



Mahidol University
Faculty of Public Health
Department of Public Health Administration

Duongsamorn Manowan

CURRENT POSITION Assistant Professor Dr.

DEPARTMENT OF PUBLIC HEALTH ADMINISTRATION

FACULTY OF PUBLIC HEALTH, MAHIDOL UNIVERSITY

Tel: (66)2-354 8543-9 ext. 7109 Fax: (66)2-644-8833 ext. 193

E-mail: duongsamorn.man@mahidol.ac.th

EDUCATION

Degree	Major	University/Country
Master of Liberal Art	Financial and Control (Minor; Marketing)	Harvard University, United States, 2015
Doctor of Science (D.Sc.)	Engineering Management in Economics, Finance and Cost Engineering	The George Washington University, United States, 2008
Master of Science (M.Sc.)	Engineering Management in Economics, Finance and Cost Engineering	The George Washington University, United States, 2003
Master of Art (M.A)	International studies in Economics Development and Infrastructure System	Waseda University, Japan, 2000
Bachelor of Business Administration (B.B.A)	Accounting	Assumption University, Thailand, 1998

WORK EXPERIENCE

- Assistant Professor, ASEAN Institute for Health Development, Mahidol University (Thailand); January 2025 – June 2026

- Assistant Professor, Accounting Program, Mahidol University, Kanchanaburi Campus ; May 2012 – Decem2024

RESEARCH INTERESTS OR EXPERTISE

- Strategic Management
- Finance and Budgeting
- Risk Management
- Customer Relationships and Marketing

PUBLICATIONS/RESEARCH

- An Assessment of Safety Management in Thai Construction Site, ProQuest, 2010
- The 12th SARD Workshop in Thailand, Challenging Issues in Asian Retail Internationalization: Focusing on Primary Industries in the Emerging Markets, November, UMSD and KU, 2014
- The Relationship between Leadership and Employee's Organizational Commitment, Case study: Organizational in Thailand Convenience Store Business, Journal of SARD,2014
- Quality of Work Life and Organizational Commitment in Nurses at JCI Bangkok Hospitals, Journal of Business Administration the Association of Private Higher Education Institutions of Thailand, Vol. 7 No. 1 (2018): January - June (Mahidol Scholarship: 2015)
- Consumer Behavior of Frozen Food for Elderly People in Thailand (TRF: 2015-2016)
- Purchasing Behaviors of Consumers of Functional Drinks in Bangkok's Metropolitan Region, ABAC Journal, Vol 36, No.2,2016
- How to Design a Successful Business Model, Christian University Journal, Vol 23 No.4, 2017
- Guidelines for the Development and Enhancement of Labor Productivity in Thailand's Service Sector, Journal of MCU Nakhondhat, Vol. 6 No.2 (April 2019)
- Using the AHP Method to Evaluate Laundromat Store Location Selection: A Case Study in Bangkok Metropolitan, ABAC Journal, Vol.42 No.1, 2022
- • The application of Objectives and Key Results (OKRs) in public health management: A theoretical and implementation framework. Public Health Policy & Law Journal, Vol.12 No.1,2026

- Economic impact assessment of health policy using input–output analysis and social accounting matrix (SAM). In Conference Proceedings of the IMD Symposium 2026 Institute of Metropolitan Development, Navamindradhiraj University.2026

AWARDS & SCHOLARSHIP

- Formulation a Comprehensive Strategy Draft for 2016-2021, Department of Foreign Trade, Ministry of Commerce. Project Leader
- Assessment the Marketing Performance and Cost Efficiency of Entrepreneurs under Network of the Office of the Food and Drug Administration, Ministry of Public Health, (Fiscal Year: 2016-2017) Project Leader
- Formulation a Comprehensive Strategy Draft and Design an Innovative Curriculum for the Development of Modern Entrepreneurs for 2017-2022, New Economy Academy (NEA), Ministry of Commerce, Project Leader
- Strategic Development of Artificial Intelligence Capabilities through Information Networks for the Advancement of Thai Industry, Research Grant: Telecommunications Development Fund, National Broadcasting and Telecommunications Commission (NBTC), (2021), Research Leader
- Project for Establishing a Quality Control System and Standards for Thai Geographical Indication Products: Nil Mueang Kan, under the Initiative to Promote and Protect Geographical Indication Products, Department of Intellectual Property, Ministry of Commerce, (2019), Project Leader
- Project for Empowering and Advancing Small Entrepreneurs, Institute for Small Medium Enterprises Development, (OEMEP), (2020), Project Leader
- Research Project on Enhancing Competitiveness and Expanding Potential of the Thai Service Sector for ASEAN Market Integration, Research Grant: International Institute for Trade and Development, (2016), Co-Researcher
- Develop Strategic Approaches Project for Trade and Investment Opportunities, and Design Business Models for Industrial Products, Trade Policy and Strategy Office (TPSO), Ministry of Commerce, (2016), Co-Researcher
- Risk Assessments Project for Each Business Sector, under the Anti-Money Laundering Office, (2017), Co-Researcher

- Monitor and Evaluate Projects that Supported by the Research and Development Fund, Telecommunications Development Fund, National Broadcasting and Telecommunications Commission (NBTC), (2021), Project Leader
- Enhancing Trade and Cooperation in the Region to Reduction Carbon for CLMVT, Trade Policy and Strategy Office (TPSO), Ministry of Commerce, (2023), Co-Researcher