

TRIYUTH PROMSIRI, PH.D.

Assistant Professor

Research Areas

Entrepreneurship · Entrepreneurship and Innovation · Product Development · Opportunity Recognition · Design Thinking · Strategic Foresight

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Profile

Mr. Triyuth Promsiri is a skillful educator, designer, and entrepreneur. He has more than 10 years of experience as a corporate trainer and university lecturer. His teaching style which blends creativity and a sense of humor is unique and well-accepted by various audiences amongst both scholars and practitioners. He offers training in both English and Thai.

His educational background is multidisciplinary and includes that of a creator, businessman, and educator. His background as an industrial designer from Chulalongkorn University was very helpful to be a systematic creator. Also, his master's degree in master of management from the College of Management Mahidol University has sharpened his creativity to be feasible in the real business situation. He finished his doctoral degree in entrepreneurship management, which focused on the study of the application of the design process into business idea development.

His academic background is well-rounded in management, research, and teaching at the international level. He is the former director of program development and innovation at Stamford International University, director of Yangon campus, and assistant president for academic service and activity. Currently, he is the director of Entrepreneurship & Innovation Management of the Thai Program at the College of Management Mahidol University.

As a lecturer, he focuses on business development (e.g., Foundation of the new venture, Innovation & Creativity, Business Development, Property Development, and Business Planning). His research is in the area of entrepreneurship education where he applies different creative and design theories to study entrepreneurial cognitions.

His entrepreneurial life has also successfully proven his academic accolades. He is also a serial entrepreneur himself. He is a co-founder and managing director of Varavela Creation Co., Ltd, a creative company that manages property and design creative event functions.

Publications

Journal Articles

Saranya Siangarom & **Promsiri, T.** , (2025) . Developing a Creative Marketing Ecosystem: An Action Research Framework for Enhancing Creative Tourism in Thailand. *Journal of Cultural Analysis and Social Change* , 10 (4) , 4356–4369 . https://doi.org/10.64753/jcasc.v10i4.3786

Promsiri, T. , (2025) . AI and the psychology of educational disruption: Historical patterns and cognitive implications. *Acta Psychologica* , 260 , no. 105637 . https://doi.org/10.1016/j.actpsy.2025.105637

Promsiri, T., Nutcha Ponglawhapun, & Vasu Keerativutisest , (2025) . Multi-brand retail purchasing decisions: Brand equity, demographics, marketing mix. *International Journal of Innovative Research and Scientific Studies* , 8 (6) , 1016–1025 .

Promsiri, T., Naruemol Wuittipappinyo, & Vasu Keerativutisest , (2025) . Enhancing Chatbot Service User Satisfaction. *TEM Journal* , 14 (1) , 216–225 .

Promsiri, T., Budsara Arunyik, & Vasu Keerativutisest , (2024) . Exploring determinants influencing the selection of geriatric nursing care services in Thailand Bangkok metropolitan area. *Edelweiss Applied Science and Technology* , 8 (4) , 1887–1990 .

Yoopetch, C., Damrongmahasawat S., & **Promsiri, T.** , (2024) . Exploring Factors Influencing Repurchase Intention of Thai Cultural Design Cloth Products. *Journal of Ecohumanism* , 3 (6) , 154–174 .

Santigul K. & **Promsiri, T.** , (2024) . Factors Affecting Specialty Coffee Beans Subscription Decision-Making in Thailand. *Pakistan Journal of Life and Social Sciences* , 22 (2) , 1641–1659 .

Virasa, T. & **Promsiri, T.** , (2022) . Predicting entrepreneurial intention and economic development: A cross-national study of its policy implications for six ASEAN economies. *Heliyon* , 8 (5) , Article number e09435 . https://doi.org/10.1016/j.heliyon.2022.e09435

Promsiri, T., Sukavejworakit K., Keerativutisest V., & Kampanthong K. , (2022) . Sustaining Thai Government Agency Innovation through Design Thinking Learning Effectiveness. *Sustainability (Switzerland)* , 14 (12) , Article number 7427 . https://doi.org/10.3390/su14127427

Keerativutisest V. & **Promsiri, T.** , (2021) . Financial Feasibility Canvas (FFC): Extending The Business Model Canvas As A Method to Teach Financial Feasibility Study in Entrepreneurial Finance. *Academy of Entrepreneurship Journal* , 27 , 1–14 .

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

Promsiri, T. & Virasa, T. , (2018) . Exploring New Venture Idea Development with External Enablers and Design Process in Nascent Entrepreneurs. *Asia Pacific Social Science Review* , 18 (2) , 49–64 . https://doi.org/10.59588/2350-8329.1165

Conference Papers

Promsiri, T. & Nishanunn Mangkang , (2026) . Authenticity-Driven Entrepreneurship as a Pathway to Sustainable Venture Creation: A Single Case Study. Conference Paper.

Promsiri, T. & Sukavejworakit K. , (2024) . The Effects of Generative AI on New Venture Idea Characteristics. Conference Paper.

Virasa, T. & **Promsiri, T.** , (2018) . The Effect of Design Process on New Venture Idea Development with Different External Enablers. Conference Paper.

Promsiri, T. & Virasa, T. , (2018) . The roles of innovation broker in managing interface between global connections and lacal translation. Conference Paper.

Promsiri, T. & Virasa, T. , (2017) . Stuty the Effect of Design Process on Business Idea Development. Conference Paper.

Promsiri, T. & Virasa, T. , (2016) . Study the Opportunity Development Process through the Science of the Artificial. Conference Paper.

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