

**XXVIII ISPIM INNOVATION CONFERENCE  
Vienna, Austria • 18-21 June 2017**



Assoc. Prof. Dr. Nathasit Gertsri and Asst. Prof. Dr. Thanaphol Virasa, faculty members and doctoral student advisors presented their research papers in XXVIII ISPIM INNOVATION CONFERENCE in Vienna, Austria between 18-21 June 2017.

Dr. Gertsri's paper entitled: "Bridging the gaps for being an innovative organization" is co-authored with CMMU doctoral candidate Norawat Chutivongse. This paper proposed an analytical approach along with a model to assess an organization's level of innovativeness.

For Dr. Virasa's paper, which is also co-authored with his advisee and doctoral candidate: Mr. Triyuth Promsiri. Their paper entitled: " Study the Effect of Design Process on Business Idea Development. This paper try to explain how nascent entrepreneurs turn recognizing opportuinties into business ideas.

Abstract of both paper can be reached at the follow llinks:

- [Bridging the gaps for being an innovative organization](#)
- [Study the effect of design process on business idea development](#)