

CONFERENCE PROCEEDINGS

ICBTS 2018 LUCERNE



International Academic Multidisciplinary Research Conference 2018

Proceeding of

**INTERNATIONAL ACADEMIC MULTIDISCIPLINARY RESEARCH
CONFERENCE IN LUCERNE 2018**

*Lucerne, Switzerland
12 - 14 December, 2018*

ICBTS 2018



**Edited by Kai Heuer, Wismar University, Germany
Chayanan Kerdpitak, IBEST Conference & Publication, USA
Bob Barrett, American Public University, USA
Vipin Nadda, University of Sunderland, United Kingdom**

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Conference Proceedings

INTERNATIONAL ACADEMIC MULTIDISCIPLINARY RESEARCH CONFERENCE IN LUCERNE 2018

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ICBTS 2018

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Chayanan Kerdpitak, ICBTS Research & Publication, USA
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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:

- Technology
- Information Technology
- Advance Technology
- Industrial
- Business & Economic
- Social Sciences
- Education & Teaching
- Sciences & Technology

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2018 ICBTS CONFERENCE LUCERNE PROGRAM

The 2018 ICBTS International Multidiscipline Research Conference	
12 Dec 18 7.45 – 08.00 (W)	REGISTRATION & WELCOME Welcome meeting at The Radisson Blu Lucerne, Switzerland
Session A	
12 Dec 18 08.00-10.00	Session A1 Paper 1 ONLINE AND MOBILE LEARNING APPS FOR FINANCIAL LITERACY IN MATHEMATICS Asst.Prof. Dr. Krongthong Khairiree Paper 2 SIMPLE COMPUTER CONTROLLED SPECTROMETER Asst.Prof.Dr.Janchai Yingprayoon Paper 3 HEALTH COMMUNITY BASED TOURISM "SEA SALT ROUTE" IN PETCHABURI PROVINCE Assoc. Prof.Tassanee Siriwan, Assoc. Prof.Somsak Buarod Paper 4 MATHEMATICAL PROOF ABILITIES OF THAITEACHERS' STUDENTS MAJORING IN MATHEMATICS Dr.Supotch Chaiyasang Paper 5 ENHANCING UNDERGRADUATE STUDENTS' LEARNING ACHIEVEMENT IN CALCULUS THROUGH REMEDIAL TEACHING STRATEGIES Chaweewan Kaewsaiha, Kanokrat Kunasaraphan, Boonthong Boontawee Paper 6 ERROR ANALYSIS IN ENGLISH ESSAYS OF MASTER STUDENTS, MATHEMATICS EDUCATION, INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY Dr.Kanokrat Kunasaraphan Paper 7 EFFECTIVE AIRLINES DISTRIBUTION Theppaluk Komolvani Paper 8 FACTORS AFFECTING DECISION TO STUDY B.A. (AIRLINE BUSINESS) INTERNATIONAL PROGRAM: A CASE STUDY OF INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY Kaniittha Charennit
10.01- 10.15	Morning Break
10.16- 12.30	Session A 2 Paper 1 ASSESSING DON MUEANG INTERNATIONAL AIRPORT SERVICE FACTORS Kannapat Kankaew Paper 2 THE IMPACT OF NEW COMMERCIAL AIRPORT (UTAPAO), THE NEW DESTINATION OF TRAVELER Korawin Kungwola Paper 3 THE EFFECTIVENESS OF PEER TO PEER SUPPORT IN AN ESL CLASSROOM Robert Heathfield Paper 4 PERCEPTION OF AIRPORT SECURITY: SUVARNABHUMI AIRPORT (BKK) INTERNATIONAL AIRPORT CASE STUDY Darma R. Khairiree Paper 5 MARKETING IN THE MOVIE, HOW PEOPLE ENGAGE FROM PRODUCT PLACEMENT Benjapol Worasuwannarak Paper 6 ASSESSING HISTORICAL AND CULTURAL HERITAGE SIGNIFICANCE FOR TOURISM DEVELOPMENT GUIDELINES: A DISTRICT CASE OF LAMPANG PROVINCE, THAILAND Siripen Yiamjanya Paper 7 IMPACT OF SOCIAL MEDIA ON TOURISM Ms. RojanardWaramontri Paper 8 THE EXPLORATORY STUDY OF SUSTAINABLE TOURISM TO PROMOTE NAKHON PATHOM'S TOURISM INDUSTRY Yingsak Vanpetch, Mahachai Sattayathamrongthian Paper 9 MARKETING MIX FOR SMALL ENTERPRISE: SEA SALT SPA Nalin Simasathiansophon
12.31 -13.30	Lunch

13.31-15.30	<p>Session A 3</p> <p>Paper 1 A STUDY OF RENEWABLE ENERGY POLICIES IN ASEAN: A CASE STUDY OF SOLAR CELLS ENERGY Kongsak Boonarchatong</p> <p>Paper 2 DEVELOPMENT GUIDELINE FOR AGO TOURISM ATTRACTION CASE STUDY OF SIGHTSEEING TOUR ALONG MAHA SAWAT CANAL, BHUDHAMONTHON, NAKON PATHOM Nuntana Ladplee</p> <p>Paper 3 THE ALTERNATIVES OF TRANS FATS REPLACEMENT FOR THAI FOOD MANUFACTURERS Thanongsak Saksiriwuttho</p> <p>Paper 4 STUDY ABROAD STUDENTS IN SALAYA, NAKORNPATHOM AND THEIR CONTRIBUTION TO THE LOCAL ECONOMY: GUIDELINES FOR THE LOCAL COMMUNITY Sommaya Prachyangprecha</p> <p>Paper 5 CRITICAL SUCCESS FACTORS AFFECTING BASIC GROUND HANDLING COURSE OF GROUND SERVICE AGENTS Nisara Paethrangsi</p> <p>Paper 6 AN ANALYSIS OF PUSH AND PULL TRAVEL MOTIVATION OF FOREIGN TOURISTS IN VISITING WAT ARUN RATCHAWARAM RATCHAWARAMAHAWIHAN, THAILAND Parichat Pleechan, Kanamon Suwantada</p> <p>Paper 7 ASIA'S BOUTIQUE A UNIQUE AIRLINE: BANGKOK AIRWAYS AS A CASE Krisada Lapromma, Kannapat Kankaew</p> <p>Paper 8 STRATEGIC IMPLEMENTATION FOR MICE HOTELS: TOWARDS A CONCEPTUAL FRAMEWORK Kamonluk Phophan, Jantima Banjongprasert</p>
15.31- 15.45	Afternoon Break
15.46 – 17.45	<p>Session A 4</p> <p>Paper 1 FABRIC PRINTING PATTERN DEVELOPMENT FROM LAO SONG TEXTILE PATTERN OF SUPHAN BURI PROVINCE. Suwit Sadsunk</p> <p>Paper 2 THE ART OF THE CONTEMPORARY EMBROIDERY DESIGNS, BY THE STUDY OF PERFORATED WOODWORK PATTERNS IN THE GINGERBREAD HOUSE STYLE AT VIMANMEK MANSION IN THAILAND Chanoknart Mayusoh</p> <p>Paper 3 THE IMPACT OF REAL EXCHANGE RATE ON ECONOMIC GROWTH: THE CASE OF SOUTH AFRICA Hlompo Panelope Maruping and Maatlametlo Kehithhile</p> <p>Paper 4 OF EMOTIONAL INTELLIGENCE ON EMPLOYEE ENGAGEMENT: A CASE STUDY IF NON- GOVERNMENT ORGANIZATIONS IN PAKISTAN Ms. Sunbul Cheema</p> <p>Paper 5 COMBATING WITH UNRESOLVED ISSUE OF PIRATING:TO WHAT EXTENT PRICE DIFFERENCES MODERATE THE RELATIONSHIP BETWEEN INTENTION AND PURCHASE BEHAVIOR OF PIRATED CDs? Nor Azila Mohd Noor and Azli Muhammad</p> <p>Paper 6 EFFECTIVENESS OF COLLABORATIVE AND TRADITIONAL TEACHING ON STUDENTS' MATHEMATICS ACHIEVEMENT AT 8TH GRADE Dr. Muhammad Zafar Iqbal and Jahan Ara Shams</p> <p>Paper 7 ENHANCING THE GLOBAL VALUE CHAIN FOR THE FISH INDUSTRY IN UGANDA Kagaba Kuraishi and Lunkuse Jackline Sharot</p> <p>Paper 8 PROMOTING THE EFFECT OF SOCIAL SKILLS OF HIGH-FUNCTIONAL ADOLESCENTS WITH ASD THROUGH PEER NETWORK INTERVENTION Stamatina Kalyveza and Professor Aik. Maridaki-Kassotaki and Professor Agg Gena</p>
Session B	
12 Dec 18 08.00 -10.00	<p>Session B 1</p> <p>Paper 1 DEVELOPMENT A FRAMEWORK FOR SUSTAINABLE LEAN MANUFACTURING AND EMPLOYEE ADVOCACY: TOWARDS SUSTAINABILITY PERFORMANCE Juthamas Brommanop, Jantima Banjongprasert</p>

	<p>Paper 2 THE IMPACTS OF NETWORKING ON SMES INTERNATIONALIZATION IN THE INTERNATIONAL TRADE SHOW CONTEXT Somcanae Yodpram, Jantima Banjongprasert</p> <p>Paper 3 FACTORS AFFECTING EMPLOYEE PERFORMANCE TO INCREASE EFFICIENCY: A CASE STUDY OF INTERNATIONAL COLLEGE, SUANSUNANDHA RAJABHAT UNIVERSITY Nantapat Leelaumpornsini, Assoc.Prof.Chaweewan Keawsaiha</p> <p>Paper 4 STUDY OF STUDENTS' SATISFACTION TOWARDS CLASS SCHEDULE: INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY Alisa Putjanart, Theppaluk Komolvani</p> <p>Paper 5 FACTORS AFFECTING TO THE OPERATION OF THE ACTION PLAN: A CASE STUDY OF INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY Akaphon Thamabut, Kanyapilai Kunchornsirimongkon</p> <p>Paper 6 STAFF'S ATTITUDE AND PARTICIPATION IN INTERNAL QUALITY ASSURANCE: A CASE STUDY OF INTERNATIONAL COLLEGE, SUANSUNANDHA RAJABHAT UNIVERSITY Jintana Tipratana, Yanika Chuentako</p> <p>Paper 7 FACTORS AFFECTING TO LECTURERS' PUBLICATIONS AND PRODUCTIONS: INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY Patrawut Seravisut, Dr.Supakorn Pochamansirikol</p> <p>Paper 8 SATISFACTION OF FIRST YEAR STUDENTS TOWARDS STUDENT ACTIVITIES AT INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY Methawat Sangsai, Taksina Bunbut</p>
10.01 - 10.15	Morning Break
10.16 - 12.30	<p>Session B 2</p> <p>Paper 1 A STUDY OF STUDENTS' BEHAVIOR AND PARTICIPATING IN SPORT CLUB OF INTERNATIONAL COLLEGE STUDENTS. SUAN SUNANDHA RAJABHAT UNIVERSITY Surachai Noikhammueang, Kangwarn Phothong</p> <p>Paper 2 ANALYSIS OF MARKETING COMMUNICATION TRAVEL WEBSITES: TOURISM AUTHORITY IN 10 ASEAN COUNTRIES Ratchatasorn Chandraworrasit, Paween Chacariyanuyok</p> <p>Paper 3 SATISFACTION OF STAFF AND STUDENTS IN USING INTERNET SERVICE: INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY Akechai Doung-Eang, Pat Vivatpattanakul</p> <p>Paper 4 STUDENT'S SATISFACTION WITH THE LOCATION AND FACILITIES: INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY Kritthaneth Makkapaweethawath, Supaksiri Prakancharoen</p> <p>Paper 5 FACTORS AFFECTING ORGANIZATION AND STAFF'S COMMITMENT TO INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY Thitharee Jitpratun, Nakaporn Ketgomut</p> <p>Paper 6 FACTORS INFLUENCING DECISION MAKING TO PARTICIPATE IN OUT-GOING STUDENT EXCHANGE PROGRAM: INTERNATIONAL COLLEGE, SUAN SUNANDHA UNIVERSITY Yozitar Somcharoen, Jeffrey Dickie</p> <p>Paper 7 STUDENTS' CONFIDENCE IN PARTICIPATING THE TALENTED TEACHERS OF SCIENCE AND MATHEMATICS PROJECT Neungruthai Jainim, Asst.Prof.Dr.Janchai Yingprayoon</p> <p>Paper 8 SATISFACTION OF DISBURSEMENT SERVICES: A CASE STUDY OF INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY Chaorit Pinit, Thanongsak Saksiwuttho</p> <p>Paper 9 DEVELOPMENT OF KNOWLEDGE ACQUISITION GUIDELINES FOR PERSONNEL PROCUREMENT, INTERNATIONAL COLLEGE, SUAN SUNANDHA UNIVERSITY Chanthana Anuleechan, Dr.Supotch Chaiyasang</p>
12.31 - 13.30	Lunch
13.31 - 15.30	<p>Session B 3</p> <p>Paper 1 THE STUDY OF INTERNAL QUALITY ASSURANCE AT INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY Nuchanan Boonto, Assoc. Tassanee Siriwan</p> <p>Paper 2 TOURISM IMPACTS AND THE MANAGEMENT OF LOCAL COMMUNITY WISDOMS: A CASE STUDY OF THAKA COMMUNITY, SAMUT SONGKHRAM PROVINCE, THAILAND Sapannga Piyakarn, Siripen Yiamjanya</p>

	<p>Paper 3 THE LOGISTICS PROCESS OF PRODUCTION FRAGRANT COCONUT IN RATCHABURI PROVINCE Wannee Sutthachaidee</p> <p>Paper 4 PERFORMANCE APPRAISAL IN SERVICE SECTOR FOR COLLEGE OF LOGISTICS AND SUPPLY CHAIN Suntaree Patcharaprateep, Srayut Kuanmuang</p> <p>Paper 5 THE PRODUCTION OF SCIENTIFIC TOOLS FOR STEM EDUCATION IN BIOLOGY SUBJECT Piyada Achayuthakan</p> <p>Paper 6 COMMUNICATION ANXIETY FOR THAI STUDENTS WHO LEARN ENGLISH AS A SECOND LANGUAGE DURING THEIR LEARNING EXPERIENCE Pat Vivatpattanakul</p> <p>Paper 7 SELF-SERVICE TECHNOLOGY (SST) AND SERVICE PERSPECTIVES OF HOSPITALITY INDUSTRY IN THAILAND Thanasit Suksutdhi</p> <p>Paper 8 FACTORS THAT AFFECTING CONSUMER'S BEHAVIOR OF HONDA CIVIC IN BANGKOK METROPOLITAN AREA Waranya Nimraksa, Asst.Prof.Dr.Denis S. Ushakov</p>
15.31-15.45	Afternoon Break
15.46-17.15	<p>Session B 4</p> <p>Paper 1 CHEMICAL COMPOSITION AND CERTAIN COMPONENTS OF SEA SALT FROM SAMUT SONGKHRAM PROVINCE, THAILAND Rattana Panriansaen, Nustha Kitprathaung</p> <p>Paper 2 DEVELOPMENT OF ALGINATE MICROSPHERES CONTAINING MICHELIA ALBA FLOWER ESSENTIAL OIL USING FOR PERFUME BODY GEL. Nustha Kitprathaung, Rattana Panriansaen</p> <p>Paper 3 EFFECTS OF MARKET SEGMENTATION ON CONSUMERS' NEEDS SATISFACTION AND ORGANISATIONAL GROWTH IN INTERCONTINENTAL DISTILLERS LIMITED, LAGOS, NIGERIA Ajibike Abayomi Adeyemi</p> <p>Paper 4 AN INVESTIGATION ON THE EFFECTS OF LIFT SKILLS EDUCATION ON THE REDUCTION OF ANXIETY AND AGGRESSION AMONG THE PERSONNEL EMPLOYED AT ZAFAR BONAB AND NOVIN GOSTAR BONAB STEEL PRODUCT PLANT Ebrahim Teshnehdel</p> <p>Paper 5 PROFESSORS' PERCEPTIONS OF UNIVERSITY STUDENTS' AUTONOMY Kian Pishkar and Nooshin Nasery and Kiarash Pishkar</p> <p>Paper 6 MEASURING OF SUSTAINABLE DEVELOPMENT IN UKRAINE AND PAKISTAN Irfan Rasheed</p>
	SESSION C
<p>13 Dec 18</p> <p>09.31 - 10.45</p>	<p>Session C 1</p> <p>Paper 1 IMPACT OF EMOTIONAL INTELLIGENCE ON EMPLOYEE ENGAGEMENT: A CASE STUDY OF NON-GOVERNMENT ORGANIZATIONS IN PAKISTAN Sunbul Cheema</p> <p>Paper 2 THE POWER OF MULTINATIONAL COMPANIES IN A GLOBAL WORLD José G. Vargas-Hernández, L.R.C.I. Mariela Sandoval Valencia</p> <p>Paper 3 THE RELATION BETWEEN LEADERSHIP BEHAVIOR WITHIN HOTEL MANAGER AND THE FUNCTIONAL SATISFACTION OF STAFFS Ahmad Al-Mkadmeh</p> <p>Paper 4 IS THERE REAL FREEDOM OF SCHOOL CHOICE? AN ANALYSIS FROM CHILI Mauro Mediavilla</p>
	Conference Close
14 Dec 2018	Free day for Participants

CONTENTS

ONLINE AND MOBILE LEARNING APPS FOR FINANCIAL LITERACY IN MATHEMATICS	1
Asst.Prof. Dr. Krongthong Khairiree	
SIMPLE COMPUTER CONTROLLED SPECTROMETER	8
Asst. Prof. Dr. Janchai Yingprayoon	
HEALTH COMMUNITY BASED TOURISM "SEA SALT ROUTE" IN PETCHABURI PROVINC.....	14
Assoc. Prof.Tassanee Siriwan, Assoc. Prof.Somsak Buarod	
MATHEMATICAL PROOF ABILITIES OF THAI TEACHERS' STUDENTS MAJORING IN MATHEMATICS.....	19
Dr. Supotch Chaiyasang	
ENHANCING UNDERGRADUATE STUDENTS' LEARNING ACHIEVEMENT IN CALCULUS THROUGH REMEDIAL TEACHING STRATEGIES	26
Chaweewan Kaewsaiha, Kanokrat Kunasaraphan, Boonthong Boontawee	
ERROR ANALYSIS IN ENGLISH ESSAYS OF MASTER STUDENTS, MATHEMATICS EDUCATION, INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY.....	35
Dr. Kanokrat Kunasaraphan	
EFFECTIVE AIRLINES DISTRIBUTION	41
Theppaluk Komolvani	
FACTORS AFFECTING DECISION TO STUDY B.A. (AIRLINE BUSINESS) INTERNATIONAL PROGRAM: A CASE STUDY OF INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY.....	45
Kanittha Charernnit	
ASSESSING DON MUEANG INTERNATIONAL AIRPORT SERVICE FACTORS	52
Kannapat Kankaew	
THE IMPACT OF NEW COMMERCIAL AIRPORT (UTAPAO), THE NEW DESTINATION OF TRAVELER.....	57
Korawin Kungwola	
COMBATING WITH UNRESOLVED ISSUE OF PIRATING: TO WHAT EXTENT PRICE DIFFERENCES MODERATE THE RELATIONSHIP BETWEEN INTENTION AND PURCHASE BEHAVIOUR OF PIRATED CDs?...62	
Nor Azila, Mohd Noor1, Azli, Muhammad2 and Abdullah, A Ghani	
ENHANCING THE GLOBAL VALUE CHAIN FOR THE FISH INDUSTRY IN UGANDA	70
Kagaba Kuraishi	
THE MOTIVATION FOR AIRLINE SAFETY IMPROVEMENTS AFTER ACCIDENTS: A GAME THEORY APPROACH	71
Chen-Wei Li, Mio Suzuki, Tetsuo Yai	
A COMPONENT OF LEAN MANUFACTURING FOR PRACTICES WHICH IS THE 5S PHILOSOPHY OF THE OTOMOTIVE INDUSTRY.....	79
Ümmü Saliha EKEN İNAN, Münevver ÇİÇEKDAĞI	
THE EFFECTIVENESS OF PEER TO PEER SUPPORT IN AN ESL CLASSROOM.....	89
Robert Heathfield	
PERCEPTION OF AIRPORT SECURITY: SUVARNABHUMI AIRPORT (BKK) INTERNATIONAL AIRPORT CASE STUDY.....	94
Darma R. Khairiree	
MARKETING IN THE MOVIE, HOW PEOPLE ENGAGE FROM PRODUCT PLACEMENT	97
Benjapol Worasuwannarak	
ASSESSING HISTORICAL AND CULTURAL HERITAGE SIGNIFICANCE FOR TOURISM DEVELOPMENT GUIDELINES: A DISTRICT CASE OF LAMPANG PROVINCE, THAILAND.....	102
Siripen Yiamjanya	
IMPACT OF SOCIAL MEDIA ON TOURISM	111
Ms. RojanardWaramontri	
THE EXPLORATORY STUDY OF SUSTAINABLE TOURISM TO PROMOTE NAKHON PATHOM'S TOURISM INDUSTRY.....	116
Yingsak Vanpetch, Mahachai Sattayathamrongthian	
MARKETING MIX FOR SMALL ENTERPRISE: SEA SALT SPA.....	121
Nalin Simasathiansophon	
A STUDY OF RENEWABLE ENERGY POLICIES IN ASEAN: A CASE STUDY OF SOLAR CELLS ENERGY.....	128
Kongsak Boonarchatong	
DEVELOPMENT GUIDELINE FOR AGO TOURISM ATTRACTION CASE STUDY OF SIGHTSEEING TOUR ALONG MAHA SAWAT CANAL, BHUDHAMONTHON, NAKON PATHOM.....	133
Nuntana Ladplee	
THE ALTERNATIVES OF TRANS FATS REPLACEMENT FOR THAI FOOD MANUFACTURERS.....	138
Thanongsak Saksiriwuttho	

CONTENTS

AN ASSESSMENT OF STUDENTS' MOTIVATIONS AND PREFERENCE FOR HOSPITALITY AND TOURISM PROGRAMMES IN NORTH-EAST NIGERIA.....	139
Dr Adejoh Apeh Matthew	
THE SOCIO-ECONOMIC IMPACT OF LANGUAGE-IN-EDUCATION POLICY IN ZIMBABWE ON MINORITY LANGUAGE SPEAKERS.....	148
Jubilee Chikasha	
A SURVEY OF ACADEMIC DISHONESTY HAMPERING DISSEMINATION OF KNOWLEDGE IN SECONDARY SCHOOLS IN YOLA METROPOLIS, ADAMAWA STATE NIGERIA.....	149
Hadiza Dauda I, Umar Bobboi	
CORPORATE GOVERNANCE IN THE MANAGEMENT OF NIGERIAN POLYTECHNICS: ISSUES AND CHALLENGES.....	156
Adamu Ismail	
IDENTIFICATION AND REDUCTION OF CHILDREN'S MATH DIFFICULTY AND THEIR MISCONSTRUED MISBEHAVIOR.....	157
Jose M. Ocampo, Jr.	
IS THERE REAL FREEDOM OF SCHOOL CHOICE? AN ANALYSIS FROM CHILE.....	158
Mauro Mediavilla	
STUDY ABROAD STUDENTS IN SALAYA, NAKORNPATOM AND THEIR CONTRIBUTION TO THE LOCAL ECONOMY: GUIDELINES FOR THE LOCAL COMMUNITY.....	178
Sommaya Prachyangprecha	
CRITICAL SUCCESS FACTORS AFFECTING BASIC GROUND HANDLING COURSE OF GROUND SERVICE AGENTS.....	183
Nisara Paethrangsi	
AN ANALYSIS OF PUSH AND PULL TRAVEL MOTIVATION OF FOREIGN TOURISTS IN VISITING WAT ARUN RATCHAWARAM RATCHAWARAMAHAWIHAN, THAILAND.....	189
Parichat Pleechan, Kanamon Suwantada	
ASIA'S BOUTIQUE A UNIQUE AIRLINE: BANGKOK AIRWAYS AS A CASE.....	195
Krisada Lapromma, Kannapat Kankaew	
STRATEGIC IMPLEMENTATION FOR MICE HOTELS: TOWARDS A CONCEPTUAL FRAMEWORK.....	200
Kamonluk Phophan, Jantima Banjongprasert	
DEVELOPMENT A FRAMEWORK FOR SUSTAINABLE LEAN MANUFACTURING AND EMPLOYEE ADVOCACY: TOWARDS SUSTAINABILITY PERFORMANCE.....	208
Juthamas Brommanop, Jantima Banjongprasert	
THE IMPACTS OF NETWORKING ON SMES INTERNATIONALIZATION IN THE INTERNATIONAL TRADE SHOW CONTEXT.....	214
Somcanae Yodpram, Jantima Banjongprasert	
FACTORS AFFECTING EMPLOYEE PERFORMANCE TO INCREASE EFFICIENCY: A CASE STUDY OF INTERNATIONAL COLLEGE, SUANSUNANDHA RAJABHAT UNIVERSITY.....	222
Nantapat Leelaumpornsin, Assoc.Prof. Chaweewan Keawsaih	
STUDY OF STUDENTS' SATISFACTION TOWARDS CLASS SCHEDULE: INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY.....	226
Alisa Putjanart, Theppaluk Komolvani	
FACTORS AFFECTING TO THE OPERATION OF THE ACTION PLAN: A CASE STUDY OF INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY.....	229
Akaphon Thamabut, Kanyapilai Kunchornsirimongkon	
ENTREPRENEURIAL ORIENTATION OF MASTERS LEVEL UNIVERSITY STUDENTS: AN EMPIRICAL STUDY OF DIFFERENT ACADEMIC PROGRAMMES.....	233
Prabin Raj Gautam	
THE IMPORTANCE OF EVENT DESIGN MANAGEMENT TO VISITORS OF A CULINARY EVENT IN CAPE TOWN, WORLD DESIGN CAPITAL 2014.....	234
Zeta Cornelissen, Esti Venske	
RESERVOIR OPERATION OPTIMIZATION USING ARTIFICIAL NEURAL NETWORK.....	235
M. F. Hossein	
COMPARATIVE ANALYSIS OF ICT ADOPTION AS CHANGE MANAGEMENT STRATEGY WITHIN BUSINESS ORGANISATIONS A CASE OF NIGERIA AND USA.....	236
Abdullahi Mohammed, Isa Shehu Shagari	
TRADE, TRANSPORTATION, AND THE ENVIRONMENT: WELFARE EFFECTS OF EMISSIONS REDUCTIONS AND INTERNATIONAL EMISSIONS TRADING.....	237
Yasuhiro Takarada, Takeshi Ogawa, Weijia Dong	
THE RESEARCH OF QUICK RESPONSE IN RETAIL FASHION SECTOR: A CASE OF ZARA(HK).....	253
Simon S.M.	

CONTENTS

INTEGRATION OF KANO MODEL AND SERVQUAL INTO QUALITY FUNCTION DEPLOYMENT FOR DEVELOPING TRAINING PROGRAM	260
KHAIRUL ANUAR MOHD	
STAFF'S ATTITUDE AND PARTICIPATION IN INTERNAL QUALITY ASSURANCE: A CASE STUDY OF INTERNATIONAL COLLEGE, SUANSUNANDHA RAJABHAT UNIVERSITY	269
Jintana Tipratana, Yanika Chuentako	
FACTORS AFFECTING TO LECTURERS' PUBLICATIONS AND PRODUCTIONS: INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY	273
Patrawut Seravisut, Dr. Supakorn Pochamansirikol	
SATISFACTION OF FIRST YEAR STUDENTS TOWARDS STUDENT ACTIVITIES AT INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY	276
Methawat Sangsai, Taksina Bunbut	
A STUDY OF STUDENTS' BEHAVIOR AND PARTICIPATING IN SPORT CLUB OF INTERNATIONAL COLLEGE STUDENTS. SUAN SUNANDHA RAJABHAT UNIVERSITY	280
Surachai Noikhammueang, Kangwarn Phothong	
ANALYSIS OF MARKETING COMMUNICATION TRAVEL WEBSITES: TOURISM AUTHORITY IN 10 ASEAN COUNTRIES	284
Ratchatasorn Chandraworrasit*, Paween Chacariyanuyok	
SATISFACTION OF STAFF AND STUDENTS IN USING INTERNET SERVICE: INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY	288
Akechai Doung-Eang, Pat Vivatpattanakul	
STUDENT'S SATISFACTION WITH THE LOCATION AND FACILITIES: INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY	292
Kritthaneth Makkapaweethawath, Supaksiri Prakancharoen	
FACTORS AFFECTING ORGANIZATION AND STAFF'S COMMITMENT TO INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY	296
Thithree Jitpratam, Nakaporn Ketgomut	
FACTORS INFLUENCING DECISION MAKING TO PARTICIPATE IN OUT-GOING STUDENT EXCHANGE PROGRAM: INTERNATIONAL COLLEGE, SUAN SUNANDHA UNIVERSITY	300
Yozitar Somcharoen, Jeffrey Dickie	
THE POWER OF MULTINATIONAL COMPANIES IN A GLOBAL WORLD	304
José G. Vargas-Hernández, L.R.C.I. Mariela Sandoval Valencia	
THE IMPACT OF E-COMMERCE TOWARDS HOTEL YIELD MANAGEMENT IN MALAYSIA	312
Mohd Faizal Ayob	
A STUDY OF ELECTRONIC-BANKING IN INDIA	317
Sahni Sunny	
THE RELATION BETWEEN LEADERSHIP BEHAVIOR WITHIN HOTEL MANAGER AND THE FUNCTIONAL SATISFACTION OF STAFFS	322
Ahmad Al-Mkadmeh	
THE INVESTIGATION BETWEEN ACCRUALS QUALITY AND USEFULNESS OF BENEFIT IN COMPENSATION CONTRACTS BETWEEN THE FIRMS LISTED IN TEHRAN STOCK EXCHANGE	323
H.Hemati , Z. Ahmadi	
UNBUNDLING VERSUS FREE BUSINESS MODEL PATTERN: A CASE OF TAMAM IMPIAN JAYA ANCOL INDONESIA	324
Bayu Sutikno and Lingga Wardhana	
CAPITAL STRUCTURE IN IRAN E-BUSINESS.....	325
Ali Reza Khademi	
THE EFFECT OF WITHIN-NETWORK TRANSACTIONS ON INFORMATION SEARCH BEHAVIORS AND SATISFACTION	332
Ohjin Kwon	
STUDENTS' CONFIDENCE IN PARTICIPATING THE TALENTED TEACHERS OF SCIENCE AND MATHEMATICS PROJECT.....	333
Neungruthai Jainim, Asst.Prof.Dr. Janchai Yingprayoon	
SATISFACTION OF DISBURSEMENT SERVICES: A CASE STUDY OF INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY	336
Chaorit Pinit, Thanongsak Saksiwuttho	
DEVELOPMENT OF KNOWLEDGE ACQUISITION GUIDELINES FOR PERSONNEL PROCUREMENT, INTERNATIONAL COLLEGE, SUAN SUNANDHA UNIVERSITY.....	339
Chantahan Anuleechan, Dr. Supotch Chaiyasang	

CONTENTS

THE STUDY OF INTERNAL QUALITY ASSURANCE AT INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY	342
Nutchanan Boonto, Assoc. Tassanee Siriwan	
TOURISM IMPACTS AND THE MANAGEMENT OF LOCAL COMMUNITY WISDOMS: A CASE STUDY OF THAKA COMMUNITY, SAMUT SONGKHRAM PROVINCE, THAILAND	345
Sapanna Piyakarn, Siripen Yiamjanya	
THE LOGISTICS PROCESS OF PRODUCTION FRAGRANT COCONUT IN RATCHABURI PROVINCE.....	350
Wanee Sutthachaidee	
PERFORMANCE APPRAISAL IN SERVICE SECTOR FOR COLLEGE OF LOGISTICS AND SUPPLY CHAIN.....	353
Suntaree Patcharapateep, Srayut Kuanmuang	
THE PRODUCTION OF SCIENTIFIC TOOLS FOR STEM EDUCATION IN BIOLOGY SUBJECT.....	359
Piyada Achayuthakan	
COMMUNICATION ANXIETY FOR THAI STUDENTS WHO LEARN ENGLISH AS A SECOND LANGUAGE DURING THEIR LEARNING EXPERIENCE.....	363
Pat Vivatpattanakul	
SELF-SERVICE TECHNOLOGY (SST) AND SERVICE PERSPECTIVES OF HOSPITALITY INDUSTRY IN THAILAND.....	368
Thanasit Suksutdhi	
REVISITING CAUSALITY BETWEEN FINANCIAL AND ECONOMIC GROWTH	372
Rizwan M.M.	
VALUE ADDED STATEMENT OF CORPORATE SOCIAL REPORTING	373
Alok K. Pramanik	
AN INNOVATION APPROACH FOR IMPROVING PASSENGER VESSELS SAFETY LEVEL: AN OVERLOAD PROBLEM.....	374
N. S. F. ABDUL RAHMAN, H. Z. ROSLI	
RELIGIOUS COEXISTENCE BETWEEN MUSLIMS AND NORMANS IN SICILY	375
Muna H. ALKAHTANI	
CHEMICAL COMPOSITION AND CERTAIN COMPONENTS OF SEA SALT FROM SAMUT SONGKHRAM PROVINCE, THAILAND.....	376
Rattana Panriansaen, Nustha Kitprathaung	
DEVELOPMENT OF ALGINATE MICROSPHERES CONTAINING MICHELIA ALBA FLOWER ESSENTIAL OIL USING FOR PERFUME BODY GEL.....	385
Nustha Kitprathaung, Rattana Panriansaen	
FABRIC PRINTING PATTERN DEVELOPMENT FROM LAO SONG TEXTILE PATTERN OF SUPHAN BURI PROVINCE.....	390
Suwit Sadsunk	
THE ART OF THE CONTEMPORARY EMBROIDERY DESIGNS, BY THE STUDY OF PERFORATED WOODWORK PATTERNS IN THE GINGERBREAD HOUSE STYLE AT VIMANMEK MANSION IN THAILAND	398
Chanoknart Mayusoh	
THE IMPACT OF REAL EXCHANGE RATE ON ECONOMIC GROWTH: THE CASE OF SOUTH AFRICA.....	407
Hlompo Panelope Maruping, Maatlametlo Kehithile	
EFFECTIVENESS OF COLLABORATIVE AND TRADITIONAL TEACHING ON STUDENTS' MATHEMATICS ACHIEVEMENT AT 8th GRADE	417
Dr. Muhammad Zafar Iqbal, Jahan Ara Shams	
FACTORS THAT AFFECTING CONSUMER'S BEHAVIOR OF HONDA CIVIC IN BANGKOK METROPOLITAN AREA.....	430
Waranya Nimraksa, Asst. Prof. Dr. Denis S. Ushakov	