



Curriculum Vitae

SAWITREE SANTIPIRIYAPON, Ph.D.

ดร.สาวิตรี สันติพิริยพร

E-mail: taesawitree.san@gmail.com

Phone: 085-042-7684

Line ID: sawitree.stp

EDUCATION	Doctor of Philosophy (Ph.D. in Management)	2020
	Dissertation Topic “Leveraging Dynamic Marketing Capabilities to Respond to Changes in the Market Environment: Empirical Evidence from Thailand”	
	College of Management, Mahidol University, Thailand	
	Certificate Advanced Graduate Study in Management	2014
	College of Management, Mahidol University, Thailand	
	Master of International Business	2010
	La Trobe University, Australia	
	Certificate of Business and Management in Europe	2010
	Burgundy School of Business, France	
	Bachelor of Communication Arts in Public Relations	2008
	University of the Thai Chamber of Commerce, Thailand	
TRAINING	Mahidol University Executive Development Program (MU-EDP#20)	2021

ACADEMIC MANAGEMENT AND TEACHING EXPERIENCES

FULL-TIME

Current	Assistant to the President for Policy and Planning Affairs
	Mahamakut Buddhist University
	Key Responsibilities

- Provide oversight and guidance to the Division of Policy and Planning.
- Support the management and strategic implementation of the university's development initiatives.

2023-2025

Full-time Lecturer

Graduate School, Bangkok University

Key Responsibilities

- Teach Master of Business Administration (MBA) courses
- Develop a Master of Business Administration (MBA) Curriculum
- Conduct research in the field of Business Administration
- Make an industry partnership to create an educational eco-system

2021-2022

Director, Division of Education Administration

Office of President, Mahidol University

Key Responsibilities

- Work closely and report to the Vice President of Academic Affairs
- Develop working policies and strategies for the Division of Education Administration
- Analyze and conduct operational planning to be aligned with Mahidol University policies, strategies, and missions
- Lead 4 functions under the Division of Education Administration: Education Services, Registrar, Education Development, and Education Technology
- Plan, organize, lead, and control the team of 50 employees to effectively support all Mahidol University faculties and students

Jan-June 2021

Lecturer as a formal position

(Acting as a Retail Business Online Academy Director)

Panyapiwat Institute of Management

2017-2019

Director of Careers and Employability/ MBA Lecturer (Managing Organization, Human Side of the Organization, Current Issues in Management)

Stamford International University

Key Responsibilities

- Work closely with the CEO to plan the University's Strategy
- Give guidance to Deans and Faculty Heads to develop a curriculum that meets the IACBE Accreditation, Laureate International University, and Industry Standards
- Plan Faculty Development program and training Faculty members

- Lead the industry linkage pillar of the university and oversee the academic and industry partnerships of all campuses.
- Manage cross-functional service and partnership teams to ensure the day-to-day operations meet the strategic goals.
- Manage external relationship and partnership agreements between Stamford and many leading organizations e.g., Plan International, Maybank Kim Eng, Thai-Italian Chamber of Commerce, DKSH

2014-2015

Full-Time Faculty (International Business)

Faculty of Management Sciences, Kasetsart University

2011-2013

Head of International Business Management Department

Eastern Asia University

PART-TIME

2017-Present

Part-time Lecturer (Graduate Courses- Contemporary Management, Strategic Management for Healthcare Business, Time Management, Presentation Skills, Personality Development)

College of Management, Mahidol University

Awarded in the Outstanding Teaching Performance for 5 Consecutive Years 2020- 2024

2024-Present

Part-time Lecturer (MBA Course- Organizational Behavior, Human Resources Management)

International School of Management, University of the Thai Chamber of Commerce

2024-Present

Part-time Lecturer (UG Course- Creative Management)

Khon Kaen Business School (Faculty of Business Administration and Accountancy, Khon Kaen University)

2023-2024

Part-time Lecturer (UG Course- New Product and Service Development)

Chitralada Technology Institute

2019-2022

Part-time Lecturer in International Business Management

College of Music Mahidol University, Bangkok University

2019-2020

Part-time Lecturer in Human Resources Management and Marketing

Unicentre (Partner of leading Australian Universities E.g., Macquarie University, La Trobe University, University of Newcastle, and International College of Management, Sydney)

2014-2015 **Part-time Lecturer in International Business Law, and International Marketing**
 Sukhothai Thammathirat Open University, Rajamangala University of Technology Krungthep

ACADEMIC SERVICES EXPERIENCES

2020 -Present Master Degree Independent Study Committee

Mahidol University

2020 Academic Dignitary

Kasetsart University

Bachelor of Business Administration

2012 Curriculum Developer

Eastern Asia University

Bachelor of Business Administration

MANAGEMENT CONSULTING/ TRAINING/ RELATED EXPERIENCES

Organization	Role
International Federation of Medical Students' Associations; IFMSA	Advisor to Medical Students in Hack MED 2024 Project
NEO ACADEMY by College of Management, Mahidol University	Instructor • Mini MBA- Digital Branding & Communication Management • Mini MBA- Digital Business Management • Leadership Pathway E-Learning Course • Customer Relationship Management • Personal Branding • Personality and Decision Making
College of Management, Mahidol University	CMMU Channel Contributor Project: Management During the Covid-19 Series Topic: Keep your team motivated during working from home
College of Management, Mahidol University	Research Project Assistant Project with B.Grimm Group • Gross National Happiness (GNH) Survey Development for Measuring Corporate Wellbeing, Happiness and Sustainability
College of Management, Mahidol University	Stress Management Workshop
Tourism Authority of Thailand	Strategy Consultant Project:

	• Management Handbook for the Tourism Authority of Thailand
Department of Foreign Trade, Minister of Commerce	Strategy Consultant Projects: • Preparation of the Implementation of the ASEAN Economic Community to Facilitate the Free Flow of Goods across the Border • Comparative Analysis of Imported and Exported Product Standards between Thailand and 5 Countries (Japan, Australia, Canada, Germany, Indonesia, and the Philippines) • Comparative Analysis of Trade, Investment, and Economic Laws in ASEAN members
Thailand Research Fund (TRF)	Strategy Consultant Project: • Studying the environmental impact after the Establishment of the East-West Economic Corridor (EWEC) and North-South Economic Corridor (NSEC)
Kasetsart University Faculty of Management Sciences, MBA Program	Guest Speaker- Organizational Happiness and Well-Being
Thammasat University Thammasat Design School (TDS)- Post-Graduate Level	• Keynote Speaker- Annual Post-Graduate Orientation since 2018 • Guest Speaker- Professional Characteristic in Project Organization/ Time Management for Graduate Students
Takeda (Thailand)	Talent Management Program External Committee

EXECUTIVE TRAINING EXPERIENCES

Organization	Training Topic
Global Power Synergy Public Company Limited (GPSC)	Communication Shift
• Siam Motor Group • Siam GS Battery • GS Yuasa Siam Industry • NSK Bearings Manufacturing (Thailand) • MAHLE Siam Electric Drives • Nittan (Thailand) • Hitachi Elevator (Thailand) • Bangkok Komatsu	Cross-Functional and Capabilities Development

Metropolitan Waterworks Authority	Effective Coaching and Constructive Feedback
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JOURNAL PUBLICATIONS

2020 : Santipiriyapon, S., Leelapanyalert, K., Kohlbacher, F. The rebranding of Srichand Transforming a 70-year-old small and medium enterprise into a disruptive global player. Global Business and Organizational Excellence (GBOE). 2020;39(4)6–14. [https:// doi.org 10.1002/joe. 22002](https://doi.org/10.1002/joe.22002)

2017 : Thanadsillapakul, L., Thiratayakinant, K., Intamano, N., Wongkaew, T., Santipiriyapon, S. (2017). The comparative research study regarding the international economic and trade law between Thailand and Asean countries under the AEC framework (2nd Phrase), VOL 8, NO 2 (2017): Assumption University Law Journal Vol.8 No.2 (2 July – December 2017)

2015 : Putthiwanit, C., Santipiriyapon, S. (2015). Apparel Bargaining Attitude and Bargaining Intention (Intention to Re-bargain) Driven by Culture of Thai and Chinese Consumers, Journal of Community Development and Life Quality: 3 (1): 57-67(2015)

2012 :Putthiwanit, C., & Santipiriyapon, S. (2012). A different point of view in collective bargaining: legal perspective versus business perspective.

BUSINESS PUBLICATIONS

2018 : Santipiriyapon, S., Capabilities that grow with Thailand, Informa, The Business Magazine of the Thai-Italian Chamber of Commerce, October-December, 2018.

2016 : Comparative Analysis of Imported and Exported Product Standards between Thailand and 5 Countries (Japan, Australia, Canada, Germany, Indonesia, and Philippines, Government Funding Project from the Department of Foreign Trade, Minister of Commerce

2016 : Research Project for the Preparation of the Implementation of the ASEAN Economic Community to Facilitate the Free Flow of Goods across the Border, Government Funding Project from the Department of Foreign Trade, Minister of Commerce

2015 : Comparative Analysis on Trade, Investment, and Economic Laws in ASEAN members, Government Funding Project from Department of Foreign Trade, Minister of Commerce

2015 : Studying the Social-Economic-Environment-Law Impact after the Establishment of the East-West Economic Corridor (EWEC) and North-South Economic Corridor (NSEC), Thailand Research Fund (TRF)

CONFERENCE PROCEEDINGS

2025 : Santipiriyapon, S., Benson, A. Brand Awareness, Value, and Accessibility Consumer Usage of X (Formerly known as Twitter) as a News Source, 9th National and International Virtual Conference on Multidisciplinary Research (9/2025) 26 September 2025 (Online Conference)

2025 : Santipiriyapon, S., Adapting Marketing Strategies in Healthcare for an Aging Population in Thailand, 11th International Conference on “Green ASIA and Sustainability Forum: Innovation, Health Sciences, Digital Education Quality, and Productive Employment for Sustainable Development in the Next Normal”, Eastern Asia University, May 16, 2025

2025 : Chansarn, S., Santipiriyapon, S., Rongrodejarnarug, S., Chaphakdee, K. Technical Efficiency of Road Freight Companies in Thailand: An Analysis by Stochastic Frontier Analysis. The Proceedings of the 9th National Academic Conference, Issue 1, "Innovation and Creative Media Towards Equitable Human and Social Development" January 22, 2025

2025 : Xu, S., Santipiriyapon, S., Perceived Quality, Packaging, and Celebrity Endorsement Influencing Gen Y-Z Consumer Loyalty of Bottled Water Brands in Bangkok Convenience Stores, 18th National and International Conference “Advancing Knowledge for Societal and Economic Development” March 3-5, 2025 in Osaka, Japan

2025 : Rattaya, R., Santipiriyapon, S., Brand Equity, Technology Adoption, and Marketing Mix Affecting the Decision-Making to Buy BYD Seal Brand Electric Cars in Bangkok and Surrounding Areas, 32nd National Graduate Conference (1/2025) 3-4 March 2025 @ Yala Rajabhat University, Thailand (Online Conference)

2025 : Sanguankham, K., Santipiriyapon, S., The Effect of Brand Equity and Electronic Word of Mouth on Brand Image: A Case Study of a Shabu-Type Buffet Restaurant in the Upper Southern Region, 32nd National Graduate Conference (1/2025) 3-4 March 2025 @ Yala Rajabhat University, Thailand (Online Conference)

2025 : Maksungnoen, K., Santipiriyapon, S., Factors Influencing the Purchase Decision of Medical or Disease-Specific Foods in Thailand, 7th "The National Academic Conference on Management in the Era of Technology-Driven Transformation"-MDTE 2025, 23 May 2025, College of Management Innovation, Rajamangala University of Technology Rattanakosin

2025 : Thaweeptpitak, K., Santipiriyapon, S., A Study of Personal Factors, Perceived Ease of Use, and Reference Group Conformity Affecting Trust in the Use of Artificial Intelligence Technology among Higher Education Personnel, 7th "The National Academic Conference on Management in the Era of Technology-Driven Transformation"-MDTE 2025, 23 May 2025, College of Management Innovation, Rajamangala University of Technology Rattanakosin

2025 : Sermsiri, J., Santipiriyapon, S., Marketing Mix Factors, Social Values, and Service Quality of Shops Affecting the Purchase Decision of Auspicious Plants in Bangkok and Metropolitan Areas, 7th "The National Academic Conference on Management in the Era of Technology-Driven Transformation"-MDTE 2025, 23 May 2025, College of Management Innovation, Rajamangala University of Technology Rattanakosin

2025 : Nukwan, W., Santipiriyapon, S., Factors Influencing Consumers' Choice of Fresh Milk Shops in Bangkok, 7th "The National Academic Conference on Management in the Era of Technology-Driven Transformation"-MDTE 2025, 23 May 2025, College of Management Innovation, Rajamangala University of Technology Rattanakosin

2025 : Preeprem, N., Santipiriyapon, S., Factors Influencing the Choice of Using Fit Now Fitness Services in Ayutthaya, 7th "The National Academic Conference on Management in the

Era of Technology-Driven Transformation"-MDTE 2025, 23 May 2025, College of Management Innovation, Rajamangala University of Technology Rattanakosin

2024 : Santipiriyapon, S., Leveraging Digital Health Platforms for Competitive Advantage: Strategic Marketing Approaches in the Post-Pandemic Healthcare Landscape. EEAAT & ARU- National Conference: EEAAT & ARU 7th 2024, December 19-20, 2024

2024 : Santipiriyapon, S., MarTech (Marketing Technology): Research Landscape and Future Research Opportunities in Thailand. CRU - National Conference in Science and Technology : NCST 7th 2024, June 7, 2024

2024 : Santipiriyapon, S., Development and Maintenance of Dynamic Marketing Capabilities for Sustainable Competitive Advantages: A Conceptual Framework, The 10th International Conference on Green ASIA and Sustainability Forum: Innovation, Health Sciences and Digital Education Quality for Sustainable Development in the Next Normal, Eastern Asia University, May 24, 2024

2024 : Zhang, Y., Pomsuwan, S., Phuwasaktanasiri, A., Santipiriyapon, S., The Study of Personality, Work Environment and Employee Development Affecting Teamwork Efficiency of a Mobile Phone Company, The 10th Thai-Nichi Institute of Technology Academic Conference (TNIAC), May 23-24, 2024

2024 : Meng, L., Pomsuwan, S., Phuwasaktanasiri, A., Santipiriyapon, S., A Study of Motivation Factors Quality of Work Life and Leadership Affecting Engagement of SMEs Service Level Employees in Bangkok, The 10th Thai-Nichi Institute of Technology Academic Conference (TNIAC), May 23-24, 2024

2024 : Wisarat, N., L., Pomsuwan, S., Phuwasaktanasiri, A., Santipiriyapon, S., A Study of New Normal Working Style, Organizational Communication, and Working Atmosphere Affecting Gen Y Operational Employees' Effectiveness in the New Normal Era of Private Companies in Bangkok, The 10th Thai-Nichi Institute of Technology Academic Conference (TNIAC), May 23-24, 2024

2016 : Santipiriyapon, S., Leelapanyalert, K., Market Orientation in Emerging Markets through Capabilities Perspectives: A literature Review, The Eight Conference on Retailing in the Asia Pacific Retailing in Emerging Markets: Sustainability and Regulatory Challenges, University of Oxford and College of Management Mahidol University, September 28-30, 2016, ISBN 978-616-279-921-1 (e-book)

2016 : Santipiriyapon, S., Leelapanyalert, K., Kohlbacher, F., Market Orientation and Dynamic Capabilities in Emerging Markets: A Literature Review, The 2016 Annual Conference of the Emerging Markets Conference: Creating Innovations for the Emerging Markets: Toward the New Frontier of Marketing, Thailand, 6-8 January 2016, Oral Presentation

2015 : Santipiriyapon, S., Leelapanyalert, K., Kohlbacher, F., Market Orientation, Dynamic Capabilities and Marketing Capabilities in Emerging Markets: Empirical Evidence from Thailand, International Conference Series 2015 Bangkok, Thailand : Fourth Annual International Conference on Consumer Research and Marketing: Frontiers of Theory, Method, and Practice, College of Management Mahidol University, Thailand, 14 November 2015, Oral Presentation

2013 : Putthiwani, C., & Santipiriyapon, S., Apparel Bargaining Behavior, Action, Intention to Re-bargain, and Repurchase Intention between Thai and Chinese Consumers, Preparation and Impact of Workforce Movement due to AEC Framework Eastern Asia University, Pathum Thani, Thailand, 16 March 2013, (Research Paper, Proceeding with ISBN).

2012 : Putthiwani, C., & Santipiriyapon, S., A Different Point of View in Collective Bargaining: Legal Perspective versus Business Perspective, ASEAN Economic Community and Its External Economic Relations, Pattaya, Thailand, 1 – 2 September 2012, (Academic Paper, Proceeding with ISBN)