

---

**Raksmev Sann, Ph.D.**  
**Assistant Professor**  
**Department of Tourism Industry Management**  
**Faculty of Business Administration and Accountancy**

[sann@kku.ac.th](mailto:sann@kku.ac.th)

Qualification: Scholarly Academic (SA)

---

### **Academic Background**

Ph.D. National Pingtung University of Science and Technology, Pingtung, Taiwan.

M.Sc National Pingtung University of Science and Technology.

B.A. Mahasarakham University.

B.Ed Royal University of Phon Penh.

Other Anuwat High School.

### **Professional Certifications**

Certified Guest Service Professional (CGSP®), 2018, Certification Commission; Orlando, USA.

Teaching Assistance (TA®) Center for Teaching Excellent, 2016, Certification Commission; Pingtung, Taiwan.

### **Professional Memberships**

Academy of Marketing Science, 2020

### **Work Experience**

#### **Work Experience**

Faculty Member, Faculty of Business Administration and Accountancy (December, 2021 - Present), Khon Kaen, Thailand.

Faculty Member, Khon Kean University International College (December, 2020 - November, 2021), Khon Kaen, Thailand.

Teaching Assistant, National Pingtung University of Science and Technology (September, 2016 - October, 2020), Pingtung, Taiwan.

International Patient Coordinator, Vejthani International Hospital (August, 2015 - August, 2016), Bangkok, Thailand.

Guest Service Officer, Hurray International Business Hotel (March, 2015 - July, 2015), Pingtung, Taiwan.

Guest Service Officer, Dusit Thani Hotel (June, 2014 - August, 2014), Manila, Philippines.

Marketing Management, Singha Corporation Co., Ltd., (March, 2014 - May, 2014), Bangkok, Thailand.

Guest Service Officer, Sunwing Resort (March, 2013 - May, 2013), Phuket, Thailand.

Front Office, Le Meridien The Royal Phuket Yacht Club Hotel (March, 2012 - May, 2012), Phuket, Thailand.

Teacher, Street Children Assistant and Development Program Organization (October, 2009 - May, 2011), Phnom Penh, Cambodia.

### **Teaching**

#### **Courses Taught**

##### **Bachelor Degree**

English for Tourism Business

Tourism Project Management

Research Methodology in Tourism

Strategic Management for Tourism

Sales and Marketing for MICE Industry

Strategic Innovation Management for Airline Business

Field Experience in Tourism Industry Management

**Master's Degree**  
Seminar in Tourism and Mice Innovation  
**Doctoral Degree**  
Multivariate Statistics  
Qualitative Research Tool  
Seminar on the Current Issues in Tourism and MICE

## Intellectual Contributions

### Refereed Articles

#### Basic or Discovery Scholarship

- Sann, R., & Siripattaworn, S. (2024). University public transportation logistics service quality and student satisfaction: empirical evidence from Thailand. *Cogent Business & Management*, 11 (1), 1-14.
- Sann, R., Jansom, S., & Muennaburan, T. (2023). An extension of the theory of planned behaviour in Thailand cycling tourism: The mediating role of attractiveness of sustainable alternatives. *Leisure Studies*.
- Sann, R., Lai, P., & Chen, C. (2023). Crisis Adaptation in a Thai Community-Based Tourism Setting during the COVID-19 Pandemic: A Qualitative Phenomenological Approach. *Sustainability*.
- Sann, R., Lai, P., Liaw, S., & Chen, C. (2023). Multidimensional scale development and validation: University service quality (UNIQUAL). *Journal of Hospitality and Tourism Insights*.
- Sann, R., Luecha, P., & Rueangchaithanakun, R. (2023). The effects of virtual reality travel on satisfaction and visiting intention utilizing an extended stimulus-organism-response theory: perspectives from Thai tourists. *Journal of Hospitality and Tourism Insights*.
- Sann, R., & Lai, P. (2023). Topic modeling of the quality of guest's experience using latent Dirichlet allocation: western versus eastern perspectives. *Consumer Behavior in Tourism and Hospitality*.
- Sann, R., Chun Lai, P., & Yi Liaw, S. (2023). Understanding Customers' Insights Using Attribution Theory: A Text Mining and Rule-Based Machine Learning Two-Step Multifaceted Method. *Applied Sciences*.
- The Hien, N., Su, Y., Sann, R., & Thi Phuong Thanh, L. (2022). Analysis of online customer complaint behavior in Vietnam's hotel industry. *Sustainability*, 14 (7), 3770.
- Sann, R., Lai, P., Liaw, S., & Chen, C. (2022). Predicting Online Complaining Behavior in the Hospitality Industry: Application of Big Data Analytics to Online Reviews. *Sustainability*, 14 (3), 1800.
- Senachai, P., Julsrigival, J., & Sann, R. (2022). Social Marketing Strategy to Promote Traditional Thai Medicines during COVID-19: KAP and DoI Two-Step Theory Application Process. *International Journal of Environmental Research and Public Health*.
- Sun, L., Huang, G., Sann, R., Lee, Y., & Peng, Y. (2022). Too much service? The conceptualization and measurement for restaurant over-service behavior. *Journal of Hospitality and Tourism Management*.
- Sann, R., Lai, P., & Chen, C. (2021). Review papers on eWOM: prospects for hospitality industry. *Anatolia*, 32 (2), 177-206.
- Sann, R., & Lai, P. (2021). Do expectations towards Thai hospitality differ? The views of English vs Chinese speaking travelers. *International Journal of Culture, Tourism, and Hospitality Research*, 15 (1), 43-58.
- Sann, R., & Lai, P. (2020). Understanding homophily of service failure within the hotel guest cycle: Applying NLP-aspect-based sentiment analysis to the hospitality industry. *International Journal of Hospitality Management*, 91, 102678.
- Sann, R., Lai, P., & Liaw, S. (2020). Online complaining behavior: Does cultural background and hotel class matter? *Journal of Hospitality and Tourism Management*, 43, 80-90.
- Photcharoen, C., Chung, R., & Sann, R. (2020). Modelling Theory of Planned Behavior on Health Concern and Health Knowledge towards Purchase Intention on Organic Products. *International Business Research*, 13 (8), 100-116.
- Sann, R., Lai, P., & Chang, H. (2020). Does Culture of Origin Have an Impact on Online Complaining Behaviors? The Perceptions of Asians and Non-Asians. *Sustainability*, 12 (5), 1838.

### Refereed Proceedings

#### Basic or Discovery Scholarship

- Sann, R., & Chun Lai, P. (2023). Development of a Measuring Scale in Higher Education Experience under Pandemic:

An Abstract. *Proceedings of the Academy of Marketing Science.*

**Service**

**Last updated by member on 11-Apr-23 (02:44 PM)**