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NICBMI

THE NATIONAL AND INTERNATIONAL
CONFERENCE
ON BUSINESS MANAGEMENT AND INNOVATION



2017

SEPTEMBER 23 - 24, 2017
COLLEGE OF GRADUATE STUDY IN MANAGEMENT
KHON KAEN UNIVERSITY
THAILAND



mba.kku.ac.th/NICBMI





Message from The President of Khon Kaen University

The National and International Conference
on Business Management and Innovation 2017

On behalf of Khon Kaen University, I would like to sincerely congratulate to the College of Graduate Study in Management for hosting this conference the fourth time. Hosting a conference is said to be one of our major policies to facilitate our faculty members and students to disseminate their knowledge and research results in terms of presentations and papers to the public. This could help to encourage knowledge sharing and exchange of academic experiences among faculties and students both inside and outside the institution.

As for this conference, I eagerly expect and hope that many papers could make a great impact on business society, government units and entrepreneurs in the region nearby as well as the ASEAN countries. Lastly, I wish this conference a great success in achieving its goals and cherish the research and innovation for the business community of the present day and days to come.



(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



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 2017

Our school this year hosts the conference for the fourth time. We and our allies, BA School of Business & Finance, Latvia, Bangor University, The United Kingdom, GrŰp 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, Southeast Asia Interdisciplinary Development Institute, Graduate School of Organization Development, The Philippines, Universitas 17 Agustus 1945, Surabaya, Indonesia, Vytautas Magnus University, Lithuania, Faculty of Business Administration, Kasetsart University, Thailand and Graduate School of Commerce, Burapha University, Thailand have helped to make this event happen.

The conference has served as a platform for faculties and students to present their works in business and management research and innovation which help to raise the awareness of the local economic situations as well as the impact on globalization. In this year, we have 241 papers and 10 posters presentations delivered by students, researchers and scholars from the institutions within Thailand and aboard.

On behalf of the College of Graduate Study in Management, I would like the express my sincere gratitude to our sponsors who helped to make this conference possible. Also I would like to thank our allies mentioned above for their cooperations, partnership, and support in any forms. Last but not least, I hope that this conference will help to strengthen our partnership as well as to prosper our collaborations. Moreover, I hope that our conference would help to make an impact on our community and nationwide.



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

Dean

College of Graduate Study in Management

Khon Kaen University

College of Graduate Study in Management, Khon Kaen University

Sunthorn - Araya Arunanondchai Building, 123 Mitraphap Road, Tumbol Nai Muang,

Amphur Muang, Khon Kaen 40002

Telephone: +66 (0) 43-009-700 Ext. 45512, 45513, 45514 Fax: +66 (0) 43-362-020 <http://mba.kku.ac.th>



Message from the Rector of BA School of Business & Finance, Latvia
The National and International Conference on Business
Management and Innovation 2017

We are pleased to serve as the member of the scientific committee for the international conference on “Business Management and Innovation” which will be held at the College of Graduate Study in Management, Khon Kaen University in 2017. This event represents an opportunity for delegates from the partner institutions of Khon Kaen and scholars from around the world to present their latest research in the field of management, at the same time it offers a tremendous opportunity to become an important platform for the university community to share the results of their research.

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



(Prof. Dr. Andris Sarnovics)

The Rector of BA School of Business & Finance, Latvia

BA SCHOOL OF BUSINESS AND FINANCE

K.Valdemara 161, Riga, LV1013

+371 67360133 andris.sarnovics@ba.lv <http://www.ba.lv>

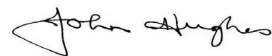


**Message from the President and Vice Chancellor of
Bangor University, United Kingdom**

The National and International Conference on Business
Management and Innovation 2017

We are pleased to be associated with the 2017 conference on Business Management and Innovation which will take place at the College of Graduate Study in Management, Khon Kaen University. 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.



Professor John G. Hughes
President and Vice Chancellor
Bangor University, United Kingdom

Bangor University

Bangor, Gwynedd, LL57 2DG Phone: +44 1248 351151 Email: marketing@bangor.ac.uk



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

The National and International Conference on Business
Management and Innovation 2017

It is an honour for Grŵp Llandrillo Menai (GLLM) to be a co-host at this year's National and International Conference on Business Management and Innovation 2017 (NICBMI 2017). Our co-hosting celebrates our partnership activities with CGSM KGU MBA, centred on exchange visits between staff and Alumni members to the Bangor Management Centre, one of our campuses in North West Wales, UK. 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.



(Dafydd Evans)

Chief Executive – Grŵp Llandrillo Menai
North Wales, United Kingdom

Grŵp Llandrillo Menai, Ffriddoedd Road, Bangor, LL57 2TP. Phone: 370125 01248.

Web: <http://www.gllm.ac.uk>



Message from the Dean of the International Business School
of Yunnan University of Finance and Economics, The People's
Republic of China

The National and International Conference on Business
Management and Innovation 2017

Congratulations on the holding of the National and International Conference on Business Management and Innovation 2017. 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.

A handwritten signature in black ink, appearing to read 'Liu Ersi'.

(Professor Liu Ersi Ph.D.)

Dean of the International Business School
of Yunnan University of Finance and Economics,
The People's Republic of China

International Business School of Yunnan University of Finance and Economics,
The People's Republic of China

0871-65131181



**Message from the President of the
International University in Geneva (IUG), Switzerland**

The National and International Conference on Business
Management and Innovation 2017

We are pleased to be associated with the 2017 conference on Business Management and Innovation which will take place at the College of Graduate Study in Management, Khon Kaen University. 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

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



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

National and International Conference on Business Management
and Innovation 2017

Let me greet all of you in my native language, “Mabuhay!” Let this gathering, The 2017 National & International Conference on Business Management & Innovation, bring “new life” to your pursuit of innovation in business education and practice.

How did Firefox and Chrome out-do Internet Explorer and Safari? Adam Grant, a celebrated New York bestselling author, wrote that technical knowledge and skill weren’t the source of their advantage. Rather, what Firefox and Chrome did to the browser was to reject the default setting. They sought an option that may just be better than the pre-installed browser. And indeed, that’s what they found out!

On this note, let this conference open new ways of exploring business education and practice in each participant. Let the presentations, conversations and exhibits take you out of your default mindset. This way, Innovation becomes the new normal to uphold in business education and practice.

Consider, in your pursuit, visiting our institution in the Philippines. We prepare creative and innovative leaders for this century.



(Rosalina Ora’a-Fuentes, PhD.)

President, SAIDI Foundation

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



Message from the President of the Universitas 17 Agustus 1945, Surabaya, Indonesia

The National and International Conference on Business
Management and Innovation 2017

Universitas 17 Agustus 1945 (Untag) Surabaya, Indonesia is very honored to be one of the Co-Hosts of the Fourth National and International Conference on Business Management and Innovation 2017 (NICBMI 2017) host by the College of Graduate Study, University of Khon Kaen. A delegation of eleven lecturers from Untag Surabaya attend to support the conference, not only to present their action research papers, especially on small and medium enterprises in the province of East Java, but also to gain business management research and innovation update.

I believe that the conference will broaden our knowledge, so that it might be used to develop our lecture as well as public service and further research references. Furthermore, in this conference, Untag Surabaya expects to develop university partnerships, especially research partnerships (join researches) between Untag Surabaya and other universities outside Indonesia, especially on small and medium enterprise business management and innovation.

Prof. Dr. drg. Ida Aju Brahmasari, Dipl. DHE, MPA
Rector
Universitas 17 Agustus 1945 (Untag)
Surabaya, Indonesia

Universitas 17 Agustus 1945 Surabaya, Indonesia

Kampus : Jl. Semolowaru 45 Surabaya 60118. Telp : 031-5931800, Fax : 031-5927817 Email : humas@untag-sby.ac.id
<http://www.untag-sby.ac.id>



VYTAUTAS
MAGNUS
UNIVERSITY
M C M X X I I

**Message from the Dean of
Faculty of Economics and Management, Vytautas Magnus
University, Lithuania**

The National and International Conference on Business
Management and Innovation 2017

We are pleased to be associated with the 2017 conference on Business Management and Innovation which will take place at the College of Graduate Study in Management, Khon Kaen University. 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 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.



(Dr. Rita Bendravičienė)

The Dean of

Faculty of Economics and Management,
Vytautas Magnus University, Lithuania

Vytautas Magnus university, K. Donelaičio str. 58, 44248, Kaunas

Tel. +370 37 222 739, Fax +370 37 203 858, e-mail info@vdu.lt



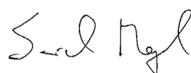
**Message from the Dean of the Faculty of Business
Administration, Kasetsart University, Thailand**

The National and International Conference on Business
Management and Innovation 2017

Nowadays the world is changing in many aspects, especially in business and the economic system. This change has influenced knowledge development and the learning process in the business sector, both public and private. As a result, organizations and individuals have to be prepared to adjust to the changes and fluctuations that occur in the global economy which is more closely linked now through globalization. They should prepare for these changes by applying business theories and management of each sector in order to create concrete economic and social developments, and economic opportunities. These should be created using knowledge base, technology, innovation, and creativity on the basis of production, consumption under the principle of business area development, and with the participation of all sectors.

The National and International Conference on Business Management and Innovation 2017 (NICBMI 2017) is a forum for scholars, researchers, students and the general public to exchange knowledge and experiences. It will also bring the knowledge and skills to practical uses which lead to business development and management innovation.

The Faculty of Business Administration at Kasetsart University is very pleased to serve as one the hosts of the conference. Thank you to the presenters and participants for sharing knowledge. And we are also grateful to the working committee and all those who have been involved and made this event a great success.



(Assoc. Prof. Sarvimol Meeampol Ph.D.)
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



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

The National and International Conference on Business
Management and Innovation 2017

The National and International Conference on Business Management and Innovation 2017 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 BA School of Business & Finance, Latvia, Bangor University, United Kingdom, 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, Southeast Asia Interdisciplinary Development Institute, Graduate School of Organization Development, The Philippines, Universitas 17 Agustus 1945, Surabaya, Indonesia, Vytautas Magnus University, Lithuania, Faculty of Business Administration, Kasetsart University, Thailand and College of Graduate Study in Management, Khon Kean University, to get in touch with a real business research ambience.



(Asst. 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>



Grp
**Llandrillo
Menai**



The National and International Conference on Business Management and Innovation 2017 (NICBMI 2017)

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 2016 (NICBMI 2016) 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

- BA School of Business & Finance, Latvia
- Bangor University, The United Kingdom
- 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
- Southeast Asia Interdisciplinary Development Institute, Graduate School of Organization Development, The Philippines
- Universitas 17 Agustus 1945, Surabaya, Indonesia
- Vytautas Magnus University, Lithuania
- Faculty of Business Administration, Kasetsart University, Thailand
- Graduate School of Commerce, Burapha University, Thailand

Date and Venue

September 23 - 24, 2017

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: mba.kku.ac.th/NICBMI and Payment	Now – July 31, 2017
Notification of Acceptance	August 21, 2017
Last Day of Revised Paper (if needed) and Presentation File Submission	August 31, 2017
Academic Research Presentation	September 23 - 24, 2017

Registration Rates

Types of Registration	With in July 31, 2017
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 18, 2017
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
4. Payment coordinator: Miss Pornchanok Worachat
Telephone: 66-43-009700 Ext. 45512, 45513, 45514
Fax: 66-43-362-020
Email: mba_finance@hotmail.co.th

Main Conference Coordinators

1. Miss Sawitree Jannuan
2. Mrs. Nagarin Vichakort
Telephone: 66-43-009700 Ext. 45512, 45513, 45514
Fax: 66-43-362-020
Email: mbakku.nicbmi@gmail.com
Website: mba.kku.ac.th/NICBMI

Conference Schedule

The National and International Conference on
Business Management and Innovation 2017
September 23 - 24, 2017
College of Graduate Study in Management,
Khon Kaen University, THAILAND

Saturday, September 23, 2017

- 08.00 - 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 - 09.15 Opening Ceremony in the Grand Meeting Room: Pol.Gen.Pao Sarasin
- Opening report by Assoc. Prof. Dr. Winit Chinsuwan
(Dean of the College of Graduate Study in Management,
Khon Kaen University)
 - Opening and Welcome Speech by Assoc. Prof. Dr. Kittichai
Triratanasirichai (President of Khon Kaen University)
 - Presented a souvenir to the Chairman and Supporters by
Assoc. Prof. Dr. Winit Chinsuwan (Dean of the College of Graduate
Study in Management, Khon Kaen University)
- 09.15 - 10.45 Keynote Presentation by Dr. Suvarn Valaisathien
**Topic: Corporate Good Governance Under the New
Constitution**
- 10.45 - 11.15 Coffee Break
- 11.15 - 12.00 Presentation by Erni Puspanantasari Putri
**Topic: Development Strategy of Small & Medium Manufacturing
Industry in Indonesia**
- 12.00 - 13.30 Lunch
- 13.30 - 18.00 Parallel Presentation Sessions at Conference Room 1 - 7

Remark

Poster presentation on Saturday, September 23, 2017, from 13.30 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.

Sunday, September 24, 2017

- 08.00 - 08.30 Registration at the front of the meeting rooms No. 1 - 7 on the list provided
Please get coupons for food and drinks
- 08.30 - 12.00 Parallel Oral Presentation Sessions at Conference Room 1 - 7
- 12.00 - 13.00 Lunch
- 13.00 - 17.00 Parallel Oral Presentation Sessions at Conference Room 1 - 7
- 17.00 - 17.30 Awards Ceremony
- MBA KKU Ambassador 2017 Awards
 - Presenters
 - Best Paper Awards
 - Closing Ceremony

Remark

Poster presentation on Sunday, September 24, 2017, from 09.00 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.

* The schedule may be subject to change.

International Oral Presentation Schedule
September 23, 2017

College of Graduate Study in Management, Khon Kaen University

Types of Presentation: International Oral Presentation

Room: 1405

Oral Presentation Committee:

Chair: Assoc. Prof. Suwat Chitpaneechai

Co-Chair: Dr. Pinyo Rathanapan

Secretary: Mrs. Nagarin Vichakort

No.	Presentation Time	Article Title	Presenter
1	01.30 - 01.45 pm	The Intellectual Property Knowledge of Cambodian Food and Beverage Manufacturing SMEs in Phnom Penh, Cambodia	Chhay Kimseng
2	01.45 - 02.00 pm	Importance and Fulfillment of Job Motivational Factors: A Case Study of Hotel Employees in Thimphu, Bhutan	Jigme Norbu
3	02.00 - 02.15 pm	Multi-Criteria Decision Making and Optimal Crop Production Planning with Fuzzy Price	Kasidit Thangjantra
4	02.15 - 02.30 pm	The Effect of Consumer Characteristics to The Development of E-Commerce	Supangat Agus Hermanto

International Poster Presentation Schedule

23 - 24 September 2017

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: 23 September 2017 02.00 - 05.00 p.m. and
24 September 2017 09.00 a.m. - 05.00 p.m.

Poster Presentation Committee

Chair: Assoc. Prof. Dr. Danaipong Chetchotsak

Co-Chair: Asst. Prof. Awut Yimtae and Asst. Prof. Dr. Ruchirat Patanathabutr

Secretary: Ms. Sawitree Jannuan

No.	Article Title	Presenter
1	Management of NY Drinking Water Business in Muang District, Songkhla Province	Bunyisa Nilrat
2	Influence of Work Environment on Employee Work Motivation in Ces Engineering & Maintenance Service Plc.	Kannaree Boonsiri
3	Guideline for Increase Cash Card of The Government Saving Bank's Chaturaphak Phiman	Pinyapat Chotthanapongsatit
4	The Needs of Using Headhunter Service in Registered Companies in The Stock Exchange of Thailand (Set)	Praewpailin Naranunn

No.	Article Title	Presenter
5	Strategic Planning for Production and Marketing Management on Waxy Corn of Ban Nong Bua Community Enterprise, Banfang District, Khon Kaen Province	Rawisa Boonyaprom
6	Performance Improvement for Sterile Storage Management : A Case Study for Central Supply Sterile Department, Srinagarind Hospital, Faculty of Medicine, Khon Kaen University	Sasithorn Ruangprasertkul
7	The Feasibility Study of Real Estate Broker Investment in Khon Kaen Province	Tanapat Tespasit
8	The Method For Discovering Brand Personalities for Toyota Sure Khonkaen	Tul Tulyagijja
9	A Volatility Product Stock Management System Using Android Near Field Communication and Back Office Web: A Case Study of Gold Store	Urachart Kokaew
10	Marketing Strategy for Increase Sale of Thai Inter Lungkha Lek Co., Ltd Khon Kane Province	Veerapol Ratchadasakul

Committee and Subcommittee of the National and International Conference on Business Management and Innovation 2017 (NICBMI 2017) September 23 - 24, 2017

A. 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. Mr.Rangsarit Wetsuwan | Committee |
| 10. Mrs.Rattiya Hormhuan | Committee |
| 11. Mr.Werachai Usungnoen | Committee |
| 12. Mrs.Sarocho Ongsankham | Committee |
| 13. Ms.Sawitree Jannuan | Committee and secretary |

B. Subcommittee on Information and Technology

- | | |
|------------------------------|----------------------------|
| 1. Mr.Rangsarit Wetsuwan | Chair of the subcommittee |
| 2. Mrs.Sarocho Ongsankham | Subcommittee |
| 3. Mr.Puchong Jacksaen | Subcommittee |
| 4. Mr.Werachai Usungnoen | Subcommittee |
| 5. Ms.Arintra Kimsuwunnawong | Subcommittee |
| 6. Mr.Weerawat Sudha | Subcommittee and secretary |

C. Subcommittee on Article and Presentation File Organization

- | | |
|--|----------------------------|
| 1. Assoc. Prof. Dr.Danaipong Chetchotsak | Chair of the subcommittee |
| 2. Asst. Prof. Dr.Chaw Wayoopagtr | Subcommittee |
| 3. Asst. Prof. Dr.Ruchirat Patanathabutr | Subcommittee |
| 4. Dr.Panutporn Ruangchoengchum | Subcommittee |
| 5. Dr.Pinyo Rattanaphn | Subcommittee |
| 6. Dr.Adchariya Auppakarakul | Subcommittee |
| 7. Mr.Sakchai Jarensiripornkul | Subcommittee |
| 8. Mrs.Amornwan Runggool | Subcommittee |
| 9. Ms.Ratchada Kaewwilai | Subcommittee |
| 10. Ms.Thitiporn Koonsombatkul | Subcommittee |
| 11. Mrs.Nagarin Vichakort | Subcommittee |
| 12. Ms.Prapit Sorosjinda | Subcommittee |
| 13. Ms.Pornchanok Worachat | Subcommittee |
| 14. Ms.Rattiyakorn Samranpis | Subcommittee |
| 15. Ms.Arintra Kimsuwunnawong | Subcommittee |
| 16. Ms.Sawitree Jannuan | Subcommittee and secretary |

D. Subcommittee on Oral Presentation Venue and Poster Presentation Venue

- | | |
|--------------------------------|----------------------------|
| 1. Mrs.Nagarin Vichakort | Chair of the subcommittee |
| 2. Mrs.Sarocho Ongsankham | Subcommittee |
| 3. Ms.Thitiporn Koonsombatkul | Subcommittee |
| 4. Ms.Prapit Sorosjinda | Subcommittee |
| 5. Ms.Pornchanok Worachat | Subcommittee |
| 6. Ms.Rattiyakorn Samranpis | Subcommittee |
| 7. Ms.Suchavalan Chaiboonruang | Subcommittee |
| 8. Ms.Suphatsorn Khamya | Subcommittee |
| 9. Ms.On-Uma Sueksa | Subcommittee |
| 10. Ms.Arintra Kimsuwunnawong | Subcommittee |
| 11. Ms.Sawitree Jannuan | Subcommittee and secretary |

E. Subcommittee on Reception and Ceremony

- | | |
|------------------------------|----------------------------|
| 1. Ms.Mukda Seenan | Chair of the subcommittee |
| 2. Ms.Chawisa Sithiya | Subcommittee |
| 3. Ms.Narissara Kittinon | Subcommittee |
| 4. Ms.Rattiyakorn Samranpis | Subcommittee |
| 5. Mrs.Sarocho Ongsankham | Subcommittee |
| 6. Ms.Arindra Kimsuwunnawong | Subcommittee |
| 7. Ms.Arunee Luanthaisong | Subcommittee |
| 8. Ms.Sawitree Jannuan | Subcommittee and secretary |

F. Subcommittee on Registration

- | | |
|-------------------------------|----------------------------|
| 1. Ms.Prapit Sorosjinda | Chair of the subcommittee |
| 2. Mrs.Nagarin Vichakort | Subcommittee |
| 3. Ms.Thitiporn Koonsombatkul | Subcommittee |
| 4. Ms.On-Uma Sueksa | Subcommittee |
| 5. Ms.Pornchanok Worachat | Subcommittee |
| 6. Ms.Arindra Kimsuwunnawong | Subcommittee |
| 7. Ms.Sawitree Jannuan | Subcommittee and secretary |

G. Subcommittee on Welfare

- | | |
|--------------------------------|----------------------------|
| 1. Mrs.Rattiya Hormhuan | Chair of the subcommittee |
| 2. Ms.Chawisa Sithiya | Subcommittee |
| 3. Ms.Tip-ratana Yimchay | Subcommittee |
| 4. Mr.Thongchai Intagate | Subcommittee |
| 5. Mrs.Sarocho Ongsankham | Subcommittee |
| 6. Ms.Suchavalan Chaiboonruang | Subcommittee |
| 7. Ms.Suphatsorn Khamyia | Subcommittee |
| 8. Mrs.Siriporn Kumnok | Subcommittee and secretary |

H. Subcommittee on Subcommittee on Building and Venue

- | | |
|---------------------------|----------------------------|
| 1. Mr.Werachai Usungnoen | Chair of the subcommittee |
| 2. Mr.Rangsarit Wetsuwan | Subcommittee |
| 3. Mr.Weerawat Sudha | Subcommittee |
| 4. Mrs.Sarocha Ongsankham | Subcommittee |
| 5. Mr.Puchong Jacksaen | Subcommittee and secretary |

I. Subcommittee on Sponsoring

- | | |
|--|----------------------------|
| 1. Assoc. Prof. Dr.Winit Chinsuwan | Chair of the subcommittee |
| 2. Asst. Prof.Awut Yimtae | Subcommittee |
| 3. Assoc. Prof. Dr.Danaipong Chetchotsak | Subcommittee |
| 4. Asst. Prof. Dr.Ruchirat Patanathabutr | Subcommittee |
| 5. Ms.Tip-ratana Yimchay | Subcommittee |
| 6. Mr.Rangsarit Wetsuwan | Subcommittee |
| 7. Mrs.Sarocha Ongsankham | Subcommittee |
| 8. Ms.Sawitree Jannuan | Subcommittee |
| 9. Mrs.Rattiya Hormhuan | Subcommittee and secretary |

J. Subcommittee on Finance

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

K. Subcommittee on Article evaluation

- | | |
|--|------------------------|
| 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.Krittapa Samchaitorn | Subcommittee |
| 7. Assoc. Prof. Dr.Chanya Apipalakup | Subcommittee |
| 8. Assoc. Prof. Dr.Tipvanna Ngarmsak | Subcommittee |
| 9. Assoc. Prof. Dr.Theera Rittitod | Subcommittee |
| 10. Assoc. Prof. Dr.Nitipon Phutachote | Subcommittee |
| 11. Assoc. Prof. Dr.Pattaragit Netiniyom | Subcommittee |
| 12. Assoc. Prof. Dr.Lumpang Manmart | Subcommittee |
| 13. Assoc. Prof. Dr.Sippapas Pornsooksawang | Subcommittee |
| 14. Assoc. Prof. Chuenjit Changchenkit | Subcommittee |
| 15. Assoc. Prof. Prasert Damrongchai | Subcommittee |
| 16. Assoc. Prof. Phornsiri Thivavarnvongs | Subcommittee |
| 17. Assoc. Prof. Suneer Leopenwong | Subcommittee |
| 18. Assoc. Prof. Sumeth Kaenmanee | Subcommittee |
| 19. Assoc. Prof. Suwat Chitpaneechai | Subcommittee |
| 20. Assoc. Prof. Ampon Honark | Subcommittee |
| 21. Asst. Prof. Dr.Kulachet Momgkol | Subcommittee |
| 22. Asst. Prof. Dr.Khwanradee Tuntrabundit | Subcommittee |
| 23. Asst. Prof. Dr.Komkrit Pitiruek | Subcommittee |
| 24. Asst. Prof. Dr.Kemujja Sansom | Subcommittee |
| 25. Asst. Prof. Dr.Khanchitpol Yousapronpaiboon | Subcommittee |
| 26. Asst. Prof. Dr.Chaw Wayoopagtr | Subcommittee |
| 27. Asst. Prof. Dr.Nongnit Chancharat | Subcommittee |
| 28. Asst. Prof. Dr.Nuanchawee Sangchai | Subcommittee |
| 29. Asst. Prof. Dr.Nikorn Yasamorn | Subcommittee |
| 30. Asst. Prof. Dr.Nisarat Chotechoei | Subcommittee |
| 31. Asst. Prof. Dr.Pramote Suppapanya | Subcommittee |
| 32. Asst. Prof. Dr.Pisek Chainirun | Subcommittee |
| 33. Asst. Prof. Dr.Montri Wiboonrat | Subcommittee |

34. Asst. Prof. Dr.Manatchaya Sangsriin	Subcommittee
35. Asst. Prof. Dr.Rachadaporn Benchawattananon	Subcommittee
36. Asst. Prof. Dr.Wanchai Panjan	Subcommittee
37. Asst. Prof. Dr.Wasana Watcharaprom	Subcommittee
38. Asst. Prof. Dr.Wichian Voraputhaporn	Subcommittee
39. Asst. Prof. Dr.Sakda Siriphattrasopho	Subcommittee
40. Asst. Prof. Dr.Sukhumvit Saiyasopon	Subcommittee
41. Asst. Prof. Dr.Songkramchai Leetongdee	Subcommittee
42. Asst. Prof. Dr.Surachai Chancharat	Subcommittee
43. Asst. Prof. Dr.Isaraporn Prasertsang	Subcommittee
44. Asst. Prof. Dr.Areerat Pansuppawatt	Subcommittee
45. Asst. Prof. Dr.Ampasri Phokha	Subcommittee
46. Asst. Prof.Pongthorn Suwannathada	Subcommittee
47. Asst. Prof.Supachai Ngarmsak	Subcommittee
48. Asst. Prof.Jintana Somsawas	Subcommittee
49. Asst. Prof.Varoon Tuntrabundit	Subcommittee
50. Asst. Prof.Malichan Thongkham	Subcommittee
51. Dr.Kitti Manokhoon	Subcommittee
52. Dr.Kittipong Sirichoti	Subcommittee
53. Dr.Jureewan Pakdeewut	Subcommittee
54. Dr.Thanawath Niyamosoth	Subcommittee
55. Dr.Tawamin Kruasom	Subcommittee
56. Dr.Napapon Wongwichit	Subcommittee
57. Dr.Panutporn Ruangchoengchum	Subcommittee
58. Dr.Praween Pansuppawat	Subcommittee
59. Dr.Pattarakhuan Pilangarm	Subcommittee
60. Dr.Pattarawadee Permwanchagun	Subcommittee
61. Dr.Pinyo Rattanaphn	Subcommittee
62. Dr.Purit Pongpearchan	Subcommittee

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|------------------------------------|----------------------------|
| 63. Dr.Mullika Jumpapang | Subcommittee |
| 64. Dr.Yodmanee Tepano | Subcommittee |
| 65. Dr.Watcharapoj Sapsanguanboon | Subcommittee |
| 66. Dr.Wanida Phondej | Subcommittee |
| 67. Dr.Warawut Waranantakul | Subcommittee |
| 68. Dr.Vatin Chalermdamrichai | Subcommittee |
| 69. Dr.Wilairat Suphama | Subcommittee |
| 70. Dr.Sasipimmas Hongsombud | Subcommittee |
| 71. Dr.Sirintorn Liengjindathaworn | Subcommittee |
| 72. Dr.Sumalee Ngeoywijit | Subcommittee |
| 73. Dr.Orrawan Waranantakul | Subcommittee |
| 74. Dr.Anothai Rattanakul | Subcommittee |
| 75. Dr.Adchariya Auppakarakul | Subcommittee |
| 76. Dr.Areerat Pansuppawatt | Subcommittee |
| 77. Mr.Sakchai Jarernsiripornkul | Subcommittee |
| 78. Mr.Sanan Promsila | Subcommittee |
| 79. Mrs.Amornwan Runggool | Subcommittee |
| 80. Mrs.Nagarin Vichakort | Subcommittee |
| 81. Ms.Sawitree Januan | Subcommittee and Secretary |

KEYNOTE SPEAKERS

Dr. Suvarn Valaisathien



Birth Date July 13, 1945 (age 72)

Education

- 1964 Ranked 1st in class, Assumption Commercial College
- 1969 Bachelor of Laws (First Class Honors), Chulalongkorn University (Ranked 1st in class)
- 1971 Master of Laws, Harvard University, 1st Place
Gulf Oil/Chevron Scholarship Winner
- 1978 Doctor of Laws, George Washington University

Work Experience

- 1971 Lawyer at Hale and Dorr LLP, Boston, USA
- 1976 Legal counsel at the World Bank, Washington D.C., USA
- 1979 Deputy Governor for Administration at PTT Public Company Limited
- 1981 - 2000 Legal and tax counsel of approximately 80 companies
- February 2001 Secretary to the Ministry of Commerce
- October 2002 Legal and tax counsel of approximately 80 companies
- 2003 - Present Author of 5 books, including Rich Dad Poor Dad and Marriage and Money
- 2004 - Present Chairman of Saver Club, www.saverclub.org, with 30,000 members
Radio host at FM 89.5

Other Positions

- Assistant of various Catholic churches in Thailand
- Member of various foundation committees, such as TISCO Foundation

Contact

Tel: 02-653-1133-4, 02-255-2551-2

Fax: 02-653-1135, 02-253-3427

E-mail: suvarn@suvarngroup.net

Erni Puspanantasari Putri



Erni Puspanantasari Putri received the Bachelor of Engineering from University of 17 Agustus 1945 Surabaya, Indonesia in 1995, Master of Engineering in Management & Industrial Engineering from Catholic University Leuven, Belgium in 1997. She is working as Lecturer of Industrial Engineering Department, Faculty of Engineering University of 17 Agustus 1945 Surabaya, Indonesia from 1997 until now. Today, she is PhD student in Industrial Engineering, Khon Kaen University, Thailand. She has published about 40 papers (International Journal, National Journal and International Conference). She has received the scholarship of Master program from Belgium Government (BDCA-ABOS) and PhD program from Research Unit on System Modeling for Industry, Industrial Engineering Department, and the University Scholarship for ASEAN and GMS Countries' Personnel of Academic Year 2015, Khon Kaen University Thailand. She has received the research grant for Young Lecturer Research and Competitive Grant Research from Directorate General of Higher Education -DP2M DIKTI Indonesia. Her research interest includes multi criteria decision making, operation research, operation management, production planning control, quality control and ergonomic. Erni Puspanantasari Putri was head of International Affairs in the University of 17 Agustus 1945 Surabaya (2012-2014). She is member of PHENMA-2017 Secretariats (2015-now).

