



ACADEMIC CURRICULUM VITAE

Trin Thananusak, Ph.D.

Associate Professor

Deputy Dean of Research, College of Management Mahidol University

Program Chair: Healthcare and Wellness Management Program, College of Management Mahidol University

Full-Time Faculty, College of Management Mahidol University

Academic Discipline: Entrepreneurship

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Academic Profile

Research Areas Management, Strategy and Innovation

Specializations 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

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 & Professional 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

Honors, Awards & Scholarships

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

Research Outputs

Journal Articles (11)

A bibliometric study of social capital in family businesses research: temporal and pattern analysis

Yossapon Tiranut, Punnakitikashem, P. & Thananusak, T. , Jul 2026 .*Journal of Small Business and Enterprise Development*, 1-26.

DOI 10.1108/jsbed-08-2025-0585

SME resilience in response to business disruptions: A bibliometric review

Pongsakorn Nongnuch, Thananusak, T. & Hallinger, P. , Jun 2026 .*Sustainable Futures*, 11, 101864.

DOI 10.1016/j.sftr.2026.101864

Past and Emerging Landscape of Bribery Corruption Research in ASEAN: A Bibliometric Review of Literature between 1982-2025

Pana Ratanabanangkoon & Thananusak, T. , Dec 2025 .*International Journal of Ethics and Systems*.

DOI 10.1108/ijoes-07-2025-0359

Effects of Family Ownership and Professionalization on Firms' Financial Performance and Sustainability Reputation

Piyasinchai, N., Thananusak, T. & Hughes M. , May 2024 .*Entrepreneurship Theory and Practice*, 48(3), 856-880.

Absorptive capacity for market knowledge and knowledge creation outcomes: the case of Thai SMEs

Rakthin, S., Pornthip Chaithanapat, Otakanon, B. & Thananusak, T. , 2024 .*Knowledge Management Research and Practice*, 22(4), 327-339.

Unpacking Key Sustainability Drivers for Sustainable Social Enterprises: A Community-Based Tourism Perspective

Thananusak, T. & Suriyankietkaew, S. , Feb 2023 .*Sustainability (Switzerland)*, 15(4), Article number 3401.

DOI 10.3390/su15043401

E-Health Research in Southeast Asia: A Bibliometric Review

Lwin H.N.N. & Thananusak, T. , Feb 2023 .*Sustainability (Switzerland)*, 15(3), Article number 2559.

DOI 10.3390/su15032559

The development of electric vehicle charging stations in Thailand: Policies, players, and key issues (2015-2020)

Thananusak, T., Punnakitikashem, P. & Kongarchapatara, B. , Mar 2021 .*World Electric Vehicle Journal*, 12(1), Article number 2.

DOI 10.3390/wevj12010002

The level and determinants of international patient satisfaction with dental tourism in Bangkok, Thailand

Liwin H.N. & Thananusak, T. , Mar 2021 . *Cogent Business and Management*, 8(1), Article number 1898316.
DOI 10.1080/23311975.2021.1898316

Science Mapping of the Knowledge Base on Sustainable Entrepreneurship, 1996-2019

Thananusak, T. , Jun 2019 . *Sustainability (Switzerland)*, 11(13), Article number 3565.
DOI 10.3390/su11133565

Factors affecting the intention to buy electric vehicles: empirical evidence from Thailand

Thananusak, T., Rakthin, S. & Punnakitikashem, P. , 2017 . *International Journal of Electric and Hybrid Vehicles*, 9(4), 361-381.
DOI 10.1504/ijehv.2017.089875

Conference Papers (5)

Strategic Adaptation and Business Development: A Case Study of a Born-Global Medical Tourism Facilitator Responding to a Crisis

Rakthin, S., Thananusak, T., Zhu, R., Khin Khin Oo, N.C. & Punnakitikashem, P. , 2024 . Conference Paper.

Bouncing from the Covid-19 Pandemic: Response of an Online Medical Tourism Facilitator Platform

Thananusak, T., Zhub, R. & Punnakitikashem, P. , 2022 . Conference Paper.

The Sustainable Business Movement: The Case of B Corp Certification in Thailand.

Thananusak, T. , 2019 . Conference Paper.

Managing Status Conflicts: A Case Study of a University Press

Ansari S. & Thananusak, T. , 2017 . Conference Paper.

Managing Multiple Statuses: The Case of Open Access

Thananusak, T. , 2016 . Conference Paper.

Book Chapters (2)

Knowledge production and consumption in the digital era: The emergence of altmetrics and open access publishing in management studies

Thananusak, T. & Ansari S. , 2019 . Book Chapter.

Chapter 4 Knowledge Production and Consumption in the Digital Era: The Emergence of Altmetrics and Open Access Publishing in Management Studies

Thananusak, T. & Ansari S. , 2019 . Book Chapter.

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