

ASSISTANT PROFESSOR DR. THIRA CHAVARNAKUL

UNIVERSITY	Department of Commerce, Chulalongkorn University
SUBJECT RESPONSIBLE	IS Workshop: IS – Type, Format, Scope & Timeline; Business Plan Overview (style & scope); Business Plan Operations Management

ACADEMIC BACKGROUND

Doctor of Philosophy (Engineering Management)	University of Missouri-Rolla, 2007
Graduate Certificate (Financial Engineering)	University of Missouri-Rolla, 2007
Master of Science (Engineering Management)	University of Missouri-Rolla, 2003
Bachelor of Engineering (Industrial Engineering)	Chulalongkorn University, 1996

SELECTED PUBLICATION

- Limpeeticharoenchot, S., Cooharajanone, N., Chavarnakul, T., Charoenruk, N., & Atcharyachanvanich, K. (2022). Adaptive big data maturity model using latent class analysis for small and medium businesses in Thailand. *Expert Systems with Applications*. 206: 18 pages.
- Chavarnakul, T., Chandrachai, A., Sinthupinyo, S. & Phatanarajata, L. (2021). Enhancing competitiveness by Innovative Inventory Pooling System for multi retailers. *International Journal of Business Innovation and Research*. 25(4): 453-474.
- Kruachottikul, P., Cooharajanone, N., Phanomchoeng, G., Chavarnakul, T., Kovitangoon, K. & Trakulwanont, D. (2021). Deep learning-based visual defect-inspection system for reinforced concrete bridge substructure: a case of Thailand's department of highways. *Journal of Civil Structural Health Monitoring*. 11(4): 949-965.
- Limpeeticharoenchot, S., Cooharajanone, N., Chavarnakul, T. & Atcharyachanvanich, K. (2020). Innovative mobile application for measuring big data maturity: case of SMEs in Thailand. *International Journal of Interactive Mobile Technologies*. 14(18): 86-106.
- Maolikul, S., Chavarnakul, T. & Kiatgamolchai, S. (2019). Market opportunity analysis in Thailand: case of individual power sources by thermoelectric-generator technology for portable electronics. *International Journal of Innovation and Technology Management*. 16(3): 24 pages.
- Phatanarajata, L., Sinthupinyo, S., Chandrachai, A. & Chavarnakul, T. (2019). Innovative inventory pooling system based on computing and optimization techniques. *International Journal of Machine Learning and Computing (IJMLC)*. 9(2): 168-173.