

Wanniwat PANSUWONG, Ph.D.

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Education

- 2009 Doctor of Philosophy (Entrepreneurship and Innovation)
 Australian Graduate School of Entrepreneurship
 Faculty of Business & Enterprise (AACSB)
 Swinburne University of Technology, Australia
- 2003 Master of Arts (International Business and Management)
 Bradford University School of Management (AACSB, EQUIS, AMBA)
 University of Bradford, UK
- 2000 Bachelor of Economics (Economics)
 Faculty of Economics
 Chiang Mai University, Thailand

Academic Achievements

- 2010 Research Excellence Award
 Faculty of Business & Enterprise (AACSB)
 Swinburne University of Technology, Australia
- 2005 PhD Scholarship Winner
 Swinburne University of Technology, Australia
- 2003 Student Exchange Programme Winner
 E.M. Lyon, France (AACSB, EQUIS, AMBA)

Present Positions

- Feb 2021 – Present Project Researcher/Associate Investigator
 “A Study of Social Foresight for Social Innovation Development in Mae Hong Son Province, Thailand”
 Project funded by The National Innovation Agency (NIA), Thailand (THB 2,000,000)
 Ministry of Higher Education, Science, Research and Innovation, Thailand
 Conducting research activities including research design and methodology, field research work, data analyses and interpretation, and dissemination, as well as leading teams to proceed with related supporting activities that ensure the successful outcomes required by NIA.
- Oct 2016 – Present Registered PhD Supervisor
 RMIT University, Australia
 Supervising PhD students in conducting original research outputs and disseminating publications constituting to a significant contribution to related scholarly disciplines and professions.
 RMIT is one of the top public universities in Melbourne. It is ranked 223 worldwide and a five-star university in the areas of research and teaching by QS Global World University Rankings 2021.
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Selected Research Publications

Peer-reviewed Publications

- Nguyen, AT, Pansuwong, W & McClelland (accepted), 'Exploring Residents' Support for Integrated Casino Resort Development: A New Gaming Destination in Vietnam', *Tourism Recreation Research*. (Scopus-indexed SJR Quartile 1 and Australian Business Deans Council (ABDC) Journal Quality-listed: Rank A). DOI: <https://doi.org/10.1080/02508281.2021.1894691>
- Pansuwong, W (2020), 'Business Model and Business Model Innovation: Scholarly Incongruence and Implications to Entrepreneurial Firms', *International Journal of Trade and Global Markets*, vol. 13, no. 1, pp. 31-41. (2020 Scopus-indexed SJR Quartile 1 and Australian Business Deans Council (ABDC) Journal Quality-listed)
- Truong, VNX, Nkhoma, M & Pansuwong W (2020), 'Enhancing the Effectiveness of Mobile In-App Programmatic Advertising Using Publishers-Controlled Factors', *Proceedings of the 3rd International Conference on Computers in Management and Business (ICCMB2020) in ACM International Conference Proceedings Series*, Association of Computing Machinery (ACM), New York, pp. 146-150. (Scopus-indexed)
- Truong, VNX, Nkhoma, M & Pansuwong W (2019), 'An Integrated Effectiveness Framework of Mobile In-App Advertising', *Australasian Journal of Information Systems*, vol. 23, pp. 1-51 (2019 Scopus-indexed SJR Quartile 2 and Australian Business Deans Council (ABDC) Journal Quality-listed: Rank A)
- Nguyen, AT, McClelland, RJ, Pansuwong, W, Nguyen, THG & Phuong, TP (2018), 'Exploring Local Residents' Perception towards Integrated Resorts with Casino Tourism: The Case of Grand Ho Tram Strip of Vietnam', *Proceedings of the 6th Annual Conference on Travel & Tourism Research Association Asia Pacific Chapter (TTRAAPac2018)*, Travel & Tourism Research Association (TTRA), Vietnam, pp. 73-87.
- Nguyen, TMT, Pansuwong, W & Oliphant, R (2018), 'Corporate Entrepreneurship through Effectuation Lens – A Case of Medium Size Fashion Retailer in Vietnam', *Proceedings of the 6th Annual Conference on Travel & Tourism Research Association Asia Pacific Chapter (TTRAAPac2018)*, Travel & Tourism Research Association (TTRA), Vietnam, pp. 129-132.
- Pansuwong, W (2017), 'Devising a Conceptual Disruptive Business Model for Digital Business in Emerging Economies', *Proceedings of the 31st Annual Australian & New Zealand Academy of Management Conference (ANZAM 2017)*, Australian and New Zealand Academy of Management (ANZAM), Melbourne, Australia, pp. 1-20.
- Pansuwong, W (2017), 'Evaluating Competitiveness of the Convention Destination: A Primary Stakeholders' Perspective in Chiang Mai City, Thailand', *International Journal of Services, Economics and Management*, vol. 8, no. 1/2, pp. 1-17. (Scopus-indexed and 2017 Australian Business Deans Council (ABDC) Journal Quality-listed)
- Onpeng, K & Pansuwong, W (2014), 'The Influence of Brand Equity in Decision Making of Smart Phone Buyers in Muang District, Chiang Mai, Thailand', *Proceedings of the 1st Lampang Research National Conference*, Lampang Rajabhat University, Thailand.
- Pansuwong, W (2010), 'An Examination of the Relationship between Corporate Entrepreneurship and Performance of Service Enterprises in Thailand', *Proceedings of the 1st National Conference on Entrepreneurship and Innovation*, Far Eastern University, Thailand.

Funded Research Reports

- Onpium, P & Pansuwong, W (2015), 'Marketing Strategic Development for International Competitiveness of Chiang Mai MICE Industry', National Research Council of Thailand.
- Kotchasee, S & Pansuwong, W (2015), 'Management and Entrepreneurial Strategic Development for International Competitiveness of Chiang Mai MICE Industry', National Research Council of Thailand.

Work in Progress (as of 2021)

- Truong, VNX, Pansuwong, W & Nkhoma, M (under review), 'The Moderating Effects of App Publishers-controlled Factors in the Effectiveness Framework of In-app Advertising', *Australasian Journal of Information Systems*. (Scopus-indexed SJR Quartile 2 and Australian Business Deans Council (ABDC) Journal Quality-listed: Rank A)
- Photchanapan, S, Pansuwong*, W, Thechatakerng, P & Uppapong, K (under review), 'Effects of Human Capital, Social Capital, Entrepreneurial Competencies in Social Innovation and Growth of Social Enterprises in Thailand. *Journal of Social Entrepreneurship*. (Scopus-indexed SJR Quartile 2 and Australian Business Deans Council (ABDC) Journal Quality-listed: Rank B)
- *Corresponding author/shared first author

Research Funds

- 2021 THB 2,000,000 (associate investigator)
The National Innovation Agency, Thailand
Ministry of Higher Education, Science, Research and Innovation
For the research project, 'A Study of Social Foresight for Social Innovation Development in Mae Hong Son Province, Thailand'
- 2018 USD 5,600 (associate investigator)
RMIT University Australia, Vietnam Campus
For the research project 'Exploring Local Residents' Perception in Integrated Resorts with Casino Tourism: The Case of Grand Ho Tram Strip of Vietnam'
- 2017 USD 7,500 (associate investigator)
RMIT University Australia, Vietnam Campus
For the research project 'Developing Disruptive Innovation Models for Sustaining Success of Vietnam's OEM-based Technology Industry'
- 2014 THB 400,000 (primary investigator)
National Research Council of Thailand (NRCT) & Chiang Mai Rajabhat University Thailand
For the research project 'A Study of International Competitiveness Development for Chiang Mai MICE Industry, Thailand'
- 2013 THB 1,120,000 (project advisor)
National Research Council of Thailand (NRCT)
For the research project 'Development of Novel Intelligent Oximeter for Measuring SpO2'
- 2009 THB 30,000 (primary investigator)
Far Eastern University, Thailand
For the research project 'Corporate Entrepreneurship and Performance of Service Enterprises in Thailand'

Selected Academic and Professional Services

- 2019 MBA Guest Lecturer
Faculty of Business Administration (AACSB)
Chiang Mai University, Thailand

2017 – 2020	Strategic Consultant and Workshop Mentor RMIT Vietnam Entrepreneurship Activator <i>RMIT University Australia, Vietnam Campus</i>
2017	Team Leader – Entrepreneurship Minor Redesign/Restructure <i>School of Business & Management</i> <i>RMIT University Australia, Vietnam Campus</i>
2010 – 2015	Curriculum Developer/Reviewer 1) Bachelor of Business in MICE & Event Management (International Programme) (commencing 2016) Bachelor of Business in Global Business Management (International Programme) (commencing 2016) Bachelor of Business English (commencing 2015) Bachelor of Business in Entrepreneurship (commencing 2013) Doctor of Philosophy in Sustainable Tourism Management (commencing 2012) <i>Chiang Mai Rajabhat University, Thailand</i> 2) Master of Business Administration (commencing 2012) <i>Maejo University, Thailand</i> <i>Chiang Mai Rajabhat University, Thailand</i> 3) Master of Business Administration (Entrepreneurship) (commencing 2012) Bachelor of Business Administration (Entrepreneurship) Program (commencing 2011) <i>Far Eastern University, Thailand</i>
2013	USAID-IRC Course Leader and Instructor – Training of Trainers (ToT) Program for International Rescue Committee (IRC) <i>Funded by United States Agency for International Development (USAID)</i>

Research Supervision

Doctorate Level

Present

2017 – Present	1 PhD candidate focusing on Digital Marketing & Innovation (submitting a full thesis for final examination) <i>RMIT University Australia</i>
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Completed

Wongsomboon, N (2015), *'Eco-tourism Marketing Strategic Development of Thapapao Village in Lamphun, Thailand'*, Ph.D. Thesis, Maejo University, Thailand.

Postgraduate (Master's) Level

14 completed (since 2011) including,

On-peng, K (2015), *'Perception of Brand Equity in Smart Phones of Customers in Metropolitan District, Chiang Mai, MBA Independent Research Project, Chiang Mai Rajabhat University, Thailand (Thai).*

Lægreid, J (2014), *'An Evaluation of the Sufficiency Economy Principles Application in Souvenir Businesses in the Upper Northern Thailand'*, Master's Dissertation, Chiang Mai Rajabhat University, Thailand (Thai).

Lake, KN (2013), *'Glass-ceiling of Women in Hotel Industry in Chiang Mai'*, IMBA Independent Research Project, Payap University, Thailand (English).

Lorman, S (2013), *'Impact of Chiang Mai Convention Center on Thailand's MICE Industry'*, IMBA Independent Research Project, Payap University, Thailand (English).

- Norcutt, A (2013), '*Omni Channel Marketing Strategies for US Mass Affluent Consumers: A Preliminary Study*', IMBA Independent Research Project, Payap University, Thailand (English).
- Terry, A (2013), '*Post-occupancy Performance of LEED-certified Buildings: Case Study International School of Bangkok*', IMBA Master's Dissertation, Payap University, Thailand (English).
- Krisdawisetsak, A (2011), '*Factors Influencing Customers in Selecting Pubs and Restaurants on Nimmanhaemin, Chiang Mai*', MBA Independent Study, Far Eastern University, Thailand (Thai).

Journal Editor/Peer Reviewer

2020 – Present	Peer Reviewer – University of Thai Chamber of Commerce (Humanities and Social Sciences) <i>University of Thai Chamber of Commerce (Thailand Research Citation Index's Tier 1)</i>
2020	Peer Reviewer – International Journal of Technology (2020 Scopus-indexed SJR Quartile 2) <i>Faculty of Engineering, Universitas Indonesia</i>
2018 – 2019	Peer Reviewer – Asian Research Policy International Journal <i>Korea Institute of Science & Technology Evaluation and Planning (KISTEP)</i>
2012 – 2018	Advisory Board Member – Chiang Rai Rajabhat University Management Journal, <i>Chiang Rai Rajabhat University, Thailand (Thailand Research Citation Index's Tier 1)</i>
2012 – 2018	Peer Reviewer – Maejo Business Review, <i>Maejo University, Thailand</i>

Employment History

Academic

2020 – 2021	Lecturer, Entrepreneurship (Offered) <i>UniSA Business (AACSB, EQUIS)</i> University of South Australia, Australia <i>Undertaking lecturing and research duties, supervising higher degree research students, counseling students, and supporting related academic services, professional development and administrative tasks.</i> <i>UniSA Business is ranked in the top 1% worldwide by QS Business Schools Ranking and one of only ten business schools in Australia accredited by two most influential business school accreditation organisations. It is also ranked top 10 in Australia for Business and Economics education in 2020 by Times Higher Education.</i>
2015 – 2020	Lecturer, Entrepreneurship <i>School of Business & Management</i> RMIT University Australia, Vietnam Campus <i>Teaching, coordinating and moderating courses in Entrepreneurship and other related disciplines including, Management, International Business and Marketing at the undergraduate and postgraduate levels, managing Entrepreneurship courses, developing and preparing course learning activities and materials, conducting research and professional consultations, supporting related administrative tasks.</i>

- 2018 – 2020 Lead, Entrepreneurship, Innovation and Digital Transformation Research Cluster
 RMIT University Australia, Vietnam Campus
 Leading team to work upon collaborative research activities, disseminate research outcomes to related stakeholders and publishing research outputs in high-ranked publishing outlets.
- 2013 – 2015 Head of Department and Lecturer
 Department of Innovative Business Management
 International College
 Chiang Mai Rajabhat University, Thailand
 Managing and leading the departmental academic team for excellence in teaching, research, academic services, professional development and consultancies.
 Undertaking teaching duties at the undergraduate and postgraduate levels, supervising postgraduate research students, conducting research and academic services and supporting related administrative tasks.
- 2013 Lecturer, International Master of Business Administration
 International Master of Business Administration Program Executive Member
 International College
 Payap University, Thailand (officially recognised and approved by The US Department of Education (DOE) and Department of Veterans Affairs)
 Undertaking teaching duties at the postgraduate level, supervising postgraduate research students, conducting research and academic services, training, workshops and consultancies, and supporting related administrative tasks.
- 2005 – 2012 Lecturer, Entrepreneurship
 MBA Program Executive Member
 Department of Entrepreneurship
 Far Eastern University, Thailand
 Undertaking teaching duties at the undergraduate and postgraduate levels, supervising postgraduate research students, conducting research and academic services, supporting related administrative tasks, managing postgraduate programs, and consulting the university incubation centre and its external entrepreneurial clients.

Professional/Industry

- Sep 2020 – Dec 2020 Service Provider
 Spark Prep Vietnam
 Composing academic documents assigned by the company.
- 2013 – 2015 Registered Business Incubation Consultant (Project-based)
 Asian Development Institute of Community Economy and Technology
 Thailand
 Consulting start-up entrepreneurs and recommending the management of governmental SMEs funders to appropriately support start-up funds for entrepreneurs.
- 2010 – 2012 Business Partner/Manager
 Bangkok Clinic (Aesthetic Clinic), Chiang Mai, Thailand
 Partnering and managing strategic and routine operations of the business.

Certified Training

2019	Research Higher Degree Supervision School of Graduate Research <i>RMIT University Australia</i>
2015	Coach the Coaches Program for MICE Industry (MICE coaching mentorship) <i>Thailand Convention and Exhibition Bureau</i> <i>Ministry of Tourism and Sports, Thailand</i>
2014	Certified Cooperative Education Supervision <i>Office of the Higher Education Commission</i> <i>Ministry of Education, Thailand</i>