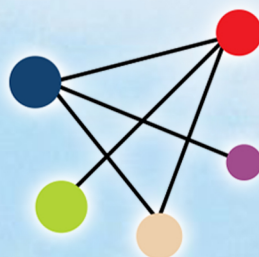




# BOOK OF ABSTRACTS

5<sup>th</sup> TICC



International Conference

26-27  
NOVEMBER 2020

TITLED MULTIDISCIPLINARY  
RESEARCH TOWARDS A  
SUSTAINABLE  
SOCIETY





Book of Abstracts  
The 5<sup>th</sup> TICC International Conference 2020  
titled Multidisciplinary Research Towards a Sustainable Society

Thailand International College Consortium (TICC)

Khon Kaen University International College  
Naresuan University International College  
Burapha University International College  
Prince of Songkla University International College  
Faculty of International Studies, Prince Songkla University



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## **WELCOME MESSAGE FROM THE THAILAND INTERNATIONAL COLLEGE CONSORTIUM (TICC)**

Welcome to the 5th TICC International Conference titled “Multidisciplinary Research Towards a Sustainable Society.” The Thailand International College Consortium (TICC) is sponsoring the 5th International Conference in Khon Kaen province, the commercial and educational center of Northeastern Thailand. The TICC International Conference is an innovative forum for individual scholars, researchers, and students across the globe to share experiences and exchange views on contemporary issues regarding international studies, business and management, tourism and hospitality, media and communications, and sciences and technology. Following the success of the previous TICC conferences, Khon Kaen University International College (KKUIC) is pleased to announce the Call for Papers for the 5th TICC International Conference titled “Multidisciplinary Research Towards a Sustainable Society.” This two-day event is co-hosted by Naresuan University International College, Burapha University International College, Prince of Songkla University International College (Hat Yai Campus), and Faculty of International Studies, Prince Songkla University (Phuket Campus). The conference will be held from Thursday 26 - Friday 27 November 2020.

The TICC International Conference aims to provide a unique opportunity for academics, scholars, researchers, industry stakeholders, local and regional bodies, governmental agencies, and students to gather and create a space for interdisciplinary discussion on ideas, practices, implications, and applications regarding sustainability issues locally and globally. This conference also aims to establish itself as a key event for understanding the threats and risks of globalizing societies by exploring future opportunities in order to put the principles of sustainability into action.

## **TICC CONFERENCE MANAGEMENT COMMITTEE**

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Dean, Khon Kaen University International College

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Dean, Faculty of International Studies, Prince of Songkla University, Phuket Campus

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Dean, Prince of Songkla University International College

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International College

Dr. Atchara Rueangprathum  
Prince of Songkla University  
International College

Asst. Prof. Phaninee Naruetharadhol (Secretary)  
Khon Kaen University International College

## TICC MEMBERS & OUR GOALS

The Thailand International College Consortium (TICC) International Conference is co-hosted by 5 International colleges consisting of Khon Kaen University International College, Burapha University International College, Naresuan University International College, Prince of Songkla University International College, Hat Yai Campus and Faculty of International Studies, Prince of Songkla University, Phuket Campus. These international colleges established the Thailand International College Consortium (TICC) in 2018 to enhance academic collaborations among the partner universities. TICC has the following goals.

1. To exchange Thai and international students at both undergraduate and graduate levels among partner universities
2. To exchange lecturers among partner universities
3. To conduct collaborative research projects.
4. TICC would like to welcome all international colleges in Thailand to become a member and enjoy several benefits that TICC could offer.





## ACKNOWLEDGEMENTS

We would like to acknowledge the contribution made to the 5<sup>th</sup> TICC International Conference by several parties, including all conference participants, the reviewing committee members who contributed their time, energy, and knowledge, the international conference funding from Khon Kaen University, and, importantly, friendship among the TICC member organizations. This international conference could not have successfully held without all the valuable supports.



## CONFERENCE SCHEDULE

November 26 <sup>th</sup> , 2020				November 27 <sup>th</sup> , 2020			
08.30-09.00 Registration				09.00-10.20 Oral Presentation Session 3			
09.00-10.15 Opening Ceremony & Welcoming Remarks				Room 1	Room 2	Room 3	
10.15-10.30 Morning Coffee Break				10.40-12.00 Oral Presentation Session 4			
10.30-11.45 Keynote Speakers				Room 1	Room 2	Room 3	
12.00-13.00 Lunch				12.00-13.00 Lunch			
13.00-14.20 Oral Presentation Session 1				13.00-14.00 Poster Presentation (Hallway)			
Room 1	Room 2	Room 3		14.15-15.15 Panel Session			
14.20-14.40 Afternoon Coffee Break				15.15-16.00 Closing Ceremony & Awards Presentations			
14.40-16.00 Oral Presentation Session 2							
Room 1	Room 2	Room 3					
18.00-21.00 Welcome dinner							

DATE	SUBMISSION ID	ROOM 1 RESEARCH AREA: BUSINESS AND MANAGEMENT	MODERATOR: ASST. PROF. KEVIN P. JONES	
NOVEMBER 26 <sup>TH</sup> , 2020	55	A COMPARISON OF BILL PAYERS' SATISFACTION LEVELS TOWARD MARKETING MIX FACTORS (7PS): A TWO-SCENARIO STUDY IN CHONBURI		SESSION 1
	60	AN ANALYSIS OF TRIPADVISOR REVIEWS OF SHOPPING MALLS IN THAILAND		
	63	INVESTIGATION OF STUDENTS' READINESS THROUGH ONLINE LEARNING DURING COVID-19: CASE STUDY AT BURAPHA UNIVERSITY INTERNATIONAL COLLEGE		
	64	AN EMPIRICAL STUDY OF SERIAL MULTIPLE MEDIATION MODEL OF USER SATISFACTION, EMOTIONAL COMMITMENT IN THE RELATIONSHIP BETWEEN USER MOTIVATION AND CONTINUANCE INTENTION OF THAI MILLENNIAL YOUTUBE USERS IN THAILAND		
	70	EXPLORATORY STUDY ON THE CONSTRUCT OF DETERMINANTS TOWARD SATISFACTION ON BOAT SERVICE QUALITY SERVED ALONG CHAO PHRAYA RIVER		SESSION 2
	76	FACTORS INFLUENCING THE INTENTION TO PURCHASE ON A SMALL RUNNING EVENT		
	95	THE ECONOMIC IMPACT OF GASTRONOMIC TOURISM DURING THE COVID-19 PANDEMIC IN BALI: THE UBUD FOOD FESTIVAL		
	35	THE IMPACT OF ONLINE AND OFFLINE INFLUENCERS ON CUSTOMERS PURCHASE INTENTION		
	26	A STUDY OF FACTORS AND DETERMINANTS OF BRANDING IN THAI LOGISTIC INDUSTRY		SESSION 1
	SUBMISSION ID	ROOM 2 RESEARCH AREA: SCIENCES AND TECHNOLOGY, MEDIA AND COMMUNICATIONS	MODERATORS: DR. WUTTIWAT JITJAK, DR. PITIPONG PIMPISET	
	32	DEVELOPMENT AND EXPERIMENTAL STUDY OF AUGMENTED REALITY PICTURE BOOK APPLICATION FOR KIDS (VIRTUAL PRESENTATION)		
	36	PRACTICAL ASPECTS OF TEACHING ART FUNDAMENTALS THROUGH DIGITAL ILLUSTRATION		
	22	SPECIES DIVERSITY AND TAXONOMY OF FRESHWATER COPEPODS IN SARABURI AND LOPBURI PROVINCES, THAILAND		
	47	A NOTE ON GRAPH TRANSFORMATIONS AND THE INTERMEDIATE VALUE THEOREMS FOR THE ARBORICITY OF GRAPHS		
	50	FORMATION OF 3-DIMENSIONAL BIO-COMPOSITE FROM LOCAL MUSHROOM MYCELIA		
	61	AN EXPLORATORY STUDY ON THE 2 X 2 ACHIEVEMENT GOAL MODEL OF UNIVERSITY STUDENTS' MOTIVATION TO EXERCISE		
	75	MATHEMATICS LEARNING ACTIVITIES DEVELOPMENT FOR THE KNOWLEDGE TRANSFER OF LOCAL WISDOM IN THE EDUCATION FUND PROJECT OF UTTARADIT WITH THE INTEGRATED METHOD IN ACCORDANCE WITH STEM EDUCATION		SESSION 2
	68	EFFECT OF GLYPHOSATE ON MORTALITY AND LIFE HISTORY OF BRACHIONUS QUADRIDENTATUS HERMANN, 1783 (ROTIFERA)		
	77	THE RELATIONSHIP BETWEEN SELF-EFFICACY AND 2 X 2 ACHIEVEMENT GOAL ORIENTATIONS IN REGULATING COLLEGIATE STUDENTS' EXERCISE BEHAVIORS.		
	85	SUITABLE CULTURE MEDIA FOR LOCAL MUSHROOM MYCELIA TO DEVELOP 2-DIMENSIONAL MATERIALS		

DATE	SUBMISSION ID	ROOM 3	MODERATORS: DR. CHUANCHEN BI, DR. THAWATCHAI WORRAKITTIMALEE	
		RESEARCH AREA: TOURISM AND HOSPITALITY, INTERNATIONAL STUDIES		
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	45	INTERNATIONAL TOURIST AWARENESS AND PARTICIPATION IN SOLID WASTE MANAGEMENT: A CASE STUDY OF PHUKET, THAILAND (VIRTUAL PRESENTATION)		
	7	FACTORS AFFECTING INTERNAL TOURISM EXPENDITURE IN THE PHILIPPINES AS THE BASIS FOR A TOURISM ENTREPRENEURIAL BUSINESS OPPORTUNITY MODEL		
	10	ACADEMIC THEORIES AND IMPLEMENTATION OBSTACLES TO DEVELOP AGE-FRIENDLY TOURISM IN PHUKET, THAILAND UNDER THE NEW NORMAL ERA		
	37	STUDY OF CULTURE AND DEVELOPMENT OF THAI PHUAN STANDARD CUISINE RECIPES FOR CULTURAL TOURISM IN UTTARADIT AND SUKHOTHAI PROVINCE		
	46	PREDICTING FACTORS TO CONSUME THE VEGETARIAN FOOD AMONG CAMBODIAN GENERATION Y AND GENERATION Z. THE APPLICATION OF THE THEORY OF PLANNED BEHAVIOR		
	59	THE IMAGE OF SOUTHEAST ASIA: IDENTIFYING A SUPRANATIONAL BRAND IMAGE FROM USER-GENERATED PHOTOS		
	79	THE RELATIONSHIP BETWEEN CULTURAL TOURISM SITES INFORMATION AND THE YOUNG TOURISTS' INTENTION TO VISIT IN SOUTHERN UNITED STATES.		
	44	AN APPROACH FOR ONLINE TEACHING THE COMPOSITION IN DIGITAL PHOTOGRAPHY (VIRTUAL PRESENTATION)		SESSION 2
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	78	JAPAN-CHINA POLITICAL RELATIONS UNDER THE ABE ADMINISTRATION (2012-2020)		
	40	MONTAG'S TRANSFORMATION IN THE DYSTOPIAN WORLD OF RAY BRADBURY'S FAHRENHEIT 451 (VIRTUAL PRESENTATION)		
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	57	REPUTATIONAL CONCERN ANALYSIS: STARTUP ACCELERATORS' STRATEGIC DECISION ON INFORMATION DISCLOSURE REGIME		
	71	AN INVESTIGATION OF THE MARKET SEGMENTATION OF GREEN PRODUCT		SESSION 4
	72	CUSTOMER SELECTION OF ONLINE FOOD PURCHASING IN THAILAND		
	73	EXPLORING BACHELOR DEGREE STUDENTS AWARENESS OF STUDY ABROAD THROUGH ONLINE PLATFORMS		
	74	AN EXAMINATION OF THE MARKET SEGMENTATION OF FUNCTIONAL FOOD		
	86	CONSUMER DECISION MAKING ON HEALTHY SNACK CONSUMPTION: A CONCEPTUAL FRAMEWORK		



DATE	SUBMISSION ID	ROOM 2	MODERATOR: DR. THAWATCHAI WORRAKITTIMEALEE	
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	92	THE EMPIRICAL FRAMEWORK FOR ANALYZING AGRICULTURAL ENTREPRENEURS' TENDENCY TO ADOPT AGRICULTURAL INNOVATION		
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	24	VILLAGE TEMPLE OR NETWORK HUB? - THE CASE OF WAT PHOTHIKARAM		
	53	GOVERNMENT AIDED RURAL PRODUCT PROMOTION AND DEVELOPMENT - AN EMPIRICAL STUDY OF THAILAND AND AUSTRALIA		
	56	-OUR STUDENTS-: TICC STUDENTS AND THEIR NEEDS, MOTIVATIONS, AND DREAMS		
	84	BECOMING INTERNATIONAL: EXPLORING LOCAL STUDENTS' LEARNING EXPERIENCES AT A THAI INTERNATIONAL COLLEGE	SESSION 4	
	87	PRAYUTH'S ADMINISTRATION: IS THAILAND UNDER A FASCIST REGIME?		
	88	REVIEWING NON-STATE ACTOR INFLUENCE ON PUBLIC POLICY: COULD CIVIL SOCIETY BE A RESPONSE TO THINK TANKS?		
	89	SOCIAL MEDIA EXPOSURE AND POLITICAL EFFICACY OF THE YOUTHS IN NAKHON RATCHASIMA PROVINCE IN 2020	SESSION 3	
	SUBMISSION ID	ROOM 3		MODERATORS: DR. JESPER KNIJNENBURG, DR. CHUANCHEN BI
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## **BUSINESS AND MANAGEMENT**

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### **A COMPARISON OF ELECTRICITY BILL PAYERS' SATISFACTION LEVELS TOWARD MARKETING MIX FACTORS (7PS): A TWO- SCENARIO STUDY IN CHONBURI**

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**Abstract:** Customer satisfaction is one of the best key predictors of future organizations informing loyalty and willingness to distribute positive publicity. To increase higher brand values through customers, business basically needs an improvement of all critical activities. This paper aimed to assess and compare the bill payers' satisfaction levels toward marketing mix factors (7Ps) in paying electricity bills at PEA and other payment service counters in Chonburi. Data were collected from 411 respondents who have been serviced by both Provincial Electricity Authority (PEA) and other service counters, with 822 returned surveys distributed every city in Chonburi. Using descriptive and frequency statistics, the findings presented most of the respondents perceived that they were more satisfied when receiving services with other service counters than at PEA counters. To advise PEA services to increase business opportunities and improve managerial implications, PEA counters could develop the services to employ their optimal performance, for example, the information announcement that could help give the information in terms of the firm's products and services and advice of a paying process. For international service marketing implications, satisfaction could represent distinctive or competitive advantages for its services.

**Keywords:** Marketing mix (7Ps), PEA, Satisfaction, Service marketing

## AN ANALYSIS OF TRIPADVISOR SHOPPING MALL REVIEWS IN THAILAND

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**Abstract:** Shopping is an important tourism activity. However, knowledge regarding the understanding of tourist experiences at shopping malls in Thailand is limited. Currently, COVID-19 has impacted the profitability of shopping malls that also face competition from the worldwide rise of e-commerce. Factors that drive positive and negative tourist experiences at Thai shopping malls were investigated using data from online reviews, which have now become an important source of information. A total of 40,504 TripAdvisor reviews concerning 46 major shopping malls in Thailand were analyzed using the latent Dirichlet allocation (LDA) machine learning algorithm. Five types of tourist shopping experiences were identified as *plenitude*, *connectivity*, *food*, *merchandise*, and *commercialism*. A textual salience-valence analysis was also performed to investigate words that drove positive and negative tourist shopping experiences.

**Keywords:** shopping mall, latent Dirichlet allocation, tourist shopping experience, TripAdvisor, online review

## **UNDERSTANDING STUDENTS' READINESS FOR ONLINE LEARNING DURING COVID-19: CASE STUDY AT BURAPHA UNIVERSITY INTERNATIONAL COLLEGE**

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**Abstract:** It is significant to understand student's readiness towards online courses during the COVID-19 outbreak. With the sudden change from traditional education to online learning during the outbreak of deadly disease called Covid-19, many education institutions have to adjust the policy of teaching and learning to facilitate students' schooling. Burapha University International College (BUUIC) has applied online teaching and learning. However, online teaching and learning are considered the newest way of educating. Hence, the college needs to understand students' readiness for online teaching and learning to improve lecturers' teaching performance. The study aimed to understand Burapha University International College students' readiness level of studying through online learning and exploring relationships among variables. The study was conducted using quantitative research. A questionnaire was utilized to collect data. The questionnaire was distributed to 200 respondents through Facebook, Line, and email. The data were analyzed by using descriptive statistics and correlation coefficient. The findings revealed that most students were concerned about using online teaching devices to work with other people, which received the highest average score (3.97). Hypothesis testing showed a strong positive relationship between Internet and computer self-efficiency and online communication self-efficiency, motivation and Internet and computer self-efficiency and motivation, and online communication self-efficiency.

**Keywords:** Coronavirus, Covid-19, Online teaching and learning, Burapha University International College



## **AN EMPIRICAL STUDY OF MEDIATING ROLE OF USER MOTIVATION, EMOTIONAL COMMITMENT BETWEEN USER'S MOTIVATION AND CONTINUANCE INTENTION: A CASE STUDY OF THAI MILLENNIAL YOUTUBE USERS IN THAILAND**

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**Abstract:** Now, many researchers tend to examine consumer's motivation and continuance intention in social media usage by integrating many theories such as Stimulus-Organism-Response (S-O-R), Uses & Gratifications Theory (UGT), Technology Acceptance Model (TAM), and Expectation Confirmation Model (ECM). Nevertheless, a few studies investigated the integration of the Use and Gratification and Expectation Confirmation Model to explore Thai millennial behavior in the usage of social media sites. To fulfill this gap, the aim of the present research is to examine the serial multiple mediation role of user's satisfaction and emotional commitment in the relationship between user's motivation (entertainment value and information consumption value) and continuance intention in Thai Millennial YouTube users by the integration of Use and Gratification theory and Expectation Confirmation Model. The sample was 200 Thai millennial YouTube users born between 1981 and 2000 and followed food channels. The Ordinary Least Square Regression model and Bootstrap approach were used to examine the statistically significant serial mediation effects. The results indicated that the user's satisfaction did not significantly mediate the relationship between user's motivation (entertainment value and information consumption) and continuance intention. On the other hand, emotional commitment significantly mediates the relationship between user's motivation; entertainment value, and information consumption) and continuance intention. Similarly, user's satisfaction and Emotional commitment mediates the relationship between user's motivation; entertainment value, and information consumption) and continuance intention. The results will provide a better understanding of Thai

millennial social media users' behavior for creating marketing content for increasing brand awareness and maintaining YouTube followers.

**Keywords:** Users motivation, Satisfaction, Emotional Commitment, Continuance intention, Thai Millennials

## **EXPLORATORY STUDY ON THE CONSTRUCT OF DETERMINANTS TOWARD SATISFACTION ON BOAT SERVICE QUALITY SERVED ALONG CHAO PHRAYA RIVER**

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**Abstract:** The study deliberated to discover the determinants toward satisfaction of boat service of Bangkokians. The determinants of the study were adopted from service quality, marketing mix, and service commitment. The questionnaires were distributed to 400 passengers who always use the boat service along the Chao Phraya River; the passengers who use the boat service only for crossing the river were excluded from the study. The determinants are evaluated and categorized using exploratory factor analysis (EFA): Principle Component Analysis as the extraction method and Varimax with Kaiser Normalization as the rotation method. The result shows 4 constructs are formed: tangibility, staff quality, service characteristics, and fare. Apart from the EFA result, Confirmatory factor analysis (CFA) is continually applied to confirm the study's theory. The results of CFA are CMIN/DF = 1.970, CFI = 0.972, TLI = 0.966, IFI = 0.972, NFI = 0.950, RFI = 0.948, RMSEA = 0.049. According to the result can be concluded that the determinants in this study are appropriate for further investigation.

**Keywords:** Boat service quality; Chao Phraya River; Satisfaction

## **FACTORS INFLUENCING THE INTENTION TO PURCHASE ON A SMALL RUNNING EVENT**

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**Abstract:** The running event industry has generated numerous incomes for the economy of Thailand since a decade ago. This research attempts to identify the influential factors associated with the intention to purchase on a small running event. With the “intention to purchase,” this research studies its relationship with five independent variables. These factors are the three psychological factors under “Event Image,” which include music band, event theme, charity program, and the two behavioral factors under “Past Behavior,” which are past reward collection and past exercise routine. In order to select the participants as the sampling of this study, a convenience sampling method was used. The study area was selected purposively since no studies have been conducted in Khon Kaen on this topic. Also, Khon Kaen has a running event named “KKUIC, the Insider Color Run,” which is considered a small running event in the Thailand running event industry. This province and the event was selected as the study area. For the first part of the study, the researcher used descriptive statistics to analyze the nominal data. The linear regression was used to analyze the interval data obtained in the second part. The research found that five factors, including music band, past reward collection, past exercise routine, event theme, and charity program, were the significant influence factors to the intention to purchase, respectively.

**Keywords:** event marketing, intention to purchase, small running event, event image, past behavior

## **THE ECONOMIC IMPACT OF GASTRONOMIC TOURISM DURING THE COVID-19 PANDEMIC IN BALI: THE UBUD FOOD FESTIVAL**

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**Abstract:** This paper's main objective is to assess the economic impact in Bali during the COVID-19 pandemic by proposing the case of the Ubud Food Festival 2019 with input-output analysis. Due to the outbreak, most scheduled festivals in 2020 have been canceled, including Ubud Food Festival 2020. Local business and local visitor expenditure surveys were conducted to examine the direct effect of the festival. This study constructs a regional output, value-added, and income multipliers to compute the indirect effect generated by 54 sectors in Bali's economy. The result revealed that, among the gastronomic tourism-related sector, the food and beverage service industry has the largest number on the regional output multiplier, recreational and sporting activities have the largest number on the value-added multiplier, and the transportation support service industry has the largest number on the income multiplier. Considering the backward linkage and large multiplier numbers of the tourism sector, hence gastronomic tourism could be the 'key' sector to expand Bali's economic growth. This study analyzes the current tourism industry responses to Bali's economy during the pandemic and influences regional tourism policy design in the middle of the crisis.

**Keywords:** economic impact; gastronomic tourism; input-output model; Ubud Food Festival; multiplier

## **FACTORS INFLUENCING CUSTOMER PERCEPTION OF ONLINE AND OFFLINE STORES**

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**Abstract:** As none of the research has specifically studied this topic, we thoroughly examine the factors influencing customer perception of online and offline stores, for instance, credibility, trustworthiness, and attractiveness. The three main factors (credibility, attractiveness, and trustworthiness) are separated into six independent variables impacting customer purchase intention for both online and offline channels. The respondents are 210 people all over Thailand based on the SEM method (Structural Equation Modeling). The result represented that online and offline trustworthiness substantially impacted customer purchase intention, which would generate a business strategy to meet the customers' needs.

**Keywords:** Customer perception, online stores, offline stores



## **UNDERSTAND CONSUMER PERCEPTION OF LOGISTICS BRANDING CREATION IN THAILAND**

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**Abstract:** This research seeks to study factors and determinants that affect logistic branding creation by studying consumers' various characteristics to implement effective marketing strategies for the logistics industry. All experimental factors are personal, social, and cultural factors. The researchers gathered the data from 300 observations around six regions of Thailand and used descriptive analysis and structural equation modeling approaches to do hypothesis testing and answer the research questions. The results show that most consumers chose the Thai Post office and Kerry as the top choices to buy products online. The work shows that only personal factors and cultural factors can significantly influence branding creation, which can lead to a positive effect on Brand Image, Brand Quality, Price determination.

## **STUDY OF THE CIRCULAR ECONOMY BUSINESS MODEL OF THE COMPANIES IN PETROCHEMICAL BUSINESS**

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**Abstract:** Plastic waste is a problem in many countries, leading to ocean plastic pollution, environmental issues, and climate change. For this reason, the circular economy has been discussed in many stages around the world. The simplest definition of the circular economy is extending the products' life cycle by sharing, reducing, reusing, repairing, and recycling. Since the circular economy concept for a petrochemical business that produces plastic is still new for Thailand, there is a lack of research. These research findings show that with the growth of the circular economy across the world, many organizations show awareness and action about their engagement to solve plastic waste problems using circular economy approaches. This research will demonstrate the actions, regulations, and commitments that lead to the companies' business strategy that produces polyolefin. This research will describe the business model of design for recyclability, mechanical recycling, chemical recycling, and renewable feedstock. Petrochemical companies in Thailand will benefit from this research by using the business model and knowledge as the guidelines for their business direction.

**Keywords:** Circular economy, Climate change, Petrochemical, Plastic, Recycling

## **AN EXAMINATION OF THE ASSOCIATION BETWEEN HEALTHCARE CENTRE'S IMAGE, SERVICE QUALITY, AND PATIENT SATISFACTION**

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**Abstract:** This research aimed to find the factors determining customer satisfaction and loyalty in the healthcare service industry. This article employed a sample of 252 outpatients in Khon Kaen City, Thailand, and performed a statistical analysis using the structural equation modeling (SEM) approach. These empirical results revealed that corporate image affects patient expectations and then influences perceived service quality, patient satisfaction, and loyalty. Nevertheless, this article indicated that a corporate image could help build patients' perceived service quality directly regardless of the mediating role of patient expectation in the health service business.

**Keywords:** Health Service, Image, Perceived Quality, Patient Loyalty, Patient Satisfaction

## **CUSTOMER SATISFACTION OF USING MOBILE BANKING APPLICATION: CASE OF KHON KAEN CITY**

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**Abstract:** The study analyzes the user behavior of mobile banking applications in various banks in Khon Kaen city. The purpose is to study the factors affecting the customer's mobile banking usage intention and provide a guideline for improving mobile banking applications. This research applied the technology acceptance model with the addition of accessibility, value addition, user-friendly, and customer awareness factors.

The descriptive results show that most mobile banking applications sample groups are female, aged 20 or lower, occupation as a student, and average income equal to 20,000 Baht or lower per month.

The results show that user-friendly relatively affects perceived usefulness. Moreover, perceived usefulness positively affects the attitude that affects customer intention to use mobile banking applications.

**Keywords:** Mobile banking, customer awareness, perceived usefulness, perceived ease of use

## **MANAGING THE IMPACT OF OPEN INNOVATION IMPLEMENTATION ON SMES' INBOUND AND OUTBOUND INNOVATIONS**

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**Abstract:** Open innovation allows small- and medium-sized enterprises (SMEs) to integrate internal and external ideas into their business model. This paper aims to examine the impact of open innovation implementation on firms' propensity for inbound and outbound innovations, and propose the open innovation implementation (OII) as the managerial tool to emerge open innovation in SMEs depending on three factors: (1) knowledge management, (2) organizational structure, and (3) networks. While SMEs have limited resources and capabilities to manage such an open innovation process. The analytical method is based on structural equation modeling (SEM). Empirical analyses based on data collection from 636 Thai SMEs indicate that open innovation implementation plays a significant role in relating to the open innovation practices. The key findings can help SMEs to understand better the importance of organizational structure, knowledge management system, and networks in the open innovation process by (1) promoting the cross-functional teams made of internal and external talents to share knowledge across firm boundaries and (2) being able to improve firm inbound and outbound innovations.

**Keywords:** Open innovation implementation, organizational structure, knowledge management, networks, Thai SMEs

## **REPUTATIONAL CONCERN ANALYSIS: STARTUP ACCELERATORS' STRATEGIC DECISION ON INFORMATION DISCLOSURE REGIME**

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**Abstract:** This study investigates startup accelerators' strategic decisions on exerting effort to observe the quality of portfolio ventures and adopt information disclosure policies when the accelerators are exposed to the reputational loss from misreporting information about the quality of ventures. The accelerator's behavior of disclosing upward and downward biased information about portfolio ventures are considered in the model. Findings show that the accelerator has an incentive to truthfully reveal information consistent with the observed quality of ventures when the equity fee charged by the accelerator is adequately high. More precisely, the accelerator exerts an adequately high effort level and adopts the full disclosure regime if the reputational loss is adequately high. When the reputational loss is low, the accelerator exerts no effort and strategically adopts the partial disclosure regime for negative (positive) information based on private information about the negative (non-negative) expected return of the venture portfolio on hand. Otherwise, the accelerator strategically reports information contradicting the observed quality of ventures when she charges a low equity fee.

**Keywords:** Startup accelerators, reputational concern, effort exertion level, partial disclosure regime, the full disclosure regime



## **AN INVESTIGATION OF THE MARKET SEGMENTATION OF GREEN PRODUCT**

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**Abstract:** This research aims to identify the market segments of green food products in Thailand and determine customer purchase behavior in each segment. This article employed a sample of 45 participants in Khon Kaen City, Thailand, and used the ward's cluster analysis statistical technique. The empirical results revealed two appropriate market segments. The first segment includes consumers who regularly consume non-green foods. Their consumption behavior depends on the situation they want to consume without considering nutritional values and environmental impacts. We called this first group the general consumer segment. The second segment involved consumers who usually consume environmental-friendly products and focus on nutrition and health. This group of consumers is regarded as the green consumer segment.

**Keywords:** Green food, food industry, health and fitness trend, green consumer, food related-life style

## **CUSTOMER SELECTION OF ONLINE FOOD PURCHASING IN THAILAND**

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**Abstract:** This research aimed to find the factors determining the adoption of online food purchasing in Thai consumers. This article employed a sample of 350 Thai consumers in the Northeast of Thailand and performed a statistical analysis using the structural equation modeling (SEM) approach using age, income, and gender as moderators. The empirical results revealed that perceived social norms, perceived compatibility, perceived complexity, perceived relative advantage, and perceived risk were the main constructs that influence an individual's adoption of online food purchasing. This article recommended that online food distributors reduce the complexity of purchasing food online by providing more details on the products and increasing payment methods to satisfy the old generation.

**Keywords:** Perceived Social Norm, Perceived Compatibility, Perceived Complexity, Perceived Relative Advantage, and Perceived Risk

## **EXPLORING BACHELOR DEGREE STUDENTS AWARENESS OF STUDY ABROAD THROUGH ONLINE PLATFORMS**

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**Abstract:** With the globalization of elites and genius, the transnational flow becomes more accessible and more frequent. More and more students in the choice of school, showing the trend of studying abroad. This study's primary purpose is to explore Bachelor's degree students' awareness of study abroad through online platforms. Therefore, this study creates a research model to explain the relationship between College Students' awareness of studying abroad and online platforms. We investigated the data of 300 undergraduate students and graduate students who want to continue their further education utilizing an online questionnaire. The results show that online platforms that can completely contain "Basic University Information," "Environment Information," and "Academic Information" can directly affect students' intention to study abroad. According to the statistical calculation of logistic regression and variance analysis, most college students are more influenced by Academic Information when choosing to study abroad. This paper is limited and single, and only has a particular reference value for Chinese Bachelor degree students' awareness of studying abroad after obtaining information on online platforms. It is suggested that more influencing factors should be found out in future research.

**Keywords:** online platform, awareness, undergraduate students, study abroad, information sharing

## **AN EXAMINATION OF THE MARKET SEGMENTATION OF FUNCTIONAL FOOD**

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**Abstract:** This research aims to identify the market segments of functional food products in Thailand and determine customer purchase behavior in each segment. This article employed a sample of 47 participants in Khon Kaen City, Thailand, and used the ward's cluster analysis statistical technique. The empirical results revealed two appropriate market segments. The first segment is the low-to-middle level of health consumers. Low-to-middle-level health consumers are sometimes interested in their health and do not worry about the price. Low-to-middle level consumers would consider eating something good for their body but do not avoid all the bad additives such as food with preservatives or added artificial tastes. However, high-level health consumers are consumers who are interested in the product's price and have high regard for their health. They would prefer fresh rather than pre-packed foods and try to avoid any artificial additives in their foods. They are more active than low-to-middle level consumers in planning and looking for their foods, they care about their health, so they would be anticipating what they would have in the next meal.

**Keywords:** Functional food, food industry, health consumer, food related-life style

## **CONSUMER DECISION MAKING ON HEALTHY SNACK CONSUMPTION: A CONCEPTUAL FRAMEWORK**

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**Abstract:** In the present day, there are many convenience stores in Thailand. Consumers purchase consumer goods or beverages in a convenience store. Consumers usually buy snacks in convenience stores because it is convenient for purchasing, and has various snacks to keep up with consumer demand. Since consumers have health concerns, entrepreneurs have participated in selecting healthy snack brands to sell in convenience stores. Entrepreneurs will use most stimuli that affect customer attitude and purchase intention, such as package design, brand image, pricing, sale promotion, and trends in Thailand. Entrepreneurs can use this paper to develop products that follow consumer purchases to increase the customer base and customer satisfaction. Therefore, this paper intends to provide factors affecting healthy snack selection to truly enhance the knowledge for entrepreneurs to serve customers' needs.

**Keywords:** healthy snack, consumption, consumer decision making

## **ACCEPTANCE OF AGRICULTURAL INNOVATIONS IN THAILAND: EVIDENCE FROM INDUSTRIAL CROPS FARMER ENTREPRENEURS**

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**Abstract:** Understanding the characteristics of farmers and innovation is the key to creating value for agricultural production. The use of agricultural innovation is, therefore, optional to improve crop production for economic competitiveness. This paper aims to study the innovative characteristics of farmers and the tendency to adopt agricultural innovation. Data was collected from a survey of 1547 farmers in Thailand. The results demonstrate that agricultural innovation characteristics, such as functional values, perceived service availability, and trust positively affect the farmers' tendency to adopt innovation. Agricultural innovation typology plays a mediating role in contributing to the acceptance of the use of agricultural innovation. Regarding the research findings, farmers and businesses should put efforts into the individual level entrepreneurial character (e.g., proactiveness) and technological characteristics (e.g., functional value, perceived service availability, and trust) that would result in the adoption of agricultural innovation.

**Keywords:** Functional value, Perceived service availability, Trust in Company-generated information, Proactiveness, Agricultural innovation

## **THE EMPIRICAL FRAMEWORK FOR ANALYZING AGRICULTURAL ENTREPRENEURS' TENDENCY TO ADOPT AGRICULTURAL INNOVATION**

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**Abstract:** The agricultural sector is a dominant sub-commodity of Thailand's economy and has also long been sources of agricultural entrepreneurs' earnings. This paper empirically analyzes the effects of innovativeness and quality-assured shared information on the adoption of agricultural innovation while entrepreneurs' innovation strategy is an intermediary. The study tests its hypotheses on a sample of 1547 agricultural entrepreneurs. These entrepreneurs were grouped by the type of crops such as sugarcane, cassava, rice, and corn. The multi-group structural equation modeling was used to estimate the differences among each crop. It seems that agricultural innovation has been required to meet farming practices and improvements of each crop before an adoption decision is made. The implications are discussed to steer the agricultural innovation initiatives towards a combination that fits with each crop practices.

**Keywords:** Farmer innovativeness, Innovation strategy, Agricultural innovation, Purchase intention



## **AGRICULTURAL INNOVATION AND PRICE-SETTING APPROACHES: EVIDENCE FROM AGRICULTURAL SECTOR IN THAILAND**

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**Abstract:** Because of the high competition in the agricultural industries, the price determination for agricultural innovation is not that easy to set up. This study investigates whether the determinants of a price-setting approach (e.g., segment (tier) pricing, Pay-What-You-Want Pricing (PWYW), and peak-user pricing) can achieve good results and if there is an acceptance to use agricultural innovation offers. Furthermore, the sample of 760 agribusiness farmers was analyzed using structural equation modeling. Agribusiness farmers have a positive intention to adopt agricultural innovation offers. Three price-setting approaches are used to see the significant differences before the acceptance decision on these approaches is made. As for the implication, service providers or businesses can offer some benefits regarding the adoption of agricultural innovation for agribusiness users while its price is also required to makes sense.

**Keywords:** Agricultural innovation, Price-setting approaches, Structural equation modeling, Thailand

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## SCIENCES AND TECHNOLOGY & MEDIA AND COMMUNICATIONS

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### DEVELOPMENT AND EXPERIMENTAL STUDY OF AUGMENTED REALITY PICTURE BOOK APPLICATION FOR KIDS

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**Abstract:** This study intends to design an augmented reality (AR) picture book-mobile application for learning reading skills for preschool children between the ages of 4-7 and compare children's interests between learning material that utilizes AR technology and traditional storybooks. The design of this study focuses on children. It will consist of user interface designs, user experience designs, and illustrations. The story in each chapter will encourage children to practice their reading skills, vocabulary, and daily routines that will be applied using the Executive Function (EF). EF refers to a group of important mental skills that control our thoughts, emotions, and actions via the mobile augmented reality application, which can be enhanced by augmenting the virtual object. For instance, animation, 3D model, and sound could improve children's interest in learning.

**Keyword:** Augmented Reality, Mobile Application, Learning Material, User Experience, Elementary Level

## **PRACTICAL ASPECTS OF TEACHING ART FUNDAMENTALS THROUGH DIGITAL ILLUSTRATION**

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**Abstract:** As part of the Digital Drawing teaching strategy in Prince of Songkla University International College, this research aims to investigate the efficiency of learning art fundamentals through digital illustration techniques relying on tutorial-based classes and hands-on learning system. Practical aspects of given class assignments that put the main emphasis on commercial digital illustrations in combination with art fundamentals and strong and weak points of this approach are presented. Techniques used in class assignments should provide fundamental knowledge of digital art linked with the needs of character design, game assets, and concept art creation, which represent the key point of this course.

**Keywords:** Digital drawing, Digital illustration, Art fundamentals, Digital Techniques

## SPECIES DIVERSITY AND TAXONOMY OF FRESHWATER COPEPODS IN SARABURI AND LOPBURI PROVINCES, THAILAND

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**Abstract:** A study on the diversity and taxonomy of freshwater copepods in Saraburi and Lopburi provinces, central Thailand, was conducted. One hundred and one qualitative samples were collected from 9 caves and 21 freshwater habitats in May and December 2019. A total of 32 species belonging to 8, 18, and 6 species of Calanoids, Cyclopoids, and Harpacticoids were recorded. In addition, an undescribed harpacticoid copepod (Family Canthocamptidae), *Elaphoidella* sp., was recorded from Tham Erawan-Thae Wa Phithak Cave, Lopburi Province, and is considered as a new species. In both periods, three dominant species in freshwater bodies were *Thermocyclops decipiens*, *Mesocyclops thermocyclopoides thermocyclopoides* and *Mongolodiptomus botulifer*, which are common species in Thailand. Among harpacticoids, *Epactophanes richadi richadi* was frequently found in the caves. The list of freshwater copepods found in Saraburi and Lopburi provinces, including the diversity indices and dominant species, are provided herein.

**Keywords:** Canthocamptidae, Harpacticoida, freshwater copepod, taxonomy

## A NOTE ON GRAPH TRANSFORMATIONS AND THE INTERMEDIATE VALUE THEOREMS FOR THE ARBORICITY OF GRAPHS

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**Abstract:** The arboricity of graph  $G$  is the minimum number of subsets of the edge set  $E(G)$  into which the set of edges of  $G$  can be partitioned such that each subset induces a forest, denoted by  $a(G)$ . The linear arboricity of a graph  $G$ , denoted by  $la(G)$ , is the minimum number of subsets of the edge set  $E(G)$  into which the set of edges of  $G$  can be partitioned such that each subset induces a linear forest. The linear- $k$ -arboricity of a graph  $G$ , denoted by  $la_k(G)$ , is the minimum number of subsets of the edge set  $E(G)$  into which the set of edges of  $G$  can be partitioned such that each subset induces a linear- $k$ -forest. The minimum number of subsets of the edge set  $E(G)$  into which the set of edges of a graph  $G$  can be partitioned such that each subset induces a star forest is called the star arboricity of  $G$  denoted by  $sa(G)$ . This article reviews the graph transformations and the intermediate value theorems for the arboricity, linear arboricity, linear- $k$ -arboricity and star arboricity of graphs. Some simplified proof of linear arboricity, linear- $k$ -arboricity, and star arboricity of graphs are shown that these graph parameters are interpolation graph parameters. Additionally, some bounds of the arboricity, linear arboricity, and linear- $k$ -arboricity of graphs are also summarized in this paper.

**Keywords:** arboricity, intermediate value theorems, interpolation graph parameters, interpolation theorems

## FORMATION OF 3-DIMENSIONAL BIO-COMPOSITE FROM LOCAL MUSHROOM MYCELIA

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**Abstract:** A mycelium-based bio-composite is a material composed of fungal mycelia and natural fibers to reduce nonrenewable materials like plastics. This type of material is also used in the architecture and design industry. Biodegradability is known as a key strategy of the bio-composite for supporting sustainable development and environmental sanitation. This study aimed to choose 4 types of local mushroom species (*Pleurotus ostreatus*, *Lentinus polychrous*, *Lentinula edodes*, and *Flammulina velutipe*) and two types of substrates (coconut husk and rice husk) to test the growth of the mushroom mycelia and form 3-dimensional bio-composites. There were two different experiments, the measurement of the mushroom growth in the substrates in test tubes and the formation of the 3D bio-composite. According to the result in the first experiment to test the growth of the mushroom mycelia in test tubes, it suggested that *P. ostreatus* grew on the coconut husk ( $5.6 \pm 0.53$  cm for 15 days), which was significantly better than the others ( $p \leq 0.05$ ). On the contrary, all mushrooms' mycelial growth in the rice husk was not satisfied because they stopped growing after day 4. Thus, in the test tubes, it can be said that the coconut husk was the substrate significantly better than the rice husk to grow mushrooms ( $p \leq 0.05$ ). However, to form the 3D biocomposite, the result turned out to be different. *L. polychrous* was the mushroom species that could grow and colonize better in the bottles containing rice husk than the other species and the bottles with coconut husk leading to the successful formation of 3D mycelial bio-composite from *L. polychrous* and rice husk. This research provided different results for further experiment on a large-scale 3D bio-composite production and mechanical properties tests.

**Keywords:** Mushrooms, Agricultural wastes, Green materials

## **AN EXPLORATORY STUDY ON THE 2 X 2 ACHIEVEMENT GOAL MODEL OF UNIVERSITY STUDENTS' MOTIVATION TO EXERCISE**

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**Abstract:** For many years, many researchers have tried to understand what motivates people to exercise. Despite the many benefits that regular exercise brings to us, many people still choose to avoid it. “The higher, the better” relationship between motivation to exercise and health have remarkable benefits for everyone, regardless of gender and educational levels. The 2 x 2 achievement goal model includes master-approach, mastery-avoidance, performance-approach, and performance-avoidance used widely to explain exercise contexts, especially in explaining why people want to approach or avoid exercise. Achievement goal theory is considered a critical motivation theory that motivates people to stick with their exercise routines. Unfortunately, only 42.4% of Thai adults met the recommended level of exercise proposed by the World Health Organization, and 33.8% had a very high level of physical inactivity. As a result, the purpose of this study was to explore the 2 x 2 achievement goal orientations among university students in longitudinal research to develop appropriate physical activity programs and promotions to satisfy university students' needs. Males reported significantly higher levels in mastery-avoidance and performance-approach than females. There is no difference in the 2 x 2 achievement goal orientations between educational levels.

**Keywords:** Achievement goal theory; university students; motivation; longitudinal



## **MATHEMATICS LEARNING ACTIVITIES DEVELOPMENT FOR THE KNOWLEDGE TRANSFER OF LOCAL WISDOM IN THE EDUCATION FUND PROJECT OF UTTARADIT WITH THE INTEGRATED METHOD IN ACCORDANCE WITH STEM EDUCATION**

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**Abstract:** The purpose of this research was to develop mathematics learning activities for the knowledge transfer of local wisdom in the Education Fund Project of Uttaradit province, Thailand with the integrated method in accordance with STEM education, and to study the learning achievements and students' satisfaction towards these activities based on STEM education. According to the study results, mathematics learning activities were found to improve the students' academic achievement. The students achieved higher learning outcomes than the criteria, or at 80% with a statistical significance of .01. Furthermore, the students' satisfaction was at a high level ( $\bar{X} = 4.52, S.D. = 0.51$ )

**Keywords:** Mathematics Learning Media for Knowledge Transfer, STEM Education, Local Wisdom

## EFFECT OF GLYPHOSATE ON MORTALITY AND LIFE HISTORY OF BRACHIONUS QUADRIDENTATUS HERMANN, 1783 (ROTIFERA)

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**Abstract:** Glyphosate is a commonly used herbicide in agricultural areas, and contamination of this toxicant in water might affect aquatic organisms living in freshwater habitats. In this study, *Brachionus quadridentatus* was chosen as a test organism to assess glyphosate's acute and chronic toxicity. Ten neonates were tested with six concentrations of glyphosate (0 (control), 10, 20, 30, 40, and 50 mg/L) for an acute toxicity test. Besides, neonates were individually cultured in six concentrations (0 (control), 2, 4, 6, 8, and 10 mg/L) of toxicant solution for a chronic toxicity study. The 24-h median lethal concentration (LC<sub>50</sub>) of glyphosate was 37.8 mg/L. At 6, 8, 10 mg/L, amictic females showed significantly shorter reproductive period than control, whereas their post-reproductive period was longer. Rotifers exposed to 8 and 10 mg/L produced significantly fewer amictic daughters (12.67±4.15 ind./female and 5.50±2.22 ind./female, respectively). At these concentrations, maternal females had longer pre-reproductive period (3.48±0.91 days and 3.48±1.31 days, respectively) and exhibited a shorter life span (9.89±2.47 days and 9.33±1.19 days, respectively) compared to control. Rotifers did not produce male offspring at 0 and 10 mg/L, while maternal rotifers at 2, 4, 6, and 8 mg/L produced male offspring with 10.50±3.54, 11.00, 7.00 and 14.00 ind./female, respectively. These results indicated that glyphosate could affect life-history parameters of rotifer, including pre-reproductive period, reproductive period, post-reproductive period, life span, and fecundity. Moreover, this herbicide also disturbed the life cycle of rotifers by switching from asexual to sexual reproduction.

**Keywords:** zooplankton, reproduction, toxicity, rice field

## THE RELATIONSHIP BETWEEN SELF-EFFICACY AND 2 X 2 ACHIEVEMENT GOAL ORIENTATIONS IN REGULATING COLLEGIATE STUDENTS' EXERCISE BEHAVIORS

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**Abstract:** Purpose: to examine the relationship between exercise self-efficacy and the 2 x 2 achievement goal orientations (mastery-approach, mastery-avoidance, performance-approach, and performance-avoidance) to explain motivational outcomes of collegiate students' physical activities in a longitudinal study. Method: 381 students participated voluntarily in this study (147 males and 234 females; age 18-23). They completed the questionnaires validated in previous research measured exercise self-efficacy (the self-efficacy to regulate exercise scale, SERES) and achievement goal orientations (the 12-item Achievement Goal Questionnaire for Sport, AGQ-S). Results: An exploratory factor analysis with principal component and varimax rotation suggested that SERES would have four factors represented, such as "Personal feeling," "External influences," "Situational factors," and "Competitive demand." The Kaiser- Meyer-Olkin measure verified the sampling adequacy for the analysis, KMO = 0.890, Approximate of Chi-square = 2748.70 with df = 136 0.05 level of significance. Moreover, confirmatory factor analysis also revealed an excellent model and data fit for AGQ-S (Chi-squared ratio = 2.104, root mean square error of approximation = 0.054, the standardized root mean square residual = 0.044, and the comparative fit index score = 0.959). "Personal feeling" and "External influences" showed significantly high positive relationships with mastery-avoidance, performance-approach, and performance-avoidance. "Situational factors" showed a significant positive relationship with performance-approach and performance-avoidance. "Competitive demand" showed no relationship with any achievement goal orientations. Conclusion: This study clearly explained the positive relationship between self-efficacy and the 2 x 2 achievement goal orientations in regulating collegiate students' exercise behaviors.

**Keywords:** self-efficacy, achievement goal orientations, longitudinal, collegiate students, exercise behaviors.

## SUITABLE CULTURE MEDIA FOR LOCAL MUSHROOM MYCELIA TO DEVELOP 2-DIMENSIONAL MATERIALS

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**Abstract:** Biodegradable plastic substitutes based on fungi are the focus of widespread research due to their low cost and environmental friendliness. Located in northeastern Thailand, Khon Kaen is home to a large number of mushroom species that have not been researched yet in detail. The aim of this study was to seek suitable culture media in order to produce two-dimensional mycelium sheets from locally available edible mushrooms. For this purpose, six local mushroom species (*Lentinus squarrosulus* Mont (LW), *Lentinus polychrous* Lev (L), *Lentinula edodes* (S), *Flammulina velutipes* (E), *Auricularia auricula-judae* (J) and *Pleurotus ostreatus* (Fr.) Kummer (O)) were collected and cultured on four different solid media (potato malt peptone agar (PMPA), potato dextrose agar (PDA), malt extract agar (MEA), and yeast extract agar (YEA)). The growth rate of the mushroom mycelium on each growth medium was measured at room temperature. It was found that the rate of LW was the fastest in PMPA. O grew the best in YEA and PDA. In MEA, it was good for S to grow. The fastest-growing mushroom-growth medium combinations will subsequently be used to culture in liquid media to produce two-dimensional mycelium sheets. In conclusion, this study is able to find the best combinations of the mushroom species and culture media for developing the 2D materials from mushroom mycelia, which are biodegradable and environmentally friendly.

**Keywords:** Mycelium, Sheet, Mushrooms, Mushroom based material, biodegradable

## VALORIZATION OF WASTE BIOMASS THROUGH CONVERSION INTO BIOCHAR FOR FERTILIZER APPLICATIONS

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**Abstract:** Agricultural wastes such as rice straw and sugarcane leaves present a major environmental and health problem due to their in-field burning, resulting in the release of fine particulate matter (PM<sub>2.5</sub>). In order to eliminate PM<sub>2.5</sub> emissions, waste biomass can be converted into biochars through pyrolysis (thermal treatment) under controlled nitrogen-rich conditions. Biochar is a highly porous material with high water holding capacity and cation exchange capacity that can improve soil nutrient absorption and promote crop growth. This work's objective was to prepare biochar from sugarcane leaves through pyrolysis in an oxygen-limited atmosphere at different temperatures. The prepared biochars were characterized for their specific surface area, porosity, crystallinity, chemical composition, and nutrient release profile. Incorporation of fertilizer nutrients during different stages of the pyrolysis process enabled tailoring of the nutrient release behavior, effectively converting the biochar into a rapid and/or slow-release fertilizer. We demonstrate that the conversion of agricultural wastes such as sugarcane leaves by pyrolysis can produce value-added products in the form of fertilizers that eventually reduce environmental pollution from in-field biomass burning.

**Keywords:** Biomass; agriculture; soil additive; fertilizer; nutrient release

## **PUSHING SUSTAINABLE IMPLICATION ON PUBLIC POLICY; TOWARDS THE OPEN ECO-INNOVATION MODE IN NON-PROFIT ORGANIZATIONS**

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**Abstract:** There is a tendency that the eco-innovation mode illustrates environmentally friendly aspects, and it has been progressively conducted in most of the companies nowadays. The eco-innovation mode is implemented as a medium of advocacy in the long-run sustainable growth to avoiding unnecessary use of available resources. Accordingly, this paper aims to investigate the impacts of incorporation on public policies towards how the open eco-innovation mode potentially affects the firms' efficiency and performances. This paper focuses on systematic design. Down to this design, it is analyzed how public policies impact the possible success of firms and environmental performances. This study finds that the companies that support all green manner at relevant policy, based on open innovative practices, steadily embrace and be aware of environmentally sustainable development, reflecting the distribution of resource efficiency. Through open eco-innovation mode, this study constitutes evidence of policy involvement to strengthen the companies' development and advocate the companies' eco-innovation practices.

**Keywords:** Open eco-innovation, Eco-innovation, Open innovation, Sustainable development, Public policy

## ANTIMICROBIAL BIOPOLYMER COATINGS FOR FOOD PACKAGING APPLICATIONS

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**Abstract:** Plastic waste originating from food packaging presents a major burden to the environment and biodiversity. These non-biodegradable polymers cannot break down easily in the natural process and blocks the cycle of terrestrial and marine ecosystems. As of late, environmentally friendly materials such as biodegradable polymers have received much consideration for replacing petroleum-based polymers. In this perspective, different bio-derived polymers such as starch, pectin, and cellulose are popular due to their wide availability, low cost, biodegradability, and renewability. However, such packaging materials still have limitations regarding their sensitivity to water and susceptibility to microbial attack leading to food spoilage. In order to prolong the freshness of the packaged food, packaging materials are often covered by an antimicrobial coating. Such coating materials are frequently composed of one of the above-mentioned bio-derived polymers together with an antimicrobial compound such as silver nanoparticles. Here we discuss the synthesis and optimization of antimicrobial biopolymer-based coatings containing silver nanoparticles. Coatings with different compositions will be compared for their antimicrobial activity and properties, such as hydrophobicity, mechanical strength, and biodegradability.

**Keywords:** Food packaging, biodegradable polymer, food spoilage, antimicrobial coating, nanosilver

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## TOURISM AND HOSPITALITY

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### LOCAL RESIDENTS' SATISFACTION WITH CRISIS MANAGEMENT STRATEGIES, XENOPHOBIA, AND WELCOMING NATURE IN THE CONTEXT OF COVID-19

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**Abstract:** Since December 2019, the new disease, Covid-19, has caused a global health crisis. Vietnam, which shares a border with China, where the disease was first recognized as having manifested, was one of the first countries to be affected. The Vietnamese government immediately implemented several crisis management strategies and effectively controlled the crisis. However, many sectors of the country have been negatively affected, including education, foreign trade, and tourism, among others. Additionally, xenophobia toward certain groups of local and foreign residents has been reported. In this study, a convenience sample of Vietnamese residents was surveyed during the first wave of the crisis (February 2020) to understand their evaluation of the government's crisis management strategies and their attitudes toward foreign immigrants and foreign tourists. The findings suggest that the sample was satisfied with the strategies, had a low level of xenophobia, and had a positive and welcoming nature at the survey time. Moreover, there were few differences between the sexes (male vs. female) or occupation groups (students vs. working people). Further regression analysis revealed that satisfaction with governmental crisis management strategies and xenophobia had little effect on the welcoming nature of the local residents. Implications of these findings are discussed.

**Keywords:** Global health issue, crisis management strategies, xenophobia, emotional solidarity



## **INTERNATIONAL TOURIST AWARENESS AND PARTICIPATION IN SOLID WASTE MANAGEMENT: A CASE STUDY OF PHUKET, THAILAND**

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**Abstract:** Tourists generate waste and contribute to the challenges in solid waste management (SWM) at a destination. The study aims to determine the level of awareness and participation in SWM of international tourists using the Patong town municipality (Patong TM) in Phuket, Thailand as a case study. The study methods included a survey questionnaire distributed to 384 international tourists and observations of tourist behaviors on SWM awareness and participation in Patong's 5 key tourist attractions. The descriptive statistics, Pearson correlation, and Chi-square were used to analyze the quantitative data. The qualitative data were analyzed using content analysis. The findings revealed that the awareness level of international tourists was high while the participation level was medium. However, the observations showed that very few tourists conducted positive SWM behaviors such as carrying a cloth bag, using reusable containers, or separating waste before disposal. The study found a significant difference in SWM awareness of international tourists from different regions and visit frequency. Also, there was a significant difference in international tourists' SWM participation from different education, age, and nationality groups. There were weak correlations between SWM awareness and participation statements. This suggests an awareness of SWM alone does not necessarily produce a desired action or behavior change. Destinations should increase the tourists' engagement in SWM by providing behavioral controls such as rules on waste disposal, incentives for reusable containers, sorting waste bins, water refill stations, and environmental interpretation signage to promote responsible and sustainable consumption.

**Keywords:** Waste Management, Phuket, Tourist, Awareness, Participation

## **FACTORS AFFECTING INTERNAL TOURISM EXPENDITURE IN THE PHILIPPINES AS THE BASIS FOR A TOURISM ENTREPRENEURIAL BUSINESS OPPORTUNITY MODEL**

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**Abstract:** Tourism is one of the prime contributors to economies. Although its role is complex, and it is composed of several sectors whose success is inter-dependent. The purpose of this study was to investigate as represented by tourists' consumption of products and services in the year 2014 to 2018 as the basis of an entrepreneurial business opportunity model. Secondary data were analyzed using a retrospective study approach, which compared the performance of different tourism industry sectors. Domestic tourism contributed a higher share of internal tourism expenditure than inbound tourism based on the five years' results. The expenditure on products and services by domestic tourists was ranked as follows: 1) miscellaneous, 2) travel agencies and other reservation services, 3) Shopping 4) accommodation services for visitors, 5) food, beverage and restaurant services, 6) entertainment and recreation services, and lastly, 7) transport services as the lowest contributor. Nevertheless, inbound tourism expenditure also contributes significantly to overall tourism expenditure in the Philippines and the country's economy. Based on the study results, an entrepreneurial business opportunity model of tourism was constructed as a guideline for existing and aspiring entrepreneurs within the industry.

**Keywords:** Tourism, inbound tourism expenditure, domestic tourism expenditure, internal tourism expenditure, tourism entrepreneurial business opportunity model

## **ACADEMIC THEORIES AND IMPLEMENTATION OBSTACLES TO DEVELOP AGE-FRIENDLY TOURISM IN PHUKET, THAILAND UNDER THE NEW NORMAL ERA**

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**Abstract:** In order to explore new ideas for reviving tourism in Thailand under the new normal, this article carries out qualitative research on developing age-friendly tourism in Phuket. The concept of active aging, which the World Health Organization proposed, and the theory of public finance, the incentive theory, and the stakeholder theory, have been used to elaborate on this development initiative's academic causes. The research shows that: on the one hand, the current outdated paradigm of reviving tourism is not only difficult to be applied due to the Covid-19 epidemic but could limit the capacity to seize innovative opportunities. On the other hand, as Thailand has entered an aging society, the elderly are becoming an essential force in tourism activities and consumption; it is feasible to create a society where older people's contribution generally outweighs social investments. After pointing out the existing implementation obstacles at Phuket and proposing corresponding countermeasures, the authors conclude that the Thai government should take the new normal as an opportunity to change their negative stereotypes about the elderly, push a supply-side reform of the tourism industry, and construct an integrated, elderly-centered service system. In the long run, the government should build Phuket into a demonstration base integrating tourism with elderly care and medical care by developing age-friendly tourism at Phuket, Thailand. This article also aims to lay a theoretical foundation for this innovative development, meanwhile, provide practical reference for Thailand to adapt to the profound consequences brought about by the aging population.

**Keywords:** Phuket; active ageing; age-friendly tourism; new normal

## **STUDY OF CULTURE AND DEVELOPMENT OF THAI PHUAN STANDARD CUISINE RECIPES FOR CULTURAL TOURISM IN UTTARADIT AND SUKHOTHAI PROVINCE**

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**Abstract:** The study of culture and development of Thai Phuan standard cuisine recipes for cultural tourism promotion in Uttaradit and Sukhothai provinces was intended to 1) examine cuisine culture of Thai Phuan ethnic communities in Baan Haadsiew and Baan Pakfang villages, 2) develop standard recipes for the ethnic groups being studied, and 3) determine the consumer acceptance of the ethnic cuisine recipes. The study was carried out in 3 phases: 1) survey and identification of the ethnic cuisine culture and ethnic culinary tradition potential for tourism, 2) development of standard ethnic recipes and sensory evaluation of the developed recipes by 300 experts and consumers, and 3) construction of a cookbook containing the 25 highest-rated simple Thai Phuan recipes for cultural tourism purposes. The results showed that Thai Phuan ethnic communities have simple culinary practice, using locally-available or home-grown ingredients. In this study, 25 ethnic recipes were developed. The developed recipes were grouped into 5 culinary categories: 1) curry and soup, 2) dipping sauce and paste, 3) salad and leaf-wrapped roast, 4) stir fry, and 5) snack and dessert. With regard to the potential evaluation of the recipes performed by 16 experts using a 7-point Likert scale (5 experts at a time), all of the 25 recipes were found potential at a high level (5.50-6.49) and at a very high level (6.50 – 7.00) in terms of traditional cuisine originality, variety of ingredients, identities, nutritional values, popularity, and contemporariness. The sensory evaluation through a 9-Point Hedonic Scale Test showed that all of the recipes gained acceptance at a high level (7.51 – 8.50) and the highest level (8.51 - 9.00) in terms of food appearance, texture, color, smell, taste, and overall satisfaction.

**Keywords:** Thai Phuan ethnics, cuisine culture, Thai Phuan recipes

## **PREDICTING FACTORS TO CONSUME THE VEGETARIAN FOOD AMONG CAMBODIAN GENERATION Y AND GENERATION Z: THE APPLICATION OF THE THEORY OF PLANNED BEHAVIOR**

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**Abstract:** Vegetarian cuisine has become popular among the Cambodians and is now booming in parallel with the regional and national growth of the food industry. With respect to the population growth of Cambodians, Generation Y and Z show their potentials to be the predominant target markets for vegetarian food. This study aims to explore factors predicting vegetarian food consumption for both generations, by using Phnom Penh as a studying context. The study examined if both groups share similarities or pose differences when it comes to factors that influence their vegetarian food consumption. The theory of planned behavior was applied. There were 111 surveys collected by using the snowball sampling technique. By using the Partial Least Squares Sequential Equation Modeling (PLS-SEM), all the reliability and validity tests of the measurement model were confirmed (Cronbach's alpha > 0.8; AVE > 0.5, HTMT < 0.9). The results of the path model showed that attitude ( $\beta = .44$ ,  $t = 4.41$ ), subjective norm ( $\beta = .14$ ,  $t = 1.82$ ) and perceived behavior control ( $\beta = .33$ ,  $t = 3.72$ ) had a significant relationship with the consumption intention for both generations. However, both generations were different regarding the degree of the predicting factors towards the consumption intention. For Generation Y, the consumption intention is positively influenced by perceived behavior control ( $\beta = .46$ ;  $p < 0.05$ ), followed by attitude ( $\beta = .32$ ;  $p < 0.05$ ). For Generation Z, it is significantly influenced by attitude ( $\beta = .56$ ;  $p < 0.05$ ), social norm ( $\beta = .23$ ;  $p < 0.1$ ) and perceived behavior control ( $\beta = .21$ ;  $p < 0.1$ ). Yet, the perceived behavior control was the only factor to show a significant difference between the two groups regarding the influence on the consumption intention. This study gives an insight on the intention for vegetarian food preference. It helps fill the gaps of previous studies by fulfilling additional knowledge from Cambodia's context and add more insight into a regional context. This study also helps practitioners develop an appropriate way to attract both generations for the vegetarian food consumption.

**Keywords:** Vegetarian food; Food consumption; Generation Y; Generation Z; Theory of Planned Behavior

## THE IMAGE OF SOUTHEAST ASIA: IDENTIFYING A SUPRANATIONAL BRAND IMAGE FROM USER-GENERATED PHOTOS

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**Abstract:** Extensive analysis has assessed the concept of place image but research at the *supranational* level is insufficient. In this research, a novel method was introduced to identify a supranational image of Southeast Asia (SEA) as an area that has been extensively studied in terms of economic and political collaboration. The presentation of a supranational image for SEA would contribute to regional tourism business development. This research combined Google Cloud Vision AI and the latent Dirichlet allocation (LDA) topic modeling algorithm to analyze 50,000 Flickr photos of 10 SEA countries as members of the Association of Southeast Asian Nations (ASEAN). Also, it identified images that comprised beautiful and diverse *landscape*, rich tropical *nature*, elegant historical and religious *architecture*, bustling *city* scenes, and cultural and recreational *activities*. Findings can help countries in SEA build a unified supranational image, transfer images from stronger to weaker countries, and create regional thematic products and services.

**Keywords:** Supranational image, Destination marketing, Southeast Asia, ASEAN, Image Analysis, Place Branding

## **THE RELATIONSHIP BETWEEN CULTURAL TOURISM SITES INFORMATION AND THE YOUNG TOURISTS' INTENTION TO VISIT IN SOUTHERN UNITED STATES**

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**Abstract:** The research aims to 1) Study the importance of cultural tourism sites' information and the young tourists' intention to visit in the Southern United States and 2. We studied the relationship between cultural tourism site information and the young tourists' intention to visit the Southern United States. The sample selection was purposively selected from the young people aged 10-24 who live in the Southern United States. The sample size was 400 samples. The questionnaires were conducted among the tourism lecturers, young travelers, and the tourism agencies. The questionnaires were surveyed by using online media. The research found that cultural tourism sites' information was averagely important ( $\bar{x} = 4.11$ , S.D. = 0.727). The important ranking of each variables were firstly price and promotion ( $\bar{x} = 4.21$ , S.D. = 0.698), communication channels ( $\bar{x} = 4.19$ , S.D. = 0.718), safety and security ( $\bar{x} = 4.18$ , S.D. = 0.684), cultural attraction and sites activities ( $\bar{x} = 4.08$ , S.D. = 0.724), and products and services quality ( $\bar{x} = 3.87$ , S.D. = 0.813) respectively. The cultural tourism sites' information was also positively very important for the young tourists' intent to visit the Southern United States' cultural tourism sites ( $\bar{x} = 4.61$ , S.D. = 0.513). The relationship between cultural tourism sites' information and the young tourists' intention to visit in the Southern United States was significant at 0.000 ( $p < 0.01$ ).

**Keywords:** Cultural Tourism, Sites Information, Young Tourists, Intention



## **THE COVID-19 PANDEMIC BROUGHT US A CHANCE: RETHINKING BANGSAEN BEACH TOURISM DESTINATION MANAGEMENT STRATEGIES**

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**Abstract:** The Covid-19 pandemic has devastated the Thai economy and halted Bangsaen Beach activities; however, it also brought us a decisive moment of opportunity for local government, small vending businesses, and planners to rethink strategies for Bangsaen Beach tourism destination management. This study investigated the current state of vending businesses along the beach, past planned strategies, and policies and regulations imposed by the municipality after the pandemic in order to propose renewed strategies for destination management. Before the pandemic, Bangsaen Beach tourism dealt with beach quality degradation, overcrowding atmosphere, competitive vending, and monotonous attractions at the beach. Scholars have suggested various management strategies to mitigate these issues. The sudden recess of beach activities brought an unintended opportunity to redesign tourism strategies at Bangsaen Beach. This study conducted a survey to examine the vending businesses, the municipality's regulation changes, and the adapted tourism landscape due to the pandemic crisis. The survey results indicated that Bangsaen lacks exciting tourist attractions such as cultural heritage, shopping experience, and entertainment social life to complement its monotonous beach activities and offer spatial displacement to deal with traffic congestion. The results also point out the feasibility of developing more responsible tourism, which is more inclusive and considerate. The author proposed six renewal strategies to designate zones, restructure the tourism destination, and readjust tourism products to the new normal. With optimal collaboration among stakeholders, these strategies would develop a better business operation and an improved tourism destination.

**Keywords:** Covid-19 Crisis, Coastal Tourism, Sustainable Tourism, Tourism Management



## **TOURIST BEHAVIOR OF TEENAGER FOR SPENDING MONEY IN THAILAND**

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**Abstract:** Thailand is a famous destination, especially for a teenager who loves to travel and wants to find new experiences. Thailand has many tourist attractions, such as natural, cultural, and shopping malls. Teenagers have different preferences, for example, which groups prefer to travel alone, which groups like to go with friends, which groups are adventurous, who is shopping—causing different costs. The research objective was to realize the tourist behavior of a teenager for spending money in Thailand. Firstly, this study aims to know the reasons why teenagers spend money on which the most attractive. The reasons secondly, to learn teenage tourist behavior in Thailand. The method for these was drawn from teenagers traveling in Thailand, using a questionnaire and the results to know teenager behaviors and the factors causing them to spend money the most.

**Keywords:** The Behavior of teenager, Spending Money, Teenager Travelling, Teenager shopping

## **FACTORS AFFECT THAI PEOPLE WHEN CHOOSING LOW-COST AIRLINE FOR DOMESTIC TRAVEL**

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**Abstract:** Globalization increasingly makes the airline industry grow dramatically. In the past few years, air travel becomes more and more accessible to everyone. In Thailand, the airline industry is also growing at fast-paced from full service to low-cost airlines. Recently, low-cost airline in Thailand has gained many market shares and competitiveness against full services airline. As low-cost airline offers promotional price for acceptable services, it makes Thai people able to fly. This study aims to find the main factor that affects Thai people to select low-cost airlines. To be able to achieve this objective, we need to explore the purpose of traveling and satisfaction level toward each factor. This study collected data from 30 Thai passengers using a questionnaire data collection. The finding of this study shows the main reason why Thai people select low-cost airlines. People choose low-cost airlines because of the price (43.3%), and the satisfaction level toward each factor is satisfied. Lastly, this study is of value to better understand factors affecting low-cost airline selection for domestic travel.

**Keywords:** Low-cost airline, Low-cost carrier, Thai low-cost airline, Thai passenger

## **THE MOTIVATIONS OF FOREIGN TOURISTS TO MAKE MEDICAL TOURISM IN SOUTH KOREA**

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**Abstract:** South Korea is attracting a multitude of tourists for several reasons, including medical surgery. It is known that the Asian country is famous for high-quality products relating to the ways people take care of their physical appearance. This research aims to analyze and determine the major reasons that are summoning the interests of tourists concerned with medical tourism in South Korea. To achieve this research, collecting data on secondary data was made, and online samplings were also distributed to the targeted audiences. The results showed the variety of motivations that any individual can have to make medical tourism in South Korea.

**Keywords:** South Korea, Medical Tourism, Foreign Tourists, Motivations

## **TRAVELLER'S SATISFACTION OF TRANSPORTATION FOR TOURISTS IN KHON KAEN, THAILAND**

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**Abstract:** Thailand is one of the popular countries that travelers would like to visit. Khon Kaen is one of their choices because Khon Kaen's living cost is cheap full of facilities. There are a lot of places where the tourists can find street food at a low price; they can find accommodations in almost every type from the cheapest to the most expensive, such as Orchid hotel to Pullman hotel. Especially transportation in this decade, the new technology has come to increase the traveler's convenience. They can have more time to do their activities because the traffic is not that terrible. There are 3 types of transportation in Khon Kaen, such as air transportation, train, and car transportation. The study's objective was to know about the traveler's satisfaction with transportation in Khon Kaen, Thailand. Firstly, this study aims to know the most popular type of transportation that the traveler uses. Secondly, to know how they thought and evaluate the transportations in Khon Kaen, Thailand. A sample of these cases used google forms to ask travelers. And collect the results that they gave to us. And consequences come out and show the reasons why they choose which type of transportation.

**Keywords:** Traveller's satisfaction, transportation, Khon Kaen Thailand

## **NORTHEAST TOURISTS SATISFACTION TO WALKING STREET IN PATTAYA**

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**Abstract:** Pattaya is Thailand's famous seaside resort located at the southern tip of Thailand's Central and is famous for sunshine, sand, and seafood. Walking Street is one of the most amazing streets in Pattaya for all your nightlife entertainment. That is why walking streets is the destination that most of the tourist come to visit Pattaya. The study's objective is to know about foreign tourists' satisfaction traveling on walking streets in Pattaya, Thailand. Firstly, this study aims to know the reasons why foreign tourists like to go walking streets in Pattaya, Thailand. Secondly, to learn the satisfaction of foreign tourists who goes to walking streets in Pattaya, Thailand. A sample of these cases was drawn from foreign tourists who travel to walking streets in Pattaya, Thailand, using a simple random sampling method.

**Keywords:** Nightlife in Thailand, Pattaya, Walking street

## IMPACTS OF COVID 19 TO KHON KAEN AIRPORT

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**Abstract:** Traveling by plane is the main way that travelers select to visit Khon Kaen. Most travelers choose to travel by airplane because it is convenient and saves time. The popular air routes to KKC are from BKK and CMX. Therefore, KKC is also the main factor which supports KK tourism. Unfortunately, at the end of 2019, the whole world faced a Covid-19 situation that affects all organizations, including KKC. This research's main objectives are to search the impacts of Covid-19 to KKC, including with; first, the impact to KKC financial and second, the impact to the numbers of travelers who come to visit KK by airplane. The financial data and the number of travelers of this research will be collected from KKC using secondary data collection methods.

**Keyword:** Covid-19, Khon Kaen Airport, Air transportation

## INTERNATIONAL STUDIES

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### AN APPROACH FOR ONLINE TEACHING THE COMPOSITION IN DIGITAL PHOTOGRAPHY

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**Abstract:** The composition topic is one of the most important digital photography courses. The composition is how people understand the artwork and its meaning. To create good-quality photography, students must understand the element of photography and how each element composes. Therefore, there are many subtopics that students need to understand. In the previous classes, the students were given assignments to practice using composition skills. The problem was that the students did not have much chance to receive feedback from the lecturer and resubmit their work. Due to the number of subtopics and time limitations in the course, this old method did not improve student's composition skills. Since the COVID-19 outbreak, normal classes were changed into online classes via video conference. Therefore, the new project proposes the rubric table and the approach to handle this situation. The project includes a web system where students can submit their work and receive feedback from their lecturer. The result showed that students had received enough feedback from the lecture and had learned various composition subtopics. Moreover, most students show some improvement in understanding of composition distinctively.

**Keywords:** Composition in Photography, Online teaching, Teaching tool

## **MEDICAL TOURISM BEHAVIORS OF CHINESE TOURISTS: A CASE STUDY OF PRIVATE HOSPITALS IN PHUKET**

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**Abstract:** The Thai government has focused on medical tourism since 2004 by establishing a policy to promote Thailand to become an international medical hub. The movement of medical tourism in Thailand is found in the government sector and is driven by medical services from private hospitals in Thailand. The Department of Health Service Support was also assigned to provide a development strategy for Thailand to be an international health center (Medical Hub). Therefore, the objectives were to study the medical service from hospitals in Phuket province to know the needs and tourism behavior and satisfaction in medical tourism among Chinese tourists receiving hospital services. The theories and concepts about tourist behaviors guide analyzing patterns, purposes, and influencing factors to receive medical tourism services in this research, data collection located in Bangkok Hospital Phuket, and Siriroj Hospital. The sample group used in this study was 10 Chinese tourists who received medical tourism services. The in-depth interview method was applied by collecting data. The results presented the factors influencing Chinese tourists, who travel to Thailand for medical tourism, were marketing promotion of medical tourism products, motivation, buying decision-making by receiving medical tourism information, experience, attitude, evaluation of alternatives primarily based on price.

**Keywords:** Medical Tourism, Chinese Tourist, Private Hospital in Phuket



## **SMART CITY: THE ROLE TO CREATE JUSTICE AND THE PROMOTION OF GENDER EQUALITY**

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**Abstract:** The article has the objective to explain the relation between smart city development and social science issues. The concept of a smart city does not only prioritize technology or science, but it is also involved with social science and inter-disciplinary approach, especially Sustainable Development Goals (SDGs), the improvement of quality of life, and the reduction of social inequality. Smart cities also play a role in promoting gender equality, which has a role in improving Smart Mobility. Public transportation patterns are different in gender, which focuses on reasonable expenses, safety, convenience, and easily-accessible transportation. Therefore, smart mobility plays a role in creating justice and the promotion of gender equality.

**Keywords:** Smart city, Create justice, Gender equality

## **GENDER DIFFERENCES IN THAI UNIVERSITY STUDENTS' PERCEPTION OF VOCABULARY TEACHING STRATEGIES**

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**Abstract:** The study's purposes were to investigate vocabulary teaching strategies (VTS) university students perceived as effective and explore whether male and female students held similar perceptions of VTS. The participants were 338 university students from different programs at Prince of Songkla University, Phuket Campus, Thailand. This mixed-method study used a questionnaire as the main research instrument to collect data concerning students' perceptions of effective VTS and differences between male and female students' perceptions in this regard. Then a semi-structured interview was employed to gain an in-depth understanding of the data. The main findings indicated that in the students' opinions, all of the VTSs were effective, especially pronouncing words which showed the highest mean score ( $\bar{x} = 4.03$ ) while using the board to note transcription ( $\bar{x} = 3.43$ ) revealed the lowest mean score. Concurrently, the qualitative data supports the questionnaire data underlining some techniques many interviewees perceived as effective, including five prime types of VTS including cognitive VTS (rote learning and dictation), affective VTS (vocabulary games, movies, and songs), productive VTS (use of target words in the communication), technological VTS (applications), and visualization (images). Moreover, the findings showed no statistically significant gender differences in most of their perceptions ( $p < 0.05$ ) except in the two main strategies of pronouncing words ( $t = -2.36$ ,  $p = 0.02$ ) and setting tasks of using words in sentences ( $t = -2.41$ ,  $p = 0.02$ ). The two major factors that were found to be influencing their perception were their learning experience and Thai culture. The results of the study could guide university teachers in planning vocabulary instruction.

**Keywords:** Perception, university students, vocabulary teaching strategies gender differences

## **DISRUPTIVE TECHNOLOGY & LANGUAGE TEACHING: THE CHANGE IS INEVITABLE**

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**Abstract:** This article suggests directions for language teaching instructors, mainly teaching English in higher education, to help them adapt to disruptive technologies' changes. The rapid changes have direct effects on society as a whole and specifically on student learning behaviors and methods. A new generation of language instructors has to consider three factors: sufficiency of technological knowledge and up-to-date skills, understanding of the cultural context needed for pedagogy design, and relevant educational theories of improvement in learning. Higher education must choose, improve, and empower the staff to create and develop a better learning process. This article proposes the integration of 2 models, "Disruptive Innovation Model" and "Teaching and Learning Activity System." These two models explain and provide conceptual frameworks for Higher Education (HE) to clearly see the new educational paradigm's interactions and consequences. Therefore, with the instructor's creativity, new pedagogies must be developed to integrate new technologies. This article intends to provide a map for language teaching instructors to see the directions in which the near-future roles and responsibilities will progress.

**Keywords:** disruptive technology; a new pedagogy; educational theory

## **JAPAN-CHINA POLITICAL RELATIONS UNDER THE ABE ADMINISTRATION (2012-2020)**

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**Abstract:** This article examines Japan and China's political relationship from 2012 to 2020, when Shinzo Abe, Japan's longest-serving Prime Minister, was in power. Abe is credited for significantly shaping Japan's economic, foreign, and security policy. Therefore, this article considers three main issues under the Abe administration that challenged Japan-China political relations – territorial disputes, historical animosities, and Japan's new security system. It can be concluded that the relations between Japan and China worsened early under Abe's tenure since the Chinese feared that Japan could return to militarism and use its armed forces to project its power in the region. However, despite political tensions, their relations showed positive trends on the economic and social, and cultural fronts.

**Keyword:** Japan-China Relations, Abe administration, security policy, historical animosities

## **MONTAG’S TRANSFORMATION IN THE DYSTOPIAN WORLD OF RAY BRADBURY’S FAHRENHEIT 451**

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**Abstract:** This academic paper aims to explore *Fahrenheit 451*’s protagonist, Guy Montag’s transformation throughout the story, to investigate how he has changed in the dystopian society where freedom is limited, and information is distorted and if he succeeds in his transformation. The textual analysis is mainly employed in this article. His transformation is divided into four categories: transforming from indifferent to inquisitive, ignorant citizen to knowledgeable man, conforming to the society to rebelling against the society, and belonging to the society to the alienated person. Each state of transformation demonstrates his self-development. It enlightens him that the state he lives in is full of false information. It also discovers that he is not truly happy because he does not realize that he is forced to live a restricted life in which he does not have any aims and does not genuinely have feelings for anything around him. After being through those transformations, he finally sees the world from completely different perspectives and can start his new life outside the dystopian state.

**Keywords:** Montag’s transformation, dystopia, Fahrenheit 451, Ray Bradbury

## **VILLAGE TEMPLE OR NETWORK HUB? - THE CASE OF WAT PHOTHIKARAM**

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**Abstract:** This paper examines the attempts of a village monk to mobilize global resources in the service of grassroots community development. Phrakhru Phothiwirakhun of Roi Et province has spent the past two decades working to equip his temple with various facilities aimed at giving villagers access to services and resources and ensuring the continued centrality of the temple in village life. These facilities include an ICT/Digital and vocational-training center, an OTOP production center, a financial institution, and a co-op convenience store, among others. I argue that it is also an attempt to reimagine institutions typically associated with supermodernity and non-place and reorient them so that they function as entities of the community – to re-embed them in place. He accomplishes this by implementing his projects in such a way that the temple acts as a “network hub,” occupying a space of betweenness centrality in local-extralocal interaction.

**Keywords:** development, monks, glocalization, place, Thailand

## **GOVERNMENT AIDED RURAL PRODUCT PROMOTION AND DEVELOPMENT - AN EMPIRICAL STUDY OF THAILAND AND AUSTRALIA**

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**Abstract:** Australia and Thailand have a long history and enchanting culture. They draw huge numbers each year from overseas visitors interested in experiencing these two great nations' cultures and traditions. Entrepreneurs help preserve culture and tradition by selling and showing other people about other cultures that a tribe or even a cluster of several villages produce. The authors compare the promotional history for the last decade and development support that the respective government agencies have been providing to such ethnic traditional products, investigate the problems that the rural people face in marketing their traditional skills. Our study identifies key issues posing substantial challenges to this industry in the near future. We propose a time grid for the government agencies and NGOs to rethink strategies towards enhancing revenue streams, preserving and protecting these cultures, and, more importantly, motivating the next generation to continue building on that heritage.

**Keywords:** agencies, cultural heritage ethnic, employment, handicraft, income, migration, promotion, revenue, rural poor, trade policy

## **“OUR STUDENTS”: TICC STUDENTS AND THEIR NEEDS, MOTIVATIONS, AND DREAMS**

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**Abstract:** One might wonder what Thai students' motivations to obtain their college degrees in the English language are, as this would certainly add their studies' difficulty. With the objective of better understanding their students and engaging them in the learning process, the authors attempted to explore their students' needs, motivations, and dreams. The authors surveyed their students using open-ended survey questions and coded their responses using In Vivo Coding. The study found that students' greatest motivation and their reason for studying in an international college was their perceived need to be able to speak fluently in the English language, thus, allowing them to communicate with international customers and suppliers. However, students acknowledged that their limited English proficiency was their largest obstacle and that it took much reading, studying, and translating from English to Thai to overcome this obstacle. Other significant motivations for students was owning their businesses, traveling and international studies, and, of course, getting an A in the class!

**Keywords:** international college students, student needs, student motivations, student dreams



## BECOMING INTERNATIONAL: EXPLORING LOCAL STUDENTS' LEARNING EXPERIENCES AT A THAI INTERNATIONAL COLLEGE

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**Abstract:** The following research explores second language (L2) students' learning experiences at a Thai international college, as the local students engaged in the international curriculum and used *English as a Medium of Instruction* (EMI). The purpose of this research was to understand L2 students' learning experiences better as they used EMI to improve L2 intentional teaching and instructed learning. This was accomplished by developing an interdisciplinary framework beginning with enactivism that: (i) supports *Practitioner Inquiry* (PI); (ii) accepts the notion of *becoming*; and (iii) explores L2 students' learning experiences as they attempt to *become international*. Data was collected from PI observations and students' reflective writing assignments during regular classroom activities and was analyzed using selective coding: open, axial, and thematic, which looked for impacts on L2 pedagogy. The results indicated that *local* Thai students need extra support to overcome difficulties associated with a new culture, language, and learning.

**Keywords:** Becoming, Enaction; Internationalization, Interdisciplinarity, Linguaging

## **PRAYUTH'S ADMINISTRATION: IS THAILAND UNDER A FASCIST REGIME?**

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**Abstract:** This paper draws on similarities and distinctions of different forms of fascism amongst Francoist Spain, Mussolini Il Duce, and Nazi Germany. It also includes interpretations and concrete actions that fascists were asserted by Stanley G. Payne (1996), Robert O. Paxton (2004), and Michael A. Peters (2020) in order to create a fascist framework to examine Thailand's current political regime under Prayuth's administration. Despite several differentiated variables between Thailand and other well-renowned fascist countries, the study reveals that the political innovation that Prayuth has been creating since his premiership in 2014 has been deemed as fascist behavior. However, though his administration is authoritarianism- oriented or fascist- inclined, the aggressiveness level in terms of oppression and expansion of the fascist ideology has been lower than the three main fascist constitutions mentioned in this paper. Henceforth, the term 'fascist,' which is a political taboo, has not (yet) been used to describe Thailand under his rule.

**Keywords:** Fascism, Francoist regime, Italian fascism, German Nazism, Prayuth Chanocha, anticonservatism, authoritarianism, totalitarianism, nationalism, Thai politics

## **REVIEWING NON-STATE ACTOR INFLUENCE ON PUBLIC POLICY: COULD CIVIL SOCIETY BE A RESPONSE TO THINK TANKS?**

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**Abstract:** As the economic power of transnational corporations continues to expand beyond similar metrics of power in sovereign states, the importance of discussion about the obligations and responsibilities of corporations also increases. Questions about state power and its ability to regulate corporate power are becoming more frequent, as is shown in the article reviewed here, “Think Tanks, Business and Civil Society: The Ethics of Promoting Pro-corporate Ideologies.” This review hopes to show the importance of finding solutions to rampant corporate action that will reflect the general public's interests, which is often in direct opposition to corporate interest. While think tanks are often a tool used by corporations to influence government policy, the author reflects on the importance of civil society organizations to also provide influence for the public will.

## **SOCIAL MEDIA EXPOSURE AND POLITICAL EFFICACY OF THE YOUTHS IN NAKHON RATCHASIMA PROVINCE IN 2020**

**Sakda Nasongsi<sup>1</sup>**

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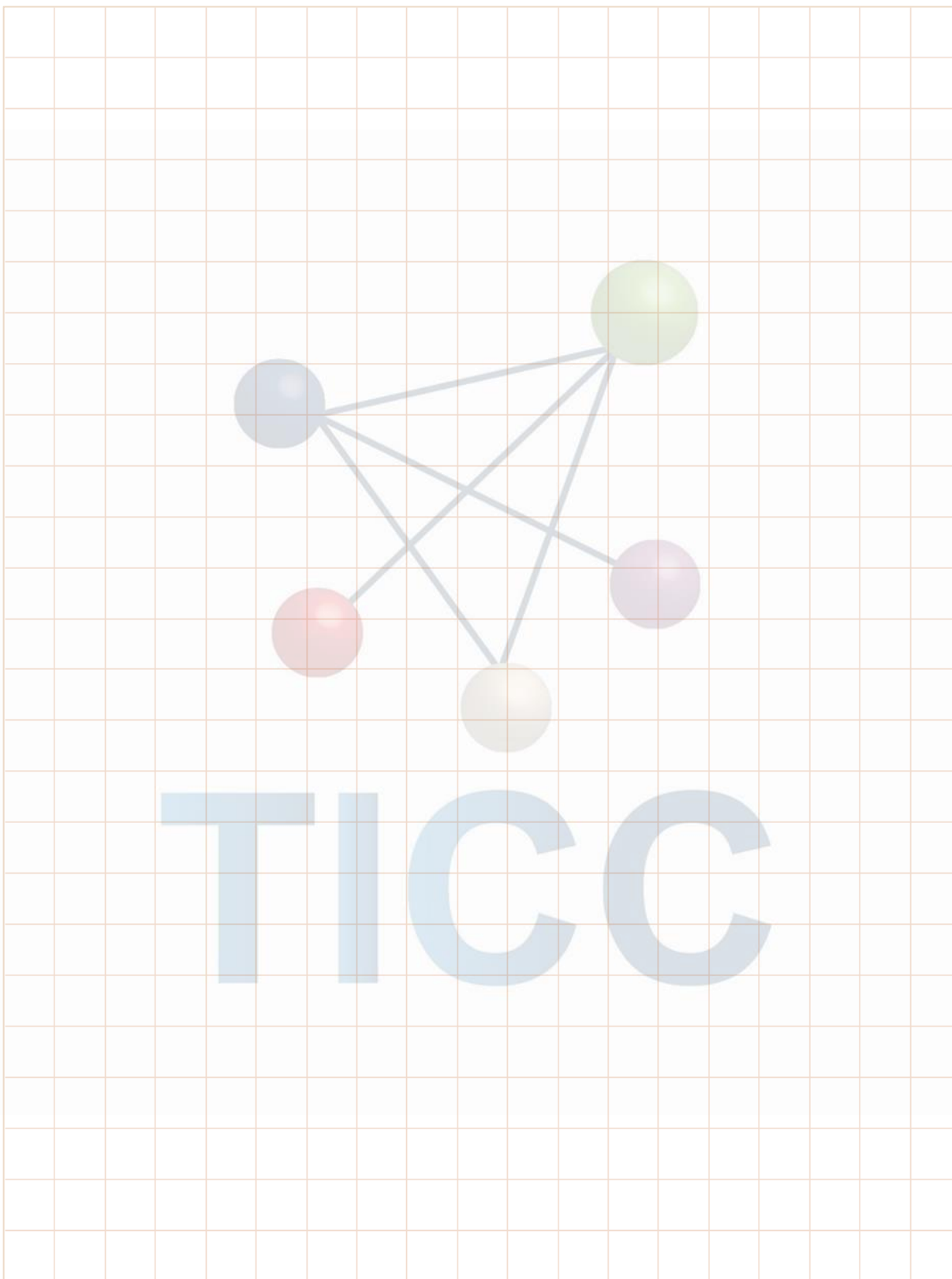
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**Abstract** This research aims to investigate and analyze the social media exposure and sense of political efficacy of the youths in Nakhon Ratchasima in 2020. This mixed methods research employed the questionnaire survey to collect the data from 250 samples in Muang district, Nakhon Ratchasima. Moreover, 20 youth leaders in universities participated in the focus group and in-depth interview methods. The data was analyzed and interpreted by a descriptive method. The results show that the most-used social media for political purposes are Facebook and Twitter applications. More than 90 % are the members or followers of political fan-pages or groups on social media. For political efficacy, quantitative data reported that the respondents' internal political efficacy tended to be high. They are confident that their votings are influencing politics. On the other hand, the external efficacy, they viewed that the government does not care for the people, and almost of politicians are corrupt. The qualitative data reported that the youths believe that they have a much more powerful effect on politics. The social media exposure made them more comfortable, available, and safer to act about political issues. They also viewed that the obstacles for youths to participate in politics are social media censorship, Computer-Related Crime Act, and threats by government officials.

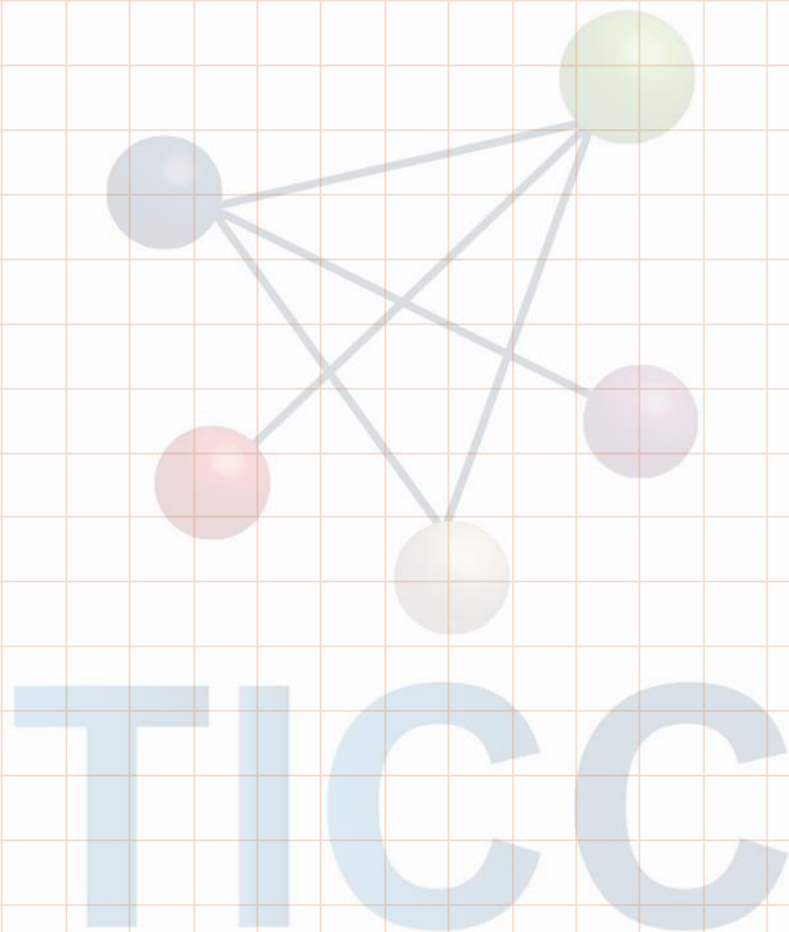
**Keywords:** media exposure, political efficacy, political participation



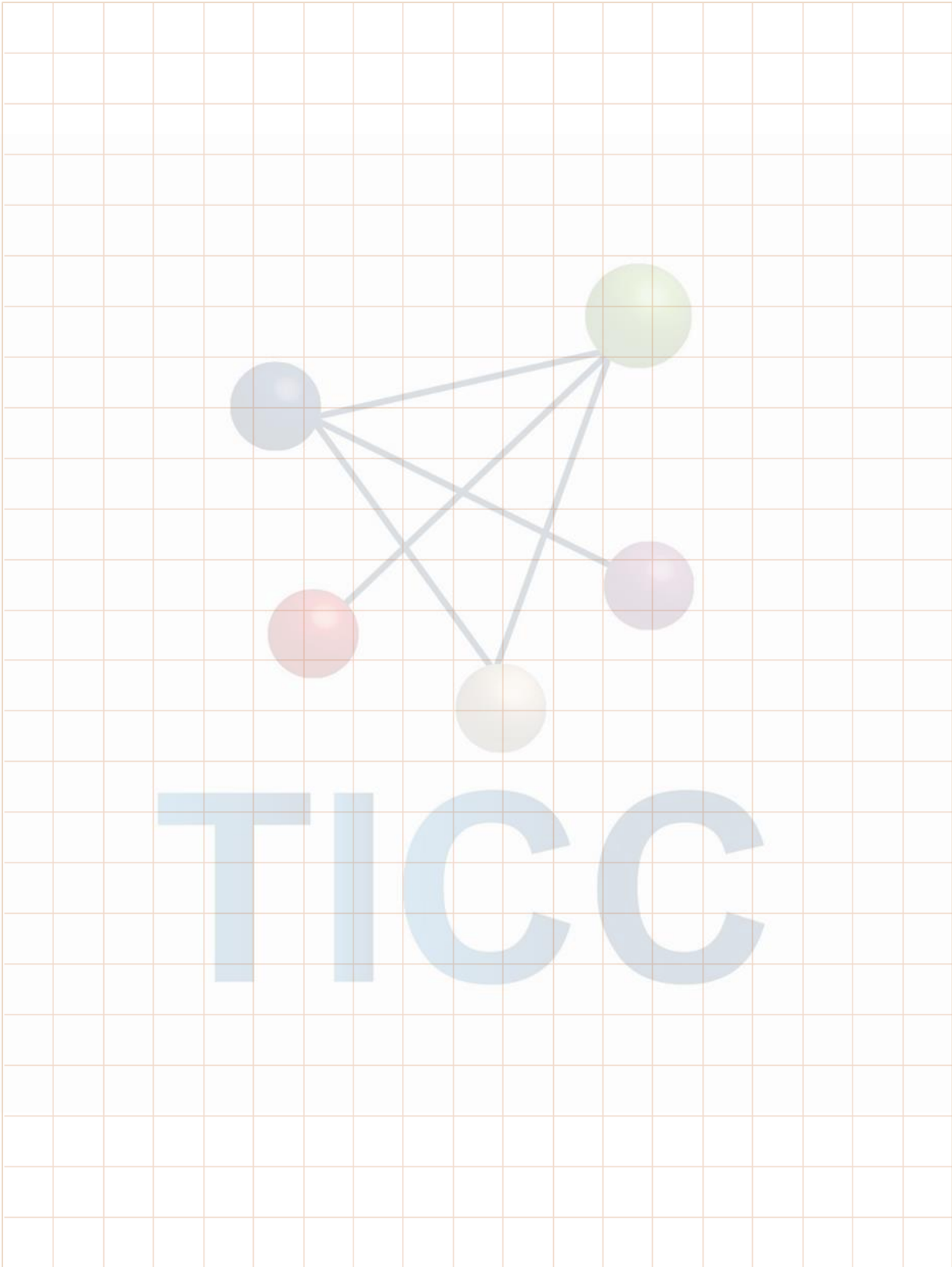
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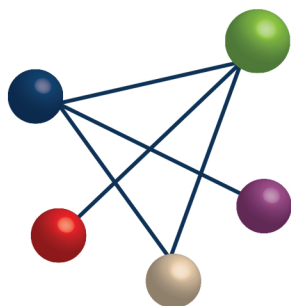
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