

Oral Presentation Schedule

The 2st PSU Trang International Conference on Research across Disciplines 2023

“Embrace Sustainability – From Challenge to Change”

Wednesday 5 April 2023 (Online via zoom)

Faculty of Commerce Management, Prince of Songkla University, Trang Campus

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Remarks

1. Research Article and Academic Article

The period of all presentations is within 12 minutes, Q&A session is within 3 minutes. (There will be 5 minutes preserve during changing to the next presenter)

2. Creative Performance

The period of all presentation is within 15 minutes divided into two part which are Oral Presentation 5 minutes and Performance Presentation 10 minutes

Oral Presentation Schedule

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Wednesday 5 April 2023 (Online via zoom)

Session 1 Business Administration

Tele-Conference Room 1

No.	Code	Time <i>GMT+7 Thailand Time</i>	Papers	Presenter	Institute
1	R181	10.00 a.m.- 10.20 a.m.	The Influenced Learning Organization Characteristic factors affecting the Performance of Savings Cooperatives in Kalasin Provincial Area, Thailand	Mr. Anucha Puripunpinyoo	School of Agriculture and Cooperatives, Sukhothai Thammathirat Open University
2	R 188	10.20 a.m. – 10.40 a.m.	The Impact of Human Resource Management and Standardized Management, Enterprise Culture toward Organizational Effectiveness: A Case Study of Furniture Manufacture in Thailand	Miss Yongxing Liang	Graduate School, Bangkok University
3	R197	10.40 a.m. – 11.00 a.m.	The Effect of Service Quality toward Corporate Image of Bangkok Hospital Hatyai	Mr. Sanpach Prasomsuk	Faculty of Management Science, Prince of Songkla University, Hatyai Campus
4	R249	11.00 a.m. - 11.20 a.m.	DETERMINANTS OF SMART RETAILING TECHNOLOGY: EMPIRICAL EVIDENCE FROM OFFLINE SHOPPERS IN MALAYSIA	Mr. Yeoh Rong Qing	School of Business Management, Universiti Utara Malaysia
5	R199	11.20 a.m. – 11.40 a.m.	A Needs of Bangkok Hospital Hatyai's Customer to Use Telemedicine	Piraya Kantangkul	Faculty of Management Sciences, Prince of Songkla University, Hatyai Campus
6	R256	11.40 a.m.–12.00 p.m.	Professional perspectives on successful sustainable construction: A case study of private residential construction sector in Yangon	Mr. Sai Kyen Wann	Faculty of Logistics and Digital Supply Chain, Naresuan University
		12.00 p.m.-01.00 p.m.			
7	R201	01.00 p.m. – 01.20 p.m.	The Influence of Prejudice and Preventive Health Behavior	Miss Chonnikarn Ngeonmak	Faculty of Management Sciences, Prince of Songkla

No.	Code	Time <i>GMT+7 Thailand Time</i>	Papers	Presenter	Institute
			toward Intention to Apply Women's Health Club of the Bangkok Hospital Hatyai Female Users		University, Hatyai Campus
8	R 260	01.20 p.m. – 01.40 p.m.	The Acceptance of Mobile Wallet in Klang Valley: Elevate the Digital Payment in Malaysia	Ng Sook Yeum	Graduate School of Business, Universiti Utara Malaysia
9	R 198	01.40 p.m. – 02.00 p.m.	Factors Affecting Purchase intention toward mobile shopping application: the roles of perceived ease of use, perceived usefulness, enjoyment, flow, and utilitarian value	Lirui Bu	National Institute of Development Administration
10	R203	02.00 p.m. – 02.20 p.m.	The Influence of Satisfaction toward Customer Relationship Management toward Switching Intention of Bangkok Hospital Hatyai's Users.	Mr. Kittiphum Intavichien	Faculty of Management Sciences, Prince of Songkla University, Hatyai Campus
11	R258	02.20 p.m. – 02.40 p.m.	FINANCIAL LITERACY UNDERSTANDING AND STRATEGIES AMONG CHILDREN IN NORTHERN REGION OF MALAYSIA	Mr. Logasvathi Murugiah	College of Business, Universiti Utara Malaysia

Session 2 Marketing

Tele-Conference Room 2

No.	Code	Time <i>GMT+7 Thailand Time</i>	Papers	Presenter	Institute
1	R189	10.00 a.m.- 10.20 a.m.	The Impact of Brand Advocacy, Electronic Word of Mouth, and Microinfluencer, Factors Towards Consumer Purchase Intention on Social Media in Thailand	Mr. Digdarshan Thapa	Faculty of Business Administration, Bangkok University
2	R190	10.20 a.m. – 10.40 a.m.	A Study of Service Marketing Mix, Service Quality, and Brand Reputation Intention to Use The Hotel Services Case Study of 5 Star Hotel in Bangkok	Mr. Vivek Mehta	Faculty of Business Administration, Bangkok University
3	R191	10.40 a.m. – 11.00 a.m.	The Effect of Restaurant’s Employees, Price, And Aesthetic Values Impacting on Customer’s Intention to Revisit The Restaurant In Bangkok	Miss Kan Kyun	Faculty of Business Administration, Bangkok University
4	R192	11.00 a.m. - 11.20 a.m.	The Impact of Religiousness on Customer’s Decision Making on the Use of Healthcare Service in Hatyai District, Songkhla Province, Thailand	Mr. Pokkrong Undamrongkarn	Faculty of Management Sciences, Prince of Songkla University, Hatyai Campus
5	R193	11.20 a.m. – 11.40 a.m.	The Influence of Environmental Consciousness and Customer Satisfaction towards Refraining bags on Green Purchasing Behavior in Bangkok Hospital Hatyai	Miss Jiravadee Ninhusrungsri	Faculty of Management Sciences, Prince of Songkla University, Hatyai Campus
6	R194	11.40 a.m.–12.00 p.m.	The Influence of Covid-19 on E-commerce in Perceived Risk, Perceived Value, and Social Commerce Construct, Factors Towards the Changes in Consumers’ Online Purchase Intentions in Bangkok	Miss Kanokwan Songduang	Faculty of Business Administration, Bangkok University
		12.00 p.m.-01.00 p.m.	Lunch		
7	R195	01.00 p.m. – 01.20 p.m.	The Influence of Passenger Attitudes, Passenger Behavior and Pricing Strategy Towards Decision to Choose a Low-cost Carrier in Thailand	Mr. Yasumando Situmorang	Faculty of Business Administration, Bangkok University
8	R202	01.20 p.m. – 01.40 p.m.	The Influences of Perceived Usefulness and Ease of Use toward Intention to Use Health Application of Bangkok Hospital Hatyai’s Customer	Mr. Sora-at Chalothornsudthi	Faculty of Management Sciences, Prince of Songkla University,

No.	Code	Time <i>GMT+7 Thailand Time</i>	Papers	Presenter	Institute
					Hatyai Campus
9	R205	01.40 p.m.– 02.00 p.m.	THE USE OF INCLUSIVE PORTRAYAL OF HUMAN APPEARANCES, SOCIAL IDENTITIES, AND STORYTELLING TOWARD BRAND AWARENESS IN THAI LIFESTYLE PRODUCT ADVERTISEMENTS	Mr. Hengdarith Pich	Faculty of Business Administration, Bangkok University

Session 3 Business Management
(Public Administration, Tourism, Accounting/Finance)
Tele-Conference Room 3

Tourism

No.	Code	Time <i>GMT+7 Thailand Time</i>	Papers	Presenter	Institute
1	R196	10.00 a.m. - 10.20 a.m.	Impacts of Project Development on Sustainable Ecotourism: A Case Study on Koh Yao Noi Community in Thailand.	Mr. Muhammad Amin Musa	Faculty of Business and Law, University of Agder, Norway
2	R200	10.20 a.m. - 10.40 a.m.	The influence of Malaysian tourists attitude towards the Thai healthcare system with the intention to visit Thailand as a medical and wellness tourism destination	Miss Suwarin Sriphariyatsamee	Faculty of Management Science, Prince of Songkla University, Hatyai Campus
3	R210	10.40 a.m. - 11.00 a.m.	When paddy field indulges with coffee: commoditization for tourism in Baan Mae Klang Luang Karen Village Chiang Mai	Miss Matahari Irandiputri	Faculty of Social Sciences, Chiang Mai University

Public Administration

No.	Code	Time <i>GMT+7 Thailand Time</i>	Papers	Presenter	Institute
1	R212	11.20 a.m. - 11.40 a.m.	Approaches for Strengthening Human Security: A Case Study of Teachers in Selected Public Primary Schools in Three Southernmost Provinces of Thailand	Dr. Hasan Akrim Dongnadeng	Faculty of Political Science, Prince of Songkla University, Pattani Campus

Accounting/Finance

No.	Code	Time <i>GMT+7 Thailand Time</i>	Papers	Presenter	Institute
1	R177	11.40 a.m.-12.00 p.m.	An influence of R&D reporting on market reaction of listed companies in the Stock Exchange of Thailand	Mrs.Krittiga Insee	Faculty of Management Sciences, Prince of Songkla University, Hatyai Campus

Session 4 English, language instruction and culture

Tele-Conference Room 4

No.	Code	Time <i>GMT+7 Thailand Time</i>	Papers	Presenter	Institute
1	R257	10.00 a.m. - 10.20 a.m.	Immigrants Experiences Transitioning from International Students to Residents/Citizens in Aotearoa New Zealand	Miss Ashlee Li	Faculty of Culture and Society, Auckland University of Technology
2	R254	10.20 a.m. - 10.40 a.m.	Implementing assessment for learning (AfL) in Chinese university EFL classes: Teachers' values and practices	Assoc.Prof. Dr.Xiaoming Molly Wu	Faculty of Foreign Studies, Chang'an University
3	R183	10.40 a.m. -11.00 a.m.	A Corpus-Based Study of Lexical Collocations in News Articles of the Daily Digital Newspapers in Thailand	Mr. Anon Prachaniyom	Faculty of Liberal Arts, Thammasat University
4	R182	11.00 a.m.- 11.20 a.m.	Relationship between styles of creativity and achievement motivation in English language learning of Thai EFL students	Mr. Rapassak Hetthong	International College, Prince of Songkla University, Surat Thani Campus
5	R259	11.20 a.m. -11.40 a.m.	Communicative competence: Its implications for English-as-a-foreign-language teachers in Indonesia	Faisal	English Language Study Program, Universitas Muhammadiyah Purwokerto
6	R211	11.40 a.m. - 12.00 p.m.	Revealing the Secret Sauce of English Major Curriculum (revised edition B.E. 2561) of the Faculty of Liberal Arts, Thammasat University	Miss Wanthida Kerdsurang	Faculty of Liberal Arts, Thammasat University
		12.00 p.m.-01.00 p.m.	Lunch		
8	R186	01.00 p.m. – 01.20 p.m.	The Effects of Folktale Storytelling on Vocabulary Learning of Grade 7 Students	Mr. Krirk Kisawadkorn	Didyasarin International College, Hatyai University
9	R184	01.20 p.m. – 01.40 p.m.	Characteristics of Great English Teachers from Learners' and Lecturers' Perspective	Miss Thanchanok Yodthawa	Prince of Songkla University, Surat Thani Campus

Session 5 Creative and Performing Arts

PSU Trang Theater

No.	Code	Time <i>GMT+7 Thailand Time</i>	Papers	Presenter	Institute
1	R185	01.00 p.m.– 01.20 p.m.	A Creative Work on “Kiaw Mae Mai ”	Mr.Tawatchai saisri	Faculty of Phattalung Collage of Dramatic Arts, Banditpatanasilpa Institute