

St. Bernard Award for Special Merit

Assistant Professor Dr. Sakuna Anuvareepong

Awarded St. Bernard Award for Special Merit (Third Class)

Citation

Asst. Prof. Dr. Sakuna Anuvareepong is a full-time faculty member of the Department of Management Information Systems and the director of Center of IT Support for Student Learning (CiSSLe) of Martin de Tours School of Management and Economics. She joined Assumption University in 1983.

Her graduations are as follows:

- Ph.D. (Computer and Engineering Management), Assumption University, Thailand (2004, October)
- M.S. (Computer Information Systems), Assumption University, Thailand (1991, October), AU scholarship
- B.B.A. (Business Computer), Assumption University, Thailand (1982, June)

In addition to her teaching duties, as the director of CiSSLe, she has initiated and organized several practical activities and projects that aim at enhancing IT competency for all students and faculty members to be capable in creating innovative business ideas for applying to the real business situation effectively and efficiently. Moreover, she developed an innovative consulting services model and has operated a profit center for the school. Besides, she has been invited to work as a consultant by both government agencies (Ministry of Commerce, Ministry of Industry and Ministry of Digital Economy and Society) and private organizations.

The followings are the activities for the school and the community.

Internal training and workshops for the school:

- Training and workshop for enhancing MSME students and faculty member' IT competency to be ready for the realistic business/working situation in the digital economy as follow:
- Training for Research Manuscript Preparation Using LaTeX for MSME Lecturers
- ERP Training and Workshop: Retail Management System for MKT students
- Business Process Architecture Design Training & Workshop for MSME lecturers, students and staff
- Modeling and Simulation of Business Processes Using BPMN 2.0 for ACT students
- ERP Training and Workshop: Inventory and Warehouse Management System for IBM Students
- ERP Training and Workshop: Customer Relationship Management / Students MKT

- ERP Training and Workshop: Purchasing, Ordering, Inventory, Control and Excel for Sale Performance for MKT students
- ERP Training and Workshop: Digital factory Manufacturing Execution System (MES) System for IBM students
- Automated office Information System (AoIS) Training and Workshop for Global Business for IBM students
- ERP Training and Workshop: Manufacturing Execution System (MES) for IDM students

External training and workshops for the public and private organizations:

- Online Marketing Creative Workshop for the OTOP Business Owner - Bag Cluster under the project of Community Development Department, Ministry of Interior and Institute for Small and Medium Enterprise Development (ISMED), Ministry of Industry at The Government Complex. (2016)
- "New S Curve... Wellness Tourism of Thailand 2020" organized by Institute for Small and Medium Enterprise Development (ISMED), Ministry of Industry at Bangkok Art and Culture Centre. (2016)
- ERP Preparation Training and Workshop for Big Work Co., Ltd. (2017)
- ERP Preparation Training and Workshop for QUICK ERP Co., Ltd. (2017)
- ERP Post- Implementation User Training for AMPAS Industries Co., Ltd. (2018)

ERP consulting services for companies in the private industries:

- ERP (Enterprise Resource Planning) System Implementation Consultant using MS Dynamic NAV, KIAT (Kiattana Transport Public Company Limited, Thailand (2010 – Present)
- ERP (Enterprise Resource Planning) System Implementation Consultant using MS Dynamic AX, Kaset Phattana Industries Co., Limited, Thailand (2015 – 2017)
- ERP (Enterprise Resource Planning) System Implementation Consultant using MS Dynamic NAV, N.A.P. Trading and Services Co., Ltd., Thailand (2017 – Present)
- ERP (Enterprise Resource Planning) System Implementation Consultant using MS Dynamic 365, AMPAS Industries Co., Ltd., Thailand (2017 – Present)

Other consulting services for the public and private organizations:

- “Sharing Experiences on ICT Implementation by Academic Institution” in the International Conference, “ASEAN ICT Skill Standards Development Project: Role of University towards the Era of Social Responsibilities and ICT Skill Standard of Thailand.” Organized by the Ministry of Digital Technology. (2009)
- “Work from home” at SIRIPATTANA Training Center, organized by NIDA (2015)
- “Thailand Alibaba” organized by The Federation of Thai Industries (2016)
- Webster University's Network Design for Wi-Fi Services at Sala@Huahin and SEO on Sala@Huahin Website (2017)

Other activities:

- Organized Social Network Seminar. (2009)
- Organized TEC 2009 in collaboration with TRUE Corporation Public Company Limited (Thailand E-Commerce Contest). (2009)
- Provided consultation and training for EDF staff on the project “E-Commerce Kids” for The Education for Development Foundation (EDF) by Barclays Singapore and Barclays Capital Securities (Thailand) Limited. (2014 – 2015)
- Developed an innovative consulting services model namely “CiSSLe Best MOT” and operated a profit center for MSME. (2017)
- Exhibited CiSSLe BEST MOT at Asia Digital Expo 2018

- MOU Signing
 - MoU Signing Ceremony Between Bhatara Progress Co., Ltd. & Lenovo (Thailand) Co., Ltd. and CiSSLe (2016)
 - MoU Signing Ceremony between QUICK ERP Co., Ltd., and CiSSLe (2017)
 - MoU Signing Ceremony between Martin de Tours School of Management and Economic (MSME) and Internet Thailand Public Company Limited (INET) (2018)

- Competition
 - Digital Marketing Competition 2017
 - Disruptive Business Idea Competition 2018 using BEACON Application Technology

Last but not least, she has also been working on research development and the followings are her research publications.

- Anuvareepong, S. et al. (2017). Course Recommender System for Student Enrolment using Augmented Reality. Proceedings in the 6th International Conference on Data Science and Institutional Research, Japan: IEEE.
- Anuvareepong, S. et al. (2017). Comparative study for the Course Recommender System for Student Enrolment. Proceedings in The 3rd International Conference on Production Management (ICPM), Thailand.
- Adissarangoon, P., & Anuvareepong S. (2016). The acceptance of transportation business on the use of digital services supporting CRM functions serving e-commerce in Thailand. Proceedings in TIMES-ICON 2016: The 1st Technology Innovation Management and Engineering Science, Bangkok, Thailand: IEEE.
- Anuvareepong, S. (2016). The assessment of hospitality and tourism SMEs awareness on the use of mobile technology and internet services - a case study of hotel businesses in Thailand. Proceedings in ICSITech 2016: The 2016 2nd International Conference on Science in Information Technology. Balikpapan, Indonesia: IEEE.
- Krairojananan, P. & Anuvareepong, S. (2016). Big data properties designed for customer engagement information via multi-channel digital services. Proceedings in ICSITech 2016: The 2016 2nd International Conference on Science in Information Technology. Balikpapan, Indonesia: IEEE.

- Krairojananan, P. & Anuvareepong, S. (2016). A proposed model on enhancing co-production of Thailand smartphone products using social media in customer engagement. Proceedings in IBEC2016: The 15th International Business and Economy Conference. Nürtingen, Germany: SSRN.
- Anuvareepong, S. (2015). Best practice matrix for ERP system implementation. Proceedings in iNCEB2015: The 10th International Conference on e-Business, Bangkok, Thailand: IEEE.
- Anuvareepong, S. (2015). Empowering blending learning. Proceedings in the Sixth TCU International e-Learning Conference 2015, Bangkok, Thailand.
- Adissaranggoon, P., & Anuvareepong, S. (2013). CRM using Web 2.0 Technology for Thai Logistic Business. Proceedings in ICPSCM2013: The 2nd International Conference on Production and Supply Chain Management, Rome, Italy.
- Reonsaowaros, S. & Anuvareepong, S. (2013). Increasing efficiency and reducing cost of green supply chain: A case study of Thai furniture industry. Proceedings in ICPSCM2013: The 2nd International Conference on Production and Supply Chain Management, Rome, Italy.
- Permwonguswa, S., Anuvareepong, S., & Intaporn-udom, R. (2010). Feasibility study of the information and communication technology acquisition for logistics trading business. Proceedings from The Second International Conference on Logistics and Transport 2010, New Zealand.
- Anuvareepong, S., Intaporn-udom, R., & Permwonguswa, S. (2009). The proposed driver's performance management and control information technology solutions for logistics and transportation business. Proceedings from The First International Conference on Logistics and Transport, Chiangmai, Thailand.
- Vanichvisuttikul, S., Inta, M., & Vientong, A. (2007). E-Commerce support and services: Payment and logistics for the highly valuable traditional products in Thai Northern Region. Proceedings from iNCEB2007: The International Conference on e-Business 2007, Bangkok, Thailand: IEEE.
- Vanichvisuttikul, S. (2005). An integrated E-Commerce marketing strategies for the traditional products in Thailand. Proceedings from Hawaii International Conference on Business 2005, Hawaii, USA.
- Vanichvisuttikul, S., & Jungthirapanich, C. (2004). The assessment of e-commerce awareness on the highly valuable traditional products in Thailand. Proceedings from The IEEE International Conference on e-Technology, e-Commerce, and e-Services 2004.
- Vanichvisuttikul, S., & Jungthirapanich, C. (2004). E-Commerce model for the highly valuable traditional products in Thailand. Proceedings from IADIS International Conference on Internet and E-Commerce 2004.
- Vanichvisuttikul, S., & Jungthirapanich, C. (2004). Emerging E-Commerce model based on the 4Ps principle – A conceptual framework. Proceedings from The Third IASTED International Conference on Communication, Internet, and Information Technology 2004.

In appreciation for her valuable contributions and devotion to the prestige reputation of Assumption University through her public services, Assumption University is pleased to confer the St. Bernard Award for Special Merit (Third Class) on Assistant Professor Dr. Sakuna Anuvareepong on this auspicious date of December 24, 2018.

