

## **LADDAWAN KAEWKITIPONG**

Home: 125/326 Changwattana Rd.,  
Pakkred, Nonthaburi, 11120, Thailand

Work: Thammasat Business School,  
2 Prachan Rd., Pranakorn, Bangkok, 10200, Thailand

Mobile: + 66-875-096-755

Email: [lad\\_k@hotmail.com](mailto:lad_k@hotmail.com), [laddawan@tbs.tu.ac.th](mailto:laddawan@tbs.tu.ac.th)

### **CURRENT APPOINTMENT AND DEPARTMENT**

#### **Lecturer, Dr.**

Department of Management of Information System, Faculty of Commerce and Accountancy, Thammasat University

### **RESEARCH INTEREST**

Strategic Management; Strategy and IT, particularly E-Business and Social Networking technologies

### **TEACHING**

Postgraduate: B2B E-business models

Undergraduate: Principle of Management Information System

### **EDUCATION**

#### **Ph.D. in Management Science, July 2009**

Lancaster University, Lancaster, UK.

Thesis: "E-business adoption and evaluation in Thai tourism SMEs: Process and Context perspectives"

#### **MSc in Information Technology, Management and Organisational Change, September 2004**

Lancaster University, Lancaster, UK.

Dissertation: "Utility computing and emerging service provider business model"

#### **BSc in Computer Science, March 2002, Second class Honor**

Thammasat University, Pathumthani, Thailand

Final Project: Developed an XML editor, using C++

### **PUBLICATIONS**

Brown, D and Kaewkitipong, L (2009) Relative size and complexity: e-Business use in small and medium sized tourism enterprises in Thailand, *Journal of Enterprise Information Management*, 22, 1/2, 212 – 231

Kaewkitipong, L and Brown, D (2008) Adoption and Evaluation of E-business in Thai SMEs: A process perspective, *Proceedings of AMCIS*, August 14 – 17, 2008, Toronto, Canada

Kaewkitipong, L and Brown, D (2007) E-Business use in Small and Medium sized Tourism Enterprises: A Post Adoption Perspective, *Proceedings of AMCIS*, August 9 – 12, 2007, Colorado, USA

Lockett NJ, Brown DH, and Kaewkitipong L (2006) The Use of Hosted Enterprise Applications by SMEs: A Dual Market and User Perspective. *Electronic Markets*, 16, 1, 85-96.

### **WORK EXPERIENCE**

#### **Product Engineer**– Jul 2002 – Aug 2003

AMD (Thailand) ltd, Thailand

Successfully enhanced products' productivity by analyzing failures and determining approaches for

prevention and co-operated with engineers in Sunnyvale, USA and Penang, Malaysia to improve product reliability. Experimented on improvement a particular process (a wire bond process of producing wireless chip) Formulated and organized weekly and monthly reports using Crystal report and Microsoft Office and also developed the database system for such reports. Organized meetings within project team and updated a meeting minute. Supported and solved day-to-day problems for production line.

**Programmer** — Apr 2002 – Jun 2002

Blueprint Solution Corporation, Thailand

Collected requirements and presented web prototypes to customers. Involved with the development team to implement a back-end Java program and database, applying PL/SQL on Oracle DBMS.