
Tongrawee Silanoi, Ph.D. (Hospitality and Marketing Management)

Assistant Professor

Department of Business Administration and Accountancy

Faculty of Business Administration and Accountancy

stongr@kku.ac.th

Qualification: Scholarly Academic (SA)

Academic Background

Ph.D. (Hospitality and Marketing Management)

Ph.D. (Hospitality and Marketing Management) Victoria University, Australia, 2014.

M.B.A. (International Hospitality Management)

M.B.A. (International Hospitality Management) International Hotel Management Institute, Switzerland, 2007.

B.B.A. (Hotel and Tourism Management)

B.B.A. (Hotel and Tourism Management) Khon Kaen University, Thailand, 2006.

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

Bachelor Degree

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

Master's Degree

Strategic Management for Competitiveness in Hospitality and Event Business

Strategy Event Planning and Management

Thesis

Doctoral Degree

Strategic Management for Competitiveness in Hospitality and Event Business

Intellectual Contributions

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

Silanoi, T., Meeprom, S., & Jaratmetakul, P. (2022). Consumer experience co-creation in speciality coffee through social media sharing: its antecedents and consequences. *International Journal of Quality and Service Sciences*, 14 (4), 576-594.

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*.

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 Hom Mali Rice in Roi-Kaen-Sarn-Sin Area, Principal Investigator, Khon Kaen University.

Training

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

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 Univesity, 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).

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