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**International Conference on
“Business Economics, Social Science & Humanities”
(BESSH-2016), Tokyo Japan**

Book of Abstracts Proceedings

**International Conference on
“BUSINESS ECONOMICS, SOCIAL SCIENCE &
HUMANITIES”
(BESSH-2016)**

Tokyo Japan

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**“Business Economics, Social Science & Humanities
(BESSH-2016)”**

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**International Conference on
“Business Economics, Social Science & Humanities
Tokyo Japan
Venue: Hotel Sunroute Plaza Shinjuku Tokyo
Japan**

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CONFERENCE PROGRAM COORDINATOR MESSAGE

Ms. Ani Wahyu

International Conference on Business Economic, Social Science & Humanities” serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honourable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let’s break all the discriminating barriers and get free from all minor affiliations. Let’s contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

Ms. Ani Wahyu

Conference Program coordinator
Email: aniwahyu@academicfora.com
BESSH-2016

CONFERENCE PROGRAM

DAY 01 Thursday (May 26, 2016)
Welcome Reception & Registration
08:00– 08:15am

Opening Ceremony (08:15 – 08: 30 am)
Venue: Room 1

08:30 – 08:45 am	Introduction of Participants
08:45 – 9:00 am	Welcome Remarks – Ms Petrel Qiu – Conference Coordinator Academic Fora
09:00 – 09:10 am	Group Photo Session

Grand Networking Session and Tea Break (09:10– 09:20 am)

DAY 01 Thursday (May 26, 2016)

Session 1 (09:20 am – 12:00 pm)

Venue: Room 1

Session Chair: Byron Hollowell

Track A: Business Management and Social Science

TKS-556-128	The Attitude and Satisfaction of Students' English Learning with Foreign Teachers in Demonstration Schools of Rajabhat Universities in Bangkok	Teeraporn Plailek
TKS-556-129	Combating the English Language Deficiency: The Labor Market Experiences of Graduate Students from Suan Sunandha Rajabhat University in Thailand	Abigail Melad Essien
TKS-556-131	Factors of Thailand's aging that related to Perception of self-efficacy and social support	Wipakon Sonsnam
TKS-556-132	Developing the Nutrition Promoting Program by parent participatory to promote Nutrition among school age	Monrudee popijanl
TKS-556-133	Management of Construction Work Management, Mabtaput Industrial Estate	Dr. Jiraporn Boonying
TKS-556-135	The factors that affect the transparency and accountability of independent organizations in Thailand	Pokkrong Manirojana
TKS-556-136	The implementation process of the public policy to promote and develop the quality of life of the disabled in Thailand as carried out by the Ministry of Social Development and Human Security	Pimchana Sriboonyaponrat
TKS-556-137	Factors affecting purchasing decision of local products in Ranong Province.	Supattra Pranee
TKS-556-138	Model of Health Promotion for Reducing Risk Behaviors of Preterm Birth in Teenage Pregnancy	Boonsri Kittichottipanich

Lunch Break (12:00 - 1:00pm)

DAY 01 Thursday (May 26, 2016)

Session 2 (01:00am – 03:00 pm)

Venue: Room 1

Session Chairs: Dr. Jiraporn Boonying

Track A: Business, Management and Social Science

TKS-556-147	Causal Factors of Alcohol Drinking Behavior among Adolescent Students: Case Study in Bangkok of Thailand	Apinya Koontalay
TKS-556-127	The Forecast Career Path of The New Graduates of Computer Science Program at Suan Sunandha Rajabhat University by Decision Tree Technique	Miss Thitiporn Sittichailapa
TKS-556-148	Health Behaviors and Health Risk Behaviors among Vocational Students: Case Study of Vocational College in Nakornratchasima Province, Thailand	Wichitra Kusoom
TKS-556-164	Initiation of the Contemporary Nora Performance: Case Study of Nora Thammanit Sanguansil Band Thaksin University, Songkhla	Wanasak Padungsestakit
TKS-556-173	Developing Students' creativity by Using Art Drawing Theory of Tri-Angus	Pawinee Sorawech
TKS-556-118 TKS-556-118A	The Development of Self-study package of Psychology for College Students	Karakada Nugkim, Marid Kaewchinda
TKS-556-118B TKS-556-118C	The Development of Self-study package of Psychology for College Students	Varangkana Somanandana., Paweena Yodsin

Tea Break (3:00 - 03:15pm)

DAY 01 Thursday (May 26, 2016)
Session 3 (03:15 – 06:00 pm)
Venue: Room 1
Session Chair: Boonsri Kittichottipanich
Track A: Business Management and Social Science

TKS-556-119	The Welfare Effects of Environmental Policies Under Cross-Border Pollution and Technology Spillovers	Wang Tso Hua
TKS-556-120	The Social Welfare Effects of Transfer Pricing and Arm's Length Principle Under Production Capacity Constraints	Hung Wei Hao
TKS-556-121	The Governance of Project Managers' Commitment Escalation Behavior	Wen Jen Wei
TKS-556-123	Strategizing the Customer Relationship in the Independent Bookstore Network: A Case of Small Small Bookshop in Taiwan	Mrs. Zhan Yi Ping
TKS-556-124	The Study of Ambidexterity Strategies on the Internationalization of Small and Medium-Sized Business	Assoc. Prof. Doc. Hueiting Tsai
TKS-556-125	The Influence of Motivation and Public Self-Consciousness on Gift-Giving Behaviors	Mengkuan Lai
TKS-556-126	Impact of Us Quantitative Easing on Stock Markets: The Comparison Between Developed and Emerging Countries	Hui Ching Hsieh

Closing Ceremony

DAY 01 Thursday (May 26, 2016)

Session 1 (09:20 am – 12:00 pm)

Venue: Room 2

Session Chair: Doc. Hueiting Tsai

Track A: Business Management and Social Science

TKS-556-139	Effects of Group Nutritional Health Promotion on Birth weight in Gestational diabetes mellitus	Prapaiwan Danpradit
TKS-556-141	the influence factors to motivation of the volunteers employees : companies in the Oil and Petrochemical industry in Thailand	Parinya Siemuang
TKS-556-142	The Policymaker in the Development of Marine Tourism in Phuket	Sakarin Sriupayo
TKS-556-143	Personal, Family and Social Factors Associated with Happiness of Middle Adulthood in Srisaket Province	Surang Cherwanitchakorn
TKS-556-144	Relationships of Health Literacy Diabetes Knowledge and Social Support to Self-Care Behavior among Type 2 Diabetic Patients	Kantapong Prabsangob
TKS-556-110	US Troubled Asset Relief Program: The Case Study of AIG	Byron Hollowell
TKS-556-146	Quality of Life among Elderly in Bangkok Metropolitan Thailand	Nuengruethai Posri
TKS-556-104	Is the Remuneration Paid to CEOs in South African State Owned Enterprises Correlated to the Financial Performance of the Entity?	Gizelle Willows
TKS-556-157	Predicting Financial Distress in South Africa	Gizelle Willows
TKS-556-177	An Investigation of China's Import Demand for Technically Specified Natural Rubber (TSR) from Thailand	Kesine Muenthaisong

Lunch Break (12:00 - 1:00pm)

DAY 01 Thursday (May 26, 2016)
Session 2 (01:00 pm – 3:00 pm)
Venue: Room 2
Session Chair: Mrs. Nichanant Sermisri
Track A: Business Management and Social Science

TKS-556-183	The Impact of Capital Requirement on Chinese Banking Industry	Ting-Yu Tung
TKS-556-189	The Effect of Using LINE as a Conversation Tool to Enhance English Speaking Skill in an EFL Classroom	Yi Syuan Liu
TKS-556-145	The health Behaviors Modification for Controlling and prevention Diabetes Mellitus by Using PROMISE Model at Premruthai 20 at Pravate Community Bangkok	Tipapan Sungkapong
TKS-556-114	Vulnerability of Multinational Retailing Delivery Service: A Case Study of Taobao	Yi-Kai Huang
TKS-556-108	Behavior Intention of Sustainable Hotel by Cusp Catastrophe Model	Wei-Shang Fan
TKS-556-159	Queer Theatre in Thai Higher Education: A Case Study of Suan Sunandha Rajabhat University Sun Tawalwongsri	Sun Tawalwongsri
TKS-556-102	The Analysis of Potentiality in Marketing of Organic Vegetables Supplier in Ban Ton Huat Organic Agriculture Group, Chiang Mai, Thailand	Kanta Tanniyom
TKS-556-171	Restaurant Green Practices: A Review and Direction for Future Research	Booi-Chen Tan
TKS-556-130	Study about relationship between skill of quick sketching and creativity in design	Chananchida Yuktirat

Tea Break: 3:00 to 3:15

DAY 01 Thursday (May 26, 2016)

Session 3 (03:15 pm – 6:00 pm)

Venue: Room 2

Session Chair: Wang Tso Hua

Track A: Business Management and Social Science

TKS-556-112	Wind Turbine For Electricity Generation From Electric Bicycle Motor	Mrs. Nichanant Sermsri
TKS-556-113	Publicizing Thai Dress Of Royal Endorsement By Augmented Reality	Sumitra Nuanmeesri
TKS-556-116	Sustainable Economic Development Through Thai Village-Based Manufacturing Products	Palang Wongtanasuporn.
TKS-556-117	Comparing Techniques For Sentiment Analysis In Cosmetic Industry From Thai Reviews Videos	Preedawon Kadmateekarun
TKS-556-163	Tuk-Tuk Thailand”: A High-Stakes Mission For Miss Universe Thailand 2015?	Pogkrong Boon-Long

Track B: Engineering and Technology study

TKE-556-103	Markerless Motion Capture for Entrance Guard Systems	Tainchi Lu
TKE-556-105	In vitro cell-biomimetic coated titanium bioalloy interactions	Icriverzi Madalina
TKE-556-108	Persuading Users to Create Strong and Memorable Passwords	Merve Yildirim
TKE-556-104	Authenticating ASTERIX radar data using non intrusive methods	George Icriverzi,

Closing Ceremony

DAY 01 Thursday (May 26, 2016)

Session 1 (09:20 am – 12:00 am)

Venue: Room 3

Session Chair: Wang Tso Hua

Track A: Business Management and Social Science

TKS-556-149	The Experience of Cancer Survivors to life after cancer	Sukanya Boonvarasatit
TKS-556-150	Undergraduate Students' Perception Toward The 1st Clinical Learning Experiences In Fundamental Nursing Skills Practicum: A Qualitative Study	Wanich Suksatan
TKS-556-152	A Comparative Study of Thai and Laos Temples Festival Dress	Associate Prof. Jaruphan Supprung
TKS-556-153	Zen and Scenography	Pukkaporn Pimsarn
TKS-556-154	Guidelines for Garbage Management in Praya Prasit Community, Dusit District, Bangkok	Wijittra Srisorn
TKS-556-155	Factors Affecting the Success of Community Enterprise to Become Strengthen: A Case Study of Praya Prasit Community	Tikhamporn Punluekdej
TKS-556-156	Marketing Mixed factors affecting Japanese food Consumption Behaviors	Phanee Rojanabenjakun
TKS-556-161	The role and influence of football ventriloquist and football columnist for the youth gambler	Tanakom Potjanapitak
TKS-556-177	An Investigation of China's Import Demand for Technically Specified Natural Rubber (TSR) from Thailand	Kesinee Muenthaisong

Lunch Break (12:00 - 1:00pm)

DAY 01 Thursday (May 26, 2016)

Session 2 (01:00 – 03:00 pm)

Venue: Room 3

Session Chair: Muntanavadee Maytapattana

Track C: Medical Medicine and Health Study

TKM-556-101	Predictors of C-reactive Protein (CRP) in the SWAN Mammographic Density Substudy	Kunlanat Makboon
TKM-556-103	The Evaluation of the Interactive Cognitive Training Program (ICTP) on Elderly: A Protocol for a Randomized Controlled Study	Chiu Huei Ling
TKM-556-106	Psychiatric disorders after attention-deficit/ hyperactivity-disorder : A nationwide population-based study in Taiwan	Ya Fang Huang student

Track A: Business Management and Economics

TKS-556-180	Thailand Tourism Images and Behaviors of Thai people in Bangkok and Metropolitan	Pratoom Rerkklang
TKS-556-162	The Health Behavior Education of School-age Children: A Case Study of Samut-Songkhram Kindergarten School in Thailand	Muntanavadee Maytapattana
Tks-556-122	Assessing The Writing Skill Using The Cefr Scale: A Malaysian Context	Engku Haliza Engku Ibrahim
TKS-556-140	Factors that Affected Democratic Political Attitude of University Students	Veerapon Vongprasert

Closing Ceremony

LIST OF CONFERENCE ATTENDEES

The following Scholars/ Practitioners/Educationist who don't have any paper presentation, however they will attending the conference as delegates & observers.

Sr. No	Official ID	Name	Institution
1	TKS-556-194A	Tomasz Siemiątkowski	Warsaw School of Economics Collegium of Management and Finance Department of Business Law
2	TKM-556-107A	Krishna Virly	Clinical Nurse Specialist(CNS- Theatre)St George Private Hospital 1 South St Koragah NSW Australia 2217

DAY 02 Friday (May 27, 2016)

City Tour and Shopping Day

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose



TRACK A: BUSINESS MANAGEMENT & ECONOMICS



Is the Remuneration Paid to CEOs in South African State Owned Enterprises Correlated to the Financial Performance of the Entity?

Julianne Webb¹ Gizelle Willows^{2*},

College of Accounting, University of Cape Town, Rondebosch, Cape Town, 7500

Abstract

State-Owned Entities (SOEs) have developed a negative reputation in the South African public as well as around the world, and many of the reasons for the difficulties they are encountering can be traced back to a lack of corporate governance. A contentious issue facing these SOEs is the high levels of remuneration given to the people running them, despite their poor financial performance or inadequate delivery of promised goods and services, such as electricity and transport. This study determines whether the remuneration paid to CEOs is in line with the relevant legislation and corporate governance recommendations by analysing the current levels of remuneration of SOEs and correlating them against various performance measures. The findings show a statistically significant positive correlation between short-term incentives and performance, as measured by 'operating cash flows/total assets'. The other measured performance measures show no correlation.

Keywords: State-Owned Entities, Financial Performance, Remuneration

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Sustainable Economic Development Through Thai Village-Based Manufacturing Products

Palang Wongtanasuporn
Suan Sunandha Rajabhat University

Abstract

Rural villagers in Thailand have unique skill for producing craft using local materials. However, the appearance and function of their products are not suited to the demand of international market. The Thai government policy on sustainable economy emphasizes the necessity to incorporate a design and business strategy that will draw out the unique qualities and add value to the products, while raising the satisfaction of international consumer. As an industrial designer, the author sees opportunities that the appropriate business strategy amalgamated with design can enhance sustainability of Thai local products through the potentials that available in village-based enterprises. This research attempts to address, how best use business strategy through design to practically solve the problems in the development of Thais product. The privilege solution is expressed through the design of design strategy that supports sustain economic development of micro-enterprise in Thailand in the way that aligns with product design development. This consideration integrates together with global business outlook in the development of products from rural communities.

Keywords: Sustainable, Products, Development

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Email: idssru@gmail.com



Strategizing the Customer Relationship in the Independent Bookstore Network: A Case of Small Small Bookshop in Taiwan

Mrs. Zhan Yi Ping^{1*}, Hsiao-Ling Chung²

^{1,2}Institute of Creative Industries Design, National Cheng Kung University, Taiwan

Abstract

Books and reading are indispensable for our human beings. Mainly driven by globalization and digitalization, however, book publishing is undergoing a profound digital transformation. The popularity of e-books, digital reading and online bookstores tremendously change our reading and consumption habits, exerting great impacts on brick and mortar bookstores, especially the small independent bookstores. In addition to the challenges from digitalization, independent bookstores in Taiwan confront with the price competition from large chain bookstores, also suffer from the internal business pressures.. Some of them change the business model, adjust the business direction, and some make joint effort to establish independent bookstore alliances. So far, there are more than one hundred independent bookstores in Taiwan, providing real experience space for interpersonal interaction, knowledge sharing and cultural exchange, breeding a unique independent bookstore culture. “No independent bookstores should be independent”, and the spirit of partnership is needed to be re-examined. This research takes Small Small Bookshop in Taiwan as a case, aiming to explore the customer relationship in the independent bookstore network. By doing an internship in the bookshop, using participatory observation and in-depth interview, the business cooperation and customer relationship are clarified, thereby; a way to maintain and enhance the customer relationship through the independent bookstore network can be explored. What’s more, this action research tries to figure out the weakness in customer relationship for Small Small Bookshop, and propose as well as experiment a feasible solution, strategizing the customer relationship in its business network ultimately.

Keywords: Publishing Industry, Independent Bookstores, Customer Relationship, Partnership, Independent Bookstore Network

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The Study of Ambidexterity Strategies on the Internationalization of Small And Medium-Sized Business

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Abstract

This study seeks to study the effect of ambidexterity strategies on the internationalization of small and medium-sized business. During the process of internationalization, in order to sustain the performance and competitive advantage, firms need to appropriate their capabilities and resources to maximize their performance. This study will focus on family business from Taiwan towards internationalization and examine the relationship between the effect of ambidexterity strategies (exploration and exploitation strategies) and the international performance of family business. This study will also examine possible factors affecting this relationship, such as, supplier chain network capability, R&D capability, learning capability and family ownership.

Keywords: Ambidexterity, Internationalization, Small and Medium-Sized Business

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Impact of US Quantitative Easing on Stock Markets: the Comparison between Developed and Emerging Countries

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Abstract

it is suggested that innovation is a key driver in science and technology world creation. However, most of social development in developing countries lacks proper innovation policy and programs formulation and implementation. The common problem observed is that most of the existing adopted models on innovation policy and innovation program for social development are due to weak and poor public involvement and neglect cultural realities and practices. The main objective of this paper is to come up with a new suggested participatory model for developing an innovation policy and program for the sustainable social development which include entrepreneurship in developing countries. This paper, therefore, discusses the extent of public participation in the innovation policy and program for social development and its related problems and challenges in the context of developing countries. It determines the public participation and roles in implementing and delivering innovation programs mainly entrepreneurship to support the National innovation policy. This paper is prepared based on an extensive review of the literature. The paper asserts that despite many efforts and initiatives undertaken in the innovation policy and program for social development in developing countries, many of these initiatives have not focused on ways to improve the processes of public participation. Thus it suggests that future policy studies accord attention to the participation and involvement of people on developing an innovation policy and program for their social development.

Keywords: Public Participation, Innovation Policy, Innovation Program, Social development, Entrepreneurship Developing countries

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Management of Construction Work Management, Mabtaput Industrial Estate

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Abstract

Personnel in the construction of a professional who can work freely in the region. Construction business is a business of the construction industry as a pillar industry of the country is the center of many construction occupations include architects, engineers, technicians, its main purpose under the conditions laid down. To make goals the management team will effectively be able to survive. The issue of building a business environment, including operating conditions, including severe changes occur constantly. And competitive overlap Unquality Management causes loss and failure. Those related to the construction companies in the Map Ta Phut industrial estate of 502 samples on September 2015 thus obtained. Project Engineer 11-15 years experience factors related to the opinions of those involved in the construction business. Overall, those involved Opinions about factors. At a high level In descending order of importance from descending below the time, materials and labor costs Construction management based on the opinions of those involved in the construction business. Overall, those involved Opinions on the administration building.. The MIE is found the administration Building is associated with the construction company. The MIE is moderate Suggestions of this research. Construction management; Consider the plan depends on the ability of the project manager allocates executives with experience Consider organizational management shall consist of personnel with the ability for each side to work together with a team of equal importance to all the executives are true to everyone 's feedback. There should be a standard to determine the work that has been done comparing the actual goals are reports of progress on work detail for costs incurred and paid according to contract management and control.

Keywords: Construction Work Management in Mab Ta Put Industrial Estate

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Factors Affecting Purchasing Decision of Local Products in Ranong Province

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Abstract

The research aimed to study the factors that affected purchasing decision of local products in Ranong province. This study utilized the quantitative instrument which was the questionnaire about the factors that affected purchasing decision of local products by using the methods of check list and frequency then summarized data as percentage. Outcome of the research revealed that (1) 41.52% of the correspondents have known local products from friends where 19.34% of informants have known local products by a coincidence (2) the most influential person(s) on purchasing decision was oneself that was equivalent to 51.45% followed by friends/colleagues which accounted for 20.38% (3) 60.50% of correspondents purchased the local products as souvenirs (4) 44.15% of the informants purchased local products from local communities/community enterprises/OTO where 35.28% of correspondents purchased local products from OTOP fairs (5) the best seller of local products were food products which accounted for 57.02% where 14.87% were household appliances/decorating products/souvenirs (6) the most influential factor on purchasing local products was the application of local wisdom which accounted for 25.98% while the factors of help supporting career-building of villagers and the usage of natural resources and raw materials were accounted for 22.83% (7) 34.41% of correspondents have known Food and Drug Administration (FDA) and Halal where 32.47% of informants have known Thai Industrial Standards (TIS) (8) 60.20% of correspondents purchased only local products that received recognized standard.

Keywords: Factors Affecting local Products/ Ranong Province

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The Influence Factors to Motivation of the Volunteers Employees : Companies in the Oil and Petrochemical Industry in Thailand

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Abstract

Petrochemical and oil industry groups are aware of the consequences of their business, which make impact on the environment. They emphasize on social responsibility and the motivation commitment in making volunteerism to help protect the environment. The research is intended to study the influence of the factors that cause and effect volunteer's cooperation. The researcher studies the petrochemical industry by using hybrid research methodology which combine both theories and related research namely theories about motivation, volunteer and motivation of volunteers to help explain the effects of incentives that have a relationship with the corporate volunteer. The purpose of this research is 1.) To study the motivation to participation of the volunteer: the employees in the oil and petrochemical industry. 2.) To study the influence factors that cause and effect to motivation of the volunteers. Benefits expected to receive. 1.) The results of the research can be used to guide the strategic planning of the organization the management or entrepreneurial organization and human resources management to reduce the problem of lack of motivation to serve in the volunteer activities of the organization. 2.) Academics and other researchers can understand concepts and theories related and associated with volunteering, motivation volunteers with volunteer organizations.

Keywords: Motivation of Volunteer, Corporate Volunteer. Motivation

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The Impact of Capital Requirement on Chinese Banking Industry

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Abstract

Along with the transform of globalization and financial liberalisation, it has caused rapid changing for bank's business environment. Banks has started to operate high leverage financial products in order to obtain higher profits. However, the risks for banks also increased infinitely due to its leverage. Such high risk would expose bank to a high risk of bankruptcy (Lepetit et al., 2008). The function of banks' capital is to neutralize the risks, and to protect the benefits of depositors and stakeholders. Basel capital requirement is commonly accepted to regulate banks risk actions in many countries. It has become one of the regulatory tools for monetary autorités (Jokipii and Milne 2011). However, the 2007-2008 global financial tsunami, which leads the Basel Committee on Banking Supervision to proposed Basel III. The committee announced that the reform measures would be effective from January 2013, and will be wholly implemented in 2019. The committee will increase capital adequacy gradually and introduce a stricter capital framework during the period, in which bank need to raise their capital adequacy ratio in order to make them sound and safe. China is focusing on learning advanced strengths at all sectors aggressively from foreign countries to strengthen its economic since its reform and open policy. Along with the rising economy of china, the development of banks will be as fast as its economic growth. It is inseparable with global development and it plays an important role in it too. Moreover, the development of China banking industry is also heavily connected to Asia's stock market, which makes it a prime focus on international finance.. The dataset, obtained from Bankscope, consists of China commercial banks for the period 2010-2014.

Keywords :Chinese Banking Industry, Basel III, capital requirement.

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US Troubled Asset Relief Program: The Case Study of AIG

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Abstract

I study the long term effects of the United States Troubled Asset Relief Program (TARP) on participating commercial banks. Executive compensation contracts are empirically examined to test agency theory predictions. In addition, the macro economic effects of the banking bailout are examined along with banking regulation robustness. Moreover, this study examines the three year stock performance returns of sector of banks enrolled in the Trouble Asset Relief Program (TARP). The theoretical motivations for TARP banks have been widely documented in the finance literature; however, an empirical examination of the aftermarket performance of commercial banks aftermarket performance remains an unexamined topic. I find that that TARP participating firms, despite US government capital infusions, significantly underperformed the market indices from the closing first day of public trading to their third-year anniversary. These findings are important because the existence of price patterns enhances investments within a mean-variance efficient portfolio.

Keywords: Commercial Banks, Regulation, Restructuring, Distressed Firms

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The Analysis of Potentiality in Marketing of Organic Vegetables Supplier in Ban Ton Huat Organic Agriculture Group, Chiang Mai, Thailand

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Abstract

This research has the objective for studying generality, potentiality in marketing and production and study about the proper format of the development in marketing and production's potentiality of organic vegetables supplier in Ban Ton Huat organic agriculture group, Ban Wan sub district, Hang Dong district, Chiang Mai province, Thailand by using the descriptive statistics in the study of generality, SWOT analysis in the study of potentiality in marketing and production of organic vegetables supplier and SWOT-AHP in the study of proper format of the development in marketing and production's potentiality. The study of generality found that most of suppliers are male who age more than 60 years old. They also got primary education and the organic vegetable farm is not a main career but their main jobs are employee. The most important in weak point is the distributional place is not standardized. The highest significant in opportunities group is that modern healthy eating habit has been spread in all country stream. And the biggest threat is that there is no certification of marketing. In the production side, the most essential strength is the better quality and taste of vegetables. The weakest point is insufficient vegetable productions compared to demand in the market. The major opportunity is, there is regularly production supporting from governmental institutions. And production processes have been randomly proved by governmental institution especially soil quality and vegetable security. Organic vegetables thus are safe to consume. The most significant threat is limited cultivating area. Proper format of development in marketing and production's potentiality shows that in the marketing side, potential developing format that should be improved is to focus on supporting market area for selling vegetables to be more lasting and standardizing certificate system of organic vegetables sold in group.

Keywords: Potential, Production, Marketing, Organic Vegetables

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Predicting Financial Distress in South Africa

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Abstract

Business rescue has become increasingly popular since its inclusion in the Companies Act of South Africa in May 2011. The Alternate Exchange (AltX) of the Johannesburg Stock Exchange has experienced a marked increase in the number of companies entering business rescue. This study sampled twenty companies listed on the AltX to determine whether Altman's Z-score model for emerging markets (ZEM) or Taffler's Z-score model is a more accurate model in predicting financial distress for small to medium size companies in South Africa. The study was performed over three different time horizons; one, two and three years prior to the event of financial distress in order to determine how many companies each model predicted would be unlikely to succeed as well as the predictive ability and accuracy of the respective models. The study found that Taffler's Z-score model had greater ability at predicting financial distress from all three-time horizons.

Keywords: AltX, Business Rescue, Altman's Z-Score, Altman's ZEM-Score, Taffler's Z-Score

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TRACK B: SOCIAL SCIENCE AND HUMANITIES



Wind Turbine for Electricity Generation from Electric Bicycle Motor

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Abstract

CO₂ capturing is becoming increasingly demanding with the expansion of the industrial activities around the world. Several attempts to study the use of alternative solvents in the typical CO₂ capturing process were reported in the literature. Deep eutectic solvents (DESs), have attracted more attention for use in a diversity of applications. DESs exhibit many favorable properties, such as availability, low volatility, non-toxicity, biodegradability, recyclability, non-flammability, and low price. In this work, the solubility of CO₂ in different types of DESs was determined experimentally. It was found that the solubility of the CO₂ in ethylene glycol and glycerol based DESs was much smaller than that in the monoethanol amine (MEA) aqueous solution. The solubility depended on the type of salt used and on the salt:HBD molar ratio. Moreover, it was found that using MEA as HBD in the DESs increased the CO₂ solubility substantially. We also investigated the effect of the type of amine used as the HBD on the CO₂ solubility. The results showed that DESs formed with MEA as HBD had higher solubility of CO₂ than those formed with diethanol amine (DEA) and triethanol amine (TEA) at the same conditions. The measured solubility data were correlated using the well-known Peng–Robinson equation of state. There was a good agreement between experimental and calculated results. The PR EoS was also used to correlate the solubility of CO₂ in choline chloride–glycerol DES reported in the literature. The calculated results were in excellent agreement with the experimental results.

Keywords: Solvents, Expansion, Applications

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Publicizing Thai Dress of Royal Endorsement by Augmented Reality

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Abstract

Thai Dress of Royal Endorsement is the knowledge sources of local arts and wisdom. Since the information related to Thai Dress of Royal Endorsement has not done by augmented reality yet, the researcher gathered the data and developed and later presented through social network which patrons are able to access in real time. Besides, they are able to identify the difference of Thai Dress of Royal Endorsement which was very difficult to do before. The result of the research revealed that learners are able to gain more knowledge related to Thai Dress of Royal Endorsement by using augmented reality, as well as have higher achievement than learners who have only learned through document or two dimension media. Moreover, the satisfaction on the augmented reality is very high. To sum up, by publicizing Thai Dress of Royal Endorsement through augmented reality on social network, this can support in enhancing more knowledge related to Thai Dress of Royal Endorsement effectively.

Keywords: Thai Dress of Royal Endorsement, Augmented Reality, Social Network

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The Development of Self-study package of Psychology for College Students

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Abstract

This research study has two objectives, including 1) to develop a Self-study Package of “Psychology for Teachers” and 2) to investigate the results of using the package. The participants were 12 college students who were intended to work as teachers, but did not enroll in educational programs and had never registered in any courses of psychology for teachers. The purposive was used. The instruments included 1) a package of self-study on the topic of psychology for teachers 2) a questionnaire towards attitudes, and 3) information from a focus group towards the self-study package of psychology for teachers. The findings:1) The package that was developed based on Teaching Professional Standards of Thailand and the essential elements of self-study package, this self-study package is consist of 5 units; included 1. Developmental Psychology, 2. Learning Theories, 3. Goal setting and Motivation, 4. Individual differences and 5. Classroom management, which each unit included Conceptual framework, Learning objectives, Importance of the topic, Direction, Pre-test questionnaire, Content and questions, Post-test questionnaire, Keys for the post-test, Keys for questions at the end of content section, Recommended reading, and References. 2) The Percentage of progression after studying the Self-Study Package was 41.66. Participants reported high satisfaction in learning content and self-evaluation through the package. in the unit 3 which talked about goal setting and motivation could help them to set their goals and could increase their learning motivation. The content in other units needs more theoretical understanding to study and apply in classroom. Using the package could help them improve their time management because they could spend their time to study outside the classroom and they would pick good and quiet places to study without pressure.

Keywords: Self-study Package, Psychology for Teacher, College Student

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Comparing Techniques for Sentiment Analysis in Cosmetic Industry from Thai Reviews Videos

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Abstract

Cosmetic Industry explored that there is very high marketing competition by advertising through various media to promote sales and building up image. In addition, consumers can quickly access information through a search engine that find there were 45.3 billion videos of beauty on social network such as YouTube, consumers are able to share messages, voices, pictures, and videos through these media quickly. The content can show “like” (Positive) or “dislike” (Negative) on products which can be brought to do Sentiment Analysis toward the products. This research focuses on Automatic Sentiment Analysis which is a part of Natural Language Processing of the cosmetic product is lipstick from Thai reviews videos. The data such as opinions about lipstick was collected from YouTube to separate audio signal in audio extraction step. The audio track was converted to texts to be cut out into words in transcription step. Finally, machine Learning Technique included of Naïve Bayes and Support Vector Machine was used to analyze the consumers' sentiment. The data was measured for the efficiency and compared the results. This benefits to the industry in customer relationship management and helps the customers in making decision when buying lipsticks.

Keywords: Sentiment Analysis, Thais Reviews Videos, Naïve Bayes, Support Vector Machine

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The Welfare Effects of Environmental Policies under Cross-border Pollution and Technology Spillovers

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Abstract

This paper adopts pollution tax as governmental environment policies when facing cross-border pollution and pollution abatement technology with spillovers. Assume that the governments cooperate in environmental policy, and the firms consider to cooperate or non-cooperate in R&D. We find that an increasing pollution tax will decrease consumer surplus and the profits of firms while the environment damage is also decreased. The increasing technology spillover level will decrease the optimal amount of emission abatement in non-cooperation R&D, but this result will reverse in cooperation R&D. Furthermore, when the technology spillover level is smaller than/ equals to/ larger than, the optimal amount of emission abatement in cooperation R&D will less than/ equals to/ more than non-cooperation R&D. Considering the effect of pollution tax on social welfare, when the environmental damage is relative small (large), an increasing pollution tax will increase (decrease) social welfare in both cooperation R&D and non-cooperation R&D. Yet, when the environmental damage is in the middle, the effect of pollution tax on social welfare is ambiguous.

Keywords: Governmental Environment Policies, Cross-border Pollution, Technology Spillovers, Social welfare, Pollution Abatement R&D

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The Social Welfare Effects of Transfer Pricing and Arm's Length Principle under Production Capacity Constraints

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Abstract

Transfer pricing is the accounting value that is assigned to goods and services flowing from one division of a firm to another division. Assume that there are two integrated enterprises located in two countries and engage in Cournot competition in domestic country. We find that when one of them is suffered by capacity constraints, both foreign and domestic enterprises can never manipulate the transfer prices as a strategic tool to raise market share and global profit. The capacity constrained enterprise will not fully utilize its capacity because of its high production cost. Comparing to the two enterprises collectively decide their own transfer prices, (1) if the government regulates market prices as Arm's Length (AL) transfer prices, the foreign enterprise with capacity constraints will obtain greater global profit but the domestic enterprise without capacity constraints will result in fewer global profit and social welfare; while the domestic enterprise with capacity constraints, the foreign enterprise without capacity constraints will obtain greater global profit and the domestic enterprise will receive greater global profit but fewer social welfare; (2) If the government regulates marginal cost as AL transfer prices, the foreign enterprise with capacity constraints will obtain greater global profit and the domestic enterprise without capacity constraints will result in fewer global profit and social welfare; while the domestic enterprise with capacity constraints, the foreign enterprise without capacity constraints obtains fewer global profits and the domestic enterprise receives greater global profit and social welfare. We also discover that the effect of optimal import tariff is equivalent to the AL measure of marginal cost.

Keywords: Transfer Pricing, Multinational Enterprise (MNE), Arm's Length Principle, Capacity Constraints, Social Welfare

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The Governance of Project Managers Commitment Escalation Behavior

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Abstract

There are two firms producing homogeneous products and forming a mixed duopoly in a country. Suppose the state-owned enterprise (SOE) is less efficient than that of the private enterprise. For improving the efficiency of the SOE, the government grants subsidy to the SOE to invest in cost reducing R&D. Assume that the cost reducing technology created by SOE will spill over to the private enterprise, this paper will discuss the issues of how the change of technology spillovers level and R&D expenditure parameter will affect outputs, profits, R&D performance, governmental subsidy, and social welfare in the scenarios of Cournot competition, Stackelberg competition with public leader and Stackelberg competition with private leader, respectively. In addition, we will also investigate which of the above variables will outperform in these scenarios.

Keywords: Mixed Duopoly, State-owned Enterprise (SOE), Subsidy, R&D Spillover, Social Welfare

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The Influence of Motivation and Public Self-Consciousness on Gift-Giving Behaviors

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Abstract

Gift-giving is commonly used for two purposes, relation-building and message-delivery. Regardless of the purposes, the gift-giving is affected by variables including the motives of gift-giving, situations of gift-giving, and the gift receivers (Sherry, 1983). In addition, public self-consciousness (i.e., the concern of how others perceived the self in a public setting) and brand consciousness (i.e., the mental orientation to select a product that has a well-known and highly advertised brand name) are included to discuss the relation-building and message-delivery in gift-giving. Based on literature review, three hypotheses were developed to address the relationships among gift giving motives, public self-consciousness, brand consciousness, and gift efforts (i.e., money and money spent on gift). Two hundred and fifty-four valid responses were collected from both students and people with real job. The results indicated that gift givers with higher public self-consciousness had higher level of brand consciousness. Compared to obligatory givers, voluntary givers had higher brand consciousness and spent more time and money in selecting gift.

Keywords: Motivation, Consciousness, Variables

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The Forecast Career Path of The New Graduates of Computer Science Program at Suan Sunandha Rajabhat University by Decision Tree Technique

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Abstract

The objective of this research was to develop the career path model of the graduates of Computer Science Program of Science and Technology Faculty at Suan Sunandha Rajabhat University. This model is gathering result of academic curriculum and the survey employed application. The satisfaction criteria of grade was 2.75, 2.75 up and less than 2.75, by decision tree technique, we developed to structure of subject to effect to career paths of graduates follow computer science program in 2006. After that, the model is projected a career path to a new graduates and check information of theirs. We found important problem in data of a new graduates, it have many records, no information about first occupation, this is important for this research because it make to confidence. However, we built model from completely data. Finally, we check the reliability of model, was discovered that 70 percent to correct and should to development to prototype. It aims our students have to ready to goal on the future and including to curriculum strong for the new technology. However, should not ignore 30 percent to missing value (for example: age, salary, expense, the progress in corporate and etc.). In the future, researcher is finding out the other factors affect.

Keywords: Career Path, Decision Tree Technique, Data Mining, Computer Science, Suan Sunandha Rajabhat University

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The Attitude and Satisfaction of Students' English Learning with Foreign Teachers in Demonstration Schools of Rajabhat Universities in Bangkok

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Abstract

This research intends to study the attitude and satisfaction of students' English learning with foreign teachers in Demonstration Schools of Rajabhat Universities in Bangkok. The sample group for the study is 308 primary demonstration school students and 337 secondary demonstration school students in 5 Rajabhat university demonstration schools in Bangkok ; Bansomdejchaopraya Rajabhat University, Phranakhon Rajabhat University, Suan Dusit Rajabhat University and Suan Sunandha Rajabhat University. The instrument applied for data collection was the questionnaire. What primary and secondary students wanted most from their lessons with foreign teachers was to have fun. Next was feeling happy and comfortable in the classroom while studying. 2. Primary and secondary students also believed that the personality and emotional consistency of their teachers were important factors in determining satisfaction levels among students. Students felt that teachers who displayed a positive attitude and a good sense of humor were more approachable which in turn led to primary students in particular feeling emotionally secure while secondary students felt that this allowed them to be more closely acquainted with their teachers.3. Primary students also wanted teachers to be knowledgeable and be able to manage a variety of interesting learning activities while clearly expressing the core ideas of the lesson while secondary students expected foreign teachers to create an atmosphere conducive to learning so the time allotted with them is fully utilized. 4. Male and female students both in Primary and secondary schools had the same attitude and satisfaction regarding learning English with foreign teachers. 5. Primary and secondary students had a different attitude and satisfaction towards learning English with foreign teachers with a difference of .05.

Keywords: Attitude, Satisfaction, English Learning With Foreign Teachers

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Combating the English Language Deficiency: The Labor Market Experiences of Graduate Students from Suan Sunandha Rajabhat University in Thailand

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Abstract

As the integration of the South East Asian countries is drawing nearer, the importance of English language skills has become unquestionably a factor to be recon with in Thailand's labor market. The acquisition of English language is seen as a vital toll to human capital development. Therefore, there is a need for Suan Sunandha Rajabhat University to properly equip the students with the necessary English language skills needed for them to have an edge in the competitive labor market, both locally and globally. This study aims to investigate the factors that militate against students' English language development during their undergraduate program in Suan Sunandha Rajabhat University. This research is a qualitative based research. Therefore, a semi-interview is used to get the views of the subjects on their English language development experiences during their undergraduate study in Suan Sunandha Rajabhat University and their experiences in the labor market. The findings from this studies show that the graduate students from the school under this study struggle to land a better job or position due to their English language deficiency. The results from the study also reveal some vital loopholes in the undergraduate programs offered by the university under this study, which is a wake-up call for the university to provide appropriate measures for the improvement of English language teaching so that the students can compete more efficiently in the labor market.

Keywords: Human Capital, English Language Proficiency, Labor Market

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Factors of Thailand's Aging that Related to Perception of Self-Efficacy and Social Support

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Abstract

Quantitative research aim to examine factors associated with perception of self-efficacy in enhancing health and social support. 100 samples selected from communities in Dusit, Bangkok, 2014 by random sampling. Data collection was done by questionnaires designed by research team. The questionnaires contents were approved by 3 experts. The reliability coefficients alpha was .784. The mental health data was collected by ST-5, 2Q these mental health evaluation form of ministry's mental health department and Barthel ADL index for evaluation of Ability to engage in a daily routine. Founding, the sample group were female (68%). (33%) of them were in the age of 60-65. Most of them were married and still live with their spouse (55%) and do not work (38%). The average annual income was less than 10,000 baht supported by child. Most people think that income was adequate (49.0%) and Satisfaction (61.0%). Most of aging caring them-self, followed by them spouse (26%). Welfare of the public had supported, living for the aging (100%), followed by Join and health volunteers in communities (59.0%) do not need hearing aids. 84% have more than 20 teeth remaining, and have no problem with chewing (61%). In terms of Ability to engage in a daily routine, most of people (84%) in sample group are in type 1. (91%) of the participants don't have bladder incontinence. For mental condition, (82%) do not have insomnia. (87%) do not have anxiety. (96%) do not have depression. However, (77%) of the sample group is facing stress. In terms of environment in home, bathroom in the home (90.0%) and floor of bathroom was slippery (91.0%). (48%) of the sample group has the skills of how to look after themselves while being sick, and how to keep up healthy lifestyle. Besides, some other factors, such as gender, age and educational background are related to the health perception. The statistical significance was <0.05.

Keywords: Perception of Aging, Self-Efficacy, Social support

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Developing the Nutrition Promoting Program by Parent Participatory to Promote Nutrition Among School Age

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Abstract

The main objective of this research was to study to develop a model program to promote Nutrition among school age during a focus group of mothers and school age care. The samples used in this research were 20 mothers and caretakers in the community, Dusit, Bangkok by Purposive Sampling. Questionnaires are used for collecting the data. Descriptive statistics used in this research include percentage, mean. The findings of this research found that 30 % of samples were 21-30 year old and 31-35 year old, 75 % were married, 45% were high school graduation, 40% were trade occupation, 45% were family income between to 10,000 – 20,000 bath, 80% of child were normal growth level. The model promote Nutrition among school age was similar in terms of process but difference in terms of increasing access to channels of inform, such as a central database to share and learn together after developed by sample group.

Keywords: Nutrition Promoting Program, Parent, participatory, School age

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The Factors that Affect the Transparency and Accountability of Independent Organizations in Thailand

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Abstract

The objective of this research was study about the factors that affecting the transparency and accountability of independent organizations in Thailand. This involves the use of authorities, administration, budget expenditures and responding to public demand. In order to cognitive development of transparency and accountability that appropriate context of the country. This research study used qualitative research in case study model. By using 3 tools to collect data. 1) Query documents 2) participatory observation 3) in-depth interviews. by divided the data providers to three groups. Such as independent organization, stakeholders and the general public. In principle of data triangulations (Creswell, 2007). The findings revealed that an independent organization featured on the legal regulations and admitted to checking from the official government agency with authority to investigate directly. There are also influenced by the political and stakeholders powers. Including cultural factors Social norms, attitudes, values and traditional beliefs. That's affects the transparency and accountability of using independent organization authority in Thailand, both directly and indirectly. And another major problem and that was not open for the citizens to truly participate. From policy formation process to implementation and monitoring. Thus creating transparency and accountability in the administration of independent organizations cannot succeed as expected.

Keywords: Transparency, Accountability, Independent Organization, Citizen Participation, Management, Administration.

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The Implementation Process of the Public Policy to Promote and Develop the Quality of Life of the Disabled in Thailand as Carried Out by the Ministry of Social Development and Human Security

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Abstract

The objective of this research is to study 1) the implementation process of the public policy to promote and develop the quality of life of the disabled in Thailand as carried out by the Ministry of Social Development and Human Security. The findings are as follows: 1.) The implementation process of the public policy concerning disabled persons (or persons with disabilities) has to follow specific bureaucratic procedures of the Royal Thai Government including those specifically of the Ministry of Social Development and Human Security, as regards amount of budget allocation and through the upgrading of certain personnel, particularly those involved directly in the implementation process, since higher rank means higher authority to get things done for the disabled. 2.) “Man, Money, and Material” the Management i.e. implementing officials, “street-level bureaucrats”, to use Pressman and Wildavsky’s key phrase, have at times to resort to their own particular way of adapting to the circumstances in order to come up with certain measures of success and report practical problems to the higher authorities for future remedial measures and 5.) Despite a variety of obstacles in the implementation efforts the outcome has been on the plus side, e.g. as regards higher percentages of those who officially registered as “disabled” or “persons with disabilities” which legally entitle them to be beneficiaries of the policy of the Royal Thai Government in allotting opportunities, things and services in fulfillment of the quality of life of those with different categories of disabilities, in urban or rural areas, male or female, young or elderly in significant number to be eligible for proper service toward their better standard of living.

Keywords: Policy Implementation, Bureaucracy, Disabled Persons

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Model of Health Promotion for Reducing Risk Behaviors of Preterm Birth in Teenage Pregnancy

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Abstract

The participation action research objective was to create the health promotion model for prevention of preterm birth in teenage pregnancy and used as a guidelines for the prevention of preterm birth. Of 90 teenage pregnancy (13-19 years old) enrolled in the participatory process of this research. From December 2014 to May 2015 with a questionnaire to collect quantitative data and qualitative data by interviewing and writing narrative sense. Data analysis and summarize from quantitative and qualitative were created as a model of health promotion for prevention preterm birth in teenage pregnancy. The results showed that the model of health promotion in the prevention of preterm birth include. The nurse as a consultant in a friendly. There is a process to raise awareness for the prevention of preterm birth. Participatory consisting of the following are taken to visit the premature baby room. Exchange of experience with the nurse. This research shows the importance of preventing preterm birth with health promotion. And found that the participants gave birth to infants with gestational ages between 37 -40 weeks, 82 patients (91.1%) and 2884.5 g average birth weight infants fed with breast milk, 88 cases (97.78%), which is a factor. The success factors were the nurse consultation and participatory teaching.

Keywords: Action Research and Participatory. Prevention of Preterm Birth, Teenage Pregnancy, Health Promotion in Pregnancy

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Effects of Group Nutritional Health Promotion on Birth Weight in Gestational Diabetes Mellitus

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Abstract

This research is a one group quasi experiment design and the objective was to study the birth weight of pregnant women with diabetes. Which has been promoting nutrition by participatory group teaching during pregnancy at antenatal clinics? The sample of pregnant women with gestational diabetes, a type GDM Class A1 and GDM Class A2 which purposively selected 51 people from antenatal clinics at Taksin Hospital. The research instrument was the diabetes practice guideline and how to eat in daily life from food exchanges for pregnant women with diabetes. And a record of food intake after conducted by the group participatory teaching and demonstration to promote healthy food. The group consisted of 2-4 pregnant, at least three times participation since the first day that the OGTT results of blood disorders. Data collection Between January and December 2557 were analyzed by percentage and one group Chi-square test. The study showed that average birth weight were delivered by pregnant women with diabetes of 2,966 g (SD = 658), which is normal. The numbers of normal birth weight (2,500-3,500 grams) newborns were 70.00 percent, and the rest 30 percent were not is normal range. By one group Chi-square test tested, was found statistically significant difference in the number of normal and not within normal range. ($p < 0.01$).

Keywords: Gestational diabetic mellitus, Nutritional Health Promotion

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The Policymaker in the Development of Marine Tourism in Phuket

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Abstract

This article is analyzed from the research of “The Stakeholder’s Opinion for the Development of Marine Tourism Attraction in Phuket” which aimed to study stakeholder’s opinion for a development in coastal area and marine tourism attractions as well as a surrounding area where there are a plenty of natural resources, such as, Koh Raya, Koh Khai, Koh Hay and other islands which plays role very important to attract tourists coming to Phuket yearly. In this case, it will lead to the guidance for policymakers in order to sustainably develop marine tourism attractions in Phuket for long-term.

Keywords: Stakeholder, Marine Tourism, Phuket

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Relationships of Health Literacy Diabetes Knowledge and Social Support to Self-Care Behavior among Type 2 Diabetic Patients

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Abstract

Diabetes Mellitus (DM) is one major problem in Thailand. Diabetic patients with limited health literacy tend to have worse outcome. The study aimed to determine relationships between age, income, education, diabetes knowledge, social support, communication with a doctor, reading health information documents, as well as health literacy and self-care behavior in patients with diabetes. A sample of 512 diabetes patients aged 18 – 80 years old were purposively selected from 13 community hospitals in Samut Songkram province, Thailand. Data were collected by using questionnaires. The 3-level Health Literacy Scale developed by Ishikawa was used to assess health literacy level. Data were analyzed using descriptive statistics and Pearson's correlation. It was revealed that the samples had moderate overall health literacy ($\bar{x} = 2.62$, S.D. = 0.50), good diabetes knowledge ($\bar{x} = 7.26$, S.D. = 1.76), moderate social support ($\bar{x} = 2.98$, S.D. = 0.63) and moderate self-care behavior ($\bar{x} = 2.68$, S.D. = 0.33). It was found that education ($r = 0.113$, $p = 0.010$), income ($r = 0.183$, $p = 0.000$), diabetes knowledge ($r = 0.106$, $p = 0.023$), social support ($r = 0.170$, $p = 0.000$), communication with a doctor ($r = 0.094$, $p = 0.034$), reading health information document ($r = 0.231$, $p = 0.000$), and health literacy ($r = 0.101$, $p = 0.023$) had significant relationship with self-care behavior, while age did not have significant relationship. The results encourage health care providers to make more efforts to monitor factors affecting self-care behavior in the Thai diabetic patient population. They are also useful in guiding the development of appropriate methods to enhance self-care behavior.

Keywords: Health Literacy, Social Support, Self-Care Behavior

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The Health Behaviors Modification for Controlling and Prevention Diabetes Mellitus by Using Promise Model at Premruthai 20 at Pravate Community Bangkok

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Abstract

The participatory action research aims to study how to change health behavior about the ability of self- efficacy Self regulation and self-care for prevention and control of diabetes with PROMISE model. The sample of subjects at risk and patients with diabetes and high blood pressure A total of 28 people from the Premruthi community 20 at Prawet Bangkok. Accounted for 10.6 per cent of the risk factors is important. Obese / BMI was 24.7 percent higher risk behavior is eating spicy food (sweet, sour, salty) 40.7 percent . Lack of exercise, stress, 12.7 percent to 28 percent , Genetic risk is 23.3 percent and 12.7 percent were smokers. The results showed that after receiving behavior modification ago. Have efficacy in their health behavior (Self-efficacy) , Self-regulation and Self-care better than before the event: 92.3 percent , 90.0 and 96.6 of the participants , respectively. It is a change in a better direction . And blood pressure drop 86 percent to 36 percent weight loss and BMI decrease of 20.7 percent . That health status has changed to the better . Most members were satisfied with the high level of 97.3 per cent suggested in the project next time. This research focused on the development of activities that encourage participants have the skills and knowledge through practical action . Make sustainable approach is organized in accordance with activities that blend into everyday life. Obtaining social support to encourage volunteerism, good health care personals ,some extra incentive to participate. These factors resulting trust and cooperation from members and communities of Practice to foster healthy.

Keywords: Health Promotion, Diabetes Diabetes, Participatory Action Research

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Quality of Life among Elderly in Bangkok Metropolitan Thailand

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Abstract

The purpose of this descriptive research were to explore the quality of life among Elderly in Bangkok Metropolitan Thailand, Of 120 elderly people were randomly from Dusit District in Bangkok Metropolitan Thailand enroll in this sample and divided for 3 category : Young Old, Middle Old and very Old. The data were collected by the questionnaire which modified from WHOQOL. The questionnaire consisted of 7 aspects: 35 items. The content validity was examined by 3 experts and the alpha cronbach reliability was 0.85. Data analysis was using ANOVA for comparison the quality of life in 3 groups. The major characteristic of sample consisted of female 65%, age 60-69 years, married 50.8%, History of illness from hypertension 53.3%, and supported by Social Welfare 45.8%. The finding showed that the most of sample with in moderate Quality of life. From ANOVA analyze that there were the significant difference among 3 groups ($p < 0.05$), The finding suggest the most group that need to improve the quality of life is the very old because this group had lowest of the score .

Keywords: Quality of life, Elderly, Bangkok Metropolitan

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Health Behaviors and Health Risk Behaviors among Vocational Students: Case Study of Vocational College in Nakornratchasima Province, Thailand

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Abstract

Health behaviors and health-risk behaviors are leading causes of morbidity and mortality among youth and adults, those are preventable. The descriptive research aimed to evaluate the health behaviors and health-risk behaviors. Data were collected by using questionnaire of youth or vocational students. The subjects were 275 students: case study of a vocational college in Nakornratchasima Province, Thailand, chosen by purposive random sampling. Data were analyzed by descriptive statistical and Chi-Square. The results revealed that age mean 18.5 (15-22 years old), normal body mass index (BMI mean 20.79), 56% of their past illness with flu and allergy, 56.3% of vaccination. During the 90 days before the survey, the healthy behaviors were at moderate level, mean 2.79 (4 points totally). The students are engaged in sexual risk behaviors associated with unintended pregnancies and sexual transmitted infection, 53.8% of students ever had sexual intercourse, and 3.5% had sexual intercourse after drinking alcohol, 2.1% had experienced with sexual abuse. Among currently sexually active students, 42.2% had used a condom during their last sexual intercourse, 5% had used oral contraceptive pill, and 1.2% had attempted suicide. The risk behaviors between sex found that male students had more risk behaviors than female students that significant difference ($p < .01$) in behaviors sexual, smoking, drinking alcohol, life safety and violence, nutrition and regularly exercise. Variations were observed in many health-risk behaviors. The suggestions; more effective school health programs and other policy and health promotion program are needed to reduce risk and improve health outcomes among youth or students in vocational college.

Keywords: Health, Health Risk Behaviors, Vocational Students, Case study, Nakornratchasima Province

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Causal Factors of Alcohol Drinking Behavior among Adolescent Students: Case Study in Bangkok of Thailand

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Abstract

The Objectives of this research were to study the behaviors of alcohol drinking, causal factors influencing alcohol drinking of adolescent students in Bangkok of Thailand. The sample was 302 adolescent students in Bangkok of Thailand. The habits of alcohol drinking of adolescent in The Bangkok of Thailand was at a Hazardous Drinking, at 59.4 percent. 2. There were 4 factors directly influencing alcohol drinking behaviors. First, the encouragement from friends who drinks alcohol had the direct influence through attitudes toward alcohol drinking with the effect size at 1.88 Second, the nurture from families had direct effect through attitudes toward drinking alcohol with effect size at .62 . Third, the access to the sources of alcohol purchasing indirectly influenced through the expectations of alcohol drinking with the effect size at .8 and at the .2 level of significant. Forth, the expectations of alcohol drinking were associated with attitudes toward drinking alcohol at .64 3. There were 5 Factors indirectly affecting the alcohol drinking including attitudes toward alcohol drinking with the effect size at 3.5, alcohol beverage market indirectly influencing the students' attitudes toward alcohol drinking with effect size 1.56 at and it indirect effect through the expectations of alcohol drinking with effect size at .88 4. A factor influencing both directly and indirectly to the alcohol drinking behavior was the family nurture which directly affected on alcohol drinking behavior with the effect size -1.5 at and indirectly affected on attitudes toward alcohol drinking with effect size at .62 and the level of significant at .01 5. The research of this study enables to apply for protecting and revising of alcohol drinking among of adolescent students.

Keywords: Alcohol Drinking Behavior, Adolescent Students, Case Study in Bangkok

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The Experience of Cancer Survivors to life after cancer

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Abstract

This study explored and described the experience of people with a diagnosis of cancer, as they transitional from life as to life after treatment as a cancer survivors. The purpose of this study was to ultimately improve the care of people as they transitional into life after survivors; therefore this study was intentionally exploratory and descriptive. This study explores the experiences of cancer survivors to life after cancer 1 year. Findings from quantitative data showed statistically significant changes in the participant's experience life after cancer, The sample comprised of 14 cancer survivors who had completed treatment over 1 year. This study finding six major qualitative themes through content analysis of the in-depth interview data. The themes described how participants' psychological and emotional concerns changed over time; social isolation, living in fear and uncertainly, positive thinking, social and role dysfunction, religious belief. Suggestions that will help research in conducting qualitative research with siblings are also presented.

Keywords: Experience, Cancer Survivors, Life after Cancer

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Undergraduate Students' Perception Toward the 1st Clinical Learning Experiences in Fundamental Nursing Skills Practicum: A Qualitative Study

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Abstract

This study was to determine the undergraduate nursing students' perception toward the first clinical experience in fundamental nursing skills practicum in clinical learning on medical ward of the government tertiary care setting, namely "Phra Nang Klao hospital" in Nonthaburi Province. After completed an 8 week of fundamental nursing skills practicum started (January 4 - February 23, 2016). One group of 14 representatives, the second year nursing students was carried out. The interview guidelines consisted of 1) patient-student relationship; 2) staff-student relationship; 3) student-academic clinical teacher commitment; 4) students' expectation for basic nursing skills experiences and 5) students' learning satisfaction. Data obtained from a student focus group, respectively. The result findings demonstrated that nursing students perceived positively in their academic clinical teacher commitment, clinical practice experience in term of basic nursing skills and themselves learning satisfaction. However, patient-student relationship and staff-student relationship depended on individually.

Keywords: students, perception, the 1st clinical experiences, nursing skills.

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A Comparative Study of Thai and Laos Temples Festival Dress

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Abstract

Aims of this research were to study Thai Buddhist temple festivals and Laos temple festivals, to compare Thai Buddhist temple festival dress with Laos temple festival dress, and to create the knowledge which can be useful for Thai attitudes and cultural perceptions, especially for Thai children and youth. The findings of the research disclosed that there are four temple festivals of Thai Buddhists, namely Songkran Festival, Buddhist Lent Festival, Sart Thai Festival and Dhevo Rohana ceremony and there are five temple festivals of Laos Buddhists, namely Boun Ok Phansa Festival, Boun Pha Vet Festival, Boun Pi Mai Festival, Boun Khao Pradabdin Festival and Boun Khao Salak Festival. For the Temple Festival of Thai and Laos, it can be concluded that Thai Songkran Festival is similar to Boun Pi Mai Festival in Laos. Both are the celebration of new year. Sart Thai Festival has the same purpose as those of Laos, Boun Khao Pradabdin Festival and Boun Khao Salak Festival in marking merit traditions for honoring ghosts and ancestors. Dhevo Rohana ceremony in Thai is similar to Boun Ok Phansa Festival in Laos. They, both celebrate festivals by offering foods and other necessities to monks. However, there are two temple festivals that are not alike. In Thailand, Buddhist Lent Festival is a popular time for young Thai men to be ordained as a Buddhist monk. In Laos, Boun Pha Vet Festival is the celebration of the birth of Prince Vessanthara or Pha Vet, The Buddha's penultimate existence. For the comparative study of Thai and Laos temple festival dress, it can be concluded that the two countries are alike: Buddhist men in Thailand and Laos wear stand-up collar, spread collar or round neck, hip-length shirts with long pants, loincloths or sarongs. Buddhist women in Thailand and Laos wear round neck, long or short sleeves blouses, and maxi tube skirts.

Keywords: Temple Festival Dress, Thai Buddhist, Laos Buddhist

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Zen and Scenography

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Abstract

This research is creative research with the aim to study Zen Arts and its perspective to apply for designing set of the stage play titled 'My Sadako and Her Paper Cranes'. The collaboration art is Arts Hub Group. The stage drama was performed at Blue Box Studio M Theatre during August 7th-23rd, 2015. The scopes of the study are 1) the researcher studied on the musical stage drama titled 'My Sadako and Her Paper Cranes' that was adapted and rearranged by Mr.Suppawat hongsa, 2) Zen art and Zen Perspective, and 3) the location is Blue Box Studio M Theatre, New Petchburi Rd, Bangkok. The play refers to the situation occurred during World War II – the war between two superpower countries, America and Japan. Thailand also joined the Allies with America. Nuclear Bombing in Hiroshima has caused the 'chain effect' just like the atom of violence infinite widely spreads out. It takes bad effect spreading throughout the whole world until now. Sadako, therefore, becomes a symbol of peace from what she did that was folding paper crane to make a wish to survive from her illness. The main idea of the drama is about forgiveness and the hope to survive. That is the real meaning of peace and is consistent to 'Zen' perspective of peace, simple life, and emptiness. The result of the study revealed that the scenography of Japanese painting arrangement technique by arranging continuous painting frames and applying Zen arts and Zen perspective into set designing and arranging suited the play and the performance.

Keywords: Zen, Scenography, My Sadako and Her Paper Cranes

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Undergraduate Students' Perception Toward The 1st Clinical Learning Experiences In Fundamental Nursing Skills Practicum: A Qualitative Study

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Thailand

Abstract

This study explored and described the experience of people with a diagnosis of cancer, as they transitional from life as to life after treatment as a cancer survivors. The purpose of this study was to ultimately improve the care of people as they transitional into life after survivors; therefore this study was intentionally exploratory and descriptive. This study explores the experiences of cancer survivors to life after cancer 1 year. Findings from quantitative data showed statistically significant changes in the participant's experience life after cancer, The sample comprised of 14 cancer survivors who had completed treatment over 1 year. This study finding six major qualitative themes through content analysis of the in-depth interview data. The themes described how participants' psychological and emotional concerns changed over time; social isolation, living in fear and uncertainly, positive thinking, social and role dysfunction, religious belief. Suggestions that will help research in conducting qualitative research with siblings are also presented.

Keywords: Experience, Cancer Survivors, Life after Cancer

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Guidelines for Garbage Management in Praya Prasit Community, Dusit District, Bangkok

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Abstract

The research on “Guidelines for Garbage Management in Praya Prasit Community, Dusit District, Bangkok” has the objectives: 1) to study the problems concerning garbage management at Praya Prasit Community, Dusit District, Bangkok, and 2) to find out ways to manage the garbage at Praya Prasit Community. For problems concerning garbage management, the research found that there is a lack of participation. There is no proper channel to allow people in the community to analyze the problems and to understand the importance of waste segregation. There is no rigorous campaign for people to participate in the program. For guidelines for waste management, there must be an integrated cycle starting from the collecting, sorting, recycling and establishing a waste disposal center. Community leaders together with local residents should come up with an appropriate pattern of garbage management by considering the amount of garbage, its responsive sources and forecasting the amount of garbage in the future. Furthermore, the appropriate technology must be used, as well as the selection of a suitable waste disposal location. A recycling campaign must be introduced in order to reduce the amount of waste disposal. Finally, overall management cost is also a consideration.

Keywords: Management, participation, waste materials

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Factors Affecting the Success of Community Enterprise to Become Strengthen: A Case Study of Praya Prasit Community

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Abstract

The research on “Factors Affecting the Success of Community Enterprise to Become Strengthen: A Case Study of Praya Prasit Community” is aimed to study 1) factors affecting the community enterprise to become strengthen, and 2) the strength, weakness, opportunity, and threat of the community enterprise at Praya Prasit community. The qualitative research method is chosen as a tool of the study. The research discovered that factors affecting the Praya Prasit’s community enterprise to become strengthen are 1) the group-management style, 2) the protection right, 3) the support of official unit, 4) mutual benefit and fair distribution of income, 5) group-decision making, and 6) leader and leadership style. For the 2nd objective, the study found that the strengths of Praya Prasit’s community enterprise are: voluntary grouping, stable group-member meeting, registraion of community enterprise, support from local governmental units, fair distribution of benefits, group-member decision making, and self-dependability. The weakness of Praya Prasit’s community enterprise included: short establishment period, lack of body of knowledge, unsustainable preservation and maintenance, lack of thorough supervision. The opportunity included: sophisticated application, uniqueness of the products, transfer of knowledge from other supportive units, check and balance among community enterprises, and members’ opinion on development direction. For the threats, the study showed that there were: the need to learn for new processes and the learning center was not well-recognized.

Keywords: Success Factors, Community Enterprise, Praya Prasit Community

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Marketing Mixed Factors Affecting Japanese Food Consumption Behaviors

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Abstract

This research aims to study marketing mix factors affecting Japanese food consumption Behaviors. The data of 385 respondents who used the data analysis by descriptive statistics include the average percentage standard deviation values, F-test value (F-test) and statistical LSD (Least Significant Difference) deviation was less than 0.05. The results from the majority samples showed that Sushi was the most favored Japanese food and reason which liked to consume because of the delicious taste. The mainly consumed rarely time extremely and the frequency to consume was -2 time per month. They would go to the restaurant with lover and relative/person in a family with 1-2 and 3-4 persons together. For the spending, the estimated average expenses around 301-400 baht per time per person. And the marketing mixed factors highly influence on Japanese food consumption behavior was product, place was the second important factor, the physical evidence factor was rated third and the rest factor were personnel, process, price and promotion. As for the hypotheses testing, the results showed that the factor of price which affected the behavior in the frequency of consumption Japanese food. People would like to consume together. The number of people with eating together, and cost of meals. Furthermore, the factor in place was to affect the behavior consumption of the Japanese food with people who join the meal. Besides, the entrepreneur should set the marketing mixed strategies and should be differentiated, especially promotion plan in order motivated the consumers for enhance the frequency to consume Japanese food at the restaurant more often.

Keywords: Marketing Mixed, Consumption Behaviors, Japanese food

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Personal, Family and Social Factors Associated with Happiness of Middle Adulthood in Srisaket Province

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Abstract

This study was conducted to study the level of adult happiness and factors which associated with happiness of adult. Study design was a cross-sectional questionnaire survey. A sampling group was 400 adults who lived in Srisaket Province throughout the course of 1 year ago (between May 2013 and April 2014) as well as were selected by multi-stage random sampling. The data were collected by using questionnaires created by the researcher including the Coopersmith Self-Esteem Questionnaire and Oxford Happiness Questionnaire. The analysis consisted of description statistic and Pearson's Product Moment Correlation Coefficient. The result of study was found female more than male (71.5 % and 28.5 %), and average age 47 years, couple 86.0 %, primary school 61.3 %, average income 5634.25 baht, moderate level of self-esteem 67.5 %, inappropriate dharma practice on way of life 66.8 %, contacted with children (within 1 year) every day or almost every day 60.8 %, moderate level family relationship 49.8 %, and medium level of social relationship 78.5 %, moderate level of social environment 60.5 %, somewhat unhappy 68.5 %, moderate happiness 27.8 % and unhappy 2.8 %. There were positive correlation of age ($p=0.030$), perception of health status ($p=0.138$), and self-esteem had negative correlation ($p= - 0.371$), family roles ($p = - 0.171$), social relationships ($p=-0.366$), and social environment ($p=-0.329$) with the happiness.

Keywords: Middle Adulthood, Self-Esteem, Happiness

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The Role and Influence of Football Ventriloquist and Football Columnist for the Youth Gambler

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Abstract

This study aimed to determine the role and influence of football ventriloquist and football columnist for the decisions of youth gambling. The youth have expectations of the desire role of football ventriloquist and football columnist. And to provide policy recommendations to promote the great features of football ventriloquist and football columnist by the qualitative research. The research use focus group and in-depth interviews using sample of gamblers who are students and recently graduated and began working between the ages of 15-25 years, 18 people. Use the sampling method without using the theory of probability (Non-Probability Theory) as a specific sample (Purposive Sampling). The results show that Youth football gamblers are mostly male. If it is female, they gambling along with their boyfriends. Most of them are from the Rajabhat University. Experienced in the football gambling for 8 years, monthly income is between 5000-10000 Baht. Popular series of football set or football step, rather than a single step or favorite ball. Motivation to gamble is the needs the money to make life more comfortable.. The most exposed to it all is Akarat Kengtuktang, followed by Satid Gregun or a Big Ja. It is a narrative game for fun. But there are some people think that there has little influence. There may be suggestive that which team will win. The signal was somewhat hidden. The influence of information from a columnist found that there has a great influenced because the analysis of the competition provides deeper information with historical statistics. If the analysis matches with gambler decision, they will play big amount. Minor influences are themselves or their friends. Impacts arising from gambling football have found that mostly occur with health problems. Sleep late for watching football cause sickness.. The youth have further comments / suggestions on that, the government should make a football gambling legal. Limit the age of gamblers, and charge for taxes.

Keywords: Media Role, Media Influence, Football Gambling, Youth Gambler

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The Health Behavior Education of School-age Children: A Case Study of Samut-Songkhram Kindergarten School in Thailand

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Abstract

This research aims to study the health behavior education of school-age children at the Samut-Songkhram Kindergarten School, Samut-Songkhram province, Thailand. The conceptual framework of this study is developed on the basis of the Ecological Systems Theory (EST). This research is a quasi-experimental study, one group pretest-posttest design. Participants were 95 school-age children. Children participated in two stations including an educational station and the traffic light diet station. Research methodology uses independent t-test to determine the difference of pre and post test the knowledge scores in the children. The research results have shown that the school-age children in the study were between 10 and 11 years old. The subjects were 49 boys and 46 girls. Most of them were the first child (N = 54). Moreover, there was significant difference between the knowledge scores of school-age children at the pre and post after finishing the program at the .01 level ($p = .001$). The recommendation for future research is should be evaluate the program many times and long time follow-up for confirming the efficiency of the program.

Keywords: Health Behavior Education, School-Age Children, Samut-Songkhram Kindergarten School

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Tuk-Tuk Thailand”: A High-Stakes Mission for Miss Universe Thailand 2015?

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Abstract

Being favorable to the judges of the Miss Universe Thailand Pageant and Thai media, Ms. Aniporn Chalermburanawong was honorably and gracefully crowned Miss Universe Thailand in July 2015. A few months later, the beauty queen was blasted with huge criticism on her disgraceful image of “Tuk-Tuk Thailand”, the plastic outfit designed by the inspiration of the Thai tricycle cab, which she expected it to be a major highlight of the national costume contest of the Miss Universe 2015 Contest held in Las Vegas, the United States. The author of this article has paid close attention to the incident critically reported on the Internet and has carefully analyzed existing issues by drawing crucial information from some pieces of online news and other related discussions. The concept of gender and popular culture are employed for data analysis. The result of the national costume contest unavoidably made Ms. Chalermburanawong a sex object of beauty. At some certain level, it demystifies the sex myth created by the signification of the Tuk-Tuk Thailand image and also directs the Thai society to explore a critical meaning of Thai popular culture.

Keywords: Consumerism, International Beauty Pageant, Thai Popular Culture, Thai National Costume, Thai Woman in Media

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Initiation of the Contemporary Nora Performance: Case Study of Nora Thammanit Sanguansil Band Thaksin University, Songkhla

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Thailand

Abstract

The objectives of the study were: 1) to investigate the pattern and the method of Nora “Krab-tee-tha” performance from Nora Thammanit Sanguansil Band, Thaksin University, Songkhla, 2) to analyze the problems occurred, search for the solutions to enhance the contemporary Nora initiation, and publicize all the pleasant and well-accepted performances to Nora communities and the public.. It showed the conflict between two main characters, the hunters, fighting against each other for a peacock. The study made the researcher understand the processes of creating a contemporary performance from a traditional Nora performance. It also helped the researcher realize the importance of the interaction between actors and musicians, leading to the selection of various and appropriate factors. The first one was the selection of the fighting styles. They were based on the traditional styles of Nora “Krab-tee-tha” and the new styles developed from the interpretation of the main characters’ objectives, the imagination and the magic-if method. By integrating both styles, the performers would deeply understand the characters they portrayed. They, then, could perform better and have more feeling expression. Furthermore, the musicians would understand the sound creation better, using the improvisation and the acting out methods. This led to the new style of sound creation which was more united with performers’ feelings and situations happened in the performance. They further commented that the new performance had more unique ways of portrayal, different from the traditional Nora performance. It was a true “cultural initiation” well developed from the wisdom in the southern cultures and more accessible for more modern audiences.

Keywords: Contemporary Nora Initiation, Art forms of Nora, Nora communities

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Developing Students' creativity by Using Art Drawing Theory of Tri-Angus

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Abstract

The purposes of this research study were to enhance the students' creativity by using Tri-Angus theory for grade six of demonstration school, Suan Sunandha Rajabhat University and to manage the school curriculum by using the art of drawing according to Tri-Angus Theory in order to enhance the quality of students continuously. The management of quality of students was designed to meet the standard quality of national education of 2008. The creative criteria of evaluation included differentiation, innovation, flexibility, neat and beauty of drawing and painting, success of the art, and material maintenance. The population include all students from grade one to grade six. The purposive sampling technique was utilized to obtain 62 of six grade students. This was an experimental research technique by designing the special curriculum and allowed students to learn, after that the students were evaluated from the special curriculum. The findings revealed that the students' learning results improve from the average of 80 percent to 95 percent. By using both teacher's evaluation and students' evaluation, both evaluations met with the standard quality of national education 2008.

Keywords: Creativity, Curriculum, Tri-Angus, Quality

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Vulnerability of Multinational Retailing Delivery Service: A Case Study of Taobao

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Abstract

The internet represents a growing and huge market and the development of e-commerce is an efficient business model which enables new relationship between consumers and suppliers. In order to send goods or products to customer fast and safely, strong support from efficient logistics system is necessary. The logistics process is complicated and has a lot of risks. For the past few years, the supply chain management has been widely studied in the academic as well as practical fields. However, there are fewer studies about the risk of collaborative transportation management for the TAOBAO. Risk management is regarded as the important issue in supply chain management, and the vulnerability is the new concept of risk analysis. If managers understand the most vulnerability parts in all business, they could take actions and know how to allocate resources to avoid risks happening. The objective of this study is to develop an evaluation model and discuss the risk of logistic delivery system via the Fuzzy Cognitive Map (FCM) and Sensitivity Model (SM). This study focus on a theoretical model intended to capture the dynamic operation process of the multinational retailing delivery service system of TAOBAO. We establish an evaluation model to analyze and describe the vulnerability using by Fuzzy Cognitive Maps and different scenarios are implemented, observed, and appraised. The results obtained in this study can be used to help the manager formulate strategies and reduce the risks proactively as well.

Keywords: Vulnerability, Collaborative Transportation Management, E-Commerce, Taobao, Fuzzy Cognitive Maps, Sensitivity Model

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Behavior Intention of Sustainable Hotel by Cusp Catastrophe Model

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Abstract

For environmental consideration, some hotel provides an "ECO PLAN", they do not provide the cleaning room, changing of night gowns and sheets, or bed-making service on the days(s). The hotel will provide some discount for the consumers who choose the "ECO PLAN". Currently, the nonlinear phenomenon in choice behavior is still a very challenging topic to be studied. To further discuss in terms of the discontinuous change of customers' metastatic behavior, this paper used the cusp catastrophe model as the tool to describe the catastrophic structure of the choice behavior. Moreover, we brought out the marketing strategy of customer behavior intention caused by the behavior indicated by the cusp catastrophe model. The result showed that the choice behavior varies discontinuously through the change of service quality. Besides illustrating the catastrophic features of the choice behavior, this study also elaborated the application of catastrophe models to qualitative and quantitative research.

Keywords: Behavior Intention, Sustainable Hotel, Cusp Catastrophe Model

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Queer Theatre in Thai Higher Education: A Case Study of Suan Sunandha Rajabhat University Sun Tawalwongsri

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Abstract

Nowadays, queerness is global. Whether in performing arts, films, mass media, the internet, images of queer cultures and sexualities now circulate around the globe. A Western notion of queer theatre and LGBT community has been exported to local and traditional societies in Thailand. This research aims to study the development of Queer Theatre in Thai Higher Education by focusing on a case study of Department of Theatre Arts, Suan Sunandha Rajabhat University, Thailand. The researcher highlights on senior final projects of drama students in order to discover the directions and trends of queer issues in their stage performances. After exploring through their processes of performance making, the researcher found that many components of their theatrical productions represented ideas and concepts of 'queer' which were more varied and diverse than before. Gay and homosexual characters, cross-dressing, the stories of alienate worker and marginal people in Thailand and social exclusion are also their inspirations and materials for their theatre creations. Queer theatre is not only confined to the performances of sexual minorities or LGBT community. After tracing the Thai queer history, sexual identity politics in Thai theatre and performance, this paper examines the process of queer globalization in relation to emergence of queer theatre in Thai Higher education. I argue that both queer theatre and its globalization have significantly influenced on the mobilization of queer communities in Thailand.

Keywords: Queer Theatre, Performing Arts in Higher Education, LGBT Community

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Restaurant Green Practices: A Review and Direction for Future Research

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Abstract

Greening or green practice has become a key survival and prosperity practice for present-day businesses. This paper reveals a high need for a research to be conducted to understand the difficulties and motivations to adopt green practices in businesses from the perspectives of restaurant operators in Malaysia. The paper begins with an introduction, reviews the food service sector in Malaysia and discusses how the restaurant operations impact the environment via direct, upstream, and downstream channels. Past studies related to the domain of green restaurants and the areas of green restaurant practices which can be adopted by the restaurants are described. The paper concludes with a discussion of emerging issues, future research directions, and practical implications for the potential or existing restaurant operators to consider if they are interested to go green.

Keywords: Environmental Impact, Restaurant Green Practices, Malaysia

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Study about Relationship Between Skill of Quick Sketching and Creativity in Design

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Abstract

Creativity in design is the very important skill for designer or creative career. Development of creativity must be developed continuously. Creativity does not occur from vacancy but occur from arranging orderliness of existing idea or experience to become new things which are different to create the required result. For the field of product design, the researcher raised research questions “Will quick and correct sketching create creativity development process?” The researcher studied about 30 students in design to develop skill of sketching by technique of quick sketching for a period of 5 weeks. The students were studying in First Year, in field of Handicraft Product Design, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, Bangkok. Although some times the result might have mistakes in viewpoint of scenery, writer would have thinking process for his/her own design. Skill of very quick sketching would help develop creativity increasingly. Continuous practicing, repeated drawing, tracing of design, modifying of design, adjusting of design, creating of creative form by oneself will create expertise in sketching and increase creative experience; because every time when quick sketching is made, it will be practice of creative skill, both practicing of memory, idea in tracing of design, idea in problem solving and idea in creating new things. If there is any one excessive stage, it may make students to earn one skill only, for example, too much practicing of quick sketching by tracing of design will make students not to be able to have creative idea by themselves, or not try to create new things. It will make students to earn only one skill of sketching, but students cannot develop creativity as they want. If there is appropriate control of practice so that practice is enough, it will help quick sketching skill to have good result and a lot of effectiveness, process of creativity will develop more quickly and the result will be in very good result.

Keywords: Quick Sketching, Creativity, Design

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An Investigation of China's Import Demand for Technically Specified Natural Rubber (TSR) from Thailand

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Abstract

Approximately 90 percent of rubbers produced in Thailand are for exporting and the major importer is China, which is accounted for 56.60 percent of exported rubbers from Thailand. A substantial exported rubber is in the form of technically specified natural rubber (TSR) or block rubbers to produce tires. This article aims to analyze China's import demand for TSR from Thailand and other competitive countries including Malaysia and Indonesia. The investigation found that Chinese consumers' behavior have considered TSR as normal goods. Furthermore, information from trading partners and this comparative study would be beneficial to stakeholders to implement policies when Chinese importing circumstance has been changed.

Keywords: Imported Demand, Technically Specified Natural Rubber (TSR), Thailand

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Thailand Tourism Images and Behaviors of Thai people in Bangkok and Metropolitan

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Abstract

The objectives of this research are to study 1) Thailand tourism behaviors of Thais in Bangkok and Metropolitan 2) to study channel of received tourism information 3) to study channel of seeking Thailand tourism information 3) to study the Thailand tourism information need and 4) to study images of Thailand Tourism. The sample of research was 400 Thais people who reside in Bangkok and metropolitan. Data was collected by using questionnaires. Research data and hypothesis testing were analyzed by Computer program and using descriptive statistics and inference statistics for summarizing and hypothesis testing. Research results found that 1) there were significant differences in tourism information receiving channel between age, education, and tourism behaviors. 2) There were significant differences in tourism information receiving channel between age, education, and tourism behaviors. 3) There were significant differences in tourism information seeking channel between age, education and tourism behaviors. 4) There were significant differences in need of tourism information between age, education and tourism behaviors. 5) There was significant difference in Thailand tourism images between education and tourism behaviors.

Keywords: Tourism, Images, Thais.

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The Effect of Using LINE as a Conversation Tool to Enhance English Speaking Skill in an EFL Classroom

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Abstract

Because of the implementation of grammar translation teaching method and test-oriented English learning in the English as a Foreign Language environment, Taiwanese university students do not motivate and competent in English speaking (Lin, 1995). Recent studies conducted on text-based SCMC have suggested that it may facilitate learning processes and is beneficial to enhance English speaking skill. This study aimed to investigate the effect of using LINE as a conversation tool to enhance English speaking skill in an EFL classroom by looking into two variables: learning outcomes and acceptance. This study was conducted with 49 EFL students in a Technological University in Central Taiwan. The participants were instructed to use LINE to discuss English conversation topics in an online chatting group specifically creates for this research weekly. The data was collected through the scores of pre- and post-test of two sets of TOEIC simulation speaking test, the chat logs, the questionnaires, and the opinions of participants from the online discussion. The scores of TOEIC simulation speaking test was analyzed by t-test and the questionnaire was analyzed by descriptive analysis and inferential statistics. Content analysis was used for analyzing qualitative data. The result showed that it is helpful for students to improve their speaking skill by using LINE as a conversation tool. It also helped to improve students' vocabulary and reading skills.

Keywords: EFL, Speaking Skill, LINE, Text-Based SCMC

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Assessing The Writing Skill Using The CEFR Scale: A Malaysian Context

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Abstract

The Common European Framework of Reference for Languages: Learning, teaching, assessment (CEFR) by the Council of Europe, published in 2001, has stirred a lot of interest of education ministries and boards of education worldwide. One of the strengths of this framework is that it provides “a common basis for the elaboration of language syllabuses, curriculum guidelines, examinations, textbooks, etc. across Europe” (Council of Europe, 2001, p. 1). Within the Malaysian context, there is also a considerable interest on the part of the Malaysian Ministry of Education in moving towards using the CEFR scales in an attempt to provide a framework of reference for the description of competencies in the English language curriculum across the education levels, starting from kindergarten right up to tertiary level. The framework defines levels of proficiency which allow learners’ progress to be measured at each stage of learning on a life-long basis. The problem faced by the ministry is that different education levels currently uses different scales of descriptions in terms of competencies. The CEFR provides a common currency as a reference point across the various levels which can be also translated across other standard English proficiency exams like the IELTS and TOEFL, to name a few. The widespread interest in using and implementing the CEFR document across the country inspired this study to look at the specific context of our university. The focus of this exploratory study is on the assessment of the writing component where 100 writing scripts were graded according to the CEFR scales. Feedback were sought from teachers after the papers were graded on the CEFR scales on the perceived advantages and disadvantages of using the CEFR scales. These findings have implications for second language programmes in Malaysia and possibly other second language education programmes across the globe.

Keywords: CEFR, writing skill, English Proficiency Exams

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Factors that Affected Democratic Political Attitude of University Students

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Abstract

Education Institution as one of the main institutions for university student development is essential for the country development in terms of political, social, cultural and economic development. Political development in both objective dimensions as political regime and subjective dimension passing through political socialization in universities could be the important tool for building democratic political attitude to students.. The students could be classified into two groups: political science students and non-political science students. This research is a qualitative research aiming to survey the political behavior of students passing through media exposure in terms of information exposure in politics with information search, information receptivity and experience receptivity. Indicators used to consider the information exposure behavior classified into 2 groups: By time spent with a medium and By frequency of use of various content categories. The research divided media into 3 categories: newspapers, televisions and radios by surveying the frequencies of reading the newspaper, viewing the television and listening to the radio in political information for a week.. The definition of political socialization is the process of teaching and learning about politics or political socialization shall be defined restrictively as those development processes through which persons acquire political orientations and patterns. For political information, it is the knowledge in regard to political systems as general object (history, geography, political institute and organization, etc.), input of political objects (political party, bureaucracy, benefit group, member of parliament, media system, etc.), output of political objects (parliament, court, bureaucracy, etc.), and political self as object (personal role to politic, self evaluation in politic, etc).

Keywords: Democratic Political Attitude, Political Socialization, Information Exposure

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TRACK C: ENGINEERING AND TECHNOLOGY STUDY



Markerless Motion Capture for Entrance Guard Systems

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Abstract

In recent years, markerless motion capture is used to track human motions in a wide range of applications, from entertainment to surveillance. The markerless-based technology is more flexible and less cumbersome in comparison with marker-based optical systems. In this paper, we propose an easy-to-implement markerless motion capture method and make use of motion estimation to develop a low-cost entrance guard system. In the first step, a binary image is calculated to carry out background extraction and region partition. Afterwards, we reconstruct an articulated skeleton model to measure the model-to-image similarity in order to possess possible locations of the specific joints. In addition, a decision tree is defined in advance to facilitate pose estimation and transition. As a result, a valid or invalid action can be determined to control the door lock through the proposed entrance guard system. In our experiments, we demonstrate that our method is feasible to capture human motions and is applicable to entrance guard systems.

Keywords: Character Animation, Markerless Motion Capture, Pose Estimation, Motion Tracking, Entrance Guard System

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In Vitro Cell-Biomimetic Coated Titanium Bioalloy Interactions

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Abstract

Besides mechanical properties, cell-biomaterial interactions determine the biological performance and the successful integration of biomaterial in the body. Biomaterial surface engineering with a combination of bioactive molecules, natural components of bone and osteogenic factors also involved in regulation of immune response might modulate cellular response and thus enhance biocompatible characteristics. Using Matrix Assisted Pulsed Laser Evaporation (MAPLE) approach, hybrid coatings of lactoferrin (Lf) and hydroxyapatite (HA) were obtained on titanium alloy substrates. Biomaterial surface characterization by scanning electron microscopy (SEM), Atomic Force Microscopy (AFM), and qualitative method Fourier Transform Infrared (FTIR) revealed a successful deposition of Lf and HA on the surfaces and the integrity of functional groups in the MAPLE-deposited coatings. The potential inflammatory response of biomimetic coated bioalloy was assessed using an in vitro model of inflammation. An increased number of THP-1 cells attached to the lactoferrin and hydroxyapatite coated surfaces was observed compared to films embedded with HA or Lf alone. However, endotoxin addition led to a decrease in the total number of cells irrespective of surface covering. The measurement of the proinflammatory cytokine TNF- α amount released from cells adhered on the different tested coatings treated with LPS revealed that the lowest cytokine level was obtained in the case of Lf-HA biomaterial. No proinflammatory cytokine secretion was detected without LPS stimulation in none of the analyzed surfaces.

Keywords: Biomaterials, Nano-Composites, Lactoferrin (Lf), Hydroxyapatite (HA), Macrophages.

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Persuading Users to Create Strong and Memorable Passwords

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Abstract

The security problems in text based password authentication are mostly caused by issues of human perceptions and their consequential responses, and the limitations of human memory. This study provides the means to see the effect of password policy rules on users' password choices, and compare them with alternative methods which aim to persuade users to create stronger passwords. We collected data from 380 participants about user behavior and practices related to the use and creation of passwords. Analysis of our study showed that, most of the participants in the control group who were forced to obey password policy rules created weak passwords. However, participants in the experimental group who were given some methods to compose their passwords along with the brief password advice created relatively much more complex and strong passwords. We used several tools to measure password strength and password compliance to make the comparison. Our results also showed that the majority of participants who remembered their passwords correctly after a week and after a month were in the experimental group. We propose that users would be motivated and encouraged to create stronger passwords if they are given examples of how to do them step by step. Our results can be helpful in designing better password guidelines including useful password creation methods rather than strict password policy rules considering the users' reaction to those rules. In conclusion, motivating users to create their own encryption formula by showing them some examples of how to create strong and memorable passwords is much more efficient than telling them to follow certain rules.

Keywords: Password Security, User Behaviour, Password Policy, Password Advice

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Authenticating Asterix Radar Data Using Non Intrusive Methods

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Abstract

Managing the air traffic control is a very sensitive domain regarding security. Human lives depend on the decisions taken through an ATM environment by the air traffic controllers. Besides voice communications the other primary system used by the controllers is the RDP (radar data processing) which displays the moving aircrafts as targets on the radar screen in front of the air traffic controller. The meaning of and the information associated with these targets are crucial for the choices made by the controllers regarding collision avoidance maneuvers. The radar screen receives the radar data encoded in EUROCONTROLS's ASTERIX format, a text encoding which is easily readable and reproducible. The open availability of this standard allows anyone to generate and modify ASTERIX encoding samples, thus producing non genuine air traffic information. If this information is routed on the LAN to the radar screens the consequences are potentially disastrous. My work aimed to offer a solution to this problem by adding authentication to the ASTERIX encoded data. In order to filter the valid data produced by the RDP from fake samples I developed a securing model that authenticates each packet of data without altering the encoding standard, thus preserving compatibility with the existing systems that are not ready to use the authentication information. The authentication mechanism is completely transparent to all ASTERIX data clients and has the feature that the information can be verified that it is coming from a trusted source. This innovative approach was tested on real data samples for two ASTERIX data categories in several testing scenarios. First all the actors were simulated on a single machine and then progressively the model was tested in a real environment with operational tools to visualize the effects of the authentication in real time mode. It was demonstrated through extensive testing that this model is sustainable using readily available processing resources and the overhead induced by the authentication method is neglectable.

Keywords: Authentication, Air Traffic Management, System Track, Radar, Asterix

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TRACK D: MEDICAL MEDICINE AND HEALTH STUDY



Predictors of C-reactive Protein (CRP) in the SWAN Mammographic Density Substudy

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Abstract

Chronic inflammation may play important role in breast carcinogenesis. C-reactive protein (CRP) is a biomarker produced from hepatocytes when inflammation occurs. Many diseases have been related with higher circulating CRP levels, such as diabetes, heart disease and many cancers. We analyzed semi-annually collected CRP and risk factor data from 621 women from the mammographic density ancillary substudy of Study of Women's Health Across Nation (SWAN), who were followed annually from baseline through follow-up visit 6. Participants were a community-based sample of women who were pre- or early perimenopausal at baseline, from four racial/ethnic groups and did not have elevated CRP (> 3 mg/L) at baseline (N=621). Cox proportional hazards models were used to assess risk factors related to time to development of elevated CRP. Predictors that were significantly associated with an increased risk of elevated CRP in Cox multivariate modeling were: being overweight or obese, having younger age at menarche, and current smoke. Second hand smoke (SHS) in never smokers was marginally significantly related to elevated CRP. No significant interaction was observed between body mass index and menopausal status. These findings reflect risk factors for inflammation as indicated by elevated CRP. Moreover, results may have useful public health implications for prevention of outcomes related to inflammation, such as carcinogenesis.

Keywords: C-reactive Protein, Breast Carcinogenesis, Cox Proportional Hazards Models, Overweight, Obese, Current Smoke

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The Evaluation of the Interactive Cognitive Training Program (ICTP) on Elderly: A Protocol for Randomized Controlled Study

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Abstract

Cognitive training can effectively delay cognitive function decline for elderly. However, there are several gaps: limited generalizability, lack of long-term follow-up data, and only 37% previous studies were randomized controlled trials (RCT). To investigate the changes in cognitive and executive functions after Interactive Cognitive Training Program (ICTP). This is a protocol for a double-blind randomized controlled study. Study participants are community-dwelling elderly living in Taiwan. We will recruit 88 participants, and be randomized by the block randomization into experimental group (ICTP), or active control group. Sample attrition rate, therapeutic adherence and adverse events will be monitored during the study period, and missing data analyzed using intent-to-treat analysis. Training session of ICTP or control group are both 30 mins/day, 3 days/week, for 8 weeks. The primary outcome is cognitive function, using Mini-Mental Status Examination and Montreal Cognitive Assessment; the secondary outcome indicator is executive function, using the Wisconsin Card Sorting Test, Stroop Color Word Test and Trail Making Test. Latent growth curve modelling will be used in the repeated measures statistical analysis to estimate the trajectory of improvement by examining the rate and pattern of change in cognitive and executive functions for intervention efficacy over time, and the effects will be evaluated immediate post-test, 3 months, 6 months and one year after the last session. We expect to determine the improvement in cognitive and executive function of elderly after using the Interactive Cognitive Training Program (ICTP).

Keywords: Interactive Cognitive Training Program, Elderly, Protocol, Randomized Controlled Trail

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Psychiatric Disorders after Attention-Deficit/ Hyperactivity-Disorder: A Nationwide Population-Based Study in Taiwan

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Abstract

The association between newly diagnosed ADHD in youth and comprehensive psychiatric disorders afterward is not completely understood. We conducted two longitudinal cohorts for young patients with and without ADHD to investigate the risk of developing comprehensive psychiatric disorders after patients were newly diagnosed with ADHD. We identified 1745 patients with a new diagnosis of ADHD and 6980 participants without ADHD from National Health Insurance Database in 2005 and tracked them until 2010. We compared the risk of developing psychiatric disorders between the two cohorts. ADHD patients were 3.82 times more likely than non-ADHD patients to develop psychiatric disorders. The ADHD cohort showed the highest risk for oppositional defiant disorder, followed by Adult ADHD and mental retardation. Various psychiatric disorders were demonstrated after newly diagnosed ADHD in youth, indicating a need for integrating care for patients newly diagnosed with ADHD in youths.

Keywords: Psychiatric, Disorders, Population

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