



รศ. ดร. มงคลชัย วิริยะ-พิณิจ

Assoc. Prof. Dr. Mongkolchai Wiriya-pinit

Department : Commerce

Email : mongkolchai@cbs.chula.ac.th

Tel : 02 218 5707

Education

- 2005 DOCTOR OF PHILOSOPHY, EDUCATION, UNIVERSITY OF WARWICK, UNITED KINGDOM
- 2000 MASTER OF SCIENCE, ANALYSIS, DESIGN AND MANAGEMENT OF INFORMATION SYSTEMS, LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE, UNITED KINGDOM
- 1997 BACHELOR OF SCIENCE, BUSINESS ADMINISTRATION, UNIVERSITY OF OREGON, UNITED STATES

Publications

Peer-Reviewed Journal Articles

"The Need for Knowledge Acquisition Tools by Small Business Entrepreneurs: The Case of Financial Knowledge Acquisition of Restaurant Entrepreneurs", ABAC Journal, 41(1) : 241-258, Mar.2021, (Rachapaettayakom, P., Wiriya-pinit, M., Cooharojananone, N., Tanthanongsakkun, S., Chareonruk, N.).

"Factors Affecting the Effectiveness of Innovative Tools for Food Safety Management: A Case Study of Hotel Industries in Thailand", Academy of Entrepreneurship Journal, 27(1) : 1-12, Feb.2021, (Dansai, P., Keeratipibul, S., Anuntavoranich, P., Wiriya-pinit, M., Siripanwattana, W.).

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"Human Resources Professionalism: Criteria and Standards", International Journal of Economics Perspectives, 11(1) : 28-40, Fall.2017, (Saengchot, U., Wattana, D., Wiriya-pinit, M., Thanawastien, S.).

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- "The Success and Failure of Human Resources Professionals in Thailand", International Journal of Economics Perspectives, 10(4) : 354-363, Summer.2016, (Saengchot, U., Wattana, D., Wiriyapinit, M., Thanawastien, S.).
- "Thai Seniority System in the Organizational Context and Preliminary Discussion on Its Potential Impact on Knowledge Management", The IUP Journal of Knowledge Management, 14(4) : 18-33, Oct.2016, (Wiriyapinit, M).
- "Framework of Creating Business Model Innovation: Case Study of Thai Business Organizations", HCU Journal, Huachiew Chalermprakiet University, 4(2)Jul.2012-Dec.2012, (Nattapee, W., Decharin, P., Wiriyapinit, M.).
- "Obstacles to Knowledge Management: A Case Study of a Thai Organization", Journal of Thai Khadee Suksa, 10(1) : 157-195, 2012, (Wiriyapinit, M.).
- "Applying a Buddhist Lesson to Learning Organization and Knowledge Management", Chulalongkorn Review, 78 : 69-79, Jan.2008-Mar.2008, (Wiriyapinit, M.).
- "Transforming the Organization in Thai Public Sector into Learning Organization : An Explannatory Case Study Research", Chulalongkorn Business Review, 30 : 58-72, Mar.2008, (Wiriyapinit, M.).
- "Is Thai Culture the Right Culture for Knowledge Management?: An Exploratory Case Study Research", Chulalongkorn Review, 74 : 80-90, Jan.2007-Mar.2007, (Wiriyapinit, M.).
- "Thai learning Culture for Knowledge Management and Learning Organisation", Chulalongkorn Review, 71 : 29-35, Apr.2006-Jun.2006, (Wiriyapinit, M.).
- "Learning through Online Discussion: A Case of Triangulation in Research", Australasian Journal of Educational Technology, 2005, (Wiriyapinit, M.).
- Peer-Reviewed Academic/Professional Meeting Proceedings**
- "Motivational Factors for Knowledge Sharing in Co-Working Spaces", 94-99, ICCMB2020: The 3rd International Conference on Computers in Management and Business, Tokyo, Japan Jan.2020, (Lapsomboonkamol, S., Wiriyapinit, M., Bhattarakosol, P., Rajchamaha, K.).
- "The Component of Knowledge Intensive Business Services (KIBS) model for Food Safety Management System (FSMS) in the hotel"22nd International Conference on IT Applications and Management Creativity and Entrepreneurship in the Age of 4th Industrial Revolution, 228-235, Korea Database Strategy Society (KDSS), Chung-Ang University, Seoul, Korea Jul.2019, (Dansai, P., Wiriyapinit, M., Anuntavoranich, P., Keeratipibul, S.).
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"Opportunities for Knowledge Management Associated with the Use of Asynchronous Online Discusssion"Proceedings of UTCC International Conference in Business 2006: Revolution for the New Era Competition, University of Thai Chamber, Shangri-la Hotel, Bangkok, Thailand Dec.2006, (Wiriyaipinit, M.).

Reviews of Peer-Reviewed Journals

"Reviewer", Chulalongkorn Business Review 2019

"Reviewer", Chulalongkorn Business Review 2019

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"Reviewer", Chulalongkorn Business Review 2016

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Books

"Collection of Thoughts and a Variety of Perspectives: Learning Organization and Knowledge Management: An Academic Aspect", Song Sayam, Bangkok, 2013, (Wiriyaipinit, M).

"Trends in Mobile Technology and Business in Thailand", Trends in Mobile Technology and Business in the Asia-Pacific Region, Chandos Publishing, Oxford, 2008, (Wiriyaipinit, M., Kanawattanachai, P.).

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"CD: 'New Step in the Business' Academic Conference", Jun.2008, (Wiriyaipinit, M.).