
Raksmei Sann, Ph.D. (Int. Tourism Hospitality & Event Mgmt)
Assistant Professor
Department of Business Administration and Accountancy
Faculty of Business Administration and Accountancy

sann@kku.ac.th

Qualification: Scholarly Academic (SA)

Academic Background

Ph.D. (Int. Tourism Hospitality & Event Mgmt)

Ph.D. (Int. Tourism Hospitality & Event Mgmt) National Pingtung University of Science and Technology, Pingtung, Taiwan, 2020.

M.Sc. (International Hospitality & Tourism Mgmt)

M.Sc. (International Hospitality & Tourism Mgmt) National Pingtung University of Science and Technology, Taiwan, 2018.

B.A. (International Tourism & Hotel Mgmt)

B.A. (International Tourism & Hotel Mgmt) Mahasarakham University, Thailand, 2015.

B.Ed

B.Ed Royal University of Phon Penh, Cambodia, 2011.

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

Skills

Computer Skills

Qualitative Software: Nvivo 12, Hyper RESEARCH 2.8, ATLAS ti 22

Citing Software: Endnote X 9.3, Mendeley

Big Data & Text Mining Software: Statistica 13, Weka 3, RapidMiner 9.6

Multivariate Software: SPSS & AMOS 25, STATA 18, MiniTab 18, Smart PLS 3.0

Data Mining Software: SPSS Modeler 18

Expertise

His scholarly pursuits encompass consumer behavior, cross-cultural studies, dark tourism, e-commerce, electronic word-of-mouth (e-WOM), natural language processing, data mining, big data analytics, and service marketing and quality.

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., Lai, P., & Liaw, S. (2025). COVID-19's Impacts on the Tourism and Hospitality Industry: Recommendations for Future Research. *Journal of Quality Assurance in Hospitality & Tourism*.
- Sann, R., Pimpohnsakun, P., & Booncharoen, P. (2025). Exploring the impact of logistics service quality on customer satisfaction, trust and loyalty in bus transport. *International Journal of Quality and Service Sciences*.
- Sann, R., Lai, P., & Liaw, S. (2025). Prospective for tourism and hospitality industry: an integrative review on COVID-19's impacts. *Cogent Business & Management*.
- Sann, R., Lai, P., Liaw, S., & Chen, C. (2025). The nature of electronic complaints about dark tourism destinations: a machine learning approach. *Journal of Heritage Tourism*.
- 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., Chen, C., Liaw, S., & Lai, P. (2024). Online complaint behaviour and resolution in hotels: do tripographics factors matter? *Anatolia: An International Journal of Tourism and Hospitality Research*.
- 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., Lai, P., Yi, S., & Chen, C. (2024). Understanding Tourists' e-Complaint Attributes after Visiting Dark Tourism Destinations: Applying Natural Language Processing based Latent Dirichlet Allocation to Tourism Industry. 2024 APacCHRIE Conference.

Sann, R., B., S., & K., P. (2024). Consumers' awareness, attitudes and behavior toward food waste minimization in the hotel industry: An empirical study from Thailand. *NPUST International Conference on Sustainability (ICS 2024)*.

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*.

Sann, R., Pei, P., Liaw, S., & Chen, C. (2021). Modelling Online Complaining Behavior in The Hospitality Industry: Application of Data Mining Algorithms. *2021 APacCHRIE Conference (02-04 June, 2021)*.

Sann, R., Lai, P., & Liaw, S. (2020). Does Hotel Class Matter? The Research of Online Complaints in Low- and High-Class Hotels. *2020 APacCHRIE Conference*.

Sann, R., Lai, P., & Liaw, S. (2020). How Does Culture of Origin Determine Online Complaining Behavior? *2020 APacCHRIE Conference*.

Sann, R., & Lai, P. (2019). Cross-Cultural Posting Online Review Behavior: Service Attributes for Hotels in Cambodia. *2019 APacCHRIE & EuroCHRIE Joint Conference*.

Books, Monographs, Compilations, Manuals

Books

Sann, R. (2022). *Sustainability and Consumer Behaviour* Multidisciplinary Digital Publishing Institute (MDPI).

Egger, E., & Sann, R. (2021). *Applied Data Science in Tourism* Springer.

Chapters, Cases, Readings, Supplements

Chapters

Sann, R., Chaisit, S., Photcharoen, C., Rodmanee, Y., & Rodmanee, S. (2024). Marketing Strategies of Tham Sing Robusta Coffee in Thailand: SWOT IE and TOWS Matrix. *In: Jeseo, V., Allen, J. (eds) Bringing the Soul Back to Marketing. AMSWMC 2023. Developments in Marketing Science: Proceedings of the Academy of Marketing Science* Springer.

Sann, R., Pei, P., Yi, S., & Chen, C. (2024). Understanding Customers' Insights Using Attribution Theory. *In: Jeseo, V., Allen, J. (eds) Bringing the Soul Back to Marketing. AMSWMC 2023. Developments in Marketing Science: Proceedings of the Academy of Marketing Science* Springer.

Sann, R., Chen, C., Lai, P., & Hu, H. (2020). Do they Expect Differently in Hotel Experiences? Views of Eastern vs. Western: An Abstract.. *In: Pantoja, F., Wu, S., Krey, N. (eds) Enlightened Marketing in Challenging Times. AMSWMC 2019. Developments in Marketing Science: Proceedings of the Academy of Marketing Science* Springer.

Presentations of Refereed Papers

International

Sann, R. (2021). *Modelling Online Complaining Behavior in The Hospitality Industry: Application of Data Mining Algorithms*. 2021 APacCHRIE Conference, Hong Kong, China.

Sann, R. (2020). *Does Hotel Class Matter? The Research of Online Complaints in Low- and High-Class Hotels*. 2020 APacCHRIE Conference, Singapore, Singapore.

Sann, R. (2020). *How Does Culture of Origin Determine Online Complaining Behavior?* 2020 APacCHRIE Conference, Singapore, Singapore.

Sann, R. (2019). *Do They Expect Differently in Hotel Experiences? Views of Eastern v.s. Western*. AMSWMC 2019, London, England.

Sann, R. (2019). *Cross-Cultural Posting Online Review Behavior: Service Attributes for Hotels in Cambodia*. 2019 APacCHRIE & EuroCHRIE Joint Conference, Hong Kong, China- Hong Kong.

National

Sann, R. (2022). *Thai Tourism Review: The Impacts of Covid-19 on Community-Based Tourism*. INCBAA 2022, Chon Buri, Thailand.

Service

Service to the Institution

College Assignments

Committee:

2 0 2 4 - 2 0 2 5 :

2 5 6 6

2 0 2 4 - 2 0 2 5 : A A C S B

2 0 2 4 - 2 0 2 5 :

2 0 2 3 - 2 0 2 4 :

2 5 6 6

2 0 2 3 - 2 0 2 4 : W o r l d U n i v e r s i t y R a n k i n g s

2 0 2 3 - 2 0 2 4 :

2 5 6 7

2 0 2 3 - 2 0 2 4 :

2 5 6 6

2 0 2 3 - 2 0 2 4 : K K B S O p e n H o u s e 2 0 2 4

2 0 2 3 - 2 0 2 4 :

1 (P o r t f o l i o) 2 5 6 7

2 0 2 3 - 2 0 2 4 : . . 2 5 6 6

2022-2023:

2 5 6 6

2 0 2 2 - 2 0 2 3 : (I n t e r n a t i o n a l
Relations Support)

2022-2023: The 3rd ASEAN International Student Competition 2023

2 0 2 1 - 2 0 2 2 :

2 0 2 1 - 2 0 2 2 : .

2 5 6 5

2 0 2 1 - 2 0 2 2 :

University Assignments

Committee:

2 0 2 4 - 2 0 2 5 : (I N C B A A 2 0 2 6)

Service to the Profession

Reviewer - Article / Manuscript

2025: Journal of Destination Marketing & Management (International).

2025: International Journal of Human-Computer Interaction (International).

2024: Heliyon (International).

2024: Journal of Hospitality and Tourism Insights (International).

2023: International Journal of Contemporary Hospitality Management (International).

2023: Journal of Heritage Tourism (International).

2022: Tourism and Hospitality (International).

2022: Consumer Behavior in Tourism and Hospitality (International).

2022: Sustainability (International).

2022: Tourism Management Perspectives (International).

2021: Journal of Hospitality and Tourism Management (International).

2021: International Journal of Hospitality Management (International).

Service to the Community

Speech / Presentation at a Community Meeting

2025: Qualitative data analysis by using Atlas.ti for beginner

2025: Bibliometric Analysis: Unlocking the Hidden Stories in Scientific Data

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