

Pairach Piboonrungrroj

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SUMMARY

Pairach is currently a PhD candidate at the Logistics Systems Dynamics Group of Cardiff University. His PhD research aims to explain relationships in tourism supply chain via lens of transaction cost economics using a statistical technique called structural equation model (SEM). He was awarded an MSc (distinction) in Logistics and Operations Management from Cardiff University in 2009. His studies in Cardiff has been fully supported by the Royal Thai Governments scholarship, which was awarded from a national competition. In 2005, he got a Bachelor of Economics (first-class honour) from Chiang Mai University (Thailand). Pairach has involved in a number of research projects in tourism economics and logistics as well as consultancy works to various organisations such as The World Bank and Thailand Ministry of Tourism and Sports. He is also an ad-hoc reviewer for several journals and conferences such as European Journal of Operational Research International Journal of Service Industry Management, Academy of Management Conference, and British Academy of Management Conference. His underlying research theme is an application of economics theories and techniques to logistics and supply chain management.

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1 Personal Information

1.1 Affiliations

- **PhD Student**
Logistics Systems Dynamics Group, Cardiff University
Room D46, Aberconway Building, United Kingdom, CF10 3EU
- **Lecturer**
Chiang Mai School of Economics
Chiang Mai University, Chiang Mai, Thailand, 50200

1.2 Email address:

me {at} pairach.com

1.3 Websites

Personal: www.pairach.com

Professional: <http://www.cf.ac.uk/carbs/programmes/phd/students/lom/piboonrungrorjp.html>

2 Formal Education

2.1 PhD

Title: [PhD \(Logistics and Supply Chain Economics\)](#)

Institute: [Cardiff University](#), United Kingdom

Year: 2008-present, **Scholarship:** Royal Thai Government

2.2 Postgraduate Diploma

Title: [Postgraduate Diploma in Social Science Research Methods](#)

Institute: [Cardiff University](#), United Kingdom

Year: 2008-2009, **Scholarship:** Royal Thai Government

2.3 MSc

Title: [Master of Science in Logistics and Operations Management](#) (Distinction)

Institute: [Cardiff University](#), United Kingdom

Year: 2007-2008, **Scholarship:** Royal Thai Government

Dissertation Topic [The Quick Scan Audit Methodology of the Service Industry](#)

2.4 BEcon

Title: [Bachelor of Economics](#) (First Class Honor)

Institute: [Chiang Mai University](#), Thailand

Year: 2000-2004, **Scholarships:** Chiang Mai University Alumni Association (2004); UFJ Foundation, Japan (2003); Chiang Mai University Fund (2002); Puey Ungpakorn Foundation, Thailand (2001)

2.5 Grade 12

Title: Mattayom 6 (Grade 12) in Sciences and Mathematics

Institute: [The Prince Royal's College](#), Thailand

Year: 1988-2000

3 Employment

- **Lecturer**
Faculty of Economics, Chiang Mai University
(Future contract, expected starting immediately after PhD graduation)
- **Tutor**
Cardiff Business School (2010-Present)
- **Mentor**
Marketing Strategy and Business Plan (MBA), Cardiff Business School (2008-2010)
- **Research Assistant**
Social Research Institute, Chiang Mai University (2005-2007)

4 Honours and Awards

- **Best Poster** Section away day, Logistics and Operations Management Section, Cardiff University, 10th January 2012.
- **Harry Boer Highly Commend Student Paper Award**
18th Annual EurOMA Conference. Cambridge, United Kingdom, 3rd -6th July 2011.
- **University Distinguished Youth**
Ministry of Social Development and Human Security, Royal Thai Government (2005)
- **The Best and The Brightest**
Commission of Higher Education, Royal Thai Government (2004)
- **Second Runner-up**
Thailand National University Economics Quiz Competition (2003)
- **Moral Honorable Mention**
Buddhism Association of Thailand (2003),
- **Winner Team**
Northern Thailand University Economics Quiz Competition (2002)

5 Teaching

Cardiff Business School, UK

- BS1501 *Applied Statistics and Mathematics for Economics and Business* (2010-present)
- BS2506 *Inferential Statistics, Statistical Modelling & Survey Methods* (2011)
- BS2582 *Operations Management* (2010-present)

Kasetsart University, Si Racha Campus, Thailand

- Performance Measurement in Service Operations (2009)
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6 Consultancies

- **Office of Educational Affair, Royal Thai Embassy, London** (2010-Present)
- **The World Bank** (2007)
Community-Driven Approaches in Lao PDR (*with Andrew Adam and Akarapong Untong*)

7 Publications

7.1 Book chapters

2. Piboonrunroj, P. 2007. Shopping Behaviour of Chinese Tourists in Chiang Mai. In: Suriya, K. ed. *An Analysis and Development of Tourism Goods and Service of SMEs and Community Enterprise in Lanna Region of Thailand*. Chiang Mai: Social Research Institute, Chiang Mai University.
1. Juan, H. and Piboonrunroj, P. 2007. Tourism Development: A Case study of Homestay Service (Nongjiale) in Bai Ethnic Village. In: *Kaosa-ard, M. ed. Mekong Tourism: Blessing for All?*, Bangkok: White Lotus. pp. 138-166.

7.2 Peer-Reviewed Conference Papers

14. Piboonrunroj, P. and Disney, S.M. 2012. Impact of Inter-firm Collaboration on Firm Performance: Comparison of the Perspectives of Different Supply Chain Members. *19th Annual EurOMA Conference*. Amsterdam, Netherlands, 1st -4th July.
13. Piboonrunroj, P. 2011. Impacts of supply chain collaborations on inter-firm trust, performance and relationship Satisfaction: A transaction cost economics perspective. *Doctoral Symposium of the 25th Annual Conference of the British Academy of Management*, Aston Business School, United Kingdom, 13th-15th September.
12. Piboonrunroj, P., Williams, S.J. and Disney, S.M. 2011. Examining mediating effect of transaction cost in supply chain relationship. *The 25th Annual Conference of the British Academy of Management*, Aston Business School, Birmingham, United Kingdom, 13th-15th September.
11. Piboonrunroj, P. and Disney, S.M. 2011. Supply chain collaboration, inter-firm trust and logistics performance: Evidence from the tourism sector: A structural equation model. *18th Annual EurOMA Conference*. Cambridge, United Kingdom, 3rd -6th July.
10. Piboonrunroj, P. 2011. Transaction costs in supply chain collaborations: Measurements and antecedents. *The First NIE doctoral Colloquium. Network of Industrial Economists*, University of Nottingham Business School. 22nd June 2011.
9. Piboonrunroj, P. and Kaosa-ard, M. 2011. Image of Thailand as a Tourism Destination: Evidence from Australia and United Kingdom. *The 4rd Samaggi Academic Conference*, London School of Economics, United Kingdom. 29st January.
8. Piboonrunroj, P. and Disney, S.M. 2009. Supply Chains Collaboration in Tourism: A Transaction Cost Economics Perspective, *Second Biennial Conference of the International Association for Tourism Economics*, Chiang Mai, Thailand, 11th-13th December.
7. Piboonrunroj, P. 2009. Methodological Implication for the Research Design in Tourism Supply Chain Collaboration, *18th Summer Research Academy European Doctoral Programmes Association for Management and Business Administration (EDAMBA)*, Soreze, France, 23rd - 29th July.

6. Chao, P., Piboonrunroj, P. and Beresford, A.K.C. 2009. *Transport Reliability of Containerised Agricultural Goods from Thailand to China: A Shippers perspective*. International Symposium on Logistics, Turkey, 5th-7th July.
5. Piboonrunroj, P. and Disney, S.M. 2009. Tourism Supply Chains: A Conceptual Framework. *PhD Network Conference*, Nottingham, UK. 1st-3rd July.
4. Untong, A. and Piboonrunroj, P. 2007. Perceived value of Royal Flora Exposition RATCH-PHRUEK 2006 and Destination Loyalty toward Chiang Mai: A Structural Equation Model. The 13th APTA & 5th APacCHRIE 2006 International Joint Conference. 25th -27th May 2007, Beijing, PR China.
3. Untong, A., Kaosa-ard, M. and Piboonrunroj, P. 2006. International Tourists Expenditure Analysis. Research Conference of Ubonrachathani University. 28th -29th July 2006. Ubonrachathani, Thailand. (in Thai)
2. Untong, A., Kaosa-ard, M. and Piboonrunroj, P. 2006. Impact of World Disaster on Number of International Tourist Arrivals in Thailand. The 12th APTA & 4th APacCHRIE 2006 International Joint Conference. 25th -29th June 2006, Hualien, Taiwan.
1. Piboonrunroj, P., Kaosa-ard, M. and Untong, A. 2006. Cultural Tourism: A Case Study of Chiang Mai. Seminar on Mekong Tourism: Learning across Borderon 1st-3rd June 2006, Siem Reap, Cambodia. Chiang Mai: SRI CMU.

7.3 Peer-Reviewed Conference Abstract

3. Piboonrunroj, P. and Disney, S.M. 2011. Using R to test transaction cost measurement for supply chain relationship: A structural equation model. The R User Conference. Warwick, United Kingdom, 16th -18th August.
2. Piboonrunroj, P. 2011. Supply Chain Relationship in Tourism. Spotlight in Social Science. Cardiff, United Kingdom, 25th March.
1. Piboonrunroj, P. and Kaosa-ard, M. 2010. Moderating Effect of Tourism Destination Image: A Case of Thailand. *The 3rd Samaggi Academic Conference*, Imperial College London, United Kingdom. 31st January.

7.4 Book Reviews

3. Piboonrunroj, P. 2011. Understanding Social Enterprise by Rory Ridley-Duff and Bull (2011). *International Journal of Entrepreneurial Behaviour & Research*. 18(6).
2. Piboonrunroj, P., 2011. Business Research Methods by Bryman and Bell (2011). Oxford Press [Online].
1. Piboonrunroj, P. 2011. Understanding Supply Chains: Concepts, Critiques and Futures by New and Westbrook (2004) [Online].

7.5 Non-Academic Journals

2. Piboonrunroj, P. 2011. 5 Tips to Finish Your (MSc) Dissertation. *Samaggi Sara*. London: Samaggi Samagom. pp.
1. Piboonrunroj, P., My, B. T. and Phommabout, C. 2005. Tourism Growth by IT: A State of Information Technology in Laos, Thailand and Vietnam. In: *GMS Youth Forum 2004 Report*. Bangkok. 31p.

7.6 Poster Presentations

3. Piboonrunroj, P. 2012. The Role of Trust in Supply Chain Management. Spotlight in Social Science. Cardiff, United Kingdom, 30th March.
2. Piboonrunroj, P. 2012. Supply Chain Relationships: A Transaction Cost Economics Approach. LOM Away Day, Cardiff Business School, 30th April.
1. Piboonrunroj, P. 2011. Modelling Supply Chain Relationships. Spotlight in Social Science. Cardiff, United Kingdom, 25th March.

8 Research Projects

9. Sustainable Community-based Tourism in Thailand: An Opportunity in the British Market: *Principle Investigator* (2011-Present).
8. Satisfaction of Thai Students in the United Kingdom. For the Office of Education Affair, Royal Thai Embassy: *Principle Investigator* (2011-Present).
7. Tourism Destination Image of Thailand: *Principle Investigator* (2008-9).
6. Integrated Development of Sustainable Tourism for the Greater Mekong Subregion Phase III: A Comparison of GMS Logistics Systems: *Research Assistant* (2007).
5. A Survey on People Opinion on Natural Resource and Environment Management in Thailand: *Research Assistant* (2006).
4. An Analysis and Development of Tourism Goods and Service of SMEs and Community Enterprise in Lanna Region of Thailand (in Thai): *Research Assistant* (2006).
3. Mekong Tourism: Learning Across Border: Phase II: *Research Assistant* (2006).
2. Integrated Development of Sustainable Tourism in the Mekong Region Phase II: Benchmarking the GMS Tourism: *Research Assistant* (2006).
1. Valuation of Traditional Wisdom: A Case Study of Genetic Resources of Native Rice Species: *Research Assistant* (2005).

9 Professional Service & Activities

9.1 University Services

- **Committee**, Spotlight in Social Science Conference, Cardiff University (2011)
- **Student Representative**, PhD Staff-Student Panel, Cardiff Business School (2008-Present)
- **Student Representative**, Post-Graduate Research Committee, Cardiff Business School (2008-Present)
- **Representative**, Research and Graduate Study (RGS) Panel, Cardiff University (2008)

9.2 Ad-hoc Reviewing

Journals

- Tourism Management
- European Journal of Operational Research
- Journal of Service Management
- Current Issue in Tourism

Conferences

- African Journal of Agriculture Research
- APacCHRIE Conference
- Academy of Management Conference
- British Academy of Management Conference

9.3 Professional Affiliations

- Council of Supply Chain Management Professionals (CSCMP)
- Production and Operations Society (POMS)
- European Operation Management Association (EurOMA)
- Charter Institute of Logistics and Transport (CILT, UK)
- British Academy of Management (BAM)
- International Association for Tourism Economics (IATE)
- Asia Pacific Chapter of the International Council of Hotel, Restaurant and Institutional Educators (APacCHRIE)
- Asia Pacific Tourism Association (APTA)

10 Other Service & Activities

- **President**, Cardiff University Thai Society (2008)
- **President**, Student Union, Faculty of Economics, Chiang Mai University (2005)
- **Project Manager**, The Exchange Trading Game, AIESEC Club, Chiang Mai University (2002)
- **President**, Consumer Protection Club, The Prince Royals College (1999-2000)

11 Technical Skills

- *Programming*: Amos, Eviews, LimDep, Lisrel, R, SPSS, Stata.
- *Typesetting*: L^AT_EX, MS Office and iWorks.