

## หลักฐานการทำกิจกรรมทางวิชาการ (Research Group Meeting)

ครั้งที่ 1 วันที่ 19 มิถุนายน 2564 เวลา 18.30-20.30 น. (2 ชม.)

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รายงานผลการโครงการ Virtual visiting professor — Edited

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Scope: functions

- Teaching
- Researching
- Academic services
- Admission
- Internal Support

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ครั้งที่ 2 วันที่ 28 ตุลาคม 2564 เวลา 19.00-21.00 น. (2 ชม.)

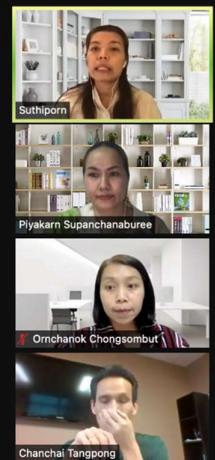
## Digital transformation in higher education: Research proposal

Dr. Suthiporn Truktrong  
Dr. Piyakarn Supanchanaburee  
Dr. Ornchanok Chongsombat



### Introduction

- Higher education institutions have assumed a major role in the social and economic development of countries
- As higher education environment has changed mainly because of globalization and a number of other relevant international trends, understanding all these trends is a very significant factor for the improvement of universities
- During the transformation process, universities should be aware of all new approaches in the higher education area to prepare their students for a new world (AYDİN, O. T., 2014).



ครั้งที่ 3 วันที่ 15 กุมภาพันธ์ 2565 เวลา 19.00-20.30 น. (1.5 ชม.)

Launch Meeting - Zoom x JSCM2019 - Perception-based x +

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Journal of Supply Chain Management  
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### PERCEPTION-BASED SUPPLIER ATTRIBUTES AND PERFORMANCE IMPLICATIONS: A MULTIMETHOD EXPLORATORY STUDY

THOMAS CLAUSS  
University of Southern Denmark, and Philipps-University of Marburg

CHANCHAI TANGPONG  
North Dakota State University

Attributes of suppliers such as capabilities are considered important aspects of successful buyer-supplier relationships. Previous research relates supplier attributes largely to intraorganizational supply chain practices, such as supplier selection and evaluation, and assumes that supplier attributes can be objectively assessed independently of the relationships with suppliers. This study expands on this literature by (1) exploring supplier attributes as perceived by purchasing managers in ongoing buyer-supplier relationships and (2) examining how these perception-based supplier attributes are associated with performance-influencing practices, which can in turn shape relational outcomes of the relationships. In doing so, we combine two exploratory qualitative studies. We conduct 50 repertory grid interviews with purchasing managers in Study 1 and 25 semi-structured interviews with another set of purchasing managers in Study 2. The findings of this study are finally theorized through the supply chain practice view and are summarized into an integrative theoretical model. This study thus provides a more nuanced understanding of perception-based supplier attributes and their implications on performance-influencing practices and relational outcomes in buyer-supplier relationships.

**Keywords:** buyer; supplier relationships; supplier evaluation; buyer perceptions; supplier attributes; relational performance; dark side of buyer-supplier relationships; supply chain practice view; repertory grid technique; semi-structured interviews

Suthiporn  
Piyakarn Supanchanaburee  
Ornchanok Chongsombut  
Chanchai Tangpong

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### TABLE 8

Cross-case Coding Matrix for Perception-based Supplier Attributes and Supply Chain Management Practices

Theme	Phase I: Initial Exploration											
	I1	I2	I3	I4	I5	I6	I7	I8	I9	I10	I11	I12
Proactiveness												
Performance-reinforcing Practices												
Information/idea exchange (E = exchange both ways; D = diffusion; A = Adoption; T = tension)												
Trustworthiness												
Performance-reinforcing Practices												
Friction reduction/smooth collaboration												
Relationship enhancement												
Information/idea exchange (E = exchange both ways; S = sharing from one to another)												
Performance-inhibiting Practices												
Take-it-for-granted												
Friendliness												
Performance-reinforcing Practices												
Friction reduction/smooth collaboration												
Relationship enhancement												
Information/idea exchange (E = exchange both ways; R = receiving from another)												
Performance-inhibiting Practices												
Take-it-for-granted												
Objectivity reduction												
Compensating-for-non-economics												
Helpfulness												
Performance-reinforcing Practices												
Friction reduction/smooth collaboration												
Relationship enhancement												
Performance-inhibiting Practices												

(continued)

Suthiporn  
Piyakarn Supanchanaburee  
Ornchanok Chongsombut  
Chanchai Tangpong

Launch Meeting - Zoom

JSCM2019 - Perception-based

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context is suitable for the research inquiry of this study. In the next section, we discuss our case study research approach in more detail.

### Case study research

We organized our methodological approach into three stages. These stages were: (1) case selection and data collection, (2) Phase-I analysis to generate initial insights, and (3) Phase-II analysis for cross validation. Heeding calls for rigor in qualitative research (e.g., Gioia et al., 2013), our approach adopts rigorous case selection criteria and a replicable methodology. Our two-phase, multi-case approach also incorporates a "replication" logic, which strengthens our ability to induct reliable models (Bourgeois and Eisenhardt, 1988; Yin, 1994) while maintaining generalizability (Eisenhardt and Graebner, 2007). Below, we explain our research methodology through these three stages.

All companies in Compustat database over period 1993-2008

Screening using turnaround criteria

27 Successful turnarounds with CEO replacement identified (population of successful turnarounds with CEO replacement)

Screening for relevant industries

16 Successful turnarounds in industries affected by digitalization and technological innovation (10 successful turnarounds in other industries dropped from sample)

Search for unsuccessful matching companies\*

6 Successful turnarounds matched with unsuccessful turnarounds to Yield 6 pairs / 12 firms. (10 successful turnarounds dropped from sample due to lack of matching company)

\* Matching companies were identified from unsuccessful turnaround companies with CEO replacement and the same 4 digit SIC code as the successful turnaround company

Fig. 1. Overview of case selection and matching process.

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Suthiporn

Piyakarn Supahchanaburee

Orrchanok Chongsombut

Chanchai Tangpong