

Asst. Prof. Dr. Vikanda Pornsakulvanich

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

Citation:

Asst. Prof. Dr. Vikanda Pornsakulvanich joined Assumption University in 1998. She is currently the Acting Deputy Chairperson of the Department of Marketing, Martin de Tours School of Management. Asst. Prof. Dr. Vikanda received her Bachelor of Arts in Political Science from Thammasat University in 1994, Master of Arts in Communication from the University of Dayton, USA., in 1997, and Doctor of Philosophy in Communication Studies from Kent State University, USA., in 2005. During her years of study in the USA., she received a scholarship from Kent State University and served as research and teaching assistant. She gained extensive experience in both teaching and research and worked closely with a number of reputable professors from top universities in conducting significant research works.

Asst. Prof. Dr. Vikanda's research interests include media uses and effects, new media technologies, marketing communication, and consumer behavior. She has conducted research and has had her research papers published in both national and international journals including Mass Communication Review, Newspaper Research Journal, Computers in Human Behavior, International Journal of Innovation and Learning, Journal of Communication Arts, ABAC Journal, University of Thai Chamber of Commerce Journal, NIDA Developmental Journal, and Association of Private Higher Education Institutional of Thailand Journal. Moreover, her recent research project has received the research grant from the Thailand Research Fund, which is one of the most highly recognized research organizations in Thailand.

Asst. Prof. Dr. Vikanda has greatly contributed to the research and academic services at both national and international levels. She has served as international journal reviewer for Computer in Human Behaviors, Asian Pacific Management Review, Journal of Computer-Mediated Communication, and Tourism Management, and as international conference reviewer of the International Communication Association and the National Communication Association. Furthermore, she has been a member of several research committees at Assumption University including Research Support Committee, Editorial Board, Institutional Review Board for Assurance of Protection for Human Subjects, and Research Board Committee of Martin de Tours School of Management.

Some of her current research publications that extend the body of knowledge in the areas of media uses and effects and new media theoretically and practically are as follows:

1. Pornsakulvanich, V. (in press, 2010). Internet communication motives: The scale development. *Journal of Communication Arts*, 28(4).
2. Dumrongsiri, N., & Pornsakulvanich, V. (2010). Internet use for social support among people living with HIV/AIDS: How did individual differences predict support frequency and satisfaction? *Journal of Communication Arts*, 28(3), 57-76.
3. Pornsakulvanich, V., & Dumrongsiri, N. (2010). Attitude and social influence predicting the intention to blog in Thailand. *NIDA Development Journal*, 50, 71-87.
4. Dumrongsiri, N., & Pornsakulvanich, V. (2010). Social networking sites in Thailand: Motives and predictors of university students' behaviors. *International Journal of Innovation and Learning*, 8(4), 427-444.
5. Pornsakulvanich, V., & Dumrongsiri, N. (2009). Cultures and perceived values influencing mobile phone use and satisfaction. *University of Thai Chamber of Commerce Journal*, 29, 1-20.
6. Dumrongsiri, N., & Pornsakulvanich, V. (2009, June). Exploring bloggers' motivation and behavior in Thailand. *Proceedings at the annual conference of the Technology Innovation Industrial Management*, pp. 49-61.
7. Pornsakulvanich, V. (2008). 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), 1-17.
8. Pornsakulvanich, V., Haridakis, P. M., & Rubin, A. M. (2008). The influence of dispositions and Internet motivation on online communication satisfaction and relationship closeness. *Computers in Human Behavior*, 24(5), 2292-2310.
9. Pornsakulvanich, V. (2008). Fright reactions to media coverage: Developmental differences among children. *Journal of Communication Arts*, 26(1), 90-96.
10. Pornsakulvanich, V. (2007). Television portrayals of ethnic minorities in the United States: The analysis of individual differences, media use, and group identity and vitality. *ABAC Journal*, 27(3), 22-28.
11. Pornsakulvanich, V., & Dumrongsiri, N. (2007, October). Motives and attitudes toward SMS marketing among Thai consumers. *Proceedings at the annual meeting of the International on Operations and Quantitative Management*, pp. 901-907.
12. Pornsakulvanich, V. (2007). Internet motives and use among Thai youths. *University of Thai Chamber of Commerce Journal*, 27, 29-41.

13. Pornsakulvanich, V. (2006). An analysis of the spiral of silence theory on people's willingness to express their political opinions. *Huachiew Chalermprakiat University Journal*, 19, 90-96.
14. Pornsakulvanich, V. (2006). Testing the uses and gratifications model of online relationships. Proquest/UMI.
15. Rubin, A. M., Haridakis, P. M., Hullman, G. A., Sun, S., Chikomboro, P. M., & Pornsakulvanich, V. (2003). Television exposure not predictive of terrorism fear. *Newspaper Research Journal*, 24, 128-145.

For all her brilliant contributions and distinction in research activities and enhancement of the University's reputation and prestige, Assumption University is pleased to confer the St. Thomas Aquinas Award for Research (Third Class) on Asst. Prof. Dr. Vikanda Pornsakulvanich on this auspicious date of December 24, 2010.

