

ขอเชิญท่านที่สนใจเข้าร่วมสัมมนาอบรมการวิจัย

Special Lecture: "The importance of Crowdsourcing for IT Management"

โดย Assoc. Prof. Dr. Fernando José Garrigós Simón

School of Informatics, Universitat Politècnica de València, ประเทศ สเปน

วันศุกร์ที่ 15 กันยายน พ.ศ. 2560 เวลา 10.30 น. - 12.00 น.

ณ ห้องประชุม 3/3 ชั้น 3,

อาคาร คณะเทคโนโลยีสารสนเทศ มจร.

รายละเอียดดังต่อไปนี้

วันศุกร์ที่ 15 กันยายน พ.ศ. 2560

10:00 น. – 10.30 น. ลงทะเบียน

10:00 น. – 12:00 น. "The importance of Crowdsourcing for IT Management"

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สนใจเข้าร่วม (ไม่มีค่าใช้จ่าย) ลงทะเบียน

ที่ https://docs.google.com/forms/d/e/1FAIpQLScjSKftgi03frHAeClb9AOG_yygMwJc6M5Bfs-7cREBGZ9WSw/viewform?c=0&w=1 หรือ QR Code

เพื่อสำรองที่นั่ง ภายในวันจันทร์ที่ 12 กันยายน 2560

ถ้าต้องการข้อมูลเพิ่มเติม กรุณาติดต่อ

คุณ ชุตติกาญจน์ หงษ์พิทักษ์กุล

email: chutikarn.hon@sit.kmutt.ac.th

ขอบคุณค่ะ



We would like to invite you to attend Special Lecture:

"The importance of Crowdsourcing for IT Management"

Presented by **Assoc. Prof. Dr. Fernando José Garrigós Simón**

School of Informatics, Universitat Politècnica de València, Spain

On Friday 15th September 2017, . 10.30 Hrs. - 12.00 Hrs.

At Meeting room no. 3/3, 3rd Floor,
School of Information Technology,
King Mongkut's University of Technology Thonburi.

The detail of the Special Lecture is:

Friday 15th September 2017,

10:00 Hrs. – 10.30 Hrs. Registration

10:00 Hrs.. – 12:00 Hrs. "The importance of Crowdsourcing for IT Management"

By Assoc. Prof. Dr. Fernando José Garrigós Simón

School of Informatics, Universitat Politècnica de València, Spain

If you are interested in this seminar, please reserve a seat by 12nd September 2017

at https://docs.google.com/forms/d/e/1FAIpQLScjSKftgj03frHAeClb9AOG_yygMwJc6M5Bfs-7cREBGZ9WSw/viewform?c=0&w=1 or QR Code

For more information, please contact Mrs. Chutikarn Hongpitakkul,

email: chutikarn.hon@sit.kmutt.ac.th

Thank you



Abstract: “The importance of Crowdsourcing for IT Management”

The aims of the lecturer are to;

- Analyze the transformation that is producing the development of Social Networks, Web 3.0 and Virtual Communities
- Explain the importance of the Crowdsourcing and its incidence in the marketing and management of organizations, specially for IT management
- Analyze the uses of Crowdsourcing and some successful cases.

Biography

Fernando José Garrigós Simón. Phd in Management and Associate Professor in the Department of Business Organization, Universitat Politecnica de Valencia (Spain). MSc in Tourism Management and Planning, Bournemouth University. Bachelor Degree in Economics from the University of Valencia. He has stayed as visiting professor (for teaching or/and researching purposes) at several universities in France, Finland, Germany, USA, UK, Ireland, Australia, Bolivia, Portugal, Singapore, Thailand or Taiwan (at prestigious universities such as University of Miami, University of Sydney, or Singapore Management University). His primary areas of research include Tourism Management and Planning, Strategic Management, IT Management, Crowdsourcing and the development of new business models. He has developed diverse international research and teaching projects. He has published in international books and journals such as Annals of Tourism Research, International Journal of Contemporary Hospitality Management, International Journal of Innovation Management, International Journal of Technology Management, Journal of Knowledge Management, Small Business Economics, Canadian Journal of Administrative Sciences, Journal of Air Transport Management, Management Decision, The Service Industries Journal, Tourism Management, Tourism Economics, or recently Journal of Vacation Marketing, Revista de Administração de Empresas, International Entrepreneurship and Management Journal or Entrepreneurship and Regional Development. He is member of the editorial board of some international journals such as Tourism Today, Journal of Tourism (revista de turism), Ecoforum, American Journal of Industrial and Business Management, American Journal of Management Studies, Journal of Innovation Management, International Journal of Scientific management and development, Journal of Tourism and Recreation, International Journal of Organizational Leadership, Revista de Análisis Turístico, or Cuadernos de Turismo, and the editor in chief of International Journal of Modern Management & Foresight, and Frontiers in Management Research. He is the founder and chair of the international conference INNODOCT (<http://www.innodoct.org> (with editions since 2013). He is also the founder and the director of the Degree in Leadership, Strategy and Emerging Markets (“Diploma de Extensión Universitaria en Liderazgo, Toma de Decisiones Estratégicas y Mercados Emergentes”) at Universitat Politecnica de Valencia (Spain) (<http://liderazgo.doe.upv.es/>) (https://www.cfp.upv.es/formacion-permanente/cursos/diploma-de-extension-universitaria-en-liderazgo-toma-de-decisiones-estrategicas-y-mercados-emergentes_idiomaes-pid473-menuupvtrue-cid37484.html).