

# SUDATIP PUENGRUSME, PH.D.

Email: vintagestudiorecording@gmail.com  
(+6685) 019-1915

---

## EDUCATION

Ph.D. in Management Research Area:	Mahidol University, CMMU (International Program) Technology Management, Technology Roadmapping, Technology Intelligence
Master of Business Administration (GPA 4.00)	Marshall University, USA (AACSB accredited program) Degree date: 10 <sup>th</sup> May 2008
Bachelor of Engineering (Industrial Engineering)	King Mongkut's Institute of Technology Ladkrabang Degree year: 2005

## ACADEMIC EXPERIENCE

### TEACHING EXPERIENCE

#### **Stamford International University**

#### **Post Graduate Program (M.B.A. program)**

FULL-TIME FACULTY: (TOTAL PERIOD: **2.5 YEARS**)

NOVEMBER 2018 – 31 AUGUST 2020 AND OCTOBER 2016 – MAY 2017

SUBJECTS TEACH: BUSINESS ESSENTIALS, MARKETING AS VALUE CREATION, DIGITAL MARKETING, CREATIVE THINKING FOR INNOVATION AND CHANGE

ACADEMIC ADVISOR: FOR INDEPENDENT STUDY COURSE OF BUSINESS PLAN AND MARKETING PLAN STUDENTS

#### **Mahidol University, College of Management (CMMU)**

#### **Graduate Program (Master of Management Program)**

PART-TIME LECTURER: (TOTAL PERIOD: **4.5 YEARS** FROM MARCH 2012)

SUBJECTS TEACH: Time Management, Personality Type

- Lecture graduate students (Master of Management Program) from all majors (e.g., Business Management, Entrepreneurship and Innovation, Finance, Human Capital and Organization Management, Marketing, Management and Strategy, Food Business Management program) on subjects of Time Management and Personality Type.

# SUDATIP PUENGRUSME, PH.D.

Email: vintagestudiorecording@gmail.com  
(+6685) 019-1915

---

## TEACHING EXPERIENCE (CONTINUED)

### **Mahidol University, College of Management (CMMU)** (Continued) Graduate Program (Master of Management Program)

2014-2016: Co-teaching/Guest speaker - INNOVATION AND TECHNOLOGY STRATEGY CLASS

- Lecture graduate students (Master of Management Program) at CMMU on Innovation and Technology Management topics (e.g., technology intelligence, technology roadmapping).
- Coach the graduate students at CMMU on developing a strategic roadmap as well as technology roadmap.

### **Kasem Bundit University, M.B.A. Program** PART-TIME LECTURER: (IN NOVEMBER 2020)

SUBJECTS TEACH: Organization Behavior Management  
Students in class are international graduate students.

### **King Mongkut's Institute of Technology Ladkrabang, Engineering Department**

#### PART-TIME LECTURER:

AUGUST – DECEMBER 2020

SUBJECT TEACH: CRITICAL THINKING

STUDENTS IN CLASS ARE ENGINEERING UNDERGRADUATE STUDENTS IN INTERNATIONAL PROGRAM

JUNE – SEPTEMBER 2010

SUBJECT TEACH: INDUSTRIAL MANAGEMENT

- Lecture undergraduate students (fourth- year students) on subject of Industrial Management
- Coordinate with the following factories to arrange study visits for the fourth- year Industrial Engineering students;

- ✓ SCG (Thai Polyethylene) plant and
- ✓ Thai Plastic Bags Industries Co., Ltd.

# **SUDATIP PUENGRUSME, PH.D.**

Email: vintagestudiorecording@gmail.com  
(+6685) 019-1915

---

## **TEACHING EXPERIENCE** (CONTINUED)

### **University of the Thai Chamber of Commerce (UTCC)**

PART-TIME LECTURER: 2016

SUBJECTS TEACH: Business Research Methodology (International Program)

- Lecture undergraduate BBA students (third-year students) of all majors on the core course of Business Research Methodology

### **Sripatum University (International College)**

PART-TIME LECTURER: AUGUST 2012 – DECEMBER 2013

SUBJECTS TEACH: ORGANIZATION AND MANAGEMENT, ORGANIZATION BEHAVIOR

- Lecture undergraduate students (second-year and fourth-year students) on subjects of Organization and Management/Organization Behavior.

### **Department of Biomedical Engineering, Faculty of Engineering, Mahidol University**

**MARCH 2016: GUEST SPEAKER**

- Lecture on technology management topics to graduate exchange students from Kyushu University, Japan and Thai graduate students from department of Biomedical Engineering, Faculty of Engineering, Mahidol University.

**MAY 2015: GUEST SPEAKER**

- Conduct workshop on management skill development for faculties, graduate and undergraduate students from department of Biomedical Engineering, Faculty of Engineering, Mahidol University.

### **Thai-Nichi Institute of Technology**

**NOVEMBER 2013: GUEST SPEAKER**

- Lecture undergraduate students in Export-Import Management class.

# SUDATIP PUENGRUSME, PH.D.

Email: vintagestudiorecording@gmail.com  
(+6685) 019-1915

---

## RESEARCH EXPERIENCE

### PUBLICATION AND PROCEEDINGS

- Nathasit Gerd Sri, Sudatip Puengrusme, Ronald Vatananan, Pawat Tansurat, Conceptual framework to assess the impacts of changes on the status of a roadmap, *Journal of Engineering and Technology Management*, Volume 52, 2019, Pages 16-31
- Janjarassuk, U., & Puengrusme, S. (2019, October). A Mathematical Programming Approach for Product Selection with Multiple Criteria. In *IOP Conference Series: Materials Science and Engineering* (Vol. 639, No. 1, p. 012003). IOP Publishing.
- Puengrusme, S., & Janjarassuk, U. An Interactive Analytic Hierarchy Process for Product Recommendation: A Case Study in Studio Recording. *Proceedings of the International Conference on Industrial Engineering and Operations Management Bangkok, Thailand, March 5-7, 2019*
- Janjarassuk, U., & Puengrusme, S. (2019, July). Product recommendation based on genetic algorithm. In *2019 5th International Conference on Engineering, Applied Sciences and Technology (ICEAST)* (pp. 1-4). IEEE.
- Gerd Sri, N., Kongthon, A., & Puengrusme, S., (2017), Profiling the research landscape in emerging areas using bibliometrics and text mining: a case study of biomedical engineering (BME) in Thailand, *International Journal of Innovation and Technology Management*
- Gerd Sri, N., Kongthon, A., & Puengrusme, S. (2012, July), Discovering the professional communities and social networks of emerging research areas: Use of technology intelligence from bibliometric and text mining analysis, *In 2012 Proceedings of PICMET'12: Technology Management for Emerging Technologies* (pp. 114-121), IEEE.

### PAPER IN PROGRESS

- Puengrusme, S. (2021), Evaluating the Impact of Changes in Technology Development Progress on Current Status of a Technology Roadmap (Target journal: *International Journal of Innovation and Technology Management*)
- Puengrusme, S. (2021), What Matters the Most and Where to Focus in the Development?: An Analytical Model Assessing the Status of Technology Development Program (Target journal: *Journal of Engineering and Technology Management*)

# SUDATIP PUENGRUSME, PH.D.

Email: vintagestudiorecording@gmail.com  
(+6685) 019-1915

---

## CONFERENCE

### **The 4<sup>th</sup> International Conference on Engineering, Applied Sciences and Technology (ICeast2 2018), Thailand**

JULY 4 – 7, 2018

Attend ICeast 2018 conference held under the theme of "*Exploring Innovative Solutions for Smart Society*". I was also an M.C. for the conference.

### **R&D Management Conference, University of Cambridge, UK**

JULY 3 – 6, 2016

Present paper under the title of "*Conceptual Framework to Assess the Impacts of Changes on the Current Status of a Technology Roadmap*" at R&D Management Conference 2016 held by University of Cambridge under the theme of "*From Science to Society: Innovation and Value Creation*".

### **Portland International Center for Management of Engineering and Technology (PICMET), Vancouver, Canada**

JULY 29 – AUGUST 2, 2012

Present paper under the title of "*Discovering the Professional Communities and Social Networks of Emerging Research Areas: Use of Technology Intelligence from Bibliometric and Text Mining Analysis*" at PICMET conference held under the theme of "*Technology Management for Emerging Technologies*".

### **Thailand Technology and Innovation Management Association (ThaiTIMA) Annual Conference, Bangkok, Thailand**

JULY 19-20, 2012

Present paper under the title of "*The importance of Technology Intelligence*" at the ThaiTIMA annual conference held under the theme of "*Managing Technology & Innovation towards Business Resiliency*".

### **Portland International Center for Management of Engineering and Technology (PICMET), Oregon, USA**

JULY 31 – AUGUST 4, 2011

Attend PICMET conference held under the theme of "*Technology Management in the Energy-Smart World*".

## **CENTER FOR ENVIRONMENTAL, GEOTECHNICAL, AND APPLIED SCIENCES (CEGAS) AT MARSHALL UNIVERSITY, U.S.A.**

JANUARY 2006 – MAY 2008: GRADUATE ASSISTANT UNDER THE DIRECTOR OF CEGAS, DR. TONY B. SZWILSKI

- Assist in CEGAS researches
- Assist in Environmental Management Information System (EMIS) Project
- Assist in Southern West Virginia Brownfields Assistance Center Project

# SUDATIP PUENGRUSME, PH.D.

Email: [vintagestudiorecording@gmail.com](mailto:vintagestudiorecording@gmail.com)  
(+6685) 019-1915

---

## TRAINING/ WORKSHOP EXPERIENCE

### 1<sup>ST</sup> QUARTER OF 2018: CO-FACILITATOR

Co-facilitate on ‘innovation workshop’ with a facilitator from Institute for Knowledge and Innovation South-East Asia (IKI), Bangkok University for *Premier Group of Companies Thailand* for several groups of audience.

### SEPTEMBER 2017: CO- FACILITATOR, as a team member of Thinkergy Limited

Conduct innovation workshop for *Covestro* at Peninsula Hotel Bangkok.

### JULY 2015, FEBRUARY 2016: WORKSHOP FACILITATOR, as a team member from College of Management, Mahidol University (CMMU)

Co-facilitate in a roadmapping workshop for *Botanical Garden Organization* with the aim to revise their roadmap (version 2012) and link it to the action plans.

### AUGUST 2012, SEPTEMBER 2012: WORKSHOP FACILITATOR, a team member from College of Management, Mahidol University (CMMU)

Co-facilitate in a roadmapping workshop for *Botanical Garden Organization* with the aim to guide the organization of the process to develop their roadmap.

### MAY – OCTOBER 2013

Collaborate with *National Science Technology and Innovation Policy Office (STI)* as a team member from College of Management, Mahidol University (CMMU) with the aim to develop national science technology and innovation roadmap for key Industries (e.g., Food, MICE, Logistics, Automotive, Healthcare, Rubber industries) of Thailand.

### MAY, SEPTEMBER 2015: TRAINER, LEAD FACILITATOR, as a team member of Thinkergy Limited

Conduct training course on ‘Analytical Thinking’ for Bank of Ayudhya Public Company Limited (*Krungsri*) with the aim to expand and deepen their analytical thinking skills.

### OCTOBER, 2016: CO-FACILITATOR

Co-facilitate on ‘innovation workshop’ with the team from Institute for Knowledge and Innovation South-East Asia (IKI), Bangkok University for *Ocean Life Insurance Public Company Limited*

### OCTOBER, 2016: CO-INNOVATIVE FACILITATOR

Co-facilitate on ‘innovation workshop’ with Dr. Detlef Reis (Founder of Thinkergy Limited) for *UNICEF* Thailand

# SUDATIP PUENGRUSME, PH.D.

Email: vintagestudiorecording@gmail.com  
(+6685) 019-1915

---

## TRAINING/ WORKSHOP EXPERIENCE

(CONTINUED)

### NOVEMBER 2015: CO- FACILITATOR

Co-facilitate on 'Creative Thinking' course with Dr. Detlef Reis (Founder of Thinkergy Limited) for Bank of Ayudhya Public Company Limited (*Krungsri*) with the aim to enhance their creative thinking.

### JUNE 2015: CO-INNOVATIVE FACILITATOR

Co-facilitate on 'innovation workshop' with Dr. Detlef Reis (Founder of Thinkergy Limited) for *DHL* Express International (Thailand) Ltd.

### MAY 2015: CO-INNOVATIVE FACILITATOR

Co-facilitate on 'innovation workshop' with Dr. Detlef Reis (Founder of Thinkergy Limited) for *BASF* - The Chemical Company.

### JUNE 2014: CO-INNOVATIVE FACILITATOR

Co-facilitate on 'innovation workshop' with Dr. Detlef Reis (Founder of Thinkergy Limited) for Charoen Pokphand Foods PCL. (*CPF*).

### SEPTEMBER 2012: CO-INNOVATIVE FACILITATOR

Co-facilitate on 'innovation workshop' with Dr. Detlef Reis (Founder of Thinkergy Limited) for *Nestlé*.

### DECEMBER 2011: CO-INNOVATIVE FACILITATOR

Co-facilitate on 'innovation workshop' with Dr. Detlef Reis (Founder of Thinkergy Limited) for *Greenpeace* Southeast Asia.

# SUDATIP PUENGRUSME, PH.D.

Email: vintagestudiorecording@gmail.com  
(+6685) 019-1915

---

## INDUSTRY EXPERIENCE

### **Vintage Studio**

SINCE 2002-NOW (2021): C.E.O. AND CO-FOUNDER

Vintage Studio is a recording studio as well as a sole distributor for several premium brands in sound recording industries ranging from microphone to monitor speaker as well as power protection. The examples of my responsibilities are;

- Setting the business strategies in difference areas. The examples are;
  - Giving business directions to the organization
  - Setting marketing strategies for the distribution brands
  - Setting human resource strategies (e.g., selection process, training process)
  - Managing Operation and
  - Oversee finance
  
- Defining and collaborating with educational partners. For example;
  - Signing MOU with a university (including Stamford International University) to collaborate in activities of teaching the world of quality sound recording.
  - Delivering a workshop for faculties, staffs and/or university students (e.g., Mahidol University, ABAC, University of the Thai Chamber of Commerce (UTCC) and Stamford International University).

### **Tetra Pak (Thailand) Ltd.**

DECEMBER 2008 – MARCH 2010: TRAINER/KEY USER (SAP ORDER MANAGEMENT MODULE) & CUSTOMER SERVICE EXECUTIVE

- Teach colleagues on SAP system used in Supply Chain function
- Teach colleagues and customers on how to use E-business website
- Ensure that colleagues practices are aligned with the company global process
- Support colleagues on SAP system related issues
- Responsible for 5 customers (Tipco, F&N, Oishi, UFC and Thai Jia Yun)
- Deal with customers and international factories on supply chain related issues  
(Including design, order handling, delivery order handling, invoicing, claim, rebate, credit note)



# SUDATIP PUENGRUSME, PH.D.

Email: vintagestudiorecording@gmail.com  
(+6685) 019-1915

---

## INDUSTRY EXPERIENCE

(CONTINUED)

### **Procter & Gamble Trading (Thailand) Ltd.**

1<sup>ST</sup> AUGUST 2008 – 30<sup>TH</sup> NOVEMBER 2008: ACCOUNT MANAGER (CUSTOMER BUSINESS DEVELOPMENT)

- Account for 6 provinces (Nakhonratchasima, Buriram, Mahasarakham, Chaiyaphum, Prachinburi, Sakaeo)
- Collaborate with P&G Nakhonratchasima distributor
- Develop coaching skills of sale supervisor's from P&G Nakhonratchasima distributor
- Coach distributor's selling team on how to improve customers' business (visibility, etc.)
- Build capabilities and discipline of salesperson from P&G Nakhonratchasima distributor to ensure excellent in-field execution
- Audit in-store fundamental (distribution, merchandising, etc.)

### **Sidel South Asia-Pacific Ltd.**

19 NOVEMBER 2012: EXTERNAL TRAINER

Conduct a training on *management skill development* to finance managers from Sidel South Asia-Pacific. The training takes place in India. Participants are finance managers from several countries include Japan, India, Indonesia, Thailand, Malaysia, Philippines and Vietnam.

OCTOBER AND NOVEMBER 2012: CONSULTANT

Advice Sidel South Asia-Pacific team on their Process Improvement Project.

### **Toyota Motor Thailand Co., Ltd.**

APRIL-MAY 2004: INTERNSHIP IN PRODUCTION ENGINEERING DEPARTMENT

### **Thailand Robotics Week 2017 & RoboCup Asia-Pacific 2017**

DECEMBER 2017: Presenting the application of my Ph.D. research for industries in the session of 'Robotics StartUp & Pitching Forum (pitching & matching)'

### **Special Skills:**

- ✓ English – fluently (TOEFL : 100 (IBT))
- ✓ SPSS, GRETL - For Analytical and Statistical Purposes
- ✓ SAP R/3 Knowledge (Key user of order management module)
- ✓ Microsoft Office including MS Excel, MS Words, MS Powerpoint
- ✓ Calculator BA II Plus (Finance Specialty Calculator)