

## Curriculum Vitae

**Asst. Prof. Krittipat Pitchayadejanant (Ph.D.)**  
**Academic Position Discipline: Statistical Analysis**



### Education Background

**2010 - 2015**

Ph.D. in Information Technology in Assumption University  
*Concentration in Technology Management*

**2006 – 2007**

Scholarship in Master of Statistics at University of Wollongong in Australia

**2002 – 2006**

Bachelor Degree with scholarship in Applied Statistics concentration in Business at Assumption University, Bangkok with Cum Laude Award

### Working Experience

2015 – Present

Full time lecturer in Smart Logistics and Supply Chain Management, Burapha University International College

2007 – 2015

Full time lecturer in Business Data Analysis, Vincent Mary School of Science and Technology, Assumption University

### Administrative Experience

2020 – Present

Associate Dean in Administration and Organization Development

2019 – 2020

Associate Dean in Research and Organization Development

2018 – 2019

Chairperson in Logistics Management

### Publication and Presentation

Ubolnuar N, Luangpon N, Pitchayadejanant K, Kiatkulanusorn S. (2022). Psychosocial and Physical Predictors of Stress in University Students during the COVID-19 Pandemic: An Observational Study. *Healthcare*. 10(5), pp 786.

Nakpathom, P., Pitchayadejanant, K., Channoi, R., & Hroosakol, W. (2022). Assessment Analysis for Fostering and Developing Homestay Quality based on Thai Homestay Standards. *Journal of Graduate Studies Valaya Alongkorn Rajabhat University*, 16(1), 87-99.

Kunnapapdeelert, S., & Pitchayadejanant, K. (2021). Analyzing the effect of supply chain strategies and collaboration on performance improvement using MIMIC model. *International Journal of Industrial Engineering and Management*, 12(3), 216.

Parinya N., Krittipat P., Passarin P., and Siwaporn K., (2021). Confidence Creation of Entrepreneurs Towards Thailand Tourism Standard. *Journal of Christian University*, 27(2), April-June, pp 1-16.

Sunee H., Parinya N., Krittipat P., Thanawat P., (2021). Promotion of Organic Agricultural Products: Consumers' Cognition, Attitude, and Perspective towards Marketing Factors, *Suan Dusit Graduate School Academic Journal*, 17(1),

Pitchayadejanant, K., Dembinski, L., Seesavat, P., Yimsiri, P., Amonpon, S., & Suprina, R. (2021). Restaurant selection of Thai Free Individual Traveler (FIT) by using conjoint analysis approach. *In Promoting Creative Tourism: Current Issues in Tourism Research* (pp. 564-572). Routledge.

- Siwaporn Kunnapapdeelert & Krittipat Pitchayadejanant, (2020). Hybrid SEM-neural networks for predicting electronics logistics information system adoption in Thailand healthcare supply chain, *International Journal of Business Performance and Supply Chain Modelling*, Inderscience Enterprises Ltd, 11(1), 54-68.
- Sirintorn T., Krittipat P., (2020). Competence Requirements for Logistics and Supply Chain Management Students by Adopting BLM and APICS Competency Framework: An Importance-Expertise Matrix Analysis. *Human Resource and Organization Development Journal*, 12(2), 26-52
- Phalitnonkiat, P., Kunnapapdeelert, S., & Pitchayadejanant, K. (2020). Behavioral Intentions of Radio Frequency Identification Users at Hospitals in Thailand. *Human Behavior, Development and Society*, 21(2), 30-39.
- Pitchayadejanant, K., Klingklai, S., Sanpimai, P., Jangsamsi, V., Boonmak, J., & Pookaew, P. (2019). Environmental Friendly Determinants Toward Green Awareness and Its Impact on Advocacy on Using Third Party Logistics Service Providers Based on Generation Y Perspective in Thailand. *Advances in Transportation and Logistics Research*, 2, pp 612-620.
- Pitchayadejanant, K., Chewwasung, K. O., Nakpathom, P., Srikasem, K., Lekmeechai, M., Chaiyawet, C., & Tso, C. W. (2019). Determinants of E-service Quality Towards Continuing Using Mobile Application for Hotel Reservation: Case of Agoda Application. *Tourism Proceeding*, pp 218-225.
- Nakpathom, P., Gkoumas, A., Pitchayadejanant, K., Shvedov, P., Mcbriar, K., Budda, T., & Indang, P. (2019). Experiential Value for International Tourists' Satisfaction and Loyalty Toward Beach Activities in Pattaya City, Thailand. *Tourism Proceeding*, pp 226-234.
- Krittipat Pitchayadejanant, Sirintra Klingklai, and Phatcharaphong Sanpimai (2019). "Environmental Friendly and Non-Environmental Friendly Determinants of Third Party Logistics Providers Affecting to Customers' Satisfaction and Customers' Loyalty", *Proceeding The 4th Thailand International College Consortium (TICC)*, 11-12 July 2019, pp. 100 – 107.
- Nakpathom, P., Pitchayadejanant, K., Aksornnit, P., Thinkarn, B., and Hroosakul, W., (2019). "The Tourism Strategic Analysis of Local Administration for Sustainable Tourism Development", *Journal of Humanity and Social Sciences*, Burapha University, Volume 27, Number 54, pp. 246-273.
- Pitchayadejanant, K., & Nakpathom, P. (2018). "Data mining approach for arranging and clustering the agro-tourism activities in orchard", *Kasetsart Journal of Social Sciences*, Volume 39, Number 1, pp. 407-413.
- Pitchayadejanant, K. (2018). "Emerging Business Analytics in Hospitality and Tourism Industry by using Data Mining Techniques", *KMUTT Research and Development*, Volume 41, Number 1, January – March 2018, pp. 27-46.
- Boonsiritomachai, W., & Pitchayadejanant, K. (2018). Drivers Impacting Residents' Attitudes Toward Sports Event Tourism: A Hybrid SEM-Neural Networks Approach. *Modern Management Journal*, Vol. 16, Issue 1, pp. 239-250.
- Krittipat, P. (2017), "Influential Determinants of Educational Technology Acceptance for Learning of Thai Students in Upper Secondary Schools", *Journal of Education, Naresuan University*, Vol. 19, No. 4, October – December 2017, pp. 1 - 14.
- Boonsiritomachai, W., & Pitchayadejanant, K. (2017). Determinants affecting mobile banking adoption by generation Y based on the Unified Theory of Acceptance and Use of Technology Model modified by the Technology Acceptance Model concept. *Kasetsart Journal of Social Sciences*,  
<https://doi.org/10.1016/j.kjss.2017.10.005>

Nakpathom, P., & Pitchayadejanant, K. (2017), "Determinants Affecting Agritourist's Travel Intention toward Agro-tourism around Eastern Coastal Region of Thailand", *ASEAN Journal of Management and Innovation*, Volume 4, Number 2, pp. 31-45.

Fei, L., Pitchayadejanant, K. (2017) "Chinese Students' Perceived Service Quality towards Thai Higher Education", *Journal of Educational Administration*, Khon Kaen University, Vol. 13, No. 2, July – December 2017, pp. 201-216.

### **Academic Services**

#### **2022**

Researcher, Capacity building in learning and quality improvement in early elder, Office of Knowledge Management and Development (Public Organization)

#### **2021**

Project manager, Integrated improvement in economic and social in subdistrict (U2T), Ministry of Higher Education, Science, Research and Innovation

Project manager, Mass Participation Events Short Course Training Development under MICE student chapter, Thailand Convention and Exhibition Bureau (Public Organization)

Researcher, ASEAN study entitled "The public policy for consumer protection regarding to broadcasting and telecommunications in Media convergence era" Office of the National Broadcasting and Telecommunications Commission

Guest speaker, Restart Thailand Project, PTT Public Company Limited

Guest speaker, Statistical Forecasting Techniques, Electricity Generating Authority of Thailand (EGAT)

Guest speaker, Operational Tracking System Design and Customer Experience, Chonburi Provincial Tourism and Sports Office

#### **2020**

Researcher, Confidence of tourists regarding to quality standard in tourism products and services, Department of Tourism, Ministry of Tourism and Sports

Researcher, Marketing research in marketing strategies of organic products, Department of Internal Trade, Ministry of Commerce

#### **2019**

Researcher, Thailand digital Inclusion for vulnerable populations, Office of the National Digital Economy and Society Commission, Ministry of Digital Economy and Society



**Burapha University International College**

169 Longhaad Bangsaen Road, T. Saensook

A. Muang, Chonburi Province, 20131

Email [krittipat@go.buu.ac.th](mailto:krittipat@go.buu.ac.th) Mobile Phone (+66) 94 661 1591