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College of Management, Mahidol University,
69 Vipavadee Rangsit Road, Samsennai Phayathai, Bangkok 10400
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Experience

Dean, College of Management, Mahidol University (CMMU)	**Oct 2024- present**
International Advisory Board, Curtin Business School	**Jan 2026- present**
Associate Professor, College of Management, Mahidol University (CMMU)	**Sept 2018–present**
Deputy Dean in Academic Affairs & Support, College of Management, Mahidol University (CMMU)	**Oct 2023-July 2024**
Deputy Dean in Academic, College of Management, Mahidol University (CMMU)	**Oct 2022-Sep 2023**
Deputy Dean in Administration, College of Management, Mahidol University (CMMU)	**Sept 2021-Oct2022**
Program Chair of "Healthcare and Wellness Management" program, College of Management, Mahidol University (CMMU)	July 2012- Oct2022
Executive Committee, College of Management, Mahidol University (CMMU)	2011-present
Assistant Professor, College of Management, Mahidol University (CMMU)	Apr 2011–Sept 2018
Guest lecturer, Union of Myanmar Federation of Chambers of Commerce and Industry - University of Thai Chamber of Commerce (UMFCCI-UTCC), Yangon, Myanmar	2013-2020
Guest lecturer, University of Thai Chamber of Commerce, Ramkamhang University, Thammasat University, Srinakharinwirot University	2008-present
Director of Strategy & Innovation Department, College of Management, Mahidol University (CMMU)	January 2014-May 2015
Full-Time Faculty, College of Management, Mahidol University (CMMU)	Sept 2008–present
Adjunct Professor, School of Business Administration, National Institution of Development Administration (NIDA)	Nov 2007–Oct 2008
Assistant to Commissioner, National Telecommunication Commission (NTC)	Jan 2008–Aug 2008
Graduate research associate, Industrial & Manufacturing System Engineering Department, the University of Texas at Arlington	Jan 2004–Aug 2007
Graduate teaching assistant, Industrial & Manufacturing System Engineering Department, the University of Texas at Arlington	Aug–Dec 2005
Reservoir engineer & Production engineer, Petroleum Authority of Thailand Exploration & Production, Public Company Limited (PTTEP), Thailand	June–Dec 2001
Chemical engineer trainee, Unocal Corporation, Thailand	Mar–Jun 2000

Education

The University of Texas at Arlington, Texas, USA
Ph.D. in Industrial & Manufacturing Systems Engineering

Dissertation topic: Integrated Nurse Staffing and Assignment under Uncertainty
Dissertation advisor: Professor Dr. Jay M. Rosenberger
Alpha Pi Mu Industrial Engineering Honor (GPA 4.00)

The University of Texas at Arlington, Texas, USA
MS. in Industrial & Manufacturing Systems Engineering

1st Rank, Alpha Pi Mu Industrial Engineering Honor, Dean's List (GPA 4.00)

Chulalongkorn University, Bangkok, Thailand
B.S. in Chemical Technology/ Chemical Engineering

Training

Imetmax 7, Institute for Management Education for Thailand Foundation **2025**

Massachusetts Institute of Technology & College of Management, Mahidol University **2023, 2025**
Certificate of Strategy & Innovation for Business in Asia

Mahidol University 2023
Certificate of Executive Development Program (EDP22)

King Prajadhipok's Institute
Certificate of Young Leadership in Democratic Governance (PNP6) 2016-2017

Chulalongkorn University, Real-Estate Management Unit, Bangkok, Thailand
Certificate of Real-Estate Hotel Marketing and Investment 2015

The Public Utility Research Center, the University of Florida, USA
Certificate of PURC/World Bank International on Utility Regulation and Strategy 2008

Awards

- Outstanding Staff Award – Continuous Service (10-20 Years), College of Management, Mahidol University **2025**.
- The Mahidol Excellence Award by the College of Management, Mahidol University 2025.
- The Leadership & Determination Award by the College of Management, Mahidol University 2025.
- The Teaching Excellence Award for outstanding teaching performance by the College of Management, Mahidol University 2025.
- The Teaching Excellence Award for outstanding teaching performance by the College of Management, Mahidol University 2024.
- The Teaching Excellence Award for outstanding teaching performance by the College of Management, Mahidol University 2023.
- The Best Researcher Award by the College of Management, Mahidol University 2023.
- The Teaching Excellence Award of Honorary by the College of Management, Mahidol University 2022.
- The Teaching Excellence Award for outstanding teaching performance by the College of Management, Mahidol University 2022.
- Mahidol University Online Teaching Award 2021, Honorable Mention in the category of Engagement Strategies for Online Teaching
- The Teaching Excellence Award for outstanding teaching performance by the College of Management, Mahidol University 2021.
- The Teaching Excellence Award for outstanding teaching performance by the College of Management, Mahidol University 2020.
- The Teaching Excellence Award for outstanding teaching performance by the College of Management, Mahidol University 2019.
- The Teaching Excellence Award for outstanding teaching performance by the College of Management, Mahidol University 2018.
- The Best Research Award of the first Aviation National Symposium (Thailand) 2018.
- Winner for the final project, Real-Estate Hotel Marketing and Investment Program, Chulalongkorn University, 2015

- Marquis Who's Who, Who's Who in the World, 2010
- Hermanns Graduate Fellowship, Graduate School, the University of Texas at Arlington, 2004-2007
- STEM Doctoral Research Assistant Fellowship, the University of Texas at Arlington, 2006-2007
- Research Assistantship, Department of Industrial & Manufacturing Systems Engineering, The University of Texas at Arlington, 2004-2007
- Teaching Assistantship, Department of Industrial & Manufacturing Systems Engineering, The University of Texas at Arlington, 2005
- Academic Scholarship, Department of Industrial & Manufacturing Systems Engineering, The University of Texas at Arlington, 2002-2003
- Honorary Award, the National Dean's List, 2002

Referred Journal Publication

1) Nongnuch, P., Thananusak, T., & **Punnakitikashem, P**. (2026). From Sustainable Practices to SME Resilience: An Integrative, Systems-Based Review With Propositions. *Business Strategy and the Environment*, e71609. *(*indexed in SCOPUS, Q1*)*
2) Tiranut, Y., **Punnakitikashem, P**., & Thananusak, T. (2026). A bibliometric study of social capital in family businesses research: temporal and pattern analysis. *Journal of Small Business and Enterprise Development*, *33*(5), 1256-1281., doi: https://doi.org/10.1108/JSBED-08-2025-0585 *(*indexed in SCOPUS, Q1*)*
3) Naunthong, P., Nimsai, S., **Punnakitikashem, P**., & Kantabutra, S. (2026). Embedding Sustainability Values in Logistics and Supply Chains: Linking Organizational Culture, Practices, and Performance. *Sustainability*, 18(11), 5496. https://doi.org/10.3390/su18115496 *(*indexed in SCOPUS, Q1*)*
4) Suthumdilok, P., Nimsai, S., **Punnakitikashem, P.**, & Kantabutra, S. (2026). Towards a Theory of Supply Chain Resilience: An Integrative Review. *Sustainability*, *18*(5), 2497. https://doi.org/10.3390/su18052497 *(*indexed in SCOPUS, Q1*)*
5) Lwin, H. N. N., **Punnakitikashem, P.**, & Thananusak, T. (2023). E-Health Research in Southeast Asia: A Bibliometric Review. *Sustainability*, *15*(3), 2559. *(*indexed in SCOPUS, Q1*)*
6) Chaithanapat, P., **Punnakitikashem, P.**, Oo, N. C. K. K., & Rakthin, S. (2022). Relationships among knowledge-oriented leadership, customer knowledge management, innovation quality and firm performance in SMEs. *Journal of Innovation & Knowledge*, 7(1), 100162. *(*indexed in SCOPUS, Q1*)*
7) Nong Y., N. Buavaraporn, **P. Punnakitikashem**, (Forthcoming). Exploring the factors influencing users' satisfaction and continuance intention of MOOCs in China. *Kasetsart Journal of Social Sciences. (*indexed in SCOPUS, Q2*)*
8) Rakthin, S., **Punnakitikashem, P.**, Otakanon, B., Oo, N. C. K. K., &. (2022). A Conceptual Framework about Employees' Proactive Behavior and Supervisor's Favorable Evaluation: Moderating Effects of Dissimilarity in Supervisors' Cultural Dimensions. *Archives of Business Research*, 10(3)
9) Thananusak, T., Zhu, R., **Punnakitikashem, P.**, (2022). Bouncing from the Covid-19 Pandemic: Response of an Online Medical Tourism Facilitator Platform. *Procedia Computer Science*, 204, 278-282. *(*indexed in SCOPUS*)*
10) Rakthin S., **P. Punnakitikashem**, N. Pisitsupakarn, K. Aksaravut., (2021). Factors influencing employee engagement: Evidence from Thai SMEs. *Kasetsart Journal of Social Sciences. 42*(3), 482-488. *(*indexed in SCOPUS, Q2*)*
11) Thananusak, T., **Punnakitikashem, P.**, Tanthasith, S., & Kongarchapatara, B. (2021). The Development of Electric Vehicle Charging Stations in Thailand: Policies, Players, and Key Issues (2015–2020). *World Electric Vehicle Journal*, *12*(1), 2. *(*indexed in SCOPUS, Q2*)*
12) Lwin, H. N. N., **Punnakitikashem, P.**, & Thananusak, T. (2021). The level and determinants of international patient satisfaction with dental tourism in Bangkok, Thailand. *Cogent Business & Management*, *8*(1), 1898316. *(*indexed in SCOPUS, Q2*)*
13) Kantabutra, S., & **Punnakitikashem, P.** (2020). Exploring the Process Toward Corporate Sustainability at a Thai SME. *Sustainability*, *12*(21), 9204. *(*indexed in SCOPUS, Q1*)*
14) **Punnakitikashem, P.**, & Hallinger, P. *(*2020*)*. Bibliometric Review of the Knowledge Base on Healthcare Management for Sustainability, 1994–2018. *Sustainability*, Vol 12, No. 1, 205. *(*indexed in SCOPUS, Q2*)*

15) Poonpipatgul S.**, P. Punnakitikashem** (2020) "Perception and Influenced Factors Towards Stem Cell Technology in Thailand" UTCC International Journal of Business and Economics Vol. 12, No.2, August 2020, pp. 17-39.
16) Nuseirat, AA Al., ZM El Kahlout, A Abbas, D Adebanjo, **P Punnakitikashem**, *(*2019*)* "An analysis of a structured benchmarking project: the case of Dubai Electricity and Water Authority's benchmarking project," *Benchmarking: An International Journal*, *(*indexed in SCOPUS, Q1*)*
17) Chaoniruthisai, P., **P. Punnakitikashem** and K. Rajchamaha, *(*2018*)* "Challenges and difficulties in the implementation of a food safety management system in Thailand: A survey of BRC certified food productions," *Food Control*, *(*indexed in SCOPUS, Q1*)* DOI: https://doi.org/10.1016/j.foodcont.2018.06.004
18) **Punnakitikashem, P.**, N Buavaraporn, (2018) "The important enablers of lean implementation towards organizational performance in financial services", The Business & Management Review.
19) Makarapong, D. and **P. Punnakitikashem**, *(*2018*)* "Behavior Intention of E-Ticket System of Public Transportation System Users", *KMUTT Research & Development Journal*, Vol. 41, No. 1, pp.1-12. (Indexed in Thai-Journal Citation Index)
20) Nunarong C., and **P. Punnakitikashem**, *(*2018*)* "A Psychological Model of Residential Property Purchasing Decision in Thailand", *UTCC International Journal of Business and Economics*, Vol. 10, No. 1, January 2018 *(*to appear*)*.
21) Thananusak, T. S. Rakthin, T. Tavewatanaphan, and **P. Punnakitikashem**, *(*2017*)* "Factors affecting the intention to buy electric vehicles: empirical evidence from Thailand," *International Journal of Electric and Hybrid Vehicles*, *(*forthcoming, indexed in SCOPUS, Q3*)*
22) **Punnakitikashem, P.**, A. Maimun, and S. Rakthin, *(*2017*)* "Supportive factors of job and life satisfaction: Empirical evidence from disclosed lesbian, gay, and bisexual *(*LGB*)* workforce in Thailand", *Journal of Management and Organization*, *(*article in press*)*, pp. 1-20. *(*Indexed in SCOPUS*)* DOI: https://doi.org/10.1017/jmo.2017.32
23) Chaoniruthisai, P., **Punnakitikashem, P.**, & Rajchamaha, K. *(*2017*)*. The current status of Thai food manufacturing plants certified to BRC standard. International Journal of Food Engineering, Vol 3, No 2 *(*Indexed in Scopus, Q2*)*
24) Nateprapit, S., S. Rakthin, V. Ruangpaka, **P. Punnakitikashem**, *(*2017*)*, "Research and Development Trend for Medical Services Industry Associated with Regenerative Medicine in Ophthalmology", *Modern Management Journal*, July-December, 2560, Vol 15, No 2, pp. 67-76.
25) Lertsomporn, N., **P. Punnakitikashem**, S. Rakthin, and V.Ruangpaka, *(*2017*)* "The Study of Market Analysis and Assessment in Regenerative Medicine for Treatment for Knee Joint Disease with Stem Cells," *Suthiparithat*, Vol. 31, No. 97, Jan-Mar 2017, pp. 34-45. *(*Indexed in TCI*)*
http://www.dpu.ac.th/dpurc/assets/uploads/magazine/1zndetzxnef44wsw8w.pdf
26) Chaisilwattana R., and **P. Punnakitikashem**, *(*2017*)* "Thai Culture and Its Effects on Organizational Engagement in Thai Privately Held Companies", *UTCC International Journal of Business and Economics*, Vol. 9, No. 2, December 2017 *(*to appear*)*.
27) Chaisuriyathavikun, N. and **P. Punnakitikashem**, *(*2016*)* "A study of factors influencing customers' purchasing behaviours of gold ornaments," *Journal of Business and Retail Management Research (JBRMR)*, Vol. 10, No. 3, pp. 147-159. *(*Indexed in SCOPUS*)*
28) Benjamapornkul, R., S. Rakthin, **P. Punnakitikashem** (2016) "The Impact of Visual Merchandising Management on Customer Attraction in Retail Stores" UTCC International Journal of Business and Economics Vol. 8, No.1, June 2016, pp. 133-149.
29) Wongpraparat, S., P. **Punnakitikashem**, *(*2016*)* "A Study of Behavioral Operation of Thais, Burmese, Cambodians in Industrial Factory," *Suthiparithat*, Vol. 30, Special Issue, October-December, *(*Indexed in TCI*)*
30) Suvimoljareon, N., P. **Punnakitikashem**, *(*2016*)* "A Study of Key Success Factors for an E-Commerce Business in Wire Rope Industry," *Suthiparithat*, Vol. 30, No. 95, July-September pp. 156-175. *(*Indexed in TCI*)*
31) Chaisuriyathavikun, M. and **P. Punnakitikashem**, *(*2015*)*. "A Study of Organizational Commitment and Intention to Stay in Gold Retailer Business," *International Journal of Management and Applied Science*, Vol. 1, No. 2, pp. 1-5.
32) Thamthada, W. and **P. Punnakitikashem**, *(*2015*)*. "Exploring Thai Men Shopping Behavior for Clothing and Fashion Products," *Asia Business and Economic Journal.*

33) Bunnakiet P., **P. Punnakitikashem**, (2014). "Marketing Strategy for International Service Department in Banking", KMUTT Research & Development Journal, Vol. 37, No. 4, pp. 467-479 (Indexed in Thai-Journal Citation Index)
34) **Punnakitikashem, P.**, J. M. Rosenberger, D. F. Buckley Behan, (2013). "A Stochastic Programming Approach for Integrated Nurse Staffing and Assignment", *IIE Transactions*, Vol. 45, No. 10, pp. 1059-1076. (Indexed in ISI, Scopus)
35) Laosirihongthong T., **P. Punnakitikashem**, D. Adebanjo, (2013). "Improving supply chain operations by adopting RFID technology: evaluation and comparison of enabling factors", Production Planning & Control, Vol. 24, Issue 1 (Indexed in ISI, Scopus)
36) Mann R., D. Adebanjo, T. Laosirihongthong, **P. Punnakitikashem**, (2011). "Awareness and impact of business excellence in Asia", *Total Quality Management and Business Excellence*, Vol. 22, No.11, pp.1237-1258. (Indexed in Scopus)
37) Baker R. L., S. Tindell, D. F. Buckley Behan, P. Turpin, J. M. Rosenberger. **P. Punnakitikashem**, (2010). "Phase I: Creating an Electronic Prototype to Generate Equitable Hospital Nurse-to-Patient Assignments", *Computers, Informatics, Nursing*, Vol. 28, No. 1, pp. 57- 62. (Indexed in Scopus, ISI, Impact Factor 0.969)
38) **Punnakitikashem P.**, T. Laosirihongthong, D. Adebanjo, M. W. McLean, (2010). "A Study of Quality Management Practices in TQM and Non-TQM Firms: Findings from the ASEAN Context", *International Journal of Quality and Reliability Management*, Vol. 27, No. 9, 1021-1035. (Indexed in Scopus)
39) **Punnakitikashem P**., P. Tungkaprasert, (2011) "Utilizing Technology in Operations Strategy to Create Competitive Advantage", *Chulalongkorn Review*, Vol. 23, No.90, pp.9-25. (January-March 2011)
40) Leelataypin K., P. Maluesri, **P. Punnakitikashem**, (2011). "Service Quality Assessment in Public Hospital in Bangkok using SERVQUAL Model", KMUTT Research & Development Journal, Vol. 34, No. 4, pp. 443-456 (Indexed in Thai-Journal Citation Index)
41) **Punnakitikashem P.**, W. Loratchavee, W. Sutamniti, S. Pornputtichai, (2011). "Healthcare Operation Management: The Key to Competitiveness", *Chulalongkorn Review*, Vol. 91 (April-June 2011), pp. 80-87.
42) Punsawat B., S. Cherdchoo, A. Jungate, **P. Punnakitikashem**, P. Tungkaprasert, T. Laosirihongthong, (2011). "Innovative Telecare System for the Elderly", *Thailand Journal of Nursing Council,* Vol.26, Special Issue, January-March 2011, pp.5-16 (Listed National Journal by MUA, Thailand Research Fund: TRF)
43) **P. Punnakitikashem**, P. Tungkaprasert, (2010), "Quality Management in Hospitals", *Chulalongkorn Review*, Vol. 87, April-June, pp. 38-56.
44) **Punnakitikashem P.**, U. Chantra, P. Thammasathitdej., T. Laosirihongthong, (2010) "A Study of the Relationship between Improvement Initiatives and Operating Performance", *Ladkrabang Engineering Journal*, Vol. 27, No. 4, pp. 25-30 (Listed National Journal by MUA, Thailand Research Fund: TRF)
45) **Punnakitikashem P.**, Budsab, P., and Laosirihongthong, T. (2010), "Green Supply Chain Efficiency Measurement using Data Envelopment Analysis (DEA)" *Ladkrabang Engineering Journal*, Vol. 27, pp. No. 2, pp. 7-12. (Listed National Journal by MUA, Thailand Research Fund: TRF)
46) Saiphin C., T. Seng-asai, **P. Punnakitikashem**, The Influence of TQM Practices on Employees' Attitude and Perception: Case Study of Service Organization (2010), KMUTT R&D Journal, Vol. 33, No. 4, October- December (Listed National Journal by MUA, Thailand Research Fund: TRF)
47) Sungwanna B., N. Tanatkitcharoen, T. Laosirihongthong, P. Tungkaprasert, **P. Punnakitikashem**, (2010), "Cloud Computing: Emerging Technology that will Transform your Business Model", *Chulalongkorn Review*, Vol. 87, April-June, pp. 57-67.
48) **Punnakitikashem P.**, Tungkaprasert, P., and Laosirihongthong, T. (2009), "Prioritizing Enabling Factors in Reverse Logistics Strategy Implementation" *Ladkrabang Engineering Journal*, Vol. 26, No. 3, pp. 55-60. (Listed National Journal by MUA, Thailand Research Fund: TRF)
49) **Punnakitikashem P.**, Tungkaprasert P., Saikhun K., Laosirihongthong T., (2009) "Enhancing Healthcare Service Operations by Adopting Lean Strategy", *Chulalongkorn Review*, Vol. 22, No. 85, October-December, pp. 81-98.
50) Laosirihongthong T., N. Somsuk, P. Jitlada, **P. Punnakitikashem**, (2009), "ASEAN Economic Community Agreement", *Chulalongkorn Review*, Vol. 21, No. 82, January-March, pp. 5-15.

51) Krannasut, P., R. Smutrakalin, S. Suebyim, **P. Punnakitikashem**, (2009), "Risk Factors for Systolic Blood Pressure in Graduate Students in Academic Institution", *Journal of Health Research*, Vol. 23, No. 1, pp. 55-57. (Indexed in Scopus, Impact Factor 0.101, Listed National Journal by MUA, Thailand Research Fund: TRF)

52) **Punnakitikashem, P.**, J. M. Rosenberger, and D. B. Behan, (2008). "Stochastic Programming for Nurse Assignment," *Computational Optimization Applications,* Vol. 40, No. 3, pp. 321-349. (*Indexed in Scopus,* Impact Factor 0.648)

Consulting & Research Projects

- Punnakitikashem P. (PI), Rakthin, S., Research Project for Strategic Thailand Biopharmaceutical Roadmap, Thailand Center of Excellence for Life Sciences (TCELS), 2018-2019. Amount Undisclosed
- Punnakitikashem P. (PI), Rakthin, S., Ruangpaka, V., Research Project for Studying Market Opportunity and Investment Option for Gene and Cell Therapy Center, Thailand Center of Excellence for Life Sciences (TCELS), 2015-2016. Amount Undisclosed
- Rakthin S. (PI), Punnakitikashem P., Ruangpaka, V., "Knowledge Managemnet and Creating Learning Community for Sustainable Development: Case Study of PidThong Project",Thailand Sustainable Development Foundation, 2015-2016.
- Kantabutra, S. (PI), et. al, "Sufficiency Economy Business Standard for SME", Thailand Sustainable Development Foundation, 2016-present
- Punnakitikashem P. (PI), Rakthin, S., Ruangpaka, V., Business Plan for Life Plus Exhibition Center & Showroom Project, Thailand Center of Excellence for Life Sciences (TCELS), 2014-2015. Amount Undisclosed
- Kantabutra, S. (PI), et. al, "Sufficiency Economy Business Standard II", Thailand Sustainable Development Foundation, 2013-2015
- Punnakitikashem P. (PI), "Organizational Innovation: Examination of Lean Strategy Implementation in Healthcare Service Organizations in Thailand," New Faculty Development Funding, Thailand Research Fund (TRF), March 2010 – March 2012, Amount: THB 300,000
- Punnakitikashem P. (PI), "Efficiency Assessment of Health Care Operations: Hospitals with Hospital Accreditation (HA) and ISO 900X using Integrated DEA-AHP Methodology," Young Researcher Grant, Mahidol University, March 2010 – March 2011, Amount Undisclosed
- Wongsawat Y. (PI), P. Punnakitikashem (Co-PI), Z Lertmanorat (Co-PI), "Neuroprosthetic Communication Devices for Handicaps," Telecommunications Research and Industrial Development Institute (TRIDI), National Telecommunications Commission, January 2010 – June 2012, THB 5,800,000 ($180,000)
- Gerdsri N. (PI), P Punnakitikashem (Co-I), Wongsawat Y. (Co-I), "A R&D Blueprint for Biomedical Engineering in Thailand 2011-2013," National Electronics and Computer Technology Center (NECTEC) October 2009 - April 2010 Amount Undisclosed

Referred Conference Proceeding & Technical Reports

1) Thant A. A., **P. Punnakitikashem**, and T. Thananusak "Lean, anywhere? Comparison of lean application and operational efficiency in developed and developing countries", International Conference Series 2026 Bangkok, Thailand: Fifteenth Annual International Conference on Consumer Research and Marketing: Frontiers of Theory, Method, and Practice, November 21st 2026 Bangkok, Thailand, ISBN (e-book 978-616-443-863-7

2) Suppawittaya P., C. Wilairatanarporn1, T. Vaniyapong1, **P. Punnakitikashem**, T. Thananusak, P. Kaewkamjornchai, N. Sirachainan, J. Rushchano1, "Assessing Learning Organization Characteristics in Department of Pediatrics, University Hospital: A Mixed-Methods Study from Thailand", The AMEE Conference 2026, Vienna, Austria

3) Mar O. and **P. Punnakitikashem,** "The International Patient Satisfaction Within the Context of Medical Tourism in Private Hospitals, Thailand", International Conference Series 2023 Bangkok, Thailand: Twelfth Annual International Conference on Consumer Research and Marketing: Frontiers of Theory, Method, and Practice, November 18th 2023 Bangkok, Thailand, ISBN (e-book 978-616-443-863-7)

4) Gimpao G. , **P. Punnakitikashem** and S. Phruthanontachai, "The Influence Of E-Marketing Elements and Purchasing Intention Towards Online Food Delivery in Bangkok", International Conference Series 2023 Bangkok, Thailand: Twelfth

Annual International Conference on Consumer Research and Marketing: Frontiers of Theory, Method, and Practice, November 18th 2023 Bangkok, Thailand, ISBN (e-book 978-616-443-863-7)

5) Wiwatreungdech U. and **P. Punnakitikashem**, "Managing Hotel Spa Business after COVID-19 through McKinsey's 7-S Framework: A Case Study in Bangkok", International Conference Series 2020 Bangkok, Thailand: Ninth Annual International Conference on Consumer Research and Marketing: Frontiers of Theory, Method, and Practice, November 21st 2020 Bangkok, Thailand, ISBN 978-616-443-503-2 (e-book)

6) **Punnakitikashem P.**, N. Buavaraporn, "The Important Enablers of Lean Implementation towards Organizational Performance in Financial Services," In Proceedings of the 8th International Conference on Restructuring of the Global Economy, Oxford, United Kingdom, July, 2018.

7) Seeluangsawa N., B. Leerapan, **Punnakitikashem P.**, "The Relationship between Work-Life Skill and Employee Engagement of Caregivers in Nursing Home," *In Proceedings of Asia-Pacific Decision Science Institute International Conference (APDSI)*, Bangkok, Thailand, July, 2018.

8) Wattanakamolchai S., **P. Punnakitikashem**, S. Wattanakamolchai, "Comparative Studies of Airliners' and Educators' Perceptions Towards Soft Skills Essential for Career Advancement in Ground Passenger Service", *In Proceedings of the first Aviation National Symposium (Thailand)*, Bangkok, June 11, 2018. (**The Best Research Award**)

9) Chaoniruthisai P., **P. Punnakitikashem**, and K. Rajchamaha, "The current status of Thai food manufacturing plants certified to BRC standard," *In Proceedings of The 3rd International Conference on Food and Environmental Sciences (ICFES 2017)* Hanoi, Vietnam, February 25-27, 2017.

10) Sukumalpongkul O. and **P. Punnakitikashem**, "Technology Management in Operation: Lean construction with Building Information Modeling (BIM)", *In Proceedings of the 9th ThaiTIMA Annual Conference on Technology and Innovation Management, Bangkok, Thailand,* June, 2017.

11) Kanokworapan N., S. Borirakphusit and **P. Punnakitikashem**, "Information System in Operations: Starbucks", *In Proceedings of the 9th ThaiTIMA Annual Conference on Technology and Innovation Management, Bangkok, Thailand,* June, 2017.

12) Sungkharachat K., R. Wipatapun and **P. Punnakitikashem**, "Operations Strategy: Case Example of Differentiation Strategy in Airline Business", *In Proceedings of the 9th ThaiTIMA Annual Conference on Technology and Innovation Management, Bangkok, Thailand,* June, 2017.

13) Chuangemanee P., **P. Punnakitikashem**, "Exploring Decision Making in Social Networking for Jewelry Items," *In Proceedings of The 8th IEEE International Conference on Management of Innovation and Technology (ICMIT2016),* Bangkok, Thailand September, 2016.

14) Chaoniruthisai P., **P. Punnakitikashem**, and K. Rajchamaha, "Challenges and difficulties in implementing food safety management system towards BRC certified food productions in Thailand," *In Proceedings of The 18th Food Innovation Asia Conference 2016 (FIAC 2016), Food Research and Innovation for Sustainable Global Prosperity,* Bangkok, Thailand, June, 2016.

15) Chuangemanee P., **P. Punnakitikashem**, "A Framework of Theoretical Perspectives in Purchase Decision of Jewelry from Social Networking sites," *In Proceedings of the 4th International Conference on Advances in Economics, Social Science and Human Behaviour Study - (ESSHBS 2016),* Bangkok, Thailand, May, 2016.

16) Pongugsorn W., N. Buavaraporn, and **P. Punnakitikashem**, "Investigating of Current Practices of Lean Implementation for Improving Service Quality in Airlines Industry," *In Proceedings of Proceedings of the 2016 Industrial and Systems Engineering Research Conference (ISERC 2016),* California, May, 2016.

17) Soontrapimuk P., A. Onsawat and **P. Punnakitikashem**, "Five Dimensions of Service Quality in Mandarin Oriental Bangkok", *In Proceedings of the 8th ThaiTIMA Annual Conference on Technology and Innovation Management, Bangkok, Thailand,* September, 2016

18) Saengtharathip K., P. Leeudomjinda and **P. Punnakitikashem**, "Retail Operation in Warehouse stores: Case Example of Retail strategy implementation in IKEA", *In Proceedings of the 8th ThaiTIMA Annual Conference on Technology and Innovation Management, Bangkok, Thailand,* September, 2016

19) Vichanyuttanakul M., R. Mukrattanamaneesri and **P. Punnakitikashem**, "Healthcare Operation Management: Case Study of Lean Improvement Thinking of Service in Department of Ophthalmology in Case Study Hospital", *In Proceedings of the 8th ThaiTIMA Annual Conference on Technology and Innovation Management, Bangkok, Thailand,* September, 2016

20) Poontong P., T. Vutthanan and **P. Punnakitikashem**, "Humanitarian Operations and Crisis Management: Case Study of SCG", *In Proceedings of the 8th ThaiTIMA Annual Conference on Technology and Innovation Management, Bangkok, Thailand,* September, 2016

21) **Punnakitikashem, P.,** A. Maimun, and S. Rakthin, "Supportive Factors of Job and Life Satisfaction of Disclosed LGB Workforce", *In Proceedings of the ICEFB 2015 International Congress on Economy, Finance, and Business*, Osaka, Japan, August, 2015.

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Professional Service

- **Speaker, "CMMU's Quest for Lifelong Learning & Innovation driving Responsible Management",** the AMBA & BGA Asia Pacific Deans and Directors Conference 2025, 25 November 2025
- **Guest editor**, IEEE Transactions on Engineering Management is journal of the Technology and Engineering Management Society of IEEE, Special Issue: New Perspectives on Technology and Innovation Management to Strengthen the Development of Healthcare Organizations and Ecosystems, 2023 (https://ieeexplore.ieee.org/abstract/document/10155282)
- **Session Chair**, the ICEFB 2015 International Congress on Economy, Finance, and Business, Osaka, Japan, August, 2015.
- **Session Chair**, the 22nd EurOMA Conference, Operations Management for Sustainable Competitiveness, Neuchatel, Switzerland June, 2014.
- **Academic Chair**, the 6th *ThaiTIMA Annual Conference on Technology and Innovation Management, Thailand Technology and Innovation Management Association*, July, 2015
- **Session Chair**, the 6th *ThaiTIMA Annual Conference on Technology and Innovation Management, Thailand Technology and Innovation Management Association*, July, 2015.
- **Academic Chair**, the 5th *ThaiTIMA Annual Conference on Technology and Innovation Management, Thailand Technology and Innovation Management Association*, July, 2014
- **Session Chair**, the 5th *ThaiTIMA Annual Conference on Technology and Innovation Management, Thailand Technology and Innovation Management Association*, July, 2014
- **Track chairs,** health care management track, the 2013 International Conference of Decision Sciences Institute & International Conference of Asia Pacific Decision Sciences Institute (IDSI-APDSI Conference), Bali, July 10-13, 2013
- **Program Chair**, *the International Conference of Asia Pacific Decision Sciences Institute (APDSI) 2012*, July 22-26, 2012
- **Moderator in panel discussion** session, "Corporate Social Responsibility (CSR): A Challenge for Business Decision", *the 17th International Conference of Asia Pacific Decision Sciences Institute*, Le Meridian Chiang Mai July 23, 2012
- **Program Chair**, the 4th *ThaiTIMA Annual Conference on Technology and Innovation Management, Thailand Technology and Innovation Management Association*, July 19-20 , 2012
- **Session Chair**, The 2012 IEEE International Conference on Management of Innovation and Technology (IEEE ICMIT 2012), TQM and Learning Session, Bali, Indonesia, June 11-13, 2012
- **Session Chair**, the 4th *ThaiTIMA Annual Conference on Technology and Innovation Management, Thailand Technology and Innovation Management Association*, July 19-20 , 2012
- **Critique committee to the new curriculum CEO-MBA** (agriculture business), School of Business, the University of Thai Chamber of Commerce, March, 2012
- **Session chair**, *APAIE 2012 Conference and Exhibition*, April 4, 2012
- **Session Chair,** *the International HR conference*, CMMU, January 20, 2012
- **Technical program committee,** *for ISBEIA 2012 (2012 IEEE Symposium on Business, Engineering & Industrial Application, 2012*
- **Conference Reviewer,** *the IEEE International Conference on Industrial Engineering and Engineering Management (IEEM)*, Hong Kong, December, 2012
- **Conference Reviewer,** *the International Conference of Asia Pacific Decision Sciences Institute (APDSI) 2012*
- **Conference Reviewer,** the 4th *ThaiTIMA Annual Conference on Technology and Innovation Management, Thailand Technology and Innovation Management Association*, July 19-20 , 2012

- **Conference Reviewer,** The 2012 IEEE International Conference on Management of Innovation and Technology (ICMIT), Bali, Indonesia, June, 2012
- **Conference Reviewer,** *ISBEIA 2012 (2012 IEEE Symposium on Business, Engineering & Industrial Applications, 2012*
- **Committee of Judges for Thailand ICT Excellence Awards 2011**, Thailand Management Association (TMA), 2012
- **Program Chair**, the 3rd *ThaiTIMA Annual Conference on Technology and Innovation Management, Thailand Technology and Innovation Management Association*, June 16-17 , 2011
- **Program Arrangement Committee**, The 2011 IEEE International Conference on Quality and Reliability, September 14-17, 2011
- **Committee of Judges for Thailand ICT Excellence Awards 2010**, Thailand Management Association (TMA), 2011
- **Session Chair (3 sessions)** , The 2011 IEEE International Conference on Quality and Reliability, September 14-17, 2011
- **Session Chair (2 sessions),** *the IEEE International Conference on Industrial Engineering and Engineering Management (IEEM)*, Macau, December, 2010
- **Session Chair,** *The 17th International Conference on Industrial Engineering and Engineering Management(IE & EM 2010)*, Xiemen, China, October 2010
- **Session Chair (2 sessions),** *the 3nd ThaiTIMA Annual Conference on Technology and Innovation Management, Bangkok, Thailand, June 2011*
- **Journal Referee,** *Operations Research, International Journal of Production Planning & Control, International Journal of Information Management, International Journal of Workplace Health Management, Songklanakarin Journal of Science and Technology,*
- **Book Referee,** *Operations Research & Management Science Encyclopedia*
- **Conference Referee**, *PICMET 2010, ThaiTIMA Annual Conference on Technology and Innovation Management, Thailand Technology and Innovation Management Association*, 2009, *2010, 2011, ISEEE International Symposium on Engineering, Energy, and Environment, 2009, IEEE International Conference on Industrial Engineering and Engineering Management, 2009, 2010,* the ThaiTIMA Annual Conference on Technology and Innovation Management, Bangkok, Thailand, 2009-2011
- **Committee for Best Student Paper Award,** the 3nd ThaiTIMA Annual Conference on Technology and Innovation Management, Bangkok, Thailand, June 2011.
- **Reviewer, the Society for Health System/SHS 2012 conference, September, 2011**
- **Reviewer**, The 4th International HR Conference (HRC 2011): Managing People for Sustainability, 9-11 November, 2011 Bangkok, Thailand
- **Organizing Committee,** *ThaiTIMA Annual Conference on Technology and Innovation Management, Thailand Technology and Innovation Management Association*, 2009-2011
- **Organizing Committee**, CMMU Showcase, College of Management, Mahidol University, 2011
- **Organizing Committee**, Women Leadership Symposium, College of Management, Mahidol University, 2011