

CHULALONGKORN BUSINESS SCHOOL

FIRST NAME: Pattharin

SURNAME: Tangwaragorn

DEPARTMENT: Commerce

MAJOR: Management Information Systems

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POST-SECONDARY EDUCATION

University	Degree	Subject Area	Dates
University of British Columbia	PhD	Management Information Systems	2021
University of British Columbia	MSc	Management Information Systems	2015
Chulalongkorn University	BBA (First Class Honors)	Management Information Systems	2011

EMPLOYMENT RECORD

University, Company, or Organization	Rank or Title	Dates
Chulalongkorn University	Lecturer	2011 – present

LEAVES OF ABSENCE

Study leaves September 1, 2013 to July 31, 2015; September 1, 2015 to July 31, 2021

TEACHING

Areas of Special Interest

Behavioral Research Methods; Digital Business; Human-Computer Interaction; Judgment and Decision Making; Information Systems Theories; Persuasive Technology

Courses Taught at Chulalongkorn Business School

Course	Program
Computer Application in Management (2502347)	BBA
Digital Business (2602368)	BBA
Database Application for Management (2602446)	BBA
Managerial Strategy by Information System (2602447)	BBA
Digital Business Strategy (2602671)	MBA
Theories in Management Information Systems Research (2602704)	PhD

REVIEWER

University	Role	Dates
Americas' Conference in Information Systems	Ad hoc referee	2022
Americas' Conference in Information Systems	Ad hoc referee	2022
Pacific Asia Conference on Information Systems	Ad hoc referee	2022
European Conference on Information Systems	Ad hoc referee	2018
International Conference on Information Systems	Ad hoc referee	2016 – 2018
Creative Business and Sustainability Journal	Ad hoc referee	2023

REFERRED PUBLICATIONS

Conference Proceedings

Tangwaragorn, P., Cenfetelli, R., and Benbasat, I. 2018. "Investigating the Effect of Persuasive Design on Online Users' Persuasion Awareness," *DIGIT 2018 Proceedings*. 20. <https://aisel.aisnet.org/digit2018/20>

WORKS IN PROGRESS

Tangwaragorn, P., and Kanawattanachai P. "Unveiling the Pandemic's Impact: How Online Referral Channels Drive Consumer Search Depth."

Tangwaragorn, P., and Kanawattanachai P. "Measuring Digital Literacy and Its Implications on Digital Transformation."

Tangwaragorn, P., and Khern-am-nuai, W. "Investigating the Effectiveness of a Moderation Strategy in an Online Community and Its Implications."