

Thunyarat (Bam) Amornpetchkul

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Leavey School of Business *E-mail:* tamornpetchkul@scu.edu
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EMPLOYMENT **Santa Clara University**, Santa Clara, CA, USA
Leavey School of Business

- Lecturer, **Information Systems & Analytics Department**, September 2022 - Present

National Institute of Development Administration, Bangkok, Thailand
Graduate School of Business Administration

- Associate Professor, **Department of Operations Management**, July 2022 - Present
- Assistant Professor, **Department of Operations Management**, January 2014 - June 2022
- Associate Dean for Administrative Affairs, May 2019 - May 2022
- Director, **NIDA Center for Enhancing Competitiveness**, August 2014 - April 2019
- Director, **NIDA University Business Incubator**, August 2014 - April 2019
- Director, **Master's Degree Program in Financial Investment and Risk Management**, February - October 2015

Boston College, Chestnut Hill, MA, USA
Carroll School of Management

- Visiting Assistant Professor, **Operations Management Department**, July 2017 - June 2018

Goldman, Sachs & Co., New York, NY
Goldman Sachs Asset Management

- Summer Analyst, **Quantitative Strategies Research Technology**, Summer 2007

EDUCATION **University of Michigan**, Ann Arbor, MI
Stephen M. Ross School of Business

- Ph.D. in Business Administration, **Operations and Management Science**, May 2014

University of Pennsylvania, Philadelphia, PA
Wharton School

- Bachelor of Science in Economics, **Actuarial Science**, May 2008 (*Summa Cum Laude*)

School of Engineering and Applied Science

- Bachelor of Applied Science, **Computer Science**, May 2008 (*Summa Cum Laude*)

HONORS AND AWARDS **Leavey Research Grant**, awarded to selected research proposals to support academic activities and publications, Santa Clara University, 2023.

First-Place Supply Chain Distribution Competition, advised a student team to compete and win the first place in the Beer Distribution Game, organized for the first time by Fathomd with

student participants from 11 universities across the world, 2022.

Royal Golden Jubilee Scholarship, granted by the Thailand Research Fund under the Royal Thai government to outstanding faculty members to produce high-impact research in collaboration with their doctoral students, 2017 and 2018.

Best Presentation Award, given to only one conference participant who presented his/her research paper best at the 12th International Conference on Business, Economics, Social Science & Humanities, Seoul, South Korea, 2016.

Best Reviewer Award, presented to three reviewers of the 6th International Conference on Operations and Supply Chain Management who made most valuable contribution to the review process of the conference proceedings, Bali, 2014.

Robert D. and Janet E. Neary Scholarship, awarded to senior doctoral students with excellent academic progress, University of Michigan, 2012.

Edward L. Richter Scholarship, Stephen M. Ross School of Business, University of Michigan, 2012 - 2013.

James and Ruth Close Scholarship, awarded to three doctoral students with academic excellence, University of Michigan, 2011.

Stephen M. Ross School of Business Fellowship, University of Michigan, 2008 - 2013.

Faculty Appreciation Award, given by the Computer and Information Science (CIS) Department, University of Pennsylvania, to recognize and honor exceptional students for their teaching assistant service, 2008.

Most Creative Resident Advisor, awarded to the resident advisor who created most successful programs for residents of the International House Philadelphia, 2008.

Insurance Society of Philadelphia 100th Anniversary Scholarship, awarded to three distinguished students in the field of Risk Management, 2007.

Dean's List 2004-2005, 2005-2006, 2006-2007, 2007-2008, University of Pennsylvania.

First-Place King's Award, granted by the Thai Royal Family to high school students with the most outstanding academic achievement, extracurricular activities, and contribution to community, 2003.

Royal Thai Government Scholarship to study Computer Science or Actuarial Science in the United States, awarded to the top 2 students of Thailand, 2003.

RESEARCH INTERESTS

Pricing and Revenue Management, Data Analytics, Forecasting Applications, Startups and Innovations, Marketing and OM Interface, Finance and OM Interface, Supply Chain Management, Healthcare Operations

RESEARCH ARTICLES

Pavarit Issarathipya and Thunyarat (Bam) Amornpetchkul. **Competing and Sharing: Optimal Pricing and Capacity Sharing in a Competitive Market**. Forthcoming in *Journal of Industrial Integration and Management* (2023). <https://doi.org/10.1142/S2424862223500318>

Investigate the possibility for capacity sharing between competing firms to be mutually profitable

in a duopoly setting where each firm can optimally choose whether and how much to buy or sell its capacity at what price, and subsequently sets its retail price to maximize its profit.

Pavarit Issarathipya and Thunyarat (Bam) Amornpetchkul. **Discount or Speed?: An Analysis of Reward Offer in Exchange for No-Rush Shipping.** Forthcoming in *Journal of Industrial Integration and Management* (2023). <https://doi.org/10.1142/S2424862223500252>

Investigate how a no-rush shipping reward program, which offers a discount or a reward to a customer who chooses no-rush shipping for her online purchased items, can be utilized by an online seller to reduce shipping and expediting costs as well as the environmental impact, while also meeting customers' expectation.

Kittiphod Charoontham and Thunyarat Amornpetchkul. **Reputational Impact on Startup Accelerator's Information Disclosure and Performance.** *Economics of Innovation and New Technology* 32.2 (2023): 250-274.

Study the implications of a startup accelerator's reputational concerns on the accelerator's incentives to produce and disclose accurate information about the quality of the ventures in the acceleration program.

Kittiphod Charoontham and Thunyarat Amornpetchkul. **Startup Accelerator Analysis: Strategic Decision on Effort Exertion and Information Disclosure Regime.** *Journal of Entrepreneurship in Emerging Economies* (2022). Advance online publication. doi:10.1108/JEEE-06-2020-0188.

Examine the factors influencing a startup accelerator's decisions on effort exertion in verifying the venture's quality and the selection of information disclosure strategies. Propose how to effectively utilize an equity sharing scheme to improve the accuracy of the information provided by the accelerator.

Kittiphod Charoontham and Thunyarat Amornpetchkul. **Compensation Reform Analysis on Inflated Credit Rating Attenuation.** *Journal of Industrial and Business Economics* (2022). Advance online publication. doi:10.1007/s40812-022-00215-3.

Investigate the impact of two compensation schemes: the rating contingent fee scheme and the outcome contingent fee scheme, on the decisions of a credit rating agencies regarding how much effort to exert when learning about the type of a portfolio and how to disclose the learned information in the form of credit rating.

Thunyarat (Bam) Amornpetchkul, Hyun-Soo Ahn, and Ozge Sahin. **Conditional Promotions and Consumer Overspending.** *Production and Operations Management* 27.8 (2018): 1455-1475.

Analyze consumer behavior induced by sales promotions, which sometimes require a minimum purchase to be eligible for the offered discount. Compare different types of promotions and characterize retailer's optimal promotion strategies under different market situations.

Featured in Newswise (June 2018), Phys.org (June 2018), and JHU Hub (June 2018).

Kittiphod Charoontham and Thunyarat (Bam) Amornpetchkul. **Performance-Based Payment Scheme to Hedge Against Credit Rating Inflation.** *Research in International Business and Finance* 44(2018): 471-479.

Propose a performance-based payment mechanism which can be used to align the incentives between the issuers seeking ratings and the rating agencies. Show that the proposed mechanism can improve the accuracy of the ratings as well as the expected returns from projects.

Thunyarat (Bam) Amornpetchkul. **Threshold Discounts Comparison: All-unit or Incremental?.** *Journal of Revenue and Pricing Management* 16.3 (2017): 265-294.

Compare the effectiveness of two types of threshold discounts, all-unit discount and incremental

discount, in a retail setting. Analyze consumer behavior, seller's profitability, and social welfare under these threshold discounts.

Thunyarat (Bam) Amornpetchkul, Izak Duenyas, and Ozge Sahin. **Mechanisms to Induce Buyer Forecasting: Do Suppliers Always Benefit from Better Forecasting?**. *Production and Operations Management* 24.11 (2015): 1724-1749.

Investigate whether the supplier can always take advantage of the buyer's better demand forecasts, and what kind of contracts the supplier should offer in order to maximize his profits when he is certain or uncertain about the buyer's forecasting capability.

Kittiphod Charoontham and Thunyarat Amornpetchkul. **Credit Rating Agency Analysis: Compensation Scheme Impact on Rating Decision and Rating Quality Improvement**. Under review at *Journal of International Financial Management & Accounting*.

Compare two compensation schemes, an upfront fee and an accuracy-contingent fee, used to pay a credit rating agency for obtaining and disclosing quality information of a loan portfolio. Show that the accuracy-contingent fee scheme effectively induces the rating agency to exert a higher effort level and truthfully disclose an informative rating, resulting in rating quality improvement, compared to the upfront fee scheme.

Thunyarat (Bam) Amornpetchkul, Hyun-Soo Ahn, and Ozge Sahin. **Dynamic Pricing or Dynamic Logistics?**. In preparation for submission.

Study a dynamic pricing and transshipment problem of a retailer who sells a product through two channels. Compare the effectiveness of using price differentiation or transshipment to improve profits, and investigate the effects of pricing on optimal transshipment decisions, and vice versa.

Thunyarat (Bam) Amornpetchkul. **Strategic Use of Uncertainty through Mystery Discounts**. Manuscript in preparation.

Explore the profit opportunity of adopting a mystery discount, where multiple discount levels are distributed among consumers, in retailing. Discuss the implications of the timing and level of the discount information disclosure on the consumer response and the retailer profitability.

Thunyarat (Bam) Amornpetchkul. **Reduce Wait Time in Patient Appointment Scheduling with Improved Routing Policy**. Manuscript in preparation.

Model queueing networks with heterogeneous servers and customers, and provide structural properties of an optimal routing policy. Based on the analytical results, a new routing policy is proposed and numerically tested with fact-based problems simulating patient appointment scheduling at hospitals.

RESEARCH CASE STUDIES

Kridsda Nimmanunta and Thunyarat (Bam) Amornpetchkul. **A Clampdown on Service Refusals by Bangkok Taxis**. *Asian Journal of Management Cases* 16.1 (2019): 38-50.

Examine the causes and potential solutions of an ongoing issue of taxi service refusals in Bangkok. Apply pricing and real options framework to analyze the incentives of the taxi drivers, and discuss how various changes in the taxi fare structure and regulations might or might not help alleviate the situation.

Thunyarat (Bam) Amornpetchkul. **Ichitan Group and the Price War in Thailand's Ready-to-Drink Tea Market**. *Journal of the International Academy for Case Studies* 22.3 (2016): 4-21.

Discuss the long-lasting price war in Thailand's ready-to-drink (RTD) tea market, which involved not only a sequence of price reductions, but also a series of very alluring lucky draws giving away prizes worth millions dollars. Illustrate huge impacts that pricing and promotion strategies have on the industry, firms, consumers, and social welfare.

Thunyarat (Bam) Amornpetchkul, Danuvasin Charoen, and Jongsawas Chongwatpol. **Electrical and Electronic Equipment Cluster in Thailand: Can Competitiveness Be Regained?**. *Journal of the International Academy for Case Studies* 22.3 (2016): 59-83.

Discuss and compare various aspects of the EEE cluster in Thailand and its neighboring countries in the Greater Mekong Subregion (GMS) to highlight the importance of positioning a country's strengths in the global value chain. Illustrate how the cluster achieved, lost, and could possibly regain its competitive advantages.

CONFERENCE
PROCEEDINGS

Thunyarat Amornpetchkul. **Impact of Better Information in Making Startup Investment Decisions**. *Proceedings of 2020 NIDA Foundation Day Conference on Innovation of Development Administration for Overcoming the National Crisis*, Bangkok, Thailand, April 2020.

Thunyarat Amornpetchkul. **Sustainable Operations in Multi-channel Environment**. *Proceedings of 2017 NIDA Foundation Day Conference on Sufficiency Economy and Development Administration: From Philosophy to Practice*, Bangkok, Thailand, March 2017.

Kittiphod Charoontham and Thunyarat Amornpetchkul. **Impact of Pay-for-Performance on Rating Accuracy**. *Proceedings of the International Conference on Accounting, Finance and Financial Institutions*, Poznan, Poland, October 2016.

Thunyarat Amornpetchkul. **Pricing Strategies for Sustainability**. *Proceedings of 2016 NIDA Foundation Day Conference on NIDA's Legacy: A 5-Decade Focus on Sustainable Development*, Bangkok, Thailand, March 2016.

Kittiphod Charoontham and Thunyarat Amornpetchkul. **Effect of Commission Payment on Rating Inflation**. *Proceedings of NIDA International Business Conference 2016*, Bangkok, Thailand, March 2016.

Thunyarat Amornpetchkul. **Enhancing Thailand's Competitiveness: A Case Study of the Electrical and Electronic Equipment (EEE) Cluster**. *Proceedings of 2015 NIDA Foundation Day Conference on Development Administration, Globalization, and Sustainable Development*, Bangkok, Thailand, April 2015.

Thunyarat Amornpetchkul. **An Approach to Improve Routing Decisions in Queueing Networks**. *Proceedings of the 6th International Conference on Operations and Supply Chain Management*, Bali, Indonesia, December 2014.

OTHER
ARTICLES

Thunyarat Amornpetchkul. **Pricing and Its Myths**. *MBA Magazine*, February 2018.

TEACHING
EXPERIENCE

Santa Clara University, Santa Clara, CA
Leavey School of Business

Instructor

Fall 2022 - Present

Independently developed course content, class activities, assignments, and exams.

- **Statistics & Data Analysis I** (undergraduate core course for business majors)

Fall 2022 - Present: Received the highest teaching evaluation (4.8/5.0) among all sections of the course offered in Fall 2022, and similarly for subsequent quarters.

- **Operations Management** (undergraduate core course for business majors)

Winter 2023 - Present: Received teaching evaluation of 4.3/5.0 in Winter 2023.

- **Sustainable Operations Management** (undergraduate core course for business majors)

Winter 2023 - Present: Received teaching evaluation of 4.5/5.0 in Winter 2023.

- **Business Analytics** (first-year MBA core course)

Spring 2023: Received the highest teaching evaluation (4.7/5.0) among all sections of the course offered in Spring 2023.

National Institute of Development Administration, Bangkok, Thailand

Graduate School of Business Administration

Instructor

Fall 2014 - Summer 2022

Independently developed course content, class activities, assignments, and exams.

- **Pricing Strategies for Revenue Optimization** (graduate elective course for Operations Management and Strategy majors: Weekday Program, Weekend Program, and International Program)

Fall 2014 - Summer 2022: Teach second-year MBA students. Received the highest teaching evaluation (4.87/5.0) among all weekend MBA courses offered in Fall 2014, and similarly for subsequent semesters. Named one of the most popular elective courses where available seats were quickly filled at registration each semester.

- **Forecasting for Business Decisions** (graduate elective course for Operations Management and Strategy majors: Weekend Program)

Summer 2019 - Summer 2022: Teach second-year MBA students. Received the highest teaching evaluation (4.99/5.0) among all weekend MBA courses offered in Winter 2020.

- **Operations Management** (1st-year MBA core course: English Program, International Program, Professional Program, Young Executive Program (co-teaching), and Executive Program (co-teaching))

Winter 2015 - Spring 2022: Teach first-year MBA students in English Program. Received the highest teaching evaluation (5.0/5.0) among all courses offered in Winter 2015, and similarly for subsequent semesters.

- **Stochastic Processes** (doctoral elective course for all majors: Doctoral Program)

Winter 2015 - Fall 2021: Teach first-year doctoral students (English Program). Received teaching evaluation of 5.0/5.0 in Fall 2020.

- **Seminar in Operations Strategy** (doctoral elective course for Operations Management major: Doctoral Program)

Fall 2018: Taught first-year and second-year doctoral students (English Program) majoring in Operations Management. Organized sessions taught by the other five instructors on various topics. Received the highest teaching evaluation (4.73/5.0) among all instructors of the course.

- **Project Feasibility** (graduate elective course for Operations Management and Finance majors: Weekend Program)

Winter 2016 - Winter 2017: Invited as a guest instructor to lecture and advise student projects on Operational Feasibility.

- **Entrepreneurship** (graduate core course for Executive MBA students)

Summer 2016 - Summer 2017: Invited as a guest instructor to lecture and advise student

projects on Business Idea Generation, Business Model and Value Proposition, and Operational Business Plan.

Boston College, Chestnut Hill, MA

Carroll School of Management

Instructor

Fall 2017

Independently developed course content, class activities, assignments, and exams.

- **Pricing and Revenue Optimization** (graduate/undergraduate elective course for Operations Management majors)

Offered this course for the first time at the school. Taught a section of 34 students consisting of both undergraduate and MBA students. Received instructor evaluation of 4.31/5.0. Lectured two and a half hours per week, held office hours, and advised five student team projects which analyzed pricing strategies of businesses and proposed practical recommendations for improvements.

- **Forecasting Techniques** (graduate/undergraduate elective course for Operations Management and Finance majors)

Taught a section of 22 students consisting of both undergraduate and MBA students, and both Operations Management and Finance majors. Received instructor evaluation of 4.28/5.0 (4.53/5.0 among Finance majors). Lectured two and a half hours per week, held office hours, and advised four student team projects which analyzed data sets of interests and applied various analytical tools to generate academic and managerial insights.

University of Michigan, Ann Arbor, MI

Stephen M. Ross School of Business

Instructor

Winter 2012

Developed course content, class activities, assignments, and exams with the other instructors who taught coordinated sections.

- **Operations Management** (3rd-year undergraduate core business course)

Taught a section of 82 business students, and received the highest teaching evaluation (4.8/5.0) among the five coordinated sections. Lectured three hours per week, held office hours, and advised 14 student team projects which analyzed operations of local businesses and proposed practical recommendations for improvements.

EXECUTIVE
EDUCATION AND
PROFESSIONAL
TRAINING

Instructor

Independently developed class materials and workshops on various subjects, such as Process Improvement, Lean Operations, Innovative Pricing, and Quantitative Analyses, to meet the needs of each organization.

- Community Education
 - *One Tambon One University Program*, Virtual, May 2021.
- Management & Leadership
 - *MK Restaurant Group Public Company Limited*, Bangkok, Thailand, January 2020.
- Future Leader Program

- *BLCP Power Station*, Rayong, Thailand, August 2020.
- Mini-MBA Program
 - *Charoensin Asset Co., Ltd.*, Samut Prakan, Thailand, November 2019.
 - *Asefa Public Co., Ltd.*, Samutsakhon, Thailand, June 2017.
 - *Charoensin Group Co., Ltd.*, Samutsakhon, Thailand, June 2017.
 - *ORC Premier Co., Ltd.*, Bangkok, Thailand, March 2016.
 - *Advice Holdings Group Co., Ltd.*, Nonthaburi, Thailand, November 2015.
 - *Sansiri Public Co., Ltd.*, Bangkok, Thailand, September 2015.
 - *NIDA Executive Mini-MBA*, Bangkok, Thailand, July 2015, January 2016, March 2017.
 - *Bangkok Insurance*, Bangkok, Thailand, July 2015.
 - *Lucky Union Foods Co., Ltd.*, Samutsakhon, Thailand, June 2014, August 2015.
- Leadership Academy
 - *Bank of Ayudhya Public Company Limited*, Bangkok, Thailand, June-July 2015, 2016, 2017, 2018, October 2018.
- Executive Development Program
 - *Panasonic*, Bangkok, Thailand, August 2015.
- General Management Program
 - *Chularat Hospital*, Samutprakarn, Thailand, March 2015.

DOCTORAL COMMITTEE

- Main Advisor
 - Kittiphod Charoomtham, graduated June 2017, currently a faculty member at Khon Kaen Business School (KKBS), Faculty of Business Administration and Accountancy, Khon Kaen University, Khon Kaen, Thailand.
 - Pavarit Issarathipyra, PhD candidate, NIDA Business School, Bangkok, Thailand.
- Committee Member
 - Kedwadee Sombultawee, graduated December 2016, currently an assistant professor at the Department of Marketing, Thammasat Business School, Bangkok, Thailand.
 - Konpapha Jantapoon, PhD candidate, Logistics Management, Khon Kaen University, Khon Kaen, Thailand.
 - Anastasia Maga, PhD candidate, NIDA Business School, Bangkok, Thailand.

INVITED RESEARCH TALKS

- Dynamic Pricing in Omni-channel Retailing, *School of Management Engineering, KAIST College of Business*, Seoul, South Korea, December 2019.
- Dynamic Pricing or Dynamic Logistics?, *45th Congress on Science and Technology of Thailand, Mae Fah Luang University*, Chiang Rai, Thailand, October 2019.
- Pricing Innovations in Retail Operations, *Boston College, Carroll School of Management*, Chestnut Hill, MA, October 2017.
- Mechanisms to Induce Buyer Forecasting: Do Suppliers Always Benefit from Better Forecasting?, *Yonsei University, School of Business*, Seoul, South Korea, March 2015.
- Multi-channel Pricing and Inventory Management, *KAIST College of Business*, Seoul, South Korea, July 2014.

CONFERENCE
PRESENTATIONS

Mystery Discounts: Turning Uncertainty into Profitability

- *INFORMS 2021 Annual Meeting*, Virtual, October 2021: Invited for Revenue Management and Pricing cluster, New Topics in Revenue Management session.

Roles of Information in Startup Investment Decisions

- *INFORMS 2020 Annual Meeting*, Virtual, November 2020: Invited for Technology, Innovation Management and Entrepreneurship cluster, Decision Making and Innovation session.

Reputational Impact on Startup Accelerator's Information Disclosure and Performance

- *INFORMS 2019 Annual Meeting*, Seattle, WA, October 2019: Selected for Finance I session.

Dynamic Pricing or Dynamic Logistics?

- *INFORMS 2017 Annual Meeting*, Houston, TX, October 2017: Invited for Revenue Management and Pricing cluster, Revenue Management and Control of Operational Problems session.
- *POMS 25th Annual Conference*, Atlanta, GA, May 2014: Selected for Retail Operations Management track.
- *INFORMS 2013 Annual Meeting*, Minneapolis, MN, October 2013: Invited for Revenue Management and Pricing cluster, Retail Operations session.

Conditional Promotions and Consumer Overspending

- *POMS Hong Kong 8th International Conference*, Hong Kong, January 2017: Invited for Retail Promotions and Revenue Sharing session.
- *INFORMS 2012 Annual Meeting*, Phoenix, AZ, October 2012: Invited for Revenue Management and Pricing cluster, New Applications in Revenue Management session.
- *MSOM 2012 Conference and SIGs Meetings*, New York, NY, June 2012: Selected for Pricing track.
- *POMS 23rd Annual Conference*, Chicago, IL, April 2012: Invited for Marketing and OM Interface track.
- *INFORMS 2011 Annual Meeting*, Charlotte, NC, November 2011: Invited for Revenue Management and Pricing cluster, Retail Pricing session.

Pricing Strategies for Sustainable Green Marketing

- *INFORMS 2016 Annual Meeting*, Nashville, TN, November 2016: Invited for Revenue Management and Pricing track.

Threshold Discounts Comparison: Across-the-board or Partial?

- *INFORMS 2015 Annual Meeting*, Philadelphia, PA, November 2015: Invited for Revenue Management and Pricing track.
- *APDSI-ICOSCM-ISOMS 2015*, Hong Kong, July 2015: Selected for Retail Marketing track.

Strategic Use of Uncertainty through Mystery Discounts

- *INFORMS 2014 Annual Meeting*, San Francisco, CA, November 2014: Invited for Revenue Management and Pricing track.
- *APDSI-ICOSCM-ISOMS 2014*, Yokohama, Japan, July 2014: Selected for Decision Analytics track.

An Approach to Improve Routing Decisions in Queueing Networks

- *OSCM 2014*, Bali, Indonesia, December 2014: Selected for Supply Chain Model track.

Mechanisms to Induce Buyer Forecasting: Do Suppliers Always Benefit from Better Forecasting?

- *POMS 24th Annual Conference*, Denver, CO, May 2013: Selected for Supply Chain Contracting track.
- *INFORMS 2012 Annual Meeting*, Phoenix, AZ, October 2012: Selected for Information in Supply Chain session.
- *12th Annual Trans-Atlantic Doctoral Conference*, London, United Kingdom, May 2012: Invited for Management Science and Operations subject area.

CONSULTING
PROJECTS

Program Management Unit Competitiveness, Office of National Higher Education Science Research and Innovation Policy Council, Bangkok, Thailand

Researcher

August 2021 - August 2022

Blockchain Prototype for Medical Tourism (with faculty and corporate research team)

Granted over \$150,000 by the Ministry of Higher Education, Science, Research and Innovation. Conduct literature reviews, seminars, workshops, and surveys to design a blockchain business model and prototype for the medical tourism in Thailand. Develop a blockchain-based application to enhance the quality and efficiency of services provided by the Thai medical tourism cluster, creating better experiences for tourists, and ultimately driving Thailand's post-COVID-19 economy to recover strongly and grow sustainably.

Office of the Public Sector Development Commission, Bangkok, Thailand

Researcher

January 2022 - August 2022

Supporting Open and Connected Governance and Stakeholder Engagement and Foresight (with faculty research team)

Granted over \$28,000 by the Office of the Public Sector Development Commission, Office of the Prime Minister. Developed metrics to measure the level of open government within each public organization, emphasizing on the two dimensions of citizen participation and digital services. Organized seminars and workshops to obtain feedback from the public to gain insights in developing the metrics, and publicize the final version of the metrics for broad adoption in government organizations.

Digital Council of Thailand, Bangkok, Thailand

Researcher

October 2020 - September 2021

Feasibility Study and Guidelines for the Establishment of Cloud Data Centers in Thailand (with faculty and practitioner research team)

Granted over \$260,000 by the Office of the National Digital Economy and Society Commission, Ministry of Digital Economy and Society. Conducted literature reviews, focus groups, in-depth interviews, and large-scale surveys to assess the feasibility of investing in the cloud data center industry in Thailand. Provided recommendations to enhance the potential and competitiveness of Thai cloud providers and promote Thailand as a hub for cloud industry investment in Asia.

Office of the Public Sector Development Commission, Bangkok, Thailand

Researcher

October 2020 - September 2021

Analyses of Public Administration and Government of the Future (with faculty research team)

Granted over \$90,000 by the Office of the Public Sector Development Commission, Office of the Prime Minister. Organized seminars and workshops and developed electronic books to disseminate the knowledge and understanding of “Open Government” to the public and private sectors. Proposed guiding principles for the Thai government to achieve the goal of becoming an open government with open data and digital transformation.

Office of the Public Sector Development Commission, Bangkok, Thailand

Researcher ***October 2019 - September 2020***

Government at a Glance (with faculty research team)

Granted over \$76,000 by the Office of the Public Sector Development Commission, Office of the Prime Minister. Analyzed the OECD’s report on “Open and Connected Review of Thailand” and disseminated key findings to relevant government officials. Produced video clips to promote the understanding and awareness of “Open Government” to the general public.

Transport and Traffic Policy Plan Office, Bangkok, Thailand

Researcher ***January 2017 - August 2017***

Logistics System Development for Super Cluster in the Eastern Economic Corridor (EEC) of Thailand (with faculty and practitioner research team)

Granted over \$540,000 by the Ministry of Transport (Thailand). Conducted interviews with companies and government officials, analyzed data, developed quantitative models, and reviewed literature to understand constraints and needs related to the logistics system in the EEC area. Proposed policies and plans to develop necessary logistics system to support the establishment and growth of high-tech clusters in the EEC area.

Asian Development Bank, Manila, Philippines

Researcher ***September 2014 - March 2015***

Innovative Cluster Development and Regional Integration in the Greater Mekong Subregion (with Danuvasin Charoen and Jongsawas Chongwatpol)

Granted \$19,500 by the Asian Development Bank. Collected and analyzed data from field visits, surveys, interviews, and secondary sources related to the development of innovative clusters and regional integration in the Greater Mekong Subregion (GMS). Conducted comparative studies with the Baltic Sea Region, and proposed directions of policies necessary to foster economic development in the GMS.

Board of Investment of Thailand - US Office, New York, NY

Head Student Researcher ***September 2011 - February 2012***

Competing with the World: Matching Foreign Direct Investment from the U.S. to Thailand’s Capabilities (advised by Linda Lim, Allen Hicken, and Bryan K. Ritchie)

Granted \$43,920 by the Royal Thai Government. Investigated investment opportunities in Thailand where foreign direct investment from the US should be promoted. Conducted literature search and company interviews to identify industries and US companies that Thailand has the potential to efficiently serve.

University of Michigan Orthotics and Prosthetics Center (UMOPC), Ann Arbor, MI

Student Researcher ***Winter 2011***

Grounded Research in OM: Increasing Patient Responsiveness through Improved Scheduling and

Routing Policies with Parallel Servers (with William Lovejoy and doctoral student team)

Conducted an on-site consulting project at UMOPC to identify operational problems the center was facing. Collected and analyzed data, proposed solutions to resolve key issues, and provided practical guidelines for implementation.

Wharton School, OPIM Department, Philadelphia, PA

Student Researcher

Spring 2008

Informed Decision-Making from Online Forums (with Thomas Y. Lee)

Collaborated with the Foundation for Informed Medical Decision Making (www.fimdm.org). Implemented an application to extract and analyze the content of messages from online health forums, using Machine Learning techniques, in order to develop decision aids for patients.

School of Engineering and Applied Science, CIS Department, Philadelphia, PA

Student Researcher

Summer 2006

Model of Provenance in Workflows (with Sarah Cohen-Boulakia and Susan Davidson)

Enhanced the performance of workflows through database applications. Improved the capabilities of available provenance-related systems.

MEDIA COVERAGE

- News and Magazines
 - MBA Magazine: Interviewed on “MBA during academic disruptions,” January 31, 2020.
 - Bangkok Today: Press release about NIDA University Business Incubator visit to 11Street office in Bangkok, July 10, 2017.
- Radio Programs
 - News Field: Interviewed on “Pricing strategies and ethics: Case of Korea King Thailand,” May 19, 2017.
 - News Field: Interviewed on “Pricing strategies and competition in Thailand’s ready-to-drink tea market,” May 6, 2016.
 - Wisdom from NIDA: Interviewed on “Thailand’s competitiveness outlook,” August 5, 2015.
 - Money Makeover: Interviewed on “Thailand’s competitiveness outlook,” November 28, 2014.
 - Money Makeover: Interviewed on “How to spend your money wisely? Understand sellers’ pricing strategies,” September 2, 2014.
- TV Programs and Videos
 - Digital Future Talks: Interviewed on “Feasibility study project of cloud data centers in Thailand,” June 16, 2021.
 - Money Talk: Interviewed on “Pricing strategies for business,” March 21, 2017.
 - Wisdom for Change: Interviewed on “NIDA International Business Conference 2017,” January 24, 2017.
 - Special News Scoop: Interviewed on “The closure of Ensogo web deals,” July 2-3, 2016.
 - News Story: Interviewed on “Can sugar tax help reduce sugar consumption of Thai people?” May 4, 2016.
 - Wisdom for Change: Interviewed on “Thai economic and business outlook in 2016,” February 10, 2016.

- Today at NIDA: Interviewed on “Enhancing Thailand’s Competitiveness,” July 15, 2015.
- Today at NIDA: Show host, September 2014 - 2015.

ACTIVITIES AND SERVICES

- Journal Reviewer
 - International Journal of Consumer Studies
 - Financial Innovation
 - Omega: The International Journal of Management Science
 - Empirical Economics
 - Information & Management
 - Operations and Supply Chain Management
 - International Journal of Revenue Management
 - Journal of the International Academy for Case Studies
 - Asian Journal of Management Cases
 - Kasetsart Applied Business Journal
 - NIDA Business Journal
 - NIDA Case Research Journal
- Session Chair
 - INFORMS 2021 Annual Meeting, October 2021
 - INFORMS 2019 Annual Meeting, October 2019
 - INFORMS 2014 Annual Meeting, November 2014
 - POMS 24th Annual Conference, May 2013
- Panelist
 - Open Government in Thailand, March 2023
 - MSOM Diversity, Equity and Inclusion (DEI) Panel at INFORMS 2021 Annual Meeting, October 2021
- Societies and Associations
 - **INFORMS, MSOM Society, and POM Society:** Member, Fall 2011 - Present.
 - **Penn Alumni Interview Committee:** Member, Winter 2014 - Present.
 - **University of Michigan Thai Students Association:** President (Summer 2011 - Winter 2012) and Vice President (Summer 2009 - Winter 2010).
 - **Gamma Iota Sigma Risk Management Honor Society:** Co-President, Fall 2007 - Winter 2008.
 - **Eta Kappa Nu Electrical and Computer Engineering Honor Society:** Vice President, Spring 2007 - Winter 2008.
 - **Computer Science Chair Advisory Board:** Board member, Fall 2006 - Fall 2007.
 - **UPenn Thai Students Association:** President (Summer 2005 - Spring 2007) and Webmaster (Fall 2004 - Spring 2005).
- Others
 - **OMS Department, University of Michigan:** Webmaster Assistant, Fall 2009 - Fall 2010.
 - **International House Philadelphia:** Resident Advisor, Summer 2006 - Winter 2008.
 - **Wharton Securities Industry Institute:** Head Student Coordinator, March 2006.

SKILLS

Computer: MATLAB, Mathematica, SPSS, Analytic Solver, Java, Visual Basic, C, R, SQL, JSP, HTML, Python, Ruby, XML, Assembly, UNIX, Oracle, MySQL, Maple, JMP, Dreamweaver, NetLogo

Languages: English (professionally fluent), Thai (native), Japanese (basic)

Professional Exam: Society of Actuaries Exam 2/FM (Financial Mathematics)