

CURRICULUM VITAE

Phallapa PETISON

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Education

2007 Ph.D., Asian Institute of Technology
1999 M.B.A., Asian Institute of Technology
1994 B.Sc., Chulalongkorn University

Working experiences

September 2014-Presently Director of Marketing Program, CMMU
January 2008-September 2012 Program Chair of Business Management Program, CMMU
2004-2007 Part time lecturer, Nakornsawan campus, CMMU
2001-2004 Program Coordinator, CMMU
1999-2001 Training Coordinator, AIT

Scholarships

- Doctoral Degree Scholarship (Partial support), Asian Institute of Technology
- Master Degree Scholarship, Asian Institute of Technology

Research Grants

- NRCT and TRF grant 2015 on the project entitled "Customer relationship management in primary care unit", Role: PI
- Royal Projects Development Board, 2012 on the project entitled "Sufficiency standard development", Role: Member
- TRF 2010 on the project entitled "Competing with global suppliers: Localization strategies for Thai manufacturers in automotive parts and components industry", Role:PI

- NRCT and NECTEC year 2010 on the project entitled "Technology Roadmap for Thai Automobile Industry", Role: Member
- TRF year 2010 on the project entitled "Business plan for Anti-Tumor Activity Extract from Dry Logan", Role: PI
- TRF year 2010 on the project entitled "Sufficiency Economy", Role: Member
- Sumitomo Foundation Research Grant year 2008 on the project entitled "Bridging Cultural Gap between Thai and Japanese Expatriates: Case of Japanese expatriate developing local suppliers in the Thai automobile industry", Role: PI

Conference Grants

- Japan Foundation Conference Grant year 2012 Article title: Japanese' behavior in selecting resident in Thailand
- Japan Foundation Conference Grant year 2011 Article title: "Thai style Japanese car" Product localization strategies by Japanese carmaker: Case study of Toyota Motor Thailand
- Japan Foundation Conference Grant year 2010 Article title: Relationship marketing between Thai suppliers and Japanese carmakers

Awards

- Outstanding teaching award 2015, College of Management, Mahidol University
- Highly recommendation paper 2014 (Article entitled: Community sufficiency in Nan province)
- Winner of the Tycoon IT Business Plan 2013 (IM-AIM, software to diagnose cancer)
- Outstanding Paper Award 2008 (Article entitled: Developing local talent in international subsidiaries – The importance of trust and respect in Toyota)
- Special Recommendation of Outstanding Doctoral Research Award 2007 by European Management Foundation (EFMD)/Emerald

Publications (International refereed journal)

Petison, P. (2015). "A comparison of three projective techniques: Lessons learned from a business research class", International Journal of Applied Business and Economic Research, Vol. 13, No. 6, pp. 4545-4554

Petison, P., Thongthou, S. and Lekmoung, K. (2012). "Customer-oriented new product design using means –end theory: A case study of a fashion design T-shirt", Journal of Global Fashion Marketing. Vol. 3-4, pp. 187-192

Petison, P. (2010). "Intercultural communication and relationship marketing: A conceptual perspective", *The Business Review*, Cambridge. Vol. 6, No. 2, pp. 127-133

Petison, P. (2010). "Cross cultural relationship marketing in the Thai Context: The Japanese buyer's perspective", *International Journal of Trade, Economics, and Finance*. Vol.1, No. 1, pp. 17-23

Petison, P. and Johri, L.M. (2008). "Localization drivers in emerging market", *Management Decision*. Vol. 46, No. 9, pp. 1399-1412

Petison, P. and Johri, L.M. (2008). "Managing local employees: Expatriate roles in a subsidiary", *Management Decision*. Vol. 46, No. 5, pp. 743-760 (Indexed in Thompson ISI)

Petison, P. and Johri, L.M. (2008). "Dynamics of manufacturer-supplier relationships in emerging markets: The case of Thailand", *Asia Pacific Journal of Marketing and Logistics*. Vol. 20, No. 1, pp. 76-96

Johri, L.M. and Petison, P. (2008). "Value-based localization strategies of automobile subsidiaries in Thailand", *International Journal of Emerging Markets*, Vol. 3, No. 2, pp. 140-162

Petison, P. and Johri, L.M. (2007). "Developing local talent in international subsidiaries – The importance of trust and respect in Toyota", *Developing and Learning Organizations*, Vol. 21, No. 3, pp.3-5 (Received an outstanding paper award by Emerald publisher 2008)

Petison, P. and Johri, L.M. (2006). "Driving harmony: Philosophy of Toyota Motor Thailand", *Strategic Directions*, Vol. 22, No. 11, pp. 3-5

Conferences (Refereed)

U-Prasitwong, P. and Petison, P. (2015). "How children segment product?", *The 4th CLSG 2015 Conference*, Bangkok, Thailand, 14-15 November 2015.

Rungruang, P., and Petison, P. (2015). "The key factors that influence the purchasing behaviour of Thai consumers on branded jeans", *Management and Business Academy International Business Conference* London, UK, 3-5 July, 2015.

Chiemcharonge, T. and Petison, P. (2015). "Building SMEs competitiveness through product innovation", *The 7th ThaiTIMA Annual Conference for Managing Technology & Innovation towards Business Resiliency*, Bangkok, Thailand, 11-12 June 2015.

Sirisomboon, L., Otakanont, B., Rungruang, P. and Petison, P. (2015). "Technology and marketing communication: AIS application", *The 7th ThaiTIMA Annual Conference for Managing Technology & Innovation towards Business Resiliency*, Bangkok, Thailand, 11-12 June 2015.

Wongwattaba, J. and Petison, P. (2015). "Service innovation: A case study of JQ delivery", *The 7th ThaiTIMA Annual Conference for Managing Technology & Innovation towards Business Resiliency*, Bangkok, Thailand, 11-12 June 2015.

Chantawong, S. and Petison, P. (2015). "Technology and brand community building", *The 7th ThaiTIMA Annual Conference for Managing Technology & Innovation towards Business Resiliency*, Bangkok, Thailand, 11-12 June 2015.

Petison, P., Prapha, W. and Santipraphob, V. (2014). "Community Sufficiency in Nan province", The 10th ISL Conference on Sustainable Leadership, Croatia, 2-5 June 2014.

Petison, P. and Manomaikul, K. (2014). "Service innovation: A case study of Zabbver Delivery", The 6th ThaiTIMA Annual Conference for Managing Technology & Innovation towards Business Resiliency, Bangkok, Thailand, 5-6 June 2014

Petison, P. and Aruanyaprug, P. (2014). "Why is functional coffee purchased?: A means to end investigation" The 3rd CLSG 2014 Conference, Seoul, Korea, 23 - 25 June 2014.

Petison, P. (2013). "A comparison of three projective technique", The 12th Conference on Research Methodology for Business and Management, Portugal, 4-7 July 2013.

Petison, P., Thongthou, S. and Lekmoung, K. (2012). "Customer-oriented new product design using means –end theory: A case study of a fashion design T-shirt under brand COMMON-T", 2012 Global Marketing Conference, Seoul, Korea, 19 - 22 July 2012.

Saenghirun, P., Ratthanadej, S. and Petison, P. (2012). "Applying commercial distribution channels in government organization: A case study of innovative cosmeceutical at Government Pharmaceutical Organization", The 5th ThaiTIMA Annual Conference for Managing Technology & Innovation towards Business Resiliency, Bangkok, Thailand, 19-20 July 2012.

Maneechote, S. and Petison, P. (2012). "Localization of Supplier Management: Case Studies of Hard Disk Drive Industry in Thailand", The 5th ThaiTIMA Annual Conference for Managing Technology & Innovation towards Business Resiliency, Bangkok, Thailand, 19-20 July 2012.

Petison, P. (2011). "Thai style Japanese car" product localization strategies by Japanese carmaker: Case study of Toyota Motor Thailand", The 5th Conference for The Japanese Studies Network- Thailand: Japanese Studies and Sustainable Development, Phuket, Thailand, 20– 21 October 2011.

Petison, P. and Leelaphanmetha, P. (2011). "Japanese' behavior in selecting resident in Thailand", The 5th Conference for The Japanese Studies Network- Thailand: Japanese Studies and Sustainable Development, Phuket, Thailand, 20– 21 October 2011.

Yodying, T., Sooksoontaree, P. and Petison, P. (2011). "Factors influence Toyota dealers' motivation in implementing environmental management system (ISO 14001:2004)", The 3rd ThaiTIMA Annual Conference for Sustainable Development in a Disruptive Time, Bangkok, Thailand, 16-17 June 2011.

Chansima, P., Kulkanyadee, S. and Petison, P. (2011). "An analytical of commercial marketing strategies of innovatory product: Case study of anti-tumor activity extract from dry logan", The 3rd ThaiTIMA Annual Conference for Sustainable Development in a Disruptive Time, Bangkok, Thailand, 16-17 June 2011.

Petison, P. and Nithi-Ubati, C. (2011). "Competencies based development in emerging market: case study of Toshiba Thailand", The 12th International Conference on Global Business and Economic Development (SGBED), Singapore, 21-23 July 2011.

Petison, P. (2010). "Japanization of relationship marketing in Thai automobile industry", The 4th Conference for The Japanese Studies Network- Thailand: Rethinking: Japan Thailand Mekong Relations, Chiang Mai, Thailand, 14-15 October 2010

Petison, P. and Nithi-Ubati, C. (2010). "Competency based

human resource development in Japanese transplanted factory: A case study from Thailand", The 14th UNESCO-APEID International Conference on Education for Human Resource Development, Bangkok, Thailand, 21-23 October 2010

Petison, P. (2010). "Japanization in relationship marketing in Thai automobile industry" The Japan studies network on "Rethinking: Japan Thailand Mekong Relations" conference, Chiang Mai, Thailand, 14-15 October 2010

Petison, P. (2010). "Intercultural communication and relationship marketing: A conceptual Perspective", International Global Business & Finance Research Conference, London, 14 - 17 July 2010.

Petison P. (2010). "Enhancing buyer-supplier marketing relationships: A cross cultural perspective", International Conference on Business, Economics and Tourism Management, Singapore, 26-28 February 2010.(Conference proceeding is indexed by Thompson ISI)

Book chapter

Petison, P., Prapha, W. and Santipraphob, V. (2016). "Community Sufficiency in Nan province", Sufficiency Thinking: Thailand Gift to a Unsustainable World, Avery, G. and Bergsteiner, H. (Ed.), Allen & Unwin, Australia.