

RÉSUMÉ

Personal Data:

Name: Dr.Nathee Naktnasukanjn
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Address: 230/40 NobleHome Villa, Bangpli, Samutprakan 10540
Birth: May 7, 1965



Educations:

1. D.B.A. (Finance), JDBA program jointed by Thammasat University, Chulalongkorn University, and NIDA, Thailand, 2009-2014
2. Certificate of Advocacy, Lawyers Council of Thailand, 2007
3. Bachelor of Law (LL.B.), Sukhothai Thammathirat University, Thailand, 2005-2007
4. M.B.A. (Finance), Ramkhamhaeng University, Thailand, 1995-1996
5. Bachelor of Engineering (Electrical), Chiangmai University, Thailand, 1983-1988

Working Experience:

- 2018 – Present Chiangmai University
Lecturer in Chiangmai University International College of Digital Innovation
- Subjects taught: Financial Analysis, Financial Innovation, Competition and Innovation in Digital Era
- 2024 – Present Mediator at Bangkok South Civil Court
- 2024 – Present Mother Marketing PLC.
Independent Director
- 2016 – 2024 Sky Tower PLC.
Independent Director, Chairman of Risk Management Committee, Audit Committee, Nomination & Remuneration Committee
- 2021 – 2022 Global Communication System PLC.
Independent Director, Audit Committee
- 2005 – 2022 Adjunct Lecturer at Burapa University, Kasetsart University, Mahidol University, King Mongkut's University of Technology North Bangkok, Huachiew University, Asian University, Stamford International University, Sripatum International University, Suan Sunundha Rajaphat University, and Assumption University.
- Subjects taught: Quantitative Method and Statistics, Basic Statistics, Business Statistics, Business Mathematic, Systematic Thinking, Financial Management, Money and Banking, Financial Reporting & Analysis, Futures and Derivatives Market, Business Process Improvement (Six Sigma & Lean Manufacturing)
- 2015 – 2018 Bangkok University
Lecturer in Finance Department, Bangkok Business School
- Subjects taught: Business Finance, Financial Management, Financial Market & Institution, Risk Management, Seminar in Finance, Principles of Investment, Introduction to Business
- Sep 2007 – Dec 2008 *Ek-Chai Distribution System Co., Ltd. (TESCO LOTUS,) Thailand*
 Senior Operations Development Manager
Report to Head of Operations Development Division (Expat)
- Manage project to design and implement the new Operations Clock to deliver stocks from Distribution Centers to all store nationwide with minimal lead-time, on time and in full.
 - Manage project to improve Stock Record Accuracy at stores by implementing Simple Warehouse, Simple Replenishment, and Stock Controller routines.
- Nov 2005 – Sep 2007 *Nike Incorporation, Thailand Liaison Office*
 Costing Manager II
Report to Country Costing Director (Expat)
- Analyze Footwear CBD to determine reasonable cost and negotiate with factories for final FOB.
 - Partner with Developer, Manufacturing, Engineering, Materials and NOS on cost saving initiatives. Total saving identified and captured during HO06 to HO07 is US\$2+ millions.
 - Perform Motion and Time Study to validate the Direct Labor Cost.
 - As President of Election Committee, organized the election of Welfare Committee for Thailand NLO.

Aug 2004 – Feb 2005 *KR Precision Public Company Limited, Ayutthaya, Thailand*



Senior Manager, Reclaim Suspension Business Unit
Report to CEO (Expat)

- Manage Process Engineering, Maintenance and Production team (1,000+ staffs) for Reclaim Suspension Business Unit. Manage Profit & Loss, budget administration and daily production issues of the Business Unit. Deal with customer on Demand Plan, Delivery and Quality issues.

Oct 1990 - Jun 2004 *Seagate Technology (Thailand) Co., Ltd., Smutprakan, Thailand*

Jan 2001 – Jun 2004 Senior Manager, Automation System Integration
Report to Executive Director



- Design, develop, deploy and qualify information system for HGSA automation equipment, to migrate manufacturing operation from manual into automation production mode.
- As Lean Master, deploy Lean Manufacturing concept and provide technical support to Production and Engineering team and manage Overall Equipment Effectiveness (OEE) Improvement Project for Head Gimbal & Stack Assembly (HGSA) automation production, to eliminate the bottle-neck and reduce maintenance time constraints.
- As Six Sigma Champion, review and coach Six Sigma projects in Equipment & Tooling Development and Maintenance area.
- As committee of Seagate Technology Thailand Provident Fund during 2003-2004, managing 2+ billion baht of Seagate Thailand employee's provident fund.
- As President of Committee of Seagate Teeparuk Recreation 2003, managing all employee relation events including 20 Years Seagate Thailand celebrations.

Aug 1998 – Dec 2000 Six Sigma Black Belt

Report to Operation Vice President (Expat)

- Complete seven Six Sigma projects with US\$ 4+ millions saving in two years.
- Awarded the Thailand Outstanding Performance in Six Sigma Project, Q2 FY2000
- Awarded Six Sigma Achievement in Six Sigma Symposium in Hawaii, USA year 2000
- Initiate & develop "Six Sigma for Technician" course (article published on Seagate's Business Monday Magazine issue 24th April 2000).

Jun 1995 - Jul 1998 Manager – Senior Manager, Engineering Information System

Report to Director

- Manage information system for engineering (Systems consist of Oracle Databases on DEC Alpha 2100 and HP9000/K-210, 6 Netware FileServers on Compaq Proliant with 1,000+ users on CDDI/FDDI Fast Ethernet network), Intranet Web Site and Web-based application development.
- Setup Engineering Information System for new manufacturing plant in Korat, Thailand.
- Setup Material Tracking System for new manufacturing plant in Ipoh, Malaysia.
- Initiate & develop EISWEB Intranet (Internet website for internally company use), article published on Seagate's Business Magazine Monday 19th January 1998.

Oct 1990 - May 1995 Test Engineer – Senior Test Engineer

Report to Test Engineering Manager

- Manage Local Area Network (LAN) Administration, Relational Database Administration, Applications Development, Wafer Qualification Program Administration, Inventory Control.

1990



Chicony Electronic (Thailand) Co., Ltd., Chachoengsao, Thailand

Quality Engineer

Report to Quality Manager (Expat)

- Manage In-Process Quality Control, Quality Assurance, Reliability Test and Failure Analysis of Computer Keyboard Manufacturing, supervising 30+ inspectors and technicians.

1989



Bangkok Datacom Co., Ltd., Bangkok, Thailand

Sales Support Engineer

Report to Managing Director

- Perform technical support, after sales service and maintenance on Digital and Analog Data Test Equipment, Modem, Multiplexer, Packet Switching System and Networking.

Research Papers

Journal:

1. Naktnasukanjn, N., Chunhachinda, P., & Padungsaksawasdi, C. (2018) 'Multifactor asset pricing model incorporating coskewness and cokurtosis: the evidence from Asian mutual funds', *Int. J. Economics and Business Research*, Vol. 16, No. 3, pp.308-325.
 2. Rungruang C., Chanaim S., Kananthai A., Naktnasukanjn N., Tamprasert A., & Chandarasubsang T. (2020) 'On the White Noise of the Option on Future', *Thai Journal of Mathematics*, Volume 18 Number 4 (2020) Pages 1995–1999.
 3. Chursook A., Dawod A. Y., Chanaim S., Naktnasukanjn N., & Chakpitak N. (2022) 'Twitter Sentiment Analysis and Expert Ratings of Initial Coin Offering Fundraising: Evidence from Australia and Singapore Markets', *TEM Journal*. Volume 11, Issue 1, pages 44-55, ISSN 2217-8309, DOI: 10.18421/TEM111-06, February 2022. <https://doi.org/10.18421/TEM111-06>
 4. Liu Y., Naktnasukanjn N., Tamprasirt A., and Rattanadamrongaksorn T. (2023). Comparison of the Asymmetric Relationship between Bitcoin and Gold, Crude Oil, and the U.S. Dollar before and after the COVID-19 Outbreak. *Journal of Risk and Financial Management* 16: 455. <https://doi.org/10.3390/jrfm16100455>
 5. Liu, Y., Naktnasukanjn, N., Tamprasirt, A. and Rattanadamrongaksorn, T. (2024), "Do crude oil, gold and the US dollar contribute to Bitcoin investment decisions? An ANN-DCC-GARCH approach", *Asian Journal of Economics and Banking*, <https://doi.org/10.1108/AJEB-10-2023-0106>
 6. Zhao L., Naktnasukanjn N., Dawod A. Y., and Zhang B. (2024) Impacts of Investor Attention and Accounting Information Comparability on Stock Returns: Empirical Evidence from Chinese Listed Companies. *International Journal of Financial Studies* 12: 18. <https://doi.org/10.3390/ijfs12010018>
 7. Zhao, L., Naktnasukanjn, N., Dawod, A. Y., & Zhang, X. (2024). Institutional investor association and stock price crash risk: Evidence from China. *Journal of Eastern European and Central Asian Research (JEECAR)*, 11(3), 493–507. <https://doi.org/10.15549/jeecar.v11i3.1586>
- ### Conference Proceedings:
8. Naktnasukanjn, N. (2014) 'Mutual Fund Performance Measurement Using Higher Moment Approach', The 12th INFINITI Conference on International Finance, Monash University Prato Centre
 9. Chursook A., Naktnasukanjn N., Chanaim S., Udomwong P., Chatsirikul J., & Chakpitak N. (2020), 'Can Tweets predict ICO success? Sentiment Analysis for Success of ICO Whitepaper: evidence from Australia and Singapore Markets', 15th International Joint Symposium on Artificial Intelligence and Natural Language Processing and 2020 International Conference on Artificial Intelligence and Internet of Things (iSAI-NLP-AIoT).
 10. Ariya K., Naktnasukanjn N., Rattanadamrongaksorn T., Udomwong P., Sokantika S., & Chakpitak N. (2020), 'Cryptocurrencies Asset Pricing Analysis: evidence from Thailand markets', 15th International Joint Symposium on Artificial Intelligence and Natural Language Processing and 2020 International Conference on Artificial Intelligence and Internet of Things (iSAI-NLP-AIoT).
 11. Li X., Laohavilai P., & Naktnasukanjn N. (2021) 'Predictors of online buying behavior in social Commerce', 3rd International Conference on E-Business and E-Commerec Engineering, Sanya. <https://doi.org/10.1145/3510249.3510250>
 12. Li X., Laohavilai P., & Naktnasukanjn N. (2022) 'A social media platform using blockchain technology: Topic analysis and sentiment analysis of steemit user-generated content', ICBCT'22: The 2022 4th International Conference on Blockchain Technology, March 2022, Pages 150–155. <https://doi.org/10.1145/3532640.3532661>
 13. Na Chiangmai N., Naktnasukanjn N., & Udomwong P. (2022) 'Can Cryptocurrency be a new safe haven asset?', 15th International Conference of the Thailand Econometric Society http://www.lavoisier.eu/books/note.asp?ouvrage=4683676&fbclid=IwAR0-IIKriH6wZ9Dn6eSd8aCi8sSqIXoaEr-KdJJjss3QpNP_JcoO3Uh3Fcs
 14. Gui J., Pu J., Naktnasukanjn N., Yu X., Mu L., & Pan H. (2022) 'Measuring investor sentiment of China's growth enterprises market with ERNIE', *Procedia Computer Science*, Volume 202, Issue C 2022, pp 1–8, <https://doi.org/10.1016/j.procs.2022.04.001>
 15. Liu Y., & Naktnasukanjn N. (2022) 'Dynamic Correlation Measurement Between Bitcoin, Crude Oil and Gold', *International Conference on Information Economy, Data Modeling and Cloud Computing, ICIDC 2022*, 17-19 June 2022, Qingdao, China. <https://eudl.eu/doi/10.4108/eai.17-6-2022.2322602>
 16. Zhao L., Naktnasukanjn N., Liu H., & Zhang X. (2023), 'A general quantitative investment theory and fundamental value technical system based on multi-factor models in Chinese stock selection', 7th TICC International Conference 2023, 4-5 February 2023, Chiang Mai, Thailand. <https://ticc.icdi.cmu.ac.th/Files/paper/Paper%2029.pdf>

17. Zhang J. and Naknasukanjn N., “Research on the Promotional Effect of Digital Finance on Consumption Upgrade”, IJMST, vol. 10, no. 2, pp. 2673-2682, Jul. 2023.
<https://doi.org/10.15379/ijmst.v10i2.2938>

Certificated Training Courses:

Investment & Management

1. Director Accreditation Program (Thai Institute of Directors, class 134/2017)
2. New Entrepreneurs Creation (Bangkok University & Dept. of Industrial Promotion, NEC class 60/2017)
3. Thai Intelligent Investment Program #11 (Thai Investors Association, 2016)
4. Six Thinking Hats and Lateral Thinking (de Bono Thinking System, 2008)
5. Leadership and Team Development for Managerial Success (APM Group, 2007)
6. Situational Self Leadership (The Ken Blanchard Companies, 2006)
7. The 7 Habits of Highly Effective People (Pac Rim, 2002)
8. Train The Trainer (Chulalongkorn University, 2001), (Technology Promotion Institute, 1999)
9. Certify Safety (Occupational Safety & Health Administration U.S. Dept of Labor, 2000)
10. Managerial Safety Officer (Seagate Technology, 1997)
11. Management Problem Solving & Decision Making (Kepner-Tregoe, 1996)
12. Supervisory Development I, II (DDI, 1992)

Lean Manufacturing & Six Sigma

13. Capital Analysis for Cost Reduction (Thai-Japan Technology Institute, 2008)
 14. Equipment Lean Master (Lean Enterprise, 2003-2004)
 15. Lean Agent (Seagate Technology, 2003)
 16. Six Sigma Champion (Seagate Technology, 2003),
 17. Lean Manufacturing (Seagate Technology, 2001)
 18. Theory of Constraint (Seagate Technology, 2001)
 19. Project Management & Decision Making (Seagate Technology, 2001)
 20. Hardware Design for Six Sigma (Seagate Technology, 2001)
 21. Software Design for Six Sigma (Seagate Technology (Singapore), 2001)
 22. Queuing Theory (Seagate Technology, 2001)
 23. Exploratory Data Analysis/Time Series Forecasting (Seagate Technology, 2000)
 24. Logistic Regression (Seagate Technology, 1999)
 25. Six Sigma Black Belt (Six Sigma Academy, 1998-1989)
 26. Quality Management & Statistics (Professional Management & Technology, 1995)
 27. Control Charts (Professional Management & Technology, 1993)
 28. Design of Experiment (Professional Management & Technology, 1992)
 29. SPC for Engineer (Professional Management & Technology, 1991)
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