

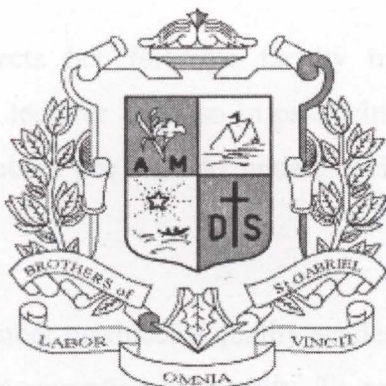


# AU Academic Titles and Academic Works 2008

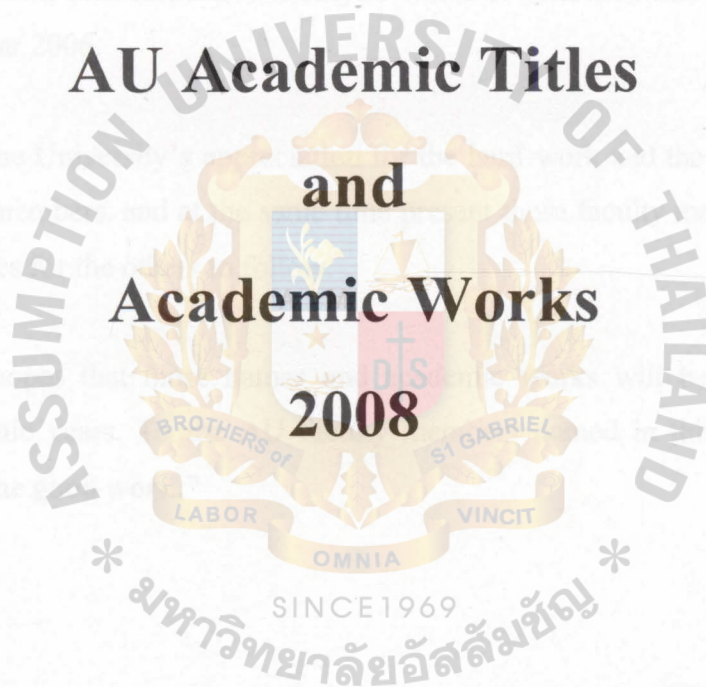
Assumption University of Thailand

04 OCT 2013

## FOREWORD



# AU Academic Titles and Academic Works 2008



Dr. Somsri Pongyuanak

Vice President for Academic Affairs

1 August 2009

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 2006.

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

1 August 2009



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## **Academic Title Appointments Academic Year 2008**

In the Academic Year 2008, 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:

### **Professorship**

1.  
**Academic Title** : Professor  
**Name** : Dr. Pichaisak Horayangkura  
**Faculty** : Faculty of Law  
**Specialization** : Law  
**Former Appointment** : 30 September 2005  
**University Council Approval** : 18 September 2008 (Transfer)  
**Academic Works Considered** : Endorsed by Chulalongkorn University

2.  
**Academic Title** : Professor  
**Name** : Dr. Taksina Savananunda  
**Faculty** : College of Internet Distance Education  
**Specialization** : Education (Computer Education)  
**Former Appointment** : 6 February 1986  
**University Council Approval** : 18 September 2008 (Transfer)  
**Academic Works Considered** : Endorsed by Chulalongkorn University

### **Associate Professorship**

1.  
**Academic Title** : Associate Professor  
**Name** : Dr. Nitichan Pleumarom  
**Faculty** : Montfort Del Rosario School of Architecture and Design  
**Specialization** : Urban and Environmental Planning  
**Former Appointment** : 30 August 2006  
**University Council Approval** : 18 September 2008 (Transfer)  
**Academic Works Considered** : Endorsed by King Mongkut's Institute of Technology Ladkrabang

2.  
**Academic Title** : Associate Professor  
**Name** : Dr. Sushama Kasbekar  
**Faculty** : Faculty of Arts  
**Specialization** : Journalism and Mass Communication  
**Former Appointment** : 11 March 2006  
**University Council Approval** : 18 September 2008 (Transfer)  
**Academic Works Considered** : Endorsed by Devi Ahilya Vishwavidyalaya University, India

3.

**Academic Title** : Associate Professor  
**Name** : Dr. Suwattana Eamoraphan  
**Faculty** : Graduate School of Education  
**Specialization** : Secondary Education  
**Former Appointment** : 10 September 1992  
**University Council Approval** : 18 December 2008 (Transfer)  
**Academic Works Considered** : Endorsed by Chulalongkorn University

4.

**Academic Title** : Associate Professor  
**Name** : Dr. Supit Karnjanapun  
**Faculty** : Graduate School of Education  
**Specialization** : Educational Technology  
**Former Appointment** : 3 February 1989  
**University Council Approval** : 18 December 2008 (Transfer)  
**Academic Works Considered** : Endorsed by Ramkhamhaeng University

5.

**Academic Title** : Associate Professor  
**Name** : Assistant Professor Dr. Sonthya Vanichvatana  
**Faculty** : Martin de Tours School of Management  
**Specialization** : Real Estate  
**University Council Approval** : 18 December 2008  
**Effective Date** : 30 April 2008  
**Academic Works Considered** :  
 · Lecture Notes:  
 REM 3114 Building Design and Construction Techniques  
 · Research  
 1. Relationship between Building Characteristics and Rental to Support Apartment Investment: Amenity Type Analysis  
 2. Relationship between Building Characteristics and Rental to Support Apartment Investment: Quality of Amenity Analysis  
 · Book  
 Building Structures for Real Estate Development.

#### Assistant Professorship

1.

**Academic Title** : Assistant Professor  
**Name** : Ms. June Bernadette D' Souza  
**Faculty** : Martin de Tours School of Management  
**Specialization** : Psychology  
**University Council Approval** : 22 May 2008  
**Effective Date** : 2 November 2007  
**Academic Works Considered** :  
 · Teaching Materials:  
 MGT 2404 Managerial Psychology  
 · Research  
 1. A Study of Teachers' Burnout in Relation to Organizational Citizenship Behavior and Teaching Experience  
 2. A Cross-Cultural Study of Self-Monitoring in Relation to the Big Five Personality Traits of Thai and Foreign Students at Assumption University Thailand  
 3. The Effect of Normative and Behavioral Persuasion on Help-seeking in Thai and American College Students  
 · Academic Article  
 1. Integrating Mindfulness into Psychotherapy Practice

2.

**Academic Title** : Assistant Professor  
**Name** : Dr. Vikanda Pornsakulvanich  
**Faculty** : Martin de Tours School of Management  
**Specialization** : Mass Communication  
**University Council Approval** : 18 September 2008  
**Effective Date** : 14 February 2008  
**Academic Works Considered** :  
 · Teaching Materials:  
 MKT 3102 Integrated Marketing Communication  
 · Research  
 1. Internet Motives and Use among Thai Youths  
 2. Motives and Attitudes toward SMS Marketing among Thai Consumers  
 · Academic Article  
 1. An Analysis of the Spiral of Silence Theory on People's Willingness to Express Their Political Opinions  
 2. Television Portrayals of Ethnic Minorities in the United States: The Analysis of Individual Difference, Media Use, and Group Identity and Vitality

3.

**Academic Title** : Assistant Professor  
**Name** : Dr. Robert Cecil Gaissert  
**Faculty** : Martin de Tours School of Management  
**Specialization** : English  
**Former Appointment** : 14 September 1981  
**University Council Approval** : 18 September 2008 (Transfer)  
**Academic Works Considered** : Endorsed by Kennesaw State University, U.S.A.

4.

**Academic Title** : Assistant Professor  
**Name** : Mrs. Pakpimol Seni  
**Faculty** : Albert Laurence School of Communication Arts  
**Specialization** : Photography and Cinematography  
**Former Appointment** : 21 September 1981  
**University Council Approval** : 18 September 2008 (Transfer)  
**Academic Works Considered** : Endorsed by Rajamangala University of Technology Thanyaburi

5.

**Academic Title** : Assistant Professor  
**Name** : Dr. Roman Meinhold  
**Faculty** : Graduate School of Philosophy and Religion  
**Specialization** : Philosophy  
**Former Appointment** : 4 March 2004  
**University Council Approval** : 18 December 2008 (Transfer)  
**Academic Works Considered** : Endorsed by National University of Lesotho, Lesotho

6.

**Academic Title** : Assistant Professor  
**Name** : Mr. Paitoon Porntrakoon  
**Faculty** : Faculty of Science and Technology  
**Specialization** : Information Technology  
**University Council Approval** : 18 December 2008  
**Effective Date** : 15 July 2008  
**Academic Works Considered** :  
 · Teaching Materials:  
 IT 3211 Information Storage and Retrieval  
 · Research  
 1. A Model for Auto-Focus Using Location Detection Based on Sound Localization  
 2. 3D Automatic Location Detection Based on Sound Localization  
 · Academic Article  
 1. Role of IT in Music Production

7.

**Academic Title** : Assistant Professor  
**Name** : Dr. Wunwisa Krasaekoopt  
**Faculty** : Faculty of Biotechnology  
**Specialization** : Food Science and Technology  
**University Council Approval** : 21 May 2009  
**Effective Date** : 26 February 2009  
**Academic Works Considered** :  
· Teaching Materials:  
FT 3103 Food Microbiology  
· Research  
1. Sensory and Acceptance Assessment of Yogurt  
Containing Probiotic Beads in Thailand.  
2. Microbiology Evaluation of Edible Coated Fresh-Cut  
Cantaloupe  
· Textbook  
1. Food Microbiology: Practical Manual

8.

**Academic Title** : Assistant Professor  
**Name** : Dr. Michel Thiery  
**Faculty** : Martin de Tours School of Management  
**Specialization** : Accounting  
**University Council Approval** : 21 May 2009  
**Effective Date** : 16 April 2009  
**Academic Works Considered** :  
· Teaching Materials:  
ACT 3607 Financial Statement Analysis  
· Research  
1. Ijiri's Momentum Accounting: An Alliance between  
Relevance and Reliability  
· Textbook  
1. BA0001 Intensive Accounting



## Academic Title Holders Academic Year 2008

No.	Name	Academic Title	Filed of Specialization
1.	Dr. Srisakdi Charmonman	Professor	Computer Engineering
2.	Dr. Tin Win	Professor	Chemistry
3.	Dr. Graham Kenneth Winley	Professor	Information Technology
4.	Dr. Chaoyong Brahmawong	Professor	Educational Technology
5.	Mr. Pichaisak Horayangkura	Professor	Law
6.	Dr. Taksina Savananunda	Professor	Education
7.	Dr. Gennady Veselovsky	Assoc. Professor	Computer Science
8.	Mr. Pralong Phirananda	Assoc. Professor	Visual Arts
9.	Mr. Chatchai Gadavani	Assoc. Professor	Architecture
10.	Dr. Methi Pilanthananond	Assoc. Professor	Educational Administration
11.	Mr. Pornchai Soonthornpan	Assoc. Professor	Law
12.	Mr. Decha Siricharoen	Assoc. Professor	Law
13.	Mr. Nattapong Posakabutra	Assoc. Professor	Law
14.	Dr. Pratit Santiprabhob	Assoc. Professor	Computer Science
15.	Dr. Chitapa Katavan	Assoc. Professor	Entomology
16.	Dr. Phoonsakdi Vaisamruat	Assoc. Professor	Law
17.	Dr. Supa Chodchoey	Assoc. Professor	English
18.	Dr. Pornchulee Achava-Amrung	Assoc. Professor	Higher Education
19.	Dr. Nitichan Pleumarom	Assoc. Professor	Urban and Environmental Planning
20.	Dr. Sushama Kasbekar	Assoc. Professor	Journalism and Mass Communication
21.	Dr. Sonhya Vanichvatana	Assoc. Professor	Real Estate
22.	Dr. Suwattana Eamoraphan	Assoc. Professor	Secondary Education
23.	Dr. Supit Karnjanapun	Assoc. Professor	Educational Technology
24.	Ms. Amonlugsana Thanasinsupaya	Asst. Professor	Statistics
25.	Dr. Tang Van To	Asst. Professor	Computer Science
26.	Dr. Vichit Avatchanakorn	Asst. Professor	Computer Information System
27.	Mrs. Rachanee Kamphangkaew	Asst. Professor	Thai
28.	Mrs. Nucharee Supatn	Asst. Professor	Psychology
29.	Dr. Warayuth Sriwarakuel	Asst. Professor	Philosophy
30.	Dr. Vissnu Poommipanit	Asst. Professor	Accounting
31.	Dr. Min Aung	Asst. Professor	Mathematics

<b>No.</b>	<b>Name</b>	<b>Academic Title</b>	<b>Filed of Specialization</b>
32.	Dr. Chanintorn Jittawiriyankoon	Asst. Professor	Telecommunications Science
33.	Dr. Dobri Atanasov Batovski	Asst. Professor	Telecommunications Science
34.	Dr. Kittiphan Techakittiroj	Asst. Professor	Electrical Engineering
35.	Dr. Thotsapon Sortrakul	Asst. Professor	Information Technology
36.	Dr. Thitipong Tanprasert	Asst. Professor	Computer Science
37.	Mrs. Titida Nochai	Asst. Professor	Applied Statistics
38.	Mr. Jirayut Poomontre	Asst. Professor	Applied Statistics
39.	Dr. Supavadee Nontakao	Asst. Professor	Information Technology
40.	Dr. Myint Thein	Asst. Professor	Accounting
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.	Dr. Mohammad Asif Salam	Asst. Professor	Marketing
47.	Ms. Rachada Dangchamroon	Asst. Professor	Communication Arts
48.	Mr. Vichitnarong Buggakupta	Asst. Professor	Physics
49.	Dr. Napawan Tantivejakul	Asst. Professor	Communication Arts
50.	Dr. Krisda Tanchaisak	Asst. Professor	Management
51.	Dr. Bu-Nga Chaisuwan	Asst. Professor	Communication Arts
52.	Dr. Jirapan Dangdej	Asst. Professor	Information Technology
53.	Dr. Boonlert Watjatrakul	Asst. Professor	Information Systems
54.	Dr. Jutamas Wisansing	Asst. Professor	Tourism Management
55.	Ms. Pitiporn Pakdeepinit	Asst. Professor	Telecommunications Science
56.	Dr. Sureepong Phothongsunan	Asst. Professor	Teaching English
57.	Ms. June Bernadette D' Souza	Asst. Professor	Psychology
58.	Dr. Vikanda Pornsakulvanich	Asst. Professor	Mass Communication
59.	Dr. Robert Cecil Gaissert	Asst. Professor	English
60.	Dr. Paitoon Porntrakoon	Asst. Professor	Information Technology
61.	Mrs. Pakpimol Seni	Asst. Professor	Photography and Cinematography
62.	Dr. Roman Meinhold	Asst. Professor	Philosophy
63.	Dr. Wunwisa Krasaekoopt	Asst. Professor	Science and Food Technology
64.	Dr. Michel Thiery	Asst. Professor	Accounting

**As of 21 May 2009**

## Full-time Lecturers' Academic Works Academic Year 2008

The Academic Year 2008 was indeed a productive year in terms of academic works by the full-time lecturers of Assumption University as follows:

	Faculty	Book	Research Article	Academic Article	Paper Presentation	
					Abroad	Thailand
1.	Martin de Tours School of Management	1	18	5	14	2
2.	Faculty of Arts	3	2	2	3	2
3.	Faculty of Nursing Science	-	-	-	1	-
4.	Faculty of Science and Technology	-	21	2	7	6
5.	Faculty of Engineering	-	15	3	7	4
6.	Albert Laurence School of Communication Arts	-	1	3	3	1
7.	Faculty of Law	-	-	18	-	-
8.	Faculty of Biotechnology	1	3	-	1	1
9.	Montfort Del Rosario School of Architecture and Design	-	-	1	-	-
10.	Graduate School of Business	-	13	3	4	4
11.	Graduate School of Philosophy	-	-	6	2	1
12.	Graduate School of Psychology	-	-	1	-	-
13.	Graduate School of English	-	2	1	4	2
14.	College of Internet Distance Education	-	6	14	6	9
15.	Institute of English Language Education	-	-	6	2	-
<b>Total</b>		<b>5</b>	<b>81</b>	<b>65</b>	<b>54</b>	<b>32</b>

## Martin de Tours School of Management

1. Name Assoc. Prof. Dr. Sonthya Vanichvatana -

### Research Article

1. Vanichvatana, Sonthya. Relationship between the Existing Locations of Potential Buyers for Condominium along Mass Rapid Transit Lines and Oil Prices: The Case of Bangkok (2004-2008). **Proceedings of the 15<sup>th</sup> Annual European Real Estate Society Conference**. Cracow University of Economics, Krakow, Poland, June 18-21, 2008.
2. Vanichvatana, Sonthya. Geographical Area and Economic Behavior of Potential Buyers for Condominium Units along Mass Rapid Transit Lines: The Case of Bangkok (2004-2008). **Proceedings of the Pacific Rim Real Estate Society (PRRES) 2009 Conference**. Sydney, Australia, January 18-21, 2009.
3. สันธยา วนิชวัฒน์ และอรรณพ พึ่งเชื้อ. กลยุทธ์เพื่อการอยู่อาศัยของนักพัฒนาธุรกิจอสังหาริมทรัพย์ในประเทศไทยระหว่างภาวะถดถอยทางเศรษฐกิจ. ในรายงานการประชุมวิชาการระดับชาติในวันคล้ายวันสถาปนาสถาบันบัณฑิตพัฒนบริหารศาสตร์ ประจำปี 2552. กรุงเทพฯ 1 เมษายน 2552.

### Presentation

1. Vanichvatana, Sonthya. "Moving Intention and Condominium Location Choice Behaviors." Paper presented at the 15<sup>th</sup> Annual European Real Estate Society Conference. Cracow University of Economics, Krakow, Poland, June 18-21, 2008.
2. Vanichvatana, Sonthya. "Geographical Area and Economic Behavior of Potential Buyers for Condominium Units along Mass Rapid Transit Lines: The Case of Bangkok (2004-2008)." Paper presented at the Pacific Rim Real Estate Society (PRRES) 2009 Conference. Sydney, Australia, January 18-21, 2009.
3. สันธยา วนิชวัฒน์ และอรรณพ พึ่งเชื้อ "กลยุทธ์เพื่อการอยู่อาศัยของนักพัฒนาธุรกิจอสังหาริมทรัพย์ในประเทศไทยระหว่างภาวะถดถอยทางเศรษฐกิจ." การประชุมวิชาการระดับชาติในวันคล้ายวันสถาปนาสถาบันบัณฑิตพัฒนบริหารศาสตร์ ประจำปี 2552. กรุงเทพฯ ประเทศไทย 1 เมษายน 2552

2. Name Asst. Prof. Dr. Nucharee Supatn

### Research Article

1. Banomyong, Ruth; and Supatn, Nucharee. Developing a Supply Chain Performance Tool for SMEs in Thailand. **Proceedings of the 6<sup>th</sup> Annual International Symposium on Supply Chain Management**. Alberta, Canada, October 15-17, 2008.
2. Supatn, Nucharee. The Exploratory Research on the Entrepreneurial Visions on Logistics Management. **Proceedings of the 2008 LEWI and IIBD Conference on Innovation & Entrepreneurship**. Hong Kong Baptist University, Hong Kong, November 12-13, 2008.
3. รุธีร์ พนมยงค์ และ นุจรี สุพัฒน์. การศึกษาวิสัยทัศน์ ความรู้ และความต้องการในการพัฒนาทักษะทางโลจิสติกส์ในผู้ประกอบการภาคการผลิตขนาดกลางและขนาดย่อม. ในรายงานการประชุมเชิงวิชาการประจำปีด้านการจัดการโซ่อุปทานและโลจิสติกส์ ครั้งที่ 8 เพชรบุรี 20-22 พฤศจิกายน 2551.



## Book

1. นุจรี สุพรรณ. คู่มือวิทยากรหลักสูตรการพัฒนาวิทยากรในการอบรมการบริหารจัดการโลจิสติกส์และซัพพลายเชน. กรุงเทพฯ: สำนักงานคณะกรรมการการอุดมศึกษา 2551.

## Presentation

1. Supatn, Nucharee. "Developing a Supply Chain Performance Tool for SMEs in Thailand." Paper presented at the 6<sup>th</sup> Annual International Symposium on Supply Chain Management. Alberta, Canada, October 15-17, 2008.
2. Supatn, Nucharee. "The Exploratory Research on the Entrepreneurial Visions on Logistics Management." Paper presented at the 2008 IIBD and LEWI Conference on Innovation & Entrepreneurship. Hong Kong Baptist University, Hong Kong, November 12-13, 2008.

## Unpublished Research

1. Supatn, Nucharee. "The Study of Direct and Indirect Impact of Service Quality and Brand Equity on Purchase Intention: The Mediating Role of Relationship Quality and Customer Satisfaction." Funded by Assumption University.

3. Name Asst. Prof. Brian Lawrence

## Academic Article

1. Lawrence, Brian. Strengthening Capacities for Graduate Research. **Proceedings of the 8<sup>th</sup> Annual SEAAIR Conference**. Surabaya, Indonesia, November 4-6, 2008: 272-282.
2. Lawrence, Brian. Resurgent Sea-Piracy: Risk Management and Insurance. **Journal of Risk Management and Insurance**. 13 (May 2009): 80-93.

## Presentation

1. Lawrence, Brian. "University-Insurance Internship Partnerships in Bangkok." Paper presented at the ASAIHL International Conference 2009 on Enhancement of Graduate Employment. Colombo, Sri Lanka, May 20-22, 2009.
2. Lawrence, Brian. "Strengthening Capacities for Graduate Research." Paper presented at the 8<sup>th</sup> Annual SEAAIR Conference. Surabaya, Indonesia, November 4-6, 2008.

4. Name Asst. Prof. Dr. Mohammad Asif Salam

## Presentation

1. Salam, Mohammad Asif. "Lean Healthcare: A Process Improvement Case Study." Paper presented at the International Symposium on Logistics. Bangkok, Thailand, July 6-8, 2008.

5. Name Asst. Prof. Dr. Vikanda Pornsakulvanich

## Research Article

1. Pornsakulvanich, Vikanda; Haridakis, P. M.; and Robin, A. M. The Influence of Dispositions and Internet Motivation on Online Communication Satisfaction and Relationship Closeness. **Computers in Human Behavior** 24.5 (September 2008): 2292-2310.

2. Pornsakulvanich, Vikanda. "Internet Addiction, Individual Differences, and Well-being among Thai Students in a Private University." **Association of Private Higher Education Institutions of Thailand Journal** 18.2 (November 2008): 1-17.

#### Presentation

1. Pornsakulvanich, Vikanda; and Dumrongsiri, Nuchada. "Cultural Influences on Mobile Phone Use and Satisfaction." Paper presented at the International Association for Media and Communication Research Congress 2008. Stockholm University, Stockholm, Sweden, July 20-25, 2008.
2. Pornsakulvanich, Vikanda; and Dumrongsiri, Nuchada. "Internet Addiction among Thai College Students: The Effects on Academic Performance and Social Relationship." Paper presented at the International Association for Media and Communication Research Congress 2008. Stockholm University, Stockholm, Sweden, July 20-25, 2008.

6. **Name** Dr. Parvathy Varma

#### Presentation

1. Varma, Parvathy. "Perception of Teacher's Invitation on Parental Involvement Practices in Selected International Schools at Bangkok." Paper presented at the XIXth International Congress of the International Schools at Bangkok. Bremen, Germany, July 27-31, 2008.

7. **Name** Dr. Olimpia C. Racela

#### Research Article

1. Racela, C. Olimpia. An Exploratory Study on the Diversity of Entrepreneurship Education in Southeast Asia-Malaysia, Singapore, Thailand and Vietnam. **Proceedings of the 2008 IIBD and LEWI International Conference on Innovation and Entrepreneurship**. Hong Kong Baptist University, Hong Kong, November 12-13, 2008.

#### Presentation

1. Racela, C. Olimpia. "An Exploratory Study on the Diversity of Entrepreneurship Education in Southeast Asia-Malaysia, Singapore, Thailand and Vietnam." Paper presented at the 2008 IIBD and LEWI International Conference on Innovation and Entrepreneurship. Hong Kong Baptist University, Hong Kong, November 12-13, 2008.

8. **Name** Dr. Amonrat Thoumrungroje

#### Research Article

1. Thoumrungroje, Amonrat. Unveiling the Influence of a Country's Institutional Environment on Entrepreneurial Activity: Evidence from Thailand. **Proceedings of the 2008 IIBD and LEWI International Conference on Innovation and Entrepreneurship**. Hong Kong Baptist University, Hong Kong, November 12-13, 2008.

#### Academic Article

1. Fang, Chih-Cheng; and Thoumrungroje, Amonrat. Effects of Codified Knowledge Diffusion towards National Economic Development. **Proceedings of the Academy of International Business (AIB) Southeast Asia Regional Conference**. Lingnan University, Kuala Lumpur, Malaysia. December 4-6, 2008.

2. Smutkupt, Srobol; and Thoumrungroje, Amonrat. In Search of Enhancing MNE's Performance: Resource-Based View, Institutional Theory, and Social Network Theory Perspectives. **Proceedings of the Academy of International Business (AIB) Southeast Asia Regional Conference**. Lingnan University, Kuala Lumpur, Malaysia. December 4-6, 2008.

#### **Presentation**

1. Thoumrungroje, Amonrat. "Unveiling the Influence of a Country's Institutional Environment on Entrepreneurial Activity: Evidence from Thailand." Paper presented at the 2008 IIBD and LEWI International Conference on Innovation and Entrepreneurship. Hong Kong Baptist University, Hong Kong, November 12-13, 2008.

9. **Name** Ms. Phassawan Suntraruk

#### **Research Article**

1. Titheesawad, Issara; and Suntraruk, Phassawan. The Effect of Bundle Frame on Purchase Intention and Customer's Reservation Price. **AU Journal of Management**. 6.1 (January-June 2008): 1-11.
2. Suntraruk, Phassawan. A Simple Test of the CAMP Model in Bull and Bear Market Conditions: Thailand Experience. **AU Journal of Management**. 6.1 (January-June 2008): 62-70.

#### **Presentation**

1. Suntraruk, Phassawan. "A Simple Test of the CAPM Model in Bull and Bear Market Conditions: The Case of Thailand." Paper presented at the International Conference on Business and Information (BAI 2008). Seoul, South Korea, July 7-9, 2008.

10. **Name** Mrs. Yanida Siamwalla

#### **Academic Article**

1. Siamwalla, Yanida; and Thoumrungroje, Amonrat. MNE's Motives and Outcomes of Corporate Social Responsibility Implementation. **Proceedings of the Academy of International Business (AIB) Southeast Asia Regional Conference**. Lingnan University, Kuala Lumpur, Malaysia. December 4-6, 2008.

11. **Name** Ms. Suppanunta Romprasert

#### **Research Article**

1. Romprasert, Suppanunta. Market Efficiency Test on RSS3 in Agricultural Futures Exchange. **Kasetsart University Journal of Economics**. 15.2 (December 2008): 55-78.
2. Romprasert, Suppanunta. Forecasting of Natural Rubber Ribbed Smoked Sheets No.3 (RSS3) Price in the Agricultural Futures Exchanges. **Global Conference on Business and Finance Proceedings**. 4.1: New Jersey, USA, January 6-9, 2009: 137-152.

#### **Presentation**

1. Romprasert, Suppanunta. "Forecasting of Natural Rubber Ribbed Smoked Sheets No.3 (RSS3) Price in The Agricultural Futures Exchanges." Paper presented at the Global Conference on Business and Finance. New Jersey, USA, January 6-9, 2009.

12. Name Dr. Hla Theingi

**Research Article**

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## Faculty of Arts

1. **Name** Asst. Prof. Dr. Linchong Chorrojprasert

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1. Chrorojprasert, Linchong. "The Use of Teaching Portfolios for Teacher Professional Development in Thailand." Paper presented at the 6<sup>th</sup> Asia TEFL International Conference. Bali, Indonesia, August 1-3, 2008.

2. **Name** Asst. Prof. Dr. Sureepong Phothongsunan

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3. **Name** Assoc. Prof. Dr. Sushama Kasbekar

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4. **Name** Dr. Nussara Wadsorn

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5. **Name** Dr. Chutamas Sundrarajun

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## Faculty of Nursing Science

1. **Name** Asst. Prof. Dr. Nanthaphan Chinlumprasert

### Presentation

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## Faculty of Science and Technology

1. **Name** Prof. Dr. David Tin Win

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2. **Name** Prof. Dr. Graham Kenneth Winley

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3. **Name** Assoc. Prof. Dr. Pratit Santiprabhob

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5. Name Asst. Prof. Dr. Tang Van To

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9. Name Asst. Prof. Jirayut Poomontre

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11. Name Dr. Siriwhaddhanah Pongpadpinit

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12. Name Dr. K.G. Anilkumar

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13. Name Ms. Monpra-on Sukroongreung

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14. Name Mr. Piyabute Fuangkhn

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## Faculty of Engineering

1. **Name** Assoc. Prof. Dr. Gennady Veselovsky

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2. **Name** Asst. Prof. Dr. Kittiphan Techakittiroj

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4. Name Dr. Virach Wongpaibool

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5. Name Dr. Wisuwat Plodpradista

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6. Name Mr. Patrachart Komolkiti

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## Albert Lawrence School of Communication Arts

1. **Name** Asst. Prof. Dr. Napawan Tantivejakul

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2. **Name** Asst. Prof. Dr. Bu-nga Chaisuwan

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3. **Name** Dr. Nuchada Dumrongsiri

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4. **Name** Ms. Penpak Tiawsomboonkit

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5. Name Mr. Pichai Thurongkinanon

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## Faculty of Law

1. **Name** Assoc. Prof. Pornchai Soonthornpan

### Academic Article

1. พรชัย สุนทรพันธุ์. ลักษณะของสัญญาต่างตอบแทนยิ่งกว่าสัญญาเช่า. วารสารนิติศาสตร์ (มหาวิทยาลัยอัสสัมชัญ) 1.1 (ตุลาคม 2551): 14-22.
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2. **Name** Assoc. Prof. Decha Siricharoen

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1. เดชา ศิริเจริญ. ปัญหาอายุความตามกฎหมายตัวแลกเงิน. วารสารวิชาการนิติศาสตร์ (มหาวิทยาลัยทักษิณ) 1.1 (มกราคม-มิถุนายน 2551): 11-16.
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3. **Name** Assoc. Prof. Nuttapon Posakabutra

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1. **Name** Dr. Churdchai Cheowtirakul

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2. **Name** Dr. Wunwisa Krasaekoopt

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1. **Name** Assoc. Prof. Dr. Nitichan Pleumarom

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1. Name Asst. Prof. Dr. Jutamas Wisansing

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1. **Name** Asst. Prof. Dr. Warayuth Sriwarakuel

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1. **Name** Prof. Dr. Joseph A. Foley

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1. **Name** Asst. Prof. San Shwe Baw

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2. **Name** Ms. Thanatkun Tangpermpoon

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3. **Name** Mrs. Teresita Juan Bunyakarte

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4. **Name** Mr. Ashutosh Dasgupta

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5. **Name** Mr. Rognvald Scott

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