

Vatcharapol Sukhotu

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Education

- 2002 Ph.D. in Industrial Engineering (Operations Research)
Texas A&M University, College Station, Texas
- Awards:
- Material Handling Education Foundation Scholarship*
National honor scholarship funded by Material Handling Industry of America, a leading association of U.S. material handling and logistics provider
- 1998 M.E. in Industrial Engineering
University of Houston, Texas
- 1996 B.E. in Mechanical Engineering
Kasetsart University, Bangkok, Thailand
- 2004 Certificate, Strategic Management Program
Macquarie Graduate School of Management, Macquarie University, Australia

Professional Experiences

- 2012 - Present **Naresuan University, Faculty of Logistics and Digital Supply Chain**
- 2021 – present: *Dean*
- 2020 – 2020: *Deputy Dean, Academic Affair*
- Assistant Professor*
- Lecture and research in the area of Operations Management, Supply Chain and Logistics Management, and Project Management.
- 2010 - 2012 **Asian Institute of Technology, School of Management**
- Assistant Professor*
- Lecture and research in the area of Operations Management, Supply Chain and Logistics Management, and Project Management.
- 2006 - 2010 **Tesco Lotus**
- Senior Manager (Vice President), Operations Development*
- Responsible for taking initiatives to improve operational efficiency of the company.
- 2005 – 2006 **PricewaterhouseCoopers, Thailand**
- Manager, Advisory Services*
- Responsible for managing advisory projects in the area of Operational and Organizational Effectiveness, and Supply Chain Management

- 2003 – 2005 **Toll Logistics, Toll Group**
Commercial Manager, Toll (Thailand) Ltd.
- Responsible for major commercial issues with company’s clients
 - Liaising with Toll Group, Australia for technical and other supports
 - Responsible for ensuring the Financial Feasibility of all major Business-Development projects
- Business Development Manager, Toll AutoLogistics, Australia*
- Responsible for developing businesses in Thailand Automotive Sector
 - Liaising with Toll AutoLogistics in Australia for business development activities.

Professional Projects (selected)

- 2022 **HomePro: Transportation management system**
Lead consultant
- Assess the as-is transportation management process for store distribution and home deliver. Develop business case and system requirements for the transportation management system development.
- 2016 **King Power: Total supply chain assessment**
Project advisor
- Provide advices to the consulting team in a company-wide assessment of its supply chain processes
- 2016 **Kohler, Thailand: Warehouse process improvement**
Lead consultant
- Assess and analyze to identify improvements in layout, process, and capacity sizing of the warehouse operations.
- 2013 **Carabao Dang Beverage: Transport cost assessment and improvement**
Lead Consultant
- Assess and provide recommendation for transport cost improvement
- 2013 **National Research Council of Thailand, Full cost analysis, North East Economic Corridor.**
Consultant
- Cost modeling of operating cost for truck and road use along the North East Economic Corridor
- 2011 **Betagro Group: Supply chain network optimization**
Lead Consultant
- Responsible for managing a consulting project to assess the as-is and optimize the supply chain network, locations of suppliers, plant, and distribution center, of all six businesses of the group

- 2007 **Ministry of Industry: SME Logistics Development Curriculum**
Consultant
 Responsible for curriculum design, developing the training materials, and training the trainers for “Logistics Outsourcing” and “Transportation Management”
- 2005 **Thailand Post: Assessing Organizational Capabilities in Logistics**
Consultant, Reference Model
 Responsible for developing the reference model to assess the organizational capabilities in logistics
- 2004 **Thai Government: Inland-Container-Depot Feasibility Study**
Consultant, Logistics Specialist
 Responsible for the analysis of the impact to the regional logistics, Financial and Economic Analyses, Facility Layout, and Organization Structure.
- 1999 **Compaq Computer, Texas: Preliminary Study**
Analyst
 Responsible for information collection and analysis to assess the operations of an outbound third-party warehouse

Journal and proceedings publications

- Sukhotu, V. (2011). Retail single-trip in-store replenishment, *Journal of Supply Chain Management: Research & Practice*, 5.
- Sukhotu, V. and Peters, B. (2012). Modelling of material handling systems for facility design in manufacturing environments with job-specific routing, *International Journal of Production Research*, 2012, 1–18.
- Iamratanakul S., Badir, Y., Siengthai, S., and Sukhotu, V. (2013) Indicators of best practices in technology product development projects: prioritizing critical success factors, *International Journal of Managing Projects in Business*, 7 - 4.
- Thien, N. P., Luong, H. T., Khang, D. B., Sukhotu V. (2013) Revenue sharing contract with two-way penalties, *International Journal of Operational Research*, 23 – 1.
- Chiralaksanakul, A. and Sukhotu, V. (2015). Optimal supply chain replenishment with shelf-refill trips from backroom storage, *Journal of Modelling in Management*, 11 – 4.
- Sapsanganboon, W. and Sukhotu V. (2015). Sustainable retail supply chain management practices: A case study of a modern trade retailer in an emerging market, *Sustainability: The Journal of Record*, 08 – 6.
- Pakdeechoho, N. and Sukhotu, V. (2018). Sustainable supply chain collaboration: incentives in emerging economies, *Journal of Manufacturing Technology Management*, 29 – 2.
- Sukhotu, V. (2018). EOQ model with shelf-refill trips in a retail store with the consideration of product pack quantity and shelf space allocation, *Journal of Supply Chain Management: Research & Practice*, 12 – 2.

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- Pongpimol, S., Badir, Y.F., Erik, B.L.J., Sukhotu, V. (2019). A multi-criteria assessment of alternative sustainable solid waste management of flexible packaging, *Management of Environmental Quality: An International Journal*, Vol. 31 No. 1, pp. 201-222.
 - Khan H. and Sukhotu V. (2020). Influence of media exposure and Corporate Social Responsibility compliance on customer perception: The moderating role of Firm's reputation risk, *Corporate Social Responsibility and Environmental Management*, <https://doi.org/10.1002/csr.1951>, pp. 1 – 15.
 - Saryatmo, M.A.; Sukhotu, V. (2021). The Influence of the Digital Supply Chain on Operational Performance: A Study of the Food and Beverage Industry in Indonesia. *Sustainability*, <https://doi.org/10.3390/su1309510>
 - Wei, S., & Sukhotu, V. (2021). Framework for building a competitive advantage from China-Laos railway for Thailand exports to China. *Academy of Strategic Management Journal*, Vol. 20 No. 6, pp. 1 – 12.
 - Wei, S., & Sukhotu, V. (2022). The effect of the China-Laos railway on Thailand's trade to China. *Journal of Management Information and Decision Sciences*, Vol. 25 No. 2, pp. 1 – 9.
 - Liu, L. and Sukhotu V. (2022). Impact of Closed Operation Strategies on Profit of Core Enterprise in Closed Supply Chain for Vegetables: A System Dynamics Approach, *Computational Intelligence and Neuroscience*, <https://doi.org/10.1155/2022/2721176>
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- Peters, B. and Sukhotu, V. (2002). Modeling of material handling systems in manufacturing environments with Multiple Job Types. *Progress in Material Handling Research 2002*, 381-404, R. Meller, M. Ogle, B. Peters, D. Taylor, and J. Usher (editors), Material Handling Institute.
 - Peters, B. and Sukhotu, V. (2003). A rectangular-block-layout approach for facility design. In *Proceedings of 17th International Conference on Production Research*, August 2003, Blacksburg, Virginia, USA.
 - Sukhotu V. (2006). Efficient logistics network using inter-modal hubs, the case of inland container depot in northeastern region of Thailand. In *Proceedings of International Conference on Technology and Innovation for Sustainable Development*, January 2006, Khonkaen, Thailand.
 - Iamratanakul, S., Rassameethes, B., Sukhotu, V. and Siengthai, S. (2012). Modeling Barriers for Technology Projects, Operation Research Network Conference (OR-NET 2012), 6 - 7 September 2012, Bangkok, Thailand.
 - Iamratanakul, S., Rassameethes, B., Sukhotu, V., Siengthai, S., Kachitvichyanukul, V. and Shankar, R. (2012). Modeling the Macro-environmental Influences: An International Logistics View, *IEEE International Conference on Industrial Engineering and Engineering Management*, 10 - 13 December 2012, Hong Kong Special Administrative Region.
 - Iamratanakul, S. and Sukhotu, V. (2011). Inventory and Demand Forecasting at non-profit Retailer Industries, In *Proceedings of the 11th Thai Consortium of Value Chain Management and Logistics*, Pataya, Thailand, 2011.
 - Iamratanakul, S., Sukhotu, V. and Shankar, R. (2012). Barriers of Technology Project: An Interpretive Model. In *Proceedings of the International Association of Management of Technology Conference*, Taiwan, 2012.

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- Sukhotu, V. and Iamratanakul, S. (2013). An EOQ model with consideration of second-trip in-store replenishment. In *Proceedings of 2013 IEEE International Conference on Industrial Engineering and Engineering Management*, 10 - 13 December 2013, Bangkok, Thailand.
 - Sapsanguanboon, W. and Sukhotu V. (2016). Knowledge and Skills of Store Managers in Sustainable Retail Supply Chain Management in an Emerging Market, In *Proceedings of Retailing in Emerging Markets: Sustainability and Regulatory Challenges, The Eighth Conference on Retailing in the Asia Pacific*, 28 – 30 September 2016, Bangkok, Thailand
 - Wei, S. and Sukhotu, V. (2018). The study of decision factors in selection of Thai rice export transportation route from Bangkok to Kunming. In *Proceedings of 18th Thai Value Chain Management and Logistics Conference*, Phitsanulok, Thailand, 2018.

Other publications

- Sukhotu, V. (2013). The evolutions of sales and operations planning, The Link, Bangkok Post, 27 February 2013.
- Sukhotu, V. (2014). Primary distribution for modern trade retailer. Forward, Jan – March 2014
- Sukhotu, V. (2016). AEC Impact towards mainland logistics in GMS countries. Forward, April – June 2016
- Sukhotu, V. (2017). The dawn of 4.0 logistics era. Forward, April – June 2017

Invited lectures and keynote addresses (Selected)

- Inbound Logistics, Delivering Value”, AutoLogistics&SCM World, Asia 2004, Grand Hyatt Erawan Bangkok, Organized by Terrapinn.
- Measuring & Improving Your Supply Chain Outsourcing” Measuring & Improving Supply Chain Performance, 2005, Conrad Hotel, Bangkok, Organized by Asia Business Forum.
- Distribution Strategy, Logistics Professional Conference, 2007, Organized by ITL Trade Media
- Logistics Outsourcing, Logistics Asia, 2007, Organized by ITL Trade Media and MAI.
- Supply Chain Management, Industry Ministry, 2007.
- Global Supply Chain Management, Public Management Executive Development Program, 2010.
- Managing Supply Chain Development Projects, Panel Discussion, Industrial Promotion Department, 2010
- Logistics Management for Competitive Advantage, Public Management Executive Development Program, 2011.
- Supply and Demand Planning, Panel Discussion, Infor Conference, InterContinental, Bangkok, Thailand, 2013
- Back to basic, Logistics, TILOG Logistix 2018, Bitec, Bangkok
- The challenges of the growing trend in small-volume deliveries, a case of retail distribution in Thailand, The 9th Asia Logistics Forum, Korea, 2018
- Logistics planning for sustainability, TILOG Logistix 2019, Bitec, Bangkok