

Dr. Nattavud Pimpa

Certified Management and
Business Educator



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Academic Qualifications:

2010: Graduate Certificate in Learning and Teaching in Higher Education, Royal Melbourne Institute of Technology (RMIT University)

2003: Doctor of Philosophy, Monash University
(Thesis title: *Marketing for International Education Services: Normative Referents and Purchasing Choices of International Students*)

1998: Master of Business (Marketing), Victoria University (Thesis title: *International Market Segmentation for Australian Education*)

1997: Graduate Certificate in International Business, Swinburne University of Technology

1995: Bachelor of Arts (English), Chulalongkorn University (Thailand)

Professional Experiences:

- *College of Management, Mahidol University* (August 2018 to Present)
Professor (International Management)/ Chair- Sustainability/Assistant Dean (Internationalisation/Sustainability)
- *United Nations Development Program, Consultant* (2023)
- *ASEAN Centre for Sustainable Development Studies and Dialogue (ACSDSD)* (June 2020 to Present) **Research/Academic Member**
- *School of Management, RMIT University* (January 2014-June 2018)
Associate Professor (International Business)
- *School of Management, RMIT University* (January 2010-December 2013)
Senior Lecturer and Program Director (International Business) (also for Singapore Institute of Management, Universitas Pelita Harappan, and RMIT Vietnam)
- *School of Management, RMIT University* (February 2008 - December 2009)
Lecturer
- *School of Education, RMIT University (Australia)* (May 2007-December 2007)
Lecturer
- *Ministry of Education, Thailand* (December 2002 - March 2007)
Policy Analyst

- *Graduate School of Commerce, Burapha University (Thailand) (Jan 2005-March 2007)*
Lecturer
- *Monash University (Centre for Research in International Education) (Jun-Oct 2002)*
Research Fellow

Publications (from 2005-present):

Journal Articles

1. Pimpa, N. (2025), **ESG Communication and Action in Thailand**, *Frontiers in Communication*, 10, 1-15.
2. Pimpa, N. (2024), **Closing the Gender Gap in the Mining Sector: The Inclusive Practices**, *Journal of International Studies*, 20 (2), 255-276.
3. Pimpa, N. (2024). **Climate Change Challenges: Case of Thai Agriculture Business Sector**, *Sustainable Economies*, 2(2), 1-9.
4. Arriyavat, T. and Pimpa, N. (2024), **The Adaptation of Executive Education Programs in Thailand During the COVID-19 Pandemic**, *Journal of Ecohumanism*, 3(7), 38918-3897.
5. Pimpa, N. (2024), **Addressing Climate Change Challenges in Thailand's Agricultural Economy**, *Journal of Ecohumanism*, 3(8), 5788-5798.
6. Pimpa, n. (2024). **Sustainability: Learning and Teaching in the Business Education Context**, *International Journal of Asian Business and Information Management*, 15(1), 1-16.
7. Pimpa, N. (2023). **Teaching social business to Thai students: A case of LGBTQ+ social business**, *Heliyon*, 9 (11), e21324.
<https://doi.org/10.1016/j.heliyon.2023.e21324>
8. Pimpa, N. (2023). **Sustainability training in business education in Thailand**. *Cogent Education*, 10 (2), 1-29. DOI: 10.1080/2331186X.2023.2245627
9. Pimpa, N. (2022), **Sustainable Business: Gender Equality Strategies by Multinational Corporations**, *International Journal of Finance, Insurance and Risk Management*, 12 (2), 91-105.
10. Pimpa, N. (2021). **Overcoming gender barriers in entrepreneurship training for female entrepreneurs**. *Frontiers in Education*, November, 1-17.
11. Pimpa, N. (2021). **Strategic Management Education in the Transnational Context**, *Academy of Strategic Management Journal*, 21(2), 1-13.
12. Pimpa, N. (2020). **Sustainable development: gender equality as corporate social responsibility by mining companies**. *International Journal of Business Excellence*, 22(3), 367-378.
13. Quang, T. T., Pimpa, N. & Burgess, J. (2020). **Skill Development: Vocational Education Insitutions & Industry Engagement in the Garment and Texile Industry..** *Humanities & Social Sciences Reviews*, 8(4), 561-568.
14. Quang, T., Pimpa, N., Burgess, J. & Halvorsen, B. (2020). **Skills Development in the Vietnamese Garment Industry: The Engagement of the Vocational Education Institutions Industry**. *International Journal of Entrepreneurship*, 24(2), 1-10.

15. Pimpa, N. & Heffernan, M. (2020). **Challenges in the Transnational Business Education: Learning and Teaching Perspectives from Australia and Singapore.** *Journal of International Students*, 10(2), 226-243
16. Pimpa, N. (2019). **Gender Equality for Lao Women: Mining Community's Perspective.** *International Review of Management and Business Research*, 8(3), 288-293.
17. Pimpa, N. (2019). **How mining companies promote gender equality through sustainable development.** *Cogent Business and Management*, 6(1), 1647590.
18. Pimpa, N. (2019). **Entrepreneurship Education: The Learning Conundrum in the Transnational Context.** *Humanities & Social Sciences Reviews*, 7(5), 503-509.
19. Pimpa, N. (2019). **Entrepreneurship Education in the Transnational Vocational Education Context.** *Journal of Technical Education and Training*, 11(4), 18-25.
20. Pimpa, N. (2017), **Responsibility for Poverty: Sustainable Management by Mining Multinational Corporations in the Mekong Countries,** *Journal of Developing Areas*, 51(3), 335-348
21. Pimpa, N. (2016), **Sustainable Management by Mining MNCs in Mekong Countries,** *Journal of Business and Policy Research*, 11(1), 108-122.
22. Pimpa, N., Moore, T., Phouxay, K. (2016), **How mining MNCs promote women? Modus Operandi,** *Journal of Management Research*, 8(2), 119-131.
23. Muenjohn, N., Pimpa, N., Montague, A. and Qin, J. (2016), **Developing Leadership Curriculum for Business Education Program in Asia,** *The Journal of Developing Areas*, 50(5), 443-451.
24. Pimpa, N., Moore, T., Gregory, S., Tenni, B. (2015), **Corporate social responsibility and mining industry in Thailand,** *World Journal of Management*, 6, 34 -47
25. Pimpa, N. & Moore, T. (2015), **Stakeholders and community development: Engaging multinational corporations in poverty alleviation in Mekong countries,** *Forum of International Development Studies*, 46, 2 - 23
26. Pimpa, N., Hooi, L. (2014). **Modern leadership in Singaporean and Thai organizational contexts,** *International Journal of Knowledge-Based Organizations*, 4, 22 - 37
27. Pimpa, N. (2013). **Comparing corporate social responsibilities in Lao PDR and Thailand: international business and poverty alleviation,** *The International Journal of Studies in Thai Business, Society and Culture*, 2, 37 - 54
28. Pimpa, N. and Moore, T. (2012), **Leadership Styles: a Comparative Study of Australian and Thai Public Sectors,** *Asian Academy of Management Journal*, Vol.8, no 2, 1-15.
29. Pimpa, N. (2012), **Cross-Cultural Management in the Thai Public Sector,** *International Business Research* (accepted).
30. Pimpa, N. (2011), **Online Engagement in International Business Education,** *International Journal of Management Education*, Vol.9, No.3, pp.77-89.

31. Rojanapanich, P. and Pimpa, N. (2011), **Creative Education, Globalization and Social Imaginary**, *Creative Education*, Vol. 2, No. 4, pp. 327-32.
32. Pimpa, N. (2011), **Multinational Corporations: Corporate Social Responsibility and Poverty Alleviation in Thailand**, *The International Journal of the Computer, Internet and Management*, Vol. 19, no. 1, pp.83.2-83.8 (special issue).
33. Zhang, J. and Pimpa, N. (2010), **Embracing Guanxi: The Literature Review**, *International Journal of Asian Business and Information Management*, Vol. 1, No. 1, pp.23-31.
34. Pimpa, N. (2010), **E-business education: a Phenomenographic Study of Online Engagement among Accounting, Finance and International Business Students**, *IBusiness*, vol. 2, no. 4, pp. 311-16.
35. Pimpa, N. (2009), **Relationship Value in Thai Business to Business: An Empirical Study**, *International Journal of Business and Globalisation*, Vol. 3, No. 3, pp. 325-37.
36. Pimpa, N. (2009), **Learning Problems in Transnational Business Education and Training: the Case of the Master of Business Administration in Thailand**, *International Journal of Training and Development*, Vol. 13, No. 4, pp. 262-79.
37. Pimpa, N. (2009), **Internationalisation Curriculum in Australian Business Education**, *International Journal of Innovation and Learning*, Vol.6, No. 2, pp. 217-33.
38. Pimpa, N. (2008), **Transnational MBA Programmes in Thailand**, *International Journal of Management in Education*, Vol. 2, No. 4, pp. 401-418.
39. Pimpa, N. and Suwannapirom, S. (2008), **Structural Analysis for Software Industry in India**, *Journal of Global Business Development*, Vol. 10 (September), pp. 35-48.
40. Pimpa, N. (2008), **Relationship Value in Thai Business-to-Business Marketing**, *Journal of Asia-Pacific Business*, Vol. 9, No. 3, pp. 235-47.
41. Pimpa, N. (2008), **Marketing International Higher Education: A Case of Thai Students in Australia**, *International Journal of Management in Education*, Vol.2 (2), pp. 172-94.
42. Pimpa, N. and Suwannapirom, S. (2008), **Marketing Vocational Education: Thai Students' Choices**, *Educational Research for Policy and Practice*, Vol.7 (2), pp.99-107.
43. Pimpa, N. and Sai-ngam, A. (2007), **Factor Analysis of Strategies for Instalment Products**, *Songklanakarin Journal of Social Sciences and Humanities*, Vol.13 (2), pp. 175-85.
44. Suwannapirom, S., and Pimpa, N. (2006), **Consumer Ethnocentrism: The Measurement of CETSCALE in Thailand**, *Journal of Global Business Development*, Vol.8 (August), p.17-28.
45. Pimpa, N. (2005), **A Family Affair: the Effect of Family on Thai Students' Choices of International Education**, *Higher Education*, Vol.49, p.431-448.

46. Pimpa, N (2005), **Marketing Australian University to Thai Students**, *Journal of Studies in International Education*, Vol.9, NO.2, p.137-46.
47. Pimpa, N. (2005), **Teacher Performance Appraisal in Thailand**, *Educational Research for Policy and Practice*, Vol.4 (2-3), p.115-127.
48. Pimpa, N. (2005), **Family Factors and Thai Students' Choices of International Education**, *World Studies in Education*, Vol.6 (2), pp.85-98.

Books and Book Chapters

1. Pimpa, N. (2025), **Toolbox for Sustainable Entrepreneurs**, N&T Publisher, ISBN 9798891703667
2. Pimpa, N. (2021). *Marketing Mondial Pour L' éducation Australienne: Lecon et Stratégies* (Notre Savo ed). Scienica Script. USA. (In French Language) ISBN:9786203405910
3. Pimpa, N. and Moore, T. (2019), *Corporate Social Responsibility and the Inclusivity of Women in the Mining Industry: Emerging Research and Opportunities*, IGI, USA. ISBN13: 9781522538110
4. Pimpa, N. and Heffernan, M. (2018), *Cross-Cultural Competencies: Lesson Learnt from the Transnational Management Education Program in Singapore and Australia in the Cross-Cultural Education*, Sage (Forthcoming)
5. Pimpa, N. and Hooi, E. (2017) **Modern Leadership in Singaporean and Thai Organizational Contexts**, in *Organizational Culture and Behavior: Concepts, Methodologies, Tools, and Applications*, Volume 3-4, 10 February 2017, Pages 1389-1405, IGI Publications.
6. Pimpa, N. (2015), **A Story of Mining and Women in Laos and Thailand**, Melbourne, RMIT University Press.
7. Pimpa, N. (2011), **Reform Strategies: Lessons from the Thai Higher Education Sector**, in S. Marginson, Kaur, S. and Sawir, E., *Higher Education in the Asia-Pacific: Strategic Responses to Globalization*, New York: Sage Publication.
8. Pimpa, N. (2010), **Global Marketing for Australian Education: Lessons and Strategies**, Berlin: LAP academic publication.
9. Pimpa, N. (2006), **Marketing Like a Professional**, Bangkok: Se-Education. (in Thai Language)

Refereed Conference Papers (from 2015 to Present)

1. Pimpa, N. (2021), Gender Inclusion in Entrepreneurship Training and Skill Development for Women, Paper presented at the 14th Asian Academy of Management Virtual International Conference 2021: Rethinking Old Notions of Business Management: Building Resilience and Driving Impact, Penang and Virtual, 3-5 December 2021.
2. Pimpa, N. (2021), Business and Human Rights Due Diligence in Southeast Asia: Covid-19 and Its Implications, Paper presented at the 2021 Social Value

- Matters International Conference, Bangkok, 20-21 October 2021.
3. Pimpa, N. (2018), Design thinking sustainability in management education, In Proceedings of the International Conference on Business Sustainability and Innovation 2018, Penang, Malaysia, 17-19 October 2018
 4. Pimpa, N. (2017), How to develop cultural fluency for management Students in the transnational management education programs: lessons learnt from Singapore, China and Australia, In Proceedings of the 2017 Australia and New Zealand Academy of Management (ANZAM) Conference, Melbourne, Australia, 6-8 December 2017
 5. Pimpa, N. (2017), Sustainability and diversity management in the international mining industry, In Proceedings of 12th Asian Academy of Management (AAM) Conference, Penang, Malaysia, 6-9 October 2017
 6. Pimpa, N. (2016), Management of transnational business education program, In Proceedings of the 2016 Oceania Comparative and International Education Societies (OCIES), Sydney, Australia, 15-18 November 2016
 7. Pimpa, N. (2015), Poverty alleviation: challenges by multinational corporations in Mekong countries, In Proceedings of the 75th Annual Meeting of the Academy of Management (AOM 2015), Vancouver, Canada, 7-11 August 2015
 8. Pimpa, N., Moore, T., Phouxay, K., Douangphachanh, M., Sanesathid, O. (2015), Sustainable management by mining multinational corporations in Mekong countries, In Proceedings of 12th Asian Business Research Conference, Bangkok, Thailand, 8-9 October 2015

Selected Op-Ed Articles

Pandemic raises child labour risks/ Bangkok Post

<https://www.bangkokpost.com/opinion/opinion/1997219/pandemic-raises-child-labour-risks>

Unequal vaccine access a 'human rights breach'/ Bangkok Post

<https://www.bangkokpost.com/opinion/opinion/2124191/unequal-vaccine-access-a-human-rights-breach>

Lessons from South Korea's Chaebol economy/ The Conversation

<https://theconversation.com/lessons-from-south-koreas-chaebol-economy-20158>

Grants and Awards:

2023 AACSB's *Innovations that Inspire* Award on The DEI project

2022 UNDP Grants (\$30,000) The Development of Management Toolkit for DE&I in the Thai Business: LGBTIQ+ staff at workplace.

- 2017 Research Excellence Award: Innovative Research Supervision (RMIT University)

- 2015 Best Research Paper in Management (the 12th Asia Business Research Conference by World Business Institute)
- 2015 Best Research Paper in Management (the 1st Annual Conference on SINO-ASEAN Business at Siam University)
- 2014 RMIT Business Research Excellence: Best HDR Research Supervisor 2013
- Australian Agency for International Development (AusAID) on equitable employment for women in mining industry in Lao PDR and Thailand (\$300,000)
- 2013 Australia China Council Grant (MNCs and Community Development in Australia: \$30,000)
- 2012 Research Grant scheme from the Royal Thai embassy (MNCs and health promotion in Thailand)
- 2011 Research Grant Scheme from RMIT University (MNCs and Poverty Alleviation in Lao PDR)
- 2010 Research Grant Scheme from the Department of Foreign Affairs and Trade (DFAT) in International leadership in public sector.
- 2010 Research Grant in Teaching and Learning (RITL) project on diversity and business teaching (RMIT).
- 2009 Learning and Teaching Investment Funds Award from RMIT University
- 2009 Learning and Teaching award (Certificate of Excellence)
- 2008-2009 Association of Finance and Accounting of Australia and New Zealand Research Grant (topic: Online Engagement in accounting, finance, and international business students).
- 2008 Research Grant Scheme from the Department of Foreign Affairs and Trade (DFAT) in leadership project in the Thai government department
- Emerging Research Grant 2007 from RMIT University to investigate leadership, education policy and school culture in Australia, Singapore, and Thailand.
- Research grants from Burapha University, Thailand (academic year 2005-2006) for two major projects: The Internationalisation of MBA programmes in Thailand, and marketing of community agricultural nutrition (CAN) project in the refugee camps in Thailand.
- Monash Publication Award (2002)
- Postgraduate Publication Award by the Australian Association for Research in Education (AARE) in 2001

Professional Membership:

- Member of the National Committee on Gender Equality, Ministry of Social Development and Human Security
- Academy of Management (AOM)
- Australia & New Zealand Academy of Management (ANZAM)
- Asian Academy of Management (AAM- Malaysia)
- Oceania Comparative and International Education Societies (OCIES)
- The International Society for the Scholarship of Teaching & Learning (ISSOTL)
-

Editorial Membership:

- Frontiers in Psychology (Q1)
- Frontiers in Education (Q2)
- Journal of International Students (Q2)
- Gender Issues (Q1)

Areas of Specialization:

Sustainable Business, Gender and Business, Sustainability in
International Business, Women in Entrepreneurship