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**Qualification: Scholarly Academic (SA)**

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### **Academic Background**

Ph.D. University of Yamanashi, Engineering.

M.Sc. Prince of Songkla University, Computer Science.

B.Sc. Prince of Songkla University, Mathematics.

### **Work Experience**

#### **Work Experience**

Assistant Professor, Prince of Songkla University (September, 1993 - Present), Songkhla, Thailand.

### **Teaching**

**Courses from the Teaching Schedule:** BUSINESS INTELLIGENCE AND DATA ANALYTICS, BUSINESS STATISTICS AND APPLICATIONS, BUSINESS STATISTICS AND APPLICATIONS, COOPERATIVE EDUCATION, COOPERATIVE EDUCATION, COOPERATIVE EDUCATION, COOPERATIVE EDUCATION PREPARATION, DATA WAREHOUSING AND DATA MINING, DATA WAREHOUSING AND DATA MINING, DATA WAREHOUSING AND MINING, DESIGNING AND MANAGING BRAND TO SUCCESS, DIGITAL BUSINESS DEVELOPMENT, EXCELLENCE STRATEGIC MANAGEMENT, HUMAN RESOURCE DEVELOPMENT AND CONTEMPORARY OPERATION MANAGEMENT, INFORMATION RETRIEVAL, INFORMATION RETRIEVAL, INFORMATION RETRIEVAL, INFORMATION SYSTEM INTERNSHIP, INNOVATIVE ENTREPRENEURSHIP, MINOR THESIS, MODULE: DIGITAL| INNOVATION AND ENTREPRENEURSHIP IN PRACTICE, NEW VENTURE CREATION AND OPPORTUNITY EVALUATION, PROGRAMMING LOGIC AND DATA STRUCTURE, PROGRAMMING LOGIC AND DATA STRUCTURE, PROJECT IN BUSINESS INFORMATION SYSTEM I, PROJECT IN BUSINESS INFORMATION SYSTEM I, PROJECT IN BUSINESS INFORMATION SYSTEM II, PROJECT IN BUSINESS INFORMATION SYSTEM II, PROJECT IN INFORMATION SYSTEM I, PROJECT IN INFORMATION SYSTEM II, SEMINAR IN BUSINESS INFORMATION SYSTEM, SEMINAR IN BUSINESS INFORMATION SYSTEM, SEMINAR IN INFORMATION SYSTEM, SOFTWARE APPLICATIONS IN BUSINESS, THESIS

#### **Executive or Professional Education**

2022 - Associate Dean for Organization Development.

### **Teaching Schedule**

| Term   | Course                 | Sec | Course Title                              | Cr | Enroll | Total | TR%    |
|--------|------------------------|-----|---|----|--------|-------|--------|
| 2023/3 | 797200-477-304-0023605 | 1   | INFORMATION SYSTEM INTERNSHIP             | 0  | 70     | 0     | 50%    |
| 2023/2 | 797400-460-503-0023105 | 1   | EXCELLENCE STRATEGIC MANAGEMENT           | 6  | 66     | 396   | 100%   |
| 2023/2 | 797400-460-801-0009339 | 7   | THESIS                                    | 18 | 2      | 36    | 11.11% |
| 2023/2 | 797200-477-403-0023607 | 1   | PROJECT IN BUSINESS INFORMATION SYSTEM II | 3  | 32     | 96    | 25%    |
| 2023/2 | 797200-477-405-0023609 | 1   | COOPERATIVE EDUCATION                     | 8  | 33     | 264   | 50%    |

|               |                        |   |  |            |             |              |       |
|---------------|------------------------|---|--|------------|-------------|--------------|-------|
| 2023/2        | 797400-460-517-0023112 | 1 | DESIGNING AND MANAGING BRAND TO SUCCESS                          | 6          | 62          | 372          | 100%  |
| 2023/2        | 797200-460-301-0023509 | 4 | BUSINESS INTELLIGENCE AND DATA ANALYTICS                         | 3          | 100         | 300          | 25%   |
| 2023/2        | 797400-460-700-0013945 | 1 | MINOR THESIS   | 6          | 68          | 408          | 12.5% |
| 2023/2        | 797200-477-102-0027120 | 1 | PROGRAMMING LOGIC AND DATA STRUCTURE                             | 3          | 92          | 276          | 100%  |
| 2023/2        | 797200-460-202-0023512 | 4 | MODULE: DIGITAL  INNOVATION AND ENTREPRENEURSHIP IN PRACTICE     | 7          | 93          | 651          | 3.7%  |
| 2023/1        | 797400-460-501-0023103 | 1 | INNOVATIVE ENTREPRENEURSHIP                                      | 6          | 67          | 402          | 100%  |
| 2023/1        | 797400-460-502-0023104 | 1 | HUMAN RESOURCE DEVELOPMENT AND CONTEMPORARY OPERATION MANAGEMENT | 6          | 67          | 402          | 100%  |
| 2023/1        | 797400-460-801-0009339 | 8 | THESIS   | 18         | 2           | 36           | 10%   |
| 2023/1        | 797400-460-514-0023109 | 1 | NEW VENTURE CREATION AND OPPORTUNITY EVALUATION                  | 6          | 57          | 342          | 100%  |
| 2023/1        | 797200-477-315-0023620 | 1 | DATA WAREHOUSING AND MINING                                      | 3          | 56          | 168          | 100%  |
| 2023/1        | 797200-477-308-0023613 | 1 | INFORMATION RETRIEVAL  | 3          | 44          | 132          | 100%  |
| 2023/1        | 797400-460-700-0013945 | 1 | MINOR THESIS   | 6          | 77          | 462          | 12.5% |
| 2023/1        | 797200-477-402-0023606 | 1 | PROJECT IN BUSINESS INFORMATION SYSTEM I                         | 3          | 32          | 96           | 25%   |
| 2023/1        | 797200-477-401-0023604 | 1 | SEMINAR IN BUSINESS INFORMATION SYSTEM                           | 3          | 65          | 195          | 25%   |
| <b>Totals</b> |                        |   |  | <b>114</b> | <b>1085</b> | <b>5,034</b> |       |

## Intellectual Contributions

**Intellectual Contributions Grid:** Years: 2023, 2022, 2021, 2020, 2019

| Category  | BDS | AIS | TLS | Total |
|---|-----|-----|-----|-------|
| Articles in Peer-Reviewed Journals                | 3   |     |     | 3     |
| Publications in Conference Proceedings (Refereed) | 6   |     |     | 6     |
| Grants - Funded (both refereed and non-refereed)  | 1   | 1   |     | 2     |

## **Refereed Articles**

### Basic or Discovery Scholarship

SUWANNO, O., SUKSOMBOON, P., & CHAOWUTTHIKUL, P. (2023). Factors Impact to Intention to Use ALIST OPAC Application. *Journal of Business Administration, Maejo University*, 5 (1), 1-20. [T2]

PATTANACHIAN, A., & SUWANNO, O. (2023). The Development of Information System for Project Management in the Faculty of Management Sciences, Prince of Songkla Universit. *Journal of Information and Learning*, 34 (3), 104-117. [T1]

SUWANNO, O., HARADA, Y., & MOHAMMED MANZUMA-NDAABA, N. (2021). Designing and Improving Parliamentary Human Resource Policies and Procedures: Nigeria Experience. *European Modern Studies Journal*, 5 (5), 382-390. [Other]

## **Refereed Proceedings**

### **Basic or Discovery Scholarship**

SUWANNO, O., SONGSREE, M., & SUKSOMBOON, P. (2022). Technology Acceptance of Consumer in Southern Thailand Affecting the Purchase Intention of Non-alcoholic Beverages through Online Channels. *The 14th National Conference on Administration and Management (NCAM 14)*, 470-481.

SUWANNO, O., & PHAKDEEBURI, C. (2021). The Study of Income and Expenditures between Sow Farm and Pig Fattening Farm: A Case Study of Phatthalung Province. *The 13th National Conference on Administration and Management (NCAM 13)*, 88-95.

SUWANNO, O., CHAROONPAISAL, S., & WANGPOONSARP, A. (2021). Influencing Factors on Online Purchasing Intention from Tiktok Application in Thailand. *The 13th National Conference on Administration and Management (NCAM 13)*, 362-373.

MUANDEE, R., SUWANNO, S., & SUWANNO, O. (2021). Factors Influencing the Decision to Purchase a Blind Spot Cameras on the Left Side of the Car to Use Before Changing Lanes. *The 13th National Conference on Administration and Management (NCAM 13)*, 344-352.

CHAOWUTTHIKUL, P., SUWANNO, S., & SUWANNO, O. (2021). A Study of Factors Influencing the Intention to Use ALIST OPAC Application: A Case Study of Khunyong Long Athakravisunthorn Learning Resources Center, Prince of Songkla University. *The 13th National Conference on Administration and Management (NCAM 13)*, 351-361.

SUWANNO, O., SUWANNO, S., & PUSSARA, J. (2020). Motives Influencing The Using of Social Media Behaviors Among Baby Boomer Generation In Songkhla Province. *The International and National Conference in Business Administration and Accountancy 2020 (the 2nd INCBA)*, 25-33.

### **Grants**

#### **Research**

2021: PATTANACHIAN, A. & SUWANNO, O., The Development Of Information System For Project Management In Faculty Of Management Sciences, Prince Of Songkla University, Principal Investigator, Faculty of Management Science, Prince of Songkla University.

2020: BINMAD, R., SUWANNO, O., & SUWANNO, P., Communication Technology For Marketing Of Vegetable Products For Members Of Agricultural Cooperatives, Khuan Niang, Songkhla, Faculty of Management Science, Prince of Songkla University.

### **Service**

#### **Service to the Institution**

##### **University Assignments**

##### **Committee Chair:**

2023: Chairman of the Quality Assessment Committee within the curriculum level Bachelor of Business Administration Program in Finance, Insurance and Risk Management Site Visit

##### **Other Institutional Service Activities:**

2021: Experts criticize the curriculum Bachelor of Business Administration Program in Information Technology Management (Update Program B.E. 2565)

#### **Service to the Community**

##### **Other Community Service Activities**

2021: Project to hire consultants to upgrade the quality agricultural production of cooperatives and farmer groups to GAP standards according to the project to promote and support cooperatives and farmer groups to increase value in fiscal year 2021, 1,200 members of cooperatives and farmer groups nationwide

2020: Project to hire consultants to develop the strength of business operations of cooperatives and farmer groups, (4 sectors) Cooperatives, groups of farmers who are the main producers of agricultural products such as rice, maize, cassava, rubber, oil palm, dairy cows, beef and other suitable agricultural products

### **Professional Development**

### **Assurance of Learning - Professional Development**

2022: Online. AUN-QA Version 4, Class 3

### **DS: Research-Related Conference/Seminar**

2023: Grand Prince Hotel Osaka Bay. AACSB Asia Pacific Annual Conference

### **Instructional-Related Conference**

2023: Office of Continuing Education, Sukhothai Thammathiraj University. Writing Quality Higher Education Textbooks, Class 16

### **Other Professional Development**

2021: Online. Attended the Quality Management System Training Course at the Meeting of the President of Thailand Year 2021 AUN-QA Version3 Internal Quality Assessor Training Course

## **Honors/Awards**

### **Award**

2020: Outstanding academic staff in student affairs, Faculty of Management Science, Prince of Songkla University.

### **Scholarship**

2023: Funding to produce textbooks on Data Warehousing and Mining, Faculty of Management Science, Prince of Songkla University. Grants to support the production of books/textbooks according to the announcement of the Faculty of Management Science on the Grant for the production of textbooks, books, and operating manuals from the Faculty of Management Science's income budget for the fiscal year 2022.

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