



**National Institute of Development Administration (NIDA)  
International Conference for Case Studies on Development Administration 2017  
(NIDA-ICCS 2017)  
Chira Boonmak Hall, 3rd floor, Sayamboromrajakumari Building  
National Institute of Development Administration (NIDA), Serithai Road, Bangkok, THAILAND  
September 8, 2017**

**CONFERENCE SCHEDULE**

**Friday, September 8, 2017**

- 8.30 – 9.30 a.m. Registration at Chira Boonmak Hall,  
3<sup>rd</sup> Floor, Sayamboromrajakumari Building
- 9.00 – 9.15 a.m. Opening Ceremony
- Welcome Remarks by  
Professor Dr. Kamphol Panyagometh,  
Vice President for Research and Consulting Services
- 9.15 – 12.00 a.m. Keynote Address by
- Dr. Siriwan Chutikamoltham  
Senior Lecturer and Academic Director (NF MBA)  
The Nanyang Business School, Nanyang Technological University (NTU)
- 12.00 – 13.00 p.m. Lunch at dining room, 2<sup>nd</sup> Floor, Navamindrathiraj Building
- 13.00 – 17.00 p.m. Case Study Presentation
- Group A: Room No.5001, 5<sup>th</sup> Floor Navamindrathiraj Building
  - Group B: Room No.5003, 5<sup>th</sup> Floor Navamindrathiraj Building
  - Group C: Room No.5005, 5<sup>th</sup> Floor Navamindrathiraj Building
  - Group D: Room No.5007, 5<sup>th</sup> Floor Navamindrathiraj Building

*(The Schedule is subject to change without prior notice.)*

**National Institute of Development Administration (NIDA)  
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**CASE STUDY PRESENTATION**

**Friday, September 8, 2017**

**Case Study Presentation**

**GROUP A: Room # 5001, 5<sup>th</sup> Floor Navamindrathiraj Building**

<b>Time 13.00 - 17.00 hrs.</b>		
<b>Moderator : Asst. Prof. Dr. Peerayuth Charoensukmongkol</b>		
1	Anukal Chiralaksanakul	Nok Air: Can It Fly Higher?
2	Ora-Ong Chakorn	A Case Study of Lao and Thai Postgraduates Improving Their Remedial English Scores through a Locally Developed Language Learning Software
3	Paul I. LOUANGRATH	A Case Study of Customer Loyalty in Canteen Usage
4	Karnjana Songwathana	Export Opportunities for Thai Products to Indian Market: Case Teaching Note
5	Thasanee Satimanon	Overcoming Middle Income Traps: Lessons Learnt from Singapore
6	Chigumula Mackenzi, Sharada Basnet, Elizabeth Wariva and Princess Nyoni	Is Nutrition A Public Good or A Private Good Marketization of Nutrient-fortified Food Products in Zimbabwe
7	Anushree KC, Esha Dhakal, Kyaw Koko Win, Sandeep Ghimire, and Shruti Nepal	From Paradise to Nightmare Thailand's Journey on Commercial Surrogacy
<b>Awarding Certificates to Presenters</b>		

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**Case Study Presentation**

**GROUP B: Room # 5003, 5<sup>th</sup> Floor Navamindrathiraj Building**

<b>Time 13.00 - 17.00 hrs.</b>		
<b>Moderator : Asst. Prof. Dr. Suwaree Ashton (Namwong)</b>		
1	Jonghyun, PARK (Sohgen BOKU) and Masahiko, FUJIMURA	The Role of Science and Research Park in Forging International Regional Innovation Systems: A case Study of Kitakyushu Science and Research Park
2	Tongyai Iyavarakul	Has Thailand Succeeded in the War on Drug?
3	Singhanat Nomnian	Politician-Turned-Doctoral Student's Narrative Identity at an Australian University: A Case Study
4	Saimai Chaisirin	Development Paradigm of Local Leaderships: A Case Study of Rural Community, Mahasarakham Province Thailand
5	Pinsuda Wonganan	Public Policy Process of an Aging Population: A Case Study of Suthep Subdistrict Municipality, Mueang District, Chiang Mai Province
6	Panet Serirungsun	Enhancing employee engagement in sustainability through internal communication: a case study of a Thai restaurant chain
7	Han Nu Ngoc Ton	The Meaning of Development: The Case Study of Ben Tre Province in Vietnam
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**Case Study Presentation**

**GROUP C: Room # 5005, 5<sup>th</sup> Floor Navamindrathiraj Building**

<b>Time 13.00 - 17.00 hrs.</b>		
<b>Moderator : Asst. Prof. Dr. Suwichit (Sean) Chaidaroon</b>		
1	Chamlong Poboon	Can Cities Handle Aggravating Solid Waste Problems?: Lessons from Large ASEAN Cities
2	Kanu Priya Mohan	Teaching Academic English to Doctoral Degree Students in Thailand: Reflections from Classroom Action Research
3	Charoenchai Agmapisarn	Amanpuri: The Beautiful Sanctuary after the Storm
4	Nongnuch Boonklum	An instructional model to enhance thinking and processing skills based on the principle of "Teach Less, Learn More
5	Panuwat Worajin	The Presentation about Masculinity of Thai Southerners in Thai Films: A Case Study which Compares between Two Films of Khun Pan and Chaiya
6	Gwinyai Tinarwo, Grief Felix Matamba, Tina Musa Zhou, Aye Thanda Aung and Pragya Karki	Free Maternal Neonatal and Child Health Care Policy between Ministry of Health (MoH) and CHAM in Malawi
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**Case Study Presentation**

**GROUP D: Room # 5007, 5<sup>th</sup> Floor Navamindrathiraj Building**

<b>Time 13.00 - 17.00 hrs.</b>		
<b>Moderator : Asst. Prof. Dr.Witchuda Srang-iam</b>		
1	Chayada Choochaisinghakul	The Value of Ecological Conscience in Udom Wisetsathon’s Novels: Integration of Knowledge for Education Management amid Nature and Environment Crisis
2	Jatuporn Jaroenpornthunma	Elderly Characters in Chamaiporn Saengkrachang’s Novels : Roles of Literature in the Presentation of the Image of The Elderly that is of Value in Thai society
3	Moammad Rafiqul Islam Talukdar	NIDA Library Service Delivery Management: Problems and Consequences
4	Tshering	Effects of Using Rubrics on the Learning Achievement in Educational Assessment and Evaluation of Students in Bhutanese University
5	Lhatu	The Effects of Using Simulated Role Play in Teaching History to Secondary Students in Bhutan
6	Hema Rai	Effects of Directed Reading Thinking Activity to Enhance English Reading Comprehension Skills of Grade Eight Students in Bhutan
7	Kencho Lham	Effects of Using Manipulatives in Teaching Mathematics to Enhance Learning Outcome of Grade 5 Bhutanese Students
8	Karma Dema	The Effects of Active Learning Approach in Teaching Science to 5 <sup>th</sup> Grade Students in Bhutanese Classroom
<b>Awarding Certificates to Presenters</b>		