



NORAWAT CHUTIVONGSE

CONTACT

- **Address**
324 Sukhothai7, Sukhothai Rd.
Dusit, Bangkok 10300, Thailand
- **E-mail Address**
norawatc@gmail.com
- **Telephone**
085-326-2226
- **Date of Birth**
June 27,1979

AWARDS

- Best Student Paper Award'10 - The 2nd ThaiTIMA Annual Conference on Technology and Innovation Management
- Outstanding oral presentation inRGJ-Ph.D. Congress 18, The Thailand Research Fund (TRF)

PUBLICATION

- Chutivongse, N., Gerd Sri, N. (2011), Determination of Key Factors Supporting Organizations in Thailand to be innovative, Journal of Business Administration, Thammasat Business School, Vol 130, April-June, pp. 47-58

SCHOLARSHIP

- 2013 : Royal Golden Jubilee Ph.D.

Education Background:

- 2012 – 2017 : Doctor of Philosophy (Management)
College of Management, Mahidol University
Innovation and Technology Management
- 2008 – 2011 : Master degree of Management
Major of Entrepreneurship and Innovation
College of Management, Mahidol University
- 1996 – 2001 : Bachelor degree of Veterinary Medicine
Chulalongkorn University

Working Experience:

2017 – 2021; Marketing Research Manager, Infosearch Co., Ltd.

- Designing, Planning and Executing all executive assigned research projects
- Leading & Coaching research team to complete projects within allocated timelines and budgets
- Managing expectation with key stakeholders & customer satisfaction
- Developing and enforcing research policies and procedures
- Be a lead who address project challenges and escalate complex issues to management team
- Responsible for day-to-day management of project team including people development related
- Acting as People Manager of project team from selecting, training for development, encouraging via performance management with feedback include promoting process

2012 – 2017; Marketing Research Consultant, CMMU

- Conducting research and consulting in the area of innovation management, strategic management and project management focusing on Creating and Launching new product and service, Increasing the level of innovativeness in organization and Developing organization in several areas

2010 – 2011; Assistant Product Manager, Berli Jucker Public Company

- Supporting Key Account
- Planning and Developing marketing strategies
- Creating and planning for launching new products
- Designing & Developing new promotion for targeting customer
- Preparing information and training product knowledge
- CSR management for production team

2004 – 2007; Assistant Territory Manager, Pfizer Animal Health (Thailand)

- Supporting Key Account -Bangkok Vet Drug
- Planning and Developing marketing strategies for all stakeholders
- Creating and planning for launching new product/promotion
- Designing & Defining concept of product advertising
- Forecasting & Managing stock with expected target

2001 – 2004; Technical Sale Representative, Better Pharma

- Technical Sale Representative (East Zone)
- Planning & Executing for marketing strategies and Forecasting Sales Target with implementation plan

Project Experience:

➤ College of Management, Mahidol University (National Innovation Agency, Thailand and Market for Alternative Investment)

“Increasing Innovation Capability of Thai Companies in MAI”

Apr'17 – Sep'17

Position: Researcher

- Developed a framework for assessing innovation capability of Thai Companies in MAI, conducted a field study, analyzed the results and made policy recommendations

➤ World Bank

“Satisfaction survey of World Bank Stakeholders”

Position: Project manager

➤ Bank of Thailand

“Perception Survey of BOT Stakeholders”

Position: Project manager

➤ Government Savings Bank

“Behavior and Lifestyle Survey of Unserved and Underserved Group”

Position: Project manager

➤ PTT Public Company Limited (2018-20)

“Customer Satisfaction and Engagement of PTT Lubricant”

Position: Project manager

➤ TED FUND

“Thailand MED TECH Excellence FUND (TMTE FUND)”

Position: Project manager

➤ Kynetec Company

“Rice panel Wave 14-20”

Position: Project manager

➤ CP All Public Company Limited

“Customer Expectation & Satisfaction towards Speed D”

Position: Project Manager

➤ Michelin Company and Syngenta Company

“Brand and Concept Testing”

Position: Project manage

Research Experience:

2010

➤ The 2nd Thailand Technology and Innovation Management Association (ThaiTIMA)

- Topic : “Determination of Key Factors Supporting Organizations in Thailand to be innovative”
- Place : Century Park Hotel, Bangkok, Thailand

2011

➤ The 20th National Grad Research Conference

- Topic : “Determination of Key Factors Supporting Organizations in Thailand to be innovative”
- Place : Mahidol University (salaya), Nakornpathom, Thailand

➤ Portland International Center for management of Engineering and Technology Conference’11 (PICMET’11)

- Topic : “Key Factors Influencing the Development of Innovative Organizations: An Exploration Study”
- Place : Portland International Conference in Management of Engineering And Technology, Portland, Oregon, US

2014

➤ Portland International Center for management of Engineering and Technology Conference’11 (PICMET’14)

- Topic : “Approach to analyze the organizational characteristics for being an innovative organization”
- Place : ANA Crowne Plaza Hotel, Kanazawa, Japan

2015

➤ Portland International Center for management of Engineering and Technology Conference’11 (PICMET’15)

- Topic : “Proposed steps to analyze organizational characteristics and develop a roadmap for being an innovative organization”
- Place : Portland International Conference in Management of Engineering and Technology, Portland, Oregon, US

2017

➤ XXVIII ISPIM Innovation Conference

- Topic : “An analytical approach to develop a strategic roadmap guiding a Firm to become an innovation organization”
- Place : Austrian Federal Economic Chamber, Vienna, Austria

➤ RGJ – Ph.D. Congress 18

- Topic : “An analytical approach to develop a strategic roadmap guiding a Firm to become an innovation organization”
- Place : Richmond Stylish Convention Hotel, Nonthaburi, Thailand.

Teaching Experience:

- **Bangkok University**
 - Innovation for International business
- **College of Management, Mahidol University**
 - Innovation and Technology Strategy
 - New Product Positioning (Teaching assistant)
- **College of Music, Mahidol University**
 - International Music Business
- **Srinakharinwirot University**
 - Innovation for New Business
- **Panyapiwat Institute of Management**
 - Entrepreneurship and Innovation
 - Non-stored Business Management
 - Product and Service Innovations for Modern Trade Business
 - Innovation and Creativity
 - Innovation Mindset & Design Thinking

Reference:

- **Asst.Prof. Nahasit Gedsri, Ph.D.**
 - Program Chair of Management and Strategy
 - Assistant Professor of Technology and Innovation Management
 - College of Management, Mahidol University, Bangkok, Thailand, 10400