



Sid Suntrayuth Ph.D.

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Education

Ph.D. Public Administration

National Institute of Development Administration
(NIDA), Bangkok, Thailand (2011)

Master of Financial Planning

Griffith University, Brisbane, Australia (2004)

Bachelor of International Business

Griffith University, Brisbane, Australia (2002)

Graduate Certificate

Griffith University, Brisbane, Australia (2010)

Academic and Professional Experience

Vice Dean and full-time faculty member at International College of National Institute of Development Administration (ICO NIDA) (2015-Current)

Deputy Director of Master Program at International College of National Institute of Development Administration (ICO NIDA) (2012-2015)

International College Coordinator at International College of National Institute of Development Administration (ICO NIDA) (2010-2011)

Visiting Lecturer; Burapha University (BUU) (2010-2012)

Visiting Lecturer; Silpakorn University International College (SUIC) (2009-2011)

Visiting Lecturer; Burapha University International College (BUUIC) (2009-2010)

Visiting Lecturer; Rajabpat Rajanagarinda University (RRU) (2009-2010)

Peer Reviewer, Stamford International University (2010-Current)

Examiner at Securities and Exchange Commission (S.E.C.) (2004-2010)

Field manager at Restore Brisbane (Australia) (2002-2004)

Administrative Staff at Thai Trade Center –Under Thai Ministry of Commerce (1997)

Professional and Community Attendance

APEC Capacity Building Workshop hosted by the Office of the National Anti-Corruption Commission (NACC) (2009)

Regional seminar on Derivatives of structured products hosted ADB (2009)

Regional seminar on Market Supervision hosted by ADB (2007)

Compliance and Surveillance Course hosted by Securities Institute (2005)

The Salvation Army Red Shield Appeal (1998)

Australia, New South Wales Junior Agriculture Competition (1995)

Invited Presentations

Various topics in International Business, Hochschule für Wirtschaft und Umwelt Nürtingen-Geislingen (HfWU), Germany (2018)

ASEAN and International Business Negotiation Northwest University, South Africa (2017)

Managerial and Public Finance, Bhutan Civil Servant Training, Burapha University International College (2011)

Management Information System for School Administrators, Education Faculty, Burapha University (2012)

Business Research Methodologies for International Business Management, Silpakorn University International College, Semester 2 (2011-2012)

Management Information System, Immediate and Advance MS Excel, Ibis Hotel Group (2011)

APEC Financial Regulators Training Initiative (FRTI) - The Asian Development Bank (ADB), Manila, The Philippines, represented Thailand financial regulators (2009)

Anti-Money Laundering Regulation, Compliance and Surveillance Course, Securities Institute (2008-2009)

Anti-Money Laundering Regulation for Securities Business, Anti-Money Laundering Office (AMLO) (2008-2009)

Teaching Experience

Advanced Theory of Management, Ph.D. in Management, International College of National Institute of Development Administration (ICO NIDA) (Sole Instructor)

Financial Management, Master of Arts in Management, International College of National Institute of Development Administration (ICO NIDA) (Sole Instructor)

Communication and Cross Cultural Negotiation, Master of Arts in Management, International College of National Institute of Development Administration (ICO NIDA) (Co-instructor)

Information Technology Systems for Tourism and Hospitality, Master of Business Administration, Silpakorn University International College (SUIC) (Sole Instructor)

Business Research Methodology, Master of Business Administration, Silpakorn University International College (SUIC) (Co-instructor)

Global Competitive Strategies, Bachelor of Business Administration, Burapha University International College (BUUIC) (Sole Instructor)

Multimodal Transport, Bachelor of Business Administration, Burapha University International College (BUUIC) (Sole Instructor)

Principles of Accounting, Bachelor of Business Administration, Burapha University International College (BUUIC) (Sole Instructor)

Financial Accounting, Bachelor of Business Administration, Burapha University International College (BUUIC) (Sole Instructor)

Business Finance, Bachelor of Business Administration, Burapha University International College (BUUIC) (Sole Instructor)

English for Public Administration, Bachelor of Public Administration, Rajabpat Rajanagarinda University (RRU) (Sole Instructor)

Publications

- Leelhaphunt, A & Suntrayuth, S (2018) "Do the business ethics enhance a financial firm performance?" ASEAN Journal of Management & Innovation, Volume 5 Number 1, January – June 2018.
- Nunthiphathprueksa, A & Suntrayuth S (2018), "The Application of Stimulus-Organism- Response Paradigm: The Role of Social Media in Thailand's Destination Image and Behavioral Intentions" ASEAN Journal of Management & Innovation, Volume 5 Number 1, January – June 2018.
- Suntrayuth, S. (2018). The Sufficiency Economy Philosophy and Small and Medium-sized Enterprises in Thailand. *International Review of Management and Marketing*, 2018, 8(2), 33-39.
- Suntrayuth, S. & Sönmeztürk E, (2018). The Facebook Usage of Thai and German People and the Possible Correlation to Hofstede's Cultural Dimension. *Journal of International Business and Economics*, Volume 18, Issue 1, p37-50, March 2018.
- Suntrayuth, S., (2017). "The Sermasuk-Pepsi Partnership: Happy Marriages Don't Always Last" NIDA Case Research Journal. National Institute of Development Administration, Volume 9 No 1 (2017)
- Suntrayuth, S. (2016). Governance Mechanism and Performance in Firms Listed on the Market for Alternative Investment: Evidence from the Thailand Stock Exchange. *The International Journal of Interdisciplinary Organizational Studies* 11 (4): 31-48.
- Suntrayuth, S., and Novak, M (2015). "Analysis of Information and Communication Technology Adoption on the Organizational Financial Viability: Nonprofit Organization Perspectives", *International Journal of Interdisciplinary Organizational Studies*, Volume 10, Issue 3, pp.17-34.
- Ahnert, A & Suntrayuth, S (2015). "Business Decision Making and Cultural Differences: A Comparative Study of Thailand and Germany, *Modern Management Journal*, Sukhothai Thammathirat Open University, Volume 13 Number 1 January – June 2015.
- Hippler, F & Suntrayuth, S (2015). "An Investigation into the Development of Intercultural Corporate Culture", *ASEAN Journal of Management & Innovation*, Volume 2 Number 1, January – May 2015.
- Suntrayuth, S., (2015). "The Study of Nonprofit Management: The Relationship between Information and Communication Technology Adoption and Financial Viability of Nonprofit Organizations" (in Thai Language). *NIDA Economic Review*, Volume 9 Number 2, 2015.
- Suntrayuth, S., (2015). "A Drive to Scandal" NIDA Case Research Journal. National Institute of Development Administration. Volume 7 No 1 (2015).
- Suntrayuth, S., (2014). "Securities Brokerage Regulation: the Effectiveness of Regulation Implementation" (in Thai Language). *NIDA Economic Review*, Volume 8 Number 2, 2014.
- Suntrayuth, S., (2013). "The Evaluation of Regulatory Compliance: The Case of Securities Brokers and Dealers in Thailand" *International Research Journal of Finance and Economics*, Volume 114 pp. 109-117
- Suntrayuth, S., (2013). "The Implementation of Regulation: Securities and Brokerage Supervision", *European Journal of Social Sciences*. Volume 37 No.1 pp. 32-39