
Tongrawee Silanoi, Ph.D.
Assistant Professor
Department of Hospitality and Event Management
Faculty of Business Administration and Accountancy

stongr@kku.ac.th

Qualification: Scholarly Academic (SA)

Academic Background

Ph.D. Victoria University.

M.B.A. International Hotel Management Institute.

B.B.A. Khon Kaen University.

Professional Certifications

Certified in Exhibition Management (CEM), 2016, The International Association of Exhibitions and Events,.

Certified in Exhibition Management Degree (EMD), 2014, The global Association of the Exhibition Industry,.

Work Experience

Work Experience

Lecturer, Khon Kaen University (October, 2007 - Present), Khon Kaen, Thailand.

Consulting Experience

2020: Office of small and medium enterprises promotion, Boost up New Entrepreneurs, Be consultant

2018: Betrigo, Part time job center, Be consultant

Teaching

Courses Taught

Courses from the Teaching Schedule: CATERING OPERATION AND SERVICE, ENGLISH FOR HOSPITALITY AND EVENT BUSINESS, EVENT PLANNING AND MANAGEMENT, MICE MANAGEMENT, PROFESSIONAL EXHIBITION MANAGEMENT, SEMINAR HOTEL AND EVENT, SPORT EVENT, STRATEGIC MANAGEMENT FOR COMPETITIVENESS IN HOSPITALITY AND EVENT BUSINESS

Other courses taught:

Degree:

Doctoral

Strategic Management for Competitiveness in Hospitality and Event Business

Master

Strategic Management for Competitiveness in Hospitality and Event Business

Strategy Event Planning and Management

Thesis

Bachelor

Seminar in Hospitality and Event Business

English for Hospitality and Event Business

Event Planning and Management

MICE Management

Catering Operation and Service

Seminar in Hotel and Event

Professional Exhibition Management

Innovation Management for MICE and Festival

Planning and Networking Management for MICE and Festival

Hotel Room Division Management

Food and Beverage Service and Operation for Hotel and Event

Food and Beverage Management

Teaching Schedule

Term	Course	Sec	Course Title	Cr	Enroll	Total	Session	Campus	Eval	Grade	Dist	TR%
2019/semester1	PhD967113	SEC02	STRATEGIC MANAGEMENT FOR COMPETITIVENESS IN HOSPITALITY AND EVENT BUSINESS	3	5	15						0.15%
2019/semester1	BBAHOT963320	SEC01	ENGLISH FOR HOSPITALITY AND EVENT BUSINESS	3	74	222						0.54%
2019/semester1	BBAHOT962227	SEC01	EVENT PLANNING AND MANAGEMENT	3	74	222						1%
2019/semester1	BBAHOT965491	SEC03	SEMINAR HOTEL AND EVENT	3	15	45						1%
2019/semester1	BBAHOT965246	SEC01	PROFESSIONAL EXHIBITION MANAGEMENT	3	30	90						1%
2019/semester2	BBAHOT963352	sec01	SPORT EVENT	3	25	75						1%
2019/semester2	BBAHOT963332	sec02	CATERING OPERATION AND SERVICE	3	40	120						1%
2019/semester2	BBAHOT963332	sec01	CATERING OPERATION AND SERVICE	3	40	120						1%
2019/semester2	BBAHOT962226	sec01	MICE MANAGEMENT	3	77	231						1%
Totals				27	380	1,140						

Intellectual Contributions

Intellectual Contributions Grid: 1973 through 2023

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	2	1		3
Articles-in-Progress (All)	3			3
Publications in Conference Proceedings (Refereed)	1			1
Publications of Non-refereed or Invited Papers	1			1
Revisions of Books, Monographs, Compilations, Manuals				0
Grants - Funded (both refereed and non-refereed)	1		5	6
Totals	8	1	5	14

Refereed Articles

Applied or Integrative/application Scholarship

Silanoi, T. (2018). The Influence of Attitude Towards Predicting the Intention to Buy Diet Supplementary Product: A Case Study in Roi Kaen Sa Ra Sin Area. *KKU research journal, Humanities and Social Sciences*.

Basic or Discovery Scholarship

Donnua, W., Silanoi, T., & Jaratmetakul, P. (2020). Public Relations Media Perception of Faculty of Business Administration and Accountancy Staffs, KhonKaen University. *Council of University Administrative Staff of Thailand Journal, 9 (3)*, 63-71.

Meeprom, S., & Silanoi, T. (2020). Investigating the perceived quality of a special event and its influence on perceived value and behavioural intentions in a special event in Thailand. *International Journal of Event and Festival Management, 11 (3)*, 337-355.

Refereed Proceedings

Basic or Discovery Scholarship

Meeprom, S. (2022). Examining antecedents and consequences of visitor satisfaction in regional special event. *CAUTHE 2022 CONFERENCE, Griffith University, QLD, AUS, Australia.*

Non-Refereed Articles

Basic or Discovery Scholarship

Silanoi, T. (2013). The development of learning activity based on cooperative learning for passenger and transportation management subject, third year student of management science faculty. *Journal of learning and teaching innovation.*

Books, Monographs, Compilations, Manuals

Books

Silanoi, T. (2018). *Front office management* Thammaprakard Publication.

Grants

Contract

2016: Silanoi, T. "Analyzing the needs of restaurant business operators", Co-Investigator, Betagro Public Co., LTD..

2015: Silanoi, T. "A study of work process and efficiency improvement in hotel banquet", Co-Investigator, Betagro Public Co., LTD..

2015: Silanoi, T. Development of content and training programs for domestic DMC, Co-Investigator, Thailand Convention & Exhibition Bureau.

2015: Silanoi, T. "Development of standard operating procedures for domestic DMC", Co-Investigator, Thailand Convention & Exhibition Bureau.

Other

2019: Silanoi, T. & Jaratmetakul, P., The Opinions and attitudes of stakeholders toward meeting standard and environmental friendly meeting pattern in Khon Kaen, Co-Principal Investigator, Faculty of Business Administration and Accountancy. Khon Kaen University.

Research

2017: Silanoi, T. Development of Product Concept and Marketing Strategy for Dietary Supplement Produced from Broken-Milled Rice and By-Product of Organic Hommai Rice in Roi-Kaen-Sarn-Sin Area, Principal Investigator, Khon Kaen University.

Training

2019: Silanoi, T. MICE teacher, Principal Investigator, Thailand Convention & Exhibition Bureau.

Working Papers

Silanoi, T. & Meeprom, S. (2022). "Consumer Experience Co-creation in Specialty Coffee through Social Media Sharing: Its Antecedent and Consequence," targeted for International Journal of Quality and Service Sciences.

Silanoi, T., Meeprom, S., & Jaratmetakul, P. (2021). "Consumer Experience Co-creation in Specialty Coffee through Social Media Sharing: Its Antecedent and Consequence," targeted for International Journal of Quality and Service Sciences.

Silanoi, T., Meeprom, S., & Jaratmetakul, P. (2021). "Consumer Experience Co-creation in Specialty Coffee through Social Media Sharing: Its Antecedent and Consequence," targeted for International Journal of Culture, Tourism, and Hospitality Research.

Service

Service to the Institution

College Assignments

Faculty Assignments:

2018-2019: Director of Hospitality and Event Professional Services and Academic Centre- Hepsac

2017-2018 – 2018-2019: Associate Dean for International affair and communications

University Assignments

University Assignment:

2018-2019: Act as of Associate Director for Hotel Management Center, Khon Kaen University

Service to the Profession

Advisor

2020: Dissertation Advisor of MBA. in hospitality and event management program, Graduate School, Khon Kaen University (National).

Chair: Committee / Task Force

2019 – 2020: Committee for evaluation examination, College of tourism and hospitality , Sripatum University, Khon Kaen Campus (National).

Chair: Conference / Track / Program

2020: Chair of curriculum assessment committee, department of marketing, Phanakhon Si Ayutthaya Rajabhat University (National).

Invited Lecture

2019 – 2020: College of tourism and Hospitality, Sripatum University, Khon Kaen Campus (National).

2019: Marketing for CBT, Faculty of Humanities and Societies, Khon Kaen University (National).

2016 – 2017: Manner Etiquette, Faculty of Public Health, Khon Kaen University (National).

Reviewer

2020: The International and National Conference in Business Administration and Accountancy 2020 (the 2nd INCBAA) (National).

2019 – 2020: KRU Research Journal, Humanities and Social Sciences, Graduate school (National).

2019: NGRC: The national graduate research conference, graduate school, khon kaen university (National).

2018: Graduate School, Khon Kaen University (National).

Professional Development

Other Professional Development

2018: AACSB.

Professional Seminars / Workshops

2019: Research Ethic for humanities and society.

2019: Venue Management Course by TCEB.

2018: MPI-CMP Boot Camp.

2017: Practice-oriented sustainable agriculture education- teaching process, internships, farm data, regional management at university of applied sciences at triesdrf (HSWT).

2017: MICE sustainability Thailand.

Honors/Awards

Honor

2016: Honorary Award for lecture toward Student Development, Faculty of Management Sciences, Khon Kaen University.

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