

Curriculum Vitae

Thanachart Ritbumroong

Current Position: Program Director - Management of Analytics and Data Technologies
Director – Business Analytics and Data Science Center
Graduate School of Applied Statistics (GSAS)
National Institute of Development Administration (NIDA)

Education: Postdoctoral Research Grant in Accounting Information Navigation (2013)
Faculty of Commerce and Accountancy
Chulalongkorn University, Thailand
Research Topic: Accounting Information Navigation

Ph.D. in Information Technology in Business (2010)
Faculty of Commerce and Accountancy
Chulalongkorn University, Thailand
Thesis: Linking User Acceptance and User Resistance: The Role of Attitude in Enterprise Resource Planning Implementation Phases

M.S. in Information Technology in Business (2003)
Management Information System
Faculty of Commerce and Accountancy
Chulalongkorn University, Thailand
Master Project: Information System Integrating Modern Management Tools

M.A. in Accounting (2012)
Managerial Accounting and Control
Faculty of Commerce and Accountancy
Thammasat University, Thailand
Independent Study: Navigating Through Financial Statements: An Experimental Investigation of The Behavioral Decision-Making Perspective

Bachelor of Engineering (2000)
Civil Engineering
Faculty of Engineering
Chulalongkorn University, Thailand
Senior Project: Cost Estimation Program

Bachelor of Accounting (2012)
School of Management Science
Sukhothai Thammathirat Open University, Thailand

Publications:

- Tanlamai, U., Soongsawang, O., & Ritbumroong, T. (2015). Reveal ERP implementation: a story of success in one Thai SOE. *Asian Journal of Information and Communication*, 7(2). 14-28
- Ritbumroong, T. (2014). Analyzing Customer Behavior Using Online Analytical Mining (OLAM). *Integration of Data Mining in Business Intelligence Systems*, 98.
- Tanlamai, U., Ritbumroong, T., & Nitirojtanud, K. (2014). Design Guideline for Financial Statement Analysis Data Mart & Case Example. *WMS Journal of Management*, 3(3), 1-13.
- Ritbumroong T., Tanlamai U. & Santivejkul, K. User Resistance to IS Implementation in a Mandatory Use Environmen, *Change Management: An International Journal*, Vol. 12, 2013
- Ritbumroong T., Tanlamai U. & Nitirojtanad K. Information Navigation under Time Constraints, *International Journal of Research in Management and Technology*, Vol. 2 No.6, December 2012, 615-619
- Ritbumroong T., Suppatrakul S. & Tanlamai U. Cognitive Styles and Accounting Information Navigation: A Preliminary Investigation. *GSTF Journal on Computing*, Vol. 2 No 3, 144-149.

Conferences:

- Ahmornahnukul, S & Ritbumroong, T (2021). Finding a new menu for Thai restaurants aboard from social media data. The 13th National Conference on Information Technology. 28 - 29 October 2021, Bangkok, Thailand.
- Iempreedee, T & Ritbumroong, T (2020). Exploring Board Interlocking among Listed Companies in The Stock Exchange of Thailand using Social Network Analysis. 54th Anniversary NIDA National Conference 2020
- Ritbumroong, T. (2019). Examining the effects of business intelligence and analysis tools on decision quality and efficiency: a preliminary empirical study. 22nd international conference on IT applications and management. 3-5 July 2019. Seoul, Korea. 241-243.
- Ritbumroong, T. (2018). An Empirical Assessment of BI Capabilities: A Comparison between Static and Interactive Information visualization. Proceedings of 5th International Conference on Innovation in Business and Management, 13-15 June 2018, Hong Kong. P.18
- Ritbumroong, T. (2018). An Empirical Assessment of BI Capabilities: A Comparison between Static and Interactive Information visualization. Proceedings of 5th International Conference on Innovation in Business and Management, 13-15 June 2018, Hong Kong
- Ritbumroong, T., Pengpikulb, P., and Piruncharoen, D. (2014). Online content forwarding is too mainstream: an analysis of consumer characteristics and motivation to forward online content. Proceedings of 13th of International Conference on IT Applications and Management (ITAM), 14-16 January 2015, Naresuan University, Phitsanulok, Thailand
- Raungpaka, V. & Ritbumroong, T. A Survey of Social Media Use by Travellers Visiting Thailand, the 7th Asia-Pacific Business Research Conference, Singapore, 25 – 26 August, 2014
- Ritbumroong, T & Tanlami, U. Business Visualization: Research Direction Overview, The 11th International Conference on IT Applications and Management, Taipei, 9-10 January 2014
- Tanlamai, U., Ritbumroong T. Sukhavalli, B. & Suprungwattana, K. Cognitive Processing of Text-based versus Visual-based Questions: The Case of Computer-based Training on Deferred Tax Accounting, The 10th International Conference on IT Applications and Management, Nepal, 13-15 July 2013
- Ritbumroong T. & Tanlamai U. Accounting Information Navigation: a literature review and research agenda, New Scholars Consortium 2012, Information Systems Section, The American Accounting Association, Ft. Lauderdale, Florida, January 10-12, 2013
- Tanlamai U., Ritbumroong T., & Soongsawang A. A Longitudinal Case Study of User Attitude And User Expectation In An ERP Mandated Implementation. The 2012 International Conference on Business and Information, Sapporo, Japan, July 3-5, 2012
- Ritbumroong T. & Tanlamai U. Understanding the Demand for Accounting Information Visualization. The 6th International Conference on IT Applications and Management, Jeju, Korea June 23-24, 2011
- Tanlamai U. & Ritbumroong T. Changes in User Attitudes and User Expectation: A Longitudinal Study of a Thai State Owned Enterprise. Proceedings of the Sixteenth Americas Conference on Information Systems, Lima, Peru, August 12-15, 2010.
<http://aisel.aisnet.org/cgi/viewcontent.cgi?article=1292&context=amcis2010>
- Ritbumroong T. User Attitude towards Enterprise Resource Planning Implementation: What Is Really Happening during the Big Bang? The Ninth International Conference on Knowledge, Culture and Change in Organisations, Boston, Massachusetts, USA, June 24-27, 2009
- Tanlamai U. & Ritbumroong T. Behavioral Intention and ERP Implementation Risks at the Beginning Stage of System Development: A Case Study Research of One State Own Enterprise in Thailand. The 2007 International joint Conference on e-Commerce, e-Administration, e-Society, and e-Education, Hong Kong, August 15-17, 2007
- Ritbumroong T. Intention to Use and Resistance To Change: A Role Of Cognitive Dissonance Theory. The 8th APRU Doctoral Students Conference, Tokyo, Japan, July 30- August 3, 2007
- Ritbumroong T. Conceptualizing Resistance to IS Implementation: A Complementary View of IS Success Models, The 7th Asian Pacific Industrial Engineering and Management Systems Conference, Bangkok, Thailand, December 17, 2006

- Toor S., Ofori G. & Ritbumroong T. What is Significant in Life of Emerging Leaders? An Exploratory Study of Graduate Management Students, The 12th Asia Pacific Management Conference, Bangkok, Thailand, November 17, 2006
- Santivejkul K. & Ritbumroong T. Factors Affecting the Success of Implementing a Corporate War Room in Thailand: Evidences from Three Case Studies. The 3rd International Conference on Small and Medium Sized Enterprises: Management, Lefkada, Greece, August 29-31, 2006 & September 01-02, 2006
- Ritbumroong T. The Alignment of Internal Competition Environment and the Implementation Approach in a Corporate War Room Program, The 7th APRU Doctoral Students Conference, Singapore, July 17, 2006

Teaching:

- Foundation of Business Analytics
- Customer Analytics
- Introduction to Business Analytics and Data Science
- Management Information System, College of Management Mahidol University (2013 – 2017)
- Customer Relationship Management (Analytical CRM), Assumption University of Thailand (2011 – 2017)
- Social Media Analytics, Silpakorn University International College (2015 – 2016)
- E-Business and Digital Transformation, Suranaree Institution of Technology University (2013 – 2016)
- Introduction to Financial and Managerial Accounting, Department of Control System and Instrumentation Engineering, Faculty of Engineering, King Mongkut's University of Technology Thonburi (2015 – 2016)
- Principles of Accounting and Finance, Diploma in Business Administration, iAcademy & University of Wolverhampton, Nepal (2015 – 2016)
- Management Decision Science, Master of Business Program in Entrepreneurship Management, King Mongkut's University of Technology Thonburi (2014 – 2015)
- Statistics and Business Research Methodology, Bachelor of Business Administration Program in International Business, Srinakharinwirot University (2013)
- Business Information System, Bachelor of Business Administration Program in Hotel and Tourism Management, Srinakharinwirot University (2013)
- Accounting Information System Analysis and Design, Bachelor's degree in Accounting, Kasetsart University (2013)
- Accounting Information System, Bachelor's degree in Accounting, Kasetsart University (2011 – 2012); Bangkok University (2003)
- System Analysis and Design, Master's degree in Accounting, Kasetsart University (2011 – 2013)
- Invited Speaker in Business Intelligence, Data Warehouse, Data Mining, and Change Management for Chulalongkorn University, Thammasat University, Asian Institute of Technology, Assumption University of Thailand, Srinakharinwirot University, King Mongkut's University of Technology Thonburi, and Suranaree Institution of Technology University
- Thesis External Examiner, Technopreneurship and Innovation Management, Chulalongkorn University
- Teacher assistant and invited speaker in "Software Packages in Accounting," "Business Reporting Systems," and "Seminar in Accounting Information Systems", Faculty of Commerce and Accountancy, Chulalongkorn University
- Cockpit Officer for the Management Cockpit Room, Chulalongkorn University
- Invited Instructor for SAS Statistics Software, SAS Credit Scoring, SAS Data Integration Tool

Working Experiences:

1. Data Science Consultation, Sansiri
2. Data Science Consultation, Thai Airways
3. Data Science Consultation, SCG
4. Data Science Consultation, Predictive Models, FWD Thailand
5. Data Science Consultation, Ascend Corporation
6. Data Science Consultation, Siam Makro
7. Data Science Consultation, Trinity Securities
8. Data Integration, AEON Thana Sinsap
9. PMO, Thai Airways International
10. Researcher, Satisfaction Survey, NECTEC
11. Researcher, IT Service Satisfaction Survey, Government Saving Bank
12. IT Quality Assurance and Change Management Consultancy, Banpu Public Company
13. The implementation of Ministry Operation Center, Ministry of Transport
14. The development of Term of Reference for Data Warehouse System of Airports of Thailand
15. The implementation of Executive Information System, Treasury Department
16. BI Software Selection, Asian Property
17. The implementation of SAS® Anti-Money Laundering solution, Government Housing Bank
18. The development of Term of Reference for Data Warehouse System of Cooperative Auditing Department
19. Change Management Consultancy, Summit Auto Seats Industry Group
20. Change Management Consultancy, TCC Land Co., Ltd.
21. The implementation of Business Intelligence/Executive Information System, Asian Honda
22. The implementation of Integrated Statistical System, National Statistical Office
23. The implementation of Business Intelligence, Jay Mart
24. The implementation of Data Warehouse Phase 2, Thammasat University
25. The implementation of Data Mining, TOPS Supermarket (Thailand)
26. The implementation of SAS® Forecasting Server, Boonrawd Trading Co., Ltd.
27. The development of Term of Reference for Data Warehouse System of Chulalongkorn Hospital
28. The study of Master Plan and Requirement Analysis of Nation Information Center (NIC)
29. The implementation of Business Intelligence System, Chulalongkorn University
30. The implementation of Business Intelligence System, Faculty of Commerce and Accountancy, Chulalongkorn University
31. The implementation of Decision Support System; Nonthavej Hospital
32. The developing of System Requirement Specification of Application Modification Project; Siam Commercial New York Life
33. The implementation of Management Information System; Asset Capitalization Bureau
34. The Data Warehouse Pilot Project ; The Express way and Rapid Transit Authority of Thailand
35. The implementation of CP 7-11 Strategic Command Room
36. The implementation of KrungThai Bank's Balanced Scorecard
37. The implementation of KrungThai Bank's Corporate War Room