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EDUCATION

- 2022 - Ph.D. (Candidate) in Industrial and Organizational Psychology
King Mongkut's University of Technology North Bangkok
- 2021 A Licensed Clinical Psychologist in Thailand
The Profession Commission in the branch of Clinical Psychology
- 2017 - 2020 Ph.D. (Applied Psychology in Computational Cyberpsychology)
The Institute of Psychology (IP) of the Chinese Academy of Sciences (CAS)
University of Chinese Academy of Sciences (UCAS) in Beijing, China
In Chinese Government Scholarships (CGS) by the Chinese Scholarship Council (CSC)
- 2016 - 2016 Cert. in Early Childhood Development Innovation
Sukhothai Thammathirat Open University
- 2011 - 2015 M.Sc. (Applied Behavioral Science Research)
The Behavioral Science Research Institute (BSRI),
Srinakharinwirot University
- 2009 – 2011 B.Tech. (Business Information Technology)
Sukhothai Thammathirat Open University
- 2007 - 2008 M.A. (Communication Arts in Public Relations)
Chulalongkorn University
- 1996 - 2000 B.A. (Psychology) with minor in Journalism (Advertising), 2nd class honors,
Thammasat University

WORK EXPERIENCE

2022 - Full Time Lecturer

The Behavioral Science Research Institute (BSRI), Srinakharinwirot University

RESEARCH INTERESTS

- Applied cyberpsychology in work, organization and society
- Positive psychology in clinic and work
- Applied data science, AI, NLP and machine learning in psychology and behavioral sciences
- Clinical psychotherapy and assessment using online and digital channels (Website, Mobile APP Intervention, Virtual Reality Therapy, etc.)
- Brand communication and management, digital marketing and consumer behavior

PUBLICATIONS

Chuenphitthayavut, K., (2023). Improving Work Efficiency by Playful Work Design: Concepts and Creative Application in Organizations. *Journal of Behavioral Science for Development*. 15(2), 63-76. Thai.

Chuenphitthayavut, K., (2023). Advances in ChatGPT and Behavioral Science Research: Applications, Benefits, Risks, and Ethical Issues in Research. *Warasan Phuetikammasart*. 29(2), 156-175. Thai.

Ouemphancharoen P, Intarakamhang U, Chuenphitthayavut K, & Intarakamhang P. (2022). Effects of Motivation Program in Work Exercise Movement Based on COM-B Model for Reducing Sedentary Behaviors of Office Employees: A Randomized Controlled Trials. *J Med Assoc Thai*. 105, 1-8.
DOI:10.35755/jmedassocthai.2022.11.13694

Ariyathada, A, Intarakamhang U, & Chuenphitthayavut K. (2022). Causal relationship model of psychological characteristics and educational environments on entrepreneurial oriented behavior with the mediating role of entrepreneurship intention of entrepreneurial students. *Journal of Educational Measurement*. 39(105), 273–283. Thai.

Wongwutthiauksron, R., Intarakamhang U, & Chuenphitthayavut K. (2022). The Effect of Stressful Situations on Cognitive Appraisal, Transformative Coping, Self-esteem, and Resilience of University Students. *Journal of Behavioral Science*. Thai.

Chuenphitthayavut, K., Zihuang,T., & Zhu,T. (2020).The prediction of behavioral intention to use online mental health interventions. *PsyCh Journal*. 9(3), 370–382. <https://doi.org/10.1002/pchj.333>

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Chuenphitthayavut, K., Supparerkchaisakul, N., & Intarakamhang, U. (2015). The effect of psychological and social factors toward flood disaster risk management behavior through psychological capital and posttraumatic growth of teachers in vicinity. *Journal of Behavioral Science*. 21(2), 39–56. Thai.

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