

## 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

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), 33.

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.