



*- Breakout Session (International) -*

# PIM 8<sup>th</sup> National and 1<sup>st</sup> International Conference

Challenges and Opportunities of ASEAN: Innovative, Integrative and Inclusive Development

Thursday, June 21, 2018

CP ALL Academy Building, Panyapiwat Institute of Management

Chaengwattana Road, Nonthaburi, Thailand

Subtheme 1  
International Education and Employability in Today's Global Society

CP ALL Academy Building, 16<sup>th</sup> Floor, Room 4-1608 Panyapiwat Institute of Management

*Moderator: Miss Kim Escobin Kiatiwongse  
Panyapiwat Institute of Management*

No.	Name	Department	Presentation Time
1	Prof. Dr. Keiko Ikeda	Kansai University	11.00 - 12.30
2	Dr. John Fong	S P Jain School of Global Management	
3	Dr. Nik Aloesnita bt Nik Mohd Alwi	Universiti Malaysia Pahang	

Subtheme 2

Smart Manufacturing 4.0 and Big Data & Digital Marketing

CP ALL Academy Building, 16<sup>th</sup> Floor, Room 4-1602 Panyapiwat Institute of Management

*Moderator:*

*1. Dr. Hongjian Xue Northwestern Polytechnical University*

*2. Yanli He Northwestern Polytechnical University*

No.	Name	Title	Department	Presentation Time
1	<u>Lulu Zou</u>	A SYSTEMATICAL FORECASTING PARADIGM OF THE CONTAINER THROUGHPUT BY MODELING THE RELATIONSHIP BETWEEN DIFFERENT PORTS	Panyapiwat Institute of Management	11.00 - 11.10
2	<u>Assoc. Prof. Dr. Paritud Bhandunubanyon</u> Dr. John T. H. Pearce	CASTING DEVELOPMENTS FOR INDUSTRY 4.0	Panyapiwat Institute of Management	11.10 - 11.20
3	<u>An-Yu Cheng</u> Prof. Dr. Chin-Yi Fang	EXPLORING THE INFLUENCING FACTORS ON CONTINUANCE USAGE AND INFORMATION SHARING INTENTIONS FROM ONLINE RESTAURANT REVIEW PLATFORMS	National Taiwan Normal University	11.20 - 11.30
4	<u>Haoyong Li</u> Delin Li Chaoyu Xiong Wenrong Si Chenzhao Fu Peng Yuan Yiting Yu	HIGH SENSITIVITY MEMS-BASED EXTRINSIC FIBER-OPTIC FABRY-PEROT ULTRASONIC SENSOR	Northwestern Polytechnical University	11.30 - 11.40

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Smart Manufacturing 4.0 and Big Data & Digital Marketing

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No.	Name	Title	Department	Presentation Time
5	<u>Jiming Li</u> Cheng Qian Dr. Ying Feng Zhang	MODELING OF THE VALUE NETWORK IN SMART MANUFACTURING BASED ON FUZZY ANALYTIC HIERARCHY PROCESS AND SOCIAL NETWORK ANALYSIS (NPU)	Northwestern Polytechnical University	11.40 - 11.50
6	<u>Prof. Dr. Chin-Yi Fang</u>	OPPORTUNITY FROM THE USER-GENERATED CONTENT: USING BIG DATA TO ANALYZE THE DETERMINANTS OF ON-LINE POPULARITY OF LANDSCAPE RESTAURANTS	National Taiwan Normal University	11.50 - 12.00
7	<u>Shin-Yu Hou</u> Pro. Dr. Chin-Yi Fang	THE IMPACT OF CONSUMERS' PURCHASE INVOLVEMENT ON CONSUMPTION OF USING O2O: THE APPLICATION OF UTAUT2	National Taiwan Normal University	12.00 - 12.10

Subtheme 3

Management & Entrepreneurship in the Changing World

CP ALL Academy Building, 15<sup>th</sup> Floor, Room 4-1502, Panyapiwat Institute of Management

*Moderator: Dr. Pithoon Thanabordeekij  
Panyapiwat Institute of Management*

No.	Name	Title	Department	Presentation Time
1	<u>Prof. Dr. Edward Tower</u>	RECENT EMPIRICAL WORK AND OLD FASHIONED TRADE THEORY: IMPLICATIONS FOR SMOOTH RELATIONS IN ASEAN	Duke University	11.00 - 11.15
2	<u>Prof. Dr. So SASAKI</u>	ISSUES WITH THAI WEEE (WASTE ELECTRICAL AND ELECTRONIC EQUIPMENT) RECYCLING BILL : COMPARISON WITH OTHER ASIAN COUNTRIES	Chuo University	11.15 – 11.25
3	<u>Assoc. Prof. Dr. Wan-Ping Tai</u>	GUANXI NETWORKING IN THAI-CHINESE ENTERPRISES	Cheng Shiu University	11.25 – 11.35
4	<u>Wei-Ting Chang</u> Prof. Dr. Chin-Yi Fang	DOES CHEF’S CULINARY INNOVATION COMPETENCY MATTER FOR THE RESTAURANT PERFORMANCE	National Taiwan Normal University	11.35 - 11.45
5	<u>Han Ni Swe</u> Dr. Veerisa Chotiyaputta Dr. Peeray Lekkumpor	HOW BUSINESS NETWORKING SHAPE “INDIVIDUAL SUCCESS”; A CASE STUDY FROM MYANMAR BUSINESS PERSONS	Panyapiwat Institute of Management	11.45 – 11.55
6	<u>Tao Wu</u> Dr. Guihua Lu	RESEARCH ON THE RELATIONSHIP BETWEEN GOVERNANCE STRUCTURE AND GOVERNANCE PERFORMANCE OF CHINESE GEM LISTED COMPANIES-BASED ON THE VIEW OF BOARD GOVERNANCE	Panyapiwat Institute of Management	11.55 – 12.05

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No.	Name	Title	Department	Presentation Time
7	<u>Dr. Claus Schreier</u> Dr. Nuntana Udomkit	SMES INTERNATIONAL NETWORK DEVELOPMENT PROCESS: AN EFFECTUATION PERSPECTIVE	Mahidol University International	12.05 – 12.15
8	<u>Duangstuda Songset</u> Dr. Palida Srisornkompon Nichaya Srisuchart Waewpailin Phanphakdi	THE DESIGN AND DEVELOPMENT OF YAMBEAN CURRY PUFF PACKAGING FOR VALUE ADDED MAHASARAKHAM PROVINCE'S OTOP PRODUCTS	Panyapiwat Institute of Management	12.15 – 12.25

Subtheme 4  
Education in the Digital Age

CP ALL Academy Building, 6<sup>th</sup> Floor, Room 4-0603, Panyapiwat Institute of Management

*Moderator: Asst. Prof. Dr. Poonsap Naknaka  
Panyapiwat Institute of Management*

No.	Name	Title	Department	Presentation Time
1	<u>Prof. Dr. Wenli Tsou</u>	IMPLEMENTING CONTENT LANGUAGE INTEGRATED LEARNING (CLIL) IN TAIWAN- A REVIEW STUDY	National Cheng Kung University	11.00 - 11.10
2	<u>Prof. Shangmao CHEN</u>	THE POLITICAL ECONOMY OF INTERNATIONALIZATION OF THAILAND'S HIGHER EDUCATION	Fo Guang University	11.10 - 11.20
3	<u>Sutinee Pourpornpong</u>	STUDENT'S SATISFACTION TOWARDS THE USE OF SCAFFOLDING TO ENHANCE INTERACTIONAL COMPETENCE IN THE EFL SPEAKING CLASSROOM	Assumption University	11.20 - 11.30
4	<u>Luksanaphan Bamrungratanakul</u> Elinie Palomas Srimuang	THE ATTITUDE OF LEARNING ENGLISH AS A FOREIGN LANGUAGE LEARNERS TOWARDS ENGLISH LANGUAGE AFTER USING E-LEARNING	Panyapiwat Institute of Management	11.30 - 11.40
5	<u>Apisara Sritulanon</u> Dr. Sirinun Krisnachinda	THE DEVELOPMENT OF WEB APPLICATION TO IMPROVE ENGLISH SPEAKING ABILITIES AND VOCABULARY	Panyapiwat Institute of Management	11.40 - 11.50

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Education in the Digital Age

CP ALL Academy Building, 6<sup>th</sup> Floor, Room 4-0603, Panyapiwat Institute of Management

*Moderator: Asst. Prof. Dr. Poonsap Naknaka  
Panyapiwat Institute of Management*

No.	Name	Title	Department	Presentation Time
6	<u>Asst. Prof. Dr. Poonsap Naknaka</u> Waraporn Hengsanthia	THE ROLES OF PRIVATE HIGHER EDUCATION INSTITUTIONS IN THAILAND ON THE MISSION OF CONSERVATION, PROMOTION AND ENHANCEMENT OF ART AND CULTURE	Panyapiwat Institution of Management	11.50 – 12.00



Subtheme 5  
Understand Asian Consumers 1

CP ALL Academy Building 6<sup>th</sup> Floor, Room 4-0602, Panyapiwat Institute of Management

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

No.	Name	Title	Department	Presentation Time
1	<u>Sabina Bade</u> Dr. Pithoon Thanabordeekij, Dr. Thammawich Siripahanupong	FACTORS AFFECTING CONSUMER ADOPTION OF MOBILE BANKING SERVICE: A CASE STUDY IN KATHMANDU, NEPAL	Panyapiwat Institute of Management	11.00 - 11.10
2	<u>Meng-Hsuan Wu</u> Prof. Dr. Chin-Yi Fang	IDENTIFYING THE CRITICAL DETERMINANTS FOR THE PRICE OF ASEAN'S HOSTEL	National Taiwan Normal University	11.10 - 11.20
3	<u>Su Sandi Thein</u> Dr. Pithoon Thanabordeekij	INVESTIGATION OF MARKETING MIX ON CUSTOMERS' SATISFACTION TOWARDS LOYALTY IN TELECOMMUNICATION SERVICES: A CASE STUDY ON MYANMAR POST AND TELECOMMUNICATION (MPT)	Panyapiwat Institute of Management	11.20 - 11.30
4	<u>Saw Thar Phyo Wai</u> Dr. Pithoon Thanabordeekij	MOBILE BANKING USAGE INTENTION IN MYANMAR : A CASE STUDY I YANGON AND NAY PYI TAW, MAYANMAR	Panyapiwat Institute of Management	11.30 - 11.40
5	<u>Kornthika Parnkird</u> Dr. Palida Srsornkompon Patamaporn Pongpaibool	THE ANALYSIS OF ENVIRONMENTAL FACTORS OF MEDICAL TOURISM BUSINESS IN THAILAND AFTER STEPPING TOWARDS THE ASIAN ECONOMIC COMMUNITY	Panyapiwat Institute of Management	11.40 - 11.50
6	<u>Kai-Chi Hsu</u> Prof. Chin-Yi Fang	USING THE HEDONIC PRICE THEORY TO INVESTIGATE THE ROOM PRICING DETERMINANTS ON TAIPEI AIRBNB PLATFORM	National Taiwan Normal University	11.50 – 12.00

Subtheme 5

Understand Asian Consumers 2

CP ALL Academy Building , 6<sup>th</sup> Floor , Room 4-0604, Panyapiwat Institute of Management

*Moderator: Dr. Atitep Srikongsri  
Panyapiwat Institute of Management*

No.	Name	Title	Department	Presentation Time
1	<u>Puja Singh</u> Dr. Veerisa Chotiyaputta	A STUDY OF THE RELATIONSHIP BETWEEN ENTREPRENEURIAL ORIENTATION AND ENTERPRISE PERFORMANCE WITH WOMEN'S EMPOWERMENT AS A MEDIATOR	Panyapiwat Institute of Management	11.00 – 11.10
2	<u>Jakkarin Chinsuwan</u> Awasda Kitsoun Kakadas Boun Bounchan Vhongtongkham Thanaree Krajangjaeng Pattrawadee Makmee Autaipohn Kaikaew	COMPARISON OF WORKING MEMORY CAPACITY AMONG THE ELDERLY WITH DIFFERENT LEISURE ACTIVITIES IN CHONBURI	Burapha University	11.10 - 11.20
3	<u>Santipap Hanpakdee</u> Dr. Palida Srisornkompon Wannapa Naburana Dr. Sorachat Rangkaputi	CULTURAL AND SOCIAL FACTORS AFFECTING THE DECISION TO PURCHASE WEIGHT-LOSS SUPPLEMENTS AMONG WORKING-AGE GROUP IN MUEANG DISTRICT, SAMUTSAKHON PROVINCE	Panyapiwat Institute of Management	11.20 - 11.30

Subtheme 5

Understand Asian Consumers 2

CP ALL Academy Building , 6<sup>th</sup> Floor , Room 4-0604, Panyapiwat Institute of Management

*Moderator: Dr. Atitep Srikongsri  
Panyapiwat Institute of Management*

No.	Name	Title	Department	Presentation Time
4	<u>Thin Su Su Htwe.</u> Dr. Pithoon Thanabordeekij	FACTORS INFLUENCING INTERNATIONAL TOURISTS' REVISIT INTENTION TO YANGON, A CASE STUDY IN YANGON, MYANMAR	Panyapiwat Institute of Management	11.30 - 11.40
5	<u>Tianyu Cao</u>	THE INFLUENCE OF CHINESE KUNG FU FILM ON HOLLYWOOD FILM	Dhurakij Pundit University	11.40 - 11.50
6	<u>Nay Chi Oo</u> Dr. Pithoon Thanabordeekij	UNDERSTANDING CONSUMER ADOPTION OF CARD PAYMENT SERVICE THROUGH THE APPROACH OF TRAM MODEL: EMPIRICAL STUDY IN YANGON, MYANMAR	Panyapiwat Institute of Management	11.50 – 12.00