

Taking on the S-curve challenges

Dr. Teeradetch Tungsubutra

Executive Vice President, Research and Technology Institute, PTT (Public) Company Limited, 71 M.1,

Phaholyothin, Sanubtub, Ayudhaya Thailand

Tel:+66 2537 3321, E-mail: teeradetch.t@pttplc.com

Abstract

Currently, in a strategic meeting at any organization - in any sector- it is almost a crime if we do not mention the word “S-curve”, or “new S-curves”. This word is almost a National Agenda at the moment due to many factors or terms such as *AEC, disruptive technologies, sustainable development, and new business platforms*. **Innovations** are believed to be the key driver behind the development or establishment of an S-Curve. As a result, “researchers” and “startups” are usually considered an integral part of it (an S-Curve) as well – what really are the connections between these terms, i.e.; innovations/ startups/ researchers?

The speakers will share his views from his organization (PTT Research and Technology Institute) addressing the challenges and key success factors in achieving the coveted mission. At the same time, he also would like to hear opinions from the audience on the subject matter.