



**NICBMI** ABSTRACTS  
AND CD OF FULL PAPERS  
**SCGSM 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  
GRŴP 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

**NICBMI 2015** THE NATIONAL AND INTERNATIONAL CONFERENCE  
ON BUSINESS MANAGEMENT AND INNOVATION

SEPTEMBER 19 - 20, 2015

**ABSTRACTS**  
AND CD OF FULL PAPERS

ISSN 2408-087X



MBA.KKU.AC.TH/  
NICBMI

**RESPONSIBLE UNIT**

COLLEGE OF GRADUATE STUDY IN MANAGEMENT, KHON KAEN UNIVERSITY  
Sunthorn-Araya Arunanondchai Building, 123 Mitraphap Road,  
Tumbol Nai Muang, Amphur Muang, Khon Kaen 40002, THAILAND  
Telephone: +66 (0) 4336-2021-2 Fax: +66 (0) 4336-2020  
<http://mba.kku.ac.th>

**CO-HOST UNITS**

GRADUATE SCHOOL OF COMMERCE, BURAPHA UNIVERSITY  
169 Longhadbangsean Road Sansuk Muang Chonburi 20131, THAILAND  
Tel: +66 (0) 3839-2018-20 Fax: +66 (0) 3839-2024  
[www.ex-mba.buu.ac.th](http://www.ex-mba.buu.ac.th)

GRŴP LLANDRILLO MENAI, THE UNITED KINGDOM  
Coleg Menai Ffriddoedd Road Bangor LL57 2TP 01248 370 125  
[www.gjlm.ac.uk](http://www.gjlm.ac.uk)

INTERNATIONAL BUSINESS SCHOOL OF YUNNAN UNIVERSITY  
OF FINANCE AND ECONOMICS, THE PEOPLE'S REPUBLIC OF CHINA  
<http://ibs.ynufe.edu.cn> 0871-65131181

INTERNATIONAL UNIVERSITY IN GENEVA  
ICC 20, Rte de Pré-Bois 1215 Geneva 15, SWITZERLAND  
Tel: (+41 22) 710 71 10/12 Fax: (+41 22) 710 71 11  
[www.iun.ch](http://www.iun.ch)

THE FACULTY OF BUSINESS ADMINISTRATION, KASSETSART 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)

SAIDI SCHOOL OF ORGANIZATION DEVELOPMENT  
Taktak Drive, Antipolo City 1870, PHILIPPINES  
Telefax. 632-6589302  
[www.saidi.edu.ph](http://www.saidi.edu.ph)