

St. Thomas Aquinas Award for Research

Dr. Rawin Vongurai

Awarded St. Thomas Aquinas Award for Research (Third Class)

Citation

Dr. Rawin Vongurai graduated with First Class Honor in Bachelor of Electronic and Communications Engineering from the University of Nottingham, United Kingdom. At the same institute, he pursued his graduate level with a full grant of Engineering and Physical Sciences Research Council (EPSRC) Scholarship, provided by the United Kingdom Government's leading funding agency. In 2013, Dr. Rawin completed his Ph.D. in Electronic and Electrical Engineering at the University of Nottingham.

Upon graduation, he joined Assumption University in 2014 as a full-time lecturer. Dr. Rawin currently serves Graduate School of Business as Program Director of Ph.D. in Innovative Technology Management. His academic service to Graduate School of Business also includes Risk Management Chair and Coordinator for Quality Assurance.

Since his tenure with the MBA Program, Dr. Rawin has been active in research studies for the classes and students' projects, as well as for his own interest. His areas of interest include Technology Management, Information Technology, Marketing, Supply Chain Management, Operations Management, Tourism, and E-commerce. Numerous pieces of his academic research works—both solely by himself and by group researchers—have received favorable response from academics and refereed journals.

The highlights of Dr. Rawin Vongurai's recent national and international journal publications are as follows:

1. Vongurai, R., (2018), "The Influence of Thailand's Image and Foreign Tourist Satisfaction on Foreign Tourist Loyalty for Thailand," *International Journal of East Asian Studies (IJEAS)*, 22(2).
2. Vongurai, R., Elango, D., Phothikitti, K., Dhanasomboon, U., (2018), "Social Media Usage, Electronic Word of Mouth and Trust Influence Purchase-Decision Involvement in Using Traveling Services," *Asia Pacific Journal of Multidisciplinary Research (APJMR)*, 6(4), 32-37.
3. Elango, D., Vongurai, R., and Srifah, K., (2018), "The Factors Influencing Intention to Study Via Online Education: The Case Study of People In Bangkok, Thailand," *JOIV: International Journal on Informatics Visualization*, 2(4), 245-251.
4. Benjangjaru, B., and Vongurai, R., (2018), "Behavioral Intention of Bangkokians to Adopt Mobile Payment Services by Type of Users," *AU-GSB e-Journal*, 11(1), 34-46.
5. Chareonpanich, A., and Vongurai, R., (2018), "The Factors Affecting Healthy Lifestyle and Attitude Towards Organic Foods: A Case Study of People Living in Bangkok, Thailand," *ABAC ODI Journal*, 5(1), 102-116.

6. Pakapatpornpob, N., Vongurai, R., and Inthawadee, S., (2017), “An Influence of E-WOM and a Moderating Role of Brand Attitude on IT Product Purchase Intention in Bangkok, Thailand,” AU-GSB e-Journal, 10(1), 56-66.
7. Thankdenchai, P., and Vongurai, R., (2016), “Managers' Preferences for Qualifications of New Graduates in Logistics,” Journal of Supply Chain Management Research and Practice, 10(1), 24-41.

Dr. Rawin's role as lecturer-cum-researcher results in a fruitful outcome for students' learning and the university's reputation. His leadership at the research works recently brought him, his colleagues and students to several prestigious stages of national and international conferences. Notable academic conferences include: the 15th National Kasetsart University Kamphaeng Saen Conference (December 6 – 7, 2018), International Conference on Entrepreneurship and Sustainability in the Digital Era ICESDE 2018, Assumption University (May 25, 2018), and, NIDA International Business Conference 2016 Sustainability in Business (March 12, 2016).

For his valuable contribution to the field of research, students' improvement in quantitative analyses, and constructive effort in creating research culture among students, Assumption University therefore bestows upon Dr. Rawin Vongurai St. Thomas Aquinas Award for Research (Third Class) on this auspicious date of December 24, 2018.

