

SUTHEP NIMSAI, PH.D.

Assistant Professor

Research Areas

Entrepreneurship · Entrepreneurial Economics · Strategic Management and Innovation · Supply Chain Analysis and Logistics Innovations · Circular Economy and Sustainability Management · International Business and Marketing · Agri-Food Marketing

suthep.nim@mahidol.ac.th | ORCID: 0000-0003-2451-0921 | Scopus ID: 57056307600

Profile

Dr. Suthep Nimsai received his Post-doctoral in Logistics and Supply Chain Management from Corvinus Business School, Corvinus University of Budapest, Hungary and Ph.D. Degree in Consumer Behaviour and Food Marketing (Supply Chain Management) from the University of Reading, United Kingdom.

Dr. Nimsai has been a visiting professor in European Universities such as Hungary and Germany. He also has conducted a variety of executive training/coaching/guest speaker in the areas of Entrepreneurship and Innovation, Business Analysis and Strategic Design, Supply Chain and Logistics Management, International Business and Export Marketing, Agri-Food Marketing.

Dr. Nimsai primary research interests include Entrepreneurship and Innovation, Entrepreneurial Economics, Circular Economy and Sustainability Management, Logistics and Supply Chain Management, International Business and International Marketing, Agro-industry and Agribusiness. Prior to joining CMMU, Dr. Nimsai worked as a full-time lecturer at School of Management, Mae Fah Luang University where he designed and held the position of Program Director of MBA International Logistics and Supply Chain Management and the undergraduate program in Aviation Logistics Business. He was also held position of Head of Business Excellence and Logistics Research Centre.

Publications

Journal Articles

Nimsai, S. , (2026) . Integrating Circular Economy into the Upstream Beverage Supply Chain: A Multi-Theoretic Conceptual Framework of Collaborative Mechanisms. *Sustainability* , 18 (13) , Art. No. 6845 .

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Conference Papers

Nattaphon Rangsaritvorakarn, **Nimsai, S.**, Korawit Fakkhong, & Chatrudee Jongsureyapart , (2022) . An Experimental Comparison of Classification Algorithms for Premium Beef Customer Buying Intention. Conference Paper.

Nattaphon Rangsaritvorakarn & **Nimsai, S.** , (2022) . An investigation of factors affecting purchasing decision of premium coffee in Singapore. Conference Paper.

ORCID: 0000-0003-2451-0921 · Scopus Author ID: 57056307600

Email: suthep.nim@mahidol.ac.th