

ASST. PROF. DR. TRIYUTH PROMSIRI

Head, Entrepreneurship and Innovation Program | Assistant Dean for Academic Affairs,
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EDUCATION

- 2018** Ph.D. in Management, Major in Entrepreneurship (Management of Entrepreneurship)
College of Management, Mahidol University (CMMU)
- 2007** Master of Management — College of Management, Mahidol University (CMMU)
- 2004** Bachelor's Degree in Industrial Design, Department of Industrial Design, Faculty of Architecture, Chulalongkorn University

Professional Certifications

- 2026** Applied Agentic AI for Organizational Transformation Program
Massachusetts Institute of Technology (MIT)

BUSINESS & MANAGEMENT EXPERIENCE

- May 2025 – Present** Founder & Managing Director, Nevertem Co., Ltd.
- Nov 2024 – Present** Assistant Dean for Academic Affairs, Innovation and Lifelong Learning, College of Management, Mahidol University
- 2021 – Present** Head, Entrepreneurship and Innovation Program, College of Management, Mahidol University
- 2019 – 2020** Founder & Assistant Program Director, NEO (New Education for Opportunity) Program, College of Management, Mahidol University
- 2018 – 2019** Vice President for Student Affairs, Stamford International University
- 2017 – 2018** Director of Yangon Campus, Stamford International University
- 2014 – Present** Founder & Managing Director, Varavela Creation Co., Ltd. and Varavela Props Co., Ltd.

CORPORATE WORK EXPERIENCE

- 2009 – 2012** Lead Designer & Creative Facilitator, Thinkergy Limited
- 2005 – 2008** Product Designer, Joy Sport Co., Ltd.

TEACHING EXPERIENCE

- 2026** Faculty of Nursing, Chulalongkorn University — Course: Entrepreneurial Mindset for Driving Organization Change
- 2026** Faculty of Nursing, Chulalongkorn University — Course: Finance and Investment

2026	Mahidol University, Salaya Campus — Startup Thailand League Workshop: Solution Design & Value Proposition
2026	Innovation Program (Master's Degree), Chulalongkorn University — Course: Business Analysis
2026	Dusit Thani College — Courses: IHL3 Leading in Dynamic Organization and IHL4 Leading into the Future
2025	Student Affairs Division, Mahidol University, Salaya — Workshop: SDGs Design the Impact – Building Community Activities Toward Sustainability
2025	Master's Program, Faculty of Physical Therapy, Mahidol University — Course PTCP608: Professional Skills for Physical Therapists
2025	Sripatum University — Course: Business Model Canvas
2024	Innovation Program (Master's Degree), Chulalongkorn University — Courses: Business Analysis and Business Model Development for New Product Planning/Service
2024	CUTIP, Chulalongkorn University (Doctoral Level) — Course: Advanced Innovation and Product Planning
2023	Dusit Thani College, Thai-Language Program (Master's Degree) — Course: Strategic Management for Competitiveness
2013 – Present	College of Management, Mahidol University, Thai and International Programs (Master's Degree) — Courses: Business Plan, Innovation, Independent Study
2018 – Present	Stamford International University, English and Thai Programs (Master's Degree) — Courses: Real Estate Development, Innovation Creation, Creative Business Thinking, Independent Study Advisor (classroom and online)
2014 – 2017	Stamford International University, English Program (Bachelor's Degree) — Courses: Innovation and Entrepreneurship, Design Thinking, New Business Development, Business Ethics
2013	Panyapiwat Institute of Management, Thai Program (Bachelor's Degree) — Course: Innovation and Entrepreneurship
2011 – 2012	Chulalongkorn University, Department of Industrial Design, Thai Program (Bachelor's Degree) — Course: Innovative Product Design
2010	Bangkok University, Business Administration, Thai Program (Bachelor's Degree) — Course: Business Plan Development

THESIS ADVISORY EXPERIENCE

2020 – Present	Thesis Advisor, Master's Students, College of Management, Mahidol University
2017 – Present	Independent Study and Thesis Advisor, Master's Students, Stamford International University — Business Plan Research
2019	Thesis and Independent Study Examination Committee, College of Management, Mahidol University
2019	Thesis and Independent Study Examination Committee, Stamford International University
2014 – 2017	Thesis Advisor, Master's Students, College of Management, Mahidol University — Business Plan Research
2014 – 2017	Thesis Advisor, Master's Students, College of Management, Mahidol University — Business Plan Research, Business Ethics, Presentation Skills

ACADEMIC PUBLICATIONS

1. Mangkang, N., & Promsiri, T. (2026). Silver-Age Entrepreneurship Education: A Systematic Review of Theories, Methods, Trends, and Future Research Directions. *Acta Innovations*. (Scopus)
2. Siangarom, S., & Promsiri, T. (2025). Developing a Creative Marketing Ecosystem: An Action Research Framework for Enhancing Creative Tourism in Thailand. *Journal of Cultural Analysis and Social Change*, 4356–4369. (Scopus)
3. Promsiri, T. (2025). AI and the psychology of educational disruption: Historical patterns and cognitive implications. *Acta Psychologica*, 260, 105637. <https://doi.org/10.1016/j.actpsy.2025.105637> (Scopus)
4. Promsiri, T., Wuittipappinyo, N., & Keerativutisest, V. (2025). Enhancing chatbot service user satisfaction. *TEM Journal*, 14(1), 216–225. <https://doi.org/10.18421/TEM141-20> (Scopus)
5. Yoopetch, C., Damrongmahasawat, S., & Promsiri, T. (2024). Exploring factors influencing repurchase intention of Thai cultural design cloth products. *Journal of Ecohumanism*, 3(6), 154–174. <https://doi.org/10.37649/jeh.v3i6.8590>
6. Promsiri, T., & Sukavejworakit, K. (2024, December). The effects of generative AI on new venture idea characteristics. Paper presented at the ISPIM Innovation Symposium, Manchester, United Kingdom.
7. Santigul, K., & Promsiri, T. (2024). Factors affecting specialty coffee beans subscription decision-making in Thailand. *Pakistan Journal of Life and Social Sciences*, 22(2), 1641–1659. <https://doi.org/10.57239/PJLSS-2024-22.2.00114> (Scopus)
8. Santigul, K., & Promsiri, T. (2024, August 21–23). Understanding factors affecting the specialty coffee bean subscription model in Thailand. Paper presented at the International Conference on Tourism & Business 2024, Bangkok, Thailand.
9. Promsiri, T., Arunyik, B., & Keerativutisest, V. (2024). Exploring determinants influencing the selection of geriatric nursing care services in Thailand Bangkok metropolitan area. *Edelweiss Applied Science and Technology*, 8(4). <https://doi.org/10.55244/25768484.v8i4.1562>
10. Virasa, T., Sukavejworakit, K., & Promsiri, T. (2022). Predicting entrepreneurial intention and economic development: A cross-national study of its policy implications for six ASEAN economies. *Heliyon*, 8(5). (Scopus)
11. Promsiri, T., Sukavejworakit, K., Keerativutisest, V., Virasa, T., & Kampanthong, K. (2022). Sustaining Thai government agency innovation through design thinking learning effectiveness. *Sustainability*, 14(12), 7427. (Scopus)
12. Kampanthong, K., & Promsiri, T. (2021). Antecedents of Digital Entrepreneurial Intention. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(13), 7099–7109. (Scopus)
13. Keerativutisest, V., & Promsiri, T. (2021). Financial Feasibility Canvas (FFC): Extending the Business Model Canvas as a Method to Teach Financial Feasibility Study in Entrepreneurial Finance. *Academy of Entrepreneurship Journal*, 27, 1–14. (Scopus)
14. Promsiri, T., & Kunte, M. (2019). IDEAS – A Futuristic Thinking Approach to Develop Entrepreneurial Cognition. *Journal of Entrepreneurship Education*. (Scopus)
15. Kunte, M., & Promsiri, T. (2019). Studying New Venture Ideas Using an Online Funding Platform. *Asian Academy of Management Journal*, 24(1). (Scopus)
16. Kunte, M., Promsiri, T., & Kampanthong, K. (2018). Components of Entrepreneurial Idea Pitch: A Qualitative Analysis from an Entrepreneurial Classroom. *AJMI – ASEAN Journal of Management and Innovation*, 5(2), 107–117.
17. Sukavejworakit, K., Promsiri, T., & Virasa, T. (2018). OETEL: An innovative teaching model for entrepreneurship education. *Journal of Entrepreneurship Education*, 21(2), 1–11. (Scopus)
18. Sukavejworakit, K., Promsiri, T., & Virasa, T. (2018). Increasing entrepreneurial intention with the application of Experiential Learning Theory: An innovative learning method and empirical test. *Asia-Pacific Social Science Review*, 18(2), 1–15. (Scopus)

19. Promsiri, T., Sukavejworakit, K., & Virasa, T. (2018). Developing business ideas through the application of design process: An empirical study of would-be entrepreneurs in a transition from resource-based to value-based economy. *Asia-Pacific Social Science Review*, 18(2), 49–64. (Scopus)
20. Virasa, T., & Promsiri, T. (2018, February 6–9). Understanding new venture idea development with external enablers and design process. Paper presented at the ACERE 2018 Conference, QUT, Brisbane, Australia.
21. Sukavejworakit, K., Promsiri, T., & Virasa, T. (2018, January 24–25). Increasing entrepreneurial intention with the application of Experiential Learning Theory: An innovative learning method and empirical test. Paper presented at the 2018 APIF Conference, Pattaya, Thailand.
22. Promsiri, T., & Virasa, T. (2017, June 18–21). Study the effect of design process on business idea development. Paper presented at the 2017 ISPIM Conference, Vienna, Austria.
23. Promsiri, T., & Virasa, T. (2016, February 2–5). Study the opportunity development process through the Science of Artificial. Paper presented at the 2016 ACERE Conference, Gold Coast, Brisbane, Australia.

RESEARCH GRANTS

- 2023** PMU-C, Research Grant, in collaboration with the Faculty of Architecture, Chulalongkorn University — “Development of a Creative Sales and Marketing Ecosystem”

AWARDS AND HONORS

- 2022** Best Teaching Award — Instructor Rated Excellent in Teaching, Full-time Faculty Category, College of Management, Mahidol University
- 2021** Award of Merit for Online Teaching Material Development, Mahidol University
- 2021** MOOC Course Development Grant: Entrepreneurship Skills, Mahidol University
- 2020** Best Teaching Award — Instructor Rated Excellent in Teaching, Full-time Faculty Category, College of Management, Mahidol University
- 2014** Thailand Representative, ASES Member, Global Entrepreneurship Program at Stanford University — Visited leading innovation companies in Silicon Valley and co-developed/competed in a business plan competition
- 2014** First Runner-Up, Start-up Business Plan Competition, ASES 2014 Program (Team representing Thailand, Australia, and India)
- 2004** Certificate of Distinction for Outstanding Achievement, Department of Industrial Design, Faculty of Architecture, Chulalongkorn University
- 2004** First Place, Rotational Molding Plastic Product Design Competition, CCC Chemical Trading Co., Ltd. (SCG Group)
- 2003** First Place, Furniture Design Competition for Mobile Food and Beverage Vending, Food and Drug Administration
- 2003** First Place, University Student Sanitaryware Design Competition, under the COTTO brand
- 2003** First Runner-Up, Souvenir Media Design Project under the HAPPY brand, D-TAC
- 2002** Second Runner-Up, Computer Mouse Design Competition, Central Group
- 2002** Second Runner-Up, Alloy Wheel Design Competition, Lenso Group

REFERENCES

SPEAKING AND TRAINING EXPERIENCE

- 2026** Guest Speaker, Strategic Leadership Development Program for Mid-Level Executives — Topic: Innovation Through Design Thinking — for the Sports Authority of Thailand, organized by the Institute for Research and Development of Public Organizations Foundation (IRPD)
- 2026** Guest Speaker, Leadership Succession Program — Topic: Developing an Entrepreneurial Mindset — for the Mass Rapid Transit Authority of Thailand (MRTA), organized by IRPD
- 2026** Guest Speaker and Workshop Facilitator, Training Program for Executives and Innovation Drivers in Smart Transportation — for the Port Authority of Thailand
- 2026** Guest Speaker and Workshop Facilitator, Topic: Knowledge Management for Innovation Development — for the Provincial Electricity Authority (PEA), organized by TRIS Corporation Limited
- 2026** Guest Speaker and Commentator, Topic: Digital Mindset — for SCG Packaging
- 2026** Guest Speaker, Training Program on Data-Driven Innovation and Evidence-Based Decision Making, Corporate Innovation Driving Project 2026 — for the Tourism Authority of Thailand, organized by TRIS Corporation Limited
- 2026** Guest Speaker, Online GSB Innovation for the Future Open House 2026 — organized by the National Innovation Agency (NIA)
- 2026** Guest Speaker, Program to Enhance Innovation-Based Entrepreneur Capacity for Sustainability — for the National Innovation Agency (NIA)
- 2026** Guest Speaker, Topics: Design Thinking and Masterclass Communication for Sales — for Fluidra Thailand Co., Ltd.
- 2026** Guest Speaker, Topics: Business Literacy, Opportunity Discovery, and Customer/Stakeholder Validation — for True Digital Academy (TDA)
- 2026** Guest Speaker and Workshop Facilitator, The Innovation Bootcamp Program — for PTT LNG Company Limited
- 2026** Guest Speaker, Topics: Business Literacy, Project Management — for Thai Foods Group Public Company Limited
- 2026** Guest Speaker, Topic: Consumer Insight-Driven Business Strategy — for Ajinomoto (Thailand) Co., Ltd.
- 2026** Guest Speaker, Topic: Idea Generation and Value Creation with Design Thinking — for Panasonic (Thailand) Co., Ltd.
- 2026** Guest Speaker, Supervisor Development Program (SDP) — for Ritta Co., Ltd.
- 2026** Guest Speaker, Workshop Facilitator and Commentator, SME D Bank Innovation Hackathon Challenge 2026 — for the Small and Medium Enterprise Development Bank of Thailand (SME Bank)
- 2026** Guest Speaker, Topic: Design Thinking & Product Design — for the Office of the Permanent Secretary, Ministry of Industry
- 2026** Guest Speaker, Topic: Design Thinking Simulations in Strategy and Innovation Team — for Siriraj Hospital
- 2026** Guest Speaker, Sustainability Leadership Workshop for Managers — for Bangkok Airways Public Company Limited
- 2026** Guest Speaker, Topic: Business Plan — for the Securities and Exchange Commission (SEC)
- 2025** Guest Speaker and Workshop Facilitator, Topic: Design Thinking — for Sky ICT Public Company Limited
- 2025** Guest Speaker, Topic: New Product and Feasibility — for Denso (Thailand) Co., Ltd.
- 2025** Guest Speaker, Design Thinking Program — for TED Fund, Ministry of Higher Education, Science, Research and Innovation
- 2025** Guest Speaker, Strategic Development Program — for Toyota Tsusho
- 2025** Guest Speaker, Topic: Design Thinking — for The Cloud
- 2025** Guest Speaker, Digital Skills Development Program on Process Design and Digital Service — for the Office of the Permanent Secretary, Ministry of Natural Resources and Environment
- 2025** Guest Speaker, Intrapreneurship Development Program — Topic: Creator and Innovator Mindset — for National Power Supply Public Company Limited (NPS)

- 2025** Guest Speaker and Workshop Facilitator, e-Government Executive Program (e-GEP) Class 15
- 2025** Guest Speaker and Workshop Facilitator, Government Chief Information Officer Development Program Class 32 (GCIO#32) — for the Thailand Digital Government Academy (TDGA), under the Digital Government Development Agency (Public Organization)
- 2025** Guest Speaker, Leadership: Time to Shift Program — Topic: Mind Shift, and Mini MBA Management Essential Program — Topics: Business Essential & Business Model and Story — for Global Power Synergy Public Company Limited (GPSC)
- 2025** Guest Speaker, Topic: Business Essential & Business Model Canvas — for Nathalin Group Public Company Limited
- 2025** Guest Speaker, Topic: Design Thinking, in collaboration with Microsoft Thailand
- 2025** Guest Speaker, Topic: Design Thinking — for the National Innovation Agency (NIA)
- 2025** Guest Speaker, Topic: Design Thinking — for Suntory Company
- 2025** Guest Speaker, Digital Skills Development Program for Government Officials and Civil Servants, Digital Transformation Skill Project Year 2 — for the Ministry of Energy
- 2025** Guest Speaker and Workshop Facilitator, e-Government Executive Program (e-GEP) Class 14
- 2025** Guest Speaker, Topic: Digital Skills for Professional Productivity and Creativity — for Siriraj Hospital
- 2024** Guest Speaker, Digital Skills Development Training Program for Marketing Personnel — for SCG Packaging Public Company Limited (SCGP)
- 2024** Guest Speaker, Topic: Green Business Design — for Government Savings Bank (2 sessions)
- 2024** Guest Speaker, Topic: Value Proposition Design & Business Model Canvas — for Honda
- 2024** Guest Speaker, Topic: Business Model — for EGAT (Electricity Generating Authority of Thailand)
- 2024** Guest Speaker, Topic: Enhance Strategy (Thinking & Execution) — for the Securities and Exchange Commission (SEC)
- 2024** Guest Speaker, ThaiBev Internship Program for ASEAN Students (Chang Junior Project) — organized by Thai Beverage Public Company Limited
- 2024** Guest Speaker, Digital Skills Development Program for Government Officials and Civil Servants, Digital Transformation Skill Project Year 1 — for the Ministry of Energy
- 2024** Guest Speaker, Topic: Creative Breakthrough — for Ajinomoto (Thailand) Co., Ltd.
- 2024** Guest Speaker, Topic: BMC & Value Proposition — for Ajinomoto (Thailand) Co., Ltd.
- 2024** Guest Speaker, Topic: Innovation Breakthrough: Train the Trainer — for executives of various organizations, organized by RISE ACCEL Co., Ltd. (Thailand)
- 2024** Guest Speaker, DTP Program, Thailand Digital Government Academy (TDGA), under the Digital Government Development Agency (DGA)
- 2024** Guest Speaker, Business Model Workshop — for the Mass Rapid Transit Authority of Thailand
- 2023** Special Guest Speaker, Innovation Capacity Development Program for SMEs Toward Innovation-Based Business, UN/NIA Project — organized by the National Innovation Agency and UN Women
- 2023** Guest Speaker, Topic: Consultative Selling — for AFS Thailand
- 2023** Guest Speaker — for Charoen Pokphand Foods Public Company Limited (CPF)
- 2022** Guest Speaker, Metropolitan Waterworks Authority Innovation Competition Project
- 2022** Guest Speaker, NIA-MOOC, The First Step of Innovation Program
- 2022** Guest Speaker, Toyota Leasing Co., Ltd. — Topic: Design Thinking & Innovation

- 2022** Guest Speaker, Toyota — Topic: Principle of Design Thinking
- 2022** Guest Speaker, Time Digital Company for SCGP — Topic: Innovation
- 2022** Training Facilitator, Topic: Design Thinking & Innovation — for ThaiBev Internship Program
- 2022** Training Facilitator, Topic: Design Thinking & Innovation — for MRTA employees (4 cohorts)
- 2022** Training Facilitator, Topic: Entrepreneurship — for EEC entrepreneurs
- 2022** Training Facilitator, Topic: Innovation Facilitator — for TDGA
- 2022** Guest Speaker, NEO Academy by CMMU Program (Executive and Mini MBA)
- 2022** Guest Speaker, Mini Master Program — for TTK Company
- 2022** Guest Speaker, TRIS Academy — Topic: Innovator DNA & Creativity Techniques — for innovators at the Royal Irrigation Department
- 2022** Guest Speaker, CMMU Executive Training — Topic: Entrepreneurial Mindset — for Microsoft Thailand
- 2021** Guest Speaker, AIS LearnDi — Topic: New Business Development — for Toyota Motor Thailand
- 2021** Guest Speaker, CMMU Executive Training — Topic: Digital Business — for PepsiCo
- 2021** Speaker, Various NEO Academy by CMMU Programs — Topic: Digital Business (Digital Marketing, Digital Business Management)
- 2021** Guest Speaker, CMMU Executive Training, Eastern Region Entrepreneur Development Project Class 1
- 2021** Guest Speaker, TIME Consulting — Topic: Digital Leadership — for senior executives of the Thailand Institute of Nuclear Technology
- 2021** Guest Speaker, Mini Master: Digital Business Management Project (CMMU Executive Training) — for KCG Company
- 2021** Instructor and Judge, YSEALI Smart Cities Regional Workshop 2021 — Topic: Design Thinking for Social Enterprise
- 2021** Guest Speaker, TRIS Academy — Topic: Creativity Techniques
- 2021** Guest Speaker, TRIS Academy — Topic: Innovator DNA
- 2021** Speaker, ThaiBev Junior ASEAN 2021 Project — Topic: Design Thinking & Workshop
- 2020** Speaker, Various NEO Academy by CMMU Programs — Topic: Digital Business
- 2020** Session Facilitator, 2020 ISPI Virtual Conference — Topic: Futuristic Thinking (I.D.E.A.S Framework)
- 2020** Training Facilitator, Office of the Public Sector Development Commission — Topic: E-Service Design
- 2019** Lead Speaker, Senior Executives, Dusit Thani Hua Hin Hotel — Topic: Strategic Visual Thinking
- 2018** Lead Speaker, Master's-Level Faculty, Stamford International University — Topic: How to be a Good Adviser?
- 2018** Lead Speaker, Senior Executives and Project Managers, AP (Thailand) Public Company Limited — Topic: Presentation Development
- 2018** Executive Coach, Senior Executives, AP (Thailand) Public Company Limited — Topic: Presentation Development
- 2018** Lead Speaker, Senior Executives, Dusit Thani Hua Hin Hotel — Topic: Entrepreneurial Mindset (in English)
- 2018** Online Video Speaker, Sasin Graduate Institute of Business Administration, Chulalongkorn University — Topic: Business Model
- 2017** Lead Speaker, Thinkergy Limited, for Government Savings Bank — Topic: T.I.P.S Innovation Profiling
- 2017** Lead Speaker, Thinkergy Limited, for Bank for Agriculture and Agricultural Cooperatives — Topic: T.I.P.S Innovation Profiling

- 2016** Lead Speaker, Managers and Senior Executives, Elka (Thailand) Co., Ltd. — Topic: Entrepreneurial Mindset
- 2015** Lead Speaker, Managers and Senior Executives, Siam Commercial Bank Public Company Limited — Topic: Entrepreneurial Mindset
- 2015** Coach, Team Trawell, One Young World Competition (First Place) — Social Enterprise Business Concept Competition
- 2015** Lead Speaker, Thinkergy Limited, for Bank of Ayudhya Public Company Limited — Topic: Visual Thinking (in English)
- 2014** Lead Speaker, Thinkergy Limited, for Bank of Ayudhya Public Company Limited — Topic: X.I.D.E.A Systematic Creative Thinking Process
- 2012** Speaker, K-SME Group, Kasikornbank Public Company Limited — Topic: Building Business Concepts

CONSULTING EXPERIENCE

- 2026** Consultant, Digital Organization Development Project — for the Office of the National Digital Economy and Society Commission (ONDE)
- 2026** Consultant, Corporate Innovation Roadmap Development and Innovation Portfolio Management Project
- 2026** Program Director and Speaker, Senior Executive Development Program: Leaders of Change (STO Program)
- 2025** Consultant, Study of Economic and Social Impact of Innovation Projects Funded by the Technology and Innovation-Based Enterprise Development Fund (TED Fund), Fiscal Year 2025
- 2025** Consultant and Curriculum Developer, Green Business Program — for Government Savings Bank, organized by the National Innovation Agency (NIA)
- 2025** Consultant and Curriculum Developer, Corporate Innovation Development Program — for CIP, organized by NIA
- 2025** Consultant and Innovation Judging Committee, Metropolitan Waterworks Authority, 2025
- 2025** Consultant, Corporate Innovation Roadmap Development and Innovation Portfolio Management Project — for the Bank for Agriculture and Agricultural Cooperatives (BAAC)
- 2025** Consultant and Speaker, Government Lottery Office Innovation Competition, Year 2
- 2025** Consultant and Speaker, TRIS Employee Award Competition
- 2024 – Present** Consultant and Speaker, Thai Health Promotion Foundation (ThaiHealth)
- 2024** Consultant and Speaker, Innovation Management — for the Port Authority of Thailand (PAT)
- 2024** Consultant and Speaker, Government Lottery Office Innovation Competition, Year 1
- 2024** Consultant and Curriculum Developer, IBE: Innovation Based Enterprise Program — organized by the National Innovation Agency (NIA)
- 2023 – Present** Consultant and Speaker, Time Consulting Co., Ltd.
- 2023 – Present** Consultant and Speaker, TRIS Corporation Limited
- 2022** Consultant and Speaker, Project to Analyze and Design an Overview of the Creative Thinking and Innovation Development Process, and The Ideator: PAT Innovates the Future Project, Fiscal Year 2022
- 2021** Advisory Committee, College of Management, Mahidol University, for the Institute for Good Governance Promotion, Office of the Public Sector Development Commission (OPDC) — Government Innovation Lab Project

2020	Consultant, Air Conditioner Product Development — for Bitwise Company — Brand and New Product Development Project
2020	Advisory Committee, College of Management, Mahidol University, for the Office of the Public Sector Development Commission (OPDC) — Government Innovation Lab Project
2019	Consultant, Real Estate Development, Vala Residence — Feasibility Study and Co-Development of Real Estate Project
2018	Advisory Committee, Bangchak Retail Co., Ltd. — New Product Concept Selection Tool Development Project
2018	Consultant, Real Estate Development, Rai Chan Krajang — Feasibility Study for Land Development and Agricultural Productivity Enhancement
2018	Consultant, Feasibility Study for Small Dog Urine Absorbent Pad Product Development
2017	Consultant, Feasibility Study for ASWA International School Real Estate Development Project
2017	Consultant, Product and Brand Development — for the 99 Steak Brand
2013	Consultant, Business Process Development and Management — Sin Samut Ice Factory Co., Ltd.
2012	Consultant, Real Estate Development, Greta Farm Pattaya — Feasibility Study for Land Development and Value Enhancement through Additional Products and Services
2012	Advisory Committee, College of Management, Mahidol University, for PTT Public Company Limited — Corporate Innovation Development Guidelines Project
2011	Consultant, Agricultural Product Development and Value Creation — for Siam Pro Fruits Co., Ltd. — Product and Packaging Development Project from Mangosteen Juice and Other Fruits
2011	Consultant, Project and Brand Development — for the Perfect Spa Brand
2011	Consultant, Brand Development and Communications — Global Union Express Company
2010	Consultant, Brand Development and Communications — CDS Group

CURRICULUM DEVELOPMENT EXPERIENCE

2026	Developed Training Program for Executives and Innovation Drivers in Smart Transportation, in collaboration with the National Innovation Agency (NIA), for the Port Authority of Thailand
2024 – 2025	Curriculum Development Committee, Product Development Program (Design Thinking, Marketing, Intellectual Property Registration), under the “1 Family 1 Soft Power” Project, in collaboration with King Mongkut's Institute of Technology Ladkrabang and the Ministry of Culture
2022	Central Curriculum Development Committee for Upgrading Digital Skills for Government Personnel, TDGA Institute, under the Digital Government Development Agency (DGA)
2022	Curriculum Development Director, TOP X Program Class 1 — Short Course for Business Owners and Executives in Export Business Development, a collaboration between the College of Management, Mahidol University, the Federation of Thai Industries, the Thai National Shippers' Council, the Thai Chamber of Commerce, and the Export-Import Bank of Thailand
2021	Central Digital Curriculum Development Committee for Civil Service Development, with the TDGA Institute, under the Digital Government Development Agency (DGA)
2019	Co-developed the NEO (New Education for Opportunity) Certificate Program, an academic collaboration project with the College of Management, Mahidol University, on creating opportunities in an aging society

COMPETITION JUDGING EXPERIENCE

2026	Judge, Innovation Project Competition, Government Lottery Office, Year 3
2026	Judge, Innovation Project Competition, Metropolitan Waterworks Authority
2025	Consultant and Speaker, TRIS Employee Award Competition
2025	Judge, Innovation Project Competition, Government Lottery Office, Year 2
2024	Judge, Innovation Project Competition, Government Lottery Office, Year 1
2024	Judge, Innovation Project Competition, Port Authority of Thailand, PAT Innovation Project
2023	Judge, Innovation Project Competition, Port Authority of Thailand, PAT Innovation Project
2022	Judge, Innovation Project Competition, Metropolitan Waterworks Authority
2022	Judge, Innovation Project Competition, Port Authority of Thailand, PAT Innovation Project
2022	Judge, Internal Innovation Project Competition, EXIM Bank
2021	Judge, Internal Innovation Project Competition, College of Management, Mahidol University

ONLINE WORK REFERENCES

- ▶ MOOC Course (2026) in collaboration with NIA <https://moocs.nia.or.th/innovative-entrepreneurship-masterclass>
- ▶ Well Being Program: Financial Planning Across Life Stages (CMMU Channel, Mahidol University)
<https://www.youtube.com/watch?v=lllb5bSUDzM>
- ▶ MOOC Course in collaboration with NIA <https://moocs.nia.or.th/course/entrepreneurship>
- ▶ MOOC Course, Mahidol University https://mux.mahidol.ac.th/courses/course-v1:MU-CM+MOOC2564-8+MU-CM_000007/about
- ▶ Course: Creativity and Design to Enhance Entrepreneur Potential (in collaboration with SET)
<https://elearning.set.or.th/SETGroup/courses/1612/info>
- ▶ Course: Building Readiness for Entrepreneurship — Manufacturing (in collaboration with LearnDi for THAIS)
https://learndi.aisacademy.com/course/802/?is_conicalex=false
- ▶ Spotify: Kid Prakob Karn (Entrepreneurial Thinking) Podcast
<https://podcasters.spotify.com/pod/show/nevertem/episodes/EP-6--JUST-DO-IT---NIKE-e2ffmq4>