

CMMU full-time faculty members has just published their new research article as follows:

1. Assoc. Prof. Dr. Nathasit Gerd Sri Title: Positioning academic partners to align with proper modes of university-industry collaboration. It is published in International Journal of Business Innovation and Research, an international journal in Scopus Q3. For more information about this article, please visit <https://www.inderscience.com/offer.php?id=112815>
2. Assoc. Prof. Dr. Khanyapuss Punjaisri Title: Unveiling front-line employees' brand construal types during corporate brand promise delivery: A multi-study analysis. It is published in Journal of Business Research, an international journal in Scopus Q1. For more information about this article, please visit <https://www.sciencedirect.com/science/article/pii/S0148296320308961>
3. Assoc. Prof. Dr. Randall Shannon and Prof. Dr. George Moschis Title: Using the life course paradigm to study financial well-being in late life. It is published in Asia Pacific Journal of Marketing and Logistics, an international journal in Scopus Q2. For more information about this article, please visit <https://www.emerald.com/insight/content/doi/10.1108/APJML-06-2020-0415/full/html>
4. Asst. Prof. Dr. Sirisuhk Rakthin Title: Customer knowledge management in SMEs: Review and research agenda. It is published in Knowledge and Process Management, an international journal in Scopus Q3. For more information about this article, please visit <https://onlinelibrary.wiley.com/doi/full/10.1002/kpm.1653>

Congratulations to faculty members for their new publication.