

PROGRAMME

Business Administration National & International Conference 2017

“Research for Business Innovation and Advancement”

19th December 2017 Ubon Ratchathani Rajabhat University

19th December 2017		
Time	Program	Notes
08.30 – 09.00	Registration	At Praipayom Conference Hall
09.00 – 09.30	Welcome and Introduction	Introduction by Asst.Prof. Hathairat Khuanrudee, Dean of Business Administration and Management Faculty Remarks by Assoc.Prof. Thamarak Laongnual, President of Ubonratchatani Rajabhat University
09.30 – 10.30	Keynote Speech I	Prof.Dr.Kriengsak Chareonwongsak “The Impact of Innovation on Global Economic Growth”
10.30 – 10.45	Tea Break	
10.45 – 11.45	Keynote Speech II	Prof.Dr.Kriengsak Chareonwongsak “The Impact of Innovation on Global Economic Growth”
11.45 – 13.00	Lunch	
13.00 – 15.30	Presentation Session	Breakout session I National Conference Room 8201 Building 8 Breakout session II National Conference Room 8301 Building 8 Breakout session III National Conference Room 8304 Building 8 Breakout session I International Conference Room 15- 307 Building 15 Breakout session II International Conference Room 15- 308 Building 15 Poster Session Presenting at Praipayom Conference Hall
15.30 – 16.30	Closing Remarks	Awards and Farewell

Oral Presentation
The 1st Business Administration International Conference
“Research for Business Innovation and Advancement”
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Ubon Ratchathani Rajabhat University

Parallel Session 1 : Room 15-307 Building 15

Moderator : Dr. Rachata Khumboon
and Assoc. Prof. Dr. Nalinee Thongprasert

Time	Title
13.00 - 13.15	<p>Conceptual Framework : Roles of Strategic Alliances and Innovation toward Firm Performance of Community Enterprises, Thailand.</p> <p>Kajohnsak Wongwirach, Ph.D. Candidate, Faculty of Management Sciences, Lampang Rajabhat University, Thailand</p> <p>Boonthawan Wingwon, Assoc. Prof., Ph.D., Department of Management Sciences, Ph.D. program in Management Lampang Rajabhat University, Thailand.</p> <p>Piyakanit Chotivanich, Assoc. Prof. Dr., Faculty Business Administration and Management Sciences, Ubon Ratchathani Rajabhat University, Thailand.</p>
13.15 - 13.30	<p>Travel Motivation among Cross Border Tourists: Case Study of Langkawi</p> <p>Ghazali Musa, Faculty of Business and Accountancy, University Malaya, Malaysia</p> <p>Sedigheh Moghavvemi, Faculty of Business and Accountancy, University Malaya, Malaysia</p> <p>Jonghyun Park, Faculty of Economics, Hosei University, Tokyo, Japan</p> <p>Thinaranjeneey Thirumoorthis, Faculty of Business and Accountancy, University Malaya, Malaysia</p> <p>Nana Taha, Faculty of Business and Accountancy, University Malaya, Malaysia</p> <p>Mozard Mohtar, Faculty of Business and Accountancy, University Malaya, Malaysia</p> <p>Md Moniruzzaman Sarker, Faculty of Business and Accountancy, University Malaya, Malaysia</p>
13.30 - 13.45	<p>Early Warning to Banking Crises in the Dual Financial System in Indonesia: The Markov Switching Approach</p> <p>Irfan Nurfalalah, BNI Sharia, Indonesia</p> <p>Nisful Laila, Airlangga University, Indonesia</p> <p>Aam S. Rusydiana, SMART Consulting Indonesia</p> <p>Bayu Arie Fianto, Airlangga University, Indonesia</p>

Time	Title
13.45 - 14.00	Efficient Portfolio Composition of Islamic Bank Financing a Case Study: Islamic Banks Karina Ayu Saraswati, Islamic Economic Department-Faculty of Economics and Business, Airlangga University, Indonesia Nisful Laila, Islamic Economic Department-Faculty of Economics and Business, Airlangga University, Indonesia
14.00 - 14.15	Measuring the Efficiency of Islamic Rural Bank in Java Island Based on Stochastic Frontier Analysis (SFA) Method Nisful Laila, Faculty of Economic and Business, Airlangga University, Indonesia Fitri Syarahfina Putri, Faculty of Economic and Business, Airlangga University, Indonesia
14.15 - 14.30	Organizational Commitment of Workers at ISUZU-Tangpak, Ubon Ratchathani Province Jaturong Sriwongwana, Asst. Prof. Dr., Faculty Business Administration and Management Sciences, Ubon Ratchathani Rajabhat University, Thailand Vikanda Kasetiam, Asst. Prof., Faculty Business Administration and Management Sciences, Ubon Ratchathani Rajabhat University, Thailand Somxay Thepsombath, Student in Master of Business Administration Program in Human Resource Management, Faculty of Business Administration and Management, Ubon Ratchathani Rajabhat University, Thailand
14.30 - 14.45	The Changes in Career Selections of Accounting Graduates in Thailand Pandate Romsaitong, Faculty of Accountancy, Rangsit University, Thailand Kanitsorn Terdpaopong, Faculty of Accountancy, Rangsit University, Thailand
14.45 - 15.00	The Intellectual Capital Perception Adaptation Case Study : The Medical Supplies Industries Samaporn Panyawarayut, Faculty of Management Sciences, Bansomdejchaopraya Rajabhat University, Thailand Tarika Yamkamang, Faculty of Liberal Arts and Science, Kasetsart University, Kamphaeng Saen Campus, Thailand Rakchanok Sumnianglum, Thai Audit Ltd., Thailand Pattanant Petchuedchoo, Dhurakij Pundit University, Thailand Duangporn Lousuthi, MBA Concentration: Marketing, Suffolk University, Boston, MA, USA

Time	Title
15.00 - 15.15	<p>The Concept of Measurement and Reporting Intellectual Capital</p> <p>Jiraporn Jantarawong, Faculty of Management Sciences, Surattthani Rajabhat University, Thailand</p> <p>Pongsirapop Thongdeerawisuraket, Faculty Business Administration, Rajamangala University of Technology Rattanakosin, Thailand</p> <p>Sasipat Sunkolkit, Faculty of Business Administration and Liberal Arts, Rajamangala University of Technology Lanna, Thailand</p> <p>Anocha Suwannasarn, Faculty Business Administration and Management Sciences, Ubon Ratchathani Rajabhat University, Thailand</p> <p>Pattanant Petchuedchoo, Dhurakij Pundit University, Thailand</p> <p>Thipapa Vichayanetinai, Ms Project Managements, Northeastern University, Boston, Massachusetts, USA</p>
15.15 - 15.30	<p>The People's Satisfaction with the Service System of Krasop Subdistrict Administrative Organization, Mueang Ubon Ratchathani District, Ubon Ratchathani Province</p> <p>Vikanda Kasetiam, Asst. Prof., Faculty Business Administration and Management Sciences, Ubon Ratchathani Rajabhat University, Thailand</p> <p>Jaturong Sriwongwana, Asst. Prof. Dr., Faculty Business Administration and Management Sciences, Ubon Ratchathani Rajabhat University, Thailand</p> <p>Hathairat Khuanrudee, Asst. Prof., Faculty Business Administration and Management Sciences, Ubon Ratchathani Rajabhat University, Thailand</p>
15.30 - 15.45	<p>Finance's Role for Decision Making in Strategic Management</p> <p>Warin Chotivanich, Mahidol University International College, Thailand</p> <p>Sommodip Roy, Center for Management Studies, Jain University, Bangalore, India</p>

Parallel Session 2 : Room 15-308 Building 15

Moderator : Asst. Prof. Dr. Jaturong Sriwongwana
and Dr. Thumwimon Sukserm

Time	Title
13.00 - 13.15	Guidelines for Developing Flexible Benefit Program for Faculty Staff in Faculty of Social Sciences and Humanities Mahidol University Chen Chen, Mahidol University, Thailand
13.15 - 13.30	The Factors Related To the Success of Business Entrepreneur Small and Medium Enterprises (SMEs) in Trad Province Thanawut Pimki, Rajamangala University of Technology Tawan-ok Chantaburi Campus, Thailand Kanchana Phalaphon, Rajamangala University of Technology Tawan-ok Chantaburi Campus, Thailand Rungrasmee Deeprasai, Rajamangala University of Technology Tawan-ok Chantaburi Campus, Thailand Apanan Tiyawong, Rajamangala University of Technology Tawan-ok Chantaburi Campus, Thailand
13.30 - 13.45	Managerial Development Guidelines for “Tup – Lao Spring Arboretum” as a Sustainable Tourist Destination Thanid Nudas, Lecturer, Tourism and Hotel Program, Faculty of Business Administration, Vongchavalitkul University, Thailand Chanitaphorn Soisom, Lecturer, Tourism and Hotel Program, Faculty of Business Administration, Vongchavalitkul University, Thailand
13.45 - 14.00	Training Effectiveness: Your Key to Employee Engagement Pachaiyammal Munian, University of Malaya, Malaysia Lee Su Teng, University of Malaya, Malaysia
14.00 - 14.15	Study on the Demands of Travelers and the Factors Influencing the Choosing Services at Don Mueang Airport, Bangkok Metropolis Wanrudee Suksanguan, Rangsit University, Thailand Piyarat Chantarayukol, Rangsit University, Thailand
14.15 - 14.30	The Consultative Selling of Innovative Product for the Shrimp’s Farming Market in Republic of The Union of Myanmar Surachai Pakvilaikiat, Siam University, Thailand
14.30 - 14.45	The Development of Marketing Strategies for the Success of Apartment Business Sukthawee Jitpaisanwattana, Siam University, Thailand

Time	Title
14.45 - 15.00	<p data-bbox="336 342 1187 371">Service Quality Impacts on Effectiveness of Modern Management Practices</p> <p data-bbox="395 383 1251 456">Kittima Cheungsuvadee, Asst. Prof. Dr., Faculty Business Administration and Management Sciences, Ubon Ratchathani Rajabhat University, Thailand</p> <p data-bbox="395 468 1307 542">Pranorm Kumpha, Asst. Prof. , Faculty Business Administration and Management Sciences, Ubon Ratchathani Rajabhat University, Thailand</p> <p data-bbox="395 553 1241 627">Piyakanit Chotivanich, Assoc. Prof. Dr., Faculty Business Administration and Management Sciences, Ubon Ratchathani Rajabhat University, Thailand</p>
15.00 - 15.15	<p data-bbox="336 640 1311 714">Effects of Service Quality on Modern Business Strategy Management of SMEs in Ubon Ratchathani</p> <p data-bbox="395 725 1235 799">Irada Phorncharoen, Asst. Prof. Dr., Faculty of Business Administration and Management, Ubon Ratchathani Rajabhat University, Thailand</p> <p data-bbox="395 810 1275 884">Nalinee Thongprasert, Assoc. Prof. Dr., Faculty of Business Administration and Management, Ubon Ratchathani Rajabhat University, Thailand</p> <p data-bbox="395 896 1275 969">Anothai Harasarn, Faculty of Business Administration and Management, Ubon Ratchathani Rajabhat University, Thailand</p>
15.15 - 15.30	<p data-bbox="336 981 826 1010">The Service Quality of the Faculty's Library</p> <p data-bbox="395 1021 1251 1095">Piyakanit Chotivanich, Assoc. Prof. Dr., Faculty Business Administration and Management Sciences, Ubon Ratchathani Rajabhat University, Thailand</p> <p data-bbox="395 1106 1011 1135">Wongsinth Chalakorn, Kennesaw State University, USA</p>

Poster Presentation
The 1st Business Administration International Conference
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Praipayom Auditorium, Ubon Ratchathani Rajabhat University

Title
<p>A Framework of Audit Judgment and Decision-Making that Affects to Audit Quality Prapaipit Liubsuethagun, Lecturer, Accounting Department, Faculty of Business Administration and Management, Ubon Ratchatani Rajabhat University, Thailand</p>
<p>A Study of Language used in Facebook Wachirarat Nirantechaphat, Lecturer of Thai Program, Humanities and Social Sciences, Nakhonratchasima Rajabhat University, Thailand</p>
<p>A Study on Correlation between Leader-Member Exchange and Employee Creativity: The Impacts of Knowledge Sharing and Organizational Commitment Sothan Yoeung, Dean of Faculty of Economics, Business, and Tourism, University of South-East Asia, Cambodia</p>
<p>A Survey of Philippine Teenagers's Attitude toward Marketing of Soft Drink from Thailand: A Case Study of MoGu MoGu Pimook Somchob, Dr., Department of Marketing Management, Ubon Ratchathani Rajabhat University, Thailand Nancy C. Bartolome, Ph.D., Assoc. Prof., Department of Entrepreneurship, University of Santo Tomas, Philippines Eric G. Pasquin, Ph.D., Asst. Prof., Department of Business Economics, University of Santo Tomas, Philippines Robert U. Lao, Asst. Prof., Department of Marketing Management, University of Santo Tomas, Philippines</p>
<p>Developing Marketing Strategies of Women's Groups Kanom Gong Tha Ngam Moo 3 Tha Ngam Sub-District in Buri District Sing Buri Province Thanida Poodang, Asst. Prof., Thepsatri Rajabhat University, Thailand Wanida Permsiri, Asst. Prof., Thepsatri Rajabhat University, Thailand</p>
<p>Essential Skills of Human Resource Management in Thailand 4.0 Kornbongkoat Sararat, East Tennessee state University College of business and technology, USA Walaiporn Sookplung, Dr., Ubon Ratchathani Rajabhat University, Thailand</p>
<p>Happiness at Work of Lecturers Khuanrudee, H., Faculty of Business Administration and Management, Ubon Ratchathani Rajabhat University, Thailand Thirayatorn, O., Faculty of Sociology, Colorado State University Pueblo, USA</p>

Title
<p>Inequality within People with Disabilities in Thailand</p> <p style="padding-left: 40px;">Wiranya Sutthikun, Lecturer, Accounting Department Faculty of Business Administration and Management, Ubonratchatani Rajabhat University, Thailand</p> <p style="padding-left: 40px;">Khemtong Thammasen, MA Management, Cambridge College, Cambridge, Massachusetts, USA</p>
<p>Market Opportunities Available for Thailand Commodities in the Context of Philippine Importation</p> <p style="padding-left: 40px;">Pimook Somchob, Dr., Department of Marketing Management, Ubon Ratchathani Rajabhat University, Thailand</p> <p style="padding-left: 40px;">Nancy C. Bartolome, Ph.D., Assoc. Prof., Department of Entrepreneurship, University of Santo Tomas, Philippines</p> <p style="padding-left: 40px;">Eric G. Pasquin, Ph.D., Asst. Prof., Department of Business Economics, University of Santo Tomas, Philippines</p> <p style="padding-left: 40px;">Robert U. Lao, Asst. Prof., Department of Marketing Management, University of Santo Tomas, Philippines</p>
<p>Organization Behavior and Management in the 21st Century</p> <p style="padding-left: 40px;">Mallikar Budthongtim, Ubonratchathai Rajabhat University, Thailand</p> <p style="padding-left: 40px;">Anan Thamchalai, North Bangkok University, Thailand</p> <p style="padding-left: 40px;">Suwannee Hongwijit, Hongwijit, Rajamangala University of Technology Suvarnabhumi, Thailand</p>
<p>The Attitudes of the Consumers in Ubon Ratchathani Municipality Zone towards the Marketing Combination of 7-eleven Business in the Ubon Ratchathani Municipality Proximity</p> <p style="padding-left: 40px;">Adunyadet Tankaeo, Teacher in Bachelor of Business Administration Program in Human Resource Management, Faculty of Business Administration and Management, Ubon Ratchathani Rajabhat University, Thailand</p> <p style="padding-left: 40px;">Ratchaneekorn Pomfoo, Student in Bachelor of Business Administration Program in Marketing, Faculty of Business Administration and Management, Ubon Ratchathani Rajabhat University, Thailand</p> <p style="padding-left: 40px;">Le Thi Thu H., Royal Thai Consulate-General in Ho Chi Minh City, Vietnam</p>