# PREECHA VICHITTHAMAROS
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Health, Aging, and Retirement in Thailand                148 Seri Thai Road, Klongchan,
School of Applied Statistics                              Bangkapi, Bangkok 10240
National Institute of Development Administration          preecha@as.nida.ac.th

## EDUCATION

Asian Institute of Technology, Thailand
Ph.D. in Management of Technology

Asian Institute of Technology, Thailand
M.B.A. in Management of Technology

Chulalongkorn University, Thailand
M.Sc. in Statistics

Chulalongkorn University, Thailand
B.Sc. in Statistics (Mathematical Statistics)

## CURRENT POSITIONS

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|---|---|
| 2018 – Present | Director of the Intelligence and Information Center, National Institute of Development Administration. |
| 19xx - Present | Faculty Member, Faculty of Applied Statistics, National Institute of Development Administration (NIDA), with responsibilities in teaching and research |
| 2016 - Present | Director of the Doctor of Philosophy Program in Applied Statistics, School of Applied Statistics, National Institute of Development Administration |
| 2016 - Present | Head of the Insurance and Risk Management Program, School of Applied Statistics, National Institute of Development Administration |
| 2024 – Present | Vice President for Finance, Savings Cooperative of the National Institute of Development Administration |
| 2024 – Present | Member of the Faculty Senate, National Institute of Development Administration |
| 2020 – Present | Committee Member, Center for Aging Society Research, Research Center, National Institute of Development Administration |

2024 – Present        Committee Member, Policy Committee on Research and Innovation,
                      Office of Insurance Commission (OIC)

## PROFESSIONAL MEMBERSHIPS

Population Association of Thailand

Thai Government Scholarship Students Association

East-West Center Alumni Association

## CURRENT RESEARCH

Research Project: Family Relations and Transfers of Thai Older Persons, funded by the National Research Council of Thailand, Fiscal Year 2019 (October 2018 – September 2019), Co-investigator.

Research Project: Longitudinal Study of Ageing for the Well-being of Older Adults in Thailand: The Health, Ageing, and Retirement in Thailand Survey, funded by the National Research Council of Thailand, Fiscal Year 2025 (October 2024 – September 2025), Co-investigator.

## PEER-REVEWED PUBLICATIONS

Vichitthamaros, P. (2020). Voluntary automobile insurance product design using Conjoint Analysis. *Journal of Applied Statistics and Information Technology*, *5*(2), 1–16. https://ph02.tci-thaijo.org/index.php/asit-journal/article/view/241826

Lapayanan, S. ., & Vichitthamaros, P. (2020). Accident Insurance Product Design by using Conjoint Analysis. *Journal of Applied Statistics and Information Technology*, *5*(2), 17–31. https://ph02.tci-thaijo.org/index.php/asit-journal/article/view/241827

Kamjadtuk, J., & Vichitthamaros, P. (2020). Customer Satisfaction after Buying Condominium in Bangkok. *Suddhiparitad Journal, 23*(71), 77-87. https://so05.tci-thaijo.org/index.php/DPUSuthiparithatJournal/article/view/246122

Rattanasri, W., & Vichitthamaros, P. (2018). The Study of Herding Behavior in the Stock Exchange of Thailand during 2010-2015. *WMS Journal of Management*, *7*(1), 9–20. https://so06.tci-thaijo.org/index.php/wms/article/view/110633

Vinijchaiyanun, C., & Vichitthamaros, P. (2017). Factors Affecting Weight Control Dietary Supplements Consumption of People in Bangkok. *WMS Journal of Management*, *6*(1), 84–90. https://so06.tci-thaijo.org/index.php/wms/article/view/75801

Thongmullek,T., & Vichitthamaros, P. (2017). The Study of Factors Affecting Acceptance and Use of Social Network of People in Thailand. *The Journal of Social Communication Innovation*, *5*(2), 114–124. https://so06.tci-thaijo.org/index.php/jcosci/article/view/111536

Kanjananantawong, T., & Vichitthamaros, P. (2016). Rate of Return and Risk Analysis of the Insurance Securities Using Arbitrage Pricing Theory Model. *WMS Journal of Management*, *5*(2), 1–11. https://so06.tci-thaijo.org/index.php/wms/article/view/57733

Boonkate, K., & Vichitthamaros, P. (2014). The factors influencing a purchase of Buriram United Football Club products for consumers in Buriram Province. *Chandrakasem Rajabhat University Journal, 20*(38) .https://li01.tci-thaijo.org/index.php/crujournal/article/view/28798/24774

Phanatda Wattanothana & Vichitthamaros, P. (2013). Causal factors which influence professional morality conduct of teachers in the Northeastern of Thailand. NIDA Development Journal, 53(1), 133–159.

Supannigar Matyakong & Vichitthamaros, P. (2012). Family factors affecting quality of life in upper secondary school students in Bangkok. Journal of Education, Thaksin University, 11(2), 143–152.

Kittikun Boonket & Vichitthamaros, P. (2014). Factors influencing consumers' purchase of Buriram United Football Club products in Buriram Province. Chandrakasem Journal, Chandrakasem Rajabhat University Research and Development Institute, 20(38), 125–132.

Emika Hemmin & Vichitthamaros, P. (2014). Usage behavior and perceptions of online social networks among Bangkok residents. Journal of Humanities and Social Sciences, Faculty of Liberal Arts, Rangsit University, 9(16).

Wichuda Kumpheerwet & Vichitthamaros, P. (2014). Satisfaction of upper secondary students regarding school management: Schools under the Bangkok Secondary Education Service Area Office. Journal of Education, Prince of Songkla University, Pattani Campus, 25(2).

Kowit Praditphon & Vichitthamaros, P. (2017). Factors affecting successful academic achievement of master's students using data mining techniques: A case study of the National Institute of Development Administration. Khon Kaen International Journal (Humanities and Social Sciences), 7(1), 113–145.

Thanyamat Tongmoollek & Vichitthamaros, P. (2017). Factors affecting acceptance and use of online social networks in Thai society. Journal of Social Communication Innovation, College of Social Communication Innovation, Srinakharinwirot University, (2).

Rojratanavijit, J., Vichitthamaros, P., & Phongsuphap, S. (2018). Acquiring sentiment from Twitter using supervised learning and lexicon-based techniques. Walailak Journal of Science and Technology, 15(1), 63–80.

## RESEARCH IMPACK / OUTREACH

Vichitthamaros, P. (2007, April 1–4). Financial stability indicators for managing life insurance companies [Conference presentation]. Rangsit University Academic Conference, Rangsit University, Pathum Thani, Thailand.

Vichitthamaros, P. (2007, May 25). Development of a business tools search system for management [Conference presentation]. 3rd National Conference on Computer and Information Technology, King Mongkut's University of Technology North Bangkok, Bangkok, Thailand.

Vichitthamaros, P. (2007, October 18). [Title in Thai] [Conference presentation]. National Academic Conference, Dhurakij Pundit University, Bangkok, Thailand.

Vichitthamaros, P. (2008, November 21). Family and marriage [Conference presentation]. National Conference on Population Studies 2008, The Twin Towers Hotel, Bangkok, Thailand.

Vichitthamaros, P. (2009, September 6). Adoption of innovations for energy conservation in private automobiles: Current and future perspectives among Bangkok residents [Conference presentation]. 2nd Graduate Research Conference, Chandrakasem Rajabhat University, Bangkok, Thailand.

Vichitthamaros, P. (2009, October 21). Post-purchase satisfaction of condominium buyers in Bangkok [Conference presentation]. 5th Management and Administration Conference, Dhurakij Pundit University, Bangkok, Thailand.

Vichitthamaros, P. (2011, October 7). Professional ethics of teachers in Northeastern Thailand [Conference presentation]. 22nd National Graduate Research Conference, Graduate School, Kasetsart University, Bangkok, Thailand.

Vichitthamaros, P. (2012, May 18). Comparison of life insurance customer satisfaction: Purchasing policies via agents vs. commercial banks [Conference presentation]. 13th National Conference on Statistics 2012: *Statistical Research for Modern Social Development*, Ramkhamhaeng University & Statistical Association of Thailand, Sida Resort, Nakhon Nayok, Thailand.

Vichitthamaros, P. (2013). Causal factors influencing professional morality conduct of teachers in the Northeastern region of Thailand. NIDA Development Journal.

Vichitthamaros, P. (2008). Data mining in Thai organizations. Faculty of Applied Statistics Newsletter, (2, July), 10–12.