

SIRISUHK RAKTHIN, PH.D.

Assistant Professor

Research Areas

Strategy and Innovation · Marketing Strategy · International Business Management · Knowledge Transfer and Management · Strategic Management · Corporate Strategy

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Profile

Dr. Sirisuhk Rakthin has been an adjunct lecturer at CMMU since 2002 and currently joined CMMU as a full-time lecturer. She earned her first bachelor degree in Electrical Engineering from Kasetsart University and her second degree in Laws from Sukhothai Thammathirat Open University. She received an MBA in Strategic Management and Consulting from MIT Sloan School of Management. Additionally, she completed an M.S. in Business Research and received a Ph.D. in Marketing from Michigan State University, U.S.A.

Prior to joining CMMU, Dr. Sirisuhk worked for over 15 years in international marketing, laws, and strategic planning in telecom industry. Her broad experience as a senior management in developing and managing large-scale telecom projects including international operations and investments provides her with the perfect opportunity to contribute to her teaching and research in both marketing and strategic management areas. Dr. Sirisuhk's research interests include marketing strategy, knowledge transfer and management, international business management and cultural intelligence, innovation and entrepreneurship, and new product development process.

Publications

Journal Articles

Punjaisri, K., **Rakthin, S.**, Nay Chi Khin Khin Oo, & Jutarat Dangsungwan , (2026) . From franchisor support and communication to franchisees' perceived performance: a case of café franchise in Thailand. *Journal of Asia Business Studies* .

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Uawongchai, P., **Rakthin, S.**, & Lumlongrut, S. , (2020) . Factors Influencing Viewers' Satisfaction and Word of Mouth when Watching Thairath TV News Programs. *Executive Journal* , 40 (1) , 44–65 .

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Wuttipornpattara, J., **Rakthin, S.**, & Lumlongrut, S. , (2019) . Factors Influencing Thai Consumers' Purchasing Behavior of Second Hand Furniture. *Suthiparithat Journal* , 33 (107) , 153–165 .

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Rakthin, S. , (2015) . Assessing Knowledge Transfer in a Thai Multinational Corporation. *Global Business and Organizational Excellence* , 34 (6) , 30–41 .

Conference Papers

Rakthin, S. , (2026) . Understanding Employee Adoption and Perceived Benefits of Generative AI Organizations. Conference Paper.

Rakthin, S., Thananusak, T., Zhu, R., Khin Khin Oo, N.C., & Punnakitikashem, P. , (2024) . Strategic Adaptation and Business Development: A Case Study of a Born-Global Medical Tourism Facilitator Responding to a Crisis. Conference Paper.

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