
ATTAPORN WANGPOONSARP, Ph.D.
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Department of Business Administration
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Qualification: Additional (A)

Academic Background

Ph.D. University of Yamanashi, Information Science.

M.Sc. King Mongkut's Institute of Technology Ladkrabang, Information Technology.

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

Work Experience

Work Experience

Lecturer, Prince of Songkla University (November, 2003 - Present), Songkhla, Thailand.

Teaching

Courses from the Teaching Schedule: ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING, BENEFIT OF MANKINDS, BENEFIT OF MANKINDS, BUSINESS INTELLIGENCE, BUSINESS INTELLIGENCE AND DATA ANALYTICS, BUSINESS STATISTICS AND APPLICATIONS, COMPUTER NETWORKING AND CYBER SECURITY, COMPUTER PROGRAMMING, COOPERATIVE EDUCATION, DATA ANALYSIS AND DATABASE DESIGN FOR ACCOUNTING AND BUSINESS, DATABASE MANAGEMENT, DATABASE SYSTEM, DIGITAL BUSINESS DEVELOPMENT, HUMAN-COMPUTER INTERACTION, INFORMATION RETRIEVAL, INFORMATION RETRIEVAL, INFORMATION SYSTEM INTERNSHIP, INTRODUCTION TO PROGRAMMING IN BUSINESS, MANAGEMENT INFORMATION SYSTEMS, MANAGEMENT INFORMATION SYSTEMS, MODULE: DIGITAL| INNOVATION AND ENTREPRENEURSHIP IN PRACTICE, PROJECT IN BUSINESS INFORMATION SYSTEM I, PROJECT IN BUSINESS INFORMATION SYSTEM I, PROJECT IN BUSINESS INFORMATION SYSTEM II, PROJECT IN BUSINESS INFORMATION SYSTEM II, SEMINAR IN BUSINESS INFORMATION SYSTEM, SEMINAR IN BUSINESS INFORMATION SYSTEM, SOFTWARE APPLICATIONS IN BUSINESS, USER EXPERIENCE DESIGN

Executive or Professional Education

2022 - Director of Business Intelligence Research Center.

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	797200-460-301-0023509	1	BUSINESS INTELLIGENCE AND DATA ANALYTICS	3	105	315	25%
2023/2	796200-464-243-0024285	1	DATA ANALYSIS AND DATABASE DESIGN FOR ACCOUNTING AND BUSINESS	3	100	300	50%
2023/2	797200-460-202-0023512	1	MODULE: DIGITAL INNOVATION AND ENTREPRENEURSHIP IN PRACTICE	7	91	637	3.7%
2023/2	797200-477-202-0023602	1	DATABASE MANAGEMENT	3	73	219	100%

2023/2	797200-477-203-0023603	1	COMPUTER NETWORKING AND CYBER SECURITY	3	71	213	100%
2023/2	797200-477-403-0023607	1	PROJECT IN BUSINESS INFORMATION SYSTEM II	3	32	96	25%
2023/2	797200-477-203-0018814	1	DATABASE SYSTEM	3	1	3	100%
2023/1	797200-477-201-0023599	1	INTRODUCTION TO PROGRAMMING IN BUSINESS	3	77	231	100%
2023/1	797200-477-401-0023604	1	SEMINAR IN BUSINESS INFORMATION SYSTEM	3	65	195	25%
2023/1	797200-477-306-0023611	1	ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING	3	64	192	100%
2023/1	797200-477-402-0023606	1	PROJECT IN BUSINESS INFORMATION SYSTEM I	3	32	96	25%
Totals				37	781	2,497	

Intellectual Contributions

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

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals		1		1
Publications in Conference Proceedings (Refereed)	1			1

Refereed Articles

Applied or Integrative/application Scholarship

WIROONRATCH, B., WANGPOONSARP, A., PLODTHONG, P., & TACHAPATANASAKUL, R. (2023). Comparison of the Efficiency of Non-Academic Staff's Online Communication Services with Respect to Undergraduate level Case study: Prince of Songkla University, Hatyai Campus. *Journal of Politics, Administration and Law* . [T2]

Refereed Proceedings

Basic or Discovery Scholarship

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.

Service

Service to the Profession

Advisor

2023: Consultant to develop blood depot system for Blood Depot Unit and Blood Service Medicine, Department of Pathology, Faculty of Medicine (State).

2023: Judge of QCC Excellence Award under the name QCC 2023 Show & Share, Thai Pak Tai Rubber Co., Ltd, Songkhla, Thailand (State). Judge of QCC Excellence Award under the name QCC 2023 Show & Share, Thai Pak Tai Rubber Co., Ltd

Professional Development

Assurance of Learning - Professional Development

2023: THAI PAKTAI RUBBER CO.,LTD.. The Company's QCC Contest Project THAI FORTUK TAI RUBBER CO., LTD.

Other Professional Development

2023: Penang Malaysia and Songkhla Old Town, Songkhla Province. Participate in a study tour of cultural capital management approaches to mobilize cities at the international level. Case Study in Georgetown, Penang Malaysia and Songkhla Old Town, Songkhla Province

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