

# MASTER-LEVEL BUSINESS ADMINISTRATION



# MBA

LEADERSHIP

POTENTIAL

EDUCATION

ACHIEVEMENT

MANAGEMENT

DEGREE

CAREER



QS GLOBAL MBA **TOP** in Thailand  
RANKINGS 2024 **23** in Asia

Top position in Thailand for Employability and Diversity.

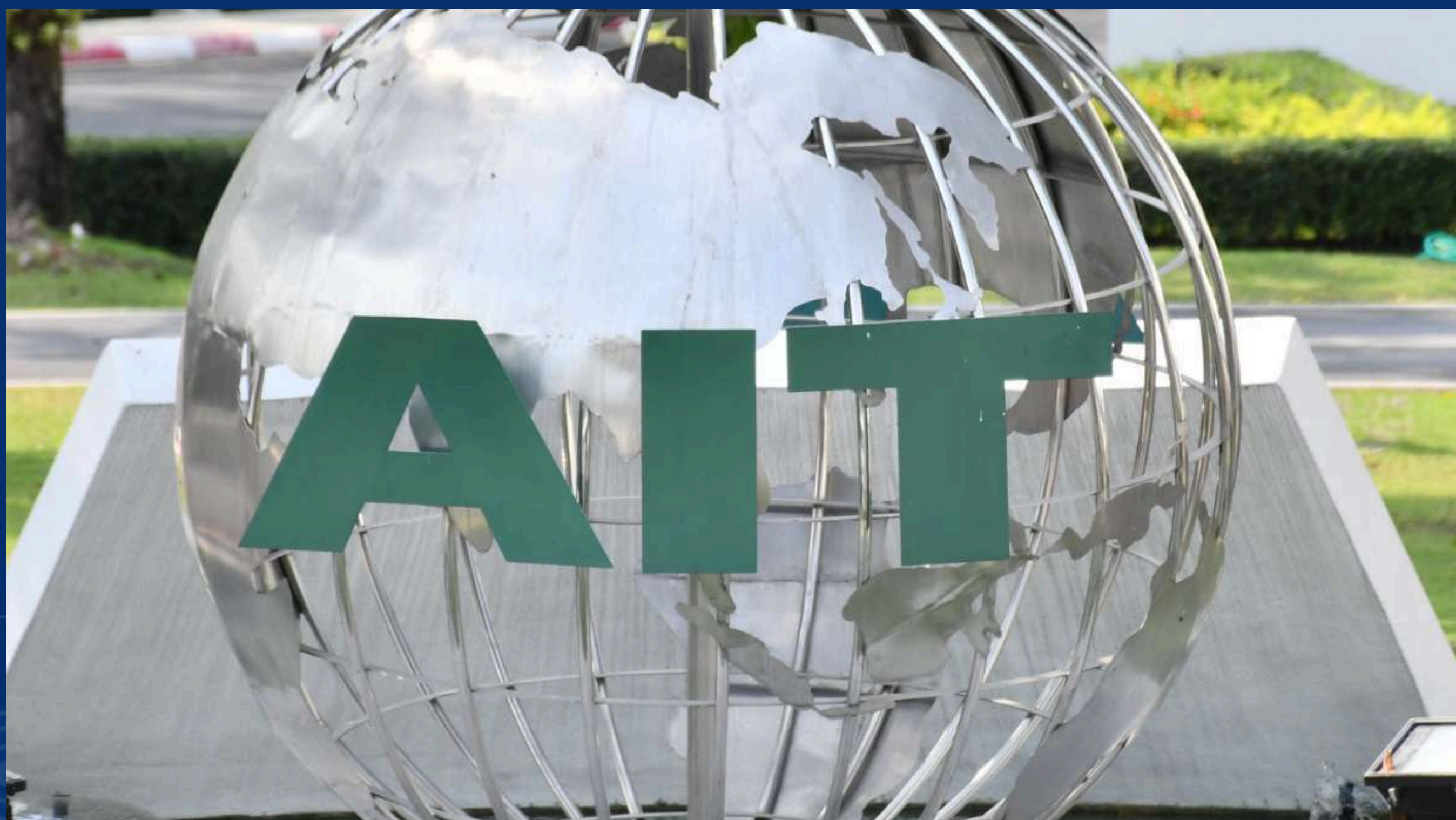
Flexible mode:

**ONE YEAR OR TWO YEARS  
ONLINE (LIVE CLASSES VIA ZOOM)  
OR IN PERSON**



**AIT**  
Asian Institute of Technology

# SCHOOL OF MANAGEMENT



## Master of Business Administration (MBA)

### Program Goals

- To develop strategic managers with global perspectives who can ensure organizational competitiveness and growth in a dynamic technological and business environment;
- To equip students to learn and thrive in a multinational and multicultural environment;
- To foster students' understanding of and ability to apply contemporary management techniques;
- To promote relevant competencies in identifying, understanding, analyzing and effectively solving the management challenges and problems in both public and private organizations;
- To provide introduce various multicultural management systems and experiences, through our access to strong international network across Europe, America and, Asia;

### Program Structure

An MBA study is expected to take a minimum of 36 credits (1 year MBA) or up to 48 credits (2 year MBA). The Masters of Business Administration (MBA) is designed to equip students with effective, practical tools to tackle complex, real-life business challenges.

	One Year MBA	Two Year MBA
Required Credits	30	30
Electives	6	6
Research/Internship /Exchange/Specialization	0	12
Total Credits	36	48

### Entry Requirements

- Hold a Bachelor degree\* or its equivalent with minimum 2.75 GPA out of 4.
- Preference given to the applicants with 2+ years full-time working Experience but not mandatory.
- English proficiency\*: IELTS 6; TOEFL CBT 213; TOEFL IBT 80; if English is not your native language.
- GMAT or GRE score is recommended.

\* Those with IELTS 5 or 5.5 (or equivalent) can also be admitted and they will be expected to take additional English language classes during the program.

# SCHOOL OF MANAGEMENT

## Course 1: Leadership & Organisation Management



### Details of the course:

In the current rapidly changing environment, start-up businesses and well-established large organizations alike will need to develop an efficiently responsive and effective management system to enhance its business sustainability. Leadership becomes an essential resource for organizations to drive towards organizational effectiveness. This course provides the knowledge base on how organization is developed and changed over time to cope with changing environment; how organizations improve their performance and leadership for business sustainability in various business sectors. It emphasizes the role of leadership and leadership development in organization management.

The course also aims to develop the learners' ability to develop effective leadership and management skills for their organizations.

Those taking this course will be able to:

Apply contemporary leadership and organisational theories in business environment  
Analyse and evaluate management issues in the workplace setting  
Develop and implement effective management intervention schemes to solve management problems  
Undertake self-assessment of leadership and management skills  
Leadership and Organisation Management:  
Introduction to Leadership and Organisation Management  
Development of an Organisation and its System  
Organising for Performance Improvement  
Effective Performance Management System  
Leadership and Vision  
Leadership and Organisation Dynamics  
Leadership and contextual environment

### Mode/dates of delivery: A Synthesis

August-September: Flexible/Online (hybrid mode), in person at Asoke or main campus

# SCHOOL OF MANAGEMENT

## Course 2: Accounting for Decision-Making

### Details of the course:

The course is “accounting” in the sense that it deals with information regarding revenue, expenditure, asset, liabilities, cost, and profit. The course is also “managerial” in the sense that it focuses on using accounting information intelligently as a manager, rather than on preparing the information as a good accountant. This course aims to provide knowledge in financial accounting and managerial accounting. The course is expected to build confidence in applying the concepts of accounting, while at the same time encouraging to strive for a level of sophistication. Financial analysis proceeds sequentially, probing deeper and deeper for credible insights. The course is also expected to help you understand the nuances of interpreting the results of the financial analysis.

### Those taking this course will be able to:

- Evaluate business organizations based on financial accounting reports and information.
- Implement cost accounting in business organizations.
- Integrating new concepts into your continually evolving picture of what it means to you to use accounting analysis to “Think like a manager”.
- Building an awareness of the subtlety and ambiguity in the concepts which people who haven't thought about them as long cannot see.

### Course outline:

- Conceptual Basis of Financial Accounting
- Financial Statements Interactions and Business Decisions
- Inventory and Depreciation Accounting
- Reporting and interpreting Stock holder's Equity
- Financial Statement Analysis
- Implication of Financial Decision on Business
- Conceptual Basis of Cost Accounting
- Cost Behavior
- Activity Based Costing
- Cost Measurement and Analysis
- Budgets for Planning and Control
- Measuring and Managing Process Performance
- Financial Control

### Mode/dates of delivery:

August-September: Flexible/Online (hybrid mode), in person at Asoke or main campus



# SCHOOL OF MANAGEMENT

## Course 3: Strategic Management



### Details of the course:

Good strategy-making and good strategy-execution are the key ingredients of company success and the most reliable signs of good management. This course is designed to help managers, management consultants, or investment bankers gain an understanding of the theory and practice in the field of strategic management. The goal is to give course participants a thorough understanding of the analytical techniques and tools necessary to identify and formulate strategies successfully and how to implement them. Specifically, the course will focus on three main areas: (a) strategic analysis, including: how to rigorously analyze a firm's competitive environment and its internal resources (b) strategy formulation, including: how to formulate functional-level, business-level and corporate-level strategies; and (c) strategy implementation, including: organization design and leadership. Moreover, this course will include elements of sustainability that managers need to take in consideration when they design their corporate strategy.

### Those taking this course will be able to:

Determine the importance of strategic planning and its role within strategic management, and understand the key steps in the strategic planning process.

Identify the process of corporate and business strategy development to achieve competitive advantage.

Demonstrate how to integrate elements of environmental sustainability and stakeholders interests and benefits in strategy planning and implementation.

Develop a corporate strategy for gaining sustainable competitive advantage

### Course outline:

Strategy Making Process  
External & Internal Analysis  
Building Competitiveness through Functional Level Strategies  
Building Competitiveness through Business Level Strategies  
Corporate Strategies  
Trend analysis & scenario planning

### Mode/dates of delivery:

March-April: Flexible/Online (hybrid mode), in person at Asoke or main campus

# SCHOOL OF MANAGEMENT

## Course 4: Corporate Finance

### Details of the course:

The purpose of this course is to provide students thorough knowledge in financial management and financial decision tools. The course aims to provide understanding in corporate finance for both practical and theoretical aspects and an opportunity to utilize valuation techniques in investment banking transactions.

### On completion of this course, you will be able to:

- Apply time value of money for financial decisions
- Derive cash flows, interest rates and make appropriate financial decisions
- Formulate sound capital budgeting, financial and capital asset investment decisions
- Critically assess the value of companies and investment banking transactions

### Course outline:

- Basic Concepts of Finance
- Introduction to Financial Management
- Capital Assets Investment
- Long-term Financing
- Short Term Financial Planning
- Investment Banking Transaction
- Corporate Governance

### Mode/dates of delivery:

January-February: Flexible/Online (hybrid mode),  
in person at Asoke or main campus



# SCHOOL OF MANAGEMENT

## Course 5: Change Management

### Details of the course:

Change is the only constant that we can rely on in the business world, especially in the current 'VUCA' environment. This course will help students understand and apply the principles of change management in the workplace by essentially, understanding, promoting, coping and valuing change.



On completion of this course, you will be able to:

- Develop an appreciation of the theories associated with change management and apply this to the way businesses have changed since the start of the century
- Synthesize the theory into practical examples of corporate structure adding value
- Analyze and apply improved change management structures onto corporate entities
- Evaluate a range of companies who have undergone successful and unsuccessful change management and identify the advantages and disadvantages to both approaches

### Course outline:

- Expectations and Setting Boundaries ( Balancing self, team, organisation and social context; The Nature, types and contexts of change; Change Management methodology – principles, processes and elements)
- Mobilising the organisation for change (Assembling the change team; Aligning leaders, sponsors and workforce; The vision for change; The business case and communications plan; Current state assessment; Outline of desired state)
- Understanding the role of technology in the change process
- Designing the desired state (Organisational change readiness assessment; The case for change defined and communications defined; Impact assessment – people, systems, processes and culture; Complete blueprint of desired state)
- Implementing Change (Employee involvement process implemented; Aligning processes and systems; Designing training process; Preparation for go-live)
- Sustaining Change (Training and consolidation; Coaching management and team leaders to sustain change)

### Mode/dates of delivery:

January-February: Flexible/Online (hybrid mode), in person at Asoke or main campus

# SCHOOL OF MANAGEMENT

## Course 6: Managerial Economics

### Details of the course:

The objective of this course is to equip students with an economic perspective for managing business units or entire companies in different industries. This course introduces a range of economic tools and analytical techniques available to today's managers for business decision-making. Demand analysis, pricing, forecasting, production and cost analysis, macroeconomic factors affecting business environment, etc. are some of the major topics covered in this course.

### Course outline:

- The Fundamentals of Managerial Economics
- Estimating Demand
- Market Forces: Demand & Supply
- Business Forecasting
- Consumer Behavior
- Production and Costs
- Measuring National Income & Growth
- Economic Growth & Development
- Business Cycles
- The Monetary System
- Inflation
- Monetary and Fiscal Policy
- Country Level Economics

### Mode/dates of delivery:

March-April: Flexible/Online (hybrid mode),  
in person at Asoke or main campus





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## Course 7: Managing Technology & Innovation

### Details of the course:

Technology and innovation are sources of corporate competitive advantage, profitability and sustainable growth. The ability of the modern-day managers to analyse and make strategic decisions with respect to technology and innovation has an important bearing on the survival, competitiveness and sustainable growth of the firms. The objective of this course is to provide participants with knowledge and tools to understand, anticipate, acquire and use technology for attaining competitiveness at the marketplace. The course focuses on integrating various techno-economic and human factors that condition the firm's creativity, strategies, structures and operations for managing product and service innovations.



### On completion of this course, you will be able to:

- Evaluate how technology is embodied in a firm and the capabilities required to exploit it for achieving competitive advantage and for integrating technology and business strategies
- Analyse the issues involved in the process of technology acquisition and the different loci of innovation
- Compare technology-push and market-pull innovation and identify how companies should approach market research for each
- Analyse the different strategic postures of a firm and related innovation strategies.
- Evaluate the importance of external linkages in the innovation process, and the factors that determine the choice of in-house research and development versus external collaboration

### Course outline:

- Technology Trends, competitiveness and types of technological innovation
- Technology Evolution, Change and Disruptive Technology
- Developing Technology Strategy
- Technical Standards Battles and Design Dominance
- Industrial Innovation
- Managing Creativity and Knowledge for Innovation
- Research Alliances and Innovation Partnerships
- Innovation Strategies

### Mode/dates of delivery:

June-July: Flexible/Online (hybrid mode), in person at Asoke or main campus

# SCHOOL OF MANAGEMENT

## Course 8: Operations Management

### Details of the course:

Operations management involves the activities that transform inputs into the goods and services in all organisations. The course provides students with theories and practices in planning and managing the operations part of an organisation. In the course, students will be able to develop managerial skills in planning business operations covering both long and short term planning, such as capacity plan and production resource scheduling respectively. Moreover, they will be able to acquire analytical skills in making decisions in operations management. These decisions include capacity expansion, facility location, and inventory control.



### Course outline:

Overview (Introduction to operations management; Issues in operations management)

Forecasting (Forecast characteristics and its role in operations management;

Forecasting techniques for operation planning)

Product development and long-term operations planning

(Product development; Capacity plan; Facility location)

Inventory management (Principles of inventory management; Economic order quantity)

On completion of this course, you will be able to:

Medium and short-term operations planning

(Aggregate planning; Materials requirements planning;

Plan the operations of an organisation as part of Short-term scheduling)

the business management, covering both long-term Quality management

(Dimensions of quality; term to short-term plans Principles of quality management)

Plan and control temporary operations structure Just-in-time and lean production

(Origin of lean; Just-in-organised as a project time and Lean philosophy;

Implementation of lean)

Analyse the operations problems for decision Project management

(Purposes and types of projects; making Project management principles; Techniques for project planning and control)

### Mode/dates of delivery:

October-November: Flexible/Online (hybrid mode), in person at Asoke or main campus

# SCHOOL OF MANAGEMENT

## Course 9: Marketing Management

### Details of the course:

This course aims to provide knowledge in marketing concepts from a managerial perspective. The course focuses on how managers analyze the market environment, competition and customers and how to design effective marketing strategies. The course emphasizes marketing process as a system to plan and deliver an integrated marketing mix of product, price, place and promotion that create value for customers, and achieve organizational objectives.

### On completion of this course, you will be able to:

- Apply the concepts of marketing management and marketing strategies to solve real-world situations
- Analyze business situations and identify relevant marketing problems to create and capture customer value
- Assess an organization's activities, develop and implement a marketing strategy

### Course outline:

#### I. Understanding Marketing Management

1. Marketing as a value creation process
2. Marketing strategy and strategic planning
3. Designing a customer-driven marketing strategy

#### II. Identifying Customer needs

1. Market research
2. Environmental scanning
3. Analysing consumer and business markets

#### III. Strategic Market Positioning

1. Identifying Segments and Targets
2. Positioning
3. Dealing with Competition

#### IV. Shaping the Market Offering

1. Product Strategy
2. Managing Services
3. Pricing strategies

#### V. Delivering and Communicating Value

1. Marketing communications mix for communicating customer value
2. Developing effective marketing communication
3. Shaping and integrating the promotion mix
4. Socially responsible marketing communication

### Mode/dates of delivery:

June-July: Flexible/Online (hybrid mode), in person at Asoke or main campus



# SCHOOL OF MANAGEMENT

## Course 10: Responsible and Sustainable Management Decision-Making

### Details of the course:

The objective of this course is to highlight irresponsible decision-making and further to illustrate what responsible management is and the decision-making and individual skills required.

### Learning Outcomes :

The students on completion of this course would be able to:

- Employ the key theoretical frameworks relating to responsible management in order to analyze and synthesize a view on how good and bad decision-making occurs,
- Explore and develop solutions to key international and regional decision-making challenges, identifying political or social constraints that hamper such efforts
- Comprehend the responsible management decision-making in practice via specific case studies.
- Identify the skills required to generate stronger responsible management decision-making

### Course outline - topics covered:

Introduction to responsible and irresponsible management decision-making

Approaches to ethical decision-making

The rise of 'ESG' (environmental, social, governance) as an instrument of responsible management

Decision-making mechanisms in the context of applied business ethics

Responsible management skills

Responsible management initiatives in business school education

Environmental Sustainability

Systems thinking and scenario planning in responsible management

### Mode/dates of delivery:

October-November: Flexible/Online (hybrid mode), in person at Asoke or main campus



# SCHOOL OF MANAGEMENT

## Electives for MBA

### **Selected Topic: Consumer Behavior**

This course aims to equip and familiarise students with consumer behaviour as an underpinning notion to their marketing education. The lectures embrace and integrate a mixture of concepts derived from various disciplines such as psychology, sociology and anthropology which are used to study and explain consumer behaviour.

#### **Mode/dates of delivery:**

January-February: Flexible/Online (hybrid mode), in person at Asoke or main campus

### **Negotiations and Pressurised Decision-making**

In this course you learn how to frame the situations you face enabling you to get the right outcome by engaging the right people to talk about the right issues, in the right way, and at the right time and space. You will get to practice negotiation tactics and methods in a situation of your choice as well as a high-pressure simulation which culminates in a stressful final session at the end of the course.

#### **Mode/dates of delivery:**

January-February: Flexible/Online (hybrid mode), in person at Asoke or main campus

### **Strategic Supply Chain Management**

Supply Chain Management views the supply chain in the integrated fashion in order to improve the performance of each entity (supply chain member) and the supply chain as a whole. Supply Chain Management is about how we can coordinate among supply chain members so that decisions made by them to maximize their own performance will also result in the maximized performance of the supply chain. The course will prepare students as managers in a competitive environment to think supply chain and be able to manage it to enhance their firm's competitive position.

#### **Mode/dates of delivery:**

March-April: Flexible/Online (hybrid mode), in person at Asoke or main campus

### **Service Marketing: Competing on Customer Experiences**

This course aims to equip students with knowledge of how to manage services marketing focusing on customer experience that provides customer satisfaction loyalty in service firms. Students will have an opportunity to examine the key drivers of customer experience and the challenges inherent in competing on customer experiences.

#### **Mode/dates of delivery:**

March-April: Flexible/Online (hybrid mode), in person at Asoke or main campus



# SCHOOL OF MANAGEMENT

## Electives for MBA

### **Selected Topic: Consultancy skills**

The purpose of this course is to equip students with creative problem-solving concepts and strategies that will enhance the ability to structure, define and execute in complex situations. This course follows the consulting lifecycle, reviewing the core fundamentals at each stage, ending up with how one can start a career in consulting. It also aims to give MBA-level professionals, the skills, business acumen and toolkit to effectively navigate businesses. The course will focus on Management Consulting, for Senior Consultants/Managers in Strategy & Operations - in particular how to diagnose, structure, test and resolve issues. This is a practical course for people who are interested in consulting careers and/or people who will manage consultants.

### **Mode/dates of delivery:**

March-April: Flexible/Online (hybrid mode), in person at Asoke or main campus

### **Strategic Human Resources Management**

Successful organizations excel in bringing different kinds of people together to accomplish a common goal. As people drive the performance of their organizations, achieving success depends on an organization's ability to manage human resources. This course provides an insight into human resources management (HRM) activities. Students will be equipped with an understanding of identifying, recruiting, selecting the right people; appraising, training, and retaining employees. Course participants will have an opportunity to apply HRM theories to practice and examine how HRM can contribute to overall organizational effectiveness.

### **Mode/dates of delivery:**

June-July: Flexible/Online (hybrid mode), in person at Asoke or main campus

### **Project Management**

This course aims at introduce the essential techniques and approaches in project management that include developing and planning new projects as well as effectively managing and controlling their implementation. Though group projects and case studies, the students will also be exposed to the real project experiences in both business and development sectors.

### **Mode/dates of delivery:**

June-July: Flexible/Online (hybrid mode), in person at Asoke or main campus



# SCHOOL OF MANAGEMENT

## Electives for MBA

### **The Business of Frontier Technologies**

Artificial Intelligence (AI) has been heralded as one of the next great phases of human advancement. The practical applications of AI are vast and will touch almost every aspect of business and society. As with any major technology revolution, it presents both immense opportunities and significant challenges. This course will aim to provide students with an overview of the main branches of AI as well as explore use cases and practical business implementation within different industries to better understand these Frontier Technologies.

**Mode/dates of delivery:** August-September: Flexible/Online (hybrid mode), in person at Asoke or main campus

### **Entrepreneurship and New Ventures**

The objective of this course is to provide an understanding of the interrelationships between the management of new ventures and entrepreneurship in an innovation-driven and knowledge-based economic development. In addition, this course will enable students to design and present to venture capitalists/professional investors both, a business model canvas and a complete business plan for a new business venture. This course helps students to understand typical success and failure factors most frequently encountered by new business ventures in knowledge intensive industries and provide future entrepreneurs with strategic tools of planning the operations for the new company.

**Mode/dates of delivery:** August-September: Flexible/Online (hybrid mode), in person at Asoke or main campus



# SCHOOL OF MANAGEMENT

## Electives for MBA

### **Selected Topic: Fintech and Tech Transfer**

The objective of the course is to help students understand the challenging role of financial technology (FinTech) in the banking landscape. The course will cover the role of FinTech in the process of technology transfer, technology commercialization, FinTech eco-system and technology financing to support FinTech start-ups.

**Mode/dates of delivery:** October-November: Flexible/Online (hybrid mode), in person at Asoke or main campus

### **Big Data Analytics**

The course aims to highlight the complexities associated with the increase in data production, collection and collation, whilst students will gain an understanding of what the data can tell us now. A further objective is the introduction and application of complex tools and integrated approaches that are applied to the analysis of big data.

**Mode/dates of delivery:** October-November: Flexible/Online (hybrid mode), in person at Asoke or main campus

### **Strategic Brand Management**

This course provides students with an overview on the reasons why brands are the most valuable asset of a company. Students will be equipped with knowledge in the strategic dimensions of branding and an understanding of the need for firms to build strong brands to compete in international markets. This course will give students an opportunity to examine strategies to build and leverage brand equity.

**Mode/dates of delivery:** October-November: Flexible/Online (hybrid mode), in person at Asoke or main campus





# SCHOOL OF MANAGEMENT

In the second year, students have the choice of undertaking 12 credits of major (area of specialization), research study, internship, exchange program or a minor.

## Areas of Specialization

The School of Management offers our MBA students the choice of specialization in Finance, Change & Innovation, Marketing and Entrepreneurship. Please note that elective courses are subject to the availability of the course instructors and meeting minimum enrollment.

### Finance

Students must complete 12 credits from any of the courses listed below.

Course code	Course title	Credit	Course type	Term
SM88.2001	Applied Valuation & Investment	3	Required for MSc (IF)	August
SM88.2005	International Finance in ASEAN: Wealth Management to Infrastructure Finance	3	Required for MSc (IF)	June
SM88.2002	Capital Markets	3	Required for MSc (IF)	March
SM88.2004	Managing Risk	3	Required for MSc (IF)	June
SM80.9067	Selected Topic: Fintech and Tech Transfer	1.5	Elective for MBA	October
SM89.9001	Selected Topic: Storytelling Using Data	1.5	Elective for MSc (BADT)	August

*Note:* MSc (IF) = MSc in International Finance

MSc (BADT) = MSc in Business Analytics & Digital Transformation

### Business Analytics (previous Change & Innovation)

Students must complete 12 credits from any of the courses listed below.

Course code	Course title	Credit	Course type	Term
SM89.2002	The Business of Frontier Technologies	3	Required for MSc (BADT)	August
SM89.2006	Industry 4.0	3	Required for MSc (BADT)	January
SM89.2001	Big Data Analytics	3	Required for MSc (BADT)	October
SM89.2003	Global Data Management	3	Required for MSc (BADT)	March
SM89.2004	Agile Thinking & Digital Transformation	3	Required for MSc (BADT)	June
SM89.2005	Digital Marketing and Consumer Analytics	3	Required for MSc (BADT)	June
SM80.9067	Selected Topic: Fintech and Tech Transfer	1.5	Elective for MBA	October
SM89.9001	Selected Topic: Storytelling Using Data	1.5	Elective for MSc (BADT)	August

*Note:* MSc (BADT) = MSc in Business Analytics & Digital Transformation

# SCHOOL OF MANAGEMENT

## Areas of Specialization

### Digital Marketing (previous Marketing)

Students must complete 12 credits from any of the courses listed below

Course code	Course title	Credit	Course type	Term
SM80.58	Strategic Brand Management	3	Elective for MBA	October
SM80.9046	Selected Topic: Consumer Behaviour	3	Elective for MBA	January
SM80.57	Services Marketing: Competing on Customer Experiences	3	Elective for MBA	March
SM80.50	Strategic Supply Chain Management	3	Elective for MBA	March
SM89.2005	Digital Marketing and Consumer Analytics	3	Required for MSc (BADT)	June

*Note:* MSc (BADT) = MSc in Business Analytics & Digital Transformation

### Entrepreneurship

Students must complete 12 credits of the courses listed below.

Course code	Course title	Credit	Term
SM80.1704	Entrepreneurship and New Ventures	3	August
AT84.09	In the Mind of the Entrepreneur - Part A	3	October to January
AT84.10	In the Mind of the Entrepreneur - Part B		
AT84.11	Entrepreneur in Action	3	March
SM94.06	Decision Making, Risk and Opportunities (supersedes SM 94.03)	3	October

*Note:* SM94.06 Decision Making, Risk and Opportunities (new course title and code) supersedes SM94.03 Risk and Decision-making: Critical Thinking and Problem Solving

### Minimum Grade Requirement

In order to graduate, a student must achieve a final cumulative average of not less than 2.75, in addition to satisfying the other requirements for the degree.



# SCHOOL OF MANAGEMENT

## Introducing some of the faculty members



### Prof. Yuosre Badir

joined the School of Management (SOM), at Asian Institute of Technology (AIT) in September 2008 and was promoted to the rank of Associate Professor in 2015. He is currently the Dean of School of Management, Research Associate at the College of Management of Technology at the Swiss Federal Institute of Technology (EPFL), Visiting Scholar at New York University (NYU), and a Lecturer at the European University in Geneva. Expertise: Managing technological innovation; digital transformation; innovation within and across firms (i.e., strategic alliances); green innovation; employees Innovativeness.

### Dr. Muhammad Junaid



Dr. Muhammad Junaid joined the School of Management at the Asian Institute of Technology in August 2023. He is also a member of COMEGI at Lusíada University – North, Portugal. Previously, he was an Assistant Professor of Marketing at COMSATS University Islamabad, Pakistan. He earned his PhD from the Beijing Institute of Technology, China. His work has been published in several journals, including the European Journal of Marketing and the Journal of Retailing and Consumer Services.



### Dr. Vatcharapol Sukhotu

DBA Program Director at School of Management, Asian Institute of Technology. He has experience in both business and academia with the areas of specialisation in supply chain management and operations management. In addition, he has done several business consulting works in supply chain planning, operational developments, and business process improvements. Vatcharapol received his Ph.D. in Industrial Engineering from Texas A&M University in the area of Operations Research.

### Dr. Tobias Endress



Dr. Tobias Endress, Assistant Professor at AIT School of Management, has over 20 years of experience in banking, finance, project management, digital transformation, and change management. He has held roles such as project manager, product owner, and business analyst. He holds degrees in Computer Science and Business Administration from VWA Frankfurt, Business Economics from Avans+ in Breda, a Master's in Leadership in Digital Communication from UdK Berlin and University of St. Gallen, and a Doctorate in Business Administration from the University of Gloucestershire. He is a fellow of the EuroMed Academy of Business.

### Dr. Joseph J. French



Dr. Joseph J. French (Joe) is an Associate Professor at the AIT School of Management. Before joining AIT, Joe held the position of Full Professor of Finance at the Monfort College of Business at the University of Northern Colorado. Throughout his 16-year tenure in Colorado, he assumed various roles, including the Department Chair of Finance and the Tointon Chair of Research. Joe holds a PhD in financial economics from the University of New Orleans and an MBA from Clemson University. His research interests are in the areas of international finance, corporate finance, and developmental economics, with publications in leading academic journals such as the Journal of Empirical Finance, Journal of Financial Services Research, Emerging Markets Review, and International Review of Financial Analysis, among others. Joe has had the opportunity to conduct research and teach worldwide. He is currently an Extraordinary Professor at the University of the Western Cape in South Africa and has been a visiting professor at universities throughout the world including: Hitotsubashi University, Copenhagen Business School, Shanghai International Studies, University of Trieste, among several others.

### Dr. Syed Shurid Khan



Dr. Syed holds a PhD and MA in Economics from the University of Hawaii at Manoa, USA. They also have an MBA in Finance & Marketing from IBA – University of Dhaka, and a Bachelor of Business Administration in Economics & Finance from North South University, Dhaka. Additionally, they earned a Graduate Certificate in Leadership from the East-West Center in Honolulu, USA. The current research focuses on Resource & Environmental Economics, Local Food System Modeling, and Financial Modeling.

### Dr. Steven White



Dr. Steven White is an Adjunct Professor at the Asian Institute of Technology and Tsinghua University. His research and teaching focus on innovation and entrepreneurial strategy. Recognized annually since 2015 as a top China-based management scholar, he is also an angel investor and strategic advisor. He holds a Ph.D. from MIT, an MA from the International University of Japan, and a BS from Duke University.

# SCHOOL OF MANAGEMENT



# AIT

Asian Institute of Technology

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