

CURRICULUM VITAE

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Education:

2001 Doctor of Philosophy
Department of Economics, University of Reading, United Kingdom
Thesis title: The making of Thai multinationals: the internationalisation process of Thai firms

1992 Master of Business Administration (International Business)
Diploma in Management (Asian Studies)
McGill University, Canada

1989 Bachelor of Accountancy (Accounting)
Chulalongkorn University, Thailand

Awards and Scholarships:

2008 Best Teacher Award, Thammasat Business School,
Thammasat University

1996-2001 Doctoral scholarship from Thammasat Business School,
Thammasat University

1992-1994 MBA scholarship from the Thammasat Business School,
Thammasat University

Courses taught:

Environment and Evolution of International Business (Undergraduate)
International Business Management (Undergraduate, MBA, Executive MBA)
Comparative Business Systems (Undergraduate)
Seminar in International Business (PhD)

Research interests: Competitiveness of Thai business, International expansion of multinationals from emerging economies, Foreign direct investment to and from Thailand, Outward foreign direct investment from Asia, Globalisation of the health and fitness industry, Global value chains.

Languages: Thai, English, and French.

Publications (in English):

Articles in Refereed Journals

Pananond, P. (2011) “The Global Value Chains of Thai Multinationals: Evidence from Listed Firms in Thailand”, *Economics, Management and Financial Markets*, Vol. 6, No. 3: 98-141.

Goldstein, A. and Pananond, P. (2008) “Singapore Inc. Goes Shopping Abroad: Profits and Pitfalls”, *Journal of Contemporary Asia*, Vol. 38, No. 3 (August): 417-438.

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Pananond, P and Zeithaml, C. (1998) “The International Expansion Process of MNEs from Developing Countries: A Case Study of Thailand’s CP Group”, *Asia Pacific Journal of Management*, Vol. 15, No.2 (October 1998): 163-184.

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Book Chapters

Gugler, P. and Pananond, P. (2010) “The Competitiveness of the Asean Economies: Business Competitiveness and International Challenges” in P. Gugler and J. Chaisse (eds.) *Competitiveness of the Asean Countries: Corporate and Regulatory Drivers*, Cheltenham, UK and Northampton, MA: Edward Elgar, p. 27-52, September 2010.

Pananond, P. (2010) “A Mutual Neglect between Business Schools and Political Economy Perspectives?: An Essay in Honour of Professor Pasuk Phongpaichit” in T. Chaiwat (ed.) *Pasuk Phongpaichit: A Concerned Scholar* [in Thai], Bangkok: Political Economy Centre, Chulalongkorn University, p. 13-33, March 2010.

Pananond, P. (2009) “Thai Multinationals: Entering the Big League” in R. Ramamurti and J. Singh (eds.) *Emerging Multinationals in Emerging Markets*, Cambridge: Cambridge University Press, p. 312-351, March 2009.

Goldstein, A. and Pananond, P. (2008) “New Multinationals from Singapore and Thailand: The Political Economy of Regional Expansion” in R.S. Rajan, R. Kumar and N. Virgill (eds.) *New Dimensions of Economic Globalization: Surge of Outward Foreign Direct Investment from Asia*, Singapore: World Scientific Publishing, p. 209-247, May 2008.

Pananond, P. (2008) “Finding some Space in the World: Thai Firms Overseas” in Pasuk Phongpaichit and Chris Baker (eds.) *Thai Capital After the 1997 Crisis*, Chiang Mai: Silkworm Books, p. 243-256, January 2008.

Pananond, P. (2007) “Explaining the Emergence of Thai Multinationals” in Henry Yeung (ed.) *Handbook of Research on Asian Business*, London: Edward Elgar, p. 428-444, January 2007.

Pananond, P. (2006) “The Changing Dynamics of the Thailand CP Group’s International Expansion” in Leo Suryadinata (ed.) *Southeast Asia’s Chinese Businesses in an era of Globalisation: Coping with the Rise of China*, Singapore: Institute of Southeast Asian Studies (ISEAS), p. 321-363, September 2006.

Pananond, P. (2004) “Mitigating Agency Problems in Family Business: A Case Study of Thai Union Frozen Products”, in *Family Business in Developing Countries*, International Workshop Proceedings, Chiba: Area Studies Center, Institute of Developing Economies (IDE-JETRO), p. 69-94, March 2004.

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Working Paper Series

Gugler, P., Chaisse, J. and Pananond, P. (2011) “Dynamics of Legal and Economic Integration in ASEAN: Business Competitiveness and International Challenges”, *Asia-*

Pacific Research and Training Network on Trade Working Paper Series, No. 99 (April 2011)

Pananond, P. (1998) “The International Expansion Process of MNEs from Developing Countries: A Case Study of Thailand’s CP Group”, Discussion Paper in International Investment & Management, Series B, Vol. 11(1998/99), No. 258, Department of Economics, University of Reading. September 1998.

Publications (in Thai):

Pananond, P. and Kanchoochat, V. (2006) “Thai Capital Gone Abroad” in Pasuk Phongpaichit (ed.) *The Fight of Thai Capital: Changes and Dynamics*, Bangkok: Matichon Publishing, p. 293-372. December 2006.

ภวิดา ปานะนนท์ และ วีระยุทธ กาญจน์ชูฉัตร (2549) “ตบเท้าทุนไทยไปนอก” ใน ผาสุก พงษ์ไพจิตร (บรรณาธิการ) *การต่อสู้ของทุนไทย: การปรับตัวและพลวัต*. กรุงเทพฯ: สำนักพิมพ์มติชน. หน้า 293-372.

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ภวิดา ปานะนนท์ (2549) “การลงทุนโดยตรงจากต่างประเทศและการพัฒนาธุรกิจไทย : กรณีศึกษาอุตสาหกรรมอิเล็กทรอนิกส์”, รายงานสัมมนาทางวิชาการ ประจำปี 2549 ครั้งที่ 29 เรื่อง เศรษฐกิจไทยในกระแสการเปลี่ยนแปลงสังคมเศรษฐกิจโลก จัดโดย คณะเศรษฐศาสตร์ มหาวิทยาลัยธรรมศาสตร์ 6 กรกฎาคม 2549, หน้า 3-1 – 3-50

Pananond, P. (2005) “Thai Union Frozen Products Public Company Limited” in *Excellence Company: Case Studies of Four Private Firms with Best Practice Management*. Bangkok: Thailand Productivity Institute. November 2005.

ภวิดา ปานะนนท์ (2548) “บริษัทไทยยูเนี่ยน โฟรเซน โปรดักส์ จำกัด (มหาชน)” ใน *Excellence Company กรณีศึกษา 4 องค์การเอกชนที่มีการบริหารจัดการเป็นเลิศ*, กรุงเทพฯ: สถาบันเพิ่มผลผลิตแห่งชาติ, หน้า 83-107

Pananond, P. and Kanchoochat, V. (2003) “Real Estate in Thailand: Sustainable Development?”, *Journal of Business Administration* (Seven Dimension of Real Estate in Thailand: Special Issue to commemorate the 65th Anniversary of Thammasat Business School), November 2003.

ภวิดา ปานะนนท์ และ วีระยุทธ กาญจน์ชูฉัตร (2546) “อสังหาริมทรัพย์ไทย : การเติบโตอย่างยั่งยืน?”, *วารสารบริหารธุรกิจฉบับพิเศษ “7 มิติอสังหาริมทรัพย์ไทย”* เนื่องในวันคล้ายวันสถาปนาคณะพาณิชยศาสตร์และการบัญชี มหาวิทยาลัยธรรมศาสตร์ครบ 65 ปี, หน้า 65-81

Pananond, P. (1998) “The Making of Thai Multinationals: A Case Study of the Dusit Thani Group”, Proceedings from the Conference to commemorate the 60th Anniversary of Thammasat Business School, November 1998.

Conference participation:

Pananond, P. (2011) “Moving along the Value Chains: the International Expansion of Thailand-listed Firms, 1997-2009”, Proceedings from the Euro-Asia Management Studies Association (EAMSA), University of Gothenburg, Sweden, 22-27 November 2011.

Pananond, P. (2011) “Where do we go from here?: the International Expansion of Thailand-listed Firms in the Eletronics Industry”, Proceedings from the Conference on Emerging Market Firm Competitiveness: Internationalisation, Innovation and Institutions (3Is), Fox School of Business, Temple University, Philadelphia, USA, 11-12 November 2011.

Pananond, P. (2011) “Competing with Emerging-market Multinationals: The Case of Thailand”, in the Global Webinar Series on ‘Competing with Emerging Multinationals from Emerging Markets’, organised by the Northeastern University’s Centre for Emerging Markets and the India China and America (ICA) Institute, 29 March 2011 (see <http://www.icainstitute.org/webinar.html>).

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Pananond, P. (2009) “Intra-regional Investment: The Neglected Aspect of Asean Integration”, Proceedings from the Euro-Asia Management Studies Association (EAMSA) Annual Conference 2009 on ‘Globalisation of Technology, Innovation and Knowledge: The Euro-Asia Connection’, Ecole Polytechnique Federale de Lausanne, Switzerland, 22-24 October 2009.

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Pananond, P. (2005) "A great Leap Forward?: the Changing Dynamics of the CP Group's International Expansion", Proceedings from the International Workshop on Ethnic Chinese

Economy and Business in Southeast Asia in the Era of Globalisation, Institute of Southeast Asian Studies, Singapore, April 2005.

Pananond, P. (2004) “Mitigating Agency Problems in Family Business: A Case Study of Thai Union Frozen Products”, Proceedings from the International Workshop on Family Business in Developing Countries, Institute of Developing Economies, Chiba, Japan, January 2004.

Pananond, P. (2003) “Globalisation as a Two-way Street: The International Expansion of Thai Multinationals”, Proceedings from the 7th International Conference on Global Business and Economic Development, Bangkok, Thailand, January 2003.