

## EDUCATION

---

**DOCTOR OF PHILOSOPHY** *May 2018*

**College of Education, Ohio University, Athens, OH, USA**

- Educational Research and Evaluation  
Focus areas: Statistics, quantitative methods, and research design
- Dissertation: A Monte Carlo study of parallel analysis, minimum average partial, indicator function, and modified average roots for determining the number of dimensions with binary variables in test data: Impact of sample size and factor structure

**MASTER OF ARTS** *May 2013*

**School of Communication Studies, Ohio University, Athens, OH, USA**

- Health Communication

**MASTER OF ARTS** *May 2008*

**Faculty of Communication Arts, Chulalongkorn University, Bangkok, Thailand**

- Speech Communication
- Thesis: Verbal and nonverbal personality development of 16-18-year-old Thai children

**BACHELOR OF ARTS (First Class Honours)** *March 2005*

**Faculty of Social Sciences, Kasetsart University, Bangkok, Thailand**

- Political Science (Government)

## SOFTWARE

---

- SPSS, R, Tableau, AMOS, NVivo, QDA Miner, Qualtrics, and Microsoft Office Suite

## WORK EXPERIENCE

---

“I am skilled in statistics and public speaking. This dual proficiency allows me to present statistical results in lay language.”

**Faculty Member, Faculty of Political Science and Public Administration** *November 2022–Present*  
Chiang Mai University, Chiang Mai, Thailand

- Areas of Expertise: Statistics, Quantitative Methods, Public Speaking, and Personality Development
- Courses Taught: Data Analytics and Data Visualization for Political Science, Information Technology and Digital Communication for Political Scientists, Quantitative Methods for Policy Research, Research Design and Methods for Public Policy, Introduction to Political Science, and Politics in Everyday Life
- Mixed-Methods Research Mentor, National Science Foundation's CURE project (NSF, Closing Achievement Gaps in Core Undergraduate Civil Engineering Courses), CA, USA
- Founding President, CMU Alumni Toastmasters Club

**Part-Time Faculty, Department of Psychological Science** *January–May 2022*  
Loyola Marymount University, Los Angeles, CA, USA

- Course taught: Statistical Methods for Psychology

**Associate Director, Grant Evaluation and Statistical Support** *October 2019–October 2022*  
Loyola Marymount University, Los Angeles, CA, USA

- Supported LMU faculty and staff in their endeavors to pursue sponsored projects and research by providing guidance on research design and data analysis appropriate for the project
- Developed evaluation plans and conducted the evaluation that had been agreed upon
- Consulted with LMU faculty and staff as well as external constituents on quantitative, qualitative, and mixed-method approaches needed to investigate and respond to clients' research questions and project objectives
- Performed the appropriate data analyses, interpreted the findings, and reported the results as a written report and in a debrief meeting with the client; in conjunction with the data analysis, built graphic representations in Tableau, R, and SPSS to provide the client with a visual depiction of the data for presentations and published journals

- Led professional learning opportunities for LMU faculty and staff in the form of in-person and online group workshops on topics related to research and statistics (e.g., SPSS, R, Microsoft Excel, Reliability, Validity, Item Analysis, Questionnaire Development)
- Developed the office's website and produced online faculty resources in the form of video tutorials regarding statistical analyses and software programs for the office's YouTube channel

**Research Associate, Educational Effectiveness Office**  
**Research Analyst, Title III HSI STEM Grant**

*December 2018–September 2019*

*July 2017–December 2018*

University of La Verne, La Verne, CA, USA

- Devised appropriate research methodologies, developed a variable measurement plan, established benchmarks for success, collected and analyzed data, interpreted and reported findings, and presented and disseminated the results including graphic representations in the form of research reports, executive summaries, slides, and handouts of institutional educational initiatives for WASC Accreditation, the Title III HSI STEM grant, and La Verne Experience initiatives
- Identified and explored systemic issues that arose from student success data, evaluated the outcomes, and developed recommendations for appropriate interventions, in conjunction with Institutional Research
- Led Statistics Workshops for faculty and staff (e.g., SPSS, R, Tableau, Questionnaire Development)
- Consulted with faculty and staff on their research studies in terms of research design and data analysis
- Taught and consulted with statistics tutors on statistical analyses, statistical software, research methodologies, and pedagogy

**Statistics and Research Lab Graduate Associate**

*January 2014–June 2017*

Ohio University, Athens, OH, USA

- Supervised four Lab Graduate Associates during consultations with students, supported a Graduate Associate in teaching Introduction to Research Methods course, managed Lab schedule, enhanced Lab efficiency, and created statistics mini-handbooks for students (Fall 2015 – Summer 2017)
- Consulted on statistical analyses and study designs for doctoral dissertations and master's theses
- Instructor for Introduction to Research Methods: Designed the syllabus, developed course materials and exams, and implemented grading (Fall 2015 and Spring 2016)
- Tutored students in statistics and statistical software: SPSS, R, Tableau, and AMOS
- Guest lecturer, courses: Educational Statistics, Regression Analysis in Education, Multivariate Statistical Methods in Education, and Computer Science Applications in Educational Research

**Faculty Member, Faculty of Management Science**

*June 2009–March 2011*

Suan Sunandha Rajabhat University, Bangkok, Thailand

- Courses taught: Personality Development, Public Speaking and Presentation, Speech for Advertisement, and English for Communication Arts

**Host of Television Programs**

*November 2005–December 2010*

On multiple channels, Bangkok, Thailand

- Hosted entertainment, national, and local news reports (live and recorded; in studio and on field)

**Personality Development Trainer**

*July 2009*

John Robert Powers Personality Development Institute, Bangkok, Thailand

- Courses taught: Voice and communication for 9-12- and 13-18-year-old children

**Musician – 80th Birthday Concert of His Majesty the King, Sangkeet Samphan:  
Thai Contemporary Music**

*May 2008*

Thailand Cultural Centre, Bangkok, Thailand

- Instrument: Taleng Thum (Ranad Thum)

**Personality Development Trainer**

*October 2007–December 2007*

Chulalongkorn University, Bangkok, Thailand

- Courses taught: Extraordinary Speech and Personality Program (ESP) for 16-18-year-old children

**Project Salesperson**

*March 2005–August 2005*

Dynasty Ceramic Public Co., Ltd., Bangkok, Thailand

- Presented tile products to architects, interior designers, and engineers

**PRESENTATIONS AND WORKSHOPS**

---

**International Conference on Destinations, Events and Sports (ICDES)**

*May 2025*

Annual Conference of 2025, Sapporo, Hokkaido, Japan

- Author and Presenter: On the Road Again: Exploring Sustainability in Motion through the Theory of Planned Behavior and Climate Worry in Sports Tourism

**Mid-Western Educational Research Association (MWER)**

*October 2019*

Annual Conference of 2019, Cincinnati, OH, USA

- Elected Co-Chair of Division D (Measurement and Research Methodology) for 2019 and Chair for 2021
- Workshop facilitator: Monte Carlo simulations in R
- Session chair and reviewer

**American Educational Research Association (AERA)**

*April 2019*

Annual Conference of 2019, Toronto, Canada

- Author and Presenter: A Monte Carlo study of common and not-so-common criteria for number of dimensions in EFA (paper presented as poster)

**Discovery with Data Workshop Series**

*February–April 2019*

Center for Teaching and Learning, University of La Verne, La Verne, CA, USA

- Workshop facilitator: Introduction to SPSS, data management and basic statistical analyses in SPSS, questionnaire construction, reliability analysis, data visualization in Tableau, introduction to R, and data management and basic statistical analyses in R

**Mid-Western Educational Research Association (MWER)**

*October 2018*

Annual Conference of 2018, Cincinnati, OH, USA

- Workshop facilitator: Modern-look graphic representations in Tableau
- Workshop facilitator: Introduction to R: The basics
- Reviewer

**Mid-Western Educational Research Association (MWER)**

*October 2017*

Annual Conference of 2017, Evanston, IL, USA

- Author and Presenter: A Monte Carlo study of parallel analysis with binary variables in test data

**American Educational Research Association (AERA)**

*April 2016*

Annual Conference of 2016, Washington, DC, USA

- Author and Presenter: Best-subset selection criteria for multiple linear regression

**Mid-Western Educational Research Association (MWER)**

*October 2015*

Annual Conference of 2015, Evanston, IL, USA

- Author and Presenter: Comparing stepwise regression models to the best-subsets models, or, the art of stepwise
- Workshop facilitator: Basic statistical analyses and Monte Carlo simulation in R

**PUBLICATIONS**

---

**Ruengvirayudh, P.** (2023). Book Review พลเมืองกวีฉัน จากพลเมืองไทยสู่พลเมืองโลก. *Political Science and Public Administration Journal*, 14(2), 243–251. <https://so05.tci-thaijo.org/index.php/polscicmujournal/article/view/267510>

Kim, S., Forney, A., Cappelli, C., Doezema, L., Morales, V. C., & **Ruengvirayudh, P.** (2023, June). Examining timely positive interventions utilized by first-year students to improve their course grades in science and engineering. *2023 ASEE Annual Conference & Exposition*. American Society for Engineering Education. <https://doi.org/10.18260/1-2--43527>

**PORNCHANOK RUENGVIRAYUDH, PH.D.**

pornchanok.rueng@cmu.ac.th | www.linkedin.com/in/PorscheRuengvirayudh

Nelson, M., Weaver, K., Deges, S., **Ruengvirayudh, P.**, Garcia, S., & Dunn, S. (2022). Does peer-to-peer writing tutoring cause stress? A multi-institutional RAD study. *Writing Center Journal*, 40(3), Article 3. <https://doi.org/10.7771/2832-9414.1016>

**Ruengvirayudh, P.**, & Brooks, G. P. (2022). Sample size for parallel analysis and not-so-common criteria for dimensions in factor analysis: Modifying the eigenvalue > 1 Kaiser rule. *General Linear Model Journal*, 46(1), 20–34. <https://doi.org/10.31523/glmj.046001.002>

Wagoner, Z., Carter, I., Escoffery-Runnels, V., Gonzalez, B., Montes, A., Reyes, N., & **Ruengvirayudh, P.** (2019). Interfaith engagement and student empowerment among Latino/a and African American students. *Journal of College and Character*, 20(3), 259–267. <https://doi.org/10.1080/2194587X.2019.1631191>

Brooks, G. P., & **Ruengvirayudh, P.** (2016). Best-subset selection criteria for multiple linear regression. *General Linear Model Journal*, 42(2), 14–25.

**Ruengvirayudh, P.**, & Brooks, G. P. (2016). Comparing stepwise regression models to the best-subsets models, or, the art of stepwise. *General Linear Model Journal*, 42(1), 1–14.

**Ruengvirayudh, P.** (2008). Verbal and nonverbal personality development of 16-18-year-old Thai children. *Journal of Communication Arts Chulalongkorn University*, 26(4), 111–125. <https://doi.org/10.14457/CU.the.2007.1004>

**CERTIFICATES AND AWARDS**

---

- **People’s Choice (Doctoral) Award, 3-Minute Thesis Competition** *February 2017*  
Ohio University, Athens, OH, USA (YouTube Clip: <https://youtu.be/-u66l0oPKt8>)
- **Certificate of Teaching English as a Second or Foreign Language** *August 2015*  
Ohio University, Athens, OH, USA
- **Master’s Degree Scholarship** *June 2006–May 2008*  
Chulalongkorn University, Bangkok, Thailand