

Biography - Dr. Nathasit Gerdsri



Dr. Nathasit Gerdsri (ดร. นัฏฐสิทธิ์ เกิดศรี) is Associate Professor of Technology and Innovation Management at College of Management, Mahidol University, Thailand. He used to serve as Deputy Dean for Academic Programs (2014-7) and Program Chairs of Management & Strategy (2007-12). He was also invited as a visiting professor in Europa Institute of MBA, Germany during 2007-2011 where he regularly visited every Summer to offer a course on Strategic Management of Change. Prior to that Dr. Gerdsri held a Visiting Assistant Professor in Dept. of Engineering and Technology Management at Portland State University during 2004-5.

Dr. Gerdsri also has industrial experiences in technical consulting, contract research, management of mega construction projects and technology development as he used to work with Intel Enterprise R&D Lab in Hillsboro, Oregon USA.

Currently, Dr. Gerdsri conducts research in the area of technology planning and roadmapping, innovation management, R&D management, decision analysis, and project management.

The outputs of his research works have been published in many international journals including *Journal of Technology Forecasting Social Change*, *Journal of Technology Analysis and Strategic Management*, *Int'l Journal of Technology Intelligence and Planning*, *Int'l Journal of Technology, Policy and Management*, *Int'l Journal of Innovation and Technology Management*, *Asian Journal of Technology Innovation*, *Journal of Mathematical and Computer Modeling*, *Journal of Engineering and Technology Management*, etc. Dr. Gerdsri is a co-author of the book on “*Technology Assessment: Forecasting Future Adoption of Emerging Technologies*” (ISBN: 978-3-503-12675-0) and several book chapters on the topics related to strategic management of technology.

In addition to the academic outputs, Dr. Gerdsri carried out his research works to business communities by providing academic training courses and project consultancies for several leading organizations like APEC Center of Technology Foresight, PTT Public Company, Siam Cement Group, Siam Makro, Syntec Construction, Thailand National Science and Technology Development Agency, Thailand Automotive Institute, Thailand National Science Technology and Innovation Policy Office, etc.

Dr. Gerdsri received his Ph.D. in Systems Science/Engineering and Technology Management from Portland State University (USA) in 2004. His Ph.D. dissertation was on the development of technology development envelope (TDE) for roadmapping of emerging technologies. A part of his dissertation was selected for the PICMET'05-Best Student Paper Award. Dr. Gerdsri completed B. Eng in mechanical engineering from Chulalongkorn University (Thailand) and dual M.S. degrees in mechanical engineering and engineering management.

Currently, Dr. Gerdsri serves an Area Editor of the International Journal of Innovation and Technology Management (IJITM) as well as Editorial board member of IEEE Transactions on Engineering Management. He is a member of IEEE Society, the Honor Society of Phi Kappa Phi, Omega Rho International Honor Society - PSU Chapter which he is used to serve as the Chapter President. He is also listed in Marquis Who's Who in the World.

