

Curriculum Vitae

Santipong Jirotkulkit

Address: 112/16 Soi Ladkrabang 12, Ladkrabang Bangkok 10520

Tel: 02-329-1477

Mobile: 099-226-5363

E-Mail: santipong.jirot@gmail.com

Current: Lecturer of Air Cargo Management Department, College of Logistics and Supply Chain, Suan Sunandha Rajabhat University



Education:

Ph.D: Logistics and Supply Chain Management, College of Logistics and Supply Chain, Sripatum University, Thailand, 2019 - Present
(candidate)

M.A.: Aviation Management, Kasem Bundit University, Thailand, 2018
(First-Class Honors with Gold Medal Award)

M.B.A.: Logistics and Supply Chain Management, Ramkhamhaeng University, Thailand, 2015

B.B.A.: Marketing, Huachiew Chalermprakiet University, Thailand, 2007

Work Experience:

2021- Present : Lecturer of Air Cargo Management Department, College of Logistics and Supply Chain, Suan Sunandha Rajabhat University

Major Responsibilities :

- Program advice to students and potential students
- To teach 7 subject courses for undergraduate program such as Perishable and Dangerous Goods Management, Air Cargo Operations, Logistics and Supply Chain Management, Air Cargo Industry, Strategic Management, Air Freight, Measurement Performance in Supply Chain
- Development and maintenance of educational/training programs and learning resources
- Or as otherwise agreed

2016 - 2021 : Assistant to the Director for Students Affairs

Aviation Personnel Development Institute (APDI), Kasem Bundit University

Major Responsibilities :

- Student affairs division and produce research
- Student counseling, course development and preparation with department or university associates, administrative meeting, etc.
- Manage projects relating to own area of work.
- To teach 7 subject courses for undergraduate program such as Air Cargo Service, Air Transportation & Air Cargo Management, Logistics & Supply Chain, Marketing and Sales for Air Cargo, Risk Management in Logistics, Seminar in Airlines Business, Selected Topics in Aviation
- Serve as member of various committees and perform related duties, as assigned

2016: Key Account Manager, Skin Care Products, Natura Remadee Co.,Ltd.

Major Responsibilities :

- Developed productive long term relationships with customers and make it excellence in-store execution
- Acted as a main contact for existing and new customers
- Managed and achieve sales target in assigned account
- Prepared volume forecasts and plans
- Closely cooperating with other departments involved with your accounts
- Lead and coaching team with accountable in performance

2015: Sales Executive, Freight Forwarding, Apex Maritime (Thailand) Co.,Ltd.

Major Responsibilities :

- Prepared presentations, proposals sales contracts and variety of status reports, including activity, closings, follow-up, and adherence to goals.
- Responded for securing new customers, and maintaining and developing existing accounts.
- Maintain records of customer details / sales visits in the Orient.
- Regularly visit existing accounts validating our service levels and develop new revenue streams.
- Support Customer Service and work closely with Operations and Documentation on the execution of customer service contracts.
- Assimilated market information and take part in the overall business development through weekly / monthly sales meetings.
- Managed and achieve sales target in assigned account

2008: Senior Sales Representative, Rental Dept, Midland Transport Co.,Ltd.

Major Responsibilities :

- Maintaining and developing relationships with existing customers
- Present and selling company products and services to current & potential clients.
- Follow up on new leads and referrals resulting from field activity.
- Training new sales staff
- Gathering market and customer information for Forecast market and Strategic Planning

Research Papers:

Janchomphu, W. Pladsrichuay, S. Jirotkulkit, S. and Sawadee, V Applying Geographic Information System to Support Price Cost Analysis for a Driving Corporate Identity Car (Mazda) in Chanthaburi Province, RMTC 2022 The 7th Rajamangala Manufacturing & Management Technology Conference 2022.

Jirotkulkit, S. and Janchomphu, W. The Education of Potential to Realize Benefits for Valued Added Area in Freezone at Suvanbhumi Airport, RMTC 2021 The 6th Rajamangala Manufacturing and Management Technology Conference 2021.

Jirotkulkit, S. The Analysis of Capital Loss Problems of Thai Airways International Public Company Limited by Using Fishbone Diagram, RMTC 2020 The 5th Rajamangala Manufacturing and Management Technology Conference 2020, Chanthaburi, Thailand, 926-931.

Jirotkulkit, S. and Witthawassamrankul, K. and Thamwihan, O. The Attitude towards Service Quality Affecting Loyalty of Thai Air Asia's Passengers, RTUNC 2020 The 5th National Conference May 29st, 2020 Ubonratchathani, Thailand

Homyamyen, P., Pinthong, T., Jirotkulkit, S. and Ninthap, M. Implementing of Ready-to-Use Software in Logistics to help Increase the Efficiency of Product Receiving into Warehouse For Logistics., Burapha University, 24-26 April 2019

Jirotkulkit, S. and Witthawassamrankul, K. Air Freight Business Marketing Strategies: A Case Study of DHL Express Company. SMART LOGISTICS CONFERENCE (SLC), Burapha University, 4-5 Oct 2018

Jirotkulkit, S., Witthawassamrankul, K. and Junseng, K. (2018). Guidelines to develop air freight forwarders in Thailand. Kasem Bundit Journal, *May-June 2018. Vol.19 (Special Edition)*, 429-433.

Jirotkulkit, S. (2017), The Development of U-Tapao Airport Based on the Concept of Thailand 4.0, *December, 7, 2017.*, 744-751

Feb 2023