



ACADEMIC CURRICULUM VITAE

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Academic Discipline: Entrepreneurship

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Academic Profile

Research Areas Entrepreneurship

Specializations Entrepreneurship and Innovation, Product Development, Opportunity Recognition, Design Thinking, Strategic Foresight

Research Outputs

Journal Articles (12)

Developing a Creative Marketing Ecosystem: An Action Research Framework for Enhancing Creative Tourism in Thailand

Saranya Siangarom & Promsiri, T. , Dec 2025 .*Journal of Cultural Analysis and Social Change*, 10(4), 4356–4369.
DOI 10.64753/jcasc.v10i4.3786

AI and the psychology of educational disruption: Historical patterns and cognitive implications

Promsiri, T. , Oct 2025 .*Acta Psychologica*, 260, no. 105637.
DOI 10.1016/j.actpsy.2025.105637

Multi-brand retail purchasing decisions: Brand equity, demographics, marketing mix

Promsiri, T., Nutchaponglawhapun & Vasu Keerativutisest , Sep 2025 .*International Journal of Innovative Research and Scientific Studies*, 8(6), 1016–1025.

Enhancing Chatbot Service User Satisfaction

Promsiri, T., Naruemol Wuittipappinyo & Vasu Keerativutisest , Apr 2025 .*TEM Journal*, 14(1), 216–225.

Exploring determinants influencing the selection of geriatric nursing care services in Thailand Bangkok metropolitan area

Promsiri, T., Budsara Arunyik & Vasu Keerativutisest , Oct 2024 .*Edelweiss Applied Science and Technology*, 8(4), 1887–1990.

Exploring Factors Influencing Repurchase Intention of Thai Cultural Design Cloth Products

Yoopetch, C., Damrongmahasawat S. & Promsiri, T. , Oct 2024 .*Journal of Ecohumanism*, 3(6), 154–174.

Factors Affecting Specialty Coffee Beans Subscription Decision-Making in Thailand

Santigul K. & Promsiri, T. , 2024 .*Pakistan Journal of Life and Social Sciences*, 22(2), 1641–1659.

Predicting entrepreneurial intention and economic development: A cross-national study of its policy implications for six ASEAN economies

Virasa, T. & Promsiri, T. , May 2022 .*Heliyon*, 8(5), Article number e09435.
DOI 10.1016/j.heliyon.2022.e09435

Sustaining Thai Government Agency Innovation through Design Thinking Learning Effectiveness

Promsiri, T., Sukavejworakit K., Keerativutisest V. & Kampanthong K. , 2022 .*Sustainability (Switzerland)*, 14(12), Article number 7427.

DOI 10.3390/su14127427

Financial Feasibility Canvas (FFC): Extending The Business Model Canvas As A Method to Teach Financial Feasibility Study in Entrepreneurial Finance

Keerativutisest V. & Promsiri, T. , 2021 .*Academy of Entrepreneurship Journal*, 27, 1-14.

Antecedents of Digital Entrepreneurial Intention

Kampanthong k. & Promsiri, T. , 2021 .*Turkish Journal of Computer and Mathematics Education (COVERAGE 2018-2020)*, 12(13), 7099-7109.

Exploring New Venture Idea Development with External Enablers and Design Process in Nascent Entrepreneurs

Promsiri, T. & Virasa, T. , 2018 .*Asia Pacific Social Science Review*, 18(2), 49-64.

DOI 10.59588/2350-8329.1165

Conference Papers (5)

The Effects of Generative AI on New Venture Idea Characteristics

Promsiri, T. & Sukavejworakit K. , 2024 . Conference Paper.

The Effect of Design Process on New Venture Idea Development with Different External Enablers

Virasa, T. & Promsiri, T. , 2018 . Conference Paper.

The roles of innovation broker in managing interface between global connections and local translation

Promsiri, T. & Virasa, T. , 2018 . Conference Paper.

Study the Effect of Design Process on Business Idea Development

Promsiri, T. & Virasa, T. , 2017 . Conference Paper.

Study the Opportunity Development Process through the Science of the Artificial

Promsiri, T. & Virasa, T. , 2016 . Conference Paper.

Data Status

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