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CONFERENCE PROCEEDINGS

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**International Conference on
“Medical, Medicine and Health Sciences”
(MMHS-2016), Osaka, Japan**

Book of Abstracts Proceedings

**International Conference on
“Medical, Medicine and Health Sciences”
(MMHS-2016)
Osaka, Japan**

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**International Conference on
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Osaka, Japan”
Venue: Osaka International Convention Center,
Japan**

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CONFERENCE CHAIR MESSAGE

Dr. Malika Ait Nasser

International Conference on Medical, Medicine and Health Sciences 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.

DR. Malika Ait Nasser

Conference Chair

Email: chair2016@academicfora.com

MMHS-2016

CONFERENCE PROGRAM

DAY 01 Monday (August 29, 2016)

Welcome Reception & Registration

08:30– 08:40 am

Opening Ceremony (8:40 – 9: 10am)

Venue: Room 1102

08:40 am – 08:45 am	Introduction of Participants
08:45 am – 08:50 am	Welcome Remarks – Ms. Petrel Qiu – Conference Coordinator Academic Fora
08:50am – 08:55 am	Group Photo Session

Grand Networking Session and Tea Break (8:55am – 09:05am)

DAY 01 Monday (August 29, 2016)

Session 1 (09:05 am – 12:00 pm)

Venue: **Room 1102**

Session Chair: Mr.Phalaunnaphat Siriwongs

Track A: Business, Economics, Social Science & Humanities

OKS-586-103	Family Relationship Towards Family Wellbeing Among Mprob Oil Palm Smallholders	Rosniza Aznie Hj. Che Rose
OKS-586-107	People's Participation in Creating the Development Plan of Phopaisan Sub-District Local Administration Organization, Kusuman, Sakon Nakorn Province	Dr.Nipon Sasithornsawapa
OKS-586-108	The 1932 Siamese Revolution and Thenew Regime	Nattapoll Chaiching
OKS-586-109	Human Resource Management :Organizational Factors to Success	Vilasinee Jintalikhitdee
OKS-586-110	The Exist Feature Term Reduction Algorithm for Thai-Lyrics Classification	Mr.Nutthapat Kaewrattanapat.
OKS-586-111	The Influential Determinants in Myanmar Workers Return Migration: A Study of Fishery Industry in Prachuap Khiri Khan Province, Thailand	Ms.Musthaya Patchanee
OKS-586-112	The Study on the Success in Cotton Hand Weaving Skill Transfer by Elderly in Angsila District, Chonburi Province	Poannapat Berndt
OKS-586-113	The Water-Way Route Management for Cultural Tourism Promotion at Angsila District: Challenge and Opportunity	Teera Intararuang
OKS-586-114	A Guideline of development in Management of University in the Center of Thailand in Order to Promote the Cultural Tourism Case Study: Ayutthaya Rajabhat University	Dr.Weera Weerasophon
OKS-586-148	Promoting access to mobile devices to older people	Carlos Vaz de Carvalho

Lunch Break: 12:00pm-12:30pm

DAY 01 Monday (August 29, 2016)

Session 2 (12:30 pm – 03:30 pm)

Venue: Room 1102

Session Chair: Dr.Poannapat Berndt

Track A: Business, Economics, Social Sciences & Humanities

OKS-586-115	The Climate Change and Impact of Marine Tourism a Case Study: Phuket, Thailand	Sakarini Sriupayo
OKS-586-116	The Guideline of Health Development for Tourist Towards Health Tourism in Ranong Province	Ms.Chontinee Yookhon
OKS-586-117	Decision Making Factors for Selecting Spa Service	Ms.Kemika Koompech
OKS-586-118	The Study on the Desirable Core Competency in Recruitment and Selection of Personnel of Leading Organizations in Thailand	Ms.Marndarath Suksanga
OKS-586-119	The Freeman in Everyday Life	Sarun Jirapongsuwan
OKS-586-120	Changing the Paradigm of Development Under the National Economic and Social Development Plan of Thailand	Sanchai Ratthanakwan
OKS-586-121	The Study of Organizational Culture: A Case Study of One Unit in Thai Government Agencies	Airawee Wiraphanphong
OKS-586-122	Illiberal Democracy and Politics in Southeast Asia	Hatchakorn Vongsayan
OKS-586-123	The Performance Comparison of Algorithm of Semi-Automatic Thai Spoonerism Words between Bi-Syllable and Tri-Syllable	Ms.Jarumon Nookhong

Tea Break: 03:30pm – 03:40pm

DAY 01 Monday (August 29, 2016)

Session 3 (03:40 pm – 05:30 pm)

Venue: Room 1102

Session Chair: Mr Leon Yap

Track B: Engineering & Technology, Computer, Basic & Applied Sciences

OKE-586-103	Thermal Analysis and Optimization of Microchannel Heat Sink	Yue Tzu Yang
OKE-586-104	Numerical investigation of a microchannel heat sink with nanofluids	Mao-Hong Jian
OKE-586-105	Manipulate the thermal energy by means of nanoscale periodic structures	Tang, Hsiang-Wen
OKE-586-106	Numerical investigation of turbulent air flows through perforated pin heat sinks	Chao-Han Wu
OKE-586-107	Numerical simulation of turbulent nanofluids forced convection in a twisted elliptical tube	Wu Ching Chi
OKE-586-108	Analysis of Dispersion Behavior and Transmission Property of Sine-wave Beams	Yung Sheng Wang
OKE-586-109	Applying Fuzzy Theory and Grey Relation Analysis to Optimize Solar PV System Design	Shih Wen Hsiao
OKE-586-110	Tunable Directivity of Elastic Wave Propagation in Hexagonal Lattices with Thickness Modulation	ShuYeh Chang
OKE-586-111	Allocation of Dynamic Virtualized Cloud Computing Resources by Control Technique	Chao Jung Cheng

(Closing Ceremony)

DAY 01 Monday (August 29, 2016)

Session 1 (09:05 am – 12:00 pm)

Venue: Room 1201

Session Chair: Ahmad Taha Khalaf

Track A: Business, Economics, Social Science & Humanities

OKS-586-124	Marketing Mix Factor Affecting the Tutor Institute Choosing Decision of Student in High School	Ms.Wipada Chaiwchan
OKS-586-125	Factors affecting public participation to sustainable tourism development of Khao Kho National Park, Lom Sak district, Phetchabun province	Ms.Benjaporn Yaemjamuang
OKS-586-126	Quality of Life in Working and Academic Personnel's Organizational Engagement of Rajabhat Universities in Rattanakosin Group	Narin Yuenthon
OKS-586-127	The Implement of Small Business around Institutions in Dusit Area by Requiring Customer Service Marketing Mix	Chonlada Choovanichchanon
OKS-586-128	Evaluation of Thai Tourists' Expectation Towards Cultural-based Tourism in Old Phuket Town	Kamonluk Phophan
OKS-586-129	The Influential Factors of Thai Tourist to Select Accommodation in Bangkok	Bua Srikos
OKS-586-130	Application of Good Governance in the Inspection Organization to Monitor the State's Power Exercise in Thailand."	Mathinee Khongsatid

OKS-586-131	Life Affecting Factors Based on the Sufficiency Economy Philosophy of the 47 Communities in the Capital, Dusit District, Bangkok, Thailand	Phusit Phukamchanoad
OKS-586-132	Kham Chanot Community's Potential and Their Tactics and Mechanisms for Development of Homestay House Construction: A Case Study of Non Mueang Village, Village No. 11, Ban Muang Sub-district, Ban Dung District, Udon Thani Province	Pennapa Palapin
OKS-586-146	How Taiwanese Preschool Educators View Play and Apply it in their Teaching	Chia-Yen Tsai
OKS-586-143	The Needs of Different Types of Family With Preschools in Taiwan	Sung-Ho Yang

Lunch Break: 12:00pm-12:30pm

DAY 01 Monday (August 29, 2016)

Session 2 (12:30 pm – 03:30 pm)

Venue: Room 1201

Session Chair: Samir C. Grover

Track A: Business, Economics, Social Sciences & Humanities

OXS-586-133	The participation of citizens in community development case studies, waste water management, community organization Bang Bua Tong district.	Thida Nititornyada
OXS-586-134	Cooperative Learning in a Legal course: A Participatory Action research.	Pawita Kakhai
OXS-586-135	A Study on the Pharmaceutical Access of Population in Thailand Under Trips Agreement (Agreement on Trade-Related Aspect of Intellectual Property Rights)	Chuencheewin Yimfuang
OXS-586-136	Using Multiple Intelligences to Teach Japanese Language and Culture in a Classroom	Pailin Klinkesorn
OXS-586-137	Human Capital Investment and Income Inequality	Phalaunnaphat Siriwongs
OXS-586-138	The Relationship of Co-Existence of People in the Community by Interacting amongst Houses, Temples, and Schools: The Case Study of Wat Pracharabueham Dusit, Bangkok.	Saowapa Phaithayawat
OXS-586-139	A survey of some criteria to lead to make decision to study International Tour Guide in Suan Sunandha Rajabhat University	Chantouch Wannathanom
OXS-586-144	Empirical Research on Substitutability between Streaming Radio Service and the Existing Digital Music Services	Sohyun Na
OXS-586-145, 145A	Transnational Marriage in Taiwan Challenges Faced and Adaptation Strategies Adopted in Experiencing Different Culture	Shu-Chu Yang, & Ching-Min Chang
OXS-586-104	Regulating the Principle of Corporate Social Responsibility In Indonesia: Why is it a Mandatory?	Budi Santoso

Tea Break: 03:30pm – 03:40pm

DAY 01 Monday (August 29, 2016)

Session 3 (03:30 pm – 05:30 pm)

Venue: Room 1201

Session Chair: Tang, Hsiang-Wen

Track B: Engineering & Technology, Computer, Basic & Applied Sciences

OKE-586-112	Variation of the Machining Stability of a Milling Machine with different Tool Conditions	You-Chen Chen
OKE-586-117	Effect of Bearing Preload on the Machining Stability of a Spindle Tool System	Jui Pin, Hung
OKE-586-118	Smartphone Application Development Concerning the IoT (Internet of Things) Based Growth Management of Apple Mango	Ki-Heon kim

Track C: Medical, Medicine & Health Sciences

OKM-586-102	Integrative and Holistic approach for Immunological Disorders Using Electroacupuncture	Ahmad Taha Khalaf
OKM-586-103	Learning outcomes in alignment with learning environment preferences-medical education	Wing P Chan
OKM-586-106	β -sitosterol derivative from <i>Lespedeza cuneata</i> G.Don activates nitric oxide synthase in endothelial cells by regulating PI3K/Akt-dependent phosphorylation	Jae Hyuk Lee

(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	Affiliation Details
1.	OXS-586-149A	Samir C. Grover,	Division of Gastroenterology St. Michael's Hospital Assistant Professor Department of Medicine University of Toronto

DAY 02 Tuesday (August 30, 2016)

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: MEDICAL, MEDICINE AND HEALTH SCIENCES



Integrative and Holistic approach for Immunological Disorders Using Electroacupuncture

Ahmad Taha Khalaf*

Segi University

Abstract

Traditional medicine as acupuncture has been used for more than 2000 years in Asian countries such as China and Japan for the management of various diseases. Moreover, recent studies have shown that acupuncture is a useful treatment for many patients with different medical conditions and has been effectively used in clinical practice to treat patients with these diseases and can be used for virtually all pain conditions as well. One of the effects of acupuncture is through activating certain receptors in the body causing stimulation to these receptors and ultimately the release of the body's own morphine-like substances. Electroacupuncture is more convenient than the traditional acupuncture and gives a more intense, effective, and comfortable stimulation for the patient while using the same acupuncture points and the same number of treatments as with manual acupuncture. In this paper we present several implementations of electroacupuncture in the management of immunological disorders. Therapeutic approach was conducted through two steps procedure. At first, the therapist tests to determine and diagnose the cause of the immunological and allergic reaction. We must determine whether the reaction is due to overexposure to the electromagnetic fields of the immunological substance or whether the stress on the immune system is being caused by the presence of one or more toxins in the body. The study was performed in 98 patients with different immunological disorders to observe the clinical therapeutic effects of electroacupuncture therapy for these diseases. All the patients were treated with electro-acupuncture only. The efficiency was evaluated at the end of treatment (41 patients were cured and 28 have obvious improvement, efficiency rate 70.40%). These findings provide other potential therapeutic opportunities for the management of these diseases.

Keywords: Health & Wellness, Electroacupuncture, Traditional Medicine, Immunological Disorders, Therapeutic Approach, Malaysia

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Learning outcomes in Alignment With Learning Environment Preferences-Medical Education

Ting Kuang Yeh¹, Wing P Chan², Chun-Yen Chang³

^{1,2}National Taiwan Normal University, taipei ³Medical University Hospital,,National Taiwan Normal University

Abstract

This study investigated the effects of congruency between preferred and perceived-actual learning environments on the development of nursing students in terms of nursing knowledge, attitudes towards nursing, and self efficacy related to nursing in a problem-based Fundamental Nursing (PBFN) curriculum. A total of 124 Taiwanese nursing students participated in the study. The preferred learning environment and pre-instruction nursing literacy of the participants were evaluated before the curriculum was implemented. After instruction, the perceptions of the students towards the actual PBFN learning environment and their post-instruction nursing literacy were assessed. Students were categorized into two groups, “preferred environment aligned with actual learning environment” (PAA) and “preferred environment was discordant with actual learning environment” (PDA), on the basis of their scores in the preferred learning environment instrument (PLEI) and actual learning environment instrument (ALEI). Most participants preferred learning in a classroom environment that combined problem-based and lecture-based instruction. However, a mismatch of problem-based instruction with students’ perceptions occurred. Learning outcomes were significantly better when students’ perceptions of their instructional activities were congruent with their preferred learning environment. As problem-based learning becomes a focus of educational reform in nursing, teachers need to be aware of students’ preferences and perceptions of the learning environment. Teachers may also need to improve the match between an individual student’s perception and a teacher’s intention in the learning environment, and between the student’s preferred and actual perceptions of the learning environment.

Keywords: Learning, Preferences, Environment

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β -sitosterol derivative from *Lespedeza cuneata* G. Don activates nitric oxide synthase in endothelial cells by regulating PI3K/Akt-dependent phosphorylation

Hussain Mustatab Wahedi¹, Sun Yeou Kim², Jae Hyuk Lee^{3*},
Moon Ho Do⁴, Kyo Hee Cho⁵
^{1, 2, 3, 4, 5} Gachon Universtiy

Abstract

Lespedeza cuneata G. Don (LCE) belonging to the genus *Lespedeza* (Leguminosae) is a traditional Asian medicinal herbs. It has been used in treating various pathologies such as premature ejaculation, impotence and blood circulation related problems. Furthermore it protects the liver and lung from various external and internal injuries. However, the cellular and molecular mechanisms underlying the pharmaceutical effects of extracts are still unclear. In the present study, we are to investigate whether LCE may influence endothelial NO production in HUVECs (Human umbilical vein endothelial cells). First, LCE and LCE ingredients (β -sitosterol, β -sitosterol 6'-linolenoyl-3-O- β -D-glucopyranoside) were evaluated for their potential effects on NO production through eNOS phosphorylation in HUVECs. Secondly, involvement of PI3K/Akt signaling pathway was evaluated in the LCE induced eNOS phosphorylation in HUVECs. Our results showed that LCE induced NO production in time- and dose-dependent manner via eNOS phosphorylation. LCE also induced phosphorylation of Akt in dose-dependent manner. However, pretreatment with the L-NAME and LY-294002 significantly decreased LCE-induced NO production, as well as eNOS and Akt phosphorylation. Taken together, our findings suggest that LCE might exert increase of NO through Akt and PI3K pathway for the prevention and treatment of cardiovascular diseases characterized by endothelial dysfunction.

Keywords: *Lespedeza cuneata* G. Don (LCE), Nitric oxide (NO), eNOS, Akt, HUVECs

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TRACK B: BUSINESS MANAGEMENT & ECONOMICS



Family Relationship towards Family Wellbeing among MPOB Oil Palm Smallholders

Rosniza Aznie Che Rose^{1*}, Rosmiza MZ², Lyndon N.³

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Universiti Kebangsaan Malaysia

Abstract

Small town functions as a service centre for locals and plays an important role in developing the nations. In line with the urban development business sector will experience rapid development. The development in business sector had led to the changes in either the physical of the city or the challenges faced by the small business. Researcher has taken initiative in studying the trend of development in developing business sector which is in parallel with the urban development in Besut district. Three small towns have been selected, which are Jertih, Kampung Raja dan Kuala Besut because of their both positive growth of development undergone compared to others in Besut. 200 licensed businessmen had been selected as the target group to analyse the problem and at the same time to build a strategic plan in order to develop the business potential in the three cities. Based on prime and secunder data, the development of the city does give challenges to the small business as they have to compete with the big scale business. It is undeniable that the development helps to distribute the goods and social services to the community. However, there is an imbalance in city development. This things is only happen in Kampung Raja and some of other villages. Therefore, the urban restructure and replan must be done to create an active functioned of small town and able to give good service for surrounding community by improvising the business sector plan. It is hoped that this research can assist related authority in decision making by including, urban function and physical aspects. It can help to balance up local physical and economic growth and at the same time, assess the importance of a relevant function inline with local development trend.

Keywords: Small Town, Business, Community, Rural Area, Urban Development, Economic Growth

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Human Resource Management: Organizational Factors to Success

Vilasinee Jintalikhitdee*

SuanSunandhaRajabhat University, Bangkok, Thailand

Abstract

The human resource management is a common term which is heard amongst professionals. This term takes on a key part in the success of any system. This function present in any management helps in maximizing employee performance. Valuable employees are held in an organization and also certain aspects such as organizational culture, policies, benefits, compensation, and employee relation are maintained with the aid of human resource management. HR sets up strategies, produces policies, systems, standards and procedures. There are some tasks which are taken care of human resource management. They are chiefly responsible for training employees, rewarding, performance appraisal and recruitment and more.

Keywords: Human Resource Management, Organizational, Success

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The Exist Feature Term Reduction Algorithm for Thai-Lyrics Classification

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Abstract

This research had been studied and presented the system for the classification of Thai songs with similarity measurement procedure by bringing Thai songs to be used as a case study whereby the guideline to consider the similarity or analogy of music to create an effective model for songs classification was carried out with similarity comparison between two documents. From the experiment, it made known that the Feature Reduction of songs enabled the prediction of the type of music with highest accuracy i.e. reduce the feature was reduced to 70 percents with 75 percents accuracy whereby the processing time was 0.76 seconds taken which was 1.54 seconds less than the normally processing time so this program could generate both the accuracy and the speed of processing time.

Keywords: Algorithm, Thai-Lyrics Classification

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Life Affecting Factors Based on the Sufficiency Economy Philosophy of the 47 Communities in the Capital, Dusit District, Bangkok, Thailand

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Abstract

This research is to study the factors that affect the applications in the household and individual level based on the philosophy of sufficiency economy. The questionnaire was used to collect data samples 398 samples that were selected purposively. The qualifying age of 18 years for both men and women in urban areas was 47 in Dusit District of Bangkok, Thailand. The results showed that people in urban areas are the most knowledgeable about the sufficiency economy philosophy is at the highest level, in particular, the spending that takes into account the need to make a living and not extravagant. It is also positive that most average citizens should cherish the philosophy of sufficiency economy to work and live for lasting happiness. The public has a very high achievement motivation in having the determination and unwavering commitment to cherish the philosophy of sufficiency economy into practice in daily life of the practical activity of individual, household, and point out that the overall level, in particular, the use and conservation of natural resources and the environment about the economy such as turning off appliances when leaving the house or do not take advantage as of life. People pay more attention to careers and their family members as a profession of faith, where not hurting others is not investing sufficiently in excess of the commitment and adherence to the principles of respect for their religion. The application of that philosophy in mind to agree with the word "enough" to be developed, which was not persecuted and life satisfaction enough and will apply to their family members as well as behave in ways unrelentingly evil act according to religious principles always. Behave in a way that is good, persistent evil, behave according to religious principles, but in the community are not always apparent. But are living by themselves and their families adjust to changing situations.

Keywords: Influential Determinants, Myanmar Workers Return Migration, Fishery Industry, Prachuapkhiri Khan Province

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Human Capital Investment and Income Inequality

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Abstract

Education and Income inequality are like a two sides of the same coin, and for years this is a major area for research in different countries around the world regardless of sociological, demographic, and economic characters. Using a conceptual framework this study sheds light on ongoing problems of education and inequality in Thailand. This study also shows that the income inequality is prevalent in the country and better education is the major contributor for eliminating income inequality in the country. Moreover, the paper proceeds to analyze the substitution effect, income effect, and total effect. Education and income inequality have become a very large research area up to now, with evidence from many settings showing that education matters more for labor market outcomes than it did in the past. This research suggests that better education be the first step towards reducing income inequality in Thailand. Hence, government should put more effort in improving the education in the country as education is considered a life-long investment of human.

Keywords: Education, Inequality, Income, Human Capital Investment

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Empirical Research on Substitutability between Streaming Radio Service and the Existing Digital Music Services

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Abstract

This research identified how streaming radio service users used music service and what motivated them to do so and examined substitutive relations between the existing digital music services (MP3 and on-demand streaming) and newly emerged streaming radio service. To begin with, based on uses and gratifications theory, this research looked into the motivations for using streaming radio service for music. The results derived 6 motivations for using music service: social impact motivation, emotional motivation, leisure and entertainment motivation, information searching and curation motivation, escapism motivation and low cost motivation. Afterwards, the research examined what kind of motivation for using music service affected the usage volume of streaming radio service. The results showed that information searching and curation motivation had a positive effect on the usage volume of streaming radio service. Next, based on media substitution theory, perceived substitutability was measured in order to identify what caused substitution between digital music services and streaming radio service. The results found that social impact motivation, emotional motivation, and leisure and entertainment motivation were motivational factors for using music service that affected perceived substitutability between streaming radio service and MP3 service. Meanwhile, emotional motivation and leisure and entertainment motivation were motivational factors for using music service that affected perceived substitutability between streaming radio service and on-demand service. These research findings would allow businesses related to the music industry to thoroughly analyze the needs of users in a new music service environment. And it is expected that this would greatly help them to establish directions and strategies of their services in the future.

Keywords: Streaming Radio, Streaming Music, On-Demand Streaming, MP3, Music Industry

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TRACK C: SOCIAL SCIENCES & HUMANITIES



People's Participation in Creating the Development Plan of Phopaisan Sub-District Local Administration Organization, Kusuman, Sakon Nakorn Province

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Abstract

The purposes of this research are to study people's participation in creating the development plan of Phopaisan sub-district local administration organization, Kusuman, SakonNakorn province, and 2) to find out the differences of factors concerning personal characteristics affecting such people's participation in creating the development plan. Population is 6,788 local residents in the area of Phopaisan sub-district local administration organization, Kusuman, SakonNakorn province while samples include 400 local people. (Yamane, 1973) Research tool is a questionnaire. Statistics employed include descriptive statistics, percentage, and S.D. The research results disclose that the people's participation in creating development plan of sub-district local administration organization with highest average scores is participation in decision making (4.06) followed by participation in evaluation (4.04). However, the participation with lowest mean scores is participation in profit gaining (4.00). The results of comparing factors concerning personal characters and the level of participation in creating the development plan of sub-district local administration disclose that there is no statistical difference between such personal characteristics as gender, occupation and level of education, and their level of the participation. However, there is statistical difference among people with different ages and their participation in terms of operation and profit gaining. There is also statistical difference among people with different income and their participation in terms of decision making and profit gaining.

Keywords: People's Participation, Development Plan, Sakonnakon Province

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The 1932 Siamese Revolution and The New Regime

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Abstract

The aim of this research was (1) to study the participation of management (2) to study employee's quality of working life in the Provincial Administration Organization of Nakhon Pathom Province, Thailand and (3) to study the relationships between the administrations involved. The sample used in this research consisted of 210 from the Provincial Administration of Nakhon Pathom Province, Thailand. All 210 personnel were surveyed to collect the data using a questionnaire with a confidence level of .93 The statistics used for data analysis were percentage, mean, standard deviation, and Pearson's Product Moment Correlation Coefficient. The results suggested that Overall participation of management in the Provincial Administration Organization of Nakhon Pathom Province, Thailand was high. When considered all aspects individually, the highest average score was goals and objectives setting, followed by commitment. However, the least average score was trust in the management. Overall quality of life was of employees in the Provincial Administration Organization of Nakhon Pathom Province, Thailand was high. When considered all aspects individually, the highest average score was social responsibility, followed by social integration or interoperability. However, the least average score was remuneration that was fair and adequate. It was found that the administration had a very high involvement with the quality of working life of employees, In the Provincial Administration Organization, of Nakhon Pathom Province, Thailand.

Keywords: Management, Participation, Effects

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The Influential Determinants in Myanmar Workers Return Migration: A Study of Fishery Industry in Prachuap Khiri Khan Province, Thailand

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Abstract

The aim of this research is to study the influential determinants in Myanmar workers return migration of fishery industry in Prachuap Khiri Khan Province by conducting a random sampling of 320 people aged between 15-59 who migrated from Myanmar and requested for a work permit in fishery industry at Prachuap Khiri Khan Province. The information collected through interviews was analyzed to find a percentage and mean using the Stepwise Multiple Regression Analysis. The total numbers of representative sample include 82% of Myanmar workers want to return to their home country and 18% non-return to their home country. Myanmar workers 82 percent who want to return that 47.50% want to return within the next 1-5 years, 36.25% in 6-10 years and the rest (16.25%), in over 10 years. The finding of personality reveal that the proportion of male to female return migrants is females more than males. Most of return migrants were aged between 15 and 29 years old and had primary education level. More than half of the sample work in agriculture and had a lot of land properties in their birthplace. The determinants relating to such decision can be concluded that the scale of the decision of return migration has a positive relationship with a statistical significance at 0.05 with a conformity with friends and relatives ($r=0.857$), educational level ($r=0.763$), possession of land in hometown ($r=0.713$) and marital status ($r=0.656$) are relevant factors respectively. From the Stepwise Multiple Regression Analysis, the results have shown that the conformity with friends and relatives factors are influential to the decision of return migration of Myanmar workers of fishery industry in PrachuapKhiri Khan Province, which can predict the decision at 73.40% ($R^2 = 0.734$) and the multiple regression equation from the analysis is $Y = -7.977 + 0.044$ conformity.

Keywords: Influential Determinants, Myanmar Workers Return Migration, Fishery Industry, Prachuapkhiri Khan Province

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The Study on the Success in Cotton Hand Weaving Skill Transfer by Elderly in Angsila District, Chonburi Province

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Abstract

The purpose of this research is to study on the success to educated local people to do cotton hand weaving in Angsila Community, Chonburi province as to search for the challenge and opportunities to conserve their local cultural heritage which now nearly disappear. To accomplish the goals and objectives, Action research will be applied. The research instruments used are observation, basic interviews, in-depth interviews, pretest-posttest and action learning. The study also uses both primary data and secondary data. From research result, it is revealed that all respondents had more appreciated the value of their local cultural heritage – Angsila hand weaving homespun after they finished this action learning. After learning process, respondents all agree that it is not too difficult to do hand weaving homespun as they expected. Nevertheless, it had some obstacle to do the refinement hand weaving homespun such as the lack of experiences to do weaving which lead to the irregular homespun, the injured form the sharpness of the thread or the pains and aches form long hours to do weaving.

Keywords: Cultural Heritage, Homespun, Weaving, Local Wisdom, Angsila Community, Chonburi Province

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The Water-Way Route Management for Cultural Tourism Promotion at Angsila District: Challenge and Opportunity

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Abstract

The purpose of this research is to study on the challenge and opportunity for waterway route management for promoting cultural tourism in Angsila District, Chonburi Province. To accomplish the goals and objectives, qualitative research will be applied. The research instruments used are observation, basic interviews, in-depth interviews, and interview key local performance. The study also uses both primary data and secondary data. From research result, it is revealed that all respondents had appreciated and strongly agree to promote their waterway route tourism as an intend for further increase for their income. However, it has some challenges to success this project due to natural obstacles such as water level, seasons and high temperature. Moreover, they lack financial support from government sectors also.

Keywords: Cultural Heritage, Green Mussel Farm, Angsila Community, Chonburi Province

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A Guideline of Development in Management of University in The Center of Thailand in order to promote the Cultural Tourism Case Study: Ayutthaya Rajabhat University

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Abstract

This research aims to study and survey a potential in the areas affecting development and study of management factors affecting cultural tourism for Ayutthaya Rajabhat University in a model of a qualitative research as a survey research. The sample population is executives and faculty members, including persons related to university management of Ayutthaya Rajabhat University, total: 5 persons. The tools of research is used in the research as in depth interview which, the researcher distributed in-depth interview form. The obtained data was brought to conduct content analysis by brainstorming from expert academician, as well as, persons related to university management of Rajabhat University in order to consider readiness in cultural tourism management for Rajabhat University, analyze and develop to be a guideline for development of Rajabhat University for promoting cultural tourism. From the study results, it is found that the factors of readiness in management, planning, organizing, personnel management, leadership and guiding, coordination, controlling, budgeting and marketing could influence to be a guideline for development of AyutthayaRajabhatUniversity in order to promote cultural tourism; therefore, the University should prepare more plans concerning related matters, as well as, development, determining form and policy of Rajabhat University.

Keywords: Cultural Tourism, Rajabhat University, Tourism Management

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The Climate Change and Impact of Marine Tourism A Case Study: Phuket, Thailand

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Abstract

This article was study from “The Stakeholder’s Opinion for the Development of Marine Tourism Attraction in Phuket” in order to be a guideline to do an adaptation framework to coastal community (tourist service provider as well as local people in coastal area who are vulnerable people to climate impact from their own activities). The analysis could be a framework helping them to scope area of tourist activities and to sustainable climate adaptation to the area for tourism business. Also, this research has been studied from the linkage between coastal impact and human activities by observing the statistic of global temperature change each year and collected primary data from tourists who faced with marine tourism impacts directly and indirectly. The final result could be possibly the guideline to strategic developing plan to tourist service provider or even further research to sustain coastal a reasuch as in Phuket.

Keywords: Tourist Service Provider, Climate Adaptation, Coastal Area

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The Guideline of Health Development for Tourist towards Health Tourism in Ranong Province

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Abstract

This research is conducted a qualitative method to study tourist behavior toward health tourism in Ranong Province. The result could be the health development for tourists who visit Ranong and do tourist activities concerning health issue. Moreover, it could be a guideline to improve the provincial strategic plan to attract more visitors coming to this province and to promote itself for support the health activity to the province by integrating healthy issue to tourism activities. Thus, the result could be the guideline for stakeholders who want to develop tourism industry and health of local people in province at the same time.

Keywords: Health Tourism, Behavior, Satisfaction

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Decision Making Factors for Selecting Spa Service

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Abstract

This paper “The Decision Factor toward Consumer Buying for Spa Service Case Study, Jao Ruen Spa Health Center Ranong Province” was studied from the decision making of consumer to buy Spa service in Ranong. It applied the quantitative research to group of people who visited and took Spa service from the case study in order to compare and analyze to the data of consumer behavior. The result will be an advantage for Spa service developing to concrete factors of consumers’ decision to buy Spa service in the future.

Keywords: Health Tourism, Spa, Spa Business

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The Study on the Desirable Core Competency in Recruitment and Selection of Personnel of Leading Organizations in Thailand

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Abstract

The aim of this research is to study on the desirable core competency in recruitment and selection of personnel of leading organizations in Thailand. The researcher selected The Siam Cement Public Company Limited (SCG) as a case study in this time because SCG is the first leading organization gaining His Majesty the King's Thailand Corporate Excellence Awards for 20 consecutive years in terms of excellently human resources management and has been recognized by senior executives from various organizations, domestically and internally. The research results will guide the development and improvement of higher education institutions' teaching management to support the requirements of the labour market or for other leading enterprises further.. The results from the compilation of in-depth interview and questionnaires distribution, the conclusion came out in harmony wherefrom the core competencies in the recruitment and selection of personnel of this leading organization in Thailand: The Siam Cement Public Company Limited (SCG). Could be arranged in 10 most important are 1) Professional Expert 2) Achievement Oriented 3) Innovation 4) Strategic Perspective 5) Dynamic and Adaptive Orientation 6) Eager to Learn 7) Team Leadership 8) Language Literacy 9) Ethical Characteristic 10) Thinking out of the Box. The researcher have a suggestions is very useful, especially for higher education institutions' guideline for the faculty to develop, improve and manage their teaching in accordance with the requirements of the labour market, or leading organizations in the future.

Keywords: Core Competency, Recruitment, Selection

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The Freeman in Everyday life

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Abstract

This paper aims to explore the state of the Subject (S / subject) in their everyday life. The author suggests that because Awareness about The “Subject” is the primary indicator shows that we have a presence in the vast world of which it is the narrative core (meta-narrative) knowledge and natural science. and the primary narrative that this influences the fields to documents compiled by the author of the critical theory (Marxism and Critical Theory) as follows.

Keywords: False Conscious, Freeman, S / Subject

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Changing the Paradigm of Development Under the National Economic and Social Development Plan of Thailand

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Abstract

This research aims to study the problems of development in Thailand, the basic concepts in the development paradigm and to study the paradigm shift in development under the changing of the national economic and social development plan. The researcher used qualitative research methods and collect data from primary documents and secondary documents. It also has in-depth interviews and focus group. The research can be concluded that the development of Thailand as a technical matter, which must be conducted by an expert in the field. It was developed by a growing of economic under development discourse. In addition, the government also has to consider the development by increasing economic growth. The development paradigm of Thailand is a way of thinking and attenuation problems, particularly poverty, a lack of income. The solutions developed by the venture when the political change towards a more democratic and globalization. As a result, the government increased participation to the public and civil society.

Keywords: Development, Development Administration, National Economic And Social Development Plan

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The Study of Organizational Culture: A Case Study of One Unit in Thai Government Agencies

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Abstract

This research aims to study the characteristics of the organizational culture and values as well as the assumptions of individual in one unit in Thai government agencies. This article is a qualitative study using the documentary research, observation, and in-depth interview as the research methodology. The participants of this study are 18 people including the civil servants, full-time officers, and contract employees at that unit. The results showed that characteristics of the organizational culture of the one unit of Thai government agencies, continue to adhere to the bureaucracy, which is the system that relies on a set of rules and procedures, separation of functions and a long chain of command. While the values and assumptions can be classified into three levels: 1) individual level: staffs under the bureaucracy are indecisive person to solve the problem and the emotional maturity of staffs are unstable 2) group level: the parties of staffs split by university they graduated, explicit separation of functions, and being a nine-to-five employee 3) organizational level: there exists the patron-client system in this agency, clear hierarchy of authority, and a long chain of hierarchy.

Keywords: Organizational Culture, Values, Assumptions

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Illiberal Democracy and Politics in Southeast Asia

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Abstract

In general, politics in Southeast Asia have characteristic of illiberal democracy which is contradictory. Most of countries in this region apply political structure of democracy formally, but have cultural mechanism within politic institution that is controvert to democracy and human right principle which is frequently occurred in this region. There are many examples, such as, Coup D'etat, patron-client system, media control, and obstruct the freedom of expressing opinion towards political issues. Bureaucracy and people society which are the main and important factors became the tool of people in leader hierarchy for forming righteous and ownership of strong political power. Considering historical context, it can be found that politics in Southeast Asia have their own unique characteristics. These are the result of cultural heritage, colony system, and effort to keep original status of people in leader hierarchy during the period of transiting to establish new state.

Keywords: Illiberal Democracy, Politics, Southeast Asia

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The Performance Comparison of Algorithm of Semi-Automatic Thai Spoonerism Words between Bi-Syllable and Tri-Syllable

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Abstract

The purposes of this research are to study and develop the algorithm of Thai language spoonerism words by semi-automatic computer programs, that is to say, in part of data input, syllables are already separated and in part of spoonerism, the developed algorithm is utilized, which can establish rules and mechanisms in Thai spoonerism words for Tri-syllables by utilizing analysis in elements of the syllables, namely cluster consonant, vowel, intonation mark and final consonant. From the study, it is found that bi-syllable Thai spoonerism has 1 case of spoonerism mechanism and Tri-syllable Thai spoonerism has 2 cases of spoonerism mechanism. In the first case is a crossing between the first syllable to the third syllable and second case is a crossing between the second syllable to the third syllable. From the study, the rules and mechanisms in Thai spoonerism word were applied to develop as Thai spoonerism word software, utilizing PHP program. the software was brought to conduct a performance test on software execution; it is found that the program performs Tri-syllable Thai spoonerism correctly or 90% of all words used in the test and found faults on the program at 10% as the words obtained from spoonerism may not be spelling in conformity with Thai grammar and not possible to predict the real answer is to look through the tri-syllable, then the answer is because the two cases depending on the aim of creating a spoonerism it.

Keywords: Algorithm, Thai Spoonerism Word, Bi-syllable Spoonerism word, Tri-syllable Spoonerism word, Computational Linguistics

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Marketing Mix Factor Affecting the Tutor Institute Choosing Decision of Student in High School

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Abstract

The study result was found that 1) The questionnaire respondents' opinions to the serviceable market mix factors used to decide which special tuitionschool for upper secondary education in Sam Ngam District,Pichit Province in all aspects were in the very much level 2) Opinions to marketing mix factors used in decision making which special tuitionschool high school for upper secondary education in all clauses were in the very much level in descending order as follows: market promotion, price, product, distribution channel, personnel, process and the physical image which were mutually related with statistically significant level at .05 which had the positive relationship in a good level

Keywords: Marketing Mix, Tutor Institute, High School

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Factors Affecting Public Participation to Sustainable Tourism Development of Khao Kho National Park, Lom Sak district, Phetchabun province

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Abstract

The aim of this research is to study factors affecting surrounding communities' cooperation towards sustainable tourism development of Khao Kho National Park, Lom Sak district, Phetchabun province by conducting a random sampling of 350 people. The results 1) the current condition of environmental management in Khao Kho National Park, Lom Sak district, Phetchabun province has a high level natural tourism management. 2) factors including the community environment, the community connection, and the community cooperation in sustainable tourism development of Khao Kho National Park, Lom Sak district, Phetchabun province were in a neutral level. 3) a factor directly influencing the community cooperation in sustainable tourism development of Khao Kho National Park, Lom Sak district, Phetchabun province was the community connection. 4) therefore, based on the results of the study, the relevant stake holders require creating more connections among the local people It may be started by listening to public opinions, requests, and suggestions in order to comprehend the needs of community members in the same way. The researcher have a suggestions is 1) the province must integrate the cooperation among government sector, private sector, and civil society sector. 2) local Administrative Organization in the Khao Kho district should integrate the tourism cooperation with every government sector in the community to develop the tourism capacity and cooperatively design the measures for prevention of natural resources and environment from break in of agriculture and resort construction which affected the tourism image in that area. And 3) local Administrative Organization in Khao Kho district should cooperatively study the waste management system to cope with waste problem solving and its protection affecting tourism.

Keywords: Public Participation, Sustainable Tourism Development, Khao Kho National Park

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Quality of Life in Working and Academic Personnel's Organizational Engagement of Rajabhat Universities in Rattanakosin Group

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Abstract

The objective of this study was to study the quality of life in working and engagement or bond feeling level to one's organization. It was found that the quality of work life could explain the bond to one's organization to 42.1 % whereas 5 components influencing to the bond to the organization were the pride that one's organization had social value, income and sufficient and fair remuneration, balance of working life and private life, administrative characteristic and good mutual relation in working together.

Keywords: Quality of Life in Working, Personnel's Organizational Engagement, Rajabhat Universities

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The Implement of Small Business around Institutions in Dusit Area by Requiring Customer Service Marketing Mix

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Abstract

This research paper was aimed to investigate a relationship between the customer service marketing mix and the level of customers' satisfaction from purchasing goods and service from small business around institutions in Dusit Area. Based on the survey of 200 customers who frequency purchased goods and service around campus, the level of satisfaction for each factor of marketing mix was reached. An accidental random Sampling was applied by using questionnaire in collecting the data. The findings revealed that the means values can help to rank these variables from high to low mean as follows: 1) Forms and System of Service, 2) Physical Environment of Service Center, 3) Service from Staff and Employee, 4) Product Quality and Service, 5) Market Chanel and Distribution, 6) Market Price, and 7) Market Promotion and Distribution.

Keywords: Service Marketing Mix, Satisfaction, Small Business

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Evaluation of Thai Tourists' Expectation Towards Cultural-based Tourism in Old Phuket Town

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Abstract

Phuket is the biggest island in Thailand, on the Andaman Sea of Southern Thailand, has been widely recognized not only nature-based tourism, but also cultural-based tourism destination. This research aims at evaluate the expectation, perception, and satisfaction of Thai tourists towards cultural-based tourism in old Phuket town, Phuket province for developing medias and advertisements in public relations on this kind of tourism to local government, business sectors, other party and local people. Quantitative research method was applied in this study by using questionnaires as a data collection instrument. The survey was conducted in Phuket, Thailand during January to March of 2016. A total of 400 Thai tourists were elicited as data input for percentage, mean, standard deviation, T-test, and ANOVA. The findings of the study revealed that the majority of respondents were female, married, with age between 20-29 years old, and being the first-time visitors to Phuket. Most of them came from the Northern provinces of Thailand. Besides, the majority of tourists were satisfied with cultural-based tourism in Old Phuket Town in term of expectation was ranked in the high score in all aspects such as the local way of life, community, environment, history, geography, etc. On the other hand, the score of perception was lower than expectation aspects. The suggestion of this study is to encourage Thai tourists to revisit Old Phuket town by using much more Medias and advertisements in public relations to promote them as an outstanding city like Sino- Portuguese building, the beautiful architecture along the road, use it as the symbol of cultural-based tourism in Phuket.

Keywords: Cultural-based Tourism, Expectation, Perception, Satisfaction, Thai Tourists

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The Influential Factors of Thai Tourist to Select Accommodation in Bangkok

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Abstract

The objective of this research study is to study mixed marketing factors and the correlation between these factors and decisions of Thai tourists in selecting accommodation services; mixed marketing factors; and the problems and recommendations that effect decision-making. Statistics used in data analysis included frequency, percentage, average, value, standard deviation, independent sample t-test, One Way ANOVA, Fisher's Least Significant Difference (LSD) test, and Pearson Correlation Co-Efficiency. The result showed that mixed marketing factors affect decision-making regarding the selection of accommodation services. These were organized from greater to smaller effects, namely: the aspect of the accommodation and quality of service; the aspect of site and distribution channel; the aspect of service personnel performance and physical characteristics; the aspect of service process, marketing campaign, and pricing. These factors greatly effect selections of accommodation service by Thai tourists. Personal factors that affect decision-making in selecting accommodations by Thai tourists were: gender, domicile, age, education level, occupation, marital status, and income of the tourists; lodging experiences by Thai tourists and mixed marketing factors related to accommodation and quality of services; site and channel of distribution; marketing promotion; service personnel; service process and physical characteristics were all correlated.

Keywords: Affecting Factors; Service Selection; Tourists; Hotels

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Application of Good Governance in the Inspection Organization to Monitor the State's Power Exercise in Thailand

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Abstract

The researcher was therefore interested in studying on the inspection organization of the state's power exercise in Thailand which was established by the Constitution of the Kingdom of Thailand, B.E.2540 and the Constitution of the Kingdom of Thailand, B.E.2550 of all 8 organizations, namely, 1) Constitutional Court, 2) Court of Justice, 3) Administrative Court 4) The Election Commission of Thailand 5) The National Counter Corruption Commission 6) The National Human Rights Commission of Thailand 7) The Ombudsman and 8) The Auditor General of Thailand, whether they have really applied the governance principle to be used in the inspection process of the state's powers exercise or not, and how much extent the principle of good governance is implemented in the administration within the organization itself. The results have to adoption of good governance to be used in the inspection process of the state's power exercise in Thailand. All 8 inspection organizations of the state's power exercise in Thailand, including the Constitutional Court, the Court of Justice, the Administrative Court, the Election Commission of Thailand, the National Counter Corruption Commission, the National Human Rights Commission of Thailand, the Ombudsman and the Auditor General of Thailand had adopted the governance principle which consist of Rule of law, the Virtue, Transparency, Participation, Responsibility and Cost-effectiveness to be adjustably implemented concretely as well as there were insitment and creation of consciousness to the personnel in each organization to hold to governance principle to be strictly adopted.

Keywords: Public Participation, Sustainable Tourism Development, Khao Kho National Park

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Kham Chanot Community's Potential and Their Tactics and Mechanisms for Development of Homestay House Construction: A Case Study of Non Mueang Village, Village No. 11, Ban Muang Sub-district, Ban Dung District, Udon Thani Province

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Abstract

This study had main objective to assess the potential for development of accommodation shelter in homestay style and to find the proper guideline for promoting tourism of homestay style at Ban Non Mueang Community, Ban Muang Sub-district, Ban Dung District, Udon Thani Province. The data were collected with qualitative research methods with Non-Participant Observation and organization of Focus Group Discussion which consisted of the community leaders, community committee of Non Mueang Village, and the community's representatives. The data were brought to be summarized and discussion of the outcome consistently with the objective, thereafter, the result was presented in form of lecture. The study result was found that Ban Non Mueang Community has the potential to develop accommodation or residential shelter in homestay style as follows: 1) Tourists, both Thai and foreigners like to travel all year round to worship or pay respect to the sacred things and places according to their belief on the myth about the Naga (Serpent) legend 2) Villagers are ready to welcome tourists and can arrange the homestay accommodation by modifying their house for additional living space that visitors can stay temporarily and can appreciate the villagers' hospitality to welcome tourists as their relative 3) Ban Kham Chanot Community has outstanding unique identity and many tourist attraction places nearby, both the tour about the Naga legend i.e. "Kham Chanot" still maintain the lifestyle and culture which are unique in the Northeastern folks, such as the sticky rice alms, tradition of oblation to Chao Poo or great grandfather's spirit (sky rocket launching), cloth weaving, mat weaving, basketry handicraft tools of daily living such as threshing basket, covered bamboo basket for steaming, serving and carrying sticky rice etc.

Keywords: Kham Chanot, Potential, Development, Homestay

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The Participation of Citizens in Community Development Case Studies, Waste Water Management, Community Organization Bang Bua Tong District.

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Abstract

The participation of citizens in community development case studies, waste water management, community organization Bang Bua Tong district. A qualitative study the objective To study the involvement of the community in the development community. The data were collected using participatory observation. Depth interviews Group Chat Executive District Administrative Office, community leaders and community open forum discussion village. The study found that The participation of citizens in the management of waste water is 1) to receive information from the District Administrative Office. Should the promotion and dissemination of information. Household waste water management Participation in community wastewater treatment 2) consultation. Community members are able to share information, brainstorm ideas. Analyze the problems of waste water Solutions development and hosting environment of the Community 3) to get involved. Citizens should have a role with community leaders to determine project. Activities wastewater 4) Partnering people in the community should have a role to engage in practical projects and wastewater treatment to achieve and 5) empowerment of citizens, community leaders, village councils, citizens need to be. orientation wastewater management The development of the environmental community. The joint decision Emphasizing participation, self-reliance and mutual support and commitment to the community. A power-driven community, strengthening the development of the area.

Keywords: participation, community development, Bang Bua Tong

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Cooperative Learning in a Legal course: A Participatory Action research

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Abstract

The participation of citizens in community development case studies, In general, traditional teaching style in Law School is a lectured-center. Students basically memorize code law, legislation, and court verdicts in order to analyze cases and solving problems. At Law Department, Suan Sunandha Rajabhat University, also delivered lecture in traditional style for students. However, it was discovered that in past four years, 20% of freshmen in law department got F in legal courses and finally retired. Based on the students' interview, law is perceived as a difficult and tough subject. Most students gained a lot of pressure during their study. So, to make student feel more comfortable while studying and to encourage their efficiency, researcher conducted cooperative learning environment through various activities in a participatory action research as known as AAR approach.

Keywords: Legal course, Cooperative Learning, Participatory Action Research, Law Students

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A Study on the Pharmaceutical Access of Population in Thailand Under Trips Agreement (Agreement on Trade-Related Aspect of Intellectual Property Rights)

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Abstract

The participation of citizens in community development case studies, In general, traditional teaching style in Law School is a lectured-center. Students basically memorize code law, legislation, and court verdicts in order to analyze cases and solving problems. At Law Department, Suan Sunandha Rajabhat University, also delivered lecture in traditional style for students. However, it was discovered that in past four years, 20% of freshmen in law department got F in legal courses and finally retired. Based on the students' interview, law is perceived as a difficult and tough subject. Most students gained a lot of pressure during their study. So, to make student feel more comfortable while studying and to encourage their efficiency, researcher conducted cooperative learning environment through various activities in a participatory action research as known as AAR approach.

Keywords: Legal course, Cooperative Learning, Participatory Action Research, Law Students

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Using Multiple Intelligences to Teach Japanese Language and Culture in a Classroom

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Abstract

In the globalization nowadays, teaching with the old strategy by standing in front of the class room is obsolete. With increasing technology and opportunity, students have rapid access to information that only decades ago would have taken weeks to obtain. Unfortunately, new techniques and technology is not a cure for the fundamental problems that have plagued the classroom ever since education was established. Class size has been an issue long debated in academia. While it is difficult to pin point an exact number, it is clear that in this case more does not mean better. By looking into the success and pitfalls of classroom size the true advantages of smaller classes will become clear. Previously, one class was comprised of 50 students. Being seventeen and eighteen- year- old students, sometimes it was quite difficult for them to stay focused. To help them understand and gain much knowledge, a researcher introduced “The Theory of Multiple Intelligence” and this, in fact, enabled students to learn according to their own learning preferences no matter how they were being taught. In this lesson, the researcher designed a cycle of learning activities involving all intelligences so that everyone had equal opportunities to learn.

Keywords: Multiple intelligences, Role Play, performance assessment, formative assessment

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The Relationship of Co-Existence of People in the Community by Interacting amongst Houses, Temples, and Schools: The Case Study of Wat Pracharabueham Dusit, Bangkok.

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Abstract

The aim of this abstract was to study the way of people in the community lives in terms of culture and custom and factors affecting to alliance system. The result showed that all communities were Bangkokians and worked as gardeners around there before the civilization of Bangkok. The other group of community was those who rented areas of temples. These two Buddhist groups of people led their lives with the support of temples namely cheap rent and free tuition for children. Because of the fact that the community was not located on the non- business area, income was generated from renting and the patronage of Buddhists to join Buddhist ceremonies. The community was so proud of using the temple's name for the community, which comprised 4 small communities. This reflected to co-existence which implied the culture of Thailand and made happiness to the old.

Keywords: Community, Co-Existence

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Survey of Some Criteria to Lead to Make Decision to Study International Tour Guide in Suan Sunandha Rajabhat University

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Abstract

The research aims to survey criteria that influence the participants in general tour guide training (International); this research is a quantitative research. The sample population are persons participating in tour guides training (International), 11th generation and relevant persons with this training project of SuanSunandhaRajabhat University, total 100 persons. A tool used in this research is questionnaires. The data were analyzed to determine the frequency, percentage, mean and standard deviation; static tests were utilized to test a relationship of the marketing factor and quality factor of curriculum, time, training facilities and traveling factor by using hypothesis test to analyze for determining value of the Pearson Correlation Coefficient (Pearson 's Correlation). The study results are found that the criteria of marketing, quality factor of the curriculum, time, training facilities and traveling to participate in the training curriculum affecting decision making in general tour guide training (International) of SuanSunandhaRajabhat University having a statistically significant level at 0.01; therefore, the University should conduct more marketing related to the project, as well as, a development of the project's curriculum to have quality constantly.

Keywords: Decision Making, General Tour Guide Training (International), SuanSunandhaRajabhat University

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Transnational Marriage in Taiwan Challenges Faced and Adaptation Strategies Adopted in Experiencing Different Culture

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Abstract

This is a study of how foreign brides in Taiwan adapt to the challenges of living in an unfamiliar society, particularly in terms of diet, religion, and language. Based on data collected in semi-structured interviews, the results indicate that foreign brides tend to prefer foods which are excessively spicy and sour for the average Taiwanese. In terms of religion, most foreign brides adopt their husband's religion. As for language, it was found that foreign brides tend to be relatively direct in their manner of expression, and also tend to reply in a loud tone of voice, and that this leads to misunderstandings and makes their Taiwanese in-laws uncomfortable. It was also found that many foreign brides experience difficulties in the areas of medical care and shopping. As for the ways in which foreign brides respond to these challenges, it was found that many of those who have difficulty adapting to Taiwanese food express their dissatisfaction by eating little. With regards to religious activities, most simply follow their in-laws customary practices, such as burning incense. As for language, it was found that they use various means to learn both written and spoken Chinese. Many foreign brides reported having difficulty with the taste of various Taiwanese foods, but that their in-laws didn't mind if they prepared some of their favorite foods for themselves. Many also indicated that their in-laws encouraged them to attend Chinese classes, but that there was little support for those who preferred to practice a religion different from their in-laws. The results of this study indicate that the government needs to make additional efforts to help foreign brides lay down roots in Taiwan and enjoy a happy family life, such as holding social events in various localities, running relevant training courses for foreign brides and their husbands, and promoting an overall environment which is more foreigner-friendly and linguistically diverse.

Keywords: Transnational Marriage; Foreign Brides; Different Culture

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How Taiwanese Preschool Educators View Play and Apply it in their Teaching

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Abstract

In this research I investigated the views preschool educators in Taiwan on play and the role of play in the curriculum. Adopting a qualitative methodology, I conducted semi-structured interviews with 11 educators at preschools affiliated with elementary schools. The results indicate that preschool educators generally agree that, in addition to being a source of happiness for children, play also promotes learning and development. Thus play is seen as a meaningful learning activity which has a unique and valuable role in the preschool curriculum. However, the findings also indicate that participants need to give more attention to observing and understanding their children's abilities, interests, and developmental stages, so as to adopt a suitable role in various types of play and find the optimal balance between play and structured learning.

Keywords: Preschool Educators, Play, Teaching Curriculum

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Promoting Access to Mobile Devices to Older People

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Abstract

The current digital information explosion where everything is online, from reading newspapers to paying invoices and taxes, implies that competences and skills related to the use of Information and Communication Technologies (ICT) are of key importance for everyone. And senior citizens cannot afford being excluded. This is particularly relevant in a moment where socio-demographic changes resulted in a rapidly growing number of elderly people. And, at the same time, the new mobile technologies such as smartphones or tablets became pervasive and ubiquitous, contributing to the digital divide. This is not just a technological disadvantage, but rather a social disadvantage at a societal scale and the need to fully integrate senior citizens in the Knowledge Society is therefore a societal priority. As a contribution to that effort, this article presents a European-wide initiative that addresses this issue and an analysis of the achieved results.

Keywords: Later Life Training, Mobile Devices

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The Needs of Different Types of Family With Preschools in Taiwan

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Abstract

The purpose of this study was to clarify the needs different types of family in Taiwan have for preschools. It is expected that the results will help preschools set up learning environments which meet children's learning and needs of the different types of family. Stratified random sampling was used to recruit 272 dual-income families, 154 single-parent families, 117 skipped-generation families, 142 new-immigrant families, and 62 the others. The results indicate that single-parent families need "flexible services", the new-immigrant families need "various talents", the dual-income families need "life education" and "home-school relationship". These findings suggest that preschools which understand the differing needs of different family types will be in a better position to implement a program which not only gives due consideration to the education and welfare of the children themselves, but also satisfies the family's needs.

Keywords: Single-Parent Families, Dual-Income Families, Skipped-Generation Families, New-Immigrant Families

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Regulating the Principle of Corporate Social Responsibility In Indonesia: Why is it a Mandatory?

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Abstract

This article examines why principle of corporate social responsibility in Indonesia is governed as a legal mandatory. The Indonesian economy system as stated under article 33 of the Constitution of the Republic of Indonesia 1945 shall be conducted on the basis of economic democracy upholding the principles of togetherness, efficiency with justice, continuity, environmental perspective, self-sufficiency, and keeping a balance in the progress and unity of the national economy. The land, the waters and the natural resources within shall be used to the greatest benefit of the people, otherwise the State must be given authority to regulate how corporations concern to environmental and social responsibility. Regulating of corporate social responsibility within legal mandatory is government strategy to encourage corporations involving on national economic development. On perspective of the Indonesian Constitution, regulating of corporate social responsibility within legal mandatory is accordance with article 33 (4) of the Constitution, particularly on frase "efficiency with justice".

Keywords: Corporate Social Responsibility, Indonesian Constitution

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**TRACK D: ENGINEERING & TECHNOLOGY,
COMPUTER, BASIC & APPLIED SCIENCES**



Thermal Analysis and Optimization of Microchannel Heat Sink

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Abstract

Three-dimensional incompressible laminar fluid flow and heat transfer of a rectangular micro-channel heat sink is studied numerically using water as a cooling fluid in a silicon substrate. The control volume approach is developed for solving Navier-Stokes equations with conjugate energy equation for both fluid and solid regions. The QUICK and SIMPLE techniques are used for discretization of momentum and energy equations. In this study, computations are performed for a range of $50 \leq Re \leq 600$, $0.05W \leq \dot{q} \leq 0.25W$, $100W/cm^2 \leq q'' \leq 300W/cm^2$. Solutions are first carefully validated with available experimental results in the literature and the shape of the micro-channel is then optimized using response surface methodology, full factorial design and genetic algorithm method. Ratio of the depth of the micro-channel to the whole depth and the width of the micro-channel to the whole width are selected as design variables. The thermal resistance of a micro-channel is minimized for a constant heat flux and constant pumping power. Based on the results derived by the optimization, the optimum condition is and According to the numerical results, the inlet thermal resistance decreases with increasing but increases with increasing in all cases. In addition, it is found that averaged Nusselt number increases with increase in Reynolds number or pumping power.

Keywords: Microchannel Heat Sink, Optimum, Response Surface Methodology, Genetic Algorithm Method

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Numerical Investigation of a Microchannel Heat Sink with Nanofluids

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Abstract

Numerical simulations by single-phase and two-phase models of Al₂O₃/water nanofluids forced convection in a three-dimensional micro heat sink with uniform constant heat flux are investigated. The control volume approach is developed for solving Navier-Stokes equations with conjugate energy equation for both fluid and solid regions. The QUICK and SIMPLE techniques are used to discretize the momentum and energy equations. The parameters studied include Reynolds numbers ($100 \leq Re \leq 500$), the nanoparticle volume concentrations ($1\% \leq \phi \leq 4\%$), the nanoparticle diameters ($13 \text{ nm} \leq d_p \leq 82 \text{ nm}$) and the dimensions of complex structure ($0.075 \text{ mm} \leq R \leq 0.125 \text{ mm}$). Numerical results are first validated with the available data of water and Al₂O₃/water nanofluids in the literature and good agreement has been found. The numerical results indicate that the averaged Nusselt number increases with the increase of the nanoparticle volume concentration and Reynolds number and achieve 29%-39% enhancement by the two-phase model compared with single-phase model, however, the maximum increase of the pressure drop is 4.68%. The numerical results of the proposed models indicate the flow field and laminar convective heat transfer characteristics have some differences with single and two-phase models. It is found that single-phase and two-phase models predict almost identical hydrodynamic fields but very different in the thermal field. In addition, the nanoparticle volume concentration has great effect on the heat transfer performance, while the effect of the nanoparticle diameter is not obvious.

Keywords: Micro Heat Sink, Nanofluid, Single-Phase Model, Two-Phase Model

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Manipulate the Thermal Energy by Means of Nanoscale Periodic Structures

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Abstract

Thermoelectric materials have been extensively investigated in recent decades, however, their applications are limited due to the low energy transmission efficiency. In this study, we introduced periodic structures with nanoholes, like the concept of phononic crystal slab, which can reduce the thermal conductivity and enhance the heat conduction efficiency. The ability of manipulating the thermal energy is also important in the energy conservation issues today. By using the graded periodic structures in this study, we can manipulate the heat flux to form the temperature gradient concentration. The effective thermal conductivity of thin silicon films containing nanoholes which is the function of nanohole filling ratio and film thickness is investigated at first. Then the dispersion relation of the structure is computed using the plane wave expansion method. With the information of dispersion relation, the thermal conductivity can be predicted by means of the Callaway-Holland model. Based on the thermal conductivity prediction and the effective thermal resistance theory, a two dimensional circular temperature gradient concentrator is designed. The performance of the circular thermal concentrator is analyzed by employing COMSOL Multiphysics Finite Element simulations. It can be seen from the simulation results that the great thermal concentration performance can be achieved in the proposed circular thermal concentrator by using the periodic structures with nanoholes.

Keywords: Thermoelectric Material, Periodic Structure, Temperature Gradient Concentrator

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Numerical Investigation of Turbulent Air Flows Through Perforated Pin Heat Sinks

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Abstract

In this study, fluid flow and heat transfer characteristics of turbulent forced convection of air flow through perforated circular pin fin heat sinks with constant heat flux are investigated numerically. The turbulent governing equations are solved using finite volume method by employing three turbulence models based on Reynolds-averaged Navier-Stokes (RANS) approach. Overall performance of standard model is better in comparing with other models (RNG model and realizable model) in the studied ranges. The parameters studied in this study are diameter of perforations (d_p), space of perforations (s) and Reynolds number (3,500 Re 6,500). Subsequent numerical computations are performed with standard model for the parameters studied, and the theoretical model developed is validated with the available experimental data in the literature. The effects of the flow and geometrical parameters on the heat transfer are determined. The most important parameters affecting the heat transfer are Reynolds number and diameter of perforations. The averaged Nusselt number (Nu) calculated on the basis of projected area increase with increasing Reynolds number. The maximum averaged Nusselt number (Nu_{max}) is found.

Keywords: Numerical Simulation, Turbulent Flow, Pin Fin Heat Sink

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Numerical Simulation of Turbulent Nanofluids Forced Convection in a Twisted Elliptical Tube

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Abstract

Tube heat exchangers are widely used in engineering applications. Two methods are concerned to improve the thermal performance of tube heat exchangers, i.e., changing the shape of the cross section and properties of the working fluid. In this study, numerical calculations by the mixture model of turbulent Al₂O₃/water nanofluids forced convection in a three-dimensional twisted elliptical tube with constant wall temperature are investigated. The steady-state, three-dimensional governing equations for forced convection of Al₂O₃/water nanofluids are solved numerically using the finite volume approach. Flow resistance and heat transfer characteristics of nanofluids in the twisted elliptical tube are studied with the parameters including Reynolds number ($10,000 \leq Re \leq 15,000$), nanoparticle volume concentration ($1\% \leq \phi \leq 4\%$), and the twist pitch ($96 \leq d \leq 192$). Effects of the above-mentioned parameters on the performance of the twisted elliptical tubes are analyzed and the overall thermal-hydraulic performance are evaluated. The results show that in the twisted elliptical tubes, rotational motions are produced in the flowing nanofluid, enhancing the heat transfer performance compared with an oval tube. Secondary flow and temperature distributions are presented and the analysis reveals that the secondary flow caused by the twist in the twisted elliptical tubes results in mixing the nanofluids. The average Nusselt number and the pressure drop both increase with increasing Reynolds number and nanoparticle volume concentration, while both decrease with the increasing of the twist pitch.

Keywords: Nanofluids, Twisted Elliptical Tube, Two-Phase Model

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Analysis of Dispersion Behavior and Transmission Property of Sine-wave Beams

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Abstract

Phononic crystals are periodically composed of two or more materials, regardless of the elastic waves in solid or sound waves, band gap phenomenon are generated due to the cyclical relationship for the wave propagation. Phononic crystals have a lot of discussion to the frequency gap phenomenon. In addition, there has abnormal dispersion phenomenon in the propagation area, such as negative refraction characteristics of these features for further improvement and progress on the design of subsequent components. Thus, this aspect of the study becomes a hot topic of recent academia. The sine-wave beam which is composed of curved beam of PCs with two different materials, PMMA and Aluminum are studied. The original sine-wave beam is difficult to analyze, therefore, first we discretize it into several units, then calculates their dispersion relations by solving the equilibrium equations of the elastodynamics respectively. Then, Finite element method (FEM) is used to obtain the band-structure diagrams. Finally, we calculate the sine-wave beam's transmission loss by using the COMSOL software and the transmission spectrum is plotted. In this paper, the effects of dividing the sine-wave beam into different number of parts are investigated. Two cases are considered in this paper, one is the case of 6 parts and the other is 10 parts. The results reveal that the sine-wave beam which is composed of curved beam of PCs can have a great potential for the design of novel acoustic devices or vibration controller.

Keywords: Phononic Crystals, Dispersion Relation, Transmission Loss, Sine-Wave Beam

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Applying Fuzzy Theory and Grey Relation Analysis to Optimize Solar PV System Design

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Abstract

A new methodology to perform the optimal decision of developing a solar PV system is proposed in this study. The methodology provides an integrated design decision for engineers with different backgrounds and meets the desired system reliability requirements with the best value of solar PV system (BIPV). This study combines Fuzzy Theory and Grey Relation Analysis (GRA) to generate the optimum design decision and improve the efficacy of the solar PV system according to the concept of Concurrent Engineering (CE). This methodology can enhance the efficacy and quality of the solar PV system. The planning of solar PV system and its design examination in this study follows the laws and regulations of Taiwanese solar energy policy. All of the solar PV system data will be uploaded to the cloud system (Dropbox), and the standards of management authority are set simultaneously throughout the performance of different professional stages. The proposed model could be applied to solar PV systems with the power less than 50kW. The results show that the factors that trigger project failure can be known in advance and then be excluded from the process of developing a solar PV system. Moreover, an application (APP) constructed in this study can be used to mobile the results of the solar PV system, and get a report generated based on Fuzzy Theory and Grey Relation Analysis. With this methodology, the best location and design plan can easily be obtained; whereas, the Concurrent Engineering (CE) concept applied will effectively shorten the pre-required schedule and enhance the engineering quality of developing a solar PV system. Finally, a Solar PV System (4.16kW) was adopted to verify the feasibility of the methodology proposed in this study.

Keywords: Solar PV System, Fuzzy Theory, Grey Relation Analysis, Concurrent Engineering

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Tunable Directivity of Elastic Wave Propagation in Hexagonal Lattices with Thickness Modulation

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Abstract

Lattice structures are extensively used in many branches of engineering, such as civil, mechanical and aerospace. Recently, different approaches have been proposed in order to achieve performance flexibility and propagation properties tenability. The design is aimed at tuning and improving the wave-beaming directivity of periodic cellular structures. This work investigates wave propagation in 2D hexagonal structural lattices. Two-dimensional dispersion relations are estimated and analyzed to illustrate special properties and investigate the directional behavior of hexagonal lattices for varying Thickness. Based on our simulation results, we can expect that the hexagonal lattices with modulate thickness has flexibility reconfigurable directivity ability.

Keywords: Elastic Wave, Hexagonal Lattices, Varying Thickness, Wave-Beaming

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Variation of the Machining Stability of a Milling Machine with different Tool Conditions

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Abstract

This paper presents the effects of the tooling conditions on the machining stabilities of a milling machine. The machining stabilities in different feeding directions in the X-Y plane were evaluated, which was referred as the orientation-dependent machining stability. According to the machining mechanics, the machining stability was determined by the frequency response function of the cutter. Thus, we first conducted the vibration tests on the spindle tool of the milling machine to assess the tool tip frequency response functions along the principal directions of the machine tool. Then, basing on the orientation dependent stability analysis model proposed in this study, variation of the dynamic characteristics of the spindle tool and the corresponding machining stabilities at a specific feeding direction were evaluated. Current results show that the compliances of the cutter change when it was fixed with different overhang length, which further affect the critical axial cutting depth for stable machining. Also the number of the cutting edge can affect the machining stability of the cutter. As found from the polar stability boundary, a 2-flute cutter enhances the critical cutting depth by 47% as compared with the 4-flute cutter. Overall, this study reveals that the machining stability of the milling tool was affected to vary with different setting conditions of the cutter and the results can serve as the references for the selection of the machining conditions of milling operations.

Keywords: Chatter, Machining Stability, Milling Machine, Tooling Condition

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Effect of Bearing Preload on the Machining Stability of a Spindle Tool System

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Abstract

The aim of this study was to investigate the variation of dynamic characteristics and machining stability of the spindle with different preloads before and after the run-in operation. To this purpose, we first conducted the run-in operation of the spindles in certain duration and measured the dynamic frequency response by impact tests. Then, the machining stability of the spindle tool was assessed by stability analysis. Current results indicate that the temperature rise of the spindle with high preload is significantly higher than those with low preloaded. It is also found that the temperature rise has little influence on the dynamic compliance and critical cutting depth of the tool. According to the results, the maximum compliance of lower preloaded spindle is increased from 1.95 $\mu\text{m}/\text{N}$ to 1.97 $\mu\text{m}/\text{N}$ before and after the run-in. The variation of the dynamic characteristics causes a change in the critical cutting depth from 2.4 mm to 3.1 mm in X direction, by approximately, 29%. The spindle with lower preload shows greater variations of machining depth in particular feeding direction as compared with the spindles with medium and high preloads.

Keywords: Chatter, Machining Stability, Milling Machine, Tooling Conditions

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Allocation of Dynamic Virtualized Cloud Computing Resources by Control Technique

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Abstract

It becomes an important issue of cloud computing to provide an autonomic and robust infrastructure through virtualization resources allocation. In this paper, a robust controller is designed for adjusting dynamically multiple virtualized resources utilization to achieve Service Level Objective (SLO) in cloud computing application. KVM is selected as a virtual machine monitor (VMM) to implement the architecture. The simulation shows that the proposed controller could be robust to high load variations in steady-state behavior and allocate resources reasonably in response to the dynamically changing requirements of different applications.

Keywords: Virtualized Resources, Cloud Computing, Robust Control

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Smartphone Application Development Concerning the IoT (Internet of Things) Based Growth Management of Apple Mango

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Abstract

The aim of this study was to investigate the variation of dynamic characteristics and machining stability of the spindle with different preloads before and after the run-in operation. To this purpose, we first conducted the run-in operation of the spindles in certain duration and measured the dynamic frequency response by impact tests. Then, the machining stability of the spindle tool was assessed by stability analysis. Current results indicate that the temperature rise of the spindle with high preload is significantly higher than those with low preloaded. It is also found that the temperature rise affects the dynamic compliance and critical cutting depth of the tool. According to the measurements, the maximum compliance of lower preloaded spindle increased from 1.95 $\mu\text{m}/\text{N}$ to 1.97 $\mu\text{m}/\text{N}$ before and after the run-in. The variation of the dynamic characteristics causes a change in the critical cutting depth from 2.4 mm to 3.1 mm in X direction, by approximately, 29%. The spindle with lower preload shows greater difference in limited depth between X and Y feeding directions as compared with medium and high preloads. However, the spindle tool with medium preload show a superior orientation-dependent machining stability, with more consistent limited depth in different feeding direction, before and after the run-in operation. This indicates that presented results are more favorable as reference for setting preload of the spindle system.

Keywords: Chatter, Machining Stability, Milling Machine, Tooling Condition

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