

NATTAVUD PIMPA, PH.D.

Associate Professor

Research Areas

Entrepreneurship · International Business · Social Issues in Business · Diversity Management · Sustainability and Business · CSR · Transnational Business Education

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Profile

Dr. Pimpa is associate professor in management. He has academic and industrial experience in sustainability, gender and international business, corporate social responsibility, and diversity management. He has over 50 publications, won best author and teacher awards, research grants from Australia, New Zealand, the USA and Thailand. He is currently an editorial advisory board member for numerous journals (i.e. Journal of Management research, International Education Journal) and chairs the International Theme Committee at the Australia and New Zealand Academy of Management, Asian Academy of Management, and the Oceania Comparative and International Education Societies.

Prior to joining CMMU, he was an associate professor at RMIT University (Australia), research fellow at Monash University, researcher at the World Bank, policy analyst at the Ministry of Education, and marketing officer at Qantas. He also holds several teaching positions and visiting professorships at Singapore Institute of Management, Shanghai University of International Business and Economics, the National University of Laos, Thammasat University, and Universitas Pelia Harapan (Indonesia).

Publications

Journal Articles

Pimpa, N. , (2026) . Understanding Workplace Discrimination Against LGBTIQ+ Individuals in Thailand. *SAGE Open* , 16 (4) , 21582440261495696 . https://doi.org/10.1177/21582440261495696

Pimpa, N. , (2026) . Sustainable management: business and human rights issues in Thailand. *Frontiers in Sustainability* , 7 , 1909590 . https://doi.org/10.3389/frsus.2026.1909590

Pimpa, N. , (2026) . Sustainable Workplace: LGBTQ+ Policies in the Thai Business Sector. *Highlights of Sustainability* , 5 (1) , 84–103 .

Pimpa, N. , (2025) . Redefine climate change education in the Thai business schools. *Cogent Education* , 12 (1) , Art.No.2588015 . https://doi.org/10.1080/2331186x.2025.2588015

Pimpa, N. , (2025) . Environmental, social, and governance communication and actions in Thailand: opportunities and challenges. *Frontiers in Communication* , 10 , Art. No. 1543893 . https://doi.org/10.3389/fcomm.2025.1543893

Pimpa, N. , (2024) . Addressing Climate Change Challenges in Thailand's Agricultural Economy. *Journal of Ecohumanism* , 3 (8) , 5788–5798 .

Pimpa, N. , (2024) . The adaptation of executive education programs in Thailand during the COVID-19 Pandemic. *Journal of Ecohumanism* , 3 (7) , 3891–3897 .

Pimpa, N. , (2024) . Closing the Gender Gap in the mining sector: The inclusive practices. *Journal of International Studies (Malaysia)* , 20 (2) , 255–276 .

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Pimpa, N. , (2021) . Overcoming Gender Gaps in Entrepreneurship Education and Training. *Frontiers in Education* , 6 . https://doi.org/10.3389/feduc.2021.774876

Quang T.T., **Pimpa, N.**, & Burgess J. , (2020) . Skill Development: Vocational Education Insitutions & Industry Engagement in the Garment and Texile Industry.. *Humanities and Social Sciences Reviews* , 8 (4) , 561–568 .

Quang T.T., **Pimpa, N.**, Burgess J., & Halvorsen B. , (2020) . Skills Development in the Vietnamese Garment Industry: The Engagement of the Vocational Education Institutions Industry. *International Journal of Entrepreneurship* , 24 (2) , 1–10 .

Pimpa, N. & Aom M.H. , (2020) . Challenges in transnational business education: Learning and teaching perspectives from Australia and Singapore. *Journal of International Students* , 10 (2) , 226–243 .

Pimpa, N. , (2020) . Sustainable development: gender equality as corporate social responsibility by mining companies. *International Journal of Business Excellence* , 22 (3) , 367–378 .

Pimpa, N. , (2019) . Entrepreneurship education in the transnational vocational education context. *Journal of Technical Education and Training* , 11 (4) , 18–25 .

Pimpa, N. , (2019) . Entrepreneurship education: The learning conundrum in the transnational context. *Humanities and Social Sciences Reviews* , 7 (5) , 503–509 .

Pimpa, N. , (2019) . Gender Equality for Lao Women: Mining Community's Perspective. *International Review of Management and Business Research* , 8 (3) , 288–293 .

Pimpa, N. , (2019) . How mining companies promote gender equality through sustainable development?. *Cogent Business and Management* , 6 (1) , Article number 1647590 . https://doi.org/10.1080/23311975.2019.1647590

Conference Papers

Pimpa, N. , (2026) . Institutionalizing climate change education in management curricular. Conference Paper.

Pimpa, N. , (2023) . Beyond Traditional Pedagogy: Inclusive Learning Approaches in Thai Social Business Education. Conference Paper.

Pimpa, N. , (2022) . Students' Expectation and Experiences on Sustainability Education. Conference Paper.

Pimpa, N. , (2021) . Gender Inclusion in Entrepreneurship Training. Conference Paper.

Pimpa, N. & Rajchamaha, K. , (2019) . Entrepreneurship Education: Learning Challenges. Conference Paper.

Pimpa, N. , (2019) . Transnational Challenges in Learning and Teaching in Management Education. Conference Paper.

Pimpa, N. , (2018) . Design Thinking for Sustainability in Management Education. Conference Paper.

Books

Pimpa, N. , (2021) . MARKETING MONDIAL POUR L' ÉDUCATION AUSTRALIENNE: LECON ET STRATÉGIES. Book.

Pimpa, N. & Moore T. , (2019) . Corporate Social Responsibility and the Inclusivity of Women in the Mining Industry: Emerging Research and Opportunities. Book.

Book Chapters

Heffernan M. & **Pimpa, N.** , (2019) . Globally Transformative Student Experience: Challenges and Opportunities in Learning and Teaching in the Transnational Business Education Program. Book Chapter.

Academic & Professional Service

Peer Review & Editorial Service

Studies in Higher Education *, Scopus indexed (Q1 , 2025)* , H-index: 148 , SJR: 1.99 , CiteScore: 11.4 , Publisher: Informa UK (Taylor & Francis) , Reviewer Year: 2024 .

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