

Assistant Professor Dr. Theingi

Awarded St. Thomas Aquinas Award for Research (Second Class)

Citation

Assistant Professor Dr. Theingi has been working at the Department of Marketing, Assumption University, since 1995. She received her Bachelor and Master of Business Administration from Assumption University and earned her Ph.D. in International Marketing from the University of Western Australia in 2005.

Since the completion of her Ph.D. study, Assistant Professor Dr. Theingi has shared her research skills and knowledge by conducting research workshops for faculty members of Martin de Tours School of Management and Economics together with a team of lecturers. Moreover, she also served as a reviewer for Australian and New Zealand Marketing Academy Conference (ANZMAC) in 2009 and 2010, and worked as a reviewer and scientific committee member for Asian Conference on Corporate Governance and Business Sustainability (ACCGBS) in 2013. Currently, she is a committee member of Assumption University Research Support Committee.

Moreover, Assistant Professor Dr. Theingi has worked on a number of research projects together with ABAC Poll Research Center, with colleagues from Assumption University as well as with researchers from overseas. Her research interests include export marketing, business to business relationships, market exit strategy, service quality and online shopping behavior. Her research works have contributed to existing marketing literature through her numerous publications covering conference proceedings, journals, book chapters, discussion papers, and case studies. The following list highlights her research publications.

Research

1. Theingi and Ogunmokun, G. "The Impact of Control Strategy and Market Entry Decision Process on Export Performance: An Exploratory Study of Small-Medium Sized Firms in Thailand." Proceedings of the 27th Annual Macromarketing Conference edn, eds C. Jack & A. Pecotich, Sydney (2002): the University of New South Wales, Australia.
2. Theingi and Ogunmokun, G. "International Marketing Resources and Export Performance: An Exploratory Study of Small- Medium Sized Firms in Thailand." Proceedings of the World Marketing Congress , ed. J. E Lewin (2003), Academy of Marketing Science, Perth, Western Australia.
3. Theingi and Sharon Purchase. "The Important of Resource based View in Export Performance of SMEs in Thailand." AU Journal of Management 2, 1 (2004): 34-42.
4. Theingi, Yokfar Phungphol and Sharon Purchase. "Resource Use and Contribution in Thai Business Networks" Proceedings of the Industrial

Marketing and Purchasing Group (IMP) Conference, Merlin Beach Resort, Phuket, December 2005.

5. Theingi, Yokfar Phungphol and Sharon Purchase. "The Role of the Firm's Resources in Relationship Development Stages: Case Studies in Thailand." Proceedings of the 22nd Industrial Marketing and Purchasing Group (IMP) Conference, Bocconi University, Milan, Italy, September 2006.
6. Theingi; Purchase, Sharon; and Phungphol, Yokfar. Social Capital in Southeast Asian Business Relations. *Industrial Marketing Management* 37,5 (2008): 523-530.
7. Saha, Gour; and Theingi. "Service Quality, Satisfaction, and Behavioural Intentions: A Study of Low-cost Airline Carriers in Thailand." *Managing Service Quality*. 19, 3 (2009): 350-372.
8. Theingi and Cho Mon Aung. "Antecedents of Online Purchase Intention among Thai Consumers." *AU Journal of Management* 7, 1 (2009): 32-40.
9. Purchase, Sharon, and Theingi. "The Role of Sikh Actor Identity in Business Relationship Development." Proceedings of the 25th Industrial Marketing and Purchasing (IMP) Conference. Marseilles, France, September 3-5, 2009: 14 pages.
10. Theingi and Cho Mon Aung. "What Makes Online Shoppers Different from Non-online Shoppers in Thailand?." Proceedings of the 11th International Business and Economy Conference, Hawaii, USA., January 5-8, 2011. ISSN 1537-2316 of the United States Library of Congress.
11. Theingi and Sharon Purchase. "How Exporters' and Intermediaries' Resources Influence Export Performance." *Australasian Marketing Journal*. 19 (2011): 100-107.
12. Theingi. "Exploring Market Exit Strategy in the Context of Corporate Sustainability." Proceedings of the Asian Conference on Corporate Governance and Business Sustainability, Assumption University, Thailand, 7-9 October 2013.

Book Chapter

1. Theingi, Hla and Theingi. "Sikh Business Community in Thailand." In S.A.A.Kaur (Ed.), *Sikhs in Southeast Asia: Negotiating an identity*, Institute of Southeast Asian Studies (2011), Singapore: 221-240. ISBN 978-981-4279-64-2

Mini-case in Textbook

1. Theingi. "Mini-Case: B2B Planning Problems in an Unconventional Market." *Business to Business Marketing: Relationships, Networks & Strategies* authored by Nick Ellis, Oxford: Oxford University Press: 153-154.
2. Theingi. "Strategy Capsule 9.1: Business Networking in Developing Countries." *Contemporary Strategic Management Text; An Australian Perspective* authored

by Robert Grant, Bella Butler, Humphry Hung and Stuart Orr, John Wiley & Sons Australia, Ltd.: 267-268.

Discussion Paper

1. Theingi. “Working together towards Peace and Prosperity in Asia- Pacific Region.” Paper presented at Asia-Pacific Youth Forum, Okinawa, Japan, 14-22 March, 2005.

For all her brilliant contributions and distinction in research activities and enhancement of the University’s reputation and prestige, Assumption University is pleased to confer the St. Thomas Aquinas Award for Research (Second Class) on Asst. Prof. Dr. Theingi on this auspicious date of December 24, 2013.

