

CV TRIYUTH
EN VERSION

CURRICULUM VITAE



Triyuth Promsiri (PhD)

Full-time Lecturer

Director of ENTREPRENEURSHIP AND INNOVATION Program (Thai)

Assistant Dean of Academic Innovation and Lifelong Learning

College of Management, Mahidol University

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*** In the process of applying for Assistant Professor Academic Title at CMMU ****

EDUCATION

2012-2018 College of Management, PhD in Entrepreneurship Management – International Program

2007-2008 College of Management, Mahidol University, New Technology Venture –International Program

2001-2005 Chulalongkorn University, Faculty of Architecture, Major in Industrial Design – Thai Program

ORGANIZATION EXPERIENCES

2009-2012 Designer & Creative Facilitator, Thinkergy Company Limited

2548 -2551 Product Designer, Joy Sports Co., Ltd.

MANAGEMENT EXPERIENCES

May 2025 – Present	Managing Director at Nevertem Company Limited
November 2024 – Present	Assistant Dean of Academic Innovation and Lifelong Learning, College of Management, Mahidol University
2021 – Present	Director of Entrepreneurship & Innovation Program (Thai), College of Management Mahidol University
2019 – Present	Program Assistant Director, NEO PROGRAM – New Education for Opportunity, Under the supervision of College of Management Mahidol University
2014 – Present	Managing Director & Co-Founder, VARAVELA Creation & VARAVELA Props Limited
2018 – 2019	รองอธิการฝ่ายกิจการนักศึกษา Stamford International University
2017 – 2018	Program Director, MBA Yangon Campus, Stamford International University
2018 – 2020	Managing Director & Co-Founder, Proportunity Company Limited

TEACHING EXPERIENCES

2024

- Master Program in Innovation, Chulalongkorn University
Courses: Business Analysis and Business Model Development for New Product/Service
Planning
- CUTIP, Chulalongkorn University, Doctoral Degree
Subjects: Advanced Innovation and Product Planning

2023 Dusit Thani College, Master Degree, Thai Program

Subjects: Strategic Management for Competition

2020 – Present College of Management, Mahidol University, Master Degree, English Program
Subjects: Innovative Product & Service Design for Commercialization

2013 – Present College of Management, Mahidol University, Master Degree, Thai Program

Subjects: Business Plan, New Venture Creation, Design Thinking & Creativity,
IS Study

2018 – 2020 Stamford International University, Master Degree, Thai / English Program

Subjects: Business Essential, Innovation Management, Design Thinking &
Creativity, Property Development & management, Business Research,
Foundation of IS Study, IS Study (Both Fully Online & Blended Learning)

2014 – 2017 Stamford International University, Bachelor Degree, English Program

Subjects: Entrepreneurial Mindset, Business Creativity, Business Development,
Business Ethics, Presentation Skills

2013 Panyapiwat Institute of Management, Bachelor Degree, Thai Program

Subjects: Entrepreneurship & Innovation

2011 – 2012 Chulalongkorn University, Faculty of Architecture, Industrial Design Department.

Thai Program

Subjects: Studio Product Design

2010 Bangkok University, Business Administration, Bachelor Degree, Thai Program

Subjects: Business Plan

THESIS / IS CONSULTING EXPERIENCES

2020 – Present Thematic Paper Consulting Adviser College of Management Mahidol University,

Business Plan

2020 – Present College of Management, Mahidol University, Master Degree, English Program

Subjects: Innovative Product & Service Design for Commercialization

2017 – Present Individual Consulting Adviser for Stamford International University, Business Plan

2017 – Present Thesis Adviser for Stamford International University, Business Research

2013 – Present College of Management, Mahidol University, Master Degree, Thai Program

Subjects: Business Plan, New Venture Creation, Design Thinking & Creativity,
IS Study

2018 – 2020 Stamford International University, Master Degree, Thai / English Program

Subjects: Business Essential, Innovation Management, Design Thinking &
Creativity, Property Development & management, Business Research,
Foundation of IS Study, IS Study (Both Fully Online & Blended Learning)

2019 Examiner Committee for Thesis / Individual Stud at College of Management,
Mahidol University

2019 Chairperson for Thesis / Individual Study at Stamford International University

2014 – 2017 Individual Consulting Adviser for College of Management Mahidol University,
Business Plan, Business Ethics, Presentation Skills

CORPORATE TRAINING & COACHING EXPERIENCES

2025

- Guest Speaker on *Business Essential & Business Model Canvas* for Nattalin Group Public Company Limited
- Guest Speaker on *Design Thinking*, in collaboration with Microsoft Thailand
- Guest Speaker on *Design Thinking* for National Innovation Agency (NIA)
- Guest Speaker on *Design Thinking* for Suntory Company
- Instructor for the Digital Transformation Skills Program (Year 2), delivering courses for civil servants and government employees at both operational and advanced levels, organized by the Ministry of Energy
- Guest Speaker on *Digital Skills for Professional Productivity and Creativity* for Siriraj Hospital

2024

- Guest Speaker for the *Digital Marketing Skills Development Program* for SCG Packaging Public Company Limited (SCGP)
- Guest Speaker on *Green Business Design* for Government Savings Bank (GSB)

- Guest Speaker on *Value Proposition Design & Business Model Canvas* for Honda
- Guest Speaker on *Business Model* for Electricity Generating Authority of Thailand (EGAT)
- Guest Speaker on *Enhance Strategy (Thinking & Execution)* for the Securities and Exchange Commission (SEC)
- Guest Speaker of Thai Bev Internship Program for ASEAN Students (Chang Junior Project), organized by Thai Beverage PLC.
- Guest Speaker of Digital Skills Development Programs for Civil Servants and Practicing Officials and Digital Skills Development Programs for Civil Servants and Practicing Officials at Senior, Expert, and Specialized Levels, Digital Transformation Skill Program, Energy Ministry
- Guest Speaker of Ajinomoto Co., (Thailand) Ltd., Topic: Creative Breakthrough
- Guest Speaker of Ajinomoto Co., (Thailand) Ltd., Topic: BMC & Value Proposition
- Guest Speaker of Train the Trainer Program, organized by RISE ACCEL CO., LTD. (Thailand) Topic: Innovation Breakthrough
- Guest Speaker of Digital Transformation Program, Thailand Digital Government Academy, under supervision of Thailand Digital Government Agency
- Guest Speaker in Workshop program: Business Model, Mass Rapid Transit Authority of Thailand (MRTA)

2023

- Guest Speaker of Innovation Capability Development Program for Small and Medium-sized Enterprises (SMEs) aiming to become Innovation-driven Businesses, UN/NIA Project, organized by National Innovation Agency (NIA) and Un Women
- Guest Speaker of AFS Thailand, Topic: Consultative Selling
- Guest Speaker of Charoen Pokphand Foods Pub Co., Ltd (CPF)

2022

- Guest Speaker of Innovation Challenge Contest, Metropolitan Waterworks Authority (MWA)
- Guest Speaker of NIA-MOOC, THE FIRST STEP OF INNOVATION Project
- Guest Speaker of Toyota Leasing, Topic: Design Thinking & Innovation

- Guest Speaker of Toyota Leasing Company, Topic: Principle of Design Thinking
- Guest Speaker of SCGP, organized by Time Digital Company, Topic: Innovation
- Guest Speaker of Internship, Thai Beverage PLC., Topic: Design Thinking & Innovation
- Guest Speaker of officer 4 batch, Mass Rapid Transit Authority of Thailand (MRTA) , Topic: Design Thinking & Innovation
- Guest Speaker of EEC Entrepreneurship
- Guest Speaker of Innovation Facilitator, Thailand Digital Government Academy (TDGA), under supervision of Digital Government Agency (DGA)
- Guest Speaker of NEO Academy by CMMU, Executives and Mini MBA Program
- Guest Speaker of TTK Company, Mini Master Program
- Guest Speaker of TRIS Academy, for Innovator of Office of the Royal Development Projects Board (ORDPB), Topic: Innovator DNA & Creativity Techniques
- Guest Speaker of Corporate Training, Microsoft Thailand, CMMU Executive Training Course Topic: Entrepreneurial Mindset

2021

- Guest Speaker of AIS LEARN DI in New Business Development Training, Toyota Motor Thailand
- Guest Speaker of CMMU Executive Training, Corporate Training, PepsiCo, Topic: Digital Business
- Instructor for NEO by CMMU, Topic: Digital Marketing Management
- Instructor for NEO by CMMU, Topic: Digital Business Management
- Instructor and Judge for YSEALI Smart Cities Regional Workshop 2021, Topic: Design Thinking for Social Enterprise
- Keynote speaker for Tris Academy, Topic: Creativity Techniques
- Keynote speaker for Tris Academy, Topic: Innovator DNA
- Instructor for Thai Bev Junior Asean 2021, Topic: Design Thinking & Workshop

2020

- Session Facilitator: 2020 ISPIM Virtual Conference, Topic: Futuristic Thinking (I.D.E.A.S Framework)
- E-Service Keynote speaker for OPCD (Office of the Public Sector Development Commission)

2019

- Executive Training for Management Executives, Dusit Thani Hua-Hin, Topic: Strategic Visual Thinking (Thai)

2018

- Lead Trainer for Master Degree Faculties, Stamford International University – English
Topic: How to be a good adviser? (English)
- Lead Trainer for Project Managers, AP (Thailand) Public Company Limited
Topic: Presentation Skill (Thai)
- Lead Trainer for Management Executives, AP (Thailand) Public Company Limited
Topic: Presentation Skill (Thai)
- Executive Coach for Management Executive, AP (Thailand) Public Company Limited
Topic: Presentation Skill (Thai)
- Executive Training for Management Executives, Dusit Thani Hua-Hin
Topic: Entrepreneurial Mindset (English)
- Online Trainer for Sasin Management Consulting, Topic: Business Model (Thai)

2017

Lead instructor for Thinking Limited, Executive Training for Management Executives, Government Savings Bank, Topic: T.I.P.S Innovation Profile (Thai)

2016

Executive Training for Management Executives, ELCA Thailand Limited
Topic: Entrepreneurial Mindset (Thai)

2015

- Executive Training for Management Executives, Siam Commercial Bank PLC
Topic: Entrepreneurial Mindset (Thai)
- Lead Coach for Trawell Team in the One Young World Competition (Winner)
Topic: Social Enterprise Business Plan Competition
- Lead instructor for Thinking Limited, Executive Training for Management Executives, Bank of Ayudhya, Topic: Visual Thinking (English)

- 2014 Lead instructor for Thinking Limited, Executive Training for Management Executives, Bank of Ayudhya, Topic: X.I.D.E.A Systematic Thinking (Thai)
- 2012 Co-Instructor for K-SME, Kasikorn Bank, Topic: Business Idea Generation

BUSINESS CONSULTING EXPEREINCES

2024

- Consultants and Guest Speaker of PAT Innovation Project, PORT AUTHORITY OF THAILAND
- Consultants and Guest Speaker of Thai Health Promotion Foundation
- Consultants and Guest Speaker of GLO Open Innovation Challenge 2024, The Government Lottery Office
- Consultants and Program Developer of IBE Innovation Based Enterprise Program, Organized by National Innovation Agency (Public Organization) (NIA)

2023 - Present Consultants and Guest Speaker of Time Consulting Company

2023 - Present Consultants and Guest Speaker of TRIS Corporation Company

2022 Consultants and Guest Speaker of Project for Analyzing and Designing the Overall Process of Creativity and Innovation Development and the Creative Innovators Development Program (The Ideator: PAT Innovates the Future) Fiscal Year 2022

2021 Joining Group of Facilitators and coaches, College of Management Mahidol University for Office of the Public Sector Development Commission
Project: Government Innovation Lab 2021

2020

- R&D Consulting for New Product Development, Bitwise (Thailand) Company Limited
Project: Innovative Industrial Air-Conditioner
- Joining Group of facilitators and coaches, College of Management Mahidol University for Office of the Public Sector Development Commission
Project: Government Innovation Lab 200

2019

- Property Development Consultation, Volada Residence
Project: Feasibility study and property development
- Consultation Project, Bang Chak Retail Company Limited
Project: Matrix and Instrument Development for new product selection method
- Property Development Consultation, Rai Chankrachang
Project: Feasibility study and property development
- Feasibility study for new product launch, absorb pet sheet

2018 Property Development Consultation, ASWA International School
Project: Feasibility study and conceptual development

2017 R&D Consulting for New Product Development, 99 STEAK

2013 Process Improvement Consultation, Sinsamuth Ice Factory

2012

- Property Development Consultation, Greta Farm Pattaya
Project: Feasibility study and property development
- Joining Group of consultants, College of Management Mahidol University for PTT
Public company limited
Project: Promoting Innovation Culture & process in PTT.

2011

- R&D Consulting for New Product Development, Siam Pro Fruits Company Limited
Project: New product & Packaging design
- Branding & Property Development Consultation, Perfect Spa & Massage
- Branding & Media Consultation, Global Union Express
- Branding & Media Consultation, CDS Group

PROGRAM DEVELOPMENT EXPERIENCE

- 2022 Committee for Developing a Central Curriculum to Enhance Digital Skills for Government Personnel Thailand Digital Government Agency (TDGA), under supervision of Digital Government Agency (DGA)
- 2022 Director of the TOP X Program (First Cohort) – Short-term Program for the Business Owners and Executives for the Development and Expansion of Export Businesses (First Cohort), under supervision of College of Management, Mahidol University, (A Collaborative Program between (1) Mahidol University College of Management, (2) The Federation of Thai Industries, (3) The Thai National Shippers' Council, (4) The Thai Chamber of Commerce, and (5) The Export-Import Bank of Thailand"2021 joined as a committee to develop the Digital Curriculum for Thailand Digital Government Academy)
- 2019 Co-develop the non-degree certificate program with College of Management Mahidol University, NEO – NEW EDUCATION FOR OPPORTUNITY PROGRAM

PANEL OF JUDGES EXPERIENCE

- 2025
- Advisor and Guest Speaker for the TRIS Employee Award Competition
 - Judge for the Innovation Project Competition (Year 2) **by the** Government Lottery Office
- 2024
- Judge for the Innovation Project Competition (Year 1) by the Government Lottery Office
 - Judge for the PAT Innovation Project Competition by the Port Authority of Thailand
- 2023
- Judge for the PAT Innovation Project Competition by the Port Authority of Thailand
- 2022
- Judge for the Innovation Project Competition **by the** Port Authority of Thailand (PAT Innovation)

- Judge for the Internal Innovation Competition by the Metropolitan Waterworks Authority
- Judge for the Internal Innovation Competition by Export-Import Bank of Thailand (EXIM Bank)

2021

- Judge for the Internal Innovation Competition at the College of Management, Mahidol University

ACADEMIC PUBLICATIONS

1. Promsiri, T., Wuttiappinyo, N., & Keerativutisest, V. (2025). Enhancing chatbot service user satisfaction. *TEM Journal*, 14(1), 216–225. <https://doi.org/10.18421/TEM141-20> ***(Scopus)***
2. 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>
3. 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.
4. 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)***
5. 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.

6. **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>

7. 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)*

8. 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)*

9. KrischananKampanthong, **Triyuth Promsiri**. "Antecedents of Digital Entrepreneurial Intention." *Turkish Journal of Computer and Mathematics Education (TURCOMAT)* 12, no. 13 (2021): 7099-7109. *(Scopus)*

10. 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)*

11. **Promsiri, T.**, & Kunte, M. (2019). IDEAS-A Futuristic Thinking Approach to Develop Entrepreneurial Cognition. *Journal of Entrepreneurship Education*. *(Scopus)*

12. Kunte, M., & **Promsiri, T.** (2019). STUDYING NEW VENTURE IDEAS USING AN ONLINE FUNDING PLATFORM. *Asian Academy of Management Journal*, 24(1). *(Scopus)*

13. 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.

14. Sukavejworakit, K., **Promsiri, T.**, and Virasa, T. (2018). “OETEL: An innovative teaching model for entrepreneurship education.” *Journal of Entrepreneurship Education*, 21(2), 1-11. (Scopus)

15. 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)

16. **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)

17. Virasa, T. and **Promsiri, T.** “Understanding new venture idea development with external enablers and design process” A paper presented at the ACERE 2018 Conference, QUT, Brisbane, Australia, 6-9 February 2018.

18. Sukavejworakit, K., **Promsiri, T.**, and Virasa, T. “Increasing entrepreneurial intention with the application of Experiential Learning Theory: An innovative learning method and empirical test” A paper presented at the 2018 APIF Conference, Pataya, Thailand, 24-25 January 2018.

19. **Promsiri, T.** and Virasa, T. “Study the effect of design process on business idea development” A paper presented at the 2017 ISPIM Conference, Vienna, Austria, 18-21 June 2017.

20. **Promsiri, T.** and Virasa, T. “Study the opportunity development process through the Science of Artificial” A paper presented at the 2016 ACERE Conference, Gold Coast, Brisbane, Australia, 2-5 February 2016.

HONORS AND AWARDS

2022

- Best Teaching Award, Excellent Teaching Evaluations in the field of full-time lecturer, College of Management Mahidol University

2021

- Consolation Prize, The development of online teaching media, Mahidol University
- Scholarship from Mahidol University to develop the MOOC: Entrepreneurship Skills
- Mahidol University Online Teaching Development Award: Online Engagement and Motivation Techniques, Innovations and Learning Models (Consolation Prize)

2020

- Best Teaching Award, College of Management Mahidol University

2014

- Selected as the Thai representative to join ASES program, The short program to create global entrepreneurship and innovation platform, Stanford University
- First runner-up in the business plan competition (Teamed up with Australia & India), ASES program.

2004

- Distinctive Certificate to students who create faculty reputation, Industrial Design Department, Faculty of Architecture, Chulalongkorn University
- 1st Prize Design Competition in Rotational Molding Design Products, CCC Chemical Commerce Co., Ltd.

2003

- 1st Prize Design Competition in mobile kiosk, Ministry of Public Health
- 1st Prize Design Competition in Sanitary ware design (Students Level), COTTO
- 1st Runner Up Design Competition for souvenir design of HAPPY Brand, HAPPY D-TAC

2002

- 2nd Runner up Design Competition for computer device design, Central Retail
- 1st Runner up Design Competition for car max wheel, Lenso Wheel

EXTERNAL RESEARCH FUNDING EXPERIENCE

2023 External Research Funding from Program Management Unit for Competitiveness (PMUC), the Office of National Higher Education Science Research and Innovation Policy Council, cooperate with faculty of Architecture, Chulalongkorn University in the name: The enhancement of tourism and creative economy product and service consumption through marketing and sales ecosystem.

ONLINE WORK REFERENCE

- Well-Being Program: “Financial Planning for Each Life Stage”, featured on CMMU Channel, Mahidol University <https://www.youtube.com/watch?v=Ilb5bSUDzM>
- MOOC Course in Collaboration with NIA: *Entrepreneurship*
<https://moocs.nia.or.th/course/entrepreneurship>
- MOOC Course by Mahidol University
https://mux.mahidol.ac.th/courses/course-v1:MU-CM+MOOC2564-8+MU-CM_000007/about
- Course on “Creativity and Design for Entrepreneurial Empowerment”, in collaboration with the Stock Exchange of Thailand (SET)
<https://elearning.set.or.th/SETGroup/courses/1612/info>
- Course: “Entrepreneur: Manufacturing – Successful Steps in Product Development”, in collaboration with LearnDi for THAIS
https://learndi.aisacademy.com/course/802/?is_coniclex=false
- Spotify Podcast Series: “Kid Prakob Karn” (Entrepreneurial Thinking)
EP.6: *JUST DO IT - NIKE*
<https://podcasters.spotify.com/pod/show/nevertem/episodes/EP-6--JUST-DO-IT---NIKE-e2ffmq4>