



ABSTRACTS  
AND CD OF FULL PAPERS

2015

THE NATIONAL AND INTERNATIONAL CONFERENCE  
ON BUSINESS MANAGEMENT AND INNOVATION

SEPTEMBER 19 - 20, 2015  
COLLEGE OF GRADUATE STUDY IN MANAGEMENT  
KHON KAEN UNIVERSITY, THAILAND

COLLEGE OF GRADUATE STUDY IN MANAGEMENT, KHON KAEN UNIVERSITY, THAILAND  
GRADUATE SCHOOL OF COMMERCE, BURAPHA UNIVERSITY, THAILAND  
GRŪP LLANDRILLO MENAI, THE UNITED KINGDOM  
INTERNATIONAL BUSINESS SCHOOL OF YUNNAN UNIVERSITY OF FINANCE AND ECONOMICS, THE PEOPLE'S REPUBLIC OF CHINA  
INTERNATIONAL UNIVERSITY IN GENEVA, SWITZERLAND  
THE FACULTY OF BUSINESS ADMINISTRATION, KASSETSART UNIVERSITY, THAILAND  
SOUTHEAST ASIA INTERDISCIPLINARY DEVELOPMENT INSTITUTE - SCHOOL OF ORGANIZATION DEVELOPMENT, THE PHILIPPINES



Grŵp  
**Llandrillo  
Menai**





## **Message from the President of Khon Kaen University**

**The National and International Conference  
on Business Management and Innovation 2015**

As the president of Khon Kaen University, I am delighted that the administrators of the College of Graduate Study in Management, Khon Kaen University, have realized the importance of academic work development in the field of management, learning process enhancement, new business knowledge creation as well as national and international academic network building.

The National and International Conference on Business Management and Innovation 2015 offers scholars, researchers, graduate students from both the same and different universities in Thailand and other countries as well as people in the field of business management and related fields an opportunity to discuss and exchange their research knowledge and experiences which will lead to concrete development of business management and innovation.

I wish this conference a great success in achieving its objectives and spreading academic work with fruitful results which will be useful for the country in the future.



(Assoc. Prof. Kittichai Triratanasirichai, Ph.D.)

President

Khon Kaen University

Khon Kaen University (KKU)

123 Moo 16 Mittapap Rd., Nai-Muang, Muang District, Khon Kaen 40002, Thailand [www.kku.ac.th](http://www.kku.ac.th)



**Message from the Dean of the  
College of Graduate Study in Management,  
Khon Kaen University**

**The National and International Conference  
on Business Management and Innovation 2015**

I am writing this message on behalf of the College of Graduate Study in Management, Khon Kaen University, as a host of the National and International Conference on Business Management and Innovation 2015. This is the second conference for us to work together with the institutions that signed the memorandum of understanding (MOU), including Graduate School of Commerce, Burapha University, Thailand, Faculty of Business Administration, Kasetsart University, Thailand, LLandriillo Menai, the United Kingdom, International Business School of Yunnan University of Finance and Economics, The People's Republic of China, International University in Geneva, Switzerland, and Southeast Asia Interdisciplinary Development Institute, Graduate School of Organization Development, The Philippines to organize this academic event.

This conference is a platform provided for exchanging and discussing progress in business ideas and theories as well as the management of different segments in order to be well-prepared for the current situation of the ASEAN economic system and the impacts.

Finally, I am pleased and hope that this conference will strengthen networks and connections among students from the same and different universities, researchers, scholars and people in the field of business management and other related fields, as the business management knowledge and innovation will continuously be improved.

(Assoc. Prof. Winit Chinsuwan, Ph.D.)

Dean of the

College of Graduate Study in Management,  
Khon Kaen University, Thailand

College of Graduate Study in Management Khon Kaen University

Sunthorn - Araya Arunanonchai Building, 123 Mitrphap Road, Tumbol Nai Muang, Amphur Muang, Khon Kaen 40002

Telephone: +66 (0) 4336-2019, +66 (0) 4336-2021-2 Fax: +66 (0) 4336-2020 <http://mba.kku.ac.th>



## **Message from the Dean of the Graduate School of Commerce, Burapha University, Thailand**

The National and International Conference on Business Management and Innovation 2015

The National and International Conference on Business Management and Innovation 2014 is a great venue for academics and researchers to exchange knowledge and research ideas and develop research network. For the participants in this conference, I firmly believe that they have received valuable insights from reviewers/commentators so that they can improve the quality of their research. Thus, I strongly recommend academics and researchers as well as doctoral students to participate in this conference, hosted by International University in Geneva (IUG), Switzerland, Southeast Asia Interdisciplinary Development – School of Organization Development (SAIDI-School of OD), the Philippines and College of Graduate Study in Management, Khon Kean University, to get in touch with a real business research ambiance.

(Ast. Prof. Banpot Wiroonratc Ph.D.)

Dean of the Graduate School of Commerce  
Burapha University, Thailand

Graduate School of Commerce Burapha University

169 Longhadbangsean Road Sansuk Muang Chonburi 20131 , Tel : 0-3839-2018-20 Fax : 0-3839-2024

<http://www.ex-mba.buu.ac.th>



**Message from the Chief Executive Officer of the  
Grŵp Llandrillo Menai, the United Kingdom**

The National and International Conference on Business  
Management and Innovation 2015

It is an honour for Grŵp Llandrillo Menai (GLIM) to be a co-host at this year's National and International Conference on Business Management and Innovation 2015 (NICBMI 2015). This co-hosting helps to endorse the relationship between GLIM and the CGSM MBA programme at KGU. Our representative, Mr Mark Learmonth is looking forward to presenting and taking note of the other presenters and researchers from around the ASEAN region and Europe, in particular to inform the work that Grŵp Llandrillo Menai does with Bangor University at "The Management Centre" in Bangor, the City of Learning in Wales, UK. This year sees a re-launch of this collaboration, providing leading edge short programmes and professional courses for a wide range of management disciplines. Wishing everyone a successful NICBMI 2015, Mark is looking forward to meeting you.

(Mr. Glyn Jones OBE)  
Chief Executive Officer of the  
Grŵp Llandrillo Menai,  
the United Kingdom

Grŵp Llandrillo Menai, the United Kingdom

Coleg Menai Ffriddoedd Road Bangor LL57 2TP 01248 370 125 [www.gllm.ac.uk](http://www.gllm.ac.uk)



**Message from the Dean of the International  
Business School of Yunnan University of Finance  
and Economics, The Peoples Republic of China**

The National and International Conference on Business  
Management and Innovation 2015

Congratulations on the holding of the National and International Conference on Business Management and Innovation 2015. This will be a great opportunity for the international partners and scholars to meet and interact. I look forward to the success of this amazing event.



(Professor Liu Ersi Ph.D.)

Dean of the International Business School  
of Yunnan University of Finance and Economics,  
The Peoples Republic of China



**Message from the President of the  
International University in Geneva (IUG), Switzerland**  
The National and International Conference on Business  
Management and Innovation 2015

We are pleased to be associated with the 2015 conference on Business Management and Innovation which will take place at the College of Graduate Study in Management in Khon Kaen. This event represents an opportunity for delegates from the partner institutions of Khon Kaen and scholars from around the world to present the latest research in the field of management and is also an important platform for the university community to share the results of their research.

We wish much success to all participants and congratulate the senior management of the College of Graduate Study in Management on this initiative.

(Mr. Eric Willumsen)

President of the  
International University in Geneva,  
Switzerland

**International University in Geneva**

ICC 20, Rte de Pré-Bois 1215 Geneva 15, Switzerland Email: [info@iun.ch](mailto:info@iun.ch)

Tel: (+41 22) 710 71 10/12 Fax: (+41 22) 710 71 11 [www.iun.ch](http://www.iun.ch)





## Message from the Dean of the Faculty of Business Administration, Kasetsart University, Thailand

The National and International Conference on Business Management and Innovation 2015

It is well known that the recent “management” with updated information is very important both public sector and the private sector wherein research help promote more effective management. the national and international academic conference was aimed to exchange knowledge and establishing a technical cooperation among students, faculty, scholars, researchers in the universities both national and international. The interventions of this conference led to the application of research findings for the benefit of the country and the world.

The 2<sup>nd</sup> National and International Conference on Business Management and Innovation 2015 Committees work hand in hand in the development of the business administration management when it comes to academic throughout the country and abroad. On behalf of my 6 fellow university deans in the Faculty of Business Administration, I would like to express my thanks to all the universities who has jointly organized this conference successfully. Hopefully, the research findings of this conference will be useful and can be utilized effectively and even conduct further research by our research scholars, students and entrepreneurs

(Assoc. Prof. Sarivimol Meeampol, D.B.A)  
Dean of the Faculty of Business Administration,  
Kasetsart University, Thailand

The Faculty of Business Administration, Kasetsart University

50 Ngam Wong Wan Rd, Lat Yao Chatuchak Bangkok 10900 Tel. 66 (0) 2579 0113, 66 (0) 2942 8500-11 [www.ku.ac.th](http://www.ku.ac.th)



**Message from the President and Dean of  
SAIDI Graduate School of Organization  
Development, the Philippines**

The National and International Conference on Business  
Management and Innovation 2015

Greetings to all our co-learners and friends gathered for this conference, **The National and International Conference on Business Management and Innovation, 2015.**

The current century presents to all of us a landscape full of surprises! From changing business patterns and arrangements to climate change. From a once-upon-a-time dominance of the baby boomer workforce to a millennial workforce that is now raring to take over this world. It is my hope that this conference will bring out innovative ideas that we can contribute to business management and how we will propagate this century with business leaders who are apt for this 21<sup>st</sup> century environment.

In addition, let me share the advocacy of **David Cooperrider – the Guru of Appreciative Inquiry**, of making business as agent of world benefit. In a more meaningful way to us, the perspective of making business as agent of ASEAN benefit.

(Rosalina Ora'a-Fuentes, Ph.D.)  
President, SAIDI Foundation, Inc.  
Dean, SAIDI Graduate School of Organization  
Development, Philippines

SAIDI School of Organization Development

Taktak Drive, Antipolo City 1870 Philippines Telefax. 632-6589302 [www.saidi.edu.ph](http://www.saidi.edu.ph)



## The National and International Conference on Business Management and Innovation 2015 (NICBMI 2015)

### Principles and Rationale

In addition to generating ideas and proposing theories to be used in different sections, building the body of knowledge and learning process in the field of business also requires a synthesis of application of learned lessons to systemize a database which will eventually be used to spread knowledge and understanding of ideas and theories that can be widely applied in government, private and local agencies. This will lead to the development of business management and innovation and it will also build business and innovation networks in different business cycles.

Providing a platform for discussion and exchange of knowledge gained from the application of business management ideas and theories in different agencies is a step towards increasing the strength of Thai society in dealing with the fluctuation of global economic system and negative impacts of globalization.

The urgent increase in business strength will prepare Thai people and the society as well as the economic system in each circle for the adjustments to appropriately cope with the impacts of changes with an emphasis on human resource development and quality society. They should have access to the resources and fairly receive the benefits from the economic and social development. This also includes creating economic opportunity with the knowledge, technology, innovation and creativity, based on the environmentally friendly production and consumption. At the same time, the management has to bring about solid practices under the principle of business zone development with collaboration of all related agencies.

College of Graduate Study in Management, Khon Kaen University, therefore, is organizing the National and International Conference on Business Management and Innovation 2015 (NICBMI 2015) with the local and international universities.

### Purposes

1. To offer scholars, researchers, graduate students from both the same and different universities and people in general in the field of business management and related fields an opportunity to discuss and exchange their research knowledge and experiences which will lead to concrete development of business management and innovation.

2. To provide a platform for scholars, researchers, graduate students and people in general in the field of business management and related fields to present their beneficial research and academic work in the field of business management and innovation to the public.

### **Responsible Unit**

College of Graduate Study in Management, Khon Kaen University

### **Co-host Units**

- Faculty of Business Administration, Kasetsart University, Thailand
- Graduate School of Commerce, Burapha University, Thailand
- International Business School of Yunnan University of Finance and Economics (IBSYUFE), The People Republic of China
- International University in Geneva (IUG), Switzerland

### **LLandrillo Menai, the United Kingdom**

Southeast Asia Interdisciplinary Development – School of Organization Development (SAIDI-School of OD), the Philippines

### **Date and Venue**

September 19 - 20, 2015

At College of Graduate Study in Management, Khon Kaen University, THAILAND

### **Participants**

The expected number of participants is 400. Presenters and non-presenters are local and international scholars, researchers, graduate students and people in general in the field of business management and related fields.

### **Expected Outcomes**

1. Scholars, researchers, graduate students from both the same and different universities and people in general in the field of business management and related fields will discuss and exchange research knowledge and experiences leading to concrete development of business management and innovation.
2. Beneficial research and academic work in the field of business management and innovation will be shared to the public.
3. Academic networks will be formed and developed among scholars, researchers, graduate students from both the same and different universities and people in general in the field of business management and related fields who will be sources of knowledge and potential resources for the development of business management and innovation.

### Conference Activities

- Keynote lectures by invited speakers
- Oral and poster presentations
- Exhibitions and Promotion of Graduate Programs

### Presentation Titles: “Business Management and Innovation”

1. Strategic Management and Small and Medium-sized Enterprise Management
2. Management of Human Resources, Leadership, Organization Development and Business Ethics
3. Management of Production, Transportation and Supply Chain
4. Marketing Management
5. Financial and Investment Management and Business Feasibility Studies
6. ASEAN Community Studies

### Important Dates

Activities	Dates
Due Date for Full Paper Submission Online Registration: <a href="http://mba.kku.ac.th/NICBMI">mba.kku.ac.th/NICBMI</a> and Payment	Now – July 31, 2015
Notification of Acceptance	August 21, 2015
Last Day of Revised Paper (if needed) and Presentation File Submission	August 31, 2015
Academic Research Presentation	September 19-20, 2015

### Registration Rates

Types of Registration	With in July 31, 2015
Poster Presentation (in English)	2,000.- Baht
National Oral Presentation (in Thai)	1,500.- Baht
International Oral Presentation (in English)	2,000.- Baht
Types of Registration	With in September 19, 2015
Participant (non-presenters)	1,000.- Baht

- For Government officials, the registration fee can be reimbursed from the host institution and attending this conference is not considered a leave of absence.
- The registration fee is non-refundable under any circumstances.

### **Payment**

1. Payment can be made by cash at Finance and Accounting Department, College of Graduate Study in Management, Khon Kaen University, or
2. Use a payment invoice to make payment at any branch of Siam Commercial Bank, or
3. Transfer to Siam Commercial Bank  
Account Name: College of Graduate Study in Management  
Account Number: 5512625809  
and send your payment file to email: [mba\\_finance@hotmail.co.th](mailto:mba_finance@hotmail.co.th)
4. Payment coordinator: Miss Pornchanok Worachat  
Telephone: 66-43-362-021 Ext. 106  
Fax: 66-43-362-020  
Email: [mba\\_finance@hotmail.co.th](mailto:mba_finance@hotmail.co.th)

### **Main Conference Coordinators**

1. Miss On-Uma Sueksa
2. Miss Sawitree Jannuan  
Telephone: 043-362-021 Ext. 112, 113  
Fax: 66-43-362-020  
Email: [nicbmi2015@gmail.com](mailto:nicbmi2015@gmail.com)  
Website: [mba.kku.ac.th/NICBMI](http://mba.kku.ac.th/NICBMI)



## Conference Schedule\*

### The National and International Conference on Business Management and Innovation 2015 (NICBMI 2015)

September 19 - 20, 2015

College of Graduate Study in Management, Khon Kaen University, THAILAND

#### Saturday, September 19, 2015

- 08.00 - 08.50 Registration in front of the Grand Meeting Room: Pol.Gen.Pao Sarasin College of Graduate Study in Management, Khon Kaen University
- 08.50 - 09.00 Video Presentation of College of Graduate Study in Management
- 09.00 - 09.15 Opening Ceremony at Grand Meeting Room: Pol.Gen.Pao Sarasin
- Opening report by Dean of College of Graduate Study in Management
  - Opening and Welcome Speech by President of Khon Kaen University
- 09.15 - 10.45 **Chair Professor Krairit Boonyakiat**  
**Topic: Business and Management Innovation**
- 10.45 - 11.00 Coffee Break
- 11.00 - 11.20 (1) Ms. Junjie Zhang  
Lecturer of International Business School, Yunnan University of Finance and Economics  
**Topic: Sustainability strategy in small and medium-sized enterprise in China**
- 11.20 - 11.40 (2) Dr. Carl Balita  
One of the Most Educated and Multi-Awarded Entrepreneur and Bestselling Author. Dubbed as Entrepinoy Guru and the Ultimate Reviewer.  
**Topic: INNOPRENEUR above SEE Level**  
**Description: Entrepreneurship is about “taking risk” and recently transformed into “calculated risk taking” but the imperative for innovation should evolve entrepreneurs to be Innopreneurs, because unless they innovate, entrepreneurs die.**
- 11.40 - 12.00 (3) Mr. Mark Learmonth  
Head of Leadership and Management at GrWp Llandrillo Menai, the United Kingdom  
**Topic: Sustainable Employee Engagement**
- 12.00 - 14.00 Lunch
- 14.00 - 17.00 Parallel Presentation Sessions  
(Certificate ceremony at the presentation venue)

### **Sunday, September 20, 2015**

08.30 - 09.00	Registration in front of the Grand Meeting Room: Pol.Gen.Pao Sarasin College of Graduate Study in Management, Khon Kaen University
09.00 - 12.00	Parallel Presentation Sessions (Certificate ceremony at the presentation venue)
12.00 - 13.00	Lunch
13.00 - 16.00	Parallel Presentation Sessions (Certificate ceremony at the presentation venue)
17.00	Award Ceremony and Poster Certificate Ceremony

### **Remarks**

\* During the presentation time, coffee and snake will be provided in front of the Grand Meeting Room: Pol.Gen.Pao Sarasin, College of Graduate Study in Management, Khon Kaen University. The presenters should be self-service.

\* Poster presentation on Saturday, September 19, 2015, from 14.00 to 17.00 will take place in front of the Grand Meeting Room: Pol.Gen.Pao Sarasin, College of Graduate Study in Management, Khon Kaen University. Presenters must be present for the duration of their scheduled poster presentation session. (Certificate ceremony at the presentation venue)

\* Poster presentation on Sunday, September 20, 2015, from 09.00 to 12.00 will take place in front of the Grand Meeting Room: Pol.Gen.Pao Sarasin, College of Graduate Study in Management, Khon Kaen University. Presenters must be present for the duration of their scheduled poster presentation session. (Certificate ceremony at the presentation venue)

\* The schedule may be subject to change.



## International Oral Presentation Schedule

September 19, 2015

College of Graduate Study in Management, Khon Kaen University

**Types of Presentation: International Oral Presentation**

Room: Chuthamad

Chair: Dr. Pinyo rathanapan

Co-Chair: Assit. Prof. Dr.Yodying Thanathawee

Secretary: Mr.Rangsarit Wetsuwan and Ms.Chanida Wasun

No.	Presentation Time	Article Title	Presenter
1	02.00-02.15 pm	WAREHOUSE IMPROVEMENT BY REARRANGEMENT ITEMS BASED ON ABC ANALYSIS	Sunarin Chanta
2	02.15-02.30 pm	ORGANIZATION DEVELOPMENT MODEL TOWARD BUILDING A POSITIVE ATTITUDE IN INFORMATION TECHNOLOGY INTEGRATION IN TEACHING AND LEARNING	Grace F. Tyler, Ph.D
3	02.30-02.45 pm	A STUDY ON THE APPLICATION OF PPP IN CHINA	Liu Quanmin
4	02.45-03.00 pm	MANAGEMENT SCIENCES FOR SUFFICIENCE ECONOMIES AND THE ISAN EXAMPLE.	Martin Allinson
5	03.00-03.15 pm	CAPACITATED VEHICLE ROUTING FOR THE TRANSPORTATION OF CONSTUCTION MATERIALS	Ormurai Sangsawang
6	03.15-03.30 pm	KEY SUCCESS FACTORS FOR SMALL AND MEDIUM ENTERPRISES IN BORDER TRADE AREA BETWEEN CAMBODIA AND THAILAND	Sarom Tem
7	03.45-04.00 pm	SUBSTANTIVE MANAGEMENT OR GREENWASH? ENVIRONMENTAL REPORTING FOLLOWING A PUBLIC CONTROVERSY WITH A STAKEHOLDER	Sherie A. Harding, Doris M. Merkl-Davies and Annika Beelitz

## International Poster Presentation Schedule

19-20 September 2015

College of Graduate Study in Management, Khon Kaen University

**Types of Presentation: International Poster Presentation**

**Room:** In Front of the Grand Meeting Room: Pol.Gen.Pao Sarasin College of Graduate Study in Management, Khon Kaen University

**Presentation Period:** 19 September 2015 02.00-05.00 p.m. and 20 September 2015 09.00 a.m. - 05.00 p.m.

**Topic:** Strategic Management and Small and Medium-sized Enterprise Management Poster Presentation Committee

**Chair:** Mr. Yan flin

**Co-Chair:** Dr.Patharee Freestrut, Dr. Sakchay Chanruang and Dr.Theethat trisirichote

**Secretary:** Ms.On-uma Sueksa, Ms Prapit Solodjinda, and Ms.Sawitree Jannuan

No.	Article Title	Presenter
1-1	THE STRATEGIC PLANNING FOR INCREASING CUSTOMERS IN OU CHAI YOUNG SHOP, CHUM PHAE DISTRICT, KHON KAEN PROVINCE	Chayapha Chiangngiam
1-2	STRATEGIES TO ENHANCE BUSINESS COMPETITIVENESS OF DINO BAR-B-Q MUANG DISTRICT KHONKAEN PROVINCE	Dhanakorn Dhanachokeditsakul
1-3	SUSTAINBILITY STRATEGY IN SMALL AND MEDIUM-SIZED ENTERPRISE IN CHINA	Junjie Zhang
1-4	MARKETING STRATEGIES OF PHUMSIRI MANSION, MUANG DISTRICT, KHON KAEN PROVINCE	Juntima Dejchai
1-5	GUIDELINES TO DEVELOP HOTEL BUSINESS FROM OLD SHOPHOUSE: A CASE STUDY OF NAPAVILLE, HUAY KWANG, BANGKOK	Napa Lusawat
1-6	BUSINESS MODEL GENERATION USING BUSINESS MODEL CANVAS ; A CASE STUDY OF MARKOFF COFFEE ROASTERY CO., LTD.	Nawaporn Danvirutai
1-7	STRATEGY PLANNING FOR RETAIL STORE TO MOTIVATE CUSTOMERS BY APPLYING APPRECIATIVE INQUIRY : A CASE STUDY ON PENGHENG STORE	Nutsupong Yoosook

No.	Article Title	Presenter
1-8	MARKETING STRATEGIES OF “YANMAR SAKON NAKHON LIMITED PARTNERSHIP” YANMAR TRACTORS DEALER, SAKON NAKHON.	Orawan Meethavornkul
1-9	MARKETING MIX OF MUANG PHON AUTO PARTS, PHON DISTRICT, KHON KAEN PROVINCE	Panuwat Liangchipwat
1-10	SERVICE MARKETING STRATEGIES FOR HEALTH CHECKING PROGRAM OF THABO CROWN PRINCE HOSPITAL, THABO, NONGKHAI PROVINCE	Patidta Mathassakul
1-11	MARKETING STRATEGIES OF THE “PJ MOTORBIKE” TO INCREASE SALE VOLUME OF USED MOTORCYCLE BUSINESS, KHONKAEN	Pisit Jirapornkul
1-12	MARKETING PLAN TO INCREASE SALES OF K.K. HOME LAUNDRY, BAAN NONCHAI TAMBON NAIMUANG, AMPHOE MUANG, KHON KAEN PROVINCE	Pornphim Sanewong
1-13	MARKETING PLANNING TO INCREASE LPG SALES VOLUME OF JAI DEE GREEN (2010) CO., LTD., MUANG DISTRICT, KHON KAEN PROVINCE	Salakjit Sorkan
1-14	MARKETING STRATEGIES OF “SINTANAPAN LIMITED PARTNERSHIP” STATIONERY AND OFFICE SUPPLIES BUSINESS, CHUM PHAE DISTRICT, KHON KAEN PROVINCE	Sirikanya Khunprathum
1-15	MARKETING STRATEGY OF “GUI CAI” CHINESE APPETIZER SHOP AT BANG LAMPHU MARKET, MUANG DISTRICT, KHON KAEN PROVINCE	Sirinthip Ekhasuwan
1-16	MARKETING STRATEGIES TOWARDS “DOKJOK” THAI SNACK. CASE STUDY OF NONTAN 1-AVOCATION DEVELOPMENTCOMMUNITY GROUP UNDER THE KHON KAEN MUNICIPALITY FUND.	Sunatthikan Techasatitjaroen
1-17	STRATEGIC PLANNING TO INCREASE PURCHASING VOLUME OF WASTE GLASSES A CASE STUDY ON VN Ltd.	Supapon Thongpulpattanakul

No.	Article Title	Presenter
1-18	MARKETING STRATEGIES OF AGRICULTURAL VEHICLES(E TAN) OF THE ST AUTO TIRE CO., LTD., CHUMPAE DISTRICT KHON KAEN PROVINCE.	Supattra Jantarayota
1-19	MARKETING GUIDELINES FOR LOAN SERVICE OF GOVERNMENT SAVINGS BANK, SATUEK BRANCH, BURIRAM PROVINCE	Thunsuda Wongsaita
1-20	SERVICE STRATEGIES OF CHUM PHAE POST OFFICE, KHON KAEN.	Wanida Prathumkul

**Topic:** Management of Human Resources, Leadership, Organization Development and Business Ethics  
 Poster Presentation Committee

**Chair:** Mr. Yan flin

**Co-Chair:** Dr.Patharee Freestrut, Dr. Sakchay Chanruang and Dr.Theethat trisirichote

**Secretary:** Ms.On-umaSueksa, Ms Prapit Solodjinda, and Ms.SawitreeJannuan

No.	Article Title	Presenter
2-1	APPLICATION OF APPRECIATIVE INQUIRY FOR DEVELOPING POTENTIAL IN UNIVERSITY'S CROSSWORD ATHLETES: CASE STUDY OF KHON KAEN UNIVERSITY	Chollapat Itthi-aree
2-2	APPROACH TO IMPROVE THE SERVICE QUALITY OF BANGKOK BANK SELAPHUM BRANCH, ROI-ET PROVINCE	Chompunoot Boonprasit
2-3	MOTIVE AFFECTED THE EMPLOYEE'S PERSONAL PERFORMANCE OF 7-11 STORE KHON KAEN MUNICIPALITY, KHON KAEN PROVINCE	Chutima Chasee
2-4	GUIDELINES FOR IMPROVING THE LOAN SERVICES OF THE BANK FOR AGRICULTURE AND AGRICULTURAL COOPORATIVES, CHIANG KWAN BRANCH, ROI ET	Kwanruthai Phalika
2-5	GUIDELINS FOR IMPROVING THE PERCEPTION OF RIGHTS OF THE INSURED PERSONS, CASE STUDY OF SOCIAL SECURITY OFFICE OF KHONKAEN PROVINCE	Nongnuch Chanchu
2-6	APPLYING APPRECIATIVE INQUIRY TO INCREASE HAPPINESS IN WORKING FOR EMPLOYEES: A CASE STUDY OF EMPLOYEES AT ABC CO., LTD	Nuengruethai Munkhong
2-7	GUIDELINES FOR IMPROVING PERCEPTION OF INSURED PERSONS UNDER ARTICLE 40 ON SOCIAL SECURITY BENEFITS: A CASE STUDY OF THE SOCIAL SECURITY OFFICE OF KHON KAEN PROVINCE	Orawan Chanprayoon
2-8	APPLYING APPRECIATIVE INQUIRY TO ENHANCE EMPLOYEE ENGAGEMENT: A CASE STUDY OF SALES EXECUTIVE AT S.E. SUPPLY LTD., PART.	Phensiri Srithorn

No.	Article Title	Presenter
2-9	APPROACH TO IMPROVE THE SERVICE QUALITY OF KRUNGTHAI BANK THA KHON YANG BRANCH, MAHA SARAKHAM PROVINCE	Piyawadee Donbantao
2-10	CUSTOMER SATISFACTION AND PROCEDURAL GUIDANCE FOR IMPROVING SERVICE OF THE GOVERNMENT SAVING BANK, YANGTALAD BRANCH, YANGTALAD DISTRICT, KALASIN PROVINCE	Pongsagon Toomsan
2-11	AFFECTING FACTORS TOWARDS THE PERFORMANCE OF THE OPERATING OFFICERS OF MAHA SARAKHAM BEVERAGE LIMITED, Kut Rang, MAHA SARAKHAM	Pongtong Butsaard
2-12	THE MATHEMATICAL MODEL OF DETERMINING THE WAGE PAYMENT INCENTIVE FOR TAPE EDGING SKILLED LABOR: CASE STUDY OF DARLING MATTRESS KHON KAEN CO., LTD.	Pradprueang Bupachatnaichit
2-13	ROLE OF TRANSFORMATIONAL LEADERSHIP, WORK RELATED ATTITUDE AND BUSINESS PERFORMANCE : AN EMPIRICAL EVIDENCWE FROM THAILAND	Veeraya Pataraarechachai
2-14	FACTOR AFFECTING SOCIAL SECURITY FUND COLLECTION OF SOCIAL SECURITY OFFICE KHON KAEN PROVINCE CASE STUDY OF AMPHOE MUANG KHON KAEN PROVINCE.	Wishudawan Khaowisut

**Topic:** Management of Production, Transportation and Supply Chain

Poster Presentation Committee

**Chair:** Mr. Yan flin

**Co-Chair:** Dr.Patharee Freestrut, Dr. Sakchay Chanruang and Dr.Theethat trisirichote

**Secretary:** Ms.On-uma Sueksa, Ms Prapit Solodjinda, and Ms.Sawitree Jannuan

No.	Article Title	Presenter
3-1	CASE STUDY TO MANAGEMENT OF LAEM CHABAND PORT	Chintana Dongarnont
3-2	DEVELOPMENT OF THAI SONG SERM SUGARCANE PRIVATE LOADING STATION NONSA-AT DISTRICT UDOTHANI PROVINCE	Dawinee Sukthana
3-3	ACCESS TIME REDUCTION OF THE CAUSE OF SUBSTATION EQUIPMENT PROBLEMS WHEN ANNUNCIATOR ALARM HAS NOTIFIED AT THE NORTHEASTERN CONTROL CENTER, ELECTRICITY GENERATION AUTHORITY OF THAILAND	Kulthida Tantanatewin
3-4	SERVICE EFFICIENCY IMPROVEMENT OF WARUT BODY & PAINT CO.LTD. TO MAXIMIZE THE CUSTOMER SATISFACTION BY USING QUALITY FUNCTION DEPLOYMENT	Pantipa Kanhakul
3-5	AN IMPROVEMENT OF INVENTORY MANAGEMENT SYSTEM : A CASE STUDY OF FRIEND PHARMACY COLUMBO BRANCH KHON KAEN PROVINCE	Pattanaporn Jiamsamai
3-6	AN APPROACH TO IMPROVE OF THE CYTOTOXIC DRUGS COMPOUNDING SERVICE SYSTEM FOR OUT - PATIENT DEPARTMENT IN NAKARA HOSPITA KHON KAEN PROVINCE	Sirirat Imamkamol
3-7	GUIDELINES TO RESOLVE DELAYS IN THE DELIVERY OF SPARE PARTS, TEXTILE PRODUCTION DEPARTMENT, KKF CO. LTD.	Utsara Supanya
3-8	IMPACTS OF ALLIANCE COMPETENCE AND RESOURCES AND RESOURCES ON ALLIANCE SUCCESS : EVIDENCE FROM FURNITURE BUSINESSES IN THAILAND	Veeraya Pataaraechachai

**Topic:** Marketing Management

Poster Presentation Committee

**Chair:** Mr. Yan flin

**Co-Chair:** Dr.Patharee Freestrut, Dr. Sakchay Chanruang and Dr.Theethat trisirichote

**Secretary:** Ms.On-uma Sueksa, Ms Prapit Solodjinda, and Ms.Sawitree Jannuan

No.	Article Title	Presenter
4-1	APPROACH FOR DEVELOPING INCENTIVE IN KHON KAEN UNIVERSITY AREA TO PURCHASE FASHION GOODS ONLINE OF T-SHIRT SHOP	Charinyarat klangpraphan
4-2	MARKETING STRATEGY OF HANDMADE LEATHER BAGS GROUP UNDER THE KHONKAEN MUNICIPALITY FUND	Kanokpon Pumart
4-3	APPROACHES TO IMPROVE THE SERVICE QUALITY OF CUSTOMER SERVICE CENTER OF TT&T (PUBLIC) CO., LTD., KHON KAEN PROVINCE	Kittiya Fuangpueng
4-4	AN APPROACH TO INCREASES THE GOVERNMENT SAVINGS BANK'S LOTTERY SALES VOLUME OF BANK FOR AGRICULTURE AND AGRICULTURAL COOPERATIVE IN BANPHAI BRANCH, KHONKAEN PROVINCE	Krisada Noisong
4-5	THE MARKETING PLAN TO INCREASE SALE VOLUME OF I-DESIGN SHOP, MUANG DISTRICT, NONGBUALUMPOO PROVINCE	Nantachat Ruenaryu
4-6	CONSUMER BEHAVIOR AND ATTITUDE TOWARDS DD FOUNDATION CREAM	Naruemon Prakoon
4-7	CONSUMER BEHAVIOR AND ATTITUDE TOWARDS BEER CONSUMING FACTORS OF THE CONSUMERS IN THE AREA OF KHON KAEN MUNICIPALITY	Nattapol Tatong
4-8	MARKETING GUIDELINES TOWARDS SALTED EGGS. CASE STUDY OF "MAE SOM SRI" SALTED EGGS GROUP UNDER THE KHON KAEN MUNICIPALITY FUND.	Netivit Choettrakunkiat
4-9	APPROACH TO DEVELOP THE MEETING AND SEMINARSERVICES OF KOSA HOTEL, KHON KAEN	Palawet Natmanee



No.	Article Title	Presenter
4-10	FACTORS INFLUENCING TOWARDS DECISION MAKING ON WEATHER INDEX INSURANCE FOR RICE, A CASE STUDY OF FARMERS IN MUANG DISTRICT, KHONKEAN PROVINCE	Payungsak Adsuek
4-11	MARKETING GUIDELINES OF LOAN SERVICE OF KRUNG THAI BANK PUBLIC COMPANY LIMITED,THANI ROAD BRANCH,BURIRAM PROVINCE	Prasaneeyaporn Nokyotin
4-12	MARKETING GUIDELINES TOWARDS COTTON AND SILK PRODUCTS CASE STUDY OF SARAN RATRI THAI SILK UNDER THE KHON KAEN MUNICIPALITY FUND	Suthida Papakham

**Topic:** Financial and Investment Management and Business Feasibility Studies

Poster Presentation Committee

**Chair:** Mr. Yan flin

**Co-Chair:** Dr.Patharee Freestrut, Dr. Sakchay Chanruang and Dr.Theethat trisirichote

**Secretary:** Ms.On-uma Sueksa, Ms Prapit Solodjinda, and Ms.Sawitree Jannuan

No.	Article Title	Presenter
5-1	A COMPARISON OF RETURN ON SUGER CANE PLANT BY WATER USING OF RAI DAN CHANG CO., LTD. , SUPHANBURI PROVINCE	Bunyut Nuchnoo
5-2	COLLABORATIVE INTERVENTION MECHANISMS BETWEEN DIRECT INVESTMENT AND ENRIRONMENTAL CONFLICTS	Ersi Liu
5-3	THE FEASIBLILITY OF INVESTING ON CONSTRUCTION SUPPLIES AND EQUIPMENTS DISTRIBUTOR BUSINESS, MUANG, ROI – ED.	Nathpachr Logchate
5-4	FEASIBILITY STUDY OF TUTORIAL SCHOOL FOR SECONDARY SCHOOL STUDENT IN PHIBUN MANGSAHAN DISTRICTUBON RATCHATHANI PROVINCE	Pakorn Pittatane
5-5	THE FEASIBILITY STUDY OF INVESTMENT OF BAAN MAI CHAI KHAO RESORT IN AMPHOE CHIANGDAO, CHIANGMAI PROVINCE	Phenporn Sudprasert
5-6	BEHAVIOR AND THE FACTORS INFLUENCING THE DECISION TO USE MOBILE BANKING OF CUSTOMER IN THE AREA OF MUANG, KHON KAEN PROVINCE	Poramat Mapitak
5-7	THE FEASIBILITY STUDY OF THE ESTABLISHMENT OF NONGNAPHAT LEASING CO., LTD.	Tassawan Wisetla
5-8	THE FEASIBILITY STUDY ON INV DSTMENT IN PREMIUM HOME-MADE ICE-CREAM SHOP “Hello Pla-Whale” IN KHON KAEN MUNICIPALITY	Terapong Jirakittayakorn
5-9	THE FEASIBILITY STUDY OF INVESTMENT CLOTHING SILK SHOP IN CHONNABOT DISTRICT, KHON KAEN PROVINCE	Wachiraporn Sirimoon

**Committee and Subcommittee of the  
National and International Conference on  
Business Management and Innovation 2015 (NICBMI 2015)  
September 19 - 20, 2015**

**A. Consultants**

Assoc. Prof. Dr. Kittichai Triratanasirichai President, Khon Kaen University

**B. Conference Committees**

- |   |                         |
|---|-------------------------|
| 1. Assoc. Prof. Dr.Winit Chinsuwan        | Committee Consultant    |
| 2. Asst. Prof. Awut Yimtae                | Committee Consultant    |
| 3. Asst. Prof. Dr.Kasem Nantachai         | Committee Consultant    |
| 4. Assoc. Prof. Dr. Danaipong Chetchotsak | Chair of the Committee  |
| 5. Asst. Prof. Dr.Ruchirat Patanathabutr  | Vice of the Committee   |
| 6. Mrs.Nutsamol Tanakulrungsarit          | Committee               |
| 7. Mrs.Nagarin Vichakort                  | Committee               |
| 8. Ms.Mukda Seenan                        | Committee               |
| 9. Mrs.Rattiya Hormhuan                   | Committee               |
| 10. Mr.Rangsarit Wetsuwan                 | Committee               |
| 11. Mr.Weerawat Sudha                     | Committee               |
| 12. Ms.On-Uma Sueksa                      | Committee and secretary |
| 13. Ms.Sawitree Jannuan                   | Assistant secretary     |

**Duties and Responsibilities:**

Organize the National and International Conference on Business Management and Innovation 2014 to achieve the objectives and expected outcomes of the event.

**C. Subcommittee on Information and Technology**

- |                               |                            |
|-------------------------------|----------------------------|
| 1. Mr.Weerawat Sudha          | Chair of the subcommittee  |
| 2. Mr.Boonchukiet Kongjitrapa | Subcommittee               |
| 3. Mr.Pongthep Pongnanak      | Subcommittee               |
| 4. Mr.Puchong Jacksaen        | Subcommittee               |
| 5. Mr.Werachai Usungnoen      | Subcommittee               |
| 6. Ms.Nattaon Leawprasert     | Subcommittee and secretary |

**Duties and Responsibilities:**

- 1) Create a website containing detailed information about the conference, including registration, paper submission, press release and other related information to provide those who

wish to present their work at the event with convenient and fast access to the accurate information.

2) Take pictures of the conference and post them on the website to advertise the event and allow the participants to download those pictures as well as set up and maintain audio visual aids in the main meeting room and other small meeting rooms.

#### **D. Subcommittee on Public Relations, Print Materials, Souvenirs and Essential Equipment**

- |                               |                            |
|-------------------------------|----------------------------|
| 1. Mr.Rangsarit Wetsuwan      | Chair of the subcommittee  |
| 2. Ms.Thitiporn Koonsombatkul | Subcommittee               |
| 3. Mr.Thongchai Inthaket      | Subcommittee               |
| 4. Ms.Prapit Sorosjinda       | Subcommittee               |
| 5. Mr.Pongpot Sarasarin       | Subcommittee               |
| 6. Mr.Puchong Jacksaen        | Subcommittee               |
| 7. Mr.Werachai Usungnoen      | Subcommittee               |
| 8. Mr.Weerawat Sudha          | Subcommittee               |
| 9. Mr.Sutouch Deejai          | Subcommittee               |
| 10. Mrs. Sarocha Ongsankham   | Subcommittee               |
| 11. Ms.Arintra Kimsuwunnawong | Subcommittee and secretary |

#### **Duties and Responsibilities:**

- 1) Create and distribute print materials to advertise the conference and invite target audience from various universities in both Thailand and foreign countries to present their work and attend the event.
- 2) Issue invitations to reporters to the press conference event and the conference.
- 3) Make the proceedings available in print, CD and online versions.
- 4) Prepare souvenirs and name tags for registered participants, keynote lecturers and commentators.
- 5) Install exhibition booths for the College of Graduate Study in Management and the co-hosts.
- 6) Prepare poster stands and schedule the poster presentation sessions.
- 7) Produce certificates and arrange the certificate ceremony.

#### **E. Subcommittee on Article and Presentation File Organization**

- |  |                           |
|--|---------------------------|
| 1. Asst. Prof. Dr.Ruchirat Patanathabutr | Chair of the subcommittee |
| 2. Ms. Chanida Wasun                     | Subcommittee              |
| 3. Ms.Nattaon Leawprasert                | Subcommittee              |

- |                           |                            |
|---------------------------|----------------------------|
| 4. Mrs.Nagarin Vichakort  | Subcommittee               |
| 5. Ms.Pornchanok Worachat | Subcommittee               |
| 6. Mr.Panupan Wongsawan   | Subcommittee               |
| 7. Mrs.Siriporn Kumnok    | Subcommittee               |
| 8. Ms.Arune Luanthaisong  | Subcommittee               |
| 9. Ms.On-Uma Sueksa       | Subcommittee               |
| 10. Ms.Sawitree Jannuan   | Subcommittee and secretary |

**Duties and Responsibilities:**

- 1) Distribute the conference invitations to interested participants and presenters in the universities across Thailand.
- 2) Send out invitations to reporters to the press conference event and the conference.
- 3) Categorize article and presentation files and submit them to the subcommittee on oral and poster presentation.
- 4) Collect the participants' information.
- 5) Draw up a presentation schedule and plan out the venue.
- 6) Check the article format according to the specified format and categorize and rearrange the articles for the conference proceeding.
- 7) Issue and send out letters, articles and evaluation forms to reviewers and follow up.
- 8) Issue and send out a letter of acceptance for all presenters.
- 9) Issue and send out invitation letters to commentators in the presentation sessions.
- 10) Prepare evaluation forms for both oral and poster presentations.
- 11) Plan the conference program and prepare registration documents.

**F. Subcommittee on Venue, Accommodation and Transportation**

- |                              |                            |
|------------------------------|----------------------------|
| 1. Ms.Mukda Seenan           | Chair of the subcommittee  |
| 2. Ms.Nattaon Leawprasert    | Subcommittee               |
| 3. Ms.Pornchanok Worachat    | Subcommittee               |
| 4. Mr.Puchong Jacksaen       | Subcommittee               |
| 5. Mr.Rangsarit Wetsuwan     | Subcommittee               |
| 6. Mrs.Rattiya Hormhuan      | Subcommittee               |
| 7. Mr.Werachai Usungnoen     | Subcommittee               |
| 8. Mrs.Siriporn Kumnok       | Subcommittee               |
| 9. Ms.Arintra Kimsuwunnawong | Subcommittee               |
| 10. Mrs.Nagarin Vichakort    | Subcommittee and secretary |
| 11. Ms.Sawitree Jannuan      | Assistant secretary        |

**Duties and Responsibilities:**

- 1) Arrange meeting rooms, registration table and exhibition booths.
- 2) Set up small meeting rooms for the oral presentation sessions.
- 3) Organize venues for the poster presentation.
- 4) Order lunch and coffee break.
- 5) Help the participants, keynote lecturers and commentators with accommodation reservation.
- 6) Coordinate with the keynote lecturers and commentators about domestic and international transportation.
- 7) Take care of all the conference venues throughout the event.

**G. Subcommittee on Registration, Reception and Certificate Ceremony**

1. Ms.On-Uma Sueksa	Chair of the subcommittee
2. Ms. Chawisa Sithiya	Subcommittee
3. Mrs.Tip-ratana Atiwattanachai	Subcommittee
4. Ms.Narissara Kittinon	Subcommittee
5. Ms.Pornchanok Worachat	Subcommittee
6. Mrs.Rattiya Hormhuan	Subcommittee
7. Ms.Saranya Wangwan	Subcommittee
8. Mrs.Siriporn Kumnok	Subcommittee
9. Ms.Suchavalan Chaiboonruang	Subcommittee
10. Ms.Suphatsorn Khamya	Subcommittee
11. Mrs. Sarocha Ongsankham	Subcommittee
12. Ms.Nattaon Leawprasert	Subcommittee and secretary
13. Ms.Sawitree Jannuan	Assistant secretary

**Duties and Responsibilities:**

- 1) Write an opening report and an opening and welcome speech.
- 2) Submit the opening report to the dean and issue an invitation letter to the president or the conference chairman with the opening and welcome speech.
- 3) Work as a moderator and interpreter and help solve problems in the meeting room.
- 4) Prepare name plates for the keynote lecturers and set them up according to the schedule.
- 5) Screen, rearrange and coordinate with the oral presenters and poster presenters for the certificate ceremony.
- 6) Facilitate the keynote lecturers and commentators from the co-host institutes.

#### H. Subcommittee on Oral Presentation Venue

- |                               |                            |
|-------------------------------|----------------------------|
| 1. Mrs.Nagarin Vichakort      | Chair of the subcommittee  |
| 2. Ms. Chanida Wasun          | Subcommittee               |
| 3. Ms.Thitiporn Koonsombatkul | Subcommittee               |
| 4. Ms.Pornchanok Worachat     | Subcommittee               |
| 5. Ms.Rattiyakorn Samranpis   | Subcommittee               |
| 6. Mrs.Siriporn Kumnok        | Subcommittee               |
| 7. Ms. Sawitree Jannuan       | Subcommittee               |
| 8. Ms.Nattaon Leawprasert     | Subcommittee and secretary |

#### Duties and Responsibilities:

- 1) Create and set up name plates for the commentators in oral presentation rooms according to the schedule.
- 2) Schedule the oral presentation sessions and control the session time.
- 3) Provide the oral presentation commentators with evaluation forms and summarize the evaluation results.
- 4) Observe general activities in the small meeting rooms.

#### I. Subcommittee on Finance

- |                                |                            |
|--------------------------------|----------------------------|
| 1. Mrs.Rattiya Hormhuan        | Chair of the subcommittee  |
| 2. Ms.Suchavalan Chaiboonruang | Subcommittee               |
| 3. Mrs.Sarocho Sarasarin       | Subcommittee               |
| 4. Ms.Pornchanok Worachat      | Subcommittee and secretary |

#### Duties and Responsibilities:

- 1) Receive and transfer registration fee into the bank account, monitor the disbursement, keep the expense report and examine the disbursement papers following the rules and regulations.
- 2) Issue receipts for the participants.
- 3) Prepare money and process the payment for keynote lecturers and article and presentation commentators as well as execute finance documents.

#### J. Subcommittee on Keynote Lecture

- |                                  |                            |
|----------------------------------|----------------------------|
| 1. Mrs.Nutsamol Tanakulrungsarit | Chair of the subcommittee  |
| 2. Mr.Werachai Usungnoen         | Subcommittee               |
| 3. Ms.Rattiyakorn Samranpis      | Subcommittee and secretary |

#### Duties and Responsibilities:

- 1) Contact and coordinate with the keynote lecturers as well as issue the invitation letters.
- 2) Facilitate the keynote lecturers.

### Subcommittee on Research Review

1. Assoc. Prof. Dr. Winit Chinsuwan	Committee Consultant
2. Asst. Prof. Awut Yimtae	Committee Consultant
3. Asst. Prof. Dr. Kasem Nantachai	Committee Consultant
4. Assoc. Prof. Dr. Danaipong Chetchotsak	Chair of the Committee
5. Asst. Prof. Dr. Ruchirat Patanathabutr	Vice of the committee
6. Assoc. Prof. Dr. Tipvanna Ngarmsak	Subcommittee
7. Assoc. Prof. Phornsiri Thivavarnvongs	Subcommittee
8. Asst. Prof. Dr. Kulachet Momgkol	Subcommittee
11. Asst. Prof. Dr. Khanchitpol Yousapronpaiboon	Subcommittee
12. Asst. Prof. Dr. Chaw Wayoopagtr	Subcommittee
13. Asst. Prof. Dr. Montri Wiboonrat	Subcommittee
14. Asst. Prof. Dr. Wichian Voraputhaporn	Subcommittee
15. Asst. Prof. Dr. Sakda Siriphatrasophon	Subcommittee
16. Asst. Prof. Dr. Anan Hiransalee	Subcommittee
17. Asst. Prof. Dr. Unchalee Tattawasart	Subcommittee
18. Asst. Prof. Dr. Arom Tattawasart	Subcommittee
19. Lt. Dr. Jesada Sivaraks	Subcommittee
20. Dr. Kittipong Sirichoti	Subcommittee
21. Dr. Panutporn Ruangchoengchum	Subcommittee
22. Dr. Pramote Suppanya	Subcommittee
23. Dr. Pinyo Rattanaphn	Subcommittee
24. Dr. Wanida Phondej	Subcommittee
25. Dr. Vatin Chalermdamrichai	Subcommittee
26. Dr. Anothai Rattanakul	Subcommittee
27. Dr. Adchariya Auppakarakul	Subcommittee
28. Dr. Marie-Paul B. de Luna	Subcommittee
29. Mr. Sakchai Jarernsiripornkul	Subcommittee
30. Mrs. Amornwan Runggool	Subcommittee
31. Mr. Yan Flint	Subcommittee
32. Assoc. Prof. Dr. Tipparat Laohavichien	Subcommittee
33. Assoc. Prof. Dr. Yuraporn Sudharatna	Subcommittee
34. Assoc. Prof. Jiamjit Javakorn	Subcommittee
35. Assoc. Chuenjit Changchenkit	Subcommittee
37. Assoc. Prof. Paiboon Pajongwong	Subcommittee
36. Assoc. Prof. Yupawan Vannavanit	Subcommittee
38. Asst. Prof. Dr. Songporn Hansanti	Subcommittee



39. Asst. Prof. Dr. Nirundon Tapachai	Subcommittee
40. Asst. Prof. Dr. Phiphat Nonthanathorn	Subcommittee
41. Asst. Prof. Dr. Sirijin Wongjarupun	Subcommittee
42. Asst. Prof. Dr. Surang Hanswang	Subcommittee
43. Asst. Prof. Dr. Apichat Pongsupatt	Subcommittee
44. Asst. Prof. Kiriya Kulchanarat	Subcommittee
45. Asst. Prof. Daoroong Iyadach	Subcommittee
46. Asst. Prof. Ratthana Sungpong	Subcommittee
47. Dr. Nuttapon Punpugdee	Subcommittee
48. Dr. Thongchai Srivardhana	Subcommittee
49. Dr. Thirarut Worapishet	Subcommittee
50. Dr. Nantawut Leeamornsiri	Subcommittee
51. Dr. Nawin Minakan	Subcommittee
52. Dr. Prapimpun Limsuwan	Subcommittee
53. Dr. Polwat Lerskullawat	Subcommittee
54. Dr. Paiboon Chetthamrongchai	Subcommittee
55. Dr. Yodmanee Tepanon	Subcommittee
56. Dr. Sirirak Kosakanika	Subcommittee
57. Dr. Supachart lamratanakul	Subcommittee
58. Dr. Suparek Sooksmarn	Subcommittee
59. Dr. Sawat Wanarat	Subcommittee
60. Dr. Suchada Jiansagul	Subcommittee
61. Dr. Suthawan Prukumpai	Subcommittee
62. Dr. Suneerat Wuttichindanon	Subcommittee
63. Dr. Ek-anong Tangrukwaraskul	Subcommittee
64. Ms. Nadhakan Shinarantana	Subcommittee
65. Mr. Natapong khotchakhuan	Subcommittee
66. Ms. Arunee Luanthaisong	Subcommittee
67. Ms.On-Uma Sueksa	Subcommittee and secretary
68. Ms.Sawitree Jannuan	Assistant secretary

### **Duties and Responsibilities:**

- 1) Select and evaluate articles to be presented at the conference.
- 2) Assign reviewers for each article.
- 3) Work as commentators in both oral and poster presentation sessions.

# Speakers



**Chair Professor Krairit Boonyakiat**

**Name:** Mr. Krairit Boonyakiat  
**Academic title:** Chair Professor  
**Work Position:** Audit committee  
**Work place:** Pan Rajdhevee Group Public Company Limited  
 Poonpin Holdings Building  
 50/234-275 LatSawai, Lam LukKa, PathumThani 12150

**Educational background:**

1. Bachelor of Science (with Honors), Chulalongkorn University, Thailand
2. Master of Business Administration, MIT (Massachusetts Institute of Technology), USA
3. Post Graduate Certificate in International Trade, UN Management School (Turin, Italy)

**Work experience:**

- Previous positions:**
1. Executive Managing Director, Bangkok Market Office
  2. Marketing Service Director, Lintas (Advertising) Company Limited
  3. Business Development Director, Osotspa Company Limited

**Social service:**

- Previous positions:**
1. Secretary General of Advertising Association of Thailand
  2. Broadcasting Committee of Advertising Practice related to food and drug
  3. Member of Consumer Protection Committee
  4. Member of Executive Board of Thai Health Promotion Foundation

- Current positions:**
1. Vice President of the Knowledge Management Institute
  2. Consultant of the Marketing Association of Thailand
  3. Consultant of the Faculty of Commerce and Accountancy, Chulalongkorn University and Thammasat University
  4. Marketing Expert of Thailand Productivity Institute (Japan)
  5. Committee of the Princess MahaChakriSirindhorn Anthropology Centre
  6. Chair professor at Faculty of Commerce and Accountancy, Chulalongkorn University



MS. JUNJIE ZHANG

**IBSYUFE, P.R.C.**

Ms. Junjie Zhang, Lecturer of International Business School, Yunnan University of Finance and Economics

**Topic:** Sustainability strategy in small and medium-sized enterprise in China

**Junjie’s biography:**

**TERTIARY EDUCATION DETAILS**

- Feb. 2014 – Now: PhD Candidates at University of Greenwich , UK
- Sept. 2004 – Now: Master of International Business and Management at Westminster University of London
- Sept. 2001–May. 2004 Bachelor of Business Studies at Thames Valley University of London

**EMPLOYMENT HISTORY**

- Feb. 2007 – Now: Lecturer of International Business School, Yunnan University of Finance and Economics

**RESEARCH FIELD:**

- Mainly focus on Sustainability in project management;
- Currently is doing research on sustainable development in China, transportation infrastructure sustainability assessment and construction project sustainability;
- Research interest also include sustainability strategy and social responsibility in corporation



DR. CARL BALITA

## **SAIDI, School of OD, The Philippines**

### **Dr. Carl Balita**

#### **Topic: INNOPRENEUR above SEE Level**

**Description: Entrepreneurship is about “taking risk” and recently transformed into “calculated risk taking” but the imperative for innovation should evolve entrepreneurs to be Innopreneurs, because unless they innovate, entrepreneurs die.**

#### **Short Description:**

One of the MOST educated and MULTI-awarded entrepreneur and BESTSELLING author. Dubbed as ENTREPINOY GURU and the ULTIMATE REVIEWER.

#### **Awards:**

GANDINGAN Award by University of the Philippines

Golden Dove Award for Pubic Service by Kapisanan ng mga Brodkaster ng Pilip... See More

#### **Personal Information**

Entrepreneur. Educator. Trainor. Radio Personality. Ultimate Reviewer.

#### **The Entrepreneur**

Carl Balita was a corporate trainor to various top corporations and organizations not only in the Philippines but in Asia. He became the two-time president and a Chairman of the Quezon City Chamber of Commerce and Industry at the age of 34. This position puts him on top of some 60,000 businesses in the country’s richest city. During his leadership, QCCCI become a hall of fame awardee as outstanding chamber in the country, and the best local chamber of the Asia Pacific. He is behind several brands of successful enterprises. One is the Dr Carl E. Balita Review Center (one of the biggest and most respected brands of review center in the country today) Ultimate Creatives (an IT company) LYF Center Inc. (a medical wellness and beauty spa), Little Lamb’s Pediatric Wellness Place (Philippines’ First Medical Spa for Children), FiorCafe (a franchise

of a gourmet café), and Cebal Center for Manpower Development and Research. As an advocate of entrepreneurship, he founded DREAM Inc, a microfinance and training company which is helping some 1,200 microentrepreneurs in Metro Manila, and an accredited co-partner of the Department of Labor and Employment (DOLE) in its Entrepreneurship Program for the displaced OFWs. He is also the lead convenor of the Entrepinoy Movement, an advocacy group promoting and helping Filipinos help themselves through entrepreneurship.

He is the producer of the film “NARS” which is country’s first movie about nurses and which is a star-studded tribute to the nursing profession. NARS stars Jennilyn Mercado, Jodi Sta Maria, Agot Isidro, Coco Martin, Jon Avila, among others. He is also the producer, and one featured artist in the album “IDREAM” which is a compilation of best motivational songs featuring world-class Filipino talents like Isay Alvarez, Robert Sena, Jenine Desiderio, Jamie Rivera, Bituin Escalante, Karylle, Luke Mejearez, Raymond Lauchenco, Arthur Manuntag and Dr Tony Rebosa.

### **The Nurse Educator**

Carl Balita is a graduate of Bachelor of Science in Nursing at the University of Santo Tomas where he was an academic Dean’s lister but more notable for his leadership having been consistently elected president of his class and was president of the student council when he graduated in 1991. He finished his Master of Arts in Nursing at Pamantasan ng Lungsod ng Maynila, with distinction for his excellent thesis on the “Caring Concepts of Filipino Nurses” which was presented in the International Nursing Conference in Brunei Darussalam.

In March 2007, Lorma Colleges (La Union, Ilocos Norte) conferred him a Doctor of Humanities Philosophy (Honoris Causa) degree, under the authority given by the Office of the President, Commission on Higher Education. He is currently finishing his second doctorate degree, this time in Education

Carl Balita was a top-rated faculty of the Graduate School and College of Nursing at Pamantasan ng Lungsod ng Maynila (City University of Manila) for seven years where he also held various academic and administrative positions. He was clinical preceptor at the Philippine General Hospital, National Center for Mental Health, San Lazaro Hospital and National Orthopedic Center.. He started his nursing career as faculty of the graduate school and college of nursing of the Pamantasan ng Lungsod ng Maynila, a state university of the City of Manila, where he also served various administrative and academic positions for six years. He was clinical preceptor of the Philippine General Hospital, National Center for Mental Health, Philippine Orthopedic Center and San Lazaro Hospital. He was Dean of Dominican College, an institution of the Dominican Sisters, from 2004 to 2008.

He is the publisher and author of the best-selling reviewer, The Ultimate Learning Guide to Nursing Review and Ultimate Testing Guide to Nursing Review, which is one of the most sought-after reviewers in the Philippine market. He also co-authored the book Theoretical



Foundations of Nursing: The Philippine Perspective along with the former Board of Nursing Chair, Dr. Eufemia Octaviano.

Taking the nursing review to the next level, he launched the Online Review for Nursing, wherein students from any corner of the archipelago can experience the Dr. Carl Balita and CBRC way of learning through [www.carlbalita.com](http://www.carlbalita.com).

### **The Ultimate Reviewer**

He is dubbed to be the ultimate reviewer as he delivers high-impact livewire delivery of his comprehensive lectures across various subjects in nursing. Asian Wall Street dubbed him as “the man who can electrify crowds and bring audiences on their feet,” with reference to his presentation skills while he was trainor in Hong Kong. He brings his motivational and inspirational expertise along with his “mindmapping” and “test taking” techniques to simplify concepts in nursing. He is also consistently excellent-rated resource person in various topics within and outside nursing.

### **The Trainer**

Carl Balita is a renowned Trainer not just in the country but in the Asia-Pacific Region. He conducts trainings for top corporate clients from banks, real estates, pharmaceuticals and other industries here and abroad.

Carl Balita is the voice behind the ABS-CBN – DZMM Teleradyo Program “Radyo Negosyo” which airs every Saturday at 7:00 pm. His program is a four-time Catholic Mass Media Awardee (CMMA) as Best Business News Feature, and Kapisanan ng mga Brodkasters ng Pilipinas (KBP) as Best Public Service Program.

### **Summary**

Dr Carl Balita is a registered nurse, midwife, and professional teacher, with Master of Arts degree, and two doctoral degrees - in Humanities and in Education. He was a professor at Pamantasan ng Lungsod ng Maynila for six years before he became dean for five years in Dominican College. He is a best selling author of various reviewers and references, and of the recent PROSPERITY, which became a finalist in the International Book Awards. He is host of the program “Radyo Negosyo” in ABS CBN. His program is a hall of fame awardee as Best Business Program in Radio, and a two time Golden Dove Awardee of the Kapisanan ng mga Brodkaster ng Pilipinas. He is also a Golden Dove Awardee for Public Service and Gandingan Kabuhay awardee of the University of the Philippines. He is also a Go Negosyo Youth Enabler Awardee. His alma mater, the UNiversity of Santo Tomas awarded him as outstanding in business during its quadricentennial celebration. He is an entrepreneur advocate and is an entrepreneur himself behind some brands. His review center, Dr Carl Balita Review Center is the biggest int he

Philippines and has consistently produced scores of topnotchers and thousands of registered professionals. With his wife, the Little Lambs Kids Spa is not only the first and only in the Philippines but is awarded twice as the Best Kids Spa in Asia by the Asia Spa Awards. He owns a training company, an IT company, and many others. He has produced the film NARS and the album IDream. He has done corporate trainings for various organizations and corporate clients not only in the Philippines but in many countries like Adu Dhabi, Dubai, Hong Kong, Singapore, and more.

He is happily married to a pediatrician and is a loving father of four.

#### **Experience:**

Chairman

CEB Group of Companies

April 1970 – Present (45 years 5 months)

Group of Companies composed of Dr Carl Balita Review Center, LYF Medical Spa, Little Lambs Kiddie Spa, DREAM Inc, Andragogy Center Philippines, Ultimate Learning Series, Ultimate Creatives, Mabuhay Philippines and Fior Cafe.

#### **Director/Faculty**

Pamantasan ng Lungsod ng Maynila

June 1993 – March 1997 (3 years 10 months)

### **INTRODUCTION**

#### **DR CARL E. BALITA**

**He is one Philippines' most prominent personality in the field of business.**

He is a successful entrepreneur himself being behind the biggest review center in the country with 48 branches nationwide and branches in Dubai and Qatar. He was a movie and record producer. President of the Asian Academy for Applied Entrepreneurship, Director of the Spotlight Artist Center, owner of a Medical Spa, Kids Spa which was twice awarded as Best Spa for Kids in Asia. He is a business leader who is president of the multi-awarded and biggest local organization of business people – the Philippine Chamber of Commerce and Industry – Quezon City. Quezon City is the premier and biggest city of the Philippines. He is a bestselling author of various reviewers including PROSPERITY which is a finalist in the 2012 International Book Awards. He is known as a strategic innovator in his business.

#### **An entrepreneur advocate:**

He is host of the television and radio program *Radyo Negosyo* in ABS-CBN DzMM which for the past 15 years have been airing over cable television, radio and internet platform of the Philippines' biggest network. He is probably the most awarded business talk show host in the country with Hall of Fame in the Catholic Mass Media Awards, KBP Golden Dove Awards, UP



Gandingan Awards and Go Negosyo Awards. He was also finalist as Most Outstanding Young Entrepreneur in Asia Pacific by the Confederation of Asia Pacific Chambers of Commerce and Industry (CACCI) held in Nepal in 2012. He has interviewed thousands of successful entrepreneurs and has helped more. His alma Mater, the University of Santo Tomas awarded him as one of the outstanding alumni in business during its quadricentennial celebration. He established his social enterprise in CB Livelihood and Culinary Center.

### **An Educated Trainor**

He has talked and motivated millions, trained and empowered thousands in his young life of 45. He is probably one of the most educated in the training industry. He has three professional licenses, a Masters degree and two doctoral degrees – Doctor of Humanities and Doctor of Education. He has diverse orientation in leadership and management, entrepreneurship and business, health and wellness and has specialized in Entrepreneurial Innovations, Human Behavior, Strategic Change, Emotional and Whole Brain Literacy, among others. His international caliber enables him to lecture in various countries in the world like Dubai, Abu Dhabi, Brunei, Nepal, Hongkong and Singapore, among others. He is a mainstay resource person to the University of the Philippines – Institute for Small Scale Industry, and many other corporate organizations.

Asian Wall Street Journal dubbed him as *“the man who can electrify crowds and bring audiences ontheir feet.”* **The Entrepinoy Guru** of ABS-CBN, Dr CARL E. BALITA.



MR. MARK LEARMONTH

**LLandrillo Menai, UK**

**Mr. Mark Learmonth, Director of Leadership and Management at Grŵp Llandrillo Menai**

**Topic: Sustainable Employee Engagement**

**Mark’s biography:**

Mark Learmonth is Director of Leadership and Management at Bangor Management Centre, which runs as a collaborative venture between Grŵp Llandrillo Menai and Bangor University. Mark has extensive experience of managing Business and Management schools at leading edge Colleges in England and Wales, as well as having responsibility in industry as a Company Director. Mark is responsible for the development and delivery of Leadership and Management programmes across North Wales as part of European Social Funded interventions and works closely with the North Wales Economic Ambition Board to improve the economic prospects of the region. In Mark’s spare time he is an active cyclist and tri-athlete and to relax is an enthusiastic surfer and rock climber.

**Are your employees as motivated as you think?**

Is your Workforce highly engaged?

Have you reviewed your Employee Value Propositions?

The latest global study by ‘Towers Watson’ (Global Workplace Study – At a Glance 2012) of 32,000 employees around the world shows a workforce struggling with the impact of financial pressure and constant change. Employees are anxious, worried about their futures and becoming risk-averse. For employers, this heightens performance risk – lower productivity, higher inefficiency, greater rates of absenteeism and turnover affected by the increased costs of illness.

Crucially, staff engagement is plummeting, with only 35% of the workforce deemed to be highly engaged. Should you be worried by this? Yes – there is a very strong relationship between high levels of engagement and company financial results.

To put it simply, nearly two-thirds of employers are using old ideas, managing costs and expecting more from less, to ride out the current economic storm. This creates two problems you won't be able to effectively manage through the current economic climate and it impacts on levels of employee engagement which then impacts on financial results. You can envisage the downward spiral and then consider that one-third of employers are visionary. What are they doing that you may not be doing and how does their visionary leadership benefit the company? Will your company be able to compete, or even to exist in the future with your current ideas?

To answer these questions you need be aware of what makes employees tick. To do that you need to look at the Employee Value Proposition (EVP) for each employee. EVP is the balance between the rewards and benefits that employees receive in return for their performance. EVP encompasses colleagues, culture, jobs, mission and values as well as rewards.

I started this article by posing two questions which are intrinsically linked. Neither outcome can be achieved independently. There are three elements to sustainable engagement: the employee's willingness to expend discretionary effort on the job; having the tools, resources and support to do their job effectively; and having a work environment that actively supports physical, emotional and interpersonal well-being.

Senior Managers/Executives need to change their mind-sets and ideas to weather the ups and downs if they are to lead organisations effectively both now and in the future and provide employees with stability and direction.

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