



Asst. Prof. Prakaikavin Srijinda, Ph.D.

Position Executive Director, Doctor of Communication Arts Program
College of Communication Arts
Suan Sunandha Rajabhat University, Bangkok Thailand

Contact (66) 090-915-5500

E-mail prakaikavin.sr@ssru.ac.th

Educational Background

- Ph.D. (Communication)
Naresuan University, Thailand
- M.A. (Development Communication)
Chulalongkorn University, Thailand
- B.A. (Communication Arts)
Suan Sunandha Rajabhat Institute, Thailand

Work Experiences

1997-1998 Co-ordinator& Special Projects, Q Music Co,Ltd.

1998-1999 Public Relations, Baa Ram EewCo,Ltd. (GMM Group)

1999-2002 Creative, We Are Presentation Co.,Ltd.

2002-2006 Marketing Communication Manager,
President Bakery Public Company Limited.

2006-2011 Head of Advertising Department, Faculty of Communication Arts.
KasemBundit University.

2012-2014 Head of Advertising and Marketing Communication Department,
School of Communication Arts. Suan Sunandha Rajabhat University

2016-2018 Head of School of Communication Arts,
Suan Sunandha Rajabhat University

Crushing Academic Qualifications

- Board of Directors Council of the Institute of Mass Communication Academics of Thailand.
- Academic Subcommittee, National Press Council
- Experts critique the Bachelor of Communication Arts program, Petchaboon Rajabhat University
- Experts criticizing the Doctor of Philosophy Communication Arts program, Bangkok Thonburi University
- Experts drafting a Bachelor of Communication Arts program, Kanchanaburi Rajabhat University
- Readers consider academic articles for publication in research journals
 - Journal of Thai Study, Chulalongkorn University
 - Silapakorn Academic Journal
 - Humanity & Social Science Journal , Pranakorn Rajabhat University
 - Communication Arts Journal, Sukhothai Thammatirat Open University
 - Social Science Journal, Kanchanaburi Rajabhat University
 - Interdisciplinary journal, Sripatum University
 - Communication Journal Chiengrai Rajabhat University
 - FMS Academic Journal, Suan Sunandha Rajabhat University
 - Journal of Mass Communication Technology, RMUTP
- Readers consider academic articles at National Conference on Information Technology: NCIT2,

Walailuk University

- Readers consider academic articles at National Graduate Academic Conference 2016 “Wisdom for Society : Developing the Quality of Graduate Research” Krirk University
- - Readers consider academic articles at National and International ICMSIT, Faculty of Management Science, Suan Sunandha Rajabhat University



- Readers consider academic articles at National Conference Kanchanaburi Rajabhat University
- Readers consider academic articles at National Conference of Humanity & Social Science, Faculty of Arts Mahidol University
- Readers consider academic articles at National Graduate Academic Conference, Graduate School, Suan Sunandha Rajabhat University

- Readers consider academic articles at National Communication Academic Conferences. Faculty of Communication Arts, Chulalongkorn University

- Experts examine the quality of research instruments Integrated Communication Management Program, Faculty of Communication Arts Chulalongkorn University

- Experts examine the quality of research instruments Graduate Program Business Administration, Kasetsart University

- Experts examine the quality of research instruments, Sripatum University Chonburi Campus, Petchabbon Rajabhat University, Nakorn Pathom Rajabhat University
- Experts considering the research project evaluation Strategic Research Fund, Thaksin University
- Director and Lecturer, Advisor to The (Sci) Voice Project, Division of Organizational Knowledge Development and Management, Thailand Institute of Scientific and Technological Research (TISTR)
- Thesis Examination Committee Major in Mass Communication Management, Faculty of Journalism and Mass Communication, Thammasat University
- Thesis Examination Committee Department of Communication Arts Sukhothai Thammathirat Open University and Burapa University
- Chairman of the Curriculum Quality Assurance Committee Master of Communication Arts Program Tourism Communication, Faculty of Communication Arts, Krirk University, academic year 2015
- Chairman of the Curriculum Quality Assurance Committee Master of Communication Arts Program Film and Digital Media] Graduate School, Kasem Bundit University, academic year 2016
- Member of the Curriculum Quality Assurance Committee Master of Arts Performing Arts, Graduate School Suan Sunandha Rajabhat University, Academic Year 2015
- Member of the Curriculum Quality Assurance Committee Master of Communication Arts Program Department of Advertising and Public Relations, Faculty of Mass Communication Technology, Rajamangala University of Technology Phra Nakhon, Academic Year 2017



Board of Directors / Professional Advisors

- Contest Judge of the Best Advertising Film Award for Consumers (OCB Award)
- Contest Judge of the Thai Tayan Award for Advertising
- Contest Judge of AIS PLAY The Casting Project
- Contest Judge and a special guest speaker of Thai Cement Public Company Limited, The “idea Market THINK Challenge 2016” project
- Contest Judge and a special guest speaker of AP. Honda, The “Marketing Plan Contest by AP. Honda” project
- Contest Judge of the Film and Documentary Competition “Vocational, Moral, Build the Nation” of the Vocational Education Committee
- Mentor and Committee on Media Literacy Promotion, Office of the Broadcasting Commission National Television and Telecommunications Commission (NBTC)
- Mentor and Assessment Committee of the Collaboration/Coalition of Professional Organizations in Radio-TV Media Literacy “Smart Media for Smart Consumer”, Office of the Broadcasting Commission National Television and Telecommunications Commission (NBTC)
- Contest Judge of the Honda 50th Anniversary Painting Contest of A.P. Honda Company Limited

Teaching Experience

- Mahidol University
- Kasetsart University
- Suan Sunandha Rajabhat University
- Chadarakasem Rajabhat University
- Bansomdej Chawpraya Rajabhat University
- Kasem Bundit University
- Naresuan University
- Sukhothai Thammathirat Open University



Guest Speaker

- Broadcasting and Television Broadcasters Course of the Office of the Broadcasting Commission television business and the National Telecommunications Commission (NBTC).
- Scientific Communication Project The (Sci) Voice, Organizational Knowledge Development and Management Division, Thailand Institute of Scientific and Technological Research (TISTR)
- Sampran Police Cadet School, Nakhon Pathom Province
- Kasetsart University Kamphaeng Saen Campus
- Kasetsart University Sriracha Campus
- Mahasarakham University
- Burapa University
- Prince of Songkla University, Songkhla Province
- Thaksin University, Songkhla Province
- Tapee University, Surat Thani Province
- Sripatum University Chonburi Campus
- Walailak University, Nakhon Si Thammarat Province
- Kanchanaburi Rajabhat University
- Surat Thani Rajabhat University
- Lampang Rajabhat University
- Songkhla Rajabhat University
- Rambhai Barni Rajabhat University
- Chiang Rai Rajabhat University
- Phuket Rajabhat University
- Maejo-Phrae University Chaloe Phrakiat, Phrae Province
- Dhurakij Pundit University
- Rajamangala University of Technology Phra Nakhon Phra Nakhon Commercial Campus
- Rajamangala University of Technology Sriwichai
- (Sai Yai Campus, Nakhon Si Thammarat Province)
- Rajamangala University of Technology Sriwichai (Songkla Campus)
- Rajamangala University of Technology Lanna (Lampang Campus)



Professional Worked

Executive Director 678 Accts : Content Provider

TV Series ; Past Senger The Series (2023)

Screenplay Writer : Past Senger The Series (2023)



Awards and Honor

- **The Winner of the Social Advertising Film Contest, Royal Cup from Her Royal Highness Princess Maha Chakri Sirindhorn, TRUE Young Producer Awards 2022**
- **2022 Golden Phachara Award**
Outstanding Screenwriter in Promoting Thai Art and Culture
- **2023 Golden Ganesha Award**
- **Outstanding Organizer and Writer Award**
- **2023 ASIA TOP Award**
Best Creative Y Series for Society Aawrd





Research articles and Academic articles

Prakikavin Srijinda. (2007). **The Communication Campaign of Sat-Ja-Atit-Than Project**, Communication Art Journal of Chulalongkorn University, 25(1). 50-65.

Prakikavin Srijinda. (2011). **The summary of the Thai film industry during after the first Century and impact towards the Thai society**, Journal of Humanities, Kasetsart University. 18(2). 157-176.

Prakikavin Srijinda. (2012). **The Reflection from Thai Cinema after the Transition to the New Millennium**, BU Academic Review Journal of Bangkok University, 1(11). 122-140.

Prakikavin Srijinda. (2012). **Marsha Wadhanapanich's Brand Communication : A Reflection on a Personal Singer Identity**, Communication Art Journal of Chulalongkorn University, 30(3), 79-101.

Prakikavin Srijinda. (2015). **The Narrative in Thai Ghost Films : A case of GTH's Studio**. Journal of Communication Arts Review, Rangsit University, 19(1), 104-122.

Prakikavin Srijinda. (2017). **The Adaptation of Thai Soap Opera after The Transition to the Digital TV**. Journal of Management Science, 4(2), 10-17.

Prakikavin Srijinda. (2017). **Intertextuality of the Narrative love story in Club Friday**. Krung Kao Rajabhat Research Journal. 4(3), 101-110.

Prakikavin Srijinda. (2018). **The Reflection of Myth and Reality through "Rashomon"**. Journal of Mass Communication Technology, RMUTP, 3(1). 66-71.

Prakikavin Srijinda. Saowaluk Kaewsaiin. (2018). **Marketing communication of Thibaan the Series**. Journal of Mass Communication Technology, RMUTP, 3(2). 40-47.

Prakikavin Srijinda. (2018). **Marketing communication in the early stage of digital television in Thailand**. Sripatum Chonburi Academic Journal, 15(2). 50-60.

Prakikavin Srijinda. Wisit Siri-Aksorn (2019). **Social constuction of fashion reflections in Cheeze magazine**. Sripatum Chonburi Academic Journal, 15(3). 293-302.

Prakikavin Srijinda. Surasit Vittayarat, Pimlapat Chaichana. (2019). **MUM48 girl group and their feminism movement in India**. Journal of Kanchanaburi Rajabhat University, 8(1). 5-15.

Prakikavin Srijinda. Supranee Wattanasin, Monthita Karuphad. (2020). **The Isan Culture Communication from "Thibaan The Series"**. Journal of Management Science Lampang Rajabhat University, 15(1). 73-88.

Prakikavin Srijinda. (2020). **Big Mountain Music Festival's Brand Communication Strategies**. Journal of Mass Communication Technology, RMUTP, 5(1). 37-46.

Prakikavin Srijinda. (2022). **Series Y: From popular culture to mass culture to cultural industry**. Journal of Arts and Culture. 2(2). 1-22.

Prakikavin Srijinda. (2023). **Thai TV series to drive Soft Power through popular culture**. Journal of Mass Communication Technology, RMUTP, 8(1). 109-122.

Ketsirin Chokpermpoon, Prakikavin Srijinda, Surasit Vittayarat. (2023). **Roles and Self-Regulation in Online News Organization**. NRRU Community Research Journal. 17(3). 154-166.

Sittisak Suwannee, Prakikavin Srijinda. (2023). **Communication Strategies for the Conservation of The Rae Community Identity Sakon Nakhon Province**. The Journal for Research and Innovation, Institute of Vocational Education Bangkok, 6(2). 123-138.

Prakikavin Srijinda. (2024). **Thai Y Series for development guidelines towards soft power policies**. ASIA Paridasana, 44(2). 109-122.

Textbook

- Prakikavin Srijinda. (2007). **Advertising Creativity Strategies**. Bangkok : Kasem Bundit University Press.

- Prakikavin Srijinda. (2013). **Creativity and Copywriting**. Bangkok : Protex Press.

- Prakikavin Srijinda. (2017). **Principles of marketing communication**. Bangkok : Protex Press.

- Prakikavin Srijinda. (2018). **Advertising Copy Writing**. Bangkok : Protex Press.

- Prakikavin Srijinda. (2019). **Marketing Communication Creativity Strategies**. Phetchaburi : Sri Aksorn Printing House.

- Prakikavin Srijinda. (2020). **Unit 5 Writing for storytelling in public relations**. In the Writing for Public Relations Series (Units 1-5), Nonthaburi : Sukhothai Thammathirat Open University.

- Prakikavin Srijinda. (2022). **Unit 10 Concept of Marketing for Political**. In the Concept and Theory of Political Communication, Nonthaburi : Sukhothai Thammathirat Open University.

- Prakikavin Srijinda. (2023). **Copy Writing and Content Design**. Bangkok : Chula Book Center.



International Conference

- Prakaikavin Srijinda. (2016) **The Investigation of the Marketing Communication Strategy Employed by TAT (Tourism Authority of Thailand), Focusing on its Effect towards the Thai Economy**. ICEABM 2016 International Conference on Economics, Accounting and Business. Amsterdam, Netherland.

- Prakaikavin Srijinda. (2017) **The Marketing Communication Strategy of Thai film : a Case of GTH's Studio**. Social Challenges and Financial Issue in XXI century-2017 (ACE:FIIS ;2017), Saint-Petersburg, Russia.

- Prakaikavin Srijinda. (2018) **Analyzing Economical Infrastructure of EURO Implementation**. International Conference : Actual Economy : European Discourse on Global Challenges” (ACE-2018), Vienna, Austria.

- Prakaikavin Srijinda. (2018) **International Marketing Communication, Employee Commitment, Leadership and Performance : Evaluating Correlation.** International Conference : Actual Economy : Asian Discourse on Global Challenges” (ACE-2018), Tokyo, Japan.

- Prakaikavin Srijinda. (2018) **Factors of Hotel Choice Business and Leisure Travelers (Case of Bangkok).** International Conference : Actual Economy : European Discourse on Global Challenges” (ACE-2018), Helsinki, Finland.

- Prakaikavin Srijinda.(2019) **Green Positioning as a new trend in green marketing management.** International Conference : Actual Economy : European Discourse on Global Challenges” (ACE-2019), Geneva, Switzerland.

- Nititorn Ounpipat, Prakaikavin Srijinda. (2021) **Film Genres Used to Treat Depression in the Early Stages of Family Problems.** ICBTS 2021 International Academic Multidisciplines Research Conference Switzerland.

- Sittisak Suwannee, Prakaikavin Srijinda. (2022) **Communication of community tourism identity and adaptation in the New Normal eraSri Sury Academic Conferences 2022 : The Integration of Sciences, Arts and Creativities in Globalizations for Sustainability Bangkok Thailand.**

- Ximin Zhang, Prakaikavin Srijinda. (2023). **Gamification of Urban Safety Education for Primary School Students in Shanghai from the Perspective of Metaverse : The 2030 International Conference on Business, Education, Management and Sustainability (ICBEMS). Emerging Issues in Business Studies and Social Sciences. Bangkok Thailand.**

- Kun Wang, Prakaikavin Srijinda. (2023). **The Communication of Chinese Films in the North American Market in the Cross-cultural Context after the Transition to the New Millennium : The 2030 International Conference on Business, Education, Management and Sustainability (ICBEMS). Emerging Issues in Business Studies and Social Sciences. Bangkok Thailand.**

- Zhimin Jiang, Prakaikavin Srijinda. (2023). **Challenged and Opportunity of Brand Communication for Small and Medium tea Enterprises in The Era of Digital Transformation : A case study of Guizhou Province, China : ICCMETS 2023 International Conference on Creative, Management, Education Technology Science 2023. Bangkok Thailand.**

- Jianbing Peng, Prakaikavin Srijinda. (2023). **An Overview of the research on cultural communication and population migration in the Ancient city of Anlong : ICMIT 2023 2nd International Conference on Innovation, Management, Education and Technology 2023. Bangkok Thailand.**

- Chaihong Jiao, Prakaikavin Srijinda. (2023). **"Cross-cultural communication and development of performance management in China. : ICMIT 2023 2nd International Conference on Innovation, Management, Education and Technology 2023. Bangkok Thailand.**

- Ketsirin Chokpermpoon, Prakaikavin Srijinda. (2024). **" Mass Media Regulator: Ideal Professional Standards.” : The National and International Conference RMUTT Global Business and Economic 2–3, February 2024. The conference venue is the Faculty of Business Administration, Rajamangala University of Technology Thanyaburi. Pathumtani Thailand**

- Jinli Jiang, Prakaikavin Srijinda. (2024). **“Semiotic Analysis of Music Communication in Disney’s Animated Films”** : ICMIESs 2024 International Confernce on Management, Innovation, Economics and Social Science. Bangkok Thailand.

- Zhe Chen, Prakaikavin Srijinda. (2024). **“The impact of AI image Generation on User Satisfaction in Chinese Social Media: A Case of XiaoHongshu Application”** : ICMIESs 2024 International Confernce on Management, Innovation, Economics and Social Science. Bangkok Thailand.