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Bongkosh N. Rittichainuwat, Ph.D. is an associate professor and program director of the International Program in Hotel & Tourism Management at Siam University, Bangkok, Thailand. She received Bachelor of Arts from Chulalongkorn University, Thailand (major: French, minor, English & Spanish), Master in Hospitality Management from the Conrad N. Hilton College, University of Houston, and Ph.D. in Hospitality Management from the School of Hotel and Restaurant Administration at Oklahoma State University, USA. Dr. Bongkosh got scholarships to study Portuguese language and culture at University of Lisbon, Portugal, and Institute of Portuguese de Oriental de Macao, Macao, SAR. She has papers published in A and A+ journals in tourism and hospitality including *Annals of Tourism Research*, *Cornell Hotel & Restaurant Quarterly*, *Journal of Hospitality and Tourism Research*, *Journal of Travel & Tourism Marketing*, *Journal of Convention and Exhibition Management*, *Journal of Vacation Marketing*, and *Tourism Management*. She is on an editorial board of the *Journal of Travel and Tourism Marketing*, *Asia Pacific Tourism Research Journal* and *Journal of Hospitality and Tourism Research*. She has also served as Thailand representative of the Association of Asia Pacific Travel Association. In 2013, she received an outstanding alumna award from the School of Hotel and Restaurant Administration at Oklahoma State University. Dr. Bongkosh is the founder of the World Conference on Tourism, Hospitality, and Event Research.

AWARDS

- 2012 Best Paper Award, *International Convention & Expo Summit 2012, Hong Kong, SAR.*
- 2012 Best Paper Award. Association of Private Higher Education Institutions of Thailand
- 2010 Outstanding Researcher, Siam University, Bangkok, Thailand
- 2004 Outstanding Faculty member: Academic Achievement and Research, Association of Private Higher Education Institutions of Thailand
- 2004 Best Paper Award, 2nd APacCHRIE Conference & The 6th Biennial Conference on Tourism in Asia.
- 2001 Outstanding Doctoral Graduate for Spring 2001: Academic Achievement and Graduate Research Skills, School of Hotel & Restaurant Administration, College of Human Environmental Sciences, Oklahoma State University