

ดร. วณิดา วาดิเจริญ

DR.WANIDA WADEECHAROEN

Lecturer

Master of Business Administration (Japanese Business Administration)

Thai-Nichi Institute of Technology



Education :

- PhD (Business Management) University Utara Malaysia (UUM)
- M.Com (Master of Commerce/Management) Aligarh Muslim University (AMU), India
- BA. (Business Management) Rajabhat Institute Phranakhon, Thailand

Teaching :

- Human Resources Management
- Research Methodology
- SPSS & Structure Equation Modeling (AMOS)
- International Business Management
- Marketing Research
- Organization Theory
- Communication Management
- Management Planning and Control
- Principle of Marketing
- Principle of Management

Current Work:

- Invited Lecturer, Pridi Banomyong International College (PBIC), Thammasat University
- Invited Lecturer, IMBA (International Program), Kasem Bundit University (KBU)
- Lecturer (Part-time), Department of Management, Faculty of Business Administration Thonburi University (TRU)

Academic Service Position:

- **Reviewer** of Journal of Business and Economics, USA, Academic Star Publishing Company, 228 East 45th Street, Ground Floor, #CN00000267, New York NY 10017
- **Research Community**, Journal of Management & Social Science (JMSS), conference, and joint research publication, PhD Supervision and Evaluation, The Institute of Business & Technology (IBT), Main Ibrahim Hydri Road Korang, Creek, Karach, Pakistan
- **Reviewer** of Science Journal of Business Management (ISSN: 2276-6316) International Open Access Publisher No 4 Vision Street, Off Government Hospital Road, Warri. Delta State. Nigeria.
- **Editorial Board** of International Journal of Independent Research Studies. Asian Institute of Advance Research and Studies. 45C, 27th Street, Tauheed Commercial Phase 5, DHA arachi, Pakistan.

- **Editorial Board & Reviewers** of Chin-USA Business Review and Chinese Business Review, David Publishing Company, 9460 TELSTAR AVE SUITE5, EL MONTE, CA 91713, USA

Work in operation 2015:

Book (Thai version)

ดร. วณิดา วาดีเจริญ และรศ.ดร.สมบัติ ทีฆทรัพย์ วิจัยธุรกิจ จากแนวคิด ทฤษฎี สู่ภาคปฏิบัติ อยู่ระหว่างการพิจารณาอนุมัติจากกองบรรณาธิการวิชาการสำนักพิมพ์ซีเอ็ดยูเคชั่น (ผลงานเล่มที่ 2)

Book (English Version)

Wadeecharoen W. and Teekasap S. (2014) 'The Element of Business Administration' หนังสือเพื่อใช้ในการเรียนการสอนนักศึกษาภาควิชาหลักสูตรนานาชาติ มหาวิทยาลัยอีสเทิร์นเอเซีย อยู่ระหว่างการพิจารณาเพื่อขอตีพิมพ์ต่อคณะกรรมการวิชาการมหาวิทยาลัยอีสเทิร์นเอเซีย

Research in Operation:

- Indian Tourism Industry contributes to National Employment and Income: A Case Study of Indian Tourism Potential towards Thai Tourist
- Thailand Tourists Industry Contributes to National Employment and Income: A Proposal Model on Top-Ten Origin Countries Tourists
- Strategic Development and Quality Assurance of Doctor of Philosophy Program at Association Private Education (PHEIT) Looking Forwards to Sustainable National Development
- Thailand Business Opportunities in the development of Thailand-Myanmar-India Trilateral Highway project
- Applicability of Marketing Strategy 4Ps on Master Business Administration (MBA) Program in Association of Private Higher Education Institution of Thailand (APHEIT) towards Asian Economic Community (AEC)

Current Responsibility:

- Lecturing BA and MBA programs
- Supervising Master of Business Administration (MBA) program
- Institutional Research
- Institutional Public Relation

Work Experience:

- Lecturer (Part-time), Rattana Bundit University (RBAC)
- Assistance Manager Trainee, (Contract Division) Airport Authority of Thailand AOT office, Viphavadee-Rangsit, Don Muang

- Work on TV Media ผู้จัดการโครงการและผู้ดำเนินรายการ

สถานีโทรทัศน์

รูปแบบรายการ



ETV กระทรวงศึกษาธิการ

รายการเพื่อการศึกษา



ผลิตรายการโดย ภายใต้โครงการความร่วมมือระหว่าง คณะบริหารธุรกิจสถาบันเทคโนโลยีไทย-ญี่ปุ่นและ
สถานีวิทยุโทรทัศน์ ETV ศูนย์เทคโนโลยีเพื่อการศึกษา สังกัดกระทรวงศึกษาธิการ

- **Main Expertise Research Areas**

- | | |
|---------------------------------------------------------|------------------------------------------------------------|
| ○ International Joint Venture (IJV) in
Manufacturing | ○ Tourism Industry |
| ○ International Marketing | ○ Cross-Culture Management &
Conflict Resolution |
| ○ Competitive Advantage | ○ Thailand Higher Private Education
Institution (THPEI) |
| ○ Japanese-Thai Partnership
commitment | |

International Conference Processing & Journal Publication:

- Wadecharoen, W., Worapongpat, N., Lertnaisat, R., Somchai Lertpiromsuk and Sombat Teekasap, (2015). Why Do Japanese Firms Invest in Thailand? An exploration of the Japanese International Joint Ventures (IJV) Formation Motivation. ***Proceeding of Fourth International Conference on Advancement of Development Administrative 2015-Social Sciences and Interdisciplinary Studies***, May 28-30, NIDA, BKK, Thailand (The 4th ICADA 2015-SSIS)
- Wadecharoen, W., Worapongpat, N., Lertnaisat, R., Somchai Lertpiromsuk and Sombat Teekasap, (2015). Why Do Japanese Firms Invest in Thailand? Thailand Investment Position Outlook through the Lens of Japanese Investors: An Examination of the Japanese Investment Trend towards the ASEAN Economic Community (AEC). ***Proceeding of Fourth International Conference on Advancement of Development Administrative 2015-Social Sciences and Interdisciplinary Studies***, May 28-30, NIDA, BKK, Thailand (The 4th ICADA 2015-SSIS).
- Boonyarat, N., Sofian, S. and Wadecharoen, W. (2015). The Antecedents of Taxpayers Compliance Behavior and the Effectiveness of Thai Local Government Levied Tax. *International Business Management*, Vol. 9 (2): 182-190, 2015
- Wadecharoen, W., Kanjanavanikul, A., and Teekasap, S (2014). The Consequence of Partner Relationship Quality to Predict the Successful Performance of Small and Medium Enterprises (SMEs)

International Joint Ventures (IJVs) in Thailand Industrial Sectors. *IBT Journal of Business Studies*, Vol. 10, No. 1 (Spring 2014) 01-22.

- Wadecharoen, W., Kanjanavanikul, A., and Teekasap, S (2014). MANAGING JAPANESE-THAI PARTNERSHIPS COMMITMENT AND PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES (SMEs) INTERNATIONAL JOINT VENTURES (IJVs) IN THAILAND INDUSTRIAL SECTORS. *Proceeding of Burapha University International Conference, 2014*, Burapha University Thailand, July 3-4, 2014.
- Teekasap, S. Wadecharoen, W Kanjanavanikul' A.(2014). THE JAPANESE AND LOCAL PARTNER RELATIONSHIP ON SMALL AND MEDIUM ENTERPRISES (SMEs) INTERNATIONAL JOINT VENTURES (IJVs) PERFORMANCE IN THAILAND INDUSTRIAL SECTORS. ***Proceeding of International Conference on "Green ASIA and Sustainability Forum Academic year 2014 Annual Conference***, June 7th-8th, 2014 Convention Hall Chulaphorn Research Institute.
- Wadecharoen, W. and Kanjanavanikul A. (2013) A 4Ps Marketing Game: Tenth International Conference on Learning for Knowledge-Based Society) at Siam Technology College, Bangkok, Thailand, December 12-13, 2013
- Wadecharoen, W., Kanjanavanikul, A., and Teekasap, S. (2013). The Significant Role of Conflict Resolution and Culture Sensitivity behind the scene of Relational Exchange Theory: An Empirical Study of Thai-Japanese International Joint Venture (IJV) in Thailand. ***Proceeding of International Conference on Language and Communication, LCLC 2013***, NIDA, Bangkok, Thailand, Dec 12th -13th 2013
- Wadecharoen, W., Kanjanavanikul, A., Lertnaisat, R., and Teekasap, S. (2013). The importance of Partner Relationship for an International Joint Venture (IJV) Success: Case Study of Thai-Japanese IJVs in Thailand Industrial Sectors. ***Proceeding of The 10th International Postgraduate Research Colloquium (IPRC 2013)"Psycho-Behavioral Science for Harmonizing Cultures of ASEAN"***, August 26-28, 2013, Srinakharinwirot University, Bangkok, Thailand
- Wadecharoen, W., Kanjanavanikul, A., and Teekasap, S. (2013). Successful Factors for Small and Medium International Joint Venture Enterprise (SME IJVs) in Thailand Industrial Sectors. ***Proceeding of International Conference on Advancement of Development Administrative 2013—Social Sciences and Interdisciplinary Studies***, May 30-31, NIDA, BKK, Thailand
- Wadecharoen, W., Kanjanavanikul, A., Lertnaisat, R. & Teekasap, S. (2013). An Examines of Thailand International Investment Position and the Role of Small and Medium Enterprises (SMEs) International Joint Venture (IJVs) towards Thailand Economic Development. ***Chulalongkorn Business Review***, April-July 2013
- Wadecharoen, W., Kanjanavanikul, A., & Teekasap, S. (2013). The Application of Relational Factors to Determine the Performance of International Joint Venture (IJVs) in Thailand Small and Medium

Enterprise (SMEs): A Conceptual Framework for Further Research, ***Journal of American Academy of Business, Cambridge, Vol.18 Num.2 March 2013***

- Wadecharoen, W., Kanjanavanikul, A., Lertnaisat, R. & Teekasap, S. (2012). An Examines of Thailand International Investment Position and The Role of Small and Medium Enterprises (SMEs) International Joint Venture (IJVs) towards Thailand Economic Development. *Proceeding of International Conference on Contemporary Business and Management*, ICOM 2012, Bangkok, December 10-12, 2012.
- Wadecharoen, W., Kanjanavanikul, A., Pattana, W. & Teekasap, S. (2012). Sustainable of Small and Medium Business Enterprise (SMEs) in Asean Economic Community (AEC) Development and the Competitive Advantage of International Joint Venture (IJV) in Thailand, ThaiTIMA: Annual Conference for Managing Technology & Innovation towards Business Resiliency, July 19-20, 2012.
- Wadecharoen, W., Kanjanavanikul, A., Lertnaisat, R. & Teekasap, S. (2012). A Contribution of Small and Medium Enterprise (SMEs) International Joint Venture (IJV) to Sustain Thailand Economic Development. *Proceeding of International Conference on Business and Industrial Research*, Thai-Nichi Institute of Technology, Bangkok, Thailand, May 17-18, 2012.
- Wadecharoen, W., Kanjanavanikul, A., & Teekasap, S. (2011). The Effect of Conflict Resolution and Culture Sensitivity through the lens of Relational Exchange Theory on the Performance of International Joint Venture (IJV) in Thailand: An Empirical Study of ASIAN Foreign Direct Investment (FDI). ***Proceeding of Asian Business & Management Conference AMBC 2011, Sponsored and publication by The International Academic Forum, iafor*** 11-13 Nov, Ramada Osaka Hotel, Osaka, Japan.
- Kanjanavanikul, A., Wadecharoen, W., & Teekasap, S. (2011). THE EFFECT OF MARKETING DETERMINANT TOWARDS SMALL AND MEDIUM ENTERPRISES (SMEs) INTERNATIONAL JOINT VENTURES (IJVs) PERFORMANCE IN THAILAND MANUFACTURING SECTORS. ***Proceeding of Asian Business & Management Conference AMBC 2011, Sponsored by and publication by The International Academic Forum, iafor*** 11-13 Nov, Ramada Osaka Hotel, Osaka, Japan.
- Wadecharoen, W., Kanjanavanikul, A., & Aunahabandid, P. (2011). THE DETERMINANT FACTORS OF INTERNATIONAL JOINT VENTURE (IJVs) IN THAILAND SMALL AND MEDIUM ENTERPRISE (SMEs). ***Proceeding of International Conference on Advancement of Development Administration***, ICADA, 8-10 March, NIDA BKK, Thailand
- Wadecharoen, W. & Nik Mat, N.K. (2011). The Significance Role of relational Factors and the Intervening Effect of Relationship Marketing Orientation (RMO) toward inter-partner relationship: Case Study of International Joint Venture (IJV) Performance in Thailand ***Proceeding of National Conference on Research through Sustainable Development, Benjamit National Conference***, 31 May, 2011, Thonburi University, BKK Thailand.

- Wadecharoen, W. & Nik Mat, N.K. (2010). The Applicable of Relational Marketing Orientation (RMO) to Explain IJV Performance in Thailand. ***Proceeding of International Conference on Business and Economics Research (ICBER 2010), Malaysia Conference, Sponsored and publication by Thomson ISI***, 26-28 Nov 2010 Mines Wellness Hotel, Malaysia.
- Wadecharoen, W. & Nik Mat, N.K. (2010). The Direct and Indirect Determinants of SME Performance in IJV Sector. The SMEs in a Global Economy Conferences, Sponsored by Faculty of Business Management, (UiTM), Malaysia, Japan (University of Senshu) and China (Beijing Information, Science and Technology University). 15-17 Oct 2010. Riverside Majestic Hotel, Kuching, Sarawak, Malaysia.
- Wadecharoen, W. & Nik Mat, N.K. (2009). The Mediating Effects of Relationship Marketing Orientation (RMO) on the Antecedents of International Joint Venture (IJV) Performance in Thailand. ***Proceeding of Australian & New Zealand Marketing Conference (ANZMAC): Sustainable Management & Marketing Conference***. 30 Nov–2 Dec 2009. Crown Promenade Hotel, Southbank, Melbourne, Australia. 143.
- Wadecharoen, W. & Nik Mat, N.K. (2008). The Significance of Relationship Marketing Orientation on International Joint Venture (IJV) Performance in Thailand, ***Proceeding The International Business & Economics Research Conference, Los Angeles***, Sponsored by The Journal of American Academy of Business, Cambridge, Organized by the Global Management & Information Technology Research Conference, The Beverley Hilton, Beverley Hills, Los Angeles, California, USA. June 11-14, 2008.

Trainer & Consultancy:

- **SPSS** consultation workshop for First-Degree students, 2010 (March 9, 2010) UUM/KB.
- Consultant Trainer on ***Structural Equation Modeling (SEM) Workshop Series using AMOS***, (March 16 & 23, 2010) UUM/KB.

Awards for Innovation/Academic Award:

- Certificate of Best Presenter Award, The Finance, Economics and Global Business Research Conference, Miami, Florida, December, 2012
- Certificate of Best Presenter Award, The International Business & Economic Research Conference, Los Angeles, California, June, 2008