



Asst. Prof. Dr. PANOM GUNAWONG

ผศ.ดร. พนม กุณาวงศ์

CONTACT

PHONE: 0-5394-2999 (121)

EMAIL: panom.gunawong@cmu.ac.th

ACADEMIC FOCUS

- e-Government in Developing Countries
- Social Media in Public
- Administration
- Big Data and Open Data for Open Government
- Wicked Problems
- Failure Analysis
- Actor-Network Theory

PUBLICATIONS

Gunawong, P., & Gao, P. (2017). Understanding E-government Failure in the Developing Country Context: A Process Oriented Study. *Information Technology for Development*. 23(1), 153-178.

Maneesong, O., Wilhelm, W. J., Gunawong, P., Santidhirakul, O., & Rachusanti, S.(2017). Survey Of Ethical Reasoning At Chiang Mai University Faculty Of Business Administration: Support For International Ethics Education Standards. *Journal of Institutional Research South East Asia*, 15(3), 19-31.



- Wilhelm, W. J., & Gunawong, P.. (2016). Cultural Dimensions and Moral Reasoning: A Comparative Study. *International Journal of Sociology and Social Policy*, 36(5/6), 335-357.
- Gunawong, P.. (2015). Open Government and Social Media: A Focus on Transparency. *Social Science Computer Review*, 33(5), 587-598.
- Gunawong, P., & Jankananon, P. (2015). Flood 2.0 : Facebook Use and Reactions during the 2011/2012Flood in Thailand. *International Journal of Innovation and Learning*, 17(2), 162-173.

INTERNATIONAL CONFERNECE PRESENTATIONS

- Gunawong, P., & Butakhieo, N. (2016). Social Media in Local Administration: An Empirical Study of Twitter Use in Flood Management. In: *Proceedings of the international Conference for e-Democracy and Open Government 2016 (CeDEM16)*, May 18-20, Danube University Krems, Austria.
- Lee, K. C., Gunawong, P., & Poocharoen, O. (2017). Smart City and Cultural Diplomacy: Transnational Connectivity in Innovation Services. In: *Proceeding of the 3rd International Conference on Public Policy*, June 28-30,
- Maneesong, O., Wilhelm, W.J., Gunawong, P., Santidhirakul, O., & Rachusanti, S.(2017). Survey of Ethical Reasoning at Chiang Mai University Faculty of Business Administration: Support for International Ethics Education Standards. In: *SEAAIR 2017, the 17th Annual Conference, Theme: ASEAN Higher Education at the Crossroad: Challenges, Changes, Capacities, and Capabilities*. September 6-8,PSB Academy, Singapore.



WORKING PAPER

Gunawong, P. (2017). Opium as a Wicked Problem: A Case Study of an Opium Eradication in Omkoi District, Chiang Mai. In *working paper series of Center for Local Governance Studies, Case Studies on Local Governance*, Faculty of Political Science and Public Administration, Chiang Mai University, Thailand. (In Thai)

RESEARCH PROJECTS

Gunawong, P., & Wilhelm, W. J. (2015). An Investigation of the Determinants of Moral Reasoning : A Case Study in Chiang mai, Thailand. Faculty of Political Science and Public Administration, Chiang Mai University, Thailand. Research granted by the Faculty of Political Science and Public Administration, Chiang Mai University.

Gunawong, P. (2015). Actor–Network of Twitter in Natural Disaster Management. Faculty of Political Science and Public Administration. Chiang Mai University, Thailand. Research granted by The Faculty of Political Science and Public Administration, Chiang Mai University.

Gunawong, P., Jongruck, P., & Hirunrangsit, R. (2016). A Survey of Knowledge on Local Governance in Thailand between 1997-2013 (B.E.2540-2556) Faculty of Political Science and Public Administration, Chiang Mai University, Thailand. Research granted by The Faculty of Political Science and Public Administration, Chiang Mai University. (In Thai)

RESEARCH CONSULTANCY PROJECTS

Gunawong, P., & Jongruck, P. (2017). Research and Development for Sustainable Solutions for Illicit Drugs in Omkoi District, Chiang Mai Province, Thailand. Faculty of Political Science and Public Administration, Chiang Mai University, Thailand. Research granted by Narcotics Control Office Region 5, Chiang Mai, Thailand.



Gunawong, P. (2018). Analysis Strategic Management for a Haze Problem. Chiang Mai University School of Public Policy, Chiang Mai, Thailand. Research granted by The office of Strategy Management Upper Northern Provincial Cluster1.