



## Curriculum Vitae

**SAWITREE SANTIPIRIYAPON, Ph.D.**

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<b>EDUCATION</b>	<b>Doctor of Philosophy (Ph.D. in Management)</b>	<b>2020</b>
	Dissertation Topic “Leveraging Dynamic Marketing Capabilities to Respond to Changes in the Market Environment: Empirical Evidence from Thailand”	
	College of Management, Mahidol University, Thailand	
	<b>Certificate Advanced Graduate Study in Management</b>	<b>2014</b>
	College of Management, Mahidol University, Thailand	
	<b>Master of International Business</b>	<b>2010</b>
	La Trobe University, Australia	
	<b>Certificate of Business and Management in Europe</b>	<b>2010</b>
	Burgundy School of Business, France	
	<b>Bachelor of Communication Arts in Public Relations</b>	<b>2008</b>
	University of the Thai Chamber of Commerce, Thailand	
<b>TRAINING</b>	<b>Mahidol University Executive Development Program (MU-EDP#20)</b>	<b>2021</b>

## ACADEMIC MANAGEMENT AND TEACHING EXPERIENCES

### FULL-TIME

2023-Current	<b>Lecturer</b>
	Graduate School, Bangkok University

### **Key Responsibilities**

- Teach Master of Business Administration (MBA) courses
- Develop a Master of Business Administration (MBA) Curriculum
- Conduct research in the field of Business Administration
- Make an industry partnership to create an educational eco-system

2021-2022

### **Director, Division of Education Administration**

Office of President, Mahidol University

### **Key Responsibilities**

- Work closely and report to the Vice President of Academic Affairs
- Develop working policies and strategies for the Division of Education Administration
- Analyze and conduct operational planning to be aligned with Mahidol University policies, strategies, and missions
- Lead 4 functions under the Division of Education Administration: Education Services, Registrar, Education Development, and Education Technology
- Plan, organize, lead, and control the team of 50 employees to effectively support all Mahidol University faculties and students

Jan-June 2021

### **Lecturer as a formal position**

**(Acting as a Retail Business Online Academy Director)**

Panyapiwat Institute of Management

2017-2019

### **Director of Careers and Employability/ MBA Lecturer (Managing Organization, Human Side of the Organization, Current Issues in Management)**

Stamford International University

### **Key Responsibilities**

- Work closely with the CEO to plan the University's Strategy
- Give guidance to Deans and Faculty Heads to develop a curriculum that meets the IACBE Accreditation, Laureate International University, and Industry Standards
- Plan Faculty Development program and training Faculty members
- Lead the industry linkage pillar of the university and oversee the academic and industry partnerships of all campuses.
- Manage cross-functional service and partnership teams to ensure the day-to-day operations meet the strategic goals.

- Manage external relationship and partnership agreements between Stamford and many leading organizations e.g., Plan International, Maybank Kim Eng, Thai-Italian Chamber of Commerce, DKSH

2014-2015

**Full-Time Faculty (International Business)**

Faculty of Management Sciences, Kasetsart University

2011-2013

**Head of International Business Management Department**

Eastern Asia University

### **PART-TIME**

2017-Present

**Part-time Lecturer (Graduate Courses- Contemporary Management, Strategic Management for Healthcare Business, Time Management, Presentation Skills, Personality Development)**

College of Management, Mahidol University

**Awarded in the Outstanding Teaching Performance for 3 Consecutive Years" 2020- 2022 (Ranked the First Place Part-time Lecturer who obtained the highest score in student evaluation)**

2023-Present

**Part-time Lecturer (UG Course- New Product and Service Development)**

Chitralada Technology Institute

2024-Present

**Part-time Lecturer (MBA Course- Organizational Behavior)**

International School of Management, University of the Thai Chamber of Commerce

2019-2022

**Part-time Lecturer in International Business Management**

College of Music Mahidol University, Bangkok University

2019-2020

**Part-time Lecturer in Human Resources Management and Marketing**

Unicentre (Partner of leading Australian Universities E.g., Macquarie University, La Trobe University, University of Newcastle, and International College of Management, Sydney)

2014-2015

**Part-time Lecturer in International Business Law, and International Marketing**

Sukhothai Thammathirat Open University, Rajamangala University of Technology Krungthep

## ACADEMIC SERVICES EXPERIENCES

**2020 -Present**      **Master Degree Independent Study Committee**

Mahidol University

**2020**                      **Academic Dignitary**

Kasetsart University

Bachelor of Business Administration

**2012**                      **Curriculum Developer**

Eastern Asia University

Bachelor of Business Administration

## MANAGEMENT CONSULTING/ TRAINING/ RELATED EXPERIENCES

Organization	Role
NEO ACADEMY by College of Management, Mahidol University	Instructor <ul style="list-style-type: none"> <li>• Mini MBA- Digital Branding &amp; Communication Management</li> <li>• Mini MBA- Digital Business Management</li> <li>• Leadership Pathway E-Learning Course</li> <li>• Customer Relationship Management</li> <li>• Personal Branding</li> <li>• Personality and Decision Making</li> </ul>
College of Management, Mahidol University	CMMU Channel Contributor Project: Management During the Covid-19 Series Topic: Keep your team motivated during working from home
College of Management, Mahidol University	Research Project Assistant Project with B.Grimm Group <ul style="list-style-type: none"> <li>• Gross National Happiness (GNH) Survey Development for Measuring Corporate Wellbeing, Happiness and Sustainability</li> </ul>
College of Management, Mahidol University	Stress Management Workshop
Tourism Authority of Thailand	Strategy Consultant Project: <ul style="list-style-type: none"> <li>• Management Handbook for the Tourism Authority of Thailand</li> </ul>
Department of Foreign Trade, Minister of Commerce	Strategy Consultant Projects: <ul style="list-style-type: none"> <li>• Preparation of the Implementation of the ASEAN Economic Community to Facilitate the Free Flow of Goods across the Border</li> </ul>

	<ul style="list-style-type: none"> <li>• Comparative Analysis of Imported and Exported Product Standards between Thailand and 5 Countries (Japan, Australia, Canada, Germany, Indonesia, and the Philippines)</li> <li>• Comparative Analysis of Trade, Investment, and Economic Laws in ASEAN members</li> </ul>
Thailand Research Fund (TRF)	Strategy Consultant Project: <ul style="list-style-type: none"> <li>• Studying the environmental impact after the Establishment of the East-West Economic Corridor (EWEC) and North-South Economic Corridor (NSEC)</li> </ul>
Kasetsart University Faculty of Management Sciences, MBA Program	Guest Speaker- Organizational Happiness and Well-Being
Thammasat University Thammasat Design School (TDS)- Post-Graduate Level	<ul style="list-style-type: none"> <li>• Keynote Speaker- Annual Post-Graduate Orientation since 2018</li> <li>• Guest Speaker- Professional Characteristic in Project Organization/ Time Management for Graduate Students</li> </ul>
Takeda (Thailand)	Talent Management Program External Committee

## EXECUTIVE TRAINING EXPERIENCES

Organization	Role
<ul style="list-style-type: none"> <li>• Siam Motor Group</li> <li>• Siam GS Battery</li> <li>• GS Yuasa Siam Industry</li> <li>• NSK Bearings Manufacturing (Thailand)</li> <li>• MAHLE Siam Electric Drives</li> <li>• Nittan (Thailand)</li> <li>• Hitachi Elevator (Thailand)</li> <li>• Bangkok Komatsu</li> </ul>	Cross-Functional and Capabilities Development Trainer
Metropolitan Waterworks Authority	Effective Coaching and Constructive Feedback

## JOURNAL PUBLICATIONS

2020 : Santipiriyapon S, Leelapanyalert K, Kohlbacher F. The rebranding of Srichand Transforming a 70-year-old small and medium enterprise into a disruptive global player. GBOE. 2020;39(4)6–14. [https:// doi.org 10.1002 joe. 22002](https://doi.org/10.1002/joe.22002)

2017 : Thanadsillapakul, L., Thiratayakinant, K., Intamano, N., Wongkaew, T., Santipiriyapon, S. (2017). The comparative research study regarding the international economic and trade law between Thailand and Asean countries under the AEC framework (2nd Phrase), VOL 8, NO 2 (2017): Assumption University Law Journal Vol.8 No.2 (2 July – December 2017)

2015 : Putthiwant, C., Santipiriyapon, S. (2015). Apparel Bargaining Attitude and Bargaining Intention (Intention to Re-bargain) Driven by Culture of Thai and Chinese Consumers, Journal of Community Development and Life Quality: 3 (1): 57-67(2015)

2012 :Putthiwant, C., & Santipiriyapon, S. (2012). A different point of view in collective bargaining: legal perspective versus business perspective.

## **BUSINESS PUBLICATIONS**

2018: Santipiriyapon, S., Capabilities that grow with Thailand, Informa, The Business Magazine of the Thai-Italian Chamber of Commerce, October-December, 2018.

2016 : Comparative Analysis of Imported and Exported Product Standards between Thailand and 5 Countries (Japan, Australia, Canada, Germany, Indonesia, and Philippines, Government Funding Project from the Department of Foreign Trade, Minister of Commerce

2016 : Research Project for the Preparation of the Implementation of the ASEAN Economic Community to Facilitate the Free Flow of Goods across the Border, Government Funding Project from the Department of Foreign Trade, Minister of Commerce

2015 : Comparative Analysis on Trade, Investment, and Economic Laws in ASEAN members, Government Funding Project from Department of Foreign Trade, Minister of Commerce

2015 : Studying the Social-Economic-Environment-Law Impact after the Establishment of the East-West Economic Corridor (EWEC) and North-South Economic Corridor (NSEC), Thailand Research Fund (TRF)

## **CONFERENCE PROCEEDINGS**

Upcoming: Santipiriyapon, S., MarTech (Marketing Technology): Research Landscape and Future Research Opportunities in Thailand. CRU - National Conference in Science and Technology : NCST 7th 2024, June 7, 2024

2024 : Santipiriyapon, S., Development and Maintenance of Dynamic Marketing Capabilities for Sustainable Competitive Advantages: A Conceptual Framework, The 10th International Conference on Green ASIA and Sustainability Forum: Innovation, Health Sciences and Digital Education Quality for Sustainable Development in the Next Normal, Eastern Asia University, May 24, 2024

2024 : Zhang, Y., Pomsuwan, S., Phuwasaktanasiri, A., Santipiriyapon, S., The Study of Personality, Work Environment and Employee Development Affecting Teamwork Efficiency

of a Mobile Phone Company, The 10th Thai-Nichi Institute of Technology Academic Conference (TNIAC), May 23-24, 2024

2024 : Meng, L., Pomsuwan, S., Phuwasaktanasiri, A., Santipiriyapon, S., A Study of Motivation Factors Quality of Work Life and Leadership Affecting Engagement of SMEs Service Level Employees in Bangkok, The 10th Thai-Nichi Institute of Technology Academic Conference (TNIAC), May 23-24, 2024

2024 : Wisarat, N., L., Pomsuwan, S., Phuwasaktanasiri, A., Santipiriyapon, S., A Study of New Normal Working Style, Organizational Communication, and Working Atmosphere Affecting Gen Y Operational Employees' Effectiveness in the New Normal Era of Private Companies in Bangkok, The 10th Thai-Nichi Institute of Technology Academic Conference (TNIAC), May 23-24, 2024

2016 : Santipiriyapon, S., Leelapanyalert, K., Market Orientation in Emerging Markets through Capabilities Perspectives: A literature Review, The Eight Conference on Retailing in the Asia Pacific Retailing in Emerging Markets: Sustainability and Regulatory Challenges, University of Oxford and College of Management Mahidol University, September 28-30, 2016, ISBN 978-616-279-921-1 (e-book)

2016 : Santipiriyapon, S., Leelapanyalert, K., Kohlbacher, F., Market Orientation and Dynamic Capabilities in Emerging Markets: A Literature Review, The 2016 Annual Conference of the Emerging Markets Conference: Creating Innovations for the Emerging Markets: Toward the New Frontier of Marketing, Thailand, 6-8 January 2016, Oral Presentation

2015 : Santipiriyapon, S., Leelapanyalert, K., Kohlbacher, F., Market Orientation, Dynamic Capabilities and Marketing Capabilities in Emerging Markets: Empirical Evidence from Thailand, International Conference Series 2015 Bangkok, Thailand : Fourth Annual International Conference on Consumer Research and Marketing: Frontiers of Theory, Method, and Practice, College of Management Mahidol University, Thailand, 14 November 2015, Oral Presentation

2013 : Putthiwani, C., & Santipiriyapon, S., Apparel Bargaining Behavior, Action, Intention to Re-bargain, and Repurchase Intention between Thai and Chinese Consumers, Preparation and Impact of Workforce Movement due to AEC Framework Eastern Asia University, Pathum Thani, Thailand, 16 March 2013, (Research Paper, Proceeding with ISBN).

2012 : Putthiwani, C., & Santipiriyapon, S., A Different Point of View in Collective Bargaining: Legal Perspective versus Business Perspective, ASEAN Economic Community and Its External Economic Relations, Pattaya, Thailand, 1 – 2 September 2012, (Academic Paper, Proceeding with ISBN)