

TRIN THANANUSAK, PH.D.

Associate Professor

Deputy Dean of Research · College of Management Mahidol University

Research Areas

Management · Strategy and Innovation · Strategic Management · Innovation and Change · Organizational identities and images · Multiple statuses · Value and justification · Institutions · Chinese businesses · Open Access and Scholarly communications · Small business and family business management

trin.tha@mahidol.ac.th | ORCID: 0000-0002-6708-6983 | Scopus ID: 57200858515

Education

2011–2016 — **PhD in Management Studies**
Cambridge Judge Business School, University of Cambridge · United Kingdom

2010–2011 — **Master of Philosophy**
Innovation, Strategy and Organisation · Cambridge Judge Business School, University of Cambridge · United Kingdom

2008–2010 — **Master of Sociology Science**
Sociology · National University of Singapore · Singapore

2000–2001 — **Diploma**
Computer Science · University of Cambridge · United Kingdom

1996–2000 — **Bachelor of Art**
International Relations · Chulalongkorn University · Thailand

Academic Appointments

Present — **Deputy Dean of Research**
College of Management Mahidol University

2020–Present — **Program Chair: Healthcare and Wellness Management Program**
College of Management Mahidol University

2018–Present — **Full-Time Faculty**
College of Management Mahidol University

Publications

Journal Articles

Pongsakorn Nongnuch, **Thananusak, T.**, & Punnakitikashem, P. , (2026) . From Sustainable Practices to SME Resilience: An Integrative, Systems-Based Review With Propositions. *Business Strategy and the Environment* , e71609 . https://doi.org/10.1002/bse.71609

Yossapon Tiranut, Punnakitikashem, P., & **Thananusak, T.** , (2026) . A bibliometric study of social capital in family businesses research: temporal and pattern analysis. *Journal of Small Business and Enterprise Development* , 1–26 . https://doi.org/10.1108/jsbed-08-2025-0585

Pongsakorn Nongnuch, **Thananusak, T.**, & Hallinger, P. , (2026) . SME resilience in response to business disruptions: A bibliometric review. *Sustainable Futures* , 11 , 101864 . https://doi.org/10.1016/j.sftr.2026.101864

Pana Ratanabanangkoon & **Thananusak, T.** , (2025) . Past and Emerging Landscape of Bribery Corruption Research in ASEAN: A Bibliometric Review of Literature between 1982-2025. *International Journal of Ethics and Systems* . https://doi.org/10.1108/ijoes-07-2025-0359

Piyasinchai, N., **Thananusak, T.**, & Hughes M. , (2024) . Effects of Family Ownership and Professionalization on Firms' Financial Performance and Sustainability Reputation. *Entrepreneurship Theory and Practice* , 48 (3) , 856–880 .

Rakthin, S., Pornthip Chaithanapat, Otakanon, B., & **Thananusak, T.** , (2024) . Absorptive capacity for market knowledge and knowledge creation outcomes: the case of Thai SMEs. *Knowledge Management Research and Practice* , 22 (4) , 327–339 .

Thananusak, T. & Suriyankietkaew, S. , (2023) . Unpacking Key Sustainability Drivers for Sustainable Social Enterprises: A Community-Based Tourism Perspective. *Sustainability (Switzerland)* , 15 (4) , Article number 3401 . https://doi.org/10.3390/su15043401

Lwin H.N.N. & **Thananusak, T.** , (2023) . E-Health Research in Southeast Asia: A Bibliometric Review. *Sustainability (Switzerland)* , 15 (3) , Article number 2559 . https://doi.org/10.3390/su15032559

Thananusak, T., Punnakitikashem, P., & Kongarchapatara, B. , (2021) . The development of electric vehicle charging stations in Thailand: Policies, players, and key issues (2015–2020). *World Electric Vehicle Journal* , 12 (1) , Article number 2 . https://doi.org/10.3390/wevj12010002

Liwin H.N. & **Thananusak, T.** , (2021) . The level and determinants of international patient satisfaction with dental tourism in Bangkok, Thailand. *Cogent Business and Management* , 8 (1) , Article number 1898316 . https://doi.org/10.1080/23311975.2021.1898316

Thananusak, T. , (2019) . Science Mapping of the Knowledge Base on Sustainable Entrepreneurship, 1996–2019. *Sustainability (Switzerland)* , 11 (13) , Article number 3565 . https://doi.org/10.3390/su11133565

Thananusak, T., Rakthin, S., & Punnakitikashem, P. , (2017) . Factors affecting the intention to buy electric vehicles: empirical evidence from Thailand. *International Journal of Electric and Hybrid Vehicles* , 9 (4) , 361–381 . https://doi.org/10.1504/ijehv.2017.089875

Conference Papers

Pana Ratanabanangkoon & **Thananusak, T.** , (2026) . The impact of emotional flow in anti-corruption messages on emotional arousal, social media engagement, and whistleblowing intentions. 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.

Thananusak, T., Zhub, R., & Punnakitikashem, P. , (2022) . Bouncing from the Covid-19 Pandemic: Response of an Online Medical Tourism Facilitator Platform. Conference Paper.

Thananusak, T. , (2019) . The Sustainable Business Movement: The Case of B Corp Certification in Thailand.. Conference Paper.

Ansari S. & **Thananusak, T.** , (2017) . Managing Status Conflicts: A Case Study of a University Press. Conference Paper.

Thananusak, T. , (2016) . Managing Multiple Statuses: The Case of Open Access. Conference Paper.

Book Chapters

Thananusak, T. & Ansari S. , (2019) . Knowledge production and consumption in the digital era: The emergence of altmetrics and open access publishing in management studies. Book Chapter.

Thananusak, T. & Ansari S. , (2019) . Chapter 4 Knowledge Production and Consumption in the Digital Era: The Emergence of Altmetrics and Open Access Publishing in Management Studies. Book Chapter.

Research Projects & Grants

Designing Innovative Business Models from Disruptive Sustainability: The Role of Managers' Regulatory Focus and Institutional Contexts in Tackling Grand Environmental Challenges

2025–2026 · Principal Investigator · Macquarie University

Awards & Honors

1996 **Excellent Academic Performance Award, Faculty of Political Science, Chulalongkorn University**

ORCID: 0000-0002-6708-6983 · Scopus Author ID: 57200858515

Email: trin.tha@mahidol.ac.th