

Conference Proceedings 2018



THE ICBTS
Research Conference Proceedings 2018

International Academic Multidisciplinary Research Conference 2018

Proceeding of

**INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE**

*Zurich, Switzerland
20–22 July, 2018*

THE 2018 ICBTS



**Edited by Kai Heuer, Wismar University, Germany
Chayanan Kerdpitak, IBEST Conference & Publication, USA
Ebrahim Soltani, Hamdanbin Smart University, UAE
Gilbert Nartea, Lincoln University, New Zealand
Vipin Nadda, University of Sunderland, United Kingdom**

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Conference Three Themes

The International Business Tourism and Applied Sciences Research Conference

The International Education Social Sciences and Humanities Research Conference

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THE 2018 ICBTS

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By Dr. Chayanan Kerdpitak & Professor Dr. Kai Heue & Professor Dr. Ebrahim Soltani, ICBTS Institute Conference Center & IJBTS International Journal of Business Tourism and Applied Sciences

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INTRODUCTION

We would like to welcome our colleagues to the International Business Education Social Sciences Humanities Tourism Transport Technology Research Conference. It is the nine series in 2018 of Conference on Business Tourism and Apply Sciences was held in Paris. As always many members of the ICBTS 2018 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on April to October between Europe and the rest of the world is now well established. This year's event in Vienna (Austria) London (UK) Las Vegas (USA) Amsterdam (Netherlands) Zurich (Switzerland) Oslo (Norway) Helsinki (Finland) Berlin (Germany) Rome (Italy) Lisbon (Portugal) Lucerne (Switzerland) and another continues with the cultural following the very successful and productive event held in London in February 2018 in the field of various types for international academic research conference on Business Education Social Sciences Humanities and Technology. As usual The ICBTS 2018 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2018 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners a like, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Paris represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International review committee and final papers were further reviewed by this volume with 30 contributing authors coming from 18 countries. This book of proceedings has been organized according to following categories:

- Business
- Management
- Marketing
- Accounting
- Financial
- Banking
- Economic
- Education
- Marketing
- Logistics Management
- Social Sciences
- Supply Chain management
- Industrial Management
- Information Technology
- Sciences Technology
- Transport and Traffic
- Tourism Strategic
- Tourism Management
- Tourism Marketing
- Tourism Development Policy and Planning
- Technology Application
- Communication and Sciences
- Humanities
- Health care Management
- Hospitality Management
- Hotel Management

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SPEAKER BACKGROUND



Professor Dr. Ebrahim Soltani

Prof. Dr. Ebrahim Soltani is a Professor of Business School at University of Kent Canterbury in England and he is Department Chair - Quality & Operations Management at Hamdan Bin Mohammed Smart University Dubai of United Arab Emirate. He was appointed associate professor in business management, total quality management, and operation management in 1989 at the University of Kent, he continued his research in the field of operation management, business management. He has published over 50 papers and reports in such journals as International Journal of Technology and Production Research. He supervised a considerable number of PhD theses and is a consultant on industrial and production industry in England and United Arab Emirate.

SPEAKER BACKGROUND



Professor Dr. Kai Heuer

Prof. Dr. Kai Heuer is full professor for business administration at the Business Faculty of Wismar University in Germany. Before, he served as a full professor at the Environmental Campus of Trier University of Applied Sciences. He studied business administration in Germany and the U.S.A. and holds an MBA and a doctoral degree. He has management experience from leading positions in different companies and as business consultant. His research areas are management accounting, organizational development, and international management where he has published numerous papers, reports and textbooks. He is the head of Master Program in Business at Wismar University and a member of the Schmalenbach-Society for Business Economics, Cologne; managing director of the Institute of Health-, Senior- and Social Management; and a former member of the board of the Centre for Aviation Law and Management.

2018 ICBTS CONFERENCE ZURICH PROGRAM

The 2018 ICBTS International Multidiscipline Research Conference	
20 June 18 8.30 – 09.10 (W)	REGISTRATION & WELCOME Welcome meeting at The Novotel Zurich Messe, Switzerland
	Session Chair <i>Professor Dr. Kai Heuer, Germany</i> <i>Professor Dr. Hiromi Ban, Japan</i> <i>Dr. Douglas J Marshall, USA</i>
20 June 18 09.15 – 11.00	Session A1 Paper 1 (101) EFFECTIVENESS OF SELF-HELP GROUP PROGRAM FOR IMPROVING SELF-CARE BEHAVIOR AMONG TYPE 2 DIABETIC PATIENTS RECEIVING SERVICES AT SUB-DISDRICT HEALTH PROMOTION HOSPITALS IN BANGKONTHEE DISTRICT, SAMUT SONGKRAM PROVINCE, THAILAND Wanich Suksathan, Boonsri Kittichottipanich, Thipapan Sungkhapong, Kantapong Prabsangob Paper 2 (53) FIRE CONFINEMENT, POSTPARTUM CARE IN THAI TRADITIONAL MEDICINE Pongsak Jaroengarmsamer and Pradapet Krutchangthong and Wannee Promdao Paper 3 (109) STRESS COPING OF ELDERLY IN COMMUNITY Nitaya Sichamnong Paper 4 (110) PERCEPTION OF SELF EFFICACY AND DELIVERY SKILLS OF NURSING STUDENTS Asst. Prof. Oranuch Chaopreecha Paper 5 (111) THE RESULTS OF USING MIXED LESSONS OF FOLK SONGS FOR NURSE STUDENTS IN NURSING CARE OF WOMEN DURING CHILDBIRTH Asst. Prof. Dr. Boonsri Kittichottipanich, Sumitta Swangtook Paper 6 (123) PERCEPTION OF THE SOCIAL MEDIA MESSAGE OF THE FIRST UNDERGRADUATE STUDENTS FROM THE PUBLIC RELATIONS IN SUANSUNANDHA RAJABHAT UNIVERSITY, BANGKOK THAILAND Chanyapat Sangsuwon, Netdao Yooyong Paper 7 (8) EPISTEMOLOGICAL ACCESS TO A HIGHER EDUCATION PROGRAMME IN BUSINESS AND INFORMATION ADMINISTRATION Shairn Hollis-Turner
	Coffee & Tea Morning take in the room
11.01 – 12.30	Session A 2 Paper 1 (112) THE DEVELOPMENT OF DELIVERY PRACTICE INSTRUMENT AND ACTUALLY DELIVERY LEARNING OUTCOMES IN THE NURSING STUDENTS Asst. Prof. Dr. Sudpranorm Smuntavekin Paper 2 (113) ELDERLY HEALTH BEHAVIOR IN THE COMMUNITY, BANGKOK, THAILAND Anchalee Jantapo Paper 3 (114) ISSUE OF SEXUAL AND REPRODUCTIVE HEALTH KNOWLEDGE THAT ADOLESCENT NEED TO KNOW Udomporn Yingpaiboonsuk, Krisana Chotechuen, Phakaphon Taewrob, Sunee Aungsupasakorn

	<p>Paper 4 (45) FACTORS INFLUENCING SOCIAL ENTREPRENEURIAL ATTITUDE AND PARTICIPATIVE BEHAVIOR IN SOCIAL ENTERPRISE OF TEENAGERS IN THAILAND; THE IMPLICATIONS FOR SUSTAINABILITY OF SOCIAL ENTERPRISE Pitchayanee Poonpol</p> <p>Paper 5 (46) THE IMPACTS OF SUFFICIENCY ECONOMY PHILOSOPHY AND THAILAND 4.0 ON CROSS-CULTURAL ADJUSTMENT OF EXPATRIATES IN THAILAND Polthep Poonpol</p> <p>Paper 6 (108) THE TECHNIC OF MILITARY TROOP INSPECTING DANCE IN THAI CLASSICAL DANCE Assoc. Prof. Supavadee Potiwetchakul</p>
12.31-13.30	Lunch Break
13.31-14.45	<p>Session A 3</p> <p>Paper 1 (12) THE FOLLOW-UP AND EVALUATE RESEARCH TO THE PROJECT OF PROFESSIONAL LEARNING COMMUNITY (PLC) Pongthep Jiraro and Pracha Einang and Sajee Jiraro and Sopee Chanchoenyuttachai</p> <p>Paper 2 (11) THE CAUSAL MODEL OF WORKFORCE'S SKILL DEVELOPMENT IN THE 21ST CENTURY: NUMERACY Sunisa Juimoungsri and Sajee Jiraro</p> <p>Paper 3 (24) DEVELOPMENT OF MATHEMATICS COMPETENCY TEST UNDER THE THAILAND 4.0 POLICY Mr. Kitisak Deepuen and Mr. Sompoch Anegasukha and Mrs. Natkrita Ngammeerith</p> <p>Paper 4 (25) FACTORS AFFECTING THE PERFORMANCE OF INTERNAL QUALITY ASSURANCE OF UNDERGRADUATE INSTITUTION OF NATIONAL DEFENCE STUDIES INSTITUTE, ROYAL THAI ARMED FORCES HEADQUARTERS Chote Chanwang, Pongthep Jiraro, Saeksan Thongkhumbunchong</p> <p>Paper 5 (50) GENDER-ROLE REFERENCES IN THE SOCCER CONTEXT Faezeh Zamanian and Majid Vesalinaseh</p>
14.46– 15.00	Afternoon Break
15.01 – 16.00	<p>Session A 4</p> <p>Paper 1 (44) IS EXISTENCE A PREDICATE? Dr. Mashhad Al Allaf</p> <p>Paper 2 (43) VIRTUAL COMMUNITIES AND SOCIAL CHANGE: INTERTEXTUALITY AND INTERDISCURSIVITY IN SAUDI ENGLISH LANGUAGE BLOGS Shrouq Al Maghlouth</p> <p>Paper 3 (51) CRITICISM OF PHILOSOPHY IN THE ISLAMIC CULTURE Dr. Mashhad Al Allaf</p>
	SESSION B
<p>20 June 18 09.15 -11.00</p>	<p>Session B 1</p> <p>Paper 1 (102) SMALL AND MICRO COMMUNITY ENTERPRISE MARKETING STRATEGY, DUSIT DISTRICT, BANGKOK Narumon Chomchom</p> <p>Paper 2 (104) THE CONSERVATION OF PRIVATE THAI TRADITIONAL HOUSE FOR TOURIST ATTRACTION TO PROMOTE THAI CULTURAL TOURISM. CASE STUDY OF "MR. KUKRIT PRAMOJ'S HOUSE" BANGKOK THAILAND Dr. Supakit Mulpramook</p> <p>Paper 3 (106) REFLECTIVE THINKING ABILITIES OF STUDENT TEACHERS IN RAJABHAT UNIVERSITIES OF RATANAKHOSIN GROUP Asst.Prof. Dr. Sucheera Mahimuang</p> <p>Paper 4 (14) THE ETHNOGRAPHY STUDY OF THE HUMAN DIMENSIONS IN THE URBAN LIFE Associate Professor Jaruwan Kumpetch</p> <p>Paper 5 (107) EFFECTS OF 2R2W MODEL IN TEACHING SUMMARY WRITING Asst. Prof. Dr. Wipada Prasansaph</p>

	<p>Paper 6 (127) THE STAFF PERFORMANCE EFFICIENCY OF THE OFFICE OF THE PRESIDENT, SUAN SUNANDHA RAJABHAT UNIVERSITY Saowanee Kumneadrat, Asst. Prof. Dr. Komon Paisal</p> <p>Paper 7 (37) RESPONSIBLE INNOVATION-THE CASE OF ETHIC TECHNOLOGY ASSESSMENT OF FINANCIAL TECHNOLOGY Chih Cheng Lo and Hsin Chuan Cho</p>
	Coffee & Tea Morning take in the room
11.01 – 12.30	<p>Session B 2</p> <p>Paper 1 (119) CONTENT-BASED INSTRUCTION: THE EXPERIENCES OF FOREIGN TEACHERS IN THAILAND Abigail Melad Essien</p> <p>Paper 2 (120) FACTORS AFFECTING CONSUMER CHOICE OF MOBILE PHONES IN DUSIT DISTRICT Sulawan Pansri, Chatcharin Sadserm</p> <p>Paper 3 (13) RIGHTS OF DIPLOMATS: A COMPARISON OF ISLAMIC LAW AND PUBLIC INTERNATIONAL LAW, THE VIENNA CONVENTION ON DIPLOMATIC RELATIONS 1961, FROM ISLAMIC PERSPECTIVE Muhammad Moin U Deen</p> <p>Paper 4 (121) CULTURAL CAPITAL DEVELOPMENT AND MANAGEMENT OF FOLK PLAY WITH PARTICIPATION OF WAT DHUSITHTHARAM COMMUNITY TO BECOME CULTURAL ATTRACTIONS Asst. Prof. Phusit Phukamchanoad, Khanittha Plubkaew, Asst. Prof. Dr. Suwaree Yordchim</p> <p>Paper 5 (122) SATISFACTION OF THE SERVICES AVAILABLE ON NEW STUDENTS' SELF - REPORTING DAY, SUAN SUNANDHA RAJABHAT UNIVERSITY, ACADEMIC YEAR 2018 Aphichart Kampoomprasert, Chontiya Ledanan</p> <p>Paper 6 (131) SOLUTIONS OF SIMULTANEOUS TO ACCESS AUDIOVISUAL MEDIA USERS AT SUAN SUNANDHA RAJABHAT UNIVERSITY Thanachat Akechat, Dr. Ganratchakan Ninlawan</p>
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	<p>Shamreeza Riaz Paper 3 (28) IMPACT OF INFORMATION COMMUNICATION TECHNOLOGY ON BANK PERFORMANCE OF SELECTED BANKS IN ONDO STATE NIGERIA Dorcias Adebola Babatunde and Akinbowale Oluwatoyin Esther Paper 4 (50) GENDER-ROLE REFERENCES IN THE SOCCER CONTEXT Faezeh Zamanian and Majid Vesalinaseh</p>
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<p>11.01 – 12.30</p>	<p>Session C 2 Paper 1 (105) POWER CHARACTERISTICS IN THAI DRAMA Kusuma Teppharak Paper 2 (115) THEATRICAL ART: RELATIONSHIP OF ILLUSTRATION SCIENCE AND THE FOUR NOBLE TRUTHS Dr. Phakamas Jirajarupat, Parichut Junnuan Paper 3 (116) A SURVEY OF NEEDS OF THE LABOR MARKET IN VISUAL COMMUNICATION DESIGN Dr. Nataporn Rattanachaiwong, Marut Pichetvit, Chantana Insra, Phattanan Kritsanakarn Paper 4 (117) WHEN VICES DESERVE TO BE LAUGHED: MOLIÈRE'S THE MISER Asst. Prof. Dr. Chutima Maneewattana, Saranphat Sangthong Paper 5 (118) RACINE'S PHÈDRE: A MASTERPIECE OF PSYCHOLOGICAL DRAMA Asst. Prof. Dr. Chutima Maneewattana, Phanchita Thanaphongsirabhas Paper 6 (128) FACTORS AFFECTING THE ACCEPTANCE OF USING M-LEARNING MEDIA Aphichart Kampoomprasert, Thitirat Thajeen</p>
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	<p>Paper 3 (2) ASSESSING THE IMPACT OF MAXIMIZING TENDENCY ON CAREER OUTCOMES OF INDIAN IT PROFESSIONALS Prof Vijai N Giri Sayoni Santra</p> <p>Paper 4 (5) SOCIAL MEDIA USAGE IN INTERNAL CORPORATE COMMUNICATION Gulcin Ipek Emeksiz</p> <p>Paper 5 (10) STRATEGIC MANAGEMENT OF TOURISM DESTINATIONS BASED ON THE AUSTRIAN SCHOOL PERSPECTIVE Zhonglu ZENG</p>
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20-21Jun 2018	<p style="text-align: center;">Participation and Discussion</p> <ol style="list-style-type: none"> 1. Dr. Faezeh Zamanian, Iran 2. Dr. Majid Vesalinaseh, Iran 3. Dr. Akinbowale Oluwatoyin Esther, Nigeria 4. Dr. Has Salma Mukhtar, Malaysia 5. Dr. Mohamed Hadjar Kherfane, Algeria 6. Dr. Hanie Kim, Puerto Rico 7. Dr. Maysa Banat, Lebanon 8. Dr. Yousef Karbhari, UK 9. Dr. Ashiqur P. Rahman, Czech Republic
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