

---

**RASRYNE HIRANKALYAKORN, Ph.D.**  
**Lecturer**  
**Department of Business Administration**  
**Faculty of Management Sciences, Prince of Songkla University**  
[rasryne.h@psu.ac.th](mailto:rasryne.h@psu.ac.th)  
**Qualification: Additional (A)**

---

### **Academic Background**

Ph.D. University of Montpellier, Informatics.  
M.Sc. Prince of Songkla University, Computer Science.  
B.B.A. Prince of Songkla University, Business Computer.

### **Work Experience**

#### **Work Experience**

Lecturer, Prince of Songkla University (June, 2022 - Present), Songkhla, Thailand.

### **Teaching**

**Courses from the Teaching Schedule:** BUSINESS ANALYTICS, BUSINESS FORECASTING, BUSINESS INFORMATION SYSTEM ANALYSIS AND DESIGN, BUSINESS INTELLIGENCE, BUSINESS INTELLIGENCE AND DATA ANALYTICS, COOPERATIVE EDUCATION, COOPERATIVE EDUCATION, COOPERATIVE EDUCATION PREPARATION, E-COMMERCE, FOUNDATIONS OF INFORMATION SYSTEM, HUMAN-COMPUTER INTERACTION, 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, USER EXPERIENCE DESIGN

#### **Teaching Schedule**

Term	Course	Sec	Course Title	Cr	Enroll	Total	TR%
2023/2	797200-460-301-0023509	2	BUSINESS INTELLIGENCE AND DATA ANALYTICS	3	103	309	25%
2023/2	797200-460-202-0023512	2	MODULE: DIGITAL INNOVATION AND ENTREPRENEURSHIP IN PRACTICE	7	93	651	3.7%
2023/2	797200-477-303-0023601	1	BUSINESS INFORMATION SYSTEM ANALYSIS AND DESIGN	3	77	231	100%
2023/2	797200-477-321-0023622	1	USER EXPERIENCE DESIGN	3	61	183	100%
2023/2	797200-477-405-0023609	1	COOPERATIVE EDUCATION	8	33	264	50%
2023/2	797200-477-403-0023607	1	PROJECT IN BUSINESS INFORMATION SYSTEM II	3	32	96	25%
2023/1	797200-477-101-0027279	1	FOUNDATIONS OF INFORMATION SYSTEM	3	103	309	100%
2023/1	797200-477-305-0023610	1	E-COMMERCE	3	67	201	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	797200-477-404-0023608	1	COOPERATIVE EDUCATION PREPARATION	1	33	33	100%
2023/1	797200-477-402-0023606	1	PROJECT IN BUSINESS INFORMATION SYSTEM I	3	32	96	25%
<b>Totals</b>				<b>43</b>	<b>737</b>	<b>2,682</b>	

## **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)	3			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]

## **Refereed Proceedings**

### **Basic or Discovery Scholarship**

SUKSOMBOON, P. (2022). Comparison of Performance of Data Classification Using Decision Tree And Random Forest Techniques. *The 48th International Congress on Science, Technology and Technology-based Innovation (STT 48)*, 315-321.

SUKSOMBOON, P. (2022). Performance Comparison Classification using k-Nearest Neighbors and Random Forest Classification Techniques. *The 3rd International Conference on Big Data Analytics and Practices (IBDAP 2022)*, 60-63.

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.

## **Service**

### **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

## **Professional Development**

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

2023: Thai Physics Society Chemical Society of Thailand. The 49th International Congress on Science, Technology and Technology-Based Innovation

2023: Digital Economy Promotion Agency. 2023 In-demand Digital and Business Skills Program

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

### **Other Professional Development**

2022: Online. Presentations