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Education

- 2005 DOCTOR OF TECHNICAL SCIENCE, INFORMATION MANAGEMENT, ASIAN INSTITUTE OF TECHNOLOGY, THAILAND
- 1993 MASTER OF SCIENCE, COMPUTER SCIENCE, SYRACUSE UNIVERSITY, UNITED STATES
- 1990 BACHELOR OF SCIENCE IN STATISTICS (FIRST CLASS HONORS), ELECTRONIC DATA PROCESSING, CHULALONGKORN UNIVERSITY, THAILAND

Publications

Peer-Reviewed Journal Articles

"Factors Influencing Intention to Reuse and Word-of-mouth Intention of Gamified Crowdsourcing", Journal of Innovation and Technology for Learning, 1(2) : 24-36, Jul.2018-Dec.2018, (Teerabulkul, P., Rattanawicha, P.).

"Consumer Behavior in Virtual Reality Store Conceptual Foundations, Research Issues and Challenges", The Journal of American Academy of Business, Cambridge, 19(1) Sep.2013, (Rattanawicha, P., and Chantatub, W.).

"Internet Mediated Live Communication with Web Vendor Sales Representative: An Empirical Study on Embarrassing Products", The Journal of American Academy of Business, Cambridge, 18(2) : 276-283, Mar.2013, (Rattanawicha, P.).

"Impacts of Banner Advertising Formats on Brand Awareness, Product Knowledge, Annoyance and Clickthrough", Chulalongkorn Business Review, 33(2) : 63-85, Apr.2011-Jun.2011, (Aowpitak, K. and Rattanawicha P.).

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"Impact of Two Way Communication Technology Format, Embarrassment in Purchasing Products and Gender of a Customer Service Agent on Internet Transactions", Chulalongkorn Business Review, 30(3-4) : 94-114, Jul.2008-Dec.2008, (Kalninprasert, K. and Rattanawicha, P.).

"Factors Affecting Thai Consumers' Acceptance of Mobile Advertising", Chulalongkorn Business Review, 29(3) : 1-10, Jul.2007-Sep.2007, (Rattanawicha, P.).

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"Impacts of Web Site Quality, Disposition to Trust, and Brand Reputation on Trust towards Internet Vendor", Chulalongkorn Business Review, 29(4) : 86-102, Oct.2007-Dec.2007, (Chongsombat, O. and Rattanawicha, P.).

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"What Makes Web Sites Trustworthy? A Two-Phase Empirical Study", International Journal of Electronic Business, 3(2) : 110-136, Apr.2005-Jun.2005, (Rattanawicha, P. and Esichaikul, V.).

Peer-Reviewed Academic/Professional Meeting Proceedings

"Factors Affecting Thai Students' Preferred Format of Learning: Onsite, Online, or Hybrid" The 6th edition of World Conference on Research in Teaching and Education, worldte.org, Jul.2023-Jul.2023, (Rattanawicha, P., Boonpatcharanon, S., Mongkolnavin, J., & Jongtavornvitaya, C.).

"Factors Affecting Intention to Use Telemedicine Application "The 12th National and The 5th International Conference Management Sciences 2023, 155-170, FACULTY OF MANAGEMENT SCIENCE, UTTARADIT RAJABHAT UNIVERSITY, Jun.2023-Jun.2023, (Srirach, M & Rattanawicha, P.).

"EFFECT OF INSTAGRAM STORY FORMATS, INSTAGRAM STORY METRICS ON CLICKTHROUGH RATE" The 4th BAs National Conference 2022, Srinakharinwirot University, Jul.2022-Jul.2022, (Rawangngam, N. & Rattanawicha, P.).

"FACTORS INFLUENCING INTENTION TO USE AND WORD-OF-MOUTH INTENTION OF ONLINE RETAIL AFFILIATE MARKETING APPLICATION" The 4th BAs National Conference 2022, Srinakharinwirot University, Jul.2022-Jul.2022

"Is online learning still necessary after the pandemic? A study of students' opinions towards factors affecting learning" Proceedings of the 22nd International Conference on Electronic Business, 280-288, ICEB, Oct.2022-Oct.2022, (Boonpatcharanon, S., Rattanawicha, P., Mongkolnavin, J., & Jongtavornvitaya, C.).

"Success factors of chat commerce in Thailand: An emerging e-business platform in the post COVID era", Proceedings of the 21st International Conference on Electronic Business, 436-446, ICEB, Nanjing, China, December 2021, (Rattanawicha, P., Boonpatcharanon, S., Jongtavornvitaya, C., & Mongkolnavin, J.).

"Factors Influencing Intention to Return and Word-of-Mouth Intention of Donation-Based Crowdfunding Website for Charitable Purpose with e-Learning" 7th NEU National and International Conference 2020 (NEUNIC 2020), 675-686, North Eastern University, Khon Kaen, Thailand May.2020-May.2020, (Awagulpanich, P. and Rattanawicha, P.).

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"Impact of Chatbot Characteristics to Perception of Social Commerce Visitors: An Empirical Study Design"7th NEU National and International Conference 2020 (NEUNIC 2020), 624-636, North Eastern University, Khon Kaen, Thailand May.2020-May.2020, (Panmanotham, N. and Rattanawicha, P.).

"Opportunity in Pandemic: Understand How Customers Look at Your Banner Ads"Proceedings of The 20th International Conference on Electronic Business, 228-238, ICEB, Hong Kong, SAR China Dec.2020-Dec.2020, (Mongkolnavin, J., Rattanawicha, P., Boonpatcharanon, S., Jongtavorvitaya, C.).

"Understanding How Colour Contrast in Hotel & Travel Website Affects Emotional Perception, Trust, and Purchase Intention of Visitors"9th International Conference on Advances in Computing and Information Technology, Sydney, Australia Dec.2019-Dec.2019, (Rattanawicha, P. & Yungratog, S).

"The Study of Brand Logo Features: Comparisons Between Fast Moving Consumer Products and Durable Products"40th International Academic Conference, Stockholm Jun.2018, (Unahanandh, S., Wattanasupachoke, T., Rattanawicha, P., Ruchikachorn, P.).

"An Empirical Study of Choosing the Right Color Combinations for e-Commerce Websites"Proceedings of 2018 International Conference on e-Commerce, e-Administration, e-Society, e- Education, and e-Technology, Distinguished Paper Award, 16-27, จากโครงการ จินตทัศน์ทางธุรกิจ (Business Visualization), Osaka, Japan Apr.2018, (Ingkavitan, J., Rattanawicha, P.).

"Comparison of 2D and 3D Product Virtual Try-on in e-Commerce"Proceedings of 2018 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology, 6-15, จากโครงการ จินตทัศน์ทางธุรกิจ (Business Visualization), Osaka, Japan Apr.2018, (Kunapinun, C., Rattanawicha, P.).

"How Do Colors Affect e-Learning? An Empirical Study of English Vocabulary e-Learning Websites"Proceedings of 2018 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology, 338-346, จากโครงการ จินตทัศน์ทางธุรกิจ (Business Visualization), Osaka, Japan 2018, (Weerakiattikul, S., Rattanawicha, P.).

"Importance of Each Hotel Online Review Component: An Empirical Study using Eye Tracking"Proceedings of 2018 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology, 28-37, จากโครงการ จินตทัศน์ทางธุรกิจ (Business Visualization), Osaka, Japan 2018, (Noree, S., and Rattanawicha, P.).

"Odor Perception using Pictorial Rating Scale: Development and Application of Odor Detection Device"Proceedings of 2018 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology, 418-447, จากโครงการ จินตทัศน์ทางธุรกิจ (Business Visualization), Osaka, Japan 2018, (Churaisin, P., Rattanawicha, P.).

Publications

- "Impact of Banner Ad Position, Congruence of Banner Ad Content and Website Content, and Advertising Objective on Banner Ad Fixation, Brand Awareness, and Product Knowledge: An Empirical Study of a Review Website in Thailand" The Fifteenth International Conference on Electronic Business, 292 - 299, Hong Kong Dec.2015- Dec.2015, (Saowwapak-adisak, A., Mongkolnavin, J., Rattanawicha, P.).
- "Impact of Banner Ad Position, Congruence of Banner Ad Content and Website Content, and Advertising Objective on Banner Ad Fixation, Brand Awareness, and Product Knowledge" The 10th International Conference on e-Business (iNCEB2015), 10 - 16, Bangkok, Thailand Nov.2015-Nov.2015, (Saowwapak-adisak, A., Mongkolnavin, J., Rattanawicha, P.).
- "Information Quality of e-Commerce Website: Changes of Expectation and Satisfaction over Time" The 14th International Conference on Electronic Business (ICEB 2014), Taipei, Taiwan Dec.2014, (Rattanawicha, P., Tangmanee, C.).
- "Emotion Data : Challenging Issues in Visualization Research" The 11th International Conference on IT Applications and Management (ITAM-11), National Taipei University, Taiwan Jan.2014, (Rattanawicha, P.).
- "Using Facial Expression Analysis Software to Analyze User Emotion: A Study of Online Reviews and Decision to Reserve a Hotel Room" The 2013 International Conference on Business and Information (BAI 2013), Bali, Indonesia Jul.2013, (Rattanawicha, P.).
- "Product Information and Online Review: What is more Important to Consumer's Trusting Belief and Purchase Intention?" The 13th International Conference on Electronic Business Theme: Crossing the Chasm of E-Business, Nanyang Technological University, Singapore Dec.2013, (Torcharoen, K., Rattanawicha, P.).
- "Impacts of E-Service Formats and Product Types on Product Understanding, Efficiency of E-Service and Satisfaction" The Proceedings of International Conference on Business And Information 2012, 9, International Business Academics Consortium (iBAC) Academy of Taiwan Information Systems Research (ATISR), Sapporo, Japan Jul.2012, (Thepsuparungsikul, W. and Rattanawicha, P.).
- "Online Reviews and Their Importance to E-Commerce Consumers" The 2012 International Conference on e-Commerce, e-Administration, e-Society, and e-Education (e-CASE 2012), Hongkong, China Apr.2012, (Rattanawicha, P.).
- "A Study of E-Service Applications in E-Commerce Websites" The 11th International Conference on Electronic Business (ICEB 2011), Bangkok, Thailand Dec.2011, (Thepsuparungsikul, W., Rattanawicha, P.).
- "Effects of Demographics and Computer Usage Characteristics as Moderators on Importance of Quality Factors for Virtual Reality Commerce Interface" Proceeding of the 2011 International Joint Conference on e-Commerce, e-Administration, e-Society, and e-

Publications

Education, Knowledge Association of Taiwan, Tokyo, Japan Jan.2011-Jan.2011, (Phosaard, S., Rattanawicha, P., & Chantatub, W.).

"How Colors of Websites Can Affect Consumer Trust? A Two-Phase Empirical Study"Proceeding of the 2011 International Joint Conference on e-Commerce, e-Administration, e-Society, and e-Education, Knowledge Association of Taiwan, Tokyo, Japan Jan.2011-Jan.2011, (Rattanawicha, P., Yusanit Y.).

"Visualize Relative Importance of Factors Affecting Trust in a Seller in Social Networking Marketplace Using Analytic Hierarchy Process (AHP)"Proceedings of the 2011 International Joint Conference on e-Commerce, e-Administration, e-Society, and e-Education, Tokyo, Japan Jan.2011-Jan.2011, (Pipitarungsri, B., Rattanawicha, P. and Chantatub, W.).

"Trustworthiness of Social Networking Marketplace: A Study of Number of Seller's Node of Friends and Seller's Displayed Profile"The Proceedings of 4th International Conference on Information Technology Applications and Management, Thailand Jun.2010-Jun.2010

"Communicating Customer Trust in E-Commerce through Website Design"Proceeding of the 2009 International Joint Conference on e-Commerce, e-Administration, e-Society, and e-Education, Knowledge Association of Taiwan, Singapore Jan.2009-Jan.2009, (Rattanawicha, P., Esichaikul, V.).

"Evaluation of Information Technology Usage in Small and Medium Enterprises in the Gem & Jewelry Industry"Proceeding of the 2008 International Joint Conference on e-Commerce, e-Administration, e-Society, and e-Education, Knowledge Association of Taiwan, Thailand 2008, (Vanichbuncha, K., Rattanawicha, P.).

"User Expectation and Satisfaction on Information Quality of Websites in Different Domains"Proceeding of the 2008 International Joint Conference on e-Commerce, e-Administration, e-Society, and e-Education, Knowledge Association of Taiwan, Thailand 2008, (Rattanawicha, P., Tangmanee, C., Gullep, E.).

Peer-Reviewed Academic/Professional Meeting Presentations

"Thai Mortality Mapping and Forecasting", Jan.2018, (Surasiengsunk, S., Rattanawicha, P., Somboonsavatdee, A.).

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.).

"Cartography Mapping and Forecasting Thai Mortality Rates", Sep.2016-Sep.2017, (Sakulpanich, T., Surasiengsunk, S., Rattanawicha, P., Somboonsavatdee, A.).

Publications

Work-In-Progress

"A Study of Using Facial Expression Analysis Software in E-Commerce", Nov. 2013- Oct. 2014, (Rattanawicha, P.).

Other

"The Effects of Interface Factors and Store Environment on Consumers' Purchase and Revisit Intention in an Online Virtual Reality Store [Doctor of Philosophy in Information Technology in Business (English Program)]", 2014, (Phosaard, S., Rattanawicha, P.).