

TANETPONG (NED) CHOUNGPRAYOON

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EDUCATION

Stockholm School of Economics

PhD Student

(Retail Analytics Track, Department of Marketing and Strategy)

Stockholm, Sweden

Aug 2019 – Present

IESE Business School, University of Navarra

Master of Research in Management (Marketing Concentration)

Barcelona, Spain

Sept 2018 – May 2019

Cornell University,

Master of Professional Studies in Agricultural Economics

New York, USA

Aug 2015 – May 2016

(Applied Behavioral Economics and Individual Choice)

Thammasat University,

Bachelor of Economics International Program (1st Class Honor)

Bangkok, Thailand

Aug 2010 – May 2014

(Major: Business Economics Minor: Finance)

RESEARCH INTERESTS

Omnichannel Retailing, Digital/Retail Analytics, Consumer Responses to Marketing Mix, Customer Clustering, Dynamic Marketing Modeling, Causal Inference in Marketing

RESEARCH IN PROGRESS

How Many, How Much and for How Long (To Give Discounts): The Dynamic Impacts of Discount Depth and Breadth on Category Performance

Revised

(With Rickard Sandberg)

The purpose of this study is to investigate the dynamic impact of discount characteristics on three components of category performance including sales from discounted products, sales from non-discounted products, and number of category consumers. Besides the category performance, this study is also interested in how deal proneness of a particular category is aggregately affected by these discount characteristics. Thus, the propensity of the category to be purchased under consideration on a promotion basis is calculated to capture its responsiveness to sales promotion. Multivariate persistent modeling is employed to examine the immediate effects and adjustment effects of these features with respect to interrelationship between category performance and category deal responsiveness. The detailed scanner data of an established grocery retailer in The Nordics from 2014 to 2016 is used. A variety of grocery categories are explored and analyzed on a daily structure. To assess the long-term effect, all variables of interest are tested for stationarity. Vector autoregressive (VAR) model is specified to compute impulse-response and multivariate persistence estimates for illustrating and quantifying these dynamic effects.

Shopping trip type, Store Format and Price Encoding Mechanism.

Conceptual Development

(With Rickard Sandberg and Sara Rosengren)

The purposes of this study are to investigate how preceding engagement in major shopping trips affect consumers' price sensitivities in their current minor shopping trip at the specific format and to subsequently implement reference price models to explain the price information encoding mechanisms. The demand models are estimated upon the detailed scanner data to calculate the price sensitivities. This study proposes that the recent habitual engagement in a particular shopping trip type (major trip or minor trip) at a specific format (convenience store, supermarket or hypermarket) affects consumer price sensitivity when they have another shopping trip type at a different retail format.

WORKING PAPERS

Chongprayoon, Tanetpong, Emelie Fröberg, and Sara Rosengren, “Research Note: And Then What Happened? A Longitudinal Study of the Temporal Effects of Adding an Online Channel in Grocery Retailing.”

Working paper available at SSRN: <https://ssrn.com/abstract=3772701>

CONFERENCE AND PUBLICATION

Chongprayoon Tanetpong (2020), From Macro to Micro: The Dynamic Impacts of Discounts Depth and Discounts Breadth on Customer Deal Proneness. *Proceedings of the European Marketing Academy*, 49th, (64481).

Chongprayoon, Tanetpong. “Potential Market Response to Sugar-Sweetened Beverages Taxation in Thailand: Evidences from Real Market Choice Experiments.” *Education and Health III. Singaporean Economic Review Conference 2017. Aug 4 2017, Singapore*

DOCTORAL AND RESEARCH COURSEWORK

Methods

Bayesian Statistics	Mattias Villani
Data preparation and Workflow Management	Hannes Datta
Dynamic Marketing Models	Koen Pauwels
Market Response Models	Marnik Dekimpe
Online Data Collection and Management	Hannes Datta
Research Methods - Management Sciences	Stefan Stremersch

Retailing and Marketing

Consumer Neuroscience	Geoffrey Fisher
Past, Present and Future of Retail Research	Sara Rosengren and Anne Roggeveen
Research on Marketing	Stefan Stremersch

TECHNICAL SKILLS

Programming

R (Intermediate), SQL Query (Intermediate), Python (Beginner)

Statistical Analysis

Choice Modeling (Intermediate), Time-Series Modeling (Intermediate), Bayesian Inferences (Beginner)

PROFESSIONAL EXPERIENCES

Fiscal Policy Office, Ministry of Finance, Bangkok, Thailand
Economist at Excise Tax Division, Tax Policy Department Aug 2014 - Aug 2018

Design, propose and analyze new tax policies in order to support government goals; raising health awareness in unhealthy products, encouraging efficiency use of energy and promoting sustainable consumption by reducing consumption in luxurious goods and services

Proposed a tax on sugar-sweetened beverages based on the amount of sugar contained in one serving size to reflect health concerns in addition to the concerns over consumptions of unnecessary goods; the tax has become effective on 16 September 2017