

SRIPATUM UNIVERSITY

School of Information Technology

Office of the Dean · Bangkok, Thailand

25 May 2026

To the Selection Committee

Japanese Government (MEXT / 文部科学省) Scholarship Program

Subject: Letter of Recommendation for Miss Pimpakan Srinoi

Dear Members of the Selection Committee,

I am pleased to recommend **Miss Pimpakan Srinoi** for doctoral study in Japan under the Japanese Government (MEXT) Scholarship. As Dean of the School of Information Technology at Sripatum University, I have observed her professional and academic work closely, and I regard her as an exceptionally well-prepared candidate for advanced research.

Miss Srinoi brings more than fifteen years of substantive experience in information technology — considerably deeper than that of most doctoral applicants. Her career has centered on the practical implementation of enterprise systems, including ERP consulting, CRM deployment, AI-enabled workflow automation, and organization-wide digital transformation, delivered across demanding sectors such as automotive, insurance, and government. This record reflects not merely technical skill, but the disciplined judgment required to make technology succeed inside real organizations.

What distinguishes her most clearly is an ability to connect technical systems to measurable business value. In advisory work with small and medium-sized enterprises, she has diagnosed operational bottlenecks, redesigned workflows, and introduced practical automation and customer-communication solutions that produced concrete gains in efficiency. As a university lecturer and digital transformation advisor, she has also shown strong analytical reasoning, clear communication, and the leadership to carry implementation through to results — the same qualities that distinguish a capable doctoral researcher.

Her proposed research applies these strengths to the AI-driven digital transformation of traditional SMEs, a timely subject that connects Thailand's experience with challenges Japan knows well, including an aging society, labor shortages, and SME digitalization. I am confident the work will contribute both academically and practically, strengthening industry–academia collaboration and Thailand–Japan exchange.

For these reasons, I recommend **Miss Pimpakan Srinoi** for the MEXT Scholarship without reservation, and I would be glad to provide any further information the committee may require.

Respectfully submitted,

(Signature)

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