## PERSONAL DATA

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|---|---|
| **Name** : | DR WINAI NADEE |
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## EDUCATION

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|---|---|---|
| **Ph.D. Degree** | 2017 | PhD in Business Informatics<br>University of Reading, UK |
| **Master Degree** | 2008 | MSc in Computer Science<br>Mahidol University, TH |
| **Bachelor Degree** | 2002 | BSc in Applied Statistics<br><br>King Mongkut's Institute of Technology, North Bangkok, TH |

## RESEARCH INTERESTS

*Digital Lifestyle and Business Transformation*

*Behavioral Science and Economics*

*Social and Norm Informatics*

## RESEARCH PROJECTS

Impact on Digital Transformation to Society - Social Adaptation

Big Data Management for Functional Foods – An Analysis of Functional Drink Consumption in Working Age

Digital Lifestyle and Eating Behaviour

Applications of Block Chain Technology in Business

Platform for Tourist's Behaviour Analysis : A Case Study of Phuket

[Research Projects](#)

## TEACHING

### Undergrad
- Enterprise Resource Planning (Autumn term)
- Business Research Method (Autumn term)
- Organisation Design and Optimisation (Autumn)
- IT Project Management (Spring term)
- Financial Technology (Spring term)

### Postgrad
- IT Project Management

### Guest Lecturer
- Media and Innovation for Tourism Business - Phang Nga Technical College
- *"Digital Lifestyle and Eating Behaviour Chapter"* in Eating Economics Module - Kasetsart University

## INTERNATIONAL PROCEEDINGS

Sayruamyat, S. and **Nadee, W.** (2019) Acceptance and Readiness of Thai Farmers toward Digital Technology. Proceedings of the 3rd International Conference on Smart Trends for Computing and Communications (SmartCom 2019), 24 - 25 January 2019, Bangkok, Thailand.

📅 1/2019  🔖 *Technology Adoption, Readiness*

Prutsachainimmit, K. and **Nadee, W.** (2018). Towards Data Extraction of Dynamic Content from JavaScript Web Applications. Proceedings of the The 32nd International Conference on Information Networking (ICOIN2018) . Chiang Mai, Thailand. Page: 750-754.

📅 1/2018  🔖 *Computer Science*

**Nadee, W.**, Gulliver, S., Ali, S. (2017) A Dual Aspect Model: Modeling Systems Alignment. In: Proceedings of the 9th International Conference on Management of Digital EcoSystems (MEDES). ACM, 7 – 9 November 2017, Bangkok, Thailand, pp. 159-163.

📅 1/2017  🔖 *Informatics*

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