

## PERSONAL DATA



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## EDUCATION

<b>Ph.D. Degree</b>	2016-2020	Doctor Of Philosophy In Knowledge Management Chiang Mai University (CMU)
<b>Master Degree</b>	2004-2006	Master of Science ( Information System Management ) National Institute of Development Administration (NIDA)
<b>Bachelor Degree</b>	1997-2000	Bachelor of Science (Computer Science) Srinakarinvirote University (SWU)

## TEACHING

## Current Teaching

976-102 Digital Marketing  
 967-587 Digital Content Marketing for Business

## Teaching in Electronic Business Major

975-131 Computer in Daily Life  
 976-102 Digital Marketing  
 976-130 Computer and Internet Technology  
 976-200 Principle of Electronic Business  
 976-242 System Analysis and Design  
 976-317 Project Management  
 976-316 Quality Management  
 976-410 Strategy Management  
 976-391 Project in Electronic Business I  
 976-493 Project in Electronic Business II  
 976-310 Information Technology Strategy  
 967-587 Digital Content Marketing for Business  
 976-491 Project in Electronic Business  
 976-573 Lean Organization and Process  
 976-577 Knowledge Management  
 967-490 Seminar I

## Teaching in Software Engineering Major

## INTERNATIONAL JOURNAL ARTICLES

Pongpatcharatorntep, Danaitun, Worawit Janchai, and Veeraporn Siddoo\*. "Dried fruit demand analysis using the review tag function on the Chinese CBEC platform." *International Journal of Electronic Marketing and Retailing* 16, no. 3 (2025): 292-314. (\*corresponding author)

🔗 <https://www.inderscienceonline.com/doi/abs/10.1504/IJEMR.2025.146175>

📅 5/2025 🏷️ data analytics, digital marketing, e-commerce

Siddoo, Veeraporn, Worawit Janchai, and Orawit Thinnukool. "Understanding the Multidimensional Role of Medical Travel Facilitators: A Study on Competencies and a Proposed Model." *Heliyon* 10, no. 9, E30479 (2024).

🔗 [https://www.cell.com/heliyon/fulltext/S2405-8440\(24\)06510-1](https://www.cell.com/heliyon/fulltext/S2405-8440(24)06510-1)

📅 5/2024 🏷️ medical tourism facilitator, medical travel, competency analysis, human resource management, content analysis

Janchai, W., Bouras, A., & Siddoo, V. (2022). An Ontology Model for Medical Tourism Supply Chain Knowledge Representation. *International Journal of Advanced Computer Science and Applications*, 13(4).

🔗 <https://www.proquest.com/docview/2670742913?pq-origsite=gscholar&fromopenview=true>

📅 4/2022 🏷️ Knowledge management, Ontology, Medical tourism, Supply chain

Siddoo, V., Sawattawee, J., Janchai, W., & Thinnukool, O. (2019). An exploratory study of digital workforce competency in Thailand. *Heliyon*, 5(5), e01723.

🔗 <https://www.sciencedirect.com/science/article/pii/S2405844018338957>

📅 5/2019 🏷️ business, IT education, information science, sociology, digital workforce, IT competency, digital workforce competency

Siddoo, V., Sawattawee, J., & Janchai, W. (2019). Factors Affecting the Success of IT Workforce Development: A Perspective from Thailand's IT Supervisors and Internship Students. In *Industry Integrated Engineering and Computing Education* (pp. 135-159). Springer, Cham.

🔗 [https://link.springer.com/chapter/10.1007/978-3-030-19139-9\\_9](https://link.springer.com/chapter/10.1007/978-3-030-19139-9_9)

📅 6/2019 🏷️ critical factor, employee development, information technology career, ICT industry, IT worker

Janchai, W., Siddoo, V., & Sawattawee, J. (2019). Andragogical teaching patterns appropriate for work-integrated learning in the information technology industry. *International Journal of Work-Integrated Learning*, 20(3), 283-299

🔗 [https://www.ijwil.org/files/IJWIL\\_20\\_3\\_283\\_299.pdf](https://www.ijwil.org/files/IJWIL_20_3_283_299.pdf)

📅 1/2019 🏷️ IT education, teaching approach, IT industry, IT worker, digital economy, adult learning, digital workforce

Siddoo, V., Janchai, W., & Sawattawee, J. (2018). A Systematic Review of Work-Integrated Learning for the Digital Economy. *International Journal of Work-Integrated Learning*, 19(4), 385-398.

🔗 [https://www.ijwil.org/files/IJWIL\\_19\\_4\\_385\\_398.pdf](https://www.ijwil.org/files/IJWIL_19_4_385_398.pdf)

📅 12/2018 🏷️ work-integrated learning, digital economy, IT curriculum, IT industry, systematic literature review, WIL, work integrated learning

Siddoo, V., Sawattawee, J., Janchai W., and Yodmongkol P., 2017. Exploring the competency gap of IT students in Thailand: the employers 'view of an effective workforce. *Journal of Technical Education and Training*, 9(2), 1-15.

🔗 <http://penerbit.uthm.edu.my/ojs/index.php/JTET/article/view/1868>

📅 11/2017 🏷️ IT competency, Information Technology, digital skills, work integrated learning, industry perspective, WIL, competency gap

Siddoo, V., and Wongsai, N., 2017. Factors Influencing the Adoption of ISO/IEC 29110 in Thai Government Projects: A Case Study. *International Journal of Information Technologies and Systems Approach (IJITSA)*, 10(1), 22-44.

🔗 <https://www.igi-global.com/article/factors-influencing-the-adoption-of-isoiec-29110-in-thai-government-projects/169766>

📅 1/2017 🏷️ ISO 29110, critical factor, government perspective, software quality, software quality framework, Software Engineering

## INTERNATIONAL PROCEEDINGS

1/2024  Digital marketing, Short video, TAM model, UGT Theory

10/2021 INFORMATION TECHNOLOGY, Crisis Management, crisis communication, hotel industry, keyword co-occurrence

 <https://ieeexplore.ieee.org/abstract/document/9310779>

10/2020  Digital marketing. Competency. Job analysis. Web content analysis

7/2017 IT students: competency gap, digital workforce

6/2017 WIL, work integrated learning, digital workforce, SLR, systematic literature review, qualitative study

<sup>2</sup> <https://ieeexplore.ieee.org/abstract/document/7519228>

5/2016  early childhood study, e-learning, Thai children, group theory

 <https://ieeexplore.ieee.org/abstract/document/7408904>

10/2015  ISO 29110, software process improvement, Software Engineering, critical factor, IT industry, VSE, very small entities

7/2014 WIL, decision making, Business Intelligence

1/2013  ISO 29110. software process improvement. Software Engineering. VSE. very small entities

10/2012 VSE, software process improvement, Software Engineering, ISO 29110, very small entities

10/2015  petty cash, IT system, retail business, ERP, enterprise resource planning

Technology: NCCIT 2014, pp. (340-345), Phuket Thailand.

1/2014 process design, telecommunication industry, payment service, KPI

Siddoo, V. and Wetprasit, R., 2014. The Payment Process Improvement by Applying Netting Accounts Receivable and Accounts Payable Method: A Retail Business Case Study. The National Conference on Information Technology: NCIT 2014, pp. (95-101), Nakhon Ratchasima Thailand.

2/2014 ERP, enterprise resource planning, account receivable, AR, retail business

Siddoo, V. and Nakaviroj S., R., 2013. A Phuket Dialect Dictionary Using Inverted Index Technique. The 9th National Conference on Computing and Information Technology: NCCIT 2013, pp. (952-958), Bangkok Thailand.

5/2013 inverted Index Technique, Phuket dialect

## CHAPTERS

Siddoo V., Sawattawee J., Janchai W. (2019) Factors Affecting the Success of IT Workforce Development: A Perspective from Thailand's IT Supervisors and Internship Students. In: Abdulwahed M., Bouras A., Veillard L. (eds) Industry Integrated Engineering and Computing Education. Springer, Cham

6/2019

## TRAINING

1. ISO/IEC 29110 and ISO/IEC 15504 (33000) Expert for Consult, Auditor and Lecture Training Course (2018) Certified
2. Information Technology Professional Examination (ITPE) Certified

## OTHERS

### Related Career Experiences

**Dec 2007 – July 2010** Process and System Analyst Company: Banpu Public Co., Ltd

- Implement financial budget preparation, actual and outlook model by IBM COGNOS tools
- Integrate data from multiple sources
- Join design and get customer's requirements
- Participate in the implementation team and consult, designing process flow, work around process, and customization
- Users Training and post implementation support and new requirements

**July 2003 – Nov 2007** Senior Programmer Company: RIS Co., Ltd

- Develop and support retail business application for Central Retail Group
- Get customer's requirements to map with functionality of Oracle Application 11i E-Business suite
- Fixed scope of implementation in the module of AP, HRMS, OTA
- Participate in the implementation team, designing process flow, work around process, and customization, converting data
- Develop all related (system, end users, etc.) documentation as required
- Presentation and demonstration Oracle Application in the financial, human resource and distribution module.
- Users training and post implementation support and new requirements

**April 2001 – June 2003** Senior Programmer Company: Soft Square 1999 Co., Ltd

- Application development with Oracle Developer 2000, PL/SQL
- Experience in using Oracle Developer 2000 and PL/SQL
- Experienced in RDBMS: MS Access and Oracle database
- Experience in AR systems, PM systems, OR (office for rent) systems and able to contact with customer
- Site references: Quality Houses Public Company Limited, Krisadamanahanakorn Public Company Limited

## RESEARCH GRANTS

Transformation of Tour Guides to Medical Travel Facilitators Using Competency-Based Recommendation System

: 600,000 baht funded by สำนักงานวิจัยแห่งชาติ, 2022 - 2023

📅 2022 🍯 Medical Tourism, Recommendation System

Online to offline trade model for Phuket SMEs using cross border e-commerce: The empirical study

: 200,000 baht funded by วิทยาลัยการคอมพิวเตอร์ มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต, 2021 - 2022

📅 2021 🍯 O2O/CBEC, E-Commerce, Online to offline trade model

Phuket Cooking Fever

: 1,200,000 baht funded by กองทุนพัฒนาสื่อปลอดภัยและสร้างสรรค์, 2021

📅 2021 🍯 Phuket Food, Local Food Game

An Ontology Based Expert System for Increasing Capability of Business Sector to Medical Tourism: A Case Study of High-Quality Chinese Tourists in Phuket Province

: 380,000 baht funded by สำนักงานการวิจัยแห่งชาติ, 2020

📅 2020 🍯 Medical Tourism, Ontology, Expert System

Guidelines for implementing ISO/IEC 29110 software development standards in government organizations

: 200,000 baht funded by Faculty of Technology and Environment, Prince of Songkla University, 2013

📅 2013 🍯 ISO/IEC 29110, Software Process Improvement

Guidelines for implementing ISO/IEC 29110 software development standards in private organizations

: 200,000 baht funded by Faculty of Technology and Environment, Prince of Songkla University, 2013

📅 2013 🍯 ISO/IEC 29110, Software Process Improvement

## AWARDS

ISO/IEC 29110 and ISO/IEC 15504 (33000) Expert for Consult, Auditor and Lecture Training Course (Certified)

Scan Me !! CV Online



### COLLEGE OF COMPUTING

Prince of Songkla University Phuket Campus

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