
Peter Ractham, Ph.D.
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Thammasat Business School
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Year/Month of Hire: 2009/April

Academic Background

Ph.D. Claremont Graduate University, U.S.A., Information Systems and Technology, 2008

M.S. Claremont Graduate University, U.S.A., Management Information Systems, 2003

B.S. California State Polytechnic University, U.S.A., Economics, 1999

WORK EXPERIENCE

Work Experience

Assistant Professor, Thammasat Business School , Thammasat University (2012 - Present), Bangkok, Thailand.

Associate Director for Student Affairs, Business Administration (International Program), Thammasat Business School, Thammasat University (2010 - 2012), Bangkok, Thailand.

Lecturer, Thammasat Business School , Thammasat University (2009 - 2012), Bangkok, Thailand.

Research Associate, Social Learning Software Lab, School of Information Science and Technology, Claremont Graduate University. (2005 - 2008), Claremont, California.

Tech Specialist II, SunGard Higher Education. (2005 - 2008), Claremont, California.

Audio Visual/Computer lab assistant, Claremont Graduate University. (2000 - 2005), Claremont, California.

Multimedia Specialist, MediaVision ITAC, California State Polytechnic University. (1998 - 2000), Pomona, California.

TEACHING

Courses Taught

Masters:

Management Information Systems in Business (IS621)

Research in Information Systems (IS775)

Bachelors:

Electronic Business (IS352)

Electronics Business (IS361)

Management Information Systems (IS201)

INTELLECTUAL CONTRIBUTIONS

Intellectual Contributions

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals		17	1	18
Publications in Refereed Conference Proceedings		16		16
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings		3	2	5
Grants - Funded (both refereed and non-refereed)		2		2

Refereed Articles

Applied or Integrative/application Scholarship

Ractham, P., Kirk, K., & Abrahams, A. (2016). E-Progression of Nonprofit Organization Websites: U.S. Versus Thai Charities. *Journal of Computer Information Systems*, 56 (3), 244-252, doi: 10.1080/08874417.2016.1153917.

Kaewkitipong, L., Chen, C. C., & Ractham, P. (2016). A community-based approach to sharing knowledge before, during, and after crisis events: A case study from Thailand. *Computers in Human Behavior*, 54, 653–666.

Chen, C. C., Nakayama, M., & Ractham, P. (2016). The Impact of Social Influence, Information Quality and Online Forum Features on The Credibility of Doctors and Hospitals for Medical. *International Journal of Healthcare Information Systems and Informatics*, 10 (4).

Ractham, P. (2015). Social Media and Value Creation in Thai Enterprise. *Chulalongkorn Business Review (Thai)*, 37 (3), 37-62.

Chaipatpanich, P., Kaewkitipong, L., & Ractham, P. (2015). "What's wrong with being a Temple Boy": A Case Study of Online Drama and Discussion Fallacies. *Thammasat University Journal (Thai)*, 34 (2), 53-70.

Leong, C. M.L., Pan, C. L., Kaewkitipong, L., & Ractham, P. (2015). ICT-Enable Community Empowerment in Crisis Response: A Social Media in Thailand Flooding 2011. *Journal of the Association for Information Systems*, 16 (3), 50-60.

Ractham, P. & Kaewkitipong, L. (2015). The Factors and Strategy to Persuade the Use of NSW. *NIDA Business Journal*, 16, 26-59.

Singto, V., Ractham, P., & Kaewkitipong, L. (2015). Where are you go I will go with you Case study: use application for booking taxi. *Graduate Volunteer Journal (Thai)*, 12 (1), 85-113.

Ractham, P., Chen, C. C., & Nakayama, M. (2015). The Impact of Social Influence, Information Quality and Online Forum Features on the Credibility of Doctors and Hospitals for Medical Tourism Services. *International Journal of Healthcare Information Systems and Informatics*, 10 (4), 22-37, doi: 10.4018/IJHISI.2015100102.

Intojunyong, S., Kaewkitipong, L., & Ractham, P. (2014). The Study of Supply Chain and Data Model of Tourism Industry in Thailand. *Suthiparithat Journal (Thai)*, 28 (85), 352-369.

Ractham, p. & Chen, C. C. (2013). Promoting the use of online social technology as a case-based learning tool. *Journal of Information Systems Education*, 24 (4), 291-297.

Amphisamphunkun, A., Ractham, P., & Kaewkitipong, L. (2013). สื่อสังคมกับการพัฒนาคุณภาพชีวิตของผู้สูงอายุในสังคมไทย. *Graduate Volunteer Journal (Thai)*, 10 (1), 200-230.

Kaewkitipong, L. & Ractham, P. (2012). สื่อสังคมกับการบริหารจัดการข้อมูลในช่วงภัยพิบัติ:บทเรียนจากอุทกภัยปี 2554. *Graduate Volunteer Journal (Thai)*, 8 (2), 47-81.

Ractham, p., Khayun, V., & Fripo, D. (2012). ASSESSING e-EXCISE SUCCESS WITH DeLONE AND McLEAN'S MODEL. *Journal of Computer Information Systems*, 52 (3), 31-40.

Ractham, p., Chen, C. C., & Srisawas, S. (2012). Affective and Social Factors Influencing the Continuance Intention of Using Social Technology for the Case-based Learning. *International Journal of Management, Knowledge and Learning*, 1 (2), 173-188.

Ractham, p. (2011). รูปแบบในการดำเนินธุรกิจระบบเชื่อมโยงข้อมูลอิเล็กทรอนิกส์ของประเทศไทยเพื่อเตรียมพร้อมเข้าร่วมสมาคมเศรษฐกิจอาเซียน. *Journal of Business Administration (Thai)*, 34 (Special), 129-139.

Ractham, p., Zhang, X., & Fripo, D. (2010). Innovative web 2.0 implementation: a case study of a web 2.0 technology proliferation within a university setting. *International Journal of Networking and Virtual Organisations*, 7 (5), 479-496.

Teaching and Learning Scholarship

Ractham, p., Kaewkitipong, L., & Firpo, D. (2012). The Use of Facebook in an Introductory MIS Course: Social Constructivist Learning Environment. *Decision Sciences Journal of Innovative Education*, 10 (2), 166-185.

Refereed Proceedings

Applied or Integrative/application Scholarship

Reynoso, J., Chutimaskul, W., Ofman, L., Ramos, M., & Ractham, P. (2015). Evaluating the Development Factors for Information Systems for Mobile Devices. *The 10th International Conference on e-Business (iNCEB2015)*.

Kaewkitipong, L., Ractham, P., & Chen, C. (2014). The Use of Social Media to Enrich Information Systems Field Trip Experiences. *The 11th International Joint Conference on e-Business and Telecommunications*.

Ractham, P. & Techatassanasoontorn, A. (2014). Social Media Use and Senior Citizen's Life Satisfaction. *The 25th Australasian Conference on Information Systems*.

Ractham, P. (2014). A Non-Profit Organization E-Business Evaluation. *2014 International Conference on e-Commerce, e-Administration, e-Society, e-Education and e-Technology Fall Sessions*.

Chen, C., Ractham, P., & Kaewkitipong, L. (2014). The Community-Based Model of Using Social Media to Share Knowledge to Combat Crises. *The 18th Pacific Asia Conference on Information Systems (PACIS 2014)*.

Kaewkitipong, L., Ractham, P., Shan, M., Pan, L., & Hackney, R. (2014). Constructing the Cultural Repertoire in a Natural Disaster: The Role of Social Media in the Thailand Flood of 2011. *The 25th Australasian Conference on Information Systems*.

Ractham, P., Nakayama, M., & Chen, C. (2013). Trust in Online Medical Tourism Information: Having Cosmetic Surgery in South Korea. *The 13th International Conference on Electronic Business*.

Ractham, P., Nakayama, M., & Chen, C. (2013). The Trust in Online Discussion Forums and How They Influence Patients' Intention to Adopt Medical Tourism Services. *The 10th International Conference on e-Business (ICEB 2013)*.

Ractham, P. & Chen, C. (2013). Adopting Internet Telephony Technology as a Cross-Cultural Communication Training Tool. *Pacific Asia Conference on Information Systems (PACIS) 2013*.

Ractham, P. & Chen, C. (2012). The Efficacy of Social Learning Technology on Case-based Learning: A Task-Technology Perspective. *The 18th Americas Conference on Information Systems*.

Ractham, P. (2012). Affective and Social Factors Influencing the Continuance Intention of Using Social Technology for the Case-based Learning. *2012 International Conference on Information Resources Management (CONF-IRM)*.

Kaewkitipong, L., Ractham, P., & Chen, C. (2012). Lessons Learned from the Use of Social Media in Combating a Crisis: A Case Study of 2011 Thailand Flooding Disaster. *International Conference on Information Systems 2012 (ICIS2012)*.

Ractham, P. & Kaewkitipong, L. (2011). GOOGLE WAVE FAILURE: LESSON LEARNED FOR DIFFUSION OF AN ONLINE COLLABORATION TOOL. *The 10th ISONEWorld*.

Ractham, P. & Firpo, D. (2011). Using Social Networking Technology to Enhance Learning in Higher Education: A Case Study using Facebook. *HICSS-44: Hawaii International Conference on System Sciences 2011*.

Ractham, P., Kaewkitipong, L., & Firpo, D. (2010). MIS2.0: Designing the Next Generation MIS Course Using Social Networking Technology. *AMCIS 2010: 16th American Conference on Information Systems*.

Ractham, P. (2010). A Taxonomy of Security Threats and Solution for RFID Systems. *ICEB 2010: The 10th International Conference on Electronic Business*.

Books, Monographs, Compilations, Manuals

Book

Ractham, P. (2015). *Social Media Business Management* Thammasat University Printing House.

Compilation

Intojunyong, S., Kaewkitipong, L., & Ractham, P. (2016). *Thailand's Tourism Industry: Demystifying the Supply Chain* Asian Management Briefs, Singapore Management University.

Chapters, Cases, Readings, Supplements

Chapter

Ractham, P., Panichpathom, S., & Khanti, W. (2014). การเพิ่มประสิทธิภาพด้วยไอที: กรณีศึกษา 3 C (Central, Centralization, Center) ของ Centara Productivity Enhancement by IT: the Case Study of Centara. *ASEAN Readiness Index* (pp. 195-211). Bangkok: Magic place Co.Ltd..

Ractham, P. (2010). Constructing a Sense of Community in a Graduate Educational Setting Using a Web 2.0 Environment. *Technologies and Practices for Constructing Knowledge in Online Environments: Advancements in Learning* (pp. 46-83). IGI Global.

Ractham, P. (2009). อุตสาหกรรมแฟชั่น ซี.พี. บทเพลงแห่งการดีไซน์. *The Corporation of Design : Episode II* (pp. 122-139). Bangkok: Bangkok bizbook.

Grants

Research

2013: Ractham, P. การศึกษาปัจจัยและกลยุทธ์ที่สร้างแรงจูงใจในการใช้ระบบเชื่อมโยงข้อมูลอิเล็กทรอนิกส์, Principal Investigator, The Thailand Research Fund (TRF).

2011: Ractham, P. การประยุกต์ใช้สื่อสังคมในการสร้างมูลค่าทางธุรกิจของกิจการในประเทศไทย, Principal Investigator, The Thailand Research Fund (TRF).

SERVICE

Service to the Institution

School Assignments

Member:

2016: AACSB Assurance of Learning Committee (School Level), 2014-Present

Service to the Profession

Advisor

2016: The Advisor of the Committee for Hiring Company to Develop Work System, the Project on Smartphone Application Creation (National).

Guest Speaker

2015: Guest Speaker on the Topic Exchange of Experience in Publications by Research Affairs Office, Thammasat University (National).

2015: Guest Speaker for Application of Information System for Decision in Public Health for the Master of Public Health Program, Faculty of Public Health (National).

2014: Guest Lecturer for the Course 5600 Knowledge Management (National).

2014: Guest Lecturer on the course BA7650 E-Business, NIDA (National).

2014: Guest Lecturer on the course BA7650 E-Commerce, NIDA (National).

2013: Guest Speaker on Information Technology System for Management at Faculty of Public Health, Thammasat University (National).

2012: Guest Lecturer for the Course PB602 Health Information System Management at Faculty of Public Health, Thammasat University (National).

2011: Guest Speaker on Writing A Thesis and A Proposal of Independent Study for the MSMIS Students #5 on 26 March 2011 (National).

2010: Guest Speaker for the Undergraduate Students at Royal Melbourne Institute of Technology (MIT), Australia (National).

Member: Committee/Task Force

2010: The Committee of the Program Development Annual Seminar, 2010 (National).

Professional Development

Pedagogy-Related Training

2012: Using Action Research for Teaching and Learning Development with Classroom Research, Bangkok, Thailand.

2011: Writing Mind Mapping, Bangkok, Thailand.

2011: U.C.T.I, Kuala Lumpur, Malaysia. Introduction to SAP ERP with Global Bike Inc V2.0 Train-the-Trainer Workshop

Professional Seminars / Workshops

2011: ICIS, Shanghai, China. International Conference on Information Systems 2011