VICHITA (VATHANOPHAS) RACTHAM
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Date of Birth: 24 August 1970
College of Management, Mahidol University
69 Vipawadee Rangsit Rd. DinDaeng, Bangkok 10400
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WORK EXPERIENCE:

College of Management Mahidol University	2003-Present

Dean 2021-Present

Deputy Dean for Academic Services 2010-Present
Lead the team of professionals who partner with clients and faculty at the College of Management, Mahidol University to develop, design, and deliver innovative executive education programs for individuals and companies.

Program Director : SIBA I-IX (Strategy and Innovation for Businesses in Asia) 2010-Present
Responsible for managing a portfolio of SIBA program for custom executive education activities, supporting all activities from design, through delivery and closing to provide value added development and educational experiences to Thai senior executives.

"**Strategy and Innovation for Businesses in Asia (SIBA)"**, **a project-based senior executive education program** that advances participants' strategic and innovative management practices for competing in the Asian market. This program is a yearly collaboration between CMMU and MIT Sloan School of Management in Massachusetts, USA since 2011.

Academic Services Director 2008-2009
Manage and monitor professional services covering corporate training and consultancy in order to expand channel of outreach activities to bridge the gap between academic and business practitioners and to create additional revenue for the College of Management, Mahidol University.

Program Chair: Innovation in Management 2007-2013

Associate Professor: Full-Time Faculty Member in Management 2014-Present
Assistant Professor: Full-Time Faculty Member in Management 2005-2014
Lecturer: Full-Time Faculty Member in Management 2003-2004
Program Coordinator for Management Information System
Program Coordinator for Consulting Practice: Retail to Etail
Teaching:
MGMG556: Corporate Advantage and Strategy
MGMG505: Management Information Systems
MGMG694: Consulting Practice: Retail to E-Tail
MGMG652: Knowledge Management
Research: Knowledge Management, Information Technology, Teamwork in Organization

School of Computing, National University of Singapore, Singapore 2000–2002
Fellow: Department of Information Systems
Teaching:
BZ3203: Management Information Systems
CS4264: E-Commerce: B2C Applications
Research: Teamwork in Organization, E-Commerce

Siam Commercial Bank, Bangkok, Thailand   1992
Computer Auditor
Responsibilities: Investigate the Bank's computer operating system and examine the
program's responses and sensitivity to Automatic Teller Machines (ATM) using COBOL

Thai Re-Insurance CO., Ltd., Bangkok Thailand   1991
Summer Intern
Responsibilities: Write a program in COBOL for the company to run a simulation for
insurance policy analysis.

EDUCATION:

Ph.D. in Information Science University of Pittsburgh (Pittsburgh, PA)   2000
Department of Information Science and Telecommunications

M.S. in Information Science University of Pittsburgh (Pittsburgh, PA)   1995
Department of Information Science and Telecommunications

B.S. in Statistics (concentration : Electronic Data Processing)   1992
Faculty of Commerce and Accountancy, Chulalongkorn University (Bangkok, Thailand)

RESEARCH EXPERIENCE:

Primary Researcher: Enhancing Knowledge Sharing: The Importance of Knowing Who   2004-2006
Knows What, College of Management, Mahidol University

Primary Investigator: Awareness Information for Teamwork in Organization   2001-2003
Department of Information Systems, School of Computing, National University of
Sinagpore (NUS)

Publication Coordinator. Computer Augmented Support for Collaborative Authoring   1996-2000
and Document Editing (CASCADE).
University of Pittsburgh, Department of Information Science and Telecommunications.
Research Advisor: Dr. Michael B. Spring
Responsibilities: Design, development and testing tools in usability and documentation
team.

TEACHING EXPERIENCE:

Full-Time Faculty Member   2003-Present
College of Management, Mahidol University
Course: Management Information System, Knowledge Management, Retail-to-Etail
Responsibilities: Program Coordinator, syllabus design, teaching class, grading exams and
homework, and student advising

Fellow   2000-2002
National University of Singapore, School of Computing
Course: Management Information Systems, E-Commerce: B2C Applications
Responsibilities: Syllabus design, teaching classes, conducting tutorial, grading exams and
homework, and student advising

Teaching Fellow   1998-2000
University of Pittsburgh, Department of Information Science and Telecommunications.
Course: Information Storage and Retrieval
Responsibilities: Syllabus design, teaching classes, grading exams and homework, and
student advising

Teaching Assistant   1996-1998
University of Pittsburgh, Department of Information Science and Telecommunications.
Course: Information Storage and Retrieval, Data Structures, Programming Language
and Environments, Information and Coding Theory, Human Factors in Systems,
Introduction to Parallel Distributed Processing, Interactive System Design,
Programming Design and Software Tools.
Responsibilities: Assistant in syllabus design, preparation of class materials and
delivering lectures, grading exams and homework, and student advising

OTHER ACADEMICS RELATED EXPERIENCE:

Editorial Board Member   2003- 2018
Information & Management: The International Journal of Information Systems
Applications

Pre-Admission Coordinator   1998-2000
University of Pittsburgh, Department of Information Science and Telecommunications.
Responsibilities: Processing of graduate admission applications and counseling applicants

Webmaster   1998-2000
University of Pittsburgh, Department of Information Science and Telecommunications.
Responsibilities: Creating, organizing and managing the department Web site

Computing Lab Assistant   1996-1998
University of Pittsburgh, Department of Information Science and Telecommunications.
Responsibilities: User consultant, lab supervision, and development of help documentation

PROFESSIONAL CONSULTING AND TRAINING:

Consultant to SampranModel (SuanSampran): Enhance knowledge sharing between producer
(farmers) and consumers through the organic value chain, resulted in sustainable knowledge
management practice.   2017-Present

Knowledge Management
Siam Cement Group, MitrPhol Group, National Science and Technology Development Agency (NSTDA),
Siam Kubota Corporation, Boonrawd Brewery, etc.

Teamwork and Leadership
PTT Public Company Limited, Bangkok Airways, Siam Cement Group, Toyota Tshsho, BE Petrothai Group,
Exim Bank, Syntec Construction, etc.

Reorganizing IT for Competitiveness Advantage
General Insurance Association (GIA), Ministry of Education (MOE-IDEA), Faculty of Physical Therapy:
Mahidol University, etc.

E-Government in Thailand
Ministry of Education, Thailand

Lateral Thinking
Management and Psychology Institute, PTT Public Company Limited**,** Denso Corporation, etc.

PROFESSIONAL DEVELOPMENT:

Captital Market Academy (CMA#29)
Executive program by The Stock Exchange of Thailand
Executive Program amis to craft executives to be equipped with capital market knowledge, expertise,

vision and ethics.

Rule of Law and Development (RoLDII)
Thailand Institute of Justice (TIJ)
Executive Program on the Rule of Law and Development (RoLD) a learning platform for emerging leaders to promote the rule of law as path to sustainable development.

TIJ-IGLP Workshops
Thailand Institute of Justice (TIJ) Workshop for Emerging Leaders on the Rule of Law & Policy organized in collaboration with the the Institute for Global Law and Policy at Harvard Law School.

MU-EDP#13
Mahidol University
Mahidol University Middle Management Development Program to develop university personnel with potential for future managemet positions to have the knowledge, abilities, skills and proper attitude in management.

COMPUTING SKILL:

Operating Systems: UNIX/X-windows/Solaris, Windows 9x, NT, DOS and VMS
Application: Microsoft Word, Excel, Powerpoint, FrontPage, Access, SPSS, HyperCam
Computing Languages: C, PASCAL, COBOL, and Visual Basic
Web Related Skills: JAVA Script, CGI-Perl Script, and HTML

COMMITTEE:

Member of Executive Committee: College of Management, Mahidol University
Member of AACSB Working Group: College of Management, Mahidol University
Member of Quality Assurance Committee: College of Management, Mahidol University
Member of Website Strategy Committee: College of Management, Mahidol University
Member of Scholarship Committee: College of Management, Mahidol University
Member of PhD Interview Committee: College of Management, Mahidol University
Member of PhD Steering Committee: College of Management, Mahidol University
Member of Marketing Committee: College of Management, Mahidol University
Consultant to Knowledge Management Committee : College of Management, Mahidol University, etc.
Core Course Coordinator for Management Information System: College of Management, Mahidol University
Comprehensive Examination Coordinator (MIS) Committee: College of Management, Mahidol University, etc.

RESEARCH GRANT:

WBS No. R-253-000-022-112: Awareness Information for Teamwork in Organization (2001-2003)
Principle Investigator: Vichita Vathanophas: Department of Information Systems, School of Computing, National Univeristy of Singapore (NUS).

Faculty Research Funding: Enhancing Knowledge Sharing: The Importance of Knowing Who Knows What, College of Management, Mahidol University (2004-2006)

Thailand Research Fund: Case Study (TIPCO) as part of the Sufficiency Economy Leadership Practices (SELP) project (2007-2008)

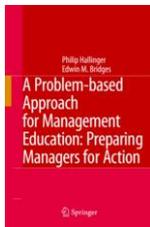Thailand Research Fund: Royal Golden Jubilee – Phd Program (2013-Present)

BOOK CHAPTER:

Rungruang, P., & Vathanophas Ractham, V. (2016). Siam Cement Group as a sustainable enterprise. In G.C. Avery, & H. Bergsteiner (Eds.), *Sufficiency Thinking: Thailand's gift to an unsustainable world,* Allen&Unwin.

Vathanophas, V., & Chirawattanakij, S. (2010). What are virtual walls to flow of knowledge in teamwork discussions? In G. Trentin (Eds.), *Technology and Knowledge Flows: The Power of Networks.*Woodhead Publishing Limited.

Vathanophas, V. (2007). Retail To e-Tail, In P. Hallinger & E.M. Bridges (Eds.), *A Problem-Based Approach for Management Education: Preparing Managers for Action.* The Netherlands: Springer.

PUBLICATION:

Hirunyalawan, T. & Vathanophas Ractham, V. (2021). Knowledge Sharing from Farmer/Processor and the Perceived Benefits of Processed Banana Consumers. *Kasetsart Journal of Social Sciences, Vol. 42*(2), p.249-254.

Srisamran, P. & Vathanophas Ractham, V. (2020). Impact of Knowledge Adoption and Cognitive Learning in the Knowledge Transfer Process. *International Journal of Knowledge Management (IJKM), Vol. 16*(3), p.1-16.

Sanguankaew, P., & Vathanophas Ractham, V. (2019). Bibliometric Review of Research on Knowledge Management and Sustainability, 1994-2018. *Sustainability, 11,* 4388.

Vathanophas Ractham, V. & Srisamran, P. (2018). Effects of knowledge articulation and self-reflection on team performance. *Knowledge Management & ELearning, Vol. 10*(2), p. 177–195.

Arijitsatien, C., &Vathanophas Ractham,V. (2017). The Effects of Knowledge Creation Process upon the Organizational Performance: A Study of Thai Banking Industry, *International Journal of Culture and History, Vol. 3*(4), p. 236-242.

Chirawattanakij. S., & Vathanophas Ractham, V. (2016). Enhancing knowledge adoption with recipients' characteristics, *Journal of Management Development, Vol. 35*(1), p.38-57.

Vathanophas Ractham, V., & Chirawattanakij, S. (2016). How to Uncover Virtual Earplugs for Knowledge Sharing, *International Journal of Information Science and Management, Vol.14*(1), p.57-72.

Pipatanantakurn, K., & Vathanophas Ractham, V. (2016). Knowledge Creation Aiding Family Business Succession Plan, *International Journal of Business and Management Science, Vol.6*(1), p.63-84.

Bootsriphum, B., Ditsakul, S., Musikaphan, W., Pongjit, C., Ractham, V., Sivarak, O., & Vichayanrat, T. (2016). University-accreditation brand alliance: the effects of the alliance message on the university's brand evaluations, *UTCC International Journal of Business and Economics, Vol.7* (2), p.177-194.

Chirawattanakij, S., & Vathanophas Ractham, V. (2015). Knowledge Adoption: The Influential Factors in the Process, *Business Information Review, Vol. 32*(3), p.158-167.

(Vathanophas) Ractham, V., & Thompson, A. (2015). The Effect of Chronic Stress on Learning Orientation: A Thailand Case Study. *International Business Management, Vol. 9*, p. 117-121.

Kantamara, P., & Vathanophas Ractham, V. (2014) Single-Loop vs. Double-Loop Learning: An Obstacle or a Success Factor for Organizational Learning, *International Journal of Education and Research, Vol. 2*(7), p.55-61.

Srisamran, P., & Vathanophas Ractham V. (2014). Customer-Centric Knowledge Creation For Customer Relationship Management. *The Journal of Applied Business Research*, *Vol 30*(2), p.397-408.

Vathanophas Ractham, V. & Chirawattanakij, S. (2013) The Impact of Sender's Characteristics to Information Receiving on Facebook. *International Conference on Internet Studies (NETs),* 7-8 September, Hong Kong, China.

Pacharapha, T., & Vathanophas Ractham, V. (2012) Knowledge Acquisition: The Roles of Perceived Value of Knowledge Content and Source. *Journal of Knowledge Management, Vol 16*(5), p.724-739.

Vathanophas Ractham, V., & Sutjaritwattana, S. (2012). Knowledge Management on Company Performance with Risk Management Analysis: Empirical Study in Thailand. *5th International Colloquium on Business and Management (ICBM),* 9-12 July, 2012, Bangkok Thailand.

Pacharapha, T., & Vathanophas Ractham, V. (2012) The Relationship between Knowledge Characteristics and Knowledge Value. *The 16th Pacific Asia Conference on Information Systems (PACIS 2012).*

Vathanophas Ractham, V., & Thakolsri, L. (2012). Online Social Network: Usage in Thailand Facebook Pages. *The 2012 International Conference on Business and Information (BAI2012),* Sapporo, Japan, 3-5 July 2012.

Vathanophas, V., Suensilpong, K., & Pacharapha, T.(2011). Task-related Information Sharing in Group Support System (GSS): The Importance of Knowing Who Knows What. *The International Journal of Management and Business (IJMB), Vol 2,* No. 1, 2011, p.121-140.

Vathanophas Ractham, V., & Nuttavuthisit, K. (2011). Why More Female Executives Prosper in Thailand: The Counterbalanced Power of Women in Thai Society. Accepted to present at *Global Business & International Management Conference (GBIM 2011)*, Seattle, Washington, USA. July 7-9, 2011.

Thakolsri, L., & Vathanophas Ractham, V. (2011). Factors influence Users' Satisfaction of Online Social Network Continual Usage in Thailand Facebook pages. Presented at *The 20th National Graduate Research Conference*, Mahidol University Salaya Campus, Feb 2-3, 2011.

Vathanophas, V., & Pacharapha, T. (2010) Information Technology Acceptance in Healthcare Service: The Study of Electronic Medical Record (EMR) in Thailand. Presented at *Portland International Center for Management of Engineering and Technology*. Phuket, Thailand, July 18-22, 2010.

Kantabutra, S., & Vathanophas, V. (2010). Sustainable Leadership: an Asian case of nutritional innovator. *International Federation of Scholarly Associations of Management (IFSAM).* Paris, France, July 8-10, 2010.

Chirawattanakij, S., & Vathanophas, V. (2009). Factors Involving Knowledge Flow in Innovation Process. Presented at *International Academy of Management and Business (IAMB),* Istanbul, Turkey, October 12-14, 2009.

Vathanophas, V., & Chirawattanakij, S. (2009). Applying BA to Improve Knowledge Flow between Organization Levels in Teamwork Discussions. Presented at *Pacific Asia Conference on Information Systems (PACIS2009),* Hyderabad, India, July 10-12, 2009.

Vathanophas, V. (2009). The Royal Philosophy of Sufficiency Economy: A People-centered Approach to Sustainable Enterprises in Thailand: TIPCO, Presented at *The 17th Annual Conference of the International Employment Relations Association (IERA)*, Bangkok, Thailand, June 30, 2009.

Vathanophas, V., & Stuart, L. (2009). Enterprise Resource Planning (ERP): Technology Acceptance in Thai Universities, *Enterprise Information System*s, Vol 3, Issue 2, May 2009, p.133-158.

Vathanophas, V., Krittayaphongphun, N., & Klomsiri, C. (2008). Technology acceptance toward e-government initiative in Royal Thai Navy, *Transforming Government: People, Process, and Policy,* Vol 2, No 4, 2008, p. 256-282.

Kuan, H. H, Bock, G.W., & Vathanophas, V. (2008). Comparing the effects of website quality on customer initial purchase and continued purchase at e-commerce websites, *Behaviour and Information Technology Journal.* Vol. 27, No.1, January-February 2008, p. 3-16.

Vathanophas, V., Suensilpong, K., & Pacharapha, T. (2008). Task-related Information Sharing in Group Support Systems (GSS), Presented at *European and Mediterranean Conference on Information Systems (EMCIS),* Dubai, UAE, May 25-26, 2008.

Vathanophas, V., & Pilun-owad, O. (2008). Information Flow between Organization Levels in Teamwork Discussion, Presented at *International Conference on Business and Information (BAI2008),* Seoul, S.Korea, July 7-9, 2008.

Vathanophas, V. (2007). Business Process Approach towards an Inter-Organizational Enterprise System, *Business Process Management Journal.* Vol 13, No. 3, p. 433-450.

Vathanophas, V., & Liang, S.Y. (2007). Enhancing Information Sharing in Group Support Systems (GSS), *Computers in Human Behavior*, Vol 23, Issue 3, May 2007, p. 1675-1691.

Vathanophas, V., & Poh, J.A.C. (2007). Impact of Web Design Features of Electronic Commerce Web Sites on user Satisfaction and Likelihood of Consumer Purchase, *Asia Pacific Academy of Management and Business Conference (APAMB 2007),* Singapore, March 5-8, 2007.

Vathanophas, V., & Thai-ngam, J. (2007). Competency Requirements for Effective Job Performance in Thai Public Sector, *Contemporary Management Research Journal*, Vol. 3, No.1, March 2007, p.45-70.

Vathanophas, V., & Nuttavuthisit, K. (2006). Sufficient economy and Thai woman role, *Chulalongkorn Review Journal.* July-Sep, 2006, 72,18, p.104-117.

Vathanophas, V., & Stuart, L. (2006). Employee Satisfaction and Perceptions about ERP Systems in Thai Universities, *The Fifth Asian Academy of Management (AAoM), Japan*, December 19-21, 2006.

Vathanophas, V., Krittayaphongphun, N., & Klomsiri, C. (2006). Technology Acceptance of Internet toward E-Government Initiative in Naval Finance Department of Royal Thai Navy, *eGovernment Workshop 2006 (eGOV06),* United Kingdom, September 11, 2006.

Vathanophas, V., & Thai-ngam, J. (2006). Competency Requirements for Effective Job Performance in Thai Public Sector, *International Conference on Business and Information (BAI 2006),* Singapore July 12-14, 2006.

Kuan, H.H., Bock, G., & Vathanophas, V. (2004). Comparing the Effects of Usability on Customer Conversion and Retention at E-Commerce Websites. *Hawaii International Conference on System Sciences (HICSS-38),* Kauai, Hawaii. Jan 3-6, 2005.

Vathanophas, V., & Suensilpong, K. (2004) Relationship Management in Education. *The 2004 International Conference on Education Reform,* Bangkok, Thailand. September 21-22, 2004.

Vathanophas, V. & Tan, C.Y. (2004). Identifying Subcultures among Knowledge Professionals. *The 15th Information Resource Management Association Conference (IRMA 2004).* New Orleans, Louisiana, USA. May 23-26, 2004.

Vathanophas, V. (2004). E-Government in Thailand. *Journal of the Thai Revenue Department*, July 2004.

Spring, M. B., & Vathanophas, V. (2003). Peripheral Social Awareness Information in Collaborative Work, *Journal of the American Society for Information Science and Technology (JASIST),* Volume 54, Issue 11, p.1006-1014.

Heo, M., & Vathanophas, V. (2003). Interactive Web-based Distance Education Application For Programming Courses. *Business Information Technology Management: The New Era of World Communication (BITWorld 2003).* Bangkok, Thailand. May 29-30, 2003 (Cancelled due to SARS).

Ho, W. C., & Vathanophas, V. (2003). Relating Personality Traits and Prior Knowledge to Focus Group Process and Outcome: An Exploratory Research. *The 7th Pacific Asia Conference on Information Systems (PACIS 2003).* Adelaide, Australia. July 10-13, 2003.

Huang, K.H., Vathanophas, V., & Bock, G, W. (2003). The Impact of Usability on the Intention of Planned Purchases in E-commerce Service Websites. *The 7th Pacific Asia Conference on Information Systems (PACIS 2003).* Adelaide, Australia. July 10-13, 2003.

Tan, C.Y., & Vathanophas, V. (2003). Identifying Subcultures and their Perceptions towards Knowledge Management Systems. *The 7th Pacific Asia Conference on Information Systems (PACIS 2003).* Adelaide, Australia. July 10-13, 2003.

Chng, S., & Vathanophas V. (2002). Towards an Inter-Organizational Enterprise System: A Focus Group Study. *The 6th Pacific Asia Conference on Information Systems (PACIS 2002).* Tokyo, Japan. September 2-4, 2002.

Chng, S., Vathanophas, V., & Pan, S.L. (2002). ERP Process Model: A Focus Group Study. *The 7th Asia-Pacific Decision Sciences Institute Conference (APDSI 2002).* Bangkok, Thailand. July 24-27, 2002.

Vathanophas, V. (2002). E-Learning Initiatives in National University of Singapore, *The First Asia-Pacific IT Symposium on Internet and Multimedia Systems (APIS 2002).* Bangkok, Thailand. February 22, 2002.

Vathanophas, V., and Spring, M. B. (2001). The Use of Peripheral Awareness tools in Collaborative Systems, *Workshop on Information Technologies and Systems (WITS'01).* New Orleans, USA. December 14-15, 2001.

Spring, M.B., Andriati, R. and Vathanophas, V. (1999). Usability of a Collaborative Authoring System for Standards Development: Preferences, Problems, and Prognosis, *Proceedings of the First IEEE Conference on Standardization and Innovation in Information Technology,* Aachen, Germany, September 15-17, 1999.

Spring, M.B., Fritsch, R., Lautenbacher, G., Lenox, T., Morse, E., Sapsomboon, B. Stewart, D. and Vathanophas, V. (1997). Embodying Social Capital Facilitators in a Collaborative Authoring System, *Proceedings Association for Information Systems 1997, Americas Conference,* Indianapolis, Indiana, August 15-17, 1997.

Spring, M.B., Morse, E.L., and Vathanophas, V. (1997). Users Guide Introduction to CASCADE, CASCADE Research Project Report, June 27, 1997. *Available from the Author.*

Vathanophas, V., and Spring, M.B. (1996). The CASCADE System: A Design Overview, CASCADE Research Project Report, December 16, 1996. *Available from the Author*.