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Director of Research and Development, Research and Specialist
Research Innovation and Development (RDI), Dhurakij Pundit University
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EDUCATION

October 2011	Ph.D. Business Innovation and Technology Management, RMIT University, Melbourne, Australia Dissertation: "Innovation Adoption in Thai SMEs"
December 1998	MBA International Management With Honor South Eastern University, Washington, D.C., USA
January 1996	BBA International Business Management Assumption University, Bangkok
1993	Environmental Study Program, Southern Illinois University at Carbondale, IL USA

EXPERIENCE

2013.3 – 2014.1	Consultant to the Prime Minister Major responsibility was on the Economic, border trade and specific economic areas.
2012.6 – 2012.12	Consultant to the Assistant for the Minister of the Ministry of Commerce Major responsibility was on the border trade and specific economic areas.
AMCIS2017	American Conference in Information System Peer Reviewer

AREA OF EXPERTISE

Business:	Business Competency/Business Innovation
Logistics:	Logistics and Supply Chain Management International Logistics and Supply Chain Management Efficiency Improvement Border Economy and Logistics Development in ASEAN+
Marketing:	Business Model Design/Marketing Plan International Business and Marketing Management

PUBLIC POSITION

- 2019 – Present Assistant to Director Thailand – China Study Center, The Thailand Research Fund**
- Researching and assisting the director in coordinating work between Thailand and China
 - Responsible for the research conducted between Thailand and China on 1) Belt and Road, 2) Social Policy and Poverty Reduction, 3) Sino Thai, 4) Chinese Investment in Thailand, 5) Border Trade, and 6) Border Trade

TEACHING EXPERIENCE

Full-time Lecturer

- May 2019 Durakij Pundit University Bangkok**
Undergraduate and Post Graduate
- 2005-2019 School of Management, Mae Fah Luang University**
- 2011-2019 Director of PhD Program and Director of MBA Program**
Course Management, instructional coordination, direct and shape curricula and teaching processes, run the educational program and activities.
- 2005-2019 Undergraduate Business Venture, Business Research Methods, Business Negotiations, Risk Management for Aviation Industry, Aviation Industry in Thai State Enterprises, Organization and Management**
- 2005-2019 Post-graduate e-Business Models, Business Research and Methodology, Processes of Management, International Logistics and Supply Chain Management, Asian Logistics, Strategy and Supply Chain Management, Research Methodology for Business and Logistics Management**
- 2011-2019 PhD Philosophy for Business Administration, Advanced Research Methods for Business Administration, Special Topics for Marketing, Special Topics for HRM, Seminar for Business Administration**
- 2009-2011 RMIT University, Melbourne, Australia**
Undergraduate Logistics and Supply Chain Management
Procurement Management
Post-graduate E-Business Models
Supply Chain Principles
- 2001-2005 Naresuan University (Bangkok) with Southern Cross University (Australia) Program**
Post-graduate MICE
Strategic Marketing for Tourism and Hospitality Industry
Industry Project
Event Planning and Management
Strategic Management in Tourism and Hotel Industry
Environmental Management for Hotel

Tourism and Hospitality Management
International Tourism Studies
The Tourism Environment

Visiting Scholar/Guest Lecturer

2019-present	College of Management Mahidol University (CMMU) MBA Program
2016	UNIVERSITI TEKNOLOGI MARA (MITRANS), Malaysia PhD External Committee for PhD Thesis
2014- present	Knowledge and Innovation center, College of Arts, Media and Technology, Chiang Mai University MBA Business Research Methods
2015-present	School of Management and Information Sciences, University of Phayao MBA Logistics and Supply Chain Management Business Research Methods

PUBLIC SERVICE

2019	Consultation for Blue Flag Grocery Shop Project A consultation for the Department of Internal Trade, Ministry of Commerce, for the governmental project. Project Leader
2018	Consultation for Corporate Social Responsibility Project A consultation for the Transport Division for the governmental project. Project Leader
2017	Consultation for Business Intelligence Project A consultation for the Upper North Region for the governmental project. Co-Researcher

RESEARCH EXPERIENCE (selected list)

- Nimsai, S., Pongpruttikul, P and et al. (2020). Market Opportunity for Thai Durian Products to Indian Market. (Funded by NRTC
(Co-Researcher)
- Pongpruttikul, P. and Khamboon, R. (2019). A Study of Income Structure of Bus Driver and their Satisfaction of Work. (Funded by Foundation for Consumers)
(Project Leader)
- Jongsureeyapart, C., Mingmalairaks, P., Areerat, S., Nimsai, S. (2018). Potential for Trade and Expansion Potential Guideline of Export Thai Herb Products in Indian Market.
Co-Researcher (Office of Agriculture Development and Research Fund)

- Phoommhiphat Mingmalairaks, and et al. (2018). Cassava Supply Chain improvement and Cassava Industry Trend of Laos and Myanmar Supply Chain on Thai Cassava Logistics System.
Project Leader (NRTC Fund)
- Phoommhiphat Mingmalairaks, and et al. (2017). Marketing Potential Analysis and Logistics System in Exporting Para Rubber Products towards Asean +3 Group Countries.
Project Leader (NRTC Fund)
- Phoommhiphat Mingmalairaks, Suthep Nimsai, and et al. (2015). Market Opportunities and Accessibilities towards Consumer of Thai Tea: Trend, Trade, Consumer behavior and Marketing Strategy in ASEAN
Project Leader (NRTC Fund)
- Phoommhiphat Mingmalairaks, Suthep Nimsai and et al. (2015). Development Potential of the International Shipping on the Lancang-Mekong River in China, Laos, Myanmar and Thailand
Researcher: (Mekong Institute Fund: MI Fund)
- Suthep Nimsai, Phoommhiphat Mingmalairaks, and et.al. (2015) Market Opportunities and Value Chain Development of Thai National Cattle to Serve the Consumers' Demand in Asian Market: Case Study of China, Vietnam and Laos Markets
Co-researcher: (The Thailand Research Fund: TRF Fund).
- Suthep Nimsai, Phoommhiphat Mingmalairaks, and et.al. (2015) Development of Market Linkage Approaches and Supporting Policies toward Rubber Prices Standardization in Thailand: To Improve the Capability in Among ASEAN Rubber Market
Co-researcher: (The Thailand Research Fund: TRF Fund).
- Suthep Nimsai, Phoommhiphat Mingmalairaks and et.al. (2014) Market Opportunities and Value Chain Development of Thai Cattle in ASEAN-China Markets: Case Study of Laos, Vietnam and China (Yunnan) Markets
Co-Researcher: (The Thailand Research Fund: TRF Fund)

PUBLICATION/PROCEEDING (selected list)

- Tarittawan, C., Phoommhiphat, M., Siridech, K. (2019). The Influencing Context of Organizational Implementation Strategy Towards Accommodation Business in Thailand. Sutthiparithat, (TCI 1). Dhurakij Pundit University. Year 34 Volume 109.
- Tarittawan, C., Phoommhiphat, M., Chatrudee, J. (2019). Strategy Implementation to Organizational Competency Development in Tourist Accommodation in Thailand: An Exploratory Research with the McKinsey Seven S's (7 S's) Approach, วารสารวิทยาการจัดการ (TCI กลุ่ม 1) มหาวิทยาลัยราชภัฏเชียงราย. ปีที่ 15. ฉบับที่ 2
- Teerapan Sanqunwong and Phoommhiphat Mingmalairaks (2019). Service Quality Model of International Airports in Thailand, Rajabhat Phuket Academic Journal. (TCI1)
- Wachara Wattanarawee and Phoommhiphat Mingmalairaks (2019). The Knowledge Synthesis in Competitiveness of Chiang Rai's Border Trade Business. Graduate School Journal, Rajabhat University. Year 14 Volume 1. (TCI 1)

- Wachara Wattanarawee and Phoommhiphat Mingmalairaks (2019). An Confirmatorial Factor Analysis of Cross Border Business Logistics Management Efficiency in Chiang Rai. Suthiparithat Journal, Dhurakij Pundit University. Year 33, Volume 105. (TCI 1)
- Benjawan Benjakorn and Phoommhiphat Mingmalairaks (2019). Analysis of the Success Factors of Northern Thai Small and Medium Enterprises in Service Business Using Balanced Scorecard. Graduate School Journal, Rajabhat University. Year 12 Volume 1. (TCI 1)
- Benchawan Benjakorn and Phoommhiphat Mingmalairaks (2019). Structural Equation Model of Competitive Advantage Factors of Northern Thai SMEs in Service Business Sector. Journal of Management School, Rajabhat University. Year 15 Volume 1. (TCI 1)
- Chalida Taninkulporn and Phoommhiphat Mingmalairaks (2018). Success Factor of University Business Incubator in Thailand, Chiang Rai Rajabhat University Management Journal, Year 3, Volume 2. (TCI 1)
- Pongpruttikul (Mingmalairaks), P., Kumsuprom, S., Petchchedchoo, P. (2019). Income Discrepancy and Poverty Reduction in Thailand. The Second Thailand-China Think Tank Forum. Organised by NRCT-Thailand and CASS-China.
- Pongpruttikul, P., Kongbuamai, N., Chareanporn, T., Kumsuprom, S., (2019). Socio-economics Impacts of the Forth Thai-Laos Friendship Bridge on the Local Tourism Service Suppliers in Chiang Khong District, Chiang Rai, Thailand., Business Economics Journal, USA. (Accepted May 2019).
- Pongpruttikul (Mingmalairaks), P., Kumsuprom, S., Petchchedchoo, P. (2019). Transformations to the Inclusive and Sustainable World to Achieve the Sustainable Development Goals, Association of Asian Social Science Research Councils, AASSREC 23rd Biennial AASSREC Conference, September 2019, Vietnam.
- Sittisombat P., Uttama N., Mingmalairaks P., and Kumsuprom S. (2019). The Analysis of International Shipping on the Lancang-Mekong Reiver Between China, Laos, Myanmar, and Thailand. (Accepted January 2019). Political Science Association of Kasetsart University Journal.
- Mingmalairaks, P., Chongsureeyapart, C., Tantitecha. (2018). Suggestion on Promoting International Production Capacity Cooperation: A Thai Perspective. Cooperation between CASS and Nanyang University. Beijing, China.
- Mingmalairaks, P., Kongbuamai, N., Chareanporn, T. (2018). Socio-economics Impacts of the Forth Thai-Laos Friendship Bridge on the Local Tourism Service Suppliers in Chiang Khong District, Chiang Rai, Thailand., NICHSS, Thailand.
- Mingmalairaks, P, Ruenkham, W., Jongsureeyapart, C. (2018). Social Policy Development and Poverty Reduction in Thailand. The Seventh Thai - China Conference in Social Development. (Supported by Thailand Research Fund).
- Mingmalairaks, P. (2018). Thailand Social Policy. The First Thailand and China Think Tank Forum in Beijing. Beijing. China.
- Charoenporn, T., Mingmalairaks, P. (2018). The Influence Factors of Organizational Implementation Strategy Development: A Case Study from Tourist Accommodation in Thailand. EBES International Conference, Bangkok.
- Mingmalairaks, P., Jongsureeyapart, C, Kumsuprom, S. (2016). Value Creation and Core Competency Enhancement with Technology and Innovation Adoption in Thai Medium Sized Companies: a case study of the car materials industry. GARCOMB, France.

- Mingmalairaks, P. (2014). The influence of national culture on use of third-party logistics, ICLT, Malaysia.
- Nimsai, S., Mingmalairaks, P. (2014). A Study on Reliability of Logistics Network for Thai Organic Food to India, ICLT, Malaysia.

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