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## Education

- 2002 DOCTOR OF PHILOSOPHY, INFORMATION SYSTEMS, CASE WESTERN RESERVE UNIVERSITY, UNITED STATES
- 1995 MASTER OF BUSINESS ADMINISTRATION, BUSINESS, ADMINISTRATION, CHULALONGKORN UNIVERSITY, THAILAND
- 1992 BACHELOR OF ACCOUNTANCY, ACCOUNTING INFORMATION SYSTEMS, CHULALONGKORN UNIVERSITY, THAILAND

## Publications

### Peer-Reviewed Journal Articles

"The Role and Impact of Context-Driven Personalization Technology on Customer Acceptance of Advertising via Short Message Service (SMS)", International Journal of Mobile Communications, 12(6) : 578-602, Sep.2014, (Chutijirawong, Narain., Kanawattanachai, Prasert).

"The Impact of Knowledge Coordination on Virtual Team Performance over Time", Management Information Systems Quarterly, 30(25) : 783-808, Dec.2007, (Kanawattanachai, P.&Yoo, Y.).

"Dynamic nature of trust in virtual teams", The Journal of Strategic Information Systems, 11(3-4) : 187-213, 2002, (Kanawattanachai, P., Yoo, Youngjin).

## Books

"Trends in Mobile Technology and Business in Thailand", Oxford: Chandos, 2009, (Wiryapinit, M., Kanawattanachai, P).

"Program design: OOP", 1Edition, Chulalongkorn Press, 2009, (Kanawattanachai, P).

"Design and Application of Database Management System", 1Edition, MisterCopy, 2006, (Kanawattanachai, P).

"Computer Security: 20 Practices", 2005, (Kanawattanachai, P).

## Books

### Online Teaching Courses

"Microsoft SQL Server", (Kanawattanachai, P.).5.2017-Nov.2020

"Data Science", (Kanawattanachai, P.).7.2019-Jul.2019

"Data technology and collection, management, analyze and present the data with computer", (Kanawattanachai, P.). High School Grade 5. Nov.2018

### Software/Simulations

"Moment, Business simulation game", (Kanawattanachai, P.).2017-2020

## Others

"Advanced Excel", Apr.2018-2020, (Kanawattanachai, P.).

"Basic Excel", Apr.2018-2020, (Kanawattanachai, P.).

"Professional Presentation with Powerpoint", Apr.2018-2020, (Kanawattanachai, P.).

"The Role and Impact of Personalization Technology on Customer Acceptance of Advertising Via Short Message Service (SMS) [Doctor of Philosophy in Information Technology in Business (English Program)]", 2014, (Chutijirawong, N., Kanatanachai, P.).

"CD: 'New Step in the Business' Academic Conference", Jun.2008, (Kanawattanachai, P.).

"1st Thai Biz Game", 2008, (Kanawattanachai, P.).

"One.Sim", Jun.2006, (Kanawattanachai, P.).