

## CURRICULUM VITAE



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**DATE OF BIRTH:** 16<sup>th</sup> February 1965

### EDUCATION:

YEAR	INSTITUTION	DEGREE	FIELD OF STUDY
1994-1998	Asian Institute of Technology (AIT), Thailand	Ph.D.	Management of Technology
1990-1991	Asian Institute of Technology (AIT), Thailand	M.Sc.	Industrial Engineering and Management
1981-1984	Thammasat University, Bangkok, Thailand	B.A.	Economics
1970-1981	Saint Gabriel's College, Bangkok, Thailand		Primary - High school

### CURRENT RESPONSIBILITIES:

1. Deputy Dean for Academic Affairs, College of Management, Mahidol University
  - Maintain an internal focus on the College's educational mission. Responsible for the development and implementation of academic goals for the College, creating the principal connection between student progress and overall implementation of new programs, alumni relations, library, and the allocation of resources to various departments and support services on campus to support those academic goals.
2. Assistant Professor, Entrepreneurship and Innovation

- Provide a supervision on curriculum review and development, course planning and faculty placement, support student recruitment, and supervise about 60 master students and business plan projects in the Program
  - Teaching New Venture Creation course, Introduction to Business Planning course, Business Model Development & Strategy, Independent Study and Thesis seminar, and supervising Master and PhD students
3. External academic committee members
- Committee member of Academic Council, Chitralada Technology Institute (Nov. 2019- present)
  - Innovation Business Plan Grant Program (IBPG), Thailand Research Fund (2009-2016)
  - Research Utilization Committee (RUC), Thailand Research Fund (2017 – 2019)
  - External assessment committee, National Science, Technology and Innovation Policy Office (2006 – present)
  - Academic Services Committee, Faculty of Medicine Siriraj Hospital (2012-2016)
  - Asset Management Committee, Mahidol University (2014-2016)
  - Reviewer of MU Faculty Research Grant Program (2013 – present)
  - Academic Committee, Thesis Award, Faculty of Graduate Studies, Mahidol University (2016)
  - Reviewer of Portland Conference on Management of Engineering and Technology (PICMET) Conference (2012 – present)
  - External reviewer of International Journal of Innovation and Technology Management (2015 - present)
  - Advisory Board Member of the Amway Global Entrepreneurship Report (2014-2016)

**WORK EXPERIENCE:**

YEAR	ORGANIZATIONS	POSITION
Oct. 2018 – Mar. 2019	College of Management Mahidol University	Acting Deputy Dean for Academic Affairs
Oct. 2012 – Jan. 2017	College of Management Mahidol University	Deputy Dean for Administrations Chair Entrepreneurship and Innovation
Jan. 2010 – Sep. 2012	College of Management Mahidol University	Acting Deputy Dean for Administrations
Oct. 2008 – Oct. 2009	College of Management Mahidol University	Acting Academic Director (Thai Program)

YEAR	ORGANIZATIONS	POSITION
Oct. 2007- Dec. 2013	College of Management Mahidol University	Chair Entrepreneurship and Innovation
Feb. 2004 – Sep. 2007	College of Management Mahidol University	Assistant Professor Chair New Technology Ventures
Oct.2001 – Jan. 2004	College of Management Mahidol University	Assistant Director of Research
May 2000 – 2002	School of Management Asian Institute of Technology	Adjunct Assistant Professor Management of Technology Program
Aug. – Nov. 1999	College of Management Mahidol University	Visiting Lecturer Science and Technology Management Program
Mar.1999 – Dec.2001	National Science and Technology Development Agency	Chief of Industry Research Science, Technology and Innovation Policy Research Division
Apr.1996 – Dec.1998	Thailand Development Research Institute Foundation	Senior Researcher Science and Technology Development Program
Jan.1992 – Apr.1994	Krung Thai Land & House Co., Ltd	Business Development Division Manager
Nov.1991 – Dec. 1992	Krung Thai Land & House Co., Ltd	Project Manager, Property Development and Planning Division
Aug.1989 – May 1990	Siam Cement Co., Ltd.	Senior Marketing Analyst, Northeastern Sales Department
Jan.1984 – Jul.1989	Siam Cement Co., Ltd	Marketing Analyst, Marketing Development and Promotion Department

**BUSINESS MANAGEMENT EXPERIENCE:**

- 1984-1989 Analyzed market situation for the Construction Material Group under the responsibility of the Dealer Sales Division of the Siam Cement Company and prepared monthly reports for division manager; developed promotion programs for the dealer network; and participated in the information system development team
- 1989-1990 Analyzed and developed marketing plans for the Northeastern Sales Department of the Dealer Sales Division of the Siam Cement Company; prepared an annual plan for the whole department; and supported sales data and market information for the selling team
- 1991-1992 Prepared the feasibility studies and marketing plans for the real estate projects of the Krung Thai Bank; developed work plans and reestablished the organization of the Krung Thai Land & House Co.; studied and analyzed the problems in the construction projects financed by the Krung Thai Bank
- 1992-1994 Developed and initiated new real estate projects for the Krung Thai Land & House Co.; conducting feasibility study, preparing marketing plans, managing selling team, and monitoring overall construction of the projects; studied and analyzed the feasibility of project refinancing of the Krung Thai Bank; and Manager of the Finance Division.

**TRAINING AND TEACHING EXPERIENCE:**

- 1997 Developed curriculum for a training course on project evaluation for the officers of the Division of Energy Conservation Fund, the Department of Energy Development and Promotion, and served as a main resource person in the implementation and two public seminars.
- 1998-1999 Organized and facilitated “Training Course on Technology Management”, which was a joint activity between the United Nations Industrial Development Organization (UNIDO) and NSTDA for upgrading small and medium enterprises in Thailand in September 1998 and December 1999.
- 1998 - 1999 Developed curriculum for the Science and Technology Management Program of Thailand Graduate Institute of Science and Technology (TGIST), and implemented several workshops and seminars in the area of Management of Technology  
Developed and conducted a training course on Management of Technology for small and medium enterprises in Chiang Mai, June 1999.
- 2000-2001 Invited by AIT to teach the R&D management course in the Management of Technology Program at the School of Management, Asian Institute of Technology.

- Participated in the workshop of “UNIDO Meeting of Trainers on Technology Management and Transfer in Developing and in Transition Countries” at ICS-UNIDO, Area Science Park, Trieste, Italy, 26-30 November 2001.
- 2003-2004 Co-organized with the Kenan Institute Asia and facilitated “Training Program on Business Plan Development” for senior officers of the Office of Atomic for Peace, October 2003 – January 2004.
- 2002-present Teaching Foundations of New Ventures course, Introduction to Business Planning course, and supervising Master and PhD students.  
Teaching seminars for conducting Independent Study and Thesis projects of Master students in the Thai and International Programs
- 2012 & 2016 Participated in the Strategy and Innovation for Business in Asia (SIBA) Program, organized by CMMU and MIT Sloan School of Management, Massachusetts, USA.
- 2013 Participated in the 3<sup>rd</sup> Advanced Management Program (AMP-III) organized by Mahidol University
- 2014 Participated in the Innovation and New Strategy in Entrepreneurship Program, UCLA Extension, University of California at Los Angeles, USA (October 11-18, 2014)

#### **RESEARCH AND CONSULTING EXPERIENCE:**

- 1996-1998 Conducted research projects at the Thailand Development Research Institute Foundation as a senior researcher, the projects included:
- Principal researcher of the “Effective Mechanisms for Supporting Private Sector Technology Development and Needs for Establishing Technology Development Financing Corporation” Project, sponsored by National Science and Technology Development Agency (completed in March 1997)
  - Principal researcher of the “Evaluation and Improvement of the Department of Export Promotion” Project, sponsored by Department of Export Promotion (completed in January 1997)
  - Participated as a consultant in the “Developing the System for Evaluating the Projects Supported by the Office of Energy Development and Promotion Fund”, sponsored by Department of Energy Development and Promotion (completed in September 1997)
  - Principal researcher of the “Re-structuring of the National Research Council of Thailand” Project, sponsored by the National Research Council of Thailand (completed in June 1997)

- 1999-2001 Conducted research projects at Science, Technology and Innovation Policy Research Division, National Science and Technology Development Agency, Ministry of Science Technology and Environment as the Chief of Industry Researcher, the projects included:
- “A Study of National Research and Development Outputs for Generating the Annual Report in 1999 of National Research Council of Thailand” funded by the National Research Council of Thailand (completed in October 1999)
  - “A Study of Economic and Technological Status of Strategic Industries in Thailand” funded by the National Research Council of Thailand (completed)
  - Project leader of the “A Study of Private Sector Technology Development System in Thailand” Project, sponsored by NSTDA (completed in November 2002)
- 2002-Present Conduct research and consulting projects at the College of Management, Mahidol University, the projects included:
- 2002
- A principal researcher of the Global Entrepreneurship Monitor (GEM) 2002, National Team of Thailand, a research consortium initiated by Babson College, USA and London Business School, UK.
  - “An Analysis of Firms’ Innovation System in Thailand,” a working paper submitted to the Innovation Development Fund (completed in September 2002)
- 2003
- A principal researcher of the “A Study of Science and Technology Policy Process in Thailand: An International Comparison” Project, funded by Ministry of Science, Technology and Environment (completed in January 2003)
  - Participated as an associate consultant in the “Thailand National Science and Technology Policy Capacity” Project, a government executed project, funded by the World Bank (completed in January 2003)
  - Participated as a consultant in the “A Master Plan (2002-2006) for Reforming the Ministry of Science and Technology” Project, funded by Ministry of Science, Technology and Environment (completed in March 2003)
  - Project leader of the “A Strategic Plan for Establishing Thailand Institute of Nuclear Technology” Project Phase I, funded by the Office of Atomic for Peace. (completed in April 2003)
  - Project leader of the “A Study of Demand and Supply of S&T Personnel in Thai Manufacturing Sectors in Northern Bangkok Industrial Cluster” Project, funded by National Science and Technology Development Agency. (completed in June 2003)
- 2004
- Participated as a principal researcher in the “Establishing a Strategic Plan for Accreditation Body of the National Bureau of Agricultural Commodity and Food Standards (ACFS)”, funded by the ACFS and

- conducted by National Center for Genetic Engineering and Biotechnology. (completed in January 2004)
- A principal consultant of the “A Strategic Plan for Establishing Thailand Institute of Nuclear Technology” Project Phase II, funded by the Office of Atomic for Peace. (completed in April 2004)
  - Participated as a principal researcher of “A Study of National Research and Development Indicator System for Generating the Annual Report in 2003 of National Research Council of Thailand” funded by the National Research Council of Thailand (completed in October 2004)
- 2005
- Project leader of the “A Study of Good Practices of Industry Internship in Thailand” Project, funded by National Science and Technology Development Agency. (completed in March 2005)
  - Participated as a consultant of the Technology Roadmap Project of the Ministry of Science and Technology (to be completed in July 2005)
  - Project leader of the Global Entrepreneurship Monitor (GEM) 2005, National Team of Thailand, funded by the Office of SMEs Promotion and CMMU. (completed)
- 2006
- Participated as a consultant of the Cluster Development Initiative Project, funded by the Office of Fiscal Policy Research. (completed)
  - Project team leader of the Global Entrepreneurship Monitor (GEM) 2006, National Team of Thailand, funded by the Office of SMEs Promotion and CMMU. (completed)
- 2007
- Participated as a consultant of a World Bank Project on “How China and India are Changing the World’s Industrial Map: The Role of Industrial Capability and Firm-level Innovation Systems”, contracted by the World Bank. (completed August 2007)
  - A principal researcher of the Technology Capability Assessment of Automotive Industry Project, funded by the National Science and Technology Development Agency. (completed in June 2007)
  - Participated as an advisor of the R&D Career Path Project of the National S&T Sub-committee on S&T Human Resource Development. (completed in July 2007)
  - Project team leader of the Global Entrepreneurship Monitor (GEM) 2007, National Team of Thailand, funded by the Office of SMEs Promotion and CMMU. (completed in September 2007)
- 2008
- A principal researcher of the Asian University Technology Commercialization Project, organized by National University of Singapore. (completed in February 2009)
- 2009
- A principal researcher of the Study of Research Activity of Ph.D. graduates of Royal Golden Jubilee Project, funded by the Thailand Research Fund. (completed in August 2009)

- 2010

  - A principal consultant of An Establishment Plan of National Institute of Science Services, contracted by the Department of Science Services, Ministry of Science and Technology (completed in September 2009)
- 2010

  - A principal consultant of An Evaluation of National Science and Technology Development Agency, contracted by Thailand Development Research Institute Foundation (completed in June 2010)
- 2011

  - A local expert of Review of Entrepreneurship Issues and Policies in Thailand at national and local levels, contracted by OECD Centre for Entrepreneurship, SMEs and Local Development (CFE), OECD, Paris (completed in August 2011)
  - Project leader of the study on Supporting Measures for New Entrepreneur Development Program and Key Performance Indicators of the Program, contracted by the Department of Industrial Promotion, Ministry of Industry (completed in September 2011)
- 2012

  - Project leader of the consulting project on A Framework for Developing Innovation in PTT Plc., Thailand, contracted by PTT Plc. (completed in February 2013)
- 2013

  - A national expert of Thailand in the Research on Entrepreneurship Initiatives in APO Economies Project, funded by Asian Productivity Organization (APO), from August 2013 to July 2014
- 2013

  - A local consultant of A Review of Science, Technology and Innovation Policies in Thailand, contracted by UNCTAD, Geneva in collaboration with Thailand STI Policy Office, from September 2013-April 2014)
- 2015

  - Project leader of the consulting project on Re-profiling Rajmangala University of Technology Srivijaya for Coastal Economic Development, contracted by Thailand STI Policy Office, Oct.2015 - Sep. 2016)
- 2020

  - Project leader of the consulting project on Gov-Lab Capacity Building for developing innovation in public sector, contracted by Office of Public Sector Development Commission (OPDC-IGP), Jan.-Sep. 2020



**INTERNATIONAL REFEREED JOURNALS:**

1. Sukavejworakit, K., Promsiri, T., and Virasa, T. (2018). "OETEL: An innovative teaching model for entrepreneurship education." *Journal of Entrepreneurship Education*, 21(2), 1-11.
2. Sukavejworakit, K., Promsiri, T., Virasa, T. (2018). Increasing entrepreneurial intention with the application of Experiential Learning Theory: An innovative learning method and empirical test. *Asia-Pacific Social Science Review*, 18(2), 1-15.
3. Promsiri, T., Sukavejworakit, K., Virasa, T. (2018). Developing business ideas through the application of design process: An empirical study of would-be entrepreneurs in a transition from resource-based to value-based economy. *Asia-Pacific Social Science Review*, 18(2), 49-64.
4. Lertpanyasumpata, K., Pitimol, J., Kaimok, P., Virasa, T. (2014). Macca Pad Business Plan. *KMUTT Research and Development Journal*. 37(1), 112-118.
5. Virasa, T. (2007). A gap-analysis model for identifying effective government support for new technology-based firms in Thailand. *International Journal of Technoentrepreneurship*, 1(2), 165-182.
6. Virasa, T. & Hunt, B. (2005). A broader role for entrepreneurship in a national innovation system. *Regional Frontiers of Entrepreneurship Research*, Vol.2, Victoria: Swinburne Press.
7. Intarakamnerd, P. & Virasa, T. (2004). Taxonomy of government policies and measures in supporting technological capability development of latecomer firms. *Journal of Technology Innovation*. 12(2), 1-19.
8. Laosirihongthong, T. & Virasa, T. (2004). A study of demanding on scientists, technologists, and engineers by manufacturing industry cluster. *KMUTT Research and Development Journal*. 27(4), 498-513.
9. Frederick, H., Chua, B.L., & Virasa, T. (2003). Increasing the supply of entrepreneurship in APEC: A scorecard approach. *Frontier of Entrepreneurship Research*. Babson College, 557.
10. Virasa, T. & Tang, C.S.J. (1999). The role of technology in international trade: A conceptual model and application to the automobile industry in developing countries. *Technology Management Strategies and Applications*, 5, 9-31.
11. Virasa, T. & Tang, C.S. J. (1998). The role of technology in international trade: a conceptual model for developing countries. *Journal of High Technology Management Research*. 9 (2), 195-205.

**ACADEMIC PUBLICATIONS**

1. Virasa, T. (2016). "Entrepreneurship, Start-up Activities, and Economic Development in Thailand," a chapter in *Report on Entrepreneurship Initiatives in APO Economies*, Asian Productivity Organization: Tokyo.

2. Gerd Sri, N., Teekasap, P., Virasa, T. (2012). Technology capability gap assessment: A study of automotive industry in Thailand. *IEEE Conference on Management of Innovation and Technology (ICMIT)*: Singapore.
3. Virasa, T. (2011) "University technology transfer and commercialization: The case of Mahidol university, Thailand," a book chapter in *Academic Entrepreneurship in Asia: The Role and Impact of Universities in National Innovation Systems*, Edward Elgar.
4. Virasa, T. (2009) "University technology transfer and commercialization: The case of Mahidol university, Thailand," in *The Role and Impact of Universities in a National Innovation System*. A SPF project report, NUS Entrepreneurship Centre, National University of Singapore, September.
5. Virasa, T. and Hunt, B. (2008) *Global Entrepreneurship Monitor: Thailand 2007 Executive Report*. Bangkok: College of Management.
6. Virasa, T., Hunt, B., Shannon, R., Zhi Min, T. (2007) *Global Entrepreneurship Monitor: Thailand 2006 Executive Report*. Bangkok: College of Management.
7. Virasa, T., Hunt, B., Shannon, R., Zhi Min, T. (2006) *Global Entrepreneurship Monitor: Thailand 2005 Executive Report*. Bangkok: College of Management.
8. Virasa, T. (2005) "Technological Innovation," in *Thailand Competitive Innovation Strategies*. Emery, S.L., Ellis, W., Chulawatnatol, M. (Eds), Bangkok: National Innovation Agency, 89-111.
9. Pairash Thajchayapong, Thanaphol Virasa, Patarapong Intarakumnerd (2001) "Technology Transfer in Thailand: The Role of Research and Technology Organizations in Industrializing Economies," *Asia Pacific Tech Monitor*, Jul.-Aug., 39-43.
10. Thanaphol Virasa (1999) "Technological Capability Development: Key considerations", *Chulalongkorn Business Review*, Faculty of Accounting and Commerce, Chulalongkorn University, 20 (76), December, 49-56. (in Thai)

#### **INTERNATIONAL CONFERENCE PAPERS:**

1. Virasa, T. and Koottatep, T. "The roles of innovation broker in managing interface between global connections and local translation under the open innovation system", A paper presented at the ISS 2018 Conference, Seoul National University, Seoul, Korea, 2-4 July 2018.
2. Virasa, T. and Promsiri, T. "Understanding new venture idea development with external enablers and design process" A paper presented at the ACERE 2018 Conference, QUT, Brisbane, Australia, 6-9 February 2018.
3. Promsiri, T. and Virasa, T. "Study the effect of design process on business idea development" A paper presented at the 2017 ISPIM Conference, Vienna, Austria, 18-21 June 2017.
4. Sukavejworakit, K. and Virasa, T. "Effect of entrepreneurship environment on entrepreneurial activity in efficiency-driven economies" A paper presented at the 2016 ACERE Conference, Gold Coast, Brisbane, Australia, 2-5 February 2016.

5. Promsiri, T. and Virasa, T. "Study the opportunity development process through the Science of Artificial" A paper presented at the 2016 ACERE Conference, Gold Coast, Brisbane, Australia, 2-5 February 2016.
6. Virasa, T. and Thamsuriya, P. "Factors affecting likelihood of micro family business succession with high-post transition performance" A paper presented at the 2014 ACERE Conference, Sydney, Australia, 4-7 February 2014.
7. Thamsuriya, P. and Virasa, T. "Factors Affecting Succession Process in Micro Family Businesses toward High Post-Transition Performance Firms" A paper presented at the 5<sup>th</sup> Annual Conference of the Academy of Innovation and Entrepreneurship, Macau, China, 8-10 June 2012.
8. Virasa, T. "R&D Internationalization and University-Industry Linkages: The Case of Academia and Japanese Multinationals in Thailand" A paper presented at the 21<sup>st</sup> International Conference on Management of Technology, Hsinchu, Taiwan, 18-22 March 2012.
9. Khampanya, W. and Virasa, T. "An Investigation of Ethical Dilemmas and Entrepreneurial Behavior in Established Firms" A paper presented at the 7<sup>th</sup> AGSE International Entrepreneurship Research Exchange, Australia, 2-5 February 2010.
10. Virasa, T. and Hunt, B. "Generation Y: An Emerging Entrepreneurial Phenomenon" A paper presented at The 6<sup>th</sup> AGSE International Entrepreneurship Research Exchange, Adelaide, Australia, 3-6 February 2009.
11. Virasa, T. "University Technology Transfer and Commercialization in the Emergence of an Innovation-driven Economy: The Case of Mahidol University, Thailand" A paper presented at EUROMOT Conference, Nice, France, 17-19 September 2008.
12. Virasa, T. "Managing university-industry linkage mechanisms in the Triple Helix nexus: A good practice of industrial internship scheme in Thailand," The 6<sup>th</sup> International Triple Helix Conference on University-Government-Industry Links, Singapore, 16-18 May 2007.
13. Virasa, T. "A gap-analysis model for identifying effective government support for new technology-based firms in Thailand," the 4<sup>th</sup> AGSE International Entrepreneurship Research Exchange. Queensland University of Technology, Brisbane, Australia, 6-9 February 2007.
14. Virasa, T. "Entrepreneurship policies in Thailand: Focus, direction, and critical success factors", Proceeding in the 3<sup>rd</sup> AGSE International Entrepreneurship Research Exchange. Unitec, Auckland, New Zealand, 8-10 February 2006.
15. Virasa, T. and Hunt, B. "A broader role for entrepreneurship in a national innovation system", Proceeding in the 2<sup>nd</sup> AGSE International Entrepreneurship Research Exchange. Swinburne University, Australia, 10-11 February 2005.
16. Virasa, T. and Hunt, B. "A broader role for entrepreneurship in a national innovation system", Proceeding in the 2<sup>nd</sup> AGSE International Entrepreneurship Research Exchange. Swinburne University, Australia, 10-11 February 2005.
17. Thanaphol Virasa, "An Analysis of Firms' Innovation System in Thailand: An Implication to the Role of RTOs in Strengthening Innovation Policy in Developing

Countries,” a viewpoint on the 4<sup>th</sup> APEC R&D Leader Forum, Merlin Beach Resort, Phuket, Thailand, 20-22 November 2002.

18. Patarapong Intarakamnerd and Thanaphol Virasa. “Broader Roles of RTOs in Developing Countries: From Knowledge Creators to Strengtheners of National Innovation System,” Proceeding in the International Conference on Science, Technology and Innovation: Emerging International Policy Issues. The Kenedy School of Government at Harvard University, Cambridge, M.A., 23-24 September 2002.
19. Patarapong Intarakamnerd and Thanaphol Virasa. “Taxonomy of Government Policies and Measures in Supporting Technological Capability Development of Latecomer Firms,” Proceeding in the 6<sup>th</sup> International Conference on Technology Policy and Innovation, Kyoto, Japan, 12-15 August 2002.
20. Thanaphol Virasa and Patarapong Intarakamnerd “Rethinking the Role of RTOs in Knowledge-based Economies: A Case Study of Developing Countries,” Proceeding in the 6<sup>th</sup> ASEAN COST Conference, Brunei Darussalam, 18 September 2001.
21. Thanaphol Virasa and Tipawan Tangjitpiboon “Determinants of Firm’s Technological Innovation Activities and the Impact of Economic Crisis on Manufacturing Firms in Thailand,” Proceeding in the 2000 IEEE International Conference on Management of Innovation and Technology, Singapore, November 2000.
22. Pairash Thajchayapong and Thanaphol Virasa “A New Policy Framework and a Provision of Legal Structure for a Developing Country,” Proceeding in the international conference on “Information Environment and International Cooperation for the 21<sup>st</sup> Century”, the United Nations University, Tokyo, Japan, March 2000.
23. Thanaphol Virasa “Effective Mechanisms to Promote Private Sector Technology Development in Thailand,” Proceeding in the APEC Conference on the Contribution of Science, Engineering and Technology to Sustainable Economic Development in the APEC Region, Palmerston North, New Zealand, October 1999.
24. Thanaphol Virasa and John C.S. Tang “An Estimation of Technology Level in Automobile Industry: Case Studies in Developing Countries”, Proceeding in the 3<sup>rd</sup> Annual Asian Academy for Management Conference, Kuala Trengganu, Malaysia, July 1999.
25. John C.S. Tang and Thanaphol Virasa, “Strategic Planning Model for a Firm-Case Study of a Diversified Company in Thailand,” Proceeding in the Tenth International Conference on Multiple Criteria Decision Making, Taipei, Taiwan, July 1992.