



พศ. ดร. พันธุมดี เกตะวันดี

Asst. Prof. Dr. Punthumadee Katawadee

Department : Commerce

Email : punthumadee@cbs.chula.ac.th

Tel : 02 2185831

Education

- 2001 DOCTORATE DEGREE IN SOCIAL AND ECONOMIC SCIENCE STRATEGIES TO STRENGTHEN THE TOURISM INDUSTRY, LEOPOLD-FRANZENS-UNIVERSITY OF INNSBRUCK, AUSTRALIA
- 1995 MASTER OF PROFESSIONAL STUDIES, TRAVEL INDUSTRY MANAGEMENT, UNIVERSITY OF HAWAII AT MANOA, UNITED STATES
- 1993 POSTGRADUATE DIPLOMA, TOURISM, UNIVERSITY OF STRATHCLYDE, UNITED KINGDOM
- 1990 BACHELOR OF ARTS, ENGLISH, CHULALONGKORN UNIVERSITY, THAILAND

Publications

Peer-Reviewed Journal Articles

"An Analysis of Thai Listed Hotels: Financial and Operational Performance", Journal of Business and Behavioral Sciences (JBBS), 28(2) : 55-69, 2016, (Bhamornsathit, S., Katawadee, P.).

"Factors Influencing Type of Japanese Tourists in Chiang mai.", Journal of Management Sciences, 31(2) Jul.2014-Dec.2014, (Kongprasert, T., Passakonjaras, S., Katawadee, P.).

"The Use of ABC Classification to Analyze Tourism Receipts: A Case of ASEAN Tourists to Thailand", Journal of Business and Behavioral Sciences (JBBS), 26(3) : 89-179, 2014, (Punthumadee, K., Bhamornsathit, S.).

"An Innovation of Travel Information Gathering Framework", World Academy of Science, Engineering and Technology, 71 : 624-647, 2012, (Pairaya J., Buddhagarn R., Sukree S., Katawadee, P.).

"Frequent Flyer Program - Experiential Innovation", Chulalongkorn Business Review, 124 : 78-83, Apr.2010-Jun.2010, (Katawadee, P.).

"Health tourism strategic management for hotel business"Oct.2004

"Trends in Mobile Technology and Business in Thailand", Oxford: Chandos, 2009, (Wiryapinit, M., Kanawattanachai, P).

"Program design: OOP", 1Edition, Chulalongkorn Press, 2009, (Kanawattanachai, P).

"Design and Application of Database Management System", 1Edition, MisterCopy, 2006, (Kanawattanachai, P).

Publications

"Computer Security: 20 Practices",2005, (Kanawattanachai, P).

Peer-Reviewed Academic/Professional Meeting Proceedings

"Chinese Tourists' Purchasing Behavior of Thai Souvenirs in Chiang Mai"A research paper presented in the 13th International Conference on Thai Studies: Connectivity, Conflicts and Conundrums of Thai Studies, Chiang Mai, Thailand Jul.2017, (Natthakarn, N., Katawadee, P.).

"An Analysis of Japanese Inbound Tourist Flow to Thailand"ASBBS Program of 23rd Annual Conference, Las Vegas, Nevada Feb.2016, (Bhamornsathit, S., Katawadee, P.).

"An Analysis of Tourism and Hotel Indicators in Thailand"ASBBS Program of 23rd Annual Conference, Las Vegas, Nevada Feb.2016, (Katawadee, P., Bhamornsathit, S.).

"Ratio Analysis of Publicly Traded Hotel Companies Listed on the Stock Exchange of Thailand (SET)"ASBBS Proceedings, 21, 92-96, San Diego: American Society of Business and Behavioral Sciences Feb.2014, (Bhamorasathit, S., Katawadee, P.).

"Assessment of Tourism Resources from Local Community's Perspectives: The Case of Two Rural Areas in Thailand" IACSS 2013: International Academic Conference on Social Sciences, Turkey Jul.2013, (Katawadee, P.).

"Conceptualizing Interpretation Practices for Heritage Tourism in the Greater Mekong Sub - Region", Kunming, People's Republic of China Jun.2008

"A Matter of Place: The Tourist City of Bangkok."SEAMEO Conference, May 28-31, 2004, Bangkok, Thailand, SEAMEO Conference, Bangkok May.2004

Peer-Reviewed Academic/Professional Meeting Presentations

"Tourism Potentials and GIS Analysis: A Case Study of Dan Chang, Supanburi and Banrai, Uthaitanee", Paper presented in Istanbul, Turkey, Jul.2013

"Socio-Cultural Impacts of Tourism on Wat Ket Community, Chiang Mai", Paper Presented at "The First Conference of the International Association for Asian Heritage (IAAH)", The Sri Lanka Foundation Institute, Colombo with the Sponsorship of the University of Kelaniya, The Ministry of Culture and Art and the Sri Lanka Foundation, 2009

"Conceptualizing Interpretation Practices for Heritage Practices for Heritage Tourism in the Greater Mekong Subregion", Paper presented at "Knowledge Networks and Regional Development in the Greater Mekong Sub-region and Asia Pacific" Seminar, Kunming, China, Jun.2008

Non-Peer-Reviewed Journals and Articles

"Thailand's Cultural Policy"Oct.2008-Oct.2008

Research Grants

"A Comparative study of Japan's and Thailand's inbound tourism flow", 2015-2016, (Katawadee, P., Bhamornsathit, S.).

Publications

Work-In-Progress

"Attitude of Bangkradee's Mon Youth towards Safeguarding Intangible Cultural Heritage in Bangkradee Community", Jun. 2009- Present, (Katawandee, Punthumadee., Khongsawat, Jarunee.).

Book

Book Chapters

"Strategic Brand Management of Tourism Destinations: Creating Emotions and Meaningful Intangibles", Erich Schmidt Verlag: Berlin, Berlin, 2006, (Peters, Mike., Weiermair, Klaus., and Katawandee, Punthumadee.).