



**พศ. ดร. รพีพร รุ่งสีทอง**

**Asst. Prof. Dr. Rapeeporn Rungsithong**

**Department : Commerce**

**Email : rapeeporn@cbs.chula.ac.th**

**Tel : 02 218 5828**

## Education

- 2014 DOCTOR OF PHILOSOPHY IN MANAGEMENT, UNIVERSITY OF BATH, UNITED KINGDOM
- 2004 MASTER OF ECONOMICS, MANAGERIAL ECONOMICS, CHULALONGKORN UNIVERSITY, THAILAND
- 2002 BACHELOR OF ECONOMICS, INTERNATIONAL ECONOMICS, CHULALONGKORN UNIVERSITY, THAILAND

## Publications

### Peer-Reviewed Journal Articles

"Trust and knowledge sharing in context: A study of international buyer-supplier relationships in Thailand", *Industrial Marketing Management*, 88: 112-124, Mar.2019-Jul.2020, (Rungsithong, R. and Meyer, K. E.).

"The Influence of Power Distance on The Relationship of Leadership and Job Satisfaction: A Case Study of a Thai Company in The Consumer Goods Industry", *Executive Journal (วารสารนักบริหาร ม.กรุงเทพ)*, 40(2): 108-129, Dec.2020, (C Arun, R Rungsithong).

"Relational capabilities in Thai buyer-supplier relationships", *Journal of Business & Industrial Marketing*, 32(8): 1228-1244, Feb.2017-Oct.2017, (Rungsithong, R., Meyer, K.E., Roath, A.S.).

"Institutionalisation of Cooperation between Japanese MNEs and Local Suppliers and its Effects on Alliance Performance", *Journal of Business Administration (วารสารบริหารธุรกิจ ม.สสวทศ)*, 39(152): 45-71, Oct.2016-Dec.2016, (Rungsithong, R.).

### Peer-Reviewed Academic/Professional Meeting Proceedings

"The Role of Cultural Intelligence and Trust in Knowledge Transfer Effectiveness from HQ to Subsidiaries: An empirical study of Japanese Expatriates in Thailand", *The Association of Japanese Business Studies (AJBS)*, The Association of Japanese Business Studies (AJBS) 2020 Conference Jan.2019-May.2020, (Rungsithong R. Passakornjaras, S.).

"Knowledge Sharing and Trust in Context: A Study of Buyer-Supplier Relationship in Thailand, the 23rd CBIM 2018 International Conference, Universidad Rey Juan Carlos, Madrid, Spain, 2018, (Rungsithong R.)".2018

## **Publications**

"Knowledge Transfer Process of Emerging-market Multinationals in Emerging Economies" 2017 AIB Southeast Asia Regional Conference, 7-9 December 2017, Chiang Mai, Thailand, Academy of International Business (AIB) Dec. 2017, (Rungsithong R.).

"Managerial Capabilities: The Key Success Factors of the Growth of Social Enterprises" The 7th Samaggi Academic Conference (Thai student association), University of Kent, UK 2014, (Rungsithong, R.).

### **Research Grants**

"The pursuit of financial and social returns in social enterprises through the capabilities approach (Grants for Development of New Faculty Staff, Ratchadaphiseksomphot Endowment Fund)", 2017-2017