

# Koblarp Chandrasapth,

## Profile Statement

My research is in the area of conflicts in online consumption communities especially in a social network site. I am an interpretivist researcher who follows an interdisciplinary approach of investigation. My PhD thesis employs various qualitative methods on examining consumer practices through online methods of communication.



## ADDRESS

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## WEBSITE

<http://www.ba.cmu.ac.th/en/cv-department-of-marketing/>

## WORKING EXPERIENCE

2015– 2017

Full-time lecturer • Faculty of Business Administration • Chiangmai University, Thailand

**Teaching:** Courses taught for Bachelors: Business Site Visit (MGT703191) Electronic Marketing (MKT705444) Marketing Principles (MKT705211) Seminar in Marketing (MKT705499)

## INTELLECTUAL CONTRIBUTIONS

### Conference papers:

Chandrasapth K, Yannopoulou N, Schoefer K, Kelsey D. Online conflicts regarding innovation-based brand positioning: The case of Samsung versus Huawei smartphones. In: *10th INEKA Conference*. 2019, Verona, Italy: INEKA. In Press.

Chandrasapth K, Yannopoulou N, Schoefer K, Kelsey D. The power of collective brand defending in mitigating negative eWOM: The case of a Samsung Galaxy Note8 Club devoted Thai consumer-organized community. In: *Academy of Marketing Science (AMS) Annual Conference*. 2019, Vancouver, Canada: Academy of Marketing Science. In Press.

Chandrasapth C, Yannopoulou N, Schoefer K, Kesley D. The role of visual media when examining social conflicts in online consumption communities within a social network site. In: *51st Academy of Marketing Conference*. 2018, Stirling, UK.

Kaithawan, T.& Chandrasapth, K. (2016). Behavior of Undergraduate Students in Chiang Mai Province Toward Overseas Self-travel. In: *The 9th Business Management Research Conference (BMRC)*.

### Grants Research:

Kimpakorn, N, Maneesong, O., Tangsomchai, C., Jitaree, W., & Chandrasapth, K. (2016). Research marketing potential project in expansion of Royal Projects area for Fiscal Year 2016, Co-Investigator, *Highland Research and Development Institute (Public Organization)*.

### Book chapter:

Yannopoulou N, Chandrasapth K, Kelsey D. Conflicts over Authenticity and Overtourism in Destination Branding: “Blame the Bieber Effect”. In: Theodoropoulou, I; Woydack, J, ed. *Language and Country Branding*. London: Routledge, 2020. In Preparation.

### Service to the Community:

2017: Short course in Social Media Marketing for Ban Song Tarn Village, Thailand

## EDUCATIONS

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### **September 2017-Present**

(Ph. D) candidate in marketing, **Newcastle university business school, United Kingdom**

### **2014-2015**

(M.E.I) Master in Entrepreneurship and Innovations, **University of Luxembourg, Luxembourg**

### **2009-2012**

(B.B.A) Bachelor of business administration, **Silpakorn University, Thailand**

First Class Honors, Major Business Management and English

## RESEARCH APPROACHES

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Netnography

Multimodal Critical Discourse Analysis

Systematic Literature Review

Thematic Analysis

## RESEARCH INTEREST

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My research interest is in the area of online conflicts in consumption communities especially in a social network site. My PhD thesis follows an interdisciplinary approach of investigation by applying theory of archetypes and the collective unconscious (Jung, 1959) into marketing and consumer research. I adopted a “Multimodal Critical Discourse Analysis” as an approach in order to analyze consumer narratives and identify archetypes that embedded in the stories within a social media context. By adopting a “MMCDA approach” in order to analyze online consumer’s communications, I aim to gain a more understanding of how the meanings are created behind these communication practices, and how the ideological tensions behind these shared-narratives functioned. I believe that in order to unpack discourses with a completely picture as much as possible, a researcher needs to examine both representational and non-representational forms of communications.

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