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Sasin Institute for Global Affairs

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Education

- 1992- 1996 Ph.D. in Marketing: *Kellogg Graduate School of Management Northwestern University, Evanston, IL, U.S.A.*
- 1985-1987 MBA : *School of Business Administration, National Institute of Development Administration, Bangkok, Thailand*
- 1979-1984 BSc. in Pharmacy: *Faculty of Pharmacy, Mahidol University Bangkok, Thailand*

Work Experiences

- 2008 – Present Director of Sasin Institute for Global Affairs, Sasin Graduate Institute of Business Administration of Chulalongkorn University
- Present Committee in National Science, Technology and Innovation Policy Council
- 2007 – 2011 Advisory Board of Market for Alternative Investment (mai), The Stock Exchange of Thailand
- 2005 – 2006 Vice Minister for Commerce, Ministry of Commerce
- 2004 – 2005 Vice Minister of the Office of the Prime Minister
- 2004 Advisor to the Deputy Prime Minister (Dr.Somkid Jatusripitak)
- 2000 – 2001 Senior Consultant, L.E.K. Consulting
- 1996 – 2000 Senior Consultant, Booz Allen & Hamilton

Publications

- “เมื่อโลกไม่ใช่ใบเดิม” กรุงเทพฯ: การเงินธนาคาร, 2010
- “ประเทศไทยในหลกามิติ” Bangkok: BrandAge Books, 2008
- “Value Creation Machine” Bangkok: BrandAge Books, 2008
- “โลกพลิกโฉม: ความมั่งคั่งในนิยามใหม่(Post Knowledge Based Society)”. กรุงเทพฯ: การเงินธนาคาร, 2007
- “จุดเปลี่ยนประเทศไทย: เศรษฐกิจพอเพียงในกระแสโลกาภิวัตน์” Bangkok: International Vintage, 2006
- “Thailand Stand-Up” Bangkok: BrandAge Books, 2005“

Others

- “The Marketing of Nations: A Strategic Approach for Building the National Wealth” with Philip Kotler and Somkid Jatusripitak: The Free Press, 1997
- “Marketing Moves: An Integrated Approach for Profit, Growth and Market Renewal” with Philip Kotler and Dipak C. Jain: Harvard Business School Press, 2002
- Professor of Marketing, Sasin Graduate School of Management teaching MBA and MM programs on "e-Marketing"
- “Branding Thailand: Building a Favorable Country Image for Thai Products and Services.” with Krittinee Nuttavuthisit, Ake Ayawongs, & Naphisara Phasukavanich, Sasin Journal of Management Vol 9, 2003