
ORRAYA SUWANNO, Ph.D.
Assistant Professor
Department of Business Administration
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Qualification: Scholarly Academic (SA)

Academic Background

Ph.D. University of Yamanashi, Engineering.

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

B.Sc. Prince of Songkla University, Mathematics.

Skills

International Interests

Japan

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, 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, MANAGEMENT INFORMATION SYSTEM, 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, THESIS, 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%
Totals				114	1085	5,034	

Intellectual Contributions

Intellectual Contributions Grid: Years: 2023, 2022, 2021, 2020, 2019, 2018

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	3			3
Publications in Conference Proceedings (Refereed)	8			8
Grants - Funded (both refereed and non-refereed)	1	2		3

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 Khunying 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 INCBAA)*, 25-33.

PHADUNGJITKASEM, P., SUWANNO, O., & SUWANNO, S. (2018). The Designing of Data Warehouse for Student Indicators Analysis According to Education Criteria for Performance Excellence (Edpex). *The 3rd National Conference On Informatics, Agriculture, Management, Business Administration, Engineering, Science and Technology (IAMBEST 2018)* 27-34.

SORAMAD, J., SUWANNO, O., HUNGSAPRUEK, T., & LIMWUDHIKRAIJIRATH, A. (2018). Renal Failure Forecasting for Patients in Lower Southern Part of Thailand by Using Support Vector Machine Technique. *The 10th National Conference on Administration and Management (NCAM 10)*, 440-450.

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.

2018: BINMAD, R. & SUWANNO, O., An Application Of User-Generated Geographic Content Acquisition For Managing Aid During Disaster Events, 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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