

ASSISTANT PROFESSOR · Ph.D., PMP

KRIT PATTAMAROJ

Head, Department of Management

Thammasat Business School

Thammasat University



Service Operations & Customer Experience

Connects customer needs with the systems that deliver an experience. Combines operations, process improvement and customer research to examine service quality, coordination and the decisions made behind each customer interaction.

200+

Organizations in executive teaching

5 Wins

MIT Sloan OpsSimCom winning-
team coach

PMP

Project Management Professional

Relevant Expertise

Service Operations

Flow, service capacity and cross-functional coordination.

Voice of the Customer

Satisfaction, needs, expectations and engagement.

Process Improvement

BPMN, Lean and the link between quality and process performance.

Decision Making & Service Innovation

Systems thinking, user understanding and service design.

Education & Credentials

Ph.D. Interdisciplinary Studies · Thammasat

B.Eng. Civil Engineering · Chulalongkorn

Digital Transformation · MIT Sloan

MBA · Thammasat Business School

PMP · Project Management Institute

IOD · DAP 194/2022 and AACP 55/2025

02 / SERVICE OPERATIONS & CUSTOMER EXPERIENCE

Selected Relevant Experience

Central Retail	Supply Chain through the Root Beer Game and Agile Management (2025-2026).
Central Restaurants Group	Capstone Business Simulation and Business Analysis (2022-2023).
BJC / Big C	Agile, Critical Thinking and Supply Chain Management.
Kasikornbank	Process & Business Improvement and Strategic Quality.
Siam Commercial Bank	Critical Problem Solving & Decision Making and operations improvement.
MEA / PEA / Government Pawnshop	Customer, market, satisfaction and stakeholder research (2023).

Selected organizations from teaching and executive development experience.



Learning Approach

Starts with customer needs, then connects them to processes and coordination. Cases, group activities and simulations let participants practice decisions.

Related Research & Contributions

The case Taking Service Quality at Siam Park City to the Next Level (2016), alongside research on customers, markets, organizational image and stakeholder engagement.

Full Profile & Contact

www.kritpattamaroj.com

krit@tbs.tu.ac.th · +66 89 988 9669

