



Triyuth Promsiri (PhD)

Full-Time Faculty

CONTACT

Program Chair

Entrepreneurship and Innovation

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Mr. Triyuth Promsiri is a skillful educator, designer, and entrepreneur. He has more than 10 years of experience as a corporate trainer and university lecturer. His teaching style which blends creativity and a sense of humor is unique and well-accepted by various audiences amongst both scholars and practitioners. He offers training in both English and Thai.

His educational background is multidisciplinary and includes that of a creator, businessman, and educator. His background as an industrial designer from Chulalongkorn University was very helpful to be a systematic creator. Also, his master's degree in master of management from the College of Management Mahidol University has sharpened his creativity to be feasible in the real business situation. He finished his doctoral degree in entrepreneurship management, which focused on the study of the application of the design process into business idea development.

His academic background is well-rounded in management, research, and teaching in the international level. He is the former director of program development and innovation at Stamford International University, director of Yangon campus, and assistant president for academic service and activity. Currently, he is the director of Entrepreneurship & Innovation Management of Thai Program at the College of Management Mahidol University.

As a lecturer, he focuses on business development (e.g., Foundation of new venture, Innovation & Creativity, Business Development, Property Development, and Business Planning). His research is in the area of entrepreneurship education where he applies different creative and design theories to study entrepreneurial cognitions.

His entrepreneurial life has also successfully proven his academic accolades. He is also a serial entrepreneur himself. He is a co-founder and managing director of Varavela Creation Co., Ltd, a creative company that manages property and design creative event functions.

EDUCATION

Doctoral of Philosophy (Entrepreneurship Management) <i>College of Management, Mahidol University</i>	2012 - 2018
Master of Management (New Technology Venture) <i>College of Management, Mahidol University</i>	2007 - 2008
Bachelor of Architecture (Industrial Design) <i>Faculty of Architecture, Chulalongkorn University</i>	2001 - 2005

ACADEMIC PUBLICATIONS

1. **Promsiri, T.**, & Kunte, M. (2019). IDEAS-A Futuristic Thinking Approach to Develop Entrepreneurial Cognition. *Journal of Entrepreneurship Education*.
2. Kunte, M., & **Promsiri, T.** (2019). Studying New Venture Ideas Using An Online Funding Platform. *Asian Academy of Management Journal*, 24(1).
3. Kunte, M., **Promsiri, T.**, & Kampanthong, K. (2018). Components of entrepreneurial idea Pitch: A Qualitative analysis from an Entrepreneurial classroom. *AJMI-ASEAN Journal of Management and Innovation*, 5(2), 107-117.

4. Sukavejworakit, K., **Promsiri, T.**, and Virasa, T. (2018). "OETEL: An innovative teaching model for entrepreneurship education." *Journal of Entrepreneurship Education*, 21(2), 1-11.
5. 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.
6. **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.
7. 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.
8. Sukavejworakit, K., **Promsiri, T.**, and Virasa, T. "Increasing entrepreneurial intention with the application of Experiential Learning Theory: An innovative learning method and empirical test" A paper presented at the 2018 APIF Conference, Pataya, Thailand, 24-25 January 2018.
9. **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
10. **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.

TEACHING EXPERIENCE

Master Degree, Thai Program <i>College of Management, Mahidol University</i> Subjects: Business Plan, New Venture Creation, Design Thinking & Creativity, IS Study	2013 – Present
Master Degree, Thai / English Program <i>Stamford International University</i> Subjects: Business Essential, Innovation Management, Design Thinking & Creativity, Property Development & management, Business Research, Foundation of IS Study, IS Study (Both Fully Online & Blended Learning)	2018 – Present
Bachelor Degree, English Program <i>Stamford International University</i> Subjects: Entrepreneurial Mindset, Business Creativity, Business Development, Business Ethics, Presentation Skills	2014 - 2017
Bachelor Degree, Thai Program <i>Panyapiwat Institute of Management</i> Subjects: Entrepreneurship & Innovation	2013
Industrial Design Department, Faculty of Architecture <i>Chulalongkorn University</i> Subjects: Studio Product Design	2011 – 2012
Bachelor Degree, Business Administration <i>Bangkok University</i> Subjects: Business Plan	2010

THESIS / IS CONSULTING EXPERIENCES

Individual Consulting Adviser for Stamford International University, Business Plan	2017 – Present
Thesis Adviser for Stamford International University, Business Research	2017 – Present
Individual Consulting Adviser for College of Management Mahidol University, Business Plan	2014 – 2017
Examiner Committee for Thesis / Individual Stud at College of Management Mahidol University	2019
Chairperson for Thesis / Individual Study at Stamford International University	2019

CORPORATE TRAINING & COACHING EXPERIENCES

Executive Training for Management Executives <i>Dusit Thani Huahin</i> Topic: Strategic Visual Thinking (Thai)	2019
Lead Trainer for Master Degree Faculties <i>Stamford International University – English</i> Topic: How to be a good adviser? (English)	2018
Lead Trainer for Project Managers <i>AP (Thailand) Public Company Limited</i> Topic: Presentation Skill (Thai)	2018
Lead Trainer for Management Executives <i>AP (Thailand) Public Company Limited</i> Topic: Presentation Skill (Thai)	2018
Executive Coach for Management Executive <i>AP (Thailand) Public Company Limited</i> Topic: Presentation Skill (Thai)	2018
Executive Training for Management Executives <i>Dusit Thani Huahin</i> Topic: Entrepreneurial Mindset (English)	2018
Online Trainer for Sasin Management Consulting Topic: Business Model (Thai)	2018
Lead instructor for Thinking Limited, Executive Training for Management Executives <i>Government Savings Bank</i> Topic: T.I.P.S Innovation Profile (Thai)	2017
Executive Training for Management Executives <i>ELCA Thailand Limited</i> Topic: Entrepreneurial Mindset (Thai)	2016
Executive Training for Management Executives <i>Siam Commercial Bank PLC</i> Topic: Entrepreneurial Mindset (Thai)	2015
Lead Coach for Trawell Team in the One Young World Competition (Winner) Topic: Social Enterprise Business Plan Competition	2015

Lead instructor for Thinking Limited, Executive Training for Management Executives <i>Bank of Ayudhya</i> Topic: Visual Thinking (English)	2015
Lead instructor for Thinking Limited, Executive Training for Management Executives <i>Bank of Ayudhya</i> Topic: X.I.D.E.A Systematic Thinking (Thai)	2014
Co-Instructor for K-SME <i>Kasikornbank</i> Topic: Business Idea Generation	2012

BUSINESS CONSULTING EXPERIENCES

Joining Group of facilitators and coaches <i>College of Management Mahidol University for Office of the Public Sector Development Commission</i> Project: Government Innovation Lab 2021	2021
R&D Consulting for New Product Development <i>Bitwise (Thailand) Company Limited</i> Project: Innovative Industrial Air-Conditioner	2020
Joining Group of facilitators and coaches <i>College of Management Mahidol University for Office of the Public Sector Development Commission</i> Project: Government Innovation Lab 200	2020
Property Development Consultation <i>Volada Residence</i> Project: Feasibility study and property development	2019
Property Development Consultation <i>Rai Chankrachang</i> Project: Feasibility study and property development	2019
Feasibility study for new product launch, absorb pet sheet Consultation Project <i>Bangchak Retail Company Limited</i> Project: Matrix and Instrument Development for new product selection method	2019
Property Development Consultation <i>ASWA International School</i> Project: Feasibility study and conceptual development	2018
R&D Consulting for New Product Development <i>99 STEAK</i>	2017
Process Improvement Consultation <i>Sinsamuth Ice Factory</i>	2013
Property Development Consultation <i>Greta Farm Pattaya</i> Project: Feasibility study and property development	2012
Joining Group of consultants <i>College of Management Mahidol University for PTT Public company limited</i> Project: Promoting Innovation Culture & process in PTT	2012

R&D Consulting for New Product Development <i>Siam Pro Fruits Company Limited</i> Project: New product & Packaging design	2011
Branding & Property Development Consultation <i>Perfect Spa & Massage</i>	2011
Branding & Media Consultation <i>Global Union Express</i>	2011
Branding & Media Consultation <i>CDS Group</i>	2011

PROGRAM DEVELOPMENT EXPERIENCE

Co-develop the non-degree certificate program with College of Management Mahidol University <i>NEO – NEW EDUCATION FOR OPPORTUNITY PROGRAM</i>	2019
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MANAGEMENT EXPERIENCES

Program Chair Entrepreneurship & Innovation Program (Thai) <i>College of Management Mahidol University</i>	2021 – Present
Program Adviser NEO PROGRAM – New Education for Opportunity <i>College of Management Mahidol University</i>	2019 – Present
Managing Director <i>VARAVELA Creation & VARAVELA Props Limited</i>	2014 – Present
Program Director MBA Yangon Campus <i>Stanford International University</i>	2019 – 2020

HONORS AND AWARDS

• Selected as the Thai representative to join ASES program, The short program to create global entrepreneurship and innovation platform, <i>Stanford University</i>	2014
• First runner-up in the business plan competition (Teamed up with Australia & India), <i>ASES program</i>	2014
• Distinctive Certificate to students who create faculty reputation, <i>Industrial Design Department, Faculty of Architecture, Chulalongkorn University</i>	2004
• 1 st Prize Design Competition in Rotational Molding Design Products, <i>CCC Chemical Commerce Co., ltd.</i>	2003
• 1 st Prize Design Competition in mobile kiosk, <i>Ministry of Public Health</i>	2004
• 1 st Prize Design Competition in Sanitary ware design (Students Level), <i>COTTO</i>	2004
• 1 st Runner Up Design Competition for souvenir design of HAPPY Brand, <i>HAPPY D-TAC</i>	2002
• 2 nd Runner up Design Competition for computer device design, <i>Central Retail</i>	2002
• 1 st Runner up Design Competition for car maz wheel, <i>Lenso Wheel</i>	2002