



# DUONGSAMORN MANOWAN

ดวงสมร มะโนวรรณ

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## PROFESSIONAL APPOINTMENT

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**Assistant Professor** 2025 - Present  
ASEAN Institute for Health Development, Mahidol University (Thailand)

## EDUCATION

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**Master of Liberal Art, Financial and Control (Minor; Marketing)** 2015  
Harvard University, United States.

**Doctor of Science (D.Sc.), Engineering Management in Economics, Finance and Cost Engineering** 2008  
The George Washington University, United States.

**Master of Science (M.Sc.), Engineering Management in Economics, Finance and Cost Engineering** 2002  
The George Washington University, United States.

**Master of Art (M.A) in Economics Development and Infrastructure System** 2000  
Waseda University, Japan (JHC Company Limited, Scholarship)

**Bachelor of Business Administration (B.B.A) in Accounting** 1998  
Assumption University, Thailand.

## EXPERTISE / AREAS OF RESEARCH INTEREST

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- Strategic Management
- Finance and Budgeting
- Risk Management
- Customer Relationships and Marketing
- Operation Management

## WORK AND RESEARCH EXPERIENCE

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### Project Leader

Formulation a Comprehensive Strategy Draft for 2016-2021, Department of Foreign Trade, Ministry of Commerce.

**Project Leader**

Assessment the Marketing Performance and Cost Efficiency of Entrepreneurs under Network of the Office of the Food and Drug Administration, Ministry of Public Health, (Fiscal Year: 2016-2017)

**Project Leader**

Formulation a Comprehensive Strategy Draft and Design an Innovative Curriculum for the Development of Modern Entrepreneurs for 2017-2022, New Economy Academy (NEA), Ministry of Commerce.

**Research Leader**

Strategic Development of Artificial Intelligence Capabilities through Information Networks for the Advancement of Thai Industry, Research Grant: Telecommunications Development Fund, National Broadcasting and Telecommunications Commission (NBTC), (2021)

**Project Leader**

Project for Establishing a Quality Control System and Standards for Thai Geographical Indication Products: Nil Mueang Kan, under the Initiative to Promote and Protect Geographical Indication Products, Department of Intellectual Property, Ministry of Commerce, (2019)

**Project Leader**

Project for Empowering and Advancing Small Entrepreneurs, Institute For Small Medium Enterprises Development, (OEMEP), (2020)

**Co-Researcher**

Research Project on Enhancing Competitiveness and Expanding Potential of the Thai Service Sector for ASEAN Market Integration, Research Grant: International Institute for Trade and Development, (2016)

**Co-Researcher**

Develop Strategic Approaches Project for Trade and Investment Opportunities, and Design Business Models for Industrial Products, Trade Policy and Strategy Office (TPSO), Ministry of Commerce, (2016)

**Co-Researcher**

Risk Assessments Project for Each Business Sector, under the Anti-Money Laundering Office, (2017)

**Project Leader**

Monitor and Evaluate Projects that Supported by the Research and Development Fund, Telecommunications Development Fund, National Broadcasting and Telecommunications Commission (NBTC), (2021)

**Co-Researcher**

Enhancing Trade and Cooperation in the Region to Reduction Carbon for CLMVT, Trade Policy and Strategy Office (TPSO), Ministry of Commerce, (2023)

## PUBLICATIONS LIST

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An Assessment of Safety Management in Thai Construction Site, ProQuest, 2010

The 12th SARD Workshop in Thailand, Challenging Issues in Asian Retail Internationalization: Focusing on Primary Industries in the Emerging Markets, November, UMSD and KU, 2014

The Relationship between Leadership and Employee's Organizational Commitment, Case study: Organizational in Thailand Convenience Store Business, Journal of SARD, 2014

Quality of Work Life and Organizational Commitment in Nurses at JCI Bangkok Hospitals, Journal of Business Administration the Association of Private Higher Education Institutions of Thailand, Vol. 7 No. 1 (2018): January - June (Mahidol Scholarship: 2015)

Consumer Behavior of Frozen Food for Elderly People in Thailand (TRF: 2015-2016)

Purchasing Behaviors of Consumers of Functional Drinks in Bangkok's Metropolitan Region, ABAC Journal, Vol 36, No.2, 2016

How to Design a Successful Business Model, Christian University Journal, Vol 23 No.4, 2017

Guidelines for the Development and Enhancement of Labor Productivity in Thailand's Service Sector, Journal of MCU Nakhondhat, Vol. 6 No.2 (April 2019)

Using the AHP Method to Evaluate Laundromat Store Location Selection: A Case Study in Bangkok Metropolitan, ABAC Journal, Vol.42 No.1 2022 (Scopus Q1)

## TRAINING

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<b>Thai Financial Reporting Standards (IFRS).</b>	2014
<b>Certificate Program in Risk Management</b> Chulalongkorn University, Bangkok, Thailand.	2010
<b>Certificate in Advanced Retail Management</b> Panyapiwat Institute of Management (PIM), Nonthaburi, Thailand.	2010
<b>Certificate in International Trade</b> University of Wollongong, Sydney, Australia	2006
<b>Certificate Program in Project Analysis and Evaluation</b> Chulalongkorn University, Bangkok, Thailand.	2005
<b>Certificate Program in Survey and Data Analysis</b> Thammasat University, Bangkok, Thailand.	2003