

INTERNATIONAL PRESENTATIONS SCHEDULE

กำหนดการเสวนาและการนำเสนอผลงานระดับนานาชาติ



**2023 National and International Conference of
the National Institute of Development Administration
(2nd NIC-NIDA Conference, 2023)**

**“New Frontiers of Sustainable Development through
Designing and Implementing Re-globalization”**

**August 18, 2023 between 01:00 – 04:30 p.m. (Bangkok Time: GMT+7)
National Institute of Development Administration (NIDA),
Bangkok, Thailand**


Group 2 : Paper Presentations

Day 2: Friday, August 18, 2023 (AFTERNOON SESSION)



Group 2	: Paper Presentations 1
Disciplines/Fields	: Public Administration (PA)
 Location	: Room 4001 4 th Floor, Navamindrachiraj Building, NIDA, Bangkok, Thailand
 Facebook Live	: -
Research Center Staff	: Mr.Paron Vongchan
Session chair	: นายประติพันธ์ เทียรเพ็ชร
Registration Staff	: Miss Athiyaphan Sribunkhum
Commentator	: Ruechagorn Traitananuson, Ph.D.

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No.	Paper Title	Presenter	Affiliation	Page/Published
P-01	The Role of Perceived Ease of Use, Perceived Usefulness and Public Trust In Enhancing Citizen Participation In Social Media	Mrs. Nguyen Thi Uyen Trang, Mr. Hien Thi Ngoc Huynh and Linh Do	Center For Public Administration, International University, Vietnam National University- Ho Chi Minh City, Vietnam	1-21 (Top Paper Awards)
P-02	Assurance of human rights for prisoners serving prison sentences in Vietnam's law on criminal judgment execution	Mrs. Phuong Lan Nguyen and Mr. Khuyen Huynh Vo	GSPA, NIDA, Thailand	1-10
P-03	Bamboo Diplomacy: Crumbling Strategy Amid the Sino-US Competition	Ms. Charissa Suk-ieam	The Faculty of Political Science, Thammasat University, Thailand	1-19
P-04	CIRCULAR ECONOMY IS ESSENTIAL FOR VIETNAM'S SUSTAINABLE DEVELOPMENT – EXPERIENCE FROM SINGAPORE	Mr. Chanh Thanh Minh Nguyen and Ms. Phuong Van Nguyen	International University - Vietnam National University HCMC, Vietnam	1-15
P-05	Neo-empiricist vs. Critical Debate in Public Policy Analysis: Fundamental Dimensions and Focal Considerations	Mr. Noe John Joseph Endencio Sacramento and Mr. Piyapong Boossabong	College of Social Sciences, University of the Philippines Cebu & School of Public Policy, Chiang Mai University. Thailand	1-23
P-06	Treating the Philippine rural water systems as a common pool resource: The role of institutional design and social context in the in the sustainability of community-managed Rural Domestic Water Systems	Mr. Antonio Jr Divinagracia Salazar and Ms. Nozel Christy Fabila	School of Public Policy, Chiang Mai University, Thailand	1-23 (Top Paper Awards)


 **Contact** : Ms.Notorn Khemsastra (097-2349575)

Day 2: Friday, August 18, 2023 (AFTERNOON SESSION)



Group 2	: Paper Presentations 2
Disciplines/Fields	: Applied Statistics & Information and Technology (AS)
 Location	: Room 4002 4 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand
 Facebook Live	: -
Research Center Staff	: Mr.Kroekkiet Meethun
Session chair	: นางสาวณัฐฎาภรณ์ หวังแจ่ม / Miss Kanthira Khemanuchet
Registration Staff	: Miss Emelia Goh
Commentator	: Assoc. Prof. Kannapha Amaruchkul, Ph.D.

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No.	Paper Title	Presenter	Affiliation	Page/Published
P-07	Online Teaching Quality Management in higher vocational Colleges and under the Background of Regular Epidemic Prevention and Control	Mrs. Han Chen and Ms. Ganratchakan Lertamornsak	Suan Sunandha Rajabhat University, Thailand	1-11
P-08	The Impacts of Hospital Logistics Strategies on Performance	Ms. Nuttaya Suesat and Mr. Assadej - Vanichchinchai	Faculty of Engineering, Mahidol University, Thailand	1-13
P-09	A STUDY OF GREEN LOGISTICS MANAGEMENT IN RICE CULTIVATION OF THAI FARMERS FOR SUSTAINABILITY CASE STUDY: FARMERS IN SAKON NAKHON PROVINCE	Mr. Weerayuth Kaengaew and Ms. Thianthip Bandoophanit	Faculty of Business Administration and Accountancy, Khon Kaen University, Thailand	1-24
P-10	Unipolarity, Multipolarity, Non-Alignment, or Grassroots-Led Re-Globalization? International Political Economy Continuity and Change for Sustainable Development	Mr. Rey Ty	Department of Peace Studies, International College, Payap University, Thailand	NIDA Development Journal


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Day 2: Friday, August 18, 2023 (AFTERNOON SESSION)

Group 2	: Paper Presentations 3
Disciplines/Fields	: Development Economics (DE)
 Location	: Room 4003 4 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand
 Facebook Live	: -
Research Center Staff	: Mr.Poom Jewprasertpan
Session chair	: Mr. Kanatis Ratanopas
Registration Staff	: Miss Natnicha Sabdasen
Commentator	: Assoc. Prof. Prasopchoke Mongsawad, Ph.D.

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No.	Paper Title	Presenter	Affiliation	Page/Published
P-11	A Study on Converting Lottery Money into Pensions	Ms. Pornpen Vora-Sittha and Ms Parichat Klingthong	NIDA, Thailand	NIDA Development Journal
P-12	PHEIC, Investor Sentiment, Vaccination, and Stock Market: Experiment on COVID-19	Ms. Lin Xiao and Ms. Vesarach Aumeboonsuke	International College of NIDA, Thailand	NIDA Development Journal
P-13	Exploring the main factors influencing stock price volatility in China based on the GARCH-MIDAS model	Mr. Li Jiacheng	Pusan National University, South Korea	NIDA Development Journal
P-14	National Space Strategies: Building Thailand's LEO Industry Cluster	Mr. Watanyoo Suksangiam, Mr. Ussanai Nithirochananont, Mr. Pornthep Navakitkanok, Mr. Atipat Wattanuntachai and Mr. Panom Intarussamee	King Mongkut's University of Technology Thonburi (KMUTT), Thailand	NIDA Development Journal
P-15	A Study of China Stock Market Trend from Implementing the Common Prosperity Policy	Mr. Athakrit Thepmongkol and Ms. Sutthiyan Nitikitpaiboon	The School of Development Economics, National Institute of Development Administration, Thailand	NIDA Development Journal (Top Paper Awards)
P-16	The Effect of Institutional Factors on Inward FDI in Asian Developing Countries	Ms. Thinn Nay Chi Sun	Chulalongkorn University, Thailand	1-30


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Day 2: Friday, August 18, 2023 (AFTERNOON SESSION)



Group 2	: Paper Presentations 4
Disciplines/Fields	: Social Development (SD)
 Location	: Room 4004 4 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand
 Facebook Live	: -
Research Center Staff	: Mr.Wachirapon Boondouylarn
Session chair	: Mr. Kawinwach Ariyatorntarakit /
Registration Staff	: Miss Sunisa Heiliger
Commentator	: Assoc.Prof. Alexander Bukh (Victoria University of Wellington, New Zealand)/ Assoc.Prof. Chawalee Na Thalang

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No.	Paper Title	Presenter	Affiliation	Page/Published
P-17	Artificial Intelligence Education from the Perspective of United Nations Documentation: Realising Global Sustainable Development Goals	Ms. Xiaoxu Jia	Harbin Institute of Technology, China	NIDA Development Journal
P-18	Promoting Sustainable Peace and Social Development: Exploring Phronetic Trauma Healing Among Refugees in The Thai-Myanmar Border	Ms. Ashe Chakhesang	Payap University Chiangmai, Thailand	1-27
P-19	Current situation and thinking of information of university educational administration	Ms. Wang Yuyan and Ms. Nuntiya Noichun	Suan Sunandha Rajabhat University, Thailand	NIDA Development Journal
P-20	Application of Maslow's hierarchy of Needs theory in student management in higher vocational colleges	Ms. Yang Yu and Ms. Ganratchakan Letamornsak	Suan Sunandha Rajabhat University, Thailand	NIDA Development Journal
P-21	Research on the training mode of talents urgently needed in local higher vocational colleges under the background of supply side	Ms. Ruiqi Xi and Mr. Suttipong Boonphadung	Suan Sunandha Rajabhat University, Thailand	NIDA Development Journal
P-22	THE GUIDENCES OF MOTIVATION THEORY IN HIGHER VOCATIONAL COLLEGES TEACHER MANAGEMENT	Mrs. Yuzhen Yuan and Ms. Ganratchakan Letamornsak	Department of Educational Administration, Kasetsart University, Thailand	1-16


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Day 2: Friday, August 18, 2023 (AFTERNOON SESSION)



Group 2	: Paper Presentations 5
Disciplines/Fields	: Social Development (SD)
 Location	: Room 4005 4 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand
 Facebook Live	: -
Research Center Staff	: Mr. Sakchai Thongoon
Session chair	: Mr. Yosapon Thammarongrak
Registration Staff	: Mr. Atirat Butnoi
Commentator	: Asst. Prof. Chulaporn Kobjaiklang, Ph.D.

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No.	Paper Title	Presenter	Affiliation	Page/Published
P-23	Creation of Risk Management Model for Educational Administration of Chinese Higher Vocational Colleges	Mr. Mingxue Chen and Ms. Ganratchakan Lertamornsak	Suan Sunandha Rajabhat University, Thailand	1-11 (Top Paper Awards)
P-24	The Model of Mental health Education Management in Chinese Universities	Ms. Jianhe Dou and Ms. Wipada Prasansaph	Suan Sunandha Rajabhat University, Thailand	1-11
P-25	Dilemma and Outlet of Knowledge Management for Student affairs management in Higher Vocational Colleges	Mrs. Jianyi Yan and Ms. Nuntiya Noichun	Suan Sunandha Rajabhat University, Thailand	1-16
P-26	Management of Student Affairs in Chinese Higher Vocational Education	Mr. Jingtong Cai and Ms. Ganratchakan Lertamornsak	Suan Sunandha Rajabhat University, Thailand	Abstract Only 1
P-27	Development of Blended Learning Model in Chinese Vocational Colleges	Mrs. Lidan Chen and Ms. Ganratchakan Lertamornsak	Suan Sunandha Rajabhat University, Thailand	1-14
P-28	The Revision of China's University Constitution	Mr. Wu Hao and Ms. Ganratchakan Lertamornsak	Suan Sunandha Rajabhat University, Thailand	1-11


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Day 2: Friday, August 18, 2023 (AFTERNOON SESSION)



Group 2	: Paper Presentations 6
Disciplines/Fields	: Social Development (SD)
 Location	: Room 4006 4 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand
 Facebook Live	: -
Research Center Staff	: Mr.Natthawit Chairatanatrai
Session chair	: Ms. Supaporn Ngamlikitwattanakul
Registration Staff	: Mr.Phurin Aeksuk
Commentator	: Assoc. Prof. Kullatip Satararужи, Ph.D.

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No.	Paper Title	Presenter	Affiliation	Page/Published
P-29	The modernization of private higher education management systems in China	Mr. Xi Yang and Ms. Wipada Prasansaph	Suan Sunandha Rajabhat University, Thailand	1-12
P-30	Guidelines for educational administration by Total Quality Management (TQM) in Chinese College	Mrs. Yalan Xiao and Ms. Thada Siththada	Suan Sunandha Rajabhat University, Thailand	1-12
P-31	Organizational culture in Chinese Educational School	Mr. Shihao Xu and Ms. Thada Siththada	Suan Sunandha Rajabhat University, Thailand	Abstract Only 1
P-32	Art education management in the digital age	Mr. Xin Xu and Ms. Thada Siththada	Suan Sunandha Rajabhat University, Thailand	1-12
P-33	Legalization of educational administration promotes the provincial management of university students in China	Mr. Fengyi Zhang and Ms. Ganratchakan Lertamornsak	Suan Sunandha Rajabhat University, Thailand	1-16
P-34	Cultural Policy and Locating Cultures: Production and Expression of Locality in Sakon Nakhon through Indigo-Dyed Textiles	Ms. Pimnara Chanorn	Faculty of Social Sciences, Chiang Mai University, Thailand	NIDA Development Journal


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Day 2: Friday, August 18, 2023 (AFTERNOON SESSION)



Group 2	: Paper Presentations 7
Disciplines/Fields	: Social Development (SD)
 Location	: Room 4007 4 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand
 Facebook Live	: -
Research Center Staff	: Mr.Sapon Sarub
Session chair	: Miss Atitiya Runjindarat
Registration Staff	: Miss Sirinda Katuration / Mr.Kittinun Jongaree
Commentator	: Assoc. Prof. Boon-Anan Phinaitrup, Ph.D.

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No.	Paper Title	Presenter	Affiliation	Page/Published
P-35	Measures to improve the management of career guidance education for teachers in colleges	Ms. Gao Jing and Ms. Ganratchakan Lertamornsak	Suan Sunandha Rajabhat University, Thailand	NIDA Development Journal
P-36	Managing diversity and inclusivity in educational settings	Mr. Xiong Chonghan	Suan Sunandha Rajabhat University, Thailand	NIDA Development Journal
P-37	The Influence of Principal Leadership on Middle School Teacher Retention in Weishan County, Yunnan Province	Ms. Hang Chen and Ms. Arisara - Leksansern	Faculty of Social Sciences and Humanities, Mahidol University, Thailand	1-26
P-38	The construction of education support system for left-behind children in rural China	Mrs. Rui Wang and Ms. Ganratchakan Lertamornsak	Suan Sunandha Rajabhat University, Thailand	Abstract Only 1
P-39	The Guidelines Professional Code Ethics for Teachers in Educational Administration of Private University	Mrs. Yanqing Wang and Ms. Ganratchakan Lertamornsak	Suan Sunandha Rajabhat University, Thailand	1-12 (Top Paper Awards)
P-40	A Model Development of Talent Training Mode for University-Enterprise Cooperation in Northern China	Mrs. Wen Chengyu and Ms. Thada Siththada	Suan Sunandha Rajabhat University, Thailand	Abstract Only 1


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Day 2: Friday, August 18, 2023 (AFTERNOON SESSION)



Group 2	: Paper Presentations 8
Disciplines/Fields	: Environmental Development (EnD)
 Location	: Room 4008 4 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand
 Facebook Live	: -
Research Center Staff	: Miss Nawinda Amadtohed
Session chair	: Miss Chanokporn Suwittayapan
Registration Staff	: Mr.Thanapol Suakong
Commentator	: Asst. Prof. Karika Kunta, Ph.D.

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No.	Paper Title	Presenter	Affiliation	Page/Published
P-41	The Role of Intellectual Capital and Environmental Regulations in Escalating Innovative and Business Performance	Binh Thi Thanh Truong, Phuong V. Nguyen and Thien Minh Tran	Center For Public Administration, International University, Vietnam National University- Ho Chi Minh City, Vietnam	1-28
P-42	Sustainable Development of Microorganisms Based on Biodiversity Safety	Gao Desheng, Jia Xiaoxu, Xu Fangfei and Yu Bing	Harbin Institute of Technology, China	NIDA Development Journal
P-43	Municipal solid waste management with Income Generated from Recyclable Waste in Satun Municipality	Ms. Warangkana Jutidamrongphan, Mr. Samnang Tim and Niramom Kuamsab	Faculty of Environmental Management, Prince of Songkla University, Thailand	1-13
P-44	Life Cycle Assessment of Incentive Travel: A case of Phitsanulok Province	Mrs. Araya Sukkasem	Faculty of Logistics and Digital Supply Chain, Naresuan University, Thailand	NIDA Development Journal


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Day 2: Friday, August 18, 2023 (AFTERNOON SESSION)


Group 2	: Paper Presentations 9
Disciplines/Fields	: Communication Arts & Management Innovation (CM)
 Location	: Room 4013 4 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand
 Facebook Live	: -
Research Center Staff	: Mr. Anon Suksak
Session chair	: Mr. Kittin Kaglai
Registration Staff	: Miss RUI ZHAO
Commentator	: Assoc. Prof. Ousa Biggins, Ph.D.

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No.	Paper Title	Presenter	Affiliation	Page/Published
P-45	The Development and Management Differences of Physical Education in Higher Education Management	Mr. Guodong Li	Suan Sunandha Rajabhat University, Thailand	NIDA Development Journal
P-46	Analysis of the innovative management mode of university education under the Internet environment	Ms. Chu Naiying and Ms. Nuntiya Noichun	Suan Sunandha Rajabhat University, Thailand	NIDA Development Journal
P-47	The Influence of Brand Anthropomorphism on Brand Attitude	Ms. Ye Zhang and Ms. Chanansara Oranop Na Ayutthaya	Graduate School of Communication of Communication Arts and Management Innovation, NIDA, Thailand	1-26
P-48	FACTORS INFLUENCING VIETNAMESE MEN'S BUYING INTENTION ON PERSONAL CARE ON E-COMMERCE PLATFORMS DURING BIG ONLINE SHOPPING EVENTS	Mr. Hau Le and Ms. Phuong Mai Nguyen	Faculty of Digital Communication, Gia Dinh University, Ho Chi Minh City, Vietnam	1-28

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Day 2: Friday, August 18, 2023 (AFTERNOON SESSION)

Group 2	: Paper Presentations 10
Disciplines/Fields	: Language and Communication (LC) / Tourism Management (TM) / Human Resource Development (HRD)
 Location	: Room 5001 5 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand
Research Center Staff	: Mr.Satakun Termthaimongko
Session chair	: Miss Muanfun Tangpinijkarn
Registration Staff	: Miss XIN GU / Mr. Nonpawit Sirijan
Commentator	: Asst. Prof. Compol Swangboonsatic, Ph.D./ Assoc. Prof. Juthamas Kaewpijit, Ph.D.



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No.	Paper Title	Presenter	Affiliation	Page/Published
P-49	IMPLICATION OF LINGUISTIC LANDSCAPE TO "SONGKLHA TOWARDS WORLD HERITAGE SITE" PROJECT	Ms. Lanchukorn Sriwimon	Faculty of Humanities and Social Sciences, Thaksin University, Thailand	Abstract Only 1-2
P-50	Unveiling Linguistic Creativity: Exploring English Code-Mixing in Thai Popular Songs	Mrs. Wanattaya Mongkon and Mr.Kosin - Panyaatisin	Language and Communication, NIDA, Thailand	1-19
P-51	Developing a Web-Based Trip Planning System to Reveal Thailand's Hidden Gems and Boost Local Businesses: A Software Engineering Approach	Aung Pyae, Tiparpa Jindarat, Kawin Srisilpavongse, Kritawat Kraiwitchocharoen, Kiartnarin Udomlapsakul, Nuttayos Charukulvanich, Kritchavit Thippayajindakul, Nattakit Pisitsup, Burapa Chinwatanakit, Maia Kawamura, Mathis Person, Napatra Navanugraha, Tai Tienboon, Natdanai Aramrueng, Chawin Sungkhapong and Gevalin Wongweerakit	International School of Engineering, Faculty of Engineering, Chulalongkorn University, Thailand	1-36
P-52	Human resource management and human resource development:Evolution and contributions	Mr. Zhang Zhenqing and Mr.Suttipong Boonphadung	Suan Sunandha Rajabhat University, Thailand	NIDA Development Journal
P-53	STRESS RESISTANCE AMONG JUNIOR MIDDLE SCHOOL STUDENTS IN CHONGZUO CITY, CHINA AND DEVELOPMENT OF GUIDELINES TO ENHANCE STRESS RESISTANCE	Ms. Danping Chen	Faculty of Social Sciences and Humanities, Mahidol University, Thailand	1-40
P-54	Analysis of employment status of private colleges and countermeasures	Mrs. Xuanlin Wu and Ms. Thada Siththada	Suan Sunandha Rajabhat University, Thailand	Unpublished


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Day 2: Friday, August 18, 2023 (AFTERNOON SESSION)

Group 2	: Paper Presentations 11
Disciplines/Fields	: Business Administration (BA)
 Location	: Room 5002 5 th Floor, Navamindradhiraj Building, NIDA, Bangkok, Thailand
 Facebook Live	: -
Research Center Staff	: Mr.Thahasorn Piboon
Session chair	: Mr.Dhriwit Assawasirisilp
Registration Staff	: Mr. AUNG MYO HTUN / Mr. Pitchayakiat Udornsathit
Commentator	: Assoc. Prof. Asda Chintakananda, Ph.D.

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No.	Paper Title	Presenter	Affiliation	Page/Published
P-55	An Investigative Study on Factors Impacting Student Attitudes Towards Onsite Learning	Mr. Teranet Sethabutra	Bangkok University International, Thailand	1-17
P-56	ANALYSIS OF GAP BETWEEN GREEN PURCHASE INTENTION AND GREEN PURCHASE BEHAVIOR: A CASE STUDY OF VIETNAMESE STUDENTS	Han Nu Ngoc Ton and Ms. Tien Chau Thuy Huynh	Center for Public Administration, International University, Vietnam National University Ho Chi Minh City, Vietnam	NIDA Development Journal
P-57	Research on Digital Transformation Strategy of A Fund Management Company	Mr. YU Jun Guan	Faculty of Management Science, Dhonburi Rajabhat University, Thailand	1-20
P-58	EXPLORING THE RELATIONSHIP BETWEEN EMPLOYER ATTRACTIVENESS AND JOB APPLICATION INTENTION OF MILLENNIALS AND GENERATION Z	Ms. Samita Mingkhwan and Mr. Jul Thanasrivanitchai	Kasetsart University	1-19
P-59	Modelling Marketing Executive of Ethical Leadership Indicator in Sport Sponsorship	Pongsakorn Chunphiphatphong, Prin Laksitamas and Suthep Duangchinda, Difan Dui, Li Baoguo and Jarinya Phinyoyong	Siam University, Thailand	NIDA Development Journal
P-60	Research on marketing strategy of Shantou Gymboree Early Education Center	Ms. Xuedan Wang		1-25
P-61	Managing the Multigenerational Workforce and the future workplace	Ms. Napalai Buasuwan	Thammasat University, Thailand	1-23

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