Ayuth Jirachaipravit is currently a PhD student at the <u>University of Cambridge</u> in England where he has been elected a Scholar of <u>Selwyn College</u>. He conducts research under the supervision of <u>David Probert</u> at the <u>Centre for Technology Management</u>. His research interests are in the field of business strategy and government policy on information and communications technology (ICT).

Ayuth is now doing his research fieldwork at the National Telecommunications Commission (NTC) of Thailand. He has professional experience in both private and public sectors of ICT industry in the UK, the US, Japan, and Thailand, and is a Chartered Communications Engineer. He holds a Master of Engineering from the University of Tokyo in Japan where he was a Japanese Government Scholar, and a Bachelor of Engineering with Honours from Chulalongkorn University in Thailand.