

## Vitae

**Name:** Miss Wassana Suwanvijit

**Place of Birth** Songkhla, Thailand

**Student ID:** 4920330003

### **Educational attainment:**

<b>Degree</b>	<b>Name of institution</b>	<b>Year of Graduation</b>
B.Sc. (Mathematics)	Prince of Songkla University	1986
M.Sc. (MBA)	Prince of Songkla University	1992
M.Sc. (MIT)	Prince of Songkla University	2006
Visiting Scientist	University of Washington, USA	2010
Ph.D. (Research Methodology)	Prince of Songkla University	2011

### **Work-position and address:**

Lecturer for the Faculty of Economics and Business Administration, Thaksin

University, Songkhla, Thailand

### **List of publication and proceeding:**

#### **Conference proceedings:**

1. Suwanvijit, W., Choonpradub, C. and McNeil, N. Business data analysis with application to sparkling beverage product sales in Southern Thailand. The 2<sup>nd</sup> International Colloquium on Business and Management (ICBM), 17<sup>th</sup>-20<sup>th</sup> November 2008, Bangkok, Thailand.

2. Suwanvijit, W. and Promsa-ad, S. Factors affecting consumer life-styles and purchasing behaviors in Songkla province, Thailand. The 2009 European Applied Business Research Conference, 9<sup>th</sup>-11<sup>th</sup> June 2009, Prague, Czech Republic.
3. Suwanvijit, W., McNeil, D. and Lumley, T. Australian mortality forecast using Lee-Carter model with multivariate multiple regression and exponential weights. The 2011 National Statistics and Applied Statistics Conference, 18<sup>th</sup>-22<sup>nd</sup> May 2011, Hat Yai, Songkhla, Thailand.

**Publications:**

1. Suwanvijit, W., Choonpradub, C. and McNeil, N. 2009. Sales analysis with application to sparkling beverage product sales in Southern Thailand. *International Journal of Business and Management*, 4(7):43-51.
2. Suwanvijit, W., Choonpradub, C. and McNeil, N. 2009. Statistical model for short-term forecasting sparkling beverage sales in Southern Thailand. *International Business and Economics Research Journal* (impact 5.23), 8(9):73-81.
3. Suwanvijit, W. and Promsa-ad, S. 2009. The Insight study of consumer life-styles and purchasing behaviours in Songkhla province, Thailand. *International Journal of Marketing Studies*, 1(2):66-73.
4. Suwanvijit, W., Lumley, T., Choonpradub, C. and McNeil, N. 2011. Long-term sales forecast using Lee-Carter and Holt-Winter methods. *Applied Business Research Journal* (impact 4.64), 27(1):87-102.

**Academic scholarships and research fund:**

- 2008            Research fund from Faculty of Economics and Business  
Administration, Thaksin University, Songkhla, Thailand
- 2009            Research fund from Research and Development Institute Thaksin  
University, Songkhla, Thailand
- 2009-2011    Ph.D scholarship from Office of the Higher Education Commission,  
Thailand
- 2010            Scholarship for Visiting Scientist at the University of Washington, USA  
from Office of the Higher Education Commission, Thailand

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