

Friday 12th January 2018 Session A 10.45-12.00

Friday 12th January 2018 Session A 10.45-12.00 (Krung Thep Ballroom 1)		
Chairman: Associate Professor Shwn-Meei Lee		
Co-chairman: 1. Assistant Professor Dr. Supaporn Pinyochatjinda 2. Dr.Nuttapong Jotikasthira		
10.45-11.00	A1	The Analysis His Majesty The King Bhumibol Adulyadej (Rama IX)'s Guidance from Pra-Mahajanaka
		Alonkorn Idhiphol
11.00-11.15	A2	The Research of Experience Marketing, Experience Value, Sightseeing Factory Image to Revisiting Intention: A Case Study of Ribbon Museum
		Chang Hung-Hsiang
11.15-11.30	A3	Development of SMEs Clusters into a Sustainable Community in Nakhon Pathom Province, Thailand
		Pawaris Makerd
11.30-11.45	A4	Intention to Invest from the Perspective of Good Corporate Governance
		Trin Indra-Opas
11.45-12.00	A5	How does Leisure Influence Employees' Well-being? A Threefold Investigation
		Lee Shu Ju

Friday 12th January 2018 Session A 10.45-11.45 (Arun Amarin Room (I))		
Chairman:	Professor Chung-Jen Ou	
Co-chairman:	1. Dr.Chanon Bunmeepipit 2. Dr.Kanon Sujaree	
10.45-11.05	A6	Affecting Factors of English Communication Problems among International Youth Camp Students in Rajamangala University of Technology Rattanakosin
		Mathura Kriengkomol
11.05-11.25	A7	Difficulties and Challenges in Learning Basic Calculus of SHS Students in UNP
		Tirso Paje Tactay
11.25-11.45	A8	Life Cycle Assessment of Traditional and Wirecrete System of Structural Retrofitting for Sustainable Building Materials – A Case Study of School Building
		Vincent Pardo Pilien

Friday 12th January 2018 Session A 10.45-12.00 (Arun Amarin Room (II))		
Chairman:	Associate Professor Chien-Yun Chang	
Co-chairman:	1. Asst.Prof. Chulalak Paiboonfoongfueng 2. Dr.Pallsan Rojanapanich	
10.45-11.00	A9	Application of Saussure's Sign Concept on the Creativity Design: An Exploratory Case of Creative Works from Tourist Factory and Sign Design
		S. H. Wu
11.00-11.15	A10	The Community-based Tourist Guidebook Development in Thai Song Dam Village, Nongprong Sub-district, Khaoyoi District, Phetchaburi Province, Thailand
		Nipharat Saiprasert
11.15-11.30	A11	Execute the Knowledge of the Native Rice to Develop the Curriculum and Learning Process of Pakerkayo Karen Village in Highland Area Bordering Thailand and Myanmar: Ratchburi, Phetchburi and Prachuabkirikhan Provinces
		Sureerat Yiumtrakul
11.30-11.45	A12	Factors Affecting Exposure to Travel Information of Second Tier and Third Tier Chinese Tourists Travelling to Thailand
		Susaraporn Tangtenglam
11.45-12.00	A13	Transfer of Knowledge to the Community to Create Jobs by "Developing Products from Wood and Waste Material" in Pga K'nyau (Karen) Communities, In Huay Sat Yai Sub-district, Prachuap Khiri Khan Province
		Chantamon Potipituk

Friday 12th January 2018 Session B 13.30-14.30

Friday 12th January 2018 Session B 13.30-14.30 (Krung Thep Ballroom 1)		
Chairman:	Assistant Professor Dr. Supaporn Pinyochatjinda	
Co-chairman:	1. Associate Professor Shwn-Meei Lee 2. Dr.Nuttapong Jotikasthira	
13.30-13.45	B1	The Influence of Customer Experience Management toward Insurance Purchase Decision in Bangkok, Thailand. Case Study Muang Thai Life Insurance
		Mahachai Sattayathamrongthian
13.45-14.00	B2	A Sustainable Innovation of E-purchase System in the Management Strategies
		Shwn-Meei Lee
14.00-14.15	B3	Sustainable Performance from Monozukuri Human Resource Development
		Narit Kerdvimaluang
14.15-14.30	B4	What does It Take to be a Good Culinary Curriculum in the 21 st Century? A College Degree in Non-English Speaking Country Perspective
		Nuttapong Jotikasthira

Friday 12th January 2018 Session B 13.30-14.30 (Arun Amarin Room (I))		
Chairman: Dr.Kanon Sujaree		
Co-chairman: 1. Professor Chung-Jen Ou 2. Dr.Chanon Bunmeepipit		
13.30-13.50	B5	Effect of LED Die Geometric Ratio to the Energy Distribution Metric Performance
		Chung-Jen Ou
13.50-14.10	B6	Performance of Electric Double Layer Capacitors
		Pi-Fuang Chen
14.10-14.30	B7	Internal Control System of Cooperatives in the First District of ILOCOS SUR
		Generoso Gudelio Ponciano Pajarillo

Friday 12th January 2018 Session B 13.30-14.15 (Arun Amarin Room (II))		
Chairman: Associate Professor Chien-Yun Chang		
Co-chairman: 1. Asst.Prof. Chulalak Paiboonfoongfueng 2. Dr.Pallsan Rojanapanich		
13.30-13.45	B8	The Construction and Memory of Anti-Japanese Heroes—the Meaning of Cho Myeong-ha’s Righteous Action in Taiwan
		Kim Sang Ho
13.45-14.00	B9	A Multifunctional Study Table and Chair Design Project for Elementary Students with Visual Impairments in the Christian Foundation for the Blind in Phetchaburi, Thailand
		Soraj Pruettikomom
14.00-14.15	B10	Preliminary Assessment of Creativity of Hand-painting Works Based on Individual Electroencephalogram (EEG) Characteristics
		S. H. Wu

Friday 12th January 2018 Session C 15.00-16.30

Friday 12th January 2018 Session C 15.00-16.30 (Krung Thep Ballroom 1)		
Chairman: Associate Professor Shwn-Meei Lee		
Co-chairman: 1. Assistant Professor Dr. Supaporn Pinyochatjinda 2. Dr.Nuttapong Jotikasthira		
15.00-15.15	C1	The Effect of Green Supply Chain Management on Environmental Performance in Food and Beverage Firms in Bangkok and Metropolitan Area, Thailand
		Pawaris Makerd
15.15-15.30	C2	Making the Case for Sustainability
		Joseph J Jacobsen
15.30-15.45	C3	The Development of Products Marketing Information System of Community Enterprises. Nakhon Pathom
		Piyawat Pinprachasan
15.45-16.00	C4	Study of the Problems in Conducting Accounting in Nakhon Pathom Province's Local Enterprises
		Chadanat Piyawiboon
16.00-16.15	C5	Sustainability Indexes and Firm Performance
		Dararat Sukkaew
16.15-16.30	C6	Foreign Aid, Environment Expenditures and Endogenous Growth in a Small Open Economy
		Chun-ying Juan

Friday 12th January 2018 Session C 15.00-15.40 (Arun Amarin Room (I))		
Chairman:	Professor Chung-Jen Ou	
Co-chairman:	1. Dr.Chanon Bunmeepipit 2. Dr.Kanon Sujaree	
15.00-15.20	C7	Mechanical Analysis of Grating Light Valve (GLV)
		Chung-Cheng Chiang
15.20-15.40	C8	Integrated CDIO Initiative and Design Thinking in Product Design and Development Course : A Case Study in Diploma of Chemical Engineering
		Sarifah Fauziah Syed Draman

Friday 12th January 2018 Session C 15.00-16.00 (Arun Amarin Room (II))		
Chairman:	Asst.Prof. Chulalak Paiboonfoongfueng	
Co-chairman:	1. Associate Professor Chien-Yun Chang 2. Dr.Pallsan Rojanapanich	
15.00-15.15	C9	The Research toward the Forecasting Model of Tourist Numbers in Tourist Amusement Areas during the Long Holidays
		Chien-yun Chang & Sheng-Ju Cheng
15.15-15.30	C10	A Survey of the Needs of Academic Service of Public Van Drivers in Using English Conversation and Communication with Foreign Tourists, A Case Study: Bangkok - Hua Hin
		Krittika Ma-in
15.30-15.45	C11	The Cultural Cross-media Literacy and Self-awareness of Parents for Media Influence Inoculation in Thai Youth
		Korawan Kritworakarn
15.45-16.00	C12	Confinement Enhances Desires in Bastille's Novels: Madame Edward and Story of the Eye
		Bing-Yong Chung