



ดร.จักรกฤษณ์ ทาวร

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### INTERESTS

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**Research:** Innovation and Technology Management, Strategic Management, Entrepreneurship, Process Innovation  
**Workshop Topics:** Business Model Innovation, Critical Thinking, Creativity, Feasibility Study  
**Skills:** Data Mining (VantagePoint / Biblioshiny), SPSS, SAS, AMOS

### EDUCATION

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<b>Chulalongkorn University, Thailand</b> Doctor of Philosophy in Technopreneurship and Innovation Management	<b>Aug 2018 – Sep 2021</b>
<b>Graduate School of Business and Advanced Technology Management, Assumption University, Thailand</b> Master of Business Administration	<b>Jan 2016 – Sep 2017</b>
<b>The Petroleum and Petrochemical College, Chulalongkorn University, Thailand</b> Master of Science in Petrochemical Technology	<b>May 2012 – Apr 2014</b>
<b>Faculty of Engineering, King Mongkut's Institute of Technology Ladkrabang, Thailand</b> Bachelor of Engineering in Chemical Engineering	<b>Jun 2008 – Apr 2012</b>

### PROFESSIONAL EXPERIENCE

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<b>Thammasat Business School, Thammasat University, Thailand</b> Full-time faculty member, Department of Organization, Entrepreneurship and Human Resource Management	<b>Jul 2023 – Present</b>
<b>PTT Public Co., Ltd., Thailand</b> Analyst, Business Development Department, Strategic Planning,	<b>Jan 2018 – Jun 2023</b>
<b>SCG Chemicals Co., Ltd., Thailand</b> Technology Developer, Process Technology Center	<b>Aug 2014 – Jan 2018</b>

## PROFESSIONAL LICENSES

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### **Certified Assessor Program (CAP)**

**Valid from Aug 2022 – 2025**

Licensed by National Innovation Agency (NIA), Thailand  
for the assessment of Innovative Organization Model (IOM)

### **Professional Practice (Professional Industrial Engineer)**

**Valid from Mar 2023 – 2028**

Licensed by Council of Engineers, Thailand

## PROFESSIONAL TRAINING

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### **Wharton Certificate Program, USA**

Professional Certificate in Strategic Management

## TEACHING EXPERIENCE

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### **Thammasat University, Thailand**

Thammasat Business School

- Strategic Management (Undergraduate students) 1/2023 – *Upcoming*
- Strategic Management (Graduate students: MBA) 1/2023 - *Upcoming*

### **Dhonburi Rajabhat University, Thailand**

Faculty of Management Science

- Seminar on Innovation and Creative Business (Graduate students: DBA) 1/2023

## GUEST SPEAKER AND WORKSHOP FACILITATOR

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### **Chulalongkorn University, Thailand**

- Guest speaker in the topic of “**Management of Technology and Innovation**” in *Innovation Management in Chemical Science*, March 30, 2023
- Guest speaker in the topic of “**Innovation Processes**” in *Innovation Management in Chemical Science*, February 3, 2022
- Guest speaker in the topic of “**Technology Opportunity Analysis: Exploiting New Perspectives for Competitive Advantage**” in *Innovation Management in Chemical Science*, March 2021

### **Assumption University, Thailand**

- Guest speaker in the topic of “**How to Increase Publication Citations**”, organized by Institute for Research and Academic Services (IRAS), May 26, 2023
- Guest lecturer and committee for students’ term projects presentation in *International Business Management* and *International Corporate Strategy*, 2021 – 2022

### **Dhonburi Rajabhat University, Thailand**

- Guest lecturer in the topic of “**Quantitative Research**” for MBA and PhD students research workshop, May 18, 2023

### **Phranakhon Rajabhat University, Thailand**

- Guest speaker in the topic of “**Digital Transformation**” in *Digital Economy*, April 23, 2023
- Guest speaker in the topic of “**Responsible Leadership**” in *Human Capital Management*, April 22, 2023

### **Thai Institute of Chemical Engineering and Applied Chemistry, Thailand**

- Guest speaker in the topic of “**Innovation and Technology Management**” in *TIChE Live Channel*, March 23, 2023

### **MENTORING EXPERIENCE**

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#### **Chulalongkorn University, Thailand**

- Co-advisor for two PhD students (Technopreneurship and Innovation Management Program) *Status: Passed Proposal Defense*

#### **Dhonburi Rajabhat University, Thailand**

- Co-advisor for three DBA students (Doctor of Business Administration Program) *Status: Proposal Preparation*

### **ACADEMIC SERVICES**

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#### **Dhonburi Rajabhat University, Thailand**

- Dissertation committee for one PhD student (Doctor of Business Administration Program)

#### **Phranakhon Rajabhat University, Thailand**

- Invited as a curriculum evaluator for the Doctor of Business Administration (DBA) program (Academic Year 2566 B.E.) on May 2, 2023

#### **Journal Reviewer**

- Journal of Open Innovation: Technology, Market, and Complexity (SJR Q1)
- Sustainability (SJR Q1)
- Cogent Social Sciences (SJR Q2)
- Cogent Business & Management (SJR Q2)
- Kasetsart Journal of Social Sciences (SJR Q3)
- Journal of Distribution Science (SJR Q4)
- Siam Academic Review (TCI2)
- Journal of Business Administration and Languages (TCI2)

#### **Conference Reviewer**

- A peer reviewer of the 2nd International Conference on Digitalization and Management Innovation (DMI 2023) in Seoul, Seoul Korea, August 1 – 4, 2023
- A peer reviewer of the 4th International Conference on Modern Management based on Big Data (MMBD2023) in Seoul, Seoul Korea, August 1 – 4, 2023

### **HONORS AND AWARDS**

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- “**Incubator Incentive Program Funding 2022**” for developing technology in prove-of-concept from Technology and Innovation-based Enterprise Development (TED) Fund, Ministry of Higher Education, Science, Research and Innovation
- “**Final Shortlisted Startup**” for Demo Day 2021 by TCP Incubator x The Founders Program (TCP Incubator Program) in April 2021

### **PUBLICATION**

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- **Thavorn, J.**, Muangsin, V., Gowanit, C., and Muangsin, N. (2022). Research on Shelf-Life Extension Technologies for Food Sustainability: An Assessment of Scientific Activities and Networks, *The Scientific World Journal*, 2022, 1-16.

- Ngamkroeckjoti, C., Klongthong, W., and **Thavorn, J.** (2022). Motivational Factors Influencing Telework during the COVID-19 Pandemic, *Emerging Science Journal*, 6, 229-246.
- Putithanarak, N., Klongthong, W., **Thavorn, J.**, and Ngamkroeckjoti, C. (2022). Predicting Consumers' Repurchase Intention of Ready-to-Drink Coffee: A Supply Chain from Thai Producers to Retailers, *Journal of Distribution Science*, 20(5), 105-117.
- **Thavorn, J.**, Trichob, P., Klongthong, W., and Ngamkroeckjoti, C. (2022). Effect of Mid-roll Video Advertising Value and Perceived Intrusiveness on Facebook Viewers' Response: The Mediating Roles of Attitude and Word-of-Mouth Intention, *Cogent Business & Management*, 9(1), 2062091.
- **Thavorn, J.**, Muangsin, V., Gowanit, C., and Muangsin, N. (2021). A Scientometric Assessment of Agri-Food Technology for Research Activity and Productivity, *Publications*, 9(4), 57.
- **Thavorn, J.**, Gowanit, C., Muangsin, V., and Muangsin, N. (2021). Collaboration Network and Trends of Global Coronavirus Disease Research: A Scientometric Analysis, *IEEE Access*, 9, 45001-45016.
- Yu, Z., Klongthong, W., **Thavorn, J.**, and Ngamkroeckjoti, C. (2021). Understanding Rural Chinese Consumers' Behavior: A Stimulus–Organism–Response (S-O-R) Perspective on Huawei's Brand Loyalty in China, *Cogent Business & Management*, 8(1), 1880679.
- **Thavorn, J.**, Klongthong, W., Watcharadamrongkun, S., and Ngamkroeckjoti, C. (2021). The Impact of Wisdom and Pharmaceutical Care on the Corporate Identity of Thai Pharmacy Retail Stores, *The Journal of Asian Finance, Economics and Business*, 8(1), 317-326.
- Lamai, G.H., **Thavorn, J.**, Klongthong, W., and Ngamkroeckjoti, C. (2020). Critical Factors Influencing Revisit Intention of Large Restaurant Chains in Myanmar, *Journal of Distribution Science*, 18(12), 31-43.
- Klongthong, W., **Thavorn, J.**, Thanabodypath, W., Dhammathattariya, P., and Chandrachai, A. (2020). The Influence of Entrepreneurial Self-Efficacy and Innovation on Firm Performance: Evidence from Thai Startup Firms, *Humanities and Social Sciences Letters*, 8(4), 450-463.
- Klongthong, W., **Thavorn, J.**, Watcharadamrongkun, S., and Ngamkroeckjoti, C. (2020). Determination of Factors in Cultural Dimensions and SERVQUAL Model Affecting the Corporate Image of Pharmacy Retail Stores, *The Journal of Asian Finance, Economics and Business*, 7(10), 875-884.

## CONFERENCE

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- **Thavorn, J.**, Gowanit, C., Muangsin, V., and Muangsin, N. (2021). Knowledge Discovery and Technology Analysis through Scientometric Process, *Presentation and Proceedings of the 14<sup>th</sup> International Social Sciences and Business Research Conference*, Fontys University of Applied Sciences, The Netherlands, June 28-30, 2021.
- **Thavorn, J.**, Gowanit, C., Muangsin, V., and Muangsin, N. (2020). Foresight through Strategic Technology Intelligence for Collaboration and Innovation Pathways, *Presentation and Proceedings of the ISPIM Connects Bangkok*, Bangkok, Thailand, March 1-4, 2020.
- **Thavorn, J.**, and Ngamkroeckjoti, C. (2017). An Exploration of the Thai Pharmacy Retail Stores Identity towards ASEAN Countries, *Presentation and Proceedings of the 4<sup>th</sup> SAU National Interdisciplinary Conference (SAUNIC 2017)*, Bangkok, Thailand, June 23-24, 2017.