

## INTERNATIONAL PRESENTATIONS SCHEDULE

### กำหนดการเสวนาและการนำเสนอผลงานระดับนานาชาติ

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**2024 National and International Conference of  
the National Institute of Development Administration  
(3<sup>rd</sup> 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**

# Group 2

## Paper Presentations





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

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

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No.	Paper Title	Presenter	Affiliation	Page/Published
P-01 (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and cognitive function: A cross-lagged panel model	Tianxin Cai, Shilong Mab, Renyao Zhong	East China Normal University	Not for Publication
P-02 (02.00 – 02.30 p.m.)	Isomorphism And Divergence: Differentiated Path And Dynamic Mechanism Of Government Digital Transformation	Jing LIU	East China Normal University	Not for Publication
P-03 (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Exploring the Dimensions and Measurement of Nonprofit Public Service Motivation	Yi Song	East China Normal University	Not for Publication
P-04 (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information disclosure and public donations	Wang Lijun, Zhang Ran, Huang Ying	East China Normal University	Not for Publication
P-05 (03.30 – 04.00 p.m.)	US Space Race and the Political Dynamics	Settanan Wanvoraset and Jirayut Monjagapate	National Chung Hsing University	NIDA Case Research Journal





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

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

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No.	Paper Title	Presenter	Affiliation	Page/Published
P-06 (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	NIDA Development Journal
P-07 (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	NIDA Development Journal
P-08 (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 <i>(Abstract Presentation)</i>	Nguyen Thi Thanh Thuy	Ho Chi Minh City Open University	Abstract Only 1
P-09 (03.20 – 03.40 p.m.)	Public Administration Paradigm Integrating Good Governance towards Quality Organization of Local Government Organizations <i>(Abstract Presentation)</i>	Sattawat Chyananon, Pukdee Posing, Saovalak Kosonkittumporn, Sanya Khenaphoom and Pornchai Jedaman	Rajabhat mahasarakham university	Abstract Only 1





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

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

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No.	Paper Title	Presenter	Affiliation	Page/Published
P-10 (01.30 – 02.00 p.m.)	Effect of Trade and Financial Deglobalization on Food insecurity iAssoc.Prof.Anan Wattanakuljarus, Ph.D. n LAO PDR	Thanet Wattanakul and Tanawat Watchalaanun	Khon Kaen University, Nong Khai Campus	NIDA Development Journal
P-11 (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	NIDA Development Journal
P-12 (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	1-13
P-13 (03.00 – 03.30 p.m.)	Fiscal Multiplier of Economic Stimulation Measures of Thailand	Pawin Siriprapanukul	Chulalongkorn University	NIDA Development Journal
P-14 (03.30 – 04.00 p.m.)	Localization of Microfinance Institutions in Yunnan Province, China	Wanxuan Ren	Chulalongkorn University	NIDA Development Journal
P-15 (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	1-22





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

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

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No.	Paper Title	Presenter	Affiliation	Page/Published
P-16 (01.30 – 02.00 p.m.)	Globalization and income inequality: A panel data econometric approach	Yuwei Jiang	Chulalongkorn University	1-32
P-17 (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	Abstract Only 1
P-18 (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	Abstract Only 1
P-19 (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	Not for Publication
P-20 (03.00 – 03.30 p.m.)	The Impact of U.S. Monetary Policy Expectations on Emerging Market Sovereign Bonds	Qiaofang Chen	Chulalongkorn University	1-20

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

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

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No.	Paper Title	Presenter	Affiliation	Page/Published
P-21 (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	Abstract Only 1
P-22 (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	NIDA Case Research Journal
P-23 (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	NIDA Development Journal
P-24 (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	ECNU Review of Education
P-25 (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 Voraprteep	Ramkhamhaeng University	Abstract Only 1
P-26 (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	Abstract Only 1

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

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

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No.	Paper Title	Presenter	Affiliation	Page/Published
P-27 (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	NIDA Development Journal
P-28 (02.00 – 02.30 p.m.)	Social Media for Collaborative Student Sustainability	Chito Moldogo Mataac	Bansomdejchaop raya Rajabhat University	NIDA Development Journal
P-29 (02.30 – 03.00 p.m.)	Public Attention Index of Air Pollution Exposure from PM 2.5 in Thailand	Pailin Suntigul	Chulalongkorn University	1-16
P-30 (03.00 – 03.30 p.m.)	Environmental Management Accounting – A Systematic Literature Review, Framework and Agenda for Future Research (Abstract Presentation)	Linh Thi Phuong Nguyen and Sakun Boon-itt	Thammasat University	Abstract Only 1
P-31 (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	1-18







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

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

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No.	Paper Title	Presenter	Affiliation	Page/Published
P-32 (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	NIDA Case Research Journal
P-33 (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	NIDA Case Research Journal
P-34 (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	1-19





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

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

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No.	Paper Title	Presenter	Affiliation	Page/Published
P-35 (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	1-16
P-36 (02.00 – 02.30 p.m.)	Policy Innovation: Supporting Quality Aging Society in Community Tourism Areas, Nakhon Nayok Province	Watsida Boonyanmethaporn	NIDA, Thailand	NIDA Development Journal
P-37 (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	Abstract Only 1
P-38 (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	Abstract Only 1
P-39 (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	Abstract Only 1
P-40 (03.30 – 03.50 p.m.)	The role of INFLUENCERS in promoting tourism trends through online media ( <i>Abstract Presentation</i> )	Orachun Thatsanihong and Watsida Boonyanmethaporn	NIDA, Thailand	Abstract Only 1





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

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

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No.	Paper Title	Presenter	Affiliation	Page/Published
P-41 (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	Abstract Only 1
P-42 (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	Abstract Only 1
P-43 (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	Abstract Only 1
P-44 (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	Abstract Only 1
P-45 (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	Abstract Only 1
P-46 (03.10 – 03.30 p.m.)	Behavior of Tourists Booking Accommodations through OTAs <i>(Abstract Presentation)</i>	Ailada Wanapanich and Watsida Boonyanmethaporn	NIDA, Thailand	Abstract Only 1





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

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

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No.	Paper Title	Presenter	Affiliation	Page/Published
P-47 (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	1-13
P-48 (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	1-24
P-49 (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	1-21
P-50 (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	In progress
P-51 (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	NIDA Case Research Journal
P-52 (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	In progress





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

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

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No.	Paper Title	Presenter	Affiliation	Page/Published
P-53 (01.30 – 02.00 p.m.)	A Meta-Analysis of Eyeglass manufacturing supply chain performance for protection global crisis impacted	Sarot Kankoon and Sataporn Amornsawadwatan a	University of the Thai Chamber of Commerce	1-15
P-54 (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	NIDA Case Research Journal
P-55 (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	1-14
P-56 (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	NIDA Development Journal
P-57 (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	Abstract Only 1





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

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

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No.	Paper Title	Presenter	Affiliation	Page/Published
P-58 (01.30 – 02.00 p.m.)	Analysis of Relationship between Carbon Emission and Stock market index performance in Thailand	Nathakhun Passornratchakul, Saran Sarntisart and Natthapong Jungteapanich	NIDA, Thailand	In progress
P-59 (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 Sarntisart and Ronnachai Tiyyarattanachai	NIDA, Thailand	1-22
P-60 (02.30 – 03.00 p.m.)	Evaluating ESG Performance and Its Influence on Bond Default Risk	Arinchaya Arayathakul, Pariyada Sukcharoensin and Ronnachai Tiyyarattanachai	NIDA, Thailand	1-60
P-61 (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 Chaisrisawatsuk and Pimprapai Thainiam	NIDA, Thailand	Abstract Only 1
P-62 (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 Tiyyarattanachai	NIDA, Thailand	Abstract Only 1
P-63 (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	Abstract Only 1





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

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

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No.	Paper Title	Presenter	Affiliation	Page/Published
P-64 (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	1-25
P-65 (02.00 – 02.30 p.m.)	A Study of the Relationship between ESG and Financial Performance in SET	Tawanrut Mettakhun, Nada Chunsom and Ronnachai Tiyarattanachai	NIDA, Thailand	In progress
P-66 (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	1-21
P-67 (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	1-29
P-68 (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 Tiyarattanachai	NIDA, Thailand	Abstract Only 1
P-69 (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	Abstract Only 1

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

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

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No.	Paper Title	Presenter	Affiliation	Page/Published
P-70 (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	NIDA Case Research Journal
P-71 (02.00 – 02.30 p.m.)	Legal Frameworks for Deposit Insurance: A Comparative Analysis with Implications for Myanmar	Hnin Shwe Sin Htet	Chulalongkorn University	NIDA Case Research Journal
P-72 (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	In progress
P-73 (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	Abstract Only 1



# Group 3

## Ph.D. Consortium Presentations

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

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

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No.	Paper Title	Presenter	Affiliation	Page/Published
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	Presentation Only
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	Presentation Only
3 (02.30 – 03.00 p.m.)	Intellectual Property Rights Protection and Technology Transfer	Caicai LI	Ritsumeikan University	Presentation Only
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	Presentation Only
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	Presentation Only
6 (04.00 – 04.30 p.m.)	Expected Stock and Bond Liquidity on Thailand Stock and Bond Market	Nirun Aramratanapan	NIDA, Thailand	Presentation Only





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

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



No.	Paper Title	Presenter	Affiliation	Page/Published
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	Presentation Only
2 (02.00 – 02.30 p.m.)	Effects of Input Modification on Second Language Reading Comprehension and Incidental Vocabulary Learning	Weilong Huang	NIDA, Thailand	Presentation Only
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	Presentation Only





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

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

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No.	Paper Title	Presenter	Affiliation	Page/Published
1 (01.30 – 02.00 p.m.)	The Influence of ESG Disclosure on Public Perception in Thailand	Anongluk Sompang	NIDA, Thailand	Presentation Only
2 (02.00 – 02.30 p.m.)	Podcast Business and Digital Lifestyles in Thailand	Ormchai Bugsabong	NIDA, Thailand	Presentation Only
3 (02.30 – 03.00 p.m.)	Esports Industry Communication Strategy to Promote Thailand's Creative Economy	Prompan Changkarndee	NIDA, Thailand	Presentation Only
4 (03.00 – 03.30 p.m.)	MODEL FOR CREATING SOCIAL INNOVATION COMMUNICATION ENGAGEMENT IN THAILAND'S HIGHER EDUCATION	Ploy Srisuro	NIDA, Thailand	Presentation Only
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	Presentation Only
6 (04.00 – 04.30 p.m.)	SIGNS AND REALITY OF IMMERSIVE GRAPHICS IN THAI NEWS BROADCASTING PROGRAMS	Chinnagrit Udomlappaisan	NIDA, Thailand	Presentation Only
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	Presentation Only

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

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

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No.	Paper Title	Presenter	Affiliation	Page/Published
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	Presentation Only
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.	Presentation Only
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	Presentation Only
4 (03.00 – 03.30 p.m.)	Hand and fingers tracking for medical exercises using Convolution Neural Network	Kulathat Teanjaung	NIDA, Thailand	Presentation Only
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	Presentation Only

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

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

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No.	Paper Title	Presenter	Affiliation	Page/Published
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	Presentation Only
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	Presentation Only
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	Presentation Only
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	Presentation Only
5 (03.30 – 04.00 p.m.)	Performance of Some PM2.5 Air Sensor in Thailand	Kanjana Suaysom	NIDA, Thailand	Presentation Only

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

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

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No.	Paper Title	Presenter	Affiliation	Page/Published
1 (01.30 – 02.00 p.m.)	Thailand Cruise Tourism Development Policy: A Proposal of Conceptual Framework	Tanapoon Rungroueng	NIDA, Thailand	Presentation Only
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	Presentation Only
3 (02.30 – 03.00 p.m.)	Five-Star Hotel Service Quality Management Model to Accommodate High-end Chinese Tourists in Phuket, Thailand	Thanatat Chitipipat	NIDA, Thailand	Presentation Only