

**Curriculum Vitae**  
**WANNA PRAYUKVONG (Ph. D)**

**Office Address:**

Mahidol University, Nakon Sawan Campus  
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**Education:**

Ph.D. Integral Development Studies, Ubon Rachathani University, 2010  
M.Econ Economics, Faculty of Economics, Thammasart University, 1997  
B.Engi Engineering, Faculty of Engineering, Kasetsart University, 1984

**Research Fields:**

Buddhist Economics, Social Entrepreneurship, Buddhist Management, Sufficiency Economy, Community Enterprise, Organic Agriculture, Human and community Development

**Current/Past Positions:**

Associate Professor, Mahidol University, Nakhon Sawan Campus, 2016-present  
Associate Professor & Deputy Dean of Academic & Research Affair, College of Bhodivijjalaya, Srinakarinwirot University, 2015-2016  
Independent Researcher, 2012-2014  
Vice President for Academic & Research, Arsomsilp Institute of Art, 2011-2012  
Associate Professor, Arsomsilp Institute of Art, 2011-2012  
Associate Professor, Faculty of Management Science, UBU, 2008-2011  
Deputy Dean (Planning), Faculty of Management Science, UBU, 2005-2006  
Assistant Dean (Planning), Faculty of Management Science, UBU, 2005-2005  
Assistant Dean (Special project), Faculty of Management Science, UBU, 2005-2005  
Assistant Professor, Faculty of Management Science, UBU, 2005-2008  
Assistant Professor, Faculty of Economics, PSU, 2004-2005  
Deputy Director, Art & Cultural Center, PSU, 2001-2005  
Assistant Head, Department of Agriculture and Natural Resource Economics, Faculty of Natural Resources, PSU, 1999-2001  
Lecturer, Faculty of Natural Resources, PSU, 1998-2004  
Lecturer, Faculty of Business Administration, Yonok College, 1997-1998  
Production Manager, J Film Process Co.,Ltd. 1995-1996  
Project Manager, Chesterton Thai Property Consultant Co.,Ltd., 1990-1994  
Quantitative Surveyor, LECE (Thailand) Co.,Ltd., 1989-1990  
Project Engineer, Berli Jucker (Public) Ltd., 1986-1989  
Chief of Costing Section, Loxley Aluminum & Engineering Co.,Ltd., 1984-1986

**Fellowships and Awards:**

Fulbright Thai Visiting Scholar Award (TVS 2016) at Babson College, USA 2016-2017  
TRF-KPK Ph.D. Scholarship "Application Buddhist Economics on Business Management" 2007-2009

PSU, Songkanakarin Grant “Southern Weaving Digital Museum” (with Amporn Sornprasith) 2004-2005  
 Ministry of University Affairs Grant “The design & development of a Local & Community Development Database for the Management (Upper South)” 2002-2003  
 NRCT-JSPS Fellowship, “The Marketing System of Organic Agricultural Product in Japan” 2001  
 Thailand Research Fund “Preliminary Study of Viability of Alternative Agriculture in Thailand: Economic Approach.” (with Assistant Professor Dr. Supachit Manopimoke) 1998-1999  
 Thammasart University Award for the Outstanding Thesis in Economics, 1997

## **Publications:**

### 1) Books

“*Manual of Civic Education Curriculum for Prathom Five: Klong Hok Wah Yin Dee Tee Lu Chak Subject (Hok Wah Canal: Nice to Meet You).*” (Bangkok: The NETWORK) 2016, 118pp (Thai Version)  
 “*Diary by Tianna (One variety of Grass).*” (Bangkok: The NETWORK) 2013, 230 pp (Thai Version)  
 “*When Opportunity is opened, the capability is flourished.*” (Bangkok: Arsomsilp Institute of Art) 2012, 293pp (Thai Version)  
 “*Objective of Profit: Shared Value.*” (Bangkok: The NETWORK) 2011, 226pp (Thai Version)  
 “*Morality with Profit: Experience of Cultivating good people from Asia Precision Co., Ltd.*”. (Bangkok: Moral Center) 2009, 125pp (Thai Version)  
 “*Manual for the Development of Volunteer Employee in Business Organization.*” 2<sup>nd</sup> Edition. (Bangkok: Moral Center) 2008, 148pp (Thai Version)  
 “*Alternative Economics Theory for Sustainable Business Management.*” (Bangkok: Pimsuay) 2006, 215pp (Thai Version)  
 “*Buddhist Economics: Simplified Version*”. (with Apichat Puntasen and others) (Bangkok: DokYah) 2004, 225pp (Thai Version)

### 2) Referred Journal

Clair Brown, Buddhist Economics: An Enlightened Approach to the Dismal Science. (Book Review). \* *Social Choices & Welfare Journal*. Vol. 49: 411-412. (DOI) 10.1007/s00355-017-1071-7  
 Chao Guo and Wolfgang Bielefeld: Social entrepreneurship: an evidence-based approach to creating social value. (Book Review). \* 2016. *International Entrepreneurship Management Journal*. Vol. 12 (2): 625-627. (DOI) 10.1007/s11365-015-0378-z. 2015  
 Buddhist Economics Meets Agritourism on the Thai Farm. \* *International Journal of Culture, Tourism, and Hospitality Research*. (with others). Vol. 9 (2): 183-199.  
 “Active Learning Practices for the Buddhist Economics Course”. \* *The International Journal of Pluralism and Economics Education (IJPEE)*. Vol. 5 (3): 256-266.  
 “Buddhist Economics Meets Corporate Social Responsibility.” \*, *International Journal of Economics and Business Research*. (with others). Vol. 8(2): 175-192.  
 “A Buddhist Economics Approach to Objective of Profit: Shared Value.”. *Journal of Economics and Public Policy, Srinakarinwirot University*. Vol. 4 (7): 50-77.  
 “A Buddhist Economics Approach to Employee Volunteer Programs”\*. *Journal of Corporate Citizen*. Issue 38: 75-104. (with others)

- “Social Accounting for Sufficiency: Buddhist Principles and Practices, and their Application in Thailand.” \* 2009. *Advances in Public Interest Accounting*. Vol. 14: 55-120. (with others)
- “A Buddhist Economics Approach to Business Management: an introductory seminar paper.” \* 2008. *International Journal of Co-operative Management*. Vol 4 (1) September 2008: 74-78.
- “A Buddhist Economics Approach to Happiness & Capability Linkage in OTOP Craftmen in Southern Thailand” 2007. *The Kasetsart Journal of Social Science*. 28(1): 161-176.
- “Customer Satisfaction for Hotel Guestrooms in Ubol Rachathanee Province,” \* 2007. *Asia Pacific Journal of Tourism Research* 12 (2):119 – 126. and 2007. *Journal of Ubol Rachathanee University*. 9(1): 98-110. (Thai Version) (with others)
- “Managing Business Education for a sane future: A case study of the Faculty of Management Science, Ubon Rachathanee University,” 2006. *Journal of Ubol Rachathanee University*. (Thai Version) (with Professor Dr. Apichai Puntasen) special 16 year Anniversary edition: 18-30.
- “Buddhist Economics Approach to Consumer’s interest in a New Marketing Pattern of Safety Agricultural Product: A Case Study in Songkla Province,” 2006. *Songklanakar Journal of Social Sciences and Humanities*. 12(1) Jan-Mar 2006: 123-133.
- “The Buddhist Economic Approach in the Development of Community Enterprises: A Case Study from Southern Thailand,”\* 2005. *Cambridge Journal of Economics*. 29(6):1171-1185
- “Consumer Behavior of (Southern Thai) Local Handwoven textile: A Case study in Had Yai district, Songkla Province, Thailand,” (with Amporn Sornprasith) 2005. *Songklanakar Journal of Social Sciences and Humanities*. 11(4) Oct-Dec 2005: 287-306.
- “Alternative Marketing Systems for Organic Agricultural Products in Japan: Accumulating Social Capital to Protect the Ecology,”\* 2005. *The Kasetsart Journal of Social Science*. 26(1) : 103-117.
- “Production & Marketing Patterns in Southern Thai Handicrafts: The Present Situation,” 2005. *Journal of Development Administration* 45(3/2548): 121-151
- “The Technical Coefficient of Reused Inputs in Alternative Agriculture System: A Case Study from Khon Kaen Province, Thailand,”\* 2003. *The Kasetsart Journal of Social Science* 24(2):64-71
- “Production - Distribution Pattern of Local Southern Weaving and Potential of Southern Weavers,” 2002. *Songklanakar Journal of Social Sciences and Humanities*. 8(3) Sep-Dec 2002: 287-306.
- “Alternative Agriculture Markets: A Case Study of the Green Market in Hat Yai District,” 2001. *Songkla Province. Songklanakar Journal of Social Sciences and Humanities*. 7(3) Sep-Dec. 2001: 251-256.
- “Factor Affecting the Continuous of Alternative Agriculture Practices: A Case Study in Khon Kaen Province,” 1998. *Thammasart Economics Journal*, 15(2) June 1998: 29-58.

(\* denotes English Languages)

#### **Working Papers and Submissions:**

- “Social Capital Accumulation of a Farmer Group who produces an Upstream Rice Product for Social Enterprise of College of Bodhivijjalaya”. 9<sup>th</sup> National

- Conference of SWU Research. 28-29 July 2016, at Srinakarinwirot University, Bangkok. (On printing process)
- “Parental Satisfaction with the Services of Childcare Centres: A Case Study in Songkhla Province, Thailand”
- “A Buddhist Economics Approach to Social Entrepreneurship”

**Work in Progress:**

- “A Buddhist Economics approach to database for quality of life, society and environment in Special Economic Zone”
- “Master plan for Nakhon Sawan province”

**Presentations:**

- “Social Capital Accumulation of a Farmer Group who produces an Upstream Rice Product for Social Enterprise of College of Bodhivijjalaya”. The 9<sup>th</sup> SWU Research Conference. 28<sup>th</sup> July 2016, at SWU, Bangkok, Thailand.
- “A Buddhist Economics Approach to Social Entrepreneurship: A Case Study of Na Muen Sri Weaving Group”. The 10<sup>th</sup> National Conference of Thai Economist. 27<sup>th</sup> April 2016, at Duang Tawan Hotel, Chiang Mai, Thailand.
- “Factor Affecting Rice Productivity of Suburb Farmer: Case Study of Klong Hok Wah Region”. The 4<sup>th</sup> National Conference of Thai Agricultural Economics. 17<sup>th</sup> July 2015, at Prince of Songkla University, Hat Yai, Thailand.
- “A Buddhist Economics Approach to an Interconnected Self: A Case Study from Lower Northern Thailand”. \* The 2nd International Conference “Economic Philosophy”. 9-10 October 2014, in Strasbourg, France. & The 9<sup>th</sup> National Conference of Thai Economist. 11<sup>th</sup> January 2015, at Kasetsart University, Bangkok, Thailand.
- “Learning by Doing Process on a New Agriculture Theory towards Sufficiency Economy: Case Study of training Course for Doing a One Rai Farm to Gain One Hundred Thousand Baht return.” The 8<sup>th</sup> National Conference of Thai Economist. 22<sup>nd</sup> October 2013, at Chulalongkorn University, Bangkok, Thailand.
- “Thai Farmer Debt Management by Applying a New Agriculture Theory towards Sufficiency Economy” \* The Practical Wisdom for Management and Economics from the Buddhist Traditions. 15-16 November 2012 at Thammasat University, Bangkok, Thailand.
- “A Buddhist Economics Approach for Sustainable Business Management” \* The 2<sup>nd</sup> Buddhist Economics Research Platform. 9-11 April 2009, in Ubon Rachathanee, Thailand.
- “A Buddhist Economics Approach for Business Management” \* The Scottish Management Doctoral Conference. 5-6 May 2008, in St. Andrews, Scotland UK.
- “A Buddhist Economics Approach of Corporate Social Responsibility: An Overview” \* The First Conference of the Buddhist Economics Research Platform August 23-24, 2007 in Budapest, Hungary.
- “A Buddhist Economic Approach to Employee Volunteer: Happiness in the workplace” \* Proceeding of International Conference on Happiness and Public Policy. 18-19 July 2007. Bangkok, Thailand.
- “Evolution of Management Thought: Beyond the Ethics.” \* Proceeding of World Business Ethics Forum: Does East Meet West?.” 1-3 November 2006. University of Hong Kong Baptist University, Hong Kong and University of Macau, Macau.

- “The Buddhist Economics Approach to the Happiness of the graduate from the Business Administration Faculty,” Proceeding of Ubon Rajathanee Academic Conference. 28 July 2006. Ubon Rajathanee University, Ubol Rachathanee Province.
- “Managing Business Education for a sane future: A case study of the Faculty of Management Science, Ubon Rachathanee University,” \* Proceeding of AFBE 2005 Conference: Asian Management, Education and Consumer Behaviour, Values, Styles and Trends. 1 November 2005. Tor Sang Hotel, Ubol Rachathanee Province. (with Professor Dr. Apichai Puntasen)
- “Customer Satisfaction for Hotel Guestrooms in Ubol Rachathanee Province,” \* Proceeding of AFBE 2005 Conference: Asian Management, Education and Consumer Behaviour, Values, Styles and Trends. 1 November 2005. Tor Sang Hotel, Ubol Rachathanee Province. (with others)
- “Social Capital Accumulation of Community Enterprise of One Tambon One Product: A Case Study from Southern Thailand,” Proceeding of The First National Conference of Economics. 28 October 2005. Faculty of Economics, Thammasart University.
- “Buddhadham Approach to Characteristics of Graduate: Case study of Management Faculty, Ubol Rajathanee University” Proceeding of The National Conference of Institutional Research 2005. 29 July 2005. Faculty of Economics, Thammasart University. Chulaporn Convention Center, Bangkok.
- “A Buddhist Economic Approach to the Linkage between the Concept of Happiness and the Capability of Craftsmen for One Tambon One Product: A Case Study from Southern Thailand. \* Proceedings of the International Conference on “Capability and Happiness” 6-18 June 2005. University of Milano- Bicocco, Milan, Italy.
- “Consumerism: Do we have other choice from the Buddhist Economics Approach?” Proceedings of 3<sup>rd</sup> Workshop on “The Development of Learning Process on Moral, Ethics and Life Skill of Higher Education in Southern Region.” BP Grand Tower Hotel, Hat Yai, Songkla, 28-29 September 2004.
- “Watch Movie and Watch Yourself Activity: Student’s Paradigm Shift,” Proceedings of 5<sup>th</sup> National Congress on Thai Ideal Graduates. Miracle Grand Hotel, Bangkok, 5-6 August 2004.
- “Standard of a Community Product and a Cultural Product,” Paper Presented to Entrepreneur of Community Product on a Training Workshop for Increasing the Competitive Edge. JB Hotel, Songkla, 30 July 2004 and 19 September 2004.
- “Production & Marketing Patterns in Southern Thai Handicrafts: The Present Situation,” Country Report present to GMS Business Promotion Seminar, Mae Fah Luang University, Chiang Rai, 16 March 2004.
- “The Buddhist Economic Approach in the Development of Community Enterprises: A Case Study from Southern Thailand.”\* Proceedings of the International Conference on “Economics for the Future” 17-19 September 2003 Faculty of Economics & Politics, University of Cambridge, Cambridge, United Kingdom.
- “The Marketing System of Organic Agricultural Product in Japan: Investing Social Capital to Protect the Ecology.”\* Proceedings of the International Conference on “Economic Recovery and Reform” 28-29 October 2002 Imperial Queen’s Park Hotel, Bangkok Thailand.
- “Scholarship Allocation by Participation: Promoting Public Moral Value” Proceedings of The Second International Congress on Ideal Graduates. Chulalongkorn University, Bangkok, Thailand, November 26-28, 2001.
- “The Tamod Community Process: Learning from Life Experiences”\*

Proceedings of 1<sup>st</sup> International Congress on Ideal Graduate Integrated to 4<sup>th</sup> National Congress on Thai Ideal Graduates. The Royal Golden Jubilee Building, Bangkok, 14-17 November 2000.  
“Knowing Yourself, People and Society.” Proceedings of 4<sup>th</sup> National Congress on Thai Ideal Graduates. The Royal Golden Jubilee Building, Bangkok, 14-17 November 2000.

(\* denotes English Languages)

### **Teaching Experiences**

Graduate: 1998-present

Buddhist Methodology (a topic in Research Methodology for Economics)

Alternative Agribusiness Management

Basic Quantitative Techniques (Statistics part)

Under Graduate: 2005-present

Entrepreneurship

Social Entrepreneurship & Social Business

Principal of Economics and Community Economy

Philosophy of Sufficiency

Small Business and Community Livelihoods

Buddhist Economics & Sufficiency Economy

Different Economic Paradigms for Business Management (in English Program)

General Economics

Managerial Mathematics (in English Program)

Research for Hospitality

Under Graduate: 1998-2004

Economics of Cooperatives

Agricultural Production Economics

Mathematics for Agricultural Economist

Statistics for Agricultural Economist

Alternative Agriculture: An Economics Approach

Under Graduate: 1997-1998

Microeconomics (in English Program)

General Economics

Quantitative Analysis in Business

### **Professional Services:**

Evaluation Committee, Member, Environmental Impact Assessment (EIA) Report of Industry Project within Sakaew Province, 2016-present

Academic Advisor, Lamluca Municipal, 2014-2015

Selection Committee, Member, King Award for Sufficiency Economy Application on SMEs, 2008-2010

Steering Committee, Member, One Tambon One Product of Songkla Province, 2003-2005

Operational Committee, Member, One Tambon One Product Champion for regional level, November 2004

Academic Advisor, Songkla Health Promotion Network Project, September 2003

Chair, Working Committee, Coordinating Participatory Action Research in the community of Southern Watershed Area, 2000-2001

December 23, 2016