

## PERSONAL DATA



**Name :** MR. AYUTH INTRAPRADIT  
**Position :** Head of Digital Business  
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## PUBLICATIONS SUMMARY

2

National. Proceedings

Total Publications: 2

## EDUCATION

Master Degree	2555	Master of Economics, Chiang Mai University, Thailand
Bachelor Degree	2552	Bachelor of Economics, Chiang Mai University, Thailand

## TEACHING

976-110 Introduction to Business  
140-110 Organization and Management  
976-213 Introduction to Economics  
976-210 Principle of Marketing  
976-300 Supply Chain and Logistic Management  
140-498 Computing Ethics and Laws  
140-130 Information Technology  
103-101 Computer in Daily Life  
977-212 Principle of Engineering Economics  
976-494 Legal and Ethical Consideration in IT  
976-314 Consumer Behavior  
976-311 Organizational Behavior  
969-042 Digital Economy  
969-092 E-Sport

## NATIONAL PROCEEDINGS

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Dechsri, P., Seesaithong, S., Boonlamp, L., and **Intrapradit, A.** Factors Affecting the Participation Decision to the Running Activities in Phuket Province, In proceedings of the 16th National Conference on Computing and Information Technology (NCCIT2020), 15 May 2020, Bangkok, Thailand, pp. 648.

📅 5/2020 📌 Digital Business

**Intrapradit, A.**, Boonyasiwa, C., and Suwunnek, S. Factors Affecting the Intention to Watch a Video Advertising on Facebook, In proceedings of the 14th National Conference on Computing and Information Technology (NCCIT2018), 5-6 July 2018, Chiang Mai, Thailand, pp. 56.

📅 7/2018 📌 Decision Support

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### COLLEGE OF COMPUTING

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