

## CURRICULUM VITAE



**ASST.PROF. KITTICHAIRAJCHAMAHA, PH.D.**

**ผู้ช่วยศาสตราจารย์ ดร. กิตติชัย ราชมหา**

**Innovative Management Consultant and a Committee Member of Medical Innovation Development Center [MIND], Faculty of Medicine Ramathibodi Hospital, and Assistant Professor of Management, College of Management, Mahidol University, Thailand.**

**Dr. Kittichai Rajchamaha** is Assistant Professor of Management at Mahidol University's College of Management. His research explores how to strengthen innovative entrepreneurship, such as *Sustainable entrepreneurial finance*, *Entrepreneurial education*, *Technology business incubation*, *Sustainable Business Model Innovation*. His work has appeared in *Food Control Journal*, *International Journal of Agricultural Sustainability*, *Education+Training*, *Sustainability*, *Journal of Advances in Management Research*, *International Journal of Food Engineering*, *Springer Plus*, *SAGE Open*, *Cogent Business and Management*, among others.

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<https://publons.com/researcher/3887064/kittichai-rajchamaha/publications/>

<https://www.growkudos.com/hub/458870/publications>

<https://www.adscientificindex.com/scientist.php?id=3924104>

<https://www.linkedin.com/in/kittichai-rajchamaha-singha>

### Degree:

- **Ph.D. in Technopreneurship and Innovation Management** with Full Scholarship of **The 100th Anniversary Chulalongkorn University for Doctoral Full Scholarship (GPAX. = 4.00)**, Technopreneurship and Innovation Management Program, Graduate School, Chulalongkorn University, Thailand. (Year 2013-2017)
- **Certification in Entrepreneurship Acceleration Program**, Wharton Executive Education, University of Pennsylvania, USA.
- **Certification in Founder Finance**, Executive Education for Entrepreneurship, Babson College, USA.

### AWARD:

- Asst. Prof. Kittichai Rajchamaha is awarded at **9<sup>th</sup> ranked in Thailand and 183<sup>rd</sup> ranked in Asia of the Entrepreneurship subcategory** announced by Global AD Scientific Index in Year 2021 (<https://www.adscientificindex.com/>)
- **"Outstanding Graduate Student Award"** by Chulalongkorn University in 2014
- **"Best Teaching Award"** by College of Management, Mahidol University in 2016
- **"Research Publication Bonus Award"** by College of Management, Mahidol University in 2016
- **"Research Publication Bonus Award"** by College of Management, Mahidol University in 2020
- **"Research Publication Bonus Award"** by College of Management, Mahidol University in 2021
- **"Best Teaching Award"** by College of Management, Mahidol University in 2023

**RESEARCH INTEREST and EXPERTISE:**

Main Theme		Sub-Area Theme	Theory and Approach
1	<b>Entrepreneurship for SME, New Venture, Startup, community enterprise</b>	1.1 Entrepreneurial Intention 1.2 Entrepreneurial Education and KM 1.3 Entrepreneurial Funding Access and valuation 1.4 Sustainable Business Model, Strategy, and Feasibility study	1.1 Entrepreneurial Intention Theory 1.2 Entrepreneurial Education and KM Theory and Approach 1.3 Entrepreneurial Funding and Business Valuation Theory and Approach 1.4 Sustainability theory, Sustainable Business Model and Feasibility study approach
2	<b>Intrapreneurship or Corporate Entrepreneurship for Large Corporation</b>	2.1 Intrapreneurship Intention and organization performance 2.2 Intrapreneurship engagement and organization performance 2.3 Intrapreneurial skill development education and organization performance 1.5 Sustainable Business Model and Strategy, and Feasibility study	2.1 Intrapreneurial Intention Theory and Organization performance theory 2.2 Intrapreneurial engagement and Organization performance theory 2.3 Intrapreneurial skill development education and Organization performance Theory 2.4 Sustainability theory, Sustainable Business Model and Feasibility study approach
3	<b>Technology Adoption, Market Validation &amp; Feasibility Study, and Consumers' acceptance &amp; intention for both Small, Medium, and Large Enterprises (SML)</b>	3.1 New Technology Adoption for Innovator and Early Adopter (Pioneer, Lead users) 3.2 New Technology Adoption for Innovator and Majority Adopter (Potential Customers/Users)	3.1 The theory of 'diffusion of innovation (Rogers, 1995, p. 5) 3.2 Unified Theory of Acceptance and Use of Technology (UTAUT) / (Venkatesh, Morris, Davis and Davis, 2003) 3.3 Unified Theory of Acceptance and Use of Technology: UTAUT2 extensions (Source: Extensions adapted from Venkatesh et al., 2012). 3.4 The Technology Acceptance Model (TAM) / ( Davis, Bogozzi and Warshaw, 1989), Final version of Technology Acceptance Model (TAM) / (Venkatesh and Davis, 1996), Technology Acceptance Model 2 (TAM2) / (Venkatesh and Davis, 2000), and Technology Acceptance Model 3 (TAM3) / (Venkatesh and Bala, 2008) 3.5 Theory of Planned Behavior (TPB) / (Ajzen, 1985, 1991), Decomposed Theory of Planned Behaviour, ( Taylor and Todd, 1995) 3.6 Theory of Reasonable Action (TRA) / (Fishbein and Ajzen, 1975)

**REVIEWER:**

- **Aquaculture**, *Scopus indexed (Q1)*, H-index: 202, SJR: 1.08, Publisher: Elsevier, Year 2021-Current.
- **Journal of Advances in Management Research**, *Scopus indexed (Q2)*, H-Index: 28, SJR: 0.67, Publisher: Emerald Group Publishing Ltd., Year 2021-Current.
- **Cogent Business and Management**, *Scopus indexed (Q2)*, H-Index: 32, SJR: 0.52, Publisher: Cogent OA, Year 2021-Current.

**WORK EXPERIENCE:**

1. Innovative Management Consultant and a Committee Member of Medical Innovation Development Center (MIND), Faculty of Medicine Ramathibodi Hospital, Mahidol University. (2024 - Current)
2. Strategic Investment Consultant of Biotechnological driven enterprise, Morena Solutions Co., Ltd. (2023 - Current)
3. Full-time lecturer, College of Management, Mahidol University, Thailand. (Year 2011 – Current)
4. Program Chair of Business Management program, College of Management, Mahidol University, Thailand. (Year 2022 – Current)
5. Co-Founder of APP Success Accounting co., ltd. (Year 2014 – Current)
6. Ex-Program chair of Food Business Management program, College of Management, Mahidol University, Thailand. 2015-2019)
7. Ex-Program chair of Entrepreneurship and Innovation program, College of Management, Mahidol University, Thailand. (2017-2019)
8. Business Analyst of Technology Business Incubator, Thailand Science Park, National Science and Technology Development Agency, Ministry of Science and Technology, Thailand. (2003-2011)
9. Financial Planner, Thai Spinning Industry Group co., ltd. (2001-2003)
10. Bank assistant of Project management, Corporate Planning and MIS Department, DBS Thai Danu Bank Public Co., Ltd. (2000-2001)

## **RESEARCH PUBLICATION:**

1. **Kittichai Rajchamaha**, Montiean Pornparnomchai, Kridtaphob Vorrakkatham, Chakrit Pichyangkul, Burim Otakanon, Parmapon Raungpaka, Peerasut Bunkaewsuk, Wuthikorn Wajaroathai, Titipon Boonlertvanit & Angkrit Saengpradab (2024) Sustainable business model strategy for resilience among pisciculture firms in Thailand, *International Journal of Agricultural Sustainability*, 22:1, DOI: 10.1080/14735903.2024.2303894 (*Scopus-Q1, Top 12 Of Agronomy & Crop Science*)
2. **Rajchamaha, K.**, & Makararpong, D. (2023). Dairy Farmers' intention to use high-precision area-level weather warning technology in dairy farms in Thailand through an application on mobile phones. *International Journal of Interactive Mobile Technologies*, <https://doi.org/10.3991/ijxx.vx.ix.xxxx>. (Status: Accepted as of 20 June 2023) (*Scopus-Q3*)
3. **Rajchamaha, K.**, & Prapojanasomboon, J. (2021). Influence of role models on the entrepreneurial skills of science and technology undergraduates. *Education+ Training*, <https://doi.org/10.1108/ET-04-2021-0151>. (*Scopus-Q1*)
4. Pornparnomchai, M., & **Rajchamaha, K.** (2021). Sharing knowledge on the sustainable business model: An aquaculture start-up case in Thailand. *Cogent Business & Management*, 8(1), 1924932. (*Scopus-Q2*)
5. Gerd Sri, N., Iewwongcharoen, B., **Rajchamaha, K.**, Manotungvorapun, N., Pongthanaisawan, J., & Witthayaweerasak, W. (2021). Capability Assessment toward Sustainable Development of Business Incubators: Framework and Experience Sharing. *Sustainability*, 13(9), 4617. (*Scopus-Q1*)
6. Lapsomboonkamol, S., Wiriya Pinit, M., Bhattarakosol, P., & **Rajchamaha, K.** (2020). Motivational Factors for Knowledge Sharing in Co-Working Spaces: Co-Working Spaces in Thailand from the Management Perspective, *Pertanika Journal of Social Science and Humanities*. (*Scopus-Q3*)
7. Chaoniruthisai, P., Punnakitikashem, P., & **Rajchamaha, K.** (2018). Challenges and difficulties in the implementation of a food safety management system in Thailand: A survey of BRC certified food productions. *Food control*, 93, 274-282. (*Scopus-Q1*)
8. **Rajchamaha, K.**, Wiriya Pinit, M., Raungpaka, V., & Kanjana-Opas, A. (2018). Knowledge Acquisition toward Startups' Perspectives: Empirical Cross-Case Study of Leading Technology Business Incubators in Thailand. *Pertanika Journal of Social Science and Humanities*, 26(4), 2489-2504. (*Scopus-Q3*)
9. Chaoniruthisai, P., Punnakitikashem, P., & **Rajchamaha, K.** (2017). The Current Status of Thai Food Manufacturing Plants Certified to BRC Standard. *International Journal of Food Engineering*, 3(2), 146-153. (*Scopus-Q2*)
10. Tharavanij, P., Siraprasasiri, V., & **Rajchamaha, K.** (2017). Profitability of candlestick charting patterns in the stock exchange of Thailand. *SAGE Open*, 7(4), 2158244017736799. (*Scopus-Q2*)
11. Tharavanij, P., Siraprasasiri, V., & **Rajchamaha, K.** (2015). Performance of technical trading rules: evidence from Southeast Asian stock markets. *Springer Plus*, 4(1), 552. (*Scopus-Q2*)
12. Tantivanichanon, S., Wongsurawat, W., & **Rajchamaha, K.** (2015). Who makes the grade and why? Corporate governance scores in Thailand. *Journal of Advances in Management Research (ISSN: 0972-7981)*, 12(3), 249-267. (*Scopus-Q2*)

## **RESEARCH GRANT:**

1. **Principal Investigator, A study of developing a balanced scorecard measurement model applied zero-carbon neutrality perspectives of dairy farming and a study of digital technology adoption toward dairy industry in Thailand** granted by MU's Strategic Fund 2023 (Contract No. MU-SRF-RS-23B/66) with budgeted amount of 1.5 MB and the project operation period from Year 2023-2025. (Status: On-going project in Year 2023-2025)
2. **Principal Investigator as a Main Advisor, A Study of the Adoption of Metaverse Technology and Innovation Diffusion Validation in the Clinical Anatomy Study for Medical and Healthcare Education Industry: A case study of Faculty of Medicine Ramathibodi Hospital, Mahidol University as an initial pilot research project study in Thailand** granted by Research and Researchers Funds for Industries (RRi) for the fiscal year 2024 approved by National Research Council of Thailand (Contract No. 191504) with budgeted amount of 0.5 MB. (Status: On-going project in Year 2024-2025)
3. **Principal Investigator as a Main Advisor, A study of developing a firm and intellectual property valuation model toward the innovative entrepreneurship of pet food industry in Thailand** granted by Research and Researchers Funds for Industries (RRi) for the fiscal year 2023 approved by National Research Council of Thailand (Contract No. 189974) with budgeted amount of 0.5 MB. (Status: On-going project in Year 2023-2024)
4. **Principal Investigator as a Main Advisor, A study of developing a customer retention and relationship model toward the innovative entrepreneurship of pet food industry in Thailand** granted by Research and Researchers Funds for Industries (RRi) for the fiscal year 2023 approved by National Research Council of Thailand (Contract No. 189967) with budgeted amount of 0.5 MB. (Status: On-going project in Year 2023-2024)
5. **Researcher**, (Assoc. Prof. Dr. Kulachart Jangpatarapongsa is as a Principal Investigator of the project), **Test kits and medical equipment development project and raising the standard of IVD test kits for Thai medical technological products' registration and commercialization readiness validation for exporting them in foreign markets** granted by International

**cooperation network (Global Partnership)** development project plan to increase the country's competitiveness (**Contract No. N48-S4P23**) for the Fiscal Year 2023 approved by **Program Management Unit for Competitiveness Enhancement (PMU-C)** with budgeted amount of 7 MB and the project operation period from Year 2023-2025. (Status: On-going project in Year 2023-2025)

6. **Researcher** (Assoc. Prof. Chalot Santivarangkna is as a Principal Investigator of the project), **RAINS for Thailand Food Valley, granted by Agricultural Research Development Agency (Public) Organization** with budgeted amount of 10 MB in Year 2022. (Status: On-going research)
7. **Principal Investigator, Technology Roadmap Development and Strategic Pathways for the Agriculture and Biotechnology Industry in Thailand**, granted by **Science Research and Innovation** (Contract No. SRI6251201) with budgeted amount of 1.14 MB and the project completed in Year 2021. (Status: Completed in Year 2022)
8. **Research team member** (Assoc. Prof. Chalot Santivarangkna is as a Principal Investigator of the project), **RAINS for Thailand Food Valley**, granted by **Agricultural Research Development Agency (Public) Organization** with budgeted amount of 10 MB in Year 2021. (Status: Completed in Year 2021)
9. **Principal Investigator, Technology Roadmap Development and Strategic Pathways for the Food for the Future in Thailand**, granted by **Science Research and Innovation** (Contract No. SRI6251201) with budgeted amount of 1.65 MB and the project completed in Year 2020.
10. **Principal Investigator, Business Feasibility Studies in strategic scenarios of New Product and Service Development for Herbal Business Communities in Thailand**, granted by **Biodiversity-based Economy Development Office (Public Organization)** with budgeted amount of 1 MB and the project completed in Year 2020.
11. **Principal Investigator, Business Feasibility Studies for Business Models of Herbal Extraction stage in Thailand**, granted by **Biodiversity-based Economy Development Office (Public Organization)** with budgeted amount of 0.5 MB and the project completed in Year 2019
12. **Researcher, Business Feasibility Study for Developing New Food Products for Fish Stock Soup Powder**, granted by **Innovative House by The Thailand Research Fund (TRF)** and the project completed in Year 2019.
13. **Researcher, Strategy Pathways for Innovation-Driven Entrepreneurship in Thailand**, granted by **Science Research and Innovation**, and the project completed in Year 2019.
14. **Researcher, Maturity Model of Business Incubator in Thailand**, granted by **Thai BISPA** and the project completed in Year 2018.

#### **BOOK CHAPTER / BOOK:**

1. **Rajchamaha, K.** (2013). Finance and Fund of Startups, *Startup – the rich man in new era: สตาร์ทอัพ - เสี่ยยุคใหม่* (pp. 182-215). Bangkok: Stock2Morrow Co., Ltd., SEED, ISBN 978-616-7752-12-9, Retrieved from <https://www.se-ed.com/product>
2. Gerd Sri, N., Iewwongcharoen, B., **Rajchamaha, K.**, Manotungvorapun, N., Pongthanaisawan, J., & Witthayaweerarak, W. (2021). Capability Assessment toward Sustainable Development of Business Incubators: Framework and Experience Sharing (Reprinted from: Sustainability 2021, 13, 4617, doi:10.3390/su13094617), *New Approaches in Social, Environmental Management and Policy to Address SDGs* (pp.143-162), ISBN 978-3-0365-2951-6, Retrieved from <http://www.mdpi.com/books/pdfview/book/4948>

#### **BUSINESS CONSULTING & PROJECT MANAGEMENT EXPERIENCE (more than 10 years):**

1. **Business Strategy and Investment Consultant**, Morena Solutions Co., Ltd. (Innovative Pet Food Firm) / (Year 2023 – Current)
2. **Project Team Leader and Consultant, Developing Entrepreneurial Education Program, EXIM Excellence Academy**, granted by Export-Import Bank of Thailand (the project completed in Year 2018)
3. **A Start-up Business Consultant, “Costing and Pricing for LALLALIT AGRI FOODS COMPANY LIMITED”**, invited by **KHON KAEN UNIVERSITY SCIENCE PARK**, Thailand. (Year 2018)
4. **Project Consultant and Leader, Developing Food Entrepreneurial Education Program (named “PAD Thai – Batch #1)**, granted by Food Innopolis, National Science Technology and Innovation Policy Office, Ministry of Science and Technology, Thailand. (the project completed in Year 2015)
5. **An Invited Judge participated in “Delta-Angel Fund for Startup (Batch #5)”**, invited by Department of Industry Promotion, Ministry of Industry, Thailand (Year 2019)
6. **An Invited Judge participated in “Global Passport Pitching”**, invited by New Entrepreneurial Academy, Department of Foreign Trade, Ministry of Commerce, Thailand (Year 2016)
7. **An Invited Judge participated in “Young Technopreneur Search Contest”**, invited by Technology Management Center (TMC), National Science and Technology Development Agency (NSTDA), Ministry of Science and Technology, Thailand (Year 2015-2016)

8. **A Start-up Business Consultant**, “*Financial management and Term sheet after the Venture Capitalist raised funds for GolfDigg Co., Ltd.*”, invited by AIS The Startup Project, Advance Info Service Plc. (Year 2014-2017)
9. **A Start-up Business Consultant**, “*Developing the Performance measurement system & segmented report system for ShopSpot Co., Ltd.*”, invited by AIS The Startup Project, Advance Info Service Plc. (Year 2014-2017)
10. **A Start-up Business Consultant**, “*Finance Planning and Knowledge Management for Green Innovative Biotechnology Co., Ltd. (GIB)*”, invited by National Science Technology and Innovation Policy Office, Ministry of Science and Technology, Thailand. (Year 2014-2017)
11. **An Invited Judge participated in “Embedded System on New Product Design Contest”**, invited by National Electronic and Computer Technology Center (NECTEC), National Science and Technology Development Agency (NSTDA), Ministry of Science and Technology, Thailand (Year 2011)
12. **Project team member**, *Feasibility studies of setting up Technology Business Incubator*, Thailand Science Park, National Science and Technology Development Agency, Ministry of Science and Technology, Thailand (the project completed in Year 2007-2008)
13. **An Invited Judge participated in “Global TiC Talentpreneur Award and Forum”**, Taipei, Taiwan (July 24<sup>th</sup>, 2007)

**SOCIETY MEMBERSHIP:**

- *Academic Member (ID: 000010658118)*, INSTITUTE OF MANAGEMENT ACCOUNTANTS (IMA®)
- *Academic Member*, The Agricultural Economics Society