



PIM 9<sup>th</sup> National and 2<sup>nd</sup> International Conference 2019:

Global Innovation for Sharing Economy (GISE)

and 2<sup>nd</sup> Smart Logistics Conference

July 5<sup>th</sup>, 2019

3<sup>rd</sup> floor Convention Hall, Panyapiwat Institute of Management

Chaeng Watthana, Nonthaburi Thailand

– *Oral Presentation (International)* –

**Subtheme 1 : Business and Management Room 1**

**2<sup>nd</sup> floor Convention Hall, Panyapiwat Institute of Management Room 2-0206**

*Moderator: Dr.Sunida Piriypada  
Panyapiwat Institute of Management*

No.	Name	Article	Department	Presentation Time
1	SUJITRA SUKKANG PALIDA SRISORNKOMPON WANNATTHA KHANITTHABUD	FACTORS AFFECTING DECISION MAKING ON USING WEDDING PLANNER SERVICES OF PEOPLE IN BANGKOK	PANYAPIWAT INSTITUTE OF MANAGEMENT	11.00 – 11.10
2	KYAW SEIN SUNIDA PIRIYAPADA	FACTORS AFFECTING CUSTOMER SATISFACTION AND CUSTOMER LOYALTY TOWARDS THE INTERNATIONAL LIVESTOCK FEED COMPANIES IN MYANMAR	PANYAPIWAT INSTITUTE OF MANAGEMENT	11.10 – 11.20
3	TANYALUCK THANAPAKIT MITSUHARU AKUDO PARITUD BHANDHUBANYONG	COMMUNICATION NETWORK IN HIGHER EDUCATION FOR THE SHARING ECONOMY	PANYAPIWAT INSTITUTE OF MANAGEMENT	11.20– 11.30
4	WEIDONG LIN LOKWEETPUN SUPRAWAN	STUDY OF VISUAL PACKAGING DESIGN ATTITUDES, PERCEIVED QUALITY, AND PERCEIVED VALUE OF ORGANIC FOODS ON BRAND PREFERENCE OF YOUNG CHINESE CONSUMERS	SRIPATUM UNIVERSITY SCHOOL OF BUSINESS ADMINISTRATION, BANGKOK UNIVERSITY	11.30– 11.40
5	KHIN MYO HTWE SUNIDA PIRIYAPADA	THE IMPORTANCE OF DESTINATION ATTRIBUTES ON VISITOR SATISFACTION AND CUSTOMER VALUE TO TOURISM ON DESTINATION LOYALTY; A SCENIC HILL TOWN IN MYANMAR	PANYAPIWAT INSTITUTE OF MANAGEMENT	11.40 – 11.50
6	BUNHENG LY PITHOON THANABORDEEKIJ	THE INFLUENCE OF SERVICE QUALITY ON PERCEIVED VALUE, CUSTOMER SATISFACTION, AND LOYALTY: A STUDY OF SHOPPING MALLS IN CAMBODIA	PANYAPIWAT INSTITUTE OF MANAGEMENT	11.50 – 12.00

**Subtheme 1 : Business and Management Room 2**

2<sup>nd</sup> floor Convention Hall, Panyapiwat Institute of Management Room 2-0207

*Moderator: Professor Dr. ZhiMin Tang*

*Panyapiwat Institute of Management*

No.	Name	Article	Department	Presentation Time
1	XIAOXIAO LI XUEZHI LI	THE RELATIONS OF "PRAJNA PARAMITA HRDAYA SUTRA" AND MODERN SCIENCE	DHURAKIJ PUNDIT UNIVERSITY	11.00 – 11.10
2	JIUQIN HUANG DEZHAO WANG	FACTORS INFLUENCING THE TOURISTS CONSUMPTION STRUCTURE IN GUIZHOU PROVINCE, CHINA	PANYAPIWAT INSTITUTE OF MANAGEMENT	11.10– 11.20
3	JIAPING LIU TIMTONG NATJUMNONG	THE STUDY OF FOUR-DIMENSIONAL LITERACY IN CHINESE CHARACTER TEACHING IN THAILAND	PANYAPIWAT INSTITUTE OF MANAGEMENT	11.20 – 11.30
4	XINCHANG ZHANG	RESEARCH ON THE INFLUENCE OF CHARACTERISTICS OF EXECUTIVE TEAM ON BUSINESS PERFORMANCE—INTRODUCE CAPITAL LIABILITY RATIO INTERMEDIARY VARIABLE	PANYAPIWAT INSTITUTE OF MANAGEMENT	11.30 – 11.40
5	BO LI	RESEARCH ON THE RELATIONSHIP BETWEEN THE POLITICAL CONNECTION OF EXECUTIVES CORPORATE AND SOCIAL RESPONSIBILITY	PANYAPIWAT INSTITUTE OF MANAGEMENT	11.40 – 11.50

**Subtheme 2 : Education**

**2<sup>nd</sup> floor Convention Hall, Panyapiwat Institute of Management Room 2-0208**

*Moderator: Assistant Dr.Poonnsap Naknaka*

*Panyapiwat Institute of Management*

<b>NO.</b>	<b>NAME</b>	<b>ARTICLE</b>	<b>DEPARTMENT</b>	<b>PRESENTATION TIME</b>
1	NOLA TUDU	FACTORS AFFECTING ENGLISH LITERATURE READING VALUES: A STUDY AT TWO UNIVERSITIES IN THAILAND	ASIA-PACIFIC INTERNATIONAL UNIVERSITY	11.00 – 11.10
2	KLAUDIA SCHMIDT	IS BOREOUT THE NEW BURNOUT? REFLECTIONS ON A NEW WORK RELATED WELL-BEING INDICATOR	BANGKOK UNIVERSITY	11.10– 11.20
3	NANTANA WICHITWARIT	MOTIVATING STUDENTS TO WRITE PUBLICATIONS TO LAUNCH AN EVENT THROUGH PROJECT-BASED LEARNING	PANYAPIWAT INSTITUTE OF MANAGEMENT	11.20 – 11.30
4	SUTHEE KHAMKOEW	NEEDS AND PROBLEMS IN ENGLISH LISTENING AND SPEAKING SKILLS: A CASE STUDY OF THE METROPOLITAN POLICE OFFICERS AT COUNTER SERVICE OF CHANA SONGKRAM POLICE STATION	PHRANAKHON RAJABHAT UNIVERSITY	11.30 – 11.40
5	WENYI LIAO YIFEI FAN	RELATIONSHIP BETWEEN INTERPERSONAL MOTIVATIONS AND OCCUPATIONAL CHOICES OF CHINESE LANGUAGE MAJOR GRADUATED STUDENTS, THAILAND	SUAN DUSIT UNIVERSITY PANYAHPIWAT INSTITUTE OF MANAGEMENT	11.40.–11.50
6	EAKKALUX TANGRATTANAVAREE PALIDA SRISORNKOMPON KRIDTAPHOB VORRAAKKATHAM NICHAYA SRISUCHART	THE STUDY AND DEVELOPMENT OF SCIENCE INSTRUCTIONAL PACKAGES ACTIVITY "THE CHALLENGE ELECTRIC CONDUCTOR CIRCUIT TEST DOLL" FOR PRIMARY SCHOOL CHILDREN (GRADE4 – GRADE6): CASE STUDY OF SIRINDHORN SCIENCE HOME NATIONAL SCIENCE AND TECHNOLOGY DEVELOPMENT AGENCY (NSTDA)	PANYAPIWAT INSTITUTE OF MANAGEMENT	11.50–12.00

**Subtheme 3 : Engineering, Agricultural and Food**

2<sup>nd</sup> floor Convention Hall, Panyapiwat Institute of Management Room 2-0209

*Moderator: Associate Professor Dr.Parinya Sanguansat*

*Associate Professor Dr.Voravit Siripholvat*

*Panyapiwat Institute of Management*

NO.	NAME	ARTICLE	DEPARTMENT	PRESENTATION TIME
1	NAPAT KAMTHONSIRIWIMOL SUKANYA RATTANATABTIMTONG HIDEO HASEGAWA	MEASUREMENT OF PORK LOIN EYE AREA BY USING LOW COST IMAGE PROCESSING SYSTEM	PANYAPIWAT INSTITUTE OF MANAGEMENT KASETSART UNIVERSITY NIIGATA UNIVERSITY	11.00 – 11.10
2	WARANYOO THIPPO CHORKAEW JATURANONDA SORAWIT YAOVASUWANCHAI CHAROENCHAI KHOMPATRAPORN	MULTI-OBJECTIVE OPTIMIZATION MODEL FOR WORKFORCE PLANNING OF RICE SEEDS HARVESTING	KING MONGKUT'S UNIVERSITY OF TECHNOLOGY THONBURI	11.10 – 11.20
3	CHAIWAT PIANKARN PATTARANIT SRIBUREERUK CHIU-HSIA CHIU	PHYSICOCHEMICAL ASSESSMENT OF ROASTED COCOA BEAN SOME PRIVATE COMPANY IN TAIWAN AND THAILAND	PANYAPIWAT INSTITUTE OF MANAGEMNET NATIONAL PINGTUNG UNIVERSITY OF SCIENCE AND TECHNOLOGY	11.20– 11.30
4	KORAWIT CHAISU CHIU-HSIA CHIU	ANTIOXIDANT (FLAVONOID) IN THAI COCOA BEAN	PANYAPIWAT INSTITUTE OF MANAGEMENT NATIONAL PINGTUNG UNIVERSITY OF SCIENCE AND TECHNOLOGY	11.30 – 11.40

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No.	Name	Article	Department	Presentation Time
5	MONRUEDEE CHANTHARAT HANNAH FATIMA EBRO	UPSTREAM VALUE CHAIN ANALYSIS OF SANGYOD MUANG PHATTHALUNG RICE	PANYAPIWAT INSTITUTE OF MANAGEMENT DEUTSCHE GESELLSCHAFT FÜR INTERNATIONALE ZUSAMMENARBEIT	11.40 – 11.50
6	PARITUD BHANDUBANYONG JOHN THOMAS HARRY PEARCE	UBER-FOUNDRY: TECHNOLOGY SHARING IN THE CASTINGS INDUSTRY	PANYAPIWAT INSTITUTE OF MANAGEMENT	11.50 – 12.00