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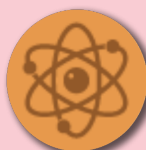
PROCEEDINGS OF

THE 6th REGIONAL CONFERENCE ON GRADUATE RESEARCH

THEME “CREATING A UNIFIED FOUNDATION FOR
THE SUSTAINABLE DEVELOPMENT”

23 August 2020

Sripatum University, Bangkok, Thailand



Editors:

Vichit U-on

George C. Hadjinicola



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SRIPATUM UNIVERSITY

GRADUATE COLLEGE OF MANAGEMENT

วิทยาลัยบัณฑิตศึกษาด้านการจัดการ



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Proceedings of
The 6th Regional Conference on Graduate Research

**RCGR^{6th}
2020**

Theme “Creating a Unified Foundation for
the Sustainable Development”
23 August 2020
Sripatum University, Bangkok, Thailand

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In Cooperation with



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Edited by Assoc. Prof. Dr. Vichit U-on, Sripatum University, Thailand
Prof. Dr. George C. Hadjinicola, University of Cyprus, Cyprus

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Welcome Address from Conference Honorary Chair

It is a great pleasure and honor for me, on behalf of *The 6th Regional Conference on Graduate Research 2020* to welcome you all to the world famous festival. First of all, I would like to thank the co-organizers, namely Academic Service Center, Sripatum University (Thailand); Graduate College of Management, Sripatum University (Thailand); University of Cyprus (Cyprus); and University of Wollongong in Dubai (United Arab Emirates) for organizing this conference, which is a major multidisciplinary regional platform and important event in the Asean region.

To support the Asean destination for international visitors, the organizers selected Bangkok as a conference venue due to its capital and most populous city of Thailand. Bangkok is a city of contrasts with action at every turn. Marvel at the gleaming temples, catch a tuk tuk along the bustling Chinatown or take a longtail boat through floating markets. Food is another Bangkok highlight, from local dishes served at humble street stalls to haute cuisine at romantic rooftop restaurants.

To conclude my address, I would like to thank Sripatum University, University of Cyprus, and University of Wollongong in Dubai that have assisted in the organization to this conference to promote a tourist destination in Bangkok to our delegates and guests.

I wish good results in your deliberations.



Dr. Rutchaneeporn Pookayaporn Phukkamarn
President, Sripatum University, Thailand
RCGR 2020's Honorary Chair

Welcome Address from Conference General Chairs

On behalf of Sripatum University (Thailand); Graduate College of Management, Sripatum University (Thailand); University of Cyprus (Cyprus); and University of Wollongong in Dubai (United Arab Emirates), we would like to welcome you to participate in *the 6th Regional Conference on Graduate Research 2020* which will take place at Sripatum University on 23 August, 2020 in Bangkok, Thailand.

The conference will be an exciting event bringing international and interdisciplinary expertise in a rapidly developing field together for one day. It will provide an opportunity for experts in business, management, marketing, accounting, communication arts, social sciences, humanities, science, and engineering from worldwide to exchange and discuss ideas and information.

In a present and future issue, we will cover more on the following topic as “Creating a Unified Foundation for the Sustainable Development”. This Conference delivers the most up-to-date issues, and also provides opportunity for CIOs, CEOs, industry leaders, managers, academics, and government officials to exchange ideas on future business co-operation trends and best practices. This one day conference is an excellent opportunity for you to meet with other professional members from all over the world, share the view of graduate research internationally.

We would also like to take this opportunity to express our sincere thanks to all the presenters, delegates, reviewers, advisory committee members, local organization committee members, and guest speakers for their interesting and valued contributions. On behalf of the organizers, we would like to personally apologize for any difficulties you might have encountered while attending this conference and wish all of you a very successful and fruitful deliberations.



Assoc. Prof. Dr. Vichit U-on
Sripatum University, Thailand
RCGR 2020's General Chair



Prof. Dr. George C. Hadjinicola
Lecturer, University of Cyprus, Cyprus
RCGR 2020's General Chair



Assoc. Prof. Dr. Ioannis Manikas
University of Wollongong in Dubai, United Arab Emirates
RCGR 2020's General Chair

Welcome Address from Conference Program Chairs

Welcome to the 6th Regional Conference on Graduate Research 2020 in Bangkok, Thailand. This professional meeting is thought to provide an excellent opportunity for faculty, scholars, Ph.D. students, administrators, and practitioners to meet well-known experts from all over the world and to discuss innovative ideas, results of research, and best practices on various topics of Business, Management, Marketing, Accounting, Communication Arts, Social Sciences, Humanities, Science, and Engineering, and many other related issues.

The RCGR conference continues to be highly competitive and very well perceived by the international community, attracting excellent contributions and active participation. This year, researchers from more than 6 countries have submitted their papers to the 6th RCGR 2020 international conference. After a careful review process by members of the international program committee, 147 quality papers from 2 different countries (China and Thailand) have been accepted for presentation at the conference. We thank all authors who dedicated a particular effort to contribute to the conference.

Each submitted paper has been reviewed by several members of the international program committee and international external referees. We would like to thank all of them for their help with review process of submitted papers. We expect the RCGR 2020 international conference to be an outstanding international forum for the exchange of ideas and results on management, business, economics, tourism, transport, logistics, production, operations, and supply chain, and provide a baseline of further progress in such areas.

We wish you a pleasant stay in Bangkok, and a successful conference.



Asst. Prof. Dr. Ungul Laptaned
Thai Researchers' Consortium of Value Chain Management and Logistics, Thailand
RCGR 2020's Program Chair



Prof. Dr. Andreas C. Soteriou
Lecturer, University of Cyprus, Cyprus
RCGR 2020's Program Co-Chair

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Session Schedule

RCGR^{5th}
2020

**The 6th Regional Conference on Graduate Research
Sripatum University, Bangkok, Thailand
Theme: Creating a Unified Foundation for the Sustainable Development**

Sunday (S) 23 August 20		Zoom							
		Zoom #1	Zoom #2	Zoom #3	Zoom #4	Zoom #5	Zoom #6	Zoom #7	Zoom #8
Platform									
08:30 – 09:15	REGISTRATION								
09:15 – 09:30	<p>WELCOME ADDRESS: Assoc. Prof. Dr. Vichit U-on, General Chair Sripatum University, Thailand</p>								
09:30 – 10:45	<p>KEYNOTE ADDRESS: “Asean Economy in a Multi-Polar World” Assoc. Prof. James Robert Haft United States of America</p>								
10:45 – 11:00	SUNDAY AM BREAK								
11:00 – 12:30	SA1 Business and Marketing Management 1	SB1 Business and Marketing Management 2	SC1 Business and Marketing Management 3	SD1 Business and Marketing Management 4	SE1 Accounting, Finance, and Banking	SF1 Operation and Supply Chain Management 1	SG1 Organization and Human Resource Management 1	SH1 Organization and Human Resource Management 2	
12:30 – 13:30	SUNDAY NOON BREAK								
13:30 – 15:00	SA2 Business and Marketing Management 5	SB2 Business and Marketing Management 6	SC2 Business and Marketing Management 7	SD2 Business and Marketing Management 8	SE2 Educational Administration	SF2 Operation and Supply Chain Management 2	SG2 Organization and Human Resource Management 3	SH2 Organization and Human Resource Management 4	
15:00 – 15:15	SUNDAY PM BREAK								
15:15 – 17:30	SA3 Business and Marketing Management 9	SB3 Business and Marketing Management 10	SC3 Business and Marketing Management 11	SD3 Business and Marketing Management 12	SE3 Communication Arts / Information Technology	SF3 Operation and Supply Chain Management 3	SG3 Organization and Human Resource Management 5	SH3 Aviation Management	
17:30 – 17:45	<p>CLOSING ADDRESS: Asst. Prof. Dr. Ungul Laptaned, Program Chair Thai Researchers' Consortium of Value Chain Management and Logistics, Thailand</p>								

Sunday, 23 August 2020

Code	Session	Chair	Platform	Start	Finish
SRE	Registration Sunday	Khotchaporn Moonthichan	Zoom	08:30	09:15

Code	Session	Chair	Platform	Start	Finish
SOA	Opening Addresses	Asst. Prof. Dr. Uthairat Muangsan	Zoom	09:15	09:30
	09:15	09:30	Welcome Address: Assoc. Prof. Dr. Vichit U-on, General Chair Sripatum University, Thailand		

Code	Session	Master of Ceremonies	Platform	Start	Finish
SKA	Keynote Addresses	Asst. Prof. Dr. Uthairat Muangsan	Zoom	09:30	10:45
	09:30	10:45	Asean Economy in a Multi-Polar World		

Code	Session		Platform	Start	Finish
SAB	Sunday AM Break		Zoom	10:45	11:00

Code	Session	Chair	Platform	Start	Finish
SA1	Business and Marketing Management 1	Asst. Prof. Dr. Nilubon Sivabrovornvatana	Zoom	11:00	12:30
0001	11:00	11:15	Factors Affecting The Selection of Movie Theaters; Case Study of Major Cineplex Cinema <i>Atchara Jittra and Kanchanik Kumnerdpetch</i>		
0009	11:15	11:30	The Consumer Behavior Affecting The Choice of Used Cars In Bangkok <i>Arun Seubsai and Nontipan Prayurhong</i>		
0011	11:30	11:45	Motivation Factor that Affects to the Civil Servants' Level of Competence in Directorate of Joint Logistics Officials <i>Suthawan Sitthimetharuk and Sukunya Thipha</i>		
0012	11:45	12:00	Consumer Behavior Affect Delivery Ordering Application in Bangkok <i>Anchana Changkam and Supin Chaisiripaibool</i>		
0016	12:00	12:15	Marketing Mix Factors Affecting Client Decision-Making on Purchasing Frozen Seafoods in Bangkok <i>Rachapat Riddon and Nontipan Prayurhong</i>		
0017	12:15	12:30	The Study of EVEANDBOY Cosmetics Consumer Buying Behavior in Bangkok Metropolitan Area <i>Phiraya Varin and Nontipan Prayurhong</i>		

Code	Session	Chair	Platform	Start	Finish
SB1	Business and Marketing Management 2	Asst. Prof. Dr. Natsapun Paopun	Zoom	11:00	12:30
0018	11:00	11:15	Behavior Reader's Following and Utilization of Facebook Fan page "Brand Inside" in Bangkok <i>Nutthaya Sutthicharoen and Niwat Chantharat</i>		
0019	11:15	11:30	Consumer Behavioral Intention on Online Electronic Payment in Bangkok And Metropolitan Region <i>Jakkit Tongkal and Natsaphan Phaophon</i>		

0020	11:30	11:45	Factors Affecting Consumers' Purchasing Decision for Organic Vegetables in Tha Sala District, Nakhon Si Thammarat <i>Nisachon Promkird and Niwat Chantharat</i>
0021	11:45	12:00	Factors Influencing the Satisfaction on Buying Brand Name Bag of Private University Students according to Marketing Mix Concept <i>Chanida Tapsa and Supin Chaisiripaibool</i>
0023	12:00	12:15	Factors Affecting to Behavior of the Food Delivery Application within Bangkok Area <i>Pakchanya Phatchanonkom, Uthairat Muangsan, and Mukdashine Sandmaung</i>
0024	12:15	12:30	Marketing-Mix Affecting Decision-Making of Purchasing Durian <i>Kunyarat Jattawanit and Praphan Chaikidurajai</i>

Code	Session	Chair	Platform	Start	Finish
SC1	Business and Marketing Management 3	Asst. Prof. Dr. Uthairat Muangsan	Zoom	11:00	12:30
0025	11:00	11:15	Factors Affecting Satisfaction of People Using General Examination Rooms Outside Office Hours, Fort Suranari Hospital <i>Chakkraphun Kruesang and Sukunya Thipha</i>		
0028	11:15	11:30	Factors Affecting Generation Decision Making (Freelance) of Generation Y-People Business of Architecture Design <i>Chatchai Jun-Um, Uthairat Muangsan, and Mukdashine Sandmaung</i>		
0030	11:30	11:45	Service Quality Affecting the Satisfaction of Credit Customers Mit Kua Charoen Company Group <i>Jiraporn Limpananakhong and Praphan Chaikidurajai</i>		
0031	11:45	12:00	Factors in Choosing to Buy Cosmetics via Social Media of Employees of Premacare International Company Limited: A Case Study of IMIN Brand <i>Ratchaneekorn Thitasan and Sukanya Thipha</i>		
0033	12:00	12:15	Factors Affecting the Use of Shabu Restaurants in Nakhon Pathom City <i>Waranya Plabpla and Nilubon Sivabrovornvatana</i>		
0034	12:15	12:30	Factors Affecting Online Clothing Shopping Behavior of Gen Y Consumers in Bangkok <i>Prapatsarin Sriprariyawat and Uthairat Muangsaen</i>		

Code	Session	Chair	Platform	Start	Finish
SD1	Business and Marketing Management 4	Assoc. Prof. Dr. Vichit U-on	Zoom	11:00	12:30
0035	11:00	11:15	Causal Factors Affecting Attitude in of Isaan Country music of Undergraduate Students in Sripatum University, Bang Khen <i>Amonrat Wongsa and Uthairat Muangsaen</i>		
0038	11:15	11:30	Factors Marketing Mix Affecting Choice of Online Purchasing Behavior on the Consumer in Navanakorn Industrial Estate <i>Suthida Sriwatthana and Niwat Chantharat</i>		
0039	11:30	11:45	A Study of Management and Satisfaction for Nation Sports Competition <i>Monthakarn Kotchaborrarak, Anupong Aviruthaanupong, and Natsapan Phaopan</i>		
0040	11:45	12:00	A Study of Behavior Affecting the Selection of Low-Cost Airlines for Domestic Services in the Event of an Epidemic Disease Infection with the Coronavirus (Covid-19) <i>Paipipat Chaichofa and Nilubon Sivabrovornvatana</i>		
0042	12:00	12:15	Factors Influencing Purchase Decisions for Clothing from Vendors on Online Channels of the Population in Bangkok <i>Wanvisa Thepouychai, Anupong Aviruthaanupong, and Natsapan Phaopan</i>		
0043	12:15	12:30	Marketing Mix Affecting Decision Making to Buy Concert Tickets of Korean Artist <i>Nipahathai Aksonchai and Praphan Chaikidurajai</i>		

Code	Session		Chair	Platform	Start	Finish
SE1	Accounting, Finance, and Banking		Dr.Sumana Chantharat	Zoom	11:00	12:30
0013	11:00	11:15	The Satisfaction Behavior for Using Online Banking of Collegian in Bangkok <i>Wilairat Songsaengchan and Natsapun Paopun</i>			
0052	11:15	11:30	Factors Affecting Earnings Management and Financial Performance of Companies Listed on the Stock Exchange of Thailand <i>Pitan Sanpakdee and Vichit U-on</i>			
0060	11:30	11:45	Factors Affecting the Decision to Invest in the Stock Exchange of Thailand via Internet Channel for Retail Investors in Bangkok <i>Phuedsacha Suwanmalee and Natsaphan Phaophan</i>			
0079	11:45	12:00	A Study of Knowledge and Understanding on Income Tax Loss of People in Bang Khen District, Bangkok <i>Pranpriya Juengjalern and Praphan Chaikidurajai</i>			
0085	12:00	12:15	Key Factors in Working Capital Management in Small and Medium Enterprises in Thailand <i>Narada Kaewsup and Vichit U-on</i>			
0094	12:15	12:30	Factors Affecting the Retirement Financial Planning of Government Officials in the Electronic Communication Sector Communication <i>Kunthida Inkhong and Natsaphan Phaophan</i>			

Code	Session		Chair	Platform	Start	Finish
SF1	Operation and Supply Chain Management 1		Asst. Prof. Dr. Ungul Laptaned	Zoom	11:00	12:30
0006	11:00	11:15	The Order Purchasing Method to Find the Economic Quantity by Applying The EOQ Model: A Case Study of Roasted and Ground Coffee Company <i>Shirinapatson Boonyoh, Niwat Chantharat, and Supalux Chaiyasit</i>			
0007	11:15	11:30	Expectations of Service Quality that Affect the Decision Making Behavior of Momo Home Nursery <i>Renu Aukraektalin and Niwat Chantharat</i>			
0014	11:30	11:45	Factors of Logistics Management and Service Quality Affecting Satisfaction Towards Cold Chain Logistics of JWD Express Company Limited <i>Pimpat Weerakulkriangkrai, Supin Chaisiripaibool, and Suratin Tunyaplin</i>			
0027	11:45	12:00	Forecasting of Mango Order Volume by Time Series Models Case Study: XXX Public Company Limited <i>Chonthicha Chaiyachet, Ungul Laptaned, and Chatchai Raka</i>			
0036	12:00	12:15	The Logistics Costs Analysis of Coconut business by Using Activity Base Costing: A Case Study of Thong Noppakhun Coconut Garden, Bang Saphan District, Prachuap Khiri Khan Province <i>Nuttharikar Wongmarsaen, Nilubon Sivabrovornvatana, and Phanumas Thongsukdee</i>			
0041	12:15	12:30	Factors Affecting Warehouse Management Efficiency Case Study Logistics Company in Bangkok Industrial Estate, Pathum Thani Province <i>Jaruwan Daradad, Ungul Laptaned, and Sasithorn Kocharoen</i>			

Code	Session		Chair	Platform	Start	Finish
SG1	Organization and Human Resource Management 1		Asst. Prof. Niwat Chantharat	Zoom	11:00	12:30
0005	11:00	11:15	Causal Relationship of Factors Influencing Human Resource Management of Educational Institutions under Thai-Tech Group <i>Lisi Liu and Vichit U-on</i>			
0010	11:15	11:30	Leadership and Government Support to Government Officer's Achievement Work in Lopburi Province Area <i>Nattha Kraisawas, Anupong Avirutha, and Natsapun Paopun</i>			
0022	11:30	11:45	Factors Affecting Frequent Job Change Behaviors of Working People Private Company Employees Bangkok <i>Ruttanakorn Lapi and Sukanya Thipha</i>			

0026	11:45	12:00	Motivation Factors Affecting Organizational Commitment of Private Sector Employees in Bangkok <i>Naiyana Maimad, Uthairat Muangsan, and Mukdashine Sandmaung</i>
0029	12:00	12:15	Factors Affecting Trend to Transfer of Civil Servants in Office of the Permanent Secretary <i>Konkanok Thiprak and Sukunya Thipha</i>
0032	12:15	12:30	The Comparison Degree of Organization Commitment of Government Officials in Generation X and Generation Y in the Department of International Trade Promotion <i>Pancharat Pattakul, Anupong Avirutha, and Natsapun Paopun</i>

Code	Session	Chair	Platform	Start	Finish
SH1	Organization and Human Resource Management 2	Dr. Nontipan Prayurhong	Zoom	11:00	12:30
0037	11:00	11:15	The Factors Affecting Job Satisfaction in: A Case Study of the Headquarter State Enterprise Employees of Nonthaburi District <i>Prapapan Theangma and Uthairat Muangsaen</i>		
0047	11:15	11:30	Factors Affecting Job Satisfaction of Employees of the War Veterans Organization of Thailand (The Central Administration) <i>Nopparust Thiyajai and Sukunya Thipha</i>		
0049	11:30	11:45	Factors Affecting Job Satisfaction Among Directorate of Joint Logistics Officials <i>Akaris Thaikum and Sukunya Thipha</i>		
0051	11:45	12:00	The Factors of Perceived Organizational Support to Organizational Citizenship Behavior of the Personnel of the K. P. Kyo-Phuket Construction Co. Ltd. <i>Manud Saengow, Uthairat Muangsan, and Mukdashine Sandmaung</i>		
0053	12:00	12:15	Work Motivation Among Employees of Provincial Electricity Authority Head Office <i>Aviruth Phaphui and Mukdashine Sandmaung</i>		
0055	12:15	12:30	Organizational Commitment Contributing to Organizational Citizenship Behavior of the Members in 2nd Army Support Command <i>Saran Khakhao and Sukunya Thipha</i>		

Code	Session	Platform	Start	Finish
SNB	Sunday Noon Break	Zoom	12:30	13:30

Code	Session	Chair	Platform	Start	Finish
SA2	Business and Marketing Management 5	Asst. Prof. Dr. Nilubon Sivabrovomvatana	Zoom	13:30	15:00
0044	13:30	13:45	Consumer Behaviors in Choosing to Use Mobile Application Services of the Siam Commercial Bank Public Company Limited <i>Jittima Pinkaeng, Anupong Avirutha, and Natsapun Paopun</i>		
0046	13:45	14:00	Exposure Behaviour Towards Infographic Media Effects on Decision Making of Social Media User to Follow Facebook Page "BrandThink" <i>Raijanun Wihok and Kanchanik Kumnerdpetch</i>		
0048	14:00	14:15	Factors Influencing Consumer Buying Decisions on Savings Bank's Lottery of Government Housing Bank in Bangkok Metropolitan Region <i>Ratchanigul Suwakorn and Nontipan Prayurhong</i>		
0050	14:15	14:30	Factors Affecting the Motivation of Police Service of the Royal Thai Police <i>Yosawat Wongsearaya and Sukunya Thipha</i>		
0057	14:30	14:45	Factors Affecting Attitude and Lifestyle Affecting Consumption Behavior of Online Games in Bangkok <i>Anurak Wongwing and Nontipan Prayurhong</i>		
0061	14:45	15:00	Factors Related to Pre-Retirement Saving Behavior of Commissioned Officers under the Directorate of Personnel Department <i>Chutikan Sodsai and Sukunya Thipha</i>		

Code	Session		Chair	Platform	Start	Finish
SB2	Business and Marketing Management 6		Asst. Prof. Dr. Natsapun Paopun	Zoom	13:30	15:00
0062	13:30	13:45	Marketing-Mix Affecting the Decision-Making of Selecting Fitness Centers by People in Samut Sakhon Province <i>Kornchanok paksuphan and Praphan Chaikidurajai</i>			
0063	13:45	14:00	A Study of Factors Influencing Consumer Decisions on Housing Loan of Government Housing Bank in Bangkok Metropolitan Region <i>Phongbandit Chobkhay and Nontipan Prayurhong</i>			
0064	14:00	14:15	Service Quality Affecting Customer Satisfaction of Bangkok Care Service Company <i>Kewarin Srinakhaluthai and Praphan Chaikidurajai</i>			
0065	14:15	14:30	Marketing Mix Factor and Food Ordering Behavior through Electronic Food Ordering Application <i>Praewwanit Wattanakittikul, Anupong Avirutha, and Natsapun Paopun</i>			
0066	14:30	14:45	Factors for Deciding to Use Shabu Restaurant Service of Consumers in Bangkok <i>Sunisa Kongkaew, Anupong Avirutha, and Natsapun Paopun</i>			
0068	14:45	15:00	Factors Affecting the Decision to Purchase Energy Drink of Consumers in Nonthaburi <i>Teatamait Dahnthiparak, Anupong Avirutha, and Natsapun Paopun</i>			

Code	Session		Chair	Platform	Start	Finish
SC2	Business and Marketing Management 7		Asst. Prof. Dr. Uthairat Muangsan	Zoom	13:30	15:00
0069	13:30	13:45	Studying the Influence of Japanese Cartoon Characters on the Perception of Advertisements for Products and Services <i>Soraya Musicawat and Nilubon Sivabrovornvatana</i>			
0074	13:45	14:00	Service Quality Factors that Affect Consumers' Decision to Choose Van Rental Agent in Bangkok <i>Siwaporn Menaium, Ungul Laptaned and Bhanarunn Youngsook</i>			
0076	14:00	14:15	Management Influencing on Motivation in the Pali Lessons of Monks and Novices in Bangkok <i>Pathomphong Si Nonsung, Anupong Avirutha, and Natsapun Paopun</i>			
0077	14:15	14:30	Market Factors Influencing the Decision to Buy Electric Vehicles EV in Bangkok and Metropolitan Areas <i>Athit Buarat and Nontipan Prayurhong</i>			
0078	14:30	14:45	Marketing Mix Affecting Decision Making to Buy Brand Perfume at Central Department Store, Ladprao <i>Phot Thipjanyawat and Praphan Chaikidurajai</i>			
0081	14:45	15:00	Causal Factors Affecting the Satisfaction of the Ordained Participants on the Training of Chollapraphanrangsarit Royal Monastery Temple <i>Piyapong Klinchan, Anupong Avirutha, and Natsapun Paopun</i>			

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0082	13:30	13:45	Factors Influencing Behavior of Purchasing Film Camera via Online Social Network of Facebook Film Camera Lovers Market Group Members <i>Samaporn Poomtanpong and Nilubon Sivabrovornvatana</i>			
0083	13:45	14:00	Factor of Consumer Behavior in Purchasing Fashion Clothes Online <i>Phatthanan Seansuk and Nilubon Sivabrovornvatana</i>			
0088	14:00	14:15	Marketing Mix Factors (4Cs') Affecting Consumers' Online Buying Behavior during the Pandemic Outbreak of COVID-19, Sumut Sakhon Province <i>Benyapa Soontornchatchavet and Nontipan Prayurhong</i>			
0090	14:15	14:30	Marketing Mix Factors Affecting the Decision of Studying Thai Language Subject with Tutoring Institute <i>Thanatchaporn Tanawat and Kanchanik Kumnerdpetch</i>			

0092	14:30	14:45	Technological Factor Affecting the Decision to Buy Sports Shoes Online of Consumers in Bangkok <i>Yossapol Wattana, Natsapun Paopun, and Kingkeaw Pornapiraksakul</i>
0093	14:45	15:00	Factors Affecting on Consumer Behavior Purchasing Insurance COVID-19 in Bangkok <i>Sumeree Sangla and Nontipan Prayurhong</i>

Code	Session		Chair	Platform	Start	Finish
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0002	13:30	13:45	The Suggestions for the Anxiety of College Students during Covid-19 <i>Hao Yu and Waraporn Thaima</i>			
0003	13:45	14:00	A Study of Students' Achievement in Teaching Chinese Vocabulary for Thai students Using Teaching Media <i>Xue Jian Gong and Waraporn Thaima</i>			
0004	14:00	14:15	A Study of Active Learning Activities in Teaching Chinese Vocabulary in Beaconhouse Yamsaard Rangsit School <i>Lin Liling and Waraporn Thaima</i>			
0097	14:15	14:30	Causal Relationship of Factors Influencing Good Membership of Private Vocational Education Institutions in the Education Area of Bangkok and Perimeter <i>Thanaya Hongsakrai and Vichit U-on</i>			

Code	Session		Chair	Platform	Start	Finish
SF2	Operation and Supply Chain Management 2		Asst. Prof. Dr. Ungul Laptaned	Zoom	13:30	15:00
0054	13:30	13:45	Relationship Between the Factors of Supply Chain Management Affecting to Use the Boat Service to Pattaya-Koh Lan of Tourist <i>Siriporn Phomane, Supin Chaisiripaibool, and Wanwisa Duantrakoonsil</i>			
0056	13:45	14:00	Factors Affecting the Efficiency of Warehouse Management: A Case Study of Retail Warehouse in Bangkok <i>Thodsaphon Madla, Niwat Chantharat and Suwat Janyapoon</i>			
0059	14:00	14:15	Prioritizing Barriers by Using Analytic Hierarchy Process (AHP) for Baggage Handling System of Suvarnabhumi Airport <i>Kachit Boonchuay and Ungul Laptaned</i>			
0073	14:15	14:30	Developing Framework for Supplier Selection: An Analytical Hierarchy Process Approach <i>Onwika Sritong</i>			
0075	14:30	14:45	Factors of Logistics Service Quality, Price and Online Reviews Affecting the Choice of Food Delivery Services by Restaurant Entrepreneurs in Bangkok <i>Ailada Rungreangrum, Ungul Laptaned, and Sorapol Buranakul</i>			
0084	14:45	15:00	Collaborative Management in Supply Chain between Suppliers and Manufacturers of Milk Pasteurized Business in Lopburi Province <i>Usanee Jittimane, Niwat Chantharat, and Worrapon Wangkananon</i>			

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SG2	Organization and Human Resource Management 3		Asst. Prof. Niwat Chantharat	Zoom	13:30	15:00
0058	13:30	13:45	Factors of Work Motivation and Job Satisfaction Affecting Corporate Engagement of the Employees of the Office of the Permanent Secretary for Higher Education, Science, Research and Innovation <i>Kerdpiti Sittikit and Sukunya Thipha</i>			
0070	13:45	14:00	Causal Factors Affecting Knowledge Management and Learning Organization of the Office of the Prime Minister <i>Vatinee Visesmeemun and Vichit U-on</i>			
0072	14:00	14:15	Factors Related to Accident Prevention Behaviors in the Operational Performance of Operational Staff: A Case Study of Diebold Nixdorf (Thailand) Co., Ltd. <i>Nisarat Taosuwan and Kanchanik Kumnerdpetch</i>			

0080	14:15	14:30	The Causal Factor that Influences the Personal Retirement Planning of People in Thailand <i>Pracha Bunma and Vichit U-on</i>
0091	14:30	14:45	Causal Factors Influencing Satisfaction and Work Motivation of Generation Y in Lak Si District <i>Sukuma Klinsakron, Anupong Avirutha, and Natsapun Paopun</i>
0095	14:45	15:00	Factors for Increasing Operational Efficiency of Officers of the Office of Public Sector Anti-Corruption Commission (PACC) <i>Naratnan Umuaythanakool and Sukunya Thipha</i>

Code	Session		Chair	Platform	Start	Finish
SH2	Organization and Human Resource Management 4		Dr. Nontipan Prayurhong	Zoom	13:30	15:00
0102	13:30	13:45	Quality of Work Life Factors Affecting the Organizational Commitment of Commissioned Officers in Armed Forces Security Center, Royal Thai Armed Forces Headquarter <i>Montira Mungsing, Uthairat Muangsan, and Mukdashine Sandmaung</i>			
0103	13:45	14:00	Organizational Commitment of Personnel Working in the District Administration Office and Provincial Administrative Office, Rayong Province <i>Sirimongkol Ongarjithichai and Sukunya Thipha</i>			
0111	14:00	14:15	Motivations Affecting the Performance of the Employees, Thai Takenaka Construction Site <i>Siratphimon Wongphatcharadecha, Uthairat Muangsan, and Mukdashine Sandmaung</i>			
0113	14:15	14:30	Quality of Work Life Effecting Organizational Citizenship Behavior of Government Teacher Department of Education in Bangkok <i>Jedsarid Vinaithum and Praphan Chaikidurajai</i>			
0114	14:30	14:45	A Study of Organizational Culture of Employees in the Automotive Industry Group <i>Praphan Chaikidurajai</i>			
0122	14:45	15:00	Influence of Organizational Climate on Organization Communication of Employees in a Company <i>Nittcha Boonlue and Praphan Chaikidurajai</i>			

Code	Session		Platform	Start	Finish
SPB	Sunday PM Break		Zoom	15:00	15:15

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0096	15:15	15:30	Factors That Cause Customers in Health and Beauty Food Industry Switching Their Current Brand <i>Hatairat Poupunsri and Vichit U-on</i>			
0098	15:30	15:45	Marketing Factors Influencing Trust to Make a Decision Buying Food via FacebookLive <i>Nutupsorn Katerut and Kanchanik Kumnerdpetch</i>			
0100	15:45	16:00	Factors Influencing Decision to Use Car Accessory Services of on Automax 999 Ltd.,Part <i>Phanatchakorn Kaewprachu and Sukunya Thipha</i>			
0104	16:00	16:15	Online Marketing Mix Affecting Consumers' Decision Making on Hiring House Constructor through Social Network (Facebook) <i>Thanadech Hensawang and Praphan Chaikidurajai</i>			
0105	16:15	16:30	Marketing Mix Factors Influencing the Purchasing Decision of the products at Moshi Moshi, Siam Square One <i>Natthapat Sutthiruk and Praphan Chaikidurajai</i>			
0106	16:30	16:45	The Study of Fanclub's Attitude and Behavior of CP Brand Products: A Case Study of Bambam GOT7 <i>Khaimuk Sudwisai and Nontipan Prayurhong</i>			

Code	Session		Chair	Platform	Start	Finish
SB3	Business and Marketing Management 10		Asst. Prof. Dr. Natsapun Paopun	Zoom	15:15	16:45
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0109	15:30	15:45	Factors Impacting of Mobile Application for Food Ordering of Consumers in Chonburi Province <i>Siriporn Mekdee and Uthairat Muangsan</i>			
0110	15:45	16:00	Services Marketing Factors Affecting Decision Making of Online Shopping Customers: Tops Online Case Study <i>Preeya Phomma and Nontipan Prayurhong</i>			
0115	16:00	16:15	Social Media Presenter Factors Affecting Brand Image: A Case Study of Dr. Khemanit Jamikom <i>Suthapisagorn Unhapipat and Kanchanik Kumnerdpetch</i>			
0116	16:15	16:30	How Product Design and Packaging Factors and Marketing Mix Impact on Consumer Behavior? <i>Chanoksuda Raksanaves and Praphan Chaikidurajai</i>			
0117	16:30	16:45	Exposure Behavior in Relation to the Satisfaction on Facebook Fanpage NRsportsRadio <i>Anuson Ngamsub and Kanchanik Kumnerdpetch</i>			

Code	Session		Chair	Platform	Start	Finish
SC3	Business and Marketing Management 11		Asst. Prof. Dr. Uthairat Muangsan	Zoom	15:15	17:00
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0119	15:30	15:45	Satisfaction Factors of Fitness Center Users in Bangkok and Metropolitan Areas <i>Sirithep Pussadu, Natsapun Paopun, and Kingkeaw Pornapiraksakul</i>			
0120	15:45	16:00	Marketing Mix Factor Affecting the Consumers' Decision Making in Purchasing an I-Phone in Bangkok <i>Naphak Malawan and Praphan Chaikidurajai</i>			
0121	16:00	16:15	Marketing Mix Factor Affecting the Consumer Behavior of the ShabuShabu Nangnai, Union Mall Branch <i>Napaporn Prempoonborvorn and Praphan Chaikidurajai</i>			
0123	16:15	16:30	Demographic Factors Influencing on Choosing Services of Night Markets in Bangkok <i>Sittichok Jintanawetchakul and Nontipan Prayurhong</i>			
0126	16:30	16:45	Factors in Choosing to Buy Housing for the Elderly <i>Warakorn Jintawong, Anupong Avirutha, and Natsapun Paopun</i>			
0127	16:45	17:00	Factors Affecting on Making a Decision to Buy an Online Smartphone in Bangkok <i>Akekalak Lolohakul and Nontipan Prayurhong</i>			

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0128	15:15	15:30	Factors Influencing Decision to Learn Driving at Advance Rama 2 School <i>Weeraya Ruwicha and Kanchanik Kumnerdpetch</i>			
0129	15:30	15:45	Actors That Affect the Decision to Choose Get the Services of Dental Clinic of the Customers in Area Watthana, Bangkok <i>Rathee Meechat, Uthairat Muangsan, and Mukdashine Sandmaung</i>			
0130	15:45	16:00	Factors Affecting Decision Services of Automatic Toll Collection System (Easy Pass) <i>Sutasinee Jamroensan and Supin Chaisiripaibool</i>			

0132	16:00	16:15	Factors Affecting the Decision to Use Private Shipping Company: A Case Study of Flash Express (Thailand) Company <i>Suchanard Riangsanon, Niwat Chantharat, and Phanumas Thongsukdee</i>
0135	16:15	16:30	The Marketing Mix Satisfaction of Vitamins Water Product <i>Kamonruethai Mongthong, Anupong Avirutha, and Natsapun Paopun</i>
0136	16:30	16:45	Causal Relationship of Factors Affecting Accounting Quality for Small and Medium Enterprises in Thailand <i>Jittikan Kaewngam and Vichit U-on</i>
0140	16:45	17:00	Factors Affecting the Use of Fitness Service of the Royal Thai Fleet's Health Clubby <i>Kitti Duangjinda, Anupong Avirutha, and Natsapun Paopun</i>
0141	17:00	17:15	Factors Influencing Decision to Learn Driving at Advance Rama 2 School <i>Weeraya Ruwicha and Vichit U-on</i>
0143	17:15	17:30	Causes of Factors Affecting Cosmetic Surgery Decisions of Users In the Bang Khen Area Bangkok <i>Nuttapanita Rapeepongpatana, Uthairat Muangsan, and Mukdashine Sandmaung</i>

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0071	15:30	15:45	The Format of Disaster News Reporting on Television in the Digital Age <i>Nantipat Pothapan and Wilaiphorn Chirawattanasate</i>			
0101	15:45	16:00	Strategies Impacting the Success of Star Artist in the Entertainment: The Case of Star Artist Manager in the Entertainment <i>Ukrit Phonphibun and Kanchanik Kumnerdpetch</i>			
0108	16:00	16:15	Behavior and Factors Affecting Choosing to Listen to Thai International Music in the Digital Age of Generation Z in Bangkok <i>Jirayu Laongmanee and Tanachart Junyaraj</i>			
0008	16:15	16:30	The Consumer Buying to Decision Making on E-Commerce Platform System in Bangkok <i>Ingfa Thamsarnsombat, Anupong Avirutha, and Natsapun Paopun</i>			
0015	16:30	16:45	Digital Generation Influencing Business Transformation and New Venture's Business for Health Care Center in Thailand <i>Chanaporn Kittiphitchayangkul and Vichit U-on</i>			
0045	16:45	17:00	Online Communication that Influences the Decision to Enter a Coffee Shop of Gen Y in Bangkok <i>Sarisa Tantayotin and Niwat Chantharat</i>			
0112	17:00	17:15	The Factors of Innovation Affecting the Performance of Cosmetic Manufacture in Thailand <i>Kitkanya Benjatikul and Vichit U-on</i>			

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0087	15:30	15:45	Optimized Order Quantity Analysis for Raw Materials in Precast Concrete Slabs Production: A Case Study of Construction Company in Bangkok <i>Muanfan Thuamcharoen, Niwat Chantharat, and Tassanee Meesiri</i>			
0089	15:45	16:00	Creating Gamification in Education Supply Chain: A Case Study of College of Logistics and Supply Chain, Sripatum University <i>Matee Vicheansan, Nilubon Sivabrovornvatana, and Tharinee Manisri</i>			

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0125	15:30	15:45	Factors Affecting the Participation that Focusing on Public Sector Management Quality Award (PMQA) of the Bureau of Technology Transfer Development Staff Department of Agriculture Extension <i>Ratthapon Padpon and Sukunya Thipha</i>			
0137	15:45	16:00	Management Effectiveness of Nakhon Ratchasima Provincial Administrative Organization <i>Yupa Sanitklang and Natsapun Paopun</i>			
0138	16:00	16:15	Commitment to an Organization on Work Effectiveness: A Specific Study Civil Servant Case Office of Inspector General Royal Thai Armed Forces Headquarters <i>Salinkate Kiatesongkram and Uthairat Muangsaen</i>			
0139	16:15	16:30	Causal Factors for the Development of Coaching Process for Increasing Work Efficiency in the Organization <i>Thunyaphat Phuhead and Vichit U-on</i>			
0142	16:30	16:45	The Employee's Organizational Engagement Factors that Affect Productivity Operation of the Construction Business in Khon Kaen Province <i>Wanmongkol Silaprasert, Uthairat Muangsan, and Mukdashine Sandmaung</i>			
0144	16:45	17:00	Affective Management the Motivation of the Competent Performance of Sawang Daen Din District Administrative Organization, Sakon Nakhon Province <i>Wanida Kotruang and Natsapun Paopun</i>			
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0147	17:15	17:30	The Evaluation of Occupational Support Community Enterprise, Koh Kok Community, Rayong <i>Yodsawinkan Kobkanjanapued, Phatnatcha Chotkunakitti, Molsikarn Tripattanasit, and Ittdej Seangpuang</i>			

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SH3	Aviation Management		Dr. Nontipan Prayurhong	Zoom	15:15	15:45
0131	15:15	15:30	The Factor which Effect on Causing of Accident and Incident of Thai Registered Airline and Aircraft <i>Chananthorn Tantiwirachakul and Ungul Laptaned</i>			
0145	15:30	15:45	The Analysis of Military Safety Management Using ICAO Gap Analysis Guidance <i>Pittaporn Glinfuang, Ungul Laptaned, and Waraporn Thaima</i>			

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0003

A Study of Students' Achievement in Teaching Chinese Vocabulary for Thai Students Using Teaching Media



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Abstract

The research is mainly conducted for two aspects :1) to study the students' activities in teaching Chinese vocabulary, and 2)to compare the students' achievement before and after teaching Chinese vocabulary.The teaching media is used in this paper mainly refers to YouTube videos. The data were collected from 20 students in the Thanompitvittaya primary school. The students' achievement based on the scores of pre-test and post-test of students.The statistics was used the mean, standard deviation, and P-value was used to compare the students' achievement before and after teaching Chinese vocabulary. The results of the study found that: 1) the students' activities in Chinese vocabulary teaching are as follows: use Chinese flashcards, play game, sing a song by using music, and watch the video, and 2)the comparison results scores of Chinese vocabulary from students between pre-test and post-test, scores of post-test are higher than pre-test and statistical significant at a level of .01 ($t = 6.608$).

Keywords: Students' Achievement, Chinese Vocabulary,Teaching Media

1. Introduction

As everyone knows, Chinese is one of the six working languages of the United Nations.Recognizing the growing impacts of China in the world, more foreigners are learning Chinese to increase their access to people in China, which creates a 'Chinese fever' (中文热) worldwide (Scrimgeour,2014). As Hanban Thailand's Office Report (2015) pointed, Thailand became one of the countries in Asia, which has the most Chinese language learners. According to (Wu&Yang,2008)the Chinese language craze in Thailand started in 2003 when the ministry of education of Thailand invited 23 volunteer teachers of Chinese from Yunnan Normal University to teach in private schools in Thailand. and continues to this day.

Due to globalization, language learning has become more and more popular. People not only learn their native languages, but also learn other languages. Learning and trying to master Chinese as a second or foreign language has become a popular trend throughout the world.

Thailand is a close neighbor of China, an important country in ASEAN (Association of Southeast Asian Nations), an active promoter and practitioner of CHINA - ASEAN free trade area, and an important trading partner and tourist destination of China (Wu & Yang,2008).Thailand and China initiated an agricultural produce Free Trade Area in October,2003.In Thailand, many schools, from kindergarten to primary school to high school, offer the course of Chinese learning.It can be seen that learning Chinese well is an important part of the curriculum.Then Thai students learning Chinese has become one of the key topic.

Nowadays, science and technology are highly developed, and the Internet is widely used in all aspects of people's life. It has become very common for people to use the Internet of mobile devices for learning regardless of time and place.

The choice of using teaching media to teach Chinese vocabulary is to increase students interest in learning and improve learning efficiency.

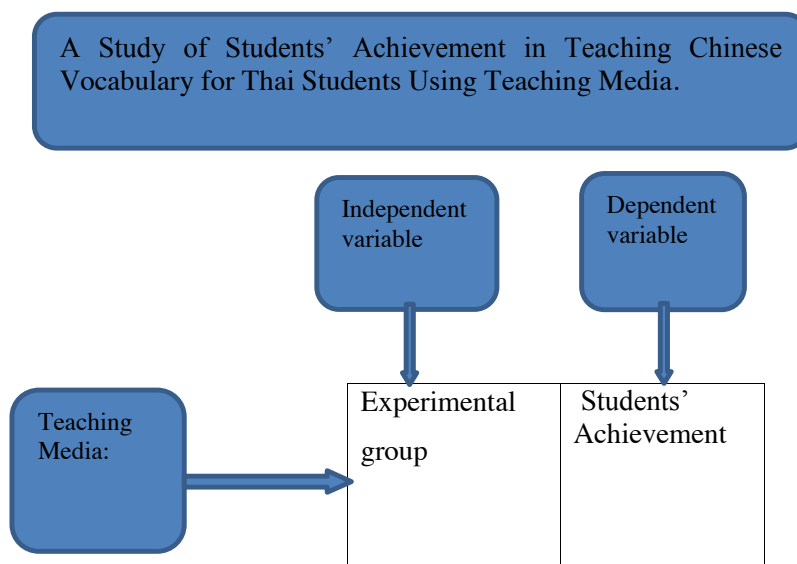
A Study of Students' Achievement in Teaching Chinese Vocabulary for Thai students Using Teaching Media.The purpose of this study is to explore that it is mainly conducive to teaching Thai students to learn Chinese vocabulary through teaching media YouTube videos, so as to improve students' listening and speaking ability of Chinese vocabulary.

2.Research Objectives

There were two objectives as follows:

- 1.To study the students' activities in teaching Chinese vocabulary.
- 2.To compare the students' achievement before and after teaching Chinese vocabulary.

Figure 1 Conceptual Framework



3. Expected Benefits of Research

The researchers expects that learning Chinese vocabulary through teaching media :

1. YouTube can stimulate students' interest and enthusiasm in learning Chinese.
2. In addition, online video sharing provides rich Content of Chinese words and rich topics, which is conducive to the increase of students' vocabulary.
3. Finally, students can learn Chinese vocabulary through YouTube and use Chinese in real life, so as to form long-term memory and keep learning habits.

4.Scope of Research

This paper studies the teaching media of Thai students learning Chinese vocabulary by YouTube video. There are many videos in YouTube to learn Chinese vocabulary. Teachers make full use of the vast video resources in YouTube to help students learn Chinese vocabulary. Because of the extensive use of the Internet and the development of media, students' learning styles have been diversified. Now, in the case of the Internet generally, teachers use App software such as YouTube, teaching Chinese vocabulary such as food and drink vocabulary in the classroom. The diversity of YouTube videos, also give students a more direct and intuitive learning experience, the teacher provide video learning, to create a virtual learning environment for students. Teaching Chinese using technology will also help stimulate non-native students' interest in learning Chinese.

In classrooms by using YouTube, teachers play the role of facilitator, guiding students to learn on online platforms, cultivating self-directed learning and constructing new knowledge, and then promoting interaction between students and the real Chinese language environment.

5.Review of Literature

The objectives of this research were:

- 1.To study the students' activities in learning Chinese vocabulary.
- 2.To compare the students' achievement before and after teaching Chinese vocabulary.

Good teaching is getting most students to use the higher cognitive level processes that the more academic students use spontaneously. Good teaching narrows the gap (John Biggs,1999).Learning is a way of interacting with the world. (John Biggs, 1999)

This is especially true for non-native students learning a second foreign language. Learning a language is a way to connect and interact with the world. This chapter mainly studies several ways of teaching Chinese vocabulary activities.

Part 1 The students' activities in learning Chinese vocabulary.

5.1.1 Chinese Flashcards

This kind of teaching activity is arguably the most common form of teacher-student interactive learning. Vocabulary card teaching is a traditional and effective teaching method, which makes students interact with teachers in various forms of games. Chinese vocabulary card, can be a good aid to teachers teaching Chinese pronunciation, shape and meaning. The teacher teaches to read, the student reads after, this teaching reads the way to be simple and quick. Most lists are taught using this flash card, which is essential for learning both a second language and a native language. The sound, shape and meaning of a word can be seen clearly with a picture.

The self-made card teaching AIDS are more economical and convenient, which can provide more creative space for the producers, better meet the needs of diversified teaching activities, and realize the high efficiency of classroom teaching.

Yang (2017) although CARDS have their unique advantages in vocabulary teaching of Chinese as a foreign language, they are not omnipotent in vocabulary teaching. In the teaching process of

using vocabulary CARDS, the teaching methods such as physical objects and videos should also be used to give full play to the teaching effect of the CARDS.

5.1.2 Game

Any teaching activity organized by games must have a clear goal. There is a classic Analects of Confucius in Chinese education called "edutainment", which means combining educational content with entertainment so as to achieve the purpose of teaching. This method has obvious effects on stimulating learners' enthusiasm.

Jill Hadfield (1999) defined games as "an activity with rules, a goal and an element of fun." Byrne gave the definition to games as a form of play governed by rules. They should be enjoyed and fun. They are not just a diversion, a break from routine activities, but a way of getting the learner to use the language in the course of game.

(Gagandeep, 2016.) The games in education must be more than just fun. The learners have to learn by playing different games. Gagandeep quotes McCallum (1980) in her article said that students in the informal atmosphere of game play, are less self-conscious and therefore more apt to experiment and freely participate in using the foreign language. Educational Games are highly motivating because they are amusing and interesting.

5.1.3 Music teaching

Music video is a significant and interesting form of contemporary popular culture, one which is widely circulated, complex and important. As Ayotte, (2004) observed, both music and language share the 'same auditory, perceptive, and cognitive mechanisms that impose a structure on auditory information received by the senses' (p. 10). (Li 2019)

To use music to teach Chinese vocabulary, it is necessary to first list the words learned in the lyrics, teach students pronunciation and let them know the meaning, and then use music lyrics to help students memorize. On the one hand, it can exercise students' listening, on the other hand, the sense of rhythm of music is also easy for students to recite.

5.1.4 Video

The teaching activities of Chinese vocabulary also include the use of video teaching method, which has been widely used in the second language teaching. Teachers can download relevant learning videos through websites, such as YouTube and Chinese learning websites. Teachers can also make text-related videos, using simple video clips.

Furthermore, to help students develop their speaking skills, teachers can make 'model videos' which visually demonstrate what students are expected to do in an oral task. (Shrosbree, 2008)

Video-based instruction also appears to improve aspects of learners' oral production, particularly their "confidence in speech" (Weyers, 1999). A further benefit of video is that it can simply provide a welcome break from the rigors of more traditional study. (Shrosbree, 2008)

Part 2 The teaching media in learning Chinese vocabulary.

5.2.1 Traditional methods of teaching Chinese

Teaching Chinese vocabulary have mean traditional method such as: teacher demonstrates reading-students follow, flashcards, reading picture, storybook, play games to learn, Singing teaching, role play, etc.

In general, teachers of Elementary School do simple the way in teaching vocabulary, giving the meaning of new words immediately to be memorized usually they use a textbook with some new vocabularies and automatically translate them for students. Even, they only provide students some words in a piece of paper and ask them to memorize. In fact, this is not appropriate way to teach vocabulary. Students will be passive and actually it is hard for them to memorize words without any context. (Daniel and Elia, 2015).

5.2.2 Teaching media for learning Chinese vocabulary.

(Mohammad.2018.)The use of technology has become an important part of the learning process in and out of the class. Every language class usually uses some form of technology. Technology has been used to both help and improve language learning. According to Mohammad, stated that learners learn more effectively when they use technology tools instead of traditional teaching method because the Internet provided a favorable learning environment for learners' learning, facilitated a new platform for learners who can have a convenient access to learning lessons.

The use of technology has changed the methods from teacher-centered to learner-centered ones. Teachers should be facilitators and guide their learners' learning and this change is very useful for learners to increase their learning (Riasati, Allahyar, & Tan, 2012).

5.2.3 YouTube-Video clip sharing service

YouTube is one of the most important social media sites, and if used well, it can be a powerful tool for us learners of a second language or more. YouTube is an American online video-sharing platform headquartered in San Bruno, California.

YouTube allows users to upload, view, rate, share, add to playlists, report, comment on videos, and subscribe to other users. It offers a wide variety of user-generated and corporate media videos. Available content includes video clips, TV show clips, music videos, short and documentary films, audio recordings, movie trailers, live streams, and other content such as video blogging, short original videos, and educational videos. Therefore, learners can use relevant YouTube videos to learn a language, which provides abundant learning content for learners.

Part 3 The students' achievement to learn Chinese vocabulary.

5.3.1 HSK Test

The HSK (Chinese Proficiency Test) is an international standardized test that assesses and rates non-native Chinese speakers 'Chinese language proficiency for academic and professional purposes. Also known as Hanyu Shuiping Kaoshi (Its initials are HSK). HSK scores are not only a description of Chinese proficiency, but also concerned with study abroad, scholarships and work.

The new HSK is a standardized international Chinese language proficiency test, which focuses on the ability of non-first language Chinese candidates to communicate in Chinese in daily life, study and work. The new HSK is divided into two parts: written and oral, which are independent of each other. The written test includes HSK(Level 1), HSK(Level 2), HSK(Level 3), HSK(Level 4), HSK(Level 5) and HSK(Level 6). The oral test includes HSK(elementary level), HSK(intermediate level) and HSK(advanced level). The oral test is recorded .(Hanban/Confucius Institute Headquarters.2020)

6.RESEARCH METHODOLOGY

6.1 Research design

This study is a quantitative study with the 6 grade students in a primary school in Bangkok, Thailand as the research object.

This paper is mainly aimed at Thai students to test part of The Chinese vocabulary in HSK level 2. Pre-class tests are conducted to find out whether students remember the vocabulary they have learned before. Then, by using technology teaching, students' performance in mastering vocabulary is improved. The research results are mainly expressed as students' achievement of Chinese vocabulary in three aspects: pinyin, listening and speaking.

The purpose of this study is to teach Chinese vocabulary for Thai students, mainly using videos teaching method from YouTube. The vocabulary content is part of HSK Level 2 vocabulary, and students were pre-test and post-test, so as to compare the results after teaching.

The Teaching experiment content design as follow: table 6.1

Table 6.1 The Teaching experiment content design

Teaching target	Using technology, by YouTube videos teaching Chinese vocabulary about food and drink.	
Teaching preparation	Computer, Flashcard about the part of the food and drink words, Smart-phone, Paper, Pencil.	
Teaching key and difficult points	<ol style="list-style-type: none"> 1. Spell the Pinyin correctly. 2. Pronounce the word correctly. 3. Chinese - Thai translates correct translations. 4. Use words correctly to make sentences. 	
Teaching content	Food unit(12): 牛肉, 鸡肉, 早餐, 米饭, 汉堡, 面包, 鸡蛋, 面条, 午餐, 晚餐, 薯条, 巧克力.	Drink unit(8): 汽水, 牛奶, 水, 咖啡, 茶, 苹果汁, 橙汁.
Students' pre-test	The test paper had 20	
Students' post-test	The test paper had 20	

6.2 Research Process

The researchers conducted Chinese vocabulary teaching to the 6th grade in a private primary school in Bangkok, Thailand, on July 27 and 30, 2020.

The participants were asked to have Pre-test before master these Chinese vocabulary, then teacher using technology mainly by YouTube teaching this vocabulary during the classes. A total of 20 Chinese words were used for the test, divided into two units: food and drink. The food unit contained 12 words and drink unit consists of 8 words.

The specific steps are as follows:

1. Pre-test before teaching Chinese vocabulary.
2. Teaching Chinese vocabulary with videos on YouTube.

The teacher first tells the students to learn 20 words, and then uses Flashcards to make the students recognize the words. In YouTube video teaching, there are videos for teaching reading words, music videos for related words, and videos for reading picture books for students to learn. So after learning the words, let's take part in the game of Kahoot and review the words we have taught.

3. Post-test after teaching Chinese vocabulary.
4. Comparing the results of Pre-test and Post-test.

6.3 Population and Sample

The population of this study was a class of grade 6 in a private primary school in Bangkok, Thailand, with a total of 20 students aged 11-12 years old.

The students were given two quizzes on Chinese vocabulary. Pre-test and Post-test. These students all have experience in learning Chinese.

The researchers used a sample of 20 words from HSK Level 2. The theme is: Food and drink. The sample as follows:

Table 6.2 a sample of 20 words from HSK Level 2. The theme is: Food and drink.

20 words:	
Food unit(12):	牛肉 鸡肉 早餐 米饭 汉堡 面包 鸡蛋 面条 午餐 晚餐 薯条 巧克力 beef, chicken, breakfast, rice, hamburger, bread, chicken egg, noodles, lunch, dinner, chips, chocolate.
Drink unit(8):	软饮 牛奶 水 咖啡 可乐 茶 苹果汁 橙汁 fizzy drink, milk, water, coffee, coke, tea, apple juice, orange juice.

6.4 Research Instruments

Research Instruments were used Pre-test and Post-test, divided to two parts.

Teaching media: YouTube

The theme: Food and drink.

The content of the test is used a sample of 20 words from HSK Level 2.

6.5 Data analysis

Descriptive statistics involving means and standard deviations. Comparative scores analysis became possible when the researcher gave the Pre-test and Post-test to 6 grade of students across sample of a private primary school in Bangkok, Thailand, by using dependent t-test. Two tests were given in reading at the 6th-grade level; each test was administered to 20 students to compare experimental group by using independent t-test.

7. Results

Part 1 : Teaching Chinese vocabulary for Thai students using teaching media for studying the students' achievement.

In this study, students learned 20 Chinese words mainly through YouTube, and determined the effectiveness of using teaching media through pre-test and post-test.

The test content of students in the experimental group is divided into two parts. The food unit and the drink unit. The score of 12 words in the food unit is $12 \times 3 = 36$ points, and the score of 8 words in the drink unit is $8 \times 3 = 24$ points. The total score is 60 points. The students' tests are divided into pre-test and post-test.

Explain: There are 22 student Numbers in the experimental class, but student No. 11 is not in the experimental class. He is in other classes, so there is no test result of No. 11. And No. 21 took the pre-test but absented post-test. So the scores of 20 students are valid. The results are as follows:

Table 6.3 Compare Student's scores of Pre-test and Post-test.

	St.1	St.2	St.3	St.4	St.5	St.6	St.7	St.8	St.9	St.10
Pre-test	60	40	39	37	39	39	39	39	39	39
Post-test	60	54	59	60	60	48	60	47	37	45

	St.12	St.13	St.14	St.15	St.16	St.17	St.18	St.19	St.20	St.22
Pre-test	36	39	39	37	37	57	37	33	40	39
Post-test	42	43	38	38	47	59	59	38	38	60

Table 6.3 is the result of students' pre-test, and Table 4.2 is the result of students' post-test. As shown in Table 4.3, 1 student scored a full score of 60 before the test. There was 1 student with a score of 57, but after the test, 5 students scored a perfect score of 60, and 3 students scored 59. The lowest score pre-test was 33, and the lowest score post-test was 37, each of which was 1 student. The results of the comparison showed an improvement in the overall performance of the class. The number of students with full marks increased from 1 to 5. In the lowest score, the difference between the pre-test and post-test was 4 points. The post-test score was higher than the pre-test score.

Part 2: To compare the students' achievement before and after teaching Chinese vocabulary.

In this section, the researcher used before and after tests to verify the results the students' achievement. The Chinese vocabulary selected for the study are HSK level 2 part,

Table 6.4 Evaluation of Chinese Vocabulary learning skill program.

SKILL :		
Can read pinyin	Can listening	Can speaking

Table 6.5 Compare 3 skills of Pre-test and Post-test

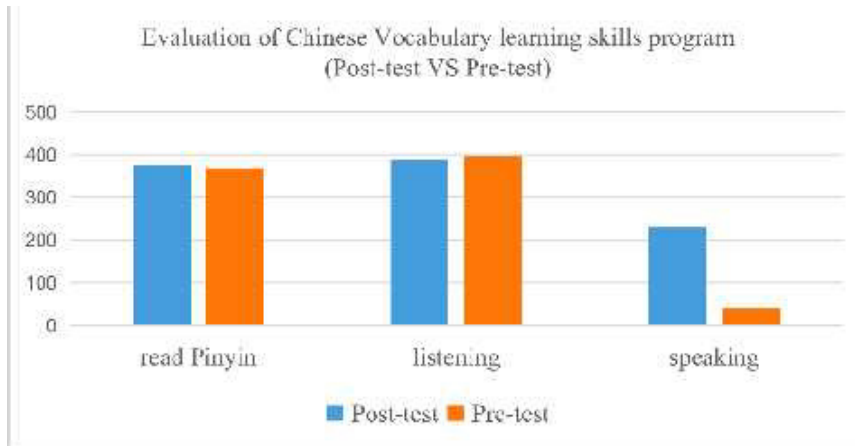
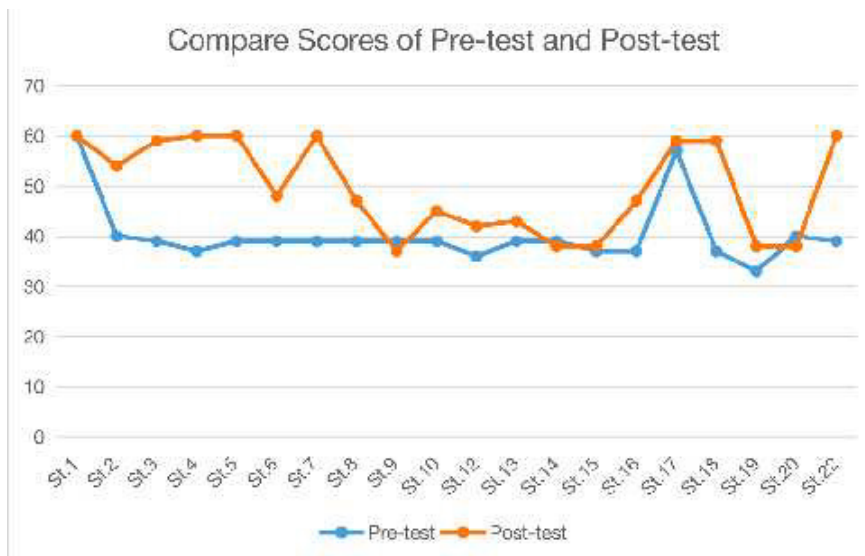


Table 6.5 through the comparison of the 3 skills before and after class, grade 6 students performed well in reading Hanyu Pinyin and listening vocabulary, but their oral performance in the after-class test was significantly higher than before the test.

Table 6.6 Compare Mean Pre-test and Post-test Scores of Chinese Vocabulary.



	Mean	N	Std. Deviation	t	P-Value
Post test	66.60	20	11.55		
Pre test	51.65	20	9.19	6.608	.000

From table 6.6 shows that the comparison results scores of Chinese vocabulary from student between pre-test and post-test, scores of post-test (Mean=66.60) higher than pre-test (Mean=51.65) and statistical significant at a level of .01 ($t= 6.608$)

The comparative study shows that appropriate use of media teaching method is beneficial to Chinese teaching. It can be seen from the mean and standard deviation of scores that proper use of YouTube videos in the teaching of Chinese vocabulary is conducive to improving students' average scores and narrowing the gap between students.

8. Conclusions

Part 1: Teaching Chinese vocabulary for Thai students using teaching media for studying the students' achievement.

In this study, students learned 20 Chinese words mainly through YouTube, and determined the effectiveness of using teaching media through pre-test and post-test.

Use social media YouTube to study and then study students' achievements. The teaching content in YouTube is mainly used to teach reading new words, music videos of related words and online picture books reading. The students showed great interest and were willing to learn, especially the video teaching of songs with related words. The students were very lively and willing to sing along with them, because the pop music was catchy. As a result, the students' enthusiasm for learning Chinese was improved.

Using technology to learn and then study the students' achievement. The technology studied in this article is primarily the use of videos on social media YouTube.

Part 2: To compare the students' achievement before and after teaching Chinese vocabulary.

The comparison results scores of Chinese vocabulary from student between pre-test and post-test, scores of post-test higher than pre-test at significant level .01 ($t= 6.608$)

1 student scored a full score of 60 before the test. There was 1 student with a score of 57, but after the test, 5 students scored a perfect score of 60, and 3 students scored 59. The lowest score pre-test was 33, and the lowest score post-test was 37, each of which was 1 student. The results of the comparison showed an improvement in the overall performance of the class. The number of students with full marks increased from 1 to 5. In the lowest score, the difference between the pre-test and post-test was 4 points. The post-test score was higher than the pre-test score.

This study shows that in the teaching of Chinese vocabulary for Thai primary school students, the enthusiasm and interest of the students are driven when the teaching media is mainly used in media YouTube, thus the students' Chinese performance is also significantly improved.

9. Discussion

Part 1: Teaching Chinese vocabulary for Thai students using teaching media for studying the students' achievement.

Technology changes by the minute, and as educators, we need to keep up with the times in order to best prepare our students for this ever-changing world that we live in. While we just saw how integrating technology into the classroom has its benefits, it's important to note that traditional learning processes are just as essential. Take time to learn about each element of educational technology that you will incorporate into your classroom. When you do, you will find that technology can have a profound impact on students learning.

We need to know that students are already interested and engaged in using technology, which creates many amazing opportunities for schools and teachers to benefit from integrating some forms of technology in the classroom and making teaching and learning more effective.

According to the literature mentioned in The second chapter, the new HSK was officially launched in 2009 (J. Zhang et al., 2010). It also requires our teachers to have updated teaching concepts and objectives to teach, keep pace with The Times in the selection of teaching media, and keep innovating.

Part 2: To compare the students' achievement before and after teaching Chinese vocabulary.

The results of the comparison between the Chinese vocabulary pre-test and post-test showed that the post-test score was higher than the pre-test score, and the significance level was 0.01 ($T = 6.608$).

From the comparison results, it can be seen that the score of after-class test is higher than that of pre-test, so using YouTube video teaching is conducive to improving students' score. The use of media in teaching is indispensable in modern teaching as an auxiliary means of teaching. Since the use of media in students' life is very popular, the use of media by teachers in school classes is more closely related to real life.

Use teaching media to learn Chinese vocabulary and improve students' academic performance. Using tubing teaching, students scored higher in the post-test than in the pre-test. It is obvious that the use of media can benefit students' academic performance and help traditional learning activities.

10. Recommendations

This researcher would like to propose the recommendations for teachers to teaching Chinese vocabulary for Thai students. It is divided into suggestions for students and suggestions for teachers. In addition to the use of traditional teaching materials and activities, technology is used to inject teaching content to promote and develop students' learning and performance, so as to improve their Chinese performance.

For students:

1. Actively participate in the classroom teaching activities of the teacher, and cooperate with the teacher's teaching steps to study seriously.
2. Learn to use technology and use technology to learn. Constantly explore ways to learn a foreign language well.
3. Connect yourself to the world using teaching media.

For teachers:

1. Teachers should urge their students to use technology in developing their language skills.
2. The technology plan must be closely aligned with the curriculum standards. Teachers should know what educational approach is the most effective one when integrating technologies in the classroom.
3. Teachers should create technology-integrated lesson materials. These materials should concentrate on teaching and learning, not just on technology issues.
4. Teachers should find the ways that technology can help them towards learner-centered instruction as opposed to teacher-centered instruction.
5. Teachers should be aware of their roles as guides and facilitators of their learners' learning.

Obviously, the use of technology teaching we study needs certain conditions. It needs the support of the school with technology, network, equipment, teachers who know technology and other aspects, so as to better use technology teaching to help students learn under such conditions.

Future researchers should survey Chinese learners in both private and public schools in different regions in Thailand. The difference and larger sample will help the researcher to obtain the methods of Thai students learning Chinese vocabulary and the teaching methods of teachers, so as to better help Thai students learn Chinese well.

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Sripatum University, Thailand

Sripatum University is one of the oldest and most prestigious private universities in Bangkok, Thailand. Dr. Sook Pookayaporn established the university in 1970 under the name of "Thai Suriya College" in order to create opportunities for Thai youths to develop their potential. In 1987, the college was promoted to university status by the Ministry of University Affairs, and has since been known as Sripatum University. "Sripatum" means the "Source of Knowledge Blooming Like a Lotus" and was graciously conferred on the college by Her Royal Highness, the late Princess Mother Srinagarindra (Somdet Phra Srinagarindra Baromarajajanan). She presided over the official opening ceremony of SPU and awarded vocational certificates to the first three graduating classes. Sripatum University is therefore one of the first five private universities of Thailand. The university's main goal is to create well-rounded students who can develop themselves to their chosen fields of study and to instill students with correct attitudes towards education so that they are enthusiastic in their pursuit of knowledge and self-development. This will provide students with a firm foundation for the future after graduation. The university's philosophy is "Education develops human resources who enrich the nation" which focuses on characteristics of Wisdom, Skills, Cheerfulness and Morality.

University of Cyprus, Cyprus

The University of Cyprus was established in 1989 and admitted its first students in 1992. It was founded in response to the growing intellectual needs of the Cypriot people, and is well placed to fulfill several aspirations of the country. The University is a vigorous community of scholars engaged in the generation and diffusion of knowledge. Despite its brief history, the University of Cyprus has earned the appreciation of Cypriot society. Admission for the majority of undergraduate students is by entrance examinations organized by the Ministry of Education and Culture of the Republic of Cyprus.

University of Wollongong in Dubai, United Arab Emirates

The University of Wollongong in Dubai, abbreviated as UOWD, is a private university located in Dubai, United Arab Emirates. The University is one of the UAE's oldest universities, having been founded in 1993. The Campus has over 3,500 students from more than 108 countries. UOWD is one of the UAE's oldest and most prestigious universities. Established in 1993 by the University of Wollongong in Australia - currently ranked in the top 2% of universities in the world (QS World University Rankings 2018) – UOW in Dubai represents a pioneering Australian initiative in the Gulf region.

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