

Assistant Professor Dr. Sirisuhk Rakthin

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EDUCATION

Doctor of Philosophy, Business Administration Michigan State University, East Lansing, MI, USA Major: Marketing Dissertation Chair and Academic Advisor: Professor Roger J. Calantone Ph.D. Scholarship Advisor: Professor Vicharn Panich	2013
Master of Science in Business Research Michigan State University, East Lansing, MI, USA Major: Management (Strategy and Organizational Behavior)	2012
Bachelor of Laws Sukhothai Thammathirat Open University, Bangkok Thailand	2000
Master of Business Administration Massachusetts Institute of Technology, Cambridge, MA, USA Major: Strategic Management & Consulting	1998
Bachelor of Engineering Kasetsart University, Bangkok Thailand Major: Electrical Engineering	1992

TEACHING EXPERIENCE (selected list)

MAHIDOL UNIVERSITY, College of Management, Thailand	2002 – Present
Deputy Dean – Academic Services	2024 – Present
Assistant Dean – Planning and Strategy	2021 – 2024
Mahidol University Central Institutional Review Board Committee	2021 – Present
Assistant Dean – Business and Community Relations	2019 – 2020
Program Chair – Management and Strategy	2017 – 2019
Lecturer (Full-time position since October 2013) – Strategic Marketing Management, Strategic Management, International Business Management, Corporate Advantage & Strategy, Global Competition & Strategy, Consulting Practice, Independent Study	
UNIVERSITY OF THAI CHAMBER OF COMMERCE, International School of Management, Thailand	
Guest Lecturer – Global Marketing	

CHULALONGKORN UNIVERSITY, Faculty of Architecture, Thailand
Guest Lecturer – Crafting a Business Plan for Industrial Designer

SRINAKHARINWIROT UNIVERSITY, Faculty of Social Science, Thailand
Guest Lecturer – Contemporary Strategic Management

SIAM CEMENT GROUP, Thailand
Guest Lecturer – Business Concept Development International Program (Executive Level)

MICHIGAN STATE UNIVERSITY, Eli Broad College of Business, Michigan
Lecturer – Managerial Marketing, Introduction to Marketing

THAMMASAT UNIVERSITY, College of Innovation, Thailand
Lecturer – Business Plans & Strategies for Telecommunications; Modern
Telecommunications Management for Executives (Executive Level)

PROFESSIONAL EXPERIENCE

THAICOM PUBLIC COMPANY LIMITED, Thailand 1992 – 2007
(Formerly Shin Satellite Public Company Limited)

Director – Regulations and Commercial Contracts (Oct 2005 – 2007)

- Represented and counseled Thaicom and its international subsidiaries in a broad range of activities, including strategic alliances and partnerships, agreements for service provisions, construction, and procurement of telecommunications services and network infrastructure.
- Directed corporate policy analysis concerning WTO, FTA, and other regulatory issues.
- Developed, managed, and controlled a web-based contract management system for Thaicom and its international subsidiaries in Asia Pacific including Australia and New Zealand.

Marketing Director – Thaicom & IPSTAR Satellite Platform (2000 – Sept 2005)

- Managed all aspects of strategic planning, sales, and marketing for Thaicom 1, 2, 3, and 5 Satellite Fleet and IPSTAR Broadband Satellite System.

Senior Marketing Specialist – Marketing & Business Development Department (1998 – 2000)

Marketing Support Executive – Marketing & Sales Department (1992 – 1996)

AWARDS (selected list)

2025 Mahidol University Outstanding Teaching Role Model award
2024 Teaching excellence award for outstanding teaching performance at Mahidol University
2023 Teaching excellence award for outstanding teaching performance at Mahidol University
2022 Teaching excellence award for outstanding teaching performance at Mahidol University
2021 Teaching excellence award for outstanding teaching performance at Mahidol University
2020 Teaching excellence award for outstanding teaching performance at Mahidol University
2019 Teaching excellence award for outstanding teaching performance at Mahidol University
2018 Teaching excellence award for outstanding teaching performance at Mahidol University
2016 Best Oral Presentation Award in Management Track at the 5th International Conference of

Social Science and Humanity (ICSSH 2016), Osaka, Japan
2012 Michigan State University Graduate Office Fellowship
2011 & 2012 Teaching assistantship in Marketing by Eli Broad College of Business
2007 Higher Educational Strategic Scholarship for Frontier Research Network by the Royal Thai Government for the PhD program, commencing in Fall 2007
2007 Fulbright-University Staff Development Program Scholarship
2006 Teaching excellence award for outstanding teaching performance at Mahidol University
1998 Teaching assistantship in Marketing Management by MIT Sloan School of Management
1996 Scholarship by Shinawatra Group for the MBA study at MIT Sloan School of Management
1990 National Invention Competition, Engineering Institute of Thailand

RESEARCH INTERESTS

Knowledge transfer and management. Marketing strategy. Strategic Management. Corporate Strategy. International management and cultural intelligence. New product development process. Innovation and entrepreneurship.

REFEREED JOURNAL PUBLICATIONS

Khin Khin Oo, Nay Chi, and **Sirisuhk Rakthin** (2025), “Knowledge-Oriented Leadership and Organizational Resilience in SMEs during a Crisis: The Mediation Role of Innovation Quality,” *Journal of Innovation & Knowledge*, 10(5), 100775. <https://doi.org/10.1016/j.jik.2025.100775>

Rakthin, Sirisuhk, Pornthip Chaithanapat, Burim Otakanon, and Trin Thananusak (2024), “Absorptive Capacity for Market Knowledge and Knowledge Creation Outcomes: The Case of Thai SMEs,” *Knowledge Management Research & Practice*, 1-13. <https://doi.org/10.1080/14778238.2024.2343474>

Janjirawatna, Nathatai, **Sirisuhk Rakthin**, and Philip P. Hallinger (2024), “Bibliometric Review of the Landscape and Thematic Structure of Research on Sustainable Mining in ASEAN, 1942–2022,” *Journal of Sustainable Mining*, 23(3), 270-284.

Janjirawatna, Nathatai, Nay Chi Khin Khin Oo, and **Sirisuhk Rakthin** (2023), “Toward a Sustainable Business Model: A Study of Market Perception and Value Propositions of Stone Dust Concrete in Thailand,” *Business Strategy & Development*, 6(4), 991-1005.

Sutticherchart, Juthatip, and **Sirisuhk Rakthin** (2023), “Determinants of Digital Wallet Adoption and Super App: A Review and Research Model,” *Management & Marketing*, 18(3), 270-289.

Khin Khin Oo, Nay Chi, and **Sirisuhk Rakthin** (2022), “Integrative Review of Absorptive Capacity’s Role in Fostering Organizational Resilience and Research Agenda,” *Sustainability*, 14 (19), 12570. <https://doi.org/10.3390/su141912570>

Chaithanapat, Pornthip, Prattana Punnakitikashem, Nay Chi Khin Khin Oo, and **Sirisuhk Rakthin** (2022), “Relationships among Knowledge-Oriented Leadership, Customer Knowledge Management, Innovation Quality and Firm Performance in SMEs,” *Journal of Innovation & Knowledge*, 7 (1), 100162. <https://doi.org/10.1016/j.jik.2022.100162>

- Rakthin, Sirisuhk**, Prattana Punnakitikashem, Nattawat Pisitsupakarn, and Karuna Aksaravut (2021), “Factors Influencing Employee Engagement: Evidence from Thai SMEs,” *Kasetsart Journal of Social Sciences*, 42 (3), 482–488. <https://doi.org/10.34044/j.kjss.2021.42.3.05>
- Chaithanapat, Pornthip, and **Sirisuhk Rakthin** (2021), “Customer Knowledge Management in SMEs: Review and Research Agenda,” *Knowledge Process Management*, 28 (1), 71-89.
- Uawongchai, Pimrachat, **Sirisuhk Rakthin**, and Syamol Lumlongrut (2020), “Factors Influencing Viewers’ Satisfaction and Word of Mouth when Watching Thairath TV News Programs,” *Executive Journal*, 40 (1), 44-65.
- Punnakitikashem, Prattana, Atthapong Maimun, and **Sirisuhk Rakthin** (2019), “Supportive Factors of Job and Life Satisfaction: Empirical Evidence from Disclosed Lesbian, Gay, and Bisexual (LGB) Workforce in Thailand,” *Journal of Management & Organization*, 25 (5), 711-730.
- Wuttiornpattara, Jeeranan, **Sirisuhk Rakthin**, and Syamol Lumlongrut (2019), “Factors Influencing Thai Consumers’ Purchasing Behavior of Second Hand Furniture,” *Suthiparithat Journal*, 33 (107), 153-165.
- Rungruangkanokkul, Tharusida, Prattana Punnakitikashem, and **Sirisuhk Rakthin** (2018), “Factors Influencing Consumer’s Choices of Green Shop,” *Suthiparithat Journal*, 32 (103), 95-106.
- Karbkaew, Sukhumal, **Sirisuhk Rakthin**, and Syamol Lumlongrut (2018), “Factors Influencing Organic Pet Food Purchasing Behavior of Consumers in Bangkok Metropolis,” *Srinakharinwirot Business Journal*, 9 (1), 1-15.
- Nateprapit, Siripong, **Sirisuhk Rakthin**, Voraphan Raungpaka, and Prattana Punnakitikashem (2017), “Services Industry Associated with Regenerative Medicine in Ophthalmology,” *Modern Management Journal*, 15 (2). 67-76.
- Thananusak, Trin, **Sirisuhk Rakthin**, Thiti Tavewatanaphan, Prattana Punnakitikashem (2017), “Factors Affecting the Intention to Buy Electric Vehicles: Empirical Evidence from Thailand,” *International Journal of Electric and Hybrid Vehicles*, 9 (4), 361-381.
- Lertsomporn, Nisarath, Prattana Punnakitikashem, **Sirisuhk Rakthin**, and Voraphan Ruangpaka (2017), “The Study of Market Analysis and Assessment in Regenerative Medicine for Treatment for Knee Joint Disease with Stem Cells,” *Suthiparithat Journal*, 31 (97), 34-46.
- Rakthin, Sirisuhk**, Roger J. Calantone, and Joyce Feng Wang (2016), “Managing Market Intelligence: The Comparative Role of Absorptive Capacity and Market Orientation,” *Journal of Business Research*, 69 (12), 5569–5577.
- Benjamapornkul, Rungarun, **Sirisuhk Rakthin**, and Prattana Punnakitikashem (2016), “The Impact of Visual Merchandising Management on Customer Attraction in Retail Stores,” *UTCC International Journal of Business and Economics*, 8 (1), 133–149.
- Rakthin, Sirisuhk** (2015), “Moderating Role of Individual Cultural Differences on Supervisory Rating of Employee Performance and Behavior,” *Kasetsart Journal: Social Sciences*, 36 (3), 607–617.

Rakthin, Sirisuhk (2015), "Assessing Knowledge Transfer in a Thai Multinational Corporation," *Global Business and Organizational Excellence Journal*, 34 (6), 31–40.

REFEREED CONFERENCE PROCEEDINGS

Punjaisri, Khanyapuss, **Sirisuhk Rakthin**, Nay Chi Khin Khin Oo, and Jutarat Dangsungwan (2025), "How Support and Communication are Crucial to Franchisees' Performance: A Coffee Shop Franchise Case in Thailand," In Proceedings of the IISES International Conference on Economics, Finance & Business, London, United Kingdom.

Rakthin, Sirisuhk, Trin Thananusak, Ruilin Zhu, Nay Chi Khin Khin Oo, and Prattana Punnakitikashem (2024), "Strategic Adaptation and Business Development: A Case Study of a Born-Global Medical Tourism Facilitator Responding to a Crisis," In Proceedings of the IISES International Academic Conference, Lisbon, Portugal.

Rakthin, Sirisuhk, Nattawat Pisitsupakarn, and Karuna Aksaravut (2019), "Factors Influencing Employee Engagement in Thai SMEs," *In Proceedings of the IISES International Academic Conference*, Paris, France.

Rakthin, Sirisuhk (2018), "Deconstruction of Absorptive Capacity and Its Applications," *In Proceedings of the IISES 38th International Academic Conference*, Prague, Czech Republic.

Rakthin, Sirisuhk (2017), "Exploring the Roles of Market-Driven Capability and Functional Diversification in Market Knowledge Transfer within MNCs," *In Proceedings of the IISES 33rd International Academic Conference*, Vienna, Austria.

Rakthin, Sirisuhk (2016), "Assessing Intra-Firm Market Knowledge Transfer: The Mediating Roles of Trust Worthiness of Source and Perceived Value of Shared Common Knowledge," *In Proceedings of the 5th International Conference of Social Science and Humanity (ICSSH 2016)*, Osaka, Japan.

Punnakitikashem, Prattana, Atthapong Maimun, and **Sirisuhk Rakthin** (2015), "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.

Rakthin, Sirisuhk (2015), "Is Being Proactive Employee Always Good? The Effect of Individual's Cultural Difference," *In Proceedings of 2015 International Academy of Business and Economics Conference (IABE)*, Rome, Italy.

Rakthin, Sirisuhk (2015), "Knowledge Transfer Performance of MNCs: Exploring the Roles of Functional Diversification and Orientation," *In Proceedings of 2015 International Conference on Business and Social Sciences (ICBASS)*, Osaka, Japan.

Rakthin, Sirisuhk (2014), "The Moderating Role of Individual's Cultural Difference on Supervisor's Rating of Employee's Task Performance, Helping, Voice, and Counterproductive Behavior," *In 2014 Academy of World Business, Marketing and Management Development (AWBMAMD) Conference Proceedings*, Dubai, UAE.

Rakthin, Sirisuhk, Roger J. Calantone, and Seungho Choi (2012), "More Effective Transfer of Competitor and Customer Intelligence: Mediating Roles of Common Knowledge Sharing and Source Credibility," *In International Conference Proceedings on Knowledge Management and Information Sharing 2012*, Barcelona, Spain.

Rakthin, Sirisuhk (2012), "The Impact of Strategic Type, Absorptive Capacity, and Quality Management Programs Intensity on a New Product Quality," *In 2012 Product Development and Management Association (PDMA) Annual Research Forum Proceedings*, Florida, USA.

CONFERENCE PRESENTATIONS

Punjaisri, Khanyapuss, **Sirisuhk Rakthin**, Nay Chi Khin Khin Oo, and Jutarat Dangsongwan (2025), “How Support and Communication are Crucial to Franchisees’ Performance: A Coffee Shop Franchise Case in Thailand,” ISES International Conference on Economics, Finance & Business (2025), London, United Kingdom.

Rakthin, Sirisuhk, Trin Thananusak, Ruilin Zhu, Nay Chi Khin Khin Oo, and Prattana Punnakitikashem (2024), “Strategic Adaptation and Business Development: A Case Study of a Born-Global Medical Tourism Facilitator Responding to a Crisis,” ISES International Academic Conference (2024), Lisbon, Portugal.

Rakthin, Sirisuhk, Nattawat Pisitsupakarn, and Karuna Aksaravut (2019), “Factors Influencing Employee Engagement in Thai SMEs,” ISES International Academic Conference (2019), Paris, France.

Rakthin, Sirisuhk, “Deconstruction of Absorptive Capacity and Its Applications,” ISES 38th International Academic Conference (2018), Prague, Czech Republic.

Rakthin, Sirisuhk, “Exploring the Roles of Market-Driven Capability and Functional Diversification in Market Knowledge Transfer within MNCs,” ISES 33rd International Academic Conference (2017), Vienna, Austria.

Rakthin, Sirisuhk, “Assessing Intra-Firm Market Knowledge Transfer: The Mediating Roles of Trust Worthiness of Source and Perceived Value of Shared Common Knowledge,” 5th International Conference of Social Science and Humanity (ICSSH 2016), Osaka, Japan.

Rakthin, Sirisuhk, “Is Being Proactive Employee Always Good? The Effect of Individual’s Cultural Difference,” 2015 International Academy of Business and Economics Conference, Rome, Italy.

Rakthin, Sirisuhk, “Knowledge Transfer Performance of MNCs: Exploring the Roles of Functional Diversification and Orientation,” 2015 International Conference on Business and Social Sciences (ICBASS), Osaka, Japan.

Rakthin, Sirisuhk, “The Moderating Role of Individual’s Cultural Difference on Supervisor’s Rating of Employee’s Task Performance, Helping, Voice, and Counterproductive Behavior,” 2014 Academy of World Business, Marketing and Management Development (AWBMAMD) Conference, Dubai, UAE.

FUNDED CONSULTING/RESEARCH PROJECTS (selected list)

Punnakitikashem, Prattana, and **Sirisuhk Rakthin**, “Research Project for Strategic Thailand Biopharmaceutical Roadmap,” *Thailand Center of Excellence for Life Sciences (TCELS)*, 2018-2019.

Rakthin, Sirisuhk, “Deconstruction of Absorptive Capacity and Its Application,” TRF Grant for New Researcher, *Thailand Research Fund (TRF)*, 2015-2017.

Rakthin, Sirisuhk, Voraphan Raungpaka, Prattana Punnakitikashem, and Kittichai Rajchamaha, “Lessons Learned in Creating Learning Community and Knowledge Management Processes for Sustainable Development: A Case Study of Pidthong Foundation Project,” *Thailand Sustainable Development Foundation (TSDF)*, 2015-2016.

Punnakitikashem, Prattana, Sirisuhk Rakthin, and Voraphan Raungpaka, “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.

Punnakitikashem, Prattana, **Sirisuhk Rakthin**, and Voraphan Raungpaka, “Business Plan for Life Plus Exhibition Center & Showroom Project,” *Thailand Center of Excellence for Life Sciences (TCELS)*, 2014-2015.

ACADEMIC/PUBLIC SERVICES (selected list)

Fulbright Bi-National Pre-screening Committee

- To review and score applications for the FulBright Open Competition Scholarship Program (OC)

Refereed Journal/Academic Conference Manuscript Reviewer

- Business Strategy & Development Journal
- International Business Review Journal
- Journal of Product Innovation Management
- Kasetsart Journal of Social Sciences
- Human Resource and Organization Development Journal
- Journal of Management and Marketing
- Technopreneurship Innovation Management and Policy Conference
- Academy of Marketing Science Annual Conference
- Product Development and Management Association (PDMA) Academic Research Forum

Volunteer Teacher at the Bangkok School for the Blind