

CURRICULUM VITAE

Dr. Yuosre F. Badir

I. BIOGRAPHICAL DATA

A. Name

Yuosre F. BADIR

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B. Education

Oct., 2006	Ph.D. in Management of Technology. College of Management of Technology, The Swiss Federal Institute of Technology – Lausanne (EPFL). Dissertation: <i>The role of the network lead company in integrating new product development processes across strategic partners.</i> Thesis committee: Francis-Luc Perret (chair), Christopher Tucci (EPFL), Bettina Büchel (IMD, Switzerland), Gina O'Connor (RPI, USA).	Lausanne, Switzerland
2005	Visiting Scholar at New York University (summer semester). Stern School of Business (NYU)	New York, USA
2000	Master in Logistics and Supply Chain Management , EPFL	Lausanne, Switzerland
1998	Master of Science in Project Management , University of Putra Malaysia (UPM) <i>Graduated with a GPA of 3.58/4.0</i>	KL, Malaysia
1993	B.Sc., Civil Engineering , a major in Project Management Civil Engineering Department, University of Benghazi,	Benghazi, Libya

C. Academic Appointments

Aug 2008 to Present	<i>Employer:</i> School of Management, Asian Institute of Technology Associate Dean (Jan 2023 to present) Faculty Director, PhD & DBA Programs (2017 to present) Associate Professor (Jan 2015 to present) Ph.D. Program Coordinator (2011 to 2017) Assistant Professor (Aug 2008 to Dec. 2014)	Bangkok, Thailand
2007 – 2008	<i>Postdoctoral Researcher</i> <i>Employer:</i> Science of Institutional Management of Technology (SIMOT) Tokyo Institute of Technology	Tokyo, Japan
2001 – 2006	<i>Research Associate</i> <i>Employer:</i> College of Management of Technology - EPFL The Swiss Federal Institute of Technology, Lausanne (EPFL)	Lausanne, Switzerland
1996 – 1998	<i>Research Assistant</i> <i>Employer:</i> Housing Research Centre University of Putra Malaysia (UPM)	KL, Malaysia

D. Special Honors and Awards

- **Best paper award** (Dec., 2017) in Strategic Marketing and Branding Track, Paper Title: *Implementing green innovation: Strategy, operation, and cooperation*, Australian and New Zealand Marketing Academy Conference (ANZMAC), Melbourne, Australia, December 4-6, 2017. (Co-authored with Jirakraisiri, J. & Frank, B.).
- **Best paper award** (Dec., 2016) in Entrepreneurship and Innovation Track, Paper Title: *Consumer motivation to switch to disruptive technology products*, Marketing in a Post-Disciplinary Era, Australian and New Zealand Marketing Academy Conference (ANZMAC), Christchurch, New Zealand, December 5-7, 2016. (Co-authored with Kamolsook, A. & Frank, B.).
- **Best article award** (Feb., 2014), the international conference on: Emerging Trends in Business and Economy: Mapping the Way Ahead, Jaipur, India, February 14-15, 2014.
- Team leader of MBA students **business plan development**. Reached the final round and received best environmental awareness business plan award, SCG Bangkok Business Challenge @ Sasin 2011 – Thailand Competition.
- Two of my articles (co-authored) are listed among the most downloaded articles from the Journal of High Technology Management Research (as of Dec., 2017) <https://www.journals.elsevier.com/the-journal-of-high-technology-management-research/most-downloaded-articles>
- One of my articles (PMJ, 2003) has been recognized by IEEE USA Today's Engineer (December, 2003) as one of the top ten 2003 engineering "works of value." <http://www.todaysengineer.org/2003/Dec/worldbytes.asp>
- Another article (published in IJEIM, 2005) was listed number 52 in the list of "The Top 300." The top 300 lists the most used articles published in Inderscience journals from May 2004 to December 2005. <http://www.inderscience.com/top300.php>

II. PEDAGOGY

Summary of the Courses:

Course Title	Program/Institute/Country
<i>I- Courses related to technology and innovation management:</i>	
Corporate Technology Strategy in Renewable Energy	MBA (In collaboration with Energy FoS, SERD)
Managing Technology for Competitiveness	MBA, EMBA (AIT, Thailand & Vietnam)
Management of Innovation	MBA, EMBA (AIT, Thailand & Vietnam)
Innovation and Techno Entrepreneurship	EMBA (AIT, Vietnam)
Management of Technology & Change	Bachelor of Technology Management, European University, Geneva, Switzerland
Introduction to Main Technologies	Bachelor of Technology Management, European University, Geneva, Switzerland
<i>II- Courses related to strategy management</i>	
Strategic Management and Leadership	PMFB (AIT, Thailand)
Strategy, Organization Design, and Leadership	MBA (AIT, Thailand)
International M&A, Strategic Alliance, and JVs	MBA (AIT, Thailand)
Strategic Management and Leadership	Professional Master in Banking and Finance (PMBF), (AIT, Thailand)
Advanced Strategic Management	Doctor of Business Administration (DBA), (AIT, Thailand)
<i>III- Courses related to research methodology (PhD/DBA)</i>	
Research Design and Data Collection	Ph.D. & DBA (AIT, Thailand)
Qualitative Research Methods	Ph.D., (AIT, Thailand)
Foundation of Management Research	Ph.D., (AIT, Thailand)
Introduction to Economic Research Studies	Industrial Engineering, Tokyo Institute of Technology, Japan

A- Experience as a Teacher:

This list does not include courses I taught in the MBA Program VN-Center and in PMBF

Sem/ year	Course title	Course code	Progra m	No. of credits	Average grade & No. of students	Credits I teach	No. of credits/ Semester	No. of credits/ Year
June/ July 2023	Managing Technology and Innovation	SM80.1707 (Section B)	MBA (Eveni ng)	3	3.44 (25)	3		9 credits
June/ July 2023	Managing Technology and Innovation	SM80.1707 (Section A)	MBA (Day)	3	3.47 (38)	3		
Jan/ Feb 2023	Management Research Methods and Writing	SM62.9019	DBA- VN	1.5	3.60 (15)	1.5		
Jan/ Feb 2023	Foundation of Management Research	SM62.9018	PhD & DBA (BKK)	1.5	3.56 (17)	1.5		
June/ July 2022	Managing Technology and Innovation	SM80.1707 (Section B)	MBA (Eveni ng)	3	3.5 (17)	3		9 credits
June/ July 2022	Managing Technology and Innovation	SM80.1707 (Section A)	MBA (Day)	3	3.44 (27)	3		
Jan/ Feb 2022	Management Research Methods and Writing	SM62.9019	DBA- VN	1.5	3.58 (19)	1.5		
Jan/ Feb 2022	Foundation of Management Research	SM62.9018	PhD & DBA (BKK)	1.5	3.63 (19)	1.5		
Oct/ Nov 2021	Foundation of Management Research	SM62.9018	PhD & DBA (BKK)	1.5	3.65 (12)	1.5		13.5
Aug/ Sept 2021	Management Research Methods and Writing	SM62.9019	DBA- VN	1.5	3.75 (19)	1.5		
June/ July 2021	Managing Technology and Innovation	SM80.1707 (Section B)	MBA (Eveni ng)	3	3.4 (25)	3		
June/ July 2021	Managing Technology and Innovation	SM80.1707 (Section A)	MBA (Day)	3	3.4 (25)	3		
June/ July 2021	Foundation of Management Research	SM62.9018	DBA- VN	1.5	3.59 (19)	1.5		
Jan/ Feb 2021	Management Research Methods and Writing	SM62.9019	PhD & DBA (BKK)	1.5	3.76 (17)	1.5		
Jan/ Feb 2021	Foundation of Management Research	SM62.9018	PhD & DBA (BKK)	1.5	3.76 (17)	1.5		
Oct/ Nov 2020	Management Research Methods and Writing	SM62.9019	DBA- VN	1.5	3.23 (11)	1.5	3	

Aug/ Sept 2020	Foundation of Management Research	SM62.9018	DBA- VN	1.5	3.64 (11)	1.5		12
Mar/ Apr 2020	Managing Technology and Innovation	SM80.1707 (Section B)	MBA (Eveni ng)	3	3.44 (9)	3	9	
Mar/ Apr 2020	Managing Technology and Innovation	SM80.1707 (Section A)	MBA (Day)	3	3.41 (54)	3		
Jan 2020	Management Research Design and Methodology	SM62.9015	PhD & DBA (BKK)	3	3.71 (8)	3		
Mar/ Apr 2019	Managing Technology and Innovation	SM80.1707 (Section B)	MBA (Eveni ng)	3	3.5 (12)	3	9	9
Mar/ Apr 2019	Managing Technology and Innovation	SM80.1707 (Section A)	MBA (Day)	3	3.43 (58)	3		
Jan 2019	Management Research Design and Methodology	SM62.9015	PhD & DBA (BKK)	3	3.65 (15)	3		
Sept/ Oct 2018	Strategy and Corporate Sustainability	SM80.1710	MBA	3	3.47 (79)	1	4	9
Aug/ Sept 2018	Managing Technology and Innovation	SM80.1707	MBA	3	3.52* (13) *All students are PhD/DB A	3		
Jan/ 2018	Strategy, Organization Design, and Leadership	SM80.9039	MBA	2	3.38 (8)	2	5	
	Management of innovation	SM80.31	MBA	3	3.34 (30)	3		
Aug/ 2017	Managing Technology for Competitiveness	SM60.67	MBA	2	3.38 (17)	2	4	9
	Research Design and Data Collection	SM62.10	Ph.D.	2	(3)	2		
Jan/ 2017	Strategy, Organization Design, and Leadership	SM80.9039	MBA	2	3.36 (14)	2	5	
	Inte. M&A, Strategic Alliance & JVs	SM80.09	MBA	3	3.38 (13)	3		
	Managing Technology for competitiveness	SM60.67	MBA	2	3.41 (45)	2		

Aug/ 2016	Management of innovation	SM80.31	MBA	3	3.38 (16)	3	7	12	
	Foundations of Management Research	SM62.12	Ph.D.	2	----- (5)	2			
Jan/ 2016	Corporate Technology in Renewable Energy	SM80.9051	MBA	3	3.44 (9)	2	5		
	Inte. M&A, Strategic Alliance & JVs	SM80.09	MBA	3	3.44 (17)	3			
Aug/ 2015	Managing Technology for competitiveness	SM60.67	MBA	2	3.42 (43)	2	5	10	
	Management of innovation	SM80.31	MBA	3	3.4 (20)	2			
	Foundations of Management Research	SM62.12	Ph.D.	2	----- (4)	1			
Jan/ 2015	Strategy, Organization Design, and Leadership	SM80.9039	MBA	2	3.4 (15)	2	5		
	Inte. M&A, Strategic Alliance & JVs	SM80.09	MBA	3	3.42 (12)	3			
Aug/ 2014	Managing Technology for competitiveness	SM60.67	MBA	2	----- (45)	2	5	10	
	Management of innovation	SM80.31	MBA	3	----- (32)	1			
	Foundations of Management Research	SM62.12	Ph.D.	2	-----	1			
	Qualitative Research methods	SM62.07	MBA	2	-----	1			
Jan/ 2014	Strategy, Organization Design, and Leadership	SM80.9039	MBA	2	3.40 (20)	2	5		
	Inte. M&A, Strategic Alliance & JVs	SM80.09	MBA	3	3.40 (23)	3			
Aug/ 2013	Managing Technology for competitiveness	SM60.67	MBA	2	3.41 (58)	2	5	10	
	Management of innovation	SM80.31	MBA	3	3.34 (31)	1			
	Foundations of Management Research	SM62.12	Ph.D.	2	-----	1			
	Qualitative Research methods	SM62.07	Ph.D.	2	-----	1			

Jan/ 2013	Strategy, Organization Design, and Leadership	SM80.9039	MBA	2	3.5 (9)	2	5	
	Management of innovation	SM80.31	MBA	3	3.5 (13)	3		
Aug/ 2012	Managing Technology for competitiveness	SM60.67	MBA	2	3.46 (47)	2	4	8
	Foundations of Management Research	SM62.12	Ph.D.	2	-----	1		
	Qualitative Research methods	SM62.07	Ph.D.	2	-----	1		
Jan/ 2012	Strategy, Organization Design, and Leadership	SM80.9039	MBA	2	3.42 (13)	2	4	
	Management of innovation	SM80.31	MBA	3	3.57 (7)	2		
Aug/ 2011	Managing Technology for competitiveness	SM60.67	MBA	2	3.37 (47)	2	5.5	10.5
	Int. M&A, Strategic Alliance & JVs	SM80.09	MBA	3	3.48 (23)	3		
	Qualitative Research methods	SM62.07	Ph.D.	2	-----	0.5		
Jan/ 2011	Managing Technology for competitiveness	SM60.67	MBA	2	3.46 (56)	2	5	
	Strategy, Organization Design, and Leadership	SM80.9039	MBA	2	3.33 (9)	2		
	Qualitative Research Methods	SM62.07	Ph.D.	2	-----	1		
Aug/ 2010	Int. M&A, Strategic Alliance & JVs	SM80.09	MBA	3	3.42 (12)	3	5	
	Management of innovation	SM80.31	MBA	3	3.45 (20)	2		
Jan/ 2010	Managing Technology for competitiveness	SM60.67	MBA	2	3.48 (81)	2	3	8
	Qualitative Research methods	SM62.07	Ph.D.	2	-----	1		
Aug/ 2009	Int. M&A, Strategic Alliance & JVs	SM80.09	MBA	3	3.48 (62)	3		

	Management of innovation	SM80.31	MBA	3	3.45 (29)	2	5	9
Jan/ 2009	Managing Technology for competitiveness	SM60.67	MBA	2	3.45 (86)	2	4	
	Organization Design	SM80.9015	MBA	2	3.58 (18)	2		
Aug/ 2008	Int. M&A, Strategic Alliance & JVs	SM80.09	MBA	3	3.32 (34)	3	4	Note: I joined AIT on Sept 2008
	Management of innovation	SM80.31	MBA	3	3.4 (35)	1		

b. Evaluation of teaching

Please see the attached documents

c. pedagogical development:

1- Initiation of six new courses:

- SM62.9018 Foundation of Management Research, Doctoral Course, since Aug 2018
- SM62.9019 Management Research Methods and Writing, Doctoral Course, since Aug 2018
- SM80.1707 “Managing Technology and Innovation”, MBA, since Aug 2017.
- IN61.02 “Corporate Technology Strategy in Renewable Energy” in collaboration with the Energy FoS, SERD (offered in Jan 2015)
- SM80.9093 “Strategy, Organization Design, and Leadership” delivered in January 2011, 2012, 2013 & 2014.
- SM80.9015 “Organization Design” delivered in January 2009 semester.

2- Development and introduction of innovative pedagogical techniques:

- Students’ course project with a real-world new high-tech venture: In “Managing Technology for Competitiveness,” course, August, 2011, the founder of routehappy.com, Mr. Robert Albert and myself came up with course project in which the students evaluated the application and provided suggestions and recommendations for improvement. Mr. Albert and myself evaluated the students’ performance in the project. This year, 2013, Mr. Robert Albert, has been interviewed by major business channels: CNN, Bloomberg TV, CNBC, etc. Routehappy.com raised 4 Million USD in 2013, and it is expected to be the next Google based on Bloomberg TV statement.
- In all the courses I teach, there have been two to three guest speakers from the industry in addition to field visit to one of the leading companies in the region (WD., Nestle, Unilever).

III. STUDENT RESEARCH SUPERVISION

A. Summary of Student Research Supervision

	COMPLETED		IN-PROGRESS	
STUDENTS	Chair of the Committee	Co-Chair of the Committee	Chair of the Committee	Co-Chair of the Committee
Doctoral (Ph.D.)	14	3	8	----
Doctoral (DBA)	8	1	11	----
Master’s research	39	2	4	-----
Master’s project	38	-----	---	----

B. Doctoral Students (Phd & DbA): 26 Students

1. Twinchok Tanthuanit. DBA, (Nov., 2023), [Chair]
Thesis title: Organization’s environment as perceived by middle manager and its influences on operation coordination: Empirical evidence from a thai-based international shipping company

2. Nguyen Hoang Khanh. DBA, (Dec., 2022), [Chair]
Thesis title: Emerging market firms' digital transformation and market performance: The role of leadership
3. Phan Quoc Nghia. DBA, (Dec., 2022), [Chair]
Thesis title: The impact of big data analytics capability on innovation capability: The mediating role of total market orientation
4. San Nuanon. DBA, (Sept/Oct, 2022), [Chair]
Thesis title: Private equity/venture capital: Facilitating entrepreneurs in exploiting opportunities and accelerating businesses growth in Thailand
5. Ms. Rosathorn Khunvirojpanich, DBA, (Aug, 2022), [Chair]
Thesis title: Structural and casual relationship in the strategy business model performance (S-BM-P) nexus: Empirical evidence from the Thai economy.
6. Thammanoon Charmjuree, DBA, (May 2021), [Chair]
Thesis title: External technology acquisition, exploitation and process innovation performance of small and medium-sized enterprises in emerging markets: The moderating role of organizational slack.
Publication: Charmjuree, T., Badir, Y.F. and Safdar, U. 2022. External technology acquisition, exploitation and process innovation performance in emerging market small and medium sized enterprises: the moderating role of organizational slack. *European Journal of Innovation Management*, 25(2), pp. 545–566
7. Jirapol Jirakraisiri, PhD, (May 2021), [Chair]
Thesis title: Translating green strategic intent into green process innovation performance: the role of green intellectual capital.
Publication: Jirakraisiri, J., Badir, Y.F. and Frank, B. 2021. Translating green strategic intent into green process innovation performance: the role of green intellectual capital. *Journal of Intellectual Capital*, 2021, 22(7), pp. 43–67.
8. Bhawini Kanchanabha, PhD, (May 2021), [Chair]
Thesis title: The TMT's cognitive diversity and the firm's ambidextrous innovation capability: The mediating role of ambivalent interpretation.
Publication: Kanchanabha, B. and Badir, Y.F. 2021. Top management Team's cognitive diversity and the Firm's ambidextrous innovation capability: The mediating role of ambivalent interpretation. *Technology in Society*, 64, p.101499
9. Kurkrit Chaisirikul, DBA, (May 2021), [Chair]
Thesis title: Barriers for employees' innovative work behavior in public sector organization the case of the customs department, thailand
10. Robina Rashid, PhD, (May 2021), [Chair]
Thesis title: The role of product lines in determining the degree and speed of integration: Evidence from the pharmaceutical MNCs in cross-border acquisitions.
Publication: Robina Rashid, Badir, F. M., Adeel Tariq, Bilal Afsar. 2022. The role of product lines in determining the degree and speed of integration: evidence from the pharmaceutical MNCs in cross-border acquisitions. *European J. International Management*, Vol 17, No. 1, p 27-59
11. Somying Pongpimol, PhD, (Dec. 2020) [Chair]
Thesis title: Multi-criteria sustainability assessment model for end of life flexible packaging: The stakeholder views similarities and differences
Publication: Pongpimol, S., Badir, Y.F., Erik, B.L.J., Sukhotu, V. 2020. A multi-criteria assessment of alternative sustainable solid waste management of flexible packaging, *Management of Environmental Quality: An International Journal*, Vol. 31 No. 1, pp. 201-222.
12. Apnya Kamolsook, PhD, (Jan, 2019), [Chair]
Thesis title: Consumer Switching to Disruptive Technology Products: The Roles of Comparative Economic Value and Technology Type.
Publication: Apinya Kamolsook, Yuosre F. Badir, and Björn Frank. 2019. Consumers' Switching to Disruptive Technology Products: The Roles of Comparative Economic Value and Technology Type. *Journal of Technological Forecasting & Social Change*. Vol. 140, pp. 328-340
13. Adeel Tariqi, PhD, (December 2018), [Chair]
Thesis title: Green Innovation and Firm's Financial Performance: The Role of Firm Life Cycle, Firm's Resources and Environmental Factors

Publication: Tariq, A. and Badir, Y. F., Tariq, W., and Bhutta, U. 2017. Drivers and consequences of green product and process innovation: A systematic review, conceptual framework and future outlook. *Technology in Society*.

14. Nguyen Van Minh, DBA, (Jan. 2018), [Chair]
Thesis title: The impact of a leader's technical competence on employee innovation and learning
Publication: Nguyen, V. M., Badir, Y. F., Afsar, B., and Ngoc, N. 2017. The impact of a leaders' technical competence on employees' innovation and learning. *Journal of Engineering and Technology Management*. Vol. 44, pp. 44-57
15. Aungkana Atitumpon, PhD. (Aug, 2017), [Chair]
Thesis title: The role of leader-member exchange in employees' open innovation practices and innovative work behaviour
Publication: Atitumpong, A. and Badir, Y. F. 2018. Leader-member Exchange, Learning Orientation, and Innovative Work Behavior. *Journal of workplace Learning*. Vol. 30, No. 1, pp. 32-47.
16. Umar Safdar, PhD (December 2016), PhD [Chair]
Thesis title: The Impact o/f Individuals' Psychological Safety On Their Knowledge Source Selection In Cross Functional New Product Development Teams
Publication: Umar Safdar, Badir, Y. F., Afsar, B. 2017. Who can I ask? How psychological safety affects knowledge sourcing among new product development team members, *Journal of High Technology Management Research*. Vol. 28, No. 1, pp. 79-92.
17. Zeeshan Ali, PhD (May 2016), PhD [Chair]
Thesis title: Expert Intuition in Radical New Product Development Decision Making: An Individual-Team Interaction Perspective
Publication: Zeeshan Ali, Yuosre F. Badir, and Bilal Afsar. 2016. The dynamics of expert and team intuition in new product development projects: The role of environmental turbulence and expert power. *The Journal of High Technology Management Research*. Vol 27, No. 1, PP 10-12. [**Scopus CiteScore: 5.3**].
18. Mir Dost, PhD (December 2016), PhD [Chair]
Thesis title: Influence of Intellectual Capital on Process Innovation Generation and Adoption
Publication: Dost, M., Badir, B. F., Zeeshan, A., and Tariq, A. 2016. The impact of intellectual capital on innovation generation and adoption. *Journal of Intellectual Capital*. Vol. 17, No. 4., pp 675-695.
19. Rhea Ledsma-Gumsaning, PhD (May 2016), [Co-chair]
Thesis title: Do public sphere deliberations matter for the reform of local public enterprises? evidence from naga city people's mall, philippines.
20. Somchai Hatchaleeaha, DBA (2016) [Co-chair]
Thesis title: Understanding Entrepreneurial Attitude of Multilevel Marketing Members: A Case Study of Charoen Osot International Company, Thailand
21. Bilal Afsar, PhD (Aug 2015), [Chair]
Thesis title: Transformational leadership and innovative work behavior: The mediating role of psychological empowerment and the moderating role of self-construal
Publication: Bilal Safdar and Yuosre F. Badir. 2014. Transformational leadership and innovative work behavior, *Industrial Management & Data System*, 114 (8), 1270-1300.
22. Kamon Ruengdet, PhD (Jan 2015), [Co-chair]
Thesis title: Critical Success Factors for Agricultural Price Intervention Projects in Thailand
23. Supachart Iamratanakul, PhD (Jan 2014) [Chair]
Thesis title: Indicators of Best Practices in Technology Product Development Projects: Prioritizing Critical Success Factors
Publication: Supachart Iamratanakul, Yuosre F. Badir, Sununta Siengthai, and Vatcharapol Sukhotu. 2014. Indicators of Best Practices in Technology Product Development Projects: Prioritizing Critical Success Factors, *International Journal of Managing Projects in Business*, Vol. 7 (4), 602-623.
24. Beat Walfer, PhD. (Jan 2014) [Co-chair]
Thesis title: Success Factors of Market Entries: Implementation and Adaptation in Vietnam
Publication: Wafler, B., and Badir, Y. F. 2017. Global products marketing strategy in uncertain and unstable newly emerging markets: the case of two European MNCs in Vietnam. *Journal of Product & Brand Management*. Vol. 26, No. 6, pp. 573-588.

25. Syed Abdullah Mamun, PhD (May 2012) [Chair]
Thesis title: Corporate Governance and Value Addition Efficiency of Corporate Resources in Southeast Asia
Publication: Mamun, S. A. A. and Yuosre F. Badir. 2014. Governance of Corporate Governance in Malaysia and Thailand, *Journal of Accounting in Emerging Economies*, Vol. 1, No. 1, pp. 2-21.
26. Kamal Badar, PhD. (December 2012) [Chair]
Thesis title: Association of Network Centrality with Research Performance of Academic Researchers: The Moderator Effect
Publication: Kamal Badar, Julie M. Hite, Yuosre F. Badir. 2013. Examining the relationship of co-authorship network centrality and gender on academic research performance: The case of chemistry researchers in Pakistan. *Scientometrics*, 94 (2): 755-775.

C. Master Degree: 79 Students

	Name & (Nationality)	Research Study Title	Research/Project	Graduation year
1	Ms. Anais Mangin (France)	Attracting Investments in a Third World Country: The Case of Ethiopia	Research	May, 2009
2	Mr. Cosme Julien (France)	Can We Turn Off The Bubble Machine? A Certain Application of Economic Cycles Theories to The Financial Bubbles	Research	May, 2010
3	Ms. Eunmi Noh (S. Korea)	Competitive Analysis of the Wind Turbine Manufacturing Industry: Influencing The Power of Five Force	Project	May, 2010
4	Mr. Julien Farrugia (France)	Social Entrepreneurship: A Way to Reach Responsible Liberalism	Research	May, 2010
5	Ms. Hathaichanok Anaraki (Thai)	Management Strategies and Technologies Assessment in Healthcare Business: The Case Study of Bumrungrad International Hospital in Thailand	Project	May, 2010
6	Ms. Isara Narathip (Thai)	True Convergence: A Strategic Planning in Mobile Telecommunications Industry in Thailand	Research	Aug, 2010
7	Ms. U-thumporn H.A. (Thai)	Market Entry and Expansion Strategies: A Case Study of a French Hotel Chain in Thailand-ACCOR S.A.	Research	Aug, 2011
8	Mr. Varun Prakash (India)	Technology Selection in a Large-Scale Construction Project	Project	May, 2012
9	Mr.S.M. Arifuzzaman (Bangladesh)	Barriers and Challenges of Applying Mobile Communication Services in Agricultural Value Chain: A Case Study of Bangladesh Rural Vegetable Farmers	Research Study (co-chair)	May, 2013
10	Mr. Timothy Howard (Australia)	Analysis of Opportunities for Business Expansion into Myanmar	Project	Aug, 2013
11	Mr. Sai Nay Shine (Myanmar)	How Liberalization Affects an Influences Collaborations of International Telecommunication Operators in Myanmar	Research	May, 2014
12	Ms. Claire-Marie Elisabeth Keller (Philippines)	The Relationship between Headquarters and Subsidiaries in a Multinational Company and Its Impact on Innovation and New Product Development	Research	May, 2014
13	Miss Margaux Torregrosa (France)	The Development of Green Building in Southeast Asia: Advances, Challenges and Drivers to Make the Built Environment More Suitable	Research	May, 2014
14	Mr. Nuntawat Soi-ampornkun (Thai)	Open and Process Innovation Practices in a Leading Thai Industrial Conglomerate	Research	Dec., 2014
15	Ms. Siffat Shabnam (Bangladesh)	Innovation Capability Building Through Knowledge Sharing in Multiple Acquisition: A Case Study of Label Business in Southeast Asia	Research	May, 2015
16	Ms. Nirupa Bhusal (India)	Risk Management in Project Finance: Case Studies form India	Research (co-chair)	May, 2015
17	Mr. Romain Bouchet (French)	Mobile Marketing Strategies: An Exploratory Study of the Willingness for Asian Customers to Accept Mobile Advertising	Research	May, 2015
18	Mr. Plang Phalla (Cambodia)	IT Service Failures and Recovery Strategies: A Case Study of First Cambodia Co.	Project	May, 2015

19	Ms. Xu Bin (China)	Key Attributes of Successful Apps Developed by Companies: Learn from Five Successful Enterprise Apps and their Marketing Campaigns	Project	Aug., 2015
20	Mr. Ghulam Jan (Pakistan)	Transformational Leadership and Innovative Work Behavior in Large Commercial Banks of Pakistan: The Mediating Role of Creative Self-efficacy	Research	Dec., 2015
21	Mr. Marco Putero (Italy)	Introducing Negative Perceived Products into the EU's Market: A Case of Insect Food	Research	May, 2016
22	Ms. Camille Le Manach (French)	The Reverse Road from Asian Cosmetics Brand's Strategy to Establish themselves in Western Countries	Research	May, 2016
23	Ayush Dhungel (Nepal)	Analysis of determinants and barriers to the adoption of solar energy based technologies for the hotel industry in Nepal	Research	Dec., 2016
24	Mr. Watan Yar (Pakistan)	Impact of R&D spending on the profits of solar energy firms	Research	May, 2017
25	Mr. P.V.S.A. Tarun (Sri Lanka)	Importance of communication value and strategy in Western Digital	Research	May, 2017
26	Mr. Mohammad Majedul Islam (Bangladesh)	An Investigating of Driving Forces Affecting Adoption and Use of Mobile Commerce in Bangladesh	Research	May, 2017
27	Miss Weisi Zhao (China)	User's View on Sharing Economy in China: A Case Study of Dockless Bike Sharing Models	Research	Dec., 2017
28	Miss Mariam Bury (France)	Consumer Intention to Use Mobile-Devices as an Alternative to Grocery-shopping: A Comparative Study between France and Thailand	Research	May, 2018
29	Ms. Gayani Ranasinghe (Sri Lanka)	Organizational Resources and Green Performance : The Role of Board of Directors' Composition, Slack Resources and R&D Intensity	Research	May, 2019
30	Mr. Ekachai Lojanaphiwat (Thai)	Determinants Affecting Consumers' Perceived Value of Circular Economy Products : A Case Study of Postal Packaging in Thailand	Research	May, 2019
31	Mr. Manish Shrestha (Nepalese)	Impact of Intellectual Capital on External Technology Acquisitions : The Moderating Role of Organizational Slack and Competitive Intensity	Research	May, 2019
32	Bishal Raj Paudyal (Nepalese)	Disruptive Innovation in Fast Fashion Retailing: A Case Study of OWNDAYS in Thailand	Research	Dec., 2019
33	Mr. Avijit Niroula (Nepalese)	The Influence of Founder's Characteristics, Sources of Knowledge and Social Capital on a Startup's Success	Research	May, 2020
34	Ms. Ei Ei Phyoo (Myanmar)	Employees' Innovativeness through Learning from Senior Leaders: The Contribution of Supervisors, Coaches and Mentors at Different Levels of Task Uncertainty	Research	July, 2020
35	Devak Bahadur Pradhan (Nepalese)	Implementation of Design Thinking In Organizations: An Exploratory Study	Research	July, 2020
36	Ms. Lipikar Wissawaswaengsuk (Thai)	The Roles Of Trust As A Facilitator and Contingency Factor in The Adoption of Telemedicine Services Among Thai Consumers	Research	May, 2021
37	Ms. Shruti Pandey (India)	Overcoming Human Barriers In Digital Transformation: The Roles of Employee Diversity, Resistance To Change, And Organizational Citizenship Behavior	Research	May, 2021
38	Mr. Shantam Thiab (Nepalese)	Perceived Risks And Perceived Benefits Of Digital Transformation For Family-Owned Businesses In An Emerging Market Of Nepal: A View From Prospect Theory	Research	May, 2021
39	Phong-atth Kittiloepsaisan (Thai)	Consumers' Preference In Comparative E-Commerce Channels: Brand.Com, E-Marketplace And Social Commerce	Research	May, 2022
40	Andrew Dopphoopa (Philippines)	The Analysis Of Using Chatbot Within The Workplace For Human Resource Management	Project	May, 2022
41	Sixin Wang (China)	The Relationship Between Digital Transformation and Employee Work Performance : The Case of Chinese Corporation's Financial Department	Research	May, 2022
42	Mr. Peter Paul Tibor Jongko (Philippines)	From Initial Idea to First Product: An Analysis of the Development of the Foogal Health App	Project	Dec., 2022
43	Mr. Amaury Adrien Joseph Marie Dezellus (France)	Content Analysis of Online Video Tutorials for Independent Game Developers	Research	May, 2023

44	Ms. Camille Poplain (France)	How can Marketing Enhance Environmental Knowledge to Influence Purchase Intention Towards Video Games?	Research	July, 2023
45	Mr. Maximilien De Bengy De Puyvallee (France)	The Outcomes of the Digital Revolution in the Music Industry: Does the Independent Music Community Foreshadow the Work of Tomorrow?	Research	July, 2023
46	Ms. Manasha Shakya (Nepal)	Digitalization in French Museums - Visitor's perception towards their digital experience	Project	May, 2023
47	Ms. Taizhen Liu (China)	Unlocking Digital Transformation: The Role of Dynamic Capabilities and Management Innovation in Driving Firms' Digital Performance	Research	May, 2023
48	Mr. Nonnaphan Jantaro (Thai)	The Performance Impact of Digital Technology Adoption in Procurement: A Case Study of Manufacturing Industry In The Eastern Economic Corridor, Thailand	Research	May-2023
49	Ms. Papitchya Wathahong (Thai)	How digital technologies can contribute to Green Supply Chain	Research	May 2023
50	Ms. Wen Nianci (China)	KPIs And OKRs: A Comparison of The Effectiveness in Organizational Department Performance In Mainland China.	Research	July, 2023
EMBA – Vietnam (Student Projects)				
1	Doan Tran Minh Phuong	Improving the Performance of Information Technology Operation in Ha Tien 1 Company	Project	2007Aug
2	Phu Thanh Duy	Improving the Supply Chain Management at the Cement Production Department in Hatien 1 Cement Joint Stock Company	Project	2007Aug
3	Vuong Ngoc Cuong	Technology Strategy and Implementations for Electricity of Vietnam Telecom Company	Project	2008Aug
4	Nguyen Kim Phuong	Customer Satisfaction for Improving Service Performance: The Case of DKSH Vietnam	Project	2008Aug
5	Nguyen Thi Kim Cuong	DKSH Vietnam: Right Targeting Customers to Optimize the Sales Strategy	Project	2008Aug
6	Le Quang Hung	Reprocessing the Waste of Stone Production Line to Produce Artificial Sand: The Case of Tin Nghia Construction Materials Company	Project	2009Aug
7	Tran Anh Kiet	The Potential Risks in the Maintenance Quality Management at Thuduc Terminal Ha Tien 1: Joint Stock Company	Project	2009Aug
8	Nguyen Minh Man	Developing a Local Maintenance Management in Ha Tien 1 Cement Joint Stock Company	Project	2009Aug
9	Nguyen Thanh Tung	Human Resource Development Strategy for PetroVietnam Gas Corporation: From 2011 to 2015	Project	2009Aug
10	Bui Viet Hung	Increasing Customer Satisfaction in Technical Service : A Case Study of Mechanical & Energetic Division- Vietsovpetro Joint Venture in Vung Tau City, Vietnam	Project	2009Aug
11	Pham Quoc Bao	A Strategy to Develop an Engineering Group to Implement Engineering Projects for VIETSOVPETRO J.V.	Project	2009Aug
12	Vu The Ha	Improving Effectiveness of the Production Lines to Enhance the Competitiveness of VICEMBUTSON	Project	2011Jan
13	Tran Anh Tuan	Process Innovation in the Petroleum Industry: A Case Study of Japan-Vietnam Petroleum Company	Project	2012Jan
14	Tran Thanh Tai	Strategic Management and Implementation Plan for Sustainable Development and Increasing Revenues from External Services: A Case Study of Oil and Gas Production Enterprise (OGPE) - VSP JV in Vung Tau, Vietnam	Project	2013Aug
15	Tran Ngoc Thach	Strategic Analysis and Implementation Plan for Better Utilization of Local Petroleum Contractors in Vietnam: The Case of Schlumberger Vietnam Oilfield Services (SVS)	Project	2013Jan
16	Nguyen Lan Anh	Improving the Competitiveness of the Import- Export Payment Operation: A Case Study of JSC Bank for Foreign Trade of Vietnam	Project	2013Jan
17	Pham Hong Khanh	Determinant Factors for Online Purchase Intention: The Case of Office Workers in Ho Chi Minh City, Vietnam	Project	2013Jan
18	Pham Hoang Viet	Effective Project Management Strategy in a "Turn Key" Contract of the Oil and Gas Sector in Vietnam: The Vietsovpetro Joint Venture Case	Project	2013Jan
19	Nguyen Thi Phung	Improving Competitive Marketing Strategy of Motor Vehicle Insurance: A Case Study of PetroVietnam Insurance - PVI	Project	2013Jan
20	Nguyen Thanh Tan	Responses to Counterfeit Pesticides: A Case Study in Bayer CropScience, Vietnam	Project	2014Aug
21	Nguyen Quoc Huy	Formulating Business Strategies for Ba Ria-Vung Tau Water Supply Joint-Stock Company for 2020	Project	2014Aug

22	Nguyen Thi Khanh Van	Adoption of a Cost-Focused Business Level Strategy for Wood Furniture Manufacturing Enterprises: A Case Study of Danh Moc Limited Company	Project	2015Aug
23	Le Quang Hieu	Strategy for PTSC Mechanical and Construction in the Oil Business Downturn	Project	2016Aug
24	Nguyen Cong Trinh	Evaluating the Effectiveness of Cost Cutting Solutions at JV Vietsovpetro in Periods of Oil Price Decline	Project	2016Aug
25	Pham Thanh Vinh	Optimization of the Organizational Structure of a Research and Engineering Institute: The Case of Vietsovpetro Joint Venture	Project	2016Aug
26	Pham Thi My Duyen	HR Digital Transformation in Saigon Hanoi Commercial Bank	Project	2018Aug
27	Lam Thanh Huynh	At The Onset Of The Fourth Industrial Revolution: Vietnam's Shipping and Logistics Industry at The Crossroad Of Digitalization	Project	2019Aug
28	Pham Chi Mai	The Pathway to The Digital Recruitment Start Up	Project	2019Aug
29	Nguyen Thi Ngoc Ha	Online Bidding for Condensate Sales in Biendong Poc	Project	2019Jun

IV RESEARCH

A. Publications

1- Books: 4 edited books

- Bruno Stagn, Benny Kuriakose, Joyce Owens, Jolyon Robinson, Yuosre F. Badir, Yézouma Coulibaly, Yves Jannot, Noppol Kobmoo. (Editors). 2024. Tropical House Design Handbook Bioclimatic, Safe, Comfortable, Economical and Respectful of the Environment. **Routledge, Taylor & Francis**. https://www.routledge.com/Tropical-House-Design-Handbook-Bioclimatic-Safe-Comfortable-Economical/ETIK2A/p/book/9781032490069?utm_source=individuals&utm_medium=shared_link&utm_campaign=B051303_hg2_1au_1aj_t013_1al_45231

- Tobias Endress & Yuosre Badir (Editors). 2023. Business and Management in Asia: Disruption and Change. **Springer**. Expecting publication date: Dec., 2023.

- Tobias Endress & Yuosre Badir (Editors). 2022. Business and Management in Asia: Digital Innovation and Sustainability. **Springer**. <https://link.springer.com/book/10.1007/978-981-19-6418-3>

- Bruno Stagno, Yuosre Badir, Yezouma Coulibaly, Yves Jannot, and Noppol Kobmoo. 2020. *Maisons tropicales - concevoir une maison bioclimatique, sure, confortable, economique et respectueuse de l'environnement*” (English Translation: Tropical houses - design a bioclimatic, safe, comfortable, economical and environmentally friendly house). Etik2a. This book was published in France in March 2020, Publisher: DONOD, Paris (Both hard copy and softcopy are available: <http://etik2a.org/>)

2- Chapter in a book:

Badir, Y., Founou, R., and Deschamps, J. 2005. An approach for managing the integration of new product development process in biotech start-ups, Chapter in the Book: **Key Success Factors for Innovation and Sustainable Development**, Elsevier, Oxford, UK.

3- Refereed journal articles

3.A. Summary of articles published (or underview) in international journals

Published: 46 articles

Second Round Revision: 3 article

Under Review: 3 articles

Articles under second round revision: 3 articles

- Assanee Piancharoenwong and Badir, Y. F. (2024; Minor revision). IoT smart farming adoption intention under climate change: The gain and loss perspective. *Technological Forecasting & Social Change* [IF: 12; Scopus CiteScore: 17.2].

- Phatthira Wissawaswaengsuk; Prashant Kumar; Björn Frank; Yuosre F. Badir. (2024; Minor revision). The Role of Trust as the Facilitator and Contingency Factor in the Adoption of Digital Healthcare Services. *Computers in Human Behavior*. [IF: 9.9; Scopus CiteScore: 17.8].

- Rupesh Shrestha, Vimolwan Yukongdi, Yuosre F. Badir (Second round revision): Role of formal and informal social network ties in resource acquisition: A social network perspective, *South Asian Journal of Business Studies*.

Articles currently under revision: 4

- Nithya Piumi Parameswara, Yuosre F. Badir and Björn Frank (under review). Unleashing the power of dynamic capabilities: Navigating internal and external environments for successful digital transformation. Submitted in Sept, 2023 to the *Production and Operation Management (POM)*. [IF: 5].

- Panet Serirungsun: Yuosre F. Badir and Björn Frank. (under review). Achieving Digital Transformation: The Effect of Open Innovation Strategies at Different Stages of SME Development, Submitted in August, 2023 to *Journal of Product Innovation Management* (IF: 10.5).

- Ranjika Perera and Yuosre F. Badir. (under review). Bridging the Gap between the Source of Innovation and the Implementation of Circular Economy Principles in SMEs within Emerging Economies: The Mediating Role of Frugal Innovation, submitted in October, 2023 to the *Journal of Cleaner Production* (IF: 11.07).

- Tu Thanh Nguyen, Yuosre F. Badir, Björn Frank. (under revision). The Role of Managerial Risk-Taking in Shaping the Performance Impact of Firm Capabilities. *Journal of Business Research*. [IF: 11.3]

3.B. Papers Published in International Refereed Journals: [* Corresponding author]

- 1) Tariq, A; Ehsan, S; Badir, Y.F; Memon, M ; Sumbal, M.S. 2023. Does green process innovation affect firm's financial risk? moderating role of slack resources and competitive intensity. *European Journal of Innovation Management*. 26(4), pp. 1168–1185. [IF: 4.691; Scopus CiteScore: 6.9]
- 2) Charmjuree, T., *Badir, Y.F. and Safdar, U. 2022. External technology acquisition, exploitation and process innovation performance in emerging market small and medium sized enterprises: the moderating role of organizational slack. *European Journal of Innovation Management*, 25(2), pp. 545–566. [IF: 4.691; Scopus CiteScore: 6.9]
- 3) Robina Rashid, *Badir, F. M., Adeel Tariq, Bilal Afsar. 2022. The role of product lines in determining the degree and speed of integration: evidence from the pharmaceutical MNCs in cross-border acquisitions. *European J. International Management*, Vol 17, No. 1, p 27-59. [IF: 2.507; Scopus CiteScore: 3.7]
- 4) Ranasinghe, G.M., *Badir, F. M., Frank, B. 2022. Organisational resources as facilitators and inhibitors of green performance: non-linearities, interactions and international differences, *European J. International Management*, 18(1), pp. 154–184 [IF: 2.507; Scopus CiteScore: 3.7]
- 5) Kanchanabha, B. and *Badir, Y.F. 2021. Top management Team's cognitive diversity and the Firm's ambidextrous innovation capability: The mediating role of ambivalent interpretation. *Technology in Society*, 64, p.101499. [IF: 4.192; Scopus CiteScore: 4.2]
- 6) Jirakraisiri, J., *Badir, Y.F. and Frank, B. 2021. Translating green strategic intent into green process innovation performance: the role of green intellectual capital. *Journal of Intellectual Capital*, 2021, 22(7), pp. 43–67. [IF: 7.198; Scopus CiteScore: 9.2]
- 7) Badir, Y.F., Frank, B. and Bogers, M. 2020. Employee-level open innovation in emerging markets: linking internal, external, and managerial resources. *Journal of the Academy of Marketing Science*, 48(5), pp.891-913. [IF: 9.418, FT list]
- 8) Dost, M., *Badir, Y.F., Sambasivan, M. and Umrani, W.A. 2020. Open-and-closed process innovation generation and adoption: Analyzing the effects of sources of knowledge. *Technology in Society*, 62, p.101309. [IF: 4.192; Scopus CiteScore: 4.2]
- 9) Tariq, A., *Badir, Y.F., Safdar, U., Tariq, W. and Badar, K. 2019. Linking firms' life cycle, capabilities, and green innovation. *Journal of Manufacturing Technology Management*. 31(2), pp. 284–305. [IF: 7.547; Scopus CiteScore: 8.40]
- 10) Pongpimol, S., *Badir, Y.F., Erik, B.L.J., Sukhotu, V. 2020. A multi-criteria assessment of alternative sustainable solid waste management of flexible packaging, *Management of Environmental Quality: An International Journal*, Vol. 31 No. 1, pp. 201-222. [Scopus CiteScore: 6.2]
- 11) Dost, M. and *Badir, Y. F. 2019. Generation or Adoption? The role of social capital. *Management Decision*, Vol 57, No. 7, pp. 1457-1471. [IF: 4.957; Scopus CiteScore: 7.40]

- 12) Adeel Tariq, *Yuosre F. Badir, Supasith Chonglertham. 2019. Green Innovation and Performance: Moderation Analyses from Thailand. *European Journal of Innovation Management*. Vol. 22, N. 3, pp. 446-467. [IF: 4.691; Scopus CiteScore: 6.9]
- 13) Apinya Kamolsook, *Yuosre F. Badir, and Björn Frank. 2019. Consumers' Switching to Disruptive Technology Products: The Roles of Comparative Economic Value and Technology Type. *Journal of Technological Forecasting & Social Change*. Vol. 140, pp. 328-340. [IF: 8.593; Scopus CiteScore: 12.10]
- 14) Atitumpong, A. and *Badir, Y. F. 2018. Leader-member Exchange, Learning Orientation, and Innovative Work Behavior. *Journal of workplace Learning*. Vol. 30, No. 1, pp. 32-47. [Scopus CiteScore: 2.4].
- 15) Nguyen, V. M., *Badir, Y. F., Afsar, B., and Ngoc, N. 2017. The impact of a leaders' technical competence on employees' innovation and learning. *Journal of Engineering and Technology Management*. Vol. 44, pp. 44-57. [IF: 3.347; Scopus CiteScore: 5.20].
- 16) Bilal, Afsar, Yuosre F. Badir, Bilal Bin Saeed, and Shakir Hafeez. 2017. Transformational and transactional leadership and employee's entrepreneurial behavior in knowledge intensive industries, *International Journal of Human Resource Management*. Vol 28, No., 2, 307-332. [IF: 5.546; Scopus CiteScore: 6.9].
- 17) Tariq, A. and Badir, Y. F., Tariq, W., and Bhutta, U. 2017. Drivers and consequences of green product and process innovation: A systematic review, conceptual framework and future outlook. *Technology in Society*. Vol. 51, pp: 8-23. [IF: 4.192; Scopus CiteScore: 4.2].
- 18) Wafler, B., and Badir, Y. F. 2017. Global products marketing strategy in uncertain and unstable newly emerging markets: the case of two European MNCs in Vietnam. *Journal of Product & Brand Management*. Vol. 26, No. 6, pp. 573-588. [IF: 5.354; Scopus CiteScore: 5.7].
- 19) Umar Safdar, *Badir, Y. F., Afsar, B. 2017. Who can I ask? How psychological safety affects knowledge sourcing among new product development team members, *Journal of High Technology Management Research*. Vol. 28, No. 1, pp. 79-92. [Scopus CiteScore: 5.3].
- 20) Bilal Afsar and Yuosre Badir. 2017. Workplace spirituality, perceived organizational support and innovative work behavior: The mediating effects of person-organization fit. *Journal of Workplace Learning*, Vol. 29, No. 2, pp. 95-109. [Scopus CiteScore: 2.4].
- 21) Dost, M., Badir, B. F., Zeeshan, A., and Tariq, A. 2016. The impact of intellectual capital on innovation generation and adoption. *Journal of Intellectual Capital*. Vol. 17, No. 4., pp 675-695. [IF: 7.198; Scopus CiteScore: 9.2].
- 22) Bilal Afsar, Yuosre F. Badir, Umar Safdar, 2016, Linking spiritual leadership and employee proenvironmental behavior: The influence of workplace spirituality, intrinsic motivation, and environmental passion, *Journal of Environmental Psychology*, Vol. 45, March, pp. 79-88. [IF: 5.192; Scopus CiteScore: 7.1].
- 23) Bilal Afsar and Yuosre F. Badir. 2016. The mediating role of psychological empowerment on the relationship between person-organization fit and innovative work behavior, *Journal of Chinese Human Resource Management*, Vol. 7 Iss: 1, pp. 5 – 26. [Scopus CiteScore: 2.1].
- 24) Zeeshan Ali, Yuosre F. Badir, and Bilal Afsar. 2016. The dynamics of expert and team intuition in new product development projects: The role of environmental turbulence and expert power. *The Journal of High Technology Management Research*. Vol 27, No. 1, PP 10-12. [Scopus CiteScore: 5.3].
- 25) Zeeshan Ali and Yuosre F. Badir. 2016. Sustainable new product development and internal social sustainability: The impact of stakeholders' support. *Sustainability: The Journal of Record*. Vol. 9, No. 2, PP. 88-98
- 26) Chonlatis Darawong , Barbara Igel, and Yuosre F. Badir. 2016. The impact of communication on conflict between expatriate and local managers in new product development projects of MNC subsidiaries: A local perspective. *Journal of Asia-Pacific Business*. 17 (1). PP. 81-99. [Scopus CiteScore: 1.5].
- 27) Bilal Afsar and Yuosre. F. Badir. 2016. Person Organization fit, Perceived Organizational Support and Organizational Citizenship Behaviour: The role of Job Embeddedness. *Journal of Human Resources in Hospitality & Tourism*, Volume 15, Issue 3. PP. 252-278. [Scopus CiteScore: 3.2].

- 28) Bilal Afsar and Yuosre F. Badir. 2015. Person-job fit, person-organization fit and innovative work behaviour: The mediating role of innovation trust. *The Journal of High Technology Management Research*, Vol 26 (2), 105-116. [**Scopus CiteScore: 5.3**].
- 29) Bilal Afsar and Yuosre. F. Badir. 2015. The impacts of person-organization fit and perceived organizational support on innovative work behavior: The mediating effects of knowledge sharing behaviour. *International Journal of Information Systems and Change Management*. Vol 7 (4), 263-285. [**Scopus CiteScore: 0.5**].
- 30) *Yuosre F. Badir and Gina O'Connor. 2015. The formation of tie-strength in a strategic alliance's first new product development project: The influence of project and partners' characteristics. *Journal of Product Innovation Management*, JPIM. 32 (1), 154-169. [**IF: 9.687**].
- 31) Bilal Safdar and Yuosre F. Badir. 2014. Transformational leadership and innovative work behavior, *Industrial Management & Data System*, 114 (8), 1270-1300. [**IF: 4.379; Scopus CiteScore: 7.1**].
- 32) Supachart Iamratanakul, Yuosre F. Badir, Sununta Siengthai, and Vatcharapol Sukhotu. 2014. Indicators of Best Practices in Technology Product Development Projects: Prioritizing Critical Success Factors, *International Journal of Managing Projects in Business*, Vol. 7 (4), 602-623. [**IF: 2.711; Scopus CiteScore: 4.0**].
- 33) Kamal Badar, Julie M. Hite, and Yuosre F. Badir. 2014. The Moderating Roles of Academic Age and Institutional Sector on the Relationship Between Co-authorship Network Centrality and Academic Research Performance, *Aslib Journal of Information Management*, 66 (1), pp. 38 – 53. [**IF: 1.903; Scopus CiteScore: 3.3**].
- 34) Mamun, S. A. A. and Yuosre F. Badir. 2014. Governance of Corporate Governance in Malaysia and Thailand, *Journal of Accounting in Emerging Economies*, Vol. 1, No. 1, pp. 2-21.
- 35) Pradhan, R. P., Norman, N. R., Badir, Y., and Samadhan, B. 2014. Transport Infrastructure, Foreign, Direct Investment and Economic Growth Interactions in India: The ARDL Bounds Testing Approach, *Procedia-Social and Behavioral Sciences*, Vol. 104, 914-921.
- 36) Luliya Teeratansirikool, Sununta Siengthai, Yuosre, F. Badir, and Chotchai Charoenngam. 2013. Competitive strategies and firm performance: The mediating role of performance measurement, *International Journal of Productivity and Performance Management*, Vol. 62, No. 2, pp.168 – 184. [**Scopus CiteScore: 4.5**].
- 37) Mamun, S. A. A. and Yuosre F. Badir. 2013. The Impact of Board of Directors on Value Addition Efficiency of Corporate Resources in Emerging Economies, *Int. Journal of Corporate Governance*, Vol. 4, No. 4, 304-342.
- 38) Kamal Badar, Julie M. Hite, Yuosre F. Badir. 2013. Examining the relationship of co-authorship network centrality and gender on academic research performance: The case of chemistry researchers in Pakistan. *Scientometrics*, 94 (2): 755-775. [**IF: 3.702**].
- 39) *Yuosre F. Badir, Buchel, B, and Tucci, C. 2012. A conceptual framework of the impact of NPD project team and leader empowerment on communication and performance: An Alliance Case Context. *International Journal of Project Management*, Vol. 30, issue 8. [**IF: 7.172; Scopus CiteScore: 16.4**].
- 40) Mamun, S. A. A. and Yuosre F. Badir. 2012. Corporate Governance and Value Addition Efficiency of Corporate Resources in Thailand, *International Journal of Managerial and Financial Accounting*, Vol. 4, No. 3, pp. 238 – 257.
- 41) *Badir, Y.F., Tucci, C., and Buechel, B. 2009. The performance impact of intra-firm organization design on alliance's NPD projects. *Research Policy*, 38, 1350–1364. [**IF: 8.11; Scopus CiteScore: 11.4**].
- 42) *Badir, Y.F., Tucci, C., and Buechel, B. 2008. The role of communication and coordination between 'network lead companies' and their strategic partners in determining NPD project performance, *International Journal of Technology Management*, Vol. 44, No.1/2, 269–291. . [**IF: 2.157; Scopus CiteScore: 2.0**].
- 43) *Badir, Y.F., Tucci, C., and Buechel, B. 2005. The Role of the 'Network Lead Company' in Integrating the NPD Process across Strategic Partners, *International Journal of Entrepreneurship and Innovation Management*, Vol. 5, No. ½, 117–137. [**Scopus CiteScore: 1.4**].
- 44) Perret, F. and *Badir, Y.F. 2005. Innovation across network of high-tech SMEs: An Introduction, *International Journal of Entrepreneurship and Innovation Management*, Vol. 5., No. ½, 1–3. [**Scopus CiteScore: 1.4**].

- 45) *Badir, Y., Founou, R., Stricker, C., and Bourquin, V. 2003. Management of Global Large-Scale Projects Through a Federation of Multiple Web-Based Workflow Management Systems, *Project Management Journal*, September. [IF: 4.104]
- 46) *Badir, Y.F., Kadir, M.A. and Hashim, A.H., 2002. Industrialized building systems construction in Malaysia. *Journal of architectural engineering*, 8(1), pp.19-23.

3.C. Articles in Refereed National Journals

1. Badir, Y. and Razali, A. 1998. Theory of Classification: its Application and Badir-Razali Building System Classification, *Journal of the Institute of Engineering*, Malaysia (IEM), Oct.

4- Conferences: Total: 36 papers

4.A. Conference Papers Related to Innovation, Digitalization and New Product Development [26 papers]

1. Apchai Riddiboot and Yuosre F. Badir. 2023. Low-carbon digital business model innovation: A renewable energy case study from Thailand. The 83th *Annual Meeting of the Academy of Management*, 4 – 8 August 2023, in Boston, USA
2. Khanh Nguyen Hoang and Yuosre f. Badir. 2023. Emerging market firm's digital transformation and market performance: The role of leadership. The 83th *Annual Meeting of the Academy of Management*, 4 – 8 August 2023, in Boston, USA
3. Shruti Pandey, Yuosre F Badir, Bjeorn Frank, and Moon-Soo Kim. 2021. The role of human resources characteristics in organization's digital transformation. *The International Society for Professional Innovation Management (ISPIM)*. Nov 30 – Dec 2, Valencia, Spain.
4. Ei Ei Phy, Yuosre F Badir, Bjeorn Frank, and Moon-Soo Kim. 2021. Employee's innovativeness: learning from senior leaders at different task uncertainty. *The International Society for Professional Innovation Management (ISPIM)*. Nov 30 – Dec 2, Valencia, Spain.
5. Ranjian Kumar, Maheshwor Shrestha, Yuosre F. Badir. 2021. Digital transformation of financial institutions and its impact on their profitability. The 1st International Conference on Digital Innovation for Global Growth (DIGG), KAIST, *Global IT Technology Program (GITTP)*, August 19th. South Korea (Virtual only).
6. Bhawini Kanchanabha and Yuosre F. Badir. 2020. TMT Cognitive Diversity and Ambidextrous Innovation Capability: The Ambivalent Interpretation Role, the 80th *Annual Meeting of the Academy of Management*, 7-11 August 2020, in Vancouver, BC, Canada.
7. Ranjika Lalani Perera and Yuosre F. Badir. 2020. Proposing Managerial Implications from the Concept of Frugal Innovation to Overcome the Challenges facing Manufacturing Firms due to Covid-19, 4th *International Conference on Nations Building* (ICNB), Nov 18-19, Bangkok, Thailand.
8. Safdar, U., Sajid, I., Badir, Y. 2018. Is the turbulence caused by the dynamic environment straining start-ups' agility? Exploring the pragmatic solution of open innovation while capturing the role of formal and informal protection mechanisms, *IEEE Technology and Engineering Management Conference*, TEMSCON 2018.
9. R Rashid, YF Badir, U Safdar. 2018. Role of Product Lines in Integration of Acquired Business Units: Cross Border Deals, *Academy of Management Proceedings*. 2018 (1), 15667. Chicago, USA. Chicago, USA.
10. J Jirakraisiri, YF Badir, B Frank, A Salam. 2018. Green Strategic Intent and Green Process Innovation Performance: The Role of Intellectual Capital, *Academy of Management Proceedings*. 2018 (1), 15825.
11. Somying Pongpimol and Yuosre F. Badir (2017). Applying of Analytic Network Process to Prioritize Significant Factors in Managing of Flexible Packaging Waste. *Seoul International Conference on Applied Science and Engineering* (SICASE). December 5-7, 2017. Seoul, Korea
12. Jirakraisiri, J., Badir, Y.F., and Frank, B. 2017. Implementing green innovation: Strategy, operation, and cooperation, *Australian and New Zealand Marketing Academy Conference (ANZMAC)*, Melbourne, Australia, December 4-6, 2017 [Best Article Award].
13. Dost, M. Badir, Y. F., Ali, Z., 2016. The influence of internal and external sources of knowledge on process innovation generation and adoption: The moderating role of radical innovative capability. *The Academy of Management Annual Meeting*, Anaheim, CA., USA. August 5 to 9.
14. Safdar, U. and Badir, Y. F. 2016. The Role of Psychological safety as determinants of team's openness in NPD projects. *The 3rd World Open Innovation Conference (WOIC)*, December 13-14. Spain.
15. Kamolsook, A., Badir, Y. F. and Frank, B. 2016. Consumer motivation to switch to disruptive technology products. *Australian and New Zealand Marketing Academy Conference (ANZMAC)*, Christchurch, New Zealand, December 5-7. [Best Article Award]

16. Bilal Afsar and Yuosre F. Badir. 2014. Person-job fit, person-organization fit and innovative work behaviour: The mediating role of innovation trust, *The Academy of Management Annual Meeting*, Philadelphia, USA. August 1-5.
17. Yuosre F. Badir. 2014. Degree and Type of Inter-organizational Learning Required in Strategic Alliance's First New Product Development Project: The Trade-off Between Benefits and Risks, In Proceeding of *Portland International Conference on Management of Engineering and Technology (PICMET)*, Kanazawa, Japan, July 27-30.
18. Nguyen Van Minh, Badir, and Nguyen Ngoc Quang. 2014. The impact of leaders' technical competence on subordinate innovative behavior in telecommunication companies. The International Conference on "*Emerging Trends in Business and Economy: Mapping the Way Ahead*", Jaipur, India, February 14-15, 2014. [Best Article Award]
19. Iamratanakul, S.; Siengthai, S.; Badir, Y.; Sukhotu, V. 2013. Project strategy of new product development projects. *Program for the International Journal of Arts & Sciences (IJAS) Multidisciplinary Conference*, Vienna, Austria, April 14 – 18, 2013.
20. Badir, Y. & Igel, B. 2011. The Required Intensity and Media-richness of Communication among Strategic Partners in New Product Development Projects, *IEEE International Technology Management Conference (ITMC) proceeding*, Page 394 – 403, June 27-30, 2011, San Jose, USA.
21. S. Iamratanakul, R. Shankar, Y. Badir, and N. J. Dimmitt. 2010. The enablers of product development project management practice in electronic industry. In Proceeding of *Portland International Conference on Management of Engineering and Technology (PICMET)*, Bangkok, Thailand.
22. S. Iamratanakul, Y. Badir and N. J. Dimmitt. 2010. Fostering Education in Service Innovation Management, in Proceeding of the *Asia Pacific Business Innovation and Technology Management (APBITM)*, Cebu, Philippines, January 24-26.
23. S. Iamratanakul, R. Shankar, and Y. Badir, 2009. Technology and Innovation Management in the Service Sector, in *INFORMS International Conference on Service Science*, Clear Water Bay, Kowloon, Hong Kong, August 6-8.
24. Badir, Y. 2008. Strength of ties with NPD strategic partner: The trade off between Inter-organizational learning benefits and transaction cost consideration, *The Academy of Management Annual Meeting*, August, Anaheim, USA.
25. Badir, Y., and Buechel, B. 2007. The Role of Organization Design and Communication on NPD Project Alliance Performance, *The Academy of Management Annual Meeting*, August 03-08, Philadelphia, USA.
26. Badir, Y., 2006. A Contingency Model of Coordination–Performance for NPD Process across Network of Strategic Partners, the *Academy of Management Annual Meeting*, August 11-16, Atlanta, Georgia.
27. Badir, Y., and Perret, F. 2006. R&D Organisation for Better Communication with the NPD Project's Partners: The Moderating Role of Development Cycle Time, *the 26th Strategic Management Society (SMS) Int. Conf.*, October 29 - November 1, Vienna, Austria.
28. Badir, Y., Perret, F. and Tucci, C. 2006. Managing the Human Side of the NPD Projects to Support the Process Integration across Network of Strategic Partners, the IEMC 06, *IEEE Int. Engin. Manage. Conf.*, 17-20 Sept., Salvador de Bahia, Brazil.
29. Badir, Y., Buechel, B., Tucci, C. 2005. High-tech New Product Development Project Organisation Design to Support the Communication and Coordination Across Project Strategic Partners, *Portland International Confe. On Management of Engineering and Technology PICMET*, July 31-August 4, Portland, Oregon USA.
30. Badir, Y., Founou, R., and Deschamps, J. 2003. An Approach for Managing the Integration of New Product Development Process in Biotech Start-ups, *The 12th Inter. Conf. on Management of Technology*, IAMOT, May 13-15, 2003, Nancy, France.

4.B. Conference Papers Related to Corporate Strategy and High-tech Projects Management [4 papers]:

31. Mamun, S. A. A. and Yuosre F. Badir. 2012. Corporate governance and value addition efficiency of corporate resources in Southeast Asia, *Academy of Management Annual Meeting, AOM*, August 2012, Boston, USA.
32. Badir, Y. 2002. Management of Large-Scale Projects Through a Federation of Web-Based Workflow Management Systems: Swissmetro Case Study, *the 2nd Swiss Transportation Research Conference*, STRC, Ascona, March 20-22.
33. Badir, Y. and Stricker, C. 2001. Obstacles and Challenges Facing B2B E-Marketplaces: Switzerland Experience. Proc. Of IASTED *International Conference on Internet and Multimedia Systems and Applications (IMS2001)*, 13-16 August 2001, Hawaii, USA.
34. Badir, Y., Stricker, C. and Hamouda, M. 2001. Classification Theory for Information System Professionals and Information Seekers, Proceedings of the *International Conference on Information Technology and Multimedia, UNITEN*, 13-15 August, Malaysia.

4.C. Conference Papers “Diversified Topics”:

35. Rudra P. Pradhan and Yuosre F. Badir. 2014. Energy-Growth Nexus: Evidence from a Panel of ASEAN Regional Forum Countries,” *International Conference and Utility Exhibition on Green Energy for Sustainable Development (ICUE 2014)*, Pattaya City, Thailand. co-sponsored by IEEE Power & Energy Society, the conference proceedings published in the IEEE Xplore. 19-21 March.
36. Rudra P. Pradhan, Neville R. Norman, Yuosre F. Badir, Bele Samadhan 2013. Transport Infrastructure, Foreign Direct Investment and Economic Growth Interactions in India: The ARDL Bounds Testing Approach, *2nd Conf. of Transportation Research Group of India (CTRG)*, 12 – 15 December, Agra, India.

5. Invited Lectures and Keynote Speaker:

- Keynote speaker: Organization’s Digital Transformation: Leadership and Employees Characteristics, Bangladesh Business Innovation Summit, February 18th, 2023, *Dhaka, Bangladesh*.
- Keynote speaker: The Human Side of Digital Transformation: Employees diversity and its impact on digital transformation, International conference on “Back on Track of Internationalisation”, Vilnius Gediminas Technical University, 9-13 May 2022, *Vilnius, Lithuania*.
- Invited Lecture: New Trends in Innovation Management: Crowdsourcing-based Business Model Innovation, Chulalongkorn School of Integrated Innovation, BKK, Sept 2022.
- Invited Lecture: “User and Crowdsourcing Innovation,” Education Innovation Camp (EduCamp) for Indian students (Bachelor Degrees in engineering, pharmacy and management), September 8th, 2022, AIT.
- Invited Speaker: Open Innovation Practices in Developing Countries. The 8th Annual WORLD OPEN INNOVATION CONFERENCE (WOIC). Hosted at the High-Tech Campus Eindhoven, The Netherlands. December 9 & 10, 2021.
- Invited Lecture: Employees Innovation in Public Sector: Motivation and barriers. Invited by The Asian-Pacific Postal Union (APPU), Thailand. September 20th, 2017.
- Invited Lecture: Users, Open, and Crowdsourcing Innovation. For the AIT-Tiger Leong International Innovation and Leadership Camp II. Organized by AIT-Solutions, Oct., 2017.
- Invited Lecture: “Public Service Innovation: Employees and Leadership Roles”. Organized by Office of Civil Servants Commission (OCSC), Thailand and AIT Extension. Training program on Advanced Leadership Development Program, March 24th, 2017.
- Invited Lecture: “Leadership and Innovation” Organized by AIT Extension. Training Program on Leadership and Organization Renewal, for Nepal Telecom Company Limited, March 7th, 2017.
- Invited Lecture: “Open innovation process” Organized by AIT Extension: Executive MBA International Immersion program for the Indian Institute of Technology (IIT), Kharagpur, India, held at AIT, June 1st, 2015.
- Invited Lecture: “*Management of knowledge and technological innovation in high-tech firms*” Organized by AIT Extension: the Executive MBA International Immersion for the Indian Institute of Technology (IIT), Kharagpur, India, held at AIT, June 8th, 2015.
- Invited Lecture: “*New trends in innovation management: Open, process, user and crowdsourcing innovations*” Organized by AIT Extension: the Executive MBA International Immersion for the Indian Institute of Technology (IIT), Kharagpur, India, held at AIT, June 2, 2014.
- Conference Keynote Speaker: “*Views on emerging trends in innovation: Does innovation really save firms?*” Conference on “Emerging Trends in Business and Economy: Mapping the Way Ahead”, Jaipur, India, February 14-15, 2014.
- Invited Lecture: “*Innovation and productivity: The Dilemma Managers Face*”. Seminar on “Innovation As a Tool to Enhance Productivity,” organized by the Indian Society of Training and Development and Rajasthan State Productivity Council at JK Lakshmipat University, Jaipur, February 17, 2014,
- Invited Lecture: New Trends in Innovation Management: Open, User, and Crowdsourcing Innovation, MBA Program of the Poornima University, Jaipur, India. Feb 19, 2014.

- Invited Lecture: Innovation and New Product Development in Strategic Alliances. European Business School (EBS), Oestrich-Winkel, Germany, May 2008.
- Invited Lecture: The Role of Network Lead Company in Integrating New Product Development Activities across Alliance Members. Eindhoven University of Technology, Eindhoven, The Netherlands, March 2008.
- Invited Lecture: Hybrid Innovation Management in MNCs. Università della Svizzera italiana, Lugano, Switzerland. June 2008.

6. H-Index and Total Number of Citations:

A. H-Index and Total Citations

SCOPUS: 1,975 citations & H-index: 24 (excluding self-citation: 23)

Google-Scholar: 4,881 citations & H-index: 30

B. Research in Progress

1- Current projects: Current research focuses on: (i) Green and sustainable innovation; (ii) Open innovation in emerging markets; (iii) Digital transformation (6 ongoing research projects); (iv) Employees innovative work behavior in developing countries' organizations

2- Future research projects: Digital transformation in emerging markets.

C. Research Grants and Sponsored Projects

- 2020: Three-year (from July 2020 to December 2023) research fund from the National Research Foundation of Korea (NRFK) (NRF-2020S1A5A2A03042307) Jointly with two colleagues from South Korea, to study Digital Divide within ASEAN under the 4th Industrial Revolution Focusing on Mekong Countries. The project fund: 85,000,000 SKW (accepted).

- 2019: Erasmus+ (2019): Development of sustainable entrepreneurship capabilities of Asian universities in collaboration with enterprises (ENTRCAP). The project amount: 996,546.00 Er. *Unsuccessful*.

- 2019: National Research Foundation of Korea (NRFK): Digital Divide within ASEAN under the 4th Industrial Revolution. *Unsuccessful*.

- 2015: UK Center for Economic and Policy Research (CEPR). The Private Enterprise Development in Low-Income Countries (PEDL). *Unsuccessful*.

- Consultant, "technology market assessments of Japanese low carbon technologies and their effective dissemination to Asian countries (Thailand and Vietnam)." Contracted by: Regional Resource Centre for Asia and the Pacific (RRC.AP), AIT. For (Client): Institute for Global Environmental Strategies, Japan (iGES), 2015-2016

- Developing a proposal and presenting it to SCG Training Program. *Unsuccessful*

V. SERVICE/OUTREACH

- A. Professional Service:**
- Guest Editing a special issue on "Digital Innovation & Digital Infrastructure," Heliyon, Elsevier, 2022 (expected publication date: Jan/Feb., 2024).
 - Editorial Board Member: International Journal of Comparative Management
 - Editorial Board Member: Asia Pacific Journal of Marketing and Logistics
 - Editorial Board Member: Organizations and Markets in Emerging Economies

- Editorial Board Member, the 10th Annual World Open Innovation Conference (WOIC 2023), Biscay, Spain, 9 & 10 Nov., 2023.
- Chair a Conference Research Track on Economic Change, Innovative Strategies for Crisis Recovery and Nation-Building; The 5th International Conference on Nation Building (ICNB), 8-9 Sept., 2021, Bangkok, Thailand.
- Editorial Board Member, the 8th Annual World Open Innovation Conference (WOIC 2021), Dec 9-10th, Eindhoven, The Netherlands.
- Chair a Conference Research Track on Economic Change: 4th International Conference on Nations Building, Nov 18-19, 2020, Bangkok, Thailand.
- Editorial Board Member, the 7th Annual World Open Innovation Conference (WOIC 2020), Dec. 12-13, UC-Berkeley, USA.
- Editorial Board Member, the 6th Annual World Open Innovation Conference (WOIC 2019), Dec. 12-13, Rome, Italy.
- Editorial Board Member, the 5th Annual World Open Innovation Conference (WOIC 2018), Dec. 13-14, S.F., USA.
- Program Committee Member, The 6th International Congress on Interdisciplinary Behavior & Social Science, Dec 16-17, 2018, Yogyakarta, Indonesia.
- International Academic Committee Member, the 23rd Asia-Pacific Decision Science Institute International Conference, July 16-20, 2018, Bangkok, Thailand.
- Editorial Board Member, the 4th Annual World Open Innovation Conference (WOIC 2017), Dec. 13-15, S.F., USA.
- International Academic Committee of the Annual conference of European Decision Science Institute (EDSI), 2017, Spain.
- Editorial Board Member, the 3rd Annual World Open Innovation Conference (WOIC 2016), December 15-16, Barcelona, Spain.
- Scientific Committee member, Regional forum on climate change (RFCC): Low carbon and climate resilient societies, AIT-Thailand, July 1-3, 2015
- Chair of two technical sessions, Regional forum on climate change (RFCC): Low carbon and climate resilient societies, AIT-Thailand, July 1-3, 2015
- Editing special issues of two international journals (2005 & 2006): The work includes proposing the topic and themes of the special issue, writing and distributing the call for papers, inviting potential authors, composing referees committee, writing special issue introduction
- Member of advisory committee: Management and Business Reference Book “The New Faces of Organizations in the 21st Century”, *NAISIT, Canada* (Volume 1 & 3)
- Technical Program Committee of International Congress on Interdisciplinary Business and Social Sciences 2012 (ICIBSOS 2012), on 01-02 December 2012 in *Jakarta Indonesia*.
- A member of the Scientific Programme Committee for the International Conference on Technology Management, 18-20 July 2012 at *India Institute of Science (IISc)*, Bangalore.
- Conference Scientific Committee member, “Globalization of Technology, Innovation & Knowledge: The Euro-Asia Connection.” Organized by Euro-Asia Management Studies Association, *Lausanne, Switzerland*, 22-24th October 2009.

**B. Significant
Institute
Committee
Service**

- Member of the DPRC – nominated on July 2013 to present.
- Member of FEP – nominated in Jan 2016 to present.
- Research Ethics Review Committee member, 2017

- AS Election Committee member, Dec. 2017
- Task Force on Faculty workload (Appointed on June, 2016)
- Member of Research Support Committee (appointed on Nov 22, 2016)
- AIT Expert Member, Climate Change Asia @ AIT, 2015
- Steering Committee (SC) member of Member of the Nano Centre, AIT, 2014.
- Selection panel of research faculty position in Aquaculture and Aquatic Resources Management SERD, Oct 30, 2014.
- Faculty recruitment committee in Agri-business Management, SERD, Dec 2013
- Steering Committee (SC) member of Asian Center of Innovation for Sustainable Agriculture Intensification (ACISAI) Center, AIT, April 2013.
- Thematic Area Leader: Business and Innovation Models for Green Economy – nominated on March 2012
- Member of the Academic Development Review Committee (ADRC) - September 2008 to April 2012
- AIT Research Strategy Committee - nominated on 22 June 2010
- Member of the Research Infrastructure Support Committee - nominated on Sept, 2011
- Member of the Institute-wide Scholarship Selection Committee - nominated on 22 March 2011
- Member of AIT Library Committee.

C. Administrative Service

- SOM Faculty Director of the Doctoral Programs (PhD & DBA) – June 2017 to present
- Ph.D. Program Coordinator, School of Management (SOM) – 2011 to May 2017.
- School of Management Search Committee member, 2015, 2016 & 2017
- Task force member: Grades distribution and inflated grades – Sept, 2013
- Task force member: Master leading to Ph.D. – 2013
- AIT election committee member for the FRC, March 2013
- Task force member: Research incentives, SOM – 20110

D. Community Service

- External Examiner (Sept., 2023), for Ph.D. Candidate: Ms. Xujia Wang, “The role of rarity and exclusivity in luxury”, *Curtin University*, Australia.
- External Examiner (Oct., 2023), for Ph.D. Candidate: Hammad Bin Azam Hashmi, “Innovation Strategies in Emerging and Developing Markets: Examining the Drivers, Processes, and Outcomes,” *Open Universiteit, Heerlen*, the Netherlands.
- External Examiner (2022), for Ph.D. Candidate: Mr. Majid Riaz, “An augmentation for innovation: Psycho-tech innovative behavior model through an intellectual risk-taking pathway.” *National College of Business Administration and Economics*, Lahore, Pakistan.
- A faculty mentor in a doctoral students Research Workshop, organized by Institute for the Study of Business Markets (ISBM), *The Pennsylvania State University*, Aug 2021.
- External Examiner (2019), for Ph.D. Candidate: Ms. Elaine Sutrisna, “Agonistic Behaviour in Luxury Branding”, *Curtin University*, Australia.

- External Examiner (2017), for Ph.D. Candidate: Ms. Triyuth Promsiri, “A study of business idea development with external enablers and a design process,” college of Management, *Mahidol University*, Thailand.
- External Examiner (2015), for Ph.D. thesis proposal, Ms. Nicoletter C. Prugsamat, “Corporate Governance, Innovation Capabilities and Outcomes: The Case of ASEAN”, College of Management, *Mahidol University*, Bangkok, Thailand (Sept., 2015)
- Ad hoc Reviewer, Journal of Management Studies
- Ad hoc Reviewer, Journal of Business Ethics
- Ad hoc Reviewer, Journal of Product Innovation Management
- Ad hoc Reviewer, Industrial Marketing Management
- Ad hoc Reviewer, Technovation
- Ad hoc Reviewer, Journal of Cleaner Production
- Ad hoc Reviewer, Technological Forecasting and Social change
- Ad hoc Reviewer, Journal of Engineering and Technology Management
- Ad hoc Reviewer, European Journal of Marketing
- Ad hoc Reviewer, IEEE Transaction on Engineering Management
- Ad hoc Reviewer, Asia Pacific Journal of Marketing and Logistics
- Ad hoc Reviewer, Technology in Society
- Ad hoc Reviewer, European Management Review
- Ad hoc Reviewer, International Journal of Technology Management
- Ad hoc Reviewer, International Journal of Comparative Management
- Reviewer, Academy of Management Conferences

E. Social Impact

- Keynote speaker: Organization’s Digital Transformation: Leadership and Employees Characteristics, Bangladesh Business Innovation Summit, February 18th, 2023, *Dhaka, Bangladesh*.
- Keynote Speaker: The Human Side of Digital Transformation: Employees diversity and its impact on digital transformation, International conference on “Back on Track of Internationalisation”, VILNIUS GEDIMINAS TECHNICAL UNIVERSITY, 9-13 May 2022, Vilnius, Lithuania.
- Invited Lecture: New Trends in Innovation Management: Crowdsourcing-based Business Model Innovation, Chulalongkorn School of Integrated Innovation, BKK, Sept 2022.
- Invited Speaker: Open Innovation Practices in Developing Countries. The 8th Annual WORLD OPEN INNOVATION CONFERENCE (WOIC). Hosted at the High-Tech Campus Eindhoven, The Netherlands. December 9 & 10, 2021.
- *Book for unacademic audience:* Bruno Stagno, Yuosre Badir, Yezouma Coulibaly, Yves Jannot, and Noppol Kobmoo. 2020. *Maisons tropicales - concevoir une maison bioclimatique, sûre, confortable, économique et respectueuse de l'environnement* (English Translation: Tropical houses - design a bioclimatic, safe, comfortable, economical and environmentally friendly house). Etik2a. This book was published in France in March 2020, Publisher: DONOD, Paris (Both hard copy and softcopy are available: <http://etik2a.org/>)

- F. Professional*** ■ Associate member of the Engineering Management Society (IEEE).
- Affiliations*** ■ Member of Academy of Management Association (AoM).
- Member of Strategic Management Society (SMS)

VI. PERSONAL STATEMENT

Please see the attached document.

CERTIFICATION:

I, the undersigned, certify that, to the best of my knowledge and belief, these biodata correctly describe myself, my qualifications and my experience. I understand that any willful misstatement described herein may lead to my disqualification.

SIGNATURE:



November, 2023

PERSONAL STATEMENT

Dr Yuosre F. Badir

My main contribution as a business school faculty member can be classified into three main categories: (i) research; (ii) pedagogy; and (iii) services to the school and to AIT, as well as outreach. Although I am providing an overview on each category independently, these three are interrelated; my activities in one category contribute to the other two. For instance, my research and publication in the field of innovation and technology management contribute directly to my teaching and pedagogy development. My research results help me to update the content of my courses. Similarly, my research publication – specially in top tier journals like the Financial Times list of journals (e.g., Research Policy, Journal of Academy of Marketing Science) – helps my outreach activities.

I. Research: My primary area of research focuses on innovation and technology in emerging markets' Small and Medium Enterprises (SMEs), which represent 90% of the businesses. The context of my research is challenging, and my published results provide value in this part of the world (developing countries in general and Asia in particular). Most of SMEs fall behind larger companies because they face daunting obstacles. Insufficient resources, limited knowledge stock, and lack of market power inhibit their ability to tap into the competitive advantages necessary to gain value from, for example, their R&D efforts. In addition, the situation of these SMEs is even worse in emerging markets since they still tend to lack enough technological resources and capabilities, which may limit their ability to compete with their western counterparts. Considering the limited resources characterizing SMEs in emerging markets, my research tries to assist these SMEs by focusing on innovation and technology in resources-constrained environments. Specifically, my research interests include managing innovation (e.g., green innovation, open innovation, employee innovation), technology (e.g., adoption of disruptive technologies, low carbon technology assessment), and digital transformation of SMEs in emerging markets.

I have published my research on “innovation and technology management in emerging market's SMEs” in top peer-reviewed journals (e.g., two articles, as first author, in the FT best 50 journals list). I am a co-recipient of both the 2016 and 2017 ANZMAC Best Papers Award in Entrepreneurship and Innovation, as well as the Best Paper Award from the International Conference on Emerging Trends in Business and Economy: Mapping the Way Ahead, India, 2014.

Currently, most of my research focuses on the digital transformation of emerging markets' SMEs. In this context, I examine several related issues that I believe have a direct impact on the success or failure of SMEs' digital transformation efforts. For example, I consider the impact of human resources readiness, leadership style, open culture, and strategy on SMEs digital transformation. I have already co-edited a book (by Springer) entitled “Business and Management in Asia: Digital Innovation and Sustainability.” In addition, I am guest editing a special issue of a journal on “digital innovation and digital infrastructure.” In line with this, I have received a grant from the Korean National Fund (KNF) to conduct research on the digital divide among Mekong River countries. The project is still ongoing. For further information on my research, please refer to my Research Statement document.

II. Pedagogy: As a teacher, I am principally concerned with helping students (Master, PhD and DBA levels, who comes from different cultures) discover their unique gifts and how, both individually and collectively, to use these gifts to develop as self-confident independent thinkers, leading to determining and achieving their desired futures. My approach is to encourage students to search for new information sources and to tackle topics beyond the boundaries of the classroom. To achieve this, I pursue the following pedagogy: teach the basics of the topic by focusing on the development and derivation of the management theory covered in the course; develop challenging homework assignments and case studies that elucidate the fundamentals of a given topic and enhance the students' problem-solving abilities; encourage students to focus on specific management issues of particular interest to them. I believe that my teaching philosophy is in line with the AIT mission “to

develop highly qualified and committed professionals who will play a leading role in the sustainable development of the region and its integration into the global economy.”

One of the most important assets I bring to the classroom is the diversity of my own educational background and work experience. I hold a PhD in Management of Technology, M.Sc. in Project Management, M. Sc. in Logistics and Supply Chain Management, and B.Sc. in Civil Engineering (with a concentration in Project Management). I have had the good fortune to apply my experience within a broad range of industries (IT, Telecommunication, Biotech, Electronics, and Mechanics), in places as culturally and economically diverse as Africa, Asia, Europe, and the United States. This has provided me not only with the foundation to attract students to my own research areas and courses, but also has equipped me with knowledge, experience and skills that strengthen my pedagogy and ensure my success with multicultural learners. My diverse professional and educational background helps me to connect with students in the School of Management (SOM) executive programs (e.g., MBA, EMBA and DBA) as well as with research-oriented programs (e.g., PhD).

Since I joined AIT, I have taught 11 different courses. However, 6 out of these 11 courses were initiated by me (two at the doctoral level and 4 at the master’s level). One of these courses was in collaboration with the Energy field of study, School of Environment, Resource and Development (SERD).

III. Service and Outreach: As a faculty member, I have been involved in several activities related to the School of Management, AIT and beyond. Within SOM, I have been the faculty director of the doctoral programs (both PhD and DBA) since 2011, the DBA having been added to my duty in 2017. The two programs together are the biggest in AIT (in terms of number of students and income). Currently there are more than 100 students enrolled. My main objective is to make sure that the two programs runs smoothly and at the same level or ahead of other similar programs in top universities throughout the world. I also contribute to the promotion of the programs to prospective students.

At the AIT level, I have made significant contributions to the AIT through various services and roles. I have been a member of the Doctoral Program Review Committee (DPRC) since 2013 and a member of Faculty Evaluation Panel (FEP) since 2016. In both committees, I am the longest serving member in the history of AIT. Additionally, I have served as a member of several committees, including the Research Ethics Review Committee, AS Election Committee, Research Support Committee, and Faculty recruitment committee in Agri-business Management. Moreover, I have been a member of several steering committees, including the Nano Centre, ACISAI Center, Climate Change Asia @ AIT. I have also been nominated as Thematic Area Leader for Business and Innovation Models for Green Economy and served on several important committees, including the Academic Development Review Committee, AIT Research Strategy Committee, Research Infrastructure Support Committee, and Institute-wide Scholarship Selection Committee. I have also served as a committee member for over 25 doctoral and master's degree students in both SERD and SET. With this wide-ranging expertise and contributions, I have helped shape AIT's academic and research programs and contributed to the institution's success.

I have contributed to the academic community by serving on several editorial boards for journals and conferences. As a guest editor, I served on the special issue on "Digital Innovation & Digital Infrastructure" for Heliyon, Elsevier in 2022. Additionally, I am an editorial board member for the International Journal of Comparative Management, Asia Pacific Journal of Marketing and Logistics, and Organizations and Markets in Emerging Economies. I have also served as an editorial board member for various conferences, including the International Conference on Nation Building (ICNB) in 2020, 2021, and 2022, and the Annual World Open Innovation Conference (WOIC) in 2017, 2018, 2019, 2020, and 2021, among others.

Furthermore, I have been invited as a keynote speaker at international conferences in Asia and Europe, such as in India, Lithuania, and Bangladesh, and as a lecturer at different venues, including universities and private and public organizations. My objective throughout all of these activities has been and will always be to promote SOM and AIT to the global community.

YUOSRE F. BADIR

RESEARCH STATEMENT

My primary area of research focuses on “innovation and technology management” in emerging markets’ Small and Medium Enterprises (SMEs), which represent 90% of the businesses in the region. This is a challenging, under-investigated research context and my published results provide value in this part of the world (developing countries in general and Asia in particular). My research achievements are demonstrated through my portfolio of publications (47 peer-reviewed research articles listed on Scopus) and impact metrics (Scopus H-index= 20 with more than 1,600 citations; Google H-index= 27 with 3,975 citations), in addition to 34 conference papers. I have published my research in top peer-reviewed journals (e.g., two articles, as first author, in the FT best 50 journals list). I am a co-recipient of both the 2016 and 2017 ANZMAC Best Papers Award in Entrepreneurship and Innovation, as well as the Best Paper Award from the International Conference on Emerging Trends in Business and Economy (2014). My publications have been at the top end of the ABDC list, such as Research Policy, Journal of Academy of Marketing Science, Journal of Technological Forecasting & Social Change, among others. I also have been invited as a keynote speaker in international conferences (in India, Lithuania, and Bangladesh) in addition to several invited lectures.

Research Context: Most SMEs fall behind larger companies because they face daunting obstacles. Insufficient resources, limited knowledge stock, and the lack of market power inhibit their ability to tap into the competitive advantages necessary to gain value from, for example, their R&D efforts. In addition, the situation of these SMEs is even more challenging in emerging markets since they even today tend to lack enough technological resources and capabilities, which may limit their ability to compete with their western counterparts. Considering the limited resources characterizing SMEs in emerging markets, my research tries to assist these SMEs by focusing on innovation and technology in resources-constrained environments.

Research Focus: Innovation and Technology Management

My published research on innovation and technology management in emerging markets’ SMEs can be classified into three categories: (i) general innovation management; (ii) green innovation; and (iii) new product development (NPD).

- (i) **Innovation Management:** Much of my published articles in journals (see journal articles 1 to 15)ⁱ and conferences (see conference articles 1 to 11)ⁱⁱ in this domain investigates the role of cognitive diversity in top management teams in facilitating the firm's ambidextrous innovation capability. It also explores employee-level open innovation in emerging markets and the link between internal, external, and managerial resources in generating and adopting open innovation. Furthermore, my research also examines the effects of sources of knowledge on open-and-closed process innovation generation and adoption, as well as the role of social capital in innovation generation or adoption. The research also examines the impact of a leader's technical competence on employees' innovation and learning, as well as the relationship between leader-member exchange, learning orientation, and innovative work behavior.

ⁱ The numbers correspond to the **journal publications** listed at the end of this document.

ⁱⁱ The numbers correspond to the **conference's publications** listed at the end of this document.

- (ii) **Green Innovation:** My published articles in journals (see journal articles 16 to 23)ⁱⁱⁱ and conferences (see conference articles 12 to 15)^{iv} on green innovation investigate the drivers and consequences of green product and process innovation, and the link between firms' life cycle, capabilities, and green innovation. I also explore the impact of green process innovation on a firm's financial risk, and the role of green intellectual capital in translating green strategic intent into green process innovation performance. My research also examines the relationship between spiritual leadership and employee pro-environmental behavior.
- (iii) **New Product Development:** My research on new product development (NPD) focuses on strategic alliance context and has been published in journals (see articles 24 to 36)^v as well as in conferences (see conference articles 16 to 25)^{vi}. In an alliance of high-tech strategic partners, NPD is performed by groups and individuals from multiple functions, such as R&D, marketing and manufacturing, which span organizational boundaries. Once an activity is completed, the output is sent to the next function in the process, either within or across company boundaries, so that those responsible can contribute their specialized knowledge and skills to develop the product. This typically requires members of a product development team from different firms to communicate and coordinate with one another, in order to accomplish their development activities. My research findings suggest that the key to the success of these alliance-based NPD projects no longer lies solely in improving communication and coordination between different functions and units within a firm but also in improving them between the project's strategic partners. In other words, communication, information processing and coordination between the NPD project team members of different partners become as important as they are within firms. I went one step further and proposed a project organization design that would facilitate communication and coordination across the firm's boundaries.

Ongoing Research: Currently, most of my research focuses on the digital transformation of emerging markets' SMEs. In this context, I examine several related issues that I believe have a direct impact on the success or failure of SMEs' digital transformation efforts. For example, I consider the impact of human resources readiness, leadership style, open culture, and strategy on SMEs digital transformation. I have already co-edited a book (by Springer) entitled "Business and Management in Asia: Digital Innovation and Sustainability." In addition, I am guest editing a special issue of a journal on "digital innovation and digital infrastructure." In line with this, I have received a grant from the Korean National Fund (KNF) to conduct research on the digital divide among Mekong River countries. So far, three articles have been presented in international conferences (see conference articles 26 to 28)^{vii}

ⁱⁱⁱ The numbers correspond to the **journal publications** listed at the end of this document.

^{iv} The numbers correspond to the **conference's publications** listed at the end of this document.

^v The numbers correspond to the **journal publications** listed at the end of this document.

^{vi} The numbers correspond to the **conference's publications** listed at the end of this document.

^{vii} The numbers correspond to the **conference's publications** listed at the end of this document.

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SOCIAL IMPACT

YUOSRE F BADIR

Dr. Yuosre F. Badir is an accomplished academic who has made significant contributions to the field of innovation management and has had a profound social impact through his research and publications. His work has been recognized through various awards, including several conferences' best paper awards and one of his articles (PMJ, 2003) has been recognized by IEEE USA Today's Engineer (December, 2003) as one of the top ten 2003 engineering "works of value." Additionally, two of his co-authored articles are listed among the most downloaded articles from the Journal of High Technology Management Research.

Dr. Badir is also an accomplished keynote speaker and has been invited to speak at several international conferences (India, Lithuania, and Bangladesh). In particular, his talks on innovation management, open innovation, and digital transformation have been well-received. He has also delivered invited lectures on topics such as public service innovation, leadership and employee motivation in various universities and organizations, including the Asian-Pacific Postal Union and Nepal Telecom Company Limited.

Beyond academia, and in line with his research on green innovation, Dr. Badir has co-authored a book in French titled "Maisons tropicales - concevoir une maison bioclimatique, sûre, confortable, économique et respectueuse de l'environnement" (Tropical houses - designing a bioclimatic, safe, comfortable, economical, and environmentally friendly house) for non-academic readers interested in green building. The book provides practical advice on constructing sustainable and affordable homes. In addition, Dr. Badir has co-edited a book, published by Springer, titled "Business and Management in Asia: Digital Innovation and Sustainability" aimed at managers and executives in Asian corporations.

Dr. Yuosre Badir has been featured in various news and media outlets for his notable contributions to innovation and technology. The Daily Star newspaper (Bangladesh) reported on February 24, 2023, that Dr. Badir was recognized for his innovation at the Bangladesh Innovation Forum 2023, which identified 49 innovations. Similarly, PressExpress Bangladesh highlighted Dr. Badir's innovative work in their coverage of the event. The Bangladesh Business Forum also featured Dr. Badir's achievements at the festival on their website. In addition, the Times of India (March 1st, 2014) mentioned Dr. Badir's contribution to research on innovation in emerging countries. Finally, there are several YouTube videos featuring Dr. Yuosre Badir, further highlighting his work in the field of innovation and technology management.

International Recognition and Leadership

Dr. Yuosre Badir

Dr. Yuosre Badir's international recognition is multifaceted, spanning across publishing, academic service, speaking engagements, mentorship, and accolades in the field of innovation and technology management. Dr. Badir has published his research in some of the most prestigious academic journals in the world, including those featured in the Financial Times list of the best journals. This is a testament to the quality and impact of his work.

He has been invited to join the editorial boards of three internationally acclaimed journals: the International Journal of Comparative Management, Asia Pacific Journal of Marketing and Logistics, and Organizations and Markets in Emerging Economies. This editorial role underlines his expertise and trusted authority in his field. In a significant acknowledgment of his research capabilities, Dr. Badir was approached by Korean researchers to participate as the co-principal investigator from Thailand for a three-year research project funded by the National Research Foundation of Korea. The project focuses on the Digital Divide within the ASEAN region, highlighting his leadership in addressing contemporary technological challenges.

Dr. Badir's leadership extends to significant international conferences. Since 2016, he has been appointed as editorial board member of the prestigious World Open Innovation Conference (WOIC), organized by UC Berkeley, an indicator of his influence in shaping global innovation dialogues. He has chaired other conferences research tracks and served on various committees, showcasing his commitment to fostering academic exchange and development.

His expertise is also sought after for keynote speeches in various international conferences, in Bangladesh, India, Lithuania, and Thailand where he has addressed topics such as digital transformation and technological innovation management. As a mentor and external examiner, Dr. Badir has assessed students at several reputable institutions worldwide, such as Curtin University (Australia), Open Universiteit, Heerlen, the Netherlands, in addition to other universities from Thailand and Pakistan. His role in mentoring doctoral students at the Pennsylvania State University further emphasizes his dedication to nurturing the next generation of scholars.

His research has not only been widely published but also recognized with awards, including three best paper awards at different international conferences in India, Australia and New Zealand. His leadership was also evident when he led an MBA team to an environmental awareness award rewarded in Thailand. Moreover, his articles have been recognized as some of the most impactful in the field, with one being highlighted by IEEE as a significant engineering work of value and another being one of the most used articles in Inderscience journals.

In summary, Dr. Badir's international recognition and leadership in research are evident in his extensive publication record, editorial positions, speaking roles, mentorship, and receipt of prestigious awards. His contributions have not only advanced academic knowledge but also influenced practical applications in management and technology.