NATTHAPHON SANTHI, Ph.D.

Assistant to the President & Director of Language Institute and Global Affairs (LIGA), CRRU
Founder, iChiangrai | Acting Director, Alliance Française de Chiang Rai

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Executive Profile: Cross-border university leader, applied linguistics & discourse scholar, and river-corridor strategist born and raised along Chiang Rai's Kok River (Upper Mekong Basin). Mobilizes regional higher-education networks (SEAMEO RIHED, Thailand–Myanmar alliances, Yunnan paradiplomacy, IVLP, NUS) alongside local destination networks and community-based translation initiatives to advance local development and sustainable river livelihoods.

LEADERSHIP & PROFESSIONAL EXPERIENCE

Assistant to the President & Director, Language Institute and Global Affairs (LIGA) — **2017 – Present**
Chiang Rai Rajabhat University (CRRU), Chiang Rai, Thailand

- Direct institutional internationalization and cross-border academic diplomacy across China (Yunnan), Myanmar, Vietnam, Lao PDR, Cambodia, Singapore, Malaysia, Austria, France, Australia, and the United States; Member, **Rajabhat Universities Network (RUN) International Strategy Committee**.
- Initiated CRRU's **SEAMEO SEA-Teacher Project** (2016–2026; **Hosted 9th Evaluation Meeting at CRRU**, Jun 2024) and **EU Erasmus+ KA107/KA171** partnership with **PHSt (Graz, Austria)** (2020–2026; May 2022 Come2Graz mobility).
- Partner with **USAID / IIE Diversity and Inclusion Scholarship Program (DISP)** and **Shan Community College (SCC)** (2022–2026) on 2+2 credit-transfer pathways and scholarships for displaced Myanmar/Shan students (Batch 1–2 B.A. graduates); led Oct 2026 MOUs with **YUFL** and **MUFL**.
- Lead the **26-Year Yunnan–CRRU Academic & Paradiplomacy Strategy (2000–2026, RP.4 Grant)** connecting Chiang Rai Sister Cities with Xishuangbanna (Mekong/R3A gateway), Pu'er University, and Yuxi Normal University.
- Facilitate the 10+ year **NUS–CRRU Geography Field Studies Programme (GE3230A, 2015–2026)** with Dr. Carl Grundy-Warr—connecting NUS, CRRU (*Thai Buddy Model*), CMU RCSD/CESD, and Mae Suai ethnic-minority communities on hydro-social ecology—and co-developed the *Mae Suai Highland Watershed Living Lab* proposal with DVF Impact Management (Singapore).
- Coordinated quadripartite *Water for Life Project* (2018) with ITE College East (Singapore), Sustainable Community Foundation, and Rom Thai Village (weir upgrading, clean-water storage, and ecosystem reforestation).
- Serve as Acting Director of Alliance Française de Chiang Rai (AFCR) and co-architect of a four-party educational–civic alliance (French Embassy × AFCR × Chiang Rai PAO × CRRU); partner with WSU New Colombo Plan.

Founder & Strategic Advisor (Daily Operations Led by Family Management) — **July 2003 – Present**
iChiangrai (Regional Digital Media & Inbound-Outbound Land Operator / Destination Services), Chiang Rai

- Founded one of Northern Thailand's longest-running local digital media and inbound-outbound tour/land-operator platforms, connecting regional hospitality, transport providers, and Chiang Rai tourism SMEs.
- Partner with local homestays, community enterprises, and independent transport operators across Chiang Rai to support responsible, community-linked travel.

Lecturer, Western Languages Program | Vice Dean for Int'l Affairs & QA (2013–2017) — **2010 – Present | CRRU**

- Teach graduate and undergraduate courses in applied linguistics, discourse analysis, academic writing, and research methodology; integrate Genre-AI workflows for graduate research capacity building.
- Developed the **TRIIP Community-Based Translation Pedagogy Model** (CRRU Development Research Grant 67RP2) engaging students with Ban Mueang Ruang village to co-produce bilingual local-knowledge media.

EDUCATION

Ph.D. (Doctor of Arts) in English as an International Language (EIL) — **Chulalongkorn University, Bangkok | 2012**

M.A. in English as an International Language (EIL) — **Chulalongkorn University, Bangkok | 2006**

B.Ed. in English — **Chiang Rai Rajabhat Institute | 1999**

FELLOWSHIPS, REGIONAL LEADERSHIP & RECOGNITION

- **IVLP 2026 Alumnus (U.S. Department of State):** Selected fellow, *"Education in the Digital Age"* (Mar–Apr 2026: Washington D.C., Baltimore, Rhode Island, Detroit, Dallas); authored a 65-page comparative policy report; active IIE Northern Thailand partner.
- **SEAMEO RIHED Regional Leadership & Governance Fellow (2022–2025):** Delegate to *3rd Regional Leadership Forum & Workshop in Research Governance* (Phnom Penh, Cambodia, Sep 2024), *Final Regional Leadership Forum* (Vientiane, Lao PDR, Sep 2025), *SEA-UK Leadership Exchange Programme*, and *GEDI / Knowledge Diplomacy* initiatives.
- **Thailand–Myanmar & UNESCO/ASEAN Academic Diplomacy: UNESCO Bangkok** Invited Presenter to Myanmar's NEPC (Aug 2020); **MHESI** Official Thailand Trainer, Dagon University, Yangon (Sep 2022); Reactor/Speaker for **CHED & PRC Philippines (Manila)**; Keynote, Souphanouvong U (Luang Prabang 2023); Official Interpreter, *5th Mekong Dialogue* (MFU × **IDE-JETRO**, Feb 2025).

- **International Governance & Hosting: AsiaTEFL** Conference Chair (Chiang Rai 2024) & Executive Director (Hong Kong 2025; China 2026); Invited Presenter, *Thuyloi University Annual Scientific Conference* (Hanoi, Nov 2025/2026).

SELECTED PUBLICATIONS & APPLIED RESEARCH

- Bangura, M., Ouppara, N., **Santhi, N. N.**, Leetrakun, P., & de Wit, S. (2026). Micro and macro analysis of SMEs' business environment: evidence from women-owned grocery and convenience stores. *Cogent Business & Management* (Taylor & Francis), 13(1).
- **Santhi, N.**, Dawilai, S., & Siririth, W. (2026). Translanguaging pedagogy model for multilingual EFL teacher development: Toward a sustainable approach from Northern Thailand. *Edelweiss Applied Science and Technology*, 10(5).
- **Santhi, N.**, Dawilai, S., Ruankham, W., & Krautharot, A. (2026). Advancing the Genre-AI Integration (GAI) Model for Three-Chapter Research Proposal Writing among Graduate Students at CRRU. *Thuyloi University Annual Scientific Conference*, Hanoi.
- Zhou, F. F., & **Santhi, N.** (2026). Analysis of grammatical features in the Public English of Undergraduate Examination (PEUE) for junior higher college students in Yunnan Province, China. *Journal of Multidisciplinary in Social Sciences and Communication*, 9(2), 185–199.
- **Santhi, N.**, & Dawilai, S. (2025). Enhancing English Language Teaching through Digital Transformation in Higher Education: A Case Study of Chiang Rai Rajabhat University. *Journal of MCU Peace Studies*, 13(5).
- Sem, K., & **Santhi, N.** (2024). Diagnosing English reading ability in Cambodian lower secondary school students. *Journal of Multidisciplinary in Social Sciences and Communication*, 7(2), 217–234.
- Dawilai, S., **Santhi, N.**, & Wetpichetkosol, B. (2024). Online Task-Based Language Learning to Enhance Thai Monks' Speaking Performance. *Journal of Mobile Multimedia*.
- Abidin, M. I., Atan, M. A., Abidin, F. Z., Kader, F., **Santhi, N.**, & Kantamas, K. (2021). Celebrity Endorsement on Millennial Customers' Purchasing Behaviour. *Journal of Accounting, Finance and Business (IJAFB)*, 6(33), 8–19.
- Hui, W., **Santhi, N.**, & Mungthaisong, S. (2020). A genre analysis of online English tourist attraction promotional texts in Lijiang, Yunnan Province. *Journal of Multidisciplinary in Social Sciences and Communication*, 3(1), 83–106.
- Mungthaisong, S., & **Santhi, N.** (2019). The analysis of Peace Is Every Step: The Path of Mindfulness in Everyday Life by Thich Nhat Hanh. *Mangrai Journal of Humanities and Social Sciences*, 7(1), 129–144.
- **Santhi, N.** (2013). A Study of E-Mail Writing Ability of the 4th Year Chiangrai Rajabhat University Tourism Industry Students. *The New English Teacher*, 7(1).

SCHOLARLY BOOK TRANSLATION & APPLIED PEDAGOGICAL MODEL

- **Santhi, N. (English Translator).** *The Royal Biography of Phaya Mangrai the Great* (Bilingual Thai–English Edition, 313 pp.). Commemorating the 760th Anniversary of Chiang Rai City (1262–2022). Original Thai monograph by A. Sirichai.
- **Santhi, N.** (PI) & Dawilai, S. *Developing an Innovation for Local Knowledge Dissemination through Community-Based Translation Pedagogy: The TRIIP Model at Ban Mueang Ruang, Chiang Rai* (CRRU Research Grant 67RP2).

CIVIC, TRANSLATION & COMMUNITY ENGAGEMENT

- **Vice President & Secretary, King Prajadhipok's Institute (KPI) Chiang Rai Civic Center; Director, Ban Du Citizen School (2026):** Led a 60-hr *Citizen Policy Lab* graduating 40 local leaders with 3 municipal policies (IoT flood/disaster, PM2.5 biochar, waste banks) under a 4-party KPI–CRRU–Municipality MOU (*chiangraicitizenschool.org*).
- **Independent Award-Dossier Translator (DASTA):** Translated English submission documents contributing to **Ban San Thang Luang** winning a **PATA Gold Award 2025**, alongside Chiang Saen's (*Lanna Offering Craft*) **PATA Gold Awards 2026** nomination.
- **Diplomatic Interpreter, Bilingual MC & Border Governance:** MFA–Chiang Rai Diplomatic Corps Royal Projects Tour (Feb 2024); Governor's bilateral meetings (British, Kazakhstan Ambassadors, Myanmar Consulate); *Sister Cities* 4-country/9-border working group; MC & Liaison Trainer, *PATA Destination Marketing Forum 2025* (PATA × TCEB × DASTA).
- Co-architect of CRRU–NUS–DVF *Mae Suai Highland Watershed Living Lab* proposal.

INTERNATIONAL TRAVEL & CORE COMPETENCIES

Regions Engaged / Traveled: United States (DC, MD, RI, MI, TX), Canada (Vancouver, British Columbia), Austria (Graz), China (Yunnan, Hong Kong), Taiwan, Myanmar (Yangon, Mandalay, Bago, Tachileik, Kengtung, Mawlamyine, Taunggyi, Inle), Vietnam (Hanoi, Dien Bien Phu, Ho Chi Minh City), Lao PDR (Vientiane, Luang Prabang, Luang Namtha, Oudomxay, Boten), Cambodia (Phnom Penh), Indonesia (Yogyakarta, Palu, Malang), Philippines (Manila, Davao), Singapore, Malaysia (Melaka), Nepal, India, Australia (Sydney, Melbourne).

Systems Thinking **Track-II Diplomacy**
Applied Discourse & Translation **Watershed Livelihoods**
Thai (Native) / English (C2) **Field-Based Learning**