



DR. SANTIDHORN POORIPAKDEE

Lecturer – PhD in Management
Faculty of Management Science, Silpakorn University

EDUCATIONAL BACKGROUND

- **Doctoral Degree in Business Administration (PhD)- Strategic Management**
(A Collaborative Program between Bangkok University & University of Nebraska Lincoln, USA - 2002)
- **Master Degree in Business Administration (MBA)- Marketing**
(Philadelphia University, Pennsylvania, USA - 1990)
- **Bachelor Degree in Business Administration (BBA)- Finance and Banking**
(Assumption University (ABAC), Bangkok, Thailand - 1986)

TRAINING EXPERIENCE

- **Strategic Management to Cope with Change**, Metropolitan Electricity Authority, Nonthaburi
- **Innovation Organization Creation Process**, Community Development Department, Chonburi
- **Developing Concepts in Creating Innovations for Creative Tourism**, Department of Tourism and Burapha University
- **Innovative and Creative Concepts in Hospitality Industry for Thailand 4.0**, Phare Vocational College
- **Value Added Creation for Gastronomy Tourism @Trat**, Tourism Authority of Thailand Trat Office, Baan Poo Resort, Trat
- **Creative Community Based-Tourism Activities Development**, organized by Office of Commercial Affairs Commercial Affairs Chiang Rai Office

WORK EXPERIENCE

- September 2014 to Present
Lecturer – PhD in Management Faculty of Management Science, Silpakorn University
- November 2011 to August 2014
Deputy Dean for Academic and Student Affairs College of Management Bangkok, University of Phayao
- November 2005 to October 2011
Chairperson – Department of Marketing Faculty of Business Administration, Bangkok University
- August 1999 to November 2005
Lecturer - Department of Management Faculty of Business Administration, Bangkok University
- April 1995 to January 1997
Product Manager, Berli Jucker Co., Ltd.
- March 1992 to April 1995
Export Manager, Carnaudmetalbox Co., Ltd.
- May 1990 to March 1992
Assistant to Sales & Marketing Manager, The Imperial Queen's Park Hotel