

# Panita Surachaikulwattana

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## EDUCATION

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- 2009-2013  
(Awarded in 2014) **Imperial College London, UK**  
*PhD in Organization and Management*
- Thesis: The legitimation of foreign organizational forms: The role of translation and theorization.
- 2005-2006 **Lancaster University, UK**  
*MSc in Management*
- Dissertation: The critical discourse on the implementation of Diversity Management.
- 2001-2005 **Chulalongkorn University, Thailand**  
*BA in Chinese and English, First-Class Honor*

## ACADEMIC AND WORK EXPERIENCE

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- 2017-present **Assistant Professor, School of Business, University of the Thai Chamber of Commerce (UTCC)**
- Course responsibilities: Strategic Management, Managing Innovation, Entrepreneurial Strategy, Qualitative Research Methods, Designing Your Life
- 2014-present **Research Fellow, Research Institute for Policy Evaluation and Design (RIPED), University of the Thai Chamber of Commerce (UTCC)**
- 2014-2017 **Lecturer, School of Business, University of the Thai Chamber of Commerce (UTCC)**
- Course responsibilities: Management Skills, Organizational Theory & Design, Strategic Management
- 2007-2009 **Personal Assistant to CEO & Marketing Officer, UOB Bullion & Futures (Thailand), UOB**
- Worked with the team in arranging marketing campaigns to promote financial products
  - Provided investors with advice and information related to financial outlooks and news updates
  - Coordinating and arranging meetings for CEO
  - Facilitating general administrative and personal tasks for CEO

## ACADEMIC ADMINISTRATIVE APPOINTMENTS

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- August 2020 - present **Director of MBA programs, International School of Management (ISM), University of the Thai Chamber of Commerce (UTCC)**
- Launched the new international MBA program (XMBA) in 2021, designed for corporate executives and entrepreneurs, which in its first year could attract about 20 students from various countries.
  - Managing two international MBA programs, including the weekday MBA (Global MBA) and the weekend MBA (XMBA) in the areas of the academic and administrative domains. In one academic year, the two programs together have approximately over 30 students from 10 different countries e.g., China, India, Singapore, South Africa, etc.
- Research Committee, Academic Affairs, University of the Thai Chamber of Commerce (UTCC)**
- Meeting and brainstorming regularly to promote and create productive research environment and outcomes for faculty members at UTCC.
- April 2019- July 2020 **Executive Assistant to the President (ผู้ช่วยอธิการบดี), University of the Thai Chamber of Commerce (UTCC)**
- Initiated and managed the collaboration between UTCC and Life Design Lab, Stanford University in launching the Designing Your Life course (DYL) for UTCC students and promoting joint research opportunities. In this collaboration scheme, I worked with the lecturer team at Life Design Lab, Stanford, to provide training for UTCC faculty members to be able to teach DYL with in-depth understanding; and worked with the UTCC academic team in organizing and incorporating DYL into the undergraduate

- curriculum. At present, the collaboration is still ongoing.
- Worked with the university's strategic team to develop the strategic plans, which were presented to the board of the university.
- Worked closely with the President as the first point of contact, and aided in leading new projects for the President and the university.

2017 - 2020 **Subcommittee, The Association of Professional and Organizational Development Network of Thailand Higher Education (ThailandPod, ทอชท)**

- Worked with the subcommittee to brainstorm about new and effective teaching practices to be promoted into the community of university lecturers in Thailand, with aims at enhancing quality of teaching and learning at the higher educational level across the country.
- Organizing series of trainings and conferences related to teaching approaches for Thai university lecturers to help them develop, enhance, and update their teaching skills.

**TEACHING EXPERIENCE**

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I have had varieties of teaching experiences, ranging from teaching undergraduate to doctoral students to executive programs, in both Thai and English, at both private and public research universities, companies, and state enterprises, in Thailand, Myanmar, and recently in the US. Here are the examples of my teaching experience.

<b>In USA</b>	
Guest lecturer in a postgraduate course	<ul style="list-style-type: none"> <li>• Design The Professional (online) course, <u>Life Design Lab, Stanford University</u>, winter semester, 2021</li> </ul>
<b>In Myanmar</b>	
MBA program	<ul style="list-style-type: none"> <li>• Innovation Management, <u>UTCC-MBA off-shore in Yangon and Mandalay, UTCC</u> (English program), from 2018 – present</li> </ul>
<b>In Thailand</b> (at private and public research universities)	
PhD program	<ul style="list-style-type: none"> <li>• Qualitative Methods, <u>UTCC</u></li> <li>• Advanced Theory in Organizational Research (English program), <u>Silpakorn University International College</u></li> <li>• Advanced Theory of Organization and Management Research &amp; Qualitative Methods, <u>Prince of Songkla University</u></li> </ul>
MBA program	<ul style="list-style-type: none"> <li>• Strategic Management (English program), <u>UTCC</u></li> <li>• Strategic Management (English program), <u>College of Management Mahidol University (CMMU)</u></li> <li>• Qualitative Methods, <u>MBA Online, UTCC</u></li> <li>• Organization Theory &amp; Design, <u>UTCC</u></li> </ul>
Undergraduate programs	<ul style="list-style-type: none"> <li>• Entrepreneurial Strategy, two-degree program through the partnership between <u>UTCC and University of Newcastle (UON), Australia</u></li> <li>• Designing Your Life (English and Thai programs), <u>UTCC</u></li> <li>• Innovation, Creativity, &amp; Entrepreneurship (English program), <u>UTCC</u></li> <li>• Management Skills, <u>UTCC</u></li> <li>• Guest lecture on Characteristics of Environment for Business and Management in the 21<sup>st</sup> Century (English program), <u>Silpakorn University International College</u></li> </ul>

**RESEARCH INTERESTS**

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My research interest revolves around organization theory, particularly institutional theory and agency, to explore and examine the sociological perspective of diffusion and translation of innovations (particularly social and managerial innovations), identity and identification, and organizational design. I have strong interest in using qualitative methodologies in empirical research with an aim towards generating and

elaborating theories.

## PUBLICATIONS & PROCEEDINGS

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Journal (Scopus indexed)

- Hirisatja, T., Surachaikulwattana, P., & Lohwongwatana, B. 2021. The Adoption of the Agile-Stage-Gate Model under Contextual Conditions of Startups. ***Academy of Strategic Management Journal***, 20(5): 1 – 10.
- Surachaikulwattana, P. & Phillips, N. 2019. Creating the British Academic Health Science Centres: Understanding the Microfoundations of the Translation of Organizational Forms. In P. Haack, J. Sieweke, & L. Wessel. (Eds.), ***Research in the Sociology of Organizations***, vol. 65B: 273 – 298. Emerald Publishing Limited.

Journal (TCI indexed)

- Mueller, L. A. & Surachaikulwattana, P. 2020. The influence of culture differences on human relation aspects of organizational climate and job satisfaction. ***UTCC International Journal of Business and Economics***, 12(3): 89 – 108.

Book chapter

- Surachaikulwattana, P. & Phillips, N. 2017. Institutions as process. In A. Langley & H. Tsoukas (Eds.), ***The SAGE handbook of Process Organizational Studies***: 372 – 386. SAGE Publications Limited.

Conference proceeding (Scopus indexed)

- Boonyakiat, P. & Surachaikulwattana, P. 2016. Fit between Agile Practices and Organizational Culture. ***JCSSE 2016: The 13th International Joint Conference on Computer Science and Software Engineering***, Khon Kaen, Thailand.

## WORK IN PROGRESS

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Book (in progress)

- Phillips, N., Tracey, P., & Surachaikulwattana, P. (expected in 2023). Qualitative Methods in Organization Theory. ***Elements of Organization Theory (the 'Series')***. Cambridge University Press.

Journal paper (in progress)

- Surachaikulwattana, P. (expected in 2023). Toward a theory of design thinking and organizational culture.

Journal paper (completed, in the process of final editing and then submission)

- Surachaikulwattana, P. & Phillips, N. (expected in 2022). "It's a good thing to do!": How an institutional entrepreneur promotes the diffusion of social innovation.
- Surachaikulwattana, P. & Phillips, N. (expected in 2022). Adoption of a new and ambiguous practice: The case study of the adoption of the HighScope, a new Early childhood educational practice, in Thai rural preschools.

## CONFERENCE PRESENTATIONS

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- Surachaikulwattana, P. 2021. "It's a good thing to do!": How institutional entrepreneurs scale up social innovations." ***2021 Academy of Management Annual Meeting***, virtual.
- Hirisatja, T., Surachaikulwattana, P., & Lohwongwatana, B. 2020. An agile-stage-gate model for medical startups: A case study of a medical product startup in Thailand. ***2020 IEEE International Conference on Technology, Engineering, Management for Societal impact using Marketing, Entrepreneurship and Talent (TEMSMET)***, virtual.
- Surachaikulwattana, P. 2019. Heterogeneity in adoption of a new practice: The case study of the adoption of the HighScope, a new early childhood educational practice, in Thai rural preschools." ***UTCC Academic Day***. Bangkok. Thailand.
- Kilenthong, W. & Surachaikulwattana, P. 2017. Heterogeneity in technology adoption of a novel early childhood teaching practice. ***Bank of Thailand: BOT Symposium 2017: Innovating Thailand***. Bangkok. Thailand.
- Surachaikulwattana, P. 2015. Creating the British Academic Health Science Centres (AHSC): The case of translating practices. ***2015 Academy of Management Annual Meeting***, Vancouver, Canada.
- Surachaikulwattana, P. 2014. Translation work of an organisational form across institutional contexts. ***Paper Development Workshop on Organizational and Institutional Change (sponsored by the***

*OMT Division of the Academy of Management Journal*), Edinburgh, UK.

- Surachaikulwattana, P. 2012. Creating the British Academic Health Science Centers: The case of translating organizational forms. *The 28th EGOS Colloquium*, Helsinki, Finland.
- Surachaikulwattana, P. 2012. Creating the British Academic Health Science Centers: The case of translating organizational forms. *Getting Published in Top Tier Journals: Guidance and Insights from the Editors of AMJ and the Officers of OMT*, Milan, Italy.
- Surachaikulwattana, P. 2011. Translation, institutional work, and the creation of an organizational form. *OMT Paper Development Workshop*, London, UK.
- Pinto, J. & Surachaikulwattana, P. 2011. Exploring organizational form and organization design in the context of the British Academic Health Science Centers. *2011 Academy of Management Annual Meeting*, San Antonio, Texas, USA.

## VISITING SCHOLAR

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- Invited to be a Visiting Assistant Professor at Life Design Lab, Stanford University, in January – March 2022. Due to the COVID-19 situation, the visit is currently postponed, and tentatively to occur in late 2022.
- Visiting at Imperial College Business School, Imperial College, London, between May 26<sup>th</sup> and June 7<sup>th</sup>, 2019, to work closely with the faculty member on research projects.
- Visiting at Imperial College Business School, Imperial College, London, between January 9<sup>th</sup> and January 22<sup>nd</sup>, 2018, to work closely with the faculty member on research projects.

## AWARDS & GRANTS

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- 2016-2017     **Newton Mobility Grants** (THB 1 million), Newton Fund, by the UK Academies and the OHEC of Thailand, for conducting one-year research on “The Adoption and Scaling of Foreign Practices: A Case Study of the Adoption of HighScope Learning Approach in the Field of Early Childhood Education in Thailand”
- 2015            **Apple Distinguished Educator** (ADE), rewarded by Apple
- 2014            **Teaching Excellence Award**, rewarded by University of The Thai Chamber of Commerce  
**Complementary Award for iBook Contest**, rewarded by University of The Thai Chamber of Commerce
- 2009            **Full PhD Scholarship**, University of The Thai Chamber of Commerce
- 2001            **Excellent Academic Award** (ทุนศาสตราจารย์รอง สยามานนท์), Faculty of Arts, Chulalongkorn University

## PROFESSIONAL AFFILIATION

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- Member, Academy of Management

## PROFESSIONAL SERVICES

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### 1) Regularly providing peer-review, reader services, and chair for journals and conferences.

*Examples:*

- Regular reviewer, Academy of Management Annual Meetings: Organization and Management Theory Division (since 2012 till present)
- Chairman, The International and National Conference on Business Administration and Accountancy organized by UTCC, Kasetsart University, and Khon Kaen University, 2021
- Chairman, UTCC Academic Day 2021
- Reviewer, International Journal of Organization Theory & Behavior
- Reviewer, UTCC Academic Day, from 2019 – 2021.
- Reviewer, Silpakorn University International College (SUIC) International Conference, 2019
- Reviewer, Thammasat Review, 2018
- Reviewer, Kasetsart Applied Business Journal, in 2015 and 2018
- Reader, research project, Kasetsart Business School, 2015

### 2) Ad hoc external committee for postgraduate students’ research presentation

*Examples:*

- An external committee for doctoral students' research presentation, Silpakorn University International College
- An external committee for master-degree students' thesis presentation, HRD Research Day, National Institute of Development Administration (NIDA)

### 3) Supervised doctoral dissertation

2019 - present

- Mr. Techawit Hirisatja, a **graduated** doctoral student at Technopreneurship and Innovation Management Program, Graduate School, Chulalongkorn University. His research's topic is "A New Product Development for Medical Innovations in the Context of Startups." Mr. Techawit completed his PhD, in which part of his thesis was published in a SCOPUS-indexed journal.
- Mr. Akekaluk Gunsun, a **current** doctoral student at UTCC Graduate School, is studying the topic of "Factors leading to Adoption of Thailand Halal Certification and Business Performance." His doctoral research is tentatively to be completed by August 2022.

## PROFESSIONAL CONSULTING AND COACHING

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- **Coaching, young talent graduate training, and research for MobiLife, a fintech company in Bangkok, in 2021.** I have provided coaching and training in qualitative research methods and ethnography for young talents at the company in order to cultivate and equip them with research mindsets and skills, and in-depth understanding of how to collect and analyze data for business, and how to generate intriguing insights from the data that could be turned into valuable information, solutions to customer pains, and marketing opportunity for the company.
- **Coaching service for Metropolitan Waterworks Authority in 2020.** I as part of the coaching team helped a selected group of managerial officers to create a new business idea; and, through concepts and approaches of design thinking and strategic management, develop the idea into a potential business model with clear competitive advantages. The outcome of the business model was proposed to high-level managers (the Senior Vice President level) to consider adopting as a new business unit at the organization.

## REFERENCES

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Available upon requests