



Sophon Yamklin

พศ.ดร.โสภณ แย้มกลิ่น

Dr.Sophon Yamklin is an Assistant Professor at the Faculty of Economics, Kasetsart University. He has over twenty years of experience teaching and consulting value proposition design, business model design, and business model innovation for business corporations and new Agri-food entrepreneurs. He also specializes in using customer insight analysis tools such as job to be done and value proposition design to reinvent business strategy.

CURRENT POSITIONS

Associate Head in Management and Finance, DARE
Director, AEA Special Program
Assistant Professor, DARE, Faculty of Economics, KU

CURRENT TEACHING

Agribusiness Entrepreneurship
Business Model Design and Innovation
Business Plan and Investment Project
MIS for Agri-Food Business

CONTACT

email: sophon.y@ku.th
website: sophony.co

EDUCATION

PhD – Management of Technology, AIT
MSc – MIS, University of Houston (Clearlake), USA
BBA – Finance, Thammasat University

CERTIFICATES

Corporate Innovation Masterclass, Strategyzer
Business Model Innovation, HEC
Future Thinking and Foresight, IFTF
Sasin Startup Incubator, Sasin

OTHER ACTIVITIES

Reviewer of IJEV Journal, ERDJ Journal, IJKL Journal
Blogger at sophony.co

PROJECTS

- The Development of the Consumer Index in Food Products, ACFS (2023)
- The Mung Bean Business Plan Development, NSTDA (2022 - 2023)
- The Feasibility Analysis of SPRC Contract Renewal, IEAT (2022 - 2023)
- The Impact Evaluation using Social Return on Investment (SROI) of CLMVT forum, TPSO, Ministry of Commerce (2022)
- Capability Development Project for Community Entrepreneur, Department of Industrial Promotion, Ministry of Industry (2021)
- The Economic Impact of Electronic Transactions on the Thai Economy, ETDA (2020 - 2021)
- Sustainable Agribusiness Model for Poverty Reduction Among Thai Small-scale Rubber Farmers, Newton Fund, UK Government (2019 -2020)
- The Study of the Business Model of Contract Farming on Technology Development and Income Enhancement for Small-Scale Farmers, Thailand Research Fund (2018 - 2020)
- The Study of Customer Insight: Customer Value of Elderly in Elderly Snack Products, DARE, KU (2019 - 2020)
- The Impact Evaluation of Agricultural Research Project, ADDA (2018)
- A Study for Oleochemical Industries from Palm Oil Development, Office of Industrial Economics, Ministry of Industry, Thailand (2017)

SELECTED PUBLICATIONS

- Huang, I. Y., James, K., Thamthanakoon, N., Pinitjitsamut, P., Rattanamanee, R., Pinitjitsamut, M., Yamklin, S., and Lowenberg-Deboer, J. (2022) **Economic Outcomes of Rubber-Based Agroforestry Systems: a Systematic Review and Narrative Synthesis**, *Agroforestry Systems*, 97(3).
- Pudwat K, Yamklin S, and Premashthira A (2023) **The Value Chain Study of Hom Thong's Bananas in Phetchaburi Province under the Coronavirus Disease 2019 Epidemic Situation**, *Khon Kaen Agriculture Journal*, 51(2).
- Akkarapanyawit N, Sayruamyat S, and Yamklin S (2022) **Customer Journey of Fresh Fruit via Online Channel**, *Business Review Journal*, 14(2).
- Yamklin S (2021) **Case Study: Using Design Thinking in Agribusiness**, Department of Agricultural and Resources Economics, Kasetsart University
- Yamklin S (2021) **Customer Value of Snack Products for the Elderly**, *Journal of Administrative and Management*, 9(1).
- Yamklin S, Igel B, (2012) **Communities of Practice Purposefully Designed for Improving Business Performance**. *Knowledge and Process Management Journal*, 19(4).

SELECTED GUEST SPEAKERS

- Qualitative Research for Agricultural Sector, Office of Agricultural Economics
- Business Model Design for Agro-Industry, Faculty of Agro-Industry, KU
- Business Plan Design, Department of Agricultural Extension
- Value Proposition Design for Service Innovation, Supervisory Development Program Batch9 - present, ThaiBev Public Company
- Business Model Design for Agricultural Waste, Office of Agricultural Economics
- Business Model and Business Plan Development, Mung Bean Business Plan Development Project, NSTDA
- Business Model Design, KU Innovation Contest 1 and 2, KU
- Value Proposition Design and Business Model Innovation, MBA VL#21 to present, MBA Visionary Leader Program, RU
- Value Proposition Design and Business Model Innovation, Agricultural Land Reform Office, Ministry of Agriculture and Cooperatives
- Outcome Mapping for Electronic Transactions, ETDA
- Qualitative Data Analysis in Business and Economics, KU
- Case Studies in Business Model Innovation, Master of Entrepreneurship Education, Faculty of Education, KU
- Using Business Plan as a Research, Faculty of Economics, KU
- Entrepreneur Mindset for Rubber Farmer, Rubber Authority of Thailand
- E-Business Value Creation for SMEs and new Entrepreneur, Department of Industrial Promotion, Ministry of Industry
- Design Thinking in Business Research, Faculty of Economics, KU
- Qualitative Research Methodology in Business, Doctor of Business Administration program, DPU
- Principle of Management, MS-MIS, Thammasat Business School
- Value Proposition Design in Agribusiness, Department of Agricultural and Cooperative, Patumtani
- Strategic Planning, Department of Energy Business, Ministry of Energy
- Entrepreneurship Opportunity in Agribusiness, Ministry of Finance Entrepreneur Conference, Phang-nga
- Qualitative Research for Agribusiness, Faculty of Economics, KU
- Business Research, MBA, DPU
- Business Process Design and Innovation, BBA, PSU
- Management Information System, BBA, RMUTT