
RUCHDEE BINMAD, Ph.D.
Lecturer
Department of Business Administration
Faculty of Management Sciences, Prince of Songkla University
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Qualification: Additional (A)

Academic Background

Ph.D. Dalian University of Technology, Software Engineering.

M.Phil Christ University, Computer Sciences.

M.Sc. Prince of Songkla University.

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

Work Experience

Work Experience

Lecturer, Prince of Songkla University (October, 2012 - Present), Songkhla, Thailand.

Guest Lecturer, Faculty of Technology and Environment, Prince of Songkla University, Phuket Campus (2007 - 2008), Phuket, Thailand.

Guest Lecturer, Faculty of Science and Technology, Hatyai University (2005 - 2006), Songkhla, Thailand.

Paid Service Experience

2023: Teck Bee Hang Co., Ltd.

Teaching

Courses from the Teaching Schedule: BENEFIT OF MANKINDS, BUSINESS ANALYTICS, BUSINESS FORECASTING, BUSINESS INTELLIGENCE AND DATA ANALYTICS, CLOUD COMPUTING PLATFORM TECHNOLOGY, CO-CURRICULAR ACTIVITIES I, COMPUTING PLATFORM TECHNOLOGY, COOPERATIVE EDUCATION, COOPERATIVE EDUCATION, COOPERATIVE EDUCATION PREPARATION, COOPERATIVE EDUCATION PREPARATION, DATA ANALYSIS USING COMPUTER SOFTWARE, E-COMMERCE, ELECTRONIC COMMERCE, FULL STACK WEB DEVELOPMENT, INFORMATION TECHNOLOGY SECURITY AND RISK MANAGEMENT, INNOVATIVE ENTREPRENEURSHIP, IS PROJECT MANAGEMENT, MANAGEMENT INFORMATION SYSTEM AND IT PROJECT MANAGEMENT, MANAGEMENT INFORMATION SYSTEMS, MANAGEMENT INFORMATION SYSTEMS, MOBILE APPLICATION PROGRAMMING, MOBILE APPLICATION PROGRAMMING, MOBILE APPLICATIONS PROGRAMMING, MODULE : ENTREPRENEURIAL TOOLKIT, 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, 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, TRAINING IN INFORMATION SYSTEM, WEB PROGRAMMING

Executive or Professional Education

2022 - Associate Dean for Academic Affairs and Curriculum Quality.

Teaching Schedule

Term	Course	Sec	Course Title	Cr	Enroll	Total	TR%
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2023/2	797200-460-301-0023509	3	BUSINESS INTELLIGENCE AND DATA ANALYTICS	3	101	303	25%
2023/2	797200-460-202-0023512	3	MODULE: DIGITAL INNOVATION AND ENTREPRENEURSHIP IN PRACTICE	7	91	637	3.7%
2023/2	797200-477-323-0023624	1	MOBILE APPLICATION PROGRAMMING	3	61	183	100%
2023/2	797200-477-322-0023623	1	IS PROJECT MANAGEMENT	3	56	168	100%
2023/2	797200-472-217-0027190	1	MODULE : ENTREPRENEURIAL TOOLKIT	8	38	304	16.67%
2023/2	797200-477-403-0023607	1	PROJECT IN BUSINESS INFORMATION SYSTEM II	3	32	96	25%
2023/2	797200-477-403-0014752	1	PROJECT IN INFORMATION SYSTEM II	2	1	2	100%
2023/1	797200-477-302-0023598	1	CLOUD COMPUTING PLATFORM TECHNOLOGY	3	80	240	100%
2023/1	797200-477-301-0023600	1	FULL STACK WEB DEVELOPMENT	3	76	228	100%
2023/1	797200-477-401-0023604	1	SEMINAR IN BUSINESS INFORMATION SYSTEM	3	65	195	25%
2023/1	797200-472-216-0027189	1	BUSINESS ANALYTICS	3	38	114	50%
2023/1	797200-477-402-0023606	1	PROJECT IN BUSINESS INFORMATION SYSTEM I	3	32	96	25%
Totals				44	671	2,566	

Intellectual Contributions

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

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	1			1
Publications in Conference Proceedings (Refereed)	3			3
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings	1			1
Grants - Funded (both refereed and non-refereed)		3		3

Refereed Articles

Basic or Discovery Scholarship

LIM-U-SANNO, K., HUNGSAPRUEK, T., PENJUMRUS, P., BINMAD, R., & JANTABAT, T. (2021). The Influence Of Quality Accounting Information System On Performance Measured By Balanced Scorecard: A Case Study Of Private Hospitals In Thailand. *Journal of Liberal Arts and Service Industry* , 4 (2), 819-834. [2]

Refereed Proceedings

Basic or Discovery Scholarship

TEERAKUNPISUT, S., BUNLUENG, P., & BINMAD, R. (2019). Venue Manager and Islamic Exhibitor Preferences for Muslim-Friendly Mobile Application in the MICE Industry in Thailand. *International Halal Science and Technology Conference (IHSATEC) and The 12th Halal Science, Industry and Business International (HASIB)*, 93-93.

BUNLUENG, P., TEERAKUNPISUT, S., & BINMAD, R. (2018). Smart MICE City Development for Muslim Business Travellers in Southern Thailand. *International Halal Science and Technology Conference (IHSTC); The 11th Halal Science Technology Industry and Business (HASIB)*.

BINMAD, R., LI, M., LIMWUDHIKRAIJIRATH, A., DEONAUTH, N., & HUNGSAPRUEK, T. (2018). The Competitions of Forgiving Strategies in the Iterated Prisoner's Dilemma. *2018 IEEE International Conference on Agents (ICA)*, 39-43.

Chapters, Cases, Readings, Supplements

Cases

BINMAD, R., & JHUMRA, M. (2023). Shanghai Fourier Intelligence - Does A Robot Augment Or Replace Humans?. *Nikkei BizRuptors*. Thailand: Nikkei Business Lab Asia.

Grants

Research

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

2018: TEERAKUNPISUT, S., BINMAD, R., & BUNLUENG, P., Smart Mice City Development For Muslim Business Travelers, Prince of Songkla University.

Service

Service to the Institution

College Assignments

Member:

2022: Quality Assessment Committee within the curriculum level Bachelor of Arts Program in Applied Thai Language Site Visit

University Assignments

Committee Member:

2023: Quality Assessment Committee within the curriculum level Bachelor of Arts Program in Islamic Law Desktop Model

2023: Quality Assessment Committee within the curriculum level Master of Business Administration Program Site Visit Online

2023: Quality Assessment Committee within the curriculum level Bachelor of Business Administration Program in Digital Business, Site Visit

Service to the Profession

Advisor

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

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

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

2022: Chiang Mai University. Executive Study Tour Project boss

2021: Assurance of Learning Seminar I (On Campus).

DS: Research-Related Conference/Seminar

2021: 14th National and International Conference on Humanities and Social Sciences.

Other Professional Development

2020: Professional Development Network Association of Teachers and Higher Education Organizations of Thailand. Online Techniques for Assessment

Professional Seminars / Workshops

2023: Thought Leadership and Research Impact Seminar (AACSB).

2022: Asia Pacific Annual Conference (AACSB).

2022: Annual Accreditation Conference: Asia Pacific (AACSB).

2022: Private FST Seminar (On Campus) (AACSB).

2019: Faculty Standards and Tables Workshop (AACSB).

2019: Asia Pacific Annual Conference (AACSB).

Honors/Awards

Award

2018: Certificate of 2nd Oral Academic Presentation, The Halal Science Center Chulalongkorn University.

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