

Dr. Pongsak Hoontrakul



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> **Curriculum Vitae (as of June 1, 08)**

Education:

Doctoral Degree in Finance from Thammasat Univ., Bangkok
Master Degree of Business Administration in International Marketing from Sasin of Chulalongkorn Univ., Bangkok
Bachelor Degree in Ind. & System Engineering, San Jose State Univ.

Current Position:

Senior Research Fellow at Sasin of Chulalongkorn Univ., Bangkok
Member of the Advisory Board of Schulich, York Univ., Toronto
Independent Director of UOL Group Pte, Singapore.

Past Experience:

Member of the Board of Asia Finance Association, Singapore.
May 02 – April 08 Ind Director & Member of Audit Committee of United Overseas Bank (Thai) Pcl. (www.UOBT.co.th and www.UOBgroup.com)
Mar. 97- Jan 01 - Director and Secretary-General of the Advisory Board, Siemens Ltd., Thailand.
Mar. 1998 - April 2000 - Director of National Finance Pcl., Thailand.
Oct 2004 – March 2006 – Advisor to the Senate Committee for Fiscal, Banking & Financial Institution.

Awards & Recognition :

2005 – Fellow Member of Thai Institute of Director.
2001 - The Best Research Paper Award for ASEAN Scholar at the annual Asia Pacific Finance Association [APFA].
1998 - The Best Research Paper Award at International Finance Conference, National Taiwan University.
1982 -Present - Thai Engineer License no Po Or 5053 by Council of Engineers, Thailand. [www.coe.or.th]

Selected Publication and Working papers*:

1. ICT Adoption Propensity in the Hotel Industry: An Empirical Study, (January 2005) with Dr. Sunil Sahadev, working paper, Sasin of Chulalongkorn University, Bangkok.
2. "Tourism Crises Management Model: the Thai Experience", (January 2006), Sasin of Chulalongkorn Univ., with Juka Litamaki, New York Univ.
3. 'Value Revelation of Differentiated Goods in the Travel Industry', (January 2004) Sasin of Chulalongkorn Univ.
4. "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.

*Freely downloaded at www.Pongsak.Hoontrakul.com