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Education

- 2006 DOCTOR OF PHILOSOPHY, MANAGEMENT INFORMATION SYSTEMS, THE UNIVERSITY OF NEBRASKA LINCOLN, UNITED STATES
- 1999 MASTER OF SCIENCE, COMPUTER BASED INFORMATION SYSTEMS, THE EASTERN MICHIGAN UNIVERSITY, UNITED STATES
- 1995 BACHELOR OF ENGINEERING, COMPUTER ENGINEERING, THE KING MONGKUT'S INSTITUTE OF TECHNOLOGY LADDRABANG, THAILAND

Publications

Peer-Reviewed Journal Articles

"Information Richness on Service Business Websites", *Service Business*, 7(2) : 329–346, Jun.2013, (Patrikosol, B., Lee, S.M.).

"IT capabilities, interfirm performance, and the state of economic development", *Industrial Management & Data System*, 109(9) : 1231-1247, Dec.2009, (Patrikosol, B., Lee, S.M.).

"How Interfirm Collaboration Benefits IT Innovation", *Information & Management*, 44(7) : 53-62, Jan.2007, (Patrikosol, B., Olson, D.).

Peer-Reviewed Academic/Professional Meeting Proceedings

"R&D investment that enhances it firm survival", The 19th International Conference on Electronic Business, Hong Kong S.A.R., China, Dec. 2020, (Patrikosol, B.).

"Exploration and exploitation under heightened corporate governance: A study in IT industry", Pan-Pacific Conference, XXXV, Seoul, South Korea, May. 2018, (Patrikosol, B.).

"Social Value of IT Artifacts: The Effect of Internet Social Capability", The 14th International Conference on IT Applications and Management (ITAM-14), Seoul, Korea Jun. 2015, (Jensuttiwetchakul, T., Patrikosol, B.).

"IT Platform Value Creation: An Inquiry on Platform-base IT Innovation", The 10th International Conference on Information Technology Applications and Management: Digitally Networked Global Society, Kathmandu, Nepal, Jul.2013, (Patrikosol, B.).

Publications

"Business intelligence's visual aids may actually lead to suboptimal decision makings", The 2011 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology (Electronic Proceeding), Toshi Center, Tokyo, Japan 2010, (Siriwong, S., Danviroonhavanit, O., Patrakosol, B.).

"Efficiency or Serenity: Color in Business Software", The 5th international conference on IT application and management (Proceeding), 189-198, COEX convention center, Seoul, Korea 2010, (Sumanapaisarn, W., Pakkaselevat, T., Patrakosol, B.).

"Is color only a decoration? An exploratory study in semi-structure decision making context", The 2011 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology (Electronic Proceeding), Toshi Center, Tokyo, Japan 2010, (Ptrakosol, B., Vorathamrong, W.).

"Looking for similarities: An investigation of online survey versus paper-pencil survey", The 5th international conference on IT application and management (Proceeding), 143-152, COEX convention center, Seoul, Korea 2010, (Ptrakosol, B., Techawitthayachinda, R.).

"Built for Decision Making: Telling Financial Performance by Color", The 2nd International Conference on Information Technology Applications and Management, 135-139, University of Indonesia & Korea Database Society, Jakarta, Indonesia Jun.2009, (Ptrakosol, B., Lertbusayanukul, S.).

"Different Persons See Things Differently: Dispositional Factors in Information Visualization", The 3rd International Conference on Information Technology Applications and Management, 27-34, Korea Database Society & Hanyang University, Seoul, South Korea Oct.2009, (Ptrakosol, B., Kitikannakorn, K.).

"A framework for understanding Interorganizational Information Systems", The 1st International Conference on Information Technology Applications and Management, 249-253, Korea Database Society & Hanyang University, Seoul, South Korea Oct.2008, (Ptrakosol, B.).

Research Grants

"The Business Visualization Project", Jun.2015-Jun.2019, (Tanlamai, U., Ruenrom, R., Sapsomboon, A., Wattanasupachoke, T., Unahanandh, S., Chompukum, P., Tangmanee, C., Rattanawicha, P., Mongkolnavin, J., Jaikengkit, A., Patrakosol, B., Assarut, N., Chantatub, C., Suppakitjarak, N., Audsabumrungrat, J., Tepalagul, N.).

Publications

Reviews of Peer-Reviewed Journals

"Reviewer", Chulalongkorn Business Review 2016, 2018

"Reviewer", Computers in Human Behavior 2019,2020

"Reviewer", Service Business 2016, 2017, 2019, 2020

"Reviewer", Technological Forecasting and Social Change 2021

Other

"Creating Social Value: The Effects of Internet Social Capability, Brand Status, and Social Visibility [Doctor of Philosophy in Information Technology in Business (English Program)]", 2015, (Jensuttiwetchakul, T., Patrakosol, B.).