

**PROGRAM (Finalized Version)**

	DAY 1 (July 7th, 2016)	DAY 2 (July 8th, 2016)
Registration 8:30-16:00 (Days 1-2)	9:00-10:30 Sessions <b>A1, B1</b>	9:00-10:15 Sessions <b>A2, B2, C2</b>
	9:00-10:15 Session <b>C1</b>	
	10:30-10:50 Opening Address* & Tea reception	10:15-10:35 Tea break
	10:50-11:50 Sessions <b>D1, E1, F1, Poster 1</b>	10:35-11:50 Sessions <b>D2, E2, F2</b>
	11:50-13:00 Lunch (Restaurant on 2/F)	11:50-13:00 Lunch (Restaurant on 2/F)
	13:00-15:15 Sessions <b>G1, H1, J1</b>	13:00-15:15 Sessions <b>G2, H2, J2</b>
	15:15-15:35 Tea break	15:15-15:35 Tea break
	15:35-17:45 Sessions <b>K1, L1, M1</b>	15:35-17:15 Sessions <b>K2, L2</b>

\* **Opening Address:** Associate Professor Dr. Tanida Phatisena, Director of Research and Development Institute, Nakhon Ratchasima Rajabhat University, Thailand (venue: Kujyaku, 2/F).

**Session A1: INTERNATIONAL TRADE & FINANCE (venue: Kaede, 2/F)**

Chair: Grzegorz Mazur (Poznan University of Economics and Business)

The Impact of NAFTA on the Trade with Non-member Countries: the Case of Canadian Chinese Trade (s16-060) *\*Best Paper Award\**

Speaker: Ying Kong (York University, Canada & Tsinghua University, China)

The Impact of Financial and Trade Integration on Business Cycles in Emerging Markets (s16-093)

Speaker: Lathaporn Ratanavararak (Chulalongkorn University)

The Process of Banking Expansion in Asian Developing Countries: The Case of Nepal in Comparison with Japan (s16-114)

Speaker: Shinichiro Maeda (Meijo University)

Effects of Foreign Direct Investment on GDP Growth of Myanmar: Analysis for the Year of 1989-2014 (s16-170)

Speaker: Ei Ei Phyu (Thammasat University)

The European Union – Japan FTA Negotiations: Access Barriers for European Business to the Japanese Market (s16-035)

Speaker: Grzegorz Mazur (Poznan University of Economics and Business)

**Session B1: MANAGEMENT SCIENCE & SUPPLY CHAIN (venue: Ichou, 2/F)**

Chair: Limuel Pavico (Tarlac State University)

Mapping the Difference between Development and Maintenance Stage for Marketing Strategic Alliance Relationship (s16-019)

Speaker: Jia-Wei Tang (National Penghu University of Science and Technology)

The Approach to Reduce the Production Cost of Cassava and Develop a Network of Farmers Who Produce Cassava NaKhon Ratchasima Province (s16-202)

Speaker: Settawat Chokwarakul (Nakhon Ratchasima Rajabhat University)

Implementation of Technology for Business Cluster Management: A Prototype of Sharing Economy Among Customs Broker SMEs in Thailand (s16-209)

Speaker: Kanitta Chutanoparat (Chulalongkorn University)

(B1 continued on next page ...)

The Comparative Evaluation of the Cost of Traveling and Environment on the Expressway Route vs. the Ground Level Road in Bangkok (s16-215)

Speaker: Nirun Kongritti (Nakhon Ratchasima Rajabhat University)

The Relationship of Supply Chain Management Practices of Micro Enterprises to Competitive Advantage (s16-043)

Speaker: Limuel Pavico (Tarlac State University)

**Session C1: ECONOMIC, SOCIAL & CULTURAL DEVELOPMENT (venue: Kujyaku, 2/F)**

Chair: Jongrak Hong-ngam (Khon Kaen University)

The Factors Correlated with the Decision to Separate from the Family of the Elderly (s16-201)

Speaker: Kerdsiri Hongthai (Vongchavalitkul University)

Factors Affecting the Working Hours of Child Laborers in Dagupan City, Philippines (s16-101)

Speakers: Michel Danica Ong, Lyanne Mae Quismundo & Valerie Marie Sobrepeña (University of Santo Tomas)

Guidelines to Decrease the Funeral Ceremony Expense in Magluamai Community, Sung Noen District, Nakhon Ratchasima Province (s16-216)

Speaker: Netchanok Khongthon (Nakhon Ratchasima Rajabhat University)

Determinant of Happiness between Spouse (s16-111)

Speaker: Jongrak Hong-ngam (Khon Kaen University)

**Session D1: KNOWLEDGE MANAGEMENT, TECHNOLOGY & ENTREPRENEURSHIP (venue: Kaede, 2/F)**

Chair: Chieh-Peng Lin (National Chiao Tung University)

The Knowledge Management of the Language and Cultural Diversity of Phetchabun Province (s16-206)

Speaker: Samran Tao-Ngoen (Phetchabun Rajabhat University)

An Exploratory Research of the Motivation and Risk-taking Components in the Women Entrepreneurs: A Case Study of Southern Thailand (s16-234)

Speaker: Warangkana Tantasuntisakul (Prince of Songkla University)

Understanding Upgrade Intention of Information System: A Theoretical Perspective of Information Asymmetry (s16-025)

Speaker: Chieh-Peng Lin (National Chiao Tung University)

**Session E1: TOURISM, CULTURE & ECONOMIC DEVELOPMENT (venue: Ichou, 2/F)**

Chair: Erislan (College of Teacher Training and Education (STKIP))

A Comparative Study between “Wow Philippines!” and “It’s More Fun in the Philippines” on How Tourism Factors Affect the Philippine GDP Growth (s16-148)

Speaker: Marc Joseph Ching (University of Santo Tomas)

An Analysis of Beach Tourism Strategic Plans: A Case Study of Songkhla Province, Thailand (s16-238)

Speaker: Apisara Tantasuttikul (Prince of Songkla University)

Changing of Archeological Sources in Nakhon Ratchasima Province According to the Record of Archeological Sites in Northeast Region Book 1 (s16-219)

Speaker: Pitakchai Jatuchai (Nakhon Ratchasima Rajabhat University)

(E1 continued on next page ...)

A Development of Multimedia for Hang Karoak Thai Silk (s16-224)  
Speaker: Penalin Sariya (Nakhon Ratchasima Rajabhat University)

Conceptual Model of Tourism Destination Tourism Attraction and Uniqueness of Resources on Strategic Partnership A  
Case Study in West Java – Indonesia (s16-164)  
Speaker: Erislan (College of Teacher Training and Education (STKIP))

**Session F1: MARKETING, CONSUMER BEHAVIOR & PSYCHOLOGY (venue: Kujoyaku, 2/F)**

Chair: T.B.A.

City Brand Personality: The Application of Brand Personality Concept in the City Context (s16-050)  
Speaker: Sarun Amatyakul (Khon Kaen University)

Extending UTAUT to Explain Internet Shopping Behaviors: Evidence from Vietnam and Taiwan (s16-172)  
Speaker: Binh Thong My (Da-Yeh University)

The Study of the Possibility of Using Japanese for Golden Mango Exporting (s16-247)  
Speaker: Jintarat Sangsiri (Phetchabun Rajabhat University)

LORSERV Scale: Development of Service Quality Scale of LOHAS Restaurants (s16-040)  
Speaker: Cheng-Ta Chen (Taipei college of Maritime Technology)

**Poster Session 1 (venue: Foyer, 2/F)**

Light Phenomenon (s16-243)  
Presenter: Oranit Vasabhuti Dahlan (Bunditpattanasilpa Institute)

**Session G1: EDUCATION & LABOUR MARKET (venue: Kaede, 2/F)**

Chair: Myrna Mallari (Tarlac State University)  
Co-Chair: Warisara Yangklang (Nakhon Ratchasima Rajabhat University)

Core Competencies for Accountants of BS Accountancy Students of Tarlac State University: Input to Accounting  
Education (s16-028)  
Speaker: Henry Rufino (Tarlac State University)

The Profile and Functions of Vice-presidents for Administration of State Universities and Colleges in the Philippines:  
Basis for Policy Inputs (s16-055)  
Speaker: Myrna Mallari (Tarlac State University)

Educational Achievement Moral and Ethical in the Subject Man and Environment of 3 Faculty Education to be Taught  
Using Activities From of Corporate Social Responsibility (s16-228)  
Speaker: Ousaphorn Bunraung (Bunditpatansipa Institute)

The Effects of Using Computer Multimedia for Mobile Device Based on BBL Concept (s16-203)  
Speaker: Rungrote Pongkitwitoon (Nakhon Ratchasima Rajabhat University)

Causal Model of Variables Affecting on Creativity for Undergraduate Students at Nakhon Ratchasima Rajabhat University  
(s16-205)  
Speaker: Banjob Boonchan (Nakhon Ratchasima Rajabhat University)

(G1 continued on next page ...)

A Study of Educational Achievement and Satisfaction by Using Learning Creative Activity of Khun Sakkarin Game Song: Case Study of Western Music Ensemble Subject, Music Program, Nakhon Ratchasima Rajabhat University (s16-214)  
Speaker: Supitcha Yonsamang (Nakhon Ratchasima Rajabhat University)

The University's Overture Composition: The Ratchaphruek (Golden Shower) Overture (s16-217)  
Speaker: Suthasinee Sookkasame (Nakhon Ratchasima Rajabhat University)

The Results of Organizing an English Camp for Thai Primary Students in Response to ASEAN Community (s16-211)  
Speaker: Warisara Yangklang (Nakhon Ratchasima Rajabhat University)

**Session H1: EDUCATION & LABOUR MARKET (venue: Ichou, 2/F)**

Chair: Prakash Naidoo (University of Free State South Africa)

Co-Chair: Wachirarat Nirantechaphat (Nakhon Ratchasima Rajabhat University)

Universities: Ethics and Governance Challenges (s16-087)  
Speaker: Prakash Naidoo (University of Free State South Africa)

The Effects of Summer Heat on Academic Achievement: Evidence from City-Level Weather Data and Individual-Level Test Score Data (s16-100) *\*Best Paper Award\**  
Speaker: Hyunkuk Cho (Yeungnam University)

“NO Cheating”) Policy Recommendation for Moral Child Development in Thai Schools (s16-241)  
Speaker: Kochaporn Numnaphol (Roi Et Rajabhat University)

A Development of Assessment Framework of Competencies for Students Teacher Learning Management and Specific Content Knowledge in the Field of Technology and Innovation Education (s16-240)  
Speaker: Koranarin Sariya (Buriram Rajabhat University)

The Role of Chaiyaphum Rajabhat University in Participation with Local Governments to Develop Chaiyaphum Province (s16-225)  
Speaker: Kriangsak Chockworkul (Chaiyaphum Rajabhat University)

A Research on Questioning Skills Development Process through Metacognition Strategies Special Chef Model for Teacher Students in Nakhon Ratchasima Rajabhat University (s16-221)  
Speaker: Pradabsri Pintuto (Nakhon Ratchasima Rajabhat University)

The Essence of Dvaravati and Modern Mon Cultures on the Creation of Lavapura Dance (s16-245)  
Speaker: Derek Songkalayanawat (Lopburi College of Dramatic Arts)

Evaluation of the Curriculum for Bachelor of Arts in Thai Language, Faculty of Humanities and Social Science, Nakhon Ratchasima Rajabhat University (s16-220)  
Speaker: Wachirarat Nirantechaphat (Nakhon Ratchasima Rajabhat University)

**Session J1: ECONOMIC, SOCIAL & CULTURAL DEVELOPMENT (venue: Kujoyaku, 2/F)**

Chair: Rowena Ramos (Tarlac State University)

Co-Chair: Waradet Mesangrutharakul (Nakhon Ratchasima Rajabhat University)

Personal Finance Practices of TSU Faculty and Personnel (s16-113)  
Speaker: Rowena Ramos (Tarlac State University)

(J1 continued on next page ...)

Religious Freedom in Muslim Southeast Asia (s16-074)

Speaker: Myengkyo Seo (Hankuk University of Foreign Studies)

Komunitas Aleut and History-based Tourism in City Branding: The Case of Bandung, West Java, Indonesia (s16-014)

Speaker: Gallang Dalimunthe (Widyatama University)

The Factors Correlated with the Hand Woven Ikat Silk in Surin Province and How They Succeeded in Local Economy (s16-242)

Speaker: Maywadee Phayakprakhon (Rajamangala Institute of Technology Isan)

Klon Lam Text and Watlam Singing Style of the National Artist (s16-237)

Speaker: Yothin Ponkhet (Banditphatasilapa Institute)

The Study of Achievements in Guideline Planning of the Campaign for Inheriting Pleng Korat Performance (s16-210)

Speaker: Rekha Intharakamhaeng (Nakhon Ratchasima Rajabhat University)

Arranging of Phu Thai Sam Phao Song for Classical Guitar Solo by a Technique of Adjusting Guitar String to Pin (s16-213)

Speaker: Rattasart Weangsamut (Nakhon Ratchasima Rajabhat University)

The Tamil's Ramayana at Batu Cave, Malaysia. A Comparative Case Study of Thai Ramayana and Valmiki's Ramayana (s16-218)

Speaker: Waradet Mesangrutdharakul (Nakhon Ratchasima Rajabhat University)

#### **Session K1: ACCOUNTING & FINANCE (venue: Kaede, 2/F)**

Chair: Pradit Withisuphakorn (NIDA Business School)

The Expected Rate of Return on Plan Assets and Plan Asset Allocation (s16-107)

Speaker: Eriko Kasaoka (Kwansei Gakuin University)

Corporate Social Responsibility, Real Activities Manipulation, and Future Performance (s16-152)

Speaker: Chii-Shyan Kuo (National Taiwan University of Science and Technology)

Does Better Corporate Governance Encourage Payout? Idiosyncratic Risk, Agency Cost, and Dividend Policy (s16-162)

Speaker: Wei-Hsien Li (National Central University, Taiwan)

The Relation between Ownership Structure and Operational Efficiency in Korean Manufacturing Firms (s16-169)

Speaker: Sang-Lyul Ryu (Konkuk University, Korea)

Firm Risk of Outsider-Managing Companies (s16-134)

Speaker: Sylvia Cheung-Sum Lu (Tamkang University)

Auditor Choice under Client Information Uncertainty (s16-154) *\*Best Paper Award\**

Speaker: Chien-Heng Chang (Tamkang University)

Estimating the Effect of Board Structure on Powerful CEOs Using an Exogenous Regulatory Shock: Evidence from Financial Institutions (s16-017)

Speaker: Pradit Withisuphakorn (NIDA Business School)

**Session L1: ECONOMIC POLICY & PUBLIC ADMINISTRATION (venue: Ichou, 2/F)**

Chair: Narumon Saardchom (NIDA Business School)

Monetary Transmission Mechanism: Issues and Challenges (s16-127)

Speaker: Oxana Wieland (University of Minnesota Crookston)

The Effect of Federal Reserve System and Bank Indonesia Rate Change Policy to Banks' Stock in Indonesia (s16-168)

Speaker: Ivolda Arsyad (Institut Teknologi Bandung)

Macprudential Policies and External Debt in a Small Open Economy (s16-110)

Speaker: Vimut Vanitcharearnthum (Chulalongkorn University)

Fiscal Policy and Stock Market Movement in the Philippines (s16-140)

Speaker: Deborah Kim Sy (De La Salle University Manila)

The Impact of Unified Vehicular Volume Reduction Program in Reducing Air Pollution (s16-069)

Speaker: Gianmarco Anton D. Sibayan (University of Santo Tomas)

National Policies and The Market for Classical Music Performances: A Qualitative Investigation (s16-176)

Speaker: Clara Antonia Odilia Wahjudi (Da-Yeh University)

Sustainable Social Security System for Thailand (s16-054)

Speaker: Narumon Saardchom (NIDA Business School)

**Session M1: ECONOMIC, SOCIAL & CULTURAL DEVELOPMENT (venue: Kujoyaku, 2/F)**

Chair: Renáta Pitoňáková (Comenius University in Bratislava)

Economic Condition and Suicide (s16-044)

Speaker: Chin-Shyan Chen (National Taipei University)

Financial Pressure Under Global Budgeting: The Case of Caesarean Section (s16-045)

Speaker: Tsai-Ching Liu (National Taipei University)

Determinants of Rice Seed Growers' Productivity in Nueva Ecija, Philippines (s16-047)

Speaker: Pablo Rafael, JR. (Central Luzon State University)

The Lucas Paradox and the Human Capital Resource Curse in Philippines, Indonesia, Malaysia, Thailand and Singapore (s16-053)

Speakers: Iana Justine Veja Cale, Peter Jeff Camaro & Kristel Melendres (University of Santo Tomas)

The Unemployment Impact of Immigrants Workers in Thailand (s16-063)

Speaker: Nisit Panthamit (Chiang Mai University)

The Development of Car-Sharing Services for Elderly Medical Behavior in Rural Areas: The Application of the Sharing Economy Theory (s16-092)

Speaker: Sue-Ming Hsu (Tunghai University)

Saving Rate, Dependency Ratio and Transitory Income of Households: A Case of Slovakia (s16-013)

Speaker: Renáta Pitoňáková (Comenius University in Bratislava)



**Session A2: ORGANIZATION & HUMAN RESOURCES MANAGEMENT (venue: Kaede, 2/F)**

Chair: Ming-Chao Wang (Yuan Ze University)

Renewal of Organizational Capabilities: The Perspective of Organizational Identity (s16-102)

Speaker: Yen-Tsung Huang (Tunghai University)

Personality, Experience, and Job Performance (s16-051)

Speaker: Wan-Er Wu (Chang Gung University)

The Impact of Supervisors' Workplace Gossip on Employees' Effectiveness: A Dyadic-level Examination (s16-095)

Speaker: Chien-Chih Kuo (National Chengchi University)

Agency Workers' Motivation in the Organization: The Perspective of Agency Theory (s16-091)

Speaker: Ming-Chao Wang (Yuan Ze University)

Do Employees Commit to the Organization? An Agency Theory Perspective in Employment Relationship (s16-099)

Speaker: Ming-Chao Wang (Yuan Ze University)

**Session B2: MANAGEMENT & ENTREPRENEURSHIP (venue: Ichou, 2/F)**

Chair: Jhonel Catubay-Panlilio (Tarlac State University)

Interoperability of Competition and Embeddedness of Entrepreneurship in Industrial Clusters (s16-061)

Speaker: Wen-Hsiang Lai (Feng Chia University)

Human Capital and Personal Entrepreneurial Competencies as Factors on the Career Success of Micro, Small and Medium Enterprises' (MSMES) Entrepreneurs in the Province of Tarlac (s16-071)

Speaker: Elvira Mercado (Tarlac State University)

Needs Assessment of Women Entrepreneurs in the Province of Tarlac, Philippines: Basis for the Creation of a Business Development Center for Women (s16-039)

Speaker: Elizabeth A. Amurao (Tarlac State University)

The Effect of Efficiency the Quality Cost toward Profitability Level (s16-077)

Speaker: Rina Tresnawati (Widyatama University)

Spending and Borrowing Practices of Women Entrepreneurs in the Province of Tarlac-Philippines (s16-032)

Speaker: Jhonel Catubay-Panlilio (Tarlac State University)

**Session C2: ETHICS, LAW, CSR & SUSTAINABILITY (venue: Kujyaku, 2/F)**

Chair: Manuel Alexis Vazquez Zacarias (Universidad Autonoma de Nuevo Leon)

The Effects of Gender Equality Law on the Gender Wage Differentials: Evidence from Taiwan (s16-105)

Speaker: Ching-Fu Chang (National Taiwan Ocean University)

Underground Digital Economy in Thailand (s16-031)

Speaker: Tanpat Kraiwanit (Rangsit University Thailand)

Corporate Social Responsibility Disclosure in Vietnam: Too Little, Too Late! (s16-116)

Speaker: Thanita Buranatrakul (Mahidol University International College)

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Perception of Accountant on Corporate Social Responsibility and Social Environmental Accounting in Indonesia and Malaysia (s16-184)

Speaker: Yvonne Augustine Sudibyo (Trisakti University)

Dominance of Income Disparity in Panama (s16-106)

Speaker: Martin Njogo Kamata (University of Sydney)

Sustainable Entrepreneurship in Industrial Ecology: The Cheese Case in Mexico (s16-033)

Speaker: Manuel Alexis Vazquez Zacarias (Universidad Autonoma de Nuevo Leon)

**Session D2: QUANTITATIVE FINANCE & ECONOMETRICS (venue: Kaede, 2/F)**

Chair: Wan-Ru Yang (National University of Kaohsiung)

Applying Dependence Switching Copula Approach to Uncovered Interest Parity (s16-094)

Speaker: Yi-Chiuan Wang (Tunghai University)

A Time-Frequency Analysis of Stock Return, Investor Sentiment and Macroeconomic Factors (s16-138)

Speaker: Tzu-Pu Chang (National Yunlin University of Science and Technology)

The Determinants of Risk Disclosure in the Indonesian Non-listed Banks (s16-145)

Speaker: Dwi Nita Aryani (Malangkucecwara School of Economics)

Macroeconomic, Correlation, and Heterogeneity of Default Probability and Credit Value at Risk- Evidence from Publicly Firms in Taiwan (s16-070)

Speaker: Chia-Chien Chang (National Kaohsiung University of Applied Sciences)

Relationship between Gambling Preference and Investor Sentiment: Evidence from Taiwan Index Options (s16-124)

Speaker: Wan-Ru Yang (National University of Kaohsiung)

**Session E2: MANAGEMENT SCIENCE & STRATEGIC BEHAVIOR (venue: Ichou, 2/F)**

Chair: Atsushi Inuzuka (Nagoya University)

Developmental Case Study of Hedge fund Clone Program as Knowledge Creation Means: Action Research Using Soft Systems Methodology and Social Learning (s16-144)

Speaker: Shintaro Nagao (Japan Advanced Institute of Science and Technology)

Sabotage and Deterrence Incentive in Tournament: An Experimental Investigation (s16-166)

Speaker: Sorravich Kingsuwankul (Thammasat University)

Falling Through the Cracks: Strategic Avoidance & Exploding Offers (s16-137)

Speaker: Kenneth Chuk (University of Southern California)

An Efficient Constraint Handling in Genetic Algorithm for Relief Logistics Network Design (s16-182)

Speakers: Shing-Yuan Chen & Li-An Chen (Alteheia University)

How Should Suppliers Response to Economic Crisis?: Lessons from the Japanese Auto-Parts Suppliers (s16-121) *\*Best Paper Award\**

Speaker: Atsushi Inuzuka (Nagoya University)



**Session F2: MANAGEMENT & MARKETING (venue: Kujyaku, 2/F)**

Chair: Ramona Maduta (Comau Romania S.r.l.)

The Impact of Strategic Human Resource Development Practices on Continuous Improvement and Workplace Learning Performance (s16-125)

Speaker: Chanakan Chavaha (Rajamangala University of Technology Thanyaburi)

Human Resource Management and Organizational Culture Management: A Case Study of Ophthalmic Plastic Firm in Thailand (s16-183)

Speaker: Nuttawut Rojniruttikul (King Mongkut's Institute of Technology Ladkrabang)

Consumer Responses to Offers Limited to Specific Outlets: Does the Density of Selected Outlets Matter? (s16-086)

Speaker: Hsuan-Hsuan Ku (Soochow University)

A New Professional Community-centered Internship for Promoting the Career Decision-making Self-efficacy (s16-181)

Speakers: Tzong-Heng Chi & Fei-Chien Chang (Alteheia University)

Organizational Surfing - from Business Troubleshooting to Business Integration (s16-016) *\*Best Paper Award\**

Speaker: Ramona Maduta (Comau Romania S.r.l.)

**Session G2: EDUCATION, SOCIAL & ECONOMIC DEVELOPMENT (venue: Kaede, 2/F)**

Chair: Suchada Bunrueang (Rajapark Institute Thailand)

Saving, Consumption and Old Age Allowance in Taiwan (s16-153)

Speaker: I-Ting Lu (Tamkang University)

Founding Process of Part-time Self Employment Community Fund, Ban Wanghin, Tambol Banpo, Amphoe Mueang, Changwat Nakhon Ratchasima (s16-229)

Speaker: Porntip Rodpon (Rajamangala University of Technology Isan)

Tourist Destination Loyalty's Formation: The Moderating Role of Demographic Profiles (s16-231) *\*Best Paper Award\**

Speaker: Chartaya Nilplub (Rajamangala University of Technology Isan)

The Relationship of Health-Related Factors to Labor Productivity of the ASEAN-5 (s16-057)

Speaker: Elijah Tubayan, Rollen Santiago & Al Faithrich C. Navarrete (University of Santo Tomas)

Application of Principal Component Analysis Technique to the Socio-economic Factors of the Lower Songkhram Wetland, Thailand (s16-235)

Speaker: Somphinit Muangthong (Rajamangala University of Technology Isan)

Assessing the Effectiveness and User Perceptions of Student-Centered Online Blogging and Peer Interaction on Fashion Business Undergraduate Students (s16-112)

Speaker: Man-chong Wong (Hong Kong Polytechnic University)

Key Success Factors for Fully E-learning in Thailand (s16-226)

Speaker: Suchada Bunrueang (Rajapark Institute Thailand)

Factors Influencing To Choose Further Education Online Bachelor's Degree Programs (s16-227)

Speaker: Suchada Bunrueang (Rajapark Institute Thailand)

**Session H2: INTERNATIONAL TRADE & FINANCE (venue: Ichou, 2/F)**

Chair: Jorge Fidel Barahona Caceres (Maejo University)

Investigation of the Factors Affecting Real Exchange Rate in the Philippines (s16-073)

Speakers: Joshua Ray Sardon, Vanessa Sablan & Christine Niziel Mariano (University of Santo Tomas)

Marketing Components Adjustment on Non-life Insurance Business Pursuing Free Trade Integration in Thailand (s16-108)

Speaker: Suthiporn Truktrong (Prince of Songkla University)

Does Disaggregated Continent Tourisms Affect Thailand's Economic Growth? (s16-065)

Speaker: Wanvilai Chulaphan (Maejo University)

Factors Affecting Mobile Phone Purchasing Decision of Cambodian (s16-236)

Speaker: Wilasinee Yonwikai (Bangkok University)

The Moderating Role of Audit Committee Effectiveness on External Audit Fees (s16-118)

Speaker: Thanyawee Pratoomsuwan (Mahidol University International College)

The Effect of Internal Control System and Human Resource Competency on the Quality of Local Government Financial Reporting (s16-079)

Speaker: Debbie Christine (Widyatama University)

Assessing Price Transmission and Market Integration between World Food Prices and Different Consumer Food Price Indices in Thailand (s16-066)

Speaker: Jorge Fidel Barahona Caceres (Maejo University)

**Session J2: ORGANIZATION & TECHNOLOGY MANAGEMENT (venue: Kujyaku, 2/F)**

Chair: Karl Wagner (UniKL Business School)

A Comparison of Prediction Results of The Models in Innovative Knowledge Productivity between Knowledge Sharing Behaviour and Absorptive Capacity, Members of Knowledge Management Network (CoPs) for Caring Patients with Diabetes in Public Hospitals of Thailand (s16-204)

Speaker: Attakrai Punpukdee (Naresuan University of Thailand)

A Framework and Methodology for Travel Planning Under Given Condition Based on Location Base Service (s16-233)

Speaker: Tanet Boonyasethakul (Rajamangala University of Technology Isan)

A Framework for Ontology-Based Knowledge Management System Case Study of Faculty of Business Administration of Rajamangala University of Technology ISAN (s16-239)

Speaker: Pharkpoom Meengoen (Rajamangala University of Technology Isan)

The Design and Development of a Mobile Commerce for Tourism Framework (s16-232)

Speaker: Jintana Khemprasit (Rajamangala University of Technology Isan)

Technological Determinants of Purchase Decision of Client-Server Hardware System in Malaysia SME's Business (s16-167)

Speaker: Mohd Amy Azhar Mohd Harif (Universiti Utara Malaysia)

Measuring SMEs Entrepreneurs Performance: A Case Study of GIATMARA Entrepreneurs Experimental Vis-à-vis Control Group (s16-159)

Speaker: Karl Wagner (UniKL Business School)

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Globalizing Information Technology Governance (s16-146)  
Speaker: Mehdi Asgarkhani (ARA Institute of Canterbury)

**Session K2: MARKETING & MANAGEMENT (venue: Kaede, 2/F)**

Chair: Anis Chtourou (Champagne Business School (ESC Troyes))

Private Labels Purchase: Integrating Effect of Store Image, Store-Category Association, and Branding Strategy (s16-173)  
Speaker: Kandapa Thanasuta (Thammasat Business School & Mahidol University International College)

Factors Affecting the Demand for the Taxi---Evidence from Zhejiang, China (s16-165)  
Speakers: Jiameng Zhang, Jing Li & Shengyun Lu (Wenzhou-Kean University)

Presenting a Model of Knowledge Management Components with ISM Approach (s16-189)  
Speaker: Houshang Taghizadeh (Islamic Azad University)

Exploring Purchase Intentions of Autonomously Driving Cars: Insights into Consumer Adoption of a Disruptive Innovation (s16-130)  
Speaker: Anis Chtourou (Champagne Business School (ESC Troyes))

**Session L2: APPLIED BUSINESS & ECONOMICS RESEARCH (venue: Ichou, 2/F)**

Chair: Andreea Apetrei (Catholic University of Valencia Saint Vincent Martyr)

Evaluating Competitiveness of the Convention Destination: A Primary Stakeholders' Perspective in Chiang Mai City, Thailand (s16-175)  
Speaker: Wanniwat Pansuwong (RMIT University Vietnam)

Identifying the Effective Factors on Contractors' Tendencies to Contracting the Construction Projects (Case Study) (s16-188)  
Speaker: Seyedreza Rahnamay Touhidi (National Iranian Gas Company)

Commodity Price Co-movements and Liquidity Commonality (s16-090)  
Speaker: Yongmin Zhang (University of Nottingham Ningbo China)

Factors Affecting Bank Performance: Cases of Top 10 Biggest Government and Private Banks in Indonesia Period 2004 – 2013 (s16-163)  
Speaker: Rina Adi Kristianti (Tarumanagara University)

What Lies Behind Academics' Intentions to Publish? (s16-192)  
Speaker: Andreea Apetrei (Catholic University of Valencia Saint Vincent Martyr)

~ END ~

### Guide to Presenters and Session Chairs

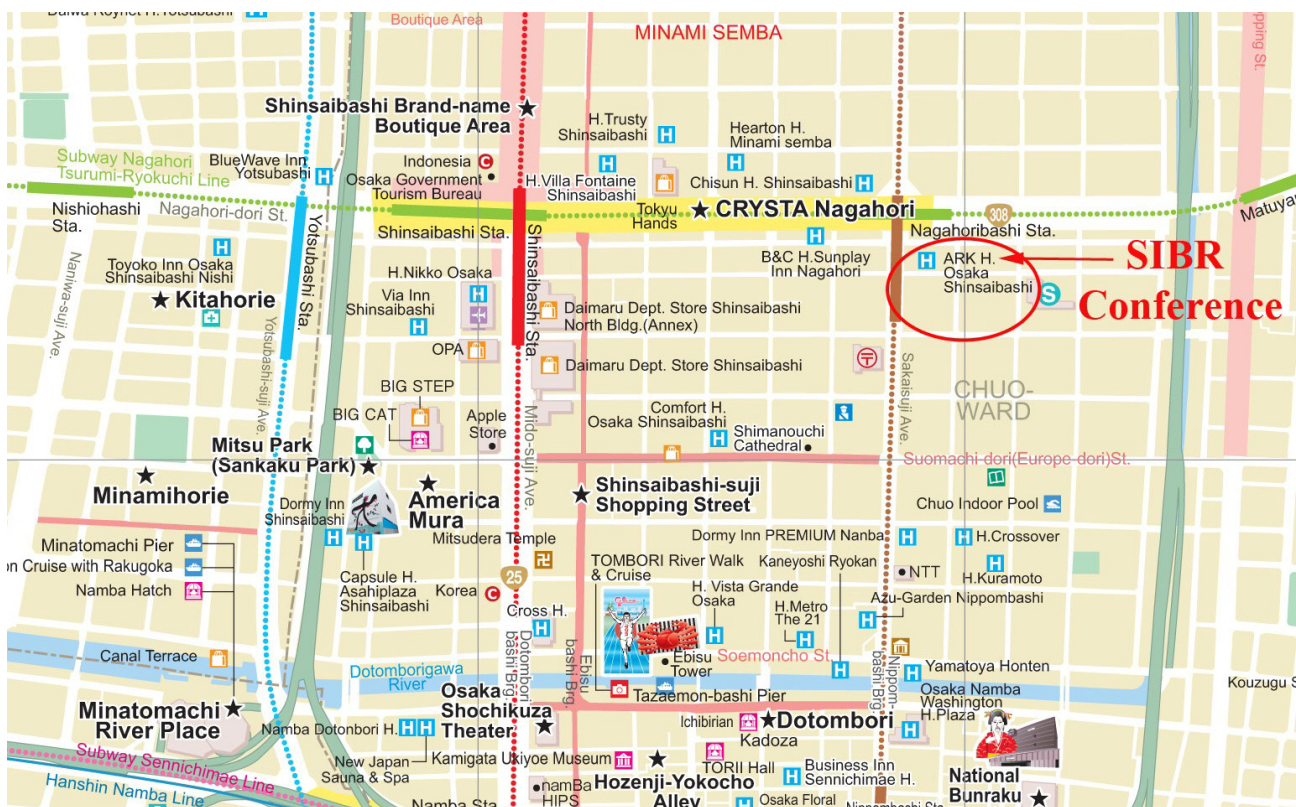
- Please be ready in the session five minutes before the schedule.
- The session chair will allocate the available time equally among all papers to be presented in the session. Each paper has to be presented within the time allotted sparing 3-5 minutes for discussion.
- The session chair should remind each speaker three minutes before the time he/she is expected to end the presentation. If a speaker goes beyond the time allotted, the session chair should remind him/her to end the presentation.
- SIBR assumes no responsibility if presenters are unable to finish their presentation in the assigned session for any reasons.
- Projector and computer will be provided in each conference room. Speakers are reminded to store their presentation files in their own USB storage devices. The organizer will NOT provide Internet connection.

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Conference participants will collect attendance certificates, proceedings (CD-ROM) and official receipts from the registration desk. Please mention your Paper I.D. code at the desk to speed up the process. No certificates will be provided to non-registered co-authors. The conference registration desk will be open from AM08:30 to PM16:00 on July 7-8, 2016. Presenters assigned to morning sessions can register after they have finished their presentation.

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### Notes:

- A side-door of Ark Hotel Shinsaibashi (the conference hotel) is immediately outside Exit #4 of Nagahoribashi Subway Station (Sakaisuji Line). You will see it on your left hand side once you get out from the exit.
- If you want to go to the shopping and entertainment district around Shinsaibashi, you can get into the Nagahoribashi Subway Station and then walk to the Shinsaibashi Station (5-10 mins) via the “CRYSTA” underground shopping street.
- From Shinsaibashi Station, you can take the subway train (Midosuji Line) to other major shopping and entertainment districts, e.g., Umeda (10-mins North of Shinsaibashi) and Namba (5-mins South of Shinsaibashi).
- Please download the full map from: <http://sibresearch.org/osaka-venue.html>.



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