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## Suthep Nimsai, Ph.D.

Assistant Professor

Dr. Suthep Nimsai received his Post-doctoral in Logistics and Supply Chain Management from Corvinus Business School, Corvinus University of Budapest, Hungary and Ph.D. Degree in Consumer Behaviour and Food Marketing (Supply Chain Management) from the University of Reading, United Kingdom.

Dr. Nimsai has been a visiting professor in European Universities such as Hungary and Germany. He also has conducted a variety of executive training/coaching/guest speaker in the areas of Entrepreneurship and Innovation, Business Analysis and Strategic Design, Supply Chain and Logistics Management, International Business and Export Marketing, Agri-Food Marketing.

Dr. Nimsai primary research interests include Entrepreneurship and Innovation, Entrepreneurial Economics, Circular Economy and Sustainability Management, Logistics and Supply Chain Management, International Business and International Marketing, Agro-industry and Agribusiness. Prior to joining CMMU, Dr. Nimsai worked as a full-time lecturer at School of Management, Mae Fah Luang University where he designed and held the position of Program Director of MBA International Logistics and Supply Chain Management and the undergraduate program in Aviation Logistics Business. He was also held position of Head of Business Excellence and Logistics Research Centre.

**Area of Interests:** Entrepreneurial Economics, Strategic Management and Innovation, Supply Chain Analysis and Logistics Innovations, Circular Economy and Sustainability Management, International Business and Marketing, Agri-Food Marketing.

## EDUCATION

Post-doctoral in Logistics and Supply Chain Management <i>Corvinus Business School, Corvinus University of Budapest, Hungary</i>	September 2016
Ph.D. Consumer Behaviour and Food Marketing <i>University of Reading, United Kingdom</i>	December 2012
MSc. Development Economics and Policy <i>University of Reading, United Kingdom</i>	December 2006
MEcon. Business Economics (International Marketing) <i>Kasetsart University, Thailand</i>	June 2003
BSc. Cooperative Economics, <i>Kasetsart University, Thailand</i>	October 2000

**SCHOLARSHIPS**

Erasmus Mundus: Post-doctoral Scholarship <i>Corvinus Business School, Corvinus University of Budapest, Hungary</i>	2015 - 2016
Royal Thai Government Scholarship: Master and Doctoral Degrees Scholarship (M.S.-Ph.D.) <i>University of Reading, United Kingdom</i>	2006 - 2011
University Mobility in Asia and The Pacific-UMAP Scholarship <i>University of Hohenheim, Germany</i>	2003

**BOOK CHAPTERS**

1. Green Supply Chain Logistics Management: Change and Innovation in Future Business (2015), Department of Primary Industries and Mines (in Thai)
2. Agricultural and Food Cold Chain Logistics Systems and Standards in Thailand (in Thai)

**PUBLICATIONS (selected list)**

1. Wu Z, Lai P-L, Ma F, Park K-S, **Nimsai S**. Determining Spatial Relationships between Airports and Local Economy from Competitiveness Perspective: A Case Study of Airports in China. *Aerospace*. 2023; 10(2):138. (SCOPUS Index)
2. Chanin Yoopetch, **Suthep Nimsai**, Boonying Kongarchapatara. Bibliometric Analysis of Corporate Social Responsibility in Tourism. *Sustainability* 2023, 15(1), 668 (SCOPUS Index)
3. Yoopetch, C., Kongarchapatara, B., **Nimsai, S**. Tourism Forecasting Using the Delphi Method and Implications for Sustainable Tourism Development. *Sustainability (Switzerland)* this link is disabled, 2023, 15(1), 126 (SCOPUS Index)
4. Tansuchat R, Suriyankietkaew S, Petison P, Punjaisri K, **Nimsai S**. Impacts of COVID-19 on Sustainable Agriculture Value Chain Development in Thailand and ASEAN. *Sustainability*. 2022; 14(20):12985. (SCOPUS Index)
5. Suriyankietkaew, S.; **Nimsai, S**. COVID-19 Impacts and Sustainability Strategies for Regional Recovery in Southeast Asia: Challenges and Opportunities. *Sustainability (Switzerland)* 2021, 13, 8907. August 2021 (SCOPUS Index)
6. Yoopetch C, **Nimsai S**, Kongarchapatara B. The Effects of Employee Learning, Knowledge, Benefits, and Satisfaction on Employee Performance and Career Growth in the Hospitality Industry. *Sustainability (Switzerland)*, 2021; 13(8):4101. April 2021. (SCOPUS Index)
7. Kongbuamai N, Bui Q, **Nimsai S**. The effects of renewable and nonrenewable energy consumption on the ecological footprint: the role of environmental policy in BRICS countries. *Environmental Science and Pollution Research*. 2021 Jun;28(22):27885-27899. Epub 2021 Jan 31.

- (SCOPUS Index)
8. **Nimsai, S.**, Yoopetch, C., Lai, P. (2020) Mapping the knowledge base of sustainable supply chain management: A bibliometric literature review, *Sustainability (Switzerland)*, Vol. 12 No. 18, September 2020. (SCOPUS Index)
  9. Chanin Yoopetch and **Suthep Nimsai** (2019) Science Mapping the Knowledge Base on Sustainable Tourism Development, 1990–2018, *Sustainability (Switzerland)*, Vol. 11 No. 5, p.3631. July 2019. (SCOPUS Index)
  10. Angkurasanee, T., Somboonsuk, B., Sukhabot, S. and **Nimsai, S.** (2019) Market opportunities for Thai beef cattle exports to Yunnan province, China, *International Journal of Agricultural Technology*, Vol. 15 No. 6, p. 807-822. (SCOPUS Index)
  11. **Suthep Nimsai** and Thagoon Siriyod (2019) Risk Modeling of the Supply Chain for Thai Cassava Chip Exports to China, *International Journal of Supply Chain Management (IJSCM)*, Vol8 No. 6, December 2019 (SCOPUS Index)
  12. **Suthep Nimsai** and Phutawan Ho (2019) Risk Factor Analysis of the Value Chain for Sawn Rubberwood Timber Exports to China, *International Journal of Supply Chain Management (IJSCM)*, Vol8 No. 6, December 2019 (SCOPUS Index)
  13. Kiki Khoifin and **Suthep Nimsai** (2018) Investigating Traceability Costs and Benefits in Food Supply Chain: Case Study in Serang City, Indonesia, *International Journal of Supply Chain Management (IJSCM)*, Vol7 No. 5, October 2018 (SCOPUS Index)
  14. Muhammad Syukur and **Suthep Nimsai** (2018) Factors Influencing the Purchase Intention of Halal Packaged Food in Thailand, *International Journal of Supply Chain Management (IJSCM)*, Vol7, August 2018 (SCOPUS Index)
  15. Sisalermkiat Phandanouvong and **Suthep Nimsai** (2018) An Investigation and Evaluation of Cross-Border Truck Transportation Between Nongkhai, Thailand – Thanaleng to Vientiane, Lao PDR, *International Journal of Supply Chain Management (IJSCM)*, Vol7, August 2018 (SCOPUS Index)
  16. Roengchai Tansuchart, Nachatchapong Kaewsompong, Chanita Panmanee, **Suthep Nimsai**, Tanapol Rattanasamakarn and Pairach Piboonrunroj (2017) Applying a Value Stream Mapping (VSM) to Improve Supply Chain Performance of Agricultural Products: A Case of Thai Exported Canned Lychee. *International Journal of Economic Research*, Volume 14, November 2017. (SCOPUS Index)
  17. Roengchai Tansuchat, Pairach Piboonrunroj and **Suthep Nimsai** (2016), Exploring Opportunities and Threats in Logistics and Supply Chain Management of Thai Fruits to India, *International Journal of Supply Chain Management (IJSCM)*, Vol 5, June 2016 (SCOPUS Index)
  18. Kesinee Saowadee, **Suthep Nimsai**, Pairach Piboonrunroj (2015), Investigation and Evaluation of Cross-Border Truck Transportation from Mae Sot-Myawaddy to Yangon, *International Journal of Supply Chain Management (IJSCM)*, Vol 4, December 2015 (p.102-107) (SCOPUS Index)

**PROCEEDING (International Conference)**

1. **Nimsai, S** (2014), A Study on Reliability of Logistics Network for Thai Organic Food to India. (proceeding) ICLT 2014 (International Conference on Logistics and Transport), Kuala Lumpur, Malaysia. ISSN: 2392-5728
2. **Nimsai, S.** et. al. (2013) Opportunities and Threats for Thai Fruits in ASEAN Countries: The Case of Import and Export Trade Among Thailand, Myanmar and Laos, (proceeding) The 12<sup>th</sup> National Horticultural Congress, Horticulture Toward AEC Under Climate Changes, Bangkok, Thailand.
3. **Nimsai, S.**, Han Ren, C., Mingmarairaks, P. (2012), Organic Food Supply Chain Restructuring and Marketing Development: The Role of Modern Supply Chain in Thailand. (proceeding) ICLT 2012 (International Conference on Logistics and Transport).
4. **Nimsai, S.**, Shankar, B., Srinivasan, C.S., and Wiboonpongse, A. (2010), Agri-food Supply Chain Restructuring and Marketing Development: The Role of Social Enterprises and Smallholders in Thailand, (proceeding) ICOVAS 2010 (International Conference on Value Chain Sustainability), Valencia, Spain.
5. Ash, C. and **Nimsai, S.** (2007), Thailand's Sufficiency Economy: A Buddhist Approach to Economic Development, (proceeding) Association for Heterodox Economics 9<sup>th</sup> Annual Conference, Pluralism in Action, Cambridge University, United Kingdom.

**RESEARCH PROJECTS**

- Suthep Nimsai and et. al. (2021). Trade Performance and Export Market Opportunities of Thai Rubber Mattress and Pillow Products in Important International Markets (Case Study of Japan, Cambodia and Vietnam Markets)  
*Project leader:* Rubber Authority of Thailand
- Suthep Nimsai and et. al. (2020) Business opportunities and the guideline for expanding the exportation of durians and related products in India Market  
*Project leader:* Agricultural Research Development Agency: ARDA Fund
- Suthep Nimsai and et. al. (2019) The Analysis of Business Performance and Export Market Expansion of Palm Oil Products in Potential Markets: Case Study of Myanmar and Cambodia Markets  
*Project leader:* Agricultural Research Development Agency: ARDA Fund
- Suthep Nimsai and et. al. (2019) Trend in Exporting Thailand Rubber Wood Pellet Products in Important International Markets  
*Project leader:* The Thailand Research Fund: TRF Fund
- Suthep Nimsai and et. al. (2018) Market Opportunities of Beef Products in Responding the Thailand Tourism Industry  
*Project leader:* The Thailand Research Fund: TRF Fund

- Suthep Nimsai and et. al. (2018) The Study of Agricultural and Food Cold Chain Logistics Systems and Standards  
*Project leader:* Department of Land Transport: DLT Fund
- Suthep Nimsai and et. al. (2018) The Analysis of Marketing mechanism and Guidelines for Developing Innovative Logistics and Supply Chains to Increase Business Export Opportunities for Thailand's Orchid in China Market  
*Project leader:* Agricultural Research Development Agency: ARDA Fund
- Suthep Nimsai and et. al. (2017). Thai Rubber Wood Sawn Trade Performance and Export Supply Chain Development: A Case Study of China and India Markets  
*Project leader:* The Thailand Research Fund: TRF Fund
- Chatrudee Jongsureeyapart, Suthep Nimsai and et.al. (2017). Cross Border Supply Chain Development and Trade Performance of Thai Cassava Industry: Case Study of China and Vietnam Markets  
*Co-researcher:* National Science and Technology Development Agency Fund
- Suthep Nimsai and et. al. (2016). Value Chain and Market Opportunity of Thai's Coffee Products to Enhance The Marketability Competitiveness among The ASEAN Countries.  
*Co-researcher:* National Research Council of Thailand Fund: NRTC Fund
- Chatrudee Jongsureeyapart, Suthep Nimsai and et.al. (2016). The Analysis of Trade Performance and Business Opportunities Enhancement of Thai Processed Vegetable and Fruit to India Market  
*Co-researcher:* The Thailand Research Fund: TRF Fund
- Suthep Nimsai and et. al. (2015) The Analysis of Market Mechanism and Business Opportunities Enhancement of Thai Fruits to United Arab Emirates Market  
*Project leader:* Agricultural Research Development Agency: ARDA Fund
- Roengchai Tansuchart and Suthep Nimsai (2015) An Analysis of Market Potential and Competitiveness of Thai Tamarind for Enhancing Thai Tamarind Competitiveness  
*Co-researcher:* Agricultural Research Development Agency: ARDA Fund
- Nathapornpan Uttama, Suthep Nimsai and et. Al., (2015) Palm Oil and Oil Palm Supply Chain and Market Structure in Northern Thailand: Case study of ASEAN-China Market Opportunities in R3A Route  
*Co-researcher:* Agricultural Research Development Agency: ARDA Fund
- Suthep Nimsai and et.al. (2014) Development of Market Linkage Approaches and Supporting Policies toward Rubber Prices Standardization in Thailand: To Improve the Capability in Among ASEAN Rubber Market  
*Project leader:* The Thailand Research Fund: TRF Fund
- Suthep Nimsai and et.al. (2014) Market Opportunities and Value Chain

Development of Thai Cattle in ASEAN-China Markets: Case Study of Laos, Vietnam and China (Yunnan) Markets

*Project leader:* The Thailand Research Fund: TRF Fund

- Suthep Nimsai, Reangchai Tansuchart (2013) The Effects and Adaptations to ASEAN Economic Community of Northern Thai Border Communities: Case Study of Chiang Rai and Tak Provinces

*Project leader:* The Thailand Research Fund: TRF Fund

- Suthep Nimsai and et. al. (2013), Agricultural Products Value Chain Restructuring and the Development of Modern Logistics and Supply Chain Management Systems of Agricultural Cooperative in Thailand: Critical Success Factors for Competitive Enhancement of Thai High-Valued Fruits Exporting to BIMSTEC

*Project Director:* National Research Council of Thailand and the Thailand Research Fund: TRF Fund

- Suthep Nimsai and et.al. (2013), Value Chain and Logistics Systems Development Analysis for Agricultural Products in Import-Export Trade Between Thailand-China: A Case Study of Thailand – Yunnan Province with Port System in Lanchang River-Mekong River and 3a Route System (R3a)

*Project leader:* National Research Council of Thailand and The Thailand Research Fund: TRF Fund

- Suthep Nimsai, (2011-2012), Opportunity and threats for Thai fruits in ASEAN countries: The case of import and export trade among Thailand, Myanmar and Laos

*Researcher:* The Thailand Research Fund: TRF Fund

- Suthep Nimsai (2010-2011), Organic Food Value Chain Restructuring and Marketing Strategies under Different Organic Certification Schemes for Supermarkets and Export in Thailand.

*Researcher:* The Thailand Research Fund: TRF Fund

- Suthep Nimsai, (2005-2006), The Study and Analysis of Economic Cooperation for Development of Trade and Investment in the Greater Mekong Sub-region (GMS).

*Researcher:* The Thailand Research Fund: TRF Fund