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Education

- 2002 DOCTOR DER TECHNISCHEN WISSENSCHAFTEN, INFORMATION SYSTEM, TECHNISCHE UNIVERSITÄT WIEN, AUSTRIA
- 1996 MASTER OF SCIENCE, BUSINESS INFORMATION TECHNOLOGY, CHULALONGKORN UNIVERSITY, THAILAND
- 1994 BACHELOR OF ENGINEERING, COMPUTER ENGINEERING, KING MONGKUT'S UNIVERSITY OF TECHNOLOGY THONBURI, THAILAND

Publications

Peer-Reviewed Journal Articles

"Behavioral Intention of University's HR Management System Users", Chulalongkorn Review, 31(121) : 109-133, Jul.2009-Sep.2009, (Leewattanakit, W.).

"CIO's Role in Economic Crisis", Chulalongkorn Review, 21(84) : 10-16, Jul.2009-Sep.2009, (Leewattanakit, W.).

"Study on connecting businesses via a standard network", Electrical and Electronics Institute, Sep.2006, (Leewattanakit, W.).

"Dairy Product Development Process", Chulalongkorn Business Review, 108Jun.2006, (Leewattanakit, W.).

Peer-Reviewed Academic/Professional Meeting Proceedings

"The Influence of Factors of Social Network Advertising toward Purchase and Referral Intention" ASBBS 2015: American Society of Business and Behavioral Science 22nd Annual Conference, Las Vegas, USA Feb.2015, (Leewattanakit, W.).