
Nopadol Rompho, Ph.D.
Associate Professor
Department of Operations Management
Thammasat Business School
nopadol@tbs.tu.ac.th



Year/Month of Hire: 2003/February

Academic Background

- Ph.D. Glasgow University, UK., Performance Measurement, 2006
- M.B.A. Thammasat University, Thailand, Business Administration, 2001
- M.S. Oregon State University, U.S.A., Chemical Engineering, 1997
- B.Eng. Chulalongkorn University, Thailand, Chemical Engineering, 1994

WORK EXPERIENCE

Work Experience

- Head, Department of Operations Management, Thammasat Business School, Thammasat University (September, 2014 - Present), Bangkok, Thailand.
- Associate Professor, Thammasat Business School, Thammasat University (2011 - Present), Bangkok, Thailand.
- Assistant Professor, Thammasat Business School, Thammasat University (2007 - 2011), Bangkok, Thailand.
- Lecturer, Thammasat Business School, Thammasat University (2003 - 2007), Bangkok, Thailand.
- Business Analyst, Petroleum Authority of Thailand (1997 - 2001), Bangkok, Thailand.
- Research Assistant, Research Assistant Oregon State University, USA (1995 - 1997), Oregon, United States of America.
- Facility Engineer, PTT Exploration and Production Public Company (1994 - 1995), Bangkok, Thailand.

TEACHING

Courses Taught

Doctoral:

Advanced Statistical Analysis (DB801)

Masters:

- Advanced Management Control Systems (AI717)
- Analytical Tools for Decision Making (XM604)
- Business Research (BA603)
- Operations Management (BA650)
- Performance Management and Value Creation (BA701)
- Research for Business Planning and Decisions (XM608)

Bachelors:

Business Research Methodology (BI214)
 Data Analysis for Decision Making (OM311)
 Organizational Performance Measurement (OM424)
 PERFORMANCE MANAGEMENT AND VALUE CREATION (BI323)
 Principles of Operations Management (OM201)

INTELLECTUAL CONTRIBUTIONS**Intellectual Contributions**

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	5	14	4	23
Publications in Refereed Conference Proceedings		1		1
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings	1	2	7	10
Revisions of Books, Monographs, Compilations, Manuals			1	1
Grants - Funded (both refereed and non-refereed)		2		2

Refereed Articles**Applied or Integrative/application Scholarship**

- Sinthamrong, P. & Rompho, N. (2016). Factors Affecting Attitudes and Purchase Intentions Toward Branded Content on Webisodes. *Journal of Management Policy and Practice*, 16 (4), 64-72.
- Amornpashara, N., Rompho, N., & Phadoongsitthi, M. (2015). A study of the relationship between using Instagram and purchase intention. *Journal for Global Business Advancement*, 8 (3), 354-370.
- Youngbantao, U. & Rompho, N. (2015). The Uses of Measures in Performance Prism in Different Organizational Cultures. *Journal of Accounting and Finance*, 15 (6), 122-128.
- Rompho, N. (2015). The Study of the Difference in Performance Measurement System in Different Industries. *Journal of Strategic Innovation & Sustainability*, 10 (2), 58-66.
- Rompho, N., Twiddy, R., Boon-Itt, S., & Siripullop, K. (2014). Strategy Execution by Thai Large Companies for ASEAN Economic Community. *International Journal of Business and Management*, 9 (5), 138-144.
- Unyathanakorn, K. & Rompho, N. (2014). Factors Affecting Customer Satisfaction in Online Banking Service. *Journal of Marketing Development and Competitiveness*, 8 (2), 50-60.
- Phadoongsitthi, M. & Rompho, N. (2014). การศึกษาเปรียบเทียบการตัดสินใจกลุ่มระหว่างผู้บริหาร ในประเทศไทยกับประเทศญี่ปุ่นจีน และฮ่องกง. *Journal of Accounting Profession (Thai)*, 10 (28), 34-44.
- Rompho, N. (2013). A Study on Factors Increase Utilization of Quantitative Analysis Tool in Decision Making. *Management Science and Engineering*, 7 (2), 50-55.
- Boon-Itt, S. & Rompho, N. (2012). Measuring Service Quality Dimensions: An Empirical Analysis of Thai Hotel Industry. *International Journal of Business Administration*, 3 (5), 52-63.
- Rompho, N. (2011). Why the Balanced Scorecard Fails in SMEs: A Case Study. *International Journal of Business and Management*, 6 (11), 39-46.
- Rompho, N. (2011). The Investigation of Performance Measurement System in Thai Listed Companies. *Global Journal of Strategies and Governance*, 3 (2), 56-67.
- Rompho, N. (2010). การศึกษาความสัมพันธ์ระหว่างความสำเร็จของระบบการวัดผลการปฏิบัติงานองค์กรกับความสำเร็จทางการเงินขององค์กร. *Journal of Accounting Profession (Thai)*, 6 (16), 43-50.

Rompho, N. (2009). Application of the Economic Value Added (EVA) Protocol in a University Setting as a Capital Budgeting Tool. *Journal of Financial Reporting & Accounting*, 7 (2), 1-17.

Rompho, N. (2009). ปัจจัยที่ส่งผลต่อความสำเร็จของระบบการประเมินผลการปฏิบัติงานองค์กร. *Journal of Accounting Profession (Thai)*, 5 (13), 54-64.

Basic or Discovery Scholarship

Wisuttee Wong, G. & Rompho, N. (2015). Linking Balanced Scorecard and COSO ERM in Thai Companies. *Journal of Management Policy and Practice*, 16 (2), 127-134.

Laisasikorn, K. & Rompho, N. (2014). A Study of the Relationship Between a Successful Enterprise Risk Management System, a Performance Measurement System and the Financial Performance of Thai Listed Companies. *Journal of Applied Business and Economics*, 16 (2), 81-92.

Rompho, N. & Boon-Itt, S. (2012). Measuring the success of a performance measurement system in Thai firms. *International Journal of Productivity and Performance Management*, 61 (5), 548-562, doi: 10.1108/17410401211232966.

Rompho, N. (2012). An experiment in the usefulness of a strategy map. *Measuring Business Excellence*, 16 (2), 55-69.

Rompho, N. (2011). A study of the relationship between successful performance measurement and a firm's financial performance : Case study of Thai listed companies. *International Journal on GSTF Business Review*, 1 (1), 76-82.

Teaching and Learning Scholarship

Supmonchai, S. & Rompho, N. (2013). Evaluation of the Success of a Master of Business Administration Program: A Case Study of Thammasat Business School. *American Journal of Business Education*, 6 (6), 585-594.

Supmonchai, S. & Rompho, N. (2011). การประเมินผลสำเร็จของหลักสูตรบริหารธุรกิจมหาบัณฑิต : กรณีศึกษาคณะพาณิชยศาสตร์และการบัญชี มหาวิทยาลัยธรรมศาสตร์. *Journal of Business Administration (Thai)*, 34 (131), 34-45.

Rompho, N. (2011). Using Simulation Games and Case Studies in Teaching Performance Measurement and Management. *Journal of Higher Education Theory and Practice*, 11 (3), 43-50.

Rompho, N. (2010). ความสัมพันธ์ระหว่างการเรียนการสอนโดยใช้เกมจำลองทางธุรกิจและกรณีศึกษากับผลการเรียนรู้ทางด้าน การวัดผลการปฏิบัติงานองค์กร. *Journal of Accounting Profession (Thai)*, 6 (17), 50-56.

Refereed Proceedings

Applied or Integrative/application Scholarship

Rompho, N. (2011). A Study of the relationship between successful performance measurement and a firm's financial performance: Case study of Thai listed companies. *Annual International Conference on Accounting Finance*.

Books, Monographs, Compilations, Manuals

Book

Rompho, N. (2014). *การวัดผลการปฏิบัติงานองค์กร* (2 ed.). Bangkok: Thammasat University Press.

Supmonchai, S., Phadoongsitthi, M., & Rompho, N. (2012). *การวิจัยทางธุรกิจ*. Bangkok: Physics Center.

Rompho, N. (2012). *การวิเคราะห์ข้อมูลเพื่อการตัดสินใจ*. Bangkok: Physics Center.

Rompho, N. (2011). *การวัดผลการปฏิบัติงานองค์กร*. Bangkok: Thammasat University Press.

Manual/Guide

Phadoongsitthi, M., Supmonchai, S., & Rompho, N. (2016). *คู่มือสำหรับผู้สอนการวิจัยทางธุรกิจ*.

Rompho, N. (2015). *คู่มือตำราการวัดผลการปฏิบัติงานองค์กร* Thammasat University Press.

Rompho, N. (2015). *คู่มือตำราการวิเคราะห์ข้อมูลเพื่อการตัดสินใจ* มปป.

Monograph

Rompho, N. (2016). *ความลับของการวัดผล* B.T.S. press co.,ltd.

Rompho, N. (2015). *แต่คิดก็ผิดแล้ว* โรงพิมพ์อักษรสัมพันธ์(1987).

Chapters, Cases, Readings, Supplements

Case

Rompho, N. (2013). การจัดทำ Balanced Scorecard ของบริษัท BEST & GREAT. *Case Grant (BRC TBS)*.

Chapter

Rompho, N. (2016). กรณีศึกษาการบริหารการปฏิบัติการของบริษัท Ookbee. *Operations Management ในโลกธุรกิจ*. Thammasat University Printing House.

Grants

Research

2013: Rompho, N. การศึกษาความสัมพันธ์ของระดับทุนมนุษย์กับผลการดำเนินงานของบริษัทในตลาดหลักทรัพย์แห่งประเทศไทย, Principal Investigator, The Thailand Research Fund (TRF).

2011: Rompho, N. สสำรวจ วิจัย ความพึงพอใจของผู้ใช้บริการ การท่าเรือแห่งประเทศไทย ปีงบประมาณ 2555;R, Principal Investigator, Port Authority of Thailand.

Software

2010: Balanced Scorecard Simulation Game (Online Simulation Game: <http://bss.thaiscorecard.com/>).

SERVICE

Service to the Institution

School Assignments

Member:

2016: AACSB Assurance of Learning Committee (Undergraduate Level), 2014-Present

Service to the Profession

Advisor

2011: The Advisor of the Port Authority of Thailand (National).

Business Plan Advisor

2014: Executive Education Program Business Plan Advisor: CPF Mini MBA: Global Business Executive Development Program (National).

2010: Executive Education Program Business Plan Advisor: Global Mini MBA, 2009-2010 (National).

Editorial Board Member

2010: The Editorial Board Member, Journal of Financial Reporting and Accounting, 2010-2014 (National).

Guest Speaker

2015: Guest Speaker on the topic Balanced Scorecard at Faculty of Medicine Ramathibodi Hospital (National).

2015: Guest Speaker for the Program Management of Ramathibodi Hospital by Mahidol University (National).

2015: Guest Speaker on the topic Business Series at BBA Orientation 2015 (National).

2014: Guest Speaker for the Training Program on Fundamental Management for Residency at Faculty of Medicine Ramathibodi Hospital (National).

2014: Guest Speaker for Asian Institute of Technology (National).

2013: Guest Speaker on Fundamental Management for Residency at Ramathibodi Hospital (National).

2013: Guest Speaker on the topic Balanced Scorecard (National).

Member: Committee/Task Force

2016: The Committee for Screening TU STAR Examination Question, Thammasat University (National).

2010: The Committee of the Program Development Annual Seminar, 2010 (National).

Working Group

2016: The Working Group for the Reformation of Evaluation on Quality in Education, Ministry of Education, 2015-2016 (National).

Professional Development

Research-Related Conference/Seminar

2006: Leadership Foundation for Higher Education, London, United Kingdom. Key Performance Indicators in Measuring Institutional Performance

Professional Seminars / Workshops

2014: CIMA, London, United Kingdom. Key Performance Indicators