

2018



Boston Conference Series: July 2018
Abstracts e-Handbook

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: 23rd-25th April 2018



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Boston Conference Series | 16th-18th July 2018

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Format for citing papers

Author surname, initial(s). (2018). Title of paper. In Proceedings of the 8th Academic International Conference on Business, Marketing and Management–AICBMM 2018, (pp. xx-xx). Boston, July 16th-18th, 2018.

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NEW ZEALAND TRADE AGREEMENTS AND ITS ECONOMIC AND SOCIETAL IMPACTS: A REVIEW

Dr. Olufemi Omisakin¹

New Zealand signing many trade agreements is necessitated because of its population size and the need to grow and develop its economy via export trade and foreign direct investment. This study review New Zealand three trade agreements: The New Zealand-Australia Trade Agreement (CER); The New Zealand-China Trade Agreement (NZCFTA) and The Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP). The study focuses on the genesis and the impacts on New Zealand of two free trade agreements (CER and NZCFTA) as well what the newly signed trade agreement (CPTPP) is expected to contribute to the New Zealand economy and society.

The study present an in-depth review of the economic and social impact of The New Zealand-Australia Trade Agreement (CER), The New Zealand-China Trade Agreement (NZCFTA). The study also did an evaluative review on the would be economic and social contributions of The Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) to the New Zealand economy and society. The report concluded that the first two trade agreements (CER and NZCFTA) has been most beneficial to the New Zealand economy and society. While the New Zealand-Australia trade agreement build on it foundation to become Single Economic Market (SEM). The New Zealand-China trade agreement made China New Zealand's largest trading partner in goods and second largest overall including trade in services. The two trade agreements opened bigger market to the New Zealand exporters, created employments, facilitated economic growth and development, and increased foreign direct investment. The trade agreements provided mutual benefits for the trading partners in both economic and social sphere.

However, the newly signed trade agreement (CPTPP) is expected to make more contribution to the economy not only because it is multilateral but also because it provided a market of 480 million people to account for 13.5 percent of world GDP – worth US\$10 trillion of trade.

2-CF07-1455

EVALUATION OF WASTE HEAT RECOVERY TECHNOLOGIES FOR INDUSTRIAL FOOD MANUFACTURING PROCESS

Dr. Abhishek Asthana²; Dr Sanjay Mukherjee (Researcher); and Dr Martin Howarth (Director of the National Centre of Excellence for Food Engineering)

Most baking processes in food manufacturing sector involve the use of gas-fired ovens. Only about one-third of the total energy used adds value to the final product. The remaining two-thirds of the energy in the fuel is discharged to the atmosphere as low grade waste heat carried by the exhaust gases at 150 to 250oC. Recovering and reusing the energy lost with the exhaust can deliver significant economic and environmental benefits. However, the low temperature range of the exhaust gases poses many technical and logistical barriers to the heat recovery such as condensation of water vapour in the equipment resulting in fouling, corrosion and contamination of food products, additional cleaning routines and equipment down-time, space requirements in case of retro-fitting heat recovery equipment, oven adaptability with pre-heating of air, failure of bearings at high temperatures, etc. These challenges often tend to make the heat recovery process unviable.

This work involves the design, manufacturing and testing of a novel low-temperature heat recovery system using a heat pipe heat exchanger, for industrial-scale baking ovens at a large confectionery manufacturing plant in UK. The design was based on a gas to gas heat recovery system. Results showed that the efficiency of the baking ovens increased by 6 to 8% by heat recovery. The work further investigated the scope for optimisation of the ovens to enhance operational performance. The optimisation study was carried out at several food manufacturing sites across the globe and resulted in further 8 to12% reduction in fuel consumption without any capital investment.

¹ Dr. Olufemi Omisakin, Lecturer Applied Business, Nelson Marlborough Institute of Technology.

² Dr. Abhishek Asthana, Director of Hallam Energy, Sheffield Hallam University.

The work involves a systematic comparison between different heat recovery technologies. It also aims to develop a scalable and generalised design methodology for application in other food manufacturing processes without requiring further detailed research.

3-CF04-1422

EFFECTS OF DIFFERENT SEEDLING-RAISING SUBSTRATES ON PHYSIOLOGICAL CHARACTERS AND GRAIN YIELD FOR MECHANIZED-TRANSPLANTED RICE

Dr. Junhua Zhang³; Junhua Zhang; Jie Huang; Zhigang Bai; and Qianyu Jin

With the expansion area of the mechanized-transplanted rice, rice seedling-raising substrate becomes the development tendency because of its wide material sources, low production cost and strong compatible of mechanized transplanting techniques. In this study, light soilless substrate (LSS), mixed substrate (MS, containing 35% of the soil), and nutrient soil (control) were used to determine the effects of substrate characters on physiological characteristics and grain yield for mechanized-transplanted rice. The result showed that bulk density for LSS and MS were 85.19% and 74.07% lower than the control, while the aeration porosity, water-holding porosity and nutrient contents were significantly higher than the control. Rice seedlings qualities for LSS and MS treatment showed advantages compared with that of the control treatment. The intertwining force for rice seedlings roots and the missing mechanized-transplanted rice seedlings for LSS and MS treatment were 4.17% and 4.32% lower than the control, respectively. After 7 days of mechanized-transplanted, rice root dry matter for LSS was 10.0% and 30.8% higher than the MS and the control treatment, shoot dry weight were higher by 7.8% and 25.7% than the MS and the control treatment, respectively. With more dry matter accumulation in rice seedling stage, the seedlings from LSS treatment revived quickly and tillers started earlier after transplanted in field. Rice grain yield for LSS and MS treatment was 5.30% and 6.14% higher than the control treatment, respectively. Light soilless substrate is made of crops, straw, which is easy to be decomposed completely in soil. Rice grain yield from light soilless substrate was almost the same with the mixed substrate treatment, but was significant higher than that of control. With the obvious application advantages above, light soilless substrate was better for the production and application of seedling substrate.

4-CF17-1589

EXPLORATION OF THE RISK INDICATORS OF INTERNATIONAL AIRPORTS: A CASE STUDY OF TAIWAN TAOYUAN INTERNATIONAL AIRPORT

Dr. Chun-Nen Huang⁴; Mrs. Chief Hsiu Chen Huang; and Dr. Shih-Tong Lu

Taiwan Taoyuan International Airport is an important infrastructure in Taiwan. Being an important facade of the country, the Airport should be maintained at a high degree of reliability, and its operation process should be uninterrupted. However, on Jun. 2, 2016 the Airport was severely flooded as affected by thunderstorm, thus causing a black-out in the Airport and blockade of the access road to the Airport. The operation of the Airport was seriously paralysed for nearly 10 hours, with a total of 104 flights affected. Apart from natural disaster, man-made disaster is also tragic to the Airport's operation. On Jun. 24 of the same year the flight attendants of China Airlines launched a strike, and all the flights of China Airlines were cancelled. The business income during the strike period was estimated to be decreased by around NT \$300 million, and the compensation was preliminarily estimated to be around NT \$200 million, with a total loss of around NT \$500 million. Besides, since 2005, Civil Aeronautics Administration had planned the construction of Terminal 3 of Taiwan Taoyuan International Airport, which is expected to be completed in 2020. Terminal 3 will be available to accommodate 49 million person-times of passengers per year (around 1.4 times of the annual passenger traffic of the original Taiwan Taoyuan International Airport). By then, the annual passenger traffic of Taiwan Taoyuan International Airport will be 86 million passenger-times, and both the passenger traffic and the number of air cargo flights will be enormously increased. Of course

³ Dr. Junhua Zhang, Associate Professor, China National Rice Research Institute.

⁴ Dr. Chun-Nen Huang, Associate Professor, Central Police University.

security is the prioritized consideration in their transportation industry. This paper, taking Taiwan Taoyuan International Airport as an example, uses literature reviews and consistent fuzzy preference relation (CFPR) method to find out the weight of each indicator. After that, back tracking and review are made from the indicators of weight. It is expected that based on the existing security inspection of the Airport Terminals, the actually implemented work, the existing specifications, and the various sentry inspection measures and equipment of the Airport, the paper discusses about the risk factors produced to the International Airport Terminals during implementation of security management, finds out the factor indicators, and furthermore, gives the related suggestions and makes conclusions. The research results are expected to be provided as a reference for the future Airport Corporation and National Police Agency in maintaining the security of the Airport.

5-CF19-1601

RISK RESPONSE STRATEGIES EVALUATION METHOD FOR CRITICAL INFRASTRUCTURE PROTECTION

Prof. Shih-Tong Lu⁵; Dr. Chun-Nen Jimmy Huang, Associate Professor, Central Police University; and Dr. Wei Tong Chen, Distinguished Professor, National Yunlin University of Science & Technology

The Office of Homeland Security of The Executive Yuan of the Republic of China (2012) defines 'critical infrastructure' as: "those assets, production systems and networks, whether physical or virtual, damage of which suffered in case of a major man-made or natural disaster would affect the operation and functioning of the government or result in injuries and deaths or property losses or cause economic recession or changes in the natural environment or cause other threat to national security or interests".

When performing the task of Critical Infrastructure Protection (CIP), it is important to introduce a risk management system into the CIP security and safety analysis, this especially refers to the formulation of natural or man-made disasters risk response strategy or loss prevention strategy, and subsequently assess the effectiveness of strategies or measures responding to all possible risks, considering if they are useful for safeguarding the management of the Critical Infrastructure and to effectively maintain the society's normal functioning and sustainable development.

The procedure of risk management in critical infrastructure protection is a process of identifying, determining and measuring risk and establishing, choosing and implementing a risk management plan. It often includes the following stages: risk identification, risk assessment, risk response strategy, strategy implementation and effectiveness monitoring. Risk countermeasure strategy (risk response strategy) is the key stage; the choice of risk management and response strategy often determines the success or failure of the infrastructure of a part thereof. The risk management strategy is designed basing on the degree of risk tolerance. The managing party has to confront ethical, legal and financial pressure when implementing a risk strategy. As for the ethical aspect, the manager is required to adopt the safest possible measures without considering the costs; as for the legal aspect, the manager is required to act in compliance with legal provisions, without having to consider the budget and actual forms of risk they might have to confront; finally, considering the financial aspect, the requirement is to lower the costs as much as possible and to use the lowest possible budget to solve basic problems. However, the ethical, legal and financial interests are in collision, while the priority of risk management is to find out the standards of risk management and control, wholly considering all ethical, legal and financial aspects in order to find out the most suited risk management strategy.

The aim of this study is to assess the effectiveness of CI risk response strategies, while any CI is to be maintained with a variety of objectives, including the economic, social and everyday life aspect and even the reputational aspect, and the assessment process will not and should not be carried out by a single individual expert or individual organization. Obviously, this assessment ought to be carried out by multiple criteria group decision making (MCGDM), also, in the recent years, the theoretical framework of the MCGDM methods has been expanded to be applied to selection and assessment research. Therefore, this study establishes a comprehensive evaluation framework of CI risk response strategy by applying MCGDM model. It can understand the effectiveness of different CI in different risk coping strategies, it should be helpful to establish the management model of CI sustainable development.

⁵ Prof. Shih-Tong Lu, Professor, Kainan University.

6-CF18-1607

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

Dr. Deepika Slathia⁶

The present paper highlights the impact of land cover changes in the catchment of Surinsar-Mansar wetland on the environmental conditions and macrophytic diversity of twin lakes Mansar and Surinsar (designated as Ramsar Site in 2005) located in the Shivalik belt of outer Himalaya in Jammu region. These subtropical warm monomictic lakes, besides being important source of water for the inhabitants in the area are rich in biodiversity. Also, being important part of the Central Asian flyway route for migration of rare and threatened bird species, these lakes serve as ideal resting, nesting and breeding grounds for winter migratory birds. For the present study, land cover changes in the Surinsar-Mansar watershed were determined using landscape data produced from Landsat TM images over two different time scales. Change detection studies are essential not only for determining the long term changes in land use patterns but are also helpful in assessing the spatial organisation and temporal succession of various ecological communities affected by this change. Macrophytes are important component of freshwater ecosystem and the knowledge of successional changes in the aquatic vegetation, with respect to the adjacent landscape plays an important role in successful watershed management planning. The changes in vegetation pattern in the wetland catchment have been studied at two temporal scales (1989, 2018) by using Normalized Difference Vegetation Index (NDVI) under four land cover classes viz. dense vegetation, sparse vegetation, no vegetation and water. The changes in the macrophytic diversity has been established by collecting two years (January, 2014 to December, 2015) seasonal macrophytic data from the two lakes and comparing it with the secondary data collected by earlier workers during early 1990's. Geospatial analysis of land cover change has shown maximum decline in dense vegetation in the lakes catchment (50.40%) followed by water (32%) and sparse vegetation (11.34%) whereas no vegetation class has recorded an increase of 61.97% from 1989 to 2018 showing an expansion of cultivated and barren land at the expense of natural vegetation. The study has shown the presence of 26 species of macrophytes belonging to 14 families and 20 genera in Mansar lake and 15 species belonging 9 families and to 11 genera in Lake Surinsar. Comparison of collected macrophytic data with the earlier reports has revealed a considerable decline in macrophytic diversity (57% in Mansar lake and 67% in Surinsar lake). Macrophytic decline in both the lakes has been ascribed to changes in environmental conditions associated with the land cover changes in the catchment and have been described in details. Thus, present study attempts to gather and examine the spatio-temporal information on land cover changes and changes in macrophytic abundance and distribution in Surinsar-Mansar wetland of the Jammu region, summarise possible factors responsible for their decline and propose strategies for the conservation of these wetlands in order to protect and restore the macrophytic diversity in the area.

Keywords- Land use land cover, change detection, macrophytic diversity, ramsar site, wetlands

7-CF15-1339

TRENDS AND RECORD OF GROUNDWATER IN KUWAIT

Dr. Emad AlAli⁷

In Kuwait, one of the GCC countries, natural resources of fresh water are very limited. Kuwait is situated in an arid coastal region characterized by high temperatures, low humidity, sparse precipitation rates, and high evaporation and evapotranspiration rates with no rivers or lakes. Therefore, Kuwait has always relied on other sources to secure freshwater to meet its growing demands. Groundwater quality deterioration in Kuwait is caused by two factors: one factor is the water quality in groundwater fields, where water is extracted for urban use could be affected by lateral flow of saline water. The other factor is that declining groundwater levels would accelerate the process of water quality deterioration. Alternative

⁶ Dr. Deepika Slathia, Assistant Professor, University of Jammu.

⁷ Dr. Emad AlAli, Researcher, Kuwait Institute for Scientific Research.

solution suggested by the author to overcome the groundwater quality and quantity. A conceptual design system was introduced, consists primarily of utilizing brackish groundwater in conjunction with treated wastewater augmentation and a reverse osmosis unit. The economical feasibility of the general conception design system was analyzed.

8-CH59-1467

SIGNIFICANCE OF RESOURCES OF SOCIAL CAPITAL IN MANAGEMENT OF AN ENTERPRISE IN POLAND

Prof. Felicjan Bylok⁸; Prof. Arnold Pabian; and Prof. Robert Kuceba

The paper presented concentrates on the illustration of the significance of the resources of social capital in the management of an enterprise. Social capital has measureable pragmatic value, whereby the strengthening of the cooperation of entities and groups within an organization with the aim of the realization of common interests is a factor in streamlining the functioning of the social system of an enterprise. This may be perceived first and foremost in the form of the resources which the entity and the organization possess as a result of participation in the differentiated networks, while secondly as trust placed by people and the organization in themselves and thirdly as social networks which facilitate their participants to avail of the resources and experiences embedded in the social network that are not freely available for each individual in the organization, while fourthly in the form of social relations which regulate the norms of mutuality and justice. In the herein paper, the resource approaches shall be developed.

The problematic issues of social capital are relatively rare in terms of the subject matter of research in Poland. The authors at hand with the intention of filling in the gap in this sphere, present the results of empirical research in terms of the significance of the resources of social capital, namely, participation, cooperation, solidarity, loyalty, norms and values, as well as trust in the management of enterprises. They have formulated three questions as follows: What is the scope of the occurrence of social capital in enterprises in Poland? Do differences exist in the level of social capital with regard to the magnitude of enterprises? In which area does social capital improve the ability of enterprises to develop economic activity, while simultaneously increasing their economic efficiency? In the search for answers to these questions, the method of critical analysis of subject-related literature was employed, as well as the desk research method (quantitative and qualitative results of social capital in Poland) and survey research. Empirical research was executed in 189 enterprises from various sectors of the economy in southern Poland. These were selected from the micro-scale, small scale, medium-scale and large-scale enterprises.

On the basis of data acquired from this research, the authors at hand describe the measurement of social capital in enterprises in Poland, provide theoretical clarifications and statistical demonstrations of the differences in the level of the resources of social capital with regard to the magnitude of enterprises, the ties between social capital and economic efficiency, while also presenting the practical significance of research on the social capital of enterprises in Poland.

9-CH60-1470

MANAGEMENT AND ENVIRONMENTAL ACTIVITY OF THE EUROPEAN SME SECTOR : A COMPARATIVE EVALUATION

Prof. Robert Kuceba⁹; Prof. Arnold Pabian; and Prof. Felicjan Bylok

The underlying goal of the paper is to indicate the nature of environmental management and evaluate the „green activity” of SME sector enterprises, as well as the impact of this activity on the economic capital and social and pro-environmental value of this sector.

The paper includes the taxonomy of environmental management and its nature in the context of sustainable development and corporate social responsibility. In the chronological grasp the Authors indicate changes in perceiving the relations between economic activity of enterprises and the natural environment in which they function. In this dimension relationships

⁸ Prof. Felicjan Bylok, Professor, Czestochowa University of Technology.

⁹ Prof. Robert Kuceba, Professor, Czestochowa University of Technology.

have been indicted among uncontrolled impact, selective impact, clean production, sustainable development of enterprises, as a result arriving at environmental management considering LCA (Life Cycle Analysis). In the present paper its Author also indicate and define a portfolio of enterprise attitudes, in the context of environmental management, which considers the following attitudes: passive, defensive, eco-innovative and system and administration ones.

In particular, the cognitive focus concerns the SME sector. The impact of this sector on the natural environment has been indicated with reference to air pollution (considering local occurrences of smog/low emission), sewage and waste creation and energy-intensity of this sector (consumption of natural resources, water or energy in heterogeneous forms, e.g. heat, electricity, cool). In particular this impact has been indicated in the context of heterogeneous industrial branches. Basic functions of environmental management adjusted to the specificity of the analysed sector have been summarized in the paper.

On the example of the European SMEs (EU-28) the Authors have indicated the economic capital and social and pro-environmental value of this sector.

On the basis of secondary research („Flash Eurobarometer 426: SMEs, resource efficiency and green markets”) the Authors have compared the “green activity” of the European SME sector enterprises with reference to:

- minimizing the energy-intensity of economic activity simultaneously reducing the capital -intensity,
- minimizing industrial and municipal waste (in this hazardous one),
- saving production resources/components (materials),
- saving water and reducing wastewater,
- waste recycling through re-use of materials or their re-processing and use – reversed logistics,
- sale of metallic and non-metallic scrap (e.g. polyester) to external processing companies,
- application of Renewable Energy Sources (prosumer sources).

On the basis of own research conducted on purposefully selected SME sector enterprises in Poland (case study) the Authors have determined and additionally evaluated the significance (on Likert’s scale) of elementary tasks within the aforementioned pro-environmental activity.

Also an evaluation has been conducted (on Likert’s scale) of the pro-environmental activity of the analyses SMEs in the organizational grasp (in. al., Environmental Management Systems standardised in the EU, monitoring, control/audit/trainings, reversed logistics) and marketing one (in. al., change of packaging, distribution, promotion). It has been determined what drove the SME entrepreneurs while starting pro-environmental activity and what the nature of environmental management is.

A measurable value of the paper will be indicating on the basis of own research the relations among: “green activity” of SMEs and their economic capital, their social and pro-environmental value in the context of this activity.

10-CH58-1466

YOUTH PREFERENCES AND BEHAVIOUR RELATED TO FOOD PRODUCTS FROM SUSTAINABILITY PERSPECTIVE

Prof. Arnold Pabian¹⁰; Prof. Felicjan Bylok; and Prof. Robert Kuceba

Earth is becoming less and less hospitable for our modern globalized society. Nowadays mankind needs regeneration capacity equal to 1.6 of the planet Earth to ensure the supply of goods and services used globally every year (Living Planet Report 2016, p. 10 and 13). Fast depletion of Earth’s natural potential is evidenced by deteriorating indicators of the Living Planet Index and Ecological Footprint Index. Ecological problems are accompanied by growing social problems. Manufacturers and consumers often forget that Earth is a closed isolated system with limited resources powered only by solar energy. Growing ecological and social problems constitute a serious barrier to the development of future generations. These problems occur to a particularly large extent in the sphere of production and consumption of food products. Nutrition

¹⁰ Prof. Arnold Pabian, Professor and Vice Rector, Czestochowa University of Technology.

is a mass process and is one of the most significant factors having an impact on man's health and fitness. Unhealthy eating has a negative influence on the functioning of the digestive system, leads to obesity, causes numerous diseases. Another social problem is wasting food. Every year one third of all food produced is discarded while almost one billion people worldwide suffer hunger (www.ekologia.pl, lecture on 27.03.2018). Production, transport and food consumption also cause ecological problems, using huge amounts of raw materials, energy, water and fuels. Production and transport processes generate harmful substances which contaminate air, water and soil. Food consumption leaves millions of used packages, food waste and leftovers.

In view of the above the authors ask: Does the young generation, which will soon rule all spheres of life on Earth, contribute to the growth or elimination of social and ecological problems connected with food consumption? To answer this question, the authors studied food consumption preferences and behaviour of young people aged 15 – 23. The aim of this paper is to present the results of this research which was carried out on a representative sample of 440 young Polish people. The study shows the attitude of young people to the so-called healthy foods (ecological and organic products) and to vegetarian and vegan food. The research identified food products and dishes which young people like to eat most during the day and allowed to determine if and to what degree young people favour healthy eating habits. The study addressed also the issue of food wasting and donating food products to the needy e.g. the poor or the homeless. The attitude of young people to segregation of food product packaging has been also investigated. Preferences and behaviour identified in this study allowed the authors to draw conclusions concerning the social and ecological sensitivity of the young generation related to food consumption. The study demonstrates if the young generation tends to aggravate or to eliminate ecological and social problems connected with food consumption. The research results can prove useful to foodservice sector, helping restaurants and cafés in Central and Eastern Europe, frequented by young people, to design their food offer.

11-CH20-1505

BYOD: IT GOVERNANCE RESPONSIBILITY THAT CANNOT BE DELEGATED

Prof. Riaan Rudman¹¹; Mr. Lyle Weber; and Ms. Lize-marie Sahd, Lecturer

Bring Your Own Device (BYOD) involves allowing an employee using their own mobile devices to access their organisations network. Many organisations are embracing this trend as a means to cut IT expenditure, enhance employee satisfaction etc. However these and other benefits do come at a cost. Many organisations manage BYOD risks on a per incident basis, however irrespective of on which device a breakdown in control occurs, organisations remain responsible and at risk. Organisations must implement internal controls with different organs on an organisation being responsible for different aspects of IT governance. International governance frameworks assigns the responsibility for IT governance to the governing body of an organisation. In order to discharge this responsibility they can delegate certain functions, such as risk assessment and evaluation of the systems of internal controls to internal auditors, risk and IT committees. Some responsibilities, such as planning, organising and aligning of strategies across the various organs within an organisation, and evaluating and monitoring the effectiveness of the overall governance environment, governing bodies are not able to delegate, and therefore retain responsibility for implementing internal controls. They have tools at their disposal such as governance frameworks, standards and practices that assist with this task, however these frameworks are generic and need to be customised to a specific organisation and technology in order to be useful. Governing bodies might not have the knowledge to customise generic frameworks to an environment which allows BYOD.

The objective of this research is to develop a governance framework that identifies the core categorise the controls required to ensure the effective governance of BYOD while also ensuring alignment with management strategies. The framework aims to identify the IT governance responsibility that governing bodies cannot delegate to other organs of the organisation.

In order to achieve the objective an extensive literature review, using the four stage approach as suggested by Sylvester, Tate and Johnstone (2011), was performed to identify the risks which arise as a result of the adoption of a BYOD program. This approach add scientific rigour to the literature review. A wide selection of articles and readings was reviewed to understand the concepts underlying BYOD, its underlying technologies, and to elaborate on the impact of BYOD on institutions. It will also be necessary it research IT governance frameworks, in order to select the most appropriate framework to be used as a benchmark to identify controls because it provides structure to controls and ensures all applicable controls are identified. COBIT 5 was used to design possible safeguards. COBIT 5 is an IT governance framework and

¹¹ Prof. Riaan Rudman, PhD Candidate, Stellenbosch University.

supporting toolset that allows managers to bridge the gap between control requirements, technical issues and business risks. COBIT 5 provides a comprehensive framework that assists enterprises in achieving their objectives for the governance and management of enterprise IT (ISACA, 2012). The processes underlying COBIT 5 that directly relate to the responsibilities of governing bodies were analysed (in the context of the literature review) and used to develop the framework.

12-CH44-1512

SEMI-STATIC HEDGING AND PRICING AMERICAN FLOATING STRIKE LOOKBACK OPTIONS

Prof. Jr-Yan Wang¹²; San-Lin Chung; Yi-Ta Huang; and Pai-Ta Shih

The floating strike lookback option is one important type of exotic options in financial markets since it can serve as suitable tools for risk management or trading motivation. Although many methods have been developed to price European-style lookback options, there is no analytical solution available for American floating strike lookback options (AFSLOs) even under the Black-Scholes model.

This paper proposes a novel method to extend the static hedging approach of Derman et al. (1995) and Carr et al. (1998) to evaluate and hedge AFSLOs. We first employ a technique of changing the numeraire, as suggested by Schroder (1999) and Babbs (2000), to derive a new partial differential equation (PDE) where the relative price of an AFSLO to the underlying asset price must follow, and we next apply the static hedging approach on this new PDE to replicate the AFSLO with a hypothetical static hedging portfolio (HSHP). This paper is the first article to form a static replication portfolio for exotic options using non-tradable hypothetical options that are not existent in the real world. Nevertheless, the proposed method is numerically efficient because (1) the generated option price has the desirable pattern of monotonic convergence when the number of time points with matched boundary increases; and (2) it is much faster than the tree models for recalculating option values when the stock price and/or time to maturity change.

After that, this paper further applies the put-call symmetry to transform the proposed HSHP into a semi-static hedging portfolio (SSHP) so that the replication of an AFSLO with plain vanilla calls and puts traded in the real world becomes feasible. The SSHP maintains unchanged for most conditions except those when a new maximum of the underlying asset price is observed. This is the reason why this novel method is called a semi-static hedging approach.

The numerical results indicate that our HSHP is efficient for the valuation of the AFSLO. If one considers to match the boundary at 24 time points, the average absolute (relative) pricing error of the HSHP is only 0.0087 (0.12%), and it costs only 0.1028 seconds to evaluate 36 examined options. Moreover, the hedging performance of our semi-static hedging approach is far less risky than that of the commonly-used dynamic delta hedging approach based on tree models. If the hedging portfolio is rebalanced daily, the risk levels of the hedging performance of our method (measured by Value at Risk (VaR)) are lower than the half of that based on the dynamic delta hedging approach implemented on tree models.

13-CH14-1498

THE CHANGING LANDSCAPE OF THE AUDIT INDUSTRY – AN EFFECT OF BLOCKCHAIN TECHNOLOGY

Dr. Nilashis Ghosh¹³

Money, time and expertise is being impelled into the development of Block Chain technology around the globe. As blockchain strategies gain traction and the technology matures, organizations are becoming increasingly aware of the fundamental way that business transactions will change. This smart, decentralized, trusted and highly encrypted network of computing nodes is poised to be the next disruptive wave in digital business. Although the artificial intelligence has broader uses than its

¹² Prof. Jr-Yan Wang, Professor, National Taiwan University.

¹³ Dr. Nilashis Ghosh, Senior Lecturer, Bath Spa University.

adaption within the financial sector; its transparent, time-stamped and decentralized system is set to enhance the auditing industry.

Blockchain technology is in an advanced stage of adoption in agriculture, international trade, healthcare, digital content, transportation and government, to name a few. In fact, blockchain is seen as a solution in every situation where there is need for a trustworthy record. And that is where Blockchain's next big disruption is: its potential application in inter-organizational records, including accounts management. The impact Block Chain technology will have on the auditing industry leaves discussion open to speculation by many and this exploratory research project aims to identify the effect, Auditing industry will have through the themes of speculative positive use of block chain and consequences of it's implementation.

Inductive approach has been employed as it fits interpretivist ideologies, realism, pragmatism and the data collection consisted of Partners, Senior Managers/Auditors, Junior Auditors from 45 auditing firms and 250 customer survey responses, with questions being designed with the intention of conducting critical analysis to support or refute the current literature available on the topic, whilst directly answering the research objectives set out to successfully achieve.

The key findings of this research:

- The combination of blockchain and artificial intelligence solutions will enable near-accurate accounting estimates.
- Financial statements would inherently be free from material misstatements, errors and potential for fraud.
- Smart contracts could ensure compliance with transaction recording and disclosures in compliance with stipulated financial reporting framework.
- By inherent design, blockchain technology has the potential to ensure internal controls relating to financial reporting.
- External audits will need to shift focus from transaction-based audits to audit of internal control design and change management.
- Internal audit needs to expand or improve its technology skills to meet its future needs.
- Accounting professionals will continue to have an important role in the audit and may see new opportunities related to blockchain.
- Block chain technology is still not ready to be adopted on a large and broad scale, due to the many limitations identified without probable solution.

Key words: Block Chain, Internal Audit, External Audit.

14-CH07-1453

BUSINESS CHALLENGES AND OPPORTUNITIES IN AUTOMATION IN INDIAN AUTO-ANCILLARY INDUSTRY IN LIBERATED MARKET ENVIRONMENT

Mr. Parth Modhia¹⁴

Post liberalisation and subsequent opening up of 100 percent FDI through automatic route, Indian automobile sector has come a long way. The rapidly globalising economy is opening newer avenues for the transportation industry especially while it makes a shift towards electric, electronic and hybrid cars, which are deemed to be more efficient, safe and reliable modes of transportation owing to which the Indian auto ancillary industry is experiencing a healthy growth over the last few years.

The auto-components industry is classified into the organised and unorganised sectors. The former caters to the Original Equipment Manufacturers (OEMs) and consists of high-value precision instruments while the latter caters mostly to the aftermarket category and comprises of low-valued products. The Industry is transforming itself from a low-volume, highly fragmented one into a competitive industry backed by strengths like technology, efficiency and evolving value chain. It is essential for current-day manufacturers to be extremely efficient and prudent in order to handle fluctuating market demand, and simultaneously ensure profitability. The auto components market is split into six product segments- Engine Parts, Body & Chassis, Drive Transmission & Steering Parts, Electrical Parts, Suspension & Braking Parts and Equipments. Currently the most automated segment is the manufacturing of Body & Chassis and the paint job. With cost & regulatory pressure

¹⁴ Mr. Parth Modhia, Student, Pandit Deendayal Petroleum University.

increasing, the automotive sector is increasingly turning to automation to deliver quality products, cut costs and raise productivity. This has had a trickle down effect on the auto component suppliers, who form critical part of the entire automotive industry supply chain. The rapid developments in the field of artificial intelligence, connectivity, automation and robotics in the production and manufacturing sectors has helped the automotive industry to significantly improve quality, productivity, delivery and at the same time reduce cost. Significant number of auto component manufacturers are focusing on global best practices like 5-S, Kaizen, TQM, 6 Sigma etc. and in the process more companies are getting recognized with quality certifications. In the last decade, India has witnessed global auto OEMs aggressively expanding their operations in the country. As a result, auto component manufacturers face huge pressure from their customers to maintain quality and supply components in a just-in-time (JIT) mode on the production line. It is here that automation plays a helpful role. Automation helps to maintain consistency in quality reduces process time and brings in efficiency. This paper attempts to the highlight techniques of quality management approaches used by companies in Indian Automobile Industry in their endeavors to match global standards. Key Word: FDI(Foreign Direct Investment), TQM(Total Quality Management), JIT(Just In Time), OEMs(Original Equipment Manufacturers)

15-CH04-1357

A STUDY ON THE EVOLUTION OF SOCIAL MEDIA AS A WINDOW TO POPULARIZED BEAUTY AWARENESS

Ms. Mayuri Ghosh¹⁵

A study on the evolution of social media as a window to popularized beauty awareness. With the growing disposable income and change in lifestyle, the idea of extension of youth has popularized lately. The portrayal of beauty as a blend of internal and external factors has grown with the evolution of make-up, by improving imperfections and enhancing perfections. Keeping in mind the 'Look good, Feel good' aspect, and not diminishing the power of intrinsic beauty, cosmetic industry all over the world has captured a major share of the market. Traditionally, advertisement and promotion of beauty products includes still visuals on print, written directions of application, or quick screening, merely introducing the product. Since the industry is fast changing, the best way to campaign and market its products is through social media arguably, reaching out to millions of viewers. This helps to establish a wider reach to the community and a better demonstration of the existing products. The emergence of YouTube as an incubator for self-tutored beauty experts, and Instagram as a digital marketplace for cosmetics are milestones achieved just within half a decade. Ergo, this has opened up newer professions like social media influencers, beauty bloggers, and self-tutored make-up artists, who demonstrate the beauty products and review them thoroughly, sponsored by self, or by a brand. The paper attempts to discuss changing trends on social media and its manipulation of the idea of beauty. It also measures the effectiveness of the new promotional styles over the traditional marketing tactics. Furthermore, it studies the role of social media influencers and advertisement patterns of three most influential cosmetic companies in India- L'Oréal, Lakmé and Maybelline, and its impact on the buying behaviour of the respondents. Clearly demarcating the socio-economic differences between the two cities, the respondents belong to a tier-II and a tier-III city in India. Keywords: Cosmetic industry, social media influencers, beauty awareness, trends, social media, promotional styles, buying behaviour.

16-CH15-1496

CSR PERCEPTIONS AND CAUSE AFFINITY: AN EMPIRICAL STUDY OF INDIAN CONSUMERS

Mrs. Sudipta Sen Gupta¹⁶; and Dr. Keerti Jain, Associate Professor

Corporate Social Responsibility (CSR) has gained significance in the new millennium both globally and in developing countries like India. Most commonly used definitions highlight the voluntary nature of CSR. By the 21st century, several countries

¹⁵ Ms. Mayuri Ghosh, Student, Pandit Deendayal Petroleum University.

¹⁶ Mrs. Sudipta Sen Gupta, Assistant Professor, G D Goenka University.

across the world had made CSR reporting mandatory, however Indonesia and Mauritius had taken a further step in the decade that followed and made CSR mandatory for businesses qualifying under certain criteria.

A watershed event in CSR worldwide happened in 2013 when the Companies Act in India was changed by the government to make CSR mandatory for companies with more than Rs. 10,000 Mn in annual turnover or net worth of Rs. 5000 Mn or above or 3-year average net profit of at least Rs. 50 Mn. These companies are now required to spend at least 2% of their average net profit on CSR activities. The act further stipulates a list of 11 mandatory CSR domains comprising of 25 different CSR activities that would be recognized under law.

Given the recency of this event, very few empirical studies have been conducted on the impact of the mandatory CSR activities on Indian consumers. This paper examines the level of awareness of CSR among Indian consumers, their understanding of what CSR is and the motive they attribute to companies doing CSR. It also explores, from the consumer perspective, whether they support the mandated nature of CSR. Several global studies have shown that consumers are more likely to react positively to companies doing CSR if the cause is one they have affinity with. For the first time in India, this study investigates cause affinity for the 25 CSR activities mandated by the government.

The study was conducted as a primary research with the use of a structured online questionnaire. Data was collected from 934 consumers across 6 major cities of India covering the northern, southern, eastern and western regions of the country.

The findings highlight a high level of awareness and understanding of CSR among older and more educated Indian consumers, in upper socio economic classes, especially in Mumbai, Delhi and Bangalore. Consumers show significant support for government mandated CSR. Three different consumer clusters emerged; those that appreciate the economic or ethical aspects of CSR more and those that rank philanthropy higher. Consumers do not attribute altruistic motives to companies doing CSR but tend to favour them over others. Among all the mandated CSR activities Indian consumers exhibit the greatest affinity for protecting nature and curbing pollution, making safe drinking water available and providing job skills to disadvantaged sections of society.

The extent of awareness and understanding of CSR and positive reaction to companies doing CSR may provide encouragement to Indian firms, leading to increasing compliance of the new CSR law. Consumer support for the above causes may encourage Indian firms to align their CSR focus into these specific areas. Further studies may explore the linkages between different industries and consumer support for different CSR activities and the impact of consumer support on perceptual and behavioural parameters.

Keywords: corporate social responsibility, mandatory CSR, CSR awareness, understanding of CSR, company motives, consumer perspective, Indian consumers, consumer support, cause affinity, survey.

17-CH86-1612

THE RISING EFFECTIVENESS OF ADVERTISING IN THE FORM OF PODCAST

Dr. Dalia Zelikovich¹⁷

For decades, radio has been the most popular media to transfer audio information. While T.V, video and print media were rapidly developed and revolutionized with the rise of new tools such as online-newspapers, VOD and smart-TV, only wealthy commercial radio-stations have adopted new technologies and progressed by establishing online radio-stations. This gap created the vacuum for the podcast industry to emerge and this relatively new platform allows listeners to adopt on-demand listening solutions, where they could choose what, when and where to listen. Current research indicates that the podcast industry is rapidly growing, supporting other studies in this field (2017-2018) which proves that the year-over-year podcasters growth rates have been consistent, with 20% increase yearly.

The research suggest that publishers should transform their marketing strategies and budgets, from social media to podcast marketing, which revolutionizes conversion rates, and leads to a natural shift from traditional radio publishing to podcasting.

The survey includes a thorough statistical analysis referring to three research groups; 100 podcast-listeners, 150 podcasters and 32 medium/large publishers. The outcome shows that among podcasters, over 95% have created the podcast content

¹⁷ Dr. Dalia Zelikovich, Assistance Professor, The Center for Academic Studies.

because they could not find their desired content elsewhere. 63% added that they became more influential and received significant publishers' attention as soon as they reached a critical mass of listeners.

Among the parameters which were reviewed are: What is the quantity of the "number of podcast listened", and also to identify type of light/heavy podcast user by asking the number of hours they listened to podcasts daily/weekly and demographic parameters. Results indicates that 45% listen at least 1.5 hour daily, 28% listen for an hour, the rest 2-3 hours weekly. Regarding "age group", 52% under 30, 24% 31-40 years old, heavy listeners are highly educated, 58% with BA/MA degrees. 68% of listeners are using smartphone/tablet devices; 62% of them are listening in their car, 34% at home. Over 92% are subscribed/listen to more than five different podcasts. 12% said that they are listening to more than 38 different podcasts and look for new releases daily. The average listener subscribes to eight podcasts, and 74% are willing to pay for interesting podcast programs. However to the question: "Are you willing to listen to advertisements instead of paying?" 75% said that they are willing to hear assimilated advertising in their podcast episode as long as they are suitable for their content.

The final conclusions are that whilst podcasting is being utilized as a promotion tool by some publishers, its effectiveness as an advertising tool rises. It is strongly recommended to diverse advertisers/publishers to transfer marketing budgets from classic digital tools (social network) to podcasts, in order to reach an accurate and well-defined content target markets, as identified in the research. The podcast listeners audiences are willing to accept content related advertisements, which results a tremendously higher conversion rate (52%) and even higher in other studies, compared to 2%-5% in Google AdWords/ads/Facebook/social networks.

18-CH80-1318

EFFECTIVENESS OF BRAND ENDORSEMENT BY CELEBRITIES IN INDIAN CONSUMER DURABLE MARKET

Mr. Satvik Shah¹⁸

Global economy has considerably changed in the last three decades due to globalization and information technology revolution. Indian economy has also substantially expanded. Today, consumers are more informed and have greater bargaining power in almost all markets. Globally, governments are also following free market practices and now very few markets are operated under conservative regimes. Today, the Indian consumers are more brand savvy and they access multiple markets online. It has also been observed that the impact of celebrities, specifically of Bollywood (i.e Hindi cinema) and sportsmen is very high on consumers' buying decision in Indian market. Generally, youth love to follow the brands which are endorsed by their favourite celebrities. India is known as 'The Young Nation' as its 65 percentage of population is below 35 years. The Indian consumer durable markets are flourished with all types of imported brands from North America, Europe and East Asia regions. Moreover, the foreign companies are taking support of celebrities to position their brands in Indian markets. This paper attempts to understand overall impact of celebrity endorsement on long term and short term strategies of companies in marketing and branding. It also presents the perception and acquaintance of Indian consumers for different consumer durable segments. The findings focus on marketing and communication strategies for upstream & downstream supply chain networks for companies operational in Indian markets and also on innovative communication strategies for corporate to get consolidated position in Indian markets.

Key Word: IMC (Integrated Marketing Communication), AIDA (Awareness, Interest, Desire & Action), ISCM (Integrated Supply Chain Management)

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19-CH08-1452

EFFECTIVENESS OF POINT OF PURCHASE (P-O-P) DISPLAY IN IMPULSE BUYING DECISION IN INDIAN FMCG SECTOR

Ms. Preksha Burad¹⁹

After the financial reforms of 1991, Indian economy has observed a paradigm shift. Entry of global players in the market, growing acceptance of the modern retail, deployment of new and advanced technologies, and rising competition in the regional markets have led to eloquent changes in the business dynamics. Amidst the kaleidoscopic variations, the Indian retail industry is inching its way towards becoming the next burgeoning platform with its immense potential as India has the second largest population with affluent middle class and rapid urbanization with solid growth of internet. India today is standing at a threshold of retail revolution with the sector accounting for over 10 percent of the country's GDP and India being world's fifth largest global destination in retail space. Hyper-marts, Multiplex malls and Mega-marts are the new faces of the modern retailing environment. In particular the FMCG (Fast Moving Consumer Goods) Sector is the 4th largest sector in the Indian economy. There are three main segments in the sector – food and beverages which accounts for 19 per cent of the sector, healthcare which accounts for 31 per cent and household and personal care which accounts for the remaining 50 per cent. With industries moving towards monopolistic competition, the market is becoming more customer centric, and end to end services are required to retain consumers and also to expand market share. Buying behaviour of Indian consumers has considerably changed specifically after introduction of modern trade in Indian retail sector; today they want more choices and are ready to explore multifarious offline and online channels to extract information from numerous markets on real time basis. Retailers hence are adopting and deploying both preexisting dogmas and unconventional marketing techniques to best lure customers to enhance their share of wallet out of the total amount spent by the consumer. It has been observed in many research papers that impulse buying accounts for a large proportion of consumer shopping behaviour in retail market. This paper aims to identify the stimuli that affects the impulse buying behaviour of consumers in FMCG sector across different formats of modern retail and also to delineate the factor that influence it. The findings of the paper highlight the factors that trigger consumers to buy things without prior planning and demonstrate the strategies pertaining to store layout, mass media communication and visual monitoring of consumer behaviour through audio video devices.

Key Word: FMCG (Fast Moving Consumer Goods), POP (Point of Purchase), Impulse Buying.

20-CF16-1542

INITIATIVES AIMED AT ENSURING TRANSPARENCY AND ACCOUNTABILITY IN THE NIGERIAN PETROLEUM INDUSTRY: THE NIGERIA EXTRACTIVE INDUSTRY INITIATIVE AND THE PETROLEUM INDUSTRY GOVERNANCE BILL

Dr. Yolandi Meyer²⁰

This article seeks to analyse certain initiatives in the past few decades that have aimed to increase the level of transparency and accountability in the petroleum industry in Nigeria. Nigeria has vast deposits of natural resource wealth, however harvesting these resources in order to provide optimum financial return has often been challenging. Furthermore, the financial gains have not always translated into improved socio-economic conditions for the country's citizens. It is argued that the main reasons for this is mismanagement of natural resource wealth, as well as a lack of transparency and accountability, in the petroleum industry. Numerous claims have been leveled against the Nigerian government of corruption with regard to the management of oil revenues.

It is estimated that senior officials of the Nigerian government have embezzled at least 50 billion dollars of oil revenues since the 1960s. More recently, there has been concerns regarding corruption in the Nigerian National Petroleum Corporation (NNPC), the state oil corporation, which is responsible for exploration and production of petroleum products on behalf of the government. There have been numerous allegations of mismanagement, loss of revenues and large-scale corruption in the organisation. The lack of transparency surrounding the amount of oil revenue accumulated, and the mismanagement of

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oil revenues, largely contribute to this problem. This article discusses two initiatives that aim to address these issues, namely (i) the Extractive Industries Transparency Initiative (EITI), specifically the Nigerian Extractive Industries Transparency Initiative (NEITI); and (ii) the Petroleum Industry Governance Bill (PIGB). The article examines whether these initiatives can contribute to a more transparent and accountable petroleum sector, and whether these initiatives can ultimately translate into material results and improve the overall socio-economic situation in Nigeria. The article further questions whether transparency and accountability necessarily always go hand-in-hand, and, if not, how the existence of both can be achieved in this particular situation.

21-CF06-1411

A STUDY OF ESTABLISHING A SMART SUSTAINABLE CITY ASSESSMENT FRAMEWORK UTILIZING BIG DATA AND ANALYTIC NETWORK PROCESS APPROACH

Prof. Wann-Ming Wey²¹

For the past few years, the concept of urban sustainability and smart city has been viewed as a crucial way to solve the problem regarding urbanization. With the implementation of the above strategies, the establishment of relevant city assessment tools is essential. However, the assessment framework of urban sustainability focuses on the aspect of environment and society, while smart city puts emphasis on economic and social indicators consideration. As a result, integrating the two concepts as “Smart Sustainable City” and establishing an important evaluation model would be expected and more comprehensive in the future. Moreover, the development of “Big Data” theory allows city planners to interpret and apply large amounts of data collected from various sources. The outcome of analyzing the actual big data to forecast the variance ratio of each indicator can be used as the main basis to establish the model we need.

Based on the big data analysis, this paper will build an assessment framework of smart sustainable city in line with the future situation, and furthermore, conduct the model validation through empirical city evaluation study. Firstly, this paper reviews the concepts and assessment framework of sustainable development and smart city to summarize the indicators related to the model and then utilizes “Fuzzy Delphi Technique (FDT)” to screen the indicators which are considered important regarding the smart sustainable city. The “Data Mining” and “Analytic Network Process (ANP)” approach will then be utilized to predict the future variance ratio of smart sustainable city indicators. And we will try to determine their weights for the future scenario. Finally, this paper will conduct an empirical analysis by assessing the smart sustainable level of Taipei City and Singapore in order to validate the model for future theoretical and practical applications.

22-CH06-1383

ACTUALIZING LEARNING DEVELOPMENT THROUGH THE EFFECT OF RELIGIOUS BUSINESS ETHICS OF RETAILERS IN THE SHOPPING CENTERS IN THE UNIVERSITY OF LAGOS, NIGERIA

Dr. Ayodele Omojuwa²²

There is increase decadence on religious ethics of retailers in business centers in the teaching and learning environment especially in the University of Lagos. This paper presents a study which was conducted under Christian religious ethics to study the effect of retailers business attitude in the various shopping centers. One formative source for ethical understanding is one's religious background and beliefs. Therefore, a highly pertinent question is: What are the teachings of various religions regarding ethical practices in commercial activities? Within that broad question, a more limited question is: What can we learn from a comparative study of scriptures that will help us improve the teaching, learning, and practice of

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business ethics? This paper focuses on the scriptures of Christianity opinion on business ethics. Questionnaires were administered for data collection and analysis. The result shows that the retailers exhibit the attitude of overcharging, overpricing and exploitation of students. There were also the attitude of overspending, extravagant and ignorance on the part of the students. Recommendations were made in line with the scriptures in relation to Christian religious business ethics towards attitudes of the both the retailers and students on the business centers within the university and other tertiary institutions in Lagos, Nigeria.

23-CH81-1396

ORGANIZATIONAL TRAUMA AND CONSEQUENCES: DETERIORATION OF WORK ENGAGEMENT THROUGH PERCEPTIONS OF UNCERTAINTY

Dr. Sevgin Batuk Turan²³

Work engagement is considered as an important aspect of workplace outcomes and seen as a vital consequence of workplace practices experienced through organizational life. It is an area that attracts attention with the help of the positive psychology movement. Positive psychology researchers state that elimination of demotivating factors at workplace is not solely enough to create employee satisfaction and happiness. Therefore; offering tools, policies and an environment that facilitates positive feelings towards work have become indispensable parts of organizational life.

In more stable work settings, it is easier to establish and sustain an ongoing organizational climate and culture that foster positive job outcomes. But in turbulent times, the priorities change and employees' emotional well-being withers away. Organizational trauma reflects such an environment. As the business environment fluctuates and threatens organizational survival, organization practitioners search for ways to sustain competitive advantage; and the solutions found against this threat usually include interventions such as downsizing, outsourcing, mergers and restructuring (deKlerk, 2007).

Allen et al (2000) suggest that one of major symptoms of trauma experienced in organizations is uncertainty; which means "being undecided and not knowing what to do or where to go with one's actions". In this respect, as a consequence of organizational change, perceptions of uncertainty serve as a stimulating factor for trauma and negative feelings towards work.

In this paper, it is claimed that traumatic events such as downsizing or restructuring will lead to decreased employee engagement; due to the fact that, the uncertainty about future events may affect the positive feelings towards work, and, through the stress the employees are subject to, their tendency to work more productively and efficiently may decline. In this respect, the author will briefly define the meaning of the related concepts; work engagement, perceptions of uncertainty and organizational trauma. The literature on work engagement and organizational trauma will be reviewed and a model illustrating the anticipated relationships will be put forward. The possible effects of organizational trauma on work engagement will be discussed and remedies for the deterioration that perceptions of uncertainty create will be suggested.

24-CH67-1550

WHAT IS WRONG WITH ECONOMIC SANCTIONS: EFFORTS TO EVALUATE THE MORAL DIMENSIONS OF ECONOMIC SANCTIONS

Mr. Muhammad Kamran²⁴

The purpose of this study is to examine whether the imposition of economic sanction has relationship to morality and ethics. Sanctions have become a significant powerful tool of foreign policy since WWI. It is less costly as compare to war or military action and can be effectively utilised in a more flexible and targeted manner. In this study, I investigate under what circumstances 'economic sanctions are morally wrong and how economic sanctions impacts on civilian population. Two case studies of economic sanctions will be discussed in this study: Iran and Myanmar. I find deleterious effects of economic sanctions in most cases and their usual victims are innocent citizens of the target country. Apart from the impact of economic

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sanctions, this paper also emphasizes that the moral dimension of economic sanctions have inadvertent costs for the local inhabitant and may affect the ordinary public more than the sanctioned country's leadership. Therefore, sanctioner country needs to be more careful of their actions having influences that are unintended or unethically harmful. On the other hand, the sanctioned country should be notified about the impact and consequences of sanctions. So it can be concluded that economic sanctions are morally wrong in achieving their desired goals. This paper will focus on moral dimensions of Economic Sanction, their significance in the foreign policy of countries. The main purpose of this paper is to evaluate the impact of economic sanctions on civilian population. Keywords: Economic Sanctions, moral dimension of economic sanctions, Myanmar and Iran

25-CH17-1469

OIL AND GOLD PRICES: DO FUNDAMENTALS MATTER? DEPENDENCE UNDER DIFFERENT OIL PRICE VOLATILITY REGIMES

Dr. Amany El Anshasy²⁵; Dr. Mohamed Chaouch (Associate Professor); and Dr. Marina-Selini Katsaiti (Associate Professor)

Oil and gold are the most important traded commodities in the world. While gold prices have usually followed the developments in gold fundamentals, it has been lately observed that the connection between oil prices and oil fundamentals is weakening after the 2014 oil price crash. That raises the question of whether changing market fundamentals matters in the co-movements of oil and gold prices. We use daily data from Jan 1985 to March 2018 to model oil and gold price returns to obtain a close measure of fundamentals-related shocks, after controlling for stock market prices, the US Dollar exchange rate, excessive economic policy news and an indicator of global trade. This paper contributes to the existing literature in a number of ways. First, we establish dependence using a copula-based Cramer-von Mises testing approach proposed by Duchesne, Ghoudi and Remillard (2012). The test goes beyond simple linear cross-correlations to detect various non-linear forms of dependence. This test does not depend on the marginal distributions of the innovations, nor requires normality, and allows multivariate modeling of oil and gold price returns. Second, we use a copula approach to identify tail dependence parameters which indicate the possibility of having a crash in gold markets upon news of shocks to oil prices due to disruptions in oil fundamentals and vice versa.

26-CF20-1604

ENVIRONMENTAL DEVELOPMENT FOR POVERTY ALLEVIATION: FOCUS ON IDI-AGBA IJEMIKIN COMMUNITY, AKURE, ONDO STATE, NIGERIA

Mrs. Aminat Ajenifujah-Abubakar²⁶; and Dr. Dorcas Ayeni

Urban renewal is one aspect of the built environment process that leans towards environmental development chiefly because of its role as a meeting point of economic, infrastructural, psychological and socio-cultural factors that affect the built environment. This study examines Idi-Agba Ijemikin Community situated within the periphery of the Akure CBD, in southwest Nigeria with a view to explore how environmental development can curb the menace of poverty at the communal level. The creation and development of communal facilities within a community helps meet many needs such as improved environmental aesthetics, encouraging leisure activities, community interaction and cohesion, active and healthy lifestyles, preservation and purpose designed use of land which otherwise would have been used for urban sprawl or blight. Data gathered through administration of structured questionnaire, alongside field observation as well as informal interviews at the study area were treated using descriptive analysis. As a secondary source of data gathering, the paper reviews literatures on the general use and importance of environmental development for poverty alleviation in Nigeria and critically examines the effects of inadequate environmental development on the cultural, economic and social well-being of the populace as

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well as the quality of the environment. The study found that the high rate of unemployment was a fundamental cause of the continued poverty in the area. The need for this study to put forward appropriate socio-economic measures and or strategies by which investors can be attracted to the community for economic growth bearing in mind the cultural leanings of the people cannot be overemphasized. The study further asserts that infrastructural development would also contribute to the general environmental development of the area judging by the high rate of youth population found in the study area. It asserts that there is the need for an improvement in physical planning through effective collaborative efforts involving the stakeholders in the building industry, the populace/residents and government agencies, and suggests ways in which poverty alleviation can be an integral part of a sustainable and healthy environment in Nigeria through environmental development.

27-CH83-1587

DESIGNING FRANCHISE BUSINESS MODEL THROUGH QUALITY MANAGEMENT CRITERIA: A CASE STUDY IN THAILAND

Dr. Laphasrada Changkaew²⁷; Dr. Kwanrat Saunpong; Dr.Pakpachong Vadhanasindhu, Associate Professor; and Dr.Achara Chanchai, Professor Emeritus

Franchising is a marketing strategy which is used by the companies for business expansion and creating impact in the economic system. Franchising model is quiet successful in modern era and it offers new horizons for investors. The investors in franchise business receives training and transfer the knowledge from the franchisors which smoothens business journey. Therefore, the quality management of franchise plays an important role to enhance the organizational performance and sustainable growth. The purpose of this research is to investigate the relationship between quality management practices and organizational performance of franchise and develop a business model of franchise from the best practices. Mixed method was used in this study. Firstly, the instrument design (quality management criteria) is evaluated by academic and professionals with business experience. Secondly, 103 franchises were recruited which pass the fundamental criteria by the Department of Business Development (DBD), Thailand. Thirdly, the quality management criteria was employed to the franchises which qualify the first criterion by site visit. Finally, case study is conducted by in-depth interviews of ten best practices franchise business. The multiple regressions is conducted between six quality criteria i.e. leadership, strategic planning, customer and market focus, measurement, analysis and knowledge management, workforce focus and operation management. The organization performance is a dependent variable. The results of the regression indicate that three quality parameters determine 56.5% of organizational performance and out of them, operation management has a strongest contribution in determining the organization performance. Furthermore, the content analysis elucidates success story of the best practices and highlight the gaps of the quality management. The findings of this study will contribute towards developing a model suitable for franchise business in theoretical and applied manner establishing a criteria to evaluate the best managerial perspectives for franchise business.

35-CH71-1595

DHARMA PRACTICE AND HUMAN DEVELOPMENT

Dr. Sudawan Somjai²⁸; Pol. Maj. Gen. Dr. Norawat²⁹; Charoen-Rajapark; and Dr. Chandej Charoenwiryakul

The practice of dharma as taught in Buddhism can change mankind for the better. When it is applied in daily life, it helps one to understand the changes happening in the world and to release and abandon passion. When there is no restraint, one's greedy nature prevails and results in anger and delusion. This research aims to compare human development before and after the practice of dharma by using quantitative research methods. The data was collected from 400 participants who practiced dharma in courses conducted by The Young Buddhists Association of Thailand in 2017. After the results were

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analyzed using the t-test method, the findings showed that human development in Buddhists after the practice of dharma was more advanced than before the practice of dharma.

37-CH21-1534

EIGHT UNIVERSAL LAWS OF LEADERSHIP: A CASE STUDY OF LEADERSHIP IN THAI SMALL BUSINESSES

Dr. Nopadol Burananuth³⁰; Dr. Polamorn Tamprateep; and Dr. Boonsri Suteerachai

The eight universal laws of leadership prescribes the eight traits that are essential to being a successful leader. The purposes of this study were to investigate the important characteristics of great leaders that resulted in the successful fast growing small businesses as well as to recommend the guidelines of utilizing the eight universal laws of leadership for new leadership in small business to cultivate in successful business in the near future. The random sampling was utilized to obtain the sample which included 100 entrepreneurs of small business who had asset less than 50 million baht. The findings revealed that the majority of respondents had at least ten years of experiences and were about 45 years old or more and held the master degree. The majority of respondents had ability to communicate in basic English and be able to use Microsoft office and internet in a very good level. In addition, the mean score can be used to rank the top three most important of the eight universal laws of leadership from highest of importance to the lowest level of importance as follows: Know your staff, Take care of your people, and get out in front.

38-CH22-1510

A COMPARISON OF FORECASTING METHOD OF EXPORT VOLUME OF THE ORCHIDS OF THAILAND: EXPONENTIAL SMOOTHING METHOD AND BOX-JENKINS

Dr. Piyada Wongwiwat³¹; Dr. Chandej Charoenwiriyaikul; and Dr. Jetsalid Angsukanjanakul

Thailand is the top exporters of orchid and its by-product and this export made major income for Thailand. In 2016, the income from orchid export were around 6,000 – 7,000 million baht (Office of Agricultural Economics, 2016). Not only orchid is important in Thailand but also the orchid industries have high impact to Thai economy from midstream to upstream. To forecast the export of orchid downstream industry will help the Thai farmer to plan to grow the orchid in order to protect the over-production that can cause the lower price. In this paper, Forecasting model is used to predict the export volume of orchid and compares the forecasting methods between exponential smoothing method and Box – Jenkins method. Root mean square error, RMSE is used to be the key comparing parameter in the study. The data of monthly export volumes of orchid has been used to study from January 2006 to December 2016. The result shows that exponential smoothing method is more effective than Box – Jenkins method because of lower RMSE so the suitable forecasting model is Exponential smoothing model.

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39-CH25-1526

FACTORS INFLUENCING THE ADMINISTRATION OF YOUTH FOOTBALL CAREER DEVELOPMENT

Dr. Sriparinya Toopgrajank³²; Dr. Chandej Charoenwiriyakul; and Pol.Lt. Dr. Trelup Toopgrajank

The popular of football in Thailand is a driving force of both local community level and national level. It has been promoted and supported by both public sector and business sector. The aims of this research was to study factors influencing the administration of youth football career development. The purposes of the study were to investigate the current situation of network, public relations, Philosophy of Sufficiency Economics, parents' participation, and management of youth football management to be professional football players, to examine the factors influencing network and links, media & public relations, Philosophy of Sufficiency Economics, parents' participation, and management of youth football management for professional football players, and to provide the guidelines for youth football management for professional football players effectively. The findings revealed that, in terms of network, all primary schools, middle schools, and high schools in Phatumthani province had football teams and associations. The problem, however, was no real support, lack of experience coaches, and lack of sufficiency funds.

40-CH26-1540

THE COMPETITIVE ADVANTAGE OF THE BANKS IN THE AEC

Dr. Rachada Fongthanakit³³; Dr. Sudawan Somjai; and Dr. Sriparinya Toopgrajank

Bank is an important economic unit of countries. It is an essential mechanism of economic growth. It leads to stability, and it is a part of national security. It is also a medium for distributing income to people. The Asean Economic Community (AEC) in 2016 resulted in challenges regarding the competitiveness of the leading banks in each country.

In 2020, each member will be able to completely move their funds. The financial management competitions will be increased. It is believed that the competitions will reduce operating costs. As a result, the efficiencies and qualities of services will be improved. Moreover, the competitions will promote financial innovations providing the people accesses to financial services and creating values for customers. Thus, the competitiveness of the banks is important for regional preparations. This research study is a quantitative study utilizing the data envelopment analysis (DEA)

41-CH29-1557

PREFERENCES EXPRESSED BY MYANMARESE CITIZENS CONCERNING AEC OPPORTUNITIES

Dr. Suthinee Atthakorn³⁴; Professor Dr. Voradej Chandarasorn³⁵; and Dr. Sriparinya Toopgrajank

This study aims to rank preferences expressed by Myanmar intellectuals concerning AEC opportunities and at recommending consequential policy development for ASEAN countries. The participants in the research project were Myanmar citizens based in Mandalay. Quantitative research was employed. Questionnaires were employed to collect data by using 136 samples from participants' contributions. Measurement descriptors used were mean, mode, and percentage.

The results of the research study reveal that the preferences expressed by Myanmar intellectuals over AEC opportunities in 10 areas ranked Singapore in first place in 6 of the latter. These were: (1) as an education hub, (2) for health care and

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³⁵ Dr. Voradej Chandarasorn, Lecturer, Suan Sunandha Rajabhat University.

hospital treatment, (3) for economic investment, (4) as a sports training hub, (5) for technology and (6) for transportation. Thailand was the second favourite country overall; in four areas, however, it achieved first place. These four areas were: (1) as a tourist destination, (2) for recreation, (3) for cultural exchange and (4) in agricultural business. Malaysia was the third favourite territory selected as a tourist destination, as an educational hub, for health care and hospital treatment, for economic investment, vis-à-vis technology and for transportation.

As far as Thailand is concerned, various key areas can be further developed to improve the country's competitiveness and potential. These are (1) as an education hub, (2) for health care and hospital treatment, (3) for economic investment, (4) as a sports training hub, (5) in technology and (6) for transportation. There should be strong public policies in for each of these facets to enable Thailand to become a leading player in ASEAN with the AEC's inception in 2015.

43-CH24-1524

JOB SATISFACTION OF STAFF MEMBERS OF HIGHER EDUCATION

Dr. Natnaporn Aeknarajindawat³⁶; Dr. Polamorn Tamprateep; and Dr. Boonsri Suteerachai

Job satisfaction is one of the most important factors that affect the productivity and effectiveness of organizations. The purposes of this research were to survey the job satisfaction of staff members in various universities in Bangkok, Thailand, as well as to examine the positive and negative impacts of job satisfaction and job dissatisfaction. The quantitative research method was utilized to search for the findings and in-sight information from the purposive selected 40 samples, collected from four different universities around Bangkok, Thailand. The findings revealed that male staff members had a slightly different rate of job satisfaction than that of female staff members in three important areas: promotion opportunities, compensation, and scope of authority.

44-CH30-1529

APPROPRIATE DEVELOPMENT MODEL FOR COMMUNITY RADIO SERVICE FOR THAI SOCIETY

Dr. Duangsamorn Sophonthada³⁷; and Ms. Chonticha Somjai

The purposes of this research were to study the community radio format based on legal, and the community radio format based on the need of people which lead to the development of community radio format suitable for Thai society. This research utilized a qualitative methods of document research, in-depth interview, focus group, and participant observation. Insight information was collected by using a formal interview of government officials, academics, specialists, NGO and civil society directors from four regions of Thailand which are North, Northeast, Central, and South. The findings of the research revealed that the vital part of community radio management is the participation of the people especially when local people become parts of community, policy makers, planner, producers, DJs and evaluators. The community radio management should be independent, transparency, and creating and evaluating according to the local community.

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³⁷ Dr. Duangsamorn Sophonthada, Lecturer, Suan Sunandha Rajabhat University.

45-CH38-1554

COMPONENTS AFFECTING FOREIGN LABOR MANAGEMENT

Dr. Napatsorn Supatanyaporn³⁸; Dr. Sudawan Somjai; and Assistant Professor Police Lieutenant General Dr. Narong Kulnides

The purposes of this study were to investigate components affecting foreign labor management, and to examine the relationships of the components affecting foreign labor management. The quantitative research was conducted with 300 government officials who were working with foreign labor forces. Data collection process was conducted by using questionnaire. Statistical analysis included descriptive statistics and structure equation modeling analysis. The sampled used for qualitative research comprised of 10 chief executives from both public and private sector. Data for qualitative analysis was collected via an in-depth interview. The findings revealed that the level of labor turnover, labor shortages, labor laws and regulations, trade union, and foreign labor management were high. The structure equation modeling analysis indicated that foreign labor management depended on foreign labor laws and regulations and trade union. On the other hand, labor shortages depended on labor turnover, labor laws and regulations, and trade union.

46-CH52-1572

COMPONENTS AFFECTING THE OUTSOURCING MANAGEMENT

Dr. Noppadol Sriragool³⁹; Dr. Napatsorn Supatanyaporn; and Pol. Maj. Gen. Dr. Norawat Charoen-Rajapark

The purposes of this research were to study the level of components of outsourcing management in the ordnance material rebuild of Royal Thai Army, to examine the relationship between the components that affecting the outsourcing management in the ordnance material rebuild of Royal Thai Army. The sample of quantitative research study, was conducted by utilizing simple random sampling method, included government officials who were on their duties at the repairing and producing military care factory, middle managers of enterprises, and the artisans from 20 companies. Data collection process was performed by using questionnaire as the research tool. Statistical research included descriptive statistical analysis, and structure equation modeling analysis. The sample for qualitative research included 8 key informants who were chief executives from both army and enterprises. Information for qualitative method was collected via an in-depth interview. The finding revealed that first, the level of government officials, middle management, enterprises, and artisans, in terms of construction and repairing was rated with a highest level. Second, from the structure equation model analysis revealed that the flexibility of labors, man power efficiency, cost reduction, risk management affecting the outsourcing management. In addition, the results of quantitative analysis concurred with the results of qualitative research analysis. The respondents agreed that labor flexibility, manpower efficiency, cost reduction, and risk management affecting the outsourcing and the repairing of Ordnance material rebuild of Royal Thai Army.

47-CH45-1579

CIRCULATION REBALANCING THE BODY AND BLOOD WITH THE WIND CIRCULATION

Dr. Phumrawit Chaiphuriranya⁴⁰

The fast growing of the modern world causes many changes in people lifestyles due to the consumerism and materialism. The general health of the population deteriorates. One of the diseases causes by sedentary lifestyle is high blood pressure or hypertension. The objective of this research were to study the balance of the body and blood system and wind to correct the overuse of body and symptoms associated with the deterioration of the body and unhealthy body. This was a qualitative

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⁴⁰ Dr. Phumrawit Chaiphuriranya, Lecturer, Suan Sunandha Rajabhat University.

research method. There were eight important key informants or patients who were willing to provide both demographic information and in-sight information about their symptom, illness, treatment and their recovery. The focus was on the results of the massage as a therapy way to increase blood circulation. After the treatment of massage therapy for a continuous of seven days. All eight patients had a recovery from their illness. All patients agreed that they had benefited from the massage treatment and very satisfied with the treatment.

48-CH70-1586

ROLE OF NUTRACEUTICALS IN HEALTH PROMOTION, DISEASE PREVENTION AND AGING OF THE POPULATION IN THE BANGKOK METROPOLITAN REGION

Dr. Chiraporn Nontasut⁴¹; and Dr. Sudawan Somjai

The medical concept of nutrition for health to prevention and treatment of non-communicable diseases, as well as to slow down the deterioration of the cells in the body. This research aims to study the benefits of each nutraceutical. The research has shown that nutraceuticals are a natural extract that is beneficial to the body, prevent disease and treatment of non-communicable diseases or certain chronic diseases and help to slow down aging by anti-oxidant without side effects.

49-CH87-1626

ADMINISTRATIVE POTENTIAL OF INFORMATION TECHNOLOGY OF MUNICIPALITIES IN PRATUMTHANI PROVINCE ACCORDING TO THE SUSTAINABLE ADMINISTRATION CONCEPT

Dr. Preecha Karuhawanit⁴²

Objectives of this study were to study (1) problems of administrative potential of information technology of municipalities in Pratumthani Province according to the Sustainable Administration Concept, (2) development guidelines of administrative potential of information technology of municipalities in Pratumthani Province according to the Sustainable Administration Concept, and (3) strategic development of administrative potential of information technology of municipalities in Pratumthani Province according to the Sustainable Administration Concept.

Research methodology was designed as mixed methods research using quantitative research as principal means and supported by qualitative research. The quantitative research was survey research collecting large field data with questionnaires. Total of 1,108 samples were, some of the population, calculated by using Taro Yamane's formula. Data analysis was presented in contingency table with descriptive approach. Descriptive Statistics exercised were mean, standard deviation, multiple regression, and Pearson's Correlation Coefficient. For qualitative research, in-depth interview of 9 experts or key informants selected by the Snowball Sampling Concept, Research results were (1) the major problems of administrative potential were the municipalities' insufficient utilization of information technology as a tool to dissemination of information and services in the way of environmental support, and also lacking of strategic development of administrative potential of information technology, (2) the major development guidelines of administrative potential were the municipalities should utilize increasingly the information technology as a tool to dissemination of information and services concentrating on diminution of environmental destruction, such as, campaign of environmental conservation, including should also create the strategic development of administrative potential, and (3) the strategic development of administrative potential was the municipalities should establish and apply the strategic development of administrative potential of information technology according to the Sustainable Administration Concept, consisting of 6 aspects for operating and for applying as the Key Performance Indicators (KPI). The 5 aspects were, arranging from the most importance to the least as follow: establishment of network, balance, quality of life, Economy, knowledge, and environment.

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50-CH23-1523

SUPPLY CHAIN MANAGEMENT AND COMPETITIVE ADVANTAGE AND EFFECTS ON BUSINESS PERFORMANCE: A CASE OF THAI SMALL AND MEDIUM ENTREPRENEURS

Mr. Chaiwat Horthammarat⁴³; Dr.Chandej Charoenwiriyaikul; and Dr. Khomsan Laosillapacharoen

Due to higher competition induced from an integration of ASEAN Community that aims to set up the ASEAN Economic COMMUNITY (AEC) to be a single market and production base, as well as the national 20- years strategic plan to restructure the national economic and to push itself out of upper middle income country trap and to become high income country, Thailand have realized an importance of production process from the upstream, middle stream and downstream, particularly in the small and medium entrepreneur sector. This study aimed at investigating factors of management of supply chain and competitive advantage that placed their influence on business performance and operation of Thai small and medium entrepreneurs (SMEs). The study revealed sets of significant variables that had interrelationship that affected business performance of Thai SEMs

51-CH31-1533

CORPORATE SOCIAL RESPONSIBILITY: A CASE STUDY OF HOTELS IN BANGKOK, THAILAND

Ms. Achara Luengsawas⁴⁴; Dr. Sudawan Somjai; and Assistant Professor Police Lieutenant General Dr. Narong Kulnides

Corporate social responsibility is a new developed concept for many hotels in Thailand. The concept is based on the understanding of the distinguishing between right and wrong. The purposes of this research study were to examine the key success factors in implementing corporate social responsibility successfully in various four star hotels in Bangkok, Thailand. This was a case study of 200 hotel employees in Bangkok, Thailand. The population of this research study included all hotel employees and management level who were working in four star hotels in Bangkok during the first quarter of 2016. Based on 200 respondents who were elicited to answer the questionnaire, their data, opinions, and comments were collected. Mean and Standard Deviation were utilized in analyzing the data. The findings revealed that the average mean of importance was 3.60, with 0.791 of standard deviation. Moreover, the mean average can be used to rank the level of importance from each factor as follows: 1) The policy of the hotels 2) Management involvement 3) The organization value the culture 4) CSR Training opportunities, 5) Employee participation 6) Satisfaction from participation with CSR activities 7) Evaluation process.

52-CH35-1544

ANTECEDENTS OF CUSTOMER SATISFACTION OF LOW COST AIRLINES: A CASE STUDY OF INTERNATIONAL PASSENGERS IN THAILAND

Ms. Ratchanee Sittidamrong⁴⁵; Dr. Sudawan Somjai; and Associate Professor Dr.Siravit Koolrojanapat

It is impossible for any service business to make any profit and gain customer loyalty without first having customer satisfaction. Low cost airlines in Thailand nowadays need to enhance their level of customer satisfaction the same as full service airlines. Customer satisfaction is a result of many factors. The objective of this research was to investigate important factors or driving forces that influence customer satisfaction of the international passengers of low cost airline business in Thailand. Data collection was collected from both Suvannabhumi and Don Muang International airports which were chosen

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as the major study area for this research. The population of this research study included all international passengers who were traveling in Thailand by patron aging the low-cost airlines during the first quarter of 2017. The findings revealed that antecedents or three important factors which led to high customer satisfaction were low ticket prices, modern airplanes, and easily channel of buying ticket. However, the top three factors which lead to low customer satisfaction were safety expectation, poor image, and limited weight of baggage.

53-CH37-1547

SUCCESS FACTORS IN MANAGING ELDERLY CARE CENTERS

Mr. Surasak Muangman⁴⁶; Dr. Rachada Fongtanakit; and Assistant Professor Police Lieutenant General Dr. Narong Kulnides

The objectives of this research were to study the influence of government support, leadership of the entrepreneur, management, and service innovation affecting the success of elderly care centers in Bangkok. Quantitative research was adopted, using Structural Equation Model. Samples were taken from staff of the centers comprising owners or the managers of the centers and head of caregivers in 157 elderly care centers located in 50 districts of Bangkok. The sample size was 409 and questionnaires was distributed in each of 50 administrative districts in proportion to number of centers in that district. Data were subjected to statistical analyses by applying confirmatory factor analysis and structural equation modeling, revealing that the model was significantly consistent with empirical data. It was also confirmed in the model that independent parameters predicting the success of managing elderly care centers in Bangkok, in respect of its predicting strength, are government support, leadership of the entrepreneur, management, and service innovation.

54-CH40-1556

THE INFLUENCE OF INTELLECTUAL CAPITAL AND THE ACCEPTANCE OF INFORMATION TECHNOLOGY AFFECTS PERFORMANCE OF THE ORGANIZATION

Mr. Veeraphol Wongwaiwit⁴⁷; Dr.Chandej Charoenwiriyaikul; and Dr. Khomsan Laosillapacharoen

It is essential that the industry sector will require cooperation from suppliers. The supplier of industrial spare parts is another important industry that support the country's economy behind. Meanwhile, industrial spare parts suppliers are facing with aggressive competition, the entrepreneurs need to accelerate their self-development to keep pace on the competition. This research aimed to study the influence of intellectual capital, acceptance of information technology, competitive advantage, and corporate innovation that affects the performance of organization. The research found that the factors affecting the operational efficiency of small, medium and large business suppliers in spare parts industry were intellectual capital, acceptance of information technology, competitive advantage, and corporate innovation.

55-CH42-1559

SUCCESS OF THE BUSINESS ZHULIAN

Ms. Maleenee Banraksukaphap⁴⁸; Dr. Sudawan Somjai; and Dr. Nopadol Burananuth

The purpose of this research were to study 1) factor effect to Suilain businesspeople successful 2) to compare with Suilain businesspeople successful. A total of 395 example were selected for Suilain businesspeople. The tool used for data collection

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were questionnaire and statistic were for data analysis were frequency, percentage, mean, standard deviation, t-test and F-test. The result of research were found as follow 1) Factor effected to successful were more high levels. When, however, each of aspects was at more high level were tour, house fund and car fund. For high level were job position and money. 2) Money and the different of job position were different effected to the different of successful. For car fund, home fund and tour had no different of successful

56-CH47-1577

BUSINESS OPPORTUNITIES AND MODEL OF PACKAGING CONVENIENCE STORES

Mr. Montri Itvarakorn⁴⁹; Dr. Piyada Wongwiwat; and Pol. Maj. Gen. Dr. Norawat Charoen-Rajapark

Nowadays the packing of paper or plastic is an essential of production process. It does not matter that customers are large industries, state enterprises, customers in restaurants or supermarket, it is necessary for customers to use the paper bag or plastic bag. The objectives of this research were to analyze the strengths, weaknesses, opportunities, and threats of the packaging convenience stores and to study the model of packaging convenience stores. This was a mixed research method of both qualitative and quantitative research. Since there are five important variables, the author will use five times 20 which equals to 100 samples informants for qualitative method was selected from 10 entrepreneurs from Bangkok area. . At present, the competitors that offers the packaging goods have an advantages of matching with modern customers' lifestyle. The sales for the packaging goods seem to increase continuously.

57-CH48-1576

KNOWLEDGE MANAGEMENT, QUALITY OF BUSINESS NETWORK, AND ROLES OF THAI CHAMBER COMMERCE IN DEVELOPING SME

Mr. Surachai Chantarojvanich⁵⁰; Dr. Sudawan Somjai; and Pol. Maj. Gen. Dr. Norawat Charoen-Rajapark

Small and Medium Enterprises (SME) is as an important component to the economic and social development as the large enterprises. The purposes of this research were to study the general condition, competency of organization, supporting from Thai Chamber of Commerce, quality of network, knowledge management, and Innovation of SME and to study the influences of competency of organization, quality of network, knowledge management, and Innovation of SME that affected on Thai Chamber of Commerce. A mixed research of qualitative method and quantitative method was conducted to obtain the findings for this study. The context scope will covered the organization competency, the support from Thai chamber of commerce, quality of network, knowledge management, and innovation of SME. The population of this study included 60, 392 SME entrepreneurs in the Bangkok area. The area of study for this research is Bangkok. From the findings, it revealed that there were five important latent variables which were organization competitive, support from Thai chamber of commerce, business networking quality, knowledge management, and Innovation.

58-CH53-1583

STRATEGIC BUSINESS MODEL OF NON-REGULAR ROUTE BUS RENTAL AFFECTING THE ENTREPRENEUR SUCCESS

Mr. Surachai Suthivorachai⁵¹; and Dr. Suramon Thaikasame

The industry of rental bus has been increasing very fast both in demand and sales volume for this decade. This is due to the overall growth of Thai logistics and tourism. The objectives of this research were to study the strategic model of success for

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non-regular route rental bus business as well as to study factors affecting entrepreneur success for non-regular route rental bus business. In order to answer the research questions and research objective, a mixed research method of both quantitative and qualitative research techniques would be utilized. Questionnaire was developed for data collection of the quantitative method and the data from qualitative technique was used to confirm the results of the quantitative method. In order to answer the research questions and research objective, a mixed research method of both quantitative and qualitative research techniques would be utilized. Questionnaire was developed for data collection of the quantitative method and the data from qualitative technique was used to confirm the results of the quantitative method. From the findings, it revealed that the vital factor of entrepreneurial success comprised of increase profit, business growth, and social benefits.

59-CH56-1580

ANTECEDENTS AFFECTING THE SUCCESS OF TRADE IN NONGKHAI SPECIAL ECONOMIC ZONE

Ms. Noppawan Kanchanaprudyakul⁵²; Dr. Sriparinya Toopgrajank; and Dr. Nopadol Burananuth

Nowadays the border trade between Thailand and its neighboring countries has been increasing due to the political change and policy changed of neighboring countries. The objectives of this research were to study the success of the special economic zone in the border at NongKhai province after the ASEAN, to study the factors of success the special economic zone in the border at NongKhai province after the ASEAN, to study how to enhance the effectiveness of the level of competition the special economic zone in the border at NongKhai province after the ASEAN and to study how to enhance the effectiveness of the level of competition the special economic zone in the border at NongKhai province after the ASEAN. The findings revealed that there are five important factors that affect the success of trade in NongKhai Special Economic Zone.

60-CH57-1578

FACTORS AFFECTING POTENTIALS OF INDUSTRIAL BUSINESS ENTREPRENEUR 4.0

Ms. Patarin Luekanchanawanit⁵³; Dr. Sudawan Somjai; and Dr. Sriparinya Toopgrajank

Thai industrialization plays an important roles in stimulating and enhancing the development of business and economy. The objectives of this research were to study potentials of entrepreneurs of industrial 4.0, the situation of industrial 4.0, the supporting from public sector, organization management, innovation, and competitive potentials, problems and obstacles, to study vital factors such as situation of industrial 4.0, supporting from public sector, organization management, innovation, and competitive potentials affecting on the potentials of entrepreneurs of industrial 4.0 and to examine guidelines for potential development of entrepreneurs of industrial 4.0. In order to obtain the findings for this study, a mix research of both quantitative and qualitative method was utilized. The quantitative population included management level, employees, and representatives of industries at Sinsakorn Industrial Estate of Thailand. A total of 360 sample was selected for the study. The qualitative population included government officials, entrepreneurs, and high level of management. A total of 15 key informants were selected for focus group. The findings revealed that the potentials of entrepreneurs of industrial 4.0 comprised of Knowledge, Skills, and Attribute. However, the potentials of entrepreneurs of industrial 4.0 depends on these vital factors: industrial situation, organization management, innovation, and level of competitiveness.

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61-CH63-1561

BUSINESS MANAGEMENT MODEL OF TELEVISION PRODUCTION ERA 4.0**Ms. Weeraya Damrongsri⁵⁴; Associate Professor Dr. Luedeck Girdwichai; and Dr. Khomsan Laosillapacharoen**

The research, entitled “Business Management Model of Television Production Era 4.0” was intended to study the management model of television production business in era 4.0 as a qualitative and documentary research. A review of 195 local and international research articles was conducted to analyze and synthesize the business management variants of television production era 4.0.

The study discovered that the external latent variable affecting business management model of television production in the context of Thailand 4.0 consists of sustainable management factors, technology acceptance factors, social responsibility factors and corporate innovation support factors. In addition, it found that the business management of television production in the country context 4.0 could affect the operational efficiency of organization in financial, marketing and environment.

62-CH66-1565

SATISFACTION FROM SERVICE RECEIVERS OF KAOKWANG ADMINISTRATION, TUNGSONG, NAKHON SI THAMMARAT**Mrs. Monthira Sangthong⁵⁵; Dr. Nopadol Burananuth; and Dr. Boonsri Suteerachai**

The decentralization means the local communities have more opportunity to provide direct services to local community. It is important to study the level of satisfaction from the perspectives of local community as the service receivers. The objectives of this research were to investigate the level of satisfaction from service receivers of the KaoKwang administration, Tungsong, Nakhon Si Thammarat in four important areas: Process of Services, Channel of Services, Staff of Services, and Facility to Provide Services, to examine level of satisfaction of service receivers from the local services providers of Thammarat, and finally to study problems and suggestions about the services provided by Thammarat in four areas: Process of Services, Channel of Services, Staff of Services, and Facility to provide services. The population of this study included 14,144 people who currently lived in KaoKwang, Tungsong, Nakhon Si Thammarat. The findings revealed that, the overall level of satisfaction of local community as service receivers was rated at 86.80 percent which was considered as a highest level, whereas, the overall mean of level of satisfaction was rated at 4.34 which was also high level.

63-CH69-1585

THE DEVELOPMENT MODEL FOR REAL ESTATE BUSINESS TO INDUSTRIAL THAILAND 4.0 ERA**Ms. Rawiphath Chejvichaikul⁵⁶; Dr. Boonsri Suteerachai; and Dr. Piyada Wongwiwat**

Under the current an innovation-driven economy, there is no model for real estate business in line with government policy. Therefore, the investments in an innovation to real estate bring forward to develop the real estate business 4.0 model to make business competition is conforming to the market mechanism situation wisely. The purpose of this research aims to create a real estate development model in line with government policies, demographics, or people related to real estate, property owners and condominium buyers, as well as those seeking to buy condominiums. The results of the research show that factors affecting the development of housing are 8 factors are: 1) Visual 2) Facilities 3) Location 4) Amenity 5) Personalization 6) Social life 7) Security and 8) Privacy.

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⁵⁵ Mrs. Monthira Sangthong, PhD Candidate, Nakorn Si Thammarat Rajabhat University.

⁵⁶ Ms. Rawiphath Chejvichaikul, PhD Candidate, Suan Sunandha Rajabhat University.

64-CH76-1597

VITALITY OF FACTORS OF SUCCESS FOR HOTEL BUSINESS IN THAILAND

Ms. Bussaba Bussabong⁵⁷; Dr. Sudawan Somjai; and Lt. Gen. Dr. Tawee Jamjumrus

Hotel business in Thailand is an important part of service and tourism industry which was considered as one of successful industries for a long time due to many factors such as growth rate, employment, and income. There are important factors that need to perform in order to provide an excellent service to their customers. However, intense competitive from many ASEAN nations will intensify the level of competition in the hotel business in Thailand and requires a re-engineering in terms of services in order to remain competitive in the ASEAN and world market. The objectives of this research were to study and analyze the factors of innovative customer service to enhance the competitive potential, and to analyze the direct and indirect influential factors to the innovative customer service model. The sample group, based on Krejcie & Morgan Model, included 384 international customers in three to four-star hotels in Bangkok. Statistical data analysis and data description were performed by using frequency, and mean. The results of this study revealed that satisfaction level was the key indicator of hotel business and its success. Moreover, the majority of respondents rated the overall innovative customer service factors at a high level of satisfaction. The ranking means revealed that the top three satisfied factors were good hospitality, friendly staff, and variety of food.

65-CH28-1552

MANAGEMENT FACTORS AFFECTING THE CORPORATE SOCIAL RESPONSIBILITY

Mr. Prung Boonpadung⁵⁸; Associate Professor Dr. Paiboon Jaempong; and Dr. Suramon Thaikasame

The success of corporate social responsibility is vital to social and economic success. The ramification of the programs will mutually benefits community, stakeholders, and organizations. The objective of this research was to study the relation of social responsible leader, strategic communication, employee involvement that affect corporate social responsibility. This research utilized the mixed method of quantitative and qualitative method. A total of 400 sample group was collected from CI Group Co., Ltd.'s employees. In addition, there were 25 key informants to participate in an in-depth interview. The exogenous variables include social responsible leader, strategic communication, employee involvement, whereas the endogenous variable includes the level of awareness of corporate social responsibility. It was reported that social responsible leader was the factor that have the highest effect both direct and indirect effect to the success of corporate social responsibility program.

66-CH32-1535

ANTECEDENTS OF THE RECONCILIATION ENHANCEMENT IN ACCORDANCE WITH DEMOCRACY

Mrs. Srochinee Siriwattana⁵⁹; Dr. Sudawan Somjai; and Dr. Sriparinya Toopgrajank

The ramification of national conflicts can lead to a bigger problems of national divided. The paper is aimed to study antecedents of the reconciliation enhancement in accordance with democracy. The purposes of the study were to examine many important situations such as political gathering, changing in structure of politics, justice process which affect the national conciliation, to study factors that affect the national conciliation, and to develop model to enhance the national conciliation. This was a mixed research of qualitative and quantitative method. While an in-depth interview was conducted with 20 informants selected from various committees of important laws and political groups in Thailand, the questionnaire

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survey was conducted with specific sample group selected from the population which included 8,098,000 people who live in Bangkok, Thailand. However, by using Taro Yamane table and formula, a total of 400 samples were obtained. Moreover, the exogenous variables included demographic information such as age, education level, frequency of political information receiving, context of politics such structure of Thai political, power and political interest, intervention of independent agencies, and role of military, causes of social conflicts such as inequity of social and economic, political ideology, trust in justice process, and accessibility to resources and information, and democracy system such as principles of law, majority votes, and citizen involvement. Whereas, the endogenous variable included national conciliation which consists of hate reduction, building trust, forgiveness, and accountability.

67-CH33-1539

POLICY ADMINISTRATION OF LOCAL ADMINISTRATIVE ORGANIZATIONS FOR ELDERLY SOCIETY

Mr. Pakin Kitikunnitipong⁶⁰

Nowadays it is obviously that the world is experiencing growth in both the number and proportion of senior citizens and the vast majority of nations are entering the aging society and encountering with the problems coming with aging society. There are three objectives of this study. First is to examine the management policy of the local administration to serve the aging society and ways to implement the national senior citizens policy. Second is to study and analyze how to implement the senior citizens policy effectively. Third is to offer effective ways to management policy of the local administration to serve the aging society. The findings revealed that growth in numbers and proportion of senior citizens can be expected to have high impacts on social, economics, and political implication. In Thailand the number of senior citizens will out growth the number of traditional working ages, leading many government agency with low amount of tax and high expenses and costs of new policy and programs for senior citizens.

68-CH34-1541

ENGAGEMENT, CREATIVITY, KNOWLEDGE, AND TOP MANAGEMENT POLICY OF QUALITY DEVELOPMENT PROGRAMS AFFECTING HIGH PERFORMANCE ORGANIZATIONS

Mrs. Pornpong Porpraphat⁶¹; Associate Professor Dr.Siravit Koolrojanapat; and Dr. Rachada Fongthanakit

The aims of this research were to examine the process of developing and supporting the behavior of employees in enhancing the quality programs with activities which would have impacts on the identity of high performance organization. By utilizing an in-depth interview from those who were management supervised the driving forces of quality such as high level of management, executives, and coordinators as well as employees. Moreover, the aims of this research were also to study and investigate the relationship of vital factors affecting the quality development of high performance organization, with the rapport of engagement, creativity, knowledge, and top management policy. By utilizing the quantitative research management, the findings could be revealed by this method. In other words, the mixed research method was conducted to obtain the results and findings for the research questions. The five important latent variables included engagement, knowledge, creativity, quality development, and top management policy which would have the effects on high performance organization. The findings reveals that there are both direct and indirect relationships between dependent variable which is High Performance Organization and independent variables which are top management policy, Knowledge, Engagement, and Creativity.

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⁶¹ Mrs. Pornpong Porpraphat, PhD Candidate, Suan Sunandha Rajabhat University.

69-CH36-1546

FACTORS INFLUENCING NURSING ORGANIZATION ADMINISTRATION OF NURSING SUPERVISOR

Mrs. Piyawadee Chathaisong⁶²; Dr. Sudawan Somjai; and Lt. Gen. Dr. Tawee Jamjumrus

Nursing is considered as the vital occupation in the healthcare services but it is, the same as other occupations, in need to make a significant improvement in skills, management, services and leadership. The objectives of this research study were to survey and examine public policy, changes in society, technology advancement, and leadership of the nurse supervisors as well as to study the effects on nurse supply management, standard practices of nurse occupation, and service receivers and the management of nurse supervisor. For this research study, the exogenous variables included public policy, social changes, technology advancement, and change in leadership, whereas endogenous variable included nurse supply management, standard of occupation, and service receivers. This study utilized a mixed method of research both quantitative and qualitative method to obtain the findings. The population of study included all 2504 nurses who either practical experience nurses or nurse supervisors who were working in nine hospitals in the Nonburi province. By using Taro Yamane method together with power analysis, the 430 sample groups were selected from the nurses who had been working at least one years in these hospitals.

70-CH39-1555

EFFICIENT ELECTRICAL SYSTEM SERVICES

Mrs. Piyapan Hannarkin⁶³; Dr. Sudawan Somjai; and Dr. Piyada Wongwiwat

Responding to the increasing demand for electricity each year, it should have a development of electric management to be efficient and adequate to the needs of the citizens in the country, as well as driving economy and country development to thrive. The highest overall efficiency and benefits to the country. The purposes of this research were 1.To learn the management of electrical services effectively and 2. To analyze the weaknesses and shortcomings of the power system services. The results showed that 1. Management approach needed to provide the Electricity Generating Authority of Thailand (EGAT), including the Provincial Electricity Authority (PEA) and Metropolitan Electricity Authority (MEA) under Ministry of Energy 2. The data of electricity demand forecast was incomplete. PEA, EGAT and MEA were not a unity.

71-CH41-1558

PROBLEMS OF LEARNING IN LARGE ENGLISH CLASSES: A PERSPECTIVE OF FRESHMEN STUDENTS

Ms. Nongkran Sukavejworakit⁶⁴; Dr. Natnaporn Aeknarajindawat; and Assistant Professor Dr. Suttipong Boonpadung

Large English classes have been offered to many Colleges and Universities all over Thailand due to the low cost and high profit per class. However, there are many problems associated with teaching and learning in large English classes. The objectives of this research were to investigate problems in learning in large English classes from the perspective of freshmen students in various universities in Bangkok, Thailand, as well as to offer the suggestions to improve the quality of teaching and learning in large English classes from the perspective of freshmen students. A mixed of both qualitative and quantitative

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research method was utilized to gain the insight perspectives from freshmen students. The focus of this study, however, was not on the instructors' perspectives, but on students' perspectives. A total of 400 freshmen who were taking English courses in large class was interviewed by using questionnaire. In addition, about 20 students were asked to participate in semi-structured interviews to obtain more in-depth information and their suggestions. The findings revealed ten important problems that can reduce the effectiveness for learning success.

72-CH49-1575

EMPOWERING AND ORGANIZATIONAL COMMITMENT OF ACCOUNTANTS

Ms. Sawitta Apikritsadawanich⁶⁵; Dr. Chandej Charoenwiriyaikul; and Dr. Piyada Wongwiwat

Nowadays, many modern organizations have focused on how to stimulate their employees to dedicate more to their job duty. The word "employee commitment" and "employee engagement" become an interesting word in many modern organizations. The objectives of this research were to study the general conditions of decentralized leader and empowerment in terms of psychology, empowerment in workplace, corporate culture, and organization commitment and to study the influences of decentralized leader and empowerment in terms of psychology, empowerment in workplace, corporate culture, and organization commitment. A mixed research of both qualitative method and quantitative method were conducted in order to find the results for this study. By using a purposive sampling method, a total of 400 samples group was determined for quantitative research. In addition, a total of 10 key informants was selected for an in-depth interview to collect data for qualitative method. A Likert five scales questionnaire was designed and developed for data collection.

73-CH51-1573

PUBLIC ORGANIZATION MANAGEMENT TO DEPLOY TROOPS TO ASSIST ASEAN NATIONS DURING NATIONAL DISASTERS

Mr. Chaiyapruk Aiyapark⁶⁶; Dr. Sudawan Somjai; and Dr. Napatsorn Supatanyaporn

There are too many natural disasters that cause too many life and property damages. ASEAN Centre for Humanitarians aims to assist all ASEAN member nations to speed up the recuperation and recovery. The purposes of this research were to study the public management of Thailand in assisting ASEAN members during natural disasters, to study factors a relationship of factors that affecting the public management of Thailand in assisting ASEAN members during natural disasters, finally to create the guidelines for public management of Thailand in assisting ASEAN members during natural disasters. This was a mixed research method of both quantitative and qualitative method. There were five important hypotheses. First, Coordinating with International Organizations, depends on International Relations, Communications, and Coordinators. Second, Staff Potentials depends on Cognitive Language Expertise in Disaster Relief Personal of Thailand, and Work Attitude. Third, Process Management depends on Clarity of Plan, Clarity of Steps, and Performance Standard. Fourth, Potential Disaster Aids depends on Standard Equipment to Help Disaster, Maintenance System, and Budget. Fifth, Management Aid to Disaster Victims depends on Teamwork, Reconciliation, and Value of Using Budget.

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⁶⁶ Mr. Chaiyapruk Aiyapark, PhD Candidate, Suan Sunandha Rajabhat University.

74-CH54-1582

THE INFLUENCE OF ROAD MANAGEMENT TO AFFECT THREE SOUTHERN PROVINCES DEVELOPMENT

Mr. Sathapat Suttisak⁶⁷; Dr. Chandej Charoenwiriyakul; and Dr. Jetsalid Angsukanjanakul

The basic infrastructure, especially the systems of roads and highways, helps to transport goods and services, raw materials, and labors to reach its destinations with safe, low cost, and time saving. The objectives of this research were to study the current situation of factors of management the roads in the south three provinces of Thailand which are integrate plan for budget, structure of organization management, road project preparation, road project management, travelling expenses, and the development of three southern provinces as well as to study the impacts of road management affecting the development of three southern provinces which are integrate plan for budget, structure of organization management, road project preparation, road project management, travelling expenses, and the development of three southern provinces. In order to obtain the findings of this research, a mixed research method of both quantitative and qualitative was utilized. The population of the quantitative research included government officials who were working on the mission with roads and high ways of three southern provinces which were Narathiwat, Pattani, and Yala. By using 18 variables times 20, A total of 360 samples will be obtained by this method. In order to obtain the findings of this research, a mixed research method of both quantitative and qualitative was utilized. The population of the quantitative research included government officials who were working on the mission with roads and high ways of three southern provinces which were Narathiwat, Pattani, and Yala. By using 18 variables times 20, A total of 360 samples will be obtained by this method.

75-CH61-1567

FACTORS INFLUENCING THE DEVELOPMENT OF SECURITY SCHOOL MANAGEMENT TOWARDS THE 21ST CENTURY

Mr. Boonthanorm Mamad⁶⁸; Dr. Nopadol Burananuth; and Lt. Gen. Dr. Tawee Jamjumrus

The advancement of digital technology in 21st Century affects all sectors, especially education that need to be learned and developed all the time. Therefore, it is necessary to develop a school or educational institution to support or solve non-standard labors. This research aimed to study the factors that influence the development of security school management towards the 21st century. The research indicated that external and internal factors were influencing the development of security school management towards the 21st century. External factors include digital technology, law, regulation, agreement, plan, policy, UN and ASEAN. Internal factors were education, people, organization and threats.

External and internal factors mentioned above are the factors that influence the development of security school management to achieve the strategic goals of the National Education Plan B.E. 2560-2570 which required all parties to create strategy, goals, indicators in the development of sustainable education to the future change in the 21st century.

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76-CH64-1563

A DEVELOPMENT OF SPORT TOURISM MANAGEMENT MODEL IN PHUKET PROVINCE

Mr. Thumawat Wongcharoenyot⁶⁹; Dr. Sudawan Somjai; and Dr. Jetsalid Angsukanjanakul

Sports tourism refers to travel which involves either observing or participating in a sporting. The tourists will travel with the purpose of exercise by playing sports. This research aims to study the situation of sport tourism in Phuket Province. The researchers conduct qualitative research and collection of related documents, including in-depth interviews with those directly involved 8 people. The results showed that current tourists and athletes from different nationalities who come to Thailand with more interested in sports tourism, such as diving, climbing, cycling, thus generating revenue for the country, especially in the local area. The Tourism Department is a sponsor for budget and information for any activities. So the Travelers can travel to Phuket quickly and safely.

77-CH65-1564

DEVELOPING A MODEL OF POLICY IMPLEMENTATION COMMUNITY INVOLVEMENT FOR SPORTS TOURISM IN PHUKET PROVINCE

Ms. Pimprapa Nakvichian⁷⁰; Dr. Sudawan Somjai; and Dr. Jetsalid Angsukanjanakul

Thailand's tourism revenue reached more than 3 trillion baht, and the travel & tourism competitiveness index: ITCI ranked Thailand not lower than 30th on Competitiveness in Targeted. By the strategy of the southern part of the country has been focused on raising revenue from tourism, and distribute income from tourism to connected areas as well as communities and localities. Hence, the researcher was interested to study the developing a model of policy implementation community involvement for sports tourism in Phuket province. The objective of this research was to study the model of the implementation community involvement for sports tourism in Phuket province. The results revealed that transformational leadership, policy implementation, and community involvement will lead to the effectiveness of policy implementation in the public sector, as well as the introduction of community involvement policies in sports tourism

78-CH55-1581

FACTORS INFLUENCING THE ADMINISTRATION OF SCHOOL ADMINISTRATION IN THAILAND 4.0

Ms. Potjamal Pathumborisut⁷¹; Dr. Nopadol Burananuth; and Dr. Natnaporn Aeknarajindawat

Thailand nowadays faces with the constant and fast pace of changing in terms of economic, social, political, technology, energy, and environment. It is now the movement toward digital revolution era of Thailand 4.0. The objectives of this research were to study factors influencing the administrative and management of Thai education 4.0, and to study the relationship between factors influencing the administrative and management of Thai education 4.0. A mixed method of quantitative and qualitative method was conducted to find the answers to research questions and objectives. The variables study here included politics, economics, technology, strategic leadership, corporate governance, and characteristics of education management. From the findings, it revealed that the administration and management of Thai education institution 4.0 depends on six vital factors which are politics, strategic leadership, corporate governance, characteristics of education management, technology, and economic.

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79-CH73-1594

A DEVELOPMENT OF PRIVATE PRIMARY SCHOOL MODEL TOWARDS WORLD CLASS STANDARD

Mr. Veerapol Sriwuttichan⁷²; and Dr. Sudawan Somjai

Education is the key factor in the development of the country and main mechanism in the development of human resources to keep pace with changes and to be able to insist in a dignified in the global community. In the year 1992, Thailand faced the crisis of education with the low quality (The Office of the Secretary of Education, 2016). For this reason the researchers are interested in the Private School development model, which aims to study the factors that influence the success of Private Primary School development towards the World Class Standard. The Research has shown that the development of Private Primary Schools towards World Class Standard was depending on early childhood government policies and early childhood curriculum development, along with quality management system.

80-CH27-1553

FACTORS AFFECTING INDIVIDUAL SPIRIT AT WORK OF HEALTH PROFESSIONALS IN CROWN PRINCE HOSPITALS THAILAND

Mrs. Duangsamorn Boonpadung⁷³; and Associate Professor Dr. Luedech Girdwichai

Spirit at work is a new concept to organization for increase both productivity and effectiveness while complete human value. The objectives of this research were to investigate the affecting factors of individual spirit at work of health professionals at various hospitals, to understand the influences of independent factors of spiritual leadership, vision spiritual, organizational culture, job design, and staff learning process on dependent factor of spirit at work. The population of this study included all the health professionals in 21 Crown Prince Hospitals associations. About 620 samples were purposively selected from these 21 hospitals. The five major independent variables for this research study includes spiritual leadership, vision spiritual, organizational culture, job design, and staff learning process. Whereas, the dependent variable is spiritual at work.

81-CH78-1609

ENVIRONMENTAL PROBLEM, LAWS, CONSIDERATION, AND ENVIRONMENTAL CASE AFFECTING THE ESTABLISHMENT OF THE ENVIRONMENTAL COURT IN PHUKET PROVINCE

Mr. Peeti Nathapakti⁷⁴; Dr. Sudawan Somjai; and Assistant Professor Police Lieutenant General Dr. Narong Kulnides

Thailand is a country with increasingly severe environmental problems. Important tourist destinations such as Phuket are impacts on natural resources and the environment directly and indirectly, from tourism activities and always tourist crowds throughout the year. The most environments are damaged and take a long time to recover. The establishment of specialized environmental court is way out of Thailand in solving environmental problems and disputes with environmental justice. This research aims to study the environmental problem, laws, consideration, and environmental case affecting the establishment of the environmental court in Phuket province. The research population of 333 people including; judges, prosecutors, police

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and lawyers in Phuket, which results from the study showed that all the variables that affect the establishment of the environmental court in Phuket province.

82-CH72-1593

THE FACTORS OF FRAUD PREVENTION AND MISCONDUCT IN PROCUREMENT BY ELECTRONIC BIDDING: E- BIDDING

Ms. Nantita Lertsongkramchai⁷⁵; Dr. Sudawan Somjai; and Lt. Gen. Dr. Tawee Jamjumrus

The Problem of "Corruption" has been around for a long time in the fringe benefit system that has an effect to the whole of society and the economy system. Thailand is classified as a group with the problem of corruption, according to the 2016 Corruption Perceptions Index reported by Transparency International. So the researcher was interested to study "The Factors of Fraud Prevention and Misconduct in Procurement by Electronic Bidding: e- bidding" and the purpose of this research were to know the proficiency of management by Likert framework and Proficiency of Electronic Government Procurement (e-bidding). Findings show that: the proficiency of electronic government procurement, the sample had accountability mostly. The proficiency of management by Likert framework was predicting proficiency of electronic government procurement of organization at 67.4 percent. In conclusion, the proficiency of government procurement through electronic government procurement (e-bidding) system is mostly accountability. The results of this study will be useful for organization to find solutions and improve the electronic auction in the construction project.

83-CH85-1619

THE INSPIRATION POWER

Mrs. Suporn Amnuaypan⁷⁶; Dr. Natnaporn Aeknarajindawat; and Dr. Preecha Karuhawanit

The inspiration power leads the changed in behavior, life, business, community, and the world. The inspiration is an inner drive to set own believe, self-values, goal, to change behavior, to make things done throughout the goal. Inspiration is most powerful to influence self and others. Inspiration has the power to effect change not just for individuals, but also for societies. Technological advancements, cures for diseases, and solutions to environmental problems first emerge as promising ideas. Inspiration has three main qualities: evocation, transcendence, and approach motivation. Inspiration can come in many forms. Nevertheless, making use of social media, using inspiration Code is one of effective inspiring as well as create inspiring stories. Inspiration is one of key competency of leader and management. In our competitive global economy requires leaders to shift their focus from efficient management to effective utilization of a company's diversity of resources. They argue for five key roles of leadership:

1. Using strategic vision to motivate and inspire
2. Empowering employees at all levels
3. Accumulating and sharing internal knowledge
4. Gathering and integrating external information
5. Challenging the status quo and enabling creativity

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84-CH50-1574

ANTECEDENTS AFFECTING THE SUSTAINABLE HISTORICAL TOURISM DEVELOPMENT

Mr. Damkerng Aswasuntrangkul⁷⁷; Dr. Natnaporn Aeknarajindawat; and Dr. Sriparinya Toopgrajank

Tourism is one of the most important industries that grows very fast and creates both employment and income. The objectives of this research were to study the tourism resources, government policies, readiness of agencies, level of participation from community, and sustainable historical tourism, to study factors of the tourism resources, government policies, readiness of agencies, level of participation from community which influence on sustainable historical tourism and to study the guidelines to develop the sustainable historical tourism. A mixed research of both qualitative and quantitative is an appropriate research approach for this study. In terms of the qualitative research, documentary research and an in-depth interview were utilized to gain an in-sight information from the informants who were 12 top level of management whose job involved the sustainable historical tourism. In terms of quantitative research, a Likert five scales questionnaire was developed and designed for data collection. A total of 380 samples was drawn from the population of 2,160 households in the areas of inner city of Ayuthaya Province. There are at least 19 important variables to study in detail. From the research, the findings revealed that there are five vital exogenous variables which are tourism resources, government policy, readiness of agencies, level of participation of community, and the development of sustainable historical tourism.

85-CH74-1599

IMPORTANT MEASUREMENTS OF INTERNATIONAL TOURISTS' DESTINATION LOYALTY

Ms. Saranya Ratcharak⁷⁸; Dr. Sudawan Somjai; and Dr. Boonsri Suteerachai

Destination loyalty is important to the Thai tourism industry. This is because loyalty means the tourists will revisit the same tourist destinations in the near future and often recommend friends and family to visit the same spot. The objectives of this research were to survey the measurement of international tourists' destination loyalty from the perspective of international tourists in Bangkok areas as well as to examine the level of interest to revisit Bangkok in the near future. A probability random sampling of 200 international tourists was utilized. Half the sample group was male and the other half was female to reduce gender effect of male dominated. A Likert-five-scale questionnaire was developed in order to collect the data and small in-depth interviews were also conducted to obtain their opinions.

The results from the study revealed that level of satisfaction is the best measurement of loyalty and the majority of respondents was rated as a high level of loyalty. However, when examined in detail, the destination loyalty indicators can be ranked according to the mean average from high to low as follow: to have a high level of satisfaction, to recommend the visit to friends and family, to say positive things about tourist destinations, to have plan to revisit in the next three years, to be willingness to refer the information, and to have a definite plan to visit regularly. Finally, the findings from the in-depth interviews with small group of international tourists revealed that the major obstacles that prevented many international tourists who may be interested in revisiting Thailand included too many tourists at the destinations, too much of traffic jams and congestions, and information about high crime rates.

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86-CH75-1598

LOW COST AIRLINE CUSTOMERS' PURCHASING BEHAVIOR AND TRAVELING BEHAVIOR

Mrs. Kanyarat Chongwilaikasem⁷⁹; Dr. Rachada Fongtanakit; and Dr. Chandej Charoenwiryakul

The high growth rate and high demand of low cost airlines are significantly factors to increase Thai tourism by increasing the number of international tourists to visit Thailand each year. The objectives of this research were to conduct a survey of low-cost airline customers about its purchasing behavior and traveling behavior as well as to study the marketing mix factors which have the direct and indirect influences to the low cost passengers' decision to fly with any particular low cost airline. In order to answer the research objective this paper utilized the method of a survey research of quantitative research technique. A total of 400 low cost airlines' international passengers was sampled and interviewed by using English questionnaire. The findings of this research revealed that respondents were international passengers visiting Thailand via Suvarnabhumi and Don Muang International Airport. Most of them were revisited and often stay in Thailand for a month. The majority of the respondents had at least an undergraduate degree, had a management level jobs, and had a medium income in the range of \$50,000 -60,000 annually. Also, the findings also unveiled that the first three marketing factors influencing the decision of the respondents to choose low-cost airlines were low ticket prices, convenient online system of tickets purchasing, and convenient locations of the international airports.

87-CH88-1640

EXPLORE THE DYNAMICS COMPETITIVE AND COOPERATIVE NETWORKS OF MNCS'

Dr. Keng-Hsiang Cheng⁸⁰; and Hsiao Yen Liang

This study is based on the theory of competitive dynamics and social network to explore how positions of cooperative and competitive networks of Firms affects its performance. We choose the top 54 aviation airlines as the research sample. This study uses Civil Aviation Resource Net of China to collect airlines' news from 2009 to 2016 and apply the data from Aero Transport Databank to construct airlines' collaboration relationship for our cooperative networks of each year. We also collect the aircraft fleets and route distributions of top 54 aviation airlines from 2009 to 2016 to calculate the airline's resource similarity matrixes and market commonality matrixes for counting our competitive networks. By collecting 2,953 news articles from 2009 to 2016 and in a total of 432 observations with a hierarchical regression model, this study found that: (1) A firm with higher centrality of cooperative network is positively related to its performance; (2) a firm with higher centrality of competitive network is negatively related to its performance; and (3) a firm with higher structural hole position in competitive network is positively related to its performance. In summary, by examining firms' cooperative and competitive relationship through social network perspective, and extend research field into the international market, this study fulfilling the gap of previous researches of competitive dynamics. In practical, this study provides the way for firms to adjust their strategies and bring the viewpoints through co-opetition in network angle for the globe aviation industry. Key words: Competitive dynamics, Social network, Competitive network, Cooperative network, Network centrality, Network structure hole

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