

**TRITOS LAOSIRIHONGTHONG, PhD, PE**

รองศาสตราจารย์ ดร.ตรีทศ เหล่าศิริหงษ์ทอง

**Associate Professor**

Industrial Engineering Department • Faculty of Engineering • Thammasat University,  
Paholyothin Road • Pathumtanee • 12121 • Thailand  
E-mail: [tritos36@yahoo.com](mailto:tritos36@yahoo.com)

---

**2006 – Present** Associate Professor (International Manufacturing/Operational Strategies)

**2003 – 2006** Assistant Professor (International Manufacturing/Operational Strategies)

**1996 – 2003** Lecturer Industrial Engineering

**2003 – Present**

*Faculty Associate:*

- Thomas Walter Center of Technology Management, Auburn University, Alabama, USA.
- Center for SME Research and Development, University of Wollongong, Australia.

*Visiting Associate Professor:*

- School of Management, Asian Institute of Technology (AIT), Center in Vietnam (Hanoi and Ho Chi Minh City),
- NOSPAN International MBA program (Supported by French Government), LAOS.
- International Master of Management program (Sponsored by French Government), Cambodia.

*Board of Examiner:* Asia-Pacific Business Excellent Standard (APBEST), Hong Kong

*International Committee:*

- The 3<sup>rd</sup> International Conference on Management of Technology and Innovation-ICMIT, IEEE Singapore Chapter, June 21-23, 2006
- The 11<sup>th</sup> International Conference on ISO9000 & TQM, Hong Kong, April 10-12, 2006.

*Guest Editor:* International Journal of Innovation and Technology Management – Special Issue.

*Ad hoc Reviewer:*

- International Journal of Production Research (Impact factor = 0.481)
- Journal of Manufacturing Systems (Impact factor = 0.208)
- Production Planning and Control (Impact factor = 0.404)

*Program Chair:*

- The 5<sup>th</sup> International Conference on Quality and Reliability-ICQR, Bangkok, Thailand, 2007
- The 4<sup>th</sup> International Conference on Management of Technology and Innovation-ICMIT (Incorporate with IEEE Engineering Singapore Chapter), Bangkok, Thailand, 2008.

**FIELDS OF INTEREST, TEACHING AND RESEARCH INTERESTS:**

International manufacturing strategy & competitiveness  
Management of technology and innovation  
International technology transfers/transactions

## EDUCATION:

Postdoctoral Research Fellow (*International Manufacturing/Operational Strategies*),  
Department of Management, School of Business and Economics, MONASH University,  
Melbourne, Australia, 2006

Ph.D. (*Management of Technology*),  
Asian Institute of Technology, 2002

M.Eng. (*Industrial Engineering*),  
Chulalongkorn University, 1995

B.Eng. (*Production Engineering*),  
King Mongkut's Institute of Technology Thonburi, 1993

## PROFESSIONAL QUALIFICATIONS:

Registered Lead QMS Auditor by IRCA (UK)	Registration NO. A015809
Registered Professional Industrial Engineer (Thailand Council of Professional Engineer)	Registration NO. A071478
Registered National Researcher in Industrial Engineering (National Research Council of Thailand)	Registration NO. 45500034

## AWARDS/SCHOLARSHIPS:

1996	Japan International Co-operative Agency (JICA) Scholarships
1997 – 2000	Austria Government Scholarship for pursuing PhD at SOM-AIT
2006	Endeavour Australia Cheung Kong Awards for conducting Post Doctoral Research at School of Business and Economics, Monash University, Melbourne, Australia

## MANAGEMENT AND INDUSTRY EXPERIENCES:

Provides consultancies to fifty national and multi-national companies for certifications in quality management standards (i.e. ISO9001, ISO/TS-16949, ISO 14001)  
Senior Advisor (Manufacturing Division), Apex toy Company Limited, 1997 – 2005  
Lead QMS Auditor-BVQI (Thailand) Co., Ltd.  
Master Black Belt, BMG (Thailand) Co., Ltd. (A subsidiary of BMG Inc – USA).

## RESEARCH PUBLICATIONS

### International Journals:

1. **Laosirihongthong T.**, Tan K.C., and Kannan V.R., “The impact of market focus on operations practices”, International Journal of Production Research (In press)
2. **Laosirihongthong T.**, Adebajo D., and McLean M.W., “Lean supply chain management and plant performance: Findings from an emerging economy country” International Journal of Technology Management (Accepted for publications)
3. Punnakitikashem P., **Laosirihongthong T.**, Adebajo D., and McLean M.W., “A study of quality management practices in TQM and Non-TQM firms: Findings from ASEAN automotive industry”, International Journal of Quality and Reliability Management (Accepted for publications)
4. Rahman, S. and **Laosirihongthong, T.**, “Quality management practices in logistics services in Thailand”, International Journal of Integrated Supply Management, Vol. 4, No. 1, pp 49 – 59, 2008

5. **Laosirihongthong, T.** and Lynn, L.K., "Skill inexistence and knowledge requirements of technology marketing and management programs in emerging Thailand and Vietnam", International Journal of Business and Management, Vol. 3, No. 5, pp 151 – 160, 2008
6. Prajogo, D. I., **Laosirihongthong, T.**, Amrik Sohal, A., and Boon-itt, S., "Manufacturing strategies and innovation performance in newly industrialised countries" Industrial Management & Data Systems, Vol. 107, No. 1, pp 52 – 68, 2007
7. **Laosirihongthong, T.**, Rahman, S., and Saykhun, K., "Critical success factors of six-sigma implementation: an analytic hierarchy process based study" International Journal of Innovation and Technology Management, Vol. 3, No. 3, 303–319, 2006
8. Hoang, D. T. and Igel, B. and **Laosirihongthong, T.**, "The impact of total quality management on innovation: Findings from a developing country", International Journal of Quality & Reliability Management, Vol. 23, No. 9, 1092-1117, 2006
9. Lynn L.K., **Laosirihongthong T.**, and Chan C. A., "A Case Study of Learning in A Thai Manufacturing Organization", Journal of Applied Business Research, Vol. 22, No.2, pp. 49-60, 2006
10. Das, A., Paul, H., Swierczek, F. W., and **Laosirihongthong, T.**, "A measurement instrument for TQM implementation in the Thai manufacturing industry", International Journal of Innovation and Technology Management, Vol. 3, No. 4, pp 1–17, 2006
11. **Laosirihongthong, T.** and G. S. Dangayach, G. S., "New manufacturing technology implementation: a study of the Thai automotive industry" Production Planning & Control, Vol. 16, No. 3, pp 263 – 272, 2005
12. **Laosirihongthong, T.** and G. S. Dangayach, G. S., "A comparative study on implementation of manufacturing strategies in Thai and Indian automotive manufacturing companies", Journal of Manufacturing Systems, Vol. 24, No. 2, 131 – 143, 2005
13. **Laosirihongthong, T.** and Paul H., "Competitive manufacturing strategy: An application of quality management practices to advanced manufacturing technology implementation", International Journal of Business Performance Management, Vol. 6, No.3/4, pp. 262-286, 2004.
14. **Laosirihongthong, T.**, Paul H., and Speece, M., "Evaluation of NMT implementation: An empirical study of the Thai automotive industry", TECHNOVATION, Vol. 23, No. 4, pp. 321-331, 2003.

#### **National Journals:**

1. Punnakitikashem P., Tungkaprasert, P., and **Laosirihongthong, T.**, "Prioritizing Enabling Factors in Reverse Logistics Strategy Implementation" Ladkrabang Engineering Journal, Vol. 26, No. 3. (in Thai)
2. **Laosirihongthong, T.**, Tungkaprasert, P., Bunjongmanomai, S., and Somlake, W., "Mass Customization: an Alternative Manufacturing Strategy" Chulalongkorn Review, Vol. 21, No. 83, pp. 5 – 25, 2009. (in Thai)
3. **Laosirihongthong, T.**, Somsak, N., Jitlada, P., and Punnakitikashem, P., "ASEAN Economic Community Agreement" Chulalongkorn Review, Vol. 21, No. 82, pp. 5 – 15, 2009. (in Thai)
4. **Laosirihongthong, T.**, "An Investigation of Performance Measures as a Balance Scorecard (BSC) in Automotive Supply Chain Management" Ladkrabang Engineering Journal, Vol. 25, No. 4, pp. 47-52, 2008. (in Thai)
5. **Laosirihongthong, T.**, Tungkaprasert, P., Wasri, N., Thanmthanawiwat, S., and Kaokunakorn, W., "The Evolution of House of Quality" Chulalongkorn Review, Vol. 21, No. 81, pp. 45 – 62, 2008. (in Thai)

6. **Laosirihongthong, T.**, Yingsoong, L., and Kiatcharoenpol, T., "The Implementation of an Integrated System of Lean Production and Supply Chain Management" Ladkrabang Engineering Journal, Vol. 25, No. 1, pp. 52-57, 2008. (in Thai)
7. **Laosirihongthong, T.**, Svasti M.R., P., and Phawangkhapin, S. "Using Collaboration between University and Industries to Develop Scientists and Technologists" Human Resource Journal, Vol. 4, No. 1, pp. 46-52, 2008. (in Thai)
8. **Laosirihongthong, T.**, Pinyasiri, N., Anantachai, S., and Techawiboonwong, A. "A Study of Collaboration between University and Industry to Develop Innovation" Journal of Business Administration, Vol. 31, No. 119, pp. 32-47, 2008. (in Thai)
9. **Laosirihongthong, T.**, Jiraarpawong, A., and Kiatcharoenpol, T., "Implementation of DMAIC for Extraordinary Improvement: A Case Study of Ceramic Sanitary Ware Manufacturing Company" R&D Journal of the Engineering Institute of Thailand, Vol. 19, No. 4, pp. 36 – 44, 2008. (in Thai)
10. **Laosirihongthong, T.**, "An investigation of performance measures as a balance scorecard (BSC) in supply chain management of Thailand" Ladkrabang Engineering Journal, Vol. 25, No. 4, pp. 47-52, 2008. (in Thai)
11. **Laosirihongthong, T.**, and Tungkaprasert, P., "A Study of the Relationships among Total Quality Management Strategy, Organizational Culture, and Organizational Performances" KMUTT Research and Development Journal, Vol. 31, No. 4, pp. 697-714, 2008. (in Thai)
12. **Laosirihongthong, T.**, and Tungkaprasert, P., "A Study of the Relationships among Total Quality Management Strategy and Organizational Characteristics" R&D Journal of the Engineering Institute of Thailand, Vol. 18, No. 3, pp. 58-73, 2007. (in Thai)
13. **Laosirihongthong, T.**, and Angsukulthorn, N. "Adoption of Supplier Development Activity to Enhance Efficiency: A Case Study of Agricultural Machinery Manufacturing Company" KMUTT Research and Development Journal, Vol. 29, No. 1, pp. 3-89, 2006. (in Thai)
14. **Laosirihongthong, T.**, "Operational/Manufacturing Strategy in Service Operations: A Case Study of SERVQUAL Model in Airline Company" R&D Journal of the Engineering Institute of Thailand, Vol. 17, No. 3, pp. 30 – 39, 2006. (in Thai)
15. **Laosirihongthong, T.**, "Conceptual Framework of Manufacturing Strategy Development: Findings from Literature Review", KKU Engineering Journal, Vol. 32, No. 5, pp. 625 – 636, 2005. (in Thai)
16. **Laosirihongthong, T.**, "A survey of logistics and supply chain management practices from auto-assemblers and part/components manufacturing companies in Thailand" R&D Journal of the Engineering Institute of Thailand, Vol. 16, No. 4, pp. 43-52, 2005.
17. **Laosirihongthong, T.**, and Virasa, T. "A Study of Demanding on Scientists, Technologists, and Engineers by Manufacturing Industry Clusters" KMUTT Research and Development Journal, Vol. 27, No. 4, pp. 497-513, 2004. (in Thai)
18. **Laosirihongthong, T.**, "Implementation of Quality Management System: Experience from the Thai Automotive Industry", KMUTT Research and Development Journal, Vol. 26, No. 4, pp. 399 – 411, 2003. (in Thai)
19. Lim, L. K., Dallimore, P. and **Laosirihongthong, T.**, (2003), "Determinants of Quality in Innovation Process: Impacts of Human Capitals to the Development of Science and Technology ". Thammasat International Journal of Science and Technology, Vol.8, No. 3, July-September, pp. 68-71.

## International Conferences:

1. **Laosirihongthong T.**, and Techawiboonwong A., "Adoption of Global Operations Strategy: A Resource-Based View Perspective", Proceedings of the 14<sup>th</sup> Cambridge International Manufacturing Symposium, 24-25 September, 2009, Cambridge, UK.
2. Punnakitikashem, P., **Laosirihongthong T.**, Adebanjo D., McLean M.W., "TQM and Organizational Management Practices: Are They Really Complementary?", Proceeding of the IEEE International Conference on Industrial Engineering and Engineering Management, 8-10 December, 2009, Hong Kong.
3. Somsuk N, Punnakitikashem P., Adebanjo D., **LaosirihongthongT.**, 'A Review of Theoretical Perspectives in Lean Manufacturing Implementation", Proceeding of the IEEE International Conference on Industrial Engineering and Engineering Management, 8-10 December, 2009, Hong Kong.
4. McLean M.W, **Laosirihongthong T.**, Punnakitikashem P., "Research into ASEAN and Australian automotive supply chains: Lessons learned for other sectors", Annual QUALCON Conference, September 8-11, 2009, Launceston, Tasmania. Australia.
5. McLean M.W., **Laosirihongthong T.**, Punnakitikashem P., "Case Study: State of play for Continual Improvement interventions", Annual QUALCON Conference, September 8-11, 2009, Launceston, Tasmania, Australia.
6. **Laosirihongthong, T.**, Tan, K. C., and Adebanjo, D., "Supply Chain Manufacturing and Operational Performance: An Exploratory Analysis of ASEAN Automotive OEM Suppliers", Proceedings of the 3<sup>rd</sup> International Conference on Operation and Supply Chain Management, 28 July-3 August 2009, Wuhan, China.
7. **Laosirihongthong, T.**, Tan, K.C., and Kannan, V.R. "Lean, TQM, and SCM Implementation: Findings from Emerging Economy Country", Proceedings of 14<sup>th</sup> Conference of the Asia Pacific Region of the Decision Sciences Institute (APDSI), 4 - 8 July 2009, Shanghai, China
8. **Laosirihongthong, T.**, Tungkaprasert, P., Tan, K. C., and Kannan, V. R. "Impact of Competitive Strategy on International Operations Practices – Findings from Emerging Economy Country", Proceedings of the International Decision Sciences Institute Conference (IDSi), 24-27 June 2009, Nancy, France.
9. Prajogo, D. I. and **Laosirihongthong, T.**, "The Relationships between Strategy, Resources, and Performance of Innovation in Thailand Manufacturing", Proceedings of the 16<sup>th</sup> International EuROMA Annual Conference, 14-17 June 2009, Göteborg, Sweden
10. Thechawiboonwong, A., **Laosirihongthong, T.**, and Tungkaprasert, P., "The Development of National Innovation System: Findings From National Innovation Agency (NIA) of Thailand", Proceedings of the 18<sup>th</sup> International Conference on Management of Technology (IAMOT), 5-9 April 2009, Orlando, USA.
11. Zakuan, N.M., Yusof, S.M., and **Laosirihongthong, T.**, "Reflective Review of Relationship between Total Quality Management and Organizational Performance", presented at Proceedings of the 4<sup>th</sup> IEEE International Conference on Management of Innovation and Technology, 21-24 September 2008, (444 - 448). Bangkok, Thailand
12. **Laosirihongthong, T.**, McLean, M. W., Leabsuetrakool, P., Chongjareonjai, T., and Leedhirakul, S., "Technology Strategy: Findings from Adoption and Adaptation of Japanese Manufacturing Management (JMM) to ASEAN and Australasian Automotive Manufacturers", presented at Proceedings of the 4<sup>th</sup> IEEE International Conference on Management of Innovation and Technology, 21-24 September 2008, (1325 - 1330). Bangkok, Thailand

13. **Laosirihongthong, T.**, Samaranyake P., Rohitratana K., and Thamsatitdej P., "Prioritizing Enabling Factors for Successful Radio Frequency Identification (RFID) Implementation: The Application of A Multi-Criteria Decision Making Method," Proceedings of the Logistics Research Network Annual Conference 2008, 10 – 12 September 2008, Liverpool, UK.
14. Kiatcharoenpol, T., Rohitratana, K., and **Laosirihongthong, T.**, "Operation Strategies and Performance: Empirical Study of the Thai Automotive Industry", presented at Manufacturing Fundamentals: Necessity and Sufficiency Proceeding of the 3<sup>rd</sup> World Conference on Production and Operations Management, 5 – 8 August 2008, (1 - 9), Tokyo, Japan
15. **Laosirihongthong, T.**, Lynn, L., and Svasti, P., "Manufacturing Strategy Implementation: Findings from Multiple Case Studies Analysis", presented at Manufacturing Fundamentals: Necessity and Sufficiency Proceeding of the 3<sup>rd</sup> World Conference on Production and Operations Management, 5 – 8 August 2008, (174 - 187), Tokyo, Japan
16. Sonooch, S., Tossapol Kiatcharoenpol, T., and **Laosirihongthong, T.** "An Approach to Compare Measurement System Analysis and Process Capability Study for Prioritizing Improvement" Proceeding of the 12<sup>th</sup> APDSI 2007 Conference, 11 – 15 July 2007, Cheng Mai, Thailand
17. Rahman, S., Yingsoong, L., **Laosirihongthong, T.**, Clements, M., "Lean Supply Chain Strategy and Operational Performance", Proceeding of the 12<sup>th</sup> Asia Pacific Management Conference on Managing Competitiveness in the Knowledge Economy, 17-19 November 2006, (1218-1223). Asian Institute of Technology, Bangkok, Thailand
18. Kiatcharoenpol T. and **Laosirihongthong T.**, "Innovations in Service Strategy: An Evaluation of Quality in Airline Service Operations by Using SERVQUAL Model", Proceedings of the 3<sup>rd</sup> IEEE International Conference on Management of Innovation and Technology, 21 - 23 June 2006, Singapore.
19. Rahman S. and **Laosirihongthong T.**, "Quality Management Practices in Logistics Services in Thailand", Proceedings of the International Congress on Logistics and Supply Chain Management Systems, 1 – 2 May 2006, Taiwan.
20. Anupam D., Paul H., Swierczek F.W., and **Laosirihongthong T.**, "Updating and Validating Total Quality Management (TQM) Constructs", Proceedings of the 11<sup>th</sup> International Conference on ISO9000 and TQM, 10 – 12 April 2006, Hong Kong.
21. **Laosirihongthong T.**, Dispanurat S., and Lynn L.K., "Technology and Innovation Management Education for Graduate Programs: A Further Study on Skill and Knowledge Requirements in Developing Country", Proceedings of the 14<sup>th</sup> International Conference on Management of Technology, 22 – 26 May 2005, Vienna, Austria.
22. **Laosirihongthong T.**, Saykhun K., and Shams R., "Critical Factors for Successful Implementation of Six-Sigma: An Analytical Hierarchy Process (AHP) Based Study", Proceedings of the 10<sup>th</sup> International Conference on ISO900 and Total Quality Management (ICIT), 28 – 30 March 2005, Shanghai, China.
23. **Laosirihongthong, T.**, "Developing the Conceptual Framework for New Manufacturing Technology Implementation", Proceedings of the 19<sup>th</sup> International Conference on CAD/CAM, Robotics and Factory of the Future, 22 – 24 July 2003, Kuala Lumpur, Malaysia.
24. **Laosirihongthong T.** and Paul H., "Implementation of New Manufacturing Technology: An Empirical Study of the Thai Automotive Industry", Proceeding of the 1<sup>st</sup> ANZAM Operation Management Symposium, 12 – 13 June 2003, (119-130), Sydney, Australia.
25. **Laosirihongthong, T.**, "Competitive Manufacturing Strategy: Applying Quality Management Practices in New Manufacturing Technology Implementation", Proceedings of the 12<sup>th</sup> International Conference in Management of Technology, 13 – 15 May 2003, Nancy, France.

26. **Laosirihongthong, T.** and Paul H., "Development and Validation of Quality Management Constructs in NMT Implementation", Proceedings of the 6<sup>th</sup> International Conference on Quality, Innovation, and Knowledge Management, 17 – 20 February 2002, Malaysia.
27. **Laosirihongthong, T.** and Paul H., "A Study of Quality Management Practices in New Manufacturing Technology Implementation: Empirical Study in the Thai Automotive Industry", Proceedings of the 12<sup>th</sup> International Working Seminar on Production Economics, 18 – 22 February 2002, Innsbruck, Austria.
28. **Laosirihongthong, T.** and Paul H., "Evaluation of new manufacturing technology (NMT) implementation: an empirical study of the Thai automotive industry", Proceedings of the 17<sup>th</sup> International Conference on CAD/CAM, Robotics and Factories of the Future, 10 - 12 July 2001, Durban, South Africa.
29. **Laosirihongthong, T.** and Paul H., "The Relationship among Organizational Variables, Technology Use, and Performances: An Empirical Study in Thai Automotive Industry", Proceedings of the 10<sup>th</sup> International Conference in Management of Technology, 22-25 March 2001, Lausanne, Switzerland.
30. Paul H., Chhabra A., and **Laosirihongthong T.**, "Object-Oriented Simulation: A Case in European Automobile Assembler", Proceedings of the 1<sup>st</sup> International Conference on Flexible Manufacturing System, 17 – 20 December 2000, New Delhi, India.
31. **Laosirihongthong T.** and Paul H., "Integrated Framework for Adopting of New Manufacturing Technology", Proceedings of the 5<sup>th</sup> Annual International Conference on Industrial Engineering-Theory, Applications and Practices, 13 – 15 December 2000, Taiwan, R.O.C.
32. Paul H. and **Laosirihongthong T.**, "Strategic Supply Management: A Case Study in Pharmaceutical Manufacturing Company", Proceedings of the 12<sup>th</sup> International Conference in Global Economics and Business, 21 – 24 July 2000, China.
33. Paul H. and **Laosirihongthong T.**, "Four Pillars of Total Quality Management in New Product Development Process", Presented paper in the International Conference in Week of Excellence, 7- 10 February 2000, Finland.
34. Paul H. and **Laosirihongthong T.**, "Assessment of Service Quality: A Case of Application of GAP Analysis to an Airline Company", Proceedings of The International Conference on Production and Operation Management System, 21-24 December 1999, India.
35. **Laosirihongthong T.** and Paul H., "Implementation of ISO9000 in Thai Manufacturing Industry: A Comparison Study of Large and Small-Medium Enterprises", Proceedings of the International Conference on Small and Medium Enterprises at New Crossroads, 28 - 30 September 1999, Penang, Malaysia.
36. Paul H. and **Laosirihongthong T.**, "The Assessment of Corporate Core Competence in White Cement Manufacturing Company", Proceedings of the 10<sup>th</sup> International Conference in Society for Professional Innovation Management, 26 – 29 September 1999, Japan.
37. **Laosirihongthong T.** and Paul H., "Post-Implementation Evaluation of ISO9000: Findings from Certification Bodies", Proceedings of the 15<sup>th</sup> International Conference in CAD/CAM, Robotics and Factory in the Future, 28 – 30 September 1999, Brazil.
38. **Laosirihongthong T.** and Paul H., "ISO9000 Implementation in Thailand: Experience from Thai Auto-parts Industry", Proceedings of the 14<sup>th</sup> International Conference in CAD/CAM, Robotics and Factory in the Future, 10 – 14 December 1998, India.

## National Conferences:

1. Rawdsiri S., Suuproongroj T., and **Laosirihongthong T.**, “Master Thesis in Industrial Engineering: Trend Analysis during 1999-2008”, Proceedings of IE-Network Annual Conference, 221-22 October 2009, Khon Kan (in Thai).
2. Rujanukulchai C., Posai R., Punnakitikashem P., and **Laosirihongthong T.**, “An Analysis of Research Papers in the National Operations Research Conference: Past, Present, and Future”, Proceedings of IE-Network Annual Conference, 221-22 October 2009, Khon Kan (in Thai).
3. Aietkaew J., Prayoonmahisorn R., and **Laosirihongthong T.**, “A literature analysis of lean in construction published in 2000-2008”, Proceedings of IE-Network Annual Conference, 221-22 October 2009, Khon Kan (in Thai).
4. Phumkhosan, R., Pandum, P., Punnakitikashem, P., and **Laosirihongthong, T.**, “Technology Transfer between University and Industry: A Case Study from Hard Disk Drive Inspector and Sorter Machine Development Project”, Proceedings of the 1<sup>st</sup> ThaiTIMA Annual Conference on Technology and Innovation Management, 25-26 June 2009, Bangkok, Thailand (in Thai).
5. Rungrattawatchai, P., Thamsatitdej, P., and **Laosirihongthong, T.**, “Organizational Innovation: A Case Study of Service Quality Measurement Using SERVQUAL Model”, Proceedings of the 1<sup>st</sup> ThaiTIMA Annual Conference on Technology and Innovation Management, 25-26 June 2009, Bangkok, Thailand (in Thai).
6. Tungkaprasert, P., Sea-Tang, T., Pinvanichkul, T., and **Laosirihongthong, T.**, “Technology Transfer from Government Sector to Industrial Sector: Cases Study of Licensing of Technology from a Government Research Agency to Entrepreneurs”, Proceedings of the 1<sup>st</sup> ThaiTIMA Annual Conference on Technology and Innovation Management, 25-26 June 2009, Bangkok, Thailand (in Thai).
7. Charuphatthanakul, K., Tungkaprasert, P., Punnakitikashem, P., and **Laosirihongthong, T.**, “Diffusion of Technology: Enabling Factors from Trust Theory Perspective”, Proceedings of the 1<sup>st</sup> ThaiTIMA Annual Conference on Technology and Innovation Management, 25-26 June 2009, Bangkok, Thailand (in Thai).
8. **Laosirihongthong, T.**, Tantiwiwatkul, W., Ruekkasaem, L., and Thamsatitdej, P., “Environmental Technology and Management: A Case study of Green Supply Chain Management at BMW” 22<sup>th</sup> Mechanical Engineering Conference (ME-NETT), 15 – 17 October 2008, Thammasat University, Rangsit campus. (in Thai)
9. **Laosirihongthong, T.**, Thanaraksakul, W., Nunkaew, W., and Tungkaprasert, P., “Reviewing of Research Papers Publishing in the Thai National Journals of Science and Technology, which have been accredited by the Commission on Higher Education” IE Network Annual Conference 2008, 20 – 22 October 2008, Prince of Songkla University, Hat Yai campus. (in Thai)
10. **Laosirihongthong, T.**, Tantiwiwatkul, W., Kitisripanya, N., Ruekkasaem, L., and Tungkaprasert, P., “A Study of Research Papers Publishing in the International Refereed Journals Database: A Case Study of Industrial Engineering Research Networks in Thailand” IE Network Annual Conference 2008, 20 – 22 October 2008, Prince of Songkla University, Hat Yai campus. (in Thai)
11. **Laosirihongthong, T.**, Buaphud, O., Kaewlek, T., Tungkaprasert, P., and Kiatcharoenpol, T., “Analysis of Research Publications Trend Presenting in Industrial Engineering Network Conferences during 1998-2007” IE Network Annual Conference 2008, 20 – 22 October 2008, Prince of Songkla University, Hat Yai campus. (in Thai)
12. **Laosirihongthong, T.**, Charoernporn N., Arunyavech S., and Chumsuppaisarn S., "An Integrated between Ergonomics and Method Study for Performance Improvement: A Case Study of Plastic Toys Assembly", Proceeding of IE-Network Annual Conference, 20-22 October 2004, Cheng Mai. (in Thai)

13. **Laosirihongthong, T.**, Jandarasopak O., and Uppathamphanon S., "Adoption of Activity-based Costing: A Case Study of Plastic Toys Assembly Process", Proceeding of IE-Network Annual Conference, 20-22 October 2004, Cheng Mai. (in Thai)
14. **Laosirihongthong T.**, Amornsruang A. , Suriyavanagul P., and Kongthong S., " A Study on the Applicability of SERVQUAL Model for Higher Education ", Proceedings of the 11st Conference on Quality Assurance in Higher Education Institutions : A Strive toward Professionalism, The Association of South-East Asian Institution of Higher Learning (ASAIHL), 12 September 2003. (in Thai)

#### **BOOK/CHAPTER:**

Implementation of the international quality management standards for global automotive industry: ISO/TS-16949: 2002, Technology Promotion Association (Thailand-Japan), 2004, 254 pages (in Thai)

Multidimensional of Manufacturing Technology, Organizational Characteristics, and Performance, ADVANCED TECHNOLOGIES: Research - Development - Application, Publisher: ARS Press, Vienna, Austria / Pro Literatur Verlag, Mammendorf, Germany.

A Trust to Global Markets, Edited Book, IEEE Catalog Number: CFP 08795

Competitive Manufacturing/Operations Strategy, Thammasat University publication, 2009, 348 pages (in Thai)

ASEAN SME Automotive Project, Report, 89 pages

Enhancing Productivity through Quality, Reliability, and Innovation, Edited Book, Research Publishing Services, Singapore, 2007.

#### **INTERNATIONAL RESEARCH SUPERVISOR/EXTERNAL EXAMINER:**

Thesis topic: Evaluating Customer Capital Measurements for Marketing Development.  
 By: Sylvia Lin Yi Seck,  
 Supervisor: Lynn L.K. LIM, PhD  
 Murdoch Business School, Murdoch University, Perth,  
 Western Australia.  
 Co-Supervisor: **Laosirihongthong T.**, PhD.

Dissertation: The Impact of Total Quality Management on Innovation: Findings form a Developing.  
 By: Dinh THAI HOANG, *PhD Candidate*  
 Supervisor: Barbara IGEL, PhD  
 SAV-AIT, School of Management, Asian Institute of  
 Technology, Thailand  
 Co-Supervisor: **Laosirihongthong T.**, PhD.

Dissertation: The Investigation of the Relationship between Organizational Change and Total Quality Management Implementation.  
 By: Nguyen Thi Le Ha, *PhD Candidate*  
 Supervisor: Ilkka KAURANEN, PhD  
 SAV-AIT, School of Management, Asian Institute of  
 Technology, Thailand  
 Co-Supervisor: **Laosirihongthong T.**, PhD.

Dissertation: A Holistic Approach of Pathways to Achieving Optimum Business Outcomes using a Quality Management Assessment Framework (QMAF) with Information Communication Technology (ICT) as an Enabler  
By: Stanislaus Lobo, *PhD Candidate*  
Supervisor: Premaratne Samaranayake, PhD.  
School of Management, University of Western Sydney,  
Australia.  
External Examiner: **Laosirihongthong T.**, PhD.