

Pairach Piboonrungrroj

Updated on: July 24, 2019

SUMMARY

Dr.Pairach Piboonrungrroj (*a.k.a. Dr.Champ*) was born on 5 June 1983 (260 years after Adam Smith). Dr Pairach has been a Associate Dean of Faculty of Economics since May 2019 an Acting Associate Dean of the College of Maritime Studies and Management at Chiang Mai University since May 2017. Dr.Pairach studied a PhD programme in Logistics and Supply Chain Management at the Logistics Systems Dynamics Group, Cardiff Business School (CARBS) at Cardiff University in the United Kingdom. His multiple-awarded PhD research explains supply chain collaboration and governance in the tourism industry using a structural equation model (SEM). He was awarded an MSc (distinction) in Logistics and Operations Management from Cardiff University in 2009. His studies in Cardiff have been fully supported by the Royal Thai Government's scholarship, which was awarded from a national competition. In 2005, he got a Bachelor of Economics (First-class honour) from Chiang Mai University (Thailand).

Dr.Pairach has involved in a number of research projects in tourism economics and logistics as well as consultancy works to various organisations such as The World Bank and Thailand Ministry of Tourism and Sports. He is also an ad-hoc reviewer for several journals and conferences such as Tourism Management, European Journal of Operational Research, Journal of Service Management, Academy of Management Conference, and British Academy of Management Conference. Dr.Pairach is also an R enthusiast, co-founder of R User Groups in Cardiff (Cardiff-R) in the UK and Chiang Mai (ChiangMaiR), in Thailand. His underlying research theme is an application of economics theories and techniques to logistics and supply chain management..

Dr.Pairach Piboonrungrroj is also the founding director of the **Supply Chain Economics Research Centre (also know as SCERC)**. SCERC is the research and consultancy centre on the supply chain issues using economics approaches based in the Faculty of Economics, Chiang Mai University, Thailand. SCERC is the first research centre that explicitly declare to work in the area of Supply Chain Economics. The centre was established in 2014, May 26th. Dr Pairach has directed more than 10 research projects at SCERC during the first year, with the total budget of more than USD 1,000,000.

At Chiang Mai University he was awarded a Bachelor of Economics (1st Class Honour) in 2005. Dr.Pairach was awarded an MSc (distinction) in Logistics and Operations Management from Cardiff University in 2009. In 2013 Dr.Pairach obtained a PhD degree in logistics and supply chain at Cardiff University. His award-winning PhD research explore and explain the impacts of supply chain collaboration and its mechanism using multiple methods including a case study and structural equation model (SEM). His studies in Cardiff has been fully supported by the Royal Thai Government's scholarship awarded from a national competition. Dr.Pairach has advised several organisations including The World Bank and the Ministry of Tourism and Sports of Thailand. Dr.Pairach is also a reviewer for several international journals and conferences such as Tourism Management, European Journal of Operational Research and International Journal of Service Industry Management. His underlying research theme is an application of economics theories and econometrics to logistics and supply chain research.

In the celebration of 50th anniversary of Chiang Mai University, Dr.Pairach was awarded "**The Best Young Researcher of the Year**" in 2015 for his academic services and contributions to the community.

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1 Personal Information

1.1 Affiliations

Faculty of Economics
Chiang Mai University, Chiang Mai, Thailand, 50200

1.2 Email address:

[me {at} pairach {dot} com](mailto:me@pairach.com)

1.3 Websites

Personal: www.pairach.com

2 Education

2.1 PhD

Title: [PhD \(Logistics and Supply Chain Economics\)](#)
Institute: [Cardiff University](#), United Kingdom
Year: 2008-2013, **Scholarship:** Strategic Frontier Research (SFR),
Commission on Higher Education, Royal Thai Government

2.2 Postgraduate Diploma

Title: [Postgraduate Diploma in Social Science Research Methods](#)
Institute: [Cardiff University](#), United Kingdom
Year: 2008-2009, **Scholarship:** Royal Thai Government

2.3 MSc

Title: [Master of Science in Logistics and Operations Management](#) (Distinction)
Institute: [Cardiff University](#), United Kingdom
Year: 2007-2008, **Scholarship:** Royal Thai Government
Dissertation Topic [The Quick Scan Audit Methodology of the Service Industry](#)

2.4 BEcon

Title: [Bachelor of Economics](#) (First Class Honor)
Institute: [Chiang Mai University](#), Thailand
Year: 2000-2004, **Scholarships:** Chiang Mai University Alumni Association (2004); UFJ Foundation,
Japan (2003); Chiang Mai University Fund (2002); Puey Ungpakorn Foundation, Thailand (2001)

2.5 High school

Title: Mattayom 6 (Grade 12) in Sciences and Mathematics
Institute: [The Prince Royal's College](#), Thailand
Year: 1988-2000

3 Working Experiences

- **Associate Dean** (May 2019 - Present)
(Academic Services & Information Technology)
Faculty of Economics, Chiang Mai University
- **Acting Associate Dean** (May 2017 - Present)
(Research, Academic Services, International Affairs, Planning and Quality Assurance)
College of Maritime Studies and Management, Chiang Mai University
- **Founding Director** (June 2016 - Present)
MICE Excellence Centre (Chiang MICE),
Chiang Mai University
- **Founding Director** (2014-Present)
Supply Chain Economics Research Centre (SCERC),
Faculty of Economics, Chiang Mai University
- **Lecturer** (2013-Present)
Faculty of Economics, Chiang Mai University
- **Tutor** (2010-2012)
Cardiff Business School
- **Mentor** (2008-2010)
Marketing Strategy and Business Plan (MBA), Cardiff Business School
- **Research Assistant** (2005-2007)
Social Research Institute, Chiang Mai University

4 Honours and Awards

- **The Best Young Researcher of the Year (in Social Contribution)**, Faculty of Economics, Chiang Mai University.
- **The 6th Samaggi Academic Conference (SAC6)**, UCL, London, 25 January 2013.
Research on “Logistics Performance of Thailand and the ASEAN: Past, Present and Future”
- **Anglo-Thai Society Educational Excellent Award (Humanity and Social Science)**
- **Harry Boer Highly Commend Student Paper Award**
18th Annual EurOMA Conference. Cambridge, United Kingdom, 3rd -6th July 2011.
- **An Outstanding Youth in the University**
Ministry of Social Development and Human Security, Royal Thai Government (2005)
- **The Best and The Brightest**
Commission of Higher Education, Royal Thai Government (2004)
- **Second Runner-up**
Thailand National University Economics Quiz Competition (2003)
- **Moral Honorable Mention**
Buddhism Association of Thailand (2003),
- **Winner Team**
Northern Thailand University Economics Quiz Competition (2002)

5 Teaching

Chiang Mai University Thailand

- ECON304 *Economic Statistics* (PG) (2014-2017)
- ECON444 *Urban Economics* (UG) (2012-2014)
- ECON446 *Economy of Thailand* (UG) (2012)
- ECON419 *Economic Theories and Entrepreneurship* (UG) (2012-present)
- ECON708 *Research Methods in Economics* (PG) (2015-2016)
- ECON742 *Supply Chain Economics* (PG) (2019 - Present)
- ECON744 *Economics of Entrepreneurship* (PG) (2013-2019)

Heilbronn University, Germany

- *Supply Chain Management for Restaurant* (A special lecture) (2016)

Kagawa University, Japan

- *Supply Chain Economics* (UG) (2015-present)
- *Tourism Logistics and Supply Chains* (PG) (2014)

University Study Aboard Consortium (USAC), USA

- *International Logistics* (UG) (2014-present)
- *ASEAN Tourism Development and Management* (UG) (2014-present)

National Institute for Development Administration (NIDA), Thailand

- *Tourism Logistics and Supply Chain Management* (PG) (2014-present)

Mae Fah Luang University Thailand

- *International Logistics and Supply Chain Management* (PG) (2013-present)
- *Logistics and Supply Chain System* (PG) (2014)
- *Tourism Logistics and Supply Chains* (PG) (2014)

Cardiff Business School, United Kingdom

- BS1501 *Applied Statistics and Mathematics for Economics and Business* (UG) (2010-present)
- BS2506 *Inferential Statistics, Statistical Modelling & Survey Methods* (UG) (2011)
- BS2582 *Operations Management* (UG) (2010-present)

Kasetsart University, Si Racha Campus, Thailand

- *Performance Measurement in Service Operations* (UG) (2009)

6 Consultancies

- **Thailand Convention and Exhibition Bureau (TCEB)**
A Survey of Opinion study of Image of Chiang Mai and Readiness according to the MICE city components.
- **Lamphun Province**
Developing a Lamphun Provincial Master Plan 2017-2027.
- **Upper North Regional Operations Command Centre, OSM N1**
- **Lampang Province**
Developing a Strategic Plan for the Logistics Park in the Upper Northern 1 Region.

- **Upper North Regional Operations Command Centre, OSM N1**
Developing Strategic Plan for Border Upgrade Preparation of the Kiw Pha Wok Border Checkpoint, Chiang Dao District, Chiang Mai Province and Huay Ton Noon Border Checkpoint, Khun Yuam District, Mae Hong Sorn Province.
- **Regional Operation Centre, Upper North 1 Region**
Knowledge Management for the New Tourist Markets in the Upper Northern 1 Region
- **Regional Operation Centre, Upper North 2 Region**
Knowledge Management for the New Tourist Markets in the Upper Northern 2 Region

7 Publications

7.1 Textbooks

1. Piboonrunroj, P. 2013. *Structural Equation Models with R*. Chiang Mai: CMSE Press.
2. Piboonrunroj, P. 2013. *Economics of Logistics and Supply Chains*. Chiang Mai: CMSE Press.

7.2 Book chapters

1. Piboonrunroj, P. 2007. Shopping Behaviour of Chinese Tourists in Chiang Mai. In: Suriya, K. ed. *An Analysis and Development of Tourism Goods and Service of SMEs and Community Enterprise in Lanna Region of Thailand*. Chiang Mai: Social Research Institute, Chiang Mai University.
2. Juan, H. and Piboonrunroj, P. 2007. Tourism Development: A Case study of Homestay Service (Nongjiale) in Bai Ethnic Village. In: *Kaosa-ard, M. ed. Mekong Tourism: Blessing for All?*, Bangkok: White Lotus. pp. 138-166.

7.3 Book review

1. Pairach Piboonrunroj, (2012) "Understanding Social Enterprise: Theory and Practices?", International Journal of Entrepreneurial Behaviour & Research, Vol. 18 Iss: 6. [Link]

7.4 Peer-Reviewed Journal Papers (Scopus indexed)

17. Jang, H., Park, H., Kim, S.Y., Piboonrunroj, P. **Corporate image and reputation in the shipping industry in four Asian countries: Republic of Korea, China, Japan, and Thailand** (2019) International Journal of Supply Chain Management, 8 (3), pp. 1065-1078.
16. Intapan, C., Sriboonchitta, S., Chaiboonsri, C., Piboonrunroj, P. **Technical efficiency analysis of tourism and logistics in Asean: Comparing bootstrapping dea and stochastic frontier analysis based decision on copula approach** (2018) Studies in Computational Intelligence, 808, pp. 389-401.
15. Intapan, C., Sriboonchitta, S., Chaiboonsri, C., Piboonrunroj, P. **Analytic on long-run equilibrium between thailand's economy and business tourism (Mice) industry using Bayesian inference** (2018) Studies in Computational Intelligence, 808, pp. 684-701.
14. Chen, Y.-H., Lai, P.-L., Piboonrunroj, P. **The relationship between airport performance and privatisation policy: A nonparametric metafrontier approach** (2017) Journal of Transport Geography, 62, pp. 229-235.
13. Simatupang, T.M., Piboonrunroj, P., Williams, S.J. **The emergence of value chain thinking** (2017) International Journal of Value Chain Management, 8 (1), pp. 40-57.

12. Tansuchat, R., Kaewsompong, N., Panmanee, C., Nimsai, S., Tanapol, Rattanasamakarn, Piboonrunroj, P. **Applying a Value Stream Mapping (VSM) to improve supply chain performance of agricultural products: A case of Thai exported canned lychee** (2017) *International Journal of Economic Research*, 14 (15), pp. 91-102.
11. Thumachai, C., Chawalit, P., Chinnakum, W., Chaiboonsri, C., Saosaovaphak, A., Buranasiri, B., Sangkakorn, K., Khamhom, T., Piboonrunroj, P. **A supply chain analysis of incentive travels: A case of Thailand** (2017) *International Journal of Supply Chain Management*, 6 (1), pp. 155-164.
10. Roongsaprangsee, C., Piboonrunroj, P. **Spatial analysis of perceived logistics and traffic impacts from chinese tourist on Nimmanahaeminda residents** (2016) *International Journal of Supply Chain Management*, 5 (4), pp. 61-67.
9. Chawalit, P., Buranasiri, B., Piboonrunroj, P. **Logistics development and local supports: A case of Pak Bara Port in Thailand** (2016) *International Journal of Supply Chain Management*, 5 (4), pp. 18-23.
8. Tansuchat, R., Piboonrunroj, P., Nimsai, S. **Exploring opportunities and threats in logistics and supply chain management of thai fruits to India** (2016) *International Journal of Supply Chain Management*, 5 (2), pp. 150-157.
7. Sangkakorn, K., Pipithapan, P., Buranasiri, B., Piboonrunroj, P. **Supply chain design for senior tourists in the Lanna Region of Thailand** (2016) *International Journal of Supply Chain Management*, 5 (3), pp. 61-68.
6. Piboonrunroj, P., Buranasiri, B., Moonpim, W., Chawalit, P., Sankakorn, K. **A structural model of cultural tourism supply chain collaboration on the R3A route** (2016) *International Journal of Supply Chain Management*, 5 (3), pp. 11-17.
5. Piboonrunroj, P., Disney, S.M. **Supply chain collaboration in tourism: A transaction cost economics analysis** (2015) *International Journal of Supply Chain Management*, 4 (3), pp. 25-31.
4. Saowadee, K., Nimsai, S., Piboonrunroj, P. **An investigation and evaluation of cross-border truck transportation from Mae Sot-Myawaddy to Yangon** (2015) *International Journal of Supply Chain Management*, 4 (4), pp. 102-107.
3. Chaowarat, W., Piboonrunroj, P., Shi, J. **A review of Data Development Analysis (DEA) applications in supply chain management research** (2014) *IEEE International Conference on Industrial Engineering and Engineering Management*, art. no. 6962556, pp. 975-980.
2. Chaowarat, W., Suto, H., Piboonrunroj, P. **Extended supply chain DEA for considering replaceable DMUs** (2014) *Advanced Materials Research*, 974, pp. 305-309.
1. Piboonrunroj, P. **Understanding Social Enterprise: Theory and Practices** (2012) *International Journal of Entrepreneurial Behaviour & Research*, 18 (6), pp. 743-745.

7.5 Peer-Reviewed Conference Papers

14. Piboonrunroj, P. and Disney, S.M. 2012. Impact of Inter-firm Collaboration on Firm Performance: Comparison of the Perspectives of Different Supply Chain Members. *19th Annual EurOMA Conference*. Amsterdam, Netherlands, 1st -4th July.
13. Piboonrunroj, P. 2011. Impacts of supply chain collaborations on inter-firm trust, performance and relationship Satisfaction: A transaction cost economics perspective. *Doctoral Symposium of the 25th Annual Conference of the British Academy of Management*, Aston Business School, United Kingdom, 13th-15th September.

12. Piboonrungraj, P., Williams, S.J. and Disney, S.M. 2011. Examining mediating effect of transaction cost in supply chain relationship. *The 25th Annual Conference of the British Academy of Management*, Aston Business School, Birmingham, United Kingdom, 13th-15th September.
11. Piboonrungraj, P. and Disney, S.M. 2011. Supply chain collaboration, inter-firm trust and logistics performance: Evidence from the tourism sector. *18th Annual EurOMA Conference*. Cambridge, United Kingdom, 3rd -6th July.
10. Piboonrungraj, P. 2011. Transaction costs in supply chain collaborations: Measurements and antecedents. *The First NIE doctoral Colloquium. Network of Industrial Economists*, University of Nottingham Business School. 22nd June 2011.
9. Piboonrungraj, P. and Kaosa-ard, M. 2011. Image of Thailand as a Tourism Destination: Evidence from Australia and United Kingdom. *The 4rd Samaggi Academic Conference*, London School of Economics, United Kingdom. 29st January.
8. Piboonrungraj, P. and Disney, S.M. 2009. Supply Chains Collaboration in Tourism: A Transaction Cost Economics Perspective, *Second Biennial Conference of the International Association for Tourism Economics*, Chiang Mai, Thailand, 11th-13th December.
7. Piboonrungraj, P. 2009. Methodological Implication for the Research Design in Tourism Supply Chain Collaboration, *18th Summer Research Academy European Doctoral Programmes Association for Management and Business Administration (EDAMBA)*, Soreze, France, 23rd - 29th July.
6. Chao, P., Piboonrungraj, P. and Beresford, A.K.C. 2009. *Transport Reliability of Containerised Agricultural Goods from Thailand to China: A Shippers perspective*. International Symposium on Logistics, Turkey, 5th-7th July.
5. Piboonrungraj, P. and Disney, S.M. 2009. Tourism Supply Chains: A Conceptual Framework. *PhD Network Conference*, Nottingham, UK. 1st-3rd July.
4. Untong, A. and Piboonrungraj, P. 2007. Perceived value of Royal Flora Exposition RATCH-PHRUEK 2006 and Destination Loyalty toward Chiang Mai: A Structural Equation Model. The 13th APTA & 5th APacCHRIE 2006 International Joint Conference. 25th - 27th May 2007, Beijing, PR China.
3. Untong, A., Kaosa-ard, M. and Piboonrungraj, P. 2006. International Tourists Expenditure Analysis. Research Conference of Ubonrachathani University. 28th - 29th July 2006. Ubonrachathani, Thailand. (in Thai)
2. Untong, A., Kaosa-ard, M. and Piboonrungraj, P. 2006. Impact of World Disaster on Number of International Tourist Arrivals in Thailand. The 12th APTA & 4th APacCHRIE 2006 International Joint Conference. 25th - 29th June 2006, Hualien, Taiwan.
1. Piboonrungraj, P., Kaosa-ard, M. and Untong, A. 2006. Cultural Tourism: A Case Study of Chiang Mai. Seminar on Mekong Tourism: Learning across Border on 1st-3rd June 2006, Siem Reap, Cambodia. Chiang Mai: SRI CMU.

7.6 Peer-Reviewed Conference Abstract

3. Piboonrungraj, P. and Disney, S.M. 2011. Using R to test transaction cost measurement for supply chain relationship: A structural equation model. The R User Conference. Warwick, United Kingdom, 16th -18th August.
2. Piboonrungraj, P. 2011. Supply Chain Relationship in Tourism. Spotlight in Social Science. Cardiff, United Kingdom, 25th March.
1. Piboonrungraj, P. and Kaosa-ard, M. 2010. Moderating Effect of Tourism Destination Image: A Case of Thailand. *The 3rd Samaggi Academic Conference*, Imperial College London, United Kingdom. 31st January.

7.7 Other Journals

2. Piboonrunroj, P. 2011. 5 Tips to Finish Your (MSc) Dissertation. *Samaggi Sara*. London: Samaggi Samagom.
1. Piboonrunroj, P., My, B. T. and Phommabout, C. 2005. Tourism Growth by IT: A State of Information Technology in Laos, Thailand and Vietnam. In: *GMS Youth Forum 2004 Report*. Bangkok. 31p.

7.8 Poster Presentations

3. Piboonrunroj, P. 2012. The Role of Trust in Supply Chain Management. Spotlight in Social Science. Cardiff, United Kingdom, 30th March.
2. Piboonrunroj, P. 2010. Supply Chain Relationships: A Transaction Cost Economics Approach. LOM Away Day, Cardiff Business School, 30th April.
1. Piboonrunroj, P. 2010. Modelling Supply Chain Relationships. Spotlight in Social Science. Cardiff, United Kingdom, 25th March.

8 Research Projects

15. Developing A Supply Chain Diagnostic Tool for Tourism Enterprises
Funding Agency: Thailand Research Fund (Academic section) *Project Leader* (2015-2017).
14. A Study of Capability of Incentive Travels of Thailand
Funding Agency: Thailand Research Fund *Project Leader* (2015-2016).
13. A Study of Logistics and Urban Planning of the Surrounding Area of Pak Bara Deep Sea Port Project.
Funding Agency: Thailand Research Fund *Project Leader* (2015-2016).
12. A Study of Logistics of Chinese Tourists in the Upper North of Thailand
Funding Agency: Thailand Research Fund *Project Leader* (2014-2015).
11. Supply Chain Efficiency Measurement of the Exporting Fruit Supply Chain of Thai Cooperatives to BIMSTEC Market
Funding Agency: Thailand Research Fund *Project Leader* (2012-2013).
10. Developing Collaborations between Entrepreneurs in the Cultural Tourism Supply Chain.
Funding Agency: Thailand Research Fund *Project Leader* (2012-2013).
9. Sustainable Community-based Tourism in Thailand: An Opportunity in the British Market: *Principle Investigator* (2011-Present).
8. Satisfaction of Thai Students in the United Kingdom. For the Office of Education Affair, Royal Thai Embassy: *Principle Investigator* (2011-Present).
7. Tourism Destination Image of Thailand: *Principle Investigator* (2008-9).
6. Integrated Development of Sustainable Tourism for the Greater Mekong Subregion Phrase III: A Comparison of GMS Logistics Systems: *Research Assistant* (2007).
5. A Survey on People Opinion on Natural Resource and Environment Management in Thailand: *Research Assistant* (2006).
4. An Analysis and Development of Tourism Goods and Service of SMEs and Community Enterprise in Lanna Region of Thailand (in Thai): *Research Assistant* (2006).
3. Mekong Tourism: Learning Across Border: Phrase II: *Research Assistant* (2006).
2. Integrated Development of Sustainable Tourism in the Mekong Region Phrase II: Benchmarking the GMS Tourism: *Research Assistant* (2006).

1. Valuation of Traditional Wisdom: A Case Study of Genetic Resources of Native Rice Species: *Research Assistant* (2005).

9 Professional Service & Activities

9.1 University Services

- **Committee**, Spotlight in Social Science Conference, Cardiff University (2011)
- **Student Representative**, PhD Staff-Student Panel, Cardiff Business School (2008-Present)
- **Student Representative**, Post-Graduate Research Committee, Cardiff Business School (2008-Present)
- **Representative**, Research and Graduate Study (RGS) Panel, Cardiff University (2008)

9.2 Ad-hoc Reviewing

9.2.1 Journals

- Tourism Management
- European Journal of Operational Research
- Journal of Service Management
- Maritime Policy & Management (ABS Grade 2)
- Current Issue in Tourism
- Tourism Management Perspectives
- African Journal of Agriculture Research

9.2.2 Conferences

- APacCHRIE Conference
- Academy of Management Conference
- British Academy of Management Conference

9.3 Professional Affiliations

- Council of Supply Chain Management Professionals (CSCMP)
Thailand Round-table's Cabinet Member
- Production and Operations Society (POMS)
- European Operation Management Association (EurOMA)
- Charter Institute of Logistics and Transport (CILT, UK)
- Institute of Supply Management (ISM)
- British Academy of Management (BAM)
- International Association for Tourism Economics (IATE)
- Asia Pacific Chapter of the International Council of Hotel, Restaurant and Institutional Educators (APacCHRIE)
- Asia Pacific Tourism Association (APTA)

10 Other Service & Activities

- **President**, Cardiff University Thai Society (2008)
- **President**, Student Union, Faculty of Economics, Chiang Mai University (2005)
- **Project Manager**, The Exchange Trading Game, AIESEC Club, Chiang Mai University (2002)
- **President**, Consumer Protection Club, The Prince Royal's College (1999-2000)

11 Computer Skills

- *Programming*: R Language
- *Typesetting*: L^AT_EX, MS Office and iWorks.