

PERSONAL DATA



Name : Miss VEERAPORN SIDDOO

Position : Assistant Professor

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EDUCATION

Ph.D. Degree	2016-2020	Doctor Of Philosophy In Knowledge Management Chiang Mai University (CMU)
Master Degree	2004-2006	Master of Science (Information System Management) National Institute of Development Administration (NIDA)
Bachelor Degree	1997-2000	Bachelor of Science (Computer Science) Srinakarinvirote University (SWU)

RESEARCH INTERESTS

Interdisciplinary Knowledge Management



Digital Marketing



IT Education and Learning



Process Improvement/Software Process Improvement



Current Teaching

976-102 Digital Marketing

967-587 Digital Content Marketing for Business

Teaching in Electronic Business Major

975-131 Computer in Daily Life

976-102 Digital Marketing

976-130 Computer and Internet Technology

976-200 Principle of Electronic Business

976-242 System Analysis and Design

976-317 Project Management

976-316 Quality Management

976-410 Strategy Management

976-391 Project in Electronic Business I

976-493 Project in Electronic Business II

976-310 Information Technology Strategy

967-587 Digital Content Marketing for Business

976-491 Project in Electronic Business

976-573 Lean Organization and Process

976-577 Knowledge Management

967-490 Seminar I

Teaching in Software Engineering Major

977-391 Project in Software Engineering I

Teaching in Information Technology Major

140-251 System Analysis and Design

140-358 Project Management

Teaching Gen-Ed

980-160 Internet Society

980-023 PSU Volunteer

INTERNATIONAL JOURNAL ARTICLES

Siddoo, Veeraporn, Worawit Janchai, and Orawit Thinnukool. "Understanding the Multidimensional Role of Medical Travel Facilitators: A Study on Competencies and a Proposed Model." *Heliyon* 10, no. 9, E30479 (2024).

 5/2024  medical tourism facilitator, medical travel, competency analysis, human resource management, content analysis

Janchai, W., Bouras, A., & Siddoo, V. (2022). An Ontology Model for Medical Tourism Supply Chain Knowledge Representation. *International Journal of Advanced Computer Science and Applications*, 13(4).

 4/2022  Knowledge management, Ontology, Medical tourism, Supply chain

Siddoo, V., Sawattawee, J., Janchai, W., & Thinnukool, O. (2019). An exploratory study of digital workforce competency in Thailand. *Heliyon*, 5(5), e01723.

 5/2019  business, IT education, information science, sociology, digital workforce, IT competency, digital workforce competency

Siddoo, V., Sawattawee, J., & Janchai, W. (2019). Factors Affecting the Success of IT Workforce Development: A Perspective from Thailand's IT Supervisors and Internship Students. In *Industry Integrated Engineering and Computing Education* (pp. 135-159). Springer, Cham.

6/2019 critical factor, employee development, information technology career, ICT industry, IT worker

Janchai, W., Siddoo, V., & Sawattawee, J. (2019). Andragogical teaching patterns appropriate for work-integrated learning in the information technology industry. *International Journal of Work-Integrated Learning*, 20(3), 283-299

1/2019 IT education, teaching approach, IT industry, IT worker, digital economy, adult learning, digital workforce

Siddoo, V., Janchai, W., & Sawattawee, J. (2018). A Systematic Review of Work-Integrated Learning for the Digital Economy. *International Journal of Work-Integrated Learning*, 19(4), 385-398.

12/2018 work-integrated learning, digital economy, IT curriculum, IT industry, systematic literature review, WIL, work integrated learning

Siddoo, V., Sawattawee, J., Janchai W., and Yodmongkol P., 2017. Exploring the competency gap of IT students in Thailand: the employers' view of an effective workforce. *Journal of Technical Education and Training*, 9(2), 1-15.

11/2017 IT competency, Information Technology, digital skills, work integrated learning, industry perspective, WIL, competency gap

Siddoo, V., and Wongsai, N., 2017. Factors Influencing the Adoption of ISO/IEC 29110 in Thai Government Projects: A Case Study. *International Journal of Information Technologies and Systems Approach (IJITSA)*, 10(1), 22-44.

1/2017 ISO 29110, critical factor, government perspective, software quality, software quality framework, Software Engineering

INTERNATIONAL PROCEEDINGS

May, S. T., & Siddoo, V. (2024, January). Factors Affecting the Short-Form Video Consumption on Social Media Platforms. In *2024 Joint International Conference on Digital Arts, Media and Technology with ECTI Northern Section Conference on Electrical, Electronics, Computer and Telecommunications Engineering (ECTI DAMT & NCON)* (pp. 140-144). IEEE.

1/2024 Digital marketing, Short video, TAM model, UGT Theory

Siddoo, V. (2021, October). An analysis of crisis communication by major hotels in Thailand using dark sites during the COVID-19 pandemic. In *2021-13th International Conference on Information Technology and Electronic Engineering (ICITEE)* (pp. 49-54). IEEE.

10/2021 INFORMATION TECHNOLOGY, Crisis Management, crisis communication, hotel industry, keyword co-occurrence

Siddoo, V., & Sawattawee, J. (2020, October). A Comparative Analysis of Digital Content Marketing Competency in Singapore and Thailand. In *2020-5th International Conference on Information Technology (InCIT)* (pp. 50-55). IEEE.

10/2020 Digital marketing, Competency, Job analysis, Web content analysis

Siddoo, V., Sawattawee, J., Janchai, W., and Yodmongkol, P., 2017. Exploring The Competency Gap of IT Students: A Case Study from The Thailand Digital Cluster Area. *International STEM Education Conference iStem-Ed 2017*, (pp. 1-4). Chiang Mai, Thailand.

7/2017 IT students, competency gap, digital workforce

Siddoo, V., and Janchai, W., 2017. Work-integrated Learning for the Digital Economy: A Systematic Literature Review. *20th WACE World Conference on Cooperative and Work Integrated Education*, (pp.1-13). Chiang Mai, Thailand.

6/2017 WIL, work integrated learning, digital workforce, SLR, systematic literature review, qualitative study

Siddoo, V., Binla, D., Jainawnaekuson, K., Yommana,O., 2016. A Study of Early Childhood E-Learning Games for Thai Children. 2016 The 2016 Fifth ICT International Student Project Conference (ICT-ISPC2016), pp.(1-4),Nakornpathom Thailand.

5/2016 early childhood study, e-learning, Thai children, groud theory

Wongsai, N., Siddoo, V. and Wetprasit, R., 2015. Factors of Influence in Software Process Improvement: An ISO/IEC 29110 for Very-Small Entities. 2015 7th International Conference on Information Technology and Electrical Engineering (ICITEE), pp.(12-17),Chiang Mai Thailand.

10/2015 ISO 29110, software process improvement, Software Engineering, critical factor, IT industry, VSE, very small entities

Siddoo, V. and Wetprasit, R., 2014. Design and Tool for Decision Making Cooperative and Work Integrated Workplace. The 29 th International Technical Conference on Circuits/Systems,Computer and Communications: ITC-CSCC 2014 ,pp. (645-647),Phuket Thailand

7/2014 WIL, decision making, Business Intelligence

Siddoo, V., Wongsai, N. and Wetprasit, R., 2013. An Implementation Approach of ISO/IEC 29110 for Government Organizations. The 1st Annual PSU Phuket International Conference 2012, Thailand. pp.1-6

1/2013 ISO 29110, software process improvement, Software Engineering, VSE, very small entities

Siddoo, V., Wongsai, N., and Wetprasit, R., 2012. Implementation of ISO/IEC 29110 in government organizations PSU Phuket case study (implementation and satellite communication, future Internet, Internet applications, Internet for disasters, etc.). IA, 112(250), 55-60.

10/2012 VSE, software process improvement, Software Engineering, ISO 29110, very small entities

NATIONAL PROCEEDINGS

Siddoo, V. and Wetprasit, R.,2015. Petty Cash Control System: A Retail Business Case Study. 2015 The 7th National Conference on Information Technology. NCIT 2015, pp. (364-369),Chaing Mai Thailand.

10/2015 petty cash, IT system, retail business, ERP, enterprise resource planning

Siddoo, V. and Wetprasit, R.,2014. The Design of Targets and Performance Indicators for Payment Service: Telecommunication Organization Case Study. The 9th National Conference on Computing and Information Technology: NCCIT 2014, pp. (340-345),Phuket Thailand.

1/2014 process design, telecommunication industry, payment service, KPI

Siddoo, V. and Wetprasit, R.,2014. The Payment Process Improvement by Applying Netting Accounts Receivable and Accounts Payable Method: A Retail Business Case Study. The National Conference on Information Technology: NCIT 2014, pp. (95-101), Nakhon Ratchasima Thailand.

2/2014 ERP, enterprise resource planning, account receivable, AR, retail business

Siddoo, V. and Nakaviroj S., R.,2013. A Phuket Dialect Dictionary Using Inverted Index Technique. The 9th National Conference on Computing and Information Technology: NCCIT 2013, pp. (952-958), Bangkok Thailand.

5/2013 inverted Index Technique, Phuket dialect

CHAPTERS

Siddoo V., Sawattawee J., Janchai W. (2019) Factors Affecting the Success of IT Workforce Development: A Perspective from Thailand's IT Supervisors and Internship Students. In: Abdulwahed M., Bouras A., Veillard L. (eds)

TRAINING

1. ISO/IEC 29110 and ISO/IEC 15504 (33000) Expert for Consult, Auditor and Lecture Training Course (2018) Certified
2. Information Technology Professional Examination (ITPE) Certified

OTHERS

Related Career Experiences

Dec 2007 – July 2010 Process and System Analyst Company: Banpu Public Co., Ltd

- Implement financial budget preparation, actual and outlook model by IBM COGNOS tools
- Integrate data from multiple sources
- Join design and get customer's requirements
- Participate in the implementation team and consult, designing process flow, work around process, and customization
- Users Training and post implementation support and new requirements

July 2003 – Nov 2007 Senior Programmer Company: RIS Co., Ltd

- Develop and support retail business application for Central Retails Group
- Get customer's requirements to map with functionality of Oracle Application 11i E-Business suite
- Fixed scope of implementation in the module of AP, HRMS, OTA
- Participate in the implementation team, designing process flow, work around process, and customization, converting data
- Develop all related (system, end users, etc.) documentation as required
- Presentation and demonstration Oracle Application in the financial, human resource and distribution module.
- Users training and post implementation support and new requirements

April 2001 – June 2003 Senior Programmer Company: Soft Square 1999 Co., Ltd

- Application development with Oracle Developer 2000, PL/SQL
- Experience in using Oracle Developer 2000 and PL/SQL
- Experienced in RDBMS: MS Access and Oracle database
- Experience in AR systems, PM systems, OR (office for rent) systems and able to contact with customer
- Site references: Quality Houses Public Company Limited, Krisadamahanakorn Public Company Limited

RESEARCH GRANTS

Transformation of Tour Guides to Medical Travel Facilitators Using Competency-Based Recommendation System

: 600,000 baht funded by สำนักงานวิจัยแห่งชาติ, 2022- 2023

 2022  Medical Tourism, Recommendation System

Online to offline trade model for Phuket SMEs using cross border e-commerce: The empirical study
: 200,000 baht funded by วิทยาลัยการคอมพิวเตอร์ มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต, 2021- 2022

📅 2021 🍷 O2OCBEC, E-Commerce, Online to offline trade model

Phuket Cooking Fever

: 1,200,000 baht funded by กองทุนพัฒนาสื่อปลอดภัยและสร้างสรรค์, 2021

📅 2021 🍷 Phuket Food, Local Food Game

An Ontology Based Expert System for Increasing Capability of Business Sector to Medical Tourism: A Case Study of High-Quality Chinese Tourists in Phuket Province

: 380,000 baht funded by สำนักงานการวิจัยแห่งชาติ, 2020

📅 2020 🍷 Medical Tourism, Ontology, Expert System

Guidelines for implementing ISO/IEC 29110 software development standards in government organizations

: 200,000 baht funded by Faculty of Technology and Environment, Prince of Songkla University, 2013

📅 2013 🍷 ISO/IEC 29110, Software Process Improvement

Guidelines for implementing ISO/IEC 29110 software development standards in private organizations

: 200,000 baht funded by Faculty of Technology and Environment, Prince of Songkla University, 2013

📅 2013 🍷 ISO/IEC 29110, Software Process Improvement

AWARDS

ISO/IEC 29110 and ISO/IEC 15504 (33000) Expert for Consult, Auditor and Lecture Training Course (Certified)

Scan Me !! CV Online



COLLEGE OF COMPUTING

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