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## Education

- 2008 DOCTOR OF PHILOSOPHY, INFORMATION SCIENCE, UNIVERSITY OF PITTSBURGH, USA.
- 2003 MASTER OF SCIENCE, COMPUTER SCIENCE, CHULALONGKORN UNIVERSITY
- 2000 MASTER OF SCIENCE, TECHNOLOGY OF INFORMATION SYSTEM MANAGEMENT, MAHIDOL UNIVERSITY
- 1996 BACHELOR OF BUSINESS ADMINISTRATION (MARKETING), CHULALONGKORN UNIVERSITY

## Publications

### Peer-Reviewed Journal Articles

"Machine Learning Mechanism for Adaptive Tourist Recommendation Using Bayesian Algorithm", *International Journal of Artificial Intelligence*, 19(1) : 109-122, Mar.2021, (Jomsri, P., Choochaiwattana, W.).

"Enhancement of User Profiling for Tourism Recommendation System", *Journal of Mechanic of Continua and Mathematical Sciences*, Special Issue(9) : 53-62, May.2020, (Jomsri, P., Choochaiwattana, W.).

"A Case Study of Usability Design Principle in Responsive e-Commerce Web Application", *IJEEEE: International Journal of e-Education, e-Business, e-Management and e-Learning*, 8(3) : 139-144, Sep.2018, (Santiworarak, L., Choochaiwattana, W.).

"A Model of Content Evaluation and Product Information Extraction for Electronic Commerce Web Pages Screening", *Engineering Journal of Siam University*, 19(36) : 39-49, Jan.2018-Jun.2018, (Choochaiwattana, W.).

"An Improvement of Search Results Access by Designing a Search Engine Result Page with a Clustering Technique", *TNI Journal of Engineering and Technology*, 6(1) Jan. Jun. 2018, (Choochaiwattana, W.).

"A Hybrid Knowledge Discovery System Based on Items and Tags", *Journal of Reviews on Global Economics*, 6 : 321-327, Jun.2017, (Niranatlamphong, W., Choochaiwattana, W.).

## Publications

"An Academic Search Engine for Personalized Rankings", *Journal of Reviews on Global Economics*, 6 : 350-354, Jun.2017, (Choochaiwattana, W.).

"Hybrid Approach for a Knowledge Recommender Service: A Combination of Item-Based and Tag-Base recommendation", *WJST: Walailak Journal of Science and Technology*, 14(10) : 719-799, May.2017, (Niranatlamphong, W., Choochaiwattana, W.).

"A Comparison Between Item-Based and Tag-Based Recommendation on a Knowledge Management System: A Preliminary Investigation", *International Journal of Information and Education Technology*, 5(10) : 754-757, Oct.2015, (Choochaiwattana, W.).

### Peer-Reviewed Academic/Professional Meeting Proceedings

"A Development of an Educational Game for Learning a concept of King Bhumibol's Philosophy of Sufficiency Economy"roceedings, the 2019 9th International Workshop on Computer Science and Engineering (WCSE 2019), 253-257,15-17, Hong Kong Jun.2019, (Choochaiwattana, W., Niranatlamphong, W., Somboon, A.R., Charoensuk, W., Rattanamoranon, P., Imsombat, A., Sangkrajang, J.).

"ตัวแบบในการเลือกเกมเพื่อการศึกษาเรียนรู้ในมุมมองของผู้เล่นเกมสำหรับการสร้างระบบแนะนำเกมเพื่อการศึกษาเรียนรู้" The 11th National Conference on Administration and Management, 319-329 Jun.2019, (Charoensook, W., Choochaiwattana, W.).

"เฮลล์ คาร์ : แอปพลิเคชันสำหรับการค้นหาผู้ให้บริการซ่อมบำรุง" National Conference on Administration and Management (NCAM 2018), 462-471, Prince of Songkla University, Thailand Jun.2018, (Mangkorngam, S., Choochaiwattana, W.).

"มาย คาร์ เซอร์วิส : โอไอเอสแอปพลิเคชันสำหรับบันทึกค่าใช้จ่ายซื้อเพลิง การซ่อมบำรุง และค่าใช้จ่ายของยานพาหนะ" National Conference on Administration and Management (NCAM 2018), Prince of Songkla University, Thailand Jun.2018, (Prasonglert, P., Choochaiwattana, W.).

"ระบบแนะนำสถานที่ท่องเที่ยวในประเทศไทยจากข้อมูลถิ่นที่อยู่ของนักท่องเที่ยวต่างชาติ" National Conference on Administration and Management (NCAM 2018) Jun.2018, (Yoonaiwong, D., Imsombat, O., Choochaiwattana, W.).

"เจทอรัค : แอปพลิเคชันบนโอไอเอสเพื่อการสื่อสารในภาษาญี่ปุ่น" The 13th National Conference on Computing and Information Technology, 581-586 Jul.2017, (Kaowiset, D., Choochaiwattana, W.).

"An Architecture of an Academic Search Engine with Personalized Search Result Ranking Mechanism" Proceedings, the 2016 5th International Conference on Network, Communication, and Computing (ICNCC 2016), Kyoto, Japan Dec.2016, (Choochaiwattana, W.).

## Publications

"A Comparison of Driving Behaviour Prediction Algorithm using Multi-Sensory Data on a Smartphone" Proceedings, the 2015 16th IEEE/ACIS Conference on Software Engineering, Artificial Intelligence, Networking and Parallel/Distributed Computing (SNPD 2015), Tokyo, Japan Jun.2015, (Polprasit, T., Choochaiwattana, W., Saiprasert, C.).