

WINAI WONGSURAWAT

Associate Professor

Education

Kellogg School of Management, Northwestern University (USA)

Ph.D., Managerial Economics and Strategy, 2005

Stanford University (USA)

B.A.S., with Distinction, Economics and Mathematical & Computational Sciences, 2001

Experience

- 2012 - Present College of Management, Mahidol University (Thailand)
Assistant Professor (2012 - 2018)
Associate Professor (2018 - Present)
Responsible for teaching and research supervision in the areas of economics, international business and entrepreneurship
- 2007 - 2012 School of Management, Asian Institute of Technology (Thailand)
Assistant Professor
Taught classes in strategic management, quantitative analysis, and economics for AIT programs in Thailand, Vietnam, and Taiwan; supervised student research at both the master and doctoral levels
- 2005 - 2007 NERA Economic Consulting (New York, USA)
Consultant
Provided advisory consulting and litigation support in matters relating to economics, finance, and public policy

Publications

I. Agribusiness

- “The Rubber Industry of Thailand: A Review of Past Achievements and Future Prospects” (with Pornthep Weerathamrongsak), *Journal of Agribusiness in Developing and Emerging Economies*, 3 (1): 49-63, January 2013.
- “Upgrade Strategies in the Thai Silk Industry: Balancing Value Promotion and Cultural Heritage” (with Preeya Patichol and Lalit Johri), *Journal of Fashion Marketing and Management*, 18 (1), 2035, January 2014.
- “Modernizing Tradition - The Thai Silk Industry” (with Preeya Patichol and Lalit Johri), *Strategic Direction*, 30 (2): 31-33, March 2014.

- “Privatisation Gone Wrong: The Corporate Tea Sector of Sri Lanka” (with Rohantha Athukorala), *Journal for Global Business Advancement*, 7 (3): 198-208, September 2014.
- “The Mechanisms of Corruption in Agricultural Price Intervention Projects: Case Studies from Thailand” (with Kamon Ruengdet), *Social Science Journal*, 52 (1): 22-33, January 2015.
- “Vertical brand extension at Vinamilk, Vietnam” (with Nguyen Quang Tri), *Asian Case Research Journal*, 20 (2): 331-350, December 2016.
- “Increasing Growth Opportunities for Non-heavy and Heavy Users – A Case Study of Yogurt Cups in Thailand” (with Opas Ruangthammakit), *Journal of International Food and Agribusiness Marketing*, 31 (4): 352-377, October 2019.

II. Energy and Environmental Management

- “Fragmentation in the Public Administration for Climate Change Mitigation: A Major Institutional Constraint for Energy Policy in the Transportation Sector of Thailand” (with Ratchaphong Klinsrisuk, Vilas Nitivattananon and Edsel Sajor), *EnvironmentAsia*, 6 (2): 1-10, July 2013.
- “Effective Coordination and Integration of Energy and Transport Policies for CO₂ Mitigation in Thailand” (with Ratchaphong Klinsrisuk and Vilas Nitivattananon), *Environment, Development and Sustainability*, 15 (5):1227-1244, October 2013.
- “Multivariate Cointegration and Causality between Electricity Consumption, Economic Growth, Foreign Direct Investment and Exports: Recent Evidence from Vietnam” (with Nguyen Ngoc Tuyen), *International Journal of Energy Economics and Policy*, 7 (3): 287-293, May 2017.

III. Industry Analysis

- “Pornography and Social Ills: Evidence from the 1990’s”, *Journal of Applied Economics*, 9 (1): 185-213, May 2006.
- “Determinants of Public Reactions to Concorde Test Flights at the John F. Kennedy International Airport”, *Journal of Air Transport Management*, 13 (6): 371-375, November 2007.
- “Domestic Airline Networks and Passenger Demand in Thailand after Deregulation” (with Phimphorn Sowawattanakul), *International Journal of Aviation Management*, 2 (1/2): 35-53, January 2013.
- “Information Technology Outsourcing by Business Process Outsourcing/Information Technology Enabled Services (BPO/ITES) Firms in India: A Strategic Gamble”, (with Shrinivas Patil), *Journal of Enterprise Information Management*, 28 (1): 60-76, January 2015.
- “Who Makes the Grade and Why? Corporate Governance Scores in Thailand” (with Sutee Tantivanichanon and Kittichai Rajchamaha), *Journal of Advances in Management Research*, 12 (3): 249-267, December 2015.
- “Social Media Marketing Evaluation Using Social Network Comments as an Indicator for Identifying Consumer Purchasing Decision Effectiveness” (with Supond Boon-Long), *Journal of Direct, Data and Digital Marketing Practice*, 17 (2): 130-149, December 2016.
- “Challenges for the Development of an Integrated Agro-Food-Energy-Biochemical Nexus in Thailand” (with Burin Sukphisal), *Journal of Science and Technology Policy Management*, 8 (2): 181-205, June 2017.

“Perceptions of the Spa Industry: An Importance Performance Analysis” (with Waritsara Somkeatkun), *Journal of Quality Assurance in Hospitality and Tourism*, 18 (4): 416-436, October 2017.

“The Bangkok Housing Market: Past Performance and Future Prospects” (with Pairote Srivarasat), *Journal of Applied Business Research*, 35 (1): 35-42, January/February 2019.

IV. Finance and Investment

“When Do Breakpoints Give Mutual Fund Investors a Break?” (with Faten Sabry), *Journal of Investment Compliance*, 9 (2): 5-11, June 2008.

“Management Fees and Total Expenses of Mutual Funds in Thailand”, *Journal of the Asia Pacific Economy*, 16 (1): 15-28, February 2011.

“A Survey of Mutual Fund Fees and Expenses in Thailand” (with Pornlapas Na Lamphun), *International Journal of Emerging Markets*, 7 (4): 411-429, October 2012.

“How Regulation Revived Micro-Lending After the Andhra Pradesh Crisis” (with Rajiv Yadav), *International Journal of Public Policy*, 14 (5-6): 360-373, December 2018.

“The Determinants of Leverage Decisions: Evidence from Asian Emerging Markets” (with Quratulain Zafar and David Camino), *Cogent Economics and Finance*, 7 (1) article #1598836, January 2019.

“Islamic Banking in Oman: Laying the Foundations” (with Kris Babicci), *Middle East Policy*, 27 (1): 115-124, March 2020.

“FDI Determinants: Dynamic Extreme Bounds Analysis” (with Pham Huyen Linh), *International Journal of Emerging Markets*, forthcoming, <https://doi.org/10.1108/IJOEM-04-2018-0191>.

V. Entrepreneurship and Small Business Management

“Characteristics of Successful Small and Micro Community Enterprises in Rural Thailand” (with Kamon Ruengdet), *Journal of Agricultural Education and Extension*, 16 (4): 385-397, December 2010.

“The Impact of Government Policies on the Development of Small- and Medium-Sized Enterprises: The Case of Vietnam” (with Nguyen Thanh Nguyen), *Journal for International Business and Entrepreneurship Development*, 6 (2): 188-200, August 2012.

“Can Top-Down Community Enterprise Development Reduce Poverty and Out-Migration? Evidence from Thailand” (with Vipawee Valeepitakdej), *Development in Practice*, 25 (5): 737-746, July 2015.

“Multilevel Marketing and Entrepreneurship in Thailand: A Case Study” (with Somchai Hatchaleelaha), *Journal of Research in Marketing and Entrepreneurship*, 18 (1): 146-160, June 2016.

“Competitive Marketing through Confucian Values in Malaysia: A Case Study” (with Tossapon Luechapattanaporn), *Journal of Research in Marketing and Entrepreneurship*, 18 (2): 162-175, December 2016.

“Information Technology, Globalization, and Local Conditions: Implications for Entrepreneurs in Southeast Asia”, in: Ordóñez de Pablos P. (eds.) *Management Strategies and Technology Fluidity in the Asian Business Sector*, pp. 163-176. IGI Global, Hershey PA, USA, December 2017.

- “Designing a Sustainable Tourism Supply Chain: A Case Study from Asia” (with Vivek Shrestha), in: Qudrat-Ullah H. (eds.) *Innovative Solutions for Sustainable Supply Chains*. (Understanding Complex Systems series), pp. 263-288. Springer, Cham, August 2018.
- “The Traits of Success According to those Who Made It: A Survey of Successful Entrepreneurs in Northeastern Thailand” (with Amornwan Rangkoon), *Journal for Global Business Advancement*, forthcoming:
<https://www.inderscience.com/info/ingeneral/forthcoming.php?jcode=JGBA>

VI. Educational Management

- “Grade Inflation and Law School Admissions”, *Quality Assurance in Education*, 16 (3): 224-235, September 2008.
- “Does Grade Inflation Affect the Credibility of Grades? Evidence from US Law School Admissions”, *Education Economics*, 17 (4): 523-534, December 2009.
- “What’s A Comment Worth? How to Better Understand Student Evaluations of Teaching”, *Quality Assurance in Education*, 19 (1): 67-83, February 2011.
- “Education Reform and the Academic Performance of Public and Private School Students in Thailand”, *Education Research for Policy and Practice*, 10 (1): 17-28, February 2011.
- “Enhancing the Employability of IT Graduates in Vietnam” (with Phan Vo Minh Thang), *Higher Education Skills and Work-Based Learning*, 6 (2): 146-161, June 2016.

VII. Strategy and Leadership

- “Core Constructs of Corporate Social Responsibility: A Path Analysis” (with Chih Hung Chen), *Asia Pacific Journal of Business Administration*, 3 (1): 47-61, January 2011.
- “Crisis Management: Western Digital’s 46-day Recovery from the 2011 Flood Disaster in Thailand” (with Lau Chee Wai), *Strategy & Leadership*, 41 (1): 34-38, January 2013.
- “Weathering the Downturn – 11 Lessons from Indian Multinationals” (with Murali Kailasam and Lalit Johri), *Strategic Direction*, 29 (2): 34-37, February 2013.
- “Lessons Big-Company Leaders Can Learn from SME Entrepreneurs” (with Tana Chanyatipsakul), *Strategy & Leadership*, 41 (4): 37-40, December 2013.
- “The Myth of Customer Loyalty: Why Information and Scale are More Important during Downturns” (with Murali Kailasam), *Strategy & Leadership*, 43 (6): 38-41, December 2015.
- “How Audacious Strategies Pay Off during Hard Times Case Studies of Indian Information Technology Firms” (with Murali Kailasam), *Management Research Review*, 39 (4): 468-496, May 2016.
- “Scandal Prevention through a Moral Work Environment: Case Study from Thailand” (with Kwankaew Chavengvorakul), *Development and Learning in Organizations*, 31 (3): 15-18, May 2017.
- “Case Study: From An “Underperforming 80’s Bank” to One of Oman’s Best – The Transformation of BankDhofar” (with Kris Babicci), *Strategy and Leadership*, 46 (5): 44-49, September 2018.
- “Entry Strategy and Export Marketing in Emerging Markets: A Small Player Case” (with Peachayanant Lorvorlak), *Asian Journal of Management Cases*, 16 (1): 76-85, March 2019.
- “Cultural Factors in Chinese Family Business Performance in Thailand” (with Tossapon Luechapattanaporn), *International Journal of Entrepreneurship*, 25 (2), March 2021.