

Renu Muenjanchoey, Ph.D.

Asst. Prof.

**Phone:**

Office no. (66) 2 800 2300
ext. 3312
Mobile: (66) 89 913 7880

Address:

Research Institute for
Languages and Cultures of Asia
Mahidol University
Nakhon Pathom, Thailand

Email:

renu.mue@mahidol.ac.th

Profile

Assistant Professor Dr. Renu Muenjanchoey, a faculty member of the Cultural Studies Program at the Research Institute for Languages and Cultures of Asia, Mahidol University, has a strong interest and expertise in ethnic cultures, cultural anthropology, community development through cultural capital, and ASEAN-level research. Her work focuses on studying the lifestyle and adaptation of the Thai Song Dam ethnic group, utilizing culture as a tool for sustainable development. Additionally, she has expanded her research to Malaysia, Myanmar, and India to explore approaches to managing cultural diversity.

Education

1994 1998 2014

Ph.D. (Development Studies)
Silpakorn University, Thailand

M.A. (Rural Development Studies)
Mahidol University, Thailand

B.A. (Fine Arts)
Nakhon Pathom Rajabhat University, Thailand

Selected
Publications

30

Research Projects

16

Present Positions

- **Chairperson of Centre for Bharat Studies**
- **Lecturer in Cultural Studies (M.A.)**
RILCA, Mahidol University

Research Interests

- Thai Songdam ethnic group
- Ethnic groups and development
- Culture for development
- Cultural Anthropology
- Cultural capital
- Cultural diversity

Research Experience

- 2022** ● Challenges for Thailand and ASEAN in Creating Public Health Security for Sustainable Development in the Post-COVID-19 Era: A Case Study of the Twin Border Cities of Thailand, Myanmar, Lao PDR, Cambodia, and Malaysia (Research Report). Bangkok: National Research Council of Thailand.
- 2020** ● The Culture of Coexistence of Major Ethnic Groups in ASEAN Societies for Human Resource Development in Thailand: A Case Study of Vietnam (Research Report). Research Institute for Asian Languages and Cultures, Mahidol University.
Ethnic Group Management in Multicultural Societies in Northeastern India and Myanmar as a Guideline for Creating Peaceful Coexistence in Thai Society (Research Report). Bangkok: National Research Council of Thailand.
- 2017** ● Trade and Investment in Key Communities on the ASEAN Plus Route: Thailand–Myanmar–India (Research Report). Bangkok: Thailand Research Fund (TRF).
- 2016** ● Managing Cultural Diversity in Multinational Corporations: A Case Study of Thai Companies in India (Research Report). Institute for Asian Languages and Cultures, Mahidol University.
Managing Cultural Diversity of Burmese Workers: A Case Study of Burmese Workers' Work Culture in Thai Companies in Myanmar (Research Report). Nakhon Pathom: Budget 2016
- 2015** ● Managing Cultural Diversity in Multinational Corporations: A Case Study of Indian Companies in Thailand (Research Report). Nakhon Pathom: Budget 2015
Managing Cultural Diversity of Burmese Workers: A Case Study of Burmese Workers' Work Culture in Thai Companies in Thailand (Research Report). Nakhon Pathom: Budget 2015
- 2014** ● Managing Cultural Diversity of Chinese, Indian, and Burmese Diaspora Groups: A Case Study of Malaysia (Research Report). Bangkok: Health Promotion Foundation (Thai Health)
- 2013** ● Managing Cultural Diversity of Chinese, Indian, and Burmese Diaspora Groups: A Case Study of Thailand (Research Report). Bangkok: Health Promotion Foundation (Thai Health)
- 2011** ● A survey of food consumption culture and nutritional status of the elderly in various localities of Thailand (Research report). Nakhon Pathom: Mahidol University Budget.
- 2008** ● Community energy plan preparation in 6 communities in response to the royal initiative "Sufficiency Economy" (Research report). Institute of Language and Culture for Rural Development, Mahidol University.
Master plan for strengthening national identity (Research report). Bangkok: Office of Strengthening National Identity, Office of the Prime Minister.
- 2006** ● Social and cultural changes of the Thai Song people in Ban Ko Rat, Tambon Bang Pla, Amphoe Bang Len, Nakhon Pathom Province (Research report). Nakhon Pathom: Budget 2006
- 2003** ● Cultural integration of the Thai Yuan people in Ban Kubua, Mueang District, Ratchaburi Province (Research report). Nakhon Pathom: Mahidol University, 2003, type of grant to promote middle-aged researchers.
- 2002** ● Social capital in belief and local development: a case study of people's belief in Luang Por Wat Rai Khing (Research report). Nakhon Pathom: Mahidol University, 2002, type of promotion for new researchers.

International & Thai Journals

Meunjanchoey, R., Srichampa, S. and Thongdee, A. (2024). "The culture of coexistence of ethnic groups in Vietnam for human resource development in Thailand." *Parichat Journal*, Year 37, Issue 4 (October - December 2024).

Wiboolyasarin, W., Wiboolyasarin, K., Suwanwihok, K., Jinowat, N., and **Meunjanchoey, R.** (2567). Synergizing collaborative writing and AI feedback: An investigation into enhancing L2 writing proficiency in wiki-based environments. *Journal of Computers and Education: Artificial Intelligence*. Volume 6. From <https://www.researchgate.net/publication/380078800>

Meunjanchoey, R. (2023). "Learning and Knowing Ourselves, Knowing Themselves, Understanding and Accessing the Work Culture of Personnel in Thai Multinational Corporations Investing in Myanmar." *Journal of Liberal Arts*, Thammasat University, 23(2), 839-857. <https://doi.org/10.14456/lartstu.2023.62>

Meunjanchoey, R. (2022). "Learning and Working of Thai Multinational Corporation Personnel in Myanmar." *Journal of Silpakorn University*, 141-164.

Meunjanchoey, R. (2021). "Work culture of Myanmar and Thai people in Thai companies in Myanmar". *Journal of Graduate Studies*, Valaya Alongkorn Rajabhat University under Royal Patronage, 15(3), 151-166.

Meunjanchoey, R. (2019). "Learning and performance achievement of Myanmar and Thai people in Thai companies investing in Myanmar". *Veridian E-Journal*, Silpakorn University, Thai edition, Humanities, Social Sciences and Arts, 12(5), 811-830.

Nantawong, P., **Meunjanchoey, R.** and Wongkansin, K. (2019). Cultural Heritage Management: A Case Study of Khun Saththa Shrine, Ban Tha Kae, Tha Kae Subdistrict, Mueang District, Phatthalung Province. *Inthanil Thaksin Journal*, 14(1), 43-62.

Meunjanchoey, R. (2018). "Trade and Investment in Key Communities on the ASEAN Plus Route (Thailand-Myanmar-India): A Case Study of Myanmar Society". *Journal of Language and Culture*, 37(2), 1-21.

Meunjanchoey, R. (2018). "Knowledge Management in the Thai Song Dam House Offering Ceremony". *Journal of Silpakorn University, Thai Edition, Social Sciences, Humanities and Arts*, 38(1) 1-24.

Meunjanchoey, R. (2017). "Cultural Diversity Management: A Case Study of Burmese Workers' Work Culture in Thai Companies in Thailand". *Journal of Language and Culture*, 36(1), 49-70.

Meunjanchoey, R. (2015). "Social functions of the belief in the ancestral spirits of Thai Song, Ban Ko Rat, Nakhon Pathom Province". *Journal of Language and Culture*, 34(1) 85-103.

Srichampa, S., Thongdee, A., and **Meunjanchoey, R.** (2014). "Managing cultural diversity among Chinese, Indian, and Burmese diasporas in ASEAN: A case study of Malaysia". *Language and culture: a guarantee of social well-being*. Bangkok: Thinkmate Limited Partnership, 117-148.

Meunjanchoey, R. (2013). "Thai Song Dam cultural capital and the transition of the community's eras". *Journal of Academic Articles, Faculty of Archaeology, Silpakorn University*, 12(2) 175-202.

Meunjanchoey, R. (2008). "Folk Beliefs in Modern Society: A Case Study of Thai Song Beliefs in Nakhon Pathom Province". *Journal of Academic Affairs*, 7(2) 16-37.

Meunjanchoey, R. (2008). *Knowledge and Experiences from Cultural Anthropology Fieldwork in the Collection of Academic Articles on the occasion of Dr. Lakkana Daorattanahong*. Bangkok: Samlada Partnership.

Selected Publications

International & Thai Journals

- Meunjanchoey, R.** (2006). "Woven Fabric and the Lifestyle of the Thai Yuan People of Ban Kubua". *Journal of Cultural Perspectives*, 1(1) January–March and 1(2) April–June.
- Meunjanchoey, R.** (2006). "Folk Tales: Media Reflecting Life and Culture". *Journal of Language and Culture*, 25(1) January–June.
- Meunjanchoey, R.** (2005). "Ghosts in Thai Song Folk Tales". *Journal of Cultural Perspectives*, 1(2) July–September and 1(3) October–December.
- Meunjanchoey, R.** (2005). "Social Capital in Local People's Beliefs towards Luang Por Wat Rai Khing". *Journal of Cultural Perspectives*, 1(1) April–June.
- Meunjanchoey, R.** (2005). "Ethnic Groups and Development". Collection of academic articles on language and culture for rural development. Published by the Institute for Research on Language and Culture for Rural Development. Bangkok: Sahathammik.
- Meunjanchoey, R.** (2001). "Phi Heuan: Sacred Objects of the Thai Song People". *Journal of Language and Culture*, 20(2) May–August.
- Meunjanchoey, R.** (2000). *Rural Development: Knowledge Approaches for Rural Development Amidst Thailand's Economic and Social Crisis*. Collection of academic articles on language and culture for rural development. Published by the Institute for Research on Language and Culture for Rural Development. Bangkok: Sahathammik Company Limited.
- Meunjanchoey, R.** (2012). Ancestor Spirits: Value, Importance, and Belief of Thai Song Dum. In *Voice of Intellectual Man–International Journal, Indi; Vol.1 No.2* (July - December).

Books

- Meunjanchoey, R.** (2018). Basmati rice is the rice of the Indian people. In Morakot Meyer (editor), *multicultural colors are coming from ASEAN–European Union–Asia*. (p.239-245). Nakhon Pathom: Image Printing House.
- Meunjanchoey, R.** (2018). Mingalabar Mawlamyine, Myanmar. In Morakot Meyer (editor), *multicultural colors are coming from ASEAN – European Union – Asia*. (p.41-47). Nakhon Pathom: Image Printing House.
- Meunjanchoey, R.** (2016). Buddhist temples and educational spaces for children of migrant workers in Samut Sakhon Province. In Kwanchit Sasiwongsarot, Nantiya Duangphummes, Morakot Meyer (editor), *Coexistence in a multicultural society*. (p.127-146). Bangkok: Charansanitwong Printing Company Limited.
- Meunjanchoey, R.** (2005). *Encyclopedia of Ethnic Groups in Thailand: ThaiYuan*. Institute for Language and Culture for Rural Development, Mahidol University.
- Meunjanchoey, R.** (2002-2003). *Worldviews of Ethnic Groups in Thailand: Thai Song Tales*. Institute for Language and Culture for Rural Development. Bangkok: Saha Thamik Company Limited.

Selected Publications

Books

Khai, M. and **Meunjanchoey, R.** (2000). Burmese Thai Proverbs, Sayings, and Idioms. Burmese Studies Project. Institute for Language and Culture for Rural Development. Bangkok: Saha Thamik Company Limited.

Meunjanchoey, R. (1999). Worldviews of Ethnic Groups in Thailand: Thai Song Ghost Beliefs. Institute for Language and Culture for Rural Development. Bangkok: Saha Thamik Company Limited.



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