

Assoc. Prof. Pithak Srisuksai, Ph.D.



Contact Address:

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OBJECTIVE:

To pursue my career in what I can best utilize my experience and knowledge to achieve corporate goal and increase in productivity.

EDUCATION BACKGROUND:

University of the Thai Chamber of Commerce : 2006-2012

Ph.D.- M.ECON International Program in Economics (**Full Scholarship**)

Field : Financial Economics

Dissertation: Idiosyncratic Risk and Asset Returns

Thammasat University

Master of Business Administration (MBA): 2003-2005

IS: Business Plan : Business Intelligence Consultant

Kasetsart University

Master of Science (Economics) : 2000-2005

Major: Monetary and Public Finance **Minor:** Business Administration

Thesis: The Effects of Government Expenditure on Private Consumption Expenditure from 1993 – 2003

Ramkhamhaeng University 1993

Bachelor Degree in Economics

Major: International Trade

Minor: Philosophy

WORKING EXPERIENCE:

Oct 2009-present Sukhothai Thammathirat Open University

Rajamangala University of Technology Thanyaburi (Special Instructor)

Bangkok University (Special Instructor)

Position : Assistant to President of Sukhothai Thammathirat Open University

: Acting Vice President of University Press of Sukhothai Thammathirat Open University

: Head of Information Center

: Head of One Stop Service Center

: Lecturer on Economics, Statistics and Quantitative Analysis, Econometrics, Portfolio Investment and Analysis, Risk Management and Strategic Management of Organization.

: Research Assistant with Associate Professor Vimut Vanitcharearnthum, Ph.D.

: Director of Center of Business Economics, Sukhothai Thammathirat Open University.

Responsibility

- To teach the courses of Econometric, Statistic and Quantitative, Financial Economics, Principle of Economics, and Portfolio Investment and Analysis in the bachelor and master level.
- To conduct the research in financial economics and special issues concerning the policy problems, such as risk and return.
- To write the text books as for the Risk Management and Strategic Management of Organization, Monetary Theory and Policy, Managerial Economics, Mathematics, E-commerce and Financial Management used for the bachelor and master level's students.

June 2013-May 2014 Adviser to Training Center of Investment Analyst Association (IAA)

April 2005 – Sep. 2006 BT Asset Management Company Limited (a subsidiary of CIMB Bank)

Position: Assistant Vice President, Marketing Department

Responsibility

- To plan marketing plan and action plan.
- To perform as Sales & Marketing in Mutual Fund including planning the marketing plan in order to keep the businesses running smoothly.
- To organize and follow up the production competitions and challenges including providing up to date information to sales force.
- To support the necessary sales activities and business improvement functions.
- To manage and plan Money Corner(the research book of BTAM)
- To ingrain good attitude towards sales the career, corporate image in writing article Personal Finance for newspaper and publication.
- To support more effectively and efficiently the marketing issues, sale promotion activities and other department as needed.

Oct 2003-Mar 2005 Sahasiri International Company Limited (Software Application Vendor)

Position: Assistant Managing Director & Senior Business Analyst

Responsibility

- To plan and lead the Business Plan and Marketing Plan in which are allocated the resources in company
- To recruit and screen new staffs for all departments in which they meet the company standard
- To implement and manage Business Analyst, Business Development and Marketing Department
- To boost the morale of agency forces and help maintain their ethical standard
- To arrange the provision of first-class training materials and development services including updating and implementing the existing programs to the international service standard

Jan 2002-Sep 2003 Tontan Corporation Investment Advisory Securities Co.,Ltd

Position: Investment Consultant

Responsibility

- To plan and implement the Business Plan and Marketing Plan of company
- To support the necessary marketing activities and business improvement functions
- To manage and lead the Investment Advisory Department

Mar 1998-Dec 2001 Thaicoon-Brand Age Holding Company Limited

Position: Executive Editor

Responsibility

- To manage marketing research department in order to capture market demand
- To manage and plan the resources of Thaicoon magazine for clients and other parties
- To plan all resources in order to do the marketing research about branding
- To coordinate between the company and other resources
- To perform as editor in order to write, rewrite, edit the cover story, analyst reports, business reports and business news

May 1995-Feb 1998 Thaiturakit Publishing Company Limited

Position: Editor, Thaiturakit Finance Newspaper Daily

Responsibility

- To plan and manage the resources that must be fit to Business news desk for publishing the business news to clients
- Wrote, rewrote, edited and approved the business news and business reports in which were published to clients

Mar 1991-April 1995

Nation Multimedia Group Company Limited

Position: Thai News Editor, NPG Information Technology Co.,Ltd. (a subsidiary of Nation Multimedia Group)

Responsibility

- To manage and plan the resources of Nation Online service
- Wrote, rewrote, edited and approved the news, reports, editor's note in which were published on Nation Online

Nation Multimedia Group Company Limited

Position: Reporter, The Nation Newspaper Daily, Krungthep Turakit newspaper daily

Responsibility

- To perform a reporter the political news from Thai Government and Thai Parliament
- Wrote and rewrote the news and reports about political story and political news

RESEARCH PAPERS:

- Juasiripukdee P, Srisuksai P, Nadprasert P (2025), "Assessment of essential competencies of open university students in Thailand for the sustainable smart manufacturing industry". *Asian Association of Open Universities Journal*, Vol. 20 No. 2 pp. 137–153, doi: <https://doi.org/10.1108/AAOUJ-12-2024-0160>
- Srisuksai, P., Sitthichoksakulchai, P., Manual, V., & Hassan, H. H. (2025). *The impact of fintech on the performance of financial institutions in Malaysia and Thailand*. In *Recent Research in Management, Accounting and Economics (RRMAE)*. Routledge.
- Yiemkuntitavorn, S., Srisuksai, P., Makaratat, K., Kritpolviman, K., & Tontipromya, C. (2024). Student preferences and experiences in online thesis advising at Sukhothai Thammathirat Open University. *ASEAN Journal of Open and Distance Learning (AJODL)*, 16(1), 43–53. Retrieved from <https://ajodl.oum.edu.my/>
- Tangjindamanee, S. & Srisuksai, P. (2024). Factors Affecting Gold Bar Prices in Thailand. *Journal of Management Nakhon Ratchasima Rajabhat University*, 3(1) (January – June 2024), 77-88. TCI ISSN: 2821-9546 (Online), ISSN: 2821-9538 (Print).
- Taaitueak, C., Srisuksai, P. & Aditipayangkul, P. (2024). The Relationship Between the Thai Stock Market and Other Assets Before and During the COVID-19 Crisis. *Modern Management Journal*, 22(1) (January – June 2024), 78-114, TCI 1 ISSN 1686-7319, E-ISSN 2630-0664.
- Srisuksai, P., Sitthichoksakulchai, P., Manual V. & Hassan, H. H. (2023). The Impact of Fintech on the Performance of Financial Institutions in Malaysia and Thailand. In *Proceeding of International Conference of Digital Business, Society & Economy (ICDBSE 2023)*. September 5, 2023, Malaysia.
- Srisuksai, P. (2023). Asset Pricing Model and Economic Activity of Firms. *WSEAS Transaction on Mathematics*, 23, 607-620 (SCOPUS Q3) Print ISSN: 1109-2769, E-ISSN: 2224-2880.
- Sangchan, S., & Srisuksai, P. (2023). Factors Affecting Net Profit, Financial Ratios Analysis and Financial Failure of the Listed Companies in Tourism and Leisure Sectors of the Stock Exchange of Thailand before and during the pandemic of Coronavirus

Disease 2019. *Modern Management Journal*, 21(1), 52-67. Retrieved from <https://so04.tci-thaijo.org/index.php/stou-sms-pr/article/view/264403>. (TCI 1)

- Yingwiriychai, C., & Srisuksai, P. (2023). Financial Risk of the Cooperatives in Thailand. *Journal of Business, Economics and Communications*, 18(2), April-June, 2023. (TCI 1, ASEAN Citation Index (ACI) ISSN 2672-9091)
- Vajrapatkul, A., & Srisuksai, S. (2022), Thailand's Efficiency and Productivity In Driving GDP, *In Proceeding of 8th International Black Sea Coastline Countries Scientific Research Conference*, 29-30 August 2022, Sofia, Bulgaria, pp. 86-100.
- Srisuksai, P., Ruangsrimun, P., and Vajrapatkul, A. (2022), The Life Expectancy Dimension Of Economic Growth, *In Proceeding of VII International Paris Conference On Social Sciences*, 6-7 July 2022, Paris, France, pp. 186-193.
- Ruangsrimun, P., Srisuksai, P., and Vajrapatkul, A. (2022), Simultaneously Determining The Unemployment Of Thailand, *In Proceeding of VII International Paris Conference On Social Sciences*, 6-7 July 2022, Paris, FRANCE, pp. 194-200.
- Srisuksai, P., and Vajrapatkul, A. (2022), The Network of GDP's Determinants, *In Proceeding of International Conference on Asia Pacific Economic Integration Forum (A-Pac EIF 2022)*, 21-22 July 2022, Bangkok, Thailand, pp. 1-14. Retrieved from https://www.researchgate.net/publication/362222887_The_Network_of_GDP's_Determinants.
- Srisuksai, P., & Vanitcharearnthum, V. (2022). The Pricing Model of Rice: Evidence from Thailand. *WSEAS Transaction on Business and Economics*, 9, 1245-1254. DOI: 10.37394/23207.2022.19.110. (SCOPUS Q3)
- Chulastanasant, A., & Srisuksai, P. (2022). Risk and Returns on Stock of Health Care Service Sector Following CAPM and Fama-French Three-Factor Models. *Journal of Business, Economics and Communications*, 17(3), September-December, 2022. (TCI 1, ASEAN Citation Index (ACI) ISSN 2672-9091)
- Srisuksai, P. (2021). Microfinance and the Rural Poor: Evidence from Thai Village Funds. *Journal of Asian Finance, Economics and Business*, 8(8), 0433-0442. (SCOPUS Q2, SJR Q2. Web of Science-Emerging Sources Citation Index (ESCI))
- Srisuksai, P. (2020). Rubber Pricing Model: Theory and Evidence. *Journal of Asian Finance, Economics and Business*, 7(11), 013-022. (SCOPUS Q2, SJR Q3. Web of Science-Emerging Sources Citation Index (ESCI))
- Srisuksai, P. (2019). Optimal Obesity Investment: *Theory and Evidence*. *International Journal of Economics and Management System*, 9, 1-12. **(The Best Research Award of The the National Competition of Research Papers on Development Administration 2015: NIDA Research Award)** (*Scientific Indexing Services (SIS)*) (*Eurasian Scientific Journal Index*)
- Srisuksai, P. (2019). The factors Affecting Mechanism of Thai Rice Pricing. *Proceeding of the 9th Academic International Conference on Social Sciences and Humanities*, University of Cambridge, Cambridge, United Kingdom, 8th -10th April, 2019.

- Namkong, A. and Srisuksai, P. (2018). A comparison of prediction results for Financial Failure Models of Companies Listed on the Stock Exchange of Thailand. *Journal of Business, Economics and Communications*, 14(3), September.
- Srisuksai P. (2018). Exchange Rate Model and Interest Rate: Evidence from Thailand. *RUMTT Global Business and Economics Review* 13(1), June, 87-104.
- Srisuksai, P. (2017). Asset Pricing Model with Liquidity Variables in Stock Market. *International Journal of Economics and Management System*, Vol. 2, 356-365.
- Onjung, P. and Srisuksai, P. (2017) Factors affecting saving in national savings fund of the self-employment in Muang Kabi district. *RUMTT Global Business and Economics Review* 12(1), June, 99-111.
- Srisuksai, P. (2017). Uncovered Interest Rate Parity : In the Case of Thailand. *Proceeding of the 12th National Conference : Health and Wellness*, Dhurakij Pundit University and Prachachuen Research Network, March 3rd, 2017.
- Srisuksai, P. (2016). The Relationship between Cost and Price Discovery in Thai Rice. *Proceeding of the Academic International conference on Interdisciplinary Business Studies*, University of Oxford, Oxford, United kingdom, from 12th -14th September, 2016.
- Srisuksai, P., Vanitcharearntham, V. (2016). Asset Pricing with Idiosyncratic Shocks. *Applied Economics Journal* 23 (1), 37-60.
- Srisuksai, P. (2015). Asset Pricing Model with Liquidity Variables in Stock Market. *Proceeding of 2015 International Symposium on Business and Management – Fall Session (ISBM 2015-Fall)*, Kyoto, Japan, from 8-10th September, 2015.
- Srisuksai, P. (2014). Obesity Model and Optimal Health Investment. *Proceeding of The 14th International Convention of the East Asian Economic Association*, Chulalongkorn University, Bangkok, from November 1-2, 2014. **(The Best Research Award of The the National Competition of Research Papers on Development Administration 2015: NIDA Research Award)**
- Srisuksai, P. (2014). Obesity with Optimal Health Investment and Intervention. *Proceeding of the International Conference on Education and Leadership in Globalization: What does “think globally, act locally” mean for education around the world?*, co-organized by the PSU Faculty of Education, Pattani Campus, and University of Missouri, USA, from May 21-24, 2014.
- Thanyasri, T., Srisuksai, P. (2014). The transmission mechanism of the Thai monetary policy after the US. subprime crisis, *Proceeding of The 9th National conference of Economist*, Kasetsart University Bangkok, January 11th, 2015.
- Srisuksai, P. (2013) Asset Pricing Model of Stock under Optimal Growth Model. *Proceeding of APHEIT Conference*, May 31, 2013. Payap University, Chiangmai. **(The Best New Researcher Award of Prachachuen Research Network (16 Universities), 1st National Conference, June, 9th, 2014. Phranakorn Rajabhat University, Bangkok).**
- Srisuksai, P. (2012). Idiosyncratic Volatility and Expected Stock Returns: Evidence from Thailand. *Applied Economics Journal* 19 (2), 66-89. **(The Best Paper Award of AEJ 19)**
- Srisukasai P. (2011) Idiosyncratic Risk and Stock Returns, Ph.D. Dissertation, UTCC
- Srisuksai, P. (2010). Idiosyncratic Risk, Market Volatility and Expected Returns: Evidence from Thailand. *Proceeding of Bangkok University Research Conference*, May 25, 2011. Bangkok, Thailand. **(The Best Research Award of The the National Competition of Research Papers on Development Administration 2012: NIDA Research Award).**
- Srisuksai, P. (2008). Asset Pricing with Business Cycle, Transaction Cost and Liquidity. Working Paper, UTCC.
- Srisuksai, P. (2008). Preferences toward Risk: Recovering Risk Aversion from SET50 Future Index. Working Paper, UTCC.
- Srisuksai, P. (2007). Trade with Endogenous Financial Development. Working Paper, UTCC.

- Srisuksai, P. (2007). Habit Formation and Relative Wealth with Endogenous Growth. Working Paper, UTCC.

RESEARCH PROJECTS:

- Obesity with Optimal Health Investment and Intervention, funded by The Office of National Research Council of Thailand, 2011-2012. **(The Best Research of STOU Research 2016)**
- Asset Pricing with Liquidity Variables in Stock Market of Thailand, funded by Institute for Research and Development, Sukhothai Thammathirat Open University, 2011. **(The Best Research of STOU Research 2016)**
- The Factors affect on mechanism of Thai Rice Pricing in 2013, funded by The Office of National Research Council of Thailand, 2013.
- The Rubber Pricing Model and its Application to Rubber Farmer Income, funded by Institute for Research and Development, Sukhothai Thammathirat Open University, 2014.
- Exchange Rate Model and Interest Rate, funded by The Office of National Research Council of Thailand, 2015. **(The Best Research of STOU Research 2018)**
- The well-being Indication Comparison of People in Three Southern Border Provinces and People in Eastern of Thailand, funded by The Office of National Research Council of Thailand, 2016.
- Efficiency and Effectiveness of the Thailand Village Fund : Evidence from Maehongson, Kalasin and Samutsongkhram province, funded by Institute for Research and Development, Sukhothai Thammathirat Open University, 2016.
- Research Project, Chaida, E., Srisuksai, P., Fongsuwan, W., Chamsuk, W., Tawinunt, K., Maneechay, P. , Management model affecting to success elderly care business in Thailand. funded by The Office of National Research Council of Thailand, 2018.
- Research Project, Method of Editing, Improving and Drafting Announcements Regulations and Criteria for Licensing and Regulating the Operation of Radio and Television Broadcasting Business, Office of The National Broadcasting and Telecommunication Commission, 2020.
- Research Project, Thailand Co-Production Investment Initiative, Office of The National Broadcasting and Telecommunication Commission, 2021.
- Research Project, Asset Pricing Model and Economic Activity of Firms, funded by Institute for Research and Development, Sukhothai Thammathirat Open University, 2022.
- Research Project, Situation and appropriate format for providing social welfare for the elderly in the era past the COVID-19 crisis (Next normal), funded by Ministry of Social Development and Human Security, 2023.
- Research Project, Knowledge Management and Development of Mechanisms to Drive Research and Innovation Utilization in Public Sector Organizations: A Case Study of the Ministry of Social Development and Human Security and Agencies Involved in the Justice Process, funded by Office of the National Science, Research and Innovation Policy Council (NSRIC), 2023.
- Research Project, Expected Idiosyncratic Volatility: Empirical evidence from ARFIMA, HAR, GARCH and EGARCH models, funded by Institute for Research and Development, Sukhothai Thammathirat Open University, 2024.
- Research Project, An Evaluation of Thai Open University Student Required Competencies for a Sustainable Smart Manufacturing, funded by Institute for Research and Development, Sukhothai Thammathirat Open University, 2024.
- Research Project, The Infrastructure of Sukhothai Thammathirat Open University for a Sustainable Future: A Design in View of Fulfillment of SDG 11, funded by Institute for Research and Development, Sukhothai Thammathirat Open University, 2025

CERTIFICATION & LICENSE

- Securities Analyst License# 019539
- Derivative License
- Investment Planner (IP)
- Certified Investment Advisor Representative (CIAR)
- English Language (Certificate of Proficiency from A.U.A. Language Center)

TRAINING & COMPUTER SKILLS

- Crystal Report, Crystal Analysis, Crystal Enterprise Partner Training
- Microsoft Office, Acrobat, STATA, Eview, SPSS, Scilab
- Portfolio management, Market risk management, The analysis of banking sector, Financial Instrument, Tax planning

ACTIVITIES

- A Teaching Assistant in Macroeconomics ,Executive MBA Program, 2005,Thammasat University.
- An Investment Analyst for Manager Newspaper Daily and Krungthep Turakij Newspaper Daily
- Columnist for Siamrath Newspaper
- President of the 10th Master of Science (Economics) , Kasetsart University
- Committee and member of rural volunteer's club of Ramkhamhaeng University

REFERENCES

1. Mr. Sombat Naravuttichai
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2. Associate Professor Vimut Vanitcharearnthum, Ph.D.
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