



AU Academic Titles and Academic Works 2012

Assumption University of Thailand

04 OCT 2013



**AU Academic Titles
and
Academic Works
2012**

Office of the Vice President for Academic Affairs

FOREWORD

Assumption University expects her full-time faculty members to be efficient and knowledgeable not only as a lecturer but also in producing quality academic works. In doing so, these faculty members are able to update their knowledge and share their wisdom.

Whenever an AU faculty member produces a quality academic work or earn an academic title, it is always a pride for Assumption University. To acknowledge this, the Office of the Vice President for Academic Affairs has compiled and published the names of AU faculty members with their respective academic works or academic title appointments for the Academic Year 2011.

This is to show the University's appreciation for the hard work and the dedication given by these faculty members, and at the same time present these faculty members to the AU family as examples for the others to follow.

The University hopes that more names and academic works will be included in the following academic years. To the AU faculty members named in this booklet: **“Well done! Keep up the good work.”**

Dr. Sompit Porsutyarak

Vice President for Academic Affairs

30 August 2013

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Academic Title Appointments Academic Year 2012

In the Academic Year 2012, AU University Council, empowered under the provision in Article 34 (17) of the Private Higher Education Institutions Act B.E. 2546 Amendment (No. 2) B.E. 2550 and upon the recommendations of Assumption University Committee on Academic Titles(AUCAT), approved the academic title appointments for the full-time lecturers whose academic works successfully passed the evaluation done by external expert readers and the academic title transfers for the full-time lecturers who hold academic titles obtained from former universities before joining Assumption University as follows:

1.

Academic Title	Assistant Professor
Name	Chutarat Laomanacharoen
Faculty	Montfort Del Rosario School of Architecture and Design
Specialization	Interior Architecture
University Council's Approval	20 September 2012
Effective Date	14 December 2011
Academic Works	<ul style="list-style-type: none">• Teaching Materials: IN 3200 Theory and Concept in Interior Architecture• Research<ol style="list-style-type: none">1. Laomanacharoen, C. (2009). "Ethical Aesthetic: An Exploration of Morality in Interior Design". Proceedings of 2009 IAIDAC Annual Seminar, 44-67.2. Laomanacharoen, C. (2011). "Kandinsky's Effect: Reflections of Synesthetic Lesson in Abstraction". Design Principles and Practices: An International Journal, 5 (5), 327-336• Academic Article<ol style="list-style-type: none">1. Laomanacharoen, C. (2009). "Sustaining Aesthetic: An Excluded Dimension of Environmental Ethics". International Journal of Spatial Design & Research, 11(9),167-169.

2.

Academic Title	Associate Professor
Name	Robert Tack Kwei Ho
Faculty	Graduate School of Psychology
Specialization	Psychology
Former Appointment	24 February 1997
Effective Date	15 December 2012 (Transfer)
Academic Works	- Endorsed by Central Queensland University, Australia

3.

Academic Title	Assistant Professor
Name	Kuldeep Nagi
Faculty	Graduate School of eLearning
Specialization	Information and Communication Technology
University Council's Approval	16 May 2013
Effective Date	14 August 2012

Academic Works

- Teaching Materials: ICT 6201 Mobile and Wireless Networks
- Research
 1. Nagi, Kuldeep, (2011), "Quality Assurance (QA) in On-Line Learning Courses: Prospects and Possibilities – A Case Study." Proceedings of the National Institute of Development Administration (NIDA) Case Studies Conference, Bangkok, Thailand, September 8-9, 2011, pp. 217-237.
 2. Nagi, Kuldeep, (2008), "Use of Moodle Reports for Knowledge Management, Planning and eTraining in SMEs." Proceedings of the 4th IEEE International Conference on Management of Innovation & Technology (ICMIT), Bangkok, Thailand, September 21-24, 2008, pp. 946-950.
- Academic Article
 1. Nagi, Kuldeep, (2012), "Integrating Higher Education in ASEAN – A Challenging Task." Proceedings of the AGRC 2012, 1st Asian Plus Three Graduate Research Congress, Chiang Mai, Thailand, March 1-2, 2012, pp. 199-205.
 2. Nagi, Kuldeep, (2012), "Logged on to Learning: Internet and Life Long Learning (LLL)." Proceedings of the 4th TCU International e-Learning Conference on Smart Innovations in Education and Lifelong Learning, Bangkok, Thailand, June 14-15, 2012, pp. 107-113.

4.

Academic Title	Professor
Name	Pateep Methakunavudhi
Faculty	Graduate School of Education
Specialization	Education
Former Appointment	16 August 2003
Effective Date	16 May 2013 (Transfer)
Academic Works	Endorsed by Chulalongkorn University

Academic Title Holders

Academic Year 2012

Professor	:	3
Associate Professor	:	18
Assistant Professor	:	52
Total	:	73

Name	Academic Title	Field of Specialization
1. Dr. Graham Kenneth Winley	Professor	Information Technology
2. Mr. Pichaisak Horayangkura	Professor	Law
3. Dr. Pateep Methakunavudhi	Professor	Education
4. Dr. Gennady Veselovsky	Assoc. Professor	Computer Science
5. Mr. Pralong Phirananda	Assoc. Professor	Visual Arts
6. Mr. Chatchai Gadavanij	Assoc. Professor	Architecture
7. Mr. Pornchai Soonthornpan	Assoc. Professor	Law
8. Mr. Decha Siricharoen	Assoc. Professor	Law
9. Mr. Nattapong Posakabutra	Assoc. Professor	Law
10. Dr. Pratit Santiprabhob	Assoc. Professor	Computer Science
11. Dr. Chitapa Katavan	Assoc. Professor	Entomology
12. Dr. Phoonsakdi Vaisamruat	Assoc. Professor	Law
13. Dr. Teay Shawyun	Assoc. Professor	Strategic Management
14. Dr. Sonthya Vanichvatana	Assoc. Professor	Real Estate
15. Dr. Nitichan Pleumarom	Assoc. Professor	Urban and Environmental Planning
16. Dr. Sushama Kasbekar	Assoc. Professor	Journalism and Mass Communication
17. Dr. Suwattana Eamoraphan	Assoc. Professor	Secondary Education
18. Dr. Joseph Foley	Assoc. Professor	English Language and Literature
19. Dr. Boonlert Watjatrakul	Assoc. Professor	Information Systems
20. Dr. Pisawat Sukonthapan	Assoc. Professor	Law
21. Dr. Robert Tack Kwei Ho	Assoc. Professor	Psychology
22. Dr. Jirawat Wongswadiwat	Asst. Professor	Psychology
23. Ms. Amonlugsana Thanasinsupaya	Asst. Professor	Statistics
24. Dr. Vichit Avatchanakorn	Asst. Professor	Computer Information System

25. Dr. Tang Van To	Asst. Professor	Computer Science
26. Mrs. Rachanee Kamphangkaew	Asst. Professor	Thai
27. Mrs. Nucharee Supatn	Asst. Professor	Psychology
28. Dr. Warayuth Sriwarakuel	Asst. Professor	Philosophy
29. Dr. Vissnu Poommipanit	Asst. Professor	Accounting
30. Dr. Min Aung	Asst. Professor	Mathematics
31. Dr. Chanintorn Jittawiriyanukoon	Asst. Professor	Telecommunications Science
32. Dr. Dobri Atanassov Batovski	Asst. Professor	Telecommunications Science
33. Dr. Kittiphan Techakittiroj	Asst. Professor	Electrical Engineering
34. Dr. Thotsapon Sortrakul	Asst. Professor	Information Technology
35. Dr. Thitipong Tanprasert	Asst. Professor	Computer Science
36. Mrs. Titida Nochai	Asst. Professor	Applied Statistics
37. Dr. Jirayut Poomontre	Asst. Professor	Applied Statistics
38. Dr. Supavadee Nontakao	Asst. Professor	Information Technology
39. Dr. Myint Thein	Asst. Professor	Accounting
40. Dr. Vinai Viriyavidhayavongs	Asst. Professor	Management
41. Dr. Linchong Chorrojprasert	Asst. Professor	English
42. Mr. Brian C. Lawrence	Asst. Professor	Insurance
43. Mr. San Shwe Baw	Asst. Professor	English
44. Dr. Nanthaphan Chinlumprasert	Asst. Professor	Nursing Science
45. Mr. Thanachai Thumthawatworn	Asst. Professor	Telecommunications Science
46. Ms. Rachada Dangchamroon	Asst. Professor	Communication Arts
47. Mr. Vichitnarong Buggakupta	Asst. Professor	Physics
48. Dr. Krisda Tanchaisak	Asst. Professor	Management
49. Dr. Jirapan Dangdej	Asst. Professor	Information Technology
50. Dr. Jutamas Wisansing	Asst. Professor	Tourism Management
51. Ms. Pitiporn Pakdeepinit	Asst. Professor	Telecommunications Science
52. Dr. Sureepong Phothongsunan	Asst. Professor	Teaching English
53. Ms. June Bernadette D' Souza	Asst. Professor	Psychology
54. Dr. Vikanda Pornsakulvanich	Asst. Professor	Mass Communication
55. Mr. Paitoon Porntrakoon	Asst. Professor	Information Technology
56. Dr. Roman Meinhold	Asst. Professor	Philosophy
57. Dr. Wunwisa Krasaekoopt	Asst. Professor	Science and Food Technology
58. Dr. Vorapoj Pattanavijit	Asst. Professor	Electrical Engineering
59. Dr. Sirion Chaipoopirutana	Asst. Professor	Marketing

60. Dr. Kriengsin Prasongsukarn	Asst. Professor	Marketing
61. Dr. Virach Wongpaiboon	Asst. Professor	Electrical Engineering
62. Dr. Theingi	Asst. Professor	Marketing
63. Dr. Hla Theingi	Asst. Professor	International Business Management
64. Dr. Amonrat Thoumrungroje	Asst. Professor	International Business Management
65. Mr. Darun Kesrarat	Asst. Professor	Information Technology
66. Dr. Poom Moolsipa	Asst. Professor	Law
67. Dr. Chittipa Ngamkroeckioti	Asst. Professor	International Business Management
68. Dr. Alexander Johannes Klemm	Asst. Professor	Communication Arts
69. Dr. Surasee Prahmkaw	Asst. Professor	Telecommunications Science
70. Dr. Richard Wiliam Mark Lynch	Asst. Professor	Education
71. Dr. Dhanoos Sutthiphisal	Asst. Professor	Economics
72. Ms. Chutarat Laomanacharoen	Asst. Professor	Interior Architecture
73. Dr. Kuldeep Nagi	Asst. Professor	Information and Communication Technology

Full-time Lecturers' Academic Works Academic Year 2012

The Academic Year 2012 was indeed a productive year in terms of academic works by the full-time lecturers of Assumption University as follows:

Faculty		Research Article		Academic Article		Paper Presentation		Textbook/ Book Chapter/ Book Review
		International	National	International	National	International Conference	National Conference	
1.	Martin de Tours School of Management and Economics	31	7	10	7	17	4	6
2.	School of Arts	4	-	1	4	3	-	6
3.	School of Nursing Science	1	12	-	1	6	-	-
4.	School of Science and Technology	18	1	1	1	5	-	3
5.	School of Engineering	12	-	7	-	9	-	-
6.	Albert Laurence School of Communication Arts	-	-	-	1	-	-	-
7.	School of Law	-	1	-	11	-	-	-
8.	School of Biotechnology	4	9	3	-	-	-	-
9.	Montfort del Rosario School of Architecture and Design	4	-	-	1	1	-	-
10.	School of Music	-	-	-	2	-	-	-
11.	Graduate School of Business	20	1	-	1	1	-	1
12.	Graduate School of Philosophy and Religion	6	3	2	3	-	-	-
13.	Graduate School of Education	4	3	3	2	-	-	-
14.	Graduate School of English	6	-	-	-	4	-	2
15.	Graduate School of eLearning	6	2	1	3	-	-	1
16.	Institute of English Language Education	1	-	-	1	-	-	-
	Total	117	39	28	38	46	4	19
	Grand Total	156		66		50		19

Martin de Tours School of Management and Economics

1. Assoc. Prof. Dr. Sonthya Vanichvatana

Academic Article

1. สนธยา วนิชวัฒนะ. “ประสบการณ์ดีๆ ของ พ.ร.บ. จัดรูปที่ดินเพื่อการพัฒนาพื้นที่.” Real Estate Journal 73 (January – March 2013): 3-5.

Textbook

1. สนธยา วนิชวัฒนะ. “กระบวนการพัฒนาโครงการที่อยู่อาศัยในประเทศไทย.” กรุงเทพฯ: สำนักพิมพ์แห่งจุฬาลงกรณ์มหาวิทยาลัย, 2556.

2. Assoc. Prof. Dr. Teay Shawyun

Research Article

1. Shawyun, Teay and Shaun Louie Sabico. “Quality Assurance Training: Culture or Calamity.” Proceedings of the SEAAIR Conference, Malaysia, November 6-8, 2012: 77-86.
2. Tanchaisak, Krisda, Wichnee Kuptawathin and Teay Shawyun. “A Longitudinal Study on the Students’ Satisfaction Index.” Proceedings of the SEAAIR Conference, Malaysia, November 6-8, 2012: 158-163.
3. Chumsupanwaree, Narong and Teay Shawyun. “Trend Analysis of Service Quality Index: A Case Study of Academic Support Units in Assumption University of Thailand.” Proceedings of the SEAAIR Conference, Malaysia, November 6-8, 2012: 193-196.
4. Shawyun, Teay. “Triangularization of Qualifications Framework, Planning and Quality Assurance.” Proceedings of the INQAAHE 2013 Conference on Managing Diversity: Sustainable Quality Assurance, Taipei, Taiwan, April 9-14, 2013.

3. Asst. Prof. Dr. Nucharee Supatn

Research Article

1. Supatn, Nucharee. “Graduate Attributes and Employer Satisfaction Survey: A Case of Business Administration Graduates.” Proceedings of the APHEIT Conference, Chiang Mai, Thailand, May 31, 2013: 960-973.

Book Chapter -

1. Supatn, Nucharee. “Regional Development of the Golden and Emerald Triangle Areas: Thailand Perspectives.” In Five Triangle Areas in the Greater Mekong Subregion. Ed. Masami Ishida, Bangkok: IDE-JETRO 2013:169-209.

2. Banomyong, Ruth and Nucharee Supatn. "Thailand: Relationship Marketing in Thailand: A Case of the Real Estate Industry." In *Marketing Management in Asia*, Ed. Stan Paliwoda, Tim Andrews, and Junsong Chen. London:Routhledge, Taylor & Francis Group 2013: 120-137.

Paper Presentation

1. Supatn, Nucharee. "Graduate Attributes and Employer Satisfaction Survey: A Case of Business Administration Graduates." *Proceedings of the APHEIT Conference*, Chiang Mai, Thailand, May 31, 2013: 960-973.

4. Asst. Prof. Dr. Myint Thein

Academic Article

1. Thein, Myint. "Share Buyback: A Blank Check for Management?" *ABAC Journal* 33, 1: 74-81.

5. Asst. Prof. June Bernadette D' Souza

Research Article

1. D'Zouza, J.B. "A Cross-Cultural Study of Self-Efficacy in Relation to Academic Achievement at Assumption University, Thailand." *Proceedings of the 2013 Global Information and Management Symposium (GIAMS)*, Bangkok, Thailand, April 15-17, 2013.
2. D'Zouza, J.B and Nucharee Supatn. "A Study of Personality in Relation to Learning Style Preferences of Students in ASEAN Economic Community." *Proceedings of the 5th HR International Conference*, Burapha University, Thailand, March 30-31, 2013.

Presentation

1. D'Zouza, J.B. "A Cross-Cultural Study of Self-Efficacy in Relation to Academic Achievement at Assumption University, Thailand." Paper presented at the 2013 Global Information and Management Symposium (GIAMS), Bangkok, Thailand, April 15-17, 2013.
2. D'Zouza, J.B and Nucharee Supatn. "A Study of Personality in Relation to Learning Style Preferences of Students in ASEAN Economic Community." Paper presented at the 5th HR International Conference, Burapha University, Thailand, March 30-31, 2013.

6. Asst. Prof. Dr. Vikanda Pornsakulvanich

Research Article

1. Pornsakulvanich, Vikanda and Nuchada Dumrongsiri. "Personality Traits and Demographic Profile Predicting Social Networking Sites Usage in Thailand." Proceedings of the Asian Conference on Media and Mass Communication, Osaka, Japan, November 2012: 50-60.
2. Pornsakulvanich, Vikanda, Nuchada Dumrongsiri, Pair Sajampun, Suppasit Sornsri, Surej P. John, Tipa Sriyabhand, Chatkaew Nuntapanich, Chulamani Chantarawandi, Parichat Wongweeranonchai, and Smith Jiradilok. "An Analysis of Personality Traits and Learning Styles as Predictors of Academic Performance." ABAC Journal, 32(3): 1-19.

Paper Presentation

1. Pornsakulvanich, Vikanda and Nuchada Dumrongsiri. "Personality Traits and Demographic Profile Predicting Social Networking Sites Usage in Thailand." Paper presented at the Asian Conference on Media and Mass Communication, Osaka, Japan, November 2012.

7. Asst. Prof. Dr. Hla Theingi

Research Article

1. Fang, Chil-Cheng and Hla Theingi. "The Role of Knowledge Gap in Person to Person Knowledge Diffusion: A Study of Thai Multilevel Marketing Business." AU Journal of Management 10, 1 (January – June 2012) : 47-54.

Book

1. Theingi, Hla. "Export Practices: ASEAN focus (1st ed.)." Charleston, South Carolina USA. : Createspace Independent Publishing Platform, Amazon Company, 2013.

8. Asst. Prof. Dr. Amonrat Thoumrungroje

Research Article

1. Thoumrungroje, Amonrat and Olimpia C. Racela. "The Contingent Role of Customer Orientation and Entrepreneurial Orientation on Product Innovation and Performance." Journal of Strategic Marketing 21, 2 (2013): 140-159.
2. Thoumrungroje, Amonrat. "A Cross-Vergence of Consumer Preferences: An Empirical Study of Ethnic Subgroups in Thailand." Journal of International Business Research and Practice 6 (2012):37-48.
3. Racela, Olimpia and Amonrat Thoumrungroje. "The Perceived Ethicality and Efficacy of Fear Appeals: The Use of Graphic Warning Labels in Thailand." Journal of International Business and Economic 12, 4 (2012): 106-113.

4. Racela, Olimpia and Amonrat Thoumrungroje. "Foreign-Branding, Product Evaluations, and Brand Image: An Experiment on Brand Pronunciation in Thailand." *Journal of International Business and Economic* 12, 5 (2012): 84-90.

Academic Article

1. Thoumrungroje, Amonrat. "Alternative Modes of Export Entry for SMEs from Emerging Economies." *Journal of International Management Studies* 12, 4 (2013): 102-109.
2. Racela, Olimpia and Amorat Thoumrungroje. "International Market Expansion of 'Jintan Nude' in Thailand." *Emerald Emerging Markets Case Studies* 2,4 (2012): 1-17.

Book

1. Thoumrungroje, Amonrat. *Handbook of Research Methodology in International Business*. Bangkok: Triple Education Co., Ltd., 2013.

Paper Presentation

1. Thoumrungroje, Amonrat. "Alternative Modes of Export Entry for SMEs from Emerging Economies." Paper presented at the International Academy of Business and Economics Conference, Las Vegas, USA., October 2012.
2. Racela, Olimpia and Amonrat Thoumrungroje. "The Perceived Ethicality and Efficacy of Fear Appeals: The Warning Labels in Thailand." Paper presented at the International Academy of Business and Economics Conference, Las Vegas, USA., October 2012.
3. Racela, Olimpia and Amonrat Thoumrungroje. "Foreign-Branding, Product Evaluations, and Brand Image: An Experiment on Brand Pronunciation in Thailand." Paper presented at the International Academy of Business and Economics Conference, Las Vegas, USA., October 2012.

9. Asst. Prof. Dr. Dhanoos Sutthiphisal

Research Article

1. Lamoreaux, Naomi R., Kenneth L. Sokoloff and Dhanoos Sutthiphisal. "Patent Alchemy: The Market for Technology in US History." *Business History Review* 87, 1(March 2013): 3-38.

10. Dr. Vesarach Aumeboonsuke

Research Article

1. Aumeboonsuke, Vesarach and Arthur L. Dryver. "Developing Credit Scoring Models When Small Sample Sizes Are Available." *Business Review Cambridge* 20,1:138-143.

2. Aumeboonsuke, Vesarach. "Weak Form Efficiency of Six Equity Exchanges in Asean." *European Journal of Scientific Research* 84, 4: 532-538.

Presentation

1. Aumeboonsuke, Vesarach and Nopphon Tangjitprom. "Beta Stationary Test in Thai Stock Market." Paper presented at the International Journal of Arts & Sciences Conference, Vienna, Austria. April 14-18, 2013.
2. Aumeboonsuke, Vesarach and Arthur L. Dryver. "Developing Credit Scoring Models When Small Sample Sizes Are Available." Paper presented at the International Business Finance & Economics Research Conference, Los Angeles, USA. July 2012.

11. Dr. Visit Phunnarungsi

Research Article

1. Kouwenberg, Roy and Visit Phunnarungsi. "Corporate Governance, Violations and Market Reactions." *Pacific-Basin Finance Journal* 21, 1 (2013):881-898.

12. Dr. Wiparat Chuanrommanee

Research Article

1. Chokesirikulchai, Aissara, Chittipa Ngamkroeckjoti and Wiparat Chuanrommanee. "Comparison between SET Index and SET Property Development Index Based on Macro-economic Factors in Thailand during 2002-2011." *Proceedings of the International Conference on Business, Economics, and Accounting*, March 20-23, 2013, Bangkok, Thailand.
2. Boonchuaymetta, Ekkachai and Wiparat Chuanrommanee. "Management of the IPO Performance in Thailand." *Journal of Multinational Financial Management* (2013), <http://dx.soi.org/10.1016/j.mulfin.2013.05.004>

13. Ms. Bing Zhu

Research Article

1. Zhu, Bing. "Exchange Rate and Price: A Granger Causality Test of Consumer Price Index in China." *Technology for Education and Learning ASIC* 136, Springer-Verlag Berlin Heidelberg 2012:89-94.
2. Zhu, Bing. "The Impact of Environmental Advertisement, Health Consciousness and Personal Norm on Organic Food Consumption in Shanghai, China." *Proceedings of the 2012 Cambridge Business & Economics Conference*, Murray Edwards College, Cambridge University, UK., June 27-28, 2012. ISBN: 9780974211428.

3. Zhu, Bing. "The Impact of Green Advertising on Consumer Purchase Intention of Green Products." Proceedings of the World Business and Economics Research Conference 2012, Auckland, New Zealand, December 10-11, 2012.
4. Zhu, Bing. "The Effects of Macroeconomic Factors on Stock Return of Energy Sector in Shanghai Stock Market." International Journal of Scientific and Research Publication (IJSRP) 2, 11 (November 2012). ISSN 2250-3153.

Presentation

1. Zhu, Bing. "The Impact of Environmental Advertisement, Health Consciousness and Personal Norm on Organic Food Consumption in Shanghai, China." Paper presented at the 2012 Cambridge Business & Economics Conference, Murray Edwards College, Cambridge University, UK., June 27-28, 2012.
2. Zhu, Bing. "The Impact of Green Advertising on Consumer Purchase Intention of Green Products." Paper presented at the World Business and Economics Research Conference 2012, Auckland, New Zealand, December 10-11, 2012.

14. Mr. Nopphon Tangjitprom

Research Article

1. Tangjitprom, Nopphon. "Market Timing with GEYR in Emerging Stock Market: The Evidence from Stock Exchange of Thailand." Journal of Finance and Investment Analysis 1,4 (2012) : 53-65.
2. Tangjitprom, Nopphon. "Propensity to Pay Dividends and Catering Incentives in Thailand." Studies in Economics and Finance 30,1 (2013): 45-55.

Academic Article

1. Tangjitprom, Nopphon. "The Review of Macroeconomic Factors and Stock Returns." International Business Research 5,8 (2012) : 107-115.

Presentation

1. Tangjitprom, Nopphon and Vesarach Aumebooksuke. "Dividend Payment Characteristics of Thai Firms, Paper presented at the IJAS Conference, Vienna, Austria, April 15, 2013.

15. Mr. Surej P. John

Research Article

1. John, Surej P. "What are the Factors Influencing the Information Technology Adoption in Asian Region? A Study of the B2C E-Commerce Systems Success." Silpakorn University Journal of Social Sciences, Humanities and Arts 12,2: 71-97.

2. John, Surej P. "How Online Trust Influence B2C E-Commerce Adoption? An Empirical Study among Asian Online Shoppers." Proceedings of the 18th Americas Conference on Information Systems (AMCIS 2012), Seattle, USA., August 9-12, 2012.

Presentation

1. John, Surej P. "How Online Trust Influence B2C E-Commerce Adoption? An Empirical Study Among Asian Online Shoppers." Paper presented at the 18th America's Conference on Information Systems (AMCIS 2012), Seattle, USA., August 9-12, 2012.

16. Dr. Suppanunta Romprasert

Research Article

1. Romprasert, Suppanunta. "Applied Economics for Agricultural Futures: Case of Natural Rubber Ribbed Smoked Sheets No.3." Scientific Journal of Agricultural Economics 1, 1:1-21.
2. Romprasert, Suppanunta. "Electric Rate Policy Scenario in Thailand." Proceedings of the World Business and Economics Research Conference, Auckland, New Zealand, December 10-11, 2012:1-12.
3. Romprasert, Suppanunta. "Export Value on Pineapple Juice of Thailand and Forecasting." Proceedings of the APHEIT Conference, Chiang Mai, Thailand, May 31, 2013: 1628-1632.

Academic Article

1. Romprasert, Suppanunta. "Stock Return and Macroeconomics Announcements." Oriental Journals: Economic Journal of A 2 Z. 1,2:1-10.
2. Romprasert, Suppanunta. "Earning Announcements on Stock Return." Interdisciplinary Review of Economics and Management 3, 1:1-7.

Book

1. Romprasert, Suppanunta. "Forecasting of Rubber in Futures Market." LAP LAMBERT Academic Publishing 2012: 176 pages.

Presentation

1. Romprasert, Suppanunta. "Electric Rate Policy Scenario in Thailand." Paper presented at the World Business and Economics Research Conference, Auckland, New Zealand, December 10-11, 2012.
2. Romprasert, Suppanunta. "Export Value on Pineapple Juice of Thailand and Forecasting." Paper presented at the APHEIT Conference, Chiang Mai, Thailand, May 31, 2013.

17. Dr. Myat Mon

Paper Presentation

1. Mon, Myat. "Migrant Workers in the Agricultural Section in Thailand Labour Conditions and Protection." Paper presented at the International Workshop on Labor and Large Scale Agriculture in Post-Independent Africa and Southeast Asia, Cape Town, Africa, September 20-21, 2012.

18. Ms. Panjarat Phumpradab

Paper Presentation

1. Phumpradab, Panjarat. "An Exploratory Study of Consumers' Attitudes Towards ASEAN Economic Integration." Paper presented at the International Academy of Business and Economics Conference, Orlando, USA., March 2013.

19. Mr. Thitiphat Podok

Paper Presentation

1. Podok, Thitiphat. "A Comparative Study of Understanding of ASEAN Economic Community between Singaporeans and Thais." Paper presented at the International Academy of Business and Economics Conference, Orlando, USA., March 2013.

20. Dr. Vasa Buraphadeja

Research Article

1. Buraphadeja, Vasa and Swapna Kumar. "Content Analysis of Wiki Discussions for knowledge Construction: Opportunities and Challenges." International Journal of Web-Based Learning and Teaching Technologies (IJWLTT 2012), 4(2):28-42.

Academic Article

1. Buraphadeja, Vasa. "Using Existing Data to Reduce Accountability Activity in Higher Education." The Association of Private Higher Education Institutions of Thailand International Journal 1,1 (December, 2012) : 57-66.
2. Buraphadeja, Vasa. "Passport to the Digital National." International Journal of the Computer, The Internet and Management 19, SP 2 (February 2012): 2.1-2.4.

Book

1. Kumar, Swapna, Johanna Kennedy and Vasa Buraphadeja. "Peer Feedback for Enhancing Students' Project Development in Online Learning. H.H. Yang & S. Wang (Eds.). Cases on Online Learning Communities and Beyond: Investigations and Applications. Hershey, Pa: IGI Global:345-360.

21. Dr. Phassawan Suntraruk

Research Article

1. Suntraruk, Phassawan. "Concentrated Ownership and Financial Leverage: Evidence from Thailand." Proceedings of the APHEIT Conference, Chiang Mai, Thailand, May 31, 2013: 1468-1477.

22. Mr. Peerawich Thoviriyavej

Research Article

1. Thoviriyavej, Peerawich and Vorapitchaya Rabiablok. "Three Decades of Successful Implementation That Shoot Blanks: Evidence from Thailand." International Journal of Arts and Science 5, 7 (2012):287-296.
2. Rabiablok, Vorapitchaya and Peerawich Thoviriyavej. "Unlocking Effect of Education." International Proceedings of Economics Development and Research 61 (2013): 51-55.

23. Dr. Rattiporn Luanrattana

Research Article

1. Luanrattana, Rattiporn. "Factors Influencing Use of Personal Digital Assistant (PDA) in Medical Education." Proceedings of the 11th International Conference on Health Informatics Conference New Zealand (HINZ), Rotoua, New Zealand, November 7-9, 2012.

Paper Presentation

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