

## **Mr. Noppadon Kannika**

St. Thomas Award for Research (3<sup>rd</sup> Class)

### **Citation:**

Mr. Noppadon Kannika has distinguished himself as both the Director and Lead Researcher of ABAC-KSC Internet Poll Research Center. He also lends expertise and credibility to the Marketing Research Methodology course he teaches.

As Director of the ABAC-KSC Internet Poll Research Center, he has played an important role in its gaining of stature and status among the Thai media and decision makers who require information supplied by the ABAC-KSC polling data.

Among some of the research projects conducted by Mr. Kannika are:

- A study of customer satisfaction regarding the services at Bangkok International Airport
- A foreign tourist consumer study regarding their satisfaction with various Thai tourist attractions
- A nation-wide health insurance study
- A nation-wide hospital emergency room and trauma system study
- An attitude study of foreign business persons in regard to the investment climate in Southeast Asia

Through these and other research efforts, Mr. Noppadon has brought great recognition to himself and to the University which he serves and is awarded the St. Thomas Award for Research (3<sup>rd</sup> Class).