



Academic Fora

ABSTRACT PROCEEDING BOOK

BESSH

March 23-24, 2024

Tokyo, Japan

Volume 10, Issue 98

Society For Business, Economics, Social
Science & Humanities

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CONFERENCE PROCEEDINGS

BOOK OF PROGRAM & ABSTRACTS

Tokyo 98th International Conference on “Business, Economics, Social Science & Humanities- BESSH-2024”

BESSH– 2024

TOKYO, JAPAN

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Proceedings of the International Conference on

“Business, Economics, Social Science & Humanities- BESSH-2024”

ISBN: 978-969-683-924-8

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Tokyo 98th International Conference on “Business, Economics, Social Science & Humanities- BESSH-2024

Tokyo, Japan

Venue: TKP Shinbashi Shiodome Business Center Tokyo Japan

Conference Chair Message

Dr. Malika Ait Nasser (PhD)

International Conference on “Business, Economics, and Social Science- BESSH-2024” 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 honorable 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 (PhD)
Conference Chair
Email: Chair@academicfora.com
BESSH– 2024

Conference Program

Venue: TKP Shinbashi Shiodome Bussiness Center Tokyo Japan
March 23-24, 2024

Time: Registration & Kit Distribution (09:00– 09:15 am)

Day: Saturday

Date: March 23, 2024

09:15 am – 09:25 am	Introduction of Participants
09:25 am – 09:35 am	Inauguration and Opening address
09:35 am – 09:45 am	Grand Networking Session

Break (09:45 - 10:00 am)

DAY 01 (March 23, 2024)

First Presentation Session (10:00 am – 11:30 am)

Track A: Business, Economics, Social Sciences and Humanities

TOK-4324-110B	An Exploration Of Listeners' Opinions On Podcast Advertisements	Rafael Oliver Schäfer
TOK-4324-111B	The Impact of Pandemic on Human Capital. An Empirical Analysis	Laura Diaconu
TOK-4324-112B	Fiscal Policy and Economic Growth in Eastern European Union States	Cristian C. Popescu
TOK-4324-113B	The Societal and Cultural Differences and the Adoption of IFRSs in ASEAN Countries	Eriko Kasaoka
TOK-4324-114B	Adolescents' Relationship with their Parents and their Level of Attachment to them	Pawandeep Kaur

Break (11:30 - 11:45 am)

Second Presentation Session (11:45 am – 01:15 pm)

TOK-4324-102B	Reducing Waste Caused by Errors and Delays in the Material Procurement Process in the Context of Medium-Sized Hotels in Thailand	Ms Apisara Phuangjan
TOK-4324-103B	The Reduction of Wastefulness Caused by Delays in Registration Fee Revenue Recognition Process: A Case Study of Public University in Thailand	Ms Chutiporn Yaikaew
TOK-4324-104B	Increasing The Efficiency of Online Warehouse Management Using ABC - XYZ Analysis Combined with Appropriate Forecasting Technique:A Case Study of Automotive Accessories Business in Thailand	Ms Tasaporn Seesom
TOK-4324-106B	Performance Measurement that Affects Business Profits: A Case Study of SMEs in Food, Beverage, and Tobacco Sectors in Cambodia	Dr. Panutporn Ruangchoengchum
TOK-4324-107	Exploring the Impact of White-Collar Employees' Personalities on Human Resources Management: A Case Study of The Fishing Net Company	Dr. Jongrak Hong-ngam
TOK-4324-108	Reducing Waste in the Procurement Process of Agricultural Machinery Engine Parts by Using ECRS Combine with Digital Lean Concepts in the Business of Producing Engines for Agricultural Machinery : A Case Study of The Business of Producing Engines for Agricultural Machinery in Thailand	Ms Supanida Auesiritrakul
SEEM-2023-P101	The Impact of Design and Service Quality on the Revisit Intention of Wellness Tourism: The Mediating Effect of Tourist Satisfaction	Dr. Chanin Yoopetch

Closing Ceremony & Lunch (01:30 pm – 02:00 pm)

PARTICIPANTS REGISTERED AS LISTENER\OBSERVER

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

Official ID: SEEM-2023-A102
Dr. Omid Karr
Ambiata Sydney, Australia

DAY 02 Sunday (March 24, 2024)

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

**TRACK A: BUSINESS, SOCIAL SCIENCES, ECONOMICS AND
HUMANITIES**

An Exploration Of Listeners' Opinions On Podcast Advertisements

Rafael Oliver Schäfer*

Abstract

In recent years, the popularity of podcasts has been rising. In parallel to the growing demand and supply of podcasts, advertisers increasingly use this new medium as an advertising channel. A study was conducted to understand how listeners think about advertisements heard on podcasts as it is a major factor in determining the ads' effectiveness. Furthermore, due to the recency of podcasts, prior research on this topic is scarce. The study aimed to not only measure listeners' attitude in six dimensions identified from secondary research (pleasure, lack of disturbance, acceptance, informational value, perceived quality, and trust) but also to investigate whether the attitude differs significantly between groups of different gender, age or listening intensity. It was also hypothesized that a more positive attitude would correlate with a lower tendency to skip ads. Data was collected using a quantitative survey with sample of 101 participants and then analyzed with SPSS. The results show that the attitude towards podcast advertisements is generally rather negative. Although the majority accepts ads in order to receive the content for free, ads are still regarded as unpleasant and intruding into the listening experience. Hence, most listeners report skipping ads always or often. This seems to be a general sentiment since no significant differences between different genders, ages or listening intensities were found. Moreover, a significant correlation of the attitude and the tendency to listen to ads was confirmed. This highlights the important role that listener's attitude plays in determining the advertising effectiveness. In conclusion, advertisers should carefully compare (the reach of) podcasts to other advertising channel options, especially considering the high likelihood and ease of skipping ads.

Keywords: Advertising, Attitude towards Advertising, Podcast

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Adolescents' Relationship With Their Parents And Their Level of Attachment to Them

Pawandeep Kaur*

Abstract

Family always plays a pivotal role in which nurturing of the child and the level of attachment many times depends upon the demands and needs of adolescents and moreover the type of needs fulfilled by their parents. It is generally seen that parents who invest productive time with their children are usually more attached to their family. For adolescents, attachment has been defined by a lasting affectionate bond that includes one's general feeling of security trust, positive communication, and being supported and accepted in close relationships with others (Armsden and Greenberg, 1987). On the other hand, unavailability of parents, lack of support, lack of proper parental care, not catering to the specific needs, and lack of understanding the psychology can lead to disturbance, aggression and which further results in less attachment of adolescents with their parents. The positive relation of parents with adolescents highly depends upon many factors as such one of the most important factors is the availability of time parents give to adolescents. During this period adolescents want their parents to understand them, listen to their daily conversation, anticipate their needs and wants, offer genuine emotional support, and advise them as friends. Healthy relationships with parents always assist adolescents in advancing their physical and academic progress and ignoring those leads to poor life performance. The parent relation with adolescents undergoes various alterations. Family relationship is always taken for granted by adolescents as they spend maximum time with their friends and their advice and opinions are always more appreciated than parents'. This many times creates a difference among parents and adolescents which often leads to a reason of conflict that hampers their relation to an extent.

Keywords: Adolescent, Family, Relations, Parents, Attachment

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The Impact of Pandemic on Human Capital. An Empirical Analysis

Laura Diaconu*¹, Cristian C. Popescu²

Abstract

The COVID-19 pandemic has significant consequences on the social, political, economic and healthcare aspects of most of the countries. Since it is the third coronavirus outbreak of international concern during the last 20 years, it becomes clear that the transformation of various aspects at both individual and societal and governmental levels is inevitable. The current pandemic has actually been considered a reality check for many economic sectors, in general, and healthcare and educational systems, in particular, in terms of their overall readiness. The healthcare expenditures tremendously augmented along with the increase in the intensity of this new virus. Meanwhile, technological and psychological challenges are the key concepts linked to the decline of education in the context of the pandemic. Therefore, a major concern was related to the fact that low and middle income states would be much harder hit than the advanced countries not only from the economic point of view, but also from the human capital stocks' perspective. Considering all these aspects, the purpose of this study is to investigate the effects of Coronavirus pandemic on the developing countries' healthcare and educational systems, by using empirical macroeconomic models. Our results suggest that, in many developing states, where education systems were already in a learning crisis, COVID forced huge setbacks. Meanwhile, the poor health system capacities made developing economies highly vulnerable to the new coronavirus. The findings of the study present great interest for the policy-makers since they show that the pandemic is giving rise to human capital losses and increases in inequality. Therefore, the results should be regarded as a transformation catalyst, accelerating the implementation and adoption of changes in educational and public health interventions and the allocation of more resources in these sectors.

Keywords: Human Capital Stock, Education, Healthcare System, COVID-19 Pandemic

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Fiscal Policy and Economic Growth in Eastern European Union States

Cristian C. Popescu*

Abstract

The relationship between fiscal measures and economic growth has been widely debated among scholars both in theoretical and empirical studies. Since the impact of fiscal instruments on economic growth is a key issue of macroeconomic policy, especially for developing economies, a better understanding of this issue is relevant for policy makers at least from two major perspectives. It could serve to assess the impact on government spending and then on deficit arising from a structural change in growth and, also, it could assist to obtain a benchmark against which to evaluate the stance of expenditure policy and then of overall fiscal policy. Considering all these aspects, the purpose of the present study is to investigate the impact of three fiscal instruments (direct tax revenue, indirect tax revenue and government consumption expenditure) on the economic growth of the emerging economies from the Eastern part of European Union. By using the information available in the Eurostat databases for the period 2000-2019, the research methodology used for achieving the established purpose involved a vector autoregression model. Our findings suggest that the real output growth rate is negatively influenced by direct tax revenue in the analysed states, while the economic growth is positively related to government consumption expenditure. Meanwhile, our results did not show any significant relationship between economic growth and indirect tax revenue for the states considered in the analysis.

Keywords: Fiscal Policy Measures, Economic Growth, EU States.

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The Societal and Cultural Differences and the Adoption of IFRSs in ASEAN Countries

Eriko Kasaoka*

Abstract

There are over 130 countries and jurisdictions adopting IFRSs. The extent to which an individual country is currently adopting IFRSs -- full adoption, adoption of IFRS with modifications, adoption with time lags, convergence, or development of their own national accounting standards -- is different in each nation. This paper focuses on the ASEAN countries and investigates how societal and cultural differences affect the extent to which they are adopting IFRSs. Factors affecting accounting development in a country include economic environment, economic and political relationships with other nations, legal and tax systems, financial system, competency of accounting expertise, and culture. As for culture, we employ Hofstede's (1983, 1984) four cultural value dimensions, and also refer to Gray (1988) to determine cultural influence on accounting development. Of the 10 ASEAN countries, Brunei Darussalam and Cambodia are fully adopting IFRSs. Lao PDR and Myanmar are adopting IFRSs with time lags. Indonesia and Vietnam are converging their national standards with IFRSs (Vietnam will require certain companies to adopt IFRSs from 2025.) Malaysia, Philippines, Singapore and Thailand have adopted IFRSs either with some modifications, or with time lags for some standards. Therefore, this paper first reviews the prior researches studying how societal and cultural factors influence the country's accounting development, and then investigates whether there are any tendencies to be seen in these factors, along with economic features, and a country's adoption of IFRSs.

Keywords: IFRSs, ASEAN Countries, Adoption, Convergence, Accounting Development

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Reducing Waste Caused By Errors And Delays In The Material Procurement Process In The Context Of Medium-Sized Hotels In Thailand

Miss Apisara Phuangjan¹, Dr.Panutporn Ruangchoengchum^{2*}

Abstract

Procurement is a critical corporate operation that enables the procurement of necessary resources and items that are vital for achieving organizational goals. The precision and timeliness of these acquisitions have significance, especially in the administration of medium-sized hotels in Thailand. The objective of this study was to examine the factors that impact waste resulting from errors and delays in the material procurement process, and to provide comprehensive guidelines for reducing waste caused by errors and delays in material procurement, specifically focusing on medium-sized hotel businesses in Thailand. The research used a mixed-methods approach. The quantitative component of the study was the systematic gathering and examination of data from a representative sample of 100 participants using questionnaires. The qualitative aspect of the study involved the use of participant observation and in-depth interviews with 15 key informants. These interviews consisted of open-ended questions. The quantitative data using linear regression and the qualitative data was examined via the use of tree diagrams and the ECRS technique. The study results highlighted the procurement management that impact waste resulting from errors and delays in the material procurement process. A guideline is suggested, including ECRS technique to significantly decrease errors, resulting in a noteworthy reduction of the error rate from 5.17 percent to 2.85 percent and that were decrease in delays within the procurement procedure, declining from 1.85 days to a more efficient 1.17 days. The aforementioned results provide significant and important knowledge, functioning as a pragmatic reference for executives operating in the medium-sized hotel business and its associated enterprises.

Keywords: Waste, Delays, Errors, Procurement, Hotel

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The Reduction Of Wastefulness Caused By Delays In Registration Fee Revenue Recognition Process: A Case Study Of Public University In Thailand

Chutiporn Yaikaew¹, Dr.Panutporn Ruangchoengchum^{2*}

Abstract

The process of revenue recognition in registration fee recognitions is crucial for the financial resource management of public universities in Thailand. Delays in this process may result in wastefulness of both resources and time. This research aims to investigate the factors contributing to wastefulness resulting from delays in the registration fees revenue recognition process in Thai public universities and to propose strategies for reducing such wastefulness. The study utilizes a mixed-methods research approach, collecting quantitative data through a questionnaire from a sample group of 140 participants and qualitative data through observation and small group interviews with 10 key informants. The quantitative data is analyzed using structural equation modeling, while the qualitative data is analyzed using Tree Diagrams and How-How Analysis. The findings indicate that factors such as staff, users, systems, technology, and information systems contribute to wastefulness resulting from delays in the registration fee revenue recognition process. The study proposes strategies to reduce wastefulness, leading to an average reduction in processing time from 43 to only 32 days (standard was 30 days), representing a decrease of 25.58 percent. The results of this research provide insights into mitigating delays in the registration fee revenue recognition process, thereby enhancing efficiency in financial resource management. This benefits administrators and stakeholders by fostering confidence in financial management and shaping the long-term image of the universities.

Keywords: Wastefulness, Delay, Registration Fee, Revenue Recognition Process, Public University

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Increasing The Efficiency Of Online Warehouse Management Using Abc - Xyz Analysis Combined With Appropriate Forecasting Technique:A Case Study Of Automotive Accessories Business In Thailand

Tasaporn Seesom¹, Dr.Panutporn Ruangchoengchum^{2*}

Abstract

Improving the efficiency of online warehouse management is crucial for online auto accessories businesses. This enhancement enables entrepreneurs to estimate the future demand for automotive accessories, thereby reducing the risk of depreciation in the value of obsolete products. Consequently, it leads to cost reduction attributable to better warehouse management. This research, therefore, aimed at examining the factors affecting the efficiency of online warehouse management and at proposing guidelines that can increase the efficiency of online warehouse management using ABC - XYZ Analysis combined with appropriate forecasting techniques. A mixed methods research approach was utilized, incorporating both quantitative and qualitative data collection methods. The quantitative data was gathered and compiled through questionnaires completed by a sample of 138 individuals. Conversely, the qualitative data, which was obtained through small group interviews with 10 key informants, utilized open-ended questions. To analyze the appropriate forecasts, the ABC - XYZ Analysis was conducted alongside the utilization of the SPSS statistical program, which is copyrighted by Khon Kaen University. The research results revealed that educational levels, average monthly incomes, storage costs, product holding periods, and product demand had had significant impacts on the efficiency of online warehouse management, with a statistical significance at the 95 percent confidence level. Therefore, guidelines were proposed that can be utilized to increase the efficiency of online warehouse management using ABC - XYZ Analysis together with the appropriate forecasting techniques. These guidelines can be productive in efficiently classifying and prioritizing online warehouses. The demand for each item of online automotive accessories products can be accurately forecasted using the Multiplicative Exponential Smoothing Holt-Winter method, which has been identified as the most suitable forecasting method. This method makes it possible to increase the efficiency of online warehouse management, including a reduction in the storage period from 52 days to only 12 days (a reduction of 23 percent), while acquiring a reduction in the cost of ordering products from 3 percent to only 1 percent. Similarly, storage costs were reduced from 59 percent to just 32 percent. The findings from this research can enable the operators of online automotive accessories businesses in Thailand, as well as the related stakeholders, to formulate policies that take aim at controlling the optimal number of online warehouses. This, in turn, can facilitate efficient online warehouse management.

Keywords: Efficiency, Online Warehouse, ABC - XYZ Analysis, Forecasting, Automotive Accessories Business

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Performance Measurement that Affects Business Profits: A Case Study of SMEs in Food, Beverage, and Tobacco Sectors in Cambodia.

Tangkin Hong¹, Dr.Panutporn Ruangchoengchum^{2*}

Abstract

This study examines the performance of small and medium-sized enterprises in the food, beverage, and tobacco sectors that affect business profits. This study used an explanatory sequential mixed method with a follow-up explanatory design. Stratified sampling was used to select 313 participants, whereas purposive sampling was applied to select 16 key informants. Data were collected from a questionnaire survey and semi-structured interviews. Descriptive statistics, multiple discriminant analysis and content analysis were used to analyze the data. The results showed that there are two independent variables, investment and customer satisfaction, which affect the business profits of SMEs in the food, beverage, and tobacco sectors by over 15%. The results of the qualitative analysis were the same with additional external factors, human competencies, and weak entrepreneurship, which could affect business profits among SMEs in Cambodia in the food, beverage, and tobacco sectors. These findings provide insights into SME entrepreneurs should focus on investment, building customer satisfaction, developing human competence, and external factors to gain and sustain business profits. This study can be used as a guideline for monitoring business operations and profits among SMEs. It would facilitate stakeholders, such as governments and the private sector support policy and implement strategies for SMEs.

Keywords: Performance Measurement, Business Profits, Food, Beverage, Tobacco

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Exploring the Impact of White-Collar Employees' Personalities on Human Resources Management: A Case Study of The Fishing Net Company

Dr. Jongrak Hong-ngam^{1*}, Siriyakorn Noiwichai², Washiraphorn Lorsirirat³

Abstract

This research paper titled "Personality Traits of White-Collar Employees and their Impact on Human Resources Management: A Case Study of a Fishing Net Company Limited," this research aimed to delve into the personalities and characteristics of employees within the mentioned company, examine how these traits influence teamwork, and propose strategies for enhancing teamwork efficiency. Employing a quantitative methods research design, the study employed a combination of quantitative and qualitative data collection techniques. Structured questionnaires were distributed to 178 employees, and subsequent statistical analyses, including mean, median, min-max, linear regression, and one-way ANOVA, were conducted to assess the correlations between various personality types and teamwork effectiveness. The findings revealed that female employees exhibited a higher level of engagement in work, attributed to their social sensitivity and adeptness at fostering relationships among team members. This facilitated an environment conducive to open idea exchange and the full utilization of collective knowledge and skills. Moreover, employees with personality traits categorized as explorers, sentinels, diplomats, and analysts demonstrated commendable teamwork capabilities. Explorers showcased problem-solving prowess and a penchant for adaptability, while sentinels demonstrated strong organizational skills and meticulous attention to detail. Diplomats exhibited effective communication and conflict resolution skills, whereas analysts contributed with their critical thinking and analytical abilities, bolstering decision-making processes within teams. In conclusion, the study underscores the potential for organizational transformation through leveraging the diverse strengths of various personality types and fostering a collaborative work culture. It highlights the significance of comprehending employee personalities and employing this understanding to optimize teamwork dynamics and overall organizational performance.

Keywords: MBTI, Personality, Teamwork , Human Resource Management

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**Reducing Waste In The Procurement Process Of Agricultural Machinery Engine Parts
By Using ECRS Combine With Digital Lean Concepts In The Business Of Producing
Engines For Agricultural Machinery: A Case Study Of The Business Of Producing
Engines For Agricultural Machinery In Thailand**

Supanida Auesitrakul¹, Dr.Panutporn Ruangchoengchum^{2*}

Abstract

The purchasing process is the first activity that occurs in the supply chain. It is the main activity of the organization and is an activity that takes place in exchange with the outside of the company. Therefore, it is necessary to calculate or analyze needs in order to reduce errors and waste in purchasing. Both in terms of quantity and quality. The objective of this research is to study work and analyze problems that cause waste in the engine parts purchasing process in the agricultural machinery industry in Thailand in order to propose guidelines reduce waste and increase efficiency in the purchasing process by using a mixed methods research method that collects and compiles quantitative data through questionnaires from a sample of 100 people and qualitative data through participant observation. and focus group interviews with open-ended questions from 10 key informants, all procurement engineers. of Kubota Engine Thailand Co., Ltd. for a period of not less than 1 year by analyzing quantitative data with linear regression analysis using SPSS combined with Lean Digital techniques.

Keywords: Digital lean, Waste reduction, Procurement process, Engine parts, Agricultural machinery

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The Impact of Design and Service Quality on the Revisit Intention of Wellness Tourism: The Mediating Effect of Tourist Satisfaction

Chanin Yoopetch*

Abstract

Wellness tourism is considered one of the fastest-growing areas of tourism worldwide. Due to the emerging trend of health consciousness and tourism expansion, many tourists decided to travel to destinations where they can access wellness services to combine the tourism experience and healthcare and wellness benefits. This research objectives aim to test the direct and indirect effects of functional design, aesthetic design, and service quality on the revisit intention. The current research focuses on the service quality of the wellness destinations and the functional and aesthetic designs of the wellness facilities. Much of the past research highlighted the importance of service quality of the wellness destination, and the current study provided the crucial role of design on satisfaction and the revisit intention of the tourists. Limited research addresses the importance of the relationship between the effect of design and revisit intention. The authors consider this an essential gap in research studies to contribute to tourism and design research areas. In addition, the author tested the mediating role of satisfaction and whether there were significant indirect effects among the relationships of functional design, aesthetic design, and service quality towards the revisit intention. Regarding questionnaire development, the scales of the construct were carefully developed and tested for reliability and validity. Structural equation modeling was the primary method to analyze these constructs' relationships. The data were collected from 445 wellness tourists. The results showed positive and significant effects from the functional design, aesthetic design, and service quality towards the revisit intention, and the authors also confirmed the significant mediating effect of satisfaction on revisit intention. The discussion and the research conclusions were also provided to highlight the crucial findings of the current research in comparison to the previous research studies. Practical contributions for wellness destination managers were also addressed.

Keywords: Design; Revisit Intention; Wellness Tourism; Satisfaction

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FUTURE EVENTS

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Regarding Publication Query Please Contact at:

publication@academicfora.com



Academic Fora

VISION

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Platform.***