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Education

- 2011 DOCTOR OF PHOLOSOPHY, TECHNOPRENEURSHIP AND INNOVATION MANAGEMENT, CHULALONGKORN UNIVERSITY, THAILAND
- 2003 BACHELOR OF ARTS, ACCOUNTING, SUKHOTHAI THAMMATHIRAT UNIVERSITY, THAILAND
- 1993 MASTER OF BUSINESS ADMINISTRATION, GENERAL MANAGEMENT, CHULALONGKORN UNIVERSITY, THAILAND
- 1989 BACHELOR OF ENGINEERING, CONTROL SYSTEM ENGINEERING, KING MONGKUT'S INSITITUE OF TECHNOLOGY LADKRABANG, THAILAND

Publications

Peer-Reviewed Journal Articles

"Innovation and Individual Investor's Decision Making under Affordable Loss",
International Journal of the Computer, the Internet and Management (IJCIM), 20(3) :
34-40, Dec.2012, (Santivejkul, K., Chandrachai, A., Suanpong, K., Pentrakul, D.).

Peer-Reviewed Academic/Professional Meeting Proceedings

"Innovative Capacity and the Performance of Businesses Incubated in University
Incubator Units: Empirical Study from Universities in Thailand"Journal of Open
Innovation: Technology, Market, and Complexity, 5 (2)Jun.2019-Jun.2019, (Theeradej
Rakthai, Somnuk Aujirapongpan, Kwanrat Suanpong).

"Packet Warriors, An Academic Mobile Action Game for Promoting OSI Model
Concepts to Learners"International Journal of Interactive Mobile Technologies (iJIM),
13, 41-51Jun.2019-Jun.2019, (Uiphanit, T. ,Bhattarakosol, P., Suanpong, K.,
Iamsupasit, S.).

"Designing Franchise Business Model through Quality Management Criteria: A Case
Study in Thailand"Academic International Conference on Business, Marketing and
Management-AICBMM 2018, Harvard Boston, USAJul.2018-Jul.2018, (Dr. Laphasrada
Changkaew27; Dr. Kwanrat Saunpong; Dr.Pakpachong Vadhanasindhu, Associate
Professor; and Dr.Achara Chanchai, Professor Emeritus).

Publications

"Financing for Technological Innovation Business Start-up: Real Option and Product Modularity"POMS 23rd Annual Conference, Chicago, Illinois, U.S.A. 2012, (Santivejkul, K., Chandrachai, A., Suanpong, K.).

Non Peer-Reviewed Proceedings Published

"Designing Franchise Business Model through Quality Management Criteria: A Case Study in Thailand"Apr.2018-Apr.2018

"The Feasibility Study of Research Products and Commercialization", การประชุมวิชาการผลงานวิจัยของมูลนิธิโครงการหลวง และสถาบันวิจัยและพัฒนาพื้นที่สูง (องค์การมหาชน), ณ อุทยานหลวงราชพฤกษ์& อำเภอเมือง จังหวัดเชียงใหม่ ที่ 3 กันยายน พ.ศ. 2558, Sep.2015-Sep.2015