

Suwan Juntiwassarakij, Ph.D.

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Career Summary

My professional experience, research, and interests encompass knowledge management, human-computer interaction in design, innovation process, emerging intelligence on social media, software process management, project management, and contemporary issues in information technology industry.

Education

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|------|---|----------------------------|
| 2012 | Doctor of Philosophy
The Pennsylvania State University
College of Information Sciences and Technology
Dissertation: <i>Harnessing Social Media Collaborative Intelligence to Champion Enterprise Innovation</i>
Advisor: Irene Petrick, Ph.D. | University Park, PA |
| 2010 | Master of Science
The Pennsylvania State University
College of Information Sciences and Technology
Thesis: <i>Introducing Contemporary Social Exchange Theory to Understand Knowledge Transfer Issues in High-Tech Outsourcing Services</i>
Advisor: Eileen Trauth, Ph.D. | University Park, PA |
| 2003 | Bachelor of Science
Chulalongkorn University
Department of Mathematics and Computer Science, the Faculty of Science and Technology
Senior Project: <i>Inventory Management System for King Chulalongkorn Memorial Hospital</i>
Advisor: Pattarasinee Bhattarakosol, Ph.D. | Bangkok, Thailand |

Professional Experience

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|---------------|---|----------------------------|
| 01/15- | KK Communication LTD
Columnist <ul style="list-style-type: none">▪ New Silk Road Magazine | Banbgkok, Thailand |
| 10/12 - | Advance Industry Media Plus LTD
Senior Editor <ul style="list-style-type: none">▪ MEGA Tech Magazine: the Business of Metalworking Industry | Bangkok, Thailand |
| 07/14 - 03/15 | Mongkut's Institute of Technology Ladkrabang (KMITL)
Assistant Director, Office of Computer Service Center <ul style="list-style-type: none">▪ Multimedia and Web Technology▪ Corporate Image and Social-Public Relation | Bangkok, Thailand |
| 12/08 - 02/10 | The Pennsylvania State University
Research Assistant <ul style="list-style-type: none">▪ Gender and Social Inclusion, funded by National Science Foundation (NSF#0733747)▪ Knowledge Transfer, funded by National Science Foundation(NSF#0650124) Leveraging Advanced Research University Knowledge for Innovation in Legacy Industrial Era Regions: Pennsylvania's I-99 Corridor▪ Reviewer: <i>The Journal of Strategic Information Systems</i> | University Park, PA |

- 05/07 – 07/08 **Siam Commercial New York Life Insurance PCL** **Bangkok, Thailand**
ISP&C IT Management Officer
 - Contractor in Division of IT Standards, Process and Control
 - Administered, controlled, and enforced IT Standards and process development
 - Developed new controls processes
- 02/04 – 05/06 **Reuters Software (Thailand) LTD** **Bangkok, Thailand**
Software Engineer
 - Software Process Improvement Group (SPI). Designed, developed, and implemented CMMI-5 across the company
 - Software Process Technology Group (SPT). Developed technology to support CMMI-5 implementation and monitoring
 - Designed and implemented the “Financial Statements Crawler” for Reuters Editorial
- 03/03 – 01/04 **To Be One Technology LTD** **Bangkok, Thailand**
Software Engineer, Hutchison CAT Wireless Multimedia LTD Project
 - Designed, developed, and implemented WAP applications on CDMA2000-based mobile phones

Teaching Experience

Lecturer

- 04/16 -Present **Thammasat University** **Bangkok, Thailand**
Lecturer at College of Innovation
 - Master of Science Program in IT Policy & Management (Graduate Level, in Thai)
- 05/12 -03/16 **King Mongkut’s Institute of Technology Ladkrabang (KMITL)** **Bangkok, Thailand**
Lecturer at the Faculty of Science, Department of Computer Science (in Thai)
 - Research Methodology in Computer Science (Graduate, in Thai)
 - Invention Commercialization& Entrepreneurship (Undergraduate, in Thai)
 - Computer-Supported Cooperative Work and Contemporary Issues (Undergraduate, in Thai)
 - Human Computer Interaction (Undergraduate, in Thai)
 - Operating Systems (Undergraduate, in Thai)
 - Computer Ethics: Social and Professional Issues (Undergraduate, in Thai)
 - Undergraduate Seminar (Undergraduate, in Thai)
 - Graduate Seminar (Undergraduate, in Thai)
 - Introduction to Computer Science (Undergraduate, in Thai)

Guest Lecturer at Administration and Management College
 - Computer for Academic Life (Undergraduate, in Thai)

Guest Lecturer at the Faculty of Agricultural
 - English: in Preparation of AEC (Undergraduate, in Thai)

2005 **Bangkok University (BU)** **Bangkok, Thailand**
Lecturer at the Faculty of Science and Technology, Software Engineering Department

Visiting Lecturer

- 2015-Present **Ramkhamhaeng University** **Bangkok, Thailand**
Visiting Lecturer at Faculty of Humanities
- 2015 -Present **Chulalongkorn University** **Bangkok, Thailand**
Visiting Lecturer at the Faculty of Art
 - Technologies for Library and Information Science (Graduate Level, in Thai)
- 2014 - Present **Mahanakorn University of Technologg (MUT)** **Bangkok, Thailand**

Visiting Lecturer at the Faculty of Information Science and Technology

- Intellectual Property Laws in Information Technology Industry (Undergraduate, in Thai)

Guest Lecturer/Speaker

04/16	Siam Commercial Bank PCL., Head Office <ul style="list-style-type: none">▪ 20th SCB Young Entrepreneur Program - YEP▪ 20th SCB YEP Innovative Thinking for Differentiation	Bangkok, Thailand
11/15	National Library of Thailand <ul style="list-style-type: none">▪ Lifelong learning under Thailand's Digital Economy Master Plan	Bangkok, Thailand
01/15	Mahidol University International College Guest Lecturer at the Faculty of Computer Science <ul style="list-style-type: none">▪ Intellectual Property Law (Undergraduate, in English)	Bangkok, Thailand
07/14	Ramkhamhaeng University (RU) Guest Lecturer at Department of Library and Information Science <ul style="list-style-type: none">▪ Philosophy of Design for Library and Information Science(Graduate, in Thai)	Bangkok, Thailand
04/14	Chulalongkorn University Intellectual Property Institute (CU) Guest Lecturer at Chula Business Incubator (CUBi) <ul style="list-style-type: none">▪ Invention Commercialization and Entrepreneurship (Publics, in Thai)	Bangkok, Thailand
04/14	Asian Institute of Technology (AIT) Guest Lecturer at the School of Engineering <ul style="list-style-type: none">▪ Industrial Engineering Ethics: Contemporary Social and Professional Issues (Undergraduate, in English)▪ Knowledge Management Theories: Organizational Sciences and Engineering (Undergraduate, in English)	Bangkok, Thailand
02/14	Mongkut's University of Technology Thonburi (KMUTT) Guest Lecturer at the School of Information Technology <ul style="list-style-type: none">▪ Beauty of Life (Philosophy of Design) (Undergraduate, in English& Thai)	Bangkok, Thailand
11/13	National Institute of Development Administration (NIDA) Guest Lecturer at Graduate School of Applied Statistics <ul style="list-style-type: none">▪ Enterprise Resource Planning (ERP) (Graduate, in Thai)▪ Intellectual Property and Contemporary Issues (Graduate, in Thai)	Bangkok, Thailand
05/14	Bangkok University (BU) Guest Lecturer <ul style="list-style-type: none">▪ Socio-Cultural Awareness & Practice: Communications in Multinational Settings (Undergraduate, in Thai)▪ Professional Ethics and Responsibility (Undergraduate, in Thai)▪ Pre-Cooperative Studies & Internship (Undergraduate, in Thai)	Bangkok, Thailand

Consultative Experience

2015-Present	Infrastructure Monitoring and Management System (IMMS) Information Technology Consultant (via To Be One Technology LTD) <ul style="list-style-type: none">▪ Structural Analysis and Design, Structural Inspection, Evaluation and Rehabilitation	Bangkok, Thailand
2014-Present	United Overseas Bank Limited (UOB) Knowledge Management (via To Be One Technology LTD) <ul style="list-style-type: none">▪ Knowledge Management Framework and System Implementation	Bangkok, Thailand

2014-Present	The Faderation of Thai Industries (FTI) Knowledge Management (via To Be One Technology LTD) ▪ Knowledge Management Framework and System Implementation	Bangkok, Thailand
2013-Present	Bangkok Christian College (BCC) Information Technology Consultant (via To Be One Technology LTD) ▪ School Information System (SIS) ▪ School-Enterprise Resource Planning (S-ERP)	Bangkok, Thailand
2013-Present	The Anti-Money Laundering Office (AMLO) Information Technology Consultant (via To Be One Technology LTD) ▪ AMFICs	Bangkok, Thailand
2013-Present	Standard Chartered (STCB) Information Technology Consultant (via To Be One Technology LTD) ▪ Enterprise Social Media, Enterprise CMS	Bangkok, Thailand
2013- Present	Thai Oil PCL (TOP) Information Technology Consultant (via To Be One Technology LTD) ▪ TOP Alarm Report Management System	Bangkok, Thailand
2012- Present	Airports of Thailand PCL (AOT) Business Process Improvement Consultant ▪ Business process improvement and enterprise resource planning (Phase#1) ▪ Pre-ERP implementation (Phase#2)	Bangkok, Thailand
2012- Present	To Be One Technology LTD Research & Development/Executive Consultant ▪ Strategic business planning ▪ Information technology research and development ▪ Talent management	Bangkok, Thailand
2012- Present	Executive Consultant(via To Be One Technology LTD) ▪ Strategic business planning ▪ Information technology research and development ▪ Talent management	

Industrial Publications

Thai-English (Bilingual)

1. **Financial Innovation in Emerging Economies: Microfinance for the Underprivileged.** (2016). *MEGA Tech. Advance Industry Media Plus.*
2. **New Waves of Consumer Electronics: The Case of India's Market.** (2016). *MEGA Tech. Advance Industry Media Plus, 18-21.*
3. **Car Infotainment System: Yesterday, Today, and Tomorrow.** (2016). *MEGA Tech. Advance Industry Media Plus, 18-21.*
4. **Millennials: the Workforce of the 21st Century.** (2015). *MEGA Tech. Advance Industry Media Plus, 18-21.*
5. **AEC Industry Foresight (Part IV) the Labor Issues.** (2015). *MEGA Tech. Advance Industry Media Plus, 22-25.*
6. **The Future of Traditional Media (TV) in Social Media Era.** (2015). *MEGA Tech. Advance Industry Media Plus, 18-21.*

7. **AEC Industry Foresight (Part III) the Talent within.** (2015). *MEGA Tech.* Advance Industry Media Plus, 22-24.
8. **Google is heading...where?** (2015). *MEGA Tech.* Advance Industry Media Plus, 18-21.
9. **AEC Industry Foresight (Part II) Integrating with the Global Economy.** (2015). *MEGA Tech.* Advance Industry Media Plus, 22-25.
10. **2015 Global Aerospace Outlook: Where the Growth Located in Asia-Pacific.** (2015). *MEGA Tech.* Advance Industry Media Plus, 18-21.
11. **AEC Industry Foresight (Part I) the Blue Print.** (2015). *MEGA Tech.* Advance Industry Media Plus, 22-25.
12. **Electronics as a Fashion: Wearable Technology.** (2015). *MEGA Tech.* Advance Industry Media Plus, 18-21.
13. **Growth of Luxury Vehicles is Sustainable.**(2014). *MEGA Tech.* Advance Industry Media Plus, 18-21.
14. **Medical Innovation Model that Works.** (2014). *MEGA Tech.* Advance Industry Media Plus, 18-21.
15. **Meanwhile in China: the Rise of the Consumerism.** (2014). *MEGA Tech.* Advance Industry Media Plus, 18-21.
16. **Transportation in Megacities: The Rails that Save Lives.**(2014). *MEGA Tech.* Advance Industry Media Plus, 18-21.
17. **Global Market Outlook: When the Increasing Demand Meets with the Lowering Price.**(2014). *MEGA Tech.* Advance Industry Media Plus, 18-21.
18. **The Economics of Social Media.**(2014). *MEGA Tech.* Advance Industry Media Plus, 18-21.
19. **How Japan and China Co-Exist in Global Market.** (2013). *MEGA Tech.* Advance Industry Media Plus.
20. **The Aerospace Industry is Taking off to a New High.** (2013). *MEGA Tech.* Advance Industry Media Plus, 18-21.
21. **Medical Technology and Market in the Era of Longer Life Expectancy and Personalized Healthcare.**(2013). *MEGA Tech,* 4, 20-25.
22. **How May I Help You? ERP as a Management Technology Paradigm.**(2013). *MEGA Tech,* 4, 35-41. Advance Industry Media Plus, 18-21.
23. **World Electronics Trends: Consumer Electronics Market Remains BULLISH!** (2013). *MEGA Tech,* 3, 29-33. Advance Industry Media Plus, 18-21.
24. **The Automotive Industry Trend: What the Public Wants?** (2013). *MEGA Tech,* 2, 30-33. Advance Industry Media Plus, 18-21.
25. **The Meaning of Emerging Economies.** (2013). *MEGA Tech,* 1, 40-43. Advance Industry Media Plus, 18-21.

Academic Publications

1. **A Reality of Deploying Social Media as a Corporate KM and Innovation Tool.**(2016). *Proceedings of 4th International Conference on Management, Marketing, Tourism, Retail, Finance and Computer Applications (MATREFC '16)*. January 29-31, 2016, Venice, Italy.
2. **When Social Media Gone Wild: the Reality of Utilizing Social Media Platform for Marketing Campaign.** (2015). *Proceedings of 2015 International Conference on Communication Perspective: Social Connection in the Age of Digital Technology Practice*. ASEAN Media and Communication Studies and Research Center (AMSAR). June 12 – 13, 2015, Burapa University, Chonburi, Thailand .
3. **The Meaning of Social Media: Exploring the Effect of using Internet MEME as a Public Relations tool in Education Sector.**(2015). *Proceedings of 53rdKasetsart University Annual Conference*.Bankgok, Thailand.
4. **Self-Sufficiency Theory of Computing in the Era of Hypermobility.**(2015, In Press).
(in Thai).
5. **Towards Perception of Productivity: The Dilemma of Domesticating ICT in Office Life.** (2014). *KMITL Science and Technology Journal*. 14(1), 29-35.
6. **Barriers to Innovation in Post-Outsourcing Firms in Information Technology Industry.**(2014). *World Congress on Engineering & Computer Science 2013*, October 22-24, 2014, San Francisco, California.
7. **Reality of Social Media for Organizational Knowledge Sharing: The Cultural Implication for Thai Firms.** (2014). *Proceeding of 29th International Technical Conference on Circuit/Systems Computers and Communications*. Phuket, Thailand.
8. **Exploring China's Software Industry: The Implication for Thailand's Knowledge Economy Development Path.**(2014). *Proceedings of 52ndKasetsart University Annual Conference*.Bankgok, Thailand.
9. **Towards Socio-Economic Perspective of Software Piracy: The Case of Thailand.** (2013). *World Congress on Engineering & Computer Science 2013*, October 23-25, 2013, San Francisco, California.
10. **Towards Crowdsourcing for Enterprise Innovation on Social Media Technology: The Social Technical Perspective.** (2013). *4th International Congress on Computational Engineering and Sciences*,May 19 - 24, 2013, Las Vegas, Nevada.
11. **The Rise of the Rest: Hotbeds of Innovation in Emerging Markets.** (2011). *Journal of Research Technology Management*, 54(4), 14-26. (with I. J. Patrick)
12. **Analyzing ICT and Development: Thailand's Path to the Information Economy.** (2011). *Journal of Global Information Management*, 19(1), 1-29.(with H. Huang, A. Techatassanasoontorn, and E. Trauth)
13. **Toward Collective Business Intelligence and Knowledge Management with Social Media: A Case of Social Software Supporting Fuzzy Front End Activities in Innovation Process.** (2011). *iSymposium: the IST Graduate Student Symposium*, March 25, 2011,University Park, Pennsylvania. (With I. J. Petrick)
14. **Understanding Contemporary Knowledge Transfer Issues in High-Tech Work under Cooperative Competitive Environment: Introducing Social Exchange Theory.**(2010).*iSymposium: the IST Graduate Student Symposium*. February 18–19, 2010,University Park, Pennsylvania.(With E. Trauth)

15. **Exploring Contemporary Issues in Knowledge Transfer in IT Outsourcing: The Theoretical Perspective.** (2009). *Americas Conference on Information Systems*, August 6-9, 2009, San Francisco, California. (with E. Trauth)
16. **The Impact of IT Outsourcing Practice on Employment Culture: An IT Professional's Perspective.** (2008). *Special Interest Group of the ACM on Management Information Systems CPR Conference*, April 3-5, 2008, Charlottesville, Virginia.
17. **ICT and Economic Development: Analyzing Thailand's Path to the Information Economy.** (2007). *International Decision Sciences Institute Conference*, July 11-15, 2007, Bangkok, Thailand. (with H. Huang, A. Techatassanasoontorn, and E. Trauth)

Computer Skills

- Operating Systems: Microsoft Windows, Unix, Sun Solaris
- DBMS: Microsoft Access, MySQL, Oracle 9i
- Programming Languages: Java (JSP, MVC, RMI, JavaScript), C++, PHP, ASP, XML
- Programming Tools: JBuilder
- Web Server Tools: Internet Information Server (IIS), Apache, Tomcat, Web Logic
- Graphics and Multimedia Tools: Adobe Photoshop, Microsoft FrontPage, Microsoft Visio

Training and Certificates

- Advanced C++ Programming Workshop, December 2004, ITT Co., Ltd., Thailand.
- Microsoft Visual Basic, December 2004, Enterprise Resources Training Co., Ltd., Thailand.
- Advanced Java Programming Workshop, September 2004, DataMat Co., Ltd., Thailand.
- Oracle 9i Advanced Replication, October 2004, Oracle Corporation (Thailand) Co., Ltd.
- Oracle 9i Performance Tuning, September 2004, Oracle Corporation (Thailand) Co., Ltd.
- Oracle 9i DBA II, August 2004, Oracle Corporation (Thailand) Co., Ltd.
- Oracle 9i DBA I, May 2004, Oracle Corporation (Thailand) Co., Ltd.

Honors and Awards

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| 2013 | The Faculty of Science, King Mongkut's Institute of Technology Lad Krabang on <i>Barriers to Innovation in Post-Outsourced Countries: the Case of IT Sector in India and the Implication for Thai Firms</i> |
| 2013 | National Science and Technology Development Agency Grant (NSTDA) on <i>Supporting Organizational Innovation with Dynamic Intelligence on Social Media</i> |
| 2012 | Program Committee of the 7 th Mediterranean Conference on Information Systems |
| 2010 | National Science Foundation (NSF Grant#0733747) on <i>Gender and Social Inclusion Research</i> |
| 2009 | National Science Foundation (NSF Grant#0650124) on <i>Knowledge Transfer Research</i> |
| 2007 | Vice President of the Thai Student Association at the Pennsylvania State University |
| 2004 | Reuters Living FAST Value Recognitions, June 2004 & September 2004 |