



รศ. ดร. ดนุพล หุ่นโสภณ

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PERSONAL PROFILE

I have strong background in areas of developing and managing product innovation through agile management, design thinking, data thinking, business model canvas, value proposition canvas, 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

- 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"
- 2001 MASTER OF ART IN BUSINESS AND MANAGERIAL ECONOMICS, CHULALONGKORN UNIVERSITY, BANGKOK, THAILAND
- 1998 BACHELOR OF ENGINEERING IN TELECOMMUNICATION ENGINEERING, KING MONGKUT'S INSTITUTE OF TECHNOLOGY LADKRABANG, BANGKOK, THAILAND

Professional Experience

- 2023-NOW **ASSOCIATE DEAN: ADMINISTRATIVE AFFAIRS**
- 2019-NOW **ASSISTANT DEAN, DIRECTOR OF CBS ACADEMY**
- 2021-2023 **ASSISTANT DEAN, DIRECTOR OF CBS ACADEMY, AND FULL TIME LECTURER**
FACULTY OF COMMERCE AND ACCOUNTANCY, CHULALONGKORN UNIVERSITY
 - ASSIGNED AS ASSIST DEAN OF RESEARCH (2021 – NOW)
 - ASSIGNED AS ASSIST DEAN OF LIFE-LONG LEARNING (2020 – 2021)
 - ASSIGNED AS DIRECTOR OF CBS ACADEMY (2019 – NOW)

- ASSIGNED AS SECRETARY OF MARKETING DEPARTMENT (2012-2019)
- TAUGHT MARKETING RESEARCH, PRODUCT INNOVATION FOR VALUE CREATION, HARVARD BUSINESS SIMULATION 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, PTTLNG, SIAM CEMENT GROUP, TOYOTA, SIAM COMMERCIAL BANK, GOVERNMENT HOUSING BANK, THANACHART BANK, LOTUS'S, 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, PROVINCIAL ELECTRICITY AUTHORITY.

- 2010-NOW **CONSULTANT FREELANCE**

- PARTNER WITH SOLIMAC INNOVATION
- CONDUCTED MARKET RESEARCH BOTH QUALITATIVE AND QUANTITATIVE. EXAMPLES OF CUSTOMER: VENADAR (US), TOYOTA, PTTEP, CP, THE PROVINCIAL ELECTRICITY AUTHORITY (PEA), PORT AUTHORITY OF THAILAND, BANGCHAK, 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: TOYOTA, SCG PACKAGING, FRESH LIVING, 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 DOCTORAL DISSERTATION SEMINAR, 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

Awards

- 2009 THE INTERNATIONAL BUSINESS AND MANAGEMENT RESEARCH CONFERENCE, HONOLULU, US
- 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

- Building trust of Blockchain-based Internet-of-Thing services using public key infrastructure. *Enterprise Information Systems* (2022). (ISI Impact factor 4.407)
- Cloud accounting adoption in Thai SMEs amid the COVID-19 pandemic: An explanatory case study. *Journal of Innovation and Entrepreneurship* (2022). (Scopus Q1)
- User-Oriented Selections of Validators for Trust of Internet-of-Thing Services. *IEEE Transactions on Industrial Informatics* (2022). (ISI Impact factor 10.215)
- Blockchain technologies for interoperation of business processes in smart supply chains. *Journal of Industrial Information Integration* (2022). (ISI Impact factor 10.615)
- Cultivating Product Innovation Performance through Creativity: The Impact of Organization Agility and Flexibility under Technological Turbulence. *Journal of Manufacturing Technology Management* (2022). (ISI Impact factor 8.144)
- The Role of Leadership Behavior of Project Manager in Managing the Fuzzy Front End in the Development of Radical and Incremental Innovation (2021). *International Journal of Innovation Management*. (Web of Science, Scopus Q2)
- Organizational Agility: Key to the Success of New Product Development (2021). *IEEE Transactions on Engineering Management*. (ISI Impact factor 8.702)
- Augmenting Cryptocurrency in Smart Supply Chain. *Journal of Industrial Information Integration* (2021). (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. (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 Product: 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

- INTERNATIONAL TECHNICAL COMMITTEE IN THE INTERNATIONAL CONFERENCE ON INDUSTRIAL ENGINEERING AND INDUSTRIAL MANAGEMENT
- REVIEWER IN REPUTABLE JOURNALS SUCH AS JOURNAL OF BUSINESS RESEARCH, TECHNOVATION, IEEE TRANSACTIONS ON ENGINEERING MANAGEMENT, R&D MANAGEMENT JOURNAL, JOURNAL OF PRODUCT INNOVATION MANAGEMENT, JOURNAL OF INFORMATION INTEGRATION, ACADEMY OF MARKETING SCIENCE, SUSTAINABLE PRODUCTION AND CONSUMPTION, INFORMATICS IN MEDICINE UNLOCKED, PDMA ANNUAL

CONFERENCE, AUSTRALASIAN MARKETING JOURNAL, JOURNAL OF MANAGERIAL ISSUES, JOURNAL OF SMALL BUSINESS STRATEGY, FRONTIERS IN PSYCHOLOGY, JOURNAL OF FINANCIAL SERVICES MARKETING, 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

- CLOUD ACCOUNTING ADOPTION IN SMALL AND MEDIUM ENTERPRISES: AN INTEGRATED CONCEPTUAL FRAMEWORK: FIVE FACTORS OF DETERMINANT WERE IDENTIFIED BY INTEGRATED TECHNOLOGY-ORGANIZATION-ENVIRONMENT (TOE) FRAMEWORK, DIFFUSION OF INNOVATION (DOI), INSTITUTIONAL THEORY (INT) AND EXTENDED FACTORS (2021), IN 2021 THE 2ND INTERNATIONAL CONFERENCE ON INDUSTRIAL ENGINEERING AND INDUSTRIAL MANAGEMENT (PP. 32-38).
- 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

- EV USERS SATISFACTION SURVEY 2022 IN THAILAND, TOYOTA (2022)
- DIGITAL LITERACY INDEX, PTTEP (2022)
- BRAND HEALTH CHECK, BANGCHAK (2022)
- BRAND IMAGE FOR A NEW MENU PROJECT, BANGCHAK (2021)
- REBRANDING PORT AUTHORITY OF THAILAND PROJECT (2021)
- TOYOTA MOBILITY FOR AGING SOCIETY PROJECT (2020,2021)
- 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, 2020, 2021)
- MYSTERY SHOPPER PROJECT, 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, AGILE MANAGEMENT, 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