
SIRIWUT BURANAPIN, D.B.A.
Associate Professor
Department of Management and Entrepreneurship
Faculty of Business Administration, Chiang Mai University

Qualification: SA

28-August-2020 (12:48:39)

Academic Degrees

- D.B.A. Boston University, USA, Organizational Behavior, 2007.
- M.S. Massachusetts Institute of Technology, Sloan School of Management, Management, 2000.
- MIBA United State International University, USA, International Business, 1992.
- M.A. University of California, USA, International Trade, 1990.
- B.B.A. Bangkok University, Thailand, 1989.

Professional Certifications

- Audit Committee Program (ACP) Class 29, --N/A--
- Director Certification Program (DCP) Class 125, --N/A--
- Financial Institutions Governance Program (FGP) Class 2, --N/A--
- Monitoring Fraud Risk Management (MFM) Class 2, --N/A--
- Monitoring the Quality of Financial Reporting (MFR) Class 9, --N/A--
- Monitoring the System of Internal Control and Risk Management and Monitoring the Internal Audit, --N/A--
- Role of Compensation Committee Program (RCC) Class 14, --N/A--
- Role of Nomination and Governance Committee Program (RNG) Class 2, --N/A--
- Advanced Certificate Course in Politics and Governance in Democratic Systems for Executives, 2015
- Board of Director Certificate, 2009

Professional Memberships

- Thailand Institute of Director, Since 2009

WORK EXPERIENCE

TEACHING

Courses Taught

Doctoral:

- 703831 Advanced Theory in Management 1
- 709811 Research Design and Theory Development 1
- 703889 Selected Topics in Management 1
- 703890 Selected Topics in Management 2
- 709817 Seminar in Scholarship Competency Development
- 703894 Special Problems in Management
- 709899 Thesis

Masters:

- 705712 Business Environment For Marketers

702710 Finance and Accounting for Business Analysis
701791 Seminar In Accounting

MBA:

703797 Academic Literature Writing
703793 Seminar in Management
703791 Strategy for Superior Organizational Success

Bachelors:

703309 Strategic Management

INTELLECTUAL CONTRIBUTIONS

Refereed Articles

National

SINGPATHOUM, K., SANTIDHIRAKUL, O., CHAIPRASIT, K., & BURANAPIN, S. (2020). Job Motivation Factors of Employees of Savannakhet University Lao's People Democratic Republic. *Journal of Social Sciences Srinakharinwirot University* , 23 (1), 1-19.

LIMPHAIBOOL, W., CHAISUWAN, C., & BURANAPIN, S. (2019). A Critical Incident Analysis from Experiences of Executives on Organizational Resilience. *Chulalongkorn Business Review* , 41 (162), 87-114.

PRAWETJIT, S., TANGSOMCHAI, C., SIRICHAINARUMIT, S., & BURANAPIN, S. (2019). Effects of News Towards Volatility of Returns from Industry Group Indices During Various Trading Periods. *Srinakharinwirot Business Journal (SBJ)*, 10 (2), 35-49.

RATTHAWATANKUL, T., BURANAPIN, S., SANTIDHIRAKUL, O., & JARINAGPRASERT, N. (2014). Business Orientations for Sustainability of Small and Medium Enterprises. *Chulalongkorn Business Review* , 36 (142), 58-83.

International

ANDREWS, T. G., ROWLEY, C., NIMANANDH, K., & BURANAPIN, S. (2019). Business corruption in the Asia Pacific region: recapitulation and prospects. *Asia Pacific Business Review*, 25 (4), 600-607, doi: <https://doi.org/10.1080/13602381.2019.1629187>.

ANDREWS, T. G., ROWLEY, C., NIMANANDH, K., & BURANAPIN, S. (2019). Corruption in Asia Pacific business organizations: insights on causes, conditions, consequences and treatment. *Asia Pacific Business Review*, 25 (4), 459-469, doi: <https://doi.org/10.1080/13602381.2019.1628504>.

BURANAPIN, S., & RATTHAWATANKUL, T. (2015). Philosophy of Sufficiency Economy and Business Sustainability: A Framework for Operational Implications. *Journal of Business and Behavior Sciences*, 27 (1), 115-141.

AKKAWANITCHA, C., PATTERSONS, P., BURANAPIN, S., & KANTABUTRA, S. (2015). Frontline Employees' Cognitive Appraisals and Well-Being in the Face of Customer Aggression in an Eastern, Collectivist Culture. *Journal of Services Marketing*, 29 (4), 268-279.

Refereed Proceedings

International

BURANAPIN, S., SAIPRASERT, W., & SINGHATONG, S. (2016). The Mindfulness Spectrum: Merging Eastern and Western Perspectives on Mindfulness. *The 2016 Academy of Management Conference*, 2016 (1), Academy of Management.

BURANAPIN, S. (2011). Sharing Quality of Management Education and Development of Peer Review System: Case of Thailand. *International Symposium Nurturing Management Professionals and Developing MBA Programs in a Globalizing World*.

BURANAPIN, S. (2011). International Research Seminar Curriculum Developments to Improve Quality of MBA Program: Case of Thailand. *International Research Seminar Curriculum Developments to Improve Quality of MBA Program*.

BURANAPIN, S. (2010). Sharing Quality of Management Education and Development of Mutual Assessment System. *The Alliance on Business and Scholarship for Tomorrow*.

National

PRAMBOONMEE, V., BURANAPIN, S., & KANTABUTRA, S. (2013). Relationship between Strategic Management Process According to Philosophy of Sufficiency Economy and Effectiveness of Small and Medium-Sized Enterprise in Chiang Mai Province. *The 6th Business Management Research Conference (BMRC)*, 6 (1), 51-67.

Research Reports

2013-2014: BURANAPIN, S., & SANTIDHIRAKUL, O., Development of Indicators for Evaluation of Human Resource Management Performance for Business Administration Educational Institutions., submitted to Faculty of Business Administration, Chiang Mai University.

2011-2012: THEERANUPHATTANA, A., & BURANAPIN, S., Effectiveness of Learning with Cases in MBA Programs, Chiang Mai University., submitted to Faculty of Business Administration, Chiang Mai University.

Grants

Non-competitive

2012-2013: BURANAPIN, S., SANTIDHIRAKUL, O., CHOMPUNUCH, A., KANTABUTRA, S., CHAIPRASIT, K., NIMANANDH, K., SAIPRASERT, W., PICHAYAKUL, P., THEERANUPHATTANA, A., JANGKRAJARNG, V., JARIANGPRASERT, N., TANTISENEEPONG, M., BOONYASURAT, W. The project model development kit for area management in the moat of Chiang Mai. (Fearn Ban Yarn Vieng), Collaborator, Faculty of Business Administration, Chiang Mai University.

2012-2013: BURANAPIN, S. Impact of Applying Philosophy of Sufficiency Economy in Businesses Towards Organizational Sustainability, Collaborator, Faculty of Business Administration, Chiang Mai University.

Research

2011-2012: BURANAPIN, S. The Joint Research Project MBA Curriculum Development : A Case of Thailand, Collaborator, ABEST21.

2010-2011: BURANAPIN, S. Company Needs for Management Education in Thailand, Collaborator, ABEST21.

2010-2011: BURANAPIN, S. Project Company Needs for Management Education in Business Schools in Asian-Pacific Countries, Collaborator, ABEST21.

Other Research

2015-2016: BURANAPIN, S., *Social Innovation: The New Role of Business Schools*. MBA Magazine, No.195 Vol.18 February-March 2016

SERVICE

Service to the Community

Other Community Service Activities

2018-2019: The training program for online store business operators How to sell online, not to break if you want to bang, must know the tax, 24 November 2018 Faculty of Business Administration, Chiang Mai University

Service to the Profession

Advisor

2019-2020: The International and National Conference in Business Administration and Accountancy 2020 (INCBA #2), Chiang Mai, Thailand.

2019-2020: The 12th Business Management Research Conference and The 9th International Business Management Research Conference, Chiang Mai, Thailand.

2018-2019: The 11th Business Management Research Conference (BMRC) and The 8th International Business Management Research Conference (IBMRC), Chiang Mai, Thailand.

2017-2018: The 10th Business Management Research Conference (BMRC) and The 7th International Business Management Research Conference (IBMRC), Chiang Mai, Thailand.

Board Member: Advisory Board

2015-2016: Joint Public and Private Committee for Economic Development Chiang Mai Province, Chiang Mai, Thailand.

2015-2016: Strategic Plan and Policy Development Sub-Committee, Pinkanakorn Development Agency (Public Organization), Chiang Mai, Thailand.

Board Member: Board of Trustees

2013-2014 – 2018-2019: Nation University, Lampang, Thailand.

2012-2013 – 2018-2019: ABEST21 Board Member, Tokyo, Japan.

2017-2018: Srisawat Finance Public Company Limited, Bangkok, Thailand.

2017-2018: Northern Thailand Food Valley and Northern Innovation Startup (NTFV & NIS), Chiang Mai, Thailand.

2017-2018: National Innovation Agency (NIA) Board Meeting, Phetchaburi, Thailand.

Board of Directors: Moderate Involvement

2016-2017 – 2018-2019: Nim Express Company Limited, Chiang Mai, Thailand.

2009-2010 – 2017-2018: Board of Director and Audit Committee, Srisawat Finance Public Company Ltd., Bangkok, Thailand.

Board of Directors: Substantial Involvement

2015-2016: Project Screening and Approval Sub-Committee, Northern Thailand Food Valley (NTFV) and Northern Innovative Startup (NIS), National Innovation Agency (Public Organization) (NIA), Bangkok, Thailand.

2014-2015: Administrative Sub-Committee, Chiang Mai International Convention and Exhibition Center, Chiang Mai, Thailand.

Chair: Committee / Task Force

2019-2020: The International and National Conference in Business Administration and Accountancy 2020 (INCBA #2), Chiang Mai, Thailand.

2009-2010 – 2017-2018: Chairman of Remuneration and Compensation Committee, Srisawat Finance Public Company Ltd., Bangkok, Thailand.

Reviewer - Book / Textbook

2017-2018: National Institute of Development Administration, Bangkok, Thailand. Business Analysis and Remedy Design Guidebook

Editor: Conference Proceedings

2019-2020: The International and National Conference in Business Administration and Accountancy 2020 (INCBA #2), Chiang Mai, Thailand.

Invited Lecture

2019-2020: Faculty Alignment, Chiang Mai, Thailand.

2019-2020: Teaching is Student Centered and Results Oriented, Chiang Mai, Thailand.

2018-2019: Teacher management and development system : teacher status and Assurance of Learning (AOL) and Tracing AOL, Chiang Mai, Thailand. Curriculum QA Level Up

2018-2019: Assurance of Learning, Khon Kaen, Thailand. Assurance of Learning

2018-2019: Are We on the Right Track for MICE Education and Student' Career Path?, Bangkok, Thailand.

2018-2019: The strategies for business administration, health services and case studies, Chiang Mai, Thailand. Mini MBA Business Program, Health Service Business For Sriphat Medical Center Administration

2018-2019: Integrated business concepts and case studies, Chiang Mai, Thailand. Mini MBA Business Program, Health Service Business For Sriphat Medical Center Administration

2018-2019: Strategic Management Towards Superior Performance, Chiang Mai, Thailand. Micro MBA Program, Tesco Lotus (North)

2018-2019: Strategic Leadership, Chiang Mai, Thailand.

2018-2019: The Organize the Battle to Win (Cad Thaph Cab Thid) the Experience's Management from the International Focus, Chiang Mai, Thailand.

2017-2018: Corporate Strategy, Bangkok, Thailand.

2017-2018: Integrated business concepts and case study, Chiang Mai, Thailand.

2017-2018: Action Learning system, Pathum Thani, Thailand. Production of learning innovation

2017-2018: Strategy for Business Administration in Health Services and Case Study, Chiang Mai, Thailand.

2017-2018: Value-Driven Strategy for Superior Performance for Cosmetics Industry, Chiang Mai, Thailand.

Member: Committee/Task Force

2019-2020: Academic Personnel Development Program (Professors and Researchers), Chiang Mai, Thailand.

2017-2018: The International and National Conference in Business Administration and Accountancy 2018 (INCBA), Khon Kaen, Thailand.

2016-2017: Federation of Accounting Professions, Chiang Mai, Thailand. Subcommittee Advisor

Other Professional Service Activities

2019-2020: Research equipment quality inspector, Doctor of Philosophy Program in Integrated Tourism and Hospitality Management, Bangkok, Thailand.

2019-2020: Assess the consistency of the question (Item Objective Congruence: IOC) Faculty of Business Administration, King Mongkut's University of Technology North Bangkok, Bangkok, Thailand.

2018-2019: Committee (Small Team) Chiang Mai University Executive Seminar 2019, Chiang Mai, Thailand. Group 5 How would we recruit/manage/retain/develop human resources to achieve the university's goals?

Reviewer - External Tenure

2018-2019: Peer Review : MBA Program in International Business, Graduate School of Business Sciences, University of Tsukuba, Japan.

Reviewer: Conference Paper

2019-2020: The International and National Conference in Business Administration and Accountancy 2020 (INCBA #2), Chiang Mai, Thailand.

Service to the Institution

Department Assignments

Writing Student Recommendations:

2017-2018 – 2018-2019: Writing Student Recommendations

School Assignments

Chair:

2019-2020: Graduate Academic Committee

2016-2017 – 2019-2020: Administrative Committee

School Assignments

Chair:

2016-2017 – 2017-2018: Committee of M.B.A. Program

School Assignments

Chair:

2016-2017 – 2018-2019: Graduate Academic Committee

Member:

2016-2017 – 2018-2019: Committee of Ph.D. Program

University Assignments

Committee Member:

2016-2017 – 2018-2019: Financial Administration Committee

Professional Development

Assurance of Learning - Professional Development

2018-2019: AACSB: Assessment and Impact Conference and Assurance of Learning Seminar II.

2017-2018: AACSB: Assessment and Impact Conference and Assurance of Learning Seminar II.

2016-2017: Business Accreditation and Assurance of Learning (Department of Management Meeting).

Research-Related Conference/Seminar

2017-2018: The International and National Conference in Business Administration and Accountancy 2018 (INCBA 2018).

Instructional-Related Conference

2017-2018: Curriculum Development Series: Project-Based Experiential Learning, International Conference and Annual Meeting.

2017-2018: MIT Sloan - Sasin Action Learning Conference 2018.

Other Professional Development

2019-2020: International Symposium for Asian Management of Technology Education and ASEAN University Network for Business and Economics.

2019-2020: 2019 AHRMIO Annual Conference.

2019-2020: Research Talk, Getting published internationally: leveraging local context.

2019-2020: Harvard Business School Exploring the Challenges and Opportunities in Online Case Teaching: Insights from Two Case Teaching Experts.

2019-2020: Webinar activities, online teaching management and other related management.

2019-2020: Inside Harvard Business School's COVID-19 Leadership Decisions.

2019-2020: Cross Border Webinar The Human Element in Online Learning.

2019-2020: Prepare more than half of the good articles.

2019-2020: 2020 AAPBS COVID-19 Knowledge Sharing Webinar.

2019-2020: Surviving the Disruption and Uncertainty in Higher Education A Conversation with Michael Horn and Dr. Paul LeBlanc.

2019-2020: Foster Your School Community Respond and Communicate Effectively.

2019-2020: Technology's Role in Returning to Campus Safely: The University of South Florida's COVID-19 Journey.

2018-2019: Train the Trainers by NEA.

2018-2019: Boston University Alumni Association in Thailand Conference.

2018-2019: CMU Executive Seminar 2019.

Professional Seminars / Workshops

2019-2020: Measuring the Impact of Business Schools.

2019-2020: 2019 EFMD Executive Development Conference.

2019-2020: StartUp like Steve Jobs set up your own business, deGUT (Deutsche Grunder-und Unternehmertage).

2019-2020: DAAT Day 2019 All Things Digital.

2019-2020: What Lies Ahead Southeast Asia in 2020 and Beyond.

2019-2020: AACSB Leading Faculty and Succession Planning Seminar and AACSB International Deans Conference.

2019-2020: Human Cognitive Limitations and Decision Making Why smart people can overestimate ability and make bad decisions.

2019-2020: Chiang Mai University Council meeting and Seminar on the topic of the Ministry of Higher Education, Science, Research and Innovation With the driving of Chiang Mai University.

2019-2020: VR in Business Education.

2019-2020: Thailand Exhibition Management Professionals (TEMP).

2019-2020: Risk management in teaching and learning in emergencies through online teaching.

2019-2020: KM exchange of knowledge on teaching and learning management and online exams for semester 2/2019.

2019-2020: Online teaching techniques via Zoom and Active Learning.

2019-2020: Online teaching techniques via Zoom and Active Learning for online Classroom.

2019-2020: AAPBS Case Workshop on How to Teach Cases Online.

2019-2020: EFMD The Future of the Business School Seminar Series.

2018-2019: AACSB: Engagement Innovation and Impact Seminar and Business Accreditation Seminars.

2018-2019: MIT Education: transforming of society for the better.

2018-2019: A Better World is Our Business Reception from David Schmittlein, John C Head III Dean MIT Sloan School of Management Thailand MIT Alumni Association.

2018-2019: Future of Learning with Artificial Intelligence: Opportunities or Threat?.

2018-2019: 2018 EFMD Conference on Master Programmes.

2018-2019: AAPBS 2018 Dean Program and AAPBS 2018 Annual Meeting: The Future of Work.

2018-2019: International Symposium for Asian MOT Education (ISAME).

2018-2019: MICE Intelligence and Innovation Conference 2019.

2018-2019: PRME: 5th Responsible Management Education Research Conference and 8th International Conference on Sustainability.

2018-2019: AACSB: Annual Accreditation Conference.

2018-2019: The 6th meeting of PRME Chapter DACH.

2018-2019: AAPBS 2019 Academic Conference.

2018-2019: AACSB 2019 May : Redesigning the Undergraduate Curriculum and Analytics Summit Atlanta.

2017-2018: Co-operative Education Training Program The development of cooperative education in higher education institutions in Northern Thailand..

2017-2018: INNO MEETUP Business Model Workshop by Alex Osterwalder.

2017-2018: Thailand 4.0 and Beyond: Competitiveness and Sustainability.

2017-2018: Dare to learn International Conference: From future teaching to lifelong learning.

2016-2017: World Education Congress 2017 (WEC 2017).

2014-2015: AACSB Business Accreditation Seminar.

2014-2015: AACSB Enhancing and Measuring Impact Forum.

Technology-Related Training

2019-2020: EdTech Seminar on Digital Technologies in Teaching and Learning.

2019-2020: The 2nd Retail 4.0 Summit.

2019-2020: The 2nd Business Intelligence, Analytics and Data Management Summit.

2019-2020: Alibaba Business School GET Conference and Signing Ceremony.