

## ASSISTANT PROFESSOR DR. KWANRAT SUANPONG

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**SUBJECT RESPONSIBLE** IS Workshop: Business Plan (Overview)

### ACADEMIC BACKGROUND

Doctor of Philosophy (Technopreneurship and Innovation Management) Chulalongkorn University, 2001  
Bachelor of Arts (Accounting) Sukhothai Thammathirat University, 2003  
Master of Business Administration (General Management) Chulalongkorn University, 1993  
Bachelor of Engineering (Control System Engineering) King Mongkut's Institute of Technology Ladkrabang, 1989

### SELECTED PUBLICATION

- Lin, X., Suanpong, K., Ruangkanjanases, A., Lim, Y.-T. & Chen, S.-C. (2022). Improving the sustainable usage intention of mobile payments: extended unified theory of acceptance and use of technology model combined with the information system success model and initial trust model. *Frontiers in Psychology*. 12: 1-17.
- Yang, M., Suanpong, K., Ruangkanjanases, A., Yu, W. & Xu, H. (2022). Development and validity test of social attachment multidimensional scale. *Frontiers in Psychology*. 12: 1-16.
- Khan, A., Chen, C.-C., Suanpong, K., Ruangkanjanases, A., Kittikowit, S. & Chen, S.-C. (2021). The impact of CSR on sustainable innovation ambidexterity: the mediating role of sustainable supply chain management and second-order social capital. *Sustainability (Switzerland)*. 13(21): 1-25.
- Khan, I., Mansi, W., Lin, K.-L., Liu, C.-F., Suanpong, K. & Ruangkanjanases, A. (2021). The effect of CEO on bank efficiency: evidence from private commercial banks. *Frontiers in Psychology*. 12: 1-13.
- Uiphanit, T., Bhattarakosol, P., Suanpong, K., Iamsupasit, S. & Wongwan, C. (2020). Chibumons: a positive effect on game to undergraduate students. *International Journal of Emerging Technologies in Learning*. 15(1): 222-230.

Uiphanit, T., Bhattarakosol, P., Suanpong, K. & Iamsupasit, S. (2019). Packet Warriors: An Academic Mobile Action Game for Promoting OSI Model Concepts to Learners. *International Journal of Interactive Mobile Technologies (IJIM)*. 13(6): 41-51.

Rakthai, T., Aujirapongpan, S. & Suanpong, K. (2019). Innovative Capacity and the Performance of Businesses Incubated in University Incubator Units: Empirical Study from Universities in Thailand. *Journal of Open Innovation: Technology, Market, and Complexity*. 5(2): 1-20.

Changkaew, L., Suanpong, K., Vadhanasindhu, P., & Chanchai, A. (2018). Designing Franchise Business Model through Quality Management Criteria: A Case Study in Thailand. *Academic International Conference on Business, Marketing and Management-AICBMM 2018*, Harvard Boston, USA.