

## Complete Programme

ESD Conference | Bangkok 2023

23<sup>rd</sup> – 24<sup>th</sup> February, 2023

Kasetsart Business School, Kasetsart University, Bangkok Thailand

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**Thursday 23<sup>rd</sup> February, 2023:** Kasetsart University Campus Tours, Kasetsart Business School, Kasetsart University, Bangkok, Thailand

13.00-13.15	Registration for Campus Tour Kasetsart Business School, Building 4, 1st Floor
13.30-14.15	Visit Faculty of Agriculture – Cannabis Planning and Extraction Research Project for Medical Use
14.15-14.45	Visit the Premium @ KU – Agriculture Products and Foods under Research and Innovation from Kasetsart University
14.45-15.00	Visit The Monument of the Three KU Founders

**Friday 24<sup>th</sup> February, 2023:** Auditorium, Kasetsart Business School, Kasetsart University, Bangkok, Thailand

7.45-8.15	Registration (On-site participants)
8.15-8.30	Welcome and Opening Remarks by Dean of Kasetsart Business School, Kasetsart University
8.30-9.30	Keynote Address (Onsite) “Global Economy and Implications for Thailand” <b>Dr Kirida Bhaopichitr</b> Research Director for International Economics and Development Policy, Director for TDRI Economic Intelligence Service (TDRI EIS), <b>Thailand Development Research Institute (TDRI)</b>
9.30-10.30	Keynote Address (Online) “How Sustainable Finance and Investment are really Sustainable?” <b>Assoc Prof Dr Jelena Janjusevic</b> Head of Accounting, Economics and Finance, <b>Heriot Watt University, Dubai Campus</b>
10.30-10.45	Tea Break
10.45-12.15	Parallel Sessions
12.15-13.30	Lunch
13.30-15.00	Parallel Sessions
15.00-15.15	Tea Break
15.15-16.30	Parallel Sessions

**Parallel Session: Morning Session**

<b>Chair: Asst Prof Dr Thongchai Srionethana</b>	<b>Room No. 1401</b>
10.45-11.00	THE PRIORITIZATION OF SUSTAINABLE DEVELOPMENT GOALS (SDGS) AMONG STUDENT OF SRIPATUM UNIVERSITY IN THAILAND, AUTHOR(S): Kanidta Chairattanawan, Dhanapon Somwang, <b>Sripatum University, Thailand</b>
11.00-11.15	FACTORS AFFECTING TO TRUST AND INTENTION TO CONTINUE USING MOBILE BANKING A CASE OF A-MOBILE APPLICATION, AUTHOR(S): Rattapon Hochin and Pensri Jaroenwanit, <b>Khon Kaen University, Thailand</b>
11.15-11.30	THE EFFECTS OF CUSTOMERS' PERCEIVED VALUES ON REPURCHASE INTENTION OF SHABU SHABU BUFFET RESTAURANT SERVICE: UNCOVERING THE IMPACTS OF PERCEIVED EMOTIONAL, SOCIAL, PRICE, AND QUALITY VALUES, AUTHOR(S), Wirasinee Pramkaew, Prapimpun Limsuwan, and Alisa Sony, <b>Kasetsart University, Thailand</b>
11.30-11.45	ANTECEDENTS OF CUSTOMER RESILIENCE TO NEGATIVE INFORMATION, AUTHOR(S), <b>Muhammad Ali, Aban Qazi</b>
11.45-12.00	THE EFFECT OF PERSONALIZED ADVERTISING ON USERS BEHAVIOR: EXTENDING THE PRIVACY CALCULUS MODEL, AUTHOR(S): <b>Hayeon Kim, DongA Jeong, Sangwoo Lee</b>
12.00-12.15	WORKPLACE CONFLICTS AND ROLE OF EMOTIONS, AUTHOR(S): <b>Morena Paulisic and Antea Xemajli</b>

Chair: Assoc Prof Dr Waranpong Boonsiritomachai	Room No. 1301
10.45-11.00	THE BENEFIT-COST ANALYSIS OF THE GIANT SOUR TAMARIND PRODUCT: CASE STUDY OF PHITSANULOK AND PHETCHABUN, THAILAND, AUTHOR(S): Bhagaporn Wattanadumrong and Wasin Liampreecha, <b>Naresuan University, Thailand</b>
11.00-11.15	EXPLORING THE USE OF DIGITAL TECHNOLOGY IN PRODUCTION PROCESS MANAGEMENT FOR THE READY-TO-SERVE FOOD INDUSTRY, AUTHOR(S): Wasin Liampreecha, Bhagaporn Wattanadumrong, and Suttida Chaisri, <b>Naresuan University, Thailand</b>
11.15-11.30	ELEMENTS OF COMPUTER GAMES IN MODERN BUSINESS, AUTHOR(S): <b>Viktorija Lastavec, Andrija Bernik, Robert Gecek, Damir Vusic</b>
11.30-11.45	THE EFFECT OF PLACE ON MICE PERFORMANCE THROUGH MEETING: THE MODERATE MEDIATION OF ACCOMMODATION, AUTHOR(S): Sarawut Piewdang, Subchat Untachai, Panitan Mekkamol, and Phana Dullayaphut, <b>Udon Thani Rajabhat University, Thailand</b>
11.45-12.00	THE EFFECT OF TOURISM MOTIVATIONS ON CREATIVE PRODUCT IN RED LOTUS LAKE, BAAN DIAM VILLAGE, KUMPHAWAPI SUB-DISTRICT, UDONTHAIN, THAILAND, AUTHOR(S): Subchat Untachai, Sarawut Piewdang, Phana Dullayaphut, Rajata Suansawat, and Chananda Sinchuen, <b>Udon Thani Rajabhat University, Thailand</b>
12.00-12.15	THE APPLICATION OF THE NON-PARAMETRIC DATA ENVELOPMENT ANALYSIS METHODOLOGY IN

	INTERNET OF THINGS-RELATED RESEARCH: A SYSTEMATIC LITERATURE REVIEW, AUTHOR(S), <b>Katerina Fotova Cikovic, Marin Milkovic, Bordin Rassameethes</b>
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<b>Chair: Asst Prof Dr.Chonlada Sajjanit</b>	<b>Room No. 1201</b>
10.45-11.00	THE IMPACT OF REWARD SYSTEM ON TEACHERS' LOYALTY IN HIGHER VOCATIONAL COLLEGES IN CHONGQING, CHINA, AUTHOR(S): Yaoxian Hao, Trairong Swatdikun, and Varaporn Premanichnukul, <b>Walailak University, Thailand</b>
11.00-11.15	THE IMPACT OF COMPENSATION AND ORGANIZATIONAL COMMITMENT ON EMPLOYEE TURNOVER INTENTION: A CASE OF SICHUAN UNIVERSITY OF SCIENCE & ENGINEERING, CHINA, AUTHOR(S): Yi Huang, Trairong Swatdikun, and Varaporn Premanichnukul, <b>Walailak University, Thailand</b>
11.15-11.30	THE IMPACT OF REWARD SYSTEM ON WORK PERFORMANCE: A CASE OF SICHUAN UNIVERSITY OF SCIENCE & ENGINEERING, CHINA, AUTHOR(S): Wenjuan Wang, Trairong Swatdikun, and Varaporn Premanichnukul, <b>Walailak University, Thailand</b>
11.30-11.45	'TIME LOST' AT ZAGREB STOCK EXCHANGE (ZSE): CROBEX CASE, AUTHOR(S): <b>Goran Kozina, Dinko Primorac, Domagoj Cingula</b>
11.45-12.00	THE ROLES OF ENTREPRENEURIAL SELF-EFFICACY AND EFFECTUATION IN OPPORTUNITY RECOGNITION, AUTHOR(S): Atthaphon Mumi, Tudsuda Imsuwan, and

	Jintaporn Muangkhiew, <b>Maharakham University, Thailand</b>
12.00-12.15	THE IMPORTANCE OF GREEN RETAIL MARKETING MIX IN FAST FASHION INDUSTRY, AUTHOR(S): Patchanat Wanodhayan, Tanyabhorn Deemagarn, and Thirarut Worapishet, <b>Kasetsart University, Thailand</b>

**Parallel Sessions: Afternoon Session**

<b>Chair: Asst Prof Dr Trairong Swatdikul</b>	<b>Room No. 1401</b>
13.30-13.45	STOCK EXCHANGE AND ECONOMIC GROWTH IN MOROCCO (1991-2022), AUTHOR(S): <b>Khalid Hammes</b>
13.45-14.00	WHICH ROLES FOR MARKETING AND ARTIFICIAL INTELLIGENCE AFTER PANDEMICS?, AUTHOR(S): <b>de Swarte Thibault</b>
14.00-14.15	TOURIST BEHAVIOR AND MOTIVATIONAL FACTORS DURING COVID-19 OUTBREAK IN THAILAND, AUTHOR(S): Naphongsdon Kongmuang and Nirundon Tapachai, <b>Kasetsart University, Thailand</b>
14.15-14.30	HOLLYWOOD AND BOLLYWOOD – AN INTERCULTURAL STUDY OF THE TWO LARGEST FILM INDUSTRIES, AUTHOR(S): <b>Gordana Tkalec, Dunja Pantic, Marin Milkovic</b>
14.30-14.45	INFLUENCE OF CONSTRUCTION COST INCREASE ON REAL ESTATE PRICE INCREASE – FOCUS ON ZAGREB IN 2022, AUTHOR(S): <b>Karlo Samu, Anica Hunjet</b>
14.45-15.00	OPEN GEOSPATIAL DATA IN THE EUROPEAN UNION – CASE STUDY CROATIA, AUTHOR(S), <b>Danko Markovinovic, Vlado Cetl, Sanja Samanovic, Olga Bjelotomic Orsulic, Hrvoje Matijevic, Milan Rezo</b>

<b>Chair: Assoc Prof Dr Waranpong Boonsiritomachai</b>	<b>Room No. 1301</b>
13.30-13.45	EXPLORING THE USE OF ICT IN BUSINESS: BENEFITS, CHALLENGES, AND OPPORTUNITIES: THE CITY OF SONGKHLA, AUTHOR(S): Prajak Chertchom, <b>Thaksin University, Thailand</b>
13.45-14.00	THE DEVELOPMENT OF ACCOMMODATION BUSINESS TO PROMOTE TOURISM IN THE NEW NORMAL ERA FOR PHU KRADUENG DISTRICT, LOEI PROVINCE, AUTHOR(S), Patipat Tunming and Nattakhan Tunming, <b>Mae Fah Luang University, Thailand</b>
14.00-14.15	THE IMPACT OF COVID 19 PANDEMIC ON BUSINESS RESULT OF LYFT PLATFORM, AUTHOR(S): <b>Josko Lozic, Katerina Fotova Cikovic, Damira Kecek</b>
14.15-14.30	EXPLORING THE FACTORS INFLUENCING SMES LIVE-STREAMING SHOPPING PERFORMANCE; MODERATING EFFECT OF PRODUCT VARIETY, AUTHOR(S) <b>HyoMyeong Park, SeMin Choi, SangWoo Lee</b>
14.30-14.45	THE EFFECT OF SOCIAL NETWORK ON AUDIENCE'S EMOTIONS, AUTHOR(S), <b>Ivona Culo, Mario Tomisa, Maja Zupic</b>

<b>Chair: Asst Prof Dr.Chonlada Sajjanit</b>	<b>Room No. 1201</b>
13.30-13.45	PRIVACY CONCERNS AND GEN Z'S ENJOYMENT AND THEIR INTENTION

	TO PURCHASE: CURRENT KU STUDENTS, AUTHOR(S): Regina Phavinee De Gasperis and Kornravee Kanapornchai, <b>Kasetsart University, Thailand</b>
13.45-14.00	THE CHARACTERISTICS OF SKINCARE PRODUCT VIDEO ADVERTISEMENT TOWARDS CUSTOMER'S ADS ENGAGEMENTS, AUTHOR(S): Nannapat Poolgat, Anatta Polprasobsukh, and Chonlada Sajjanit, <b>Kasetsart University, Thailand</b>
14.00-14.15	POSSIBILITY OF USING AI ROBOTS INSTEAD OF PEOPLE IN TERMS OF SELLING AND HOW IT IMPACTS CUSTOMER PERCEPTION, AUTHOR(S): Chanaporn Jeamyongyuen, Chotika Phetkamphaeng, and Prapimpan Limsuwan, <b>Kasetsart University, Thailand</b>
14.15-14.30	CUSTOMER'S ATTITUDE AND INTENTION TO USE MOBILE FINANCIAL SERVICES – CASE STUDY OF THE MOBILE FINANCIAL SERVICE INDUSTRY IN THAILAND, AUTHOR(S): Thanyathorn Namhirankul, Onticha Intranont, and Chonlada Sajjanit, <b>Kasetsart University, Thailand</b>
14.30-14.45	HOW RESTAURANT FACTORS IMPACT CUSTOMER SATISFACTION IN BANGKOK? AUTHOR(S): Montr Kaewkao, Pathompong Sukawatcharanon, and Prapimpun Limsuwan, <b>Kasetsart University, Thailand</b>
14.45-15.00	THE DIFFERENCE BETWEEN CUSTOMER SHOPPING EXPERIENCE TO SATISFACTION LEVEL OF LAZADA AND SHOPEE, AUTHOR(S): Piwat Sereeviwattana, Peeranut Choosup, Noppasin Thongdee, and Thirarut Worapishet, <b>Kasetsart University, Thailand</b>

15.00-15.15	FACTORS AFFECTING CONSUMER DECISION TOWARDS PURCHASING ELECTRIC CARS IN BANGKOK, AUTHOR(S): Alan Lucas, Apirakchai Sukmart, Paitoon Chethamrongchai, <b>Kasetsart University, Thailand</b>
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**Parallel Sessions: Late-afternoon Session**

<b>Chair: Asst Prof Dr Trairong Swatdikul</b>	<b>Room No. 1401</b>
15.15-15.30	THE EFFECT OF ONLINE PUBLIC RELATION ON IMAGE: MEDIATING ROLE OF TRUST IN PHUPHRABAT HISTORICAL PARK, UDONTHANI, THAILAND, AUTHOR(S): Panitan Mekkamol, Subchat Untachai, Pissadan Saenchat, Asadang Suwanpakdee, and Apipatchaya Nonthanee, <b>Udon Thani Rajabhat University, Thailand</b>
15.30-15.45	MODELING GASTRONOMIC TOURISM VALUE, AUTHOR(S): Phana Dullayaphut, Sarawut Piewdang, Subchat Untachai, Panitan Mekkamol, Asadang Suwanpakdee, and Apipatchaya Nonthanee, <b>Udon Thani Rajabhat University, Thailand</b>
15.45-16.00	SECTORAL CONNECTEDNESS AND RISK SPILLOVERS IN THAILAND'S STOCK MARKET, AUTHOR(S): Sicha Thubdimphun and Kittichai Saelee, <b>Thammasat University, Thailand</b>

<b>Chair: Assoc Prof Dr Waranpong Boonsiritomachai</b>	<b>Room No. 1301</b>
15.15-15.30	PERCEPTION OF SERVICE QUALITY AND PERCEPTION MARKETING MIX AFFECTING IN TRUST FOR RENT THE APARTMENT, AUTHOR(S), Sakchai Chanruang and Jirayut



	Sakullertmongkol, <b>Burapha University, Thailand</b>
15.30-15.45	PROBLEMS ANALYSIS FOR PROCESSES AND PROCEDURES SERVICE IMPROVEMENT OF SERVICE FOR PHYSICAL THERAPY DEPARTMENT, PANYANANTHAPHIKKHU CHONPRATHAN MEDICAL CENTER SRINAKHARINWIROT UNIVERSITY, AUTHOR(S), Jiranant Jitreengarm and Yuraporn Sudharatna, <b>Kasetsart University, Thailand</b>
15.45-16.00	FACTORS INFLUENCING THE ADOPTION OF CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES OF SMALL AND MEDIUM ENTERPRISES, AUTHOR(S): Sasiprapha Asawawibul and Sawat Wanarat, <b>Kasetsart University, Thailand</b>
16.00-16.15	CORE SELF-EVALUATION AND SELF-LEADERSHIP: A CASE STUDY OF EMPLOYEES IN ABC COMPANY LIMITED, AUTHOR(S): Thanida Pimma, Suparek Sooksmarn, and Pornlapas Suwannarat, <b>Kasetsart University, Thailand</b>

<b>Chair: Asst Prof Dr.Chonlada Sajjanit</b>	<b>Room No. 1201</b>
15.15-15.30	A STUDY OF PROMOTION TOOLS THAT AFFECT CONSUMER'S PURCHASE INTENTION TOWARDS CUP YOGURT IN THAILAND AUTHOR(S): Pornkaran Punpiptpaiboon, Pawinee Tantiwattanasatien, and Chonlada Sajjanit, <b>Kasetsart University, Thailand</b>
15.30-15.45	A STUDY OF IMPACT OF THE SHOPEE NAME ON CONSUMER DECISION MAKING PURCHASE, AUTHOR(S): Wareenan Chaipruttipong, Varisara Serephanphanich, and Paitoon

	Chetthamrongchai, <b>Kasetsart University, Thailand</b>
15.45-16.00	A STUDY OF FACTORS INFLUENCING CUSTOMERS' PURCHASE INTENTION TOWARDS ONLINE FODD DELIVERY SERVICE VIA MOBILE APPLICATIONS IN BANGKOK, AUTHOR(S): Supakorn Suwan-arsa, Pataravut Somrobroo, Chittaworn Kantajaraniti, and Thirarut Worapishet, <b>Kasetsart University, Thailand</b>
16.00-16.15	THE IMPACT OF BRANDING ON CONSUMER DECISION MAKING (STARBUCK CASE), AUTHOR(S): Issawaree Thanawanittrakoon, Pumipat Patcharapanich, and Paitoon Chetthamrongchai, <b>Kasetsart University, Thailand</b>
16.15-16.30	THE GENZ CONSUMER'S COGNITIVE ATTITUDES TOWARD WILLINGNESS TO PAY ON THAINAMTHIP REBRANDING AS ENVIRONMENT FRIENDLY PRODUCT (NAMTHIP ECO-CRUSH BOTTLE), AUTHOR(S): Supakit Kamlang, Rachata Khunrugs, and Prapimpun Limsuwan, <b>Kasetsart University, Thailand</b>