

2018



## Boston Conference Series: July 2018 Conference Programme

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8th Academic International Conference on Business,  
Marketing and Management– AICBMM 2018  
International Conference on Sustainability, Energy and  
Environmental Sciences– ICSEES 2018  
Conference Venue: Harvard University, Martin  
Conference Center at Harvard Boston USA  
Conference Dates: 16th-18th July 2018



FLE Learning



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## FLE Learning

**FLE Learning** seeks to develop the knowledge and skills of both public and private sector actors on key new developments and issues in the area of law, trade, business, finance and economics by organising a variety of events, such as conferences, courses, training, and workshops.

In the past year, FLE has successfully organised Twenty Eight international academic conferences in which delegates from over 65 different countries participated, including Afghanistan, Algeria, Australia, Azerbaijan, Bangladesh, Belgium, Brazil, Bulgaria, Canada, Chile, China, Cyprus, Czech Republic, DR Congo, Egypt, Estonia, France, Georgia, Germany, Ghana, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Israel, Italy, Japan, Jordan, Korea, Kuwait, Lithuania, Malaysia, Mauritius, Mexico, Morocco, Netherlands, New Zealand, Nigeria, North Cyprus, Oman, Pakistan, Philippines, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Singapore, Slovakia, South Africa, South Korea, Spain, Sri Lanka, Sweden, Taiwan, Thailand, Turkey, United Arab Emirates, United Kingdom, USA and Uzbekistan. FLE has also organised and provided various intensive onsite training programmes to public sector organisations and firms in the past years to develop and improve their controls and systems so as to ensure effective compliance with financial crime laws and regulations. Registered experts from the company also provided technical assistance to different firms to develop their risk portfolio by assessing various risks facing the firm and to update and improve the firm's internal controls and systems to efficiently detect and prevent potential financial crimes.

FLE (previously known as 'FLE Legal Education') was established in 2005 as the foremost provider of the Qualified Lawyers Transfer Test (QLTT) in the Indian Sub-Continent, and was set up with the support of the Law Society of England and Wales and the British High Commissioner, New Delhi. QLTT was conducted in India by FLE in conjunction with Central Law Training (CLT), UK, and successful completion allows practising Indian lawyers to be admitted to the Roll of Solicitors of the Supreme Court of England and Wales. The programme was launched in India to allow Indian lawyers to take this test while in their home country.

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# Boston Conference Series| 16<sup>th</sup>-18<sup>th</sup> July 2018

Martin Conference Center Harvard Medical School 77 Avenue Louis Pasteur Boston, MA 02115 United States

## Conference Programme Day ONE\*

Monday, 16<sup>th</sup> July 2018

- 08:00 AM: 08:50 AM** : **Registration Tea & Coffee**
- 08:50 AM: 09:00 AM** : **Welcome and Opening Remarks** (Pechet Room)  
Welcome and Opening Remarks by **Dr. Olufemi Omisakin**, Lecturer Applied Business, Nelson Marlborough Institute of Technology (**New Zealand**).  
**Conference Chair and Keynote Speaker**

### Short Profile of Dr. Olufemi Omisakin

Dr Olufemi Omisakin is an Applied Business Lecturer and a researcher at Nelson Marlborough Institute of Technology, Auckland Campus, New Zealand. He lectures various aspects of business management, entrepreneurship, international business, and trade and agreements. His areas of research focused on entrepreneurship, international business, trade and agreements immigrant business activities and experiences, migration decisions and experiences. He is a member of Research Association of New Zealand and The Institute of Management New Zealand. He is also on the Editorial board of Journal of Immigrant and Refugee Entrepreneurship. Dr Olufemi is an executive board member of The Waitakere Ethnic Board (WEB), Auckland New Zealand. WEB is an ethnic advisory body that promote and present the interest of all ethnic communities within its boundaries. He is students' mentor and motivator. Dr Olufemi is a professional and resourceful businessperson, he easily adapts to changing priorities and environment. Possess positive attitude with strong work ethics. Adapt quickly to new situations and easily get along with people of varied background.

### Day ONE Session ONE

Presentation on: **Monday, 16th July 2018**

Session chaired by **Mr. Muhammad Kamran, Associate Lecturer, University of Sunderland (UK)**

**Presentation Group:** Environment & Trade

**Conference Room/Hall - Pechet Room**

#### **9:00:00 AM - 9:20:00 AM**

**Dr. Olufemi Omisakin**, Lecturer Applied Business, Nelson Marlborough Institute of Technology (**New Zealand**), *New Zealand trade agreements and its economic and societal impacts: A Review* (Delegate Number: Omisakin 1446 - CH09 - **Oral Presentation**) Seat No: 1

#### **9:20:00 AM - 9:40:00 AM**

**Dr. Abhishek Asthana**, Director of Hallam Energy, Sheffield Hallam University (**United Kingdom**), *Evaluation of waste heat recovery technologies for industrial food manufacturing process* (Delegate Number: Asthana 1455 - CF07 - **Oral Presentation**) Seat No: 2

#### **9:40:00 AM - 10:00:00 AM**

**Dr. Junhua Zhang**, Associate Professor, China National Rice Research Institute (**China**), *Effects of different seedling-raising substrates on physiological characters and grain yield for mechanized-transplanted rice* (Delegate Number: Zhang 1422 - CF04 - **Oral Presentation**) Seat No: 3

**10:00:00 AM - 10:20:00 AM**

**Dr. Chun-Nen Huang**, Associate Professor, Central Police University (**Taiwan**), *Exploration of the Risk Indicators of International Airports: A Case Study of Taiwan Taoyuan International Airport* (Delegate Number: Huang 1589 - CF17 - **Oral Presentation**) Seat No: 4

**10:20:00 AM - 10:40:00 AM**

**Prof. Shih-Tong Lu**, Professor, Kainan University (**Taiwan**), *Risk Response Strategies Evaluation Method for Critical Infrastructure Protection* (Delegate Number: Lu 1601 - CF19 - **Oral Presentation**) Seat No: 5

**10:40:00 AM -11:00:00 AM**                      **Morning Tea/Coffee Break**

**Day ONE Session TWO –**

Presentation on: **Monday, 16th July 2018**

Session chaired by **Dr. Olufemi Omisakin**, Lecturer Applied Business, Nelson Marlborough Institute of Technology, New Zealand

**Presentation Group:** Interdisciplinary Studies

**Conference Room/Hall - Pechet Room**

**11:00:00 AM - 11:20:00 AM**

**Dr. Deepika Slathia**, Assistant Professor, University of Jammu (**India**), *Response of macrophytic diversity to spatio-temporal changes in land cover in the catchment and environmental conditions within Surinsar-Mansar wetland(Ramsar Site), Jammu, J&K, INDIA* (Delegate Number: Slathia 1607 - CF18 - **Poster Presentation**) Seat No: 6

**11:20:00 AM - 11:40:00 AM**

**Dr. Emad AlAli**, Researcher, Kuwait Institute for Scientific Research (**Kuwait**), *Trends and Record of Groundwater in Kuwait* (Delegate Number: AlAli 1339 - CF15 - **Oral Presentation**) Seat No: 7

**11:40:00 AM - 12:00:00 PM**

**Prof. Felicjan Bylok**, Professor, Czestochowa University of Technology (**Poland**), *Significance of resources of social capital in management of an enterprise in Poland* (Delegate Number: Bylok 1467 - CH59 - **Oral Presentation**) Seat No: 8

**12:00:00 PM - 12:20:00 PM**

**Prof. Robert Kuceba**, Professor, Czestochowa University of Technology (**Poland**), *Management and environmental activity of the European SME sector – A comparative evaluation* (Delegate Number: Kuceba 1470 - CH60 - **Oral Presentation**) Seat No: 9

**12:20:00 PM - 12:40:00 PM**

**Prof. Arnold Pabian**, Professor and Vice Rector, Czestochowa University of Technology (**Poland**), *Youth Preferences and Behaviour Related to Food Products from Sustainability Perspective* (Delegate Number: Pabian 1466 - CH58 - **Oral Presentation**) Seat No: 10

**12:40:00 PM - 1:00:00 PM**

**Prof. Riaan Rudman**, PhD Candidate, Stellenbosch University (**South Africa**), *BYOD: IT governance responsibility that cannot be delegated* (Delegate Number: Rudman 1505 - CH20 - **Oral Presentation**) Seat No: 11

**1:00:00 PM - 1:10:00 PM**  
**1:10:00 PM - 1:50:00 PM**

**Day ONE Group Photograph**  
**Lunch Break**

**Day ONE Session THREE –**

Presentation on: **Monday, 16th July 2018**

Session chaired by **Dr. Yolandi Meyer, Post-Doctoral Fellow, University of Johannesburg, South Africa**

**Presentation Group:** Business & Management

**Conference Room/Hall - Pechet Room**

**1:50:00 PM - 2:10:00 PM**

**Prof. Jr-Yan Wang**, Professor, National Taiwan University (**Taiwan**), *Semi-Static Hedging and Pricing American Floating Strike Lookback Options* (Delegate Number: Wang 1512 - CH44 - **Oral Presentation**) Seat No: 12

**2:10:00 PM - 2:30:00 PM**

**Dr. Nilashis Ghosh**, Senior Lecturer, Bath Spa University (**United Kingdom**), *The Changing Landscape of the Audit Industry – An effect of Blockchain Technology* (Delegate Number: Ghosh 1498 - CH14 - **Oral Presentation**) Seat No: 13

**2:30:00 PM - 2:50:00 PM**

**Mr. Parth Modhia**, Student, Pandit Deendayal Petroleum University (**India**), *Business Challenges and Opportunities in Automation in Indian Auto-Ancillary Industry in Liberated Market Environment* (Delegate Number: Modhia 1453 - CH07 - **Oral Presentation**) Seat No: 14

**2:50:00 PM - 3:10:00 PM**

**Ms. Mayuri Ghosh**, Student, Pandit Deendayal Petroleum University (**India**), *A study on the evolution of social media as a window to popularized beauty awareness* (Delegate Number: Ghosh 1357 - CH04 - **Oral Presentation**) Seat No: 15

**3:10:00 PM - 3:30:00 PM**

**Mrs. Sudipta Sen Gupta**, Assistant Professor, G D Goenka University (**India**), *CSR Perceptions and Cause Affinity: An Empirical study of Indian Consumers* (Delegate Number: Sen Gupta 1496 - CH15 - **Oral Presentation**) Seat No: 16

**3:30:00 PM - 3:50:00 PM Afternoon Tea/Coffee Break**

**Day ONE Session FOUR –**

Presentation on: **Monday, 16th July 2018**

Session chaired by **Dr. Abhishek Asthana, Director of Hallam Energy, Sheffield Hallam University (UK)**

**Presentation Group:** Business & Management

**Conference Room/Hall - Pechet Room**

**3:50:00 PM - 4:10:00 PM**

**Dr. Dalia Zelikovich**, Assistance Professor, The Center for Academic Studies (**Israel**), *The rising effectiveness of advertising in the form of podcast* (Delegate Number: Zelikovich 1612 - CH86 - **Oral Presentation**) Seat No: 17

**4:10:00 PM - 4:30:00 PM**

**Mr. Satvik Shah**, Student, Pandit Deendayal Petroleum University (**India**), *Effectiveness of Brand Endorsement by Celebrities in Indian Consumer Durable Market* (Delegate Number: Shah 1318 - CH80 - **Oral Presentation**)  
Seat No: 18

**4:30:00 PM - 4:50:00 PM**

**Ms. Preksha Burad**, Student, Pandit Deendayal Petroleum University (**India**), *Effectiveness of Point of Purchase (P-O-P) Display in Impulse Buying Decision in Indian FMCG Sector* (Delegate Number: Burad 1452 - CH08 - **Oral Presentation**)  
Seat No: 19


**4:50:00 PM - 5:10:00 PM**

**Dr. Yolandi Meyer**, Post-Doctoral Fellow, University of Johannesburg (**South Africa**), *Initiatives aimed at ensuring transparency and accountability in the Nigerian petroleum industry: The Nigeria Extractive Industry Initiative and the Petroleum Industry Governance Bill* (Delegate Number: Meyer 1542 - CF16 - **Oral Presentation**)  
Seat No: 20

## **Welcome Dinner Day ONE**

**07:30 PM - 9:30 PM**      **Welcome Dinner\*** at Taj Hotel Boston, 15 Arlington St, Boston, MA 02116, United States. Phone:+1 617-536-5700 (Only for those delegates who have registered and paid for the social events)

### **Direction from Conference Venue to Taj Boston Hotel:**

Walk 0.3 mi (6 mins) toward **Longwood Medial Area- Station** - Take  "E" towards **Lechmere Station** (13-15 mins) Take off at **Arlington Station** and Walk 433 ft (2 mins) toward Taj Boston, 15 Arlington St, Boston, MA 02116, USA



# Boston Conference Series| 16<sup>th</sup>-18<sup>th</sup> July 2018

Martin Conference Center Harvard Medical School 77 Avenue Louis Pasteur Boston, MA 02115 United States

## Conference Programme Day TWO\*

Tuesday, 17<sup>th</sup> July 2018

### Day TWO Session ONE –

Presentation on: **Tuesday, 17th July 2018**

Session chaired by **Dr. Olufemi Omisakin, Lecturer Applied Business, Nelson Marlborough Institute of Technology, New Zealand**

**Presentation Group:** Interdisciplinary Studies

**Conference Room/Hall - Pechet Room**

#### **8:00:00 AM - 8:20:00 AM**

**Prof. Wann-Ming Wey**, Professor and Chair, National Taipei University (**Taiwan, R.O.C.**), *A Study of Establishing a Smart Sustainable City Assessment Framework Utilizing Big Data and Analytic Network Process Approach* (Delegate Number: Wey 1411 - CF06 - **Oral Presentation**) Seat No: 21

#### **8:20:00 AM - 8:40:00 AM**

**Dr. Ayodele Omojuwa**, Senior Lecturer, University of Lagos (**Nigeria**), *Actualizing Learning Development Through the Effect of Religious Business Ethics of Retailers in the Shopping Centers in the University of Lagos, Nigeria* (Delegate Number: Omojuwa 1383 - CH06 - **Oral Presentation**) Seat No: 22

#### **8:40:00 AM - 9:00:00 AM**

**Dr. Sevgin Batuk Turan**, Assistant Professor, Turkish- German University (**Turkey**), *Organizational Trauma and Consequences: Deterioration of Work Engagement through Perceptions of Uncertainty* (Delegate Number: Batuk Turan 1396 - CH81 - **Oral Presentation**) Seat No: 23

#### **9:00:00 AM - 9:20:00 AM**

**Mr. Muhammad Kamran**, Associate Lecturer, University of Sunderland (**United Kingdom**), *What is wrong with Economic Sanctions: Efforts to evaluate the moral dimensions of Economic Sanctions* (Delegate Number: Kamran 1550 - CH67 - **Oral Presentation**) Seat No: 24

#### **9:20:00 AM - 9:40:00 AM**

**Dr. Amany El Anshasy**, Associate Professor, United Arab Emirates University (**United Arab Emirates**), *Oil and Gold Prices: Do fundamentals matter? Dependence Under Different Oil Price Volatility Regimes* (Delegate Number: El Anshasy 1469 - CH17 - **Oral Presentation**) Seat No: 25

#### **9:40:00 AM - 10:00:00 AM**

**Mrs. Aminat Ajenifujah-Abubakar**, Lecturer/Phd Student, Federal University of Technology Akure (**Nigeria**), *Environmental Development for Poverty Alleviation: Focus on Idi-Agba Ijemikin Community, Akure, Ondo State, Nigeria* (Delegate Number: Ajenifujah-Abubakar 1604 - CF20 - **Oral Presentation**) Seat No: 26

**10:00:00 AM - 10:20:00 AM**

**Dr. Laphasrada Changkaew**, Researcher, Chulalongkorn University (**Thailand**), *Designing franchise business model through quality management criteria: A case study in Thailand* (Delegate Number: Changkaew 1587 - CH83 - **Oral Presentation**) Seat No: 27

**10:20:00 AM - 10:40:00 AM**

**Dr. Keng-Hsiang Cheng**, Assistant Professor, Chinese Culture University (**Taiwan**), *Explore the Dynamics Competitive and Cooperative Networks of MNCs'* (Delegate Number: Cheng 1640 - CH88 - **Poster Presentation**) Seat No: 27A

**10:40:00 AM -11:00:00 AM**                      **Morning Tea/Coffee Break**

**Day TWO Session TWO –**

Presentation on: **Tuesday, 17th July 2018**

Session chaired by **Dr. Suthinee Atthakorn**, Lecturer, Suan Sunandha Rajabhat University Thailand and **Dr. Voradej Chandarasorn**, Lecturer, Suan Sunandha Rajabhat University, Thailand

**Presentation Group:** **Suan Sunandha Rajabhat University Research Group**

**Conference Room/Hall - Pechet Room**

**11:00:00 AM - 11:20:00 AM**

**Dr. Sudawan Somjai**, **Keynote Speaker** & Lecturer, Suan Sunandha Rajabhat University (**Thailand**), *Dharma Practice and Human Development* (Delegate Number: Somjai 1595 - CH71) Seat No: 35. **Co-Author : Dr. Norawat Charoen-Rajapark**, Lecturer, Suan Sunandha Rajabhat University (**Thailand**), (Delegate Number: Charoen-Rajapark 1595 - CH77 - **Oral Presentation**) Seat No: 36

**11:20:00 AM - 11:25:00 AM**

**Dr. Nopadol Burananuth**, Lecturer, Suan Sunandha Rajabhat University (**Thailand**), *Eight Universal Laws of Leadership: A Case Study of Leadership in Thai Small Businesses* (Delegate Number: Burananuth 1534 - CH21 - **Oral Presentation**) Seat No: 37

**11:25:00 AM - 11:30:00 AM**

**Dr. Piyada Wongwiwat**, Lecturer, Suan Sunandha Rajabhat University (**Thailand**), *A Comparison of Forecasting Method of Export Volume of the Orchids of Thailand: Exponential Smoothing Method and Box-Jenkins* (Delegate Number: Wongwiwat 1510 - CH22 - **Oral Presentation**) Seat No: 38

**11:30:00 AM - 11:35:00 AM**

**Dr. Sriparinya Toopgrajank**, Lecturer, Suan Sunandha Rajabhat University (**Thailand**), *Factors Influencing the Administration of Youth Football Career Development* (Delegate Number: Toopgrajank 1526 - CH25 - **Oral Presentation**) Seat No: 39

**11:35:00 AM - 11:40:00 AM**

**Dr. Rachada Fongthanakit**, Lecturer, Suan Sunandha Rajabhat University (**Thailand**), *The Competitive Advantage of the Banks in the AEC* (Delegate Number: Fongthanakit 1540 - CH26 - **Oral Presentation**) Seat No: 40



**11:40:00 AM - 11:45:00 AM**

**Dr. Suthinee Atthakorn**, Lecturer, Suan Sunandha Rajabhat University (**Thailand**), *Preferences Expressed by Myanmar Citizens Concerning AEC Opportunities* (Delegate Number: Atthakorn 1557 - CH29) Seat No: 41 .  
**Co-Author: Dr. Voradej Chandarasorn**, Lecturer, Suan Sunandha Rajabhat University (**Thailand**), *Preferences Expressed by Myanmar Citizens Concerning AEC Opportunities* (Delegate Number: Chandarasorn 1557 - CH82 - **Oral Presentation**) Seat No: 42

**11:45:00 AM - 11:50:00 AM**

**Dr. Natnaporn Aeknarajindawat**, Lecturer, Suan Sunandha Rajabhat University (**Thailand**), *Job Satisfaction of Staff Members of Higher Education* (Delegate Number: Aeknarajindawat 1524 - CH24 - **Oral Presentation**) Seat No: 43

**11:50:00 AM - 11:55:00 AM**

**Dr. Duangsamorn Sophonthada**, Lecturer, Suan Sunandha Rajabhat University (**Thailand**), *Appropriate Development Model for Community Radio Service for Thai Society* (Delegate Number: Sophonthada 1529 - CH30 - **Oral Presentation**) Seat No: 44

**11:55:00 AM - 12:00:00 PM**

**Dr. Napatsorn Supatanyaporn**, Lecturer, Suan Sunandha Rajabhat University (**Thailand**), *Components Affecting Foreign Labor Management* (Delegate Number: Supatanyaporn 1554 - CH38 - **Oral Presentation**) Seat No: 45

**12:00:00 PM - 12:05:00 PM**

**Dr. Noppadol Sriragool**, Lecturer, Suan Sunandha Rajabhat University (**Thailand**), *Components Affecting the Outsourcing Management* (Delegate Number: Sriragool 1572 - CH52 - **Oral Presentation**) Seat No: 46

**12:05:00 PM - 12:10:00 PM**

**Dr. Phumrawit Chaiphurihiranya**, Lecturer, Suan Sunandha Rajabhat University (**Thailand**), *Circulation Rebalancing the Body and Blood with the Wind Circulation* (Delegate Number: Chaiphurihiranya 1579 - CH45 - **Oral Presentation**) Seat No: 47

**12:10:00 PM - 12:15:00 PM**

**Dr. Chiraporn Nontasut**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Role of Nutraceuticals in Health Promotion, Disease Prevention and Aging of the Population in the Bangkok Metropolitan Region* (Delegate Number: Nontasut 1586 - CH70 - **Oral Presentation**) Seat No: 48

**12:15:00 PM - 12:20:00 PM**

**Dr. Preecha Karuhawanit**, Lecturer, Suan Sunandha Rajabhat University (**Thailand**), *Administrative Potential of Information Technology of Municipalities in Pratumthani Province according to the Sustainable Administration Concept* (Delegate Number: Karuhawanit 1626 - CH87 - **Oral Presentation**) Seat No: 49

**Day TWO Session THREE –**

Presentation on: **Tuesday, 17th July 2018**

Session chaired by **Dr. Norawat Charoen-Rajapark, Lecturer, Suan Sunandha Rajabhat University, Thailand**

**Presentation Group:** Suan Sunandha Rajabhat University Research Group

**Conference Room/Hall - Pechet Room**

**12:20:00 PM - 12:25:00 PM**

**Mr. Chaiwat Horthammarat**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Supply Chain Management and Competitive Advantage and Effects on Business Performance: A Case of Thai Small and Medium Entrepreneurs* (Delegate Number: Horthammarat 1523 - CH23 - **Oral Presentation**) Seat No: 50

**12:25:00 PM - 12:30:00 PM**

**Ms. Achara Luengsawas**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Corporate Social Responsibility: A Case Study of Hotels in Bangkok, Thailand* (Delegate Number: Luengsawas 1533 - CH31 - **Oral Presentation**) Seat No: 51

**12:30:00 PM - 12:35:00 PM**

**Ms. Ratchanee Sittidamrong**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Antecedents of Customer Satisfaction of Low Cost Airlines: A Case Study of International Passengers in Thailand* (Delegate Number: Sittidamrong 1544 - CH35 - **Oral Presentation**) Seat No: 52

**12:35:00 PM - 12:40:00 PM**

**Mr. Surasak Muangman**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Success Factors in Managing Elderly Care Centers* (Delegate Number: Muangman 1547 - CH37 - **Oral Presentation**) Seat No: 53

**12:40:00 PM - 12:45:00 PM**

**Mr. Veeraphol Wongwaiwit**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *The Influence of Intellectual Capital and the Acceptance of Information Technology Affects Performance of the Organization* (Delegate Number: Wongwaiwit 1556 - CH40 - **Oral Presentation**) Seat No: 54

**12:45:00 PM - 12:50:00 PM**

**Ms. Maleenee Banraksukaphap**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Success of the Business Zhulian* (Delegate Number: Banraksukaphap 1559 - CH42 - **Oral Presentation**) Seat No: 55

**12:50:00 PM - 12:55:00 PM**

**Mr. Montri Itvarakorn**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Business Opportunities and Model of Packaging Convenience Stores* (Delegate Number: Itvarakorn 1577 - CH47 - **Oral Presentation**) Seat No: 56

**12:55:00 PM - 1:00:00 PM**

**Mr. Surachai Chantarojvanich**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Knowledge Management, Quality of Business Network, and Roles of Thai Chamber Commerce in Developing SME* (Delegate Number: Chantarojvanich 1576 - CH48 - **Oral Presentation**) Seat No: 57

**1:00:00 PM - 1:10:00 PM**

**Day ONE Group Photograph**

**1:10:00 PM - 1:50:00 PM**

**Lunch Break**

**Day TWO Session FOUR –**

Presentation on: **Tuesday, 17th July 2018**

Session chaired by **Dr. Sriparinya Toopgrajank, Lecturer, Suan Sunandha Rajabhat University, Thailand**

**Presentation Group:** Suan Sunandha Rajabhat University Research Group

**Conference Room/Hall - Pechet Room**

**2:00:00 PM - 2:05:00 PM**

**Mr. Surachai Suthivorachai**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Strategic Business Model of Non-regular Route Bus Rental Affecting the Entrepreneur Success* (Delegate Number: Suthivorachai 1583 - CH53 - **Oral Presentation**) Seat No: 58

**2:05:00 PM - 2:10:00 PM**

**Ms. Noppawan Kanchanaprudyakul**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Antecedents Affecting the Success of Trade in NongKhai Special Economic Zone* (Delegate Number: Kanchanaprudyakul 1580 - CH56 - **Oral Presentation**) Seat No: 59

**2:10:00 PM - 2:15:00 PM**

**Ms. Patarin Luekanchanawanit**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Factors Affecting Potentials of Industrial Business Entrepreneur 4.0* (Delegate Number: Luekanchanawanit 1578 - CH57 - **Oral Presentation**) Seat No: 60

**2:15:00 PM - 2:20:00 PM**

**Ms. Weeraya Damrongsri**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Business Management Model of Television Production Era 4.0* (Delegate Number: Damrongsri 1561 - CH63 - **Oral Presentation**) Seat No: 61

**2:20:00 PM - 2:25:00 PM**

**Mrs. Monthira Sangthong**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Satisfaction from Service Receivers of KaoKwang Administration, Tungsong, Nakhon Si Thammarat* (Delegate Number: Sangthong 1565 - CH66 - **Oral Presentation**) Seat No: 62

**2:25:00 PM - 2:30:00 PM**

**Ms. Rawiphat Chejvichaikul**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *The Development Model for Real Estate Business to Industrial Thailand 4.0 Era* (Delegate Number: Chejvichaikul 1585 - CH69 - **Oral Presentation**) Seat No: 63

**2:30:00 PM - 2:35:00 PM**

**Ms. Bussaba Bussabong**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Vitality of Factors of Success for Hotel Business in Thailand* (Delegate Number: Bussabong 1597 - CH76 - **Oral Presentation**) Seat No: 64

**2:35:00 PM - 2:40:00 PM**

**Mr. Prung Boonpadung**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Management Factors Affecting the Corporate Social Responsibility* (Delegate Number: Boonpadung 1552 - CH28 - **Oral Presentation**) Seat No: 65

**2:40:00 PM - 2:45:00 PM**

**Mrs. Srochinee Siritattana**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Antecedents of the Reconciliation Enhancement in Accordance with Democracy* (Delegate Number: Siritattana 1535 - CH32 - **Oral Presentation**) Seat No: 66

**2:45:00 PM - 2:50:00 PM**

**Mr. Pakin Kitikunnitipong**, PhD Candidate, Sripatum University (**Thailand**), *Policy Administration of Local Administrative Organizations for Elderly Society* (Delegate Number: Kitikunnitipong 1539 - CH33 - **Oral Presentation**) Seat No: 67

**2:50:00 PM - 2:55:00 PM**

**Mrs. Pornpong Porpraphat**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Engagement, Creativity, Knowledge, and Top Management Policy of Quality Development Programs Affecting High Performance Organizations* (Delegate Number: Porpraphat 1541 - CH34 - **Oral Presentation**) Seat No: 68

**2:55:00 PM - 3:00:00 PM**

**Mrs. Piyawadee Chathaisong**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Factors Influencing Nursing Organization Administration of Nursing Supervisor* (Delegate Number: Chathaisong 1546 - CH36 - **Oral Presentation**) Seat No: 69

**3:00:00 PM - 3:05:00 PM**

**Mrs. Piyapan Hannarkin**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Efficient Electrical System Services* (Delegate Number: Hannarkin 1555 - CH39 - **Oral Presentation**) Seat No: 70

**3:05:00 PM - 3:10:00 PM**

**Ms. Nongkran Sukavejworakit**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Problems of Learning in Large English Classes: A Perspective of Freshmen Students* (Delegate Number: Sukavejworakit 1558 - CH41 - **Oral Presentation**) Seat No: 71

**3:10:00 PM - 3:15:00 PM**

**Ms. Sawitta Apikritsadawanich**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Empowering and Organizational Commitment of Accountants* (Delegate Number: Apikritsadawanich 1575 - CH49 - **Oral Presentation**) Seat No: 72

**3:15:00 PM - 3:20:00 PM**

**Mr. Chaiyapruk Aiyapark**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Public Organization Management to Deploy Troops to Assist ASEAN Nations during National Disasters* (Delegate Number: Aiyapark 1573 - CH51 - **Oral Presentation**) Seat No: 73

**3:20:00 PM - 3:25:00 PM**

**Mr. Sathapat Suttisak**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *The Influence of Road Management to Affect Three Southern Provinces Development* (Delegate Number: Suttisak 1582 - CH54 - **Oral Presentation**) Seat No: 74

**3:25:00 PM - 3:30:00 PM**

**Mr. Boonthanorm Mamad**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Factors influencing the development of Security School Management towards the 21st Century* (Delegate Number: Mamad 1567 - CH61 - **Oral Presentation**) Seat No: 75

**3:30:00 PM - 3:50:00 PM Afternoon Tea/Coffee Break**



**Day TWO Session FIVE –**

Presentation on: **Tuesday, 17th July 2018**

Session chaired by **Dr. Nopadol Burananuth, Lecturer, Suan Sunandha Rajabhat University, Thailand**

**Presentation Group:** Suan Sunandha Rajabhat University Research Group

**Conference Room/Hall - Pechet Room**

**3:50:00 PM - 3:55:00 PM**

**Mr. Thumawat Wongcharoenyot**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *A Development of Sport Tourism Management Model in Phuket Province* (Delegate Number: Wongcharoenyot 1563 - CH64 - **Oral Presentation**) Seat No: 76

**3:55:00 PM - 4:00:00 PM**

**Ms. Pimprapa Nakvichian**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Developing a Model of Policy Implementation Community Involvement for Sports Tourism in Phuket Province* (Delegate Number: Nakvichian 1564 - CH65 - **Oral Presentation**) Seat No: 77

**4:00:00 PM - 4:05:00 PM**

**Ms. Potjamal Pathumborisut**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Factors Influencing the Administration of School Administration in Thailand 4.0* (Delegate Number: Pathumborisut 1581 - CH55 - **Oral Presentation**) Seat No: 78

**4:05:00 PM - 4:10:00 PM**

**Mr. Veerapol Sriwuttichan**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *A development of Private Primary School Model towards World Class Standard* (Delegate Number: Sriwuttichan 1594 - CH73 - **Oral Presentation**) Seat No: 79

**4:10:00 PM - 4:15:00 PM**

**Mrs. Duangsamorn Boonpadung**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Factors Affecting Individual Spirit at Work of Health Professionals in Crown Prince Hospitals Thailand* (Delegate Number: Boonpadung 1553 - CH27 - **Oral Presentation**) Seat No: 80

**4:15:00 PM - 4:20:00 PM**

**Mr. Peeti Nathapakti**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Environmental Problem, Laws, Consideration, and Environmental Case Affecting the Establishment of the Environmental Court in Phuket Province* (Delegate Number: Nathapakti 1609 - CH78 - **Oral Presentation**) Seat No: 81

**4:20:00 PM - 4:25:00 PM**

**Ms. Nantita Lertsongkramchai**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *The Factors of Fraud Prevention and Misconduct in Procurement by Electronic Bidding: e- bidding* (Delegate Number: Lertsongkramchai 1593 - CH72 - **Oral Presentation**) Seat No: 82

**4:25:00 PM - 4:30:00 PM**

**Mrs. Suporn Amnuaypan**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *The inspiration Power* (Delegate Number: Amnuaypan 1619 - CH85 - **Oral Presentation**) Seat No: 83

**4:30:00 PM - 4:35:00 PM**

**Mr. Damkerng Aswasuntrangkul**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Antecedents Affecting the Sustainable Historical Tourism Development* (Delegate Number: Aswasuntrangkul 1574 - CH50 - **Oral Presentation**) Seat No: 84

**4:35:00 PM - 4:40:00 PM**

**Ms. Saranya Ratcharak**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Important Measurements of International Tourists' Destination Loyalty* (Delegate Number: Ratcharak 1599 - CH74 - **Oral Presentation**) Seat No: 85


**4:40:00 PM - 4:45:00 PM**

**Mrs. Kanyarat Chongwilaiksem**, PhD Candidate, Suan Sunandha Rajabhat University (**Thailand**), *Low Cost Airline Customers' Purchasing Behavior and Traveling Behavior* (Delegate Number: Chongwilaiksem 1598 - CH75 - **Oral Presentation**) Seat No: 86

**4:45:00PM – 4:55:00PM Closing Remarks** by **Dr. Olufemi Omisakin**, Lecturer Applied Business, Nelson Marlborough Institute of Technology (**New Zealand**), Conference Chair and Keynote Speaker

## **Networking Dinner Day TWO**

**7:30 PM to 09:30 PM Social Networking Dinner Day TWO** at **The Maharaja Restaurant**, 57 JFK Street Cambridge, MA 02138 Phone: (617) 547-2757, (617) 547-2758. The Maharaja is located in the heart of Harvard Square at 57 JFK Street, Cambridge, MA on the 2nd floor (above Staples) with stunning floor to ceiling windows overlooking bustling Harvard Square. You can enter the building through the doors between Wagamama restaurant and Staples. **(Only for those delegates who have registered and paid for the social events)**

**Directions from Subway:** The Maharaja is located just a minute walk from Harvard Station on the  **Red line**.



### **Listener Delegate(s)**

**Mrs. Lama Almazyad**, Graduate Student, Virginia Commonwealth University (**United States**), *Listener* (Delegate Number: Almazyad 276 - CH19 - **Listener**) Seat No: 28

**Prof. Vineet Kamat**, Professor, University of Michigan (**United States**), *Listener* (Delegate Number: Kamat 138 - CF09 - **Listener**) Seat No: 29

**Prof. Carol Menassa**, Associate Professor, University of Michigan (**United States**), *Listener* (Delegate Number: Menassa 139 - CF10 - **Listener**) Seat No: 30

**Prof. Qianyu Jin**, Professor, China National Rice Research Institute (**China**), *Effects of 1-MCP on plant growth characteristics and spikelets development under salt stress in rice* (Delegate Number: Jin 1423 - CF05 - **Listener**) Seat No: 31

**Ms. Daisy Hsu**, Physical Science Officer, Environment and Climate Change Canada (**Canada**), *Listener* (Delegate Number: Hsu 273 - CF13 - **Listener**) Seat No: 32

**Dr. Ghadah Alsaleh**, College Deputy, Jubail University College (**Saudi Arabia**), *Listener* (Delegate Number: Alsaleh 272 - CH16 - **Listener**) Seat No: 33

**Prof. Abdulrahman Alabdulaaly**, Professor, King Abdulaziz City for Science and Technology (**Saudi Arabia**), *Listener* (Delegate Number: Alabdulaaly 140 - CF11 - **Listener**) Seat No: 34

## Boston Conference Series| 16<sup>th</sup>-18<sup>th</sup> July 2018

Martin Conference Center Harvard Medical School 77 Avenue Louis Pasteur Boston, MA 02115 United States

### Conference Programme Day THREE\*

Wednesday, 28<sup>th</sup> July 2018

08:45 AM to 17:00 PM

**Boston Old Town Trolley Tour; Boston Harbor Cruise; Old State House Museum; and Boston Tea Party Ships & Museum**

Your day Tour include Hop on and off ALL DAY, Boston Harbor Cruise (45 Minutes), Old State House Museum, and entry to Boston Tea Party Ships & Museum

**Group Departs from outside Sheraton Hotel:**

**Meeting place Sheraton Hotel Reception**

Stop #11 In front of the Sheraton Hotel Depot. [Address- Sheraton Hotel, 39 Dalton Street, Boston, MA 02199 ]

**Departure Time**

09:00 AM

**Duration**

Hop on and off ALL DAY

**Contact Details**

**Old Town Trolley Tours +1 (855) 396-7433**

Experience the best of greater Boston's top 100 attractions (19 Stops) in one day on this guided sightseeing tour around the city.

#### **Boston Harbor Cruise (45 Minutes)**

Cruise along Boston's Inner and Outer Harbor and see Historic Landmarks. Learn about the past, present and future of Boston's historic Harbor. Includes tales of famous revolutionary battles, the Nation's oldest continuously manned lighthouse, islands of the outer Harbor and Boston as a working industrial port.


#### **Old State House Museum**

The Old State House, built in 1713 on the site of the first Town House, is the oldest surviving public building in Boston. The building served as a meeting place for the exchange of economic and local news and was said to be the center of politics in the colonies.

#### **Boston Tea Party Ships & Museum**

The Boston Tea Party was "the single most important event leading up to the American Revolution." It is dedicated to telling the story of that fateful night of December 16, 1773. By combining cutting edge interactive technology with live historical performances, the Boston Tea Party Ships & Museum offers an experience like no other.

**Direction from Conference Venue to Marriott Copley Place Hotel:** Walk 0.3 mi (6 mins) toward **Longwood**

**Medial Area- Station-** Take  "E" towards **Lechmere Station** (10-12 mins) Take off at **Prudential** and Walk 0.2 miles (3-5 mins) toward Boston Marriott Copley Place, 110 Huntington Ave, Boston, MA 02116, USA

**Note: Day ONE Welcome Dinner\*, Day TWO Social Networking Dinner\* and Day THREE\* social networking events are only for those delegates who have registered and paid for the social events.**



## Important Information

**Registration & Welcome Pack:** All delegates **MUST register** for the conference at the registration desk on the first day of the conference between 8:45am to 9:15am. At the registration desk, they will be provided with conference welcome pack, which will include conference programme, conference abstracts, certificate of attendance and other useful information.

**Conference Venue:** Please note that the venue of the conference is Martin Conference Center Harvard Medical School 77 Avenue Louis Pasteur Boston, MA 02115 United States.

**Dress Code:** Although there is no particular dress code for the conference, we would like to request you to kindly dress formally/smartly during the conference.

**Presentation Duration:** You are required to give an oral presentation of 15 minutes (maximum) plus 5 minutes for discussion where other participants may ask you questions regarding your presentation and research. Please note that your presentation must be in English language.

**PowerPoint Presentation:** For your presentation, you can either use PowerPoint or Prezi, whichever is more convenient for you. For PowerPoint presentation, we request you to kindly bring it on your own USB/memory stick. You do not need to email us your presentation copies. However, please note that each delegate will be given internet access during the conference.

**Wifi:** Each Delegate will be given a wifi code to use internet connection during the conference

**Non-Smoking Area:** We would like to bring it to the notice of all registered delegates that the conference venue is a non-smoking College. It is therefore our humble request that no registered conference delegate should smoke inside the college premises.

**Data Protection Policy:** Under the data protection law, we cannot share the personal data and presentation materials of any conference delegate without his/her permission. We therefore encourage all delegates to personally exchange their business cards during the conference if they want to exchange any further correspondence. For detailed information about our data protection policy, please visit <http://www.flelearning.co.uk/data-protection>

**Social Media:** Please follow us for **conference updates** and your **presentation pictures** on **twitter** (<https://twitter.com/FLELearning>)

**FULL Paper Publication Policy:** Papers submitted and presented at the conference will be published in the conference proceedings, subject to their acceptance by the review committee. To be considered for publication in the conference proceedings, submitted papers must strictly adhere to our prescribed in-house referencing style ie., Harvard Citing and Referencing Style. Each conference proceeding will have a unique digit International Standard Serial Number (ISSN) and/or International Standard Book Number (ISBN) code. For further information, please visit <http://www.flelearning.co.uk/submission-guideline>.

If you want your FULL paper (maximum 5000 words) to be published in the conference proceedings, kindly handover the duly signed copy of the COPYRIGHT LICENCE AGREEMENT to the FLE representative at registration desk on DAY ONE of the conference. A copy of the copyright agreement will be provided to you in your 'Conference Welcome Pack' on the first day of the conference. Once we will receive your duly signed agreement, we will be in contact with you within the next three weeks to confirm when you can expect a proof of your paper to review, if accepted for publication in the proceedings.

If you also wish your FULL paper to be considered for publication in the peer-reviewed e-journal, you must authorise us to consider your paper for publication in the respective Journal by giving us your clear instructions in the same Copyright agreement. For publication in the E-Journal, please be advised that after the acceptance of your full paper for publication in any of our E-Journals, your paper will enter the production cycle and you will be asked to pay the publication fee/charges in the sum of £52.50 per 5,000 words. If the payment is not received before the deadline (usually 5 working days from the acceptance notice), your paper will be withdrawn from the publication process. However, on receipt of the publication fee, the necessary editing and formatting corrections will be made and you will receive the final proof of your article for review and/or approval to publish.

Please note that if a copy of the duly signed agreement is not received by us, we will not be able to publish your contribution in any manner. For further information about publication, please visit our website <http://www.flepublications.com/>

**Note: Copy of the conference Programme will also be provided at the registration desk.**



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