CV

Peter Ractham, Ph.D.

Director of Center of Excellence in Operation and

Information Management

(Thammasat Business School, Thammasat University)

Editor-in-Chief – Thammasat Review

Department of Management Information System

Thammsat Business School

Thammasat University, Thailand

Email: Peter@tbs.tu.ac.th

Phone: (66) 081-906-7788

Education

- 2008 - Ph.D. in Information Systems and Technology,
  Claremont Graduate University, Claremont, California, U.S.A.
- 2003, M.S. in Management Information Systems,
  Claremont Graduate University, Claremont, California, U.S.A.
- 2000 Bachelor of Science in Economics,
  California State Polytechnic University, Pomona, California, U.S.A.

Specialization

- Social Media for Busines Management

- ICT for Social Innovation

- Digital Transformation

Visiting Scholar

- 2012 – National Chung Cheng University, Chia-Yi, Taiwan

- 2013 - National Chung Cheng University, Chia-Yi, Taiwan

- 2014 – Virginia Tech, Virginia, USA

- 2015 - 2016 – University of Edinburgh, Edinburgh, UK.

National Grants

- Cross Border E-Commerce: China Case Study (2018) – Funded by NRCT
- National Database Management for Travel and Sport Tourism (2017) – Funded by Ministry of Thai Tourism
- Strategic IT Master Plan for Election Committee of Thailand (2016) – Funded by Election Committee of Thailand.
- "Synthesis Research on Logistics and Supply Chain in Thailand 2012 – 2014" – Funded by NRCT (2014-2015)
- "The Factors and Strategy to Persuade the Use of National Single Window"– Funded by NRCT and TRF (2013-2014).
- "Social Media and Senior Citizen's Quality of Life"– Funded by Research Business Center ,Thammasat Business School (2014-2015)
- "Business Values Creation through Social Media Adoption for Thai Enterprises" – Funded by Thailand Research Fund (2011-2013)

- " The Thai Tourism Supply Chain Management – An IT Business Model Creation" – Funded by National Office of Research Council of Thailand (NRCT) (2012-2013)
- " The Efficacy of Social Learning Technology on Case-based Learning: A Task-Technology Perspective" –Funded by Research Business Center, Thammasat Business School – (2012-2014)

Journal Publication

1. Kristin Kirk, Alan Abrahams and Peter Ractham (2016), "E-progression of Nonprofit Organization Websites: U.S. versus Thai Charities," Journal of Computer Information Systems.

2. Yenni Tim, Pan Shan Ling, Peter Ractham and Laddawan Kaewkitipong (2016). Digitally enabled disaster response: the emergence of social media as boundary objects in a flooding disaster. *Information Systems Journal*.

3. Kristin Kirk, Peter Ractham, and Alan Abrahams (2016). "Website development by nonprofit organizations in an emerging market: a case study of Thai websites." *International Journal of Nonprofit and Voluntary Sector Marketing* 21.3 (2016): 195-211.

4. Charlie C. Chen, Makoto Nakayama, and Peter Ractham (2015). "The Impact of Social Influence, Information Quality and Online Forum Features on the Credibility of Doctors and Hospitals for Medical Tourism Services." *International Journal of Healthcare Information Systems and Informatics (IJHISI)* 10.4 (2015): 22-37.

5. Laddawan Kaewkitipong, Charlie C. Chen, and Peter Ractham (2015). "A community-based approach to sharing knowledge before, during, and after crisis events: A case study from Thailand." *Computers in Human Behavior* 54 (2016): 653-666.

6. Carmen Leong, Pan Shan Ling, Peter Ractham and Laddawan Kaewkitipong (2015) "ICT-enabled Community Empowerment in Crisis Response: Social Media in Thailand Flooding 2011," Journal of Association of Information Systems (JAIS)

7. Peter Ractham and Charlie Chen (2013), "Case-based Learning Effectiveness via Online Learning Technology: A Task-Technology Fit Perspective," Journal of Information System Education (JISE).

8. Peter Ractham, Charlie Chen and Siriporn Srisawas (2012), "Affective and Social Factors Influencing the Continuance Intention

of Using Social Technology for the Case-based Learning", International Journal of Management Knowledge and Learning (IJMKL).

9. Peter Ractham, Laddawan Kaewkitiphong and Daniel Firpo (2012). "'The Use of Facebook in an Introductory MIS Course: Social Constructivist Learning Environment', DECISION SCIENCES: Journal of Innovative Education, Volume 10, Number 2, April 2012.

10. Vachiraporn Kayun and Peter Ractham (2012), JCIS, Assessing e-Excise Success with DeLone and McLean's Model, VOLUME 52, Number 3, May 2012.

11. Peter Ractham, Xuesong Zhang, and Daniel Firpo (2010), "Innovative Web 2.0Implementation: A Case Study of A Web 2.0 Technology Proliferation Within A University Setting", International Journal of Networking and Virtual Organisations,

12. Xuesong Zhang, Lorne Olfman and Peter Ractham (2007), "Designing ePortfolio :2.0Integrating and Coordinating Web 2.0 Services with ePortfolio Systems for enhancing Users' Learning",

Journal of Information Systems Education, Summer Issue, Vol. 18, No. 2, July, 2007.

Book (In Thai)

1. 2016 -Social Media for Business Management
2. 2017 - Technology and Information System Management in Digital Age.
3. 2017 - Organizational Behavior in Modern Era

Book Chapter (In English)

1. Ractham, P (2013) "Improving sense of community: An action research on social software artifact for a graduate university setting", Scholar's Press
2. Firpo, D., Kasemvilas, S., Ractham, P., Zhang, X. (2009). 'Constructing a Sense of Community in a Graduate Educational Setting Using a Web 2.0 Environment' in Technologies and Practices for Constructing Knowledge in Online Environments: Advancements in Learning. Ed. Bernhard Ertl. IGI Global, 2010.

Conference Proceedings

1. Anneraine Colobong and Peter Ractham (2018). 'Digital ASEAN Economy: A Case Study of Equity Crowdfunding Development in Malaysia, Singapore, Thailand and Philippine', 2018 Asian Conference on Innovation and Policy (ASIP2018), Bangkok, Thailand. "Won Best Paper Award"

2. Juan Reynoso, Wichian Chutimaskul, Lorne Olfman, Marcelo Ramos, & Peter Ractham, (2015). Evaluating the Development Factors for Information Systems for Mobile Devices, InCeb2015, Bangkok, Thailand.

3. Peter Ractham and Angsana Taechatassanosoontorn (2014), "Social Media Use and Senior Citizen's Life Satisfaction," ACIS 2014, Auckland, New Zealand, December 8-10, 2014.

4. Mao Mao, Shan-Ling Pan, Ray Hackney, Peter Ractham and Laddawan Kaewkitipong (2014), "Constructing the Cultural Repertoire in a Natural Disaster: The Role of Social Media in the Thailand Flood of 2011," ACIS 2014, Auckland, New Zealand, December December 8-10, 2014.

5. Charlie C. Chen, Peter Ractham, and Laddawan Kaewkitipong, "The Community-Based Model of Using Social Media to Share Knowledge to Combat Crises,"PACIS 2014, Chengdu, China, June 24-28, 2014

6. Peter Ractham, "The E-Buniess Evaluation of Thai Non-Profit Organization," Ecase 2014, Tokyo, Japan, November 12-14, 2014.

7. Laddawan Kaewkitipong, Charlie Chen and Peter Ractham, "The Use of Social Media to Enrich Information Systems Field Trip Experiences", Ice-B 2014, Vienna, Austria 28-30, August, 2014. (Won Best Paper Award)

8. Yenni Tim, Lucy Yang, Pan Shan Lin, Laddawan Kaewkitipong, and Peter Ractham (2013) "The Emergence of Social Media as Boundary Object in Crisis Response: A Collective Action Perspective", ICIS 2013, Milan, Italy, December 16-21, 2013.

9. Peter Ractham, Makoto Nakayama and Charlie Chen (2013), "Trust in Online Medical Tourism Information: Having Cosmetic Surgery in Korea," ICEB 2013, Nanyang University, Singapore. December 1-4, 2013.

10. Peter Ractham, Charlie Chen, and Makoto Nakayama (2013), "'The Trust in Online Discussion Forums and how They Influence Patients' Intention to Adopt Medical Tourism Services", ICETE 2013, Reykjavik, Iceland, July 29-31, 2013.

11. Peter Ractham and Charlie Chen (2013) "Adopting Internet Telephony Technology as a Cross Cultural Communication Training Tool," PACIS 2013, Jeju, South Korea, June 18-22, 2013.

12.   Charlie Chen, Peter Ractham, (2012), "The Efficacy of Social Learning Technology on Case-based Learning: A Task-Technology Fit Perspective," AMCIS 2012, Seattle, USA, August 8-12.

13.   Peter Ractham and Charlie Chen (2012), "Affective and Social Factors Influencing the Continuance Intention of Using Social Technology for the Case-based Learning", Conf-IRM 2012, WA Vienna, Austria, May 21-23.

14. Solomon Negash, Petros B. Eshete and Peter Ractham (2011), "Adoption Factors for Mobile Financial Services: Laggards and Early adopters in Low-Income Countries,"ICEB 2011, Bangkok, Thailand, Nov 29 – Dec 2, 2011.

15. Trudi Miller and Peter Ractham (2011), "Video Games: Opportunities For Information Systems & Technology Enrollment," ICEB 2011, Bangkok, Thailand, Nov 29 – Dec 2, 2011.

16. Paradee Ongksirimemongkol and Peter Ractham (2011), "The Use of Social Media in Marketing: Case Study in Thai Enterprises,"ICEB 2011, Bangkok, Thailand, Nov 29 – Dec 2, 2011.

17. Duangkamon Lapkanjanapong and Peter Ractham(2011) "Key Factors Affecting Purchase Intention in E-Commerce,"ICEB 2011, Bangkok, Thailand, Nov 29 – Dec 2, 2011.

18. Peter Ractham and Daniel Firpo (2011), "Using Social Networking Technology to Enhance Learning in Higher Education: A Case Study using Facebook" HICSS44, Hawaii, USA, Jan 4-7, 2011.

19. Vachiraporn Khayan and Peter Ractham (2011), "Measuring e-Excise Tax Success Factors: Applying the DeLone & McLean Information Systems Success Model" HICSS44, Hawaii, USA, Jan 4-7, 2011.

20. Udomsab Kandipnichkool and Peter Ractham (2010), "e-Branding development for successful of e-Commerce", ICECECE 2010, Paris, France, Oct 27-29.

21. Peter Ractham, Laddawan Kaewkitipong, and Daniel Firpo (2010), "MIS2.0: Designing the Next Generation MIS Course Using Social Networking Technology" AMCIS 2010 Proceedings, Lima, Peru, Ausgust12-15, 2010.

22. Peter Ractham and Daniel Firpo (2009), "Designing a Social Networking Prototype: An Action Research Approach in Building a User-Centric Web2.0 System", ICEB 2009, International conference, Macau, China, Nov 30 – Dec 4, 2009.

23. Daniel Firpo, Peter Ractham, Xuesong Zhang, Sumonta Kasemvilas (2009), "Implementing an Online Intellectual Community in a Graduate Educational Setting", ACM SIGMIS 2009, Limerick, Ireland, May 28-30, 2009.

24. Xuesong Zhang, Lorne Olfman, Peter Ractham, and Daniel Firpo (2009), "The Implementation and Evaluation of KEEP SLS: an ePortfolio System Supporting Social Constructive Learning ACM SIGMIS 2009, Limerick, Ireland, May 28-30, 2009.

25. Xuesong Zhang, Peter Ractham, Lorne Olfman, Daniel Firpo (2009), "KEEP SLS: an Enhanced ePortfolio System Supporting Constructive Social Learning Activities", ICACC 2009 International Conference, Singapore, Jan 22-24, 2009.

26. Daniel Firpo, Peter Ractham, Xuesong Zhang (2008), "Implementation of an Online Intellectual Community in a Graduate

Educational Setting", proceedings of The Challenges of American Society: The Great Themes of Alexis de Tocqueville, Claremont, CA, USA, May 2-3, 2008.

27. Xuesong Zhang, Swetha Makam, Peter Ractham, Sorin Gudea (2006),"Establishing a Web-based Health Informatics Network (WHIN) with ASP approach to Increase Patients' and Healthcare Providers' Adoption of E-health", proceedings of Global Information Technology Management Association (GITMA) World Conference, Orlando, FL, USA, June 11-13, 2006.

28. Peter Ractham, Xuesong Zhang, Sorin Gudea (2006),"Implementing Successful Virtual Teams", proceedings of Global Information Technology Management Association (GITMA) World Conference, Orlando, FL, USA, June 11-13, 2006

29. Xuesong Zhang, Peter Ractham (2006), "A Security Framework for Designing and Implementing Campus Portal and a Case Study of Claremont Colleges Campus Portal", Proceedings of ISOneWorld2006, Las Vegas, NV, USA, April 19-21, 2006

30. Peter Ractham, Xuesong Zhang (2006), "An Analysis of User Incentive in Mobile Learning through the Lens of Design Research", Proceedings of ISOneWorld2006, Las Vegas, NV, USA, April 19-21, 2006.

31. Peter Ractham, Xuesong Zhang (2006),"Podcasting in Academia: A New Knowledge Management Paradigm within Academic Settings", proceedings of ACM Computer Personnel Research Conference SIGMIS CPR 2006, Claremont, CA, USA, April 13-15, 2006.