



NESSARA SUKPANICH

เนศรา สุขพานิช

CURRICULUM VITAE

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CONTACT

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COUNTRY OF CITIZENSHIP

Thailand

EXECUTIVE POSITION

Faculty of Economics, Thammasat University, Bangkok, Thailand

Associate Dean for Administration	November 2024 - Present
Director Economic Research and Training Center	May 2022 – May 2023
Associate Dean for Public and International Affairs	June 2014 – May 2016
Deputy-Director Master of Business Economics (MBE)	April 2011 – May 2013
Director Bachelor of Economics (International Program)	October 2008 – Mar 2011

ACADEMIC POSITION

Faculty of Economics, Thammasat University, Bangkok, Thailand

Assistant Professor
Lecturer

May 2017 – Present
October 2005 – 2016

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,
Creative and Cultural economy
Secondary: Tourism Economics, Service Economics

HONORS AND AWARDS

Thailand Research Fund Research Award,

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 4th 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

Economics of Service Sectors (English program and Thai Program)
Seminar in International Economics (English program and Thai Program)
Economics of Service Sectors (English program and Thai program)
International Trade Theory and Policy (English program and Thai program)
Introduction to International Economics (Thai program)
Principles of Macroeconomics (English program 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)

College of Interdisciplinary Studies, Thammasat University, Bangkok, Thailand

Special Lecturer:

Economic Integration in the Asia-Pacific Region. August – November 2025
Economic Integration in the Asia-Pacific Region. September – December 2022

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

Development of the Forecasting Model and Report of Thai Creative Economy.

Assessment of the Project Promoting the Thai Creative Industry to International Level.

Economics for Tourism, Book format, written in Thai.

Completed Research

Measures Regarding Tax Exemption for Thai Designer's Client, a research granted by the Creative Economy Agency (Public Organization) (2025), written in Thai.

Assessment of the Project to promote Artists and Music Festival business to International Market (the Music Exchange Project), a research granted by the Creative Economy Agency (Public Organization) (2025), written in Thai.

Enhancing Efficiency of the Civilian Consultant 2025, a research granted by the Department of Juvenile Observation and Protection, the Ministry of Justice (2025), written in Thai.

The Study of Industry Supporting Measures to Drive Thai Soft Power Policy, a

- research granted by the Strategic Transformation Office (2025), written in Thai.
- The Regulatory Impact Analysis of the Draft of the Soft Power Promotion Act, a research granted by the Create Economy Agency (Public Organization) (2024), written in Thai.
- Draft of the Soft Power Act for Economy and International Trade, a research granted by the Creative Economy Agency (Public Organization) (2024), written in Thai.
- Financial Model of the Co-investment Trust to Support Thai Soft Power, a research granted by the Creative Economy Agency (Public Organization) (2023), written in Thai.
- US Sanction on Myanmar Gem Enterprises: its Implication on Thai Gem and Jewelry Exports to the US, a research granted by the Faculty of Law, Thammasat University (2023), written in Thai.
- Recommendations for the Promotion of Content Industry to Enhance Soft Power to Be the Target Industry, a research granted by the Creative Economy Agency (Public Organization) (2023), written in Thai.
- Possible Sources of Fund Supporting Thai Creative Industries, a research granted by the Creative Economy Agency (Public Organization) (2022), written in Thai.
- The development of digital trade between Thailand and neighboring countries (CLMV countries), study granted by the International Institute for Trade and Development (2022), written in Thai.
- Analysis of the Innovation Ecosystem in the Thai Service Sector, a research granted By National Research Council of Thailand (NRCT) (2022), written in Thai.
- Government policy supporting startups as a driving force of Thai economy, a research granted by the Thailand Research Fund (TRF) (2020), written in Thai.
- Foreign Direct Investment in the Lao PDR, a research granted by the Thailand Research Fund (2018), written in Thai.
- Ecotourism Investment of Thai MNEs in the Lao PDR: Opportunities and Determinants, a research granted by the Thailand Research Fund (2016), written in Thai.
- Means to Reduce Non-tariff Measures in Livestock, Fisheries, and Agricultural Sectors of ASEAN+6 (China, Korea, Japan, India, Australia and New Zealand) Countries, a research granted by the International Trade Development (2015), written in Thai.
- The Analysis of the Performance of the Firms Receiving Support from the Thailand Board of Investment (in 2011 – 2013) for the project titled: The Study and Analysis of the Performance of Firms Receiving Support from the Thailand Board

- of Investment, Thailand (2015), written in Thai.
- Strategy and Action Plan for Small and Medium Enterprises in Cosmetic Industries for the project titled: Strategy and Action Plan for Small and Medium Enterprises for Software, Cosmetic and Medicine and Herbs Sectors, a research for the Office of Small and Medium Enterprises Promotion, Ministry of Industry (2015), written in Thai.
- Outward FDI of Thai MNEs in the Loa PDR: Trends, Motives, and Determinants, a research granted by the Thailand Research Fund (TRF) (2014), written in English
- Potential and Opportunity of Service Export: The Case of Green Hotel, a research granted by International Institute for Trade and Development (2014), written in Thai.
- 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 granted by 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 4th 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 May 2005 -
Regional Integration of Multinational Enterprises July 2005

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

Research Assistant:

Collected and analyzed data of international tourism to Missouri Summer 2000 -
and assisted professors with research projects Summer 2001

Referee

Journal of International Management
British Journal of Management
Thammasat Economic Journal

Administrative duties

Faculty of Economics, Thammasat University, Bangkok, Thailand

Associate Dean for Administration November 2024 - Present

Associate Dean for Public and International Affairs June 2014 – September 2016

Director:

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

Director Deputy

Master of Business Economics (MBE) April 2011 - 2013

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) 2008

Speaker for training session (Example)

Source of Fund for Cultural Industries/Creative Industries for officers of Ministry of Culture, conducted in Thai	2024
Entrepreneurship Skill Development Workshop for teachers of the occupational training/job training for sustainable employment, the Department of Juvenile Observation and Protection, conducted in Thai	2024
Content Industry Source of Fund, in open online training course, the Creative Economy Agency	
<i>Economic Research and Training Center, Faculty of Economics, Thammasat University, Bangkok, Thailand</i>	
Economics Subject Teaching Method for high school student for high school teachers, conducted in Thai	2023
The Market of Retail Industry in Thailand for high school teachers, conducted in Thai	2022
AEC and Development of Thai Service Sector, in opened courses: Economics for High School Teachers, conducted in Thai	2014
Understanding Lao Economy, in in-house training program for officers of Electricity Generating Authority of Thailand (EGAT)	2014
Microeconomics Concepts: Cost Concept and Price Determination, in in-house training program: Enhancing analytical and data management skill for officers of Finance Department, Bangkok Metropolitan Administration, conducted in Thai	2012
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, 2014
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