

Assistant Professor Dr. Danupol Hoonsopon

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PERSONAL PROFILE

I have strong background in areas of developing and managing product innovation through design thinking, data thinking, and sprint for value creation to customers. Exploring consumer insight through marketing research (both qualitative and quantitative methods) and analyzing data with advanced statistics and machine learning are my strengths. I have experienced in business consulting and commercial new product in many firms both SMEs and public company. I achieve best new teacher award from Chulalongkorn University in 2016.

EDUCATION

- 2005-2010 Doctor of Business Administration (marketing) of the Joint Doctoral Program in Business Administration (JDBA), collaboration with Chulalongkorn University, Thammasat University, and The National Institute of Development Administration, Bangkok, Thailand
Dissertation: *"The Empirical Study of the Impact of Product Innovation Factors on the Performance of New Products: Radical and Incremental Product Innovation"*
- 2000-2001 Master of Art in Business and Managerial Economics, Chulalongkorn University, Bangkok, Thailand
- 1994-1998 Bachelor of Engineering in Telecommunication Engineering, King Mongkut's Institute of Technology Ladkrabang, Bangkok, Thailand

PROFESSIONAL EXPERIENCE

- 2012-Now **Assistant Dean, Director of CBS Academy, and Full Time Lecturer**
Faculty of Commerce and Accountancy, Chulalongkorn University
- Assigned as Assist Dean of Life-Long Learning (2020 - Now)

- Assigned as Director of CBS Academy (2019 – Now)
- Assigned as Secretary of marketing department (2012-2019).
- Taught Marketing Research, Product Innovation for Value Creation, and Principle of Marketing to both Graduate and Undergraduate programs.
- Thesis and IS advisor for Graduate students.
- Keynote speaker and guest speaker for various organizations such as AIS, PTT Group, Siam Cement Group, Siam Commercial Bank, Government Housing Bank, Thanachart Bank, ThaiBev, CAT Telecom, TOT, WHA Group, Cera C-Cure, Asian Stanley International, Lucky Union Food, Precise Corporation, National Housing Authority, Thai-German Institute, Bangkok Bank, Chonburi Cancer Hospital, Ministry of Industry, FoSTAT, Thanachart bank, Bosch Thailand, BDMS, Sikarin Hospital, Port Authority of Thailand, Metropolitan Waterworks Authority.

2010-Now **Consultant Freelance**

- Partner with Solimac Innovation
- Conducted market research both qualitative and quantitative. Examples of customer: Venadar (US.), the Provincial Electricity Authority (PEA), Spa-Hakuhodo, Lowe (Thailand), Thai Airways, Cerebos (Thailand), CPF, Bangchak, G-Able, Chula Property, Innocreative, Silpin, Nekko, and Pan Cosmetic.
- Organized training programs especially in innovation, marketing and management. Example of customer: Thai-German Institute, Phyathai Hospital, and Berli Jucker.
- Business consultant. Example of customer: SCG Packaging, Singha Pattara, Wisdom world, and Infinity Place Apartment.

2007-Now **Visiting Lecturer and Thesis Committee**

King Mongkut's University of Technology Thonburi, Mahidol University, Kasetsart University, Srinakharinwirot University, Naresuan University, Maejoe University, Mahasarakham University, Burapha University, Chitralada Technology College, Panyapiwat Institute of Management, Udon Thani Rajabhat University, Phranakhon Si Ayutthaya Rajabhat

University, Payap University, Rangsit University, and Bangkok University

- Taught Advanced Marketing Management, Marketing Research, Marketing Management, Product Innovation for Value Creation, and Principle of Marketing to Ph.D., MBA and Undergraduate programs.
- Thesis and IS advisor for graduate students.

2009-2010 **Project Manager**

Faculty of Commerce and Accountancy, Chulalongkorn University

- Managed “Software Marketing Plan Contest”, which a project is the cooperation between Faculty of Commerce and Accountancy and Software Industry Promotion Agency (SIPA) in deadline-driven environments.
- Planned and controlled the schedule of all activities in the project
- Coordinated among staffs, who involve with the project, and outsources to work together for achieving the project's goals.
- Controlled the budget by efficient spending for generating highest profit.

2006- 2007 **Independent Researcher (Part time)**

Thai-German Institute

- Implemented intelligent unit strategy which is under mould & die industry development project, government project, by collecting, analyzing, and presenting the data of mould & die industry in Thailand to TGI's top managements.

2002-2005 **Industrial Technology and Development Researcher**

Thai-German Institute

- Conducted the master plan of Thai's mould & die industry.
- Conducted the implementing advanced technologies to use in the production process, in areas of injection mould, tapioca starch, parawood furniture, fashion shoe, and packaging.
- Managed mould & die industry development project specially in development of human resource and educational sector.

- Promoted mould & die industry development project to industrial and educational sectors to increase the competitive advantage of mould & die industry in Thailand.
- Written the column in Mould & Die news, periodical journal in mould & die industry.

2001 ***Economist and Junior Consultant***

Ministry of Finance

- Collected and analyzed the public debt data.
- Presented the analytical report to the cabinet and public.
- Maintained OSU's website.

1998-2000 ***Network Engineer***

United Communication Industry Public Company (World Radio)

- Designed, installed, and maintained trunking system for its best performance in all provinces of Thailand.
- Designed and maintained taxi radio system (1681) within limited time and pressure.
- Listened, explained, and solved the problems of customers.
- Cooperated with the Communication Authority of Thailand (CAT) office.

TRAINING

2019	Seminar in global branding, University of Cambridge
2017	Case method teaching, Harvard Business Publishing
2014	Design thinking
2008	Structural equation modeling, Professor Joe Hair
2007	Multivariate data analysis
2004	Visiting mould & die plant in Taiwan
2004	Consulting training, TGI
2004	Internal audit course ISO 9000:2000, Q&A Quality and Calibration Company Limited
2003	Self motivation and communication training, TGI
1999	RFS Cellflex installation training, RFS

CONFERENCES

2019	2019 International Conference on High-Quality Development of China's Economy in the New Era, Xiamen, China
2018	The 1st International Conference on Social Science Studies, Johor, Malaysia
2017	20th AMS World Marketing Congress 2017, Christchurch, New Zealand
2015	PDMA 2015 Annual Conference, California, US
2015	18th AMS World Marketing Congress 2015, Bari, Italy
2014	17th AMS World Marketing Congress 2014, ESAN, Peru
2013	International Conference on Sustainable Innovation and Successful Product Development for a Turbulence Global Market, India
2010	The Global Business, Finance & Economics Research Conference, Istanbul, Turkey
2009	The International Business and Management Research Conference, Honolulu, US

AWARD

2016	Best New Teacher Award, Chulalongkorn University
2010	Award for Excellence in Development Administration Thesis, NIDA
2010	Academic Excellent Award for Doctoral student, Chulalongkorn University

PUBLICATIONS (506 cited as 1/6/2021 in Google Scholar)

- Cultivating Product Innovation Performance through Creativity: The Impact of Organization Agility and Flexibility under Technological Turbulence. ***Journal of Manufacturing Technology Management***. Forthcoming (**ISI Impact factor 3.385**)
- The Role of Leadership Behavior of Project Manager in Managing the Fuzzy Front End in the Development of Radical and Incremental Innovation. ***International Journal of Innovation Management***. Forthcoming (**Scopus Q2**)
- Organizational Agility: Key to the Success of New Product Development. ***IEEE Transactions on Engineering Management***. Forthcoming (**ISI Impact factor 2.782**)
- Augmenting Cryptocurrency in Smart Supply Chain. ***Journal of Industrial Information Integration***. Forthcoming (**ISI Impact factor 10.615**)

- Managing QoS of Internet-of-Things Services Using Blockchain (2019). *IEEE Transactions on Computational Social Systems*, 6 (6), 1357-1368. **(ISI database)**
- When Blockchain Meets Internet of Things: Characteristics, Challenges, and Business Opportunities (2019). *Journal of Industrial Information Integration*, 15, 21-28. Forthcoming. **(ISI Impact factor 10.615)**
- Blockchain Characteristics and Consensus in Modern Business Processes (2019). *Journal of Industrial Information Integration*, 13, 32-39. **(ISI Impact factor 10.615)**
- The Impact of Reference Groups on Purchase Intentions of Sporting Products: The Case of Spectatorship and Participation (2019). *Asian Academy of Management Journal*, 24 (1), 1-23. **(Scopus Q3)**
- Innovativeness in Thai family SMEs: An Exploratory Case Study (2018), *Journal of Small Business Strategy*, 28(1), 38-48. **(Scopus Q2)**
- The Effect of Reference Groups on Purchase Intention: Evidence in Distinct Types of Shoppers and Product Involvement (2016), *Australasian Marketing Journal*, 24(2), 157-164. **(Scopus Q2)**
- Accelerating Adoption of New Products of Thai Consumers: The Moderating Roles of Self-Brand Concept and Reference Group (2016), *Journal of Asia-Pacific Business*, 17(2), 151-172. **(Scopus Q3)**
- Attitudes, Subjective Norms and the Involvement Product Affecting the Intentions to buy the Green Products (2015), *Journal of Management Sciences*, 32(1), 65-90. **(TCI2)**
- The Impact of Organizational Capabilities on the Development of Radical and Incremental Product Innovation and Product Innovation Performance (2012), *Journal of Managerial Issues*, 24(3), 250-276. **(Scopus Q2)**
- Alternative Perspectives on New Product Innovation (2010), *The Business Review, Cambridge*, 14(2), 155-162. **(ABI Database)**
- The Empirical Study of the Impact of Product Innovation Factors on the Performance of New Products: Radical and Incremental Product Innovation (2009), *The Business Review*, 12(2), 229-235. **(ABI Database)**
- Master plan of Thai's Mould & Die Industry (2004), Ministry of Industry, Thailand
- Implementing the Advanced Technologies to Use in the Production Process (2004), Ministry of Industry, Thailand

REFEREES

- IEEE Transactions on Engineering Management, R&D Management Journal, Journal of Product Innovation Management, Journal of Information Integration, Academy of Marketing Science, PDMA Annual Conference, Australasian Marketing Journal, Journal of Managerial Issues, Journal of Small Business Strategy, Chulalongkorn Business Review, Kasetsart Journal of Social Sciences, Journal of Architectural/Planning Research and Studies, BEC Journal, Panyapiwat Journal, Burapha Journal of Business Management, and Global Marketing Conference

PROCEEDINGS

- The Role of Psychological Factor on Purchasing HPV Self-testing for Cervical Cancer Screening in Thai Women (2019). 2019 International Conference on High-Quality Development of China's Economy in the New Era
- Creating Cross-Function Integration between Accounting-Marketing with Socialization (2018). The 1st International Conference on Social Science Studies
- Driving a Firm's Agility and Success of Product Innovation through Organizational Behavior (2017), the 2017 Academy of Marketing Science World Marketing Congress.
- The Role of Leadership Behavior on Reducing Front-End Fuzziness in Development of Radical and Incremental Product Innovation (2015), PDMA 2015 Annual Conference
- The Effect of Reference Group on Purchase Intention: Evidences in Distinctive Types of Shoppers and Product Involvement (2015), the 2015 Academy of Marketing Science World Marketing Congress.
- The Moderating Effects of Self-Brand Concept and Reference Group on Consumer Innovativeness toward Purchase Intention (2014), the 2014 Academy of Marketing Science World Marketing Congress.
- The Impact of Operational Efficiency on the Development of New Products: Radical versus Incremental Innovation (2013), Sustainable Innovation and Successful Product Development for a Turbulence Global Market, 180-198

SPECIAL PROJECTS

- Brand Image for a New Menu Project, Bangchak (2021)
- Toyota Mobility for Aging Society Project (2021)

- Business Development Consultant, SCG Packaging (2020)
- Quick MBA from Home (2020)
- Future of Jobs Survey, World Economic Forum (2020)
- Beyond Meat Project, Bangchak (2020)
- Toyota xEV Project (2020)
- Ofactory Marketing: A Case Study of Flavored Syrup (2019).
Endorsed by The Thailand Research Fund
- TGI x InnoMac Accel Startup with AI and Machine Vision (2019)
- Exploring Brand Image for Provincial Electricity Authority (2017, 2018, 2019)
- Mystery Shopper of Nekko (2019)
- Behavior of Authorized Retailer in Animal Feed Industry, CPF (2017)
- Marketing Plan for Sam Yan Market (2016)
- Evaluation and Brand Ranking of Thai Organization (2010), Chulalongkorn University, Thailand.

SKILLS

- Extensive skill in new product development, innovation management, design thinking, data thinking, research methodology (qualitative and quantitative methods), and project management
- Extensive knowledge in SmartPLS, SPSS, LISREL, AMOS, MS Project, MS Visio, and Microsoft office
- Basic knowledge in Python, RapidMiner, EView, SAS, HLM, ATLAS.ti, and C language

REFERENCES

Excellent references available upon request