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**IDSARATT RINTHAISONG, Ph.D.**  
**Assistant Professor**  
**Department of Public Administration**  
**Faculty of Management Sciences, Prince of Songkla University**  
[idsaratt.r@psu.ac.th](mailto:idsaratt.r@psu.ac.th)  
**Qualification: Scholarly Academic (SA)**

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**Academic Background**

M.P.A. Sukhothaihammathirat Open University, Public Administration.  
D.Sc. Srinakharinwirot University (Prasarnmit).  
B.Ed. Buriram Rajabhat University, General Science.

**Work Experience**

**Work Experience**

Assistant Professor, Prince of Songkla University (April, 2013 - Present), Songkhla, Thailand.

**Teaching**

**Courses from the Teaching Schedule:** ADVANCED RESEARCH METHODOLOGY IN MANAGEMENT I, ADVANCED RESEARCH METHODOLOGY IN MANAGEMENT II, ADVANCED STATISTICAL METHODS FOR DATA ANALYSIS I, ADVANCED STATISTICAL METHODS FOR DATA ANALYSIS I, ADVANCED STATISTICAL METHODS FOR DATA ANALYSIS II, ADVANCED STATISTICAL METHODS FOR DATA ANALYSIS II, APPLIED STATISTICS FOR PUBLIC ADMINISTRATION RESEARCH, APPLIED STATISTICS FOR PUBLIC ADMINISTRATION RESEARCH, DATA ANALYSIS FOR PUBLIC ADMINISTRATION RESEARCH, DISSERTATION, DISSERTATION, HUMAN RESOURCE MANAGEMENT INFORMATION SYSTEMS, INTERNSHIPS IN PUBLIC ADMINISTRATION, MINOR THESIS, MODERN OFFICE MANAGEMENT, MODULE: HUMAN RESOURCE DEVELOPMENT FOR THE EXCELLENT PERFORMANCE, MODULE: RESEARCH IN BUSINESS MANAGEMENT, MODULE: RESEARCH IN ORGANIZATIONAL AND HUMAN RESOURCE MANAGEMENT, MODULE: RESEARCH IN PUBLIC MANAGEMENT, MODULE: RESEARCH METHODOLOGY AND DATA ANALYSIS FOR PUBLIC ADMINISTRATION, QUANTITATIVE ANALYSIS, QUANTITATIVE ANALYSIS FOR DECISION MAKING, SEMIMAR AND RESEARCH PRACTICUM IN BUSINESS MANAGEMENT, SEMIMAR AND RESEARCH PRACTICUM IN ORGANIZATION AND HUMAN RESOURCE MANAGEMENT, SEMIMAR AND RESEARCH PRACTICUM IN PUBLIC MANAGEMENT, STATISTICAL SOFTWARE FOR DATA ANALYSIS IN PUBLIC ADMINISTRATION, STATISTICAL SOFTWARES FOR DATA ANALYSIS IN PUBLIC ADMINISTRATION, THESIS, THESIS, THESIS, USING PROGRAM PACKAGE FOR DATA ANALYSIS IN SOCIAL SCIENCE RESEARCH

**Teaching Schedule**

Term	Course	Sec	Course Title	Cr	Enroll	Total	TR%
2023/3	798200-465-446-0025212	1	INTERNSHIPS IN PUBLIC ADMINISTRATION	0	28	0	33.33%
2023/2	797600-450-135-0025977	1	ADVANCED STATISTICAL METHODS FOR DATA ANALYSIS II	3	8	24	100%
2023/2	797600-450-138-0016909	2	THESIS	48	1	48	33.33%
2023/2	797600-450-230-0025985	2	DISSERTATION	36	3	108	20%

2023/2	798400-465-518-0025324	1	MODULE: HUMAN RESOURCE DEVELOPMENT FOR THE EXCELLENT PERFORMANCE	5	26	130	25%
2023/2	798200-465-303-0025180	2	STATISTICAL SOFTWARE FOR DATA ANALYSIS IN PUBLIC ADMINISTRATION	3	33	99	50%
2023/2	798200-465-303-0025180	1	STATISTICAL SOFTWARE FOR DATA ANALYSIS IN PUBLIC ADMINISTRATION	3	50	150	50%
2023/2	798400-465-600-0012851	1	MINOR THESIS	6	58	348	14.29%
2023/2	797600-450-139-0017234	2	THESIS	36	2	72	33.33%
2023/1	798400-465-521-0025325	1	MODULE: RESEARCH METHODOLOGY AND DATA ANALYSIS FOR PUBLIC ADMINISTRATION	5	49	245	25%
2023/1	797600-450-134-0025975	1	ADVANCED STATISTICAL METHODS FOR DATA ANALYSIS I	3	9	27	100%
2023/1	798200-465-301-0025178	1	APPLIED STATISTICS FOR PUBLIC ADMINISTRATION RESEARCH	3	84	252	100%
2023/1	798200-465-301-0019614	1	QUANTITATIVE ANALYSIS FOR DECISION MAKING	3	1	3	100%
2023/1	797600-450-230-0025985	2	DISSERTATION	36	2	72	33.33%
2023/1	797600-450-138-0025984	2	DISSERTATION	48	2	96	33.33%
2023/1	797600-450-139-0017234	2	THESIS	36	2	72	25%
2023/1	797600-450-138-0016909	2	THESIS	48	2	96	25%
2023/1	798200-465-302-0019615	1	APPLIED STATISTICS FOR PUBLIC ADMINISTRATION RESEARCH	3	1	3	100%
<b>Totals</b>				<b>325</b>	<b>361</b>	<b>1,845</b>	

## **Intellectual Contributions**

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

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	23			23
Publications in Conference Proceedings (Refereed)	6			6
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings	4			4
Grants - Funded (both refereed and non-refereed)		1		1

## **Refereed Articles**

### **Basic or Discovery Scholarship**

RUNGKLIN, D., TRICHANDHARA, K., & RINTHAISONG, I. (2023). Satisfaction, Revisit And Electronic Word Of Mouth Intention Among Medical Tourists In Southern Thailand During Covid 19 Situation. *Kasetsart Journal of Social Sciences* , 44 (1), 105-114. [**SCOPUS-Q3**]

RUNGKLIN, D., RINTHAISONG, I., & TRICHANDHARA, K. (2023). Intention Towards Of Medical Tourism Information Through Electronic Word-Of-Mouth (Ewom): Assurance, Trust And Satisfaction. *GMSARN International Journal* , 17 (3), 309-318. [**SCOPUS-Q4**]

RINTHAISONG, I., CHUENJITSIRI, J., CHONGCHEAWCHAMNAN, M., ARUNBERKFA, N., & ISSARO, S. (2023). Legal Measures to Prevent Policy Corruption from Person Holding Political Position. *NACC Journal* , 16 (1), 72-92. [**T2**]

- RUNGKLIN, D., RINTHAISONG, I., & TRICHANDHARA, K. (2023). Causal Factors Affecting Medical Revisit Intentions of Foreign Medical Tourists in the Southern Region. *Journal of Management Sciences Surattthani Rajabhat University* , 10 (1), 27-56. **[T1]**
- SUKHABOT, S., BORIRAKCHAROENKIT, P., RINTHAISONG, I., & SOONSAN, N. (2022). The Effect Of Brand Equity On Investor Loyalty In Online Security Trading Using The Technology Acceptance Model. *Journal of Eastern European and Central Asian Research*, 9 (2), 295-308. **[SCOPUS]**
- RINTHAISONG, I., & CHAIPRASIT, W. (2022). Assessing The Dimension And Quality Of The Compassionate Leadership Measurement Model. *Cogent Business & Management*, 9 (1), 1-15. **[SCOPUS]**
- KRAINARA, P., CHULLASAP, N., & RINTHAISONG, I. (2022). The Causal Relationship Model Of Primary School Teachers Research Success In The Southern Border Provinces Of Thailand. *Journal of Positive School Psychology*, 6 (6), 2775-2788. **[SCOPUS]**
- BORIRAKCHAROENKIT, P., SUKHABOT, S., RINTHAISONG, I., & SOONSAN, N. (2022). The Influence Of Saving For Investment As A Moderator Variable Between Customer Equity And Behavioral Loyalty Of Thai Investors. *ABAC Journal* , 42 (2), 151-171. **[SCOPUS]**
- CHAIPRASIT, W., & RINTHAISONG, I. (2022). The Role Of Compassion As Immunity To Stressful Situations In Rubber Authority Of Thailand. *Human Resource and Organization Development Journal* , 14 (2), 24-49. **[1]**
- BORIRAKCHAROENKIT, P., SUKHABOT, S., & RINTHAISONG, I. (2021). Risk Tolerance as a Moderator on the Relationship between Customer Equity and Behavioral Loyalty of Securities Investors. *Journal of Management Sciences* , 8 (2), 11-23. **[Other]**
- TRISASANTI, H., DHAMMASACCAKARN, W., RINTHAISONG, I., & HUNT, B. (2021). Intercultural Communication Apprehension As A Determinant Of Conflict Mode. *Kasetsart Journal of Social Sciences* , 42 (4), 738-745. **[SCOPUS]**
- RINTHAISONG, I., & CHAIPRASIT, W. (2021). Interrupted Time Series Application To Asses Impacts Of The Southernmost Border Provinces Administration And Development Policy. *Journal of Research Methodology* , 34 (3), 287-306. **[1]**
- TRISASANTI, H., DHAMMASACCAKARN, W., RINTHAISONG, I., & HUNT, B. (2020). Intercultural Communication Apprehension As A Mediator Between Generational Differences And Conflict. *Journal of Behavioral Science* , 15 (3), 66-84. **[SCOPUS]**
- BORIRAKCHAROENKIT, P., SUKHABOT, S., & RINTHAISONG, I. (2020). The Causal Relationship Between Customer Equity And Behavioral Loyalty Of Investors In Thailand. *Economics and Business Administration Journal Thaksin University* , 12 (1), 29-44. **[2]**
- CHOKENUKUL, P., SUKHABOT, S., & RINTHAISONG, I. (2019). A causal relationship model of purchasing behavior of consumers in Thailand regarding processed fish products. *Kasetsart Journal of Social Sciences* , 40, 366-372. **[SCOPUS]**
- RINTHAISONG, I., & KESARAT, C. (2019). Structural Equation Model Of Conflict Management Between The Government And Citizens Regarding Marine And Coastal Areas Development Projects In Southernmost Provinces Of Thailand. *Kasetsart Journal of Social Sciences* , 40, 727-734. **[SCOPUS]**
- RINTHAISONG, I., TRICHANDHARA, K., & SOMRONGTHONG, R. (2019). Influence Of Transformational Leadership And Public Service Motivation On Job Performance Of Nurses In Thailand. *Asian Social Science*, 2019 (15), 59-70. **[SCOPUS]**
- RINTHAISONG, I. (2019). Factor Structure And Construct Validity Of Measuring Multicultural Leadership In Thai Society Context. *Journal of Education Thaksin University* , 18 (2), 83-103. **[2]**
- KESARAT, C., & RINTHAISONG, I. (2019). Conflict Management Between The State And The People On Marine And Coastal Areas Development Projects In Southernmost Provinces Of Thailand. *Journal of Liberal Arts Prince of Songkla University* , 11 (1), 116-149. **[1]**
- HANGHON, P., & RINTHAISONG, I. (2018). Confirmatory Factor Analysis Of Collaboration Model In Non- Formal Higher Education Management In Southern Thailand. *Kasetsart Journal of Social Sciences* , 39 (3), 472-477. **[SCOPUS]**
- SUWANYUHA, K., & RINTHAISONG, I. (2018). Structural Equation Modeling Of Organizational Health In The Marine Fisheries Management Section Under The Fisheries Management Bureau. *Kasetsart Journal of Social Sciences* , 39 (3), 387-392. **[SCOPUS]**
- PONGTONGMUANG, P., RINTHAISONG, I., & SUKHABOT, S. (2018). Components And Indicators Of Corporate

Social Responsibility Communications In The Environmental Aspects Of Mice Industry In Thailand. *Humanities, Arts and Social Sciences Studies* , 18 (1), 189-207. [1]

TEPAYAKUL, R., & RINTHAISONG, I. (2018). Job Satisfaction And Employee Engagement Among Human Resources Staff Of Thai Private Higher Education Institutions. *Journal of Behavioral Science* , 13 (2), 68-81. [ISI]

## **Refereed Proceedings**

### **Basic or Discovery Scholarship**

RINTHAISONG, I. (2021). It's Time To Awaken Compassion at the Workplace: An Empirical Study from Government Agencies. *National and International Conference on Humanities and Social Sciences*, 215-234.

RINTHAISONG, I. (2021). Ready To Improve The Public Service? The Role Of Compassion In Public Service Sector. *1st National Conference on Social Sciences 2021*, 181-201.

TRISASANTI, H., DHAMMASACCAKARN, W., LIMPRADIT, B., & RINTHAISONG, I. (2019). Comparing Intercultural Communication Apprehension Level of Embassies Employees with Different Work Duration. *Global Digital Society : Impact on Humanities and Social Sciences*, 137-150.

TAKAEW, M., & RINTHAISONG, I. (2018). A Structural Equation Model of the Quality of Work Life, Perceived Organizational Support, Perceived Organizational Justice and Transformational Leadership : The Case Study of Office of Highway 18. *The 10th National Conference on Administration and Management (NCAM 10)*, 755-764.

WONGPRUD, K., & RINTHAISONG, I. (2018). The Educational Management Policy Implementation Model of the Private Schools in the Area of Primary Education Songkhla District 2. *The 10th National Conference on Administration and Management (NCAM 10)*, 854-866.

BORIRAKCHAROENKIT, P., SUKHABOT, S., & RINTHAISONG, I. (2018). The Influence of Mediator Variables between Customer Equity and Loyalty of Investors in Thailand. *Krirk National Conference 2018*, 976-989.

## **Books, Monographs, Compilations, Manuals**

### **Books**

RINTHAISONG, I. (2021). *Structural Equation Modeling For Behavioral And Social Science 2*.

### **Compilations**

RINTHAISONG, I. (2021). *Quantitative Analysis*.

RINTHAISONG, I. (2021). *Advanced Statistical Methods For Data Analysis*.

RINTHAISONG, I. (2021). *Using Statistical Programs For 2 Data Analysis For Public Administration*.

## **Grants**

### **Research**

2018: RINTHAISONG, I. Achievements And Challenges Of Vocational Education Reform Policy In Thailand, Co-Principal Investigator, Thailand Research Fund.

## **Service**

### **Service to the Profession**

#### **Invited Lecture**

2023: Workshop speakers to hear opinions on the assessment of integrity and transparency in the operation of government agencies. NCC Office, bangkok, Thailand (National). Workshop speakers to hear opinions on the assessment of integrity and transparency in the operation of government agencies. NCC Office