

Trin THANANUSAK, PhD

College of Management, Mahidol University

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EDUCATION

- 2011-2016** **Cambridge Judge Business School, University of Cambridge, United Kingdom**
- PhD in Management Studies
- 2010-2011** **Cambridge Judge Business School, University of Cambridge, United Kingdom**
- MPhil in Innovation, Strategy and Organisation
- 2008-2010** **Faculty of Arts and Social Sciences, National University of Singapore, Singapore**
- M.Soc.Sci (Sociology)
- 2000-2001** **The Computer Laboratory, University of Cambridge, United Kingdom**
- Diploma in Computer Science (equivalent to Master of Science)
- 1996-2000** **Faculty of Political Science, Chulalongkorn University, Thailand**
- BA in International Relations (First Class Honours with Gold Medal)

ACHIEVEMENTS & AWARDS

- 2019** Certificate of Excellence (Outstanding Teaching Performance), Academic Year 2018, College of Management, Mahidol University
- 2016** Best Paper Award in Strategic Management, European Academy of Management
- 2010-14** Cambridge Thai Foundation & Cambridge Trust Scholarship
- 2008-10** Research Scholarship, National University of Singapore
- 2000** The Shell Centenary Scholarship
- 2000** H.M. King Bhumibol Scholarship, Chulalongkorn University
- 1999** The Highest-Graded Student Award, Chulalongkorn University
- 1996-98** Excellent Academic Performance Award, Faculty of Political Science, Chulalongkorn University

RESEARCH PROJECTS AND GRANTS

- 2018-2020** **Principal Investigator**, *Factor Affecting the Adoption of Electric Vehicles in Thailand*, Junior Researcher Grant, Thailand Research Fund.
- 2019** **Researcher**, *Science mapping of the knowledge base on Sustainability*, Principal Investigator (Philip Hallinger), Center for Research on Sustainable Leadership,

PUBLICATIONS

- Thananusak, T.,** Punnakitikashem, P., Tanthasith, S., & Kongarchapatara, B. (2021) *The Development of Electric Vehicle Charging Stations in Thailand: Policies, Players, and Key Issues (2015–2020)* World Electric Vehicle Journal. 2021; 12(1): 2. <https://doi.org/10.3390/wevj12010002>
- Lwin, H., Punnakitikashem, P. & **Thananusak, T.** | Wright, L. (Reviewing editor) (2021) *The level and determinants of international patient satisfaction with dental tourism in Bangkok, Thailand,* Cogent Business & Management, 8:1, DOI: 10.1080/23311975.2021.1898316
- Thananusak, T.** (2019). *Science Mapping of the Knowledge Base on Sustainable Entrepreneurship, 1996–2019.* Sustainability, 11(13): 3565. <https://doi.org/10.3390/su11133565>
- Thananusak, T.,** & Ansari, S. (2019). *Knowledge Production and Consumption in the Digital Era: The Emergence of Altmetrics and Open Access Publishing in Management Studies.* In T. B. Zilber, J. M. Amis, & J. Mair (Eds.), *The Production of Managerial Knowledge and Organizational Theory: New Approaches to Writing, Producing and Consuming Theory.* Emerald Group Publishing. pp.77 – 102. DOI:10.1108/S0733-558X20190000059005
- Thananusak, T.,** Rakthin, S., Tavewanaphan, T. & Punnakitikashem, P. (2017) *'Factors affecting the intention to buy electric vehicles: empirical evidence from Thailand'* International Journal of Electric and Hybrid Vehicles. 9(4):361 DOI: 10.1504/IJEHV.2017.089875
- Thananusak, T.** (2016), *Multiple Organisational Identities, Statuses and Novel Practices: The Case of Scholarly Communications*
Research Dissertation of PhD in Management Studies, 2016
- Thananusak, T.** (2011), *Open Access Movement: The Development of Institutional Repositories: A comparative case study of Institutional Entrepreneurship*
Research Dissertation of MPhil in Innovation, Strategy and Organisation, 2011
- Thananusak, T.** (2010), *Chinese Businesses and Changes in the Thai Retail Sector*
Research Thesis of M.Soc.Sci. (Sociology), National University of Singapore, 2010.

REFEREED CONFERENCE PROCEEDINGS & PRESENTATIONS

- Thananusak, T.** & Tanthasith, S. (2019). *'The Sustainable Business Movement: The Case of B Corp Certification in Thailand.'* B Academics Roundtable (2019), Los Angeles, United States of America, 16 September 2019.
- Thananusak, T.** *'Sustainability in Management Education: The Case of College of Management, Mahidol University and the collaborations with external bodies.'* Sustainability and Convergence: Business and Society in Global Management Education, Waseda University, Tokyo, Japan, 5-7 September 2019.



- Thananusak, T. & Ansari, S. (2017).** *'Managing Status Conflicts: A Case Study of a University Press,'* the 2017 SMS Annual Conference, Houston, Texas, United States of America, 28-31 October 2017.
- Thananusak, T., & Ansari, S. (2016)** *'Managing Multiple Statuses: A Case Study of Open Access,'* 76th Academy of Management Annual Meeting: Organisation & Management Theory Division., Anaheim, USA, August 2016
- Thananusak, T., & Ansari, S. (2016)** *'Managing multiple statuses in inter-organizational relationships'* Sub-theme 41: Innovating across Boundaries: Practices of Inter-Organisational Collaboration, 32nd EGOS Colloquium 2016 in Naples, Italy, July 2016
- Thananusak, T., & Ansari, S. (2016)** *'The Dynamics of Value in the Adoption of Novel Practices: A Study of Open Access Self-Archiving in Academic Institutions,'* 28th Annual Meeting conference of the Society for the Advancement of Socio-Economics, the University of California, Berkeley, 24-26th June 2016.
- Thananusak, T., & Ansari, S. (2016)** *'Managing Multiple Statuses: A Case Study of Open Access,'* 16th European Academy of Management Annual Meeting, Paris, France, 31 May- 4th June 2016
- Thananusak, T. & Ansari, S. (2015)** *Identity Alignment in the Inter-Organisational Relationship: The Case of the Digital Publishing Model.* 75th Academy of Management Annual Meeting: Organisation & Management Theory Division. Vancouver, Canada, 7-12th August 2015.
- Thananusak, T. & Ansari, S. (2014)** *'How do Organisational Identity Orientations Affect Strategy Processes: The Case of the Academic Publisher and the Disruptive Open Access Model',* 34th Strategic Management Society Annual International Conference. Madrid, Spain, 20-23rd September 2014.
- Thananusak, T. & Ansari, S. (2014)** *'Institutional Complexity and Multiple Identities: Coping with the Disruption of Open Access Publishing',* 30th EGOS (European Group for Organisational Studies) Colloquium: Sub-theme 60: "Rethinking Responses to Institutional Complexity." Rotterdam, Netherlands, 3-5th July 2014.
- Thananusak, T. & Ansari, S. (2013)** *'Adoption of Multi-Valued Practices'* 73rd Academy of Management Annual Meeting: Organisation & Management Theory Division. Orlando, Florida, USA, 9-13th August 2013.
- Thananusak, T. & Ansari, S. (2012)** *'Valuing a Moral Practice: A study of Open Access Self-Archiving in Academic Institutions',* 28th EGOS Colloquium, Sub-theme 43: "Value, Values and Valuation." Helsinki, Finland, 4-7th July 2012.

ACADEMIC & TEACHING EXPERIENCE

2016-Present Instructor, "MGMG750: Small and Family Business Management," College of Management, Mahidol University, Thailand.

Instructor, “MGMG666: Leadership and Managerial Negotiation Strategy,” College of Management, Mahidol University, Thailand.

Instructor, “MGMG697: Thematic Papers and Independent Studies,” College of Management, Mahidol University, Thailand.

Instructor, “MGMG645: Seminar in Management,” College of Management, Mahidol University, Thailand.

- 2021** External Examiner, “AB9000: Independent Studies,” International MBA, NIDA Business School, National Institute of Development Administration, Thailand.
- 2021** Guest Lecturer, “Disruptive Innovation Strategy,” MBA, Naresuan University, Thailand.
- 2020-1** Guest Lecturer, “Negotiation,” Professional MBA. NIDA Business School, National Institute of Development Administration, Thailand.
- 2020** Co-Instructor, “AB7008: Leadership on Leading Change and Innovation,” International MBA. NIDA Business School, National Institute of Development Administration, Thailand.
- 2018** Guest Lecturer, “Negotiation” M.A. International Relations, Faculty of Political Science, Chulalongkorn University, Thailand.
- 2012-13** PhD Research Lunches Co-ordinator, Cambridge Judge Business School, University of Cambridge, UK.
- 2010** Guest Lecturer, “Seminar: International Political Economy,” M.A. International Relations, Faculty of Political Science, Chulalongkorn University, Thailand.
- 2008** Teaching Assistant, “SC1101E: Making Sense of Society,” Department of Sociology, National University of Singapore, Singapore.
- 2004** Guest Lecturer, “Thailand and Globalisation,” M.A. International Relations, Faculty of Political Science, Chulalongkorn University, Thailand.
- 2003** Teaching Assistant, “Principles of Information Systems,” BBA (International Program), Thammasat Business School, Thammasat University, Thailand.

PROFESSIONAL EXPERIENCE

- 2005-2008** Consultant, Advisory Unit, Fiscal Policy Research Institute, Thailand.
- 2002-2005** Consultant, Sasin Management Consulting, Sasin Graduate Institute of Business Administration, Chulalongkorn University, Thailand.

RESEARCH INTERESTS

Sustainable entrepreneurship, Sustainability, Electric Vehicles, Organisational identities and statuses, Strategic Management, Diffusion and adoption of practices, Negotiations and Conflict Resolutions, Institutions, Open Access, Scholarly communications, Small business and family business management, Startup and disruptive innovations