

Asst. Prof. Dr. Sirion Chaipoopirutana

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

Citation:

Asst. Prof. Dr. Sirion Chaipoopirutana joined Assumption University in 2000. She is currently the coordinator of Business Research, Graduate School of Business of Assumption University. Asst. Prof. Dr. Sirion received her Bachelor of Education in Science from Srinakharinwirot University in 1979, Master of Education in Science from Srinakharinwirot University in 1984, Master of Business Administration in Finance from Mercer University, USA., in 1996, Master of Business Administration in Marketing from Mercer University, USA., in 1996, and Doctor of Philosophy in Business Administration, majoring in Marketing from Nova Southeastern University, USA. in 1998. During her years of study in the USA., she received scholarships of the Honor Society for International Scholars: Phi Beta Delta for Master level from Mercer University, and the National Honor Society for Business, Management, and Administration: Phi Sigma Beta Delta for Doctoral level from Nova Southeastern University.

Asst. Prof. Dr. Sirion's research interests include service quality in marketing, management, consumer buyer behavior, online purchase behavior, e-marketing, e-commerce, and marketing communication. She has got three awards of “The Best Paper Award” as follows:

1. “The Best Paper (Research) Award from the American Society of Business and Behavioral Science Conference (ASBBS) in 2008, Nevada, USA.”
2. “The Best Paper (Research) Award in USA from the E-Commerce and Technology Track of the 17th Annual Conference of ASBBS in 2010, Nevada, USA.”
3. “The Best Paper (Research) Award from The American Institute of Higher Education – The 6th International Conference in 2011, South Carolina, USA.”

Some of her research publications are as follows:

1. Chaipoopirutana, Sirion. "A Comparison of Perception, Overall Satisfaction, and Consumer Behavior among Westerns, Asian, and Thai MRT's Passengers". *AU Journal of Management* 5 (December 2007): 1-9.
2. Chaipoopirutana, Sirion. "Cross-cultural Study of Western and Thai Subway's Passengers Perception, Overall Satisfaction and Consumer Behavior." *Proceedings of the 2nd Annual PSU Phuket Research Conference 2009*. Phuket, Thailand. November 18-20, 2009: 16 pages.
3. Chaipoopirutana, Sirion. "Pirated Software Purchase Behavior in the Asia-Pacific Region." *Journal of American Society of Business and Behavioral Sciences*. (ASBBS E-Journal). 7.1, USA. Spring 2011, ISSN 1557-5004: 131-142.
4. Chaipoopirutana, Sirion. "The Success Factors toward Higher Education in Business School." *Association of Private Higher Education Institutions of Thailand Journal (ASAIHL)*. 14.1 (February 2011): 1-17.
5. Chaipoopirutana, Sirion, Howard Combs, Yuttapong Chatchawanwan, and Vikrant Vij. "Diffusion of Innovation in Asia: A Study of Internet Banking in Thailand and India." *Innovative Marketing*. 5.4 (2009): 27-31.

Asst. Prof. Dr. Sirion has greatly contributed to the research and academic services at both national and international levels. She has served as national journal reviewer for *Journal of Management Sciences*, Khon Kaen University, and international journal reviewer for *Journal of Management and Marketing Research in USA*. Furthermore, she has been a member of several research committees at Graduate School of Business in Assumption University including SPSS Workshop for Thailand's Graduate Schools.

For her valuable contribution to research, Asst. Prof. Dr. Sirion is awarded the St. Thomas Aquinas Award for Research (Third Class) on this auspicious date of December 24, 2011.