

**Patnaree Srisuphaolarn, D.Com.**  
**Assistant Professor**  
**Department of International Business,**  
**Logistics and Transport**  
**Thammasat Business School**  
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**Year/Month of Hire: 2009/October**

**Academic Background**

D.Com. Hitotsubashi University, Japan, Commerce and Management, 2004

M.Phil. Hitotsubashi University, Japan, Commerce and Management, 2001

M.B.A. Kasetsart University, Thailand, Business Administrations, 1996

B.B.A. Ramkhamhaeng University, Thailand, Marketing, 1990

**WORK EXPERIENCE**

**Work Experience**

Assistant Professor, Thammasat Business School, Thammasat University (2011 - Present), Bangkok, Thailand.

Head, Department of International Business, Logistics and Transport, Thammasat Business School, Thammasat University (June, 2012 - August, 2012), Bangkok, Thailand.

Lecturer, Thammasat Business School, Thammasat University (2009 - 2011), Bangkok, Thailand.

Lecturer, Department of Marketing, Faculty of Business Administration, Kasetsart University (June, 2006 - October, 2009), Bangkok, Thailand.

Assistant to the Dean, Department of Marketing, Faculty of Business Administration, Kasetsart University (June, 2006 - October, 2009), Bangkok, Thailand.

Guest speaker, The Office of Extension and Training (Kampaengsaen Campus), Kasetsart University (June, 2006 - October, 2009), Bangkok, Thailand.

Assistant Professor, Konkuk University, South Korea (September, 2004 - October, 2006), Seoul, Republic of Korea.

Research Assistant, Hitotsubashi University (April, 2004 - August, 2004), Tokyo, Japan.

Teaching Assistant, Hitotsubashi University (2001 - 2001), Tokyo, Japan.

Client Services Officer, Dai-ichi Kikaku Thailand Co. Ltd. (November, 1992 - March, 1997), Bangkok, Thailand.

Office Sales Staff, Mitsubishi Co., (Thailand) Ltd (May, 1988 - June, 1990), Bangkok, Thailand.

**TEACHING**

**Courses Taught**

**Masters:**

Business Environment in Asia (GI604)

Intensive Business 1 (GI500)

Special Issues in Strategic Management (XM716)

**Bachelors:**

Business Culture and Etiquette (BI313)

Business Planning (BI311)

Business Research Methodology (BI214)

Comparative Business Systems (IB422)

Cross-cultural Management (IB332)

Global Environment of International Business (IB311)

Seminar in International Business (IB423)

Special Topics In Marketing 2 - Doing Business In Japan 1 (MK392)

Special Topics In Marketing 3 - Doing Business In Japan 2 (MK393)

**INTELLECTUAL CONTRIBUTIONS**

**Intellectual Contributions**

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals		4		4
Publications in Refereed Conference Proceedings		8		8
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings		1		1

## **Refereed Articles**

### **Applied or Integrative/application Scholarship**

- Srisuphaolarn, P. (2013). From altruistic to strategic CSR: how social value affected CSR development - a case study of Thailand. *Social Responsibility Journal*, 9, 56-75.
- Srisuphaolarn, P. & Assarut, N. (2012). Psychic Distance: Concept Development and Challenge. *Journal of Business Administration (Thai)*, 35 (136), 25-45.
- Srisuphaolarn, P. (2012). The Public's Evaluation of Socially Responsible Companies : Evidences from Bangkok. *Chulalongkorn Business Review (Thai)*, 34 (133), 63-93.
- Srisuphaolarn, P. & Assarut, N. (2012). Influence of Psychic Distance and Country Image over Japanese Elderly on Acceptance of Thai Caregivers. *JSN Journal*, 2 (1), 20-36.

## **Refereed Proceedings**

### **Applied or Integrative/application Scholarship**

- Srisuphaolarn, P. & Chartyanon, K. (2016). One-way, Round-trip, or Multiple Destinations? Crossed-country Knowledge Transfer and Contributory Roles of Foreign Subsidiaries. *The 6th Biannual Aalborg International Business Conference*.
- Srisuphaolarn, P. & Assarut, N. (2015). Impact of Corporate Social Responsibility on work engagement and organizational commitment. *the 41st EIBA Conference*.
- Srisuphaolarn, P. (2014). The Bridge between Two Cities: the roles of Thai merchants in linking Japanese enterprises and the development of Thai capitalism during and after the WWII. *The Congree of the Business History Society of Japan*.
- Srisuphaolarn, P. (2014). CSR Engagement as Catalyst of Change: Transferring Management Practices to Rural Communities in Thailand. *Academy of International Business 2014 Vancouver Conference*.
- Srisuphaolarn, P. (2013). The making of the King of consumer product in Thailand: how entrepreneur in the early industrialization period innovate his business. *The 17th Congress of the European Business History Association*.
- Srisuphaolarn, P. & Assarut, N. (2013). Investigating psychic distance in service internationalization: a case study of Thai care givers and Japanese elderly. *Annual Meeting Conference*.
- Srisuphaolarn, P. & Assarut, N. (2012). Psychic distance, country and international labor mobility: a case study of Thai care givers and Japanese Elderly. *The 2012 Conference of the Euro-Asia Management Studies conference*.
- Srisuphaolarn, P. (2009). From Donation to Social Innovation: The Evolution of CSR in Thailand. *2009 AIB South East Asia Regional Conference*.

## **Chapters, Cases, Readings, Supplements**

### **Chapter**

- Srisuphaolarn, P. (2014). CSR sponsor as change maker : community development programs in Thailand. *Corporate social responsibility and local community in Asia*. Routledge [B].

## **SERVICE**

### **Service to the Profession**

#### **Coordinator and Business Plan Advisor**

- 2015: Executive Training and Coaching Programs, CONC Thammasat Business School (National). (e.g, Siriraj Hospital Executive and Coaching Programs)

#### **Guest Speaker**

- 2016: Guest Speaker on the Topic Development of Thinking Process to Increase Effectiveness of Work Performance with Mind Map by Institute for Continuing Education and Social Services, Thammasat University, 2014-2016 (National).
- 2015: Guest Speaker on the Topic Mind Mapping by CONC, Thammasat University (National).
- 2014: Guest Speaker on Marketing in Emerging Markets for Vienna University of Economics and Business, Austria (International).

2013: Guest Speaker on the Topic Strategy and Directions of Development of Local Administrative Organizations in Tourism by Ministry of Tourism and Sports (National).

2013: Guest Speaker for the Training Program on Business Intelligence Mapping by Institute for Continuing Education and Social Services, Thammasat University (National).

**Journal Article Reviewer**

2015: Reviewer of Articles of Chulalongkorn Business Reviewer (National).

**Member: Committee/Task Force**

2014: The Reviewer Committee of the PhD Program in International Business and the Master of Business Administration Program in International Business, Silpakorn University International College (National).

**Research Reviewer**

2015: Reviewer of the Research Report Opportunities of Trade and Investment between Thailand and Turkey, Center for European Studies, Chulalongkorn University (National).

2012: Reviewer of On-going Research Publications for Centre for European Studies, Chulalongkorn University (National).

**Seminar Moderator**

2013: Moderator at the Seminar on the Titled Change of Leaders in Japan, South Korea, China and Changes in East Asia by Institute of East Asian Studies, Thammasat University (National).

**Professional Development**

**Research-Related Conference/Seminar**

2012: Academy of International Business, Washington DC, United States of America. AIB Annual Meeting

**Other Professional Development**

2012: กรมส่งเสริมการค้าส่งออกและสถาบันวิจัยและให้คำปรึกษา มธ., Kuala Lumpur, Malaysia. ดูงานตามโครงการต้นกล้าทู โกล พัฒนาศักยภาพ SMEs ไทยสู่สากล

**Pedagogy-Related Training**

2013: การเขียนตำราและผลงานเพื่อขอตำแหน่งทางวิชาการ: สายสังคมศาสตร์และมนุษยศาสตร์, Bangkok, Thailand.

2012: การพัฒนาเว็บไซต์ด้วยเทคนิค Blog เพื่อจัดการเรียนการสอน, Bangkok, Thailand.

**Professional Seminars / Workshops**

2011: The George Washington University School of Business, Washington D.C., United States of America. Faculty Development in International Business Workshop