

Curriculum Vitae: Dr. Suthawan Chirapanda SATO

ดร.ศุภธาวรรณ จีระพันธุ์ ซาโต้

Personal Information

Nationality: Thai
Address: School of Business,
University of the Thai Chamber of Commerce
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Bangkok 10400 THAILAND
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Work Experiences and Activities

Sept 2007- Currently: **Full- time Lecturer**
School of Business, University of the Thai Chamber of Commerce

Sept 2007- Currently: **Lecturer:** Strategic Management
Technology for Entrepreneurs
The Leadership Challenge
Undergraduate level
School of Business, University of the Thai Chamber of Commerce

Aug 2008- Currently: **Lecturer:** Global Business Management
Differentiation and Marketing Innovation
Organization Behavior
Competitive Strategy
Leadership and Team Management
Change Management and Organization Development
Research Advisor in Family Business, Management and Marketing
Master's degree level
Graduate School, University of the Thai Chamber of Commerce

Sep 2009- Currently: **Lecturer:** Advanced Management Theory and Strategy
Seminar in Management
Advanced Research Topics in Business
DBA's degree level
Graduate School, University of the Thai Chamber of Commerce

Jun 2009- Currently: **Editor** of UTCC International Journal of Business and Economics
(UTCC IJBE) (ISSN 1906-5582)
School of Business, University of the Thai Chamber of Commerce

Jan 2020: People Management and Organization Development
Metropolitan Waterworks Authority

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ดร.สุทธาวรรณ จีระพันธุ์ ชำไต๋

- July 2019: Project Management
SVOA PLC
- Feb-Aug 2018: How to get product and service standards for Thai SMEs
SMEs Development Bank
- Mar 2016- Dec 2017: **Visiting Research Fellow: Family Business and Entrepreneurship**
Faculty of Policy Management, Keio University, Japan
- Jan 2017: Business Model Canvas
Rubber Authority of Thailand
- Dec 2016: Business Model Canvas
Case studies: Family Business Management in Japan
International Rubber Parts Co., Ltd
- Dec 2015: Managerial Capability Development Program
JTECS and Ministry of Economy, Trade and Industry, Myanmar
- Nov 2015: Customer Centric and Service Excellence
Thanachart Bank
- Oct 2015: Modern Marketing Strategy: Case studies of Family Businesses
Vejpong Pharmaceutical Co., Ltd
- Sept 2015: Conflict Management and Negotiation
Ministry of Industry
- Oct 2014: How to draw your Business Model Canvas for Service Industry
Government Saving Bank
- Aug 2014: How to Manage your Talent and Create Cultural Branding
Manufacturing Executive Program
Technology Promotion Association (Thailand-Japan)
- July 2014: How to Develop a Prototype for Innovative Products and Services
Government Saving Bank
- June 2014: Innovative Marketing Strategy for Food Industry
Ministry of Industry
- Feb 2009- May 2013: **Director of CEO MBA (Management)**
School of Business, University of the Thai Chamber of Commerce
- June 2013: Strategic Marketing for Innovative Product and Service
Innovation Management Program
Technology Promotion Association (Thailand-Japan)

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ดร.สุทธาวรรณ จีระพันธุ์ ซาโต

- March 2013: -International Business Strategy to Enter ASEAN Countries
 -How to enter Chinese and Australian countries for Food Industry
 -Consumer Behavior Trends in ASEAN Market
Ministry of Industry
- Feb 2013: How to set KPIs for your Department and Organization
MP MedGroup, Co., Ltd
- Jan 2013: International Strategy for Tourism and Hospitality
 Minute MBA program: Digital Organization Management
ATTA: The Association of Thai Travel Agents
- 2010-2012: **Programme Chair** of International Conferences on Business and
 Economics (ICBE) 2012 at Cape Town, South Africa, 2011 at Lhasa,
 Tibet, China and 2010 at Queenstown, New Zealand
School of Business, University of the Thai Chamber of Commerce
- Oct 2012: Conflict Management and Negotiation
Motif Technology Co., Ltd
- Sept 2012: How to Draw your Family Business Path
Bangkok Bank, PLC.
- Aug 2012: Strategic Customer Relationship Management
Telephone Organization of Thailand (TOT), PLC.
- July 2012: New Marketing Tools
Telephone Organization of Thailand (TOT), PLC.
- Creative Thinking for Leadership
Electricity Generating Authority of Thailand
- March 2012: Sales Forecasting for Marketers
Telephone Organization of Thailand (TOT), PLC.
- June 2011: Guest Speaker: Marketing Strategy and Competitive Positioning for
 Telecommunication Industry
Telephone Organization of Thailand (TOT), PLC.
- March 2011: Guest Speaker: Strategic Marketing Research
Telephone Organization of Thailand (TOT), PLC.
- Jan 2011: Guest Speaker: Family Business Management
Kasikorn Bank, PLC.
- Aug 2010: Guest Speaker: Strategic Marketing Plan
Telephone Organization of Thailand (TOT), PLC.

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- March 2010: Guest Speaker in ‘Building International Entrepreneurial Capacity to ASEAN Market’
Department of Business Development, Ministry of Commerce
- July 2009: Guest Speaker in ‘Modern Office Management’
Bhutan Chamber of Commerce
- Sept 2007-Sept 2008: **Director of BBA International Programme**
School of Business, University of the Thai Chamber of Commerce
- Apr 2008: Guest Speaker in ‘Financial Thinking for Non-Financial Managers’
TCC Group
- Mar 2008: Guest Speaker in ‘Entrepreneurship Excellent Program: E²’
Siam Commercial Bank PLC
- Guest Speaker in ‘Managing a Competitive Export Business in Globalization Era’ Annual International Training Course
Thailand International Development Cooperation (TICA)
Ministry of the Foreign Affairs
- Apr 2005- Mar 2006: Part-time Postgraduate Admission Assistant Officer
Leeds University Business School, University of Leeds, UK
- Jun –Sep 2003: Lecturer: Introduction to Business
Undergraduate level
School of Business, University of the Thai Chamber of Commerce
- Feb 2002-May 2003: Assistant to the Ambassador in Economic and Commercial Affairs
The Embassy of the Kingdom of Morocco, Bangkok
- Jul-Oct 2000: Management trainee
Krungthai Panich Insurance Co., Ltd.
- Oct 1999: Local consultant to ‘Finance Expenditure Management of Public Sector Reform Loan Project’
Sponsored by the World Bank
- Apr-May 1999: Participant in Student Internship Program (SIP)
Sponsored by the Bangkok Bank Public Company Limited
- Mar-Apr 1999: Full-time Trainee
Analysis of Education Budget Division,
Bureau of the Budget, Office of the Prime Minister

Educational Background

Oct 2004- July 2007: PhD in International Management and Marketing Strategy,
Leeds University Business School, University of Leeds, UK

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Oct 2003-July 2004: *Diploma in Social Science Research Methods with Distinction,*
Cardiff Business School
Cardiff University, University of Wales, UK

Feb – Nov 2001: *Master of Commerce,*
Majoring in Small Business Management and Entrepreneurship
The University of New England, Armidale, NSW, Australia

Jun 1996-Mar 2000: *Bachelor of Political Science with Second Class Honors,*
Majoring in Public Administration: Public Finance
Chulalongkorn University, Bangkok

Academic Papers and Proceedings:

ORCID no: 0000-0002-8609-0363

1. Chanin Yoopetch, Pisit Siriphan, and Suthawan Chirapanda (2022) Determinants of Customer Satisfaction Via Online Food Delivery Applications. *ABAC Journal* (Scopus) Vol 41 No 2, April 2022.
2. Surada Chundasutathanakul and Suthawan Chirapanda (2021) Thailand's COVID-19 Crisis Management and Resilience: organized by Wellness SMEs. *The Asian Conference on Business & Public Policy (ACBPP 2021), Tokyo, Japan.* Organized by the International Academic Forum (IAFOR), November 2021.
3. Surada Chundasutathanakul and Suthawan Chirapanda (2021) Thailand 4.0: A New Value-Based Economy and its Implication on Wellness Business. *UTCC International Journal of Business and Economics (IJBE) Vol. 13 No.2,* Aug 2021.
4. SetthaYusuk and Suthawan Chirapanda (2021) Factors influence online shopping and offline shopping: Case Studies of Retail Footwear Industry in Bangkok. *UTCC International Journal of Business and Economics (IJBE) Vol. 13 No.2,* Aug 2021.
5. Tarcisio Ximenes and Suthawan Chirapanda (2021) The Influence of Personal and Environmental Factors on Business Start-ups: A Case study in the District of Dili and Oecusse, Timor-Leste. *UTCC International Journal of Business and Economics (IJBE) Vol. 13 No.1,* April 2021, pp.3-18.
6. Chirapanda, S. (2020), Identification of Success Factors for Sustainability in Family Businesses: Case Study Method and Exploratory Research in Japan, *Journal of Family Business Management* (Scopus) Vol. 10 No.1, pp 58-75.
7. Pajika Voravittayathorn and Suthawan Chirapanda (2020) Foreign Tourists' Attribute Satisfaction and Overall Satisfaction: A Case Study Of Thai Restaurants

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- In Krabi, Thailand. *UTCC International Journal of Business and Economics (IJBE)* Vol. 12 No.1, April 2020
8. Supasan Preedawiphath and Suthawan Chirapanda (2019) Mediating Effects On Performance Of Thai Family Businesses. *UTCC International Journal of Business and Economics (IJBE)* Vol. 11. No.2, August 2019
 9. Saeed, S. and Chirapanda, S. (2019), International Marketing Strategy in Emerging Market Exporting Firms, *Journal of International Marketing*, Vol 27 No 1, pp. 20-37
 10. Chirapanda, S., Yoopetch, C., & Yoopetch, P. (2018), Understanding the Young Tourists and the Future Visit Intention to Cultural Tourism Destination, Published and Presented at The Consumer Life-course Studies Group (CLSG) 2018 International Conference Series, November 17, 2018, Bangkok, Thailand
 11. Salvador Cornelio Mari and Suthawan Chirapanda (2018), Competitiveness in Global Wind Energy: A Comparison Study between Southeast Asia and India, *UTCC International Journal of Business and Economics (IJBE)* Vol. 10 No.2, August 2018
 12. Samachaya Homjittr and Suthawan Chirapanda Sato (2017), Factors Affecting Brand Loyalty of Essence of Chicken Brand towards Consumers in Bangkok, *UTCC International Journal of Business and Economics (IJBE)* Vol. 9 No.1, June 2017
 13. James Nyame Boateng and Suthawan Chirapanda (2015), The well-being of foreign teachers in Bangkok schools and its impact on quality teaching, *UTCC International Journal of Business and Economics (IJBE)* Vol. 7 No.1, June 2015.
 14. Piyanath Maneechot and Suthawan Chirapanda (2014), Factors affecting behavioral intention to purchase low-cost airline e-ticket in Thailand. *UTCC International Journal of Business and Economics (IJBE)*, Vol. 6 No.1, June 2014.
 15. Anchalee Khajittanajorncharoen and Suthawan Chirapanda (2014), Factors influencing golfers' revisit intentions of golf courses in Bangkok metropolitan region *UTCC International Journal of Business and Economics (IJBE)*, Vol. 6 No.1, June 2014.

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16. Zhang Xiaoli and Suthawan Chirapanda (2013), The factors effecting Chinese tourist revisit Thailand destination. *UTCC International Journal of Business and Economics (IJBE)* Vol. 5 No.2, Dec 2013.
17. Fu XiangQin and Suthawan Chirapanda (2013), Consumer Attitude Toward Mobile Advertising In Thailand. *UTCC International Journal of Business and Economics (IJBE)* Vol. 5 No.1, June 2013.
18. Yang YinHui and Suthawan Chirapanda (2012), The Impact of Marketing Elements and Brand Equity on Private Label Brand Purchase Intention. *UTCC International Journal of Business and Economics (IJBE)* Vol. 4 No.2, Dec 2012.
19. Biao Xie and Suthawan Chirapanda (2012), Factors affecting purchase intention on electronic cooking appliance in Thailand. *UTCC International Journal of Business and Economics (IJBE)*, Vol. 4 No.1, June 2012.
20. Suthawan Chirapanda (2012), Technological Environment-International Marketing Strategy Relationship, *ICIM 2012, Paris, France*, April 2012.
21. Suthawan Chirapanda (2011), Relationship of Export Barriers and Performance, *2011 e-CASE and e-Tech, Tokyo, Japan*, Jan 2011.
22. Chitradet Ousawat, Suthawan Chirapanda and Ekachai Apisakul (2011), Succession Barriers of Family Business: A Case Study from Thailand. *UTCC International Journal of Business and Economics (IJBE)*, Vol. 2 No. 2, Dec 2010.
23. Suthawan Chirapanda (2010), Factors Affecting the Purchase of Luxury Fashion Brands: A Case Study of Thai Female Consumers. *UTCC International Journal of Business and Economics (IJBE)*. Vol. 2 No. 1, Jun 2010.
24. Suthawan Chirapanda (2009), Relationship of E-tailing Marketing Strategy and Internet-based Purchasing. *Annual London Conference on Money, Economy & Management 2009*, organized by World Business Institute, UK, July 2009.
25. Suthawan Chirapanda and Chanin Yoopetch (2008), Organizational Strategic Fit and Long-Term Performance: The Sufficiency Economy Approach, *The Case of Thailand. International Conference on Business and Information 2008*, Seoul, South Korea, July 2008.

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26. Suthawan Chirapanda and Chanin Yoopetch (2008), Bank Credit Card Adoption Criteria and Marketing Implications. *The Case of Thailand. International Conference on Business and Information 2008*, Seoul, South Korea, July 2008.
27. Suthawan Chirapanda and Chanin Yoopetch (2008), Global Competitiveness of Thailand in Medical Tourism Industry. *Research and Development, Innovation and Design, Bangkok, Thailand*, March 2008.
28. Samiee Saeed, Konstantinos Katsikeas and Suthawan Chirapanda (2008) Special session paper for Global Marketing Track 'Contemporary Strategic Developments in Global Marketing' *American Marketing Association, in Austin, Texas, USA*, Feb 2008.

Oct 2003-July 2007:

Title: *Marketing Strategy Fit and Performance in Export Product- Markets Venture: The Case of Thailand' (PhD Thesis)*

Jul-Nov 2001:

Title: *'Market Research: The Internet-Based Florist Market in Thailand'*
(For Petals Florists' Network Pty. Limited)

Dec 1999: Co-writer on a paper '**Local Government in Year 2000**', participated in Chulalongkorn University Academic Conference
Faculty of Political Science, Chulalongkorn University

Jun-Sep 1999:

Title: *'Occupational Development among Thais'*
Public Administration Workshop course, Chulalongkorn University.

Nov 1998-Mar 1999:

Title: *'Effects of Gender and Length of Tenure on Job Promotion'*
(Case Study on Ministry of Agriculture and Cooperatives, Thailand)
Major assignment for Scope and Methodology for Public Administration course, Chulalongkorn University.

Business Consulting Experiences:

May 2017- Present: Director: Hanno-Vejpong Geriatric Center (Thailand)

June 2010- March 2016: **Business Intelligence Director: Online channels project** (Improve business performance, do budgeting and develop marketing plan) and all related to online projects and find business partners to increase sales and channels, **Department of Alternative Business, Krungthai Panich Insurance Co., Ltd.**

Sept - Dec2015: Marketing and Brand Consultant, **Milbon (Thailand) Co., Ltd**

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Oct 2014- July 2015: ***Training and Coaching Entrepreneurs under the Smart Professional Entrepreneurs II and Advance Professional Entrepreneurs II Programmes, Ministry of Commerce***, Funded by Department of Business Development

Jan-Sept 2014: ***Training and Coaching Entrepreneurs under the Smart Professional Entrepreneurs and Advance Professional Entrepreneurs Programme, Ministry of Commerce***, Funded by Department of Business Development

Feb-Sept 2013: ***Development of a Network for Wellness Sector Thai SMEs for International Business II***, Business Matching Program, Yangon, Republic of the Union of Myanmar and Lao PDR, Funded by Office of Small and Medium Enterprises Promotion, Thailand

June 2013: ***Business Plan Consultant*** for Entrepreneurs in Food Industry and Automobile parts Industry, Funded by Ministry of Industry

Sept-Nov 2012: ***Development of a Network for Wellness Sector Thai SMEs for International Business***, Business Matching Program, Yangon, Republic of the Union of Myanmar, Funded by Office of Small and Medium Enterprises Promotion, Thailand

Mar-April 2012: ***Customer Satisfaction Survey for SCG Chemicals***, Funded by The Siam Cement Group (SCG), Thailand

Jan-May 2012: ***Brand Health Check and Strategic Brand Strategy for DURA***, Funded by The Siam Cement Group (SCG), Thailand

Sept- Oct 2011: ***Study of the Federation of Thai Industries (FTI) Member Expectation in Plastic Industry***, Funded by The Siam Cement Group (SCG), Thailand

Sept 2009- Apr 2011: ***Global of the Corporations and Executives Project (GLOBEX)***, Funded by Thailand Management Associations

Jan - Mar 2010: ***SMEs Capacity Building: Win for ASEAN Market (for Malaysia and Myanmar Markets)***, Funded by Office of Small and Medium Enterprises Promotion, Thailand

Sept 2009- Mar 2010: ***Redesign Organizational Structure for Department of Business Development, Ministry of Commerce***, Funded by Department of Business Development

Aug 2009 –Apr 2010: ***Business Strategy Study Project for BSL Leasing Co., Ltd.*** (a joint venture between Bangkok Bank PCL and Sumitomo Mitsui Banking Corporation), Funded by BSL Leasing Co., Ltd.

Jun- Sept 2009: ***Re-modernize Organizational Structure for The Krungthep Thanakom Co., Ltd.***, Funded by The Krungthep Thanakom Co., Ltd, Thailand

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ดร.สุทธาวรรณ จีระพันธุ์ ซาโต

Feb- Mar 2009: *Customer Satisfaction Survey for SCG Chemicals*, Funded by The Siam Cement Group (SCG), Thailand

July 2008- Feb 2009: *The Evaluation of Export Policies for Thai SMEs'*, Funded by Office of Small and Medium Enterprises Promotion, Thailand

Jan- Mar 2008: *Business Consultant for Strategic Marketing Plan*, Funded by Angkor National Museum, Siem Reap, Cambodia

Dec 2007: *Corporate Governance and Stakeholders' Satisfaction of Thai Asset Management Corporation*, Funded by Thai Asset Management Corporation

Additional Skills

Computing: Familiar with a range of computer software packages, which include Microsoft Office, EQS and SPSS

Referees

Available upon request
