

INTERNATIONAL PRESENTATIONS SCHEDULE

กำหนดการเสวนาและการนำเสนอผลงานระดับนานาชาติ

**2024 National and International Conference of
the National Institute of Development Administration
(3rd NIC-NIDA Conference, 2024)**

“Redesigning Our Common Future for Sustainable Transformation”

**August 22, 2024 between 01:00 – 04:30 p.m. (Bangkok Time: GMT+7)
National Institute of Development Administration (NIDA),
Bangkok, Thailand**

Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)

Special Talk in 3rd NIC-NIDA Conference, 2024

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|-------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
|  Topic | : The China Miracle to The Quest for Prosperity |
|  Location | : 601-602, 6 th Floor, Siam Boromrajakumari Building, NIDA, Bangkok, Thailand |
|  Facebook Live | : - |
|  Language | : English |
| Research Staff | : Miss Supitnan Tingchan |
| Registration Staff | : นางสาวพิมพ์ธิมา ผลศักดิ์ |
| Master of Ceremonies | : Miss Supreeya Muangngam |

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| Time | Activity | Note |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| 03:00 – 03:30 p.m. | Register | |
| 03:30 – 03:45 p.m. | Opening Ceremony by Assoc. Prof. Amornrat Apinunmahakul, Ph.D. | |
| 03:45 – 04:45 p.m. | Special Talk Topic: The China Miracle to The Quest for Prosperity Panelists by: 1) Prof. Justin Yifu Lin, Ph.D., Peking University, China 2) Prof. Medhi Krongkaew, Ph.D., NIDA, Thailand Moderator: Assoc. Prof. Saran Sarntisart, Ph.D., NIDA, Thailand | |
| 04:45 – 05:00 p.m. | Closing Remark | |
| 05:30 – 7:30 p.m. | Dinner at Hall of Fame (Speaker Only) | |

Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)

Special Panel Discussion in 3rd NIC-NIDA Conference, 2024

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|-------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
|  Topic | : Sustainable Development: Research and Policy in Asian Community |
|  Location | : Chira Boonmak Hall, 3 rd Floor, Siam Boromrajakumari Building, NIDA, Bangkok, Thailand |
|  Facebook Live | : NIDA Thailand |
|  Language | : English |
| Research Staff | : Mr. Kamonlaphob Pinlamai |
| Registration Staff | : คุณวณิชชา อ่วมแจ้จ |
| Master of Ceremonies | : นายธนัตต์ จันทวาท |

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| Time | Activity | Note |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| 01:00 – 01:30 p.m. | Register | |
| 01:30 – 01:45 p.m. | Opening Ceremony by Assoc. Prof. Sombat Kusumavalee, Ph.D. | |
| 01:45 – 04:15 p.m. | Panel Discussion Topic: Sustainable Development: Research and Policy in Asian Community Panelists by: 1) Prof. Janianton Damanik, Ph.D., Gadjah Mada University, Indonesia 2) Assoc. Prof. YAN Jun, Ph.D., School of Sociology and Political Science, Shanghai University, China 3) Prof. Lu Jinfei, Ph.D., School of Public Management, East China Normal University, China 4) Prof. Kiyoto Kurokawa, Ph.D., Ritsumeikan University, Japan 5) Suhaimi Bin Haji Abd Samad, Ph.D., Universiti Teknologi MARA, Malaysia Moderator: Asst. Prof. Jaray Singhakowinta, Ph.D., NIDA, Thailand | |
| 04:15 – 04:30 p.m. | Closing Remark | |
| 05:30 – 7:30 p.m. | Dinner at Hall of Fame (Speaker Only) | |

Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)

Special Panel Discussion in 3rd NIC-NIDA Conference, 2024

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|-------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  Topic | : Striving for Excellence: Navigating Reputation and Meritocracy in Global Governance |
|  Location | : 605, 6 th Floor, Siam Boromrajakumari Building, NIDA, Bangkok, Thailand |
|  Facebook Live | : Research Bureau at NIDA |
|  Language | : English |
| Research Staff | : Mr.Saharat Choowan |
| Registration Staff | : - |
| Master of Ceremonies | : Associate Professor Patthareeya Lakpetch, Ph.D. |









| Time | Activity | Note |
|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| 01:00 – 01:30 p.m. | Register | |
| 01:30 – 01:45 p.m. | Opening Ceremony by Associate Professor Patthareeya Lakpetch, Ph.D. | |
| 01:30 – 03:15 p.m. | <p>Panel Discussion</p> <p>Topic: Striving for Excellence: Navigating Reputation and Meritocracy in Global Governance</p> <p>Panelists by:</p> <ol style="list-style-type: none"> 1) Adjunct Prof. Girol Karacaoglu, Ph.D., Victoria University of Wellington, New Zealand 2) Prof. Tom Christensen, Ph.D., University of Oslo, Norway 3) Prof. James L. Perry, Ph.D., Indiana University, USA 4) Assoc. Prof. Peerayuth Charoensukmongkol, Ph.D., NIDA, Thailand 5) Asst. Prof. Sarawut Jansuwan, Ph.D. NIDA, Thailand <p>Moderator: Assoc. Prof. Suwaree Namwong, Ph.D., NIDA, Thailand Asst. Prof. Sid Suntrayuth, Ph.D., NIDA, Thailand</p> | |
| 03:15 – 03:30 p.m. | Closing Remark | |

Group 1

**Special Panel Discussion
and Case Study Presentations**





Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)

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|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| Group 1 | : Case Study 1 | |
|  Location | : 603-604, 6 th Floor, Siam Boromrajakumari Building, NIDA, Bangkok, Thailand | |
|  Facebook Live | : - | |
|  Time | : 01.00 – 04.00 p.m. | |
|  Language | : Thai & English | |
| Research Staff | : Miss Rattanawaree Khoomrung | EN  |
| Registration Staff | : Mr. Thanasorn Piboon | |
| Session chair | : Ms.Supatsorn Samseesuk | TH  |

Special Panel Discussion “Revisiting the Contemporary Case Study Research Practices”

| เวลา | กิจกรรม |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 13.15 – 13.30 น. | ลงทะเบียนเข้าร่วมงาน |
| 13.30 – 13.45 น. | กล่าวเปิดงาน โดย ศ.ดร.วิสาขา ภูจินดา รองอธิการบดีฝ่ายวิจัยและบริการวิชาการ |
| 13.45 – 14.45 น. | เสวนาหัวข้อ Revisiting the Contemporary Case Study Research Practices โดยวิทยากร 1) รองศาสตราจารย์ ดร.จุฬาพรรณรต์ ผดุงชีวิต, NIDA, Thailand 2) รองศาสตราจารย์ ดร.จงสวัสดิ์ จงวัฒน์ผล, NIDA, Thailand 3) รองศาสตราจารย์ ดร.เวสารัช เอื้อมบุญสุข, NIDA, Thailand 2) ผู้ช่วยศาสตราจารย์ ดร.ทัศนีย์ สติมานนท์, NIDA, Thailand 3) รองศาสตราจารย์ พ.ต.ต.ดร.ดนุชิติน เจริญ, NIDA, Thailand ดำเนินรายการโดย รองศาสตราจารย์ ดร.จุฬาพรรณรต์ ผดุงชีวิต, NIDA, Thailand |
| 14.45 – 15.00 น. | พักรับประทานอาหารว่าง |
| 15.00 – 17.00 น. | การนำเสนอกรณีศึกษา (Case Study Presentations) แยก 2 ห้อง |

Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)

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| Group 1 | : Case Study 1 |
|  Location | : 603-604, 6 th Floor, Siam Boromrajakumari Building, NIDA, Bangkok, Thailand |
|  Facebook Live | : - |
|  Time | : 03.00 – 06.00 p.m. |
|  Language | : Thai & English |
| Session Chair | : Ms.Supatsorn Samseesuk |
| Registration Staff | : Mr. Thanasorn Piboon |
| Recorder Staff | : Mr.Paron Vongchan |
| Commentator | : Assoc.Prof. Judhaphan Padungchewit , Ph.D . |



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Case Study Presentations

| No. | Case Study Title | Presenter | Affiliation |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|---------------------------------------------------|
| 1 (03.00 – 03.30 p.m.) | Training the Teaching Team for Japanese Language Acquisition Programme: A Case Study at The K-6 Demonstration School of Naresuan University | Chantana Chanbanchong and Sopa Matsunari | Faculty of Education, Naresuan University |
| 2 (03.30 – 04.00 p.m.) | Implementing Gender Inclusive Policy in the Anthropocene: Case Study of Rural Women Community in Chiang Khong District (Chiang Rai, Thailand) | Maya Dania | Faculty of Social Sciences, Chiang Mai University |
| 3 (04.00 – 04.30 p.m.) | Capacity Assessment: Organizational management towards Social and Environmental Sustainability in Myanmar | Saw Theint Theint Htet and Vilas Nitivattananon | Yunus Center at Asain Institute of Technology |
| 4 (04.30 – 05.00 p.m.) | Co-creation Based Storytelling to Shape Tourist Experiences in the Sikka Ikat Weaving Community, Flores, Indonesia | Ina Veronika Ginting, Janianton Damanik, Frans Teguh and Dian Arymami | Gadjah Mada University |

Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)





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| Group 1 | : Case Study 2 |
|  Location | : 607, 6 th Floor, Siam Boromrajakumari Building, NIDA, Bangkok, Thailand |
|  Facebook Live | : - |
|  Time | : 03.00 – 05.30 p.m. |
|  Language | : Thai & English |
| Session Chair | : Mr. Kanatis Ratanapas |
| Registration Staff | : Ms. Sirin Prongsiriwattana |
| Recorder Staff | : Ms. Nicharnan Patitas |
| Commentator | : Assoc. Prof.Jongsawas Chongwatpol , Ph.D |

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Case Study Presentations

| No. | Case Study Title | Presenter | Affiliation |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|--------------------------------------------------|
| 1 (03.00 – 03.30 p.m.) | Sustainable Transformation Strategies for Mitigating Socio Economic Challenges of Rural to Urban Migration in Developing Countries. A Case Study: Garment Factories in Hlaing Thar Yar Township, Yangon City, Myanmar | Hnin Htet Htet Htun and Mokbul Morshed Ahmad | Yunus Center at Asain Institute of Technology |
| 2 (03.30 – 04.00 p.m.) | The Implication of Thai BCG model and stakeholder pressure: a case study from the company perspective | Ruethai Onbuddha, Bingying Ma, Yasuyuki Kono and Seiichi Ogata | Kyoto University |
| 3 (04.00 – 04.30 p.m.) | The Impact of Tourism Industry 4.0 Advancement on Curriculum Changes in Tourism Higher Education: An Institutional Theory Perspective | Sukma Yudistira, Janianton Damanik, Yulia Arisnani Widyaningsih and Mohammad Yusuf | Gadjah Mada University |
| 4 (04.30 – 05.00 p.m.) | Design and Development of a User-Centric Mobile Application to Promote Sustainable Hydration and Reduce Single-Use Plastic Water Bottle Consumption: A Case Study of Chulalongkorn University | Aung Pyae, Aung Thit Htun, Thet Lei Yee, Chutiporn Inchan and Aung Kyaw Min | Faculty of Engineering, Chulalongkorn University |
| 5 (05.00 – 05.20 p.m.) | Pathways to Digital Engagement in Policy Making across China (<i>Abstract Presentation</i>) | Ge Xin | Shanghai University of Finance and Economics |

Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)

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| Group 1 | : Case Study 3 |
|  Location | : 608, 6 th Floor, Siam Boromrajakumari Building, NIDA, Bangkok, Thailand |
|  Facebook Live | : - |
|  Time | : 03.00 – 05.20 p.m. |
|  Language | : Thai & English |
| Session Chair | : Mr. Yosapon Thammarongrak |
| Registration Staff | : Ms. Nichapa Sriyen |
| Recorder Staff | : Mr. Wachirapon Boondouylarn |
| Commentator | : 1) Prof. Wisakha Phoochinda , Ph.D. 2) Asst. Prof. Thasanee Satimanon , Ph.D . |

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Case Study Presentations

| No. | Case Study Title | Presenter | Affiliation |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|-------------------------------------------|
| 1 (03.00 – 03.30 p.m.) | Turning Supra-university Mandates to Actions: Unit-based Administrative Perspectives to Policy Practice in Uncertain Times | Francis Michael C. Abad and Noe John Joseph E. Sacramento | University of the Philippines Cebu |
| 2 (03.30 – 04.00 p.m.) | Planting seeds of change-Women-led Eucalyptus farming for a sustainable future in Thailand | Tapaswini Dash | Naresuan University International College |
| 3 (04.00 – 04.20 p.m.) | Pursuing Low Carbon Emissions: Does Local Action at the Secondary City Scale Make Sense: The Case of Samut Sakhon Thailand (<i>Abstract Presentation</i>) | Chuthatip Maneepong | Thai Urban Planners' Society |
| 4 (04.20 – 04.50 p.m.) | Leveraging Artificial Intelligence to Enable Political Leadership in Emerging Economies of South Asia to Alleviate Poverty | Mustafa Omair, Moammar Mohammad Bin and Vaghjiani Khimji | Australian Graduate School of Leadership |
| 5 (02.30 – 03.00 p.m.) | Beyond the Democratic Assumption(s): Potentials of Participant Observation and Meaning Making to Critical Policy Research | Noe John Joseph E. Sacramento, Piyapong Boossabong and Antonio D. Salazar Jr. | Chiang Mai University |

Group 2

Paper Presentations





Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)

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|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| Group 2 | : Paper Presentations 1 |
| Disciplines/Fields | : Public Administration (PA) |
|  Location | : 7001, 7 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand |
|  Facebook Live | : - |
|  Time | : 01.30 – 04.00 p.m. |
|  Language | : English |
| Session chair | : Miss Fangfang Chen |
| Registration Staff | : Mr. Saruj Tanmeesuk |
| Recorder Staff | : Mr. Panuwat Indrsingh |
| Commentator | : Asst. Prof. Thanaporn Tengratanaprasert, Ph.D. |

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| No. | Paper Title | Presenter | Affiliation |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|---------------------------------|
| 1 (01.30 – 02.00 p.m.) | Longitudinal relationships between smart wearables, social interaction, and cognitive function: A cross-lagged panel model | Tianxin Cai, Shilong Mab, Renyao Zhong | East China Normal University |
| 2 (02.00 – 02.30 p.m.) | Isomorphism And Divergence: Differentiated Path And Dynamic Mechanism Of Government Digital Transformation | Jing LIU | East China Normal University |
| 3 (02.30 – 03.00 p.m.) | Beyond the Sector: Exploring the Dimensions and Measurement of Nonprofit Public Service Motivation | Yi Song | East China Normal University |
| 4 (03.00 – 03.30 p.m.) | How can sustainable innovation be sustained? —Experimental test of the relationship between commercialization of Non-profit organizations, information disclosure and public donations | Wang Lijun, Zhang Ran, Huang Ying | East China Normal University |
| 5 (03.30 – 04.00 p.m.) | US Space Race and the Political Dynamics | Settanwan Wanvoraset and Jirayut Monjagapate | National Chung Hsing University |





Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)

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| Group 2 | : Paper Presentations 2 |
| Disciplines/Fields | : Public Administration (PA) |
|  Location | : 7002, 7 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand |
|  Facebook Live | : - |
|  Time | : 01.30 – 03.40 p.m. |
|  Language | : English |
| Session chair | : Mr. Hoang Nguyen Huy |
| Registration Staff | : Mr. Nathakom Karpkerd |
| Recorder Staff | : Mr. Nanthanat Angsubhakorn |
| Commentator | : Assoc. Prof. Dr.Pairote Pathranarakul, Ph.D. |

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| No. | Paper Title | Presenter | Affiliation |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|
| 1 (01.30 – 02.00 p.m.) | An Integrated DRR Approach to Coping Disaster Governance and Building Community Resilience in Mountain Regions of Nepal | Chittaranjan Pandey, Meghanath Dulal and Prasuma Rawal | King's College Nepal |
| 2 (02.00 – 02.30 p.m.) | Evolving Dynamics of the Thai-Myanmar Border System: A Critical Analysis | Khomsan Nakwangsai and Damrongsak Janthothai | Kamphaeng Phet Rajabhat University Maesot |
| 3 (03.00 – 03.20 p.m.) | How does Public Service Motivation affect performance in public organization? The role of job satisfaction and person-organization fit (Abstract Presentation) | Nguyen Thi Thanh Thuy | Ho Chi Minh City Open University |
| 4 (03.20 – 03.40 p.m.) | Public Administration Paradigm Integrating Good Governance towards Quality Organization of Local Government Organizations (Abstract Presentation) | Sattawat Chyananon, Pukdee Posing, Saovalak Kosonkittumporn, Sanya Khenaphoom and Pornchai Jedaman | Rajabhat mahasarakham university |





Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)

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| Group 2 | : Paper Presentations 4 |
| Disciplines/Fields | : Development Economics (DE) |
|  Location | : 7004, 7 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand |
|  Facebook Live | : - |
|  Time | : 01.30 – 04.30 p.m. |
|  Language | : English |
| Session chair | : Mr.Parnupong Sri-Udomkajorn |
| Registration Staff | : Miss Porruthai Chuenjittkultaworn |
| Recorder Staff | : Mr.Wasin Kaewchankha |
| Commentator | : Assoc.Prof.Anan Wattanakuljarus, Ph.D. |

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| No. | Paper Title | Presenter | Affiliation |
|---------------------------|---------------------------------------------------------------------------------------------------------------|----------------------------------------------|----------------------------------------|
| 1 (01.30 – 02.00 p.m.) | Effect of Trade and Financial Deglobalization on Food insecurity in LAO PDR | Thanet Wattanakul and Tanawat Watchalaanun | Khon Kaen University, Nong Khai Campus |
| 2 (02.00 – 02.30 p.m.) | Understanding Employee Turnover in the Digital Sector in Thailand: An Empirical Investigation | Titisan Tiangpadung and Athakrit Thepmongkol | NIDA, Thailand |
| 3 (02.30 – 03.00 p.m.) | The impact of RCEP on China's agricultural import and export trade based on the GTAP model for Sustainability | Lin Xiao | Yibin University |
| 4 (03.00 – 03.30 p.m.) | Fiscal Multiplier of Economic Stimulation Measures of Thailand | Pawin Siriprapanukul | Chulalongkorn University |
| 5 (03.30 – 04.00 p.m.) | Localization of Microfinance Institutions in Yunnan Province, China | Wanxuan Ren | Chulalongkorn University |
| 6 (04.00 – 04.30 p.m.) | The impact of inward sectoral FDI in agricultural and food on food security | Rati Nugforn and June Charoenseang | Chulalongkorn University |





Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)

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|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| Group 2 | : Paper Presentations 5 |
| Disciplines/Fields | : Development Economics (DE) |
|  Location | : 7005, 7 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand |
|  Facebook Live | : - |
|  Time | : 01.30 – 03.20 p.m. |
|  Language | : English |
| Session chair | : Key Suwatcharapinun |
| Recorder Staff | : Mr.Danupol Thongkum |
| Registration Staff | : Miss Xingxing Wang |
| Commentator | : Asst. Prof. Niramol Ariyaarpakamol, Ph.D. |

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| No. | Paper Title | Presenter | Affiliation |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|--------------------------|
| 1 (01.30 – 02.00 p.m.) | Globalization and income inequality: A panel data econometric approach | Yuwei Jiang | Chulalongkorn University |
| 2 (02.00 – 02.20 p.m.) | Modeling Early Warning System for Household Debt Risk in Thailand with Simple Deep Learning Approach <i>(Abstract Presentation)</i> | Hataicharnok Woravutrangkul, Pariyada Sukcharoensin and Pimprapai Thainiam | NIDA, Thailand |
| 3 (02.20 – 02.40 p.m.) | E-wallets and Behavioral Economics: Influencing Consumer Spending and Saving Habits <i>(Abstract Presentation)</i> | Sirinda Katuratorn | NIDA, Thailand |
| 4 (02.40 – 03.00 p.m.) | "Upskilling of Modern Graduates for the Changing Economic and Social Situation after COVID-19 And Social and Economic Disruption, Both Thailand and The World" <i>(Abstract Presentation)</i> | Apirada Chinprateep | NIDA, Thailand |
| 5 (03.00 – 03.30 p.m.) | The Impact of U.S. Monetary Policy Expectations on Emerging Market Sovereign Bonds | Qiaofang Chen | Chulalongkorn University |

Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)

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| Group 2 | : Paper Presentations 6 |
| Disciplines/Fields | : Social Development (SD) |
|  Location | : 7006, 7 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand |
|  Facebook Live | : - |
|  Time | : 01.30 – 04.10 p.m. |
|  Language | : English |
| Session chair | : Miss Ploythai Prayoondara |
| Recorder Staff | : Ms. Yu Zuo |
| Registration Staff | : Miss Ying Pei |
| Commentator | : Asst.Prof.Dr.Awae Masae, Ph.D. |

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| No. | Paper Title | Presenter | Affiliation |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------------------------------|
| 1 (01.30 – 01.50 p.m.) | COVID-19 Pandemic-Driven (Im)mobilities: The Impact of 'Bubble-and-Seal' Measure on Myanmar Workers in Thailand <i>(Abstract Presentation)</i> | Steve Kwok-Leung Chan | Keimyung University, South Korea |
| 2 (01.50 – 02.20 p.m.) | Addressing Eco-Anxiety Among Students of Mae Fah Luang University (Thailand) Through HOTS-Oriented Classroom Towards Sustainable Development Goal 4 (Quality Education) | Reni Juwitasari and Maya Dania | Mae Fah Luang University |
| 3 (02.20 – 02.50 p.m.) | Digital Textbooks for Sustainable Education: Bridging the Digital Divide for Russian Pupils (Grades 6-11) | Phillip Freiberg | Chiang Mai University |
| 4 (02.50 – 03.20 p.m.) | Deriving Lessons from “Filipino Resilience”: A Neo-institutionalist Perspective on Vaccine Hesitancy in Philippines | Giles Jan Labine Viojan | Chiang Mai University |
| 5 (03.20 – 03.40 p.m.) | The Expectation of Local to the Operation of Ramkhamhaeng University Surin Campus in Honor of His Majesty the King <i>(Abstract Presentation)</i> | Jutharath Voraprateep | Ramkhamhaeng University |
| 6 (03.40 – 04.10 p.m.) | Genki-Campus Initiative: Redesigning Health and Well-being for a Sustainable Academic Community at AIT | Faiz Shah, Tanawan Samleerat Carraway, Saw Theint Theint | Yunus Center AIT, Asian Institute of Technology (AIT), Thailand |

Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)

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| Group 2 | : Paper Presentations 7 |
| Disciplines/Fields | : Applied Statistics & Information and Technology (AS) / Environmental Development (EnD) |
|  Location | : 7007, 7 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand |
|  Facebook Live | : - |
|  Time | : 01.30 – 04.00 p.m. |
|  Language | : English |
| Session chair | : Miss Suchela Nilkotr |
| Registration Staff | : Miss Chidchanok Paprakon |
| Recorder Staff | : Mr. Chayangkul Sitthiprawej |
| Commentator | : 1) Asst.Prof.Karika Kunta, Ph.D. 2) Asst.Prof.Titirut Phimolsri, Ph.D. |

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| No. | Paper Title | Presenter | Affiliation |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|----------------------------------------|
| 1 (01.30 – 02.00 p.m.) | Confidence Intervals for the Ram Awadh Distribution Parameter: Applications in Engineering and COVID-19 Data | Wararit Panichkitkosolkul | Thammasat University |
| 2 (02.00 – 02.30 p.m.) | Social Media for Collaborative Student Sustainability | Chito Moldogo Mataac | Bansomdejchaopraya Rajabhat University |
| 3 (02.30 – 03.00 p.m.) | The Precautionary Behavior Against PM2.5 Exposure | Pailin Suntigul | Chulalongkorn University |
| 4 (03.00 – 03.30 p.m.) | Environmental Management Accounting – A Systematic Literature Review, Framework and Agenda for Future Research <i>(Abstract Presentation)</i> | Linh Thi Phuong Nguyen and Sakun Boon-itt | Thammasat University |
| 5 (03.30 – 04.00 p.m.) | Research on the Intensity of Industrial Pollution Emissions and Its Influencing Factors in China's Urbanization Process | He Hao yuan | Pusan University, South Korea |





Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)

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| Group 2 | : Paper Presentations 8 |
| Disciplines/Fields | : Communication Arts & Management Innovation (CM) /Human Resource Development (HRD)/ Language and Communication (LC) |
|  Location | : 7008, 7 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand |
|  Facebook Live | : - |
|  Time | : 01.30 – 03.30 p.m. |
|  Language | : English |
| Session chair | : Ms.Thanatchaporn Preuksakesorn |
| Registration Staff | : Ms. Methawee Junyanontwit |
| Recorder Staff | : Miss Methawee Kamsawasde |
| Commentator | : Assoc. Prof. Ousa Biggins, Ph.D. |

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| No. | Paper Title | Presenter | Affiliation |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------|
| 1 (01.30 – 02.00 p.m.) | The Impact of Augmented Reality on Interior Purchase Intentions: A Study in Vietnam | Hau Le and Phuong Mai Nguyen | Faculty of Digital Communication, Gia Dinh University |
| 2 (02.00 – 02.30 p.m.) | Impact of Personal Factors and Media Exposure to Boy's Love Dramas on the Attitude Toward Homosexuality and Support for Legalizing Same-Sex Marriage in Taiwan | Ka Ka HO and Pacharaporn Kesaprakorn | Bangkok University |
| 3 (02.30 – 03.00 p.m.) | The anatomy study of the nasolabial folds regions based on High frequency ultrasound investigation in Thai Subjects | Sorachana Thea, Sirintip Chaichalotornkul, Chantawat Kasemnet and Tawee Saiwichai | Mae Fah Luang University |





Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)

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| Group 2 | : Paper Presentations 9 |
| Disciplines/Fields | : Tourism Management (TM) |
|  Location | : 7009, 7 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand |
|  Facebook Live | : - |
|  Time | : 01.30 – 03.50 p.m. |
|  Language | : English |
| Session chair | : Ms.Chatchaphom Dachprayoon |
| Registration Staff | : Mr.Yudthapoom Jidkong |
| Recorder Staff | : Miss Bhakamas Tupairoh |
| Commentator | : Associate Professor Charoenchai Agmapisarn, Ph.D. |

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| No. | Paper Title | Presenter | Affiliation |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 (01.30 – 02.00 p.m.) | Urak Lawoi food Creative power Soft Power creates a sustainable creative tourism trend | Pattikan Bandasak, Howhan Thaveeseng and Kornwan Sangkhakorn | Krabi Province Cultural Office and Prince of Songkla University |
| 2 (02.00 – 02.30 p.m.) | Policy Innovation: Supporting Quality Aging Society in Community Tourism Areas, Nakhon Nayok Province | Watsida Boonyanmethaporn | NIDA, Thailand |
| 3 (02.30 – 02.50 p.m.) | Fostering visitor loyalty in a consumer trade show: Examining the interplay between pro-social value, self-congruity, and subjective wellbeing (<i>Abstract Presentation</i>) | Patcharaporn Bunlueng, Daraneekorn Supanti and Ken Butcher | Faculty of Management Sciences, Prince of Songkla University, College of Business, University of Doha for Science and Technology, QATAR and School of Management, Mae Fah Luang University, Chiang Rai, THAILAND |
| 4 (02.50 – 03.10 p.m.) | Using LNG to Promote Sustainable Tourism in Thailand: Strategies and Feasibility (<i>Abstract Presentation</i>) | Kochnipa Rachatasomboon and Watsida Boonyanmethaporn | NIDA, Thailand |
| 5 (03.10 – 03.30 p.m.) | Pet-Friendly Tourism: Impacts and Pathways to Sustainability (<i>Abstract Presentation</i>) | Seenam Tansirirat and Watsida Boonyanmethaporn | NIDA, Thailand |
| 6 (03.30 – 03.50 p.m.) | The role of INFLUENCERS in promoting tourism trends through online media (<i>Abstract Presentation</i>) | Orachun Thatsanithong and Watsida Boonyanmethaporn | NIDA, Thailand |





Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)

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|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| Group 2 | : Paper Presentations 10 |
| Disciplines/Fields | : Tourism Management (TM) |
|  Location | : 7010, 7 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand |
|  Facebook Live | : - |
|  Time | : 01.30 – 03.30 p.m. |
|  Language | : English |
| Session chair | : Mr.Tee Kongpradid |
| Registration Staff | : Mr.Ekkarat Singthong |
| Recorder Staff | : Mr. Passakorn Yaluemyat |
| Commentator | : Asst.Prof.Chokechai Suveatwatanakul, Ph.D., |

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| No. | Paper Title | Presenter | Affiliation |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|----------------|
| 1 (01.30 – 01.50 p.m.) | Lalisa Manoban (Lisa): The Power of “Soft Power” in Shaping Thailand’s Tourism Image <i>(Abstract Presentation)</i> | Wisawat Hormsin and Watsida Boonyanmethaporn | NIDA, Thailand |
| 2 (01.50 – 02.10 p.m.) | Sri Maha Mariamman Temple (Wat Khaek Silom): A Hindu Tourism Destination in Bangkok <i>(Abstract Presentation)</i> | Kunyapas Boonplook and Watsida Boonyanmethaporn | NIDA, Thailand |
| 3 (02.10 – 02.30 p.m.) | Creating Memorable Experiences for Luxury Tourists: Guidelines for Developing Sustainable Products and Services <i>(Abstract Presentation)</i> | Thanyakarn Jumpangern and Watsida Boonyanmethaporn | NIDA, Thailand |
| 4 (02.30 – 02.50 p.m.) | Pathway to Sustainable Tourism in Thailand: A Case Study of Accredited Community-based Tourism <i>(Abstract Presentation)</i> | Natvara Kaewoui and Watsida Boonyanmethaporn | NIDA, Thailand |
| 5 (02.50 – 03.10 p.m.) | Gastronomy Tourism and City of Gastronomy: A New Wave of Tourism for Phetchaburi Province <i>(Abstract Presentation)</i> | Siraphak Saruang and Watsida Boonyanmethaporn | NIDA, Thailand |
| 6 (03.10 – 03.30 p.m.) | Behavior of Tourists Booking Accommodations through OTAs <i>(Abstract Presentation)</i> | Ailada Wanapanich and Watsida Boonyanmethaporn | NIDA, Thailand |





Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)

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|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| Group 2 | : Paper Presentations 11 |
| Disciplines/Fields | : Business Administration (BA) |
|  Location | : 8001, 8 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand |
|  Facebook Live | : - |
|  Time | : 01.30 – 04.10 p.m. |
|  Language | : English |
| Session chair | : Mr.Chatiwat Aneksittisin |
| Registration Staff | : Miss Marisa Wipanarapai |
| Recorder Staff | : Mr. Suphatjit Ladbuakhao |
| Commentator | : Assoc.Prof.Nattawut Jenwittayaroje, Ph.D. |

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| No. | Paper Title | Presenter | Affiliation |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| 1 (01.30 – 02.00 p.m.) | Sustainable entrepreneurship: A strategic orientation approach for sustainable performance in Thai SMEs | Cholawit Suk-Udom | University of the Thai Chamber of Commerce |
| 2 (02.00 – 02.30 p.m.) | Transformative Journey of Yoga Practitioners: Investigating the Impact of Mindfulness and Yoga Practices on Sustainable Decision-Making and Consumption Behaviors | Titikorn Narongrith and Thannaphat Kasemwattanasuk | Panyapiwat Institute of Management |
| 3 (02.30 – 03.00 p.m.) | Apply Deep Learning Models for Algorithmic Trading across multiple assets to optimize portfolio performance | Phurin Aeksuk, Yuthana Sethapramote and Natthapong Jungteerapanich | NIDA, Thailand |
| 4 (03.00 – 03.20 p.m.) | The Causal Model of Food Quality, Restaurants Ambient, Service Quality towards Behavior Intention in Premium Japanese Restaurants via Mediating of Customers' Satisfaction (<i>Abstract Presentation</i>) | Pojarnee Latthiprasart and Napawan Kananurak | University of the Thai Chamber of Commerce |
| 5 (03.20 – 03.50 p.m.) | Triangular Relationships among Managerial Motivation, Entrepreneurial Self-Efficacy, and Entrepreneurial Intention among Engineering Students | Dinh Thi Quynh Hoa, Nga Thi Tuyet Tu, Nguyen Thao Thuc Tran, Tan Duy Le and Han Nu Ngoc Ton | Center for Public Administration, International University, Vietnam National University Ho Chi Minh City, Vietnam |
| 6 (03.50 – 04.10 p.m.) | A Scoping Review of Men's Experiences and Perspectives on Decision- Making in Accessing Sexual Health Clinic for Erectile Dysfunction (<i>Abstract Presentation</i>) | Apisit Tangsinmonkong | Thammasat University |





Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)

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| Group 2 | : Paper Presentations 12 |
| Disciplines/Fields | : Business Administration (BA) |
|  Location | : 8002, 8 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand |
|  Facebook Live | : - |
|  Time | : 01.30 – 04.10 p.m. |
|  Language | : English |
| Session chair | : Mr.Panachai Muangsathitkul |
| Registration Staff | : Mr.Nanthaphob Tourawong |
| Recorder Staff | : Mrs. NAY YE LYNN |
| Commentator | : 1) Assoc.Prof.Tatchawan Kanitpong, Ph.D. 2) Assoc.Prof.Khanyapuss Punjaisri, Ph.D. |

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| No. | Paper Title | Presenter | Affiliation |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|--------------------------------------------|
| 1 (01.30 – 02.00 p.m.) | A Meta-Analysis of Eyeglass manufacturing supply chain performance for protection global crisis impacted | Sarot Kankoon and Sataporn Amornsawadwatana | University of the Thai Chamber of Commerce |
| 2 (02.00 – 02.30 p.m.) | Employer brand experience and employee retention: Should we engage them first? The perspective of GEN Z workforce in Thailand | Khanyapuss Punjaisri, Nuttikan Prayatsap, Poomporn Thamsatitdej and Suthep Nimsai | NIDA, Thailand |
| 3 (02.30 – 03.00 p.m.) | Lean and Green Transportation to Build Sustainability Performance of Transportation Service Provider of Food Cold Chain in Thailand | Tamonwan Fuangprayoon and Natapat Areerakulkan | Suan Sunandha Rajabhat University |
| 4 (03.00 – 03.30 p.m.) | Social Enterprising in Nepal: A Study from Kathmandu Valley | Chittaranjan Pandey and Sagun Baba Shrestha | King's College Nepal |
| 5 (03.30 – 03.50 p.m.) | The Dynamics of Institutional Logics in Participatory Budgeting: A Comparative Study Across Thai Local Governments <i>(Abstract Presentation)</i> | Prakaydao Krissadee | Bangkok University |





Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)

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|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| Group 2 | : Paper Presentations 13 |
| Disciplines/Fields | : Business Administration (BA) |
|  Location | : 8003, 8 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand |
|  Facebook Live | : - |
|  Time | : 01.30 – 04.00 p.m. |
|  Language | : English |
| Session chair | : Ms.Tanakorn Kosawanichkarn |
| Registration Staff | : Mr. Warittorn Prangnoi |
| Recorder Staff | : Mr. Kritsada Manee |
| Commentator | : Nonthaporn Seehapan, Ph.D. |

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| No. | Paper Title | Presenter | Affiliation |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|----------------|
| 1 (01.30 – 02.00 p.m.) | Analysis of Relationship between Carbon Emission and Stock market index performance in Thailand | Nathakhun Passornratchakul, Saran Samtisart and Natthapong Jungteepanich | NIDA, Thailand |
| 2 (02.00 – 02.30 p.m.) | Using Digital Financial Services to Enhance Corporate ESG Performance: A case study of Thailand Companies in DJSI | Thanapol Suakong, Saran Samtisart and Ronnachai Tiyarattanachai | NIDA, Thailand |
| 3 (02.30 – 03.00 p.m.) | Evaluating ESG Performance and Its Influence on Bond Default Risk | Arinchaya Arayathakul, Pariyada Sukcharoensin and Ronnachai Tiyarattanachai | NIDA, Thailand |
| 4 (03.00 – 03.20 p.m.) | A Comparative Analysis of Deep Learning-Based Models with Hyperparameters tuning: A Case Study of the SET and S&P 500 Indices (<i>Abstract Presentation</i>) | Natchakorn Patanakhajorn, Wisit Chairsisawatsuk and Pimprapai Thainiam | NIDA, Thailand |
| 5 (03.20 – 03.40 p.m.) | Analyzing How ESG-Integrated Smart Beta Strategies Perform in the ASEAN Stock Market (<i>Abstract Presentation</i>) | Emelia Goh, Pariyada Sukcharoensin and Ronnachai Tiyarattanachai | NIDA, Thailand |
| 6 (03.40 – 04.00 p.m.) | The Relationship between Return of Sustainable Funds with Total Expense Ratio, Evidence in Thailand (<i>Abstract Presentation</i>) | Chayapon Niyomkaew, Nada Chunsom and Natthapong Jungteerapanich | NIDA, Thailand |





Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)

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|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| Group 2 | : Paper Presentations 14 |
| Disciplines/Fields | : Business Administration (BA) |
|  Location | : 8004, 8 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand |
|  Facebook Live | : - |
|  Time | : 01.30 – 04.20 p.m. |
|  Language | : English |
| Session chair | : Miss Phraemas Palasat |
| Registration Staff | : Ms. Thanchira Sriwongrat |
| Recorder Staff | : Ms. Salma Pensook |
| Commentator | : Prof. Sorasart Sukcharoensin, Ph.D. |

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| No. | Paper Title | Presenter | Affiliation |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|----------------|
| 1 (01.30 – 02.00 p.m.) | Impact of Thailand Volatility Index on Stock Returns Across Different Capitalization: A Comparative Analysis of Pre-Pandemic and COVID-19 eras | Kunyanut Sittitam and Yuthana Sethapramote | NIDA, Thailand |
| 2 (02.00 – 02.30 p.m.) | A Study of the Relationship between ESG and Financial Performance in SET | Tawanrut Mettakhun, Nada Chunsom and Ronnachai Tiyyarattanachai | NIDA, Thailand |
| 3 (02.30 – 03.00 p.m.) | Enhancing Stock Return Predictions in Asset Allocation: Integrating Black-Litterman Model with Deep Learning Techniques | Napat Tangrungruangchai, Yuthana Sethapramote and Isara Anantavrasilp | NIDA, Thailand |
| 4 (03.00 – 03.30 p.m.) | Long-run Evaluating the Influence of Venture Capital, Private Equity, Underwriter Reputation on IPOs Performance During Hot Market Conditions: Evidence from the Thai Market | Nopphanut Ngamvitroje and Nada Chunsom | NIDA, Thailand |
| 5 (03.30 – 04.00 p.m.) | The Relationship between ESG and Financial Performance of The Companies Listed in SET50 (<i>Abstract Presentation</i>) | Kasidit Sirathavornvong, Pariyada Sukcharoensin and Ronnachai Tiyyarattanachai | NIDA, Thailand |
| 6 (04.00 – 04.20 p.m.) | Investor Behavior in the Stock Exchange of Thailand: A Behavioral Finance Investigation (<i>Abstract Presentation</i>) | Thanadej Tangtrairattanakul, Pariyada Sukcharoensin and Natthapong Jungteerapanich | NIDA, Thailand |

Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)

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|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| Group 2 | : Paper Presentations 15 |
| Disciplines/Fields | : Law |
|  Location | : 8006, 8 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand |
|  Facebook Live | : - |
|  Time | : 01.30 – 03.50 p.m. |
|  Language | : English |
| Session chair | : Miss Patcharaporn Sreesawad |
| Registration Staff | : Mr. Sorawisit Totharong |
| Recorder Staff | : Ms. Supaporn Ngamlikitwattanakul / Ms. Yaowanart Rungcharoennan |
| Commentator | : Asst. Prof. Thitat Chavisschinda, Ph.D. |

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| No. | Paper Title | Presenter | Affiliation |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|------------------------------------|
| 1 (01.30 – 02.00 p.m.) | Impacts of Exchange Control and Foreign Exchange Rate Managements issued by the Central Bank of Myanmar after State Power Takeover in 2021 | Ingyin Hmwe | Chulalongkorn University |
| 2 (02.00 – 02.30 p.m.) | Legal Frameworks for Deposit Insurance: A Comparative Analysis with Implications for Myanmar | Hnin Shwe Sin Htet | Chulalongkorn University |
| 3 (02.30 – 03.00 p.m.) | Synthesis of Supreme Court Judgments in Defamation and Insult Cases for Developing a Flexible Public Model to Monitor Information in Social Media | Athiwat Abhiratthanarath, Apichai Wilawan, Nannapas Abhiratthanarath and Chouvalit Khancome | Rajabhat Rajanagarindra University |
| 4 (03.00 – 03.30 p.m.) | Extraterritorial Reach of EU Directive on Corporate Sustainability Due Diligence: The Case Of Myanmar Workers' Rights <i>(Abstract Presentation)</i> | Nwe Mon Mon Oo | Chulalongkorn University |

Group 3

Ph.D. Consortium Presentations

Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)

| | |
|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| Group 3 | : Ph.D. Consortium Presentations 1 |
| Disciplines/Fields | : Business Administration (BA) / Development Economics (DE) |
|  Location | : 9001, 9 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand |
|  Facebook Live | : - |
|  Time | : 01.30 – 04.30 p.m. |
|  Language | : English |
| Session chair | : Ms. Tanatorn Wuttimananon |
| Registration Staff | : Miss Chuthikarn Suwaluck |
| Recorder Staff | : Ms. Warunsiri Jaihaw |
| Commentator | : Assoc.Prof.Dr.Arthur Lance Dryver |

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| No. | Paper Title | Presenter | Affiliation |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------------------------|
| 1 (01.30 – 02.00 p.m.) | Talent Management and Its Impacts on the Organizational Performance: A Systematic Review | Minthita Akkrabunyapath | University of the Thai Chamber of Commerce |
| 2 (02.20 – 02.30 p.m.) | A Systematic Review of Strategic Human Resource Management for Innovation and Competitive Advantage | Thanaseth Akkrabunyapath | University of the Thai Chamber of Commerce |
| 3 (02.30 – 03.00 p.m.) | Intellectual Property Rights Protection and Technology Transfer | Caicai LI | Ritsumeikan University |
| 4 (03.00 – 03.30 p.m.) | Investigating the Antecedents and Consequence of Value Co-creation of Women Entrepreneurs in Nigeria: The Mediating Role of Entrepreneurial Networks | Bello Hassan | Universiti Utara Malaysia |
| 5 (03.30 – 04.00 p.m.) | Employee engagement as a mediator between employee experience and perceived organizational performance for sustainable airport operations after the Covid-19 crisis: A multigroup analysis | Voralux Vorapuksirikool | NIDA, Thailand |
| 6 (04.00 – 04.30 p.m.) | Expected Stock and Bond Liquidity on Thailand Stock and Bond Market | Nirun Aramratanapan | NIDA, Thailand |





Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)

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|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| Group 3 | : Ph.D. Consortium Presentations 2 |
| Disciplines/Fields | : Human Resource Development (HRD) / Language and Communication (LC) / Social Development (SD) |
|  Location | : 9002, 9 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand |
|  Facebook Live | : - |
|  Time | : 01.30 – 03.30 p.m. |
|  Language | : English |
| Session chair | : Miss THEINT NANDAR WINT |
| Registration Staff | : นางสาวลัทธิกา ขวนขวยทรัพย์ |
| Recorder Staff | : Miss PHYU PHYU WIN |
| Commentator | : Asst.Prof.M.L.Jirapa Abhakorn, Ph.D. |

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| No. | Paper Title | Presenter | Affiliation |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|----------------|
| 1 (01.30 – 02.00 p.m.) | Integrating Multicultural English Education into Public Secondary School Curricula: A Study on EFL Teaching and Learning in Chiang Mai, Thailand | Kanlaya Promwatcharanon | NIDA, Thailand |
| 2 (02.00 – 02.30 p.m.) | Effects of Input Modification on Second Language Reading Comprehension and Incidental Vocabulary Learning | Weilong Huang | NIDA, Thailand |
| 3 (03.00 – 03.30 p.m.) | Mechanisms to Lifelong Learning Among Instructors in Thai Public Universities: A Critical Raelist Mixed Method Research | Zhao Guoxiang | NIDA, Thailand |





Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)

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|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| Group 3 | : Ph.D. Consortium Presentations 3 |
| Disciplines/Fields | : Communication Arts & Management Innovation (CM) |
|  Location | : 9003, 9 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand |
|  Facebook Live | : - |
|  Time | : 01.30 – 05.00 p.m. |
|  Language | : English |
| Session chair | : Ms.Kanokwan Tammaroopa |
| Registration Staff | : นางสาวณัฏฐ์ปรีชาญา กীরติวรภิรมย์ |
| Recorder Staff | : Ms. Pimjai Malitong |
| Commentator | : Asst.Prof.Teerati Banterng, Ph.D. |

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| No. | Paper Title | Presenter | Affiliation |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|----------------|
| 1 (01.30 – 02.00 p.m.) | The Influence of ESG Disclosure on Public Perception in Thailand | Anongluk Sompang | NIDA, Thailand |
| 2 (02.00 – 02.30 p.m.) | Podcast Business and Digital Lifestyles in Thailand | Ormchai Bugsabong | NIDA, Thailand |
| 3 (02.30 – 03.00 p.m.) | Esports Industry Communication Strategy to Promote Thailand's Creative Economy | Prompan Changkardee | NIDA, Thailand |
| 4 (03.00 – 03.30 p.m.) | MODEL FOR CREATING SOCIAL INNOVATION COMMUNICATION ENGAGEMENT IN THAILAND'S HIGHER EDUCATION | Ploy Srisuro | NIDA, Thailand |
| 5 (03.30 – 04.00 p.m.) | CAUSAL FACTORS IN THE PURCHASE DECISIONS OF HEALTH PRODUCTS VIA ONLINE CHANNELS OF THE THAI ELDERLY | Rujinan Euapitaksakul | NIDA, Thailand |
| 6 (04.00 – 04.30 p.m.) | SIGNS AND REALITY OF IMMERSIVE GRAPHICS IN THAI NEWS BROADCASTING PROGRAMS | Chinnagrit Udomlappaisan | NIDA, Thailand |
| 7 (04.30 – 05.00 p.m.) | Incorporating Social Media to Cope with Educational Inequalities in Thailand: A Five-Year Systematic Literature Review from 2019 to 2023 | Srisongruk Prohmvitak | NIDA, Thailand |





Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)

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|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| Group 3 | : Ph.D. Consortium Presentations 4 |
| Disciplines/Fields | : Public Administration (PA) |
|  Location | : 9004, 9 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand |
|  Facebook Live | : - |
|  Time | : 01.30 – 03.30 p.m. |
|  Language | : English |
| Session chair | : Mr. Walisundara Mudiyansele Dhananjaya Madusanka Dissanayaka |
| Registration Staff | : Miss Sirin Bunnag / Miss CHO WAI LWIN OO |
| Recorder Staff | : นางสาวสุปรียา อ่อนสภนธ์ |
| Commentator | : Assoc. Prof.Achakorn Wongpreedee, Ph.D. |

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| No. | Paper Title | Presenter | Affiliation |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-----------------------------------|
| 1 (01.30 – 02.00 p.m.) | SPECIALIZED PROGRAM FOR SENIOR CITIZENS OF SELECTED CITIES OF NATIONAL CAPITAL REGION, TOWARDS A REVITALIZED QUALITY OF LIFE AND IMPROVED BENEFITS AND PRIVILEGES | EDELRESA SABADO JUACHON | UNIVERSITY OF THE EAST |
| 2 (02.00 – 02.30 p.m.) | Public Administration Paradigm Integrating Good Governance towards Quality Organization of Local Government Organizations. | Sattawat Chanyanon | Rajabhat mahasarakham university. |
| 3 (02.30 – 03.00 p.m.) | Understanding Health Policymaking in the Global South: Governing the Thai Health System in the Multilevel Contexts | Rangsan Sukhampha | Bielefeld University |
| 4 (03.00 – 03.30 p.m.) | Hand and fingers tracking for medical exercises using Convolution Neural Network | Kulathat Teanjaung | NIDA, Thailand |
| 5 (03.30 – 04.00 p.m.) | The review of the audit expectation gap between the Thai PAC and SAI Thailand | Chinnapong Trakuldist | NIDA, Thailand |

Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)

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|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| Group 3 | : Ph.D. Consortium Presentations 5 |
| Disciplines/Fields | : Environmental Development (EnD) |
|  Location | : 9005, 9 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand |
|  Facebook Live | : - |
|  Time | : 01.30 – 04.00 p.m. |
|  Language | : English |
| Session chair | : Mr.Panomkon Khon-on |
| Registration Staff | : Miss Chonthicha Klinkosom |
| Recorder Staff | : นางสาวณัฐนิชา คงแสงไชย |
| Commentator | : Assoc.Prof.Pakpong Pochanart, Ph.D. |

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| No. | Paper Title | Presenter | Affiliation |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------|
| 1 (01.30 – 02.00 p.m.) | Association of daily time specific activities of Thai community members with personal exposure to PM2.5 | Thant Sin Aye | Mahidol University |
| 2 (02.00 – 02.30 p.m.) | Personal Exposure of PM2.5 and PM1 among University Students in Bangkok, Thailand by Using Low-cost Sensor | Htoo Wai Aung | Mahidol University |
| 3 (02.30 – 03.00 p.m.) | Influence of Traffic Emissions and Meteorological Conditions on Particulate Matter Levels at Highway Toll Stations: A Case Study in Bangkok, Thailand | Siriphat Intrakun | Mahidol University |
| 4 (03.00 – 03.30 p.m.) | Investigation, distribution, and ecological risk analysis of heavy metals in the Chao Phraya River, Thailand | Sarima Niampradit | Mahidol University |
| 5 (03.30 – 04.00 p.m.) | Performance of Some PM2.5 Air Sensor in Thailand | Kanjana Suaysom | NIDA, Thailand |

Day 1: Thursday, August 22, 2024 (AFTERNOON SESSION)

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|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| Group 3 | : Ph.D. Consortium Presentations 6 |
| Disciplines/Fields | : Tourism Management (TM) |
|  Location | : 9006, 9 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand |
|  Facebook Live | : - |
|  Time | : 01.30 – 03.00 p.m. |
|  Language | : English |
| Session chair | : Mr.Thanchira Sriwongrat |
| Registration Staff | : Mr.Sorawisit Totharong |
| Recorder Staff | : นางสาวนภกานต์ เสียงสูง |
| Commentator | : Assoc.Prof.Chawalee Na Thalang |

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| No. | Paper Title | Presenter | Affiliation |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|----------------|
| 1 (01.30 – 02.00 p.m.) | Thailand Cruise Tourism Development Policy: A Proposal of Conceptual Framework | Tanapoon Rungroueng | NIDA, Thailand |
| 2 (02.00 – 02.30 p.m.) | Memorable Tourism Experience, Revisit and Electronic Word of Mouth Intention of Chinese high value tourists: Theoretical Frame Work | Pheerawat Thaweewatthanaphong | NIDA, Thailand |
| 3 (02.30 – 03.00 p.m.) | Five-Star Hotel Service Quality Management Model to Accommodate Hight-end Chinese Tourists in Phuket, Thailand | Thanatat Chitipipat | NIDA, Thailand |