



Sophon Yamklin

โสภณ แย้มกลิ่น

Associate Head in Management and Finance

AREA OF EXPERTISE

- Business Model Innovation and Value Proposition Design
- Agri-Food Business Entrepreneurship
- Design Thinking in Agri-Food Business
- Business Plan Development
- Qualitative Research

Contact: sophon.y@ku.th

EDUCATION

- PhD – Management of Technology, AIT, 2014
- MSc – MIS, University of Houston (Clearlake), USA, 2002
- BBA, Thammasat University, 1999

OTHER ACTIVITIES

- Reviewer of IJEV Journal, ERDJ Journal, IJKL Journal

CURRENT POSITIONS

- Associate Head in Management and Finance, DARE
- Director, AEA Special Program
- Full time Lecturer, DARE, Faculty of Economics, KU

CURRENT TEACHING

- Modern Agribusiness Entrepreneurship Development
- Agri-Food Business Model Design and Innovation
- Agri-Food Business Plan and Investment Project
- MIS for Agri-Food Business

TRAINING/CERTIFICATES

- Corporate Innovation Masterclass, Strategyzer
- Business Model Innovation, HEC
- Future Thinking and Foresight, IFTF
- Sasin Startup Incubator, Sasin

PROJECTS

- The Mung Bean Business Plan Development, NSTDA (2022 - 2023)
- The Feasibility Analysis of SPRC Contract Renewal, IEAT (2022 - 2023)
- The Impact Evaluation using Social Return on Investment (SROI) of CLMVT forum, TPSO, Ministry of Commerce (2022)
- Capability Development Project for Community Entrepreneur, Department of Industrial Promotion, Ministry of Industry (2021)
- The Economic Impact of Electronic Transactions on the Thai Economy, ETDA (2020 - 2021)
- Sustainable Agribusiness Model for Poverty Reduction Among Thai Small-scale Rubber Farmers, Newton Fund, UK Government (2019 -2020)
- The Study of the Business Model of Contract Farming on Technology Development and Income Enhancement for Small-Scale Farmers, Thailand Research Fund (2018 - 2020)
- The Study of Customer Insight: Customer Value of Elderly in Elderly Snack Products, DARE, KU (2019 - 2020)
- The Impact Evaluation of Agricultural Research Project, ADDA (2018)
- A Study for Oleochemical Industries from Palm Oil Development, Office of Industrial Economics, Ministry of Industry, Thailand (2017)

SELECTED PUBLICATIONS

- Huang, I. Y., James, K., Thamthanakoon, N., Pinitjitsamut, P., Rattanamanee, R., Pinitjitsamut, M., Yamklin, S., and Lowenberg-Deboer, J. (2022) Economic Outcomes of Rubber-Based Agroforestry Systems: a Systematic Review and Narrative Synthesis, *Agroforestry Systems*.
- Pudwat K, Yamklin S, and Premashthira A (2023) The Value Chain Study of Hom Thong's Bananas in Phetchaburi Province under the Coronavirus Disease 2019 Epidemic Situation, *Khon Kaen Agriculture Journal*, 51(2).
- Akkarapanyawit N, Sayruamyat S, and Yamklin S (2022) Customer Journey of Fresh Fruit via Online Channel, *Business Review Journal*, 14(2).
- Yamklin S (2021) Case Study: Using Design Thinking in Agribusiness, Department of Agricultural and Resources Economics, Kasetsart University
- Yamklin S (2021) Customer Value of Snack Products for the Elderly, *Journal of Administrative and Management*, 9(1).
- Yamklin S, Igel B, (2012) Communities of Practice Purposefully Designed for Improving Business Performance. *Knowledge and Process Management Journal*, 19(4).

INVITED SPEAKERS / TRAINERS

- Business Model Design for Agricultural Waste, Office of Agricultural Economics (2022)
- Business Model and Business Plan Development, Mung Bean Business Plan Development Project, NSTDA (2022)
- Business Model Design, KU Innovation Contest #2, KU (2022)
- Value Proposition Design and Business Model Innovation, MBA VL#22, RU (2022)
- Value Proposition Design for Service Innovation, Supervisory Development Program#10, ThaiBev Public Company (2022)
- Value Proposition Design and Business Model Innovation, Agricultural Land Reform Office, Ministry of Agriculture and Cooperatives (2022)
- Business Model Innovation, MBA VL#21, RU(2021)
- Business Model Design, KU Innovation Contest #1, KU (2021)
- Value Proposition Design for Service Innovation, Supervisory Development Program#9, ThaiBev Public Company (2021)
- Outcome Mapping for Electronic Transactions, ETDA (2021)
- Qualitative Data Analysis in Business and Economics, KU (2021)
- Case Studies in Business Model Innovation, Master of Entrepreneurship Education, Faculty of Education, KU (2020)
- Using Business Plan as a Research, Faculty of Economics, KU (2020)
- Entrepreneur Mindset for Rubber Farmer, Rubber Authority of Thailand, (2019)
- E-Business Value Creation for SMEs and new Entrepreneur, Department of Industrial Promotion, Ministry of Industry (2018 – 2019)
- Design Thinking in Business Research, Faculty of Economics, KU (2018 – 2019)
- Qualitative Research Methodology in Business, DBA program, DPU (2016 - 2018)
- Principle of Management, MS-MIS, Thammasat Business School (2017)
- Value Proposition Design in Agribusiness, Department of Agricultural and Cooperative, Patumtani (2017)
- Strategic Planning, Department of Energy Business, Ministry of Energy (2017)
- Entrepreneurship Opportunity in Agribusiness, Ministry of Finance Entrepreneur Conference, Phang-nga (2017)
- Qualitative Research for Agribusiness, Faculty of Economics, KU (2016 – 2020)
- Business Research, MBA, DPU (2016)
- Business Process Design and Innovation, BBA, PSU (2007 - 2011)
- Management Information System, BBA, RMUTT (2006 - 2007)