



รศ. ดร. พสุ เดชะ<u>รินทร์</u>

Assoc. Prof. Dr. Pasu Decharin Department : Commerce Email : pasu@cbs.chula.ac.th Tel : 02 218 5827

Education

- 1999 DOCTOR OF PHILOSOPHY, MANAGEMENT OF TECHNOLOGY, SCHOOL OF MANAGEMENT, ASIAN INSTITUTE OF TECHNOLOGY, THAILAND
- 1991 MASTER OF BUSINESS ADMINISTRATION, GENERAL MANAGEMENT, UNIVERSITY OF COLORADO (BOULDER), UNITED STATES
- 1990 BACHELOR OF BUSINESS ADMINISTRATION, MANAGEMENT, CHULALONGKORN UNIVERSITY, THAILAND

Publications

Peer-Reviewed Journal Articles

"Working from Home During COVID-19 Pandemic in Thailand: Benefits and Challenges", Thammasat Business Journal, 44(169) : 56-79, Jan.Mar.2021, (Popaitoon, P., Decharin, P.).

"Structural equation modeling of a potentially successful person in network marketing", Kasetsart Journal of Social Sciences, 37(1) : 8, Jan.Apr.2016, (Hiranpong, Rattana., Decharin, Pasu., Thawesaengskulthai, Natcha.).

"A Conceptual Framework to Identify a Potentially Successful Person on Network Marketing", Sasin Journal of Management, 20(1) : 31-51, Nov.2016, (Hiranpong, R., Decharin, P., Thawesaengskulthai, N.).

"Fostering Innovation in Public Organizations in Thailand", International Journal of Organizational Analysis, 3(4) : 528-544, Oct.2015, (Suwannathat, P., Decharin, P., Somboonsavatdee, A.).

"Performance Measurement System in the Public Organizations: A Framework and its Application", International Journal of Computer Applications (IJCA), 45(21) : 33-37, May.2012, (Decharin, P.).

"Framework of Creating Business Model Innovation: Case Study of Thai Business Orgazations", HCU Journal, Huachiew Chalermprakiet University, 4(2) Jul.2012-Dec.2012, (Nattapee, W., Decharin, P., Wiriyapinit, M.).

Publications

"Transferee Characteristics and Successful Level of Knowledge and Technology Transfer: Case Studies in Thailand, INRIT 2012, Bangkok, Thailand", International Journal of the Computer, the Internet and Management, 20(31) : 28-33, Sep.2012-Dec.2012, (Kittikowit, S., Decharin, P., Pornpakakul, S., Hawat, P.).

"Strategic Innovation", Chulalongkorn Business Review, Jul.2008-Jul.2008, (Decharin, Pasu).

"Transforming the Organization in Thai Public Sector into Learning Organization: An Explannatory Case Study Research", Chulalongkorn Business Review, : 117-118, Jul.2008-Dec.2008, (Wiriyapinit, Mongkolchai., Decharin, Pasu).

"Creating Indicator for Centralised or Decentralised Strategic Decision in Hospital and Hotel Business"Oct.2004, (Decharin, Pasu).

Non Peer-Reviewed Journals and Articles

"Performance Management", Insee Leader Ilead Issue 3 : 14-15, Sep.2007, (Decharin, Pasu).

"Leadership Development through Teaching", Insee Leader Ilead Issue 1 : 19, Mar.2007, (Decharin, Pasu).

"Management Ideas", Manager Weekly Newspaper Weekly2005, (Decharin, Pasu). "New Perspective", Bangkok Business News Daily Newspaper Weekly2005, (Decharin, Pasu).

Books

"The New Era of Leader", 2004, (Decharin, Pasu).

"Balanced Scorecard: In-depth Practice", 2003, (Decharin, Pasu).

"New Strategy in Management", 2003, (Decharin, Pasu).

Textbooks

"Different Perspective", สำนักพิมพ์กรุงเทพธุรกิจ,2012

"Strategic Innovation",1Edition,2009, (Decharin, Pasu).

"Strategic Planning", 2008, (Decharin, Pasu).

"Strategic Management",1Edition, Office of the Public Sector Development Commission Thailand,2008, (Decharin, Pasu).

"Leadership Factors",1Edition, Nation Multimedia Group,2006, (Decharin, Pasu).

"Management for Manager",2005, (Decharin, Pasu).

"Management Executive Handbook", 1Edition, Manager, 2005, (Decharin, Pasu).

"Individual Scorcard",1Edition, Office of the Public Sector Development Commission Thailand,2005, (Decharin, Pasu).

"Strategy Map",1Edition, Office of the Public Sector Development Commission Thailand,2005, (Decharin, Pasu).

Others

"Strategic Innovation and Creating a New Business", 2018-2020, (Decharin, P.). "Weekly article in BangkokBiz Daily Newspaper (Krungthep Thurakit). The article is publish every Tuesday in the editorial section. I have been writing articles for this Newspaper every week since 2002 and currently accumulated to more than 600 articles.", 2002-2017 "A Potentially Successful Person in Network Marketing: Screening Tool Development [Doctor of Philosophy Program in Technopreneurship and Innovation Management]", 2014, (Hiranpong, R., Decharin, P., Pengpreech, S., Taweesangsakulthai, N., Pentrakul, D., Chutima, P., Charoenwongsak, K.).

"CD: 'New Step in the Business' Academic Conference", Jun.2008