
รองศาสตราจารย์ ดร.ปรารถนา ปุณณกิติเกษม

PRATTANA PUNNAKITIKASHEM, Ph.D.

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Experience

Associate Professor, College of Management, Mahidol University (CMMU)	Sept 2018–present
Deputy Dean in Administration, College of Management, Mahidol University (CMMU)	Sept 2020-present
Program Chair of “Healthcare and Wellness management” program, College of Management, Mahidol University (CMMU)	Sept 2016- present
Executive Committee, College of Management, Mahidol University (CMMU)	2017-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-present
Guest lecturer, University of Thai Chamber of Commerce, Ramkhamhang University, Thammasat University, Srinakharinwirot University	2008-present
Director of Strategy & Innovation Department, College of Management, Mahidol University (CMMU)	January 2014-May 2015
Program Chair of “Healthcare and Wellness management” program, College of Management, Mahidol University (CMMU)	July 2012-December 2013
Executive committee, College of Management, Mahidol University (CMMU)	May 2011-April 2013
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 trainee, 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	2004-2007
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	2002-2003
1st Rank, Alpha Pi Mu Industrial Engineering Honor, Dean's List (GPA 4.00)	
Chulalongkorn University, Bangkok, Thailand B.S. in Chemical Engineering	1997-2001
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

- The Teaching excellence award for outstanding teaching performance by College of Management, Mahidol University 2020.
- The Teaching excellence award for outstanding teaching performance by College of Management, Mahidol University 2019.
- The Teaching excellence award for outstanding teaching performance by 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) 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)

- 2) 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)
- 3) 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)
- 4) 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)
- 5) 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)
- 6) Kantabutra, S., & **Punnakitikashem, P.** (2020). Exploring the Process Toward Corporate Sustainability at a Thai SME. *Sustainability*, 12(21), 9204. (indexed in SCOPUS, Q1)
- 7) **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)
- 8) 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.
- 9) Nuseirat, AA Al, ZM El Kahlout, A Abbas, D Adebajo, **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)
- 10) 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>
- 11) **Punnakitikashem, P.**, N Buavaraporn, (2018) "The important enablers of lean implementation towards organizational performance in financial services", *The Business & Management Review*.
- 12) 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)
- 13) 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).
- 14) 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)
- 15) **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>
- 16) 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)
- 17) 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.
- 18) 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>
- 19) 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).

- 20) 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)
- 21) 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.
- 22) 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)
- 23) 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)
- 24) 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.
- 25) Thamthada, W. and **P. Punnakitikashem**, (2015). "Exploring Thai Men Shopping Behavior for Clothing and Fashion Products," *Asia Business and Economic Journal*.
- 26) 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)
- 27) **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)
- 28) Laosirihongthong T., **P. Punnakitikashem**, D. Adebajo, (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)
- 29) Mann R., D. Adebajo, 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)
- 30) 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", *Computex, Informatics, Nursing*, Vol. 28, No. 1, pp. 57- 62. (Indexed in Scopus, ISI, Impact Factor 0.969)
- 31) **Punnakitikashem P.**, T. Laosirihongthong, D. Adebajo, 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)
- 32) **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)
- 33) 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)
- 34) **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.
- 35) 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)
- 36) **P. Punnakitikashem**, P. Tungkaprasert, (2010), "Quality Management in Hospitals", *Chulalongkorn Review*, Vol. 87, April-June, pp. 38-56.
- 37) **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)
- 38) **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)


- 39) 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)
- 40) Sungwana 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.
- 41) **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)
- 42) **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.
- 43) Laosirihongthong T., N. Somsuk, P. Jitlada, **P. Punnakitikashem**, (2009), "ASEAN Economic Community Agreement", *Chulalongkorn Review*, Vol. 21, No. 82, January-March, pp. 5-15.
- 44) 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)
- 45) **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 Management 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)
- Gerd Sri 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



- 1) **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.
- 2) 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.
- 3) Wattanakamolchai S., **P. Punnakitikashem**, S. Wattanakamolchai, “Comparative Studies of Airlines’ 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**)
- 4) 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.
- 5) 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.
- 6) 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.
- 7) 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.
- 8) Chuangemane 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.
- 9) 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.
- 10) Chuangemane 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.
- 11) 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.
- 12) Soontrapimuk P., A. Onawat 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
- 13) 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

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- 14) 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*
 - 15) 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*
 - 16) **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.*
 - 17) **Punnakitikashem P.**, “Improving Operational Performance in Hospitals through Lean Implementation and Organizational Commitment,” *In Proceedings of the 22nd EurOMA Conference, Operations Management for Sustainable Competitiveness, Neuchatel, Switzerland June, 2014.*
 - 18) Makarapong, D. and **P. Punnakitikashem**, “Exploring Adoption and Intention to use Technology of E-Ticket System”, *In Proceedings of the 7th ThaiTIMA Annual Conference on Technology and Innovation Management, Bangkok, Thailand, June 11-12, 2015*
 - 19) Boonhao K., S. Techakasikornpanich., and **P. Punnakitikashem**, “Applications Inventory Management: Case Study of Best Practices in Boonthaworn Company”, *In Proceedings of the 7th ThaiTIMA Annual Conference on Technology and Innovation Management, Bangkok, Thailand, June 11-12, 2015*
 - 20) Nijboonanan R., A. Prommi., and **P. Punnakitikashem**, “Applications of Supply Chain Management to Enhance, Competitive Advantages in Camera Industry”, *In Proceedings of the 7th ThaiTIMA Annual Conference on Technology and Innovation Management, Bangkok, Thailand, June 11-12, 2015*
 - 21) Pattarachon, P., S. Parnich, and **P. Punnakitikashem**, “Operational Risk Management and Resilience: Case Study of Enterprise Risk Management (ERM) in Hotel Industry”, *In Proceedings of the 7th ThaiTIMA Annual Conference on Technology and Innovation Management, Bangkok, Thailand, June 11-12, 2015*
 - 22) Singkhornart, P., A. Greenwood, and **P. Punnakitikashem**, “Applications of Logistics Management and Physical Distribution Management”, *In Proceedings of the 7th ThaiTIMA Annual Conference on Technology and Innovation Management, Bangkok, Thailand, June 11-12, 2015*
 - 23) Seeneerattanaprayun. J., D. Fongtong S. Wongprapat, and **P. Punnakitikashem**, “Behavioral Operations in Electronics Industry: Case Study of Motivation at a Factory in Phetchaburi Province”, *In Proceedings of the 7th ThaiTIMA Annual Conference on Technology and Innovation Management, Bangkok, Thailand, June 11-12, 2015*
 - 24) Suriyajanrathong, D., R. Changsiang, and **P. Punnakitikashem**, “Application of E-Business and Operations in Amazon.com”, *In Proceedings of the 7th ThaiTIMA Annual Conference on Technology and Innovation Management, Bangkok, Thailand, June 11-12, 2015*
 - 25) Wongsathitporn, N., W. Charutanan, and **P. Punnakitikashem**, “Organizational Innovation Management: Case Example of Applications of Innovation Management in 3M Company”, *In Proceedings of the 7th ThaiTIMA Annual Conference on Technology and Innovation Management, Bangkok, Thailand, June 11-12, 2015*
 - 26) Chaisuriyathavikun M. and **P. Punnakitikashem**, “A Study of Organizational Commitment and Intention to Stay in Gold Retailer Business,” *In Proceedings of the International Conference on Science, Technology, Engineering and Management (ICSTEM), Singapore, January, 2015*

- 27) Chaisuriyathavikun N. and **P. Punnakitikashem**, “Key factors Influencing Purchasing Behavior in Gold Ornament,” *In Proceedings of the Asia-Pacific Business Research Conference*, Singapore, August, 2014
- 28) **Punnakitikashem P.**, “The Impact of Lean Practices and Organizational Commitment on Operational Performance in Hospitals,” *In Proceedings of the 25th Annual POMS Conference*, Atlanta, USA, May, 2014
- 29) Rajchamaha K, **P. Punnakitikashem**, “Valuation of Technology Business Incubator Model: The Comparative Study towards Good-Practice Approach”, *In Proceedings of the 6th ThaiTIMA Annual Conference on Technology and Innovation Management*, Bangkok, Thailand, June 5-6 2014
- 30) Sangkhapan J., V. Sa-Ngar-Areekul, **P. Punnakitikashem**, “Organizational Innovation in Hotels: Case Study of Six Sigma Program at Starwood Hotels & Resorts Worldwide”, *In Proceedings of the 6th ThaiTIMA Annual Conference on Technology and Innovation Management*, Bangkok, Thailand, June 5-6 2014
- 31) Toypan N., S. Na Ayutthaya, **P. Punnakitikashem**, “Enhancing Service Operational Performance in Commercial Bank: Case Study of Cash Flow Management”, *In Proceedings of the 6th ThaiTIMA Annual Conference on Technology and Innovation Management*, Bangkok, Thailand, June 5-6 2014
- 32) Bunchongpru N., T. Taveemanoon, **P. Punnakitikashem**, “Case Study of Best Practice in Supply Chain Management”, *In Proceedings of the 6th ThaiTIMA Annual Conference on Technology and Innovation Management*, Bangkok, Thailand, June 5-6 2014
- 33) Krachaiwong K., P. Chantrarom, **P. Punnakitikashem**, “Operation Excellence in Company ABC: Case Study of Lean Sigma on Vessels Turnaround Time”, *In Proceedings of the 5th ThaiTIMA Annual Conference on Technology and Innovation Management*, Bangkok, Thailand, July 17-18 2013
- 34) Jampated S., S. Chatchaisopon, **P. Punnakitikashem**, “Application of Total Quality Management in Suvarnabhumi Airport”, *In Proceedings of the 5th ThaiTIMA Annual Conference on Technology and Innovation Management*, Bangkok, Thailand, July 17-18 2013
- 35) Chotiwithayaporn N., C. Chaleoboon, P. La-ong chan, **P. Punnakitikashem**, “Organizational Innovation: Total Quality Management Implementation in PTT International Trading”, *In Proceedings of the 5th ThaiTIMA Annual Conference on Technology and Innovation Management*, Bangkok, Thailand, July 17-18 2013
- 36) Oatsiriyamong P., Supatranon, N., **P. Punnakitikashem**, “Organizational Innovation: Lean in Public Sector - Is it applicable?”, *In Proceedings of the 5th ThaiTIMA Annual Conference on Technology and Innovation Management*, Bangkok, Thailand, July 17-18 2013
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- **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
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- **Session Chair (3 sessions)**, The 2011 IEEE International Conference on Quality and Reliability, September 14-17, 2011
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- **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 3rd 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
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