



Dr. Navidreza Ahadi, PhD

(Lecture of Creative Brand Management)

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Expertise

- Technology Management
- Management Information System
- Business Analytics
- Gems and Jewelry
- Entrepreneurship
- Cross Cultural Management

Education Background

PhD. in Industrial Business Administration, King Mongkut's Institute of Technology
Ladkrabang Business School

Master of Business Administration, Major in Finance and Banking
Institute of International Studies, Ramkhamhaeng University

Bachelor of Business Administration, Major in Marketing
Bangkok University International

Diploma Degree in Gemology
Asian Institute of Gemological Science (AIGS)



Academic & Professional Experiences

REFEREED JOURNALS ARTICLES

The rules of dynasties to shape Iranian culture, society and people's struggle to integrate with international culture after medieval age, International Journal of Technical Research and Applications, June 17, 2014

Russian Federation Geo-economic impact and political relationship in Shanghai Cooperation Organization and its influence in the energy market, International Journal of Technical Research and Applications, January 6, 2015

Effects of Thai Muslim Purchasing behavior towards non-Muslim foreign brand usage of halal sign of imported goods in Thailand, People: International Journal of Social, Sciences ISSN 2454-5899 Vol. 1, No.2, pp. 53-64, November 2015

Product placement in mobile game and Thai student's attitude toward the brand recalling, PEOPLE: International Journal of Social Sciences ISSN 2454-5899, Volume 3 Issue 2, pp. 2279-2294 Date of Publication: 3rd November 2017

Product image influence of Thailand jewelry enterprises on expatriate's purchase intention on gold jewelry in Thailand, International Journal of Industrial Management (IJIM) ISSN (Print): 2289-9286; Volume 4, June 2018 © Universiti Malaysia Pahang, Malaysia

Can Information Usefulness Perception Lead Users to Product Purchase Intention through Like, Share, And Live Facebook Video?, International Journal of Industrial Management (IJIM) ISSN (Print): 2289-9286; 2019© Universiti Malaysia Pahang, Malaysia

A Comparative Study of National Strategic Plan of the Ministry of Sports and Tourism between Thailand and China, International Journal of Scientific Research and Engineering Development-- Volume 2 Issue 5, Sep – Oct 2019

Structural equation model of variables affecting firm's market value in precious mineral mining industry: Case of Eastern African Community, Journal for International, Business and Entrepreneurship Development, Vol. 13, No. 2, 2021 (SSCI)

Impact of organization environment on control system and technological innovation for



improving the firm performance of gold mining projects: case of the Eastern African Community, Journal for Global Business Advancement, 2022

Factors affecting Thai consumers' online purchase intention toward organic foods for health benefits and convenience, Journal for International Business and Entrepreneurship Development, Journal for International Business and Entrepreneurship Development, 15(2), 236-262. 2023 (SSCI)

REFEREED PUBLICATIONS IN CONFERENCE PROCEEDINGS AND KEYNOTES

Russian Federation Geo-economic impact and political relationship in Shanghai

Cooperation Organization and its influence in the energy market, International Conference on Education, Law and Humanities (ICELH) Bangkok Thailand by Global Research & Development Services, Bangkok Thailand, June 05, 2014

Effects of Thai Muslim Purchasing behavior towards non-Muslim foreign brand usage of

the halal sign of imported goods in Thailand, The International and national Conference on business informatics and Management, KMITL (BIM 2015), April 21, 2015

Export Performance Model of Handicraft Entrepreneurial in Thailand, AGBA 12 Annual World Congress, University of Malaysia Pahang, Kuantan Campus, Malaysia, November 16, 2015.

Keynote speaker on Thailand small and medium enterprise Entrepreneurial opportunities in ASEAN. International Law conference at Asian Institute of Technology (AIT), Bangkok Thailand, December 21 2015.

The influence of Thailand jewelry enterprises brand image on expatriate's purchase intention on gold Jewelry in Thailand, AGBA 13th Annual World Congress, Universitas Sebelas Maret, Solo city, Indonesia, November 26 2016.

Keynote speaker on the perception on sustainable tourism destination of local community in Thailand, 9th International Conference on Learning, Education and Pedagogy (LEAP), Bangkok, Thailand, December 27-28 2016



Keynote speaker on firm performance and sustainability, 2020 – XIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Bangkok, Thailand (Conducted online), July 15-16 2020

Conference chair and Keynote speaker on Cloud Computing Technology and Firm digitization, 2020 – XIXth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Istanbul Turkey (Conducted online), October 07-08 2020

Keynote speaker on the role of AI and Technology for the future of Small and Medium Jewelry Enterprises, 2020 – Entrepreneurial Conference on Innovation for Smart Jewelry (ECI2020), Bangkok Thailand, November 03-04 2020

Keynote speaker on the role of sustainable development and innovation on firm performance, 7th Bangkok – International Conference on Social Science & Humanities (ICSSH), Asian Institute of Technology (AIT), Bangkok Thailand (Conducted online). December 20-21 2020

Keynote Speaker & Conference Chair on The Impact and Rise of Non-Fungible Tokens (NFTs) in the Art World, 2021 – XVIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Istanbul Turkey (Conducted online), October 06-07 2021

Keynote Speaker & Conference Chair on The Impact of Blockchain Technology in the Future of Banking and Financial Industry 2021 – XVIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), University of Washington – Rome Center (UWRC), Rome, Italy (Conducted online), September 08-09 2021

Keynote speaker & Conference Chair on the Impact of Non-Fungible Tokens (NFTs) in the Digital Economy 2022 – ICSSH International Conference on Social Science & Humanities Bangkok, Thailand (Conducted online). 04-05 January 2022

Impact of food delivery applications on Thai Consumer e-loyalty and purchase intention



AGBA 18th Annual World Congress, Eresin Hotels - Topkapi, Istanbul, Turkey

July 2-4, 2022

Applying axon guidance mechanism to computer networks to achieve collision-free

operation data transmission and networks, In Business, Informatics, and Management

(ICBIM 2022) 18th Asian Conference on Computer Aided Surgery (ACCAS2022) and 5th

international conference on Business, Informatics and Management (ICBIM 2022) Khon

Kaen University, Vol 18, Page 94-97. 2022, September

The Outlook of Non-Fungible Tokens (NFTs): an alternative for academic manuscript

ownership and scholarly publications, In 2023 International Conference On Cyber

Management And Engineering (CyMaEn) (pp. 245-250). IEEE.2023, January. (IEEE)

The Outlook of ChatGPT, an AI-based tool adoption in Academia: applications, challenges,

and opportunities, TENCON 2023 - 2023 IEEE Region 10 Conference (TENCON), Chiang

Mai, Thailand, 202, October, pp. 15-20. (IEEE)

Keynote speaker on Metaverse and virtual reality potentials for Tourism in rural areas,

Qiannan University for nationalities conference in China-ASEAN Education Cooperation

Week. Duyun, Guizhou, China, 19-21 October 2023

A Casual Model of Entrepreneurial Intention in Undergraduate Students, Springer

Proceedings in Business and Economics for the 3rd Global Conference on

Entrepreneurship and Economy in an Era of Uncertainty Springer. 2024

Industry 4.0 Adoption in Supply Chain Financing for Small and Medium Enterprises: A

Systems Theory Approach, Springer Proceedings in Business and Economics for the

3rd Global Conference on Entrepreneurship and Economy in an Era of Uncertainty

Springer. 2024



PUBLISHED BOOK CHAPTERS

Navidreza Ahadi, Bahaudin Mujtaba. (2015) *Dynasties and The Iranian Culture*, pp. 213 – 220, Chapter 14 - *Dynasties and The Iranian Culture in Gender, Education and Employment Development in South Asia: A Review Progress in Afghanistan and Pakistan*, Printed in the United States of America by I LEAD Academy, LLC. Davie, Florida. ISBN-13 : 9781936237111 , 2015

This Chapter is a short review of the Iranian culture and historical changes and development in Iran. The chapter provides a discussion of industrialization in Iran after the medieval age. The section also includes how males and females have played an essential role in shaping Iranian culture and the process of modernization.

GRANT PROPOSALS AND RESEARCH PROJECTS

Factors affecting Thai consumers' online purchase intention toward organic foods for health benefits and convenience. published, 2023 funded by KMITL Business School

Academic Services

Founding committee member for Bachelor of Business Administration in Global Entrepreneurship KMITL Business School (KBS) 2019