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Pisit Dhamvithee

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Work: Master of Science in Food Innovation and Entrepreneurship Program
Food Science and Nutrition Division

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Current Position: - Director of Master of Science Program (Food Innovation and
Entrepreneurship Program)

- Director of Technology and Innovation-based Enterprise
Development Fund (TED) fellow at Srinakharinwirot University

- Deputy Director: Hub of Knowledge: Food Sector by CUPT & NRCT

- Committee (Special Project) of Food Science and Technology
Association of Thailand

- Assistant Professor

Food Science and Nutrition Division

Faculty of Agricultural Product Innovation and Technology

Srinakharinwirot University

Affiliated Faculty: Food Science and Nutrition Division

Faculty of Agricultural Product Innovation and Technology

Srinakharinwirot University, Bangkok 10110, Thailand

Tel: 66 891201256

Education: 2005 Ph. D. (Agro-Industrial Product Development)

2001 M.S. (Agro-Industrial Product Development)

1997 B.S. (Food Technology)

Training 2016 Research Manager by Knowledge Network Institute of
Thailand

2016 Talented People and Department Head Training by Kasetsart
University

2017 Intellectual Property Strategic Management by National
Science Technology and Innovation Policy Office

2018 Creative Problem Solving by Knowledge Exchange (KX),
King Mongkut Thonburi University

2018 Service Design by National Science Technology and
Innovation Policy Office

- 2020 Research Management by Objective and Key Triple R (Research, Results, Redesign) by Knowledge Network Institute of Thailand
- 2021 Foresight Future of Higher Education by NIA and Chiangmai University
- 2022 Executive Program (Wisdom, Innovation, Networking, Serving Society: WiNS) by Ministry of Higher Education, Science, Research and Innovation
- 2023 User Research by Google, Coursera
- 2023 Research Manager Program (Policy Research) by Thailand Science Research and Innovation (TSRI)
- 2023 Leadership for Change at Province Level by Ministry of Interior
- 2024 Public and Private Chief Innovation Leadership (PPCIL) Program by National Innovation Agency (NIA)

Work Experience:

- 2006-2007 Research Fellows at Fresh Technology, Institute of Food Nutrition and Human Health, Massey University, Palmerston North, New Zealand
- 2005-2011 Lecturer, Department of Product Development, Faculty of Agro-Industry, Kasetsart University
- 2011-2019 Assistant Professor, Department of Product Development, Faculty of Agro-Industry, Kasetsart University

2019-Present	Assistant Professor, Division of Food Science and Nutrition, Faculty of Agricultural Innovation and Technology, Srinakharinwirot University
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Management and Committee Positions

2005 – 2007	Bachelor Degree Program Committee Member
2008 – Present	Sensory Science Dictionary Committee Member of the Royal Institute
2009	Member and Secretary of the Committee to Establish the National Qualification Framework for the Product Development Course, Office of the Higher Education Commission
2009 – Present	Director of Events and President of the Sub-Committee to Judge the Food Innovation Contest Thailand
2012	Member and Secretary of the Committee to judge the Seed the Young Contest Thailand of Pepsi Co,Ltd.
2014 – 2016	Author of Food Innovation Issue of FoodToday Magazine
2014 – 2016	Director of Events and President of the Sub-Committee to Judge the KU-KCG Innovation Contest Thailand
2014 – 2018	Director of Product Innovation Research Unit (PIRUN), Faculty of Agro-Industry, Kasetsart University
2016 – Present	Committee to judge the Food Product Competition for Food Ingredient Vietnam/Food Ingredient Asia
2015 - Present	Co-founder of Thailand Industrial Innovation Network (<i>InnoThai</i>) by Ministry of Industry

2016 – 2018	Director of Agro-Industrial Innovation and Technology (AIIP) International Program, Faculty of Agro-Industry, Kasetsart University
2016 – Present	Public speaker for several organizers eg. Food Focus Thailand/National Food Institute/ Food and Drug Administration/ several Universities/ Ministry of Science and Technology/ Ministry of Industry/Ministry of Agriculture and Cooperatives/Ministry of Commerce/Ministry of Public Health
2017 – Present	Independent Advisory Board of SGS (Thailand) Co, Ltd.
2018 – Present	Vice President of Thailand Industrial Innovation Network Association (InnoThai)
2017 – 2018	Consultant of project / Committee to judge the Future Food for Food for Future of National Food Institute (NFI)
2017 – Present	Committee to judge the Excellence S-Curve Industry Sector Thailand of Ministry of Industry
2018 - 2019	System Integrator (Cluster Food and Agriculture) by Council of University Presidents Thailand (CUPT)
2020 – 2021	Committee of the Hemp Fiber and Composite by Thailand Industrial Standard Institute, Ministry of Industry
2021 – 2022	Committee of the Sampling Plan by National Bureau of Agricultural Commodity and Food Standards, Ministry of Agriculture and Cooperation
2023 – Present	Director of TED fellow at Srinakharinwirot University (Startup fund)
2022 – Present	Director of Master of Science in Food Innovation and Entrepreneurship (FINE) International Program, Faculty of Agricultural and Product Innovation, Srinakharinwirot University

Special expertise areas

Consumer Research
Postharvest Technology
Fruit and Vegetable Processing
Product Innovation and Innovation Management
Applied Statistics for Product Development

Research areas

Product Innovation and Innovation Management
Consumer Research for Product Development
Fruit and Vegetable Processing
Post-harvest Technology
Food Product Development for SMEs
Development of Product Concept using Statistical and Mathematical Techniques
Plant-based and Alternative protein research

Courses

Bachelor Degree

Principles of Agro-Industrial Product Development
Management of Product Development for Agro-Industry
Consumer Research for Product Development
Research Methods in Agro-Industrial Product Development

Business Management for Food Industry
Business Management for Polymer Industry
Entrepreneurship for Biotechnology

Master Degree

Product Development Technology
Management and Marketing for New Product
Development of Agro-Industrial Product
Advanced Consumer Research for Product Development
Entrepreneurship for Product Development
Applied Statistics for Product Development II
Research Methods in Agro-Industrial Product Development
Disruption for Innovation of Food Industry I & II
Food Technopreneur
Food Startup
Food Innovation and Technology
Product Development Technology
Research Methods in Food Innovation & Entrepreneurship

Doctoral Degree

Advanced Agro-Industrial Product Development
Research Methods in Agro-Industrial Product Development

International Program (BS.)

Product Innovation Process
Product Innovation Management

Textbook

- **Pisit Dhamvithee.** 2006. Product development system, pp. 39-48 *In* Rungraphar Pongsawatmanit, Ed. Agro-Industrial Product Development. Kasetsart University Publishing, Bangkok (in Thai).
- **Pisit Dhamvithee.** 2012. Case study: Behavioral research, pp. 14-1-14-41 *In* Sumang Suobsaman, Ed. Statistics and research in food and nutrition. Sukothaithammatirat Open University Publishing, Bangkok (In Thai).
- **Pisit Dhamvithee.** 2012. Case study: Experimental research, pp. 15-1-15-47 *In* Sumang Suobsaman, Ed. Statistics and research in food and nutrition. Sukothaithammatirat Open University Publishing, Bangkok (In Thai).
- **Pisit Dhamvithee.** 2014. Research for Food Product Development, pp. 15-1-15-47 *In* Sumang Suobsaman, Ed. Product and Process Food Product Development. Sukothaithammatirat Open University Publishing, Bangkok (In Thai).
- Orawin Laoharatchatanan, **Pisit Dhamvithee** and Sunee Puseemoung. 2016. Research and Development of Product, pp. 13-1-13-64 *In* Orawin Laoharatchatanan, Ed. Technology and Quality System of Food Industry. Sukothaithammatirat Open University Publishing, Bangkok (In Thai).
- **Pisit Dhamvithe.** 2021 Revolution of Food Product Development in Thailand, pp.XX-XX *In* Wannarat Leesuksawat, Ed. Food Product Development. Sukothaithammatirat Open University Publishing, Bangkok (In Thai).
- Vichai Haruthaithanasan **and Pisit Dhamvithe.** 2021 Past Preset and Future of Food Product Development in Thailand, pp.XX-XX *In* Wannarat Leesuksawat, Ed. Food Product Development. Sukothaithammatirat Open University Publishing, Bangkok (In Thai).

Dictionary

- Office of the royal society, “Sensory Science Dictionary” January 2021.

- Office of the royal society, "Sensory Science Dictionary: Attribute of Tea and Coffee" May 2022.
- Office of the royal society, "Sensory Science Dictionary: Attribute of Dairy and Dairy Product" June 2023.

Published articles

Journal Article:

- P. Dhamvithee, P. Ounsuvan and J. Mawson, "Kinetic modelling for optimal packaging and storage of sweet cherries" **Acta Horticulturae**, 858, 2010.
- S. Sawittra Bai-Ngew, N. Therdthai and P. Dhamvithee, "Characterization of microwave vacuum-dried durian chips", **Journal of Food Engineering**, 104 (1), 2011.
- S. Nongtaodum, A. Jangchud, K. Jangchud, P. Dhamvithee, H.K. No and W. Prinyawiwatkul. "Coating Affects Internal Quality and Sensory Acceptance of Selected Attributes of Raw Eggs during Storage", **Journal of Food Science**, 78(2), 2013.
- P. Rungcharoen, N. Therdthai, P. Dhamvithee, S. Attamangkul, Y. Rounghanich, P.R. Ferket and N. Amorntewapat. "Product of tropical vermicelli waste as a novel alternative feedstuff in broiler diets", **Asian-Australasian Journal of Animal Sciences**, 26(12), 2013.
- N. Nimmanpipug, N. Therdthai and P.Dhamvithee. "Characterisation of osmotically dehydrated papaya with further hot air drying and microwave vacuum drying", **International Journal of Food Science and Technology**, 48(6), 2013.
- S. Sawittra Bai-Ngew, N. Therdthai, P. Dhamvithee and Zhou, W. "Study of the effect of the drying process on the composition and physicochemical

properties of flours obtained from durian fruits of two ripening stages", **International Journal of Food Science and Technology**, 49 (1), 2014.

- S. Yimtoe, D. M. Barrett, K. Jangchud, **P. Dhamvithee** and A. Jangchud. "Effect of Beeswax Coating with Cinnamon Oil on Quality of Sweet Peppers", **Kasetsart J. (Nat. Sci.)** 48, 2014
- W. Kaewkoo and **P. Dhamvithee**. "Influence of Maturity Stage and Storage Time for the Quality of Coconut Water", **Agricultural Science** 44 (3), 2015.
- N. Pupan, , **P. Dhamvithee**, A. Jangchud and S. Boonbumrung, "Influences of different freezing and thawing methods on the physicochemical, flavor, and sensory properties of durian puree (cv. Mothong)" **Journal of Food Processing and Preservation**, 42 (7), 2018.
- W. Leesuksawat, A. Jangchud, K. Jangchud, **P. Dhamvithee** and W. Prinyawiwatkul, "Development of an emotion lexicon and its application in demographic" **Agriculture and Natural Resources**, 53, 2019.
- P. Sresatan¹, **P. Dhamvithee**, S. Nualkaekul, C. Hudthagosol, and P. Sanporkha, "Optimization of Rice Flour, Corn Starch and Modified Tapioca Starch to Produce Gluten Free Cookies" **Natural and Life Sciences Communications**, 23(2): e2024024, 2024.
- P. Kampeerapappun, N. O-Charoen, **P. Dhamvithee** and E. Jansri, "Biocomposite Based on Polylactic Acid and Rice Straw for Food Packaging Products", **Polymers**, 16,1038. h. 2024.
- K. Pornpun, **P. Dhamvithee.**, N. Therdtai and W. Channuan, "Partial Least Square Path Modeling Describing the Quality of Thai Jasmine Rice" **Food Quality and Preference** (In Press).

Conference Presentation:

- K. Pornpun, **P. Dhamvithee**, N. Therdthai and W. Channuan, "Consumer Preference of Jasmine Rice Quality Modeled by Using Structural Equation Model" presented at Kasetsart University Annual Conference; 17-20 January, Bangkok, Thailand. 2010.
- C. Promsinghakul, W. Channuan, N. Therdthai and **P. Dhamvithee**," Optimization of cassava starch and bleaching temperature effect on palm oil bleaching capacity" presented at PACCON 2011 conference; 12-14 January, Bangkok, Thailand. 2011.
- C. Chanpalpun, **P. Dhamvithee**, A. Jangchud and S. Boonbumrung, "Evaluation of the impact odorants in Durian cv. Monthong by GC-TOFMS and E-nose" presented at Kasetsart University Annual Conference; 1-4 February, Bangkok, Thailand. 2011.
- S. Jantawornpanich, **P. Dhamvithee**, A. Jangchud and S. Boonbumrung, "Evaluation Changes on Softening of Fresh-Cut Durian cv. Monthong by Using Kinetic Reaction" presented at Kasetsart University Annual Conference; 1-4 February, Bangkok, Thailand. 2011.
- N. Pupan, **P. Dhamvithee**, A. Jangchud and S. Boonbumrung, "Characterization the odorant of durian (cv. Chanee) by using gas chromatography time-of-flight mass spectrometer, general descriptive analysis and electronic nose" presented at Food Innovation Conference; 14-16 June, Bangkok, Thailand. 2012.
- C. Chanpalpun, **P. Dhamvithee**, A. Jangchud and S. Boonbumrung, "Comparative volatile compound of Chanee and Monthong durian cultivars using gas chromatography-time-of-flight mass spectrometry (GC-TOFMS)" presented at International Seminar On Food and Agricultural Sciences 2012 (ISFAS 2012 Conference; 3-5 September, Kuala Lumpur, Malaysia. 2012.

- S. Sawittra Bai-Ngew, N. Therdthai and **P. Dhamvithee**, “Change in electronic nose profiles of oil-free durian chip during storage” presented at 13th ASEAN Food Conference; 9-11 September, Singapore. 2013.
- T. Pham, K. Jangchud and **P. Dhamvithee**. “Effect of coconut flour addition on pasting and gelling properties of some flour types” presented at Food Innovation Conference; 14-16 June, Bangkok, Thailand. 2017.
- L. Janthasingha, H. Rimkeeree and **P. Dhamvithee**. “Development of fruit jelly containing pomegranate juice and pomegranate peel extract.” Presented at 8th World Congress on Agriculture and Horticulture. 2017.
- P. Duangtaweesub, A. Jangchud, and **P. Dhamvithee**. “Quality index of dragon fruit (*Hylocereus undatus* (Haw.) Britt.&Rose) on consumers acceptance.” Presented at Kasetsart University Annual Conference; 31 January-3 February, Bangkok, Thailand. 2017.
- S. Sathamun, T. Harnsilawat, **P. Dhamvithee** and S. Sayasoonthorn. “Effect of microwave treatment in heating tamarind seed on physical properties of tamarind kernel powder.” Presented at Kasetsart University Annual Conference; 31 January-3 February, Bangkok, Thailand. 2017.
- P. Yamalee and **P. Dhamvithee** “Optimization of coconut water powder by using spray drying and foam mat drying method: Effect of drying conditions on physico-chemical and sensory properties” presented at the 44th Congress of Science and Technology of Thailand; 29-31 October, Bangkok, Thailand. 2018.
- P. Banjongjit and **P. Dhamvithee**. “Influence of Composition and Processing on Quality of Coconut Sugar” presented at the 15th KU-KPS Conference; 6-7 December, Nakonpratom, Thailand. 2018.
- S. Chaiwongsurarit and **P. Dhamvithee** “Influence of Ultrasound on Physical, Chemical and Phytochemical Properties of Coconut

Inflorescence Sap (*Cocos nucifera* L.)” presented at the 15th KU-KPS Conference; 6-7 December, Nakonpratom, Thailand. 2018.

- S. Chusak and **P. Dhamvithee** “Influence of opening coconut fruit and sodium metabisulphite on quality changes of coconut water during storage” presented at the Kasetsart University Annual Conference; 29 January- 1 February, Bangkok, Thailand. 2019.
- Thanapong Buasai, Chanit Chanapalpun, Vararat Keawkoo, Anuvat Jangchud, Sumitra Boonbumrung and **Pisit Dhamvithee** “Influence of maturity stages and storage times of coconut fruit (*Cocos nucifera* L.) on the physicochemical and phytochemical properties” presented at the International Food and Applied Bioscience Conference; 6-7 February, Chiangmai, Thailand. 2020.
- Wasinee Channuan, Numthip Thongsuk, Pannaros Sangperm, **Pisit Dhamvithee** and Nawadon Petchwattana “Decomposition of drinking straw produced from Poly(lactic acid)/Poly(butylene succinate) under simulated weather in Thailand” presented at Srinakharinwirot University Research Conference; 24 June, Bangkok, Thailand, 2021.
- Wasinee Channuan, Weeraya Thongon, and **Pisit Dhamvithee** “The Physical Properties of Thermoplastic Starch Blend with Glycidyl Methacrylate Grafted Polybutylene Succinate (PBS-G-GMA)” presented at Srinakharinwirot University Research Conference; 26 June, Bangkok, Thailand, 2023.
- Nichanan Kaewnualpan, Phantipha Charoenthaikij, Sirichat Chanadang, Teerarat Itthisoponkul, , Wasinee Channuan, **Pisit Dhamvithee** “Chemical composition and functional properties of raw, roasted and autoclaved tiger peanut (*Arachis hypogaea* L.) powder from Mae Hong Son,

Thailand” presented at The 26th Food Innovation Asia Conference 2024;
13-14 June, Bangkok, Thailand, 2024.

- Weeraya Thongon, Paween Hengpraprom, Phantipha Charoenthaikij, Sirichat Chanadang, Teerarat Itthisoponkul, **Pisit Dhamvithee**, Wasinee Channuan “Plastic bag bans policy: Behaviour and Attitude of People in Bangkok Metropolitan Region, Thailand” presented at The 26th Food Innovation Asia Conference 2024; 13-14 June, Bangkok, Thailand, 2024.

Facilitator:

- Design thinking workshop at Kasetsart University (2016-2019)
- 24 h Innovation at Kasetsart University (Creative Problem Solving) (2018)
- Bootcamp at Srinakharinwirot University (2019-Now)

Coach:

- Make it happen camp at Chiangmai1/Ubonratchatani/Krabi/Chiangmai2/Bangkok (2015-Now)
- Young Smart Farmer camp at Bangkok (2020-Now)
- Executive Program for Primary Public Health Care Unit for Ministry of Public Health area#4 (2024)

Judge

- Food Innovation Contest at NFI (2016-2017)
- Future Food at NFI (2017)
- Food Innovation Contest (2009-Now)

- Food Ingredient Vietnam/Asia (2016-Now)
- KU-KCG Innovation Contest (2016-2017)
- Food Ingredient Asia: Product Competition for SMEs and Startup in Thailand/Vietnam/Indonesia (2018-Now)

Intellectual Property

- P. Dhamvithee and A. Aeampongpaithoon. 2011. Formulation and Process of Onion Soup Cube.

Mini-Patent, Department of Intellectual Property, Ministry of Commerce.

- P. Dhamvithee, W. Channuan, and S. Pratumyo. 2012. Formulation and Process of Biodegradable Antifog Film. Mini-Patent, Department of Intellectual Property, Ministry of Commerce.

Awards Received

1. KU Onion Cube: Won first prize in the 2009 Food Innovation Contest organized by the National Innovation Agency together with the Food Science and Technology Association of Thailand
2. Outstanding Lecturer in Ethics and Morality for 2010, Faculty of Agro-Industry, Kasetsart University
3. Award to mark special recognition afford for Kasetsart University on Product Innovation 2010
4. 1 in 10 outstanding innovative business in 2013 by the National Innovation Agency (NIA) (Kuu Ne Soup from Dried Onion)
5. Outstanding Lecturer in Academic Services for 2016, Faculty of Agro-Industry, Kasetsart University

6. Award for outstanding lecturer in dare to change for 2021, Srinakharinwirot
University