






Interdisciplinary College 

Thammasat University

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## EDUCATION

Ph.D. (Management Information Technology) | Mahidol University, Thailand: 2003

M.Sc. (Management Information Technology) | Walailak University, Thailand: 2008

B.Sc. (Management Information System) | Walailak University, Thailand: 2020

D.Omd Candidate (Diploma of Oriental Medicine) | Rungsit University, Thailand: Present



## Certificate

- Microsoft Certification Exams Completed Successfully (MCSE)
- ITIL Foundation



## Working Experience

- 1.) CANNON MARKETING (THAILAND) COMPANY LIMITED : (2002 – 2004)
  - a. System & Software support engineer
- 2.) IBM Solutions Delivery Co., Ltd. : (2004 – 2007)
  - a. Service Level Agreement Controller
  - b. System Management Specialists (Windows)
  - c. Configuration Controller
- 3.) Total Access Communication Public Company Limited. (2007 – 2008)
  - a. IT Process Analyst/Architect.
  - b. Process Development and Engineering:
  - c. Process Support and Consultant:

- d. Process Measurement and analysis:
- e. Process Education and training

4.) Prince of Songkhla University: (2008–2019)

Faculty of Science and Industrial Technology.

5.) Industrial Promotion Center Region 10 and 11: (2015 – 2019)

Research and Development.

6.) Thammasat University: (2020-Current)

Deputy director Data Science and Innovation interdisciplinary college.

7.) THAMMASAT UNIVERSITY RESEARCH AND CONSULTANCY INSTITUTE (TU-RAC) (2020- Current)

Research and Development

8.) Head of Interdisciplinary Center of Excellence in Data Science and Innovation for Thai Traditional and Alternative Medicine (Current)

**RESEARCH ARTICLES IN DATABASES AND IN NATIONAL ACADEMIC CONFERENCES. AND INTERNATIONAL LEVEL**

No.	Year	Topic	Academic Conferences/Journals/Organizations	National/Inter
1.	2559	An Ontology-based Framework to Support Incident Management in IT Services	National academic conference “Walailak Research” No. 8 (WU Research 2016) The 1th International Conference on Information Technology	International
2.	2560	Data mapping and visualization system visualization system for Rice Seed Production Information System using Elastic search	iSAI-NLP 2017 international join symposium on artificial intelligence and natural language processing at Novotel Huahin Cha Am beach resort and spa Hotel	International
3.	2560	Information Retrieval for Diabetics Dare Based on Ontology	iSAI-NLP 2017 international join symposium on artificial intelligence and natural language processing at Novotel Huahin Cha Am beach resort and spa Hotel	International
4.	2561	Unusual incident management system for providing information technology services INCIDENT MANAGEMENT SYSTEM FOR IT SERVICE	Rajabhat Journal of Sciences, Humanities & Social sciences (19, 19). 2561, p.58-66	National
5.	2561	Salted Eggs Manufacture Management of Information System: A Case Study of Seang – detch Farm	Food Research Cluster Scholarship "Chaiya Salted Egg"/ 2018 3rd Technology Innovation Management and Engineering Science International Conference (TIMES-iCON) (2018, 1). Dec. 2018	International

6.	2561	Software License Checking for Extended Enterprise Risk Management	2018 3rd Technology Innovation Management and Engineering Science International Conference (TIMES-ICON) (2018, 1). Dec. 2018	International
7.	2561	Adobe Captivate and Articulate Storyline web tutorials	KDS2018, The 4 National Conference in Knowledge and Digital Society 2018	National
8.	2565	A retentive consumer behavior assessment model of the online purchase decision-making process	Petcharat, T., & Leelasantitham, A. (2021). A retentive consumer behavior assessment model of the online purchase decision-making process. <i>Heliyon</i> , 7(10). doi:10.1016/j.heliyon.2021.e08169	International
9.	2566	A conceptual model to imply a negative innovation assessment framework on consumer behaviors through the electronic business platforms. <i>Journal of Retailing and Consumer Services</i>	Thanatchaphan P and All. A conceptual model to imply a negative innovation assessment framework on consumer behaviors through the electronic business platforms. <i>Journal of Retailing and Consumer Services</i> . Volume 74, September 2023, 103450	International
10.	2566	Sentiment Analysis Concerning the Thailand National Health Security Office by using the sentiment Analysis Model Based on Twitter	1. Thanatchaphan P and All. Sentiment Analysis Concerning the Thailand National Health Security Office by using the sentiment Analysis Model Based on Twitter. the 7th World Conference on Smart Trends in Systems, Security, and Sustainability (WorldS4 2023) was held on August 21 - 24, 2023, in London, UK Organised & Managed by Global Knowledge Research Foundation & G R Scholastic LLP The paper has also been selected for publication in the (WORLDS4) Conference as per fulfilment of guidelines issued by Springer.	International



## CURRENT RESEARCH FUNDING

**2565** THE PROJECT TO DEVELOP A DATABASE LINKAGE SYSTEM FROM SOCIAL MEDIA TO ANALYZE PUBLIC SERVICE DATA, ROYAL IRRIGATION DEPARTMENT.

**2565** AWARENESS RAISING PROJECT ETHICAL APPLICATION OF ARTIFICIAL INTELLIGENCE TO SUPPORT THE FUTURE INDUSTRY DRIVE OFFICE OF THE NATIONAL DIGITAL ECONOMY AND SOCIETY COMMISSION (NIDA) AND THAMMASAT UNIVERSITY.

**2565** DATA WAREHOUSE PROJECT, DEPARTMENT OF INTERNATIONAL TRADE PROMOTION AND THAMMASAT UNIVERSITY.



## PAST PROJECTS

**2560** INNOVATION RESEARCH PROJECT 2017 ON "RESOURCE PLANNING SYSTEM TO SUPPORT SALTED EGG PRODUCTION INDUSTRY".

**2556** TEACHER DEVELOPMENT SCHOLARSHIP TO STUDY AT THE DOCTORAL LEVEL AT UNIVERSITAT POLITECNICA DE CATALUNYA BARCELONATECH (UPC), SPAIN, WITH A BUDGET OF 2,000,000 BAHT, PRINCE OF SONGKLA UNIVERSITY.

**2561** ACADEMIC SERVICE PROJECT: CONSULTING ACTIVITIES, GIVING ADVICE ON THE HERBAL INDUSTRY AND THE AGRICULTURAL PROCESSING INDUSTRY. INDUSTRIAL TRANSFORMATION CENTER FOR THE FUTURE PROJECT (INDUSTRY TRANSFORMATION CENTER: ITC) AT THE REGIONAL LEVEL IN THE SOUTHERN REGION, BUDGET 600,000.00 BAHT, INDUSTRIAL PROMOTION CENTER REGION 10.

**2561** INDUSTRIAL BUSINESS SERVICE CENTER PROJECT (BSC) SUPPORT AND HELP CENTER PROJECT ME (SSRC) INDUSTRY REGION 10 INDUSTRIAL PROMOTION CENTER REGION 10.

**2562** PROJECT TO PROMOTE SMES INTO INDUSTRY 4.0 WITH IT SMES IN SURAT THANI, CHUMPHON, PHANG NGA AND TRANG PROVINCES, INDUSTRIAL PROMOTION CENTER REGION 10 IN COLLABORATION WITH THAMMASAT UNIVERSITY.

**2562** PROJECT TO PRODUCE POTENTIAL LABOR FORCE ACCORDING TO THE DEMAND OF THE LABOR MARKET TO SUPPORT THAILAND 4.0 OF THE YEAR 1976 AT SRI TRANG AIR INDUSTRY PCL. SKILL DEVELOPMENT INSTITUTE SURAT THANI PROVINCE IN CONJUNCTION WITH SONGKLA NAKARIN UNIVERSITY.



## DATA INNOVATION AND INFORMATION TECHNOLOGY CONSULTING

- VIRIYAH BHANIJ CO., LTD.
- G-HERB (THAILAND) COMPANY LIMITED
- THAI TASAKI ENGINEERING CO., LTD.



## ACADEMIC INTEREST

- Data Science and Innovation for Thai Traditional and Alternative Medicine Business Process Management
- Digital Transform
- IT Service Management
- Customer Behaviors



## TRAINING

### Microsoft Certification Status

Credential	Certification/ Version	Date Achieved
Systems Engineer	Microsoft Windows Server 2003	2007
Professional	MCP 2.0 – Certified Professional	2005
Systems Administrator	Microsoft Windows Server 2003	2006

### Microsoft Certification Exams Completed Successfully (MCSE)

Exam ID	Description	Date Completed
270	Installing, Configuring, and Administering Microsoft® Windows® XP Professional	2548
290	Managing and maintaining a Microsoft Windows Server 2003 Environment	2548
291	Implementing, Managing, and Maintaining a Microsoft Windows Server 2003 Network Infrastructure	2549
293	Planning and maintaining a Microsoft Windows Server 2003 Network Infrastructure	2549

298	Designing Security for a Microsoft Windows Server 2003 Network	2549
299	Implementing and Administering Security in a Microsoft Windows Server 2003 Network	2550
294	Planning, Implementing, and Maintaining a Microsoft Windows Server 2003 Active Directory Infrastructure	2006

**- Certificate from ESRI Thailand institution**

- Introduction to ArcGIS Server
- Introduction to Multiuser Geodatabase
- ArcGIS Desktop 3: GIS Workflows and Analysis

**- Basic Skills in CBT Workshop**

- Workshop Basic Skills in Cognitive Behavioral Psychotherapy by Chulalongkorn University Academic Service Center
- Cognitive Behavioral Psychotherapy Club of Thailand (CBT) during 23-25 December 2019



**Other**

- Enterprise Resource Planning (ERP) consultant for Trinity Roots Co., Ltd.
- Data Analytic consultant for DD Asset (Thailand) Co., Ltd.
- Business Process Management Consultant for LT Group Co., Ltd.
- Consultant on PDPA and Data Analytic for Prompt The Innovations Co., Ltd.
- Project Leader Training to prepare for cooperative education Data Science and Innovation interdisciplinary college of Thammasat University, Class 1, Academic Year 2020, total time 60 hours, budget 567,200 baht
- Co-founder of Child and Family Mental Health page HUAKIDS  
<https://web.facebook.com/pagehuakids>
- Outstanding Lecturer and Advisor for Cooperative Education, Southern Region 2018-2019
- Coach ACM-ICPC Thailand National Programming Contest 2010 – 2012