

YODMANEE TEPANON

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EDUCATION

2006 Virginia Tech Blacksburg, VA USA
Doctor of Philosophy (Hospitality & Tourism Management)

2001 Arizona State University Tempe, AZ USA
Master of Science (Recreation Management & Tourism)

1995 Thammasat University Bangkok, Thailand
Bachelor of Liberal Arts (Thai language)

WORK EXPERIENCE

2006 – Present College of Innovation Thammasat University, Bangkok Thailand
Full-time lecturer

2002 – 2006 Virginia Tech Blacksburg, VA USA
Graduate research assistant
Graduate teaching assistant (Catering Management, Current Issues in Tourism)

2001 Arizona State University Tempe, AZ USA
Graduate research assistant
Graduate teaching assistant (Tourism Planning)
Food service staff (ASU campus cafeteria- managed by Sodexo Marriott)

1996 - 1998 The Grand Hyatt Erawan Hotel Bangkok, Thailand
Front desk officer (receptionist/ cashier/ guest service agent)

1996 The Novotel Siam Square Hotel Bangkok, Thailand
Front office agent (front cashier)

PUBLICATIONS & WORKS IN PROGRESS

Meng, F., Tepanon, Y. & M. Uysal (2008). Measuring tourist satisfaction by attribute and motivation: a case of a nature-based resort. *Journal of Vacation Marketing*. 14 (1): 41-56.

Reich, A. Z., McCleary, K., Tepanon, Y., & P. Weaver (2006). Roles of product and service quality on brand loyalty: an investigation of quick service restaurants. *Journal of Foodservice Business Research*. 8(3): 35-53.

McGehee, N, G., Meng, F., & Y. Tepanon (2006). Understanding legislators and their perceptions of the tourism industry: the case of North Carolina, USA, 1990 and 2003. *Tourism Management*. 27(4): 684-694.

Tepanon, Y. & T. Prapassaranond. Job satisfaction of upscale hotel employees: a validation of Spector's Job Satisfaction Scale (JSS) in Bangkok, Thailand. (Working paper)

Tepanon, Y. & P. Kriangcheartsak. Assessing library website service expectation of Thai college students. (Working paper)

Tepanon, Y. & S. Wonggawee. Expected qualifications of Chief Information Officers in public universities: an exploratory study in Thailand. (Working paper)

ACADEMIC REPORTS & PRESENTATIONS

Tepanon, Y. & P. Kriangcheartsak (2009). Service quality expectation of university websites: what do students want most? *1st Thai TIMA Annual Conference on Technology and Innovation Management Proceedings*, Bangkok, Thailand.

Tepanon, Y. (2008). Motivation of sex tourists: an exploratory study in Thailand. *2nd International Colloquium in Tourism and Leisure Proceedings*, Chiang Mai, Thailand.

Meng, F., Tepanon, Y. & M. Uysal (2005). Destination performance and motivation in measuring visitor satisfaction for a nature-based resort. *36th Travel and Tourism Research Association (TTRA) Annual Conference Proceedings*, New Orleans, Louisiana, USA.

Park, K., Tepanon, Y. & F. Meng (2005). Effects of service environment on perception of waiting time. *10th Hospitality and Tourism Graduate Student Education and Research Conference Proceedings*, Myrtle Beach, South Carolina, USA.

Tepanon, Y. & F. Meng (2005). Exploring sex tourists' mind: the psychological motivation of liminal people. *10th Hospitality and Tourism Graduate Student Education and Research Conference Proceedings*, Myrtle Beach, South Carolina, USA.

Tepanon, Y. & M. Khan (2004). A cross-cultural investigation of service quality of selected fast food restaurants. *2004 I-CHRIE Conference Proceedings*, Pennsylvania, Philadelphia

Tepanon, Y. & K. Park (2004). Acceptable wait time at a fast-food restaurant: a cross-national comparison. *2004 APACHRIE Conference Proceedings*, Phuket, Thailand: pp. 49-55.

Meng, F., McGehee, N. G. & Y. Tepanon (2004). Understanding legislators: a comparison of the perceptions of North Carolina legislators regarding the tourism industry in 1990 and 2003. *35th Travel and Tourism Research Association (TTRA) Conference Poster Session*, Montreal, Canada.

Tepanon, Y., Mihalik, B. & A. Doyle (2003). A preliminary content analysis of New York press coverage of the Summer Olympics Games in Atlanta, Georgia, USA and Sydney, Australia. *USA 12th World Business Congress, Conference Proceedings*. British Columbia, Canada.

Tepanon, Y., Klunenburg, S., Weaver, P. & C. Clemenz (2003). A perceived quality of training instrument for the hospitality industry: a validation study. *8th Annual Graduate Education & Annual Graduate Research: Conference in Hospitality and Tourism, conference proceedings*. Las Vegas, Nevada.

Polin, M. & Y. Tepanon (2000). *Exploring the role of afterschool program in preventing violence*. Tempe: Arizona State University.

RELATED COURSES

Graduate

- International Service Management
- Contemporary Problem in Hospitality Industry

- Research Methods in Hospitality Industry
- Current Issues in Tourism
- Service in Hospitality and Tourism Management
- Theory Development in Hospitality Industry
- Advance Method for Hospitality Applications
- Hospitality Marketing Research Problems
- Service Management in Technology-based Firms
- College Teaching

Undergraduate

- Catering Management
- International Tourism
- Tourism Planning
- Introduction to Travel & Tourism
- Introduction to Hotel & Tourism

TRAINING COURSES, COMMUNITY ACTIVITIES & VOLUNTEER EXPERIENCE

1994 – 1997 Volunteered as a social service worker at the *Holt Sahathai Foundation*, Bangkok Thailand, to help children in need of financial and social assistance

1993 – 1995 Member and secretary of the Fencing club at Thammasat University, Bangkok Thailand

2007 Volunteer as a staff in the 24th Universiade Games, Bangkok Thailand

“Personality Improvement for Better Services” – A presentation given to the Thep Krasatree Sub District Administration Organization, Phuket, Thailand. August 2007

“Can Service Make Our Lives Happier?” – A presentation given to Laos Airlines flight attendants at the Civil Aviation Training Center. June 2008

REFERENCES

Muzaffer Uysal Ph.D. samil@vt.edu
 Suzanne Murrmann Ph.D. smurrm@vt.edu
 Ken McCleary Ph.D. mccleary@vt.edu
 Department of Hospitality and Tourism Management
 Virginia Tech, Blacksburg, VA 24060 USA
 (1) (540) 231-5515

Denis Leclerc Ph.D. leclercd@t-bird.edu
 The Garvin School of International Management
 Thunderbird University, Glendale, AZ 85306 USA

Yodmanee’s research lies in the area of psychological and motivational aspects of tourism and hospitality industry especially with regards to special interest issues e.g. sex tourism, gay tourism, and dark tourism. She also looks at different issues in hospitality and service operations such as service quality, customer satisfaction, and cross-cultural issues.