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## Education

- 1983 DOCTOR OF PHILOSOPHY, BUSINESS ADMINISTRATION, UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN, UNITED STATES
- 1977 MASTER OF SCIENCE, BUSINESS ADMINISTRATION, UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN, UNITED STATES
- 1975 GRADUATE DIPLOMA, AUDITING, CHULALONGKORN UNIVERSITY, THAILAND
- 1973 BACHELOR OF ACCOUNTANCY (SECOND CLASS HONORS), ACCOUNTING, CHULALONGKORN UNIVERSITY, THAILAND

## Publications

### Peer-Reviewed Journal Articles

"Development of an open government data assessment model: User-centric approach to identify the weighted components in Thailand", International Journal of Electronic Governance, Forthcoming, (Srimuang, C., Cooharajanone, N., Tanlamai, U., Chandrachai, A.).

"Financial Analysis of Thai Banks: Effectiveness of Augmented Reality Visualization", The Journal of Information Technology Applications & Management, 24(3) : 51-61, Sep.2017, (Tanlamai, U., Jaikengkit, A., Wattanasupachoke, T.).

"Can augmented technology enhance CSR/Sustainability reporting?", International Journal of Business and Information, 2017, (Jaikengkit, A., Tanlamai, U.).

"Design guidelines of a web portal's functions and layouts to fit individual user's personality traits", International Journal of Innovation and Learning, 22(3) : 271-292, 2017, (Tanya, R., Tanlamai, U., Cho, N.).

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- "Extraction of actionable information from crowdsourced disaster data", Journal of Emergency Management, 14(6) : 377-390, Nov.2016-Dec.2016, (Kiatpanont, R., Tanlamai, U., Chongstitvatana, .).
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- "Risk Attitudes and Game Playing Experience: The Game of Hedge Accounting Tools for Foreign Currency Exchange", Asia Business and Economics Journal (ABEJ), 1(1) : 73-83, Mar.2015, (Tangsattayacheep, Kraiwut, Tanlamai, Uthai).
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- "Reveal ERP Implementation: A Story of Success in one Thai SOE", Asian Journal of Information and Communications, 7(2) : 14-28, 2015, (Tanlamai, U., Soongswang, O., Ritbumroong, T.).
- "Multidimensional Planning and Analysis in Audit Work", BEC Journal of Naresuan University, 9(1)Oct.2013-Mar.2014, (Tanlamai, Uthai.).
- "Design Guideline for Financial Statement Analysis Data Mart & Case Example", WMS Journal of Management, 3(3)Dec.2014, (Tanlamai, U., Ritbumroong, T., Nitirojntanad, K.).
- "Thai Internet Users' Personality Traits and their Preferred Web Portal's Characteristic", The Journal of Information Technology Applications & Management, 20(3) : 19-30, Sep.2013, (Tanlamai, U., Tanya, R.).
- "Preliminary Results - Nature as Metaphor : Innovative Visualization of Accounting Information with Lotus Plants", The Journal of Information Technology Applications & Management, 20(2) : 1-14, 2013, (Tanlamai, U., Raungpaka, V., Savetpanuvong, P.).

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- "Financial Data Assessment Using Table-Graph-Mixed Reality Visualization", *The Journal of Information Technology Applications & Management*, 19(1) : 13-24, Mar.2012, (Tanlamai, Uthai; Savetpanuvong, Phannaphatr; Kunarittipol, Wisit.).
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- "What graphs do international investors see in the ASEAN capital markets?"42nd IEEE International Conference on Computer Software & Applications2018, (Tanlamai, U.).
- "Financial Analysis of Thai Banks: Effectiveness of Augmented Reality Visualization"The 17th International Conference on IT Applications and Management, Mazandaran University of Science and Technology, Babolsar, Iran Feb.2017, (Tanlamai, U., Jaikengkit, A., Wattanasupachoke, T.).

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- "Open Government Data Assessment Model: An indicator development in Thailand" ICACT 2017 : 19th IEEE International Conference on Advanced Communications Technology, 341-347 Feb. 2017, (Srimuang, C., Cooharajanone, N., Tanlamai, U., Chandrachai, A.).
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- "Effects of Graph Orientation and Trend on Perception of Financial Data" The 15th International Conference on IT Applications and Management (ITAM 15): Mobility, Culture and Tourism in the Digitized World, Paris and Dijon, France Jan. 2016, (Kurusakdapong, J., Tanlamai, U.).
- "Graph Used in ASEAN Trading Link's Annual Reports: Evidences from Thailand, Malaysia, and Singapore" The 14th International Conference on IT Applications and Management (ITAM14) : Big Data and Creative Society, Ewha Woman's University, Seoul, Korea Jun. 2015, (Kurusakdapong, J., Tanlamai, U.).
- "Group's Situational Cognition and Mixed Reality Visualization" 2014 International Conference on Business and Information (BAI 2014), Osaka, Japan Jul. 2014, (Tanlamai, U., Savetpanuvong, P.).
- "A Longitudinal Case Study of User Attitude and User Expectation in an ERP Mandated Implementation" International Conference on Business And Information 2012, 9, International Business Academics Consortium (iBAC) Academy of Taiwan Information Systems Research (ATISR), Renaissance Sapporo Hotel, Sapporo, Japan Jul. 2012, (Tanlamai, U., Ritbumroong, T., Soongswang, O.).
- "Usefulness of Mixed Reality Visuals in the Learning and Assessment of Financial Performance" International Conference on Business And Information 2012, International Business Academics Consortium (iBAC) Academy of Taiwan Information Systems Research (ATISR), Renaissance Sapporo Hotel, Sapporo, Japan Jul. 2012, (Tanlamai, U., Savetpanuvong, P., Leelaphattarakij, P., Choochaisri, S.).
- "Financial Data Assessment Using Table - Graph - Mixed Reality Visualization" The 7th International Conference on IT Applications and Management : Technological Innovation and the Future of Culture and Tourism, JK Lakshmi Pat University, Korae Database Society (KDBS), India Nov. 2012, (Tanlamai, U., Savetpanuvong, P., Kunarittipol, W.).

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"Effects of Interactive Technology and Exercise Format on Outcome of Learning Consolidated Financial Statements" The 9th International Conference on Information Technologies Applications & Management "IT and Innovation in a Global Society" (ITAM 2012), Korea 2012, (Suprungwattana, K., Tanlamai, U., Chatraphorn, P.).

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"Relevance of Performance Agreements and Risk Management to the Financial Performance of Thai State Owned Enterprises", AAA 2008, Anaheim, California, USA Aug.2008, (Tanlamai,U. ,Kaeokla, P.).

"Cost and Benefit of Risk Management Systems in Thai State Owned Enterprises" 2008 Global Business and Technology Association Annual, The 10th Annual International Conference of the Global Business and Technology Association (GBATA 2008), Madrid, Spain Jul.2008, (Tanlamai,U. , Kaeokla,.).

"The Express Delivery Services and Thai Export Industries" 2008 Global Business and Technology Association Annual, GBATA 2008, Madrid, Spain Jul.2008, (Tanlamai,U., Rajkulchai,S. , Asawasakulsorn,A. , Vadhanasindhu,P. , Pantumsinchai,P.).

"e-Government Through ERP Implementation: A Case Study Research of a State-Owned Enterprise", The 2007 International Conference on electronic Commerce, Administration, Society, and Education (eCASE2007), Hong Kong Aug.2007, (Tanlamai,U.,Rithbumrung, T.).

"Quality of Risk disclosure of Listed Companies in the Stock Exchange of Thailand", The 8th Annual Conference of the Asian Academic Accounting Association (AAAA 2007), Yogyakarta, Indonesia Aug.2007, (Juta,P., Tanlamai,U.).

"Relating Contingent Liabilities to Stock Price : An Evidence from Listed Companies in the Stock Exchange of Thailand", AAAA 2007, Yogyakarta, Indonesia Aug.2007, (Chiewcharnpipat,S., Tanlamai,U.).

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"The Impact of Related Party disclosure to Market to Book Value ratio: The Case of Equity Offerings for Listed companies in the Stock Exchange of Thailand", AAAA 2007, Yogyakarta, Indonesia Aug.2007, (Tanlamai,U.).

"A Challenging Implementation Roadmap for Convergent Business Strategies : A Developing Economy Perspective", GBATA 2006, Moscow, Russia Jul.2006, (Tanlamai, U.,Soongswang,O.).

"ERP Implementation – How far have we come in Thailand"TLAPS Yearbook & Directory 2006, 185-192, TLAPS, Bangkok, Thailand 2006, (Chandrachai,A. , Pantumsinchai,P. , Tanlamai,U.).

"Convergent Business Strategy of Hospitals and Hotels in Thailand", GBATA 2004, Cape Town, Republic of South Africa Jun.2004, (Tanlamai,U., Krittaphol,W.).

"Risk Assessment and Disclosure as Related to Financial and Non-Financial Measurements of Hotels in Thailand", APCIA, Anaheim, USA Nov.2002, (Tanlamai, U.,Soongswang, O., Krittaphol,W.).

"Risk Assessment and Disclosure of Insurance Companies in Thailand: From Accounting Policy to Corporate Governance", AAAA2002, Nagoya, Japan Oct.2002, (Tanlamai,U., Krittaphol,W.).

### Non Peer-Reviewed Journals and Articles

"Confident Support Systems and Business Strategy within an Internal Control Context", Journal of the Institute of Internal Auditors of Thailand 16 : 24-34, Jan.2005-Mar.2005

### 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.).

"Business Visualization. Chulalongkorn Academic into Its 2nd Century Project Advancement Project (CUAASC)", 2015-2017

"Integrative Research Innovation Project in the area of Business Visualization, Chulalongkorn University, a 4-years project", Dec.2008-Dec.2012

"Business Report Visualization, Research fund from the Chulalongkorn Business School", Apr.2009-Mar.2010

"Value Relevance of Risk Management Indicators to Financial Performance of the Thai State Enterprises. Thailand Research Fund", Aug.2006-Nov.2007

"Convergence and Divergence of the Strategic Decision Making for Hospital and Hotel Businesses. Package Projects. National Research Council of Thailand", Oct.2002-Sep.2004



## Publications

- "Strategic Human Resource Management for Firm Innovation and Competitive Advantage in the Manufacturing and Service Industries. Royal Thai Government Joint Project (Dr. Sununta Siengthai, Project Head)", Jun.2002-May.2003
- "Thai-Japanese Hotels: A Comparison of Strategic Decisions and Performance Measurements. The Sumitomo Foundation", Mar.2002-May.2003
- "Environmental Management Systems and Management Cost Accounting: The Waste Electrical, Electronic Equipment Driving Forces for the Electrical and Electronic Industry in Thailand. UNC-Thai Business School Competitiveness and Sustainable Enterprise Program", Mar.2002-Mar.2003
- "Strategic Alliances in Thailand Telecommunications Businesses. National Research Council of Thailand", Oct.1997-Dec.1999
- "Strategic Alliances between the Firms in Thailand's and Japan's Telecommunications Industry. National Research Council of Thailand-Japan Society for Promotion of Science (NRCT-JSPS)", Oct.1997-Jul.1998
- "Awareness and Perceptions of EDI among Bar-Codes Users in Thailand. Research Unit at the Faculty of Commerce and Accountancy, Chulalongkorn University", 1994-1996
- "Training Resources for Successful End-User Computing: A Comparative Study. Research Unit at the Faculty of Commerce and Accountancy, Chulalongkorn University", 1993-1994
- "Training Resources for Successful End-User Computing. Affirmative Action Faculty Development Award, CSUF", 1991-1992
- "Research Activity Integrated Systems. CSU Awards for Research, Scholarship, and Creative Activity, CSUF", 1989-1990
- "Processes and Products of End-user Systems Development. SOBAS Awards for Research, Scholarship, and Creative Activity, CSUF", 1988-1989
- "Impact of Office Automation on Users' Perception. . SOBAS Awards for Research, Scholarship, and Creative Activity, CSUF", 1985-1986
- "MIS as an Organizational Legitimacy Tool. SOBAS Awards for Research, Scholarship, and Creative Activity, CSUF", 1985-1986
- "Systems Analysis and Design Tools: Computer Assisted Instruction Software. . SOBAS Awards for Research, Scholarship, and Creative Activity, CSUF", 1984-1985
- "Are We Ready for Decision Support Systems in the San Joaquin Valley? . SOBAS Awards for Research, Scholarship, and Creative Activity, CSUF", 1983-1984
- "Projection of Information Power and Users' Perception of a Project Control System in a Research Organization. U.S. Army Construction Engineering Research Laboratory, Corps. of Engineers", 1981-1982
- "Business Visualization", Feb.2015-Unknown, (Tanlamai, Uthai and BVRG group members).



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## Publications

### Work-In-Progress

"Busienss Reports:Development Guideline (eBook)", 2017, (Tanlamai, Uthai).

### Funded Research Reports

"Econinomic Impacts of Express Carrier Industry in Thailand", Econinomic Impacts of Express Carrier Industry in Thailand, Express Carries in ThailandAug.2007-Mar.2008, (Tanlamai, Uthai., Vadhanasindu, Pakpachong., Rajakulchai, Surasavadee., Assavaskulsorn, Anirut., Pantumsinchai, Pricha.).

"Develop a Business Plan for the Global Development Learning Network (GDLN) at Chulalongkorn University", World BankJun.Sep.2000

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## Books

"Financial Statement Analysis of Industry, Learning from Innovative Accounting Visualization", Electronic Book supported by Chulalongkorn University, Available on App Store, 2018, (Tanlamai, U., Jaikengkit, A., Wattanasupachoke, T.).

"The Six-Figure Manager: The Best Kept Secret in Management (e-book, Thai vesion)", CU-Print House ([www.cuprint.chula.ac.th](http://www.cuprint.chula.ac.th)), 2014, (Patrick M. Georges., Tanlamai, Uthai).

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### Book Chapters

"The Modernization of Thai State Owned Enterprises (Chapter 9) in the Changing Face of Management in Thailand, Working in Asia Routledge Series.", Routledge, Oxon, UK, 2009, (Tanlamai,U.).

"Changing Face of Human Resource Management in Thailand (Chapter 6) in the Changing Face of Management, Working in Asia Routledge Series.", Routledge, Oxon, UK, 2007, (Siengthai,S., Tanlamai, U. ,Rowley C.).

"After ERP in ERP-Revealing Actual Implementation Process.", Chulalongkorn University Press, Bangkok, Thailand, 2004, (Pantumsinchai,P.,Tanlamai, U.).

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"An Innovative Process for Blood Demand Management [Doctor of Philosophy Program in Technopreneurship and Innovation Management]", 2016, (Tanyavutti, A., Tanlamai, U., Ananworanit, P., Luasinsab, C., Chandrachai, A., Suanpong, K., Jaisuekul, C., Jaroonruengrit, B.).

"An Innovative Process for Managing Croudsourced Information During Disaster Response [Doctor of Philosophy Program in Technopreneurship and Innovation

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"Case Studies in Outsourcing for the Asian Emergence Project. Subcontracted from Dr. Sununta Siengthai (Project Head). European Union and subcontracted to AIT by the Institute for Employment Studies (IES), United Kingdom", Sep.2002-Jun.2003

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"Chronicles of Thailand Tax Computerization Project: A Case study. Thailand Computer Association," , May.1998-Dec.1999