



ACADEMIC CURRICULUM VITAE

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Academic Discipline: Entrepreneurship

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Academic Profile

Research Areas Entrepreneurship

Specializations Managerial Economics and Strategy

Research Outputs

Journal Articles (31)

Internationalization speed and firm risk in Chinese EMNEs: the moderating roles of market power and ownership concentration

Jingcheng Wang, Wongsurawat, W. & Chenglin Gao , Aug 2026 . *International Journal of Emerging Markets*, 1-21.
DOI 10.1108/ijoem-01-2026-0115

Vertical integration for stakeholder management of hydroelectric power megaproject construction in the Lao People's Democratic Republic (Lao PDR)

Trivisvavet S. & Wongsurawat, W. , Feb 2026 . *International Journal of Critical Infrastructures*, 22(1), 117-132.

Victory Dam (A): engineering development in a fragile ecosystem Victory Dam (B): strategic decisions and firm boundaries

Wongsurawat, W. & Sombat Trivisvavet , Oct 2025 . *Emerald Emerging Markets Case Studies*, 15(3), 1-11.
DOI 10.1108/eemcs-10-2024-0450

Mobile financial services and household welfare in a developing economy: boon and bane

Ahmad S.W. & Wongsurawat, W. , Nov 2023 . *Journal of Science and Technology Policy Management*, 14(6), 1-20.

Customer loyalty research and practice: technology meets psychology

Wongsurawat, W. , Jan 2023 . *Strategy and Leadership*, 51(1), 41-44.

Case study - trade dress and brand protection in Thailand's copier paper business

Suttiprasit P. & Wongsurawat, W. , 2022 . *International Journal of Law and Management*, 64(1), 70-79.

The traits of success according to those who made it: a survey of successful entrepreneurs in northeastern Thailand

Rangkoon A., Wongsurawat, W. & Igel B. , 2022 . *Journal for Global Business Advancement*, 15(2), 196-225.

Market entry of over-the-counter nutritional supplement - a case study from Thailand

Sangwongwanich P. & Wongsurawat, W. , Jun 2021 . *Emerald Emerging Markets Case Studies*, 11(2), 1-16.

Cultural factors in Chinese family business performance in Thailand

Luechapattanaporn T. & Wongsurawat, W. , Feb 2021 . *International Journal of Entrepreneurship*, 25(2), 1-15.

Islamic Banking in Oman: Laying the Foundations

Babicci K. & Wongsurawat, W. , Mar 2020 . *Middle East Policy*, 27(1), 115-124.

FDI determinants: dynamic extreme bounds analysis

Pham L.H. & Wongsurawat, W. , 2020 . *International Journal of Emerging Markets*, 16(6), 1126-1149.

Increasing Growth Opportunities for Non-heavy and Heavy Users-A Case Study of Yogurt Cups in Thailand

Ruangthammakit O. & Wongsurawat, W. , Oct 2019 . *Journal of International Food and Agribusiness Marketing*, 31(4), 352-377.

Entry Strategy and Export Marketing in Emerging Markets: A Small Player Case

Lorvorlak P. & Wongsurawat, W. , Mar 2019 . *Asian Journal of Management Cases*, 16(1), 76-85.

DOI 10.1177/0972820119827358

The determinants of leverage decisions: Evidence from Asian emerging markets

Zafar Q., Wongsurawat, W. & Camino D. , Jan 2019 . *Cogent Economics and Finance*, 7(1), Article number 1598836.

DOI 10.1080/23322039.2019.1598836

The Bangkok Housing Market: Past Performance And Future Prospects

Srivarasat P. & Wongsurawat, W. , Jan 2019 . *Journal of Applied Business Research*, 35(1), 35-42.

How Regulation Revived Micro-Lending after the Andhra Pradesh Crisis

Yadav R. & Wongsurawat, W. , Dec 2018 . *International Journal of Public Policy*, 14(5-6), 360-373.

DOI 10.1504/ijpp.2018.096644

Case study: from an “underperforming 80’s bank” to one of Oman’s best - the transformation of BankDhofar

Babicci K. & Wongsurawat, W. , Sep 2018 . *Strategy and Leadership*, 46(5), 44-49.

DOI 10.1108/sl-06-2018-0060

Perceptions of the Spa Industry: An Importance Performance Analysis

Somkeatkun W. & Wongsurawat, W. , Oct 2017 . *Journal of Quality Assurance in Hospitality and Tourism*, 18(4), 416-436.

DOI 10.1080/1528008x.2016.1250241

Scandal prevention through a moral work environment: Case Study from Thailand

Chavengvorakul K., Wongsurawat, W. & .b , 2017 . *Development and Learning in Organisations*, 31(3), 15-18.

DOI 10.1108/dlo-03-2016-0027

Challenges for the development of an integrated agro-food-energy-biochemical nexus in Thailand

Sukphaisal B. & Wongsurawat, W. , 2017 . *Journal of Science and Technology Policy Management*, 8(2), 181-205.

DOI 10.1108/jstpm-07-2016-0011

Multivariate cointegration and causality between electricity consumption, economic growth, foreign direct investment and exports: Recent evidence from Vietnam

Nguyen N.T. & Wongsurawat, W. , 2017 . *International Journal of Energy Economics and Policy*, 7(3), 287-293.

Vertical brand extension at Vinamilk, Vietnam

Nguyen Q.T., Wongsurawat, W. & Beise-Zee, R. , Dec 2016 . *Asian Case Research Journal*, 20(2), 331-350.

DOI 10.1142/s0218927516500127

Enhancing the employability of IT graduates in Vietnam

Thang P.V.M. & Wongsurawat, W. , May 2016 . *Higher Education, Skills and Work-based Learning*, 6(2), 146-161.
DOI 10.1108/heswbl-07-2015-0043

Competitive marketing through Confucian values in Malaysia: a case study

Luechapattanaporn T. & Wongsurawat, W. , 2016 . *Journal of Research in Marketing and Entrepreneurship*, 18(2), 162-175.
DOI 10.1108/jrme-11-2015-0048

How audacious strategies pay off during hard times: Case studies of Indian information technology firms

Kailasam M. & Wongsurawat, W. , 2016 . *Management Research Review*, 39(4), 468-496.
DOI 10.1108/mrr-05-2014-0118

Multilevel marketing and entrepreneurship in Thailand: A case study

Hatchaleelaha S. & Wongsurawat, W. , 2016 . *Journal of Research in Marketing and Entrepreneurship*, 18(1), 146-160.
DOI 10.1108/jrme-04-2015-0025

Social media marketing evaluation using social network comments as an indicator for identifying consumer purchasing decision effectiveness

Boon-Long S. & Wongsurawat, W. , Dec 2015 . *Journal of Direct, Data and Digital Marketing Practice*, 17(2), 130-149.

The myth of customer loyalty: Why information and scale are more important during downturns

Kailasam M. & Wongsurawat, W. , Nov 2015 . *Strategy and Leadership*, 43(6), 38-41.

Can top-down community enterprise development reduce poverty and out-migration? Evidence from Thailand

Valeepitakdej V. & Wongsurawat, W. , Jul 2015 . *Development in Practice*, 25(5), 737-746.

The mechanisms of corruption in agricultural price intervention projects: Case studies from Thailand

Ruengdet K. & Wongsurawat, W. , Mar 2015 . *Social Science Journal*, 52(1), 22-33.

Information technology (IT) outsourcing by business process outsourcing/information technology enabled services (BPO/ITES) firms in India: A strategic gamble

Patil S. & Wongsurawat, W. , Feb 2015 . *Journal of Enterprise Information Management*, 28(1), 60-76.

Books (2)

Beyond the Checkbox: Rethinking Data in Social Science

Wongsurawat, W. , 2026 . Book.

Economic Development Parables: From Siam to Thailand

Wongsurawat, W. , 2023 . Book.

Book Chapters (2)

Chapter 10: Information Technology, Globalization, and Local Conditions: Implications for Entrepreneurs in Southeast Asia

Wongsurawat, W. & Shrestha V. , 2018 . Book Chapter.

Designing a Sustainable Tourism Supply Chain: A Case Study from Asia

Wongsurawat, W. & Shrestha V. , 2018 . Book Chapter.

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