



Programme

The 9th BENJAMITRA Network National and International Conference “Economics and Social Development for Entering Digital Economy”

Tuesday 28th May 2019

At Sattabongkot Auditorium, Building 1, 3rd Floor
North Bangkok University Rangsit Campus

08:00 - 08:50	Registration at Sattabongkot Auditorium, Building 1, 3 rd Floor
08:50 - 09:00	Introductory video of North Bangkok University
09:00 - 09.15	Opening Ceremony by Asst. Prof. Dr.Prasert Prawatrungruang President of North Bangkok University
	Outstanding Research Award Ceremony
09:15 - 10:45	Special Lecture on the topic of “Economics and Social Development for Entering Digital Economy” by Assoc. Prof. Yuen Phoosuwan
10:45 - 12:00	Oral Presentation (Session 1)
12:00 - 13:00	Lunch Break at Bussabong Room, Prawatrungruang Library Building 4 th Floor
13:15 - 13:30	Opening Ceremony of Poster Presentation by Asst. Prof. Dr.Sittiporn Prawatrungruang Vice President of Academic Affairs
13:30 - 16:30	Poster Presentation (at Multipurpose Room, Building 1, 2 nd Floor)
13:00 - 16:30	Oral Presentation (Session 2) - National Group 1 Science and Technology Group 2 Social Science Group 3 Education Group 4 Interdisciplinary Studies - International Group 1 Science and Technology Group 2 Social Science Group 3 Education Group 4 Interdisciplinary Studies
16:30 onward	Certificate of Presentation Ceremony

International Academic Presentation Schedule

Name of Presenters : Education**Room 1 (R2201)**

Chairman **Dr.Arun Chainit**
Co-Chairman **Dr. Napasamon Nanthamatcha**
Co-Cordinator **Mr.Tiwphai Munkhongdee**

No	Time	Code	Presenters	Articles
1	10:45-11:00	IE024	Supriyoko	From Digital Learning Towards Economy Digital in Indonesia
2	11:01-11:15	IE003	Kamares Rithdaychar	Development of Japanese Language Learning Approach for Student Learning Achievement of Thonburi University □
3	11:16-11:30	IE023	Nguyen Van Hieu	Study of The Students's Motivation at Vocational Schools in Hochiminh City, Vietnam
4	11:31-11:45	IE008	Ngun Neh Aung	Community Participation in Education: A Case Study of Taungzalat School, Kalay, Myanmar
5	11.:46-12:00	IE011	Syarief Fajaruddin	The development of attitude assessment instruments of responsibility in English learning based on 2013 Curriculum
6	13:01-13:15	IE014	Rejokirono	Implementation of Vocational Skill Learning Management to Prepare Children with Mild Impotence Entering the World of Work
7	13:16-13:30	IE029	Welius Purbonuswanto	Artistic Supervision in Improving Efforts Teacher's Pedagogic Competency in Senior High School 12 Semarang
8	13:31-13:45	IE010	Faida syarifah	E-Learning as Innovation in the process and evaluation of learning in digital era 4.0
9	13:46-14:00	IE026	Veronica Rani	Etnomatematics in the Ratu Boko Temple as a Realistic Mathematical Education (RME) Support
10	14:01-14:15	IE027	Ari Setiawan	Increasing Educational Equity through Principals' Partnership Program: A Case Study in Talaud Island
11	14:16-14:30	IE028	Mulyanto	Industrial Work Practice and Teaching Factory as a Solution to Purchase Leading of Vocational School with industrial world in Industrial Revolution 4.0 era
12	14:31-14:45	IE004	Napashaya Palakawong Na	Administration of Scout Activities of The Schools under The Secondary Education Service Area Office in The Northeast of Thailand
13	14:46-15:00	IE021	Laddawan Petchroj1	Strategies for Research Competency Development of Educators of Nonthaburi Provincial Administrative Organization

Name of Presenters : Information Technology and Multidisciplinary**Room 2 (R2202)**

Chairman **Prof. Dr. Buntoon Dockthaisong**
Co-Chairman **Assoc.Prof. Dr. Busakorn Watthanabut**
Co-Cordinator **Miss Nutchaya Puntuan**

No	Time	Code	Presenters	Articles
1	10:45-11:00	IT007	Khamphouth Phommason	Soil Qualities Measurement in Vientiane, Lao P.D.R
2	11:01-11:15	IT009	Nak Sereyroth	Effects of smartphone use on academic performance of undergraduate students: a case study of Phnom Penh International University, Cambodia
3	11:16-11:30	IT010	Sim Bunchhoeun	Consumers' perceptions of e-commerce: a case study of human resources of Phnom Penh International University, Cambodia
4	11:31-11:45	IT011	Nguyen Tran	Culture of euglena with digestate from methane fermentation
5	11:46-12:00	IT005	Vinh Quang Dang	Enhanced the Visible-light-Driven Photoelectrochemical Water Splitting Based on Multi-modification of ZnO Nanorod
6	13:01-13:15	IT002	Teerasak Srivilai	Development of Mobile Games with Voice Command Systems for Alzheimer's Prevention
7	13:16-13:30	IT003	Sasithon Imwut	Factors Influencing the Success of Self-Service Technology Service Quality of Commercial Bank on Customer Satisfaction and Loyalty in Pathumthani Province
8	13:31-13:45	IE007	Tanachart Sukhonthip	Augmented Reality Mobile Application for Abdominal pregnancy examination
9	13:46-14:00	IS013	Ulrike Guelich □	4.0 Entrepreneurs and the ASEAN Economic Community: Matching Policies to Entrepreneurial Activities in Thailand
10	14:01-14:15	IE022	Huyen Nguyen	The Enhancement of Intellectual Property Awareness For STEM Students at the VNUHCM - University Of Science in Education 4.0 and Global Context – Lesson Learnt
11	14:16-14:30	IS035	Mong Kwan Jacky. Watt	The Optimal Enterprise Structure for a Business Model - DDE
12	14:31-14:45	II003	Xianjun Chen	Watershed Grabcut Algorithm for Portrait Image Segmentation
13	14:46-15:00	IE030	Wu Gui Ming	Comparative study of basic color terms, taste-smell between Thai and Han languages

Name of Presenters : Social Science**Room 3 (R2203)**

Chairman **Assoc. Prof. Dr.Sman Ngamsanit**
Co-Chairman **Dr. Sarinrat Sertpunya**
Co-Cordinator **Miss Natnicha Bhoosahas**

No	Time	Code	Presenters	Articles
1	10:45-11:00	II002	Jing Liu	FDCT and Perceptual Hash Based Watermarking Algorithm for Medical Images
2	11:01-11:15	IS004	Pataree Tangjeerawong	Desirable Characteristics to Management Leaders in the Industrial Entrepreneurs' Opinion, Nonthaburi Province
3	11:16-11:30	IS006	Minglin Xia	The Employee Satisfaction and Work Performance of Yan Tai Xing Nong Cement Products Company in Shan Dong Province, China
4	11:31-11:45	IS007	LuYuan Liang	The Organizational Commitment and Employee Performance of Yantai Jiabao Food Co., Ltd.
5	11:46-12:00	IS008	Chattayaporn Samerjai	Brand Image, Brand Personality and Tourists' Post-behavior in Nonthaburi Province, Thailand.
6	13:01-13:15	IS009	Yuxuan Tian	Compensation management and fairness: A case study on Shenzhen Wangduo Optics Co., Ltd.
7	13:16-13:30	IS010	Qiao Li	Preparation of Papers for The 8th BENJAMIT Network National & International Conference On-The-Job Training and Service Quality: A Case Study at Shurong Hotel
8	13:31-13:45	IS011	Li Siang	Transformational leadership and employee performance Henan Xinyun Ecological Agriculture Co., Ltd.
9	13:46-14:00	IS012	Liang Yongsheng	Public relations management and enterprise development of Chanrong innovation technology Co., Ltd.
10	14:01-14:15	IS014	Sumana Poonphon	Saving Factors and Saving Behaviors of Innovative Merchandise Business Entrepreneurs of the Department of Business Development, Ministry of Commerce
11	14:16-14:30	IS017	Nattakan Sukchuen	Why Reading Strategy Instruction?
12	14:31-14:45	IE006	Nonthaporn Buddharaksa	Needs for development of employability skills of vocational labor in the ASEAN Economic Community from entrepreneur sector's point of view
13	14:46-15:00	IE018	Somchai Phuttha	Specific Behavior Leaders' Factor of School Administrator that Affect to Administrative School under Bangkok Metropolitan Primary Education Service Area Office
14	15:01-15:15	IE004	Napashaya Palakawong Na	Administration of Scout Activities of The Schools under The Secondary Education Service Area Office in The Northeast of Thailand

Name of Presenters : Social Science**Room 4 (R2204)****Chairman Assoc. Prof. Dr.Aphinant Chantanee****Co-Chairman Dr.Charimchit Kerdbanchan****Co-Cordinator Miss Suwanna Yutthapirut**

No	Time	Code	Presenters	Articles
1	10:45-11:00	IS019	Jakapop Pachanee	Factor Influencing the Performance of Staff in the Automotive Industry Eastern Region 304 Industrial Park
2	11:01-11:15	IS020	Yan Yan	Employee Development and Employee Performance of Jiujiang Xinhua (Group) Property Services Co., Ltd.
3	11:16-11:30	IS021	Zhicheng Jin	Employee benefits and Employee performance of Huo Fu Dian Shang Co., Ltd.
4	11:31-11:45	IS022	Lu Mengxue	Corporate Culture Structure and Performance Management of Beijing Blue Sky Flight General Aviation Technology Co., Ltd.
5	11:46-12:00	IS024	Phairhoote Phiphopaekasit	Factors Influencing on Consumers' Decision Making to Use Fitness Centers in Prachinburi Province
6	13:01-13:15	IS029	Ampol Chayomchai	Hygiene and Motivation Factors of Job Satisfaction Affecting Work Engagement and Organizational Commitment in Thai Private-sector Employees
7	13:16-13:30	IS026	Kanakarn Phanniphong	A Development Marketing Management Model for Packed Rice Business in Pathumthani Province
8	13:31-13:45	IS028	Penjeree Kanthawongs	Factors Positively Affecting Intention to Purchase of Online Clothing Shoppers
9	13:46-14:00	IS031	Penjira Kanthawongs	Factors Positively Impacting Intention to Purchase Online Products of a Private University Students' Consumers in Pathum Thani Province of Thailand
10	14:01-14:15	IS001	Chumpon Rodjam	The Consistency of the Sufficiency Economy Philosophy and the Principles of Buddhism to Self-Development
11	14:16-14:30	IS034	Tingting Yang	The Marketing Mix of Huawei Smartphone from consumers' opinion in Chengdu, China
12	14:31-14:45	IS002	Shuang Zhai	Transformational leadership and employee voice behavior of Liaoning Golden Bell Advertising Co., Ltd.
13	14:46-15:00	IS018	Kornpreeya Jaisumran	Students' participation in Implementation of Education Quality Assurance , Faculty of Business Administration, Vongchavalikul University □
14	15:01-15:15	IS027	Felicito Angeles Jabutay	E-store Attribute Importance Dimensions, Shopping Enjoyment, and Purchase Intention: An Examination of Lazada Website □
15	15:16-15:30	IS030	Wanida Wadecharoen	Incredible India' via the Perception of Thai Tourists and Factors Affecting their Destination Satisfaction

Poster Presenters

Professional Assoc.Prof. Dr. SowwaneeSikkhabandit

Professional Dr.Suwaporn Semheng

Time	Code	Presenters	Articles
1	PIE001	Natnicha Bhoosahas	An Analysis of Speech Acts of International Advertising Slogans
2	PIE002	darinee phoothong	Development of 5 Dimensions of the Basic Mathematic Skills for Early Childhood by Creative Art Activities for Learning in the Private School in Sai Mai District, Bangkok
3	PIE004	Nattiya Boonwirat	Undergraduate Students' Attitudes toward Inquiry-Based-Mobile Learning (IBML) to Enhance EFL Undergraduate Students' Public Speaking Skills: A Case Study in a Private University at Chiang Mai
4	PIE007	Mengyu Gu	Analysis of Business Chinese Teaching in Higher Education in Thailand under the background of "One Belt & One Road"
5	PIE008	Mengyu Gu	The Flipped Classroom Teaching Model for College Business Chinese Writing
6	PIE009	Phetcharawalai Thirawanutpong	Roles and Approaches to Support Babysitters in the Early Childhood Classroom
7	PIE010	Sirikanya Banthiyosakul	Learning management in Social Studies Learning Group Religion and culture Of Matthayomsuksa 1 Students, about Asia By using team-based learning techniques (TGT)
8	PII001	Tanuya Petsong	Communicative English Activities of Airline Business Students for English skills Improvement at Universities in Pathumtani Province By using Online Chanel
9	PII002	Supawan Saochakkrawan	Characteristic of Airline Business Trainee From the Demand of Airlines in the Bangkok Metropolitan Region
10	PII003	Janak Nandan Pandey	Problems Faced By Entrepreneurs of SME in Mandalay, Myanmar
11	PII004	Rungriya Maknimitanon	Omni-Channels Strategy for the retailing Sector Retailing
12	PIS003	Thanapom Ounrune	The Behavior Affect in Purchase of Hair Color Change of People in Nakhon Chaisi District Nakhonpathom
13	PIS004	Mayuree Siriyom	The Model for Sustainable Administration of Mueng Municipality in Pathum Thani Province
14	PIS005	Phanita Phakdi	Reflection alone never got anything done
15	PIS006	Phanita Phakdi	Purpose and Audience in Academic Writing
16	PIS007	Phanita Phakdi	Collaboration and Confidentiality in the Classroom

Poster Presenters

Professional Assoc.Prof. Dr. SowwaneeSikkhabandit

Professional Dr.Suwaporn Semheng

Time	Code	Presenters	Articles
17	PIS008	napawan labbaungam	consumer protection problem on traceability of fresh fruits and vegetables
18	PIS009	Tiwphai Munkhongdee	English Speaking Problems with Foreign Tourists of Thai Teenagers
19	PIS010	Suphawadee Siriwat	Factors Affecting Personal Financial Planning among Private Employees in Bang Khen District Bangkok
20	PIS011	Naphachakorn Thongruandee	The factors Effecting Tax Measures and efficiency of Strategic tax planning of SMEs in Service Business in Pathum Thani Province
21	PIS014	Pallanit Ubonnuch	Needs of Thai language and culture for Chinese teachers in Thai schools
22	PIS019	Sarinrat Sertpunya	The Development of Listening and Speaking English Language Skills Using the Communicative Activities Enhancing Receptionists' Abilities: The Case Study of Amari Donmuang Airport Bangkok Hotel
23	PIS021	Rong Zhuang	Factor Affecting the Decision to Use Walmart Department Store of Consumers in Wuhan , China
24	PIS023	Raweemas Wattanasak	Job Stress, Job Satisfaction Effect on Amount of Leisure Reading of Employees
25	PIS024	Panyawat Chutamas	Demand for eco tourism of tourists in the Bangkok area
26	PIS025	Napasamon Nanthamatcha	Crucial Factors Fluencing English Learners Speaking Performance
27	PIT001	Amornvit Vatcharaphrueksadee	PM 2.5 Level Prediction from Related Features using Machine Learning and Feature Engineering Techniques
28	PIT003	Yupawadee Thankunkaew	The Infographic Media Application: Let's Run to Running for Health
29	PIT004	Direk Tongaram	The Production Cost and Return on Investment Analyses of Rice Plantation between the Organic and Chemistry Cultivation : A Case Study of Rice Cultivation to Follow the Technology of the Royal Initiative Projects
30	PIT005	rungriya maknimitanon	Logistics and Operations Management from Multi-channel to Omni-channel retailing

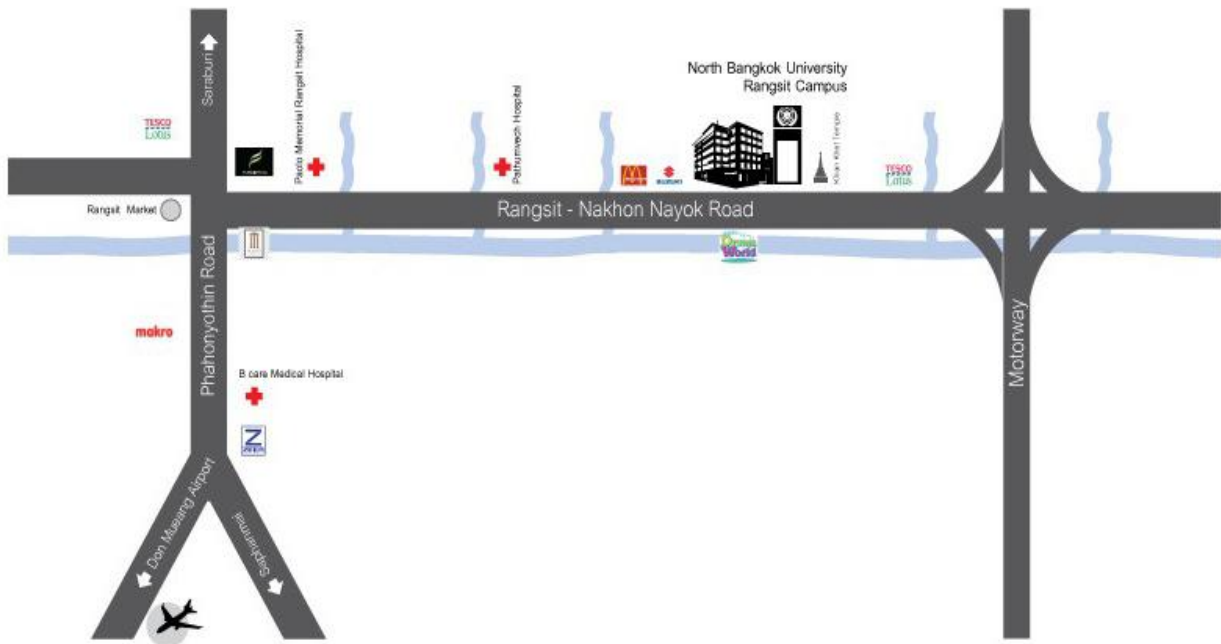
Poster Presenters

Professional **Assoc.Prof. Dr. SowwaneeSikkhabandit**

Professional **Dr.Suwaporn Semheng**

Time	Code	Presenters	Articles
31	PIE014	Agustina Sri Purnami	Teachers Professional Development
32	PIE015	Chakim Muqtada	Improving Motivation and Results of the Digestion System Learning Using STAD Cooperative Learning Model Assistant Problem Cards in Junior High School
33	PIS020	Hanandyo Dardjito	Reading Easibility Levels of Advertisement Website Introductory Home Page
34	PIS022	Hanilek Listyorini	Zonation Activities as an Offer of Ecotourism Values in the Village of Samiran Tourism, Boyolali District Jawa Tengah, Indonesia

Travel Map



Note

According your article was sent to “Bejamithra 9th Network National and International Conferences” and was considered to present in order for the operation to be completed. Preparation will be done as follows:

1. Power Point in the form of a PDF file.
2. Hand out to give to 15 participants.
3. Check the room and presentation order.
4. Study the route according to the map attached to avoid traffic problems.

Best Regards

The 9th Benjamin Academic Committee