



# AKKARANAI KWANYOU

Assistant professor

## PROFILE

Akkaranai is a lecturer at the Faculty of Sociology and Anthropology, Thammasat University. He is interested in labor market issues, human capital development, and disaster study. His expertise is applied statistics for social research and the application of mathematical models to explain social phenomena.

## CONTACT

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Thammasat University  
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## EDUCATIONAL BACKGROUND

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Thammasat University, Thailand  
Bachelor of Arts (Social Research), 2011  
(GPAX 3.22)

National Institute of Development Administration, Thailand  
Master of Arts (Development Economics), 2014  
(GPAX 3.72)

Thammasat University, Thailand  
Master of Arts (Social Research), 2018  
(GPAX 3.79)

## WORK EXPERIENCE

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Thailand Development Research Institute (TDRI), Thailand  
Researcher (2015 – 2016)

- Interpreting research specifications and developing a work plan that satisfies the requirements.
- Collect, record, and analyze data.
- Interpret data analysis results and draw inferences and conclusions.
- Writing reports on research findings or presenting findings.

Thammasat University, Thailand  
Lecturer (2017 – Present)

- Preparing and delivering lectures, workshops, and seminars
  - Conducting research, and writing papers, proposals, journal articles, and books.
  - Supervise students
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## BOOK

- Piriya Pholphirul, Teerawat Charoenrat, Akkaranaï Kwanyou, and Pungpond Rukumnuaykit. (2021). *Trade in Creative Goods Networking in Nong Khai Province*. Bangkok: International Institute for Trade and Development (Public Organization).
- Piriya Pholphirul, Teerawat Charoenrat, Kwanyou Akkaranaï, and Pungpond Rukumnuaykit. (2021). *Trade in Creative Services Networking in Nong Khai Province*. Bangkok: International Institute for Trade and Development (Public Organization).
- Piriya Pholphirul, and Akkaranaï Kwanyou. (2020). *STEM Education in the Thai education system*. Bangkok: Mittrapap Studio.



## BOOK CHAPTER

- Akkaranaï Kwanyou. (2021). *Analysis of the social network of disaster victims in Japan*. in Tinnaprop Sinsomboonthong, *Sociology and Anthropology in the Multi-/Inter-/Trans-Disciplinary Turn* (Page 153). Bangkok: O.S. Printing House .



## PUBLICATIONS (SCOPUS INDEXED JOURNALS)

- Piriya Pholphirul , Teerawat Charoenrat , Akkaranaï Kwanyou, Pungpond Rukumnuaykit , and Kitisak Srijamdee. (2020). *Measuring Smiling Curves in Community Enterprises: Evidence from the One Tambon One Product Entrepreneurship Programme in Border Thailand*. Global Business Review.
- Piriya Pholphirul, Pungpond Rukumnuaykit, Teerawat Charoenrat, and Akkaranaï Kwanyou. (2021). *Service marketing strategies and performances of tourism and hospitality enterprises: implications from a small border province in Thailand*. Asia Pacific Journal of Marketing and Logistics.
- Pungpond Rukumnuaykit, Piriya Pholphirul, and Akkaranaï Kwanyou. (2022). *Business Survival in Times of COVID-19: Empirical Evidence from Tourism Enterprises in Thailand*. Global Business Review.
- Teera Sindacharak, and Akkaranaï Kwanyou.(2020). *“InformalWorkers” Suffering in WorkingLife withoutSocial Security*. Thammasat Review.
- Teerawat Charoenrat, Akkaranaï Kwanyou, Piriya Pholphirul and. (2023). *Social Network Analysis and Network Centrality in Community Enterprises: Evidence from One Tambon One Product Entrepreneurship Program in Border Thailand*. Journal of Entrepreneurship in Emerging Economies.

## PUBLICATIONS (TCI – THAI JOURNAL CITATION INDEX CENTRE)

- Akkaranaï Kwanyou. (2020). *Big Data: The New Landscape in Social Science Research in Thailand*. Thammasat Journal.
- Akkaranaï Kwanyou. (2022). *The economic impact from lockdown to prevent the spreading of COVID-19 to female labor in Thailand*. Journal of Women and Youth Studies.
- Akkaranaï Kwanyou, Krissada Keawkliang, and Jurarat Padungchewit. (2018). *Factors Affecting Happiness of Community: Open the Door to Sustainably Happy Community in Pathumthani*. Thammasat Journal.
- Akkaranaï Kwanyou, and Saranya Tarat. (2020). *Structural Equation Model of Variables Affecting Employee Satisfaction and Engagement to Organization: Evidence from the One State Enterprise Agency in Thailand*. Thammasat Journal.
- Pungpond Rukumnuayki, Akkaranaï Kwanyou, Teerawat Charoenrat, Piriya Pholphirul, and Kitisak Srijamdee. (2022). *Analysis of Smiling Curves in Community Enterprises:Evidence from the One Tambon One Product Program in Nongkhai Province*. Development Economic Review.
- Saowatarn Prograd, and Akkaranaï Kwanyou. (2022). *Assessing the Effectiveness of Social Security Benefits for Older Persons*. Journal of Multidisciplinary Academic Research and Development (JMARD).
- Teera Sindacharak, and Akkaranaï Kwanyou. (2019) *The demand for information technology and digital communications among the elderly*. Silapakorn University Journal.
- Tirnud Paichayontvijit, and Akkaranaï Kwanyou. (2021). *The Economic Impact of the COVID-19 Situation to International Programs in Higher Education in Thailand*. Thammasat Journal.
- Watinee Wichaiya , and Akkaranaï Kwanyou. (2022). *Parental Influences on Cognitive and Non-Cognitive Skills among 15-Year-Old Thai Students: Lessons Learned from PISA*. Thammasat Journal.

## YEAR

2022



2021



## RESEARCH PROJECTS (2018 - 2022)

- Thailand National Risk Assessment on Money Laundering, Terrorism Financing and Proliferation of Weapons of Mass Destruction Financing  
**Funded by** Anti-Monet Laundering office, Thailand  
**Research Team:** Prof.Dr.Udom Rat-amrit, Prof.Dr.Anat Limakdej, Prof. Dr.Teera Sindecharak, and Assist.Prof.Akkananai Kwanyou
- Transformation of Tourism Management under New Normal Phase2  
**Funded by** The National Research Council of Thailand (NRCT)  
**Research Team:** Prof.Dr.Pungpond Rukumnuaykit, Prof.Dr.Piriya Pholphirul, and Assist.Prof.Akkananai Kwanyou
- Development of employment insurance benefits for sustainable labor force development  
**Funded by** Social Security Office  
**Research Team:** Prof. Dr.Teera Sindecharak, and Assist.Prof.Akkananai Kwanyou
- Public confidence survey and increasing the efficiency of services according to the bureaucratic guidelines 4.0  
**Funded by** Legal Execution Department  
**Research Team:** Assist.Prof.Akkananai Kwanyou
- Community income survey of target groups participating in social projects under the Sea for Life Strategy  
**Funded by** PTT Exploration and Production Public Company Limited  
**Research Team:** Assist.Prof.Akkananai Kwanyou
- A study of working patterns, employment, welfare and social security among elderly workers.  
**Funded by** Social Security Office  
**Research Team:** Prof. Dr.Teera Sindecharak, and Assist.Prof.Akkananai Kwanyou
- The feasibility study project, the concept of social credit system implementation mechanism  
**Funded by** Center for Morality Promotion (Public Organization)  
**Research Team:** Prof.Dr.Supasaward Chatchawan, and Assist. Prof.Akkananai Kwanyou
- Transformation of Tourism Management under New Normal Phase1  
**Funded by** The National Research Council of Thailand (NRCT)  
**Research Team:** Prof.Dr.Pungpond Rukumnuaykit, Prof.Dr.Piriya Pholphirul, and Assist.Prof.Akkananai Kwanyou
- Survey of Satisfaction and Organizational Commitment of Employees of Industrial Estate Authority of Thailand Year 2021  
**Funded by** Industrial Estate Authority of Thailand  
**Research Team:** Prof. Dr. Teera Sindecharak, and Assist.Prof.Akkananai Kwanyou
- A study of the importance of communication in decision-making in the Thai population  
**Funded by** National Higher Education, Science, Research and Innovation Policy Council  
**Research Team:** Prof.Dr.Ananish Chudhuri, and Assist.Prof.Akkananai Kwanyou

## YEAR

2020

- Factors affecting the onset of puberty in Thailand  
**Funded by** Thai Health Promotion Foundation  
**Research Team:** Prof.Taninee Sahakitrungruang M.D., Prof.Dr.Pungpond Rukumnuaykit, and Assist.Prof.Akkaranai Kwanyou
- Project to develop a tool for identifying repeat offenders.  
**Funded by** Industrial Estate Authority of Thailand  
**Research Team:** Prof.Dr.Teera Sindecharak, and Assist.Prof.Akkaranai Kwanyou
- Study on the impact of COVID-19 to the Thai economy and tourism sector  
**Funded by** The National Research Council of Thailand (NRCT)  
**Research Team:** Prof.Dr.Pungpond Rukumnuaykit, and Assist. Prof.Akkaranai Kwanyou
- Performance Monitoring and Evaluation Project NBTC on television for the year 2020  
**Funded by** The National Broadcasting and Telecommunication Commission  
**Research Team:** Assoc.Prof.Asawin Natpoolkeaw, and Assist.Prof.Akkaranai Kwanyou

2019

- Indexing the quality of life of informal workers and informal surveying workers  
**Funded by** Ministry of Labor  
**Research Team:** Prof.Dr.Teera Sindecharak, and Assist.Prof.Akkaranai Kwanyou
- Trade in Creative Goods Networking in Nong Khai Province  
**Funded by** International Institute for Trade and Development (Public Organization)  
**Research Team:** Prof.Dr.Pungpond Rukumnuaykit, Prof.Dr.Piriya Pholphirul, and Assist.Prof.Akkaranai Kwanyou
- Trade in Creative Service Networking in Nong Khai Province  
**Funded by** International Institute for Trade and Development (Public Organization)  
**Research Team:** Prof.Dr.Pungpond Rukumnuaykit, Prof.Dr.Piriya Pholphirul, and Assist.Prof.Akkaranai Kwanyou
- Development of STEM Literacy toward Thailand 4.0  
**Funded by** Thai Health Promotion Foundation  
**Research Team:** Prof.Dr.Piriya Pholphirul, and Assist.Prof.Akkaranai Kwanyou

2018

- Promotion of tourism in low-income provinces to reduce inequality.  
**Funded by** The National Research Council of Thailand (NRCT)  
**Research Team:** Prof.Dr.Pungpond Rukumnuaykit, Prof.Dr.Piriya Pholphirul, and Assist.Prof.Akkaranai Kwanyou
- Strategic Plan (SWOT) for the Promotion of Secondary Cities Tourism  
**Funded by** The National Research Council of Thailand (NRCT)  
**Research Team:** Prof.Dr.Pungpond Rukumnuaykit, Prof.Dr.Piriya Pholphirul, and Assist.Prof.Akkaranai Kwanyou
- Thailand Digital Inclusion  
**Funded by** Ministry of Digital Economy and Society  
**Research Team:** Prof.Dr.Teera Sindecharak, and Assist.Prof.Akkaranai Kwanyou

## TEACHING COURSES

### LANGUAGE SKILLS

#### Thai (Mother Language)

- C2 Listening
- C2 Reading
- C2 Speaking
- C2 Writing

#### English

- B2 Listening
- B2 Reading
- B2 Speaking
- B2 Writing

### ❖ Bachelor's Degree

#### Academic Year

2015 – 2022	SO216	Applied Statistics for Social Research
2015 – 2022	SA313	Computer Programs for Social Research
2017 – 2020	SA314	Data Management for Organization
2017 – 2019	SA315	Advanced Computer Programs for Social Research
2015	SO413	Survey Research
2017 – 2018	SO459	Social Policy

### ❖ Master's Degree

#### Academic Year

2015 – 2022	SA502	Fundamental Statistic for Social Research
2018	SO310	Quantitative Social Research

### ❖ Workshop & Training Program

- Multivariate Statistical Analysis for Social Research  
*July 2018 / January 2019 / September 2021*  
*Center for Contemporary Social and Cultural Studies, Bangkok, Thailand*
- Advanced Structural Equation Modelling using LISREL  
*February 2018 / April 2020*  
*Thammasat Business School, Bangkok, Thailand*
- Social Network Analysis Via UCINET and NETDRAW  
*October 2019 / October 2020*  
*Center for Contemporary Social and Cultural Studies, Bangkok, Thailand*
- A Practical Introduction to Factor Analysis  
*March 2018 / April 2019 / November 2020 / March 2021*  
*Ministry of Labor, Bangkok, Thailand*
- NVivo Qualitative Data Analysis  
*February 2019 / February 2020*  
*Faculty of Sociology and Anthropology, Thammasat University, Bangkok, Thailand*
- Structural Equation Modelling and Path Analysis  
*December 2019*  
*Thammasat Business School, Bangkok, Thailand*
- Data Analysis Using SPSS for Social Sciences  
*May 2019 / November 2019*  
*Center for Contemporary Social and Cultural Studies, Bangkok, Thailand*