PERSONAL DATA

Name :	Miss VEERAPORN SIDDOO
Position :	Assistant Professor
Email :	veeraporn.s(at)phuket.psu.ac.th
Phone :	-
Website :	https://scholar.google.co.th/citations?user=w_yOcCsAAAAJ&hl=th
ORCID :	0000-0003-4501-4484
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EDUCATION

Ph.D. Degree   2016-2020   Doctor Of Philosophy In Knowledge Management
Chiang Mai University (CMU)

Master Degree   2004-2006   Master of Science (Information System Management)
National Institute of Development Administration (NIDA)

Bachelor Degree   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

977-391 Project in Software Engineering I
Teaching in Information Technology Major
140-251 System Analysis and Design
140-358 Project Management
Teaching Gen-Ed
980-160 Internet Society
980-023 PSU Volunteer

INTERNATIONAL JOURNAL ARTICLES

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

🗓 *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

🗓 *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

🗓 *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

🗓 *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 quaity framework, Software Engineering*

INTERNATIONAL PROCEEDINGS

May, S. T., & Siddoo, V. (2024, January). Factors Affecting the Short-Form Video Consumption on Social Media Platforms. In *2024 Joint International Conference on Digital Arts, Media and Technology with ECTI Northern Section Conference on Electrical, Electronics, Computer and Telecommunications Engineering (ECTI DAMT & NCON)* (pp. 140-144). IEEE.

https://ieeexplore.ieee.org/abstract/document/10480031

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

Siddoo, V. (2021, October). An analysis of crisis communication by major hotels in Thailand using dark sites during the COVID-19 pandemic. In *2021-13th International Conference on Information Technology and Electronic Engineering (ICITEE)* (pp. 49-54). IEEE.

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

Siddoo, V., & Sawattawee, J. (2020, October). A Comparative Analysis of Digital Content Marketing Competency in Singapore and Thailand. In *2020-5th International Conference on Information Technology (InCIT)* (pp. 50-55). IEEE.

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

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

Siddoo, V., Sawattawee, J., Janchai, W., and Yodmongkol, P., 2017. Exploring The Competency Gap of IT Students: A Case Study from The Thailand Digital Cluster Area. International STEM Education Conference iStem-Ed 2017, (pp. 1-4). Chiang Mai, Thailand.

7/2017　IT students, competency gap, digital workforce

Siddoo, V., and Janchai, W., 2017. Work-integrated Learning for the Digital Economy: A Systematic Literature Review. 20th WACE World Conference on Cooperative and Work Integrated Education, (pp.1-13). Chiang Mai, Thailand.

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

Siddoo, V., Binla, D., Jaineawnaekuson, K., Yommana,O., 2016. A Study of Early Childhood E-Learning Games for Thai Children. 2016 The 2016 Fifth ICT International Student Project Conference (ICT-ISPC2016), pp.(1-4),Nakornpathom Thailand.

https://ieeexplore.ieee.org/abstract/document/7519228

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

Wongsai, N., Siddoo, V. and Wetprasit, R., 2015. Factors of Influence in Software Process Improvement: An ISO/IEC 29110 for Very-Small Entities. 2015 7th International Conference on Information Technology and Electrical Engineering (ICITEE), pp.(12-17),Chiang Mai Thailand.

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

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

Siddoo, V. and Wetprasit, R., 2014. Design and Tool for Decision Making Cooperative and Work Integrated Workplace. The 29 th International Technical Conference on Circuits/Systems,Computer and Communications: ITC-CSCC 2014 ,pp. (645-647),Phuket Thailand

7/2014　WIL, decision making, Business Intelligence

Siddoo, V., Wongsai, N. and Wetprasit, R., 2013. An Implementation Approach of ISO/IEC 29110 for Government Organizations. The 1st Annual PSU Phuket International Conference 2012, Thailand. pp.1-6

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

Siddoo, V., Wongsai, N., and Wetprasit, R., 2012. Implementation of ISO/IEC 29110 in government organizations PSU Phuket case study (implementation and satellite communication, future Internet, Internet applications, Internet for disasters, etc.). □□□□□□□□□□□□□ IA, □□□□□□ □□□□□□□, 112(250), 55-60.

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

NATIONAL PROCEEDINGS

Siddoo, V. and Wetprasit, R.,2015. Petty Cash Control System: A Retail Business Case Study. 2015 The 7th National Conference on Information Technology. NCIT 2015, pp. (364-369),Chaing Mai Thailand.

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

Siddoo, V. and Wetprasit, R.,2014. The Design of Targets and Performance Indicators for Payment Service: Telecommunication Organization Case Study. The 9th National Conference on Computing and Information 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 Traning 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 Retails 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, Krisadamahanakorn 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* 🔖 *O2OCBEC, 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

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