

WINAI WONGSURAWAT, PH.D.

Associate Professor

Research Areas

Entrepreneurship · Managerial Economics and Strategy

winai.won@mahidol.ac.th | ORCID: 0000-0002-8811-8032 | Scopus ID: 24485705200

Profile

Winai Wongsurawat is an applied economist whose research interests span the areas of government regulation, investment, entrepreneurship, and business strategy. Prior to joining the College of Management at Mahidol University, he was an assistant professor at the Asian Institute of Technology where he taught master and doctoral-level courses in quantitative analysis, strategic management, macroeconomics and the political economy of Thailand.

From 2005-2007, Dr. Wongsurawat was a consultant at NERA Economic Consulting, a global consulting firm based in New York, USA. As a member of the finance and mass torts practice, he provided consultation and litigation support in securities class actions and product liability lawsuits.

Winai earned his PhD in managerial economics and strategy from the Kellogg School of Management, Northwestern University. His Bachelor of Arts and Science in economics and mathematical & computational sciences at Stanford University was sponsored by HM the King of Thailand's scholarship.

Publications

Journal Articles

Jingcheng Wang, **Wongsurawat, W.**, & Chenglin Gao , (2026) . Internationalization speed and firm risk in Chinese EMNEs: the moderating roles of market power and ownership concentration *International Journal of Emerging Markets* , 1–21 . https://doi.org/10.1108/ijoem-01-2026-0115

Trivisvavet S. & **Wongsurawat, W.** , (2026) . Vertical integration for stakeholder management of hydroelectric power megaproject construction in the Lao People's Democratic Republic (Lao PDR). *International Journal of Critical Infrastructures* , 22 (1) , 117–132 .

Wongsurawat, W. & Sombat Trivisvavet , (2025) . Victory Dam (A): engineering development in a fragile ecosystem Victory Dam (B): strategic decisions and firm boundaries. *Emerald Emerging Markets Case Studies* , 15 (3) , 1–11 . https://doi.org/10.1108/eemcs-10-2024-0450

Ahmad S.W. & **Wongsurawat, W.** , (2023) . Mobile financial services and household welfare in a developing economy: boon and bane. *Journal of Science and Technology Policy Management* , 14 (6) , 1–20 .

Wongsurawat, W. , (2023) . Customer loyalty research and practice: technology meets psychology. *Strategy and Leadership* , 51 (1) , 41–44 .

Suttiprasit P. & **Wongsurawat, W.** , (2022) . Case study – trade dress and brand protection in Thailand's copier paper business. *International Journal of Law and Management* , 64 (1) , 70–79 .

Rangkoon A., **Wongsurawat, W.**, & Igel B. , (2022) . The traits of success according to those who made it: a survey of successful entrepreneurs in northeastern Thailand. *Journal for Global Business Advancement* , 15 (2) , 196–225 .

Sangwongwanich P. & **Wongsurawat, W.** , (2021) . Market entry of over-the-counter nutritional supplement – a case study from Thailand. *Emerald Emerging Markets Case Studies* , 11 (2) , 1–16 .

Luechapattanaporn T. & **Wongsurawat, W.** , (2021) . Cultural factors in Chinese family business performance in Thailand. *International Journal of Entrepreneurship* , 25 (2) , 1–15 .

Babicci K. & **Wongsurawat, W.** , (2020) . Islamic Banking in Oman: Laying the Foundations. *Middle East Policy* , 27 (1) , 115–124 .

Pham L.H. & **Wongsurawat, W.** , (2020) . FDI determinants: dynamic extreme bounds analysis. *International Journal of Emerging Markets* , 16 (6) , 1126–1149 .

Ruangthammakit O. & **Wongsurawat, W.** , (2019) . Increasing Growth Opportunities for Non-heavy and Heavy Users–A Case Study of Yogurt Cups in Thailand. *Journal of International Food and Agribusiness Marketing* , 31 (4) , 352–377 .

Lorvoralak P. & **Wongsurawat, W.** , (2019) . Entry Strategy and Export Marketing in Emerging Markets: A Small Player Case. *Asian Journal of Management Cases* , 16 (1) , 76–85 . https://doi.org/10.1177/0972820119827358

Zafar Q., **Wongsurawat, W.**, & Camino D. , (2019) . The determinants of leverage decisions: Evidence from Asian emerging markets. *Cogent Economics and Finance* , 7 (1) , Article number 1598836 . https://doi.org/10.1080/23322039.2019.1598836

Srivarasat P. & **Wongsurawat, W.** , (2019) . The Bangkok Housing Market: Past Performance And Future Prospects. *Journal of Applied Business Research* , 35 (1) , 35–42 .

Yadav R. & **Wongsurawat, W.** , (2018) . How Regulation Revived Micro-Lending after the Andhra Pradesh Crisis. *International Journal of Public Policy* , 14 (5-6) , 360–373 . https://doi.org/10.1504/ijpp.2018.096644

Babicci K. & **Wongsurawat, W.** , (2018) . Case study: from an “underperforming 80’s bank” to one of Oman’s best – the transformation of BankDhofar. *Strategy and Leadership* , 46 (5) , 44–49 . https://doi.org/10.1108/sl-06-2018-0060

Somkeatkun W. & **Wongsurawat, W.** , (2017) . Perceptions of the Spa Industry: An Importance Performance Analysis. *Journal of Quality Assurance in Hospitality and Tourism* , 18 (4) , 416–436 . https://doi.org/10.1080/1528008x.2016.1250241

Chavengvorakul K., **Wongsurawat, W.**, & .b , (2017) . Scandal prevention through a moral work environment: Case Study from Thailand. *Development and Learning in Organisations* , 31 (3) , 15–18 . https://doi.org/10.1108/dlo-03-2016-0027

Sukphaisal B. & **Wongsurawat, W.** , (2017) . Challenges for the development of an integrated agro-food-energy-biochemical nexus in Thailand. *Journal of Science and Technology Policy Management* , 8 (2) , 181–205 . https://doi.org/10.1108/jstpm-07-2016-0011

Nguyen N.T. & **Wongsurawat, W.** , (2017) . Multivariate cointegration and causality between electricity consumption, economic growth, foreign direct investment and exports: Recent evidence from Vietnam. *International Journal of Energy Economics and Policy* , 7 (3) , 287–293 .

Nguyen Q.T., **Wongsurawat, W.**, & Beise-Zee, R. , (2016) . Vertical brand extension at Vinamilk, Vietnam. *Asian Case Research Journal* , 20 (2) , 331–350 . https://doi.org/10.1142/s0218927516500127

Thang P.V.M. & **Wongsurawat, W.** , (2016) . Enhancing the employability of IT graduates in Vietnam. *Higher Education, Skills and Work-based Learning* , 6 (2) , 146–161 . https://doi.org/10.1108/heswbl-07-2015-0043

Luechapattanaporn T. & **Wongsurawat, W.** , (2016) . Competitive marketing through Confucian values in Malaysia: a case study. *Journal of Research in Marketing and Entrepreneurship* , 18 (2) , 162–175 . https://doi.org/10.1108/jrme-11-2015-0048

Kailasam M. & **Wongsurawat, W.** , (2016) . How audacious strategies pay off during hard times: Case studies of Indian information technology firms. *Management Research Review* , 39 (4) , 468–496 . https://doi.org/10.1108/mrr-05-2014-0118

Hatchaleelaha S. & **Wongsurawat, W.** , (2016) . Multilevel marketing and entrepreneurship in Thailand: A case study. *Journal of Research in Marketing and Entrepreneurship* , 18 (1) , 146–160 . https://doi.org/10.1108/jrme-04-2015-0025

Boon-Long S. & **Wongsurawat, W.** , (2015) . Social media marketing evaluation using social network comments as an indicator for identifying consumer purchasing decision effectiveness . *Journal of Direct, Data and Digital Marketing Practice* , 17 (2) , 130–149 .

Kailasam M. & **Wongsurawat, W.** , (2015) . The myth of customer loyalty: Why information and scale are more important during downturns. *Strategy and Leadership* , 43 (6) , 38–41 .

Valeepitakdej V. & **Wongsurawat, W.** , (2015) . Can top-down community enterprise development reduce poverty and out-migration? Evidence from Thailand. *Development in Practice* , 25 (5) , 737–746 .

Ruengdet K. & **Wongsurawat, W.** , (2015) . The mechanisms of corruption in agricultural price intervention projects: Case studies from Thailand. *Social Science Journal* , 52 (1) , 22–33 .

Patil S. & **Wongsurawat, W.** , (2015) . Information technology (IT) outsourcing by business process outsourcing/information technology enabled services (BPO/ITES) firms in India: A strategic gamble . *Journal of Enterprise Information Management* , 28 (1) , 60–76 .

Books

Wongsurawat, W. , (2026) . Beyond the Checkbox: Rethinking Data in Social Science. Book.

Wongsurawat, W. , (2023) . Economic Development Parables: From Siam to Thailand. Book.

Book Chapters

Wongsurawat, W. & Shrestha V. , (2018) . Chapter 10: Information Technology, Globalization, and Local Conditions: Implications for Entrepreneurs in Southeast Asia. Book Chapter.

Wongsurawat, W. & Shrestha V. , (2018) . Designing a Sustainable Tourism Supply Chain: A Case Study from Asia. Book Chapter.

ORCID: 0000-0002-8811-8032 · Scopus Author ID: 24485705200

Email: winai.won@mahidol.ac.th