

Asst Prof. Trin THANANUSAK, PhD
Deputy Dean for Research
Program Chair of Healthcare Wellness Management
College of Management, Mahidol University
69 Vipawadee Rangsit Road, Room 1315 Phayathai, Bangkok, Thailand 10400
Tel. 66(2) 206-2000 Ext. 2112

EDUCATION

2011-2016	Cambridge Judge Business School, University of Cambridge, United Kingdom • PhD in Management Studies
2010-2011	Cambridge Judge Business School, University of Cambridge, United Kingdom • MPhil in Innovation, Strategy and Organisation
2008-2010	Faculty of Arts and Social Sciences, National University of Singapore, Singapore • M.Soc.Sci (Sociology)
2000-2001	The Computer Laboratory, University of Cambridge, United Kingdom • Diploma in Computer Science (equivalent to Master of Science)
1996-2000	Faculty of Political Science, Chulalongkorn University, Thailand • BA in International Relations (First Class Honours with Gold Medal)

ACHIEVEMENTS & AWARDS

2021- 25	Certificate of Excellence (Teaching Performance), College of Management, Mahidol University
2023	Certificate of Excellence (Outstanding Teaching Performance), Academic Year 2022, College of Management, Mahidol University
2016	Best Paper Award in Strategic Management, European Academy of Management
2010-14	Cambridge Thai Foundation & Cambridge Trust Scholarship
2008-10	Research Scholarship, National University of Singapore
2000	The Shell Centenary Scholarship
2000	H.M. King Bhumibol Scholarship, Chulalongkorn University
1999	The Highest-Graded Student Award, Chulalongkorn University
1996-98	Excellent Academic Performance Award, Faculty of Political Science, Chulalongkorn University

RESEARCH PROJECTS AND GRANTS

2025	Principal Investigator , <i>Designing Innovative Business Models for Disruptive Sustainability: The Role of Managers' Regulatory Focus and Institutional Contexts in Tackling Grand Environmental Challenges</i> , the Macquarie-Mahidol University Seed Grant 2025, (Co-Principal Investigator: Nidithida Lin, Macquarie University, Australia).
2022-3	Principal Investigator , <i>Dental Tourism Platform and the Covid-19 Pandemic</i> . College of Management, Mahidol University and Lancaster University, UK
2018-2020	Principal Investigator , <i>Factor Affecting the Adoption of Electric Vehicles in Thailand</i> , Junior Researcher Grant, Thailand Research Fund.
2019	Researcher , <i>Science mapping of the knowledge base on Sustainability</i> , Principal Investigator (Philip Hallinger), Centre for Research on Sustainable Leadership, College of Management, Mahidol University and Thailand Sustainable Development Foundation, Bangkok, Thailand (grant number 008/2561)

PUBLICATIONS

- Tiranut, Y., Punnakitkashem, P., & **Thananusak, T. (2026)**. *A bibliometric study of social capital in family businesses research: temporal and pattern analysis*, **Journal of Small Business and Enterprise Development**, 1-26, <https://doi.org/10.1108/JSBED-08-2025-0585>.
- Nongnuch, P., **Thananusak, T.**, & Hallinger, P. (2026). *SME resilience in response to business disruptions: A bibliometric review*, **Sustainable Futures**, Volume 11, 101864, <https://doi.org/10.1016/j.sfr.2026.101864>.

- Ratanabanangkoon, P. & **Thananusak, T.**, (2025). *Past and emerging landscape of bribery corruption research in ASEAN: bibliometric review of literature (1982–2025)*. **International Journal of Ethics and Systems**, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJOES-07-2025-0359>
- Rakthin, S., Chaithanapat, P., Otakanon, B., & **Thananusak, T.** (2024). *Absorptive capacity for market knowledge and knowledge creation outcomes: the case of Thai SMEs*, **Knowledge Management Research & Practice**, <https://doi.org/10.1080/14778238.2024.2343474>
- Piyasinchai, N., **Thananusak, T.**, & Hughes, M. (2023). *Effects of Family Ownership and Professionalization on Firms' Financial Performance and Sustainability Reputation*. **Entrepreneurship Theory and Practice**. <https://doi.org/10.1177/10422587231206573>
- Thananusak, T.**, & Suriyankietkaew, S. (2023). *Unpacking Key Sustainability Drivers for Sustainable Social Enterprises: A Community-Based Tourism Perspective*. **Sustainability**. <https://doi.org/10.3390/su15043401>.
- Lwin, H. N. N., Punnakitakashem, P., & **Thananusak, T.** (2023). *E-Health Research in Southeast Asia: A Bibliometric Review*. **Sustainability**, 15(3), 2559.
- Thananusak, T.**, **Zhu, R.**, & **Punnakitikashem, P.** (2022) *Bouncing from the Covid-19 Pandemic: Response of an Online Medical Tourism Facilitator Platform*, International Conference on Industry Sciences and Computer Science Innovation: **Procedia Computer Science**, DOI: <https://doi.org/10.1016/j.procs.2022.08.033>
- Thananusak, T.**, Punnakitikashem, P., Tanthasith, S., & Kongarchapatara, B. (2021) *The Development of Electric Vehicle Charging Stations in Thailand: Policies, Players, and Key Issues (2015–2020)* **World Electric Vehicle Journal**. 2021; 12(1): 2. <https://doi.org/10.3390/wevj12010002>
- Lwin, H., Punnakitikashem, P. & **Thananusak, T.** | Wright, L. (Reviewing editor) (2021) *The level and determinants of international patient satisfaction with dental tourism in Bangkok, Thailand*, **Cogent Business & Management**, 8:1, <https://doi.org/10.1080/23311975.2021.1898316>
- Thananusak, T.** (2019). *Science Mapping of the Knowledge Base on Sustainable Entrepreneurship, 1996–2019*. **Sustainability**, 11(13): 3565. <https://doi.org/10.3390/su11133565>
- Thananusak, T.**, & Ansari, S. (2019). *Knowledge Production and Consumption in the Digital Era: The Emergence of Altmetrics and Open Access Publishing in Management Studies*. In T. B. Zilber, J. M. Amis, & J. Mair (Eds.), **The Production of Managerial Knowledge and Organizational Theory: New Approaches to Writing, Producing and Consuming Theory**. Emerald Group Publishing. pp.77 – 102. <https://doi.org/10.1108/S0733-558X20190000059005>
- Thananusak, T.**, Rakthin, S., Tavewatanaphan, T. & Punnakitikashem, P. (2017) *'Factors affecting the intention to buy electric vehicles: empirical evidence from Thailand'* **International Journal of Electric and Hybrid Vehicles**. 9(4):361 <https://doi.org/10.1504/IJEHV.2017.089875>
- Thananusak, T.** (2016), *Multiple Organisational Identities, Statuses and Novel Practices: The Case of Scholarly Communications*
Research Dissertation of PhD in Management Studies, 2016
- Thananusak, T.** (2011), *Open Access Movement: The Development of Institutional Repositories: A comparative case study of Institutional Entrepreneurship*
Research Dissertation of MPhil in Innovation, Strategy and Organisation, 2011
- Thananusak, T.** (2010), *Chinese Businesses and Changes in the Thai Retail Sector*
Research Thesis of M.Soc.Sci. (Sociology), National University of Singapore, 2010.

REFEREED CONFERENCE PROCEEDINGS & PRESENTATIONS

- Thananusak, T.**, **Zhu, R.**, & **Punnakitikashem, P.** (2022) *Bouncing from the Covid-19 Pandemic: Response of an Online Medical Tourism Facilitator Platform* International Conference on Industry Sciences and Computer Science Innovation, **Procedia Computer Science**, 11 March 2022.
- Thananusak, T.** & Tanthasith, S. (2019). *'The Sustainable Business Movement: The Case of B Corp Certification in Thailand.'* B Academics Roundtable (2019), Los Angeles, United States of America, 16 September 2019.

- Thananusak, T.** *'Sustainability in Management Education: The Case of College of Management, Mahidol University and the collaborations with external bodies.'* Sustainability and Convergence: Business and Society in Global Management Education, Waseda University, Tokyo, Japan, 5-7 September 2019.
- Thananusak, T. & Ansari, S. (2017).** *'Managing Status Conflicts: A Case Study of a University Press,'* the 2017 SMS Annual Conference, Houston, Texas, United States of America, 28-31 October 2017.
- Thananusak, T., & Ansari, S. (2016)** *'Managing Multiple Statuses: A Case Study of Open Access,'* 76th Academy of Management Annual Meeting: Organisation & Management Theory Division., Anaheim, USA, August 2016
- Thananusak, T., & Ansari, S. (2016)** *'Managing multiple statuses in inter-organizational relationships'* Sub-theme 41: Innovating across Boundaries: Practices of Inter-Organisational Collaboration, 32nd EGOS Colloquium 2016 in Naples, Italy, July 2016
- Thananusak, T., & Ansari, S. (2016)** *'The Dynamics of Value in the Adoption of Novel Practices: A Study of Open Access Self-Archiving in Academic Institutions,'* 28th Annual Meeting conference of the Society for the Advancement of Socio-Economics, the University of California, Berkeley, 24-26th June 2016.
- Thananusak, T., & Ansari, S. (2016)** *'Managing Multiple Statuses: A Case Study of Open Access,'* 16th European Academy of Management Annual Meeting, Paris, France, 31 May- 4th June 2016
- Thananusak, T. & Ansari, S. (2015)** *Identity Alignment in the Inter-Organisational Relationship: The Case of the Digital Publishing Model.* 75th Academy of Management Annual Meeting: Organisation & Management Theory Division. Vancouver, Canada, 7-12th August 2015.
- Thananusak, T. & Ansari, S. (2014)** *'How do Organisational Identity Orientations Affect Strategy Processes: The Case of the Academic Publisher and the Disruptive Open Access Model',* 34th Strategic Management Society Annual International Conference. Madrid, Spain, 20-23rd September 2014.
- Thananusak, T. & Ansari, S. (2014)** *'Institutional Complexity and Multiple Identities: Coping with the Disruption of Open Access Publishing',* 30th EGOS (European Group for Organisational Studies) Colloquium: Sub-theme 60: "Rethinking Responses to Institutional Complexity." Rotterdam, Netherlands, 3-5th July 2014.
- Thananusak, T. & Ansari, S. (2013)** *'Adoption of Multi-Valued Practices'* 73rd Academy of Management Annual Meeting: Organisation & Management Theory Division. Orlando, Florida, USA, 9-13th August 2013.
- Thananusak, T. & Ansari, S. (2012)** *'Valuing a Moral Practice: A study of Open Access Self-Archiving in Academic Institutions',* 28th EGOS Colloquium, Sub-theme 43: "Value, Values and Valuation." Helsinki, Finland, 4-7th July 2012.

ACADEMIC & TEACHING EXPERIENCE

2016-Present	Instructor, "MGMG750: Small and Family Business Management," College of Management, Mahidol University, Thailand. Instructor, "MGMG666: Leadership and Managerial Negotiation Strategy," College of Management, Mahidol University, Thailand. Instructor, "MGMG697: Thematic Papers and Independent Studies," College of Management, Mahidol University, Thailand. Instructor, "MGMG645: Seminar in Management," College of Management, Mahidol University, Thailand. Instructor, "RAID 134: Self Development & Leadership" Faculty of Medicine, Ramathibodi Hospital, Mahidol University
2021	External Examiner, "AB9000: Independent Studies," International MBA, NIDA Business School, National Institute of Development Administration, Thailand.
2021	Guest Lecturer, "Disruptive Innovation Strategy," MBA, Naresuan University, Thailand.
2020-22	Guest Lecturer, "Negotiation," Professional MBA. NIDA Business School, National Institute of Development Administration, Thailand.

2020	Co-Instructor, "AB7008: Leadership on Leading Change and Innovation," International MBA. NIDA Business School, National Institute of Development Administration, Thailand.
2018	Guest Lecturer, "Negotiation" M.A. International Relations, Faculty of Political Science, Chulalongkorn University, Thailand.
2012-13	PhD Research Lunches Co-ordinator, Cambridge Judge Business School, University of Cambridge, UK.
2010	Guest Lecturer, "Seminar: International Political Economy," M.A. International Relations, Faculty of Political Science, Chulalongkorn University, Thailand.
2008	Teaching Assistant, "SC1101E: Making Sense of Society," Department of Sociology, National University of Singapore, Singapore.
2004	Guest Lecturer, "Thailand and Globalisation," M.A. International Relations, Faculty of Political Science, Chulalongkorn University, Thailand.
2003	Teaching Assistant, "Principles of Information Systems," BBA (International Program), Thammasat Business School, Thammasat University, Thailand.

TRAINING EXPERIENCE

2025	Instructor, "Mindset and Techniques in Selling and Closing Deals." Siphya Construction Group (CMMU Executive Training Programme).
2024-5	Instructor, "Strategic Negotiations and Communications," Faculty of Medicine Siriraj Hospital, Mahidol University (CMMU-Siriraj Pi-Shaped Executive Training Programme)
2024	Instructor, "Mindset and Techniques in Selling and Closing Deals." Mercedes Benz Thonglor Training Programme.
2024	Instructor, "Leadership as an Individual." Metropolitan Waterworks Authority (MWA Executive Training Programme).
2023-4	Instructor, "Strategic Negotiations for Executives," Thai Airways International (Thai Airways International Executive Training Programme)
2023	Instructor, "Leadership and Motivation." Thaivivat Insurance Plc (Thaivivat Talent Training Programme)
2023	Instructor, "Negotiation Strategies." KCG Corporation (CMMU Executive Training Programme)
2022	Instructor, "Persuasive Communication," Ministry of Public Health Executive Training (Division 5) (CMMU Executive Training Programme)
2022	Instructor, "Persuasive Communication," Microsoft Thailand (CMMU Executive Training Programme)
2022	Instructor, "Decision Making Strategy," TTK Corporation (CMMU Executive Training Mini-MBA Programme)
2021-Present	Instructor, Ramathibodi School of Hospital Management (CEO programme, RESD programme, Laos-Thai hospital management collaboration)
2020-Present	Instructor, "Cross-Cultural Negotiation" (for Portuguese, American, Swiss Graduate Students for the training programme: Managing in Asia, College of Management, Mahidol University).

PROFESSIONAL EXPERIENCE

2005-2008	Consultant, Advisory Unit, Fiscal Policy Research Institute, Thailand.
2002-2005	Consultant, Sasin Management Consulting, Sasin Graduate Institute of Business Administration, Chulalongkorn University, Thailand.

RESEARCH INTERESTS

Healthcare and Wellness, Sustainable entrepreneurship, Sustainability, Leadership, Negotiations and Conflict Resolutions, Decision Making, Electric Vehicles, Organisational identities and statuses, Strategic Management, Diffusion and adoption of innovative practices, Institutions, Scholarly communications, Small business and family business management, Startup and disruptive innovations