



## NESSARA SUKPANICH

### CURRICULUM VITAE

June 2013

#### CONTACT

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#### COUNTRY OF CITIZENSHIP

Thailand

#### EXECUTIVE POSITION

*Faculty of Economics, Thammasat University, Bangkok, Thailand*

**Deputy-Director**

Master of Business Economics (MBE)

April 2011 – May 2013

**Director:**

Bachelor of Economics (International Program)

October 2008 – Mar 2011

#### ACADEMIC POSITION

Lecturer of Economics, Faculty of Economics,  
Thammasat University

October 2005 - Present

#### EDUCATION

**Ph.D., Economics, Indiana University, Bloomington, IN**

September 2005

Dissertation Research: “Firm-Specific Advantages, Intra-Regional  
Sales, Product Diversity, and Performance”

Dissertation Chair: Professor Alan M. Rugman

**M.A., Economics, Indiana University, Bloomington, IN** March 2003

**M.S., Agricultural Economics, University of Missouri, Columbia, MO** August 2001

Thesis Research: "Market Segmentation of International Travelers  
To Missouri"

Thesis Chair: Professor Michael S. Kaylen

**B.A., Economics, Thammasat University, Bangkok, Thailand** March 1999

## **FIELDS OF SPECIALTY**

Primary: International Trade and International Business, Industrial Organization

Secondary: Applied Microeconomics, Game Theory, Agricultural Economics

## **HONORS AND AWARDS**

Indiana University Center for International Business Education and Research (IU  
CIBER) Doctoral Research Award, 2004

Thammasat University First Class Honors B.A. Degree in Economics, 1999

Thai Military Bank Academic Award for superb performance in major, 1997 and 1998

## **PUBLICATIONS**

Sukpanich, N, and Rugman, A. M. (2010). Multinationals and the International  
Competitiveness of ASEAN Firms. *Competitiveness of the ASEAN Countries*, ed.  
Philippe Gugler and Julien Chaisse. Edward Elgar.

Sukpanich, N. (2007). Intra-Regional Sales and Performance. *Regional Aspects of  
Multinationality and Performance*, 13. ed. Alan M. Rugman. Elsevier.

Sukpanich, N, and Rugman, A. M. (2007). Intra-Regional Sales, Product Diversity, and  
the Performance in Merchandising Multinationals. *Journal of International  
Management*, 13, 2, 131-146.

Sukpanich, N. (2007). Total Factor Productivity of Thailand Manufacturing Industries  
and Its' Determinants, Proceedings of the 4<sup>th</sup> National Conference of Economists,  
Chiang Mai, Thailand

Rugman, A. M. and Sukpanich, N. (2006). Firm-Specific Advantages, Intra-Regional  
Sales, and Performance of Multinational Enterprises. *The International Trade  
Journal*, 20, 3, 355 – 382.

## EXPERIENCE

### Teaching

*Faculty of Economics, Thammasat University, Bangkok, Thailand*

**Lecturer:** 2005 - current

Seminar in International Economics (English program)  
International Trade Theory and Policy (English and Thai program)  
Introduction to International Economics (Thai program)  
Principles of Macroeconomics (English and Thai program)  
Economic Analysis of Law on Non-Tariff Measures (Thai program)

*Collaboration between Faculty of Economics and Faculty of Laws, Thammasat University, Bangkok, Thailand*

**Lecturer:**  
Economic Analysis of Law on Non-Tariff Measures (Thammasat International Trade Law and Economics Program, Thai Program)

*Faculty of Commerce and Accountancy, Thammasat University, Bangkok, Thailand*

**Special Lecturer** January – March 2012  
Economic Indicators and Business Decision

*Department of Economics, Indiana University, Bloomington, IN, USA*

**Associate Instructor:** Fall 2004  
Principles of Macroeconomics: Full teaching responsibilities.

**Graduate Assistant:** Fall 2001 – Spring 2004

Principles of Macroeconomics  
Principles of Microeconomics  
Introduction to Statistical Theory in Economics and Business  
Survey of International Economics: Graded homework

*Kelley School of Business, Indiana University, Bloomington, IN*

**Graduate Assistant:** Fall 2003  
Business and Economic Strategy in Public Arena

### Research

#### **Current Research**

Outward FDI of Thai MNEs in the Lao PDR: Trends, Motives, and Determinants, a research for the Thailand Research Fund (TRF), written in English

Potential and Opportunity of Service Export: The Case of Green Hotel, a research for International Institute for Trade and Development, written in Thai

## **Completed Research**

The Analysis of the Performance of the Firms Receiving Support from the Thailand Board of Investment (in 2006 – 2008) for the project titled: The Study and Analysis of the Performance of Firms Receiving Support from the Thailand Board of Investment, Thailand (2011), written in Thai.

Non-Tariff Measures (NTM) of Thai Gem and Jewelry Export to the United States, Japan, China, Australia, and European Countries for the project titled: NTM Watching in Thai Exported Products, a research for the Thai Research Fund (2011), written in Thai.

Trade and Investment Opportunities and Obstacles of Thai Gem and Jewelry in China, a research for the Gem and Jewelry Institute of Thailand, Public Organization (2010), written in Thai

The Analysis of the Performance of the Firms Receiving Support from the Thailand Board of Investment (in 2006 – 2007) for the project titled: The Study and Analysis of the Performance of Firms Receiving Support from the Thailand Board of Investment, Thailand (2010), written in Thai.

Foreign Direct Investment of Thai Gem and Jewelry Multinational Enterprises: A case study of Pranda Jewelry Public Company Limited, Basic Research Grant from Faculty of Economics, Thammasat University (2009), written in Thai

Market Definition in Telecommunication for the project titled: Market Definition and Competition on the Thai Telecommunication, a research for the National Telecommunications Commission (2008), written in Thai.

Strategy and Action Plan for Small and Medium Consultant and Design Enterprises for the project titled: Strategy and Action Plan for Small and Medium Enterprises by Sector, a research for the Office of Small and Medium Enterprises Promotion, Ministry of Industry (2007), written in Thai.

Total Factor Productivity (TFP) of Thailand Manufacturing Industries and its' Determinations, Firm-Level Data for the project titled: The Administration of the Manufacturing Structural Adjustment Plan, a research for the Ministry of Industry (2007), written in Thai. (revised paper was presented at the 4<sup>th</sup> National Conference of Economists, Chiang Mai, Thailand)

Trade Capacity Building: Promotion and Development of SMEs Clusters for Export, a research with Thai APEC study Center (2006), written in Thai.

Review Agricultural Policy of Countries or Group of Countries Negotiated or Signed Free Trade Agreements (FTA) in Agricultural Products with Thailand for the project titled: The Effect of FTA on Agricultural Sector in Thailand, a research for the Ministry of Agriculture and Cooperatives of Thailand (2006), written in Thai.

*Kelley School of Business, Indiana University, Bloomington, IN*

**Research Assistant:**

Assist professor (Prof. Alan M. Rugman) with research in  
Regional Integration of Multinational Enterprises

May 2005 -  
July 2005

*Department of Agricultural Economics, University of Missouri, Columbia, MO*

**Research Assistant:**

Collected and analyzed data of international tourism to Missouri  
and assisted professors with research projects

Summer 2000 -  
Summer 2001

**Referee**

Journal of International Management  
British Journal of Management  
Thammasat Economic Journal

**Administrative duties**

*Faculty of Economics, Thammasat University, Bangkok, Thailand*

**Director:**

Bachelor of Economics (International Program)                      October 2008 – March 2011

**Director Deputy**

Master of Business Economics (MBE)    April 2011 - Current

**Committee Member:**

Master of Business and Economics (MBE)    June 2008 - September 2008  
Bachelor of Economics (Thai Program),    October 2005 - May 2008

**Thesis Supervisor**

Master of Art in Economics (English Program)  
Master of Art in Economics (Thai Program)  
Master of Business and Economics (MBE)

*Faculty of Commerce and Accountancy, Thammasat University, Bangkok, Thailand*

**Committee Member**

Master's of Business Administration Program in International  
Business – International Program (IMBA)    May 2008 -  
Present

**Speaker for training session**

*Economic Research and Training Center, Faculty of Economics, Thammasat  
University, Bangkok, Thailand*

Microeconomics Concepts: Cost Concept and Price Determination,                      2012  
in in-house training program: Enhancing analytical and data

management skill for officers of Finance Department, Bangkok Metropolitan Administration, conducted in Thai	
World Economy, in opened courses: Economics for High School Teachers, conducted in Thai	2010
Discussion Session on Relationship between Thai Economy and World Economy, in in-house training program: Macroeconomics for the Siam Commercial Bank Public Company Officers, conducted in Thai	2008, 2009 2010
Discussion Session on Relationship between Thai Economy and World Economy, in in-house training program: Macroeconomics for Ministry of Labor, conducted in Thai	2009
Trade in ASEAN and Neighboring Countries, in opened courses: Economics for High School Teachers, conducted in Thai	2007
Analysis and Forecast of Thai Economy, in opened courses: Economics for High School Teachers, conducted in Thai	2006
<i>Institute for Continuing Education and Social Service, Thammasat University Bangkok, Thailand</i>	
Project Evaluation Advisor, in in-house training program: Mid-executive level, Ministry of Finance, Thailand	2011, 2012, 2013
Macroeconomics Concepts and Tools, in in-house training program: Enhancing analytical and data management skill for officers of Finance Department, Bangkok Metropolitan Administration, conducted in Thai	2010
Discussion Session on World Economy, in in-house training program: Enhancing analytical and data management skill for officers of Finance Department, Bangkok Metropolitan Administration, conducted in Thai	2010
<i>Thai APEC Study Centre, Thammasat University</i>	
Competition Policy in Telecommunication sector, in training session Advanced Economics Training for National Telecommunication Commission (NTC)	2008, 2009
Understanding Market in Telecommunication sector, in training session: Basic Economics Training for National Telecommunication Commission (NTC)	2007