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**Surat Kointarangkul, D.B.A.**  
**Lecturer**  
**Department of Management Information**  
**Systems**  
**Thammasat Business School**  
[surat@tbs.tu.ac.th](mailto:surat@tbs.tu.ac.th)



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**Year/Month of Hire: 1992/December**

**Academic Background**

- D.B.A. United States International University, U.S.A., International Business, 1989
- M.B.A. Northrop University L.A., U.S.A., Accounting and Finance, 1987
- B.B.A. Thammasat University, Thailand, Accounting, 1985

**WORK EXPERIENCE**

**Work Experience**

- Lecturer, Thammasat Business School , Thammasat University (1992 - Present), Bangkok, Thailand.
- Head, Department of Management Information Systems, Thammasat Business School, Thammasat University (2010 - 2012), Bangkok, Thailand.
- Associate Dean, Administration, Thammasat Business School Thammasat University (2004 - 2010), Bangkok, Thailand.
- Director, TBS Computer Center, Thammasat Business School, Thammasat University (1999 - 2001), Bangkok, Thailand.

**TEACHING**

**Courses Taught**

**Masters:**

Business Database Management (IS622)

**Bachelors:**

Advanced Database Management (IS457)

Database Systems (IS314)

Information System Design (IS415)

Management Information Systems (IS201)

**INTELLECTUAL CONTRIBUTIONS**

**Intellectual Contributions**

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals		1		1
Articles in Refereed Journals (in Press)		1		1
Publications in Refereed Conference Proceedings		1		1

## **Refereed Articles**

### **Applied or Integrative/application Scholarship**

Rotchanakitumnuai, S., Punnachaiya, P., Khanti, W., & Kointarangkul, S. (in press, 2015). Electronic Readiness Assessment Framework: The Organizational Level. *Chulalongkorn Business Review (Thai)*, 38 (148), 105-120.

Rotchanakitumnuai, S., Punnachaiya, P., Kointarangkul, S., Khanti, W., & Tanvisuth, A. (2015). E-tourism Readiness of Hotels in Thailand. *Chulalongkorn Business Review (Thai)*, 37 (146), 97-114.

## **Refereed Proceedings**

### **Applied or Integrative/application Scholarship**

Rotchanakitumnuai, S., Khanti, W., Kointarangkul, S., & Punnachaiya, P. (2015). Electronic Tourism Quality for Enhancing Tourist Relationship. *The 15th International Conference on Electronic Business 2015*.

## **SERVICE**

### **Service to the Profession**

#### **Guest Speaker**

2013: Guest Speaker on Preparation for Thesis/IS for the Students #7 (National).

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

#### **Member: Committee/Task Force**

2014: The Educational Assessment Committee for Information Technology Program, the University of the Thai Chamber of Commerce (UTCC) (National).

2013: The Committee for Educational Assessment of the Information Technology Program (Examinations), the University of the Thai Chamber of Commerce (UTCC) (National).

2013: The Committee for Study Visit to Tan Land, Ichitan Group (National).