

Curriculum Vitae

Dr. Wichien Rueboon



Contact Information

- Organization: International College, Burapha University
- Position: Lecturer, Smart Logistics and Supply Chain Management
- Address: 169 Long-Had Bangsaen Road, Saensook Municipality, Mueang District, Chonburi 20131, Thailand
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Qualifications

1. Highly motivated researcher and educator with extensive experience in logistics and supply chain management, particularly in the automotive industry.
2. Expert in developing and implementing data-driven strategies to enhance efficiency, reduce costs, improve operational outcomes, EV supply chain, AI integration, e-logistics, reverse logistics and automotive logistics.
3. Research interests in blockchain technology adoption, consumer behavior, organizational psychology, dynamic capability and

growth-mindset development, and smart logistics & supply chain management.

4. Holds a B.Eng. in Agricultural Machinery, an M.Sc. in Logistics & Supply Chain Management, and a Ph.D. in Research & Statistics in Cognitive Science from Burapha University.

Education

1. Ph.D. in Research and Statistics in Cognitive Science
College of Research Methodology and Cognitive Science, Burapha University, Thailand (2024)
2. M.Sc. in Logistics and Supply Chain Management
Faculty of Logistics, Burapha University, Thailand (2015)
3. B.Eng. in Agricultural Machinery
Faculty of Engineering, Khon Kaen University, Thailand (2003)

Publications

1. Peer-Reviewed Journals

National

- Rueboon, W., Jornkokgoud, K., Jairew, W., Chantra, S., & Ruengthip, P. (2021). Behavioral relationships that affect the intention of participating in marathon in Thailand under COVID-19 crisis. *Research and Development Journal Suan Sunandha Rajabhat University*, 13(2).
- Jornkokgoud, K., Rueboon, W., Jairew, W., Chantra, S., & Ruengthip, P. (2021). Neuroticism personality in relation to programmer stress during the COVID-19 pandemic. *Journal of Roi Kaensarn Academi*, 6(6), 77–88.
- Chantra, S., Rueboon, W., Jairew, W., Jornkokgoud, K., & Ruengthip, P. (2024). A causal relationship model of leaders'

future orientation and public health investment intentions: Moderated mediation of self-efficacy and perceived social support. *Journal of Social Science for Local Development Rajabhat Mahasarakham University*, 7(4), 270.

International

- Tiwari, A., & Rueboon, W. (2024). Transforming supply chain management: Leveraging blockchain technology for enhanced security, transparency, and efficiency. *Journal of Electrical Systems*, 20(9), 1073–1079.
- Ruangtip, P., Rueboon, W., & Wonginta, T. (2024). The role of trust in mediating the effect of blockchain and e-payment on Logistics 4.0 and supply chain capabilities in Thailand. *Global Business and Finance Review*, 29(7), 168–182.
- Rueboon, W., Ruangtip, P., & Wonginta, T. (2024). Synthesizing dynamic capabilities and growth mindset for logistics entrepreneurs using AHP and EDFR techniques. *Nanotechnology Perceptions*, 20(13), 165–183.
- Ruangtip, P., Ruckbumrung, T., & Rueboon, W. (2025). Enhancing computational thinking in elementary students through STEM and Mojobot. *International Journal of Evaluation and Research in Education*, 14(5), 3917–3927.
<https://doi.org/10.11591/ijere.v14i5.33091>
- Ruangtip, P., & Rueboon, W. (2026). Beyond Tradition: Digitizing Local Food Heritage for Ecosystem Efficiency in Thailand's Eastern Economic Corridor. *Journal of Cultural Analysis and Social Change*, 11(1), 45-54.

2. Conference Proceedings

- Jairew, W., Jornkokgoud, K., Rueboon, W., Chantra, S., & Ruengthip, P. (2021). The influence of organizational commitment on job burnout

among teachers under the Department of Education in Bangkok: The mediating role of emotional labor. In *IRD Suan Sunandha Rajabhat University Conference 9th* (pp. 366–378).

- Jornkokgoud, K., Jairew, W., Faysal, M. D., & Rueboon, W. (2022). Influence of teachers' basic technological competency on their intention to use online teaching tools post-COVID-19 pandemic. In *1st International Conference on Education 2022: Innovation in Education* (pp. 1–12).

3. Conference Presentations

- Rueboon, W., Jornkokgoud, K., Jairew, W., Chantra, S., & Ruengthip, P. (2021). Behavioral relationships that affect the intention of participating in marathon in Thailand under COVID-19 crisis. *IRD Suan Sunandha Rajabhat University Conference 9th* (Online, June 2021; Awarded).
- Jairew, W., Jornkokgoud, K., Rueboon, W., Chantra, S., & Ruengthip, P. (2021). The influence of organizational commitment on job burnout among teachers under the Department of Education in Bangkok: The mediating role of emotional labor. *IRD Suan Sunandha Rajabhat University Conference 9th* (Online, June 2021).
- Jornkokgoud, K., Jairew, W., Faysal, M. D., & Rueboon, W. (2022). Influence of teachers' basic technological competency on their intention to use online teaching tools post-COVID-19 pandemic. *1st International Conference on Education 2022: Innovation in Education* (Online).

Research Projects

Principal Investigator

- April 2025–2026: “Challenges and Opportunities in Reverse Logistics: Managing Product Returns in Thailand” — Studied the challenges and

opportunities in reverse logistics management for product returns in Thailand.

Co-Investigator

- June 2024–2025: “Driving Soft Power with Strategic Management of Cultural Heritage on Koh Sichang Island, Chonburi Province” — Developed and applied strategic management of cultural heritage to enhance soft power, strengthen cultural resilience, and elevate Koh Sichang as an international tourist destination.

Honors & Awards

1. Best Research Paper Award for “Behavioral relationships that affect the intention of participating in marathon in Thailand under COVID-19 crisis” (2021).
2. Outstanding Ph.D. Student Award, Academic Year 2022, College of Research Methodology and Cognitive Science, Burapha University.

Professional Experience

1. Deputy Manager, Import, Export & PDI Department (2010–2023)
Suzuki Motor (Thailand) Co., Ltd.
 - Managed and implemented free-zone privileges and inventory controls.
 - Supervised workforce reductions and improved operational efficiency.
 - Oversaw international import-export activities and distribution of finished vehicles to dealers nationwide.
2. Quality Engineer (2007–2010)
Hyundai Motor (Thailand) Co., Ltd.
 - Ensured product and process quality per ISO/TS 16949 standards.

- Provided domestic after-sales service support.
 - Coordinated with international manufacturing representatives.
 - Conducted product testing with manufacturers and representatives.
3. Logistics Consultant (2023–2026)
- Whale Logistics (Thailand) Co., Ltd.
- Advised on logistics and supply chain optimization for the automotive sector.
4. Independent Researcher
- Conducted studies on blockchain adoption, consumer behavior, organizational psychology, dynamic capabilities, growth mindset development, and smart logistics & supply chain management.
 - Authored and co-authored multiple peer-reviewed articles and conference papers.
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Key Achievements

1. Implemented free-zone privileges resulting in significant cost reductions.
 2. Introduced container-round use strategy to lower shipping expenses.
 3. Reduced workforce idle time by 15%, cutting monthly expenditures.
 4. Improved pre-delivery inspection processes, boosting product quality and reducing damage rates and customer complaints.
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Skills & Expertise

1. Research Methods: Quantitative analysis, SPSS, AI for statistics.
2. Logistics & Supply Chain: Demand forecasting, inventory management, warehouse operations, process improvement and EV supply chain.
3. Automotive Operations: Import/export, quality control, pre-delivery inspection (PDI).

4. Technology Integration: Blockchain, e-payment systems, online teaching tools, AI integration and E-Logistics.
 5. Educational Adoption: Educational Technology Adoption, Applied Quantitative and Cognitive Science Methods
 6. Languages: Thai (Native), English (Proficient).
 7. Software: Microsoft Office, Microsoft Project, SPSS, AMOS.
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Teaching Experience

- Lecturer (November 2024–Present), Smart Logistics and Supply Chain Management Curriculum, Burapha University International College, Thailand.
 - Special Lecturer (2024), Master of Engineering program, Kasetsart University.
 - Special Lecturer (2025), Business Administration (International Logistics curriculum), King Mongkut’s Institute of Technology Ladkrabang (KMITL).
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Professional Development

Past Training

- PPAP; ISO/TS 16949:2002 Internal Auditor; ISO 9000 Internal Auditor; Risk Assessment (2012); Safety for Management (2012); Import-Export & Free-Zone seminars.

2024–2025 Training

- 22 Jan 2024: GE Talk No. 3/2024: “Approaches to Teaching Foreign Languages as General Education Subjects,” General Education Network of Thailand
- 7–8 Feb 2024: AUN-QA Implementation: Self-Reflection, Gap Analysis & SAR Report, Burapha University

- 12 Mar 2024: Project Proposal Writing & Implementation Workshop, International College, Burapha University
- 23–26 Apr 2024: “New Paradigm for SMART EDUCATION Learning Management EP.1,” Academic Service Office, Burapha University
- 27–31 May 2024: Professional Researcher Development Camp 2024, International College, Burapha University
- 11–12 Jul 2024: CWIE Instructor Training Program for Newcomers, MHE-SRI & Burapha University
- 16–17 Jul 2024: “Strategic Planning for the International College Fiscal Year 2025–2028,” International College, Burapha University
- 19 Aug 2024: “Elevating Educational Quality to International Standards,” Curriculum & Teaching Development Project, Academic Affairs Office, Burapha University
- 18 Oct 2024: “AUN-QA Introduction” (v.4 criteria) via WebEx & Facebook Live
- 2 Apr 2025: Zoom Seminar “Journal Ethics and Integrity and Scopus Indexing,” KMUTL
- 29–30 Apr & 13–15 May 2025: Startup & Business Development Bootcamp, BuU Finance & Investment Center
- 21–24 May 2025: 5th Assistant Professor Academic Camp, Novotel Rayong Rim Pae Resort, Rayong
- 27–28 May 2025: “Social Innovation & AI for Education” workshop, International College, Burapha University

Academic Service

- 10 Mar 2024: Coordinated and led Lean Manufacturing & SCM students on an industrial visit to Honeywell Electronic Materials (Thailand) Co., Ltd.

- 5 Sep 2024: Participated in EdPEX Unit-Level Quality Assessment at International College, Burapha University
- Aug 2024: Peer-reviewed two research articles via ICSAB Review Portal
- Sep 2024: Peer review for *International Research Journal of Multidisciplinary Technovation*
- 14 Sep 2024: Designed and delivered Executive Development Training for Whale Logistics (Thailand) Co., Ltd.
- 16 Oct 2024: Led Procurement & Sourcing students on an industrial visit to Diesel Express International (Thailand) Co., Ltd.
- 17 Oct 2024: Led Materials Management & Inventory Control students on a site visit to Laemchabang International RO-RO Terminal Ltd.
- Dec 2024: Reviewed two manuscripts for *International Journal of Interdisciplinary and Sustainability (IJIS)*
- 25 Jan 2025: Panelist, TCAS1.2 Admission Interviews, International College, Burapha University
- 7 Jan 2025: Expert reviewer for instrument validation study at Rajamangala University of Technology Thanyaburi
- 5 Mar 2025: Academic advisor for “GSB Youth Local Development” project
- Mar 2025: Reviewed a manuscript for IJIS
- 2 May 2025: Reviewed “Women’s Social Development: A Comparative Analysis of India and Vietnam” (Manuscript Code 8)
- 14 Jun 2025: Panelist, TCAS4 Admission Interviews via Zoom, International College, Burapha University

Additional Information

- Interests: Marathon running, triathlon, international travel, engineering, logistics & supply chain management

References

- Asst. Prof. Dr. Parinya Ruangtip
Lecturer, Faculty of Education, Burapha University
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Dr. Wichien Rueboon

20 February 2026