: Marketing Management (Master's), Branding (BBA), and Principles of Marketing (BISTEC; Communication Arts)

2024–2026 **Country Manager (UK and UAE)**
SINGHA Corporation (Thailand)
- Led overall country business performance for alcoholic and non-alcoholic products through joint ventures and distributors

2021–2024 **Doctoral Researcher and Academic Fellow**
Henley Business School, University of Reading (UK)
- Academic Tutor and Moderator, Entrepreneurship (undergraduate)
- Thesis Reviewer, MBA dissertations

2017–2021 **Marketing Manager**
SINGHA Corporation (Thailand)
- Managed corporate strategy and international sports partnerships (e.g., Chelsea FC, Leicester City FC, MotoGP, TRUE, PPTV, beIN) for global marketing campaigns

2016–2017 **Senior International Brand and Marketing Associate**
Peper Harow England x KVM Manufacturing (UK-based, contract)

2015–2016 **Marketing Assistant**
S&J International UK Ltd (UK-based, contract)

2012–2014 **International Business Executive (European Market)**
Double A International Network (Thailand)

Consulting: ArokaGO; The Parents Wellness and Rehabilitation; National Nanotechnology Center (Thai herbs project); Southampton Thai Festivals (UK)

Internships: Bangkok Bank (SIP63); Grey Advertising Agency (Account Executive)

Research & Publications

PhD Thesis

Exploring Minimalist Emotions: A Cross-Cultural Study in the United Kingdom and Thailand

- Best Paper Award (student vote), Henley Business School Conference, UK (2023)

Conference Presentations

Asawachatroj, K., Garnelo-Gomez, I., & Hillenbrand, C. (2023). *Exploring Minimalist Emotions: A Cross-Cultural Study in the United Kingdom and Thailand (Pilot Study)*. 9th International Degrowth Conference, Zagreb, Croatia.

Research Grants

Asawachatroj, K., Komenkul, K., Praditpholpanich, K., & Surasirikul, N. (2017). *Analysis of Marketing Feasibility of Anti-Aging and UV-Protection Products from Thai Herbs and Development of Marketing Strategies to Support the Thai Economy*. National Nanotechnology Center (NANOTEC), Ministry of Science and Technology, Thailand.

Business Project Advisor: Imperial College Business School, 'MSc Strategic Marketing' summer project (2016 and 2025)

Blogger: Marketing Everywhere

Specialty and Research Interests

Global Marketing, Cross-Cultural Studies, Consumer Behaviour, Emotions, Qualitative Methods, Brand and Marketing Management