

Curriculum Vitae

Name : Asst.Prof. Dr. Pinrada Tharakulwattana
 Date of Birth : March 30, 1971
 Address : 119 Soi Vipavadee 44, Jatujak, Bkk. 10900
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Education Background :

DBA in International Business, Joint Doctoral Program in Business Administration (JDBA), Chulalongkorn University, Thailand, March 2000 with scholarship from JDBA program as a good performance student (GPA 3.86).

Master of Commerce in Marketing, Wollongong University, Australia, November 1993 with scholarship from Wollongong University.

Bachelor of Business Administration in Accounting, Assumption University, Thailand, Magna Cum Laude (2nd class honor), May 1992 (GPA 3.58).

Present Work :

1. Full-time lecturer in Marketing Department, Faculty of Commerce and Accountancy, Thammasat University (since 1998)
Courses: MK201 Principles of Marketing, and MK361 International Marketing
2. Advisor of Thesis, Independent Study, Project Management, and Case Study of MBA and XMBA students, MBA and XMBA Program, Thammasat University; and College of Management, Mahidol University (since 1999)
3. Dissertation Committee of DPM Program (Doctor of Philosophy in Marketing), Thammasat University (since 2002)

Working Experiences:

1. Part-time lecturer at College of Management, Mahidol University (1998-2007)
Courses: Pre-Course Accounting and Strategic Marketing Management
2. Part-time lecturer of Executive MBA Program, Faculty of Commerce and Accountancy, Thammasat University (2002-2005)
Course: Global Marketing Strategies
3. Part-time lecturer at XMBA Program, Khonkhan University (Sathorn Campus) (2003-2005)
Courses: Strategic Management, and Financial Accounting
4. Part-time lecturer at College of Management (Ayudhaya Campus), Mahidol University (2000-2002)
Courses: Strategic Marketing Management and Strategic Management
5. Part-time lecturer at MBA Program, Assumption University (2001)
Course: Introduction to Accounting
5. Part-time lecturer, Bachelor Degree, Mahidol University (1998-2000)
Course: Managerial Accounting
6. Advisor of Thesis, Independent Study, Project Management, and Case Study of MBA and students, MBA Program, College of Management, Mahidol University (1999-2007)
7. Guest lecturer at International Business and Transportation School (IBTS), TIFFA Co., Ltd. (1999-2000)
Course: Marketing
8. Full-time lecturer, Accounting Department, Assumption University (1992-1996)
Courses: Accounting I, Accounting II, and Budgeting
9. Accountant, Thai Container Industries Co., Ltd. (1992)
10. Judging Committee of Prime Minister Awards, Ministry of Commerce (2001-2002)
11. Chairman of Top Advertising Contest of Thailand Awards (TACT Awards) (year 2003)
12. Committee of Top Advertising Contest of Thailand Awards (TACT Awards) (2000 - 2004)
13. Committee of Environmental Management System (EMS) Center, Faculty of Commerce and Accountancy, Thammasat University (2000 - 2004)
14. Committee of Executive MBA Program, Faculty of Commerce and Accountancy, Thammasat University (2001 - 2004)
15. Advisor of Marketing Club, Faculty of Commerce and Accountancy, Thammasat University (2000 – 2004)

Published Articles:

“How Important is Brand Value and How to Build Brand?”, *TBS on Marketing Value: Business Challenge in the New Era*. November 2004.

“Customer Relationship: The face of Your Business Strategy”, *Thammasat Business Journal*, Supply Chain Management Special Edition, November 2002.

“How do Thai Firms Compete in Global Marketplace Under Crisis Context”, *Thammasat Business Journal*, 60-year Faculty of Commerce and Accountancy Edition, May 1999.

Research Paper:

1. Dissertation Title: Capabilities and New Product Proactive and Reactive Strategies of Thai Exporters (2000).
2. Study for Research Planning of Agricultural Development, Ministry of Agricultural (2002).
 - Topic responsible: Commercialization of Agricultural Research
 - Team leader: Prof. Dr. Montri Chulavatnatol

Area of Specialization:

1. Principles of Marketing
2. Strategic Marketing Management
3. International Marketing