CURRICULUM VITAE

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CURRENT POSITION: Vice Rector for Academic Affairs, Thammasat University
Regional Vice President for Thailand, International Conference on Electronic Business
(Nominated by ICEB committee in Hawaii, U.S.A, Sep 30, 2008)

ACADEMIC QUALIFICATIONS:

2004, Doctor of Philosophy (Management of Technology), Asian Institute of Technology, Thailand
1987, Master of Business Administration, University of Texas at Austin, U.S.A.
1984, Accounting & Auditing International Student Exchange Program (ISEP), University of Utah, Salt Lake City, U.S.A.
1983, Master of Science (Accounting), Thammasat University, Thailand
1981, Bachelor of Business Administration (Accounting), Second Class Honor, Thammasat University, Thailand
1978, Triam Udom Suksa School, Thailand
1976, Seventh Day Adventist Ekamai School, Thailand

AMINISTRATIVE EXPERIENCES:

2007 (March-November): Associate Dean for Graduate Studies and Foreign Affairs
2004-2007: Associate Dean for Research
1998-2001: Associate Dean for Planning and Development
1995-1996: Head of Management Information Systems Department
1992-1993: Director of Computer Center
1992-1993: Assistant Director of Continuing Education Program
1989-1990: Editorial Board of Journal of Business Administration

RESEARCH INTERESTS

E-service, E-business, E-commerce, ERP, Database, Strategic IS/IT Planning, MIS, Management of Technology, Knowledge Management, Structural Equation Modeling (SEM) Research

ACADEMIC WORK AND PUBLICATION

A. Academic Research Grant

Rotchanakitumnuai, S. "Applying the Knowledge Management to Develop Good

Governance of Government E-Procurement", Thailand Research Fund Grant, 2008-2011. (Research in progress)

Rotchanakitumnuai, S. "Modeling Enterprise Resource Planning Implementation Success: The Thai ERP Balanced Scorecard Framework", Faculty of Commerce and Accountancy - Business Research Center Grant, 2008. (Research in progress)

Rotchanakitumnuai, S. "Developing the Key Success Factors of Electronic Procurement with the Balanced Scorecard Approach", Thammasat Alumni Association Grants, 2006.

Rotchanakitumnuai, S. "Modeling Electronic Government Service Acceptance Model: The Case of Tax Filing via the Internet", Thailand Research Fund Grant, 2005-2006.

Rotchanakitumnuai, S. "Empirical Study of the Technology Acceptance Model: The Case of Internet-Based Securities Trading System", Faculty of Commerce and Accountancy - Business Research Center Grant, 2005.

Rotchanakitumnuai, S. "Banks use of The World Wide to Strengthen Customer Relationships", 2004.

Rotchanakitumnuai, S. "Success Factors for Thai Business to Consumer Electronic Commerce: The Thai Online Merchants Perspectives", Faculty of Commerce and Accountancy - Business Research Center Grant, 2000.

B. Refereed journal articles: international and national

Rotchanakitumnuai, S. and Speece, M. "Modeling electronic service acceptance of an e-securities trading system", *Industrial Management and Data System*s, (accepted, forthcoming).

Rotchanakitumnuai, S. and Speece, M. "Modeling Electronic Service Acceptance of an E-securities Trading System", *International Journal of Electronic Finance*, (accepted, forthcoming).

Rotchanakitumnuai, S. "Measuring e-government service value with the E-GOVSQUAL-RISK model", *Business Process Management Journal*, 14(5), 2008, 724-737.

Rotchanakitumnuai, S. and Speece M. "Electronic Commerce for low involvement consumer goods: Success factors of Thai online merchants", *International Journal of Electronic Customer Relationship Management*, 10 (2), 2007, 132-154.

Rotchanakitumnuai, S. "The important risk factors of E-government service adoption", *IEEE Xplore*, 2007, 3652-3655.

Rotchanakitumnuai, S. "E-government service: The perceived risk facets of e-revenue systems", *Journal of Business Administration*, 29 (110), 2006, 65-72.

Rotchanakitumnuai, S. "The Impact of Internet Banking on Switching to the New Service Provider", *Journal of Business Administration*, 28 (106), 2005, 2548, 57-75.

Rotchanakitumnuai, S., and Speece, M ."Business Value of Thai Internet Banking Services : The Corporate Customers' Perspectives", *Journal of Electronic Commerce Research*, 5 (4), November, 2004, 270-286.

Rotchanakitumnuai, S., and Speece, M. "Barriers to Internet Banking Adoption: A Qualitative Study among Corporate Customers in Thailand", *International Journal of Bank Marketing,* 21 (6/7), 2003, 312-323.

Rotchanakitumnuai, S. "Business-to-consumer electronic commerce success factors", *Journal of Business Administration,* 26 (99), 2003, 65-76.

Rotchanakitumnuai, S. "e-business: Inter-organization business transaction", *Journal of Business Administration*, 23(87), 2000, 30-42. (translated from Thai title)

Rotchanakitumnuai, S. "Information technology and business value creation and management in the next era", Special issue: Proceedings of Academic Papers for the Sixtieth

Anniversary of Faculty of Commerce and Accountancy, 2000, 579-601. (translated from Thai title)

Rotchanakitumnuai, S. "Cost deduction and efficiency improvement with Intranet", *Journal of Business Administration*, 23(85), 2000, 53-63. (translated from Thai title)

Rotchanakitumnuai, S. "Data warehouse: The important technology for organization", *Journal of Business Administration*, 22(81), 1999, 45-53. (translated from Thai title)

Rotchanakitumnuai, S. "Outsourcing and information management", *Journal of Business Administration*, 21(77), 1998, 23-36. (translated from Thai title)

Rotchanakitumnuai, S. "Geographical Information Systems", *Journal of Business Administration*, 19(70), 1996, 104-109. (translated from Thai title)

Rotchanakitumnuai, S. "Document management in IT era: Opportunities and Challenges", *Journal of Business Administration*, 17 (68), 1995, 58-68. (translated from Thai title)

Rotchanakitumnuai, S. "Computer Application Development", *Journal of Business Administration*, 13(51), 1989, 94-98. (translated from Thai title)

Rotchanakitumnuai, S. "Management and information", *Journal of Business Administration*, 13(50), 1989, 70-79. (translated from Thai title)

Rotchanakitumnuai, S. "Information systems: Roles and impacts", *Journal of Business Administration*, 12(46), 1988, 78-83. (translated from Thai title)

C. Papers in International Conference Proceedings

Punumnuay, W. and Rotchanakitumnuai, S. "Factors influencing e-banking service bond: The cases of Internet banking and mobile banking", *Proceedings of the* Greater Mekong Subregion Academic and Research Network (GMSARN) *International Conference*, Kunming, China, November 12-14, 2008.

Ampairatana, N. and Rotchanakitumnuai, S. "Developing ERP implementation success factors of Thai SMEs", *Proceedings of the* Greater Mekong Subregion Academic and Research Network (GMSARN) *International Conference*, Kunming, China, November 12-14, 2008.

Rotchanakitumnuai, S. "Measuring E-government service value with the E-GOVSQUAL-RISK Model", *The Eighth International Conference on Electronic Business*, Hawaii, September 30-October 2, 2008.

Rotchanakitumnuai, S. "E-Procurement Framework for a Successful E-Reverse Auction", *The Seventh International Conference on Electronic Business*, Taiwan, December 2-6, 2007.

Rotchanakitumnuai, S. "The important risk factors of e-government service adoption", *IEEE Wicom Track: ISM2007 Conference*, Shanghai, China, July 26-28, 2007.

Rotchanakitumnuai, S. "Developing the electronic service acceptance model from Internet Securities Trading System", *The Seventeenth Australasian Conference on Information Systems*, Adelaide, Australia, Dec 6-8, 2006.

Rotchanakitumnuai, S "Factors influencing electronic service adoption", *INFORMS Conference*, Hong Kong, China, June 24-28, 2006.

Rotchanakitumnuai, S. "The impact of web-based service on switching cost: Evidence from Thai Internet banking", *International Conference on Electronic Commerce*, Xian, China, August 18-20, 2005.

Rotchanakitumnuai, S., and Speece, M. "Relationship Development and Loyalty in Corporate Internet Banking", *SERVSIG Research Conference*, Singapore, June 2-4, 2005.

Rotchanakitumnuai, S., and Speece, M. "Enhance Customer Relationships with

Web-based Service Delivery Channel", *Australian New Zealand Marketing Association Conference*, Wellington, New Zealand (ANZMAC 2004), November 29-December 1, 2004.

Rotchanakitumnuai, S. "The impact of web-based service on switching cost: The case of Thai Internet banking" *The Third National Conference on electronic Business*, Chulalongkorn University, Bangkok, Thailand, November 25, 2004.

Rotchanakitumnuai, S. "Enterprise Resource Planning Systems Implementation Success", *The Second International Accounting Conference*, University of the Thai Chamber of Commerce, Bangkok, Thailand, November 26, 2004.

Rotchanakitumnuai, S., and Speece, M. "Enhancing relationship in corporate banking through Internet banking implementation", *The 12th Annual Conference on Pacific-Basin Finance, Economics, Accounting and Business (PBFEA)*, Bangkok, Thailand, August 10-11, 2004.

Rotchanakitumnuai, S. "E-government panel session", *The Eighth Asia-Pacific Conference on Information Systems (PACIS 2004)*, Shanghai, China, July 8-11, 2004.

Rotchanakitumnuai, S., and Speece, M. "Balancing Business Value of Thai Internet Banking Services: The Corporate Customers' Perspectives," *The Eighth Pacific-Asia Conference on Information Systems, Shanghai, China*, 8-11 July, 2004.

Rotchanakitumnuai, S., and Speece, M. "Business-to-Consumer Electronic Commerce Success Factors in Thailand: The Website Merchant Perspectives," *The Third International Conference of Electronic Business (ICEB 2003)*, Singapore, 9-13 December, 2003.

Rotchanakitumnuai, S., and Speece, M. "Assessing Thai Internet Banking Benefits: A Qualitative Study among Thai Internet Banking Service Providers," *The Third International Conference of electronic Business (ICEB 2003),* Singapore, December 9-13, 2003.

Rotchanakitumnuai, S., Chaisrakeo, S., Larpsiri, R., and Speece, M. "Retail banking consumer perceptions toward Thai Internet banking," *The Eighth International Conference on Marketing and Development*, Bangkok, Thailand, January 4-7, 2003.

Rotchanakitumnuai, S. "Thai Business to Consumer Electronic Commerce," *Proceedings of the First National Conference of Electronic Business*, Bangkok, Thailand, October, 2002.

Rotchanakitumnuai, S., and Speece, M. "Technological Marketing and Effective Customer Relationships," *Conference on AIB Southeast Asia and Australia Regional Conference*, Shanghai, China, July, 2002.

Rotchanakitumnuai, S. "Thai Business to Consumer Electronic Commerce," *Proceedings of the First National Conference of Electronic Business*, Bangkok, Thailand, October, 2002.

D. Textbook (Translated from Thai titles)

Rotchanakitumnuai, S. "Strategic IS/IT Architecture and Planning", Pinklou Publishing, 2008. (Forthcoming)

Rotchanakitumnuai, S. "Managing Information Systems in the Digital Age", Pinklou publishing, 2006.

Rotchanakitumnuai, S. "Managing Database with Microsoft Access 2002", Pinklou publishing, 2006.

Rotchanakitumnuai, S. "Database Design and Administration", Second Edition, Pinklou Publishing, 2006.

Rotchanakitumnuai, S. "SQL: Database Language", Fourth Edition, Pinklou publishing, 2006.

Rotchanakitumnuai, S. "Database System", Fifth Edition, Pinklou publishing, 2001.
Rotchanakitumnuai, S. "Software for Managing Sale System for Exporter", 1994.
Rotchanakitumnuai, S. "dBase III Plus", Thammasat publishing, 1989.

E. Case Study

Rotchanakitumnuai, S. "Mega Business IS Planning", Business Research Center, Faculty of Commerce and Accountancy, 2005.
Rotchanakitumnuai, S. "Siam Bank: The case of using Internet banking for financial transaction", Business Research Center, Faculty of Commerce and Accountancy,2006.

F. Book Chapter (Translated from Thai Title*)*

Rotchanakitumnuai, S. "Strategic Information Technology Planning Approach", *Roles of information technology to SMEs, TBS Series*, Veladee Publishing, 2004, 53-65.

Rotchanakitumnuai, S. "Best Management Information Systems", *Special issues in MIS*, Thammasat publishing, 1988, 4-7.

Rotchanakitumnuai, S. "System Development: Process and problems", *Special issues in MIS*, Thammasat publishing, 1988, 173-190.

G. Course Teaching

Accounting Information Systems

Business Research / Advanced Business Research

Database Design and Administration

Database Systems

E-business/ E-Enterprise

Enterprise Modeling and Information Technology Solutions

Enterprise Resource Planning

Information System Management

Management Information Systems

Seminar in MIS

Strategic IS/IT Planning

*Students' thesis/IS advisor or committee and non academic works are not included.

Updated Feb 28, 2009