

Dr. Niti Rattanaprichavej

The Real Estate Business Program, Faculty of Commerce and Accountancy, Thammasat University

Tel. 081- 4844524, E mail. nitir2001@yahoo.com

---

Personal Data

Date of Birth : October 18<sup>th</sup>, 1981                      Ages                      : 31 Years



Education Data

- 2005-Present : Doctor of Public Administration: D.P.A., Major Public and Private Management  
Faculty of Public Administration, The National Institute of Development Administration  
(NIDA)  
: Research Dissertation in Organizational Performance of Small and Medium Enterprises  
from the Concepts of Learning Organization and Organizational Innovation with  
Awarded for Excellence in Development Administration Thesis of the National Institute  
of Development Administration (NIDA)
- 2007 : Certificate of English as a Second Language (ESL), University of California at Irvine,  
USA
- 2004-2005 : Master of Architecture, Major Architectural Management at Faculty of Architecture,  
Thammasat University  
: Research Thesis in Design and Management Guidelines for Low income Rental  
Residential Project with funded by Thai Research Funds (TRF)
- 2003 : Certificate of Project management, University of Washington and Chulalongkorn  
Continuing Education Center (CEC)
- 1999-2002 : Bachelor of Science (Architecture), Faculty of Architecture,  
Major Architecture at Thammasat University
- 1997-1998 : High school at Mahidolwittayanusorn School, Nakornprathom

- 1994-1996 : Secondary school at Ratwinit Bangkaew School, Samutprakarn.  
Competent student scholarship from the Thai Royal Princess
- 1987-1993 : Primary School at Sevenday Adventist Ekamai School, Bangkok.

#### Working Experiences

- 2010- Present : Deputy Director of student affair at Real Estate Business Program,  
Faculty of Commerce and Accountancy, Thammasat University
- 2005- 2010 : R&D/ Marketing Manager, Thai Masterpack Company Limited  
: External Consultant of Asia Satellite Model Project,  
Asian Institute of Technology (AIT)  
: Licensed Architect, Precast Factory Company Limited

#### Special Lectures

- : Faculty of Architecture, Silpakorn University
- : Faculty of Architecture and Urban Planning, Thammasat University
- : Legal Execution Department
- : Government Saving Bank
- : Plastic Institute
- : Pruksa Real Estate Plc.

#### Articles

- Jittaporn Sriboonjit and Niti Rattanaprichavej (2013) *Finding the Factor's Weight of Importance in the Weighted Quality Score Technique: CBD's Serviced Apartment*. (with funded by Business Research Center (BRC), Thammasat Business School, Thammasat University)
- Nipan Vicheonnoi Niti Rattanaprichavej Yupin Saetang and Zaton Sirivorapitak (2006). *Design and Management to Developing the Residential Buildings in Bangkok*. Thai Research Funds (TRF). Chulalongkorn University Press. Bangkok. Thailand
- Niti Rattanaprichavej. Innovation in Real Estate. (2011) *Journal of Architectural Research and Studies (JARS): Urban Planning, Housing and Real Estate Development, and Landscape Architecture*, 8

- Niti Rattanaprichavej (2011) *Organizational Performance of Small and Medium Enterprises (SMEs) from the Concept of Learning Organization and Organizational Innovation*. Proceeding of The 1<sup>st</sup> National/ International Silpakorn Graduate Study Conference 2011. Silpakorn University. 2011
- Niti Rattanaprichavej (2010) Organizational Performance of Small and Medium Enterprises (SMEs) based on the Concept of Learning Organization. *Journal of Social Science and Humanities*
- Niti Rattanaprichavej (2009) Organizational Innovation of Small and Medium Enterprises (SMEs) based on the concept of Learning Organization. *Panyapiwat Journal*
- Niti Rattanaprichavej. (2012) Competitive Strategy of Real Estate Development Firm base on the Theory of Structural Contingency. *American Journal of Business and Management*. Vol. 1, No. 4, 2012, 208-213
- Niti Rattanaprichavej. (2012) *Break through Asean Economic Community (AEC) with Competitive Advantage of Site Selection in Real Estate Business*. Business and Information 2012 International Conference (Sapporo Japan, July 3-5)
- Witawat Rungruangphon and Niti Rattanaprichavej. (2012) Shifting in Greater Bangkok Citizen's Attitudes toward Dwelling Buying Decision Making after 2012 Flood Crisis. *Chulalongkorn Business Review* Vol.35, Jan- Mar(with funded by Business Research Center (BRC), Thammasat Business School, Thammasat University)
- Witawat Rungruangphon and Niti Rattanaprichavej. (2012) Real Estate Business Growth, Quality or Quantity? : Insight of Consumer Complaint Behavior (CCB) and Index Monitoring. *Thammasat Business Review* Vol.136, Oct- Dec (with funded by Business Research Center (BRC), Thammasat Business School, Thammasat University)
- Witawat Rungruangphon and Niti Rattanaprichavej. (2011) Consumer Complaint Behavior (CCB) in Real Estate Business. *Journal of Management and Administration* Vol. 1 (1), Jul- Sep

#### Area of Interests

- 1) Real Estate Business Development (Residential)
- 2) Architectural Design for Real Estate Business
- 3) Organization Theory