



Sophon Yamklin, PhD

Assistant Professor

With over 25 years of strategic consulting experience, Dr. Sophon applies a Pracademic approach to drive systematic value creation and revenue growth. His core expertise lies in Value Proposition Design, Business Model Innovation, and in-depth customer analysis—translating complex challenges into highly actionable solutions for both public and private sector organizations.

Strategic Expertise

Value Proposition Design

Decoding customer needs through Job-to-be-Done to design precise and sustainable value.

Business Model Innovation

Designing and developing innovative business models to create competitive advantages in the digital era.

Corporate Strategy

Defining corporate direction and translating strategy into highly actionable execution plans.

Agribusiness Strategy

Driving growth and modernization in the agricultural and food industries through strategic management.

Selected Projects & Training

Thailand Transport Company	2026
ThaiBev Public Company Limited	2021–2026
Food and Drug Administration (FDA)	2025
Land Development Department, MOAC	2024
Department of Agricultural Extension, MOAC	2023–2025
National Bureau of Agricultural Commodity and Food Standards (ACFS)	2023–2026
Industrial Estate Authority of Thailand (IEAT)	2022
Trade Policy and Strategy Office, Ministry of Commerce	2022
National Science and Technology Development Agency (NSTDA)	2022
Department of Industrial Promotion, Ministry of Industry	2021
Electronic Transactions Development Agency (ETDA)	2020–2021
Agricultural Research Development Agency (ARDA)	2018

Academic Credentials	Doctor of Philosophy (PhD) in Management of Technology	2014
	Asian Institute of Technology (AIT) Royal Thai Government Scholarship	
	Master of Science (MS) in Management Information Systems	2002
	University of Houston (Clear Lake), USA Beta Gamma Sigma Honors	
	Bachelor of Business Administration (BBA) in Finance	1999
	Thammasat University 2nd Class Honors	

Leadership & Management	Deputy Head of Department, Administration and Finance	2022–Present
	Department of Agricultural and Resource Economics, Faculty of Economics, Kasetsart University	
	Director, AEA Special Program	2022–Present
	Responsible for the administration and management of the Bachelor of Economics Program in Applied Economics and Agribusiness (AEA)	

Research Grants & Outreach	Newton Fund Researcher (UK Government)	2019–2020
	Research project on Sustainable Agribusiness Models for poverty alleviation	
	TRF Researcher (Thailand Research Fund)	2018–2020
	Research project on Contract Farming business models to enhance farmers' income	
	Advisory Committee, Business Brotherhood (KBIC)	2021
	Advisory Committee for the Kasetsart University Business Incubator	
	Peer Reviewer for Academic Journals	Ongoing
	International Journal of Entrepreneurial Venturing, Kasetsart Journal of Social Sciences, etc.	

Selected Publications	Economic Outcomes of Rubber-Based Agroforestry Systems: A Systematic Review	
	<i>Agroforestry Systems</i> , 97(3), 2023.	
	Determinants of Cross-Border Trade in Thai Agricultural Products	
	<i>Asian Journal of Applied Economics</i> , 33(1), 2026.	
	The Value Chain Study of Hom Thong’s Bananas in Phetchaburi Province under Epidemic	
	<i>Khon Kaen Agriculture Journal</i> , 51(2), 2023.	
	Communities of Practice Purposefully Designed for Improving Business Performance	
	<i>Knowledge and Process Management Journal</i> , 19(4), 2012.	

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