



Announcement

International Papers Accepted for Inclusion in the Conference Program

On Tuesday 29th October 2024



Remarks

1. You can search your article by pressing Ctrl + F and then type the article title/your name and press Enter.
2. The Zoom links for the rehearsal day (Monday, 21 October 2024) and the event day (Tuesday, 29 October 2024), will be sent to you by email.

Paper Presentation Schedule

The 9th International Sripatum University Conference

Group 1: International Papers

42 International Papers

4 Rooms

Room 1: Management, Liberal Arts**Chairman:** Assoc. Prof. Dr. Chonlatis Darawong**Secretary:** Dr. Mukdashine Sandmaung

NO.	AUTHOR	TITLE	AFFILIATION
1	SHUYUN WU	EFFECT OF PERSON- JOB FIT DEGREE ON GOVERNMENT OFFICERS ' BURNOUT: THE MODERATING EFFECT OF PROFESSIONAL MISSION	RAJAMANGALA UNIVERSITY OF TECHNOLOGY TAWAN-OK
2	PHISIT SUVARNAPHAET	DESIGN THINKING IN AGRIBUSINESS: BRIDGING THE GAP BETWEEN THEORY AND PRACTICE	SILPAKORN UNIVERSITY
3	YUXUAN FU	ANALYSIS AND DISSEMINATION OF THE WOMEN'S RIGHTS MOVEMENT VIA WEIBO UNDER CHINA'S SOCIALIST STATE	CHIANG MAI UNIVERSITY
4	KRIDNAWIN TONGSONGSOM	PROSOCIAL TEAMS AND WORK ENGAGEMENT: DUAL PATHWAYS OF PLEASURE AND PRESSURE-BASED	PRINCE OF SONGKLA UNIVERSITY
5	YUQIANG CHEN	A FACTOR ANALYSIS STUDY ON THE INFLUENCE OF ONLINE BEHAVIOURAL ADVERTISING ON CONSUMERS' PURCHASE INTENTIONS THROUGH ADVERTISING VALUE	RAJAMANGALA UNIVERSITY OF TECHNOLOGY TAWAN-OK CHAKRABONGSE BHUWANAT
6	FEIFAN LI	CONSUMPTION ATTITUDES AND PURCHASE INTENTIONS OF YOUNG CHINESE CONSUMERS TOWARDS ORGANIC MEAT	RAJAMANGALA UNIVERSITY OF TECHNOLOGY TAWAN-OK CHAKRABONGSE BHUWANAT

Room 2: Education, Liberal Arts**Chairman:** Asst. Prof. Dr. Waraporn Thaima**Secretary:** Asst. Prof. Dr. Sirinthorn Sinjindawong

NO.	AUTHOR	TITLE	AFFILIATION
1	XIAOQIN SHEN	THE THE SALIENT FACTORS AFFECTING THE DIGITAL TECHNOLOGY ACCEPTANCE MODEL FOR EDUCATION MANAGEMENT SERVICE PROVIDERS	RAJAMANGALA UNIVERSITY OF TECHNOLOGY TAWAN-OK
2	YUN KANG	THE RELATIONSHIP OF CHINESE GRADE 5 STUDENTS' MOTIVATION AND SELF-EFFICACY FOR LEARNING ENGLISH WITH ENGLISH ACADEMIC ACHIEVEMENT	ASSUMPTION UNIVERSITY
3	NISAKHORN POLSA NIKKY	A MODEL FOR DEVELOPING INSTRUCTIONAL LEADERSHIP OF HEADS OF LEARNING AREAS IN SECONDARY SCHOOLS UNDER THE REGIONAL EDUCATION OFFICE NO. 11	SAKONNAKHON RAJABHAT UNIVERSITY
4	POTJANA CHUNTHANOM	VERTICAL AND HORIZONTAL MISMATCHES IN THAILAND AND THE WAGE PENALTY	THAMMASAT UNIVERSITY
5	JING GAO	EDUCATION RESOURCE MANAGEMENT BY EDUCATIONAL ASMINISTRATORS UNDERGRADUATE INSTITUTIONS IN HEBEI PROVINCE, PEOPLE'S REPUBLIC OF CHINA	BURIRAM RAJABHAT UNIVERSITY
5	ANAN CUI	CURRENT SITUATIONS AND GUIDELINES FOR USING DIGITAL TECHNOLOGY TO MANAGE TEACHING QUALITY OF GUANGXI UNIVERSITY, PEOPLE'S REPUBLIC OF CHINA	BURIRAM RAJABHAT UNIVERSITY
6	JILING DONG	GOOD MANAGEMENT AGEMENT CONDITIONS FOR SCHOOL MANAGEMENT PERSONNEL IN THE TRAINING OF KINDERGARTEN TEACHERS AT GUANGXI VOCATIONAL UNIVERSITY PEOPLE'S REPUBLIC OF CHINA	BURIRAM RAJABHAT UNIVERSITY
7	YUNA JIA	LEADERSHIP OF STUDENT LEADERS IN SCHOOL OF ANIMATION AND DIGITAL ART, UNDER HEBEI ACADEMY OF FINE ARTS PEOPLE'S REPUBLIC OF CHINA	BURIRAM RAJABHAT UNIVERSITY

NO.	AUTHOR	TITLE	AFFILIATION
8	QINGYUN JIANG	A STUDY ON LIBRARY MANAGEMENT BY EDUCATIONAL ADMINISTRATORS IN VOCATIONAL COLLEGES IN GUANGXI PROVINCE, PEOPLE'S REPUBLIC OF CHINA	BURIRAM RAJABHAT UNIVERSITY
9	JIANPING ZHAO	CURRENT STATE MANAGEMENT OF STUDENT AFFAIRS IN PRIVATE UNDERGRADUATE INSTITUTIONS IN HEBEI PROVINCE, PEOPLE'S REPUBLIC OF CHINA	BURIRAM RAJABHAT UNIVERSITY
10	YUN KANG	THE RELATIONSHIP OF CHINESE GRADE 5 STUDENTS' MOTIVATION AND SELF-EFFICACY FOR LEARNING ENGLISH WITH ENGLISH ACADEMIC ACHIEVEMENT	ASSUMPTION UNIVERSITY
11	CHEN SUN	TEACHER'S PERCEPTION OF CHINESE LANGUAGE TEACHING-RELATED CLASSROOM INSTRUCTION: TEACHER'S VOICES	RANGSIT UNIVERSITY
12	LING LIU	ENTREPRENEURSHIP MANAGEMENT ABILITIES OF VOCATIONAL COLLEGE TEACHERS IN HENAN PROVINCE, PEOPLE'S REPUBLIC OF CHINA	BURIRAM RAJABHAT UNIVERSITY

Room 3: Liberal Arts**Chairman:** Asst. Prof. Dr. Piboon Sukvijit Barr**Secretary:** Dr. Wilasinee Darachai

NO.	AUTHOR	TITLE	AFFILIATION
1	NAKARIN THANGTHONG	AN ANALYSIS OF INTERCULTURAL COMMUNICATION OF THAI SHIP PORT STAFF FOR INTERNATIONAL CRUISE LINES	SRIPATUM UNIVERSITY
2	SALINEE ANTARASENA	IMPACTS OF GEOGRAPHICAL INDICATIONS ON MEMORY RETENTION	THAMMASAT UNIVERSITY
3	THANANKORN CHUNUAN	EFFECTIVE ONLINE TEACHING COMMUNICATION	SUAN SUNANDHA RAJABHAT UNIVERSITY
4	NITINATH BUNMAK	MOVE ANALYSIS OF 'CALL FOR PAPERS' EMAILS FROM POTENTIALLY PREDATORY JOURNALS	PAYAP UNIVERSITY
5	SUWIJAK SUWANHIRUNKUL	FINANCIAL DEVELOPMENT IN FDI-GROWTH NEXUS: EMPIRICAL EVIDENCE IN ASEAN COUNTRIES	BANGKOK UNIVERSITY
6	MENGLIN YU	A STUDY ON BUSINESS MODEL INNOVATION OF ONLINE VIDEO PLATFORMS FROM THE PERSPECTIVE OF VALUE CO-CREATION	RAJAMANGALA UNIVERSITY OF TECHNOLOGY TAWAN-OK
7	SOE THIRI AUNG	A STUDY OF EARLY CHILDHOOD TEACHER COMPETENCIES USING THE SOUTHEAST ASIA TEACHERS COMPETENCY FRAMEWORK AND PRIORITY NEEDS INDEX FOR INTERNATIONAL SCHOOL TEACHERS IN YANGON, MYANMAR	ASSUMPTION UNIVERSITY
8	BENYA INWON	EFFECTS OF USING ROLEPLAY ACTIVITIES ON ENGLISH SPEAKING ABILITY OF STUDENTS AT RAJAMANGALA UNIVERSITY OF TECHNOLOGY LANNA LAMPANG	RAJAMANGALA UNIVERSITY OF TECHNOLOGY LANNA LAMPANG
9	GAOYING WANG	RESEARCH ON FACTORS AFFECTING RESEARCH USER SATISFACTION OF ARCHIVES WEBSITES TAKING PROVINCIAL ARCHIVES WEBSITES IN THE YANGTZE RIVER DELTA REGION OF CHINA AS AN EXAMPLE	RAJAMANGALA UNIVERSITY OF TECHNOLOGY TAWAN-OK

Room 4: Science, Technology, Engineering**Chairman:** Asst. Prof. Dr. Chonlathis Eiamworawutthikul**Secretary:** Asst. Prof. Dr. Denchai Woradechjumroen

NO.	AUTHOR	TITLE	AFFILIATION
1	CHUNLING GU	DEMATEL METHOD FOR SAFETY MANAGEMENT IN AN EXPRESSWAY CONSTRUCTION PROJECT	SILPAKORN UNIVERSITY
2	YUKE JIANG	OCCUPATIONAL HAZARD ASSESSMENT IN CONSTRUCTION PROJECTS: A CASE STUDY	SILPAKORN UNIVERSITY
3	RAN YANG	ANALYTIC NETWORK PROCESS APPROACHES GREEN SUPPLIER SELECTION: A CASE OF A CONSTRUCTION PROJECT	SILPAKORN UNIVERSITY
4	NATTAWUT KAEWSIRI	THAI EMOTIONAL SEMANTIC MARKUP LANGUAGE	RAJABHAT RAJANAGARINDRA UNIVERSITY
5	PUCHONG KHUMPUNJA	THAILAND'S POTENTIAL IN PROMOTING CLASSIC CARS UNDER THE EVS CONVERSION INDUSTRY IN THAILAND'S STRATEGY TRANSITION	KING MONGKUT'S UNIVERSITY OF TECHNOLOGY NORTH BANGKOK
6	SEDTHAPOOM THOUCHAREE	DESIGN AND DEVELOP A WEBSITE INFORMATION SYSTEM DATABASE FOR JOB APPLICATIONS OF UER-ATHORN COMMUNITY (WAT KU 2) AND JOB RECRUITMENT IN THE BUSINESS AND SERVICES SECTOR IN NONTHABURI PROVINCE	PHRANAKHON RAJABHAT UNIVERSITY
7	THITIPONG PHAWADEE	ETHICS, BIG SOCIAL DATA SHARING, AND THE ATTITUDES OF THAILAND'S MILLENNIALS	RANGSIT UNIVERSITY
8	AMORN RAT SAN SOEN	CRITICAL SUCCESS FACTORS FOR QUANTUM TECHNOLOGY ADOPTION IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT: A CASE STUDY OF THAILAND	CHIANG MAI
9	YINGXI ZHANG	THE PRICING STRATEGY AND FINANCING MODE ANALYSIS FOR THE CONSTRUCTION SUPPLY CHAIN OF PROJECT X	SILPAKORN UNIVERSITY
10	PUNPAPHATPORN BUNPROM	CLIMATE CHANGE AND THE PREVALENCE OF DENGUE FEVER IN SOUTH REGIONAL OF THAILAND	RAJAMANGALA UNIVERSITY OF

NO.	AUTHOR	TITLE	AFFILIATION
			TECHNOLOGY THANYABURI
11	KUN LEI	EVALUATION OF CIVIL CONSTRUCTION PROJECT COST BASED ON ENTROPY WEIGHT-CLOUD MODEL: A CASE STUDY OF A HEALTH TOURISM CENTER PROJECT IN CHINA	SILPAKORN UNIVERSITY
12	JIA MAO	CONSTRUCTION SUPPLY CHAIN RISK MANAGEMENT: A CASE STUDY OF SUPPLIER SELECTION BASED ON RISK FACTORS	SILPAKORN UNIVERSITY
13	QING ZANG	FINANCIAL RISK ASSESSMENT FOR A CONSTRUCTION PROJECT	SILPAKORN UNIVERSITY
14	THITIBHORN PHANTACHANG	DEVELOPMENT OF SYSTEMS AND MECHANISMS FOR ENHANCING ACADEMIC, RESEARCH, AND INNOVATION COLLABORATION WITH INTERNATIONAL PARTNERS AT RAJAMANGALA UNIVERSITY OF TECHNOLOGY LANNA	RAJAMANGALA UNIVERSITY OF TECHNOLOGY LANNA
15	QING ZANG	FINANCIAL RISK ASSESSMENT FOR A CONSTRUCTION PROJECT	SILPAKORN UNIVERSITY

