



AU Academic Titles and Academic Works 2010

Assumption University of Thailand

04 OCT 2013



**AU Academic Titles
and
Academic Works
2010**

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 2010.

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

23 August 2011

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Academic Title Appointments Academic Year 2010

In the Academic Year 2010, 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, approved the academic title appointments for the full-time lecturers whose academic works successfully passed the evaluation done by external expert readers as follows:

1.
Academic Title : Assistant Professor
Name : Dr. Vorapoj Patanavijit
Faculty : Engineering
Specialization : Electrical Engineering
University Council Approval : 23 September 2010
Effective Date : 15 June 2009
Academic Works Considered :
 - **Teaching Materials:** EE2201 Electrical Circuits
 - **Research**
 1. Andrew's Sine Estimation for a Robust Iterative Multiframe Super-Resolution Reconstruction using Stochastic Regularization Technique
 2. A Robust Iterative Multiframe SRR using Stochastic Regularization Technique Based on Hampel Estimation
 3. A Robust Iterative Multiframe SRR using Stochastic Regularization Technique Based on Geman & Mcclure Estimation
 - **Academic Article**
 1. Super-Resolution Reconstruction and Its Future Research Direction

2.
Academic Title : Assistant Professor
Name : Dr. Kriengsin Prasongsukarn
Faculty : Graduate School of Business
Specialization : Marketing
University Council Approval : 23 September 2010
Effective Date : 14 August 2009
Academic Works Considered :
 - **Teaching Materials:** BM6801 Marketing Management
 - **Research**
 1. Service Failure Recovery: The Moderating Impact of Individual-level Cultural Value Orientation on Perceptions of Justice
 2. A Model of Service Recovery across East-West Cultures
 3. The Association Between Consumer Demographic Characteristics and Service Loyalty
 - **Academic Article**
 1. Customer Relationship Management from Theory to Practice: Implementation Steps

3.

Academic Title : Assistant Professor
Name : Dr. Hla Theingi
Faculty : Martin de Tours School of Management
Specialization : International Business Management
University Council Approval : 23 September 2010
Effective Date : 17 May 2010
Academic Works Considered : • **Teaching Materials:**
IBM 3714 Export Import Policy and Strategy
• **Research**
1. A Performance Analysis of Wholly – Owned Subsidiaries and Joint Ventures : Electrical and Electronic Industry in Thailand
2. The Effect of Firm’s Experience Diversification Strategy, and Entry Mode on Performance: Electrical and Electronic Industry in Thailand
• **Academic Article**
1. Factors Influencing Ethnic Business Development and Expansion: Sikhs Entrepreneurial Business in Thailand

4.

Academic Title : Assistant Professor
Name : Dr. Amonrat Thoumrungroje
Faculty : Martin de Tours School of Management
Specialization : International Business Management
University Council Approval : 16 December 2010
Effective Date : 1 September 2010
Academic Works Considered : • **Teaching Materials:**
IBM 4809 International Business Research
• **Research**
1. The Roles of Intangible Assets and Website Localization on the Performance of Global Startups
2. Assessing Entrepreneurial Self-Efficacy of Business Curriculum: A Multidimensional Scaling Approach
3. The Role of Sikh Actor Identity in Business Relationship Development
• **Academic Article**
1. The Effects of Entrepreneurial Strategic Posture and International Diversification Strategy on Performance: A Contingency Approach
2. The Effects of Entrepreneurial and Customer Orientation on Performance: The Mediating Role of Radical Product Innovation

- 5.
- Academic Title** : Assistant Professor
Name : Mr. Darun Kesrarat
Faculty : Science and Technology
Specialization : Information Technology
University Council Approval : 16 December 2010
Effective Date : 7 October 2010
Academic Works Considered : • **Teaching Materials:**
 IBM 4809 International Business Research
 • **Research**
 1. 3D Automatic Location Detection Based on Sound Localization
 2. Self-Similarity Measurement Using Percentage of Angle Similarity on Correlations of Face Objects
 • **Academic Article**
 1. Enhancement of Digital Image by C Programming Language

- 6.
- Academic Title** : Special Assistant Professor
Name : Mr. Ronnchai Tantragoon
Faculty : Graduate School of Business
Specialization : Marketing
University Council Approval : 19 May 2011
Effective Date : 13 December 2010
Academic Works Considered : • **Teaching Materials:**
 BM 6803 Product Management
 • **Research**
 รณชัย ตันตระกูล (2553) ระบบการจ่ายค่าตอบแทนที่ต้องการของพนักงาน
 ขยายบริษัทจำหน่ายสินค้าผู้บริโภคในประเทศไทย วารสารวิชาการ
 มหาวิทยาลัยวงษ์ชวลิตกุล ฉบับพฤศจิกายน 2552-มีนาคม 2553:
 หน้า 74-85 1969
 • **Textbook**
 1. รณชัย ตันตระกูล (2553) การบริหารจัดการการตลาด: ซีเคแอนด์เอส
 โฟโต้สตูดิโอ พิมพ์ครั้งที่ 2 จำนวน 651 หน้า
 2. รณชัย ตันตระกูล (2552) การบริหารจัดการผลิตภัณฑ์: ซีเคแอนด์เอส
 โฟโต้สตูดิโอ พิมพ์ครั้งที่ 2 จำนวน 320 หน้า

Academic Title Holders

Academic Year 2010

Professor	:	7
Associate Professor	:	17
Assistant Professor	:	50
Total	:	74

No.	Name	Academic Title	Field of Specialization
1.	Dr. Srisakdi Charmonman	Professor	Computer Engineering
2.	Dr. Graham Kenneth Winley	Professor	Information Technology
3.	Dr. Chaiyong Brahmawong	Professor	Educational Technology
4.	Mr. Pichaisak Horayangkura	Professor	Law
5.	Mrs. Taksina Savanananda	Professor	Education (Computer Education)
6.	Dr. Varee Nasakul	Professor	Law
7.	Dr. Erich Adalbert Berendt	Professor	English Linguistics
8.	Dr. Gennady Veselovsky	Assoc. Professor	Computer Science
9.	Mr. Pralong Phirananda	Assoc. Professor	Visual Arts
10.	Mr. Chatchai Gadavanij	Assoc. Professor	Architecture
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. Phoosakdi Vaisamruat	Assoc. Professor	Law
17.	Dr. Supa Chodchoey	Assoc. Professor	English
18.	Dr. Nitichan Pleumarom	Assoc. Professor	Urban and Environmental Planning
19.	Dr. Sushama Kasbekar	Assoc. Professor	Journalism and Mass Communication
20.	Dr. Sonthya Vanichvatana	Assoc. Professor	Real Estate
21.	Dr. Suwattana Eamoraphan	Assoc. Professor	Secondary Education
22.	Dr. Supit Karnjanapun	Assoc. Professor	Educational Technology
23.	Dr. Joseph Foley	Assoc. Professor	English Language and Literature

24.	Dr. Boonlert Watjatrakul	Assoc. Professor	Information Systems
25.	Dr. Jirawat Wongswadiwat	Asst. Professor	Psychology
26.	Ms. Amonlugsana Thanasinsupaya	Asst. Professor	Statistics
27.	Dr. Tang Van To	Asst. Professor	Computer Science
28.	Dr. Vichit Avatchanakorn	Asst. Professor	Computer Information System
29.	Mrs. Rachanee Kamphangkaew	Asst. Professor	Thai
30.	Mrs. Nucharee Supatn	Asst. Professor	Psychology
31.	Dr. Warayuth Sriwarakuel	Asst. Professor	Philosophy
32.	Dr. Vissnu Poommipanit	Asst. Professor	Accounting
33.	Dr. Min Aung	Asst. Professor	Mathematics
34.	Dr. Chanintorn Jittawiriyankoon	Asst. Professor	Telecommunications Science
35.	Dr. Dobri Atanassov Batovski	Asst. Professor	Telecommunications Science
36.	Dr. Kittiphan Techakittiroj	Asst. Professor	Electrical Engineering
37.	Dr. Thotsapon Sortrakul	Asst. Professor	Information Technology
38.	Dr. Thitipong Tanprasert	Asst. Professor	Computer Science
39.	Mrs. Titida Nochai	Asst. Professor	Applied Statistics
40.	Dr. Jirayut Poomontre	Asst. Professor	Applied Statistics
41.	Dr. Supavadee Nontakao	Asst. Professor	Information Technology
42.	Dr. Myint Thein	Asst. Professor	Accounting
43.	Dr. Vinai Viriyavidhayavongs	Asst. Professor	Management
44.	Mr. Brian C. Lawrence	Asst. Professor	Insurance
45.	Dr. Linchong Chorrojprasert	Asst. Professor	English
46.	Mr. San Shwe Baw	Asst. Professor	English
47.	Dr. Nanthaphan Chinlumprasert	Asst. Professor	Nursing Science
48.	Mr. Thanachai Thumthawatworn	Asst. Professor	Telecommunications Science
49.	Ms. Rachada Dangchamroon	Asst. Professor	Communication Arts
50.	Mr. Vichitnarong Buggakupta	Asst. Professor	Physics
51.	Dr. Krisda Tanchaisak	Asst. Professor	Management
52.	Dr. Bu-Nga Chaisuwan	Asst. Professor	Communication Arts
53.	Dr. Jirapan Dangdej	Asst. Professor	Information Technology
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.	Mr. Paitoon Porntrakoon	Asst. Professor	Information Technology
61.	Dr. Roman Meinhold	Asst. Professor	Philosophy
62.	Dr. Wunwisa Krasaekoopt	Asst. Professor	Science and Food Technology
63.	Dr. Michel Thiery	Asst. Professor	Accounting
64.	Dr. Sirion Chaipoopirutana	Asst. Professor	Marketing
65.	Dr. Nuchada Dumrongsiri	Asst. Professor	Communication Arts
66.	Dr. Virach Wongpaiboon	Asst. Professor	Electrical Engineering
67.	Dr. Theingi	Asst. Professor	Marketing
68.	Dr. Vorapoj Pattanavijit	Asst. Professor	Electrical Engineering
69.	Dr. Kriengsin Prasongsukarn	Asst. Professor	Marketing
70.	Dr. Hla Theingi	Asst. Professor	International Business Management
71.	Dr. Amonrat Thoumrungroje	Asst. Professor	International Business Management
72.	Mr. Darun Kesrarat	Asst. Professor	Information Technology
73.	Mrs. Pakpimol Seni	Asst. Professor	Photography and Cinematography
74.	Mr. Ronachai Tantrakoon	Special Asst. Professor	Marketing



Full-time Lecturers' Academic Works Academic Year 2010

The Academic Year 2010 was indeed a productive year in terms of academic works by the full-time lecturers of Assumption University as follows:

Faculty		Research Article		Academic Article		Paper Presentation	
		International	National	International	National	International Conference	National Conference
1.	Martin de Tours School of Management	19	11	7	3	28	2
2.	Faculty of Arts	2	9	2	5	1	7
3.	Faculty of Nursing Science	1	-	-	-	-	-
4.	Faculty of Science and Technology	21	8	-	1	14	7
5.	Faculty of Engineering	5	4	-	-	3	6
6.	Albert Laurence School of Communication Arts	1	2	-	-	-	1
7.	Faculty of Law	-	-	-	13	-	-
8.	Faculty of Biotechnology	-	4	1	-	-	-
9.	Montfort Del Rosario School of Architecture and Design	1	-	-	-	1	-
10.	Graduate School of Business	10	9	-	-	2	2
11.	Graduate School of Philosophy and Religion	3	-	4	4	-	-
12.	Graduate School of Psychology	-	-	-	-	-	-
13.	Graduate School of Education	-	-	2	1	-	-
14.	College of Internet Distance Education	-	6	1	1	-	5
15.	Graduate School of English	3	2	1	7	7	6
16.	Institute for English Language Education	-	-	-	3	-	2
Total		66	55	18	38	56	38
Grand Total		121		56		94	

Martin de Tours School of Management

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

Research Article

1. Sonthya Vanichvatana. "Employment Adjustment Strategy for a Property Development Company during Economic Crises." Proceedings of the ERES 2010 Conference. Milan, Italy, June 23-26, 2010.

Academic Article

1. สอนทยา วณิชวัฒน์นะ "อาคารเขียว ความหมายและพื้นฐาน" วารสารสมาคมอสังหาริมทรัพย์ไทย, ฉบับที่ 63, กรกฎาคม-กันยายน 2553, หน้า 3-4.

Presentation

1. Sonthya Vanichvatana. "Employment Adjustment Strategy for a Property Development Company during Economic Crises." Paper presented at the ERES 2010 Conference. Milan, Italy, June 23-26, 2010.

2. **Name** Asst. Prof. Dr. Nucharee Supatn

Research Article

1. Banomyong, Ruth and Nucharee Supatn. "Selecting Logistics Providers in Thailand: a Shippers' Perspective." European Journal of Marketing. 45.3 (2011): 419-437.
2. Banomyong, Ruth and Nucharee Supatn. "Developing a Supply Chain Performance Tool for SMEs in Thailand." Supply Chain Management: An International Journal. 16.1 (2011): 20-31.
3. Supatn, Nucharee. "The Effects of Supplier Relationship and Negotiation Power on Sourcing Performance: A Case of Fashion Accessories Products." Proceeding of the 2nd International Conference on Logistics and Transport (2nd ICLT) and the 1st International Conference on Business and Economics (1st ICBE), VCML and Lincoln University, New Zealand, December 16-18, 2010: 114.

Book

1. Supatn, Nucharee. "Industry Estates, Port, Airports, and City Transport in the Greater Bangkok Area for Promoting Connectivity in the Mekong Region." In Intra- and Inter City Connectivity in the Mekong Region. Edited by Masami Ishida, BRC Research Report No. 6, Bangkok Research Center, IDE-JETRO, Bangkok, Thailand.

Unpublished Research

1. Supatn, Nucharee. "The Effects of Project-Based Learning Technique on Students' Cognitive Strategies and Academic Achievement." Funded by Assumption University.
2. D Souza, June B., and Nucharee Supatn. "The Development of the Program for Enhancing Cooperative Learning at Assumption University: An Experimental Study." Funded by Assumption University.

Presentation

1. Supatn, Nucharee. "The Effects of Supplier Relationship and Negotiation Power on Sourcing Performance: A Case of Fashion Accessories Products." Paper presented at the 2nd International Conference on Logistics and Transport (2nd ICLT) and the 1st International Conference on Business and Economics (1st ICBE), VCML and Lincoln University, New Zealand, December 16-18, 2010.

3. **Name** Asst. Prof. Brian Lawrence

Research Article

1. Lawrence, Brian. "A University Partnership with Insurers." Association of Private Higher Education Institutions of Thailand Journal (ASAIHL). 14.1 (February 2011): 12 pages.

Academic Article

1. Lawrence, Brian. "The Growth of Capitalism as an Amoral Religion." Proceedings of the IEBMC Conference, Kuantan, Malaysia, November 23-24, 2010.
2. Lawrence, Brian. "University-Community Collaboration in the Risk Management of Climate Change." Proceedings of the ASAIHL Conference: The Role of University in Smart Response to Climate Change: University-Community Collaboration, Hanoi, Vietnam, December 11-13, 2010: 367-382.
3. Lawrence, Brian. "The Strategic Advantage of Supply Chain Management." Proceedings of the PrCON 4th National Conference. Dewas, India, February 4-5, 2011: 11 pages.
4. Lawrence, Brian. "The Darker Side of Insurance." Journal of Risk Management and Insurance. Vol. 15 (2011): 65-80.
5. Kitseree, Suwanna and Brian Lawrence. "Regulatory Issues in Six East Asian Regimes." Journal of Risk Management and Insurance. Vol. 15 (2011): 36-52.

Presentation

1. Lawrence, Brian. "The Growth of Capitalism as an Amoral Religion." Paper presented at the IEBMC Conference, Kuantan, Malaysia, November 23-24, 2010.
2. Lawrence, Brian. "University-Community Collaboration in the Risk Management of Climate Change." Paper presented the ASAIHL Conference: The Role of University in Smart Response to Climate Change: University-Community Collaboration, Hanoi, Vietnam, December 11-13, 2010: 367-382.
3. Lawrence, Brian. "A University Partnership with Insurers." Paper presented at the 26th Inter-University Conference on Enhancing Educational Partnerships. Assumption University, Bangkok, Thailand, February 17, 2011.

4. **Name** Asst. Prof. Dr. Vikanda Pornsakulvanich

Research Article

1. Pornsakulvanich, Vikanda and Nuchada Dumrongsiri. "Attitude and Social Influence Predicting the Intention to Blog in Thailand." NIDA Development Journal. 50.2 (April-June 2010): 71-88.
2. Pornsakulvanich, Vikanda and Nuchada Dumrongsiri. "Cultures and Perceived Values Influencing Mobile Phone Use and Satisfaction." University of the Thai Chamber of Commerce Journal. 29.2 (April-June 2009): 1-20.

Presentation

1. Vikanda Pornsakulvanich. "Internet Communication Motives and Internet Affinity: The Study in Thailand." Paper presented at the 2010 International Association for Media and Communication Research (IAMCR). Braga, Portugal, July 18-22, 2010.

5. **Name** Asst. Prof. June Bernadette D' souza

Research Article

1. Christopher, Michael S., June B. D' Souza, Jennifer Peraza, Sonia Dhaliwal. "A Test of the Personality-Culture Clash Hypothesis among College Students in an Individualistic and Collectivistic Culture." International Journal of Culture and Mental Health. 3.2 (19 November 2010): 107-116.
2. D' Souza, June Bernadette "Development of a Program for Enhancement of Organizational Citizenship Behaviors." Au Journal of Management. 8.1 (January-June 2010): 30-37.
3. Leon J. Schimmeller, June Bernadette D' Souza. "Examination of Transformational Leadership in the Thai Context." Ethics & Critical Thinking Journal. Volume 2010 Issue 3: 20 pages.

4. D' Souza, June Bernadette and Nucharee Supatn. "A Cross-Cultural Study of Type "A" Personality in Relation to Organizational Citizenship Behaviors." Proceedings of the Global Economic Crisis & Business Challenges: Reaching for New Heights. International Economic & Business Management Conference 2010. November 23-24, 2010: 16 pages.

Presentation

1. June Bernadette D' Souza. "A Cross-Cultural Study of Type "A" Personality in Relation to Organizational Citizenship Behaviors." Paper presented the Global Economic Crisis & Business Challenges: Reaching for New Heights. International Economic & Business Management Conference 2010. College of Business Management and Accounting, Universiti Tegana Nasional, Malaysia, November 23-24, 2010: 16 pages.

6. **Name** Asst. Prof. Dr. Hla Theingi

Academic Article

1. Theingi, Hla and Nan Sam Siri. "Opportunities, Challenges and Preparations: Myanmar and Asean Economic Community." Proceedings of the 2011 International Conference on Economics, Business and Marketing Management. Shainghai, China, March 11-13, 2011: 5 pages.
2. Theingi, Hla and Myat Mon. "The Potential Contribution of Burmese Return Migrants in Burma's Trade and Investment Liberalization Strategy: Burma in ASEAN." Proceedings of the 18th Biennial Conference of the Asian Studies Association of Australia. University of Adelaide, Australia, July 5-8, 2011: 14 pages.

Presentation

1. Hla Theingi. "The Potential Contribution of Burmese Return Migrants in Burma's Trade and Investment Liberalization Strategy: Burma in ASEAN." Paper presented at the 18th Biennial Conference of the Asian Studies Association of Australia (ASAA2010). Adelaide, Australia, July 5-8, 2010.

7. **Name** Asst. Prof. Dr. Theingi

Research Article

1. Theingi and Sharon Purchase. "How Exporters' and Intermediaries' Resources Influence Export Performance." Australasian Marketing Journal. 19 (2011): 100-107.

8. **Name** Asst. Prof. Dr. Amonrat Thoumrungroje

Research Article

1. Thoumrungroje, Amonrat. "Institutional Drivers of Entrepreneurial Intentions in an Emerging Economy: An Empirical Investigation in Thailand." *Journal of International Business and Economics*. 10.2 (2010): 79-90.

Academic Article

1. Thoumrungroje, Amonrat. "The Effects of Entrepreneurial and Customer Orientations on Performance: The Mediating Role of Radical Product Innovation." *The Business Review*. 15.2 (Summer 2010): 138-143.

Presentation

1. Amonrat Thoumrungroje. "Institutional Drivers of Entrepreneurial Intentions in an Emerging Economy: An Empirical Investigation in Thailand." Paper presented at the International Academy of Business and Economics (IABE) 2010 Annual Conference. Las Vegas, USA., October 17-20, 2010.
2. Amonrat Thoumrungroje. "The Effects of Entrepreneurial and Customer Orientations on Performance: The Mediating Role of Radical Product Innovation." Paper presented at the Management, Finance and Accounting Research Conference. Hawaii, USA., June, 2010.

9. **Name** Dr. Olimpia C. Racela

Research Article

1. Racela, C. Olimpia. "An Empirical Test of the Mediating Effect of IT Utilization on Entrepreneurial Intensity and New Product Development Success." *The Business Review*. 15.2 (2010): 131-137.
2. Racela, C. Olimpia. and Amonrat Thoumrungroje. "A Comparative Study of New Product Development Success of Thai and U.S. Firms." *International Journal of Business Strategy*. 10.3 (2010): 192-205.

Presentation

1. Racela, C. Olimpia. "A Comparative Study of New Product Development Success of Thai and U.S. Firms." Paper presented at the International Academy of Business and Economics (IABE) 2010 Annual Conference. Las Vegas, USA., October 17-20, 2010.
2. Racela, C. Olimpia. "An Empirical Test of the Mediating Effect of IT Utilization on Entrepreneurial Intensity and New Product Development Success." Paper presented at the Management, Finance and Accounting Research Conference. Hawaii, USA., June, 2010.

10. **Name** Dr. Piyawan Puttibarncharoensri

Research Article

1. Puttibarncharoensri, Piyawan. "A Review of Collaborative Strategy for Supply Chain." *Au Journal of Management*. 8.2 (July-December 2010): 12-20.

11. **Name** Dr. Phassawan Suntraruk

Research Article

1. Suntraruk, Phassawan. "A Review of Statistical Methods in the Financial Distress Literature." *Au Journal of Management*. 8.2 (July-December 2010): 31-41.
2. Suntraruk, Phassawan. "The Effects of Internal Corporate Governance on Firm Performance: Evidence from Thailand." *Proceedings of the 8th Annual International Conference on Finance*, Athens, Greece, July 5-8, 2010.

Presentation

1. Suntraruk, Phassawan. "The Effects of Internal Corporate Governance on Firm Performance: Evidence from Thailand." Paper presented at the 8th Annual International Conference on Finance, Athens, Greece, July 5-8, 2010.

12. **Name** Dr. Vasa Buraphadeja

Research Article

1. Buraphadeja, Vasa. "Blending Self-Paced Instruction and Peer Tutoring in Teaching Productivity Software." *Proceedings of the 2nd Kasertsart University International Conference on Education 2011 (2nd KUICED 2011)*. Bangkok, Thailand, January 26-27, 2011: 251-254.

Presentation

1. Buraphadeja, Vasa. "Blending Self-Paced Instruction and Peer Tutoring in Teaching Productivity Software." Paper presented at the 2nd Kasertsart University International Conference on Education 2011 (2nd KUICED 2011). Bangkok, Thailand, January 26-27, 2011.
2. Buraphadeja, Vasa. "An Assessment of Knowledge Construction in an Online Discussion forum: The Relationship between Content Analysis and Social Network Analysis." Paper presented at the American Education Research Association. U.S.A., April 8-12, 2011.

13. **Name** Mr. Peerawich Thoviriyavej

Research Article

1. Thoviriyavej, Peerawich. "Ferminization in Thai Higher Education: A Closer Look at Women's Quality." Proceedings of the 2nd Kasertsart University International Conference on Education 2011 (2nd KUICED 2011). Bangkok, Thailand, January 26-27, 2011: 131-138.

14. **Name** Ms. Punnaluck Satanasavapak

Research Article

1. Satanasavapak, Punnaluck. "The Effects of Virtual Communities on Brand Equity." Au Journal of Management. 8.1 (January-June 2010): 1-19.

15. **Name** Ms. Angsana Channak

Research Article

1. Channak, Angsana. "Insuring Loss from Hazardous Substances during Road Transportation in Thailand." Au Journal of Management. 8.1 (January-June 2010): 20-29.

Presentation

1. Angsana Channak "Financial Responsibility to Environmental Loss from Chemical during Transportation in Thailand." Paper presented at the Asia-Pacific Risk and Insurance Association, American Risk and Insurance Association, European Group of Risk and Insurance Economists and The Geneva Association. Singapore Management University, Singapore, July 25-29, 2010.

16. **Name** Mr. Danai Jeanpinitnan

Research Article

1. Jeanpinitnan, Danai. "Wireless Technology for Information Communication in Logistics & Transportation Systems Focusing on Thai Fresh Produce Exported to China" Au Journal of Management. 8.1 (January-June 2010): 45-51.

17. **Name** Ms. Suwanna Kitseree

Research Article

1. Kitseree, Suwanna. "Regulatory Developments in Six Asian Regimes." Journal of Risk Management and Insurance. Vol. 15 (2010): 31-41.

18. **Name** Ms. Cho Mon Aung

Academic Article

1. Aung, Cho Mon and Theingi. "The Importance of Personal Interactions and World of Mouth Communications among Thai Online Shoppers." Proceeding of the 8th International Academy of Management and Business Summer Conference: Business Management in a Marketing Oriented World. Spain, June 28-30, 2010.

Presentation

1. Cho Mon Aung. "The Importance of Personal Interactions and World of Mouth Communications among Thai Online Shoppers." Paper presented at the 8th International Academy of Management and Business Summer Conference: Business Management in a Marketing Oriented World. Spain, June 28-30, 2010.

19. **Name** Dr. Parvathy Varma S.

Research Article

1. Parvathy Varma S. "Attitudes towards Counseling of Myanmar Students in Thailand based on the Protection Motivation Theory." Paper presented at the Advances in Business-Related Scientific Research Conference 2010 (ABSRC 2010). Olbia, Sardinia, Italy, September 8-10, 2010.

Presentation

1. Parvathy Varma S. "Attitudes towards Counseling of Myanmar Students in Thailand based on the Protection Motivation Theory." Paper presented at the Advances in Business-Related Scientific Research Conference 2010 (ABSRC 2010). Olbia, Sardinia, Italy, September 8-10, 2010.

20. **Name** Dr. Yokfar Phungphol

Presentation

1. Yokfar Phungpho. "A Study on the Factor Influencing Green Purchasing Behavior." Paper presented at the Advance in Business-Related Scientific Research Conference 2010. Italy, September 8-9, 2010.

21. **Name** Dr. Uree Cheasakul

Presentation

1. Cheasakul Uree. "Transferring Human Resource Management (HRM) practices of Thai Multinational Companies in Oversea Subsidiaries." Paper presented at the Advance in Business-Related Scientific Research Conference 2010 (ABSRC-2010-A-120). Italy, September 8-10, 2010.

22. **Name** Ms. Suppanunta Romprasert

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23. **Name** Ms. Chanikarn Teresa Tosompark

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24. **Name** Dr. Wiyada Nittayagasetwat

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25. **Name** Mr. Suppasit Sornsri

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26. **Name** Mr. Sumate Permwonguswa

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27. **Name** Dr. Wanida Ngienthi

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28. Name Dr. Chayakrit Asvathistanont

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29. Name Ms. Chanita Suriyungsri

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30. Name Ms. Nang Sam Siri

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Faculty of Arts

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

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

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3. **Name** Dr. Xu Ping

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1. Ping, Xu. "Student Satisfaction Survey on CET Program offered by AU of Thailand and BLCU of China." Association of Private Higher Education Institutions of Thailand Journal (ASAIHL). 14.1 (February 2011): 14 pages.
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4. **Name** Dr. Rachaporn Rattanaphumma

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5. **Name** Dr. Jariya Sornmayura

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6. **Name** Mr. Martin John Dean

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7. **Name** Ms. Rusma Kalra

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8. **Name** Dr. Ramnath Srinath

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Faculty of Nursing Science

1. **Name** Dr. Pinthusorn Pattayakorn

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2. **Name** Dr. Siriporn Poonruksa

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3. **Name** Mrs. Win Sint Sint Aung

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4. **Name** Ms. Aung Aung Kyi

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Faculty of Science and Technology

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

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1. Winley, G.K. "An Investigation of the Logistic Model of Population Growth." Thailand Statistician 9.1 (January 2011): 65-75.
2. Winley, G.K. "Factors Associated with the Use of Personal Internet Banking in Thailand." Journal of Electronic Commerce in Organizations 9.2 (April-June 2011): 15-40.

2. **Name** Assoc. Prof. Dr. Boonlert Watjatrakul

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3. **Name** Asst. Prof. Dr. Tang Van To

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4. **Name** Asst. Prof. Titida Nochai

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5. **Name** Asst. Prof. Dr. Jirapun Daengdej

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6. **Name** Asst. Prof. Dr. Jirayut Poomontree

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7. **Name** Asst. Prof. Darun Kesrarat

Research Article

1. Kesrarat, Darun and Vorapoj Patanavijit. "Investigation of Performance Trade off in Motion Estimation Algorithms on Sub-Pixel Displacement." *Proceedings of the IEEE 10th International Symposium on Communications and Information Technologies (ISCIT 2010), Tokyo, Japan, October, 2010: 1013-1018*.
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8. **Name** Dr. Surasee Prahmakaew

Research Article

1. Prahmakaew, Surasee. "Traffic Policing over Various Ad Hoc Networks and Inter-Vehicular Communications." Proceedings of the 5th International Conference on Embedded and Multimedia Computing (EMC-10). Cebu, Philippines, August 11-13, 2010: 1-5.
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9. **Name** Mr. Teerawut Techachaicherdchoo

Research Article

1. Sangroengrob T. and Techachaicherdchoo T. "The Impact of Employee's Satisfaction, Organization and Work Commitment to Turnover Intention: A Case Study of IT Outsourcing Company in Thailand." Proceedings of the Business and Information Conference 2010. Vol. 7.1 (2010): 17 pages.

10. **Name** Mr. Maythapolnun Athimethphat

Research Article

1. Athimethphat, Maythapolnun and Vorapoj Patanavijit. "A Non-linear Illuminations Balancing for Reconstructed Degraded Scanned Text-Photo Image." Proceedings of the 2010 International Symposium on Communications and Information Technologies (ISCIT 2010). Tokyo, Japan. October 26-29, 2010.
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11. **Name** Mr. Piyabute Fuangkhn

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12. **Name** Mr. Kunagorn Kunavut

Research Article

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13. Name Dr. Tibrat Sangroenrob

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14. Name Mr. Prasong Kitidamrongsuk

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15. Name Mr. Krittipat Pitchayadejanant

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Faculty of Engineering

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

Research Article

1. Veselovsky, Gennady. "On BPC Permutations Admissibility to Variable-Stage Hybrid Optical Shuffle-Exchange Networks." Proceedings of the Tenth IASTED International Conference on Parallel and Distributed Computing and Networks (PDCN 2011), Innsbruck, Austria, February 15-17, 2011: 24-30.

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2. **Name** Asst. Prof. Dr. Vorapoj Patanavijit

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4. Pham Hong Ha and Vorapoj Patanavijit. "A Novel Robust Compressive Sensing Based Maximum Likelihood with Myriad Stochastic Norm." Proceedings of the 33rd Electrical Engineering Conference (EECON-33), Centara Duangtawan Hotel, Chiang Mai, Thailand, Dec. 2010.
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3. **Name** Dr. Narong Apheratsakun

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Graduate School of Business

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Graduate School of Education

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Graduate School of English

1. **Name** Prof. Dr. Erich Berendt

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4. **Name** Dr. Katarzyna Ancuta

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5. **Name** Dr. Pimporn Chandee

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6. **Name** Dr. Alexander J. Klemm

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7. **Name** Dr. Rajeevnath Ramnath

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Institute for English Language Education

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

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

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3. **Name** Dr. Teresita Juan Bunyakarte

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4. **Name** Mrs. Jennifer A. Piotrowski

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**AU Academic Titles
and Academic Works 2010**
Assumption University of Thailand