

Curriculum Vitae

Date: May 26, 2008

Name: Dr. Pongsak Hoontrakul (ดร. พงษ์ศักดิ์ ฮุ่นตระกูล)

Marital Status: Married with 4 sons

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Date of Birth: October 9th, 1960

Birth Place: Bangkok, Thailand

Education:

- 1992-1997 D.B.A., Joint Doctoral Business Administration in Finance
Thammasat University (jointly with Chulalongkorn Univ/NIDA)
- 1985-1987 MBA (Int'l Marketing) at Sasin (Chulalongkorn University)
- 1978-1980 B.S. in Industrial and System Engineering (3 years) at
San Jose State University, USA.

Other Training:

- 2005 (Feb) - Director Certificate Program (DCP 54) by Thai Institute of
Directors (www.thai-iod.com)
- 1993 - Financial Derivative Frontier, University of Toronto.
- 1991 - Advance Financial Derivative-Training Camp, London, UK.

Awards & Recognitions:

- 2005 (May) - Fellow Member of Thai Institute of Director
- 2001 - The Best Research Paper Award for ASEAN Scholar at
the annual Asia Pacific Finance Association [APFA].
- 1999 - The Most Excellent Dissertation in Economics by
the National Research Council of Thailand
- 1998 - The Best Research Paper Award at International Finance
Conference, National Taiwan University.
- 1995-1997 - Grant from the Canadian International Development Agent
(CIDA) for doctoral dissertation development.
- 1982 -Present - Thai Engineer License no Po Or 5053 by
Council of Engineers, Thailand. [www.coe.or.th]
- 1978-1979 - National honor society and high school scholarship
(free tuition) Drew College Preparatory School, USA.

Academic positions :

- 2004 (Nov) – Present - Senior Research Fellow at Sasin of Chulalongkorn University, Thailand. [More details at <http://www.sasin.edu>]
- 2001 – 2004 Research Fellow at Sasin of Chulalongkorn University,
- 1997- 2001 Lecturer and Researcher at SASIN of Chulalongkorn University,
- Nov. 1997 - Present - A Director of the International Advisory Council of the Schulich School of Business, York University, Toronto, Canada [More details at <http://www.schulich.yorku.ca>]
- 2003 December - Referee for Journal of Asian Business, University of Michigan Business School, [More details at <http://www.umich.edu/~cibe/JAB/index.htm>]
- August 1999 - An External Reviewer for the Tenure of an Assistant Professorship in Economics for Babson College, Boston, USA.
- July 1999 - An External Examiner to the Master of Business Candidate, RMIT University, Melbourne, Australia.
- July 1998- Jan. 2001 - A Member of Advisory Board on Business Confidence Index Research, Faculty of Commerce and Accountancy, Chulalongkorn University.
- 1995-2000 - Lecturer of Thammasat University, Bangkok.
- 1987-1988 - Lecturer of ABAC University, Bangkok.

Private Business Organization positions:

- May 08 – Present – Independent Director of UOL Group Pte, Singapore [See www.uol.com.sg/]
- June 06 – April 08 - Independent Director of United Overseas Bank (Thai) Pcl. (formerly known as Bank of Asia), Thailand [See <http://www.uob.co.th>]
- June 2005 – June 06 - Chairman of Audit Committee and Independent Director of United Overseas Bank (Thai) Pcl. (formerly known as Bank of Asia), Thailand [See <http://www.uob.co.th>] as a subsidiary of United Overseas Bank, Singapore.
- May 2002 – May 2005 - Independent Director and Audit Committee member of UOB Radanasin Bank Pcl, Thailand, [now a part of www.uob.co.th], a subsidiary of United Overseas Bank, Singapore, [<http://www.uobgroup.com/>]
- Jan. 2001 – Jan. 2007 - Principal Founder & CEO of A2Z Professional Travel Ltd. [See www.A2Z-ProTravel.com]
- April 2000 – Jan. 2007 - Principal Founder & CEO of Taipan1.com Ltd. [See www.taipan1.com ; www.taipan123.com]
- Sept. 1999 – Jan. 2002- Director of SCB Research Institute Ltd., Thailand.

Private Business Organization positions: (Continued)

Jan. 1998 - Jan. 2000 - Advisor to the Management Board, Siam Commercial Bank,

Mar. 1998 - April 2000 - Director of National Finance Pcl., Thailand.

Mar. 1997- Jan 2001 - Director and Secretary-General of the Advisory Board of Siemens Ltd., Thailand.

Aug.1997 - Jan. 2000 - Director of Tongkah Harbour Pcl., Thailand.

1987 - 1998 - President of Novel Trader Co., Ltd., Thailand.

1981 - 1987 - General Manager of Thai Heng Kan Chan L.P., Thailand.

Public Services Position : [in Thailand]

Oct 2004 – March 2006 – Advisor to the Senate Committee for Fiscal, Banking & Financial Institution by Senator Surachai Danaitangtrakul

Mar 12, 97 – Nov. 2000 Advisor to the Parliamentary Committee for Economic Affairs appointed by Dr. Supachai Panitchpakdi (now as the Chief of UNTAC and the past Chief of WTO)

Feb 11, 99 – Nov. 2000 Advisor to the Parliamentary Committee for Justice and Human Rights appointed by MP. Larbsak Laparojkij

Aug 24, 99 - Jan 2001 Advisor to Deputy Prime Minister Office National Policy for Advanced Information Technology and Economics Affairs appointed by Dr.Trairong Suwankiri

Social Activities: [in Thailand]

Oct. 2006 - present - Advisor to the Board of Hoontrakul Memorial Foundation.

1996-1999 - Director of the Parent-Teacher Association of Chulalongkorn University Demonstration School.

1996-1997 - Vice President of Sasin Alumni Association.

1992-1996 - Director of Hoontrakul Memorial Foundation.

1992-1993 - Secretary General of Sasin Alumni Association.

Professional & Organization : [Internationally]

January 2001 – Present – the full Governing Board Member of the Asian Finance Association, Singapore (formerly known as Asia Pacific Finance Association)

Aug. – Nov. 2003 – Judge for E-Global Award, co-organized by IdEA, CommerceNet Singapore, CommerceTrust, AMPRO Business Club, City Junior Chamber and Singapore Industrial Automation Association. [See more detail at www.cnsng.com.sg]

Professional & Organization : [Internationally] (Continued)

1988 - Present - Member, Polo RBSC, Bangkok, Thailand. [<http://www.rbsc.org/>]

1999 - Present - Member of Dusit Golf Association, Thailand.

Sept. 2001 – May 2002 – Member of the Program Committee for the 9th Global Finance Association Annual Conference, Beijing, China on May 26-28, 2002. <http://www.globalfinance.craig.csufresno.edu/>

July 2000 – January 2001 appointed as a non-voting Governing Board Member of Asia Pacific Finance Association [APFA] Board chaired by Prof. Carl Chiarella [More details at <http://www.buseco.monash.edu.au/SIG/APFA/>]

May, 2000 – Aug. 2001 - General Secretary of the APFA 2001 Conference Organizer hosted by Sasin and Faculty of Commerce and Accountancy, Chulalongkorn University, Thailand. [More details at www.apfa2001.net]

May, 2000 – Aug. 2001 - Member and General Secretary of The Steering Committee, for the APFA 2001 conference, Bangkok, Thailand.

1996 - 2000 - Member, World Economic Forum, Switzerland.
[see more details at <http://www.weforum.org/>]

Publications :

1. “Will stock be posted DS after listing?”, Journal of Business Administration, Thammasat University (1993) with Pacheun Boonchareon and Panupa Tuvanimitgul
2. “Should we have set index put options for small investors?” Thailand Management Association Annual Report 93/94 (1993) with Patcharavalai Jayapai and Panupa Tuvanimitgul
3. “Market Microstructures of SET, TSE and NYSE”, Chulalongkorn Review.(1994)
4. “Turnover Anomaly: Thailand Case”, Journal of Business Administration, Thammasat University (1995)
5. “Should Thailand have bank based or stock market based financial system?” Journal of Business Administration, Thammasat University (1996)
6. “Greater Mekong: The New markets for the US Corporate” presented at Northwestern University and reprinted at Chulalongkorn Review (1996).
7. “Happy Landing with Productivity Boom” (1997), Manager Daily Newspaper (in Thai) on April 8, 1997 and forthcoming, Sasin Alumni Newsletter (in English).
8. “Is It Worth More Dead Than Alive - Financial Distressed Companies?” Journal of Business Administration, Thammasat University (1997)

Publications : (Continued)

- 9 “Mergers and Acquisition Practical Guideline”, (1997) in Mergers and Acquisition, Khanthavit, A. (1997 edited in Thai).
10. “Triangular Peg: A Strategic Anchor for Thai Baht and Asean Currency” (1998), Journal of Review of Pacific Basin Financial Markets and Policies, World Scientific, Singapore.
11. “Globalization and Trilemma” (Dec 1999), Journal of Review of Pacific Basin Financial Markets and Policies, World Scientific, Singapore, Vol. 2, no 4
12. “Exchange Rate Theory : A Review ” (2000), Chulalongkorn Journal of Economics, Faculty of Economics, Chulalongkorn University.
13. “Thai Credit Market Failures : The 1997 Aftermath”, (Dec. 2000), TDRI Quarterly Review, Thailand Development Research Institute [www.tdri.or.th], vol. 15, no. 4 together with Dr. Olarn Chaipravat.
14. “Estimation of Mean and Variance Episodes in the Price Return of the Stock Exchange of Thailand” with Ted Bos, forthcoming the special issue on Financial Risk Management of the Research in International Business and Finance Series (forthcoming Volume 16, publication 2002). See More Details <http://www.elsevier.com/inca/esav/?item=CP/nt00001810>).
15. “Transitioning from Dysfunctional to Normal Banking System after the 1997 Crisis : Thailand Policy Considerations”, Asean Banker Association letter [July 2001] [See more details at www.aseanbankers.org] reprinted at SASIN Journal of Management [Dec. 2001] of Chulalongkorn University with Dr. Olarn Chaipravat.
16. “Transitioning from Blanket to Limited Guarantee Deposit Insurance after the 1997 Crisis : Thailand Policy Considerations”, SEACEN staff paper, Oct. 2001 reprinted at SASIN Journal of Management [Dec. 2001] of Chulalongkorn Univ. with David Walker.
17. “Pricing with Two Risky Assets and Financial Leverage”, July 2001, the Proceeding of Asia Pacific Finance Association Conference [www.APFA2001.net] with P. Ryan and C. Guo, University of Ottawa, Canada.
18. “Factors Affecting the Yields of Emerging Market Issuers in International Bond Markets: Evidence from Thailand”, as a chapter in Asian Fixed Income Markets: An Analysis of the Region's Money, Bond and Interest Derivatives Markets, [2002] John Wiley Ltd Singapore with Jonathan Batten and Thomas Fetherston.
19. “Modelling the credit spreads and long term relationships of Thai Yankee Bond Issues”, [2002], Asian Economic Journal, Kyoto Univ. with Jonathan Batten and Thomas Fetherston.
20. “Contagion in South East Asia’ , with Hsiang-Ling Han, Babson College, USA [2002], SASIN Journal of Management.

Publications : (Continued)

21. “Globalization, Market Failure, Banking & Crisis Resolution: Thailand Experience’, The proceeding of 2003 International Association of Deposit Insurer (IADI) conference, in Soul, Korea edited by Gi Don Kim of KDIC in Oct. 2003 (see www.iadi.org and www.kdic.or.kr)
22. “An Empirical and Institutional Examination of Post-Crisis Capital Flows to The Asian Crisis Countries with Particular Attention to Thailand”, (2004 forthcoming), Research in International Business and Finance (RIBAF) with Robert Dekle , University of Southern California. [See more details of the RIBAF at <http://www.elsevier.com/inca/publications/store/6/9/9/5/3/4/>]
23. "Thailand's Positioning in a New Global Economy: the Diamond Five Economic Paradigm“, (2004 forthcoming), the monograph series of CSEAS, Kyoto University , Japan for the proceedings of the international conference on “State, Market, and Economic Cooperation,” which was held in Kyoto, Japan on November 5-6, 2003, with Dr. Olarn Chaipravat, Advisor to the Fiscal Policy Research Institute of Ministry of Finance, Thailand.
24. “An Economic Analysis of the Tourism Industry Implications of the Online Travel Intermediary” (June 2003) with Prof. Peter. J. Ryan at Chulalongkorn Journal of Economics.
25. ‘Value Enhancement in the Thai Tourism Industry – Implications of the Online Travel Business’, (January 2004) Sasin of Chulalongkorn University under the grant by the Fiscal Policy Research Institute, Ministry of Finance, Thailand.
26. “Factors Affecting the Yields of Asian Issues in International Bond Markets”, *Journal of International Financial Markets, Institutions and Money*, (forthcoming 2005) with Batten, Jonathan and Thomas Fetherston
27. “A Note on the Equilibrium Relationships Between Issuers in the Asia Pacific Region”, Asian Pacific Financial Markets in Comparative Perspective: Issues and Implications for the 21st Century, (forthcoming 2005) by Elsevier Ltd. with Batten, J. and T. Fetherston
28. “Thai Currency Crisis: Financing Constraints, High Fixed Costs and Corporate Governance”, (forthcoming 2006), Asian Economic Paper, with Dekle, Robert of Univ. of Southern California and Karnchanasai, Cathy of Bank of Thailand.
29. “Credit Constraints, High Fixed Costs and the Asian Currency Crisis: Firm Level Evidence from Thailand”, (forthcoming 2005), Shanghai Forum Conference Proceeding, Fudan University (2005) with Dekle, Robert and Karnchanasai, Cathy
30. “Determinants of E-Commerce Usage In The Hotel Industry in Thailand: An Empirical Study”, Shanghai Forum Conference Proceeding, Fudan University, Shanghai, China (forthcoming 2005), with Sunil Sahadev

Publications : (Continued)

31. “MoreThailand.com – Online Travel Intermediary” (forthcoming 2006) with Sunil Sahadev, India Institute of Management Kozhibkode (IIMK), International Journal of E-Business Research (<http://www.idea-group.com/ijebr>)
32. “A2Z-ProTravel.com – B2B Online Travel Intermediary ” (2006 forthcoming) with Sunil Sahadev, India Institute of Management Kozhibkode (IIMK), **eTourism Case Studies: Management & Marketing Issues in eTourism**, edited by Roman Egger and Dimitrios Buhalis, by LIT-Verlag, German (see <http://www.electronic-tourism.com>)
33. “Affect of the Tsunami to Tourist Arrival in Thailand”, (December 2005 forthcoming), as a case at **Government, Politics and Tourism**, edited by Jukka Laitamaki

Working Papers :

1. “Price Formation In a Market With Short Sale Prohibition : An Empirical Investigation”, Dec 2001, SASIN of Chulalongkorn Univ. with P. Ryan and S. Perrakis, University of Ottawa
2. “The Volume-Return Relationship under Asymmetry of Information and Short Sale Prohibition ”, Dec. 2001, SASIN - Chulalongkorn University with P. Ryan and S. Perrakis, University of Ottawa, Canada.
3. “Balance Sheet Effects on Option Pricing”, Nov. 02, SASIN of Chulalongkorn University with P. Ryan, University of Ottawa, Canada.
4. “ICT Adoption Propensity in Thai Hotel Industry: An Empirical Study”, working paper, Sasin, with Sunil Sahadev, India Institute of Management Kozhibkode (IIMK)
5. “Application of Data Mining Techniques in on-line Travel Industry: A Case Study from Thailand”, working paper, Sasin, with Sunil Sahadev, India Institute of Management Kozhibkode (IIMK)

Discussion Papers :

1. ‘Value Revelation of Differentiated Goods in the Travel Industry’, (January 2004) Sasin of Chulalongkorn University.
2. “Tourism Crises Management Model: the Thai Experience”, (January 2006), Sasin of Chulalongkorn University, with Juka Litamaki, New York Univ.
3. “The Impact of Tsunami on Tourism Enquiries in Thailand: One Year Aftermath” (January 2006) with Sunil Sahadev, India Institute of Management Kozhibkode (IIMK)

Presentations on Thailand Political Economy:

1. 'Thailand Economy: Its Strategies, Prospects and Challenges', present to Data Mustapha Mohamad, NEAC director, Data' Syed Norulzaman the Malaysian Ambassador to Thailand and NEAC delegates on Dec. 9, 03, Thailand
2. 'Globalization and Market Failures: Thailand Experience' (April 2002) presented at Santa Clara University, USA..

Lecture Note on eBusiness and New Economy : (at SASIN)

1. 'Myth and Fact about Incubator', Oct. 2000,
2. 'Application Service Provider (ASP) Opting the Value', Nov. 2000,
3. 'Comparing the Two: Digital Capital and ClueTrain Manifesto', Dec. 00,
4. 'Shakespeare in Cyber Love', Speechless Presentation & Play, Dec. 2000,
5. 'Differentiate or Die', Feb. 2001,

6. "Finance and New Economy" March 2001
7. 'Angel Financing', March 2001,
8. 'Email Marketing: Fact and Figures', Nov. 2001,
9. 'SME Tour Related Supply Side Failure and its Implication', Aug. 02,
10. 'Future of Travel Agent from Economist Perspectives', Sept. 03 and

11. 'Framing, Reference and Perception: Prospect Theory', Oct. 03.
12. 'Price, Price Discrimination and Dynamic Pricing', June 03
13. 'Hotel as Four Different Goods', May 04
14. 'Hotel Hidden Capital', May 04

15. "Search Enging Marketing for Online Travel Intermediary", presented at Travel Distribution Summit Asia 2004 in Singapore on Dec. 1 to 2, 04.
16. "Technology Trends and ICT Adoption in Thailand Tourism", presented at ITB Market Trends & Innovations at ITB Convention, Berlin on March 11 to 15, 05
17. "Homo Internecticus: Implications for Online Marketers and Hoteliers", presented at the Intercontinental Hotel Bangkok on May 10, 05.

Note that nearly all of the above papers would be able to download from www.pongsak.hoontrakul.com