



ACADEMIC CURRICULUM VITAE

Nathasit Gertsri, Ph.D.

Associate Professor

Academic Discipline: Strategy and Innovation

Email: nathasit.ger@mahidol.ac.th

Academic Profile

Research Areas Strategy and Innovation

Specializations Strategic Technology Management, Technology Planning and Roadmapping, Project Management

Research Outputs

Journal Articles (27)

Navigating Organization-wide Roadmapping through Maturity Assessment

Hirose Yua, Phall Robert, Farrukh Clare, Gertsri, N. & Lee Suugjoo , Apr 2026 .*IEEE Engineering Management Review*, 54(2), 184–203.

DOI 10.1109/EMR.2025.3605130

Applying System Dynamics to Enhance Scenario-based Technology Roadmapping: Analysis Framework and Case Demonstration

Pawat Tansurat & Gertsri, N. , Feb 2026 .*IEEE Transactions on Engineering Management*, 73, 1872–1888.

Roadmap Toward Sustainable Tourism Development: An Evidence- and Knowledge-based Approach from Thailand

Nisit Manotungvorapun & Gertsri, N. , Jul 2025 .*Sustainability*, 17(13), 6028.

DOI 10.3390/su17136028

Robotics and Automation Roadmap: Thailand Perspectives

Gertsri, N., Phoemsak Suksiri, Phoemsak Somjaitaweepon & Temsir Sapsaman , Nov 2024 .*International Journal of Automation Technology*, 18(6), 754–763.

The intentionality-based view of users to adopt ChatGPT through the mediating role of attitude toward behavior: practical implication for business

Jidapa Teerawongsathorn, Gertsri, N. & Wisuwat Wannamakok , Apr 2024 .*Global Knowledge, Memory and Communication*.

Exploring the benefits of applying indigenous knowledge (IK) into foresight process

Phichonsatcha, T., Gertsri, N., Pentrakoon, D. & Kanjana-Opas, A. , Jan 2024 .*Foresight*, 26(1), 181–202.

Editorial Overview of Digital Literacy of Employees and Organizational Transformation and Innovation

Dilek Cetindamar, Babak Abedin, Gertsri, N. & Shirahada, K. , 2024 .*IEEE Transactions on Engineering Management*, 71, 7832–7836.

Kick-Starting Roadmapping Implementation in Corporate Settings: Lessons Learned From IHI Corporation

Hirose Y., Phaal R., Farrukh C., Gertsri, N. & Yamaoka H. , Feb 2023 .*International Journal of Innovation and Technology Management*, 20(1), Article number 2250039.

Guest Editorial: New Perspectives on Technology and Innovation Management to Strengthen the Development of Healthcare Organizations and Ecosystems

Gertsri, N., Vayvay O. & Wongsawa Y. , 2023 .*IEEE Transactions on Engineering Management*, 70(8), 2631–2633.

Extending indigenous knowledge to unveil the evolutionary journey of food preferences and socio-cultural phenomena

Pichonsatcha, T., Pentrakoon, D., Gertsri, N. & Kanjana-Opas, A. , Mar 2022 .*Appetite*, 170.
DOI 10.1016/j.appet.2022.105884

Systemizing the Management of University-Industry Collaboration: Assessment and Roadmapping

Gertsri, N. & Manotungvorapun N. , Feb 2022 .*IEEE Transactions on Engineering Management*, 69(1), 245–261.

Data-Driven Roadmapping (DDRM): Approach and Case Demonstration

Pora U., Gertsri, N., Thawesaengskulthai, N. & Triukose S. , 2022 .*IEEE Transactions on Engineering Management*, 69(1), 209–227.

Roadmap for Future Mobility Development Supporting Bangkok Urban Living in 2030

Gertsri, N., Sivara K., Chatunawarat, C., Jaroonsathian, S. & Tundulyasaree, K. , 2022 .*Sustainability (Switzerland)*, 14(15), Article number 9296.
DOI 10.3390/su14159296

Sustaining Organizational Roadmapping Implementation--Lessons Learned from Subsea 7: Subsea 7's use of roadmapping shows how roadmapping can be an effective tool to change the innovation process from one that relies on past successes to one that integrates clients' needs and employees' insights.

Hirose Y., Phaal R., Farrukh C., Gertsri, N. & Lee S. , 2022 .*Research Technology Management*, 65(3), 50–57.

Identifying Potential Areas for Circular Economy Development from the Perspective of Developing Economies: Using Patent and Bibliometric Analyses

Gertsri, N. & Teekasap P. , 2022 .*International Journal of Automation Technology*, 16(6), 838–844.

University-industry collaboration: Assessing the matching quality between companies and academic partners

Manotungvorapun N. & Gertsri, N. , Oct 2021 .*IEEE Transactions on Engineering Management*, 68(5), 1418–1435.

Capability assessment toward sustainable development of business incubators: Framework and experience sharing

Gertsri, N., Iewwongcharoen B., Rajchamaha, K., Manotungvorapun N., Pongthanaisawan J. & Witthayaweerasak W. , Apr 2021 .*Sustainability (Switzerland)*, 13(9), Article Number 4617.
DOI 10.3390/su13094617

Positioning academic partners to align with proper modes of university-industry collaboration

Manotungvorapun N. & Gertsri, N. , Jan 2021 .*International Journal of Business Innovation and Research*, 24(2), 261–296.

Practical Roadmapping Implementation: What we learned from QinetiQ Group

Hirose Y., Phaal R., Farrukh C., Gerdri, N., Lee S. & O'Dell, M. , 2021 .*IEEE Engineering Management Review*, 49(4), 108-114.

Readiness assessment for IDE startups: A pathway toward sustainable growth

Gerdri, N. & Manotungvorapun N. , 2021 .*Sustainability (Switzerland)*, 13(24), 13687.
DOI 10.3390/su132413687

Creating an innovative organization: Analytical approach to develop a strategic roadmap guiding organizational development

Chutivongse N. & Gerdri, N. , Jan 2020 .*Journal of Modelling in Management*, 15(1), 50-88.

Characterizing Maturity Levels for Organization-wide Roadmapping Implementation

Hirose Y., Phaal R., Farrukh C., Gerdri, N. & Lee S. , 2020 .*IEEE Engineering Management Review*, 48(4), 133-143.

Conceptual framework to assess the impacts of changes on the status of a roadmap

Gerdri, N., Puengrusme, S., Vatananan, R. & Tansurat P. , Apr 2019 .*Journal of Engineering and Technology Management*, 52, 16-31.
DOI 10.1016/j.jengtecman.2017.12.001

Factors influencing the attitudes and behavioural intentions to use just walk out technology among Bangkok consumers

Chuawatcharin R. & Gerdri, N. , 2019 .*International Journal of Public Sector Performance Management*, 5(2), 146-163.
DOI 10.1504/ijpspm.2019.099091

Identify potential opportunity for research collaboration using bibliometrics

Gerdri, N. & Kongthon A. , 2018 .*International Journal of Business*, 23(3), 248-260.

Profiling the Research Landscape in Emerging Areas Using Bibliometrics and Text Mining: A Case Study of Biomedical Engineering (BME) in Thailand

Gerdri, N., Kongthon A. & Puengrusme, S. , Apr 2017 .*International Journal of Innovation and Technology Management*, 14(2).
DOI 10.1142/s0219877017400119

Complementarity vs. Compatibility: What is really matter for OI partner selection?

Manotungvorapun N. & Gerdri, N. , 2016 .*International Journal of Transitions and Innovation System*, 5(2), 122-139.

Conference Papers (25)

Thailand National Technology Roadmap on Digital Industry

Gerdri, N. & Navarerk Chalarrak , 2026 . Conference Paper.

Responsive Scenario-based Roadmapping: Applying System Dynamics to Enhance Scenario based Roadmapping

Tansurat P. & Gerdri, N. , 2024 . Conference Paper.

Dissemination of Technology Roadmap Using AI Chatbots

Gerdri, N. & Chalarak N. , 2024 . Conference Paper.

Robotics and Automation Roadmap: Thailand Perspectives

Gerdri, N., Suksiri P., Somjaitaweeporn, T. & Sapsaman T. , 2023 . Conference Paper.

Bibliometric Analysis on Artificial Intelligence Research to Support National Artificial Intelligence Strategy in Thailand

Kongthon A. & Gedsri, N. , 2023 . Conference Paper.

Applying System Dynamics to Enhance Scenario-Based Roadmapping

Tansurat P. & Gedsri, N. , 2022 . Conference Paper.

Technology Acceptance of Digital Bag Tag for Airline Passengers

Tansurat P. & Gedsri, N. , 2022 . Conference Paper.

Systematic Approach Driving toward Effective University-Industry Collaboration (UIC)

Manotungvorapun N. & Gedsri, N. , 2022 . Conference Paper.

Identifying the Potential for Circular Economy Development from the Perspectives of Developing Economies: Using Patent and Bibliometric

Gedsri, N. & Teekasap P. , 2021 . Conference Paper.

Introducing indigenous knowledge into foresight

Pichonsatcha, T., Gedsri, N., Pentrakoon, D. & Kanjana-Opas, A. , 2019 . Conference Paper.

Extended techniques to enhance technology roadmapping: Research opportunities and challenges

Tansurat P. & Gedsri, N. , 2019 . Conference Paper.

Data-driven Roadmapping Turning Challenges into Opportunities

Pora U., Thawesaengskulthai, N., Gedsri, N. & Triukose S. , 2018 . Conference Paper.

Integration of community preference in energy planning: A way for sustainability

Tannirandon A. & Gedsri, N. , 2018 . Conference Paper.

Bridging the gaps for being an innovative organization / An analytical approach to develop a strategic roadmap guiding a firm to become an innovative organization

Chutivongse N. & Gedsri, N. , 2017 . Conference Paper.

Technology Acceptance of Digital Bag Tags for Airline Passengers

Apinantasap W. & Gedsri, N. , 2017 . Conference Paper.

Factors Hindering Financial Institutes When Reforming IT Units to Become Innovative Organization: A Case Study

Weeraphong S., Sevetpanuvong P. & Gedsri, N. , 2017 . Conference Paper.

Energy planning for sustainable development - challenge and experience sharing from Thailand

Tannirandon A. & Gedsri, N. , 2016 . Conference Paper.

Conceptual Framework to Assess the Impacts of Changes on the Current Status of a Technology Roadmap

Puengrusme S. & Gedsri, N. , 2016 . Conference Paper.

From Literature to Practice: Selection Criteria for Industry-University Partners

Manotungvorapun N. & Gedsri, N. , 2016 . Conference Paper.

Factors Influencing the Adoption of Soil Test Kit Technology

Somboon S. & Gedsri, N. , 2015 . Conference Paper.

Manotungvorapun N. & Gedsri, N. , 2015 . Conference Paper.

Lersmethasakul T. & Gerd Sri, N. , 2015 . Conference Paper.

Chutivongse N. & Gerd Sri, N. , 2015 . Conference Paper.

Chumintarachak T. & Gerdsri, N. , 2015 . Conference Paper.

Chanwong C. & Gerd Sri, N. , 2015 . Conference Paper.

[illegible]

: Technology

Gerdsri, N. , 2018 . Book.

Gerdsri, N., Ummaraporn Pora, Sudatip Puengrusme & Ronald Vatananan , 2025 . Book Chapter.

Daim T.U., Gerdşri, N., Kockan I. & Kocaoglu D.F. , 2018 . Book Chapter.

Vatananan R.S. & Gerd Sri, N. , 2018 . Book Chapter.

Manotungvorapun N. & Gedsri, N. , 2018 . Book Chapter.

Gerdsri, N. & Kongthon A. , 2018 . Book Chapter.

Gerdsri, N. , 2018 . Book Chapter.

Gerdsri, N. , 2016 . Book Chapter.

Gerdsri, N. , 2016 . Book Chapter.

Data Status

Profile updated: 14 Sep 2026

Latest reviewed publication: Apr 2026

CV generated from current verified data

Generated on: 17 Sep 2026, 09:52 · Source: CMMU Research Management System