



ดร.กฤษกร สุขเวชชวรกิจ

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Education

Ph.D. (Management)

(Entrepreneurship and Innovation)

Mahidol University

Bangkok, Thailand

M.A. (Economics)

(Scholarship from OCSC, Government of Thailand)

New York University

New York City, NY

B.A. (Economics) *Honor: Cum Laude*

(Scholarship from NAFSA, U.S. Department of State)

Colorado State University

Fort Collins, CO

Journal Publications

1. Potjanajaruwit, P., Klaysung, S., & Sukavejworakit, K. (2024). BUSINESS PARTNERSHIPS, PERSONNEL COMPETENCY, AND MARKETING STRATEGIES INFLUENCING THE SUCCESS OF TOURISM BUSINESS OPERATIONS IN THAILAND. *GeoJournal of Tourism and Geosites*, 52(1), 203-211. [\[SCOPUS\]](#) [SJR Scimago Q1](#)
2. Potjanajaruwit, P., Sukavejworakit, K., & Klaysung, C. (2024). The influence of push and pull motivations on tourist behavior at the full moon party in Thailand. *Journal of Infrastructure, Policy and Development*. [\[SCOPUS\]](#) [SJR Scimago Q2](#)
3. Potjanajaruwit, P., Klaysung, S., & Sukavejworakit, K. (2023). Efficiency of the Revenue Department's Operations in Thailand. *Journal of Hunan University Natural Sciences*. [\[SCOPUS\]](#) [SJR Scimago Q2](#)
4. Virasa, T., Sukavejworakit, K., & Promsiri, T. (2022). Predicting entrepreneurial intention and economic development: A cross-national study of its policy implications for six ASEAN economies. *Heliyon*, e09435. [\[SCOPUS\]](#) [SJR Scimago Q1](#)
5. Virasa, T., Phanthukornkaweeewut, N., & Sukavejworakit, K. (2022). Baandy platforms: Turning bricks and mortar into O2O commerce. In *ISPIM Conference Proceedings* (pp. 1-8). The International Society for Professional Innovation Management (ISPIM).
6. Promsiri, T., Sukavejworakit, K., Keerativutisest, V., Virasa, T., & Kampanthong, K. (2022). Sustaining thai government agency innovation through design thinking learning effectiveness. *Sustainability*, 14(12), 7427. [\[SCOPUS\]](#) [SJR Scimago Q1](#)
7. Koottatep, T.; Sukavejworakit, K.; Virasa, T. (2021) Roadmap for Innovators in the Process of Innovation for Development. *Sustainability*, 13, 84. [\[SCOPUS\]](#) [SJR Scimago Q1](#)
8. Klaysung, S., Klaysung, C., & Sukavejworakit, K. (2022). Effect of marketing communication and information sharing on performance of small and medium-sized enterprises (SMEs) in Thailand. *International journal of health sciences*.

9. Promsiri, T., Sukavejworakit, K., & Virasa, T. (2018). Exploring New Venture Idea Development with External Enablers and Design Process in Nascent Entrepreneurs. *Asia-Pacific Social Science Review*, 18(2), 49-64. [\[SCOPUS\] SJR Scimago Q1](#)
10. Sukavejworakit, K., Promsiri, T., & Virasa, T. (2018). OETEL: An innovative teaching model for entrepreneurship education. *Journal of Entrepreneurship Education*. [\[SCOPUS\] SJR Scimago Q3](#)
11. Sukavejworakit, K., Promsiri, T., & Virasa, T. (2018). Increasing entrepreneurial intention with the application of experiential learning theory: An innovative learning method and empirical test. *Asia-Pacific Social Science Review*. [\[SCOPUS\] SJR Scimago Q1](#)
12. Sukavejworakit, K., Promsiri, T., & Virasa, T. (2018). Opportunity evaluation through experiential learning (OETEL): An analysis of perceived desirability, perceived feasibility, and entrepreneurial intention. *Asian International Journal of Social Sciences*, 18(1), 43 – 62. [\[DOAJ\] indexed journal](#)

Honors and Awards

- “*Best Paper Award: first runner-up*” for paper “Increasing entrepreneurial intention with the application of Experiential Learning Theory: An innovative learning method and empirical test” in Asia-Pacific Innovations Forum (APIF 2018).
- *Bright and Smart Government Officer* of Ministry of Commerce, having work in value added method for main economic crops in category of rice, as well as reporting it to the Minister of Commerce
- Received an awarded “*ASEAN Student Assistance Awards*” from NAFSA: Association of International Educators, U.S. Department of State - *Scholarship from the Government of the United States of America*
- Selected for Expert Assistant of researchers from *OECD (Organization for Economic Cooperation and Development)*, in preparing the research of the policy on promotion of Thai small and medium-sized enterprises comparing with those of Canada and Poland.
- Selective member of *Omicron Delta Epsilon - The International Honor Society for Economists*”
- Selective member of *Phi Kappa Phi - The National Honor Society*
- Selected for project Advisor of “*A Study of Development Guidelines for Measure on New Entrepreneur Reinforcement and Preparation of KPI*” of Bureau of Entrepreneurship Development, Department of Industrial Promotion, Ministry of Industry.
- Received the “*Work Merit Study Award for International Students*” scholarship award from at Colorado State University - *Scholarship from US Government*
- Received the master's degree scholarship award from *Office of the Civil Service Commission (OCSC)*, for studying in economics and international trade at New York University - *Scholarship from Thai Government*

Certificates/Training Programs

- Telemedicine in Clinical Medicine (*The Harvard Medical School, Harvard University*)
- Stanford Introduction to Health (*Department of Pediatrics, Stanford University*)
- Entrepreneurs Development for Innovative Productivity Program (*Bureau of Entrepreneurship Development, Ministry of Industry*)
- Production Management for Cost Reduction Program (*Foundation for Thai Entrepreneurship Development*)
- Production Planning and Strategies Program (*King Mongkut's University of Technology North Bangkok*)
- Executive Electrical Engineering Course (*Faculty of Engineering, Mahidol University*)

Professional Experience

Program Chair (January 2021 – Present)

Health Business Management

College of Management, Mahidol University

- Preparing for program activities, conducting curricular review, curricular development, and program review
- Support development of assessment and instructional materials
- Contribute to completion of administrative procedures
- Conduct marketing activities

Lecturer (September 2010 - Present)

Entrepreneurship and Innovation Program

College of Management, Mahidol University

- Providing a lecture on business plan, venture creation, and innovation strategy to the postgraduate student in the program of Entrepreneurship and Innovation
- Participating in preparing a lesson plan for the field of Entrepreneurship and Innovation

Head of Marketing and Corporate Communications (July 2020 - Present)

College of Management, Mahidol University

- Creating marketing and media plans
- Developing marketing materials to generate sales leads
- Coordinate the design of promotional material and distribute in online and offline channels
- Promoting our products and services via event organizing

University Lecturer (January 2018 – July 2020)

Stamford International University

- Teach courses in Entrepreneurship, International Business, and Design Thinking
- Create activities that impart knowledge and critical thinking skills to students
- Administer and create knowledge evaluation exams
- Advising thematic paper, involves activities specifically directed to assist student's thematic paper

Advisor to Subcommittee of Science Technology and Innovation (January 2020- January 2022)

The Parliamentary Commission of Science, Technology, Research and Innovation

The House of Representatives, National Assembly of Thailand

- Providing an advisory and comment on the proposed program of Innovation
- Monitoring and reporting performance result according to the policy of the government, public organization, and government fund.

Executive Committee (January 2015 – Present)

Princ Paknampo Hospital Group

- Jointly preparing an operational plan for establishing the joint venture in *Alliance Medical Asia Company Limited* (Pitsanuvej Hospital, Paknampo Hospital 1, Paknampo Hospital 2, Sahaphaet Phichit Hospital, Pitsanuvej Uttaradit Hospital, and P.N.P. Hospital Company Limited)
- Managing organization overview by setting up the policy and work procedure
- Appointing a senior executive and reviewing his performance
- Auditing and managing financial resources, and approving performance budget

Vice President (June 2015 - Present)

Pathanasuk Company Limited Group

- Setting up and managing private equity fund for joint venture between PTS Group and other entrepreneurs by construct new ventures assessment and valuation technique for the project valuation
- Jointly planning, setting up a goal, and providing a supervision for the operation of subsidiary in Pathanasuk Capital Company Limited Group
- Setting up a vertical job enrichment strategy for upstream and downstream business channel expansion
- Analyzing and setting up a line in investment, and providing an advice on investment in bond, equity instruments, and fund

Academic Counselor of Reform Assembly Committee (July 2010 - March 2012)

Reform Assembly Committee

Office of the Prime Minister

- Studying and analyzing economic data, and presenting the approach of **national resource management** (Report on water, land, and labor resource management direction)
- Preparing focus group study, as well as analyzing and present the opinion to the Reform Assembly monthly, led by Hon. Anand Panyarachun, Chairman, and Professor Dr. Prawet Wasi

Subcommittee of Public Account Committee (October 2006- October 2007)

Public Account Committee

National Legislative Assembly

- Monitoring and reporting performance result according to the budget policy of the government, public organization, and government fund.
- Studying and monitoring complaint from government sector and private sector in relation to the ambiguous *budget spending* of the government

Counselor of Foreign Affairs Committee (August 2004- September 2006)

Foreign Affairs Committee

Senate

- Monitoring and reporting performance result according to the policy on relationship and cooperation promotion between Thailand and other countries in politics, economy, and society.
- Research and presenting the results in discussed issues of the members of National Assembly of Thailand on trading economy in the frame of Free Trade Area (FTA) negotiation

Trade Officer (November 2003- October 2006)

Foreign Trade Office

Department of Foreign Trade, Ministry of Commerce

- Acting as an agent of Ministry of Commerce to negotiate the debt collection for rice payment from the Government of Russia, having Hon. Prachuap Chaiyasan, Thailand Trade Representative
- Acting as a vice president and agent of The Bright and Smart Group of the Department
- Suggesting a concept to establish the comprehensive rice trading company (concept of special purpose vehicle) which is chosen as a project of the group presented to the Prime Minister

Investment Promotion Officer (September 2000- October 2003)

The Board of Investment of Thailand (BOI)

- Inspecting, analyzing, and researching investment condition of the investor in North America (USA, Canada, Mexico), and preparing overall economic and investment condition report for the executive in Thailand Translation
- Analyzing investment information and economic trend, and preparing the article to be published in monthly magazine of The Board of Investment of Thailand (BOI) to the public for further education

Monetary Policy Intern (April 2000- July 2000)

Financial Analysis Office

Bank of Thailand

- Inspecting, analyzing, and researching economic condition, both inside and outside the Country.
- Preparing “*Macroeconomic forecasts over short-term and medium-term horizon*” for executive of Bank of Thailand