



NATDANAI ALEENAJITPONG

ACHIEVEMENTS

Professional in relevant fields, Self-development, Excellent practitioner and entrepreneur, Keep on Social contribution, and Charity activities

PROFESSIONS & INTERESTS

Network analysis, Cooperate Finance, Financial management, Venture capital, Entrepreneurial Finance

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CURRENT WORK

- **Business Administration Faculty member**
AT DEPARTMENT OF FINANCE, KASETSART UNIVERSITY
- **Lecturer & Guest Speaker**
- **Research Assistant**
- **Committee**
MAHIDOL UNIVERSITY INTERNATIONAL COLLEGE ALUMNI ASSOCIATION (MUICAA)
- **Project Manager**
JIARANAI PETCH UNDER THE BLIND FOUNDATION
- **Co-Producer and Host**
“GURUบ้างไม่รู้จักบ้าง” PROGRAM ON YOUTUBE CHANNEL

EDUCATION

- (2014-2021) PhD Finance, Thammasat Business School International program, Thammasat University
- (2011-2014) MBA Business Modeling and Analysis, Mahidol University International College
- (2007-2011) BE Automotive Design and Manufacturing Engineering, International School of Engineering, Chulalongkorn University

ACADEMIC RESEARCH

- Sombultawee K, Lenuwat P, Aleenajitpong N, Boon-itt S. (2022). COVID-19 and Supply Chain Management: A Review with Bibliometric. Sustainability. 2022; 14(6):3538.
<https://doi.org/10.3390/su14063538>
- Aleenajitpong, N. & Pengphit, S. (2022). Financial Literacy, Factors and Motivations of Investment Decision influencing on Investment Behavior in the Stock Exchange of Thailand among investors in Bangkok. Journal of Management Science Nakhon Pathom Rajabhat University, 9(1), 328–340. Retrieved from <https://so03.tci-thaijo.org/index.php/JMSNPRU/article/view/261949>
- Aleenajitpong, N., & Leemakdej, A. (2021). Venture Capital Networks in Southeast Asia: Network characteristics and Cohesive subgroups. International Review of Financial Analysis, 76, 101752. doi:10.1016/j.irfa.2021.101752
- Aleenajitpong, N. & Leemakdej A. (2019). The Effect of Venture Capital Networks and Institutions on Portfolio Companies' Performance in Southeast Asia. Available at SSRN: <https://ssrn.com/abstract=3502013> or <http://dx.doi.org/10.2139/ssrn.3502013>. (Research grant by Capital Market Research Institute, Stock Exchange of Thailand)
- Jantarakolica, K., Jullobol, N., Worasesthaphong, T., & Aleenajitpong, N. (2017). Measuring Customer satisfaction index and its effect on corporate profitability. SSRN Electronic Journal. doi: 10.2139/ssrn.3267833

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ALEENAJITPONG

FACULTY MEMBER AND
LECTURER,

- Promkaewngarm, A., Pipatnarapong, J., Aleenajitpong, N., & Promsasad, S. (2017). Portfolio Choice toward Long-Term Mutual Funds in Thailand. Available at SSRN 3267167. (presented at SIBR-Thammasat Conference on Interdisciplinary Business and Economics Research, June 4th-6th, 2015, Bangkok)
- Aleenajitpong, N. (2013). Attitude Towards Green Packaging and Its Impact on Purchase Intention of Green Packaged Consumer Products among Undergraduates in Bangkok Metropolitan, Thailand. Available at SSRN: <https://ssrn.com/abstract=3373526> or <http://dx.doi.org/10.2139/ssrn.3373526>

WORK EXPERIENCE

- (2023-present) Department of Finance, Faculty of Business Administration, Kasetsart university
- (2017-2022) College of Innovation Management, Rajamangala University of Technology Rattanakosin
Position: Lecturer
- (2019-PRESENT) Mahidol University International College Alumni Association
Position: Associated Committee
- (2014-PRESENT) Jiaranai Petch Charity Project under the Blind Foundation
Position: Project Manager
- (2012-2017) B.P. Supplies Limited Partnership, Energy Distributor
Position: Executive Vice President
- (2010) My Internship Program in Automotive Laboratory at Tokyo University and Agriculture Technology
Position: 2010 TUAT Nagai Laboratory Internship Program Trainee

TEACHING EXPERIENCE

- Course Lecturer at Rajamangala University of Technology Rattanakosin
 - RIF 1301 Financial Management
 - RIF 1304 Fund Raising Decision and Investors' Relations
 - RBA 1104 Economic Analysis for Business Decisions
- Guest Lecturer
 - Systematic Review and Bibliometric methodology, under a course of DB804 Development Research for Publication I, PhD program, Thammasat Business School, Thammasat University
 - The Fundamentals of Business Economics, under a course of SCME421 Industrial Chemistry for Materials Science, Faculty of Science, Mahidol University International College
 - Trading Strategies Involving Options, under a course of Financial Management, Mahidol University International College
 - Financial planning and Forecasting, under a course of FN311 Financial Management, B.E. International Program, Thammasat University

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FACULTY MEMBER AND
LECTURER,

- Financial Statements Analysis and Financial Model; Net Present Value and Other Investment Rules; Long-Term Financial Planning and Growth; Cost of Capital and Capital Structure, under a course of 782505 Financial Management for Entrepreneurs, Silpakorn University
- Teacher Assistant
 - MF644 Equity Investment, conducted by Dr. Kaipichit Ruengsrichaiya, Thammasat University
 - FN413 Strategic Financial Management, conducted by Prof. Dr. Arnat Leemakdej, Thammasat University
- Startup Coach and Referee
 - Financial Planning for Startups, TSU Startup Hackathon 2021 under a government project of Startup Thailand League, Thaksin University

HONORS & AWARDS

- (2021) Certificate of Excellence & Reputation Award, on Thammasat Business School Honors Day, Thammasat University
- (2019) The Best Research Paper Award in the Graduate Research Funding Project 2019 from Capital Market Research Institute, the Stock Exchange of Thailand.
- (2018) Certificate of Outstanding Community Services Alumni Awardee 2018, Mahidol University International College
- (2016) Certificate of Contribution for Charity, in the name of Jiaranai Petch Project, the Blind Foundation
- (2012) HSBC Young Entrepreneur Challenge Competition, one of sixteen teams for Semi-Final round