

International Presentations Schedule

The 2022 National and International Conference of
The National Institute of Development Administration
(NIC-NIDA CONFERENCE 2022)

Friday, August 19, 2022 between 01:00 – 05:30 p.m.




Online Presentation via ZOOM Program



Room 1

List of International Case Study Presentations

(Breakout room 1-3)

-  **Presentation Format** : Online Presentation via ZOOM Program
(Meeting ID: 834 4916 0761, Passcode: livepass)
30-minute for presentations and 10-minute for question and answer/paper
-  **Date/Time** : Friday, August 19, 2022 between 01:00 – 05:30 p.m.
-  **Coordinator** : Mr.Karun Worrawitwan

Breakout room 1	Research Center Staff : Ms.Charuwan phila Session chair : 1) Ms.Rutjanee Ratanapinyopong Commentator : Assoc.Prof.Jongsawas Chongwatpol, Ph.D.			
Code	Case Study Title	Presenter	Affiliation	Page/Published
C-01	RETAILING BEYOND FUEL: THE TEACHING CASE STUDY OF PTTOR'S AVIATION FUEL MARKET DURING THE COVID-19 PANDEMIC	Vesarach Aumeboonsuke	NIDA	NIDA Case Research Journal, Vol. 14 No. 2
C-02	Doi Chang Coffee: A Sufficiency-Based Community Enterprise for Sustainability	Priyanut Dhamapriya	NIDA	NIDA Case Research Journal, Vol.12 No.2
C-03	From the Mountains to the Stars ... Doi Chang Coffee for Sustainability	Thasanee Satimanon	NIDA	NIDA Case Research Journal, Vol.12 No.2
C-04	Doi Chang: Balance Between Coffee, Forest and Community	Karika Kuntha	NIDA	NIDA Case Research Journal, Vol.12 No.2
C-05	Study on Company Managing Change-Taking Morgan Motor as a Case study	Tong Ren, Junchi Xu and Mingqing Yin	Taiyuan University of Technology College of Art	Abstract Only 1

Breakout room 2	Research Center Staff	: Ms. Wissanee Uomjank
	Session chair	: 1) Mr. Kyaw Zin Htut (Jon) 2) Mr. Karun Worrawitwan
	Commentator	: Assoc. Prof. Charoenchai Agmapisarn, Ph.D.

Code	Case Study Title	Presenter	Affiliation	Page/Published
C-06	A STUDY ON LONG-DISTANCE RUNNING EVENT: A WELLNESS RUNNER SATISFACTION AND REVISIT INTENTION	Onanong Chasuwan and Ann Suwaree Ashton	-	1-25
C-07	Factors affecting decision of international students to enroll in Naresuan University	Piyapan Mukphet	Naresuan University	1-13
C-08	Aspects of managing people within New Economy organizations -Tesla	Junchi Xu and Tong Ren	York University	Abstract Only 1
C-09	Study on the Instagram's Role in Tourism Information Services	Mingqing Yin, Sijia Feng and Anqi Zhou	Chulalongkorn University	Abstract Only 1
C-10	A Case Study of Tesla Corporate Innovation Approach	Mingqing Yin, Junchi Xu and Tong Ren	Chulalongkorn University	In progress
C-11	The air pollution control in electronic industry: A case study of the MT company (fictional name).	Anuttara Hongtong, Weerayuth Siriratrungsuk, Predawan Chumsangphan, Niratchaporn Chanklam, Mutita Thuwakham, and Vivat Keawdoungek	Mae Fah Luang University	In progress

Breakout room 3		Research Center Staff : Mr.Kamonpope Promchote Session chair : 1) Miss Pa Pa So (Pam) Commentator : Assoc. Prof. Judhaphan Padunchewit, Ph.D.		
No.	Case Study Title	Presenter	Affiliation	Page/Published
C-12	Strategic management of social impact enterprises during Zero-COVID implementation: An application of value chain analysis in Vietnam	Hang Thuy Thi Do and Truc Ngoc Hoang Dang	Thammasat University	No Publication
C-13	A Study on the Influence of Social media on Decision-Making Behavior of Young Tourists in Paris	Anqi Zhou	Assumption University	Abstract Only 1
C-14	Post-Ukraine-Crisis World Order: Turning Challenges into Opportunities toward Inclusive Growth in the Global Economy	Rey Ty	Payap University	Abstract Only 1
C-15	ASSESSMENT OF THE INITIAL IMPLEMENTATION OF THE BACHELOR OF TECHNICAL-VOCATIONAL TEACHER EDUCATION (BTVTEd) PROGRAM AMONG SELECTED HIGHER EDUCATION	Maureen P. Santos	Mabalacat City College	1-31