

Jakarin Srimoon, Ph.D.

The University of the Thai Chamber of Commerce (UTCC)

126/1 Vibhavadee-Rangsit Rd, Dindeang, Bangkok 10400 Thailand

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EDUCATION

| Degree | Major | Institution | Year |
|---------------|-----------------------------------|-----------------------|-------------|
| Ph.D. | Business Administration | Kyoto University | 2001 |
| M.A. | Business Administration | Kyoto University | 1998 |
| B.B.A | International Business Management | Assumption University | 1995 |

EXPERIENCE

Working Experience

The SEA-LAC Trade Center (UTCC), Executive Director, Bangkok, July 2009-present

Academic Service Center (UTCC), Director, Bangkok, February 2009-present

Center for International Management (Assumption University), Director, Bangkok, May 2005- May 2007

Graduate School of Business Assumption University, Assistant Dean, Bangkok, June 2003- May 2005

Teaching Experience

Faculty, **School of Business, the University of the Thai Chamber of Commerce**, Bangkok, Thailand, July 2007- present

Visiting Professor, **School of Economics and Management, Tsinghua University**, Beijing, China, June-August 2009

Visiting Scholar, **School of Business, Hong Bang University**, Ho Chi Minh City, Vietnam, Sept.–Dec. 2006

Visiting Research Assistant Professor, **Mendoza College of Business, University of Notre Dame**, Indiana, U.S.A., Aug. – Dec. 2005

Visiting Scholar, **Faculty of Business Administration, Chinese University of Hong Kong**, Hong Kong SAR, January –May 2005

Faculty, **Graduate School of Business, Assumption University**, Bangkok, Thailand May 2001-May 2007

Presentations:

“*Investment in Vietnam*”. Thailand’s Board of Investment (BOI). BITECH Exhibition Center, Bangkok. Thailand. (2007)

“*The New Opportunities in Lao PDR and Vietnam*” jointly organized by Thailand’s Board of Investment (BOI) and Center for International Business and Management, Assumption University, The Grand Hotel, Bangkok, Thailand. (2006)

“*Investment opportunities in Lao PDR and Vietnam*”, jointly organized by Thailand’s Board of Investment (BOI) and Center for International Business and Management, Assumption University, The Grand Hotel, Bangkok, Thailand. 2006)

“*Export Trade of Agricultural Products of Thailand*”, The Tropic Exports: Columbia, South America’s Thailand. Bogotá, Colombia. (2006)

“*Networking*”, Rajakiri School of Management, Kochi, India (2005)

“*Entrepreneurial Development in Thailand*”, APEC Young Leaders and Entrepreneurs Conference”, Monterrey, Mexico. (2002)

“*Honda Marketing in Thailand*” Kansai Association of Marketing. Kyoto University. Kyoto, Japan.(2002)

“*History of Japanese Marketing in Thailand – a case of Automobile Industry*”, Kobe University. Kobe, Japan (2002)

“*Japanese Marketing in Thailand*”, Kansai Association of Marketing. Ritsumeikan University. Kyoto, Japan (1999)

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Publications: Book Chapters & Handbooks

Srimoon Jakarin, *Toyota's Marketing Development in Thailand*, in Kondo, F. & Wakabayashi, Y., “ Mass Marketing History of Japanese Enterprises”, Doubunkan, 1999. pp. 251-266. (in Japanese)

Srimoon Jakarin, *Honda's Marketing Development in Thailand*, in Kyoto University's Marketing Research Association, “Mass Marketing Development”, Doubunkan, 2001. pp.244-259. (in Japanese)

Srimoon Jakarin, *Thailand's Trade and Investment in Laos PDR*, UTCC Academic Week 2008, January 16, 2008.

Srimoon, Jakarin, *Export Intention of Thai Small and Medium- sized Enterprises*, UTCC Academic Week 2008. January 16, 2008.

Journals & Periodical:

Srimoon, Jakarin (2005), “*Global Immersion Program to Ho Chi Minh City , Vietnam*”, ABAC Today, Vol.20, No.4, August-September, 2005.

Current Research Projects:

“*Internationalization Process of Thai SMEs : Case Study of Food Industry*” Funded by The Thailand Research Fund (TRF).

“*Suppliers satisfactions with trade practices of Large Scale Retailers in Thailand*” Funded by The Thai Chamber of Commerce

“*Globalize Thai Corporations and Managers*”, Funded by Thailand Management Association. September 2009-July 2010.

Consultancy Projects:

Thailand's Ministry of Industry, Board of Investment (BOI). April 2006- July 2007.

“*Promotion of Thai Investments in Lao PDR and Vietnam*”

Project Leader

- Reported on economy, politics, and updated on economics and political movements in both Vietnam and Laos and submitted country reports of Vietnam and Laos.
- Provided advice and recommendations to the Board of Investment on to design strategic plan to promote Thai investment in Vietnam and Laos through economic partnerships and agreements such as AFTA, East-West Corridors, GMS, among others.
- Advised Thai Businesses and general public who are interested in doing business in both Vietnam and Laos
- Coordinated with government agencies in Thailand, Vietnam and Laos to facilitate investments projects.
- Coordinated to set up Investment Seminars, Investment Roundtable, Workshop, Lunch and Dinner talk, Investment Clinic, Business Matching, Investment missions in Thailand, Vietnam and Laos

Institute of Small and Medium-sized Enterprises Development (ISMED), Hewlett Packard (HP), Education Development Center and Ice Center of Assumption University.

Project Leader, ICE Center, Assumption University.

October 2006- May 2007

“*Bangkok Noi Community Enterprise Support Project*”

- Collected baseline data on SMEs in Bangkok Noi Area
- Provided advice to selected SMES to improve their businesses particularly on Marketing and business management

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- Coordinated between MBA Students and participating SMEs for one-on –one Coaching project.

Von Bundit Co., Ltd.

December 2006 - June 2007

The Largest Rubber Exporting Company in Asia.

Marketing Consultant

Rubber Plantation Business opportunities in Laos, Cambodia and Myanmar

- Advised on investment location selection in prospective countries
- Coordinated with several key government agencies in Laos, Cambodia and Myanmar
- Provided investment related information on rubber plantation in Laos, Cambodia, and Vietnam.

Web exchange Company, Chief Marketing Consultant. January 2007- July 2007.

Awards and Experience

Young Faculty Leadership Program. United Board for Christian Higher Education in Asia, New York. U.S.A., 2005 -2006

Thai Delegate to **APEC Young Leaders and Entrepreneurs Forum Monterrey, MEXICO**, 2002

Full Scholarship from the **Japanese Government (MONBUSHO)**, 1995-2001

Thai Delegate to **The Ship for Southeast Asian Youth Program**, ASEAN member countries and Japan,1994

CEP Intercultural Exchange Program, Christchurch, New Zealand. (Won Top Place under University Student Category), 1993

Exchange Student under **A.F.S. Intercultural Exchange Program**, Clermont High School, Florida, U.S.A., 1989-1990

Language Proficiency

Thai (native), **Lao** (fluent) **English** (fluent), **Japanese** (fluent), **Chinese** (intermediate), **Burmese** (beginner), **Vietnamese** (beginner), **French** (beginner), **Spanish** (beginner)