

VICHITA RACTHAM, PH.D.

Associate Professor

Research Areas

Strategy and Innovation · Group-Supported System · Social interaction in Teamwork · Knowledge Management

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Profile

Previously she taught in School of Computing, National University of Singapore (NUS), Singapore in the same area. She received her BSc. (1992) in Business Administration (concentration: Statistics) from Chulalongkorn University and M.Sc.(1995) and Ph.D. degree (2000) in Information Science from the University of Pittsburgh, USA.

Her primary research interests include Social Interaction in Teamwork, Transactive Memory in Knowledge Management, Enterprise Resource Planning, and E-Learning. Her research has appeared in Journal of American Society for Information Science and Technology (JASIST), Computer in Human Behavior, as well as numerous international, national and regional conference proceedings. She has been a guest speaker and panel discussion in the area of Teamwork and Leadership, Reorganizing IT for Competitiveness, IT in Education, and The Cooperation among Asian-Pacific Countries for IT Technology and Education at many prestigious institutions. She also serves on the Editorial Board of Information & Management Journal.

Publications

Journal Articles

Kalin Pipatanantakurn & **Ractham, V.** , (2022) . The Role of Knowledge Creation and Transfer in Family Firm Succession. *Sustainability (Switzerland)* , 14 (10) , Article number 5845 . https://doi.org/10.3390/su14105845

Tree Hirunyalawan & **Ractham, V.** , (2021) . Knowledge sharing from farmer/processor and the perceived benefits of processed banana consumers. *Kasetsart Journal of Social Sciences* , 42 (2) , 249–254 .

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Pattarin Sanguankaew & **Ractham, V.** , (2019) . Bibliometric review of research on Knowledge Management and sustainability, 1994-2018. *Sustainability (Switzerland)* , 11 (16) , Article number 4388 . https://doi.org/10.3390/su11164388

Ractham, V. & Phocharapol Srisamran , (2018) . Effects of knowledge articulation and self-reflection on team performance. *Knowledge Management and E-Learning* , 10 (2) , 177–195 . https://doi.org/10.34105/j.kmel.2018.10.012

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Suphong Chirawattanakij & **Ractham, V.** , (2016) . Enhancing knowledge adoption with recipients' characteristics. *Journal of Management Development* , 35 (1) , 38–57 . https://doi.org/10.1108/jmd-11-2014-0155

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Ractham, V. & Adam Thompson , (2015) . The effect of chronic stress on learning orientation: A Thailand case study. *International Business Management* , 9 (1) , 117–121 .

Conference Papers

Poosriroj, K. & **Ractham, V.** , (2018) . Factors affecting knowledge sharing of undergraduate students: A comparison between private and public universities in Thailand. Conference Paper.

Cheewanan Arijitsatien & **Ractham, V.** , (2017) . The Effects of Knowledge Creation Process Upon the Organizational Performance: A Study of Thai Banking Industry. Conference Paper.

Ractham, V. & Pipatanantakurn K. , (2015) . How Knowledge Creation Process can help aid Family Business Succession Plan. Conference Paper.

Pongtongmuang K. & **Ractham, V.** , (2015) . Key Success Factor of Information Flow for EDI along the Supply Chain; A Case Study for Thai Utility Provider. Conference Paper.

Book Chapters

Rungruang, P. & **Ractham, V.** , (2016) . Siam Cement Group as a sustainable enterprise. Book Chapter.

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