

COURSE HANDBOOK

Executive Master of Business Administration (ExMBA)





Professional & Proactive

Applicant Qualifications

- Hold a bachelor's degree in any field from an educational institution in Thailand or overseas accredited by the Office of the Civil Service Commission (OCSC) or the Office of the Higher Education Commission.
- Be at least 30 years of age.
- Have a minimum of 7 years of work experience as of the application date and currently hold an executive-level position.

Career Path

- Senior Executives / Senior Managers / Functional Managers in Organizational Management
- Business Founders / Business Owners /
Next-Generation Business Executives and Entrepreneurs
- Senior Executives / Data Analysts and Business Process Analysts /
Professionals in Strategy, Finance, and Investment fields
- Senior Executives in Technology, Innovation, and Digital Transformation
- Professionals specializing in ESG, Sustainability, and Modern Organizations
- Branch Managers / Regional Executives in Financial Institutions and Large Organizations
- Professionals from the public sector, independent organizations, and international organizations
- Senior Strategic Experts in Consulting and Thought Leadership

ExMBA

“Empowering Executives with Strategy and AI for the Digital Future”

The Executive MBA Program (ExMBA) at Dhurakij Pundit University (DPU) is specifically designed for mid- to senior-level executives, entrepreneurs, and next-generation organizational leaders who seek to enhance their capabilities in navigating the complexities of management in the digital economy and an increasingly fast-changing global environment.

The program aims to develop Next-Generation Executives equipped with strong strategic thinking, the ability to make decisions based on data and AI-driven insights, and the leadership competence to manage organizations amid globalization, volatility, uncertainty, and intense international competition.

Why Choose... the Executive MBA (ExMBA) at DPU?

- **The ExMBA program is designed using a Multi-Instructor per Module teaching approach. In each course, participants learn under the guidance of a Module Moderator, who plays a key role in integrating perspectives and connecting the overall strategic framework across the module.**
- **The program is delivered by a diverse group of instructors, including faculty members from renowned academic institutions as well as senior executives from leading organizations and corporations.**
- **Every course includes Executive Seminars and Networking activities designed to build a strong Executive Network and foster long-term business collaboration among participants.**
- **Participants will develop comprehensive management knowledge and skills, while enhancing their capabilities and competencies in business analysis, strategic planning, and systematic execution—with a strong focus on measurable and tangible results.**

ExMBA

EXECUTIVE MASTER OF BUSINESS ADMINISTRATION (EX.M.B.A.)

Transforming real-world business insights
into professional leadership.

Fast Track - 1.5 Years



* Semester 1

Marketing and Consumer Behavior in the Digital Era

This course aims to equip executives with a comprehensive understanding of digital marketing strategy and its application within the context of the digital economy and platform-based businesses. It covers key online advertising channels, including Search Engine Marketing (SEM/SEO), Social Media Marketing, and various digital platforms. Participants will analyze the strategic role of marketing in driving organizational performance, examine internal and external marketing environments influencing executive decision-making, and explore digital consumer behavior and market competition structures to formulate marketing strategies aligned with organizational goals.

The course emphasizes marketing analytics and data-driven decision-making to support target marketing and the design of effective marketing mix strategies. Participants will evaluate online advertising performance, brand impact, and executive-level social media management.

Teaching methods include case-based learning and executive workshops, drawing on real-world case studies from Thai and international businesses, enabling participants to apply insights directly to their own organizations.

Executive Teaching Team



Mr. Pratthana Leelapanang
Chief Executive Officer (CEO)
Advanced Info Service Public
Company Limited (AIS)



**Asst. Prof.
Dr. Nopphon Ruangwanit**
Director, BBA Program
Thammasat Business School,
Thammasat University



Dr. Phunpiti Bhovichitra
Director, BAC British
Academic Center



Dr. Kanawat Asawachatroj
Country Manager (UK and UAE),
Singha Worldwide International
Company Limited



Dr. Jiraporn Chomsuan
Lecturer of Marketing and Branding
in Digital Era
Dhurakij Pundit University

Managerial Accounting

This course is designed to develop executives' ability to utilize accounting and financial information for strategic decision-making at the organizational level. It emphasizes the role of managerial accounting as a critical tool for planning, controlling, and evaluating business performance in the digital era.

Participants will study key concepts and principles of managerial accounting, including the collection, analysis, and presentation of financial data to support executive decisions. The course covers cost analysis, profitability assessment, and performance evaluation from a managerial perspective, enabling leaders to translate financial insights into strategic actions.

Special attention is given to emerging trends in managerial accounting, integrating modern technologies such as Enterprise Resource Planning (ERP) systems, cloud computing, and big data analytics to enhance the accuracy, transparency, and timeliness of information used in decision-making. In addition, the course introduces Sustainability and ESG Accounting to support responsible business management that balances economic performance with social and governance considerations.

Executive Teaching Team



Asst. Prof. Dr. Sansakrit Vichitlekarn, Ph.D.

Associate Dean Planning, Innovation, and Sustainability Affairs
 Chulalongkorn Business School,
 Chulalongkorn University



Dr. Eakapong Tungsrisanguan

Chief Financial Officer (CFO)
 SCGJWD Logistics Public Company
 Limited (SCGJWD)



Asst. Prof. Dr. Pattanant Petchedchoo

Vice President for Academic Affairs
 Dhurakij Pundit University



Dr. Nattapat Nuanmaneethiti

Deputy Dean of
 Faculty of Business Administration
 Dhurakij Pundit University

Financial Management and Technology in the Digital Era

This course aims to develop executives' knowledge and skills in strategic financial management within the context of the digital economy and the rapid evolution of financial technology (FinTech). It emphasizes the integration of corporate financial decision-making with digital technologies that enhance competitiveness and long-term sustainability.

Participants will explore key areas of financial management in the digital era, including working capital management, financial planning, funding strategies, capital structure decisions, cost of capital, and the time value of money. The course also covers capital budgeting and investment analysis, dividend policy, and business valuation to support sound executive decision-making.

In addition, the course examines the transformative role of financial technologies such as digital financial systems, payment platforms, big data analytics, artificial intelligence (AI), and blockchain in reshaping financial management, data analysis, and strategic decision-making.

Teaching and learning are based on executive case studies and real-world financial problem-solving, enabling participants to apply modern financial strategies and technologies effectively within their own organizations.

Executive Teaching Team



Asst. Prof. Dr. Dhanawat Siriwananukul, CFP®

Lecturer, Department of Finance,
 Faculty of Business Administration,
 Kasetsart University
 Board Member, Thai Financial
 Planners Association



Dr. Narongdech Thakerngkiet

Senior Vice President,
 Sustainable Investment
 Global Asset Management
 Division, UOB Asset Management
 (Thailand) Co., Ltd.



Dr. Nongnuch Tantisantiwong

Senior Vice President, Enterprise
 Risk and Infrastructure
 CIMB Thai Bank



Asst. Prof. Dr. Kulabutr Komenkul

Director, Executive MBA
 Faculty of Business Administration
 Dhurakij Pundit University

Yr1

* Semester 2

Operations and Supply Chain Management in the Digital Era

This course is designed to develop executives' strategic capabilities in operations and supply chain management within the context of the digital economy, global competition, and increasing supply chain uncertainty. It emphasizes aligning operational decisions with organizational strategic objectives. Participants will explore end-to-end operations and supply chain systems, from sourcing and procurement, demand forecasting, and operations planning to production processes, warehouse and inventory management, facility location decisions, and logistics network design. The course also covers distribution logistics, import-export logistics, customer service management, and value creation across the supply chain to enhance competitiveness and customer satisfaction. In addition, the course highlights the application of digital technologies in operations and supply chain management, including digital logistics platforms, data analytics, artificial intelligence (AI), advanced forecasting, automation, Industry 4.0 technologies, and traceability systems.

Teaching methods focus on executive case studies from manufacturing, service, and logistics industries, both domestic and international, enabling participants to effectively design, improve, and manage resilient and sustainable supply chains in the digital era.

Executive Teaching Team



Dr. Piyanuch Samrit
 Managing Director and Founder,
 VEMOVE Platform Co., Ltd.
 Board Member, Public Warehouse
 Organization, Ministry of Commerce



Pochaman Pasawat
 Board Member,
 GS1 Thailand and ECR Thailand



Bordin Tanthaphaiboon
 Senior Vice President, Transport &
 Warehouse Operations
 SCGJWD Logistics Public Company
 Limited (SCGJWD)



Dr. Varis Limlawan
 Dean of Faculty of Arts and
 Lecturer of Logistics and
 Supply Chain Management
 Dhurakij Pundit University



Dr. Warunyu Srichiangrai
 Deputy Dean of
 Faculty of Business Administration
 Dhurakij Pundit University

Organizational and Human Resource Management in the Digital Era

This course aims to develop executives' strategic perspectives and skills in organizational and human resource management within the context of economic transformation, technological disruption, and the evolving world of work in the digital era. It emphasizes the leadership role in strengthening organizational capability and building sustainable competitive advantage.

Participants will examine internal and external organizational environments that influence structure design, HR strategy formulation, and change management to ensure alignment with business direction and corporate strategy amid volatility and uncertainty.

The course covers strategic human resource management (Strategic HRM), leadership and talent development, employee experience and engagement, high-performance teams, and the design of organizational culture that fosters learning, innovation, and performance.

In addition, participants will explore the application of digital technologies in HR management and executive

decision-making. Teaching methods focus on executive case studies and real-world organizational experiences, enabling participants to apply insights to people management, leadership development, and sustainable organizational growth in the digital era.

Executive Teaching Team



Dr. Phayat Wutthirong
 Lecturer, Institute for Continuing
 Education and Human Resources,
 Thammasat University
 Chairman of the Risk Management
 Committee, PMC Label Materials



Krittaya Boonthai
 Senior Learning Solution &
 Government Relationship Manager
 Central Restaurants Group Co., Ltd.



**Capt. Dr. Yongyuth
 Mayalarp**
 Chief Executive Officer (CEO),
 Wellness Business,
 Piyavate-Triya Hospital Group
 Advisory Board Member, Medical
 Association of Thailand
 under the Royal Patronage
 President, Thai Lifestyle Medicine
 and Wellness Association



Dr. Suravee Sunalai
 Director of Educational Quality
 Assurance & Lecturer of Master of
 Business Administration
 Dhurakij Pundit University



**Asst. Prof. Kuajit
 Cheerakan**
 Lecturer of Management
 Dhurakij Pundit University

Business Information Systems

This course aims to develop executives' understanding of the strategic role of information systems and digital technologies in driving organizations in the digital economy and the AI era. It emphasizes the application of computer technology, data, and artificial intelligence (AI) to support decision-making, management, and competitive advantage.

Participants will explore fundamental concepts and components of business information systems, including the interrelationships among systems, technology, processes, and people. The course also examines the cost, value, and quality of information, enabling executives to assess the return on investment in information technology initiatives. The curriculum covers various types of information systems, from operational systems and management information systems to decision support systems and AI-driven intelligent systems with analytics for strategic decision-making. It also addresses the roles of system software, application software, and digital platforms.

Participants will learn how to align business, IT, and AI strategies (Business/IT/AI Alignment) to transform business models, organizational structures, and workflows using ERP systems, cloud-based solutions, and AI tools. The course further highlights digital and AI ethics, cybersecurity, cybercrime risks, and information security. Teaching methods focus on executive case studies, enabling participants to make strategic, transparent, and sustainable technology decisions.

Executive Teaching Team



Dr. Jetsada Arnin
 Assistant to the President
 for Education
 Head, Neuroscience and Intelligent
 Systems Technology Laboratory
 (MINT Lab) Mahidol University



Dr. Prachya Boonkwan
 Lecturer, Sirindhorn International
 Institute of Technology (SIIT)
 Thammasat University



**Dr. Watthanasak
 Jeamwattananachai**
 Senior Researcher in Cognitive
 Computing and Human-Machine
 Collaboration Core AI, NECTEC



**Asst. Prof. Dr. Wilawan
 Inchamnan**
 Dean, College of Creative Design
 and Entertainment Technology
 Dhurakij Pundit University



**Asst. Prof. Dr. Charunya
 Parncharoen**
 Lecturer of Master of
 Business Administration
 Dhurakij Pundit University



* Summer Semester

Business Strategies in the Digital Era

This course aims to enhance strategic perspectives and decision-making capabilities for senior executives and organizational leaders in the digital era. It emphasizes the leadership role in setting organizational direction amid rapid technological change, global economic shifts, and evolving consumer behavior. Participants will examine the roles and responsibilities of top management and C-level executives in driving corporate strategy, developing strategic thinking skills, making decisions under uncertainty, and managing organizations in highly competitive environments.

The course covers the full strategy formulation and execution process, including internal and external analysis, business analytics, and data-driven strategy development. Participants will explore strategies at corporate, business, and operational levels, and learn to integrate functional strategies across marketing, operations, accounting and finance, human resource management, and information systems to ensure strategic alignment and sustainable competitive advantage.

In addition, the course highlights key success and failure factors in the digital age, applying modern strategic frameworks and digital strategy tools through executive case studies and strategic discussions. Participants will be equipped to formulate, evaluate, and adapt strategies that lead organizations toward long-term success.

Executive Teaching Team



Dr. Chatchai Thnarudee
 Executive Chairman and Risk
 Management Committee Member
 MCOT Public Company Limited (MCOT)



Nikhom Jensiriratnakorn
 Director, Development
 - Thailand, Hilton



Suksit Suvundikul
 Chief Executive Officer (CEO),
 Deevana Hotels & Resorts
 President, Thai Hotel
 Association – Southern Chapter



Dr. Tawin Lempridee
 Chief Executive Officer (CEO),
 KronoLife Co., Ltd.
 Researcher, National
 Nanotechnology Center (NSTDA)



**Asst. Prof. Dr. Sivanun
 Sivapitak**
 Lecturer of Master of
 Business Administration
 Dhurakij Pundit University

Financial Strategies for Venture Capital, Mergers & Acquisitions, and Public Funding

This course develops executives' knowledge and skills in strategic financial decision-making for investment, expansion, and value creation in a volatile global economy and capital market environment. It emphasizes the role of senior management in shaping financial policies and executing high-impact, long-term strategic deals. Participants will examine financial tools and frameworks for investment decisions under uncertainty, working capital management, capital sourcing and allocation, capital structure design, and cost of capital analysis. The course also addresses dividend policy, corporate financial management, and value maximization aligned with overall business strategy.

A core focus is on financial strategies for venture capital, mergers and acquisitions (M&A), including business valuation, financial negotiation, deal structuring, and risk management. Public funding strategies such as IPOs, bond issuance, and alternative financial instruments are also covered.

In addition, participants will explore emerging investment and funding trends in the digital era, including private

Financial Strategies for Venture Capital, Mergers & Acquisitions, and Public Funding

This course develops executives' knowledge and skills in strategic financial decision-making for investment, expansion, and value creation in a volatile global economy and capital market environment. It emphasizes the role of senior management in shaping financial policies and executing high-impact, long-term strategic deals. Participants will examine financial tools and frameworks for investment decisions under uncertainty, working capital

Executive Teaching Team



Dr. Eakapong Tungsisanguan
 Chief Financial Officer (CFO)
 SCGJWD Logistics Public Company Limited (SCGJWD)



Asst. Prof. Dr. Kulabutr Komenkul
 Director, Executive MBA
 Faculty of Business Administration
 Dhurakij Pundit University



Asst. Prof. Dr. Piyavit Thipbharos
 Lecturer of Master of Business Administration
 Dhurakij Pundit University

Yr2 * Semester 1

Risk Management and Insurance

This course develops executives' strategic perspectives and capabilities in risk management, covering operational, financial, and managerial risks that critically affect organizational survival, competitiveness, and sustainability in a volatile business environment.

Participants will explore fundamental concepts of risk and risk management, the relationship between risk and the insurance industry, and the evolution of insurance as a risk transfer mechanism that supports business continuity and economic stability.

The course examines multiple dimensions of organizational risk, including financial risks (liquidity risk, interest rate risk, foreign exchange risk, credit risk, and capital market risk), management and operational risks (executive decision risk, process failures, system breakdowns, and internal control weaknesses), and strategic risks arising from competition, market shifts, technological disruption, and regulatory changes.

Participants will also gain insight into the roles of life and non-life insurance in mitigating these risks.

Teaching focuses on executive case studies, enabling participants to analyze, evaluate, and select appropriate risk management tools to support sound strategic, financial, and operational decision-making in a sustainable manner.

Executive Teaching Team



Dr. Chatchai Thnarudee
 Executive Chairman and Risk Management Committee Member
 MCOT Public Company Limited (MCOT)



Dr. Phayat Wutthirong
 Lecturer, Institute for Continuing Education and Human Resources, Thammasat University
 Chairman of the Risk Management Committee, PMC Label Materials Public Company Limited



Dr. Nongnuch Tantisantiwong
 Senior Vice President, Enterprise Risk and Infrastructure
 CIMB Thai Bank



Asst. Prof. Dr. Kulabutr Komenkul
 Director, Executive MBA
 Faculty of Business Administration
 Dhurakij Pundit University

Issues in Trade and Investment for Global Business

This course develops executives' strategic perspectives on international trade and investment within the complex and rapidly evolving global economic, political, and financial landscape. It emphasizes analytical approaches to cross-border investment decisions and global business expansion.

Participants will examine the global business environment from historical, political, trade policy, and protectionism perspectives, as well as social and cultural factors influencing international operations. The course covers global financial markets, monetary systems, exchange rates, international capital flows, foreign direct investment (FDI), joint venture management, and optimal investment structures across countries and regions.

Learners will integrate knowledge from finance, marketing, strategy, and risk management to systematically assess international trade and investment opportunities and risks.

Regional case studies provide real-world context, including China's economic structure and state influence, ASEAN's manufacturing and supply chain potential, the UK's financial role post-Brexit, and the Middle East (e.g., UAE) as an investment and logistics hub.

Through executive case studies, comparative analysis, and strategic discussions, participants will be equipped to formulate sustainable global trade and investment strategies.

Executive Teaching Team



Dr. Kanawat Asawachatroj
 Country Manager (UK and UAE),
 Singha Worldwide International
 Company Limited



Dr. Thiti Samuthrat, M.D.
 Assistant Director,
 Bangkok Hospital Phuket
 Chief Partnership Officer (CPO),
 BDMS Bangkok Hospital Phuket



Dr. Pagon Gatchalee
 Lecturer, Faculty of Business
 Administration
 Chiang Mai University
 Founder of the "Aijong"
 Knowledge Platform



Kobkij Praditpolpanich
 Head of Corporate Communications
 Dhurakij Pundit University
 Executive Committee Member,



Ekarat Janrathitikarn
 Thai Director of Maritime
 Silk Road Confucius Institute,
 Dhurakij Pundit University



Surachai Alex Suantubtim
 Deputy Dean of
 Faculty of Business Administration
 Dhurakij Pundit University



Dr. Sarayut Lekplipol
 Senior Deputy Managing Director
 China Harbour Engineering Company
 (Thailand)

Thematic Paper

This course is the final and culminating requirement of the Executive MBA program. It allows students to select a study pathway aligned with their professional goals and organizational context, choosing between a Research-based Thematic Paper or an Integrated Business Project. Both options demonstrate the ability to integrate business knowledge, analytical thinking, and systematic executive decision-making.

Option 1: Research-based Thematic Paper

This option emphasizes academic research in areas such as business administration, finance, marketing, management, strategy, or related fields. Students will learn how to formulate research questions and theoretical frameworks, design data collection plans, analyze data using statistical or qualitative methods, and compare findings with existing theories and literature. The outcome reflects rigorous academic thinking, logical analysis, and the ability to generate insights that contribute to business knowledge or serve as a foundation for advanced research.

Option 2: Integrated Business Project

This option focuses on applying managerial knowledge to real business challenges within the student's organization or enterprise. It involves diagnosing business problems, conducting business audits, designing strategic solutions, and developing integrated business or strategic plans across key functions such as marketing, finance, operations, and human resources. The project demonstrates executive-level thinking, strategic analysis, and practical problem-solving in today's business environment.

Executive Teaching Team



Asst. Prof. Dr. Kulabutr Komenkul
 Director, Executive MBA
 Faculty of Business Administration
 Dhurakij Pundit University



Asst. Prof. Dr. Piyavit Thipbharos
 Lecturer of Master of
 Business Administration
 Dhurakij Pundit University



Asst. Prof. Dr. Charunya Parncharoen
 Lecturer of Master of
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 Dhurakij Pundit University



Asst. Prof. Dr. Sivanun Sivapitak
 Lecturer of Master of
 Business Administration
 Dhurakij Pundit University



Dr. Jiraporn Chomsuan
 Lecturer of Marketing and Branding
 in Digital Era
 Dhurakij Pundit University

Enroll Now!

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Special Scholarship

Apply online
Contact the Admissions Center
Monday - Friday
Office Hours 8:30 - 16:30



Contact Us

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Notes

Tuition Fees

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ExMBA

EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

Message from the Executives

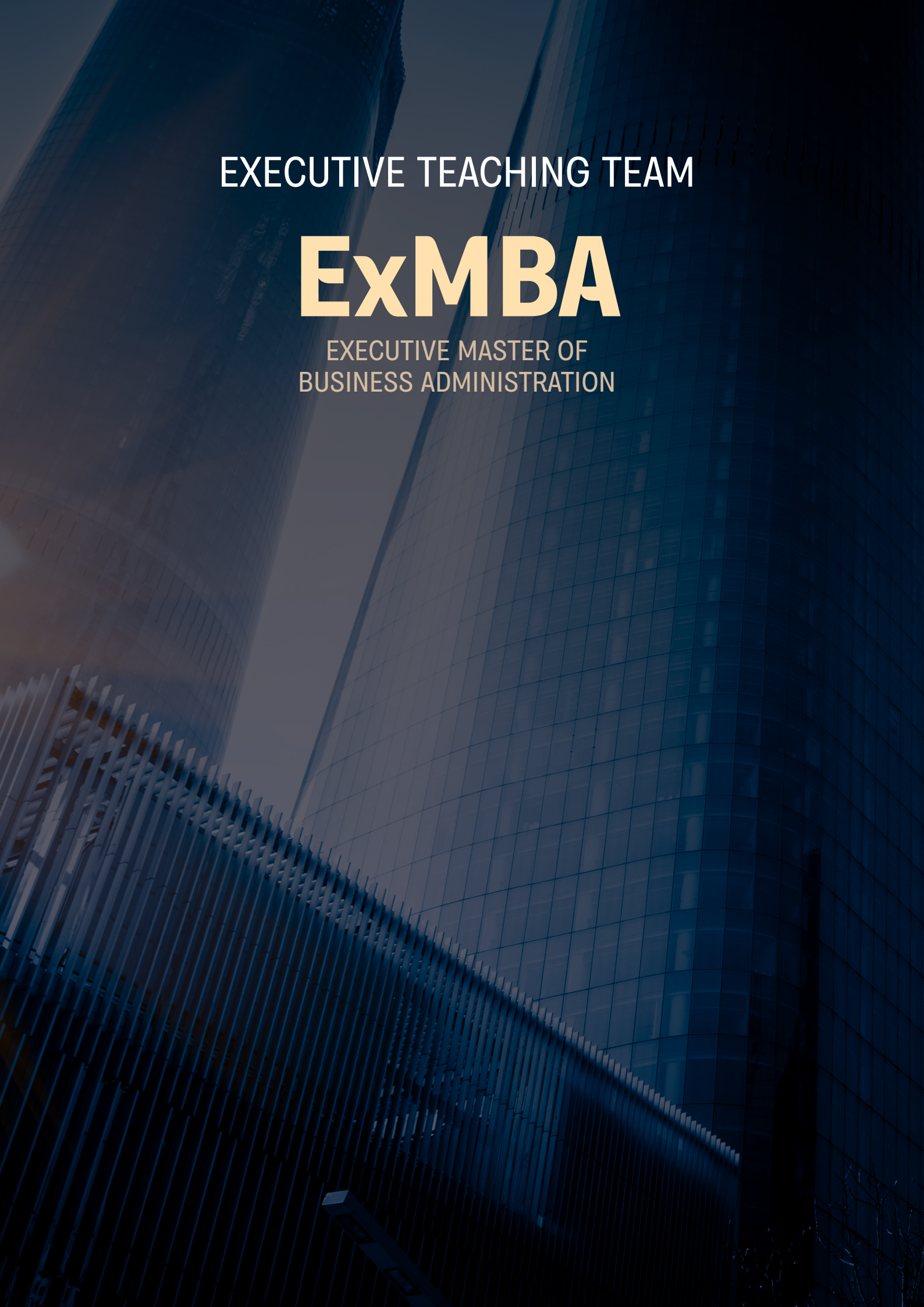


Asst. Prof. Dr. Kulabutr Komenkul

Director, Executive MBA Program
Faculty of Business Administration
Dhurakij Pundit University

“ExMBA is not merely about earning a degree; it is about elevating the way you think, make decisions, and build valuable business networks. A key strength of the ExMBA at DPU is the opportunity to learn from highly qualified academics, seniorexecutives, and real-world experts.

Each course is delivered by a team of instructors with diverse perspectives, enabling participants to gain a comprehensive view of business and apply their knowledge effectively within their own organizations.”



EXECUTIVE TEACHING TEAM

ExMBA

EXECUTIVE MASTER OF
BUSINESS ADMINISTRATION



Mr. Pratthana Leelapanang

Chief Executive Officer (CEO)
Advanced Info Service
Public Company Limited (AIS)

He is a senior executive in Thailand's telecommunications industry and a leading figure in the country's digital infrastructure development. As CEO of AIS, he plays a pivotal role in driving sustainable growth across communication networks, 5G technology, and digital services, strengthening Thailand's digital economy.

He holds two master's degrees — a Master of Science in Electrical Engineering and a Master of Science in System Science and Mathematics — from Washington University in St. Louis, USA. Throughout his career at AIS, he has held various key leadership positions before advancing to the role of CEO, demonstrating strong operational and strategic expertise. In addition, he serves as an executive at Storm Company Limited and as a board member of Rabbit-Line Pay Company Limited, contributing significantly to the integration of digital and financial ecosystems to enhance Thailand's economic competitiveness.

He is a distinguished academic and expert in strategic marketing and international business management. He currently serves as Director of the BBA International Program and Acting Director of the Integrated Bachelor's–Master's Program in Accounting and Business Administration at Thammasat Business School.

He plays a key role in advancing academic programs to international standards while bridging academic knowledge with real-world business practice. With extensive experience as a consultant and guest speaker, he has worked with leading organizations in both the public and private sectors, contributing strategic insights in marketing, business development, and organizational growth.



**Asst. Prof. Dr.
Nopphon Ruangwanit**

Director, BBA Program
Thammasat Business School,
Thammasat University



Dr. Phunpiti Bhovichitra

Director,
BAC British Academic Center

He is an academic and expert in business strategy, marketing, and digital-era management, with extensive experience spanning both academia and industry. As Director of BAC British Academic Center, he is responsible for international curriculum development, organizational strategy formulation, educational business expansion, and fostering partnerships with institutions both domestically and internationally.

He earned his Ph.D. in Marketing from the United Kingdom and has taught and developed programs at leading academic institutions. In addition to his academic career, he brings direct industry experience from the media and entertainment sector, as well as serving as a strategic consultant in business strategy, marketing, and integrated brand development.



Dr. Kanawat Asawachatroj

Country Manager (UK and UAE),
Singha Worldwide International
Company Limited

A marketing executive with over 10 years of experience, specializing in global brand strategy, international marketing, and business development in the food and beverage industry.

He is currently responsible for overseeing SINGHA Corporation's operations in key strategic markets, including the United Kingdom and the United Arab Emirates. His role covers sales management, brand development, distribution channel expansion, and global marketing initiatives.

He also plays a significant role in strategic collaborations with leading international organizations. With a strong academic background in marketing and management from leading institutions in the United Kingdom, he currently serves as a guest lecturer, speaker, and marketing consultant.

An academic leader in accounting, innovation, and sustainability, he plays a key role in shaping the faculty's strategic direction, driving teaching and learning innovation, and integrating sustainability concepts into education, research, and academic services for society.

He earned his Ph.D. in Accounting and MBA from the University of Oregon, United States. With over 20 years of experience in teaching and academic work, he is distinguished for linking accounting knowledge with corporate governance, organizational innovation, and sustainability—reflecting his role as an academic administrator in an era of transformation.



**Asst. Prof. Dr.
Sansakrit Vichitlekarn, Ph.D.**

Associate Dean Planning, Innovation, and
Sustainability Affairs Chulalongkorn
Business School, Chulalongkorn University



Dr. Eakapong Tungsriranguan

Chief Financial Officer (CFO)
SCGJWD Logistics Public
Company Limited (SCGJWD)

A strategic finance executive in the regional logistics and supply chain industry, he plays a pivotal role in shaping corporate financial strategy, capital structure management, risk management, and sustainable organizational growth.

He is distinguished by an integrated knowledge foundation spanning engineering, technology, finance, accounting, and law.

He holds doctoral and master's degrees in engineering and is a Certified Public Accountant (CPA). With extensive experience working closely with boards of directors, he contributes to strategic decision-making and long-term value creation for the organization.



**Asst. Prof. Dr.
Dhanawat Siri Wattanakul, CFP®**

Lecturer, Department of Finance,
Faculty of Business Administration,
Kasetsart University Board Member,
Thai Financial Planners Association

A nationally recognized expert in financial planning, he is the Founder and Director of ThaiPFA Training Institute and plays a pivotal role in elevating the professional standards of financial planners in Thailand.

He has been entrusted by regulatory authorities to design national prototype curricula in finance and investment and has contributed to curriculum development for the Stock Exchange of Thailand.

He earned his D.B.A. degree from a joint program of Chulalongkorn University, Thammasat University, and NIDA, with academic foundations in both engineering and business administration.

His work reflects the role of an academic who bridges knowledge with sustainable social development.

An executive and specialist in ESG and sustainable finance, he plays a key role in integrating ESG frameworks into investment strategies, corporate governance, and data-driven financial decision-making aligned with international standards.

He holds a Ph.D. in Finance from Massey University, New Zealand.

With extensive experience in both academia and capital markets, he is certified in Sustainable Finance and Responsible Investment, reflecting his role as an international thought leader in sustainable investing.



Dr. Narongdech Thakerngkiat

Senior Vice President, Sustainable Investment
Global Asset Management Division,
UOB Asset Management (Thailand) Co., Ltd.



Dr. Piyanuch Samrit

Managing Director and Founder,
VEMOVE Platform Co., Ltd. Board Member,
Public Warehouse Organization,
Ministry of Commerce

A leading executive and founder in the logistics, transportation, and digital platform sectors, she plays a pivotal role in advancing Thailand's logistics industry across business, policy, and professional standards dimensions.

She drives the development of digital solutions to enhance efficiency and competitiveness of Thailand's transportation system at both national and regional levels.

With leadership roles in professional organizations and the public sector, she brings expertise in organizational management, human capital development, and fostering tangible collaboration among business, academia, and society.

She holds a Ph.D. in Industrial Business and Human Resource Development from King Mongkut's University of Technology North Bangkok.



Pochaman Pasawat

Board Member,
GS1 Thailand and ECR Thailand

She is a senior executive and recognized expert in logistics and supply chain management at both national and international levels. Her expertise spans the food, retail, and logistics industries, where she has played a significant role in strengthening operational excellence and supply chain integration.

She previously served as a senior executive in Supply Chain Management at Nestlé (Thailand) Ltd., where she was responsible for end-to-end supply chain planning and transformation initiatives to enhance efficiency, resilience, and competitiveness.

With strong governance experience, she has also served as an independent director and chair of the audit committee of listed companies. Currently, she plays a key role in advancing product data standards and enhancing the competitiveness of Thailand's retail and logistics ecosystem, contributing to sustainable industry development.

He is a senior executive in Thailand's logistics and supply chain industry. As SVP of Transport & Warehouse Operations at SCGJWD, he plays a pivotal role in overseeing and enhancing transportation and warehousing operations to ensure efficiency, operational excellence, and industry-standard performance.

He previously served as Managing Director of JWD Transport, where he led operational transformation initiatives and strengthened cost management systems to improve overall competitiveness.

Bordin is also one of the executive partners who co-founded Fuze Post in collaboration with Flash Express and Thailand Post, developing comprehensive cold chain logistics solutions. He actively promotes international logistics collaboration and the development of multimodal transport systems to strengthen Thailand's connectivity with the broader Asian region.



Bordin Tanthaphaiboon

Senior Vice President,
Transport & Warehouse Operations

An academic, executive, and consultant specializing in innovation and human resource management, with extensive experience across academia, the corporate sector, and public policy. He holds a Ph.D. in Human Resource Management from the National Institute of Development Administration (NIDA).

He has completed executive education programs at leading global institutions, including the University of Cambridge, Wharton School (University of Pennsylvania), Harvard University, and Imperial College London, as well as corporate governance and director certification programs from the Thai Institute of Directors (IOD).

He is recognized for integrating "People-Strategy-Innovation" to drive organizational development and strengthen sustainable governance practices.



Dr. Phayat Wutthirong

Lecturer, Institute for Continuing Education
and Human Resources, Thammasat University
Chairman of the Risk Management Committee,
PMC Label Materials Public Company Limited



Krittaya Boonthai

Senior Learning Solution & Government
Relationship Manager
Central Restaurants Group Co., Ltd.

He is a distinguished executive in human resource development, strategic organizational learning, and cross-sector collaboration. At Central Restaurants Group, he is responsible for designing and driving learning solutions for executives and employees within large-scale organizations, while fostering partnerships between the private sector, government agencies, and academic institutions to support sustainable business growth.

He plays a key role in translating real-world business experience into educational contexts, serving as a speaker and advisor in workforce development and future talent readiness initiatives. Krittaya holds a Master's degree in Human Resource and Organization Development from the National Institute of Development Administration (NIDA), reflecting his leadership in advancing learning and development in modern organizations.

Capt. Dr. Yongyuth Mayalarp is a distinguished physician and executive, recognized as a thought leader in preventive medicine, lifestyle medicine, and holistic healthcare in Thailand. He earned his MB BS from The London Hospital Medical College, University of London, and has expertise in tropical medicine, anti-aging medicine, and regenerative health.

With extensive executive experience within leading hospital networks and involvement in public health policy, he represents a healthcare leader who integrates medicine, management, and societal well-being in a sustainable manner.



Capt. Dr. Yongyuth Mayalarp

Chief Executive Officer (CEO), Wellness Business,
Piyavate-Triya Hospital Group Advisory Board Member,
Medical Association of Thailand under
the Royal Patronage President,
Thai Lifestyle Medicine and Wellness Association



Dr. Jetsada Arnin

Assistant to the President for Education
Head, Neuroscience and Intelligent Systems
Technology Laboratory (MINT Lab)
Mahidol University

He is an academic and transformative leader in artificial intelligence for education and quality of life. He specializes in artificial intelligence and biomedical engineering, playing a key role in advancing national AI policies for education.

He earned his Ph.D. from the University of Strathclyde, United Kingdom. His research and innovations have received international patents and awards, including assistive technologies for patients and intelligent safety systems.

Dr. Jessada has also contributed significantly to national digital skill development initiatives and efforts to expand equitable access to education, reinforcing his impact at the intersection of technology, education, and societal advancement.



Dr. Prachya Boonkwan

Lecturer, Sirindhorn International
Institute of Technology (SIIT)
Thammasat University

He is a researcher and expert in computational linguistics and artificial intelligence. His areas of specialization include natural language processing (NLP), machine learning, and computational linguistics.

He earned his Ph.D. in Informatics from the University of Edinburgh, United Kingdom. Dr. Prachya plays a significant role in advancing Thai language technology and has served as a senior researcher at the National Electronics and Computer Technology Center (NECTEC).

His work has received multiple international research awards, and he is one of the key leaders of the OpenThaiGPT project, which aims to develop open-source large language models tailored for the Thai language.

He is a senior researcher and leading expert in advanced artificial intelligence, with expertise spanning Agentic AI, large language models (LLMs), knowledge graphs, and multimodal generative models.

He earned both his Ph.D. and Master's degrees in Computer Science from the University of Southampton, United Kingdom, and his Bachelor's degree in Computer Engineering from Kasetsart University.

Dr. Watthanasak plays a pivotal role in developing Medical Agentic AI and Thai language technologies that are deployed within Thailand's national digital infrastructure. In addition, he is a technology founder and advisor, actively bridging cutting-edge research with practical commercial applications, transforming deep AI innovations into real-world impact.



**Dr. Watthanasak
Jeamwatthanachai**

Senior Researcher in Cognitive Computing
and Human-Machine Collaboration Core AI,
NECTEC



Dr. Chatchai Thanarudee

Executive Chairman and Risk Management
Committee Member
MCOT Public Company Limited (MCOT)

Dr. Chatchai Thanarudee is a senior executive with extensive experience across the private sector, state enterprises, and regulatory organizations at both national and international levels. He plays a pivotal role in shaping strategic direction, strengthening corporate governance, and driving digital transformation and sustainable growth within large organizations.

He holds a Ph.D. in Strategic Management from an overseas institution, supported by strong academic foundations in business administration and computer engineering. Dr. Chatchai is widely recognized for his expertise in business and digital transformation, as well as corporate turnaround strategies, particularly within large-scale enterprises undergoing structural and technological change.



Nikhom Jensirratnakorn

Director, Development
- Thailand, Hilton

Nikom Jensirratnakorn is an executive and advisor specializing in international hotel development and tourism-related real estate projects. As Director of Development for Thailand at Hilton, he plays a strategic role in identifying, evaluating, and developing hotel projects in alignment with global brand standards and long-term growth objectives.

He previously served as Director at Horwath HTL, a leading international hospitality and tourism consultancy firm, where he led hotel feasibility studies, investment analysis, and project strategy development.

With strong expertise in hotel feasibility assessment, investment evaluation, and strategic planning, he is widely recognized within the hospitality industry. He also serves as a guest speaker on hotel investment and development in professional forums and industry-based executive programs, reflecting his respected leadership in the global tourism and hospitality sector.

Sukasit Suwannaditsakul is a senior executive in the hospitality and tourism industry, with extensive expertise in hotel development, investment, and asset management across Thailand's key tourist destinations. As CEO of Deevana Hotels & Resorts, he leads the group's growth strategy end-to-end — from acquisitions and project financing to development planning and strategic operations.

He holds a Master's degree from Nanyang Technological University (NTU), Singapore, and a Bachelor's degree from Chulalongkorn University. His leadership reflects a strong integration of business acumen, innovation, and modern hotel management practices, driving sustainable growth in Thailand's hospitality sector.



Suksit Suvundikul

Chief Executive Officer (CEO),
Deevana Hotels & Resorts President,
Thai Hotels Association – Southern Chapter



Dr. Tawin Lempridee

Chief Executive Officer (CEO),
KronoLife Co., Ltd. Researcher,
National Nanotechnology Center (NSTDA)

He is a leading Deep Tech researcher and entrepreneur in Thailand, specializing in longevity biology and biotechnology innovation. As CEO and Founder of KronoLife Co., Ltd., he drives the translation of advanced scientific research into commercially viable solutions for global markets.

He earned his Ph.D. in Cancer Biology from the University of Wisconsin–Madison, USA, and has published numerous international research papers. Dr. Tawin also serves as a key project leader in major Deep Tech initiatives under the National Science and Technology Development Agency (NSTDA). Recipient of multiple national and international innovation awards, he exemplifies the successful integration of scientific research, technological advancement, and commercialization, positioning KronoLife at the forefront of Thailand's biotechnology ecosystem.



Dr. Nongnuch Tantisantiwong

Senior Vice President, Enterprise Risk
and Infrastructure
CIMB Thai Bank

Dr. Nongnuch Tantisantiwong is a distinguished academic and senior executive specializing in enterprise risk management, finance, and ESG. She is responsible for overseeing integrated enterprise risk management at CIMB Thai Bank, covering financial risk, regulatory risk, liquidity risk, and climate risk—critical pillars of the modern financial system. She earned her Ph.D. in Economics from the University of York, United Kingdom, and brings over 20 years of experience across academia, public policy, and the financial sector.

Dr. Nongnuch has held key positions in national financial policy, playing an important role in designing financial stability frameworks and crisis management strategies. She has collaborated closely with the Bank of Thailand, the International Monetary Fund (IMF), and the World Bank, reflecting her expertise at the intersection of finance, risk governance, and sustainable economic development.

Dr. Thiti Samutrat is a physician executive specializing in strategic growth and clinical excellence within the international medical and wellness tourism industry. He serves as Assistant Director of Bangkok Hospital Phuket and Chief Partnership Officer (CPO) of the BDMS Bangkok Hospital Phuket network.

He currently holds the position of Deputy Secretary-General and Board Member of the Thai Medical and Wellness Tourism Association, contributing to national health policy development and strategic advisory initiatives.

Dr. Thiti earned his medical degree overseas and has expertise in oncology, genomic medicine, aesthetic medicine, and regenerative health. He leads strategic growth, marketing, business development, data-driven innovation, and high-value partnerships, playing a key role in positioning Thailand as a leading medical and wellness hub in Asia.



Dr. Thiti Samutrat, M.D.

Assistant Director, Bangkok Hospital Phuket
Chief Partnership Officer (CPO),
BDMS Bangkok Hospital Phuket



Dr. Pagon Gatchalee

Lecturer, Faculty of Business Administration
Chiang Mai University
Founder of the “Aijong” Knowledge Platform

Dr. Phakorn Katchalee is an academic and knowledge communicator specializing in digital technology, innovation, and China studies. He plays an active role in bridging insights across technology, economics, and contemporary business, translating complex issues into accessible and practical knowledge for broad audiences.

He earned his Ph.D. in Information Technology and Digital Innovation from Silpakorn University. His academic background also includes engineering, software, and computer science studies in both Thailand and China.

Through his work in academia and as the founder of the “Aijong” platform, Dr. Phakorn is recognized as a thought leader who integrates technology, management, and deep understanding of China’s evolving landscape to inform strategic perspectives in the digital era.

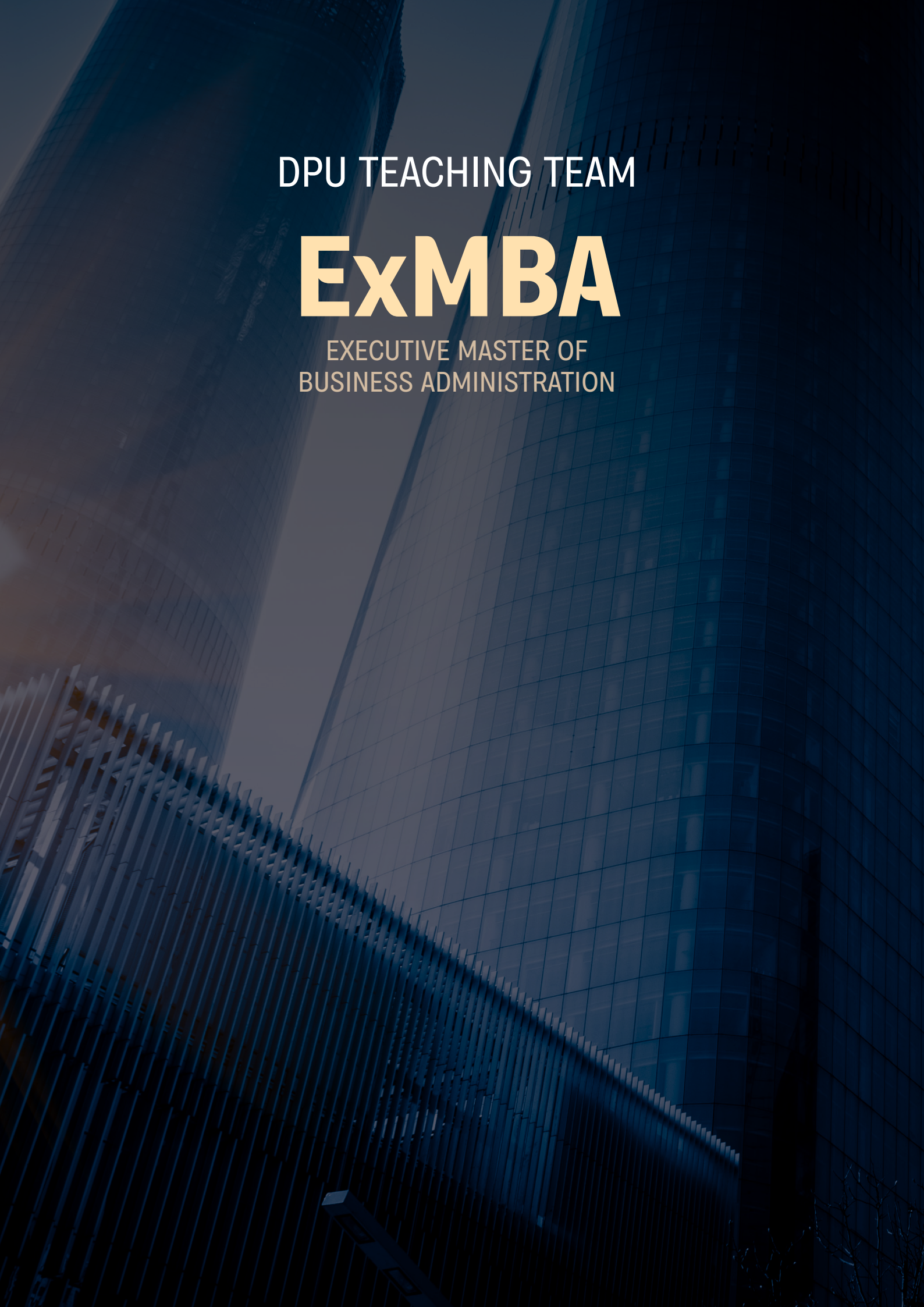


Dr. Sarayut Lekplipol

Senior Deputy Managing Director
China Harbour Engineering Company
(Thailand)

Dr. Sarayut Lekplipol is an executive specializing in investment promotion and international marketing strategy. He currently serves as Senior Vice President of China Harbour Engineering Company (Thailand) and Head of Investment Promotion at the Port City Colombo Special Economic Zone in Sri Lanka. He holds both a DBA and an MBA in Marketing from Eastern Asia University. He has also completed executive education in Commercial Real Estate at Cornell University and AI for Construction Business in China.

Dr. Sarayut serves as a strategic advisor in Think Tank initiatives in collaboration with leading Chinese universities. He is also a graduate-level lecturer and a government advisor on entrepreneurship development, reflecting his role in connecting global investment strategy, academia, and public-sector development.



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**Asst. Prof. Dr.
Dr. Pattanant Petchedchoo**

Vice President for Academic Affairs
Dhurakij Pundit University

Associate Professor Dr. Phatthanan Phetcherchu is a distinguished academic and senior education executive specializing in accounting and strategic management. As Vice President for Academic Affairs at Dhurakij Pundit University, she plays a key role in shaping academic direction, developing curricula, and elevating teaching quality to align with the digital business landscape and international standards.

She earned her Ph.D. in Accounting from the University of Manchester, United Kingdom, and possesses strong expertise in business administration, information technology, and accounting information systems.

In addition to her academic leadership, she has extensive experience in the corporate and capital market sectors, serving as an independent director, chair of the audit committee, and risk management committee member of listed companies—demonstrating her professional leadership across academia and industry.

He is an academic and expert in corporate finance, capital markets, and international business strategy. He earned his Ph.D. in Finance and M.Res. in Finance from Heriot-Watt University, United Kingdom, and holds an MBA in Finance from Kasetsart University.

He has received numerous national and international research awards, including The SET Best Paper Award (Capital Market) from the Stock Exchange of Thailand and the Outstanding New Researcher Award from the Association of Private Higher Education Institutions of Thailand. His research has been published in leading international journals, covering capital markets, ESG, and FinTech.

Also, he currently serves as CEO & Co-Founder of ArokaGO and Executive Committee Member of the Thai Medical and Wellness Tourism Association (TMWTA), bridging academia, industry, and innovation.



**Asst. Prof. Dr.
Dr. Kulabutr Komenkul**

Director, Executive MBA Program
Faculty of Business Administration
Dhurakij Pundit University



Robkij Praditpolpanich

Head of Corporate Communications
Dhurakij Pundit University
Executive Committee Member,
Thai-Chinese Journalists Association

He is an executive and academic in corporate communications, specializing in strategic communication and institutional brand management. He plays a key role in engaging stakeholders across sectors and strengthening organizational reputation.

In addition, he actively promotes media collaboration between Thailand and China and serves as an executive board member of Sino-Thai Communications Group Co., Ltd., supporting the operations of Xinhua Thailand.

Previously, he served as Dean of the Faculty of Communication Arts, where he led curriculum development and integrated communication studies with the evolving digital media industry.

He holds a Master's degree in Communication Arts and Marketing from Chulalongkorn University, reflecting his strong foundation in academic leadership, management, and professional media communications.



**Asst. Prof. Dr.
Dr. Wilawan Inchamnan**

Dean, College of Creative Design and
Entertainment Technology
Dhurakij Pundit University

She is an academic leader and education executive specializing in creative technology, game design, interactive media, and digital experience design. She plays a pivotal role in developing programs in Creative Technology, Game Design, and UX/UI, bridging academia with the creative industries and the digital economy.

She earned her Ph.D. in Games and Interactive Entertainment from Queensland University of Technology, Australia. Her international research contributions focus on Game-Based Learning, Gamification, and UX/Game Experience.

Dr. Wilawan also serves as a speaker and consultant for government agencies, private organizations, and educational institutions, applying gamification and generative AI to learning innovation and organizational development. Her vision centers on “creative learning designed for the future.”

He is an expert in Thai–Chinese cross-cultural communication and international cultural collaboration. As Director of the Thai Section of the Maritime Silk Road Confucius Institute at Dhurakij Pundit University, he plays a significant role in strengthening cultural ties between Thailand and China at both national and international levels.

He has initiated and led numerous Thai–Chinese engagement activities, spanning arts and culture, music, and academic exchange programs. He also integrates Chinese knowledge and philosophy into holistic development through educational and wellness-oriented programs.

In addition, he serves as a guest speaker and adjunct lecturer at higher education institutions in Thailand



Ekarat Janrathitikarn

Thai Director of Maritime
Silk Road Confucius Institute,
Dhurakij Pundit University