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Year/Month of Hire: 2009/September

Academic Background

- Ph.D. The University of Lancaster, Lancaster, UK., Management Science, 2009
- M.Sc. Lancaster University, Lancaster, UK., Information Technology, Management and Organisational Change, 2004
- B.S. Thammasat University, Thailand, Computer Science, 2002

WORK EXPERIENCE

Work Experience

- Assistant Professor, Thammasat Business School , Thammasat University (2013 - Present), Bangkok, Thailand.
- Assistant Dean for Quality Assurance, Thammasat Business School , Thammasat University (2011 - 2015), Bangkok, Thailand.
- Lecturer, Thammasat Business School , Thammasat University (2009 - 2013), Bangkok, Thailand.
- Product Engineer, AMD (Thailand) Ltd. (July, 2002 - August, 2003), Bangkok, Thailand.
- Programmer, Blueprint Solution Corporation (April, 2002 - June, 2002), Bangkok, Thailand.

TEACHING

Courses Taught

Masters:

Research in Information Systems (IS775)

Bachelors:

Application Development Tools (B) (IS322)

Electronic Business (IS352)

End-User Application Development (IS216)

Information System Design (IS415)

Management Information Systems (IS201)

INTELLECTUAL CONTRIBUTIONS

Intellectual Contributions

Category	BDS	AIS	TLS	Total
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Articles in Refereed Journals		10	1	11
Publications in Refereed Conference Proceedings		13		13
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings		1		1
Grants - Funded (both refereed and non-refereed)		1		1

Refereed Articles

Applied or Integrative/application Scholarship

Kaewkitipong, L., Chen, C. C., & Ractham, P. (2016). A community-based approach to sharing knowledge before, during, and after crisis events: A case study from Thailand. *Computers in Human Behavior, 54*, 653–666.

Chaipatpanich, P., Kaewkitipong, L., & Ractham, P. (2015). "What's wrong with being a Temple Boy": A Case Study of Online Drama and Discussion Fallacies. *Thammasat University Journal (Thai), 34 (2)*, 53-70.

Leong, C. M.L., Pan, C. L., Kaewkitipong, L., & Ractham, P. (2015). ICT-Enable Community Empowerment in Crisis Response: A Social Media in Thailand Flooding 2011. *Journal of the Association for Information Systems, 16 (3)*, 50-60.

Ractham, P. & Kaewkitipong, L. (2015). The Factors and Strategy to Persuade the Use of NSW. *NIDA Business Journal, 16*, 26-59.

Singto, V., Ractham, P., & Kaewkitipong, L. (2015). Where are you go I will go with you Case study: use application for booking taxi. *Graduate Volunteer Journal (Thai), 12 (1)*, 85-113.

Intojunyong, S., Kaewkitipong, L., & Ractham, P. (2014). The Study of Supply Chain and Data Model of Tourism Industry in Thailand. *Suthiparithat Journal (Thai), 28 (85)*, 352-369.

Kaewkitipong, L. (2013). The Value Network Analysis of Mobile Commerce Industry. *Journal of Business Administration (Thai), 36 (139)*, 43-58.

Amphisamphunkun, A., Ractham, P., & Kaewkitipong, L. (2013). สื่อสังคมกับการพัฒนาคุณภาพชีวิตของผู้สูงอายุในสังคมไทย. *Graduate Volunteer Journal (Thai), 10 (1)*, 200-230.

Kaewkitipong, L. & Ractham, P. (2012). สื่อสังคมกับการบริหารจัดการข้อมูลในช่วงภัยพิบัติ:บทเรียนจากอุทกภัยปี 2554. *Graduate Volunteer Journal (Thai), 8 (2)*, 47-81.

Kaewkitipong, L. (2011). Disintermediation in the tourism industry: an investigation of Thai tourism SMEs. *International Journal of Electronic Business, 9 (5/6)*, 516-535.

Teaching and Learning Scholarship

Ractham, p., Kaewkitipong, L., & Firpo, D. (2012). The Use of Facebook in an Introductory MIS Course: Social Constructivist Learning Environment. *Decision Sciences Journal of Innovative Education, 10 (2)*, 166-185.

Refereed Proceedings

Applied or Integrative/application Scholarship

Kaewkitipong, L. (2016). An Investigation of the Thai Medical Tourism Value Chain: Its Stakeholders and The Use of It. *NIDA International Business Conference 2016*.

Kaewkitipong, L., Ractham, P., & Chen, C. (2014). The Use of Social Media to Enrich Information Systems Field Trip Experiences. *The 11th International Joint Conference on e-Business and Telecommunications*.

Chen, C., Ractham, P., & Kaewkitipong, L. (2014). The Community-Based Model of Using Social Media to Share Knowledge to Combat Crises. *The 18th Pacific Asia Conference on Information Systems (PACIS 2014)*.

Kaewkitipong, L. (2014). Knowledge Sharing on Social Network Site and Destination Image. *2014 International Conference on e-Commerce, e-Administration, e-Society, e-Education and e-Technology Fall Sessions*.

Kaewkitipong, L., Ractham, P., Shan, M., Pan, L., & Hackney, R. (2014). Constructing the Cultural Repertoire in a Natural Disaster: The Role of Social Media in the Thailand Flood of 2011. *The 25th Australasian Conference on Information Systems*.

Kaewkitipong, L., Rotchanakitumnuai, S., & Malai, V. (2013). Social Networking Management to Enhance Thailand Destination Image. *The 13th International Conference on Electronic Business*.

Kaewkitipong, L. (2013). Google Wave Failure: Lesson Learned for Diffusion of an Online Collaboration Tool. *Pacific Asia Conference on Information Systems (PACIS) 2013*.

Kaewkitipong, L. & Rotchanakitumnuai, S. (2012). The use of web 2.0 technologies in tourism industry: A conceptual model. *2012 International Conference on Information Resources Management (CONF-IRM)*.

Kaewkitipong, L., Ractham, P., & Chen, C. (2012). Lessons Learned from the Use of Social Media in Combating a Crisis: A Case Study of 2011 Thailand Flooding Disaster. *International Conference on Information Systems 2012 (ICIS2012)*.

Kaewkitipong, L. (2012). Diffusion of an online collaboration tool: The case of google wave adoption failure. *HICSS-45: Hawaii International Conference on System Sciences 2012*.

Ractham, P. & Kaewkitipong, L. (2011). GOOGLE WAVE FAILURE: LESSON LEARNED FOR DIFFUSION OF AN ONLINE COLLABORATION TOOL. *The 10th ISONEWorld*.

Kaewkitipong, L. (2010). Determediation in the tourism: theory vs. practice. *AMCIS 2010: The 16th Americas Conference in Information Systems*.

Ractham, P., Kaewkitipong, L., & Firpo, D. (2010). MIS2.0: Designing the Next Generation MIS Course Using Social Networking Technology. *AMCIS 2010: 16th Americas Conference on Information Systems*.

Books, Monographs, Compilations, Manuals

Compilation

Intojunyong, S., Kaewkitipong, L., & Ractham, P. (2016). *Thailand's Tourism Industry: Demystifying the Supply Chain* Asian Management Briefs, Singapore Management University.

Grants

Research

2013: Kaewkitipong, L. การศึกษาห่วงโซ่คุณค่าอุตสาหกรรมการท่องเที่ยวเชิงการแพทย์และการร่วมมือกันระหว่างผู้มีส่วนเกี่ยวข้องหลักในอุตสาหกรรม, Principal Investigator, The Thailand Research Fund (TRF).

SERVICE

Service to the Institution

School Assignments

Member:

2016: AACSB Assurance of Learning Committee (Graduate Level), 2014-Present

2016: AACSB Assurance of Learning Committee (Undergraduate Level), 2014-Present

2016: AACSB Assurance of Learning Committee (School Level), 2014-Present

Service to the Profession

Abstract Reviewer

2012: Reviewer of the Abstract Preventing the Gradual Decline of Shared Service Centers, the 18th Americas Conference on Information Systems (National).

Assistant to the Lecturer

2012: Assistant to the Lecturer in the Program on Work Manual, Faculty of Commerce and Accountancy, Thammasat University (National).

Guest Speaker

2015: Guest Speaker on Web Development for Digital Marketing Program of CONC Thammasat Business School (National).

2015: Guest Speaker on the Topic Management Information System by Office of Academic Services, Faculty of Public Health, Thammasat University (National).

2014: Guest Lecturer on the course BA7650 E-Business, NIDA (National).

2013: Guest Speaker for the Training Program for Assessors on Internal Quality Assurance, Rangsit University (National).

2013: Guest Speaker on Social Media and Information Management During the Natural Disaster at Thammasat University (National).

2012: Guest Speaker on The Use of Microsoft Office at Human Resources Institute (National).

2011: Guest Speaker on Writing A Thesis and A Proposal of Independent Study for the MSMIS Students #5 on 26 March 2011 (National).

Journal Article Reviewer

2014: Reviewer of Articles for Information and Management Journal (National).

Member: Committee/Task Force

2013: The Committee for Study Visit to Tan Land, Ichitan Group (National).

2013: The Committee for Internal Quality Assurance, Faculty of Sociology and Anthropology, Thammasat University (National).

Professional Development

Pedagogy-Related Training

2012: การแลกเปลี่ยนเรียนรู้เกี่ยวกับการจัดทำ มคอ.๓ และ มคอ.๔ ตามกรอบ TQF, Bangkok, Thailand.

Technology-Related Training

2014: คณะเทคโนโลยีสารสนเทศ มหาวิทยาลัยธุรกิจบัณฑิตย์, ม.ธุรกิจบัณฑิตย์, Thailand. ศึกษาหลักสูตรประกาศนียบัตรบัณฑิต สาขาวิชาการพัฒนาแอปพลิเคชันบนอุปกรณ์มือถือ