

Curriculum Vitae

Jaray Singhakowinta, Ph.D.

Assistant Professor

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Education

- Ph.D., Sociology, Goldsmiths College, University of London, UK (2010)
- M.A., Gender, Culture and Modernity, Goldsmiths College, University of London, UK (2003)
- B.A., Japanese (Second Class Honors), Chulalongkorn University, Thailand (1998)

Awards and Scholarships

Royal Thai Government Scholarship for Master's and Doctoral study in the United Kingdom (2002-2010)

Professional Experience

Current Position

Dean, Graduate School of Social Development and Management,
National Institute of Development Administration

Previous Administrative Positions

- Director of Doctoral Programme in Social Development Administration
- Dean, Graduate School of Language and Communication
- Managing Editor, NIDA Journal of Language and Communication
- Director of Doctoral Programme in Language and Communication (International programme)
- Vice Dean for Planning and Development, Graduate School of Language and Communication
- Vice Dean for Academic Affairs, Graduate School of Language and Communication

Research Interests

- Sociology and Social Theory
- Alternative Development
- Political Sociology and Social Movements
- Diaspora and Social Policy
- Identity Politics and Intersectionality
- Cultural and Media Studies
- Gender and Sexuality Studies
- Queer Theory and Politics
- Thai Studies and Asian Studies

Current Research Projects

1. “Factors and Obstacles in Promoting Gender Equality in the Family and Advancing the Promotion of Gender Equality in the Family” (2022-2024)
 - In collaboration with: Department of Women’s Affairs and Family Development, Ministry of Social Development and Human Security
2. “Research and Innovative Development Project for Child Protection Fund Administration and Capacity Building of Child Protection Networks” (2024-2025)
 - In collaboration with: Department of Children and Youth Affairs, Ministry of Social Development and Human Security

Publications

Journal Articles

1. Amponpeerapan, M., & Singhakowinta, J. (2022). Confrontations and exchanges of virtue ethics: A study of dialectical friendship between Superman and Batman in comic books. *Journal of Comics and Graphic Novels and Comic*, 13(3), 408-431. <https://doi.org/10.1080/21504857.2021.1925719>
2. Khiawrod, G., & Singhakowinta, J. (2020). Willingness to communicate in English language of support staff at Innovative Learning Center, Srinakharinwirot University. *Journal of Liberal Arts RMUTT*, 1(1), 79-95. [In Thai]
3. Punkasirikul, P., & Singhakowinta, J. (2019). The analysis of linguistic features in annuity advertisements. *Journal of Humanities and Social Sciences Khon Kaen University*, 36(1), 67-106.
4. Singhakowinta, J. (2016). New lad: Re-packaged masculinity in men's lifestyle magazines. *NIDA Journal of Language and Communication*, 21(28), 109-124.
5. Singhakowinta, J. (2016). Reinventing sexual identities: Thai gay men’s pursuit of social acceptance. *NIDA Journal of Language and Communication*, 21(27), 14-40.
6. Singhakowinta, J. (2014). Media valorization of feminine beauty in Thai public discourse. *Kasetsart Journal of Social Sciences*, 35(2), 337-345.
7. Singhakowinta, J. (2013). Media’s stigmatization: Social reproduction of gay myths. *NIDA Journal of Language and Communication*, 18(20), 64-76. [In Thai]
8. Singhakowinta, J. (in press, scheduled for 2025). Paradigm shift in gender equality development policy in Thailand: Parity versus differences. *NIDA Case Research Journal*, 17(2).
9. Srivilas, C., & Singhakowinta, J. (2015). Gender differences in face concerns and behavioral responses to romantic jealousy. *NIDA Journal of Language and Communication*, 20(25), 127-152.
10. Vanijyananda, C., & Singhakowinta, J. (2023). Happiness index and BCG economic model development. *Journal of Social Development and Management Strategy*, 25(2), 161–186. [In Thai]

Book Chapters

1. Singhakowinta, J. (2022). Thai media and myth of impartiality. In N. Duangwiset (Ed.), *Exploring biases volume 1* (pp. 337-392). Princess Maha Chakri Sirindhorn Anthropology Centre. [In Thai]
2. Singhakowinta, J. (2017). Media pornofication of male bodies in Thai boys love tv series. In N. Duangwiset (Ed.), *The sexualized body: Neoliberal power, new media trends and transnational East Asian influences on sexuality in Thailand* (pp. 150-187). Princess Maha Chakri Sirindhorn Anthropology Centre. [In Thai]

Conference Proceedings

1. Zuo, Y., Singhakowinta, J., & Ma, K. (2023). Knowledge graph analysis of smart learning trends in Thailand. In C. Anutariya, D. Liu, Kinshuk, A. Tlili, J. Yang, & M. Chang (Eds.), *Smart learning for a sustainable society*. ICSLE 2023. Lecture Notes in Educational Technology. Springer, Singapore. https://doi.org/10.1007/978-981-99-5961-7_2
2. Duangthong, T., & Singhakowinta, J. (2019). Linguistic expression and sexual identity in Carol (2015). In *The 7th International Conference on Advancement of Development Administration 2018: Social Sciences and Interdisciplinary Studies Proceedings* (pp. 1-11). Bangkok, Thailand: National Institute of Development Administration.
3. Singhakowinta, J. (2015). Social biases and gay characters construction. In *The 49th Anniversary of National Institute of Development Administration Conference Proceedings* (pp. 500-519). Bangkok, Thailand: National Institute of Development Administration. [In Thai]
4. Singhakowinta, J. (2012). Communicating Intimate Equality: Thailand and the Recognition of Same-Sex Love. In *The 4th International Conference on Language and Communication 2012 Proceedings* (pp. 334-339). Bangkok, Thailand: Graduate School of Language and Communication.
5. Singhakowinta, J. (2011, May 27-30). Politics of negotiations: Thai gay men's appropriation of public space. In *The Asian Conference on Cultural Studies 2011 Proceedings* (pp. 84-96). Osaka, Japan: The International Academic Forum.

Teaching Experience

Graduate School of Social Development and Management Strategy, National Institute of Development Administration

Full-time Faculty Member

Master's Level Courses (Sole Instructor):

- SD 6001 Sociological Paradigms and Theories: Social Analysis
- SD 7202 Leadership, Organizational Culture, and Change Management
- SD 7203 Good Governance and Social Responsibility
- PS 6006 Qualitative Research

Master's Level Courses (Co-Instructor):

- PS 7201 World Politics and International Development
- PS 7203 Politics and Development Strategy in South Asia and Middle East

Doctoral Level Courses (Sole Instructor):

- SD 8103 Qualitative Research Methodology
- SD 8207 Alternative Development
- SD 8211 Gender and Sexuality in Global Development

- SD 8216 Qualitative Data Analysis
- PS 8206 Social Movement and Grassroots Politics in Development
- PS 8209 Seminar on Multicultural and Ethnic Diversity and Development

Doctoral Level Courses (Co-Instructor):

- PS 8204 Leadership and Political Psychology

Guest Lecturer

- **Thammasat University**
 - **College of Interdisciplinary Studies (2013-2025)**
 - Regular lecturer for Master's and Doctoral programs on French Feminism, Queer Theory, Gender and Body Politics, and Research Methodology
 - Summer School instructor on Queer Theory and LGBTQ+ Studies
 - **Faculty of Liberal Arts (2013-2024)**
 - Southeast Asian Studies Program: Gender, Sexuality and Cultural Representation in Southeast Asia
 - Summer School instructor on Queer Theory and Research Methodology
 - **Faculty of Sociology and Anthropology (2021-2025)**
 - Gender, Sexuality and Body Politics
 - Gender and Sexuality in Contemporary Society: Social Research Perspectives
- **Chulalongkorn University (2013-2024)**
 - **Faculty of Arts**
 - Thai Studies Center: Thai Buddhism, Thai Film, and Gender in Thai Culture
 - Department of Language and Culture: Gender and Cultural Representation (International Program)
- **Srinakharinwirot University (2019)**
 - **Faculty of Humanities**
 - Queer Theory and Linguistics
- **Mahidol University (2019)**
 - Research Institute for Languages and Cultures of Asia (2019)
 - Male Body Representations in Thai Media
- **Chitralada Technology Institute (2015-2025)**
 - Regular instructor for “Creative Thinking for Society”

Academic Journal Reviewer

- **International and English-language Journals**
 - Asia Social Issues (ASI), Walailak University (2022)
 - Kasetsart Journal of Social Sciences (2025) [Scopus indexed]
 - Manusaya: Journal of Humanities, Chulalongkorn University (2021-present) [Scopus indexed]
 - NIDA Journal of Language and Communication, National Institute of Development Administration (NIDA) (2014-present)
 - The Human Resource and Organization Development Journal, National Institute of Development Administration (NIDA) (2020)
 - Thammasat Review (2023-present) [Scopus indexed]
 - Thoughts, Department of English, Faculty of Arts, Chulalongkorn University (2018)
 - Journal of Population and Social Studies, Mahidol University (2019)

- **Thai National Journals**

- Journal of Environmental and Sustainable Management (JESM), National Institute of Development Administration (NIDA) (2024)
- Journal of Letters, Faculty of Arts, Chulalongkorn University (2018)
- Journal of Social Development and Management Strategy, National Institute of Development Administration (NIDA) (2021-present)
- Journal of Social Sciences and Humanities, Kasetsart University (2021-present)
- NIDA Case Research Journal, National Institute of Development Administration (NIDA) (2022-present)
- NIDA Development Journal, National Institute of Development Administration (NIDA) (2022)
- PSDS Journal of Development Studies, Puey Ungphakorn School of Development Studies (2024)
- The Journal of Anthropology, Sirindhorn Anthropology Centre (JASAC) (2018-present)
- The Journal of Humanities and Social Sciences of Phibulsongkram Rajabhat University (2021)
- The Journal of the Thai Khadi Research Institute, Thammasat University (2020-present)

Thesis and Dissertation Examination Committee

Served as an examiner for Master’s and Doctoral theses/dissertations at National Institute of Development Administration (NIDA), Chulalongkorn University, Thammasat University, and Mahidol University, evaluating research across the following fields:

- **Gender, Sexuality, and LGBTQ+ Studies** – Gender identity, queer kinship, LGBTQ+ rights, and media representations
- **Media and Cultural Studies** – Media discourse, digital storytelling, and fan engagement in popular culture
- **Political Science and Human Rights** – Human security, fairness, equality, and ASEAN human rights policies
- **Critical Discourse Analysis & Sociopolitical Studies** – Political discourse on governance, decentralization, and ideology formation
- **Korean Studies & East Asian Popular Culture** – K-pop industry, transmedia storytelling, and cultural production in East Asia
- **Sociology and Public Health** – Social and healthcare policies affecting marginalized groups and public perception of health

Professional Activities

Expert Consultations and Panel Discussions

- Expert, “Seminar for Deaf Leaders to Create Thai Sign Language Vocabulary for Gender Diverse Groups,” organized by Deaf Thai Rainbow Club with support from the Fund for Quality of Life Development for Persons with Disabilities (March 6-9, 2025)
- Advisor, Committee on Children, Youth, Women, the Elderly, Persons with Disabilities, Ethnic Groups, and Sexual Diversity, House of Representatives of Thailand - For considering guidelines to promote sexual equality and sexual diversity (Appointed January 15, 2025)
- Panelist, “Unlocking New Market Opportunities and Workforce Resilience: A Casual Afternoon Tea with Social Impact Leaders”, FHI 360’s Meeting Targets and Maintaining Epidemic Control (EpiC) project, funded by PEPFAR and USAID (November 27, 2024)
- Distinguished Panelist, USAID Regional Development Mission for Asia Hybrid Pride Dialogue (June 11, 2024)

- Panelist, “Banish the ‘Manel’: The Quest for Diversity”, Foreign Correspondents’ Club of Thailand (FCCT) (March 20, 2024)
- Panelist, “Tripartite for Gender Recognition: Community: Business: Law Connected”, The 5th Thailand LGBTQI+ Biz Forum 2024, APCOM Foundation (June 9, 2024)
- Expert Participant, Workshop on Developing Guidelines for Television Programming Based on Human Rights and Women’s Dignity Principles, Office of the National Broadcasting and Telecommunications Commission (October 28, 2015)
- Expert, United Nations Office on Drugs and Crime Virtual Expert Group Meeting on HIV and Transgender People in Prison (September 29-30, 2021)

International Speaking Engagements

- Invited Paper Presenter, Korea’s International Conference on Women’s Studies - "Beautiful Body and Healthy Life": The Construction of Femininity in the Age of Globalization and Technological Intervention, Osong, Republic of Korea (May 24, 2013)
- Invited Speaker, Talk In Theater 2: Queer Rainbow: Imagine Over Gender - Legal System, Medical Discourse, and Trans/ Gender, Megabox Sinchon 4, Seoul, Republic of Korea (May 26, 2013)

Public Forum Organization (2021-2022)

- “Rebuilding Security: Addressing Thai Migrant Challenges After COVID-19” (September 2021)
- “Social Mobilization for Women and Family Protection and Empowerment” (January 2022)
- “LGBTQ Rights as Human Rights: Intersections of Identity and Justice” (January 2022)

Media Engagements

Television Appearances

- Expert Guest, “Argue to Understand: Partnership Law and Changing Family Concepts”, Thai PBS (June 23, 2013)
- Expert Guest, “Investigation: Transgender Individuals and Thai Human Rights Law”, Thai CTH Channel 81 (January 16, 2014)
- Expert Guest, “Kom Chad Luek: Love... Legal?”, Nation TV (June 29, 2015)
- Expert Guest, “Different Thoughts: Why Condemn Sperm Donation Requests from Men?”, Amarin TV (November 6, 2015)
- Expert Guest, “It’s an Issue, It’s News: Child Crime... Who Creates It?”, PPTV (February 5, 2016)
- Expert Guest, “ActiveTalk: Bullying and Harassment Through Media - Is It Normal?”, The Active, Thai PBS YouTube Channel (September 8, 2022)

Print and Online Media Engagements

Expert commentary provided for the following articles:

- Salva, A. (2016, April 1). Thailand’s new TV rules to check sexual violence. Al Jazeera.
- Salva, A. (2016, September 29). Forced seduction: Problematic rape scenes persist in Thai soap operas. Southeast Asia Globe.

- Roxburgh, H. (2016, November 22). Public anger is growing at how Thailand's TV shows glorify rape. Huffington Post.
- Tanakorn Wongpanya. (2017, June 17). Uproar over Lamyai Hai Thongkham! Does the criticism from those in power reflect Thai culture or whose culture?]. The Standard. [In Thai]
- Salva, A. (2019, December 2). Where Does the Asian Obsession With White Skin Come From?. The Diplomat.
- Salva, A. (2020, March 18). El poder de las peticiones 'online' para frenar la violencia sexual en las telenovelas [The power of online petitions to stop sexual violence in soap operas]. El País. [In Spanish]
- Paramet Tangsathaporn. (2021, September 28). OnlyFans star's arrest renews debate on sex work. Bangkok Post.
- Sicha Rungrojtanakul & Anna Lawattanatrakul. (2023, January 4). Nowhere is safe: LGBTQ migrant workers still face discrimination in Thailand. Prachatai English.

Languages

- Thai (Native)
- English (Fluent)

References

Available upon request