

RCGR⁹
2022

PROCEEDINGS OF

The 9th **REGIONAL
CONFERENCE**

on Graduate Research 2022

Theme

“Centres and Peripheries: Research,
Development, and Implementation. Part II”

15 January 2022

**Sripatum University, Khon Kaen Campus
Khon Kaen, Thailand**

Editors

Vichit U-on

George C. Hadjinicol

Organized by



**University
of Cyprus**



**UNIVERSITY
OF WOLLONGONG
AUSTRALIA**

PROCEEDINGS OF

The 9th **REGIONAL
CONFERENCE**

on Graduate Research 2022



**Proceedings of
The 9th Regional Conference on Graduate Research**



**Theme “Centres and Peripheries: Research, Development, and
Implementation. Part II”**

15 January 2022

Sripatum University, Khon Kaen Campus, Khon Kaen, Thailand

Organized by



In Cooperation with



Sponsored by



Edited by

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

Published by

Sripatum University Press
2410/2 Phaholyothin Road, Jatujak, Bangkok, 10900, Thailand



Abstracting and nonprofit use of the material is permitted with credit to the source. Instructors are permitted to photocopy isolated articles for noncommercial use without fee. The authors have the right to republish, in whole or in part, in any publication of which they are an author or editor, and to make other personal use of the work. Any republication or personal use of the work must explicitly identify prior publication in *Proceedings of Abstracts and Papers (on CD-ROM) of The 9th Regional Conference on Graduate Research (V. U-on and G.C. Hadjinicola, Editors)* including the page numbers.

Proceedings of Abstracts and Papers (on CD-ROM) of *The 9th Regional Conference on Graduate Research*

Copyright ©2022

By Graduate College of Management, Sripatum University (Thailand); University of Cyprus (Cyprus); and University of Wollongong in Dubai (United Arab Emirates)

All rights reserved.

All papers in the proceedings have been peer reviewed by experts in the respective fields. Responsibility for the contents of these papers rests upon the authors, not Sripatum University.

ISBN: 978-974-655-470-1

Published by Sripatum University Press
2410/2 Phaholyothin Road, Jatujak, Bangkok, 10900, Thailand

Welcome Address from Conference Honorary Chairs

It is a great pleasure and honor for us, on behalf of *The 9th Regional Conference on Graduate Research*, to welcome you all to the world famous festival. First of all, we would like to thank the co-organizers, namely 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 Khon Kaen as a conference venue due to it is one of the four major cities of Isan, Thailand, also known as the “big four of Isan”, the others being Udon Thani, Nakhon Ratchasima, and Ubon Ratchathani. Thailand’s 2014 EU Film Festival also included Khon Kaen, together with Chiang Mai and Bangkok, as host locations.

To conclude my address, we 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 Khon Kaen to our delegates and guests.

We wish good results in your deliberations.



Dr. Rutchaneeporn Pookayaporn Phukkamarn
President, Sripatum University, Thailand
RCGR 2022’s Honorary Chair



Asst. Prof. Dr. Junya Pookayaporn
Assistant to the President, Sripatum University, Thailand
RCGR 2022’s Honorary Chair

Welcome Address from Conference General Chairs

On behalf of Sripatum University, Khon Kaen Campus (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 9th Regional Conference on Graduate Research* which will take place at Sripatum University on 15 January, 2022 in Khon Kaen, 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 “Sustainable Business Growth, Challenges, Measures and Solutions in Global Scenario”. 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.



Prof. Dr. Vichit U-on Sripatum University,
Thailand RCGR 2022's General Chair



Prof. Dr. George C. Hadjinicola Lecturer, University of Cyprus,
Cyprus RCGR 2022's General Chair



Assoc. Prof. Dr. Ioannis Manikas
University of Wollongong in Dubai, United Arab Emirates
RCGR 2022's General Chair

Welcome Address from Conference Program Chairs

Welcome to *The 9th Regional Conference on Graduate Research* in Khon Kaen, 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 5 countries have submitted their papers to the 9th RCGR 2022 international conference. After a careful review process by members of the international program committee, 113 quality papers have been accepted for presentation at the conference. We thank all authors who dedicated a particular effort to contribute to the conference.

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



Asst. Prof. Dr. Ungul Laptaned
Thai Researchers' Consortium of Value Chain Management and Logistics,
Thailand RCGR 2022's Program Chair



Prof. Dr. Andreas C. Soteriou Lecturer, University of Cyprus,
Cyprus RCGR 2022

Speaker Background



Oscar Maruquez Malicad Jr.

Assistant to the Department Chair, English Business Communication Department

- Graduated Master in Education Major in English, Lyceum Northwestern University Lingayen Pangasinan Philippines
- Graduated Bachelor of Science in Secondary Education Major in English from Lingayen State University, March, 2014
- Licensed Professional Teacher under the Ministry of Education Bangkok, Thailand.
- Graduated Bachelor of Science in Medical Technology from the University of Santo Tomas España, Manila dated March 31, 1999.
- Passed the Philippine Medical Technology Board Examination given by the Professional Regulatory Commission, September, 1999.
- Passed the Civil Service Examination by the Civil Service Commission last March, 2000.
- Passed the American Society for Clinical Pathology International Medical Technologist School of Liberal Arts, Sripatum University, Bangkok, Thailand

Committee

Honorary Chairs

Rutchaneeporn Pookayaporn Phukkamarn, Sripatum University, Thailand Junya Pookayaporn, Sripatum University, Khon Kaen Campus, Thailand

General Chairs

Vichit U-on, Sripatum University, Thailand
George C. Hadjinicola, University of Cyprus, Cyprus
Ioannis Manikas, University of Wollongong in Dubai, United Arab Emirates

Program Chairs

Ungul Laptaned, Thai Researchers' Consortium of Value Chain Management and Logistics, Thailand
Andreas C. Soteriou, University of Cyprus, Cyprus

Secretariat

Khotchaporn Moonthichan, Sripatum University, Thailand
Yongyut Homthong, Sripatum University, Khon Kaen Thailand

Proceedings Editors

Vichit U-on, Sripatum University, Thailand
George C. Hadjinicola, University of Cyprus, Cyprus

Advisory Committee

Bart MacCarthy, The University of Nottingham, UK
Erik J. de Bruijn, University of Twente, The Netherlands John Liu, The Hong Kong Polytechnic University, Hong Kong
Kai Mertins, Director Corporate Management, Berlin, Germany Patrick Le Mestre, Le Havre University, France
Pavel Catska, University of Canterbury, New Zealand
Rajesh Piplani, Nanyang Technological University, Singapore Reza Lashkari, University of Windsor, Canada
Saibal Ray, McGill University, Canada
Subash Wadhwa, Indian Institute of Technology, India Suhaiza Zailani, University Sains Malaysia, Malaysia
Udisubakti Ciptomulyono, Sepuluh Nopember Institute of Technology, Indonesia Wuyi Zhang, Kunming University of Science and Technology, China.

Review Committee

Dag Naslund, University of North Florida, USA
Fazli Idris, Universiti Kebangsaan Malaysia, Malaysia Franck Brulhart, Université Aix-Marseille, France
Gizelle Willows, University of Cape Town, South Africa Imad Alsyouf, Växjö University, Sweden
Jia Yan, The Hong Kong Polytechnic University, Hong Kong Matthieu Laurus, Ecole des Mines d'Albi-Carmaux, France Pavel Castka, University of Canterbury, New Zealand Suhaiza Zailani, University Sains Malaysia, Malaysia
Tore Markeset, University of Stavanger, Norway
Udisubakti Ciptomulyono, Sepuluh Nopember Institute of Technology, Indonesia.

Organizing Committee

Anucha Boonma, Sripatum University, Thailand
Chakkapham Chanchareon, Sripatum University, Khon Kaen Thailand
Cherdsak Srisangachai, Sripatum University, Khon Kaen Thailand
Jukkapan Yunbuabarn, Sripatum University, Thailand
Khotchaporn Moonthichan, Sripatum University, Thailand
Laeard Chongolnee, Sripatum University, Khon Kaen Thailand

Natsapun Paopun, Sripatum University, Thailand
Nilubon Sivabrovornvatana, Sripatum University, Thailand
Niwat Chantharat, Sripatum University, Thailand
Nontipan Prayurhong, Sripatum University, Thailand
Panida Angwarawong, Sripatum University, Thailand
Praphan Chaikidurajai, Sripatum University, Thailand
Rachanee Jaroungsirawat, Sripatum University, Khon Kaen Thailand
Sanae Komsommai, Sripatum University, Khon Kaen Thailand
Siri Thee-asana, Sripatum University, Khon Kaen Thailand
Somwang Puntalee, Sripatum University, Khon Kaen Thailand
Supanee Kamma, Sripatum University, Thailand
Supat Punpattanakul, Sripatum University, Khon Kaen Thailand
Suree Pruektaveesak, Sripatum University, Thailand
Sutham Thammatasananon, Sripatum University, Khon Kaen Thailand
Uthairat Muangsan, Sripatum University, Thailand
Virat Chareonchua, Sripatum University, Khon Kaen Thailand
Yongyut Homthong Sripatum University, Khon Kaen Thailand

Session Schedule



**The 9th Regional Conference on Graduate Research
Sripatum University, Khon Kaen Campus, Khon Kaen, Thailand
Theme “Centres and Peripheries: Research, Development, and Implementation. Part II”**

Saturday (S) 15 January 2022	Room	Zoom				
		Zoom#1	Zoom#2	Zoom#3	Zoom#4	Zoom#5
	08:00 – 09:00	REGISTRATION				
	09:00 – 09:15	OPENING ADDRESS: Asst. Prof. Dr. Junya Pookayaporn, Honorary Chair Sripatum University, Thailand				
	09:15 – 09:30	WELCOME ADDRESS: Assoc. Prof. Dr. Vichit U-on, General Chair Sripatum University, Thailand				
	09:30 – 10:20	KEYNOTE ADDRESS: “Centres and Peripheries: Research, Development, and Implementation.”				
	10:30 – 10:40	SATURDAY AM BREAK				
	10:40 – 12:00	HS1 Humanities, Social Sciences and Education	HS2 Humanities, Social Sciences and Education	BE1 Business Economics	BE2 Business Economics	BE3 Business Economics
	12:00 – 13:00	SATURDAY LUNCH BREAK				
	13:20 – 15:00	HS1 Humanities, Social Sciences and Education	HS2 Humanities, Social Sciences and Education	BE1 Business Economics	BE2 Business Economics	BE3 Business Economics
	15:00 – 15:20	SATURDAY PM BREAK				
	15:20 – 18:20	HS1 Humanities, Social Sciences and Education	HS2 Humanities, Social Sciences and Education	BE1 Business Economics	BE2 Business Economics	BE3 Business Economics
	19:00 – 21:00	CLOSING ADDRESS: Asst. Prof. Dr. Ungul Laptaned, Program Chair Thai Researchers’ Consortium of Value Chain Management and Logistics, Thailand				

Saturday, 15 January 2022

Code	Session	Chair	Room	Start	Finish
SRE	Registration Saturday	Yongyut Homthong	Zoom	08:00	09:00

Code	Session	Chair	Room	Start	Finish
SOA	Opening Addresses	Asst. Prof. Dr. Ungul Laptaned	Zoom	09:15	09:30
	09:00	09:15	Opening Address: Asst. Prof. Dr. Junya Pookayaporn, Honorary Chair Sripatum University, Thailand		
	09:15	09:30	Welcome Address: Assoc. Prof. Dr. Vichit U-on, General Chair Sripatum University, Thailand		

Code	Session	Chair	Room	Start	Finish
SKA	Keynote Addresses	Assoc. Prof. Dr. Vichit U-on	Zoom	09:30	10:45
	09:30	10:45	“Centres and Peripheries: Research, Development, and Implementation. Part II”		

Code	Session	Chair	Room	Start	Finish
SAB	Saturday AM Break		Zoom	10:45	11:00

Code	Session		Chair	Room	Start	Finish
HS1	Humanities, Social Sciences and Education		Assoc.Prof. Dr.Sureemas Sukkasi and Dr.Somwang Puntalee	Zoom 1	10:40	17:40
0005	10:40	11:00	The Impact of the Covid-19 Epidemic on the Management of Chinese Language Teaching in Thailand. Chadarut Lertponprasopchok			
0027	11:00	11:20	Problems of the Law on the Control of Advertising by Using a Loudspeaker and the Thai Election Campaign. Siggawat Kringsantie, Trirath Pluempitichaikul, and Pattama Suwunpukdee			
0001	11:20	11:40	A Study of Personnel Management in Schools Under Local Governments in the Area of Muang Buriram District, Buriram Province. Adisak Songram and Cherdasak Srisangachai			
0002	11:40	12:00	The Leadership of School Administrators Affects Teachers' Work Motivations in Secondary Schools. Under the Office of the Secondary Educational Service Area Office Loei, Nong Bua Lam Phu. Aphichaya Boonlay and Sanae Komsommai			
0003	13:00	13:20	The Development of Ethical Leadership of School Administrators Affecting to Teacher Happiness in Schools Under the Office of Khon Kaen Primary Educational Service Area 1. Arphakorn Supho and Sanae Komsommai			
0004	13:20	13:40	A Study on the Satisfaction of Parents of Students towards Educational Administration Under the Office of the Private Education Commission Khon Kaen Province Region 5. Autsadayut Gobudda, Supat Punpattanakul, and Ruangurai Setsungnoen			
0006	13:40	14:00	The Collaborative Learning Activities Development Through the Student Teams Achievement Divisions (stad) Strategy for Mathayomsuksa 2 Students' Reading Comprehension Improvement. Chalida Kankhwao			
0007	14:00	14:20	The Relationship Between Academic Leadership of School Principals and Learners Educational Quality Standard Under the Office of Chaiyaphum Primary Educational Service Area 2. Chanitsara Chattahan and Siri Thee-asana			
0008	14:40	15:00	A Study of the Guidelines for the Administration of School Administrators Using Good Governance Under the Office of Chaiyaphum Primary Educational Service Area 2. Chanthamuk Chaengkham and Cherdasak Srisangachai			
0009	15:20	15:40	Guideline for Development of Academic Administration in Secondary Extension Schools Under the Office of Khon Kaen Elementary Education Service Area 3. Intira Kraiyaso, Supat Punpattanakul, Ruangurai Setsungnoen			
0010	16:00	16:20	Study of School Administrator Leadership Elements of Primary Schools Under the Office of Chaiyaphum Primary Educational Service Area 2. Khanisthaka Nontan and Chakkaphan Chanchareon			
0011	16:20	16:40	Academy Development Guidelines Under the Chaiyaphum Educational Service Area Office 2 to Become a Learning Organization. Matika Luepanya and Siri Thee-asana			
0012	16:40	17:00	The Study of Educational Administration Based on the Principles of Good Governance of School Administrator at Opportunity Expansion School Under the Office of Chaiyaphum Primary Educational Service Area 2. Nantaporn Morakot and Cherdasak Srisangachai			
0013	17:00	17:20	The Development of Leadership Skills in the 21st Century of School Administrators Under the Office of Chaiyaphum Primary Educational Service Area 2. Nantiya Tongsom and Chakkaphan Chanchareon			
0014	17:20	17:40	Guidelines for the development of child development centers Affiliation local government organization Chumphon Buri District Surin. Naruicha Phongsai and Cherdasak Srisangachai			

Code	Session		Chair	Room	Start	Finish
HS2	Humanities, Social Sciences and Education		Assoc.Prof. Dr. Jinawatara Pakotang and Assoc.Prof. Dr. Sutham Thammatasananon	Zoom 2	10:40	18:40
0015	10:40	11:00	Quality Assurance in Schools Under Khon Kaen Primary Educational Service Area Office 1. Niyada Buakhao and Virat Chareonchua			
0016	11:00	11:20	Information and Communication Technology Management Strategies for Educational Institutions Under the Khon Kaen Provincial Administrative Organization. Noppakhun Suebloei and Chakkaphan Chanchareon			
0017	11:20	11:40	Academic Administration Related to the Academic Achievement of Students Under the Office of Mukdahan Primary Educational Service. Patiwat Saensuk and Sanae Komsommai			
0018	11:40	12:00	The Guidelines for the School Student Support System Under the Sakon Nakhon Primary Educational Service Area Office 3. Phatthiraporn Kraipinit and Virat Chareonchua			
0019	13:00	13:20	The Guideline of Academic Management of High Schools Under the Office of Chaiyaphum Secondary Educational Service Area. Pissanuwat Surarittiphong and Virat Chareonchua			
0020	13:20	13:40	The Guideline of School Administrator's Ethic and Morality Development Under the Office of Chaiyaphum Secondary Educational Service Area. Piyanan Akkarakot and Virat Chareonchua			
0021	13:40	14:00	Guidelines for the Implementation of the Student Support System of Vocational Institutions in the Area of Udon Thani Province. Pongpan Sripirom and Sanae Komsommai			
0022	14:00	14:20	A study of Academic Leadership of Administrators and the Effectiveness of Internal Quality Assurance in Schools under Kalasin Primary Educational Service Area Office 2. Poovasit Srichaisang and Sanae Komsommai			
0023	14:40	15:00	"Leadership of School Administrators Affecting Teacher Performance Motivation School Expands Educational Opportunities Office of Primary Educational Service Area Surin District 3 Srinarong District Surin. Samart Chomrum and Chakkaphan Chanchareon			
0024	15:00	15:20	Principles of Governance in Education Management in the 21st Century of School Administrators Chaiyaphum Primary Educational Service Area District Office 1. Thammarat Singsong and Siri Thee-asana			
0025	15:20	15:40	The Guideline of Early Childhood Development Center Internal Quality Assurance Under Local Government Organization Muang District Buriram Province During Covid -19 Situation. Thawutchai Sawasdee and Siri Thee-asana			
0026	15:40	16:00	The Relationship Between Strategic Leadership of School Administrators and Teamwork of Teachers in Schools Under Khonkaen Elementary Education Service Area Office 2. Thongchai Paisri and Supat Punpattanakul			
0028	16:00	16:20	Leadership of School Administrators in 21st Century Under the Chaiyaphum Primary Educational Service Area Office 2. Veeraphan Pimsaran and Supat Punpattanakul			
0029	16:20	16:40	Effective Leadership in the Digital Age Under Amnatcharoen Provincial Vocational Education. Wanchalermchai Phonnawapat and Chakkaphan Chanchareon			
0030	16:40	17:00	Leadership of Educational Institution Administrators in the 21st Century of the Samchai Quality Development Network Group Under Kalasin Elementary Education Service Area Office 1. Wasan Siripak and Chakkaphan Chanchareon			
0031	17:00	17:20	Administration of Educational Institutions Using the Principles of Good Governance of Educational Institution Administrators Under the Office of Maha Sarakham Primary Educational Service Area 3. Wichai Thiabjan and Supat Punpattanakul			

Code	Session		Chair	Room	Start	Finish
HS2	Humanities, Social Sciences and Education		Assoc.Prof. Dr. Jinawatara Pakotang and Assoc.Prof. Dr. Sutham Thammatasananon	Zoom 2	10:40	18:40
0032	17:20	17:40	Century Leadership of School Administrators in Schools Under the Secondary Education Service Area Office Khon kaen. Worachet Chaiyasong and Virat Chareonchua			
0033	17:40	18:00	Desirable Characteristics of Administrators in the View of Teachers, Nong Phon Ngoen Educational Quality Development Center Under the Education Service Area Office Mahasarakham Primary School District 3. Worason Somsri and Cherdsak Srisangachai			
0034	18:00	18:20	The Guidelines on Development Middle – Sized Schools toward World – Class Standard School of the Office of Chaiyaphum Primary Educational Service Area 2. Yaowaret Charoenwan and Siri Thee-asana			
0035	18:20	18:40	The Leadership of School Administrators in the 21st Century Under Kalasin Primary Educational Service Area Office 2. Yupawadee Khunthula and Siri Thee-asana			

Code	Session		Chair	Room	Start	Finish
BE1	Business Economics		Asst. Prof. Dr.Natsapan Paopun and Dr.Khorntawatt Sakhonkaruhatdej	Zoom 3	10:40	17:40
0045	10:40	11:00	Personal Factors Affecting Satisfaction of Chum Phae Provincial Court Users. Jirapat Artkaew Nontipan Prayurhong and Thitirat Thongkaew			
0067	11:00	11:20	Satisfaction on Welfare System of civil servants and employees Office of the Court of Justice in Khon Kaen Province. Sungwarn Chaikarin Cheewan Charoensook and Nontipan Prayurhong			
0071	11:20	11:40	Research on the Relationship Between Personal Factors and the Quality of Service that Affectssatisfaction of Those Who Come to use Government Savings Bank in Roi Et Province. Teerapol Starat, Onanong Phoocharoen and Nontipan Prayurhong			
0053	11:40	12:00	The Relation between Quality of Working Life and Work Motivation of Judiciary Officers of the Court of Justice in Khon Kaen Province. Manutsanun Siripai boon Nontipan Prayurhong			
0065	13:00	13:20	Morale and Operational Efficiency of Civil Servants of the Court of Justice in Khon Kaen Province. Sirinat Bunpaboot and Nontipan Prayurhong			
0056	13:20	13:40	Study of the Relationship Between Motivation and Performance of Judicial Personnel in Bueng Kan Province. Nunnacha Jumpanil and Nontipan Prayurhong			
0072	13:40	14:00	Study the Influence of Quality of Service on Customer Satisfaction of Welfare Bank Users in Mueang Khon Kaen District, Khon Kaen Province. Thanya Konggoennok, Onanong Phoocharoen and Nontipan Prayurhong			
0074	14:00	14:20	Quality of Work Life Affecting Work Efficiency of Staff of Subdistrict Administrative Organizations in Yang Sisurat District, Maha Sarakham Province. Thongchai Toomton and Nontipan Prayurhong			
0066	14:40	15:00	The Satisfaction of Customer Godunk cofee shop in Khonkaen. Siriwan Moontreekaew and Nontipan Prayurhong			
0055	15:20	15:40	Quality and Satisfaction with the Services Provided by Pha Nok Khao Subdistrict Administration Phu Kradueng District, Loei Province. Nattawan Kamphuthon and Nontipan Prayurhong			
0063	16:00	16:20	Market Ingredients That Affect the Behavior of People Making Online Purchases in Khon Kaen District. Pornthep Yommarat and Nontipan Prayurhong			
0048	16:20	16:40	Relationship Between Personal Factors Affecting Behavior and Satisfaction in Choosing to use Amazon Café, Gas Station Branch, P.T.T. Ban Dung, Phon Phisai District, Nong Khai Province. Ketsaraporn Utsa Nontipan Prayurhong and Thannithi Maneeroongrat			
0064	16:40	17:00	Customer Satisfaction Study on Quality of Services of Wang Sam Mo Government Savings Bank, Udon Thani Province. Rattiya Panomai and Nontipan Prayurhong			
0068	17:00	17:20	Studying the Relationship Between Expectations that Affect Satisfaction People Who Use Electricity to Light the Streets by Installing Charoensap Engineering Limited Partnership. Supasun Limjaroensap Cheewan Charoensook and Nontipan Prayurhong			
0082	17:20	17:40	Marketing Strategies and Leadership for Low Cost Airlines Ekapol Chomchay and Vichit U-on			

Code	Session		Chair	Room	Start	Finish
BE2	Business Economics		Assoc.Prof. Dr. Vichit U-on and Dr. Sumana Chantharat	Zoom 4	10:40	18:00
0052	10:40	11:00	Behavior and Satisfaction of Customers Who Come to Cheng Cheng Restaurant, Khon Kaen Province. Manassavee Waingthong and Nontipan Prayurhong			
0058	11:00	11:20	Quality of Service That Affects the Satisfaction of Our Customers Bank for Agriculture and Agricultural Cooperatives Sahaskhan Branch, Kalasin Province. Orapan Kerdtaweekit, Kingkeaw Pornapiraksakul and Natsapan Paopun			
0039	11:20	11:40	Customer Satisfaction toward the Marketing Mix of Big C Supercenter at Suwannaphum Branch in Roi Et Province. Itsarin Tisantia, Natsapan Paopun and Kingkeaw Pornapiraksakul			
0077	11:40	12:00	Quality of Service that Affects the Satisfaction of the Provincial Electricity Service Providers in Maha Sarakham Province in Mueang Maha Sarakham District. Wirun Tatami and Natsapan Paopun			
0049	13:00	13:20	Relationship Between Quality of Work Life and Organizational Commitment of Personnel Regional Prosecutor's Office in Khon Kaen Province. Kunchaya Chotjitrarn and Natsapan Paopun			
0050	13:20	13:40	Quality of Work Life That Affects Corporate Engagement of Officials Under the Department of Provincial Administration in Khon Kaen Province. Lanrada Wongsasuab and Natsapan Paopun			
0047	13:40	14:00	Incentives to Affect the Performance of Personnel Under the Governing Body in Kalasin Province. Kanyarat Phakdikumjorn Natsapan Paopun and Vachiraporn Chiravongvit			
0059	14:00	14:20	"Study of Employee Motivation and Satisfaction That Affects the Organizational Engagement of Pharmaceutical Company Employees in Muang District, Khon Kaen Province. Pang Tinrach and Natsapan Paopun			
0070	14:40	15:00	Market Ingredient Factors Affecting the Behavior of Consumers of Ready to Drink Sour Milk in Khon Kaen. Surapong Luengtrairat and Natsapan Paopun			
0036	15:20	15:40	The Study of the Relationship Between Personnel Development Factors Affecting Personnel Performance of Petroleum Trading Lao Public Company of Lao People's Democratic Republic. Bounpanh Sovilay, Natsapan Paopun and Teerawit Krangsupun			
0062	16:00	16:20	Satisfaction of Entrepreneurs Towards the Use Services of The Small and Medium Enterprise Development Bank of Thailand. Poonika Komonsai, and Natsapan Paopun			
0037	16:20	16:40	The Usage of Readers' Theater for Development of Learner's Pronunciation in the Thai Language. Chavaphon Karom, Chayada Rungtao and Somjate Yamacharoen			
0038	16:40	17:00	Research on the Scale and Management Changes of Thai Enterprises. CHUANGLING ZHANG and Praphan Chaikidurajai			
0075	17:00	17:20	The Analysis of Logistics' System in Cambodia. Vannary Chin			
0076	17:20	17:40	The Propose Model of Social Media Marketing (SMM) Effected on Brand Equity of Online Shoppers during COVID-19 Pandemic in Thailand. Varunya Nuesrichan and Vichit U-on			
0078	17:40	18:00	The Usage of Contemporary Performing Arts for Development of the Cognitive Knowledge in Local Literature. Woraphop Charoenmanoporn, Somjate Yamacharoen and Chayada Rungtao			

Code	Session		Chair	Room	Start	Finish
BE3	Business Economics		Asst. Prof. Dr.Pornwan Nunthaphad And Asst. Prof. Dr. Ungul Laptaned	Zoom 5	10:40	18:00
0040	10:40	11:00	The Impact of Board Chairman Caree Horizon on R&D Investment the Moderating Effect of Institutional Investors' Shareholding Ratio. Jiajia Xin			
0041	11:00	11:20	Factors Affecting Selection of Thai Processed Food Case studies of Chinese people living in Thailand. Jiang Wentian			
0042	11:20	11:40	The influence of charismatic leadership on employee Innovative behavior-based on the mediating role of work related flow. Jingya Li			
0043	11:40	12:00	A Supply Chain Risk Evaluation Model Based on Integration of Data Characteristics and Subjective Preference. Jingying Zhao			
0044	13:00	13:20	A Causal Factor for Study of Knowledge Management for Organizational Performance in the Business. Jirapach Pongsunont Vichit U-on and Kansinee Nuchpanied			
0046	13:20	13:40	Design of Decision Support Case Study - Distribution Centers of Chaixi Bamee Kiao Thai Noodle Co., Ltd. Kanjana Wongsumalee, Tharinee Maneesri and Suradech Kaewmoragot			
0051	13:40	14:00	The Cross- Cultural Marketing Strategy Research in China for Bangkok Aviation Center. Lu Zhang and Uthairat Muangsan			
0054	14:00	14:20	Cambodia: The Logistic Industry is in the Progress of Development. Monyrith Chhun			
0057	14:40	15:00	An Overall Analysis of the Federal Logistics Commission of Nigeria. Onome Odibo			
0060	15:20	15:40	Digital Marketing and Purchase Behavior: The Theory of Planned Behavior. Panjamaporn Pholkerd, Vichit U-on and Yongyut Homthong			
0061	16:00	16:20	Causal Factors Affecting Management Strategies and Success of Restaurant Business Operators during the Covid 19 Crisis in Bangkok. Pearaya Sukkitjea and Vichit U-on			
0069	16:20	16:40	The Proposed Model of Management Strategy for Sustainable SME operation during Covid-19 in Bangkok. Supitchaya Sarakong and Vichit U-on			
0073	16:40	17:00	Development Model of the Competitive Strategy for Small and Medium Contractor in Thailand. Theera Maruetusadhirasu, Ungul Laptaned and Vichit Uon			
0079	17:00	17:20	A Study of the Influence of Employee Self-Expectation on Turnover Intention: Taking Occupational Loneliness as A Moderator Variable. Ziqiang Tian and Shu-Chen Yang			
0080	17:20	17:40	Behavior of Thai tourists towards local food in The Northeastern region of Thailand Nuttapong Tangprompaanit, Vichit U-on and Yongyut Homthong			
0081	17:40	18:00	Relationship Marketing Assessment Structural Equation Model that Affects Customer Loyalty in Resort at Pathum Thani Province Paramee Tongnopkun, Ungul Laptaned and Vichit Uon			

Contents

Humanities, Social Sciences and Education

- 0001 A Study of Personnel Management in Schools Under Local Governments in the Area of Muang Buriram District, Buriram Province.....2
Adisak Songram and Cherdsak Srisangachai
- 0002 The Leadership of School Administrators Affects Teachers' Work Motivations in Secondary Schools. Under the Office of the Secondary Educational Service Area Office Loei, Nong Bua Lam Phu.....13
Aphichaya Boonlay and Sanae Komsommai
- 0003 The Development of Ethical Leadership of School Administrators Affecting to Teacher Happiness in Schools Under the Office of Khon Kaen Primary Educational Service Area 1...22
Arphakorn Supho and Sanae Komsommai
- 0004 A Study on the Satisfaction of Parents of Students towards Educational Administration Under the Office of the Private Education Commission Khon Kaen Province Region 5.....31
Autsadayut Gobudda, Supat Punpattanakul and Ruangurai Setsungnoen
- 0005 The Impact of the Covid-19 Epidemic on the Management of Chinese Language Teaching in Thailand.....39
Chadarut Lertponprasopchok
- 0006 The Collaborative Learning Activities Development Through the Student Teams Achievement Divisions (stad) Strategy for Mathayomsuksa 2 Students' Reading Comprehension Improvement.....47
Chalida Kankhwao
- 0007 The Relationship Between Academic Leadership of School Principals and Learners Educational Quality Standard Under the Office of Chaiyaphum Primary Educational Service Area 2.60
Chanitsara Chattahan and Siri Thee-asana
- 0008 A Study of the Guidelines for the Administration of School Administrators Using Good Governance Under the Office of Chaiyaphum Primary Educational Service Area 2.....70
Chanthamuk Chaengkham and Cherdsak Srisangachai
- 0009 Guideline for Development of Academic Administration in Secondary Extension Schools Under the Office of Khon Kaen Elementary Education Service Area 3.....78
Intira Kraiyaso, Supat Punpattanakul, Ruangurai Setsungnoen
- 0010 Study of School Administrator Leadership Elements of Primary Schools Under the Office of Chaiyaphum Primary Educational Service Area 2.....87
Khanisthaka Nontan and Chakkaphan Chanchareon

0011	Academy Development Guidelines Under the Chaiyaphum Educational Service Area Office 2 to Become a Learning Organization.....	94
	<i>Matika Luepanya and Siri Thee-asana</i>	
0012	The Study of Educational Administration Based on the Principles of Good Governance of School Administrator at Opportunity Expansion School Under the Office of Chaiyaphum Primary Educational Service Area 2.....	104
	<i>Nantaporn Morakot and Cherdsak Srisangachai</i>	
0013	The Development of Leadership Skills in the 21st Century of School Administrators Under the Office of Chaiyaphum Primary Educational Service Area 2.....	112
	<i>Nantiya Tongsom and Chakkaphan Chanchareon</i>	
0014	Guidelines for the development of child development centers Affiliation local government organization Chumphon Buri District Surin.....	120
	<i>Naruicha Phongchai and Cherdsak Srisangachai</i>	
0015	Quality Assurance in Schools Under Khon Kaen Primary Educational Service Area Office 1.....	127
	<i>Niyada Buakhao and Virat Chareonchua</i>	
0016	Information and Communication Technology Management Strategies for Educational Institutions Under the Khon Kaen Provincial Administrative Organization.....	139
	<i>Noppakhun Suebloei and Chakkaphan Chanchareon</i>	
0017	Academic Administration Related to the Academic Achievement of Students Under the Office of Mukdahan Primary Educational Service.....	151
	<i>Patiwat Saensuk and Sanae Komsommai</i>	
0018	The Guidelines for the School Student Support System Under the Sakon Nakhon Primary Educational Service Area Office 3.....	159
	<i>Phatthiraporn Kraipinit and Virat Chareonchua</i>	
0019	The Guideline of Academic Management of High Schools Under the Office of Chaiyaphum Secondary Educational Service Area.....	167
	<i>Pissanuwat Surarittiphong and Virat Chareonchua</i>	
0020	The Guideline of School Administrator's Ethic and Morality Development Under the Office of Chaiyaphum Secondary Educational Service Area.	179
	<i>Piyanan Akkarakot and Virat Chareonchua</i>	
0021	Guidelines for the Implementation of the Student Support System of Vocational Institutions in the Area of Udon Thani Province.....	187
	<i>Pongpan Sripirom and Sanae Komsommai</i>	
0022	A study of Academic Leadership of Administrators and the Effectiveness of Internal Quality Assurance in Schools under Kalasin Primary Educational Service Area Office 2.....	195
	<i>Poovasit Srichaisang and Sanae Komsommai</i>	

0023	Leadership of School Administrators Affecting Teacher Performance Motivation School Expands Educational Opportunities Office of Primary Educational Service Area Surin District 3 Srinarong District Surin.....	203
	<i>Samart Chomrum and Chakkaphan Chanchareon</i>	
0024	Principles of Governance in Education Management in the 21st Century of School Administrators Chaiyaphum Primary Educational Service Area District Office 1.....	210
	<i>Thammarat Singsong and Siri Thee-asana</i>	
0025	The Guideline of Early Childhood Development Center Internal Quality Assurance Under Local Government Organization Muang District Buriram Province During Covid -19 Situation.....	220
	<i>Thawutchai Sawasdee and Siri Thee-asana</i>	
0026	The Relationship Between Strategic Leadership of School Administrators and Teamwork of Teachers in Schools Under Khonkaen Elementary Education Service Area Office 2.....	232
	<i>Thongchai Paisri and Supat Punpattanakul</i>	
0027	Problems of the Law on the Control of Advertising by Using a Loudspeaker and the Thai Election Campaign.....	240
	<i>Siggawat Kringsantie, Trirath Pluempitichaikul, and Pattama Suwunpukdee</i>	
0028	Leadership of School Administrators in 21st Century Under the Chaiyaphum Primary Educational Service Area Office 2.....	247
	<i>Veeraphan Pimsaran and Supat Punpattanakul</i>	
0029	Effective Leadership in the Digital Age Under Amnatcharoen Provincial Vocational Education.....	255
	<i>Wanchalermchai Phonnawapat and Chakkaphan Chancharoen</i>	
0030	Leadership of Educational Institution Administrators in the 21st Century of the Samchai Quality Development Network Group Under Kalasin Elementary Education Service Area Office 1.....	267
	<i>Wasan Siripak and Chakkaphan Chancharoen</i>	
0031	Administration of Educational Institutions Using the Principles of Good Governance of Educational Institution Administrators Under the Office of Maha Sarakham Primary Educational Service Area 3.....	275
	<i>Wichai Thiabjan and Supat Punpattanakul</i>	
0032	Century Leadership of School Administrators in Schools Under the Secondary Education Service Area Office Khon kaen.....	284
	<i>Worachet Chaiyasong and Virat Chareonchua</i>	
0033	Desirable Characteristics of Administrators in the View of Teachers, Nong Phon Ngoen Educational Quality Development Center Under the Education Service Area Office Mahasarakham Primary School District 3.....	295
	<i>Worason Somsri and Cherdasak Srisangachai</i>	

- 0034 The Guidelines on Development Middle – Sized Schools toward World – Class Standard School of the Office of Chaiphum Primary Educational Service Area 2.....308
Yaowaret Charoenwan and Siri Thee-asana
- 0035 The Leadership of School Administrators in the 21st Century Under Kalasin Primary Educational Service Area Office 2.....318
Yupawadee Khunthula and Siri Thee-asana

Business and Economics

- 0036 The Study of the Relationship Between Personnel Development Factors Affecting Personnel Performance of Petroleum Trading Lao Public Company of Lao People's Democratic Republic.....328
Bounpanh Sovilay, Natsapan Paopun and Teerawit Krangsupun
- 0037 The Usage of Readers' Theater for Development of Learner's Pronunciation in the Thai Language.....338
Chavaphon Karom, Chayada Rungtao and Somjate Yamacharoen
- 0038 Research on the Scale and Management Changes of Thai Enterprises.....348
CHUANGLING ZHANG and Praphan Chaikidurajai
- 0039 Customer Satisfaction toward the Marketing Mix of Big C Supercenter at Suwannaphum Branch in Roi Et Province.....357
Itsarin Tisantia, Natsapan Paopun and Kingkeaw Pornapiraksakul
- 0040 The Impact of Board Chairman Caree Horizon on R&D Investment the Moderating Effect of Institutional Investors' Shareholding Ratio.....366
Jiajia Xin
- 0041 Factors Affecting Selection of Thai Processed Food Case studies of Chinese people living in Thailand.....380
Jiang Wentian
- 0042 The influence of charismatic leadership on employee Innovative behavior-based on the mediating role of work related flow.....389
Jingya Li
- 0043 A Supply Chain Risk Evaluation Model Based on Integration of Data Characteristics and Subjective Preference.....401
Jingying Zhao
- 0044 A Causal Factor for Study of Knowledge Management for Organizational Performance in the Business.....411
Jirapach Pongsunont Vichit U-on and Kansinee Nuchpanied

0045	Personal Factors Affecting Satisfaction of Chum Phae Provincial Court Users.....	423
	<i>Jirapat Artkaew Nontipan Prayurhong and Thitirat Thongkaew</i>	
0046	Design of Decision Support Case Study - Distribution Centers of Chaixi Bamee Kiao Thai Noodle Co., Ltd.....	430
	<i>Kanjana Wongsumalee, Tharinee Maneesri and Suradech Kaewmoragot</i>	
0047	Incentives to Affect the Performance of Personnel Under the Governing Body in Kalasin Province.....	445
	<i>Kanyarat Phakdikumjorn Natsapan Paopun and Vachiraporn Chiravongvit</i>	
0048	Relationship Between Personal Factors Affecting Behavior and Satisfaction in Choosing to use Amazon Café, Gas Station Branch, P.T.T. Ban Dung, Phon Phisai District, Nong Khai Province.....	455
	<i>Ketsaraporn Utsa Nontipan Prayurhong and Thannithi Maneeroongrat</i>	
0049	Relationship Between Quality of Work Life and Organizational Commitment of Personnel Regional Prosecutor's Office in Khon Kaen Province.....	463
	<i>Kunchaya Chotjitrarn Natsapan Paopun and Prasert Sitthijirapat</i>	
0050	Quality of Work Life That Affects Corporate Engagement of Officials Under the Department of Provincial Administration in Khon Kaen Province.....	474
	<i>Lanrada Wongsasub</i>	
0051	The Cross- Cultural Marketing Strategy Research in China for Bangkok Aviation Center.....	486
	<i>Lu Zhang and Uthairat Muangsan</i>	
0052	Behavior and Satisfaction of Customers Who Come to Cheng Cheng Restaurant, Khon Kaen Province.....	493
	<i>Manassavee Waingthong and Nontipan Prayurhong</i>	
0053	The Relation between Quality of Working Life and Work Motivation of Judiciary Officers of the Court of Justice in Khon Kaen Province.....	500
	<i>Manutsanun Siripaiboon Nontipan Prayurhong</i>	
0054	Cambodia: The Logistic Industry is in the Progress of Development.....	509
	<i>Monyrith Chhun</i>	
0055	Quality and Satisfaction with the Services Provided by Pha Nok Khao Subdistrict Administration Phu Kradueng District, Loei Province.....	518
	<i>Nattawan Kamphuthon and Nontipan Prayurhong</i>	
0056	Study of the Relationship Between Motivation and Performance of Judicial Personnel in Bueng Kan Province.....	524
	<i>Nunnacha Jumpanil and Nontipan Prayurhong</i>	
0057	An Overall Analysis of the Federal Logistics Commission of Nigeria.....	531
	<i>Onome Odibo</i>	

0058	Quality of Service That Affects the Satisfaction of Our Customers Bank for Agriculture and Agricultural Cooperatives Sahaskhan Branch, Kalasin Province.....	539
	<i>Orapan Kerdtaweekit, Kingkeaw Pornapiraksakul and Natsapan Paopun</i>	
0059	Study of Employee Motivation and Satisfaction That Affects the Organizational Engagement of Pharmaceutical Company Employees in Muang District, Khon Kaen Province.....	548
	<i>Pang Tinrach and Natsapan Paopun</i>	
0060	Digital Marketing and Purchase Behavior: The Theory of Planned Behavior.....	555
	<i>Panjamaporn Pholkerd, Vichit U-on and Yongyut Homthong</i>	
0061	Causal Factors Affecting Management Strategies and Success of Restaurant Business Operators during the Covid 19 Crisis in Bangkok.....	564
	<i>Pearaya Sukkitjea and Vichit U-on</i>	
0062	Satisfaction of Entrepreneurs Towards the Use Services of The Small and Medium Enterprise Development Bank of Thailand.....	574
	<i>Poonika Komonsai, Natsapan Paopun</i>	
0063	Market Ingredients That Affect the Behavior of People Making Online Purchases in Khon Kaen District.....	582
	<i>Pornthep Yommarat and Nontipan Prayurhong</i>	
0064	Customer Satisfaction Study on Quality of Services of Wang Sam Mo Government Savings Bank, Udon Thani Province.....	590
	<i>Rattiya Panomai and Nontipan Prayurhong</i>	
0065	Morale and Operational Efficiency of Civil Servants of the Court of Justice in Khon Kaen Province.....	598
	<i>Sirinat Bunpaboot and Nontipan Prayurhong</i>	
0066	The Satisfaction of Customer Godunk cofee shop in Khonkaen.....	608
	<i>Siriwan Moontreekaew and Nontipan Prayurhong</i>	
0067	Satisfaction on Welfare System of civil servants and employees Office of the Court of Justice in Khon Kaen Province.....	623
	<i>Sungwarn Chaikarin Cheewan Charoensook and Nontipan Prayurhong</i>	
0068	Studying the Relationship Between Expectations that Affect Satisfaction People Who Use Electricity to Light the Streets by Installing Charoensap Engineering Limited Partnership...633	
	<i>Supasun Limjaroensap Cheewan Charoensook and Nontipan Prayurhong</i>	
0069	The Proposed Model of Management Strategy for Sustainable SME operation during Covid-19 in Bangkok.....	641
	<i>Supitchaya Sarakong and Vichit U-on</i>	
0070	Market Ingredient Factors Affecting the Behavior of Consumers of Ready to Drink Sour Milk in Khon Kaen.....	649
	<i>Surapong Luengtrairat and Natsapan Paopun</i>	

0071	Research on the Relationship Between Personal Factors and the Quality of Service that Affectssatisfaction of Those Who Come to use Government Savings Bank in Roi Et Province.....	658
	<i>Teerapol Starat, Onanong Phoocharoen and Nontipan Prayurhong</i>	
0072	Study the Influence of Quality of Service on Customer Satisfaction of Welfare Bank Users in Mueang Khon Kaen District, Khon Kaen Province.....	665
	<i>Thanya Konggoennok, Onanong Phoocharoen and Nontipan Prayurhong</i>	
0073	Development Model of the Competitive Strategy for Small and Medium Contractor in Thailand.....	672
	<i>Theera Maruetusadhirasu Ungul Laptaned and Vichit Uon</i>	
0074	Quality of Work Life Affecting Work Efficiency of Staff of Subdistrict Administrative Organizations in Yang Sisurat District, Maha Sarakham Province.....	681
	<i>Thongchai Toomton Kachaporn Wongchaisuwan and Nontipan Prayurhong</i>	
0075	The Analysis of Logistics' System in Cambodia.....	693
	<i>Vannary Chin</i>	
0076	The Propose Model of Social Media Marketing (SMM) Effected on Brand Equity of Online Shoppers during COVID-19 Pandemic in Thailand.....	704
	<i>Varunya Nuesrichan Kachaporn Wongchaisuwan and Vichit U-on</i>	
0077	Quality of Service that Affects the Satisfaction of the Provincial Electricity Service Providers in Maha Sarakham Province in Mueang Maha Sarakham District.....	730
	<i>Wirun Tatami and Natsapan Paopun</i>	
0078	The Usage of Contemporary Performing Arts for Development of the Cognitive Knowledge in Local Literature.....	738
	<i>Woraphop Charoenmanoporn, Somjate Yamacharoen and Chayada Rungtao</i>	
0079	A Study of the Influence of Employee Self-Expectation on Turnover Intention: Taking Occupational Loneliness as A Moderator Variable.....	748
	<i>Ziqiang Tian and Shu-Chen Yang</i>	
0080	Behavior of Thai tourists towards local food in The Northeastern region of Thailand.....	760
	<i>Nuttapong Tangprompaanit, Vichit U-on and Yongyut Homthong</i>	
0081	Relationship Marketing Assessment Structural Equation Model that Affects Customer Loyalty in Resort at Pathum Thani Province.....	769
	<i>Paramee Tongnopkun, Ungul Laptaned and Vichit Uon</i>	
0082	Marketing Strategies and Leadership for Low Cost Airlines	
	<i>Ekapol Chomchay and Vichit U-on.....</i>	777
	Author Index.....	788
	List of Participants.....	791

0039

**Customer Satisfaction toward the Marketing Mix of Big C Supercenter at
Suwannaphum Branch in Roi Et Province.**



Itsarin Tisantia

Master of Business Administration.
Graduate College of Management.
Sripatum University, Khon Kaen, Thailand
E-mail: itsarin.tis@spulive.net

Kingkeaw Pornpiraksakul

Faculty of Business Management
Sripatum University, Bangkok, Thailand.
E-mail: kingkeaw.po@spu.ac.th

and

Natsapan Paopun

Graduate College of Management
Sripatum University Khon Kaen, Thailand.
E-mail: natsapun.pa@spu.ac.th

Customer Satisfaction toward the Marketing Mix of Big C Supercenter at Suwannaphum Branch in Roi Et Province.

by

Itsarin Tisantia

Master of Business Administration.
Graduate College of Management.
Sripatum University, Khon Kaen, Thailand
E-mail: itsarin.tis@spulive.net

Kingkeaw Pornpiraksakul

Faculty of Business Management
Sripatum University, Bangkok, Thailand.
E-mail: kingkeaw.po@spu.ac.th

and

Natsapan Paopun

Graduate College of Management
Sripatum University Khon Kaen, Thailand.
E-mail: natsapun.pa@spu.ac.th

Abstract

This research aims to study demographic factors and measure levels of customer satisfaction toward the marketing mix of Big C Supercenter at Suwannaphum Branch in Roi Et Province. The research hypothesis is that customers of different genders, ages, statuses, education levels, occupations, and average monthly incomes have different levels of satisfaction toward the marketing mix. The researcher carried out a customer satisfaction survey, applied purposive sampling, and collected data from questionnaires that were filled in by 400 customers. The data were analyzed using T-Test and F-Test (One-Way ANOVA). The analysis of demographic data showed that most of the respondents were female students who were single and under the age of 20. The majority of the respondents whose education levels were lower than a bachelor's degree had an average monthly income of no more than 10,000 baht. The analysis of customer satisfaction toward the marketing mix (7Ps) revealed that the overall satisfaction stood at 4.36 (\bar{x}). "Product" gained the highest satisfaction, followed by "People," "Price," "Place," "Promotion," "Physical Evidence," and "Process" respectively. As for the results of the hypothesis test, customers of different genders had the same level of satisfaction; however, customers of different ages, statuses, education levels, occupations, and income levels had different levels of satisfaction at a significance level of 0.05.

Keywords: Customer Satisfaction, Marketing Mix, Big C Supercenter.

1. Introduction

According to Krungsri Research's forecast, the sales volume of the modern retail business in Thailand is expected to grow by 1.5-2.5% in 2021-2023 due to the economic recovery as well as other supporting factors such as the government's measures to boost the economy, neighboring countries' rapid business expansions, and the enormous growth of the online business – all of which stimulate competition among local hypermarkets and retail businesses.

Coping with the increasingly competitive environment, retail entrepreneurs find it very important to provide a wide range of products and services tailored to customer needs and expectations. Meeting their demands is crucial for any business looking to retain and attract new customers. Therefore, the researcher is interested in conducting a study on customer satisfaction toward the marketing mix of Big C Supercenter at Suwannaphum Branch in Roi Et Province so as to provide guidelines on marketing plans and advertising campaigns.

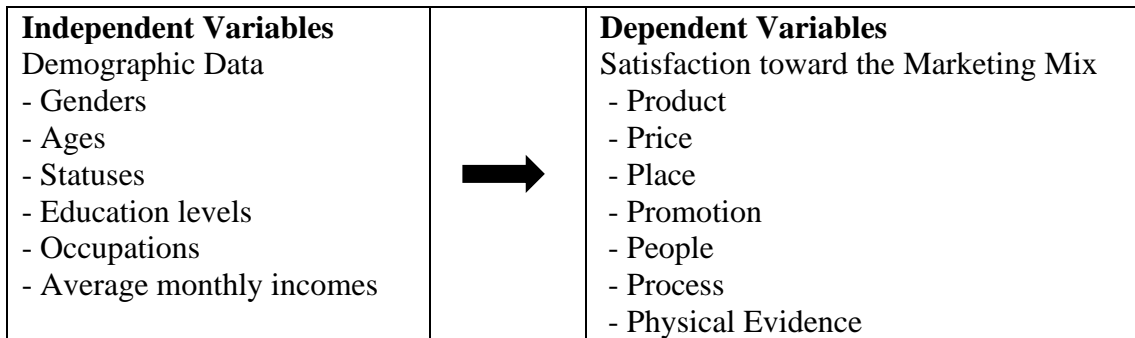
2. Research Objectives

- 1) To study levels of customer satisfaction toward the marketing mix of Big C Supercenter at Suwannaphum Branch in Roi Et Province.
- 2) To study demographic factors that affect levels of customer satisfaction.

3. Research Hypotheses

- 1) Customers of different genders have different levels of satisfaction toward the marketing mix.
- 2) Customers of different ages have different levels of satisfaction toward the marketing mix.
- 3) Customers of different statuses have different levels of satisfaction toward the marketing mix.
- 4) Customers of different education levels have different levels of satisfaction toward the marketing mix.
- 5) Customers of different occupations have different levels of satisfaction toward the marketing mix.
- 6) Customers of different average monthly incomes have different levels of satisfaction toward the marketing mix.

4. Research Framework



With regard to the research framework, six independent variables (X) consist of genders, ages, statuses, education levels, and average monthly incomes. The dependent variable (Y) is customer satisfaction toward the marketing mix (7 Ps) which is composed of “Product,” “Price,” “Place,” “Place,” “Promotion,” “People,” “Process,” and “Physical Evidence.”

5. Literature Review

The Concept of Demographic Segmentation

As defined by Oxford Dictionary of Business and Management (2009), demographic segmentation is to divide a market into groups based on such demographic variables as age, sex, family size, family life cycle, income, occupation, education, religion, race, or nationality.

Marketers have long used demographic data to identify market segments because consumer needs and their usage rates are highly related to demographic variables, according to Siriwan Serirat, Suporn Serirat, Panisa Meejinda, and Aurathai Lertwannawit (2007).

The Concept of Customer Satisfaction

Customer satisfaction is one of the top priorities of leading companies, especially customer-centric organizations. Usually, satisfied customers give positive feedback and repurchase. They can possibly become regular customers and are likely to convince surrounding people to use the same products or services.

“Creating customer value and satisfaction is at the very heart of modern marketing thinking and practice,” said Philip Kotler, Veronica Wong, Johan Saunders, and Gary Armstrong (2005, page 5)

As explained by Philip Kotler, Gary Armstrong, and Marc Oliver Opresnik (2018, page 39), customer satisfaction depends on a product’s features or perceived performance. If the product’s performance meets or exceeds their expectations, customers will be satisfied or delighted. However, if it falls short of expectations, they will feel dissatisfied.

The Theory of Marketing Mix

The concept of marketing mix (4Ps) was initially introduced by Edmund Jerome McCarthy. The elements of 4Ps comprise “Product,” “Price,” “Place,” and “Promotion. He proposed them in his book called Basic Marketing: A Managerial Approach, which was first published in 1960, and since then his concept has become a widely accepted theory.

William D. Perreault and Edmund Jerome McCarthy (2002, page 46) define the term “marketing mix” as “the controllable variables that the company puts together to satisfy a target group.”

Recognized as a combination or set of marketing tools that various firms use to plan and develop marketing plans, the 4Ps approach is greatly useful for all types of organizations, particularly those in the manufacturing business and merchandising business. The theory can also be applied in the service business, and to make it fit for the nature of business, the components were later expanded by including “People,” Process,” and “Physical Evidence.”

6. Research Methodology

1) The researcher carried out quantitative research in the form of survey by distributing questionnaires to a sample group.

2) The researcher applied purposive sampling and sent questionnaires to 400 customers. The sample size was calculated at a confidence level of 95%, according to Taro Yamane’s formula (1967).

3) Descriptive statistics were used to report frequencies, percentages, means, and standard deviations. Inferential statistics were used to conduct T-Test (Independent-Samples T-Test) and F-Test (One-Way ANOVA).

7. Research Findings

Demographic Data

1) **Gender:** 204 respondents which accounted for 51.00% of the entire sample were female. 196 respondents which accounted for 49.00% were male.

2) **Age:** 172 respondents which accounted for 43.00% of the entire sample were under the age of 20. 95 respondents which accounted for 23.75% were aged between 40 and 59. 72 respondents which accounted for 18.00% were aged between 20 and 39. 61 respondents which accounted for 15.25% were aged over 60.

3) **Status:** 239 respondents which accounted for 59.75% of the entire sample were single. 126 respondents which accounted for 31.50% were married. 35 respondents which accounted for 8.75% were divorced.

4) **Education:** 233 respondents whose education levels were lower than a bachelor’s degree accounted for 58.25% of the entire sample. 132 respondents who finished a bachelor’s degree accounted for 33.00%. 35 respondents whose education levels were higher than a bachelor’s degree accounted for 8.75%.

5) Occupation: 186 respondents which accounted for 46.50% of the entire sample were students. 69 respondents which accounted for 17.25% were government or state enterprise officers. 56 respondents which accounted for 14.00% were retired or unemployed. 28 respondents which accounted for 7.00% were freelancers. 26 respondents which accounted for 6.50% were private-sector employees. 23 respondents which accounted for 5.75% were business owners or entrepreneurs. 12 respondents which accounted for 3.00% were farmers.

6) Income: 246 respondents which accounted for 61.50% of the entire sample had an average monthly income of no more than 10,000 baht. 74 respondents which accounted for 18.50% had an average monthly income of 10,001-30,000 baht. 62 respondents which accounted for 15.50% had an average monthly income of 30,000 to 50,000 baht. 18 respondents which accounted for 4.50% had an average monthly income of more than 50,000 baht.

Satisfaction toward the Marketing Mix

Satisfaction toward the Marketing Mix (7 Ps)	400 respondents		Test Results (Satisfaction Level)	Rankings
	\bar{X}	SD		
Product	4.54	.472	Most Satisfied	1
Price	4.42	.466	Most Satisfied	3
Place	4.37	.501	Most Satisfied	4
Promotion	4.32	.492	Most Satisfied	5
People	4.48	.480	Most Satisfied	2
Process	4.18	.505	Highly Satisfied	7
Physical Evidence	4.25	.476	Most Satisfied	6
Overall	4.36	.359	Most Satisfied	-

Remarks: Five scales to measure customer satisfaction are as follows.

4.21 - 5.00	=	Most Satisfied
3.41 - 4.20	=	Highly Satisfied
2.61 - 3.40	=	Satisfied
1.81 - 2.60	=	Slightly Satisfied
1.00 - 1.80	=	Least Satisfied

Out of 5, the overall satisfaction toward the marketing mix stood at 4.36 (SD = .359), and their satisfaction was at the level of “Most Satisfied.” “Product” gained the highest satisfaction, followed by “People,” “Price,” “Place,” “Promotion,” “Physical Evidence,” and “Process” respectively.

Hypothesis Testing

Hypotheses	Test Results
1) Customers of different genders have different levels of satisfaction toward the marketing mix.	Declined
2) Customers of different ages have different levels of satisfaction toward the marketing mix.	Accepted
3) Customers of different statuses have different levels of satisfaction toward the marketing mix.	Accepted
4) Customers of different education levels have different levels of satisfaction toward the marketing mix.	Accepted
5) Customers of different occupations have different levels of satisfaction toward the marketing mix.	Accepted
6) Customers of different income levels have different levels of satisfaction toward the marketing mix.	Accepted

The results of the hypothesis tests found that customers of different genders had the same level of satisfaction, while customers of different ages, statuses, education levels, occupations, and income levels had different levels of satisfaction at a significance level of 0.05.

8. Discussions

1) Gender: Gender differences did not have an effect on levels of customer satisfaction toward the marketing mix of Big C Supercenter at Suwannaphum Branch in Roi Et Province. This finding is in line with Wilaiwan Boonwisien's research entitled "Customer Satisfaction toward the Service Marketing Mix of Ryu Shabu Shabu at Siam Square Branch" (2013, page 50), which stated that customers of different genders had the same level of satisfaction toward the service marketing mix (7Ps).

2) Age: Age differences had an effect on levels of customer satisfaction toward the marketing mix of Big C Big C Supercenter at Suwannaphum Branch in Roi Et Province. This finding is in accord with Weerapong Phusawang's research entitled "Satisfaction toward the Marketing Mix of Food and Beverage Shops at Wang Lang Market in Bangkok" (2017, page 129), which found that customers of different ages had different levels of customer satisfaction toward the marketing mix (7Ps).

3) Status: Status differences had an effect on levels of customer satisfaction toward Big C Supercenter at Suwannaphum Branch in Roi Et Province. This finding is similar to Kallayarat Wongvanij's research entitled "Thai Tourists' Satisfaction toward the Marketing Mix of Indy Daokanong Night Market" (2018, page 88) in that consumers of different statuses had different levels of satisfaction toward the marketing mix (7Cs).

4) Education: Education differences had an effect on levels of customer satisfaction Big C Supercenter at Suwannaphum Branch in Roi Et Province. This finding is aligned with Panupong Kongkanoy's research entitled "Customer Satisfaction toward the Service of PTT Gas Stations in

Chatuchak District, Bangkok” (2009, page 51), which specified that differences in education levels had an effect on levels of customer satisfaction at a significance level of 0.05.

5) Occupation: Occupation differences had an effect on levels of customer satisfaction Big C Supercenter at Suwannaphum Branch in Roi Et Province. Similarly, one of the findings from Wilaiwan Boonwisen’s research entitled “Customer Satisfaction toward the Service Marketing Mix of Ryu Shabu Shabu at Siam Square Branch” (2013, page 74) also revealed that respondents from different occupational backgrounds had different levels of satisfaction toward the marketing mix (7Ps).

6) Income: Income differences had an effect on levels of customer satisfaction toward the marketing mix of Big C Big C Supercenter at Suwannaphum Branch in Roi Et Province. A similar finding from Weerapong Phusawang’s research entitled “Satisfaction toward the Marketing Mix of Food and Beverage Shops at Wang Lang Market in Bangkok” (2017, page 129) reported that customers of different monthly incomes had different levels of satisfaction toward the marketing mix (7Ps).

9. Recommendations

1) The results from the survey can be used as guidelines for planning and developing marketing strategies which should be aligned with Big C Supercenter’s visions, missions, and business goals at present.

2) Part of this research can be used as an example for those interested in carrying out a study on demographic factors and customer satisfaction.

3) The researcher recommends conducting a further study on 7Cs and 9Ps, including a comparative study between satisfaction toward the marketing mix of the supercenter and that of another branch or a nearby competitor, etc.

4) The research suggests using other variables or considering any other aspects related to marketing, for examples, customer behaviour, service quality, brand images, brand loyalty, and so on.

5) It is also advisable to undertake research in the form of qualitative research such as in-depth interviews with customers or prospects.

References

Kallayarat Wongvanij. (2018). “Thai Tourists’ Satisfaction toward the Marketing Mix of Indy Daokanong Night Market” (Independent Study, Master of Arts). Bangkok University, Graduate School.

Kotler, Philip., Armstrong, Gary., & Opresnik, Marc. (2018). Principles of Marketing. Essex: Pearson Education.

Kotler, Philip., Wong, Veronica., Saunders, Johan., & Armstrong, Gary. (2005). Principles of Marketing. Essex: Prentice Hall.

Krungsri Research (Bank of Ayudhya PCL). A Growing Trend of the Modern Retail Business. Retrieved April 30, 2021, from <https://www.krungsri.com/th/research/industry/industry-outlook/Wholesale-Retail/Modern-Trade/IO/io-modern-trade-21>.

Oxford Dictionary of Business and Management. (2009). Oxford: Oxford University Press.

Panupong Kongkanoy. (2009). "Customer Satisfaction toward the Service of PTT Gas Stations in Chatuchak District, Bangkok" (Independent Study, Master of Business Administration). Bangkok University, Graduate School.

Perreault, William., & McCarthy, Edmund (2002). Basic Marketing: A Global-Managerial Approach. New York: McGraw-Hill.

Siriwan Serirat, Suporn Serirat, Panisa Meejinda, & Aurathai Lertwannawit. (2007). Marketing Strategies & Market-Oriented Strategic Management. Bangkok: Thanatuch Printing.

Weerapong Phusawang. (2017). "Satisfaction toward the Marketing Mix of Food and Beverage Shops at Wang Lang Market in Bangkok" (Independent Study, Master of Arts). Bangkok University, Graduate School.

Wilaiwan Boonwisen. (2013). "Customer Satisfaction toward the Service Marketing Mix of Ryu Shabu Shabu at Siam Square Branch" (Independent Study, Master of Business Administration). Sripatum University, Graduate College of Management.

Yamane, Taro. (1967). Statistics: An Introductory Analysis. New York: Harper and Row.

Author Index

A		Ketsaraporn Utsa	455
Adisak Songram	2	Khanisthaka Nontan	87
Aphichaya Boonlay	13	Kingkeaw Pornapiraksakul	357
Arphakorn Supho	22	Kingkeaw Pornapiraksakul	539
Autsadayut Gobudda	31	Kunchaya Chotjitrarn	463
B		L	
Bounpanh Sovilay	328	Lanrada Wongsasuab	474
C		Lu Zhang	486
Chadarut Lertponprasopchok	39	M	
Chakkaphan Chanchareon	87	Manassavee Waingthong	493
Chakkaphan Chanchareon	112	Manutsanun Siripaiboon	500
Chakkaphan Chanchareon	139	Matika Luepanya	94
Chakkaphan Chanchareon	203	Monyrith Chhun	509
Chakkaphan Chancharoen	255	N	
Chakkaphan Chancharoen	267	Nantaporn Morakot	104
Chalida Kankhwao	47	Nantiya Tongsom	112
Chanitsara Chattahan	60	Naruicha Phongsai	120
Chanthamuk Chaengkham	70	Natsapan Paopun	328
Chavaphon Karom	338	Natsapan Paopun	357
Chayada Rungtao	338	Natsapan Paopun	445
Chayada Rungtao	738	Natsapan Paopun	463
Cheewan Charoensook	623	Natsapan Paopun	474
Cheewan Charoensook	633	Natsapan Paopun	539
Cherdsak Srisangachai	2	Natsapan Paopun	548
Cherdsak Srisangachai	70	Natsapan Paopun	574
Cherdsak Srisangachai	104	Natsapan Paopun	649
Cherdsak Srisangachai	120	Natsapan Paopun	730
Cherdsak Srisangachai	295	Nattawan Kamphuthon	518
CHUANGLING ZHANG	348	Niyada Buakhao	127
I		Nontipan Prayurhong	423
Intira Kraiyaso	78	Nontipan Prayurhong	455
Itsarin Tisantia	357	Nontipan Prayurhong	493
J		Nontipan Prayurhong	500
Jiajia Xin	366	Nontipan Prayurhong	518
Jiang Wentian	380	Nontipan Prayurhong	524
Jingya Li	389	Nontipan Prayurhong	582
Jingying Zhao	401	Nontipan Prayurhong	590
Jirapach Pongsunont	411	Nontipan Prayurhong	598
Jirapat Artkaew	423	Nontipan Prayurhong	608
K		Nontipan Prayurhong	623
Kachaporn Wongchaisuwan	681	Nontipan Prayurhong	633
Kachaporn Wongchaisuwan	704	Nontipan Prayurhong	658
Kanjana Wongsumalee	430	Nontipan Prayurhong	665
Kanyarat Phakdikumjorn	445	Nontipan Prayurhong	681
		Noppakhun Suebloei	139
		Nunnacha Jumpanil	524

Nuttapong Tangprompaanit	760	Sungwarn Chaikarin	623
O		Supasun Limjaroensap	633
Onanong Phoocharoen	658	Supat Punpattanakul	275
Onanong Phoocharoen	665	Supat Punpattanakul	247
Onome Odibo	531	Supat Punpattanakul	31
Orapan Kerdtaweekit	539	Supat Punpattanakul	78
		Supat Punpattanakul	232
P		Supitchaya Sarakong	641
Pang Tinrach	548	Suradech Kaewmoragot	430
Panjamaporn Pholkerd	555	Surapong Luengtrairat	649
Paramee Tongnopkun	769	T	
Patiwat Saensuk	151	Teerapol Starat	658
Pattama Suwunpukdee	240	Teerawit Krangsupun	328
Pearaya Sukkitjea	564	Thammarat Singsong	210
Phatthiraporn Kraipinit	159	Thanya Kongngoennok	665
Pissanuwat Surarittiphong	167	Tharinee Maneesri	430
Piyanan Akkarakot	179	Thawutchai Sawasdee	220
Pongpan Sripirom	187	Theera Maruetusadhirasu	672
Poonika Komonsai	574	Thongchai Paisri	232
Poovasit Srichaisang	195	Thongchai Toomton	681
Pornthep Yommarat	582	Trirath Pluempitichaikul	240
Praphan Chaikidurajai	348	U	
R		Ungul Laptaned	672
Rattiya Panomai	590	Ungul Laptaned	769
Ruangurai Setsungnoen	31	Uthairat Muangsan	486
Ruangurai Setsungnoen	78	V	
S		Vannary Chin	693
Samart Chomrum	203	Varunya Nuesrichan	703
Sanae Komsommai	13	Veeraphan Pimsaran	247
Sanae Komsommai	22	Vichit U-on	348
Sanae Komsommai	187	Vichit U-on	411
Sanae Komsommai	195	Vichit U-on	555
Sanae Komsommai	151	Vichit U-on	564
Shu-Chen Yang	748	Vichit U-on	641
Siggawat Kringsantie	240	Vichit U-on	672
Siri Thee-asana	60	Vichit U-on	704
Siri Thee-asana	94	Vichit U-on	760
Siri Thee-asana	210	Vichit U-on	769
Siri Thee-asana	220	Virat Chareonchua	127
Siri Thee-asana	308	Virat Chareonchua	159
Siri Thee-asana	318	Virat Chareonchua	167
Sirinat Bunpaboot	598	Virat Chareonchua	179
Siriwan Moontreekaew	608	Virat Chareonchua	284
Somjate Yamacharoen	338		
Somjate Yamacharoen	738		

W

Wanchalermchai Phonnawapat	255
Wasan Siripak	267
Wichai Thiabjan	275
Wirun Tatami	730
Worachet Chaiyasong	284
Woraphop Charoenmanoporn	738
Worason Somsri	295

Y

Yaowaret Charoenwan	308
Yongyut Homthong	555
Yongyut Homthong	760
Yupawadee Khunthula	318

Z

Ziqiang Tian	748
--------------	-----

LIST OF PARTICIPANTS

First Name - Last Name	Organization	Country	Email
Adisak Songram	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	adisak.son@spulive.net
Aphichaya Boonlay	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	aphichayabumbim@gmail.com
Arphakorn Supho	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	arphakorn.sup@spulive.net
Autsadayut Gobudda	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	autsadayut.gob@spulive.net
Bounpanh Sovilay	Master of Business Administration. Graduate College of Management. Sripatum University, Khon Kaen.	Laos	bounpanh.sov@spumail.net
Chadarut Lertponprasopchok	Independent scholar in Chinese language	Thailand	aomchada27@gmail.com
Chakkaphan Chanchareon	Graduate College of Management Sripatum University Khon Kaen.	Thailand	Chakkaphan.ch@spu.ac.th
Chalida Kankhwao	Teacher Muangphayalae Wittaya School, Ph.D. Student Doctor of Philosophy in Educational Administration. Graduate College of Management. Sripatum University Khon Kaen	Thailand	chalida_222@hotmail.com
Chanitsara Chattahan	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	chanitsara.cht@spulive.net
Chanthamuk Chaengkham	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	Chanthamuk.cha@spulive.net
Chavaphon Karom	Lecturer at Faculty of Communication Arts Sripatum University Khon Kaen Campus	Thailand	
Chayada Rungtao	Lecturer at Faculty of Communication Arts Sripatum University Khon Kaen Campus	Thailand	chayada.ru@spu.ac.th
Cheewan Charoensook	Graduate College of Management Sripatum University, Bangkok	Thailand	
Cherdsak Srisangachai	Graduate College of Management Sripatum University Khon Kaen.	Thailand	med.spukk@spu.ac.th
CHUANGLING ZHANG	Master of Business Administration. Graduate College of Management. Sripatum University, Bangkok	China	crec10thai@163.com
Intira Kraiyaso	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	intira.kra@spulive.net
Itsarin Tisantia	Master of Business Administration. Graduate College of Management. Sripatum University, Khon Kaen.	Thailand	itsarin.tis@spulive.net
Jiajia Xin	Chinese Graduate School, Panyapiwat Institute of Management, Nonthaburi.	China	873053328@qq.com
Jiang Wentian	China	China	
Jingya Li	Ph.D. Candidate, Chinese Graduate School, Panyapiwat Institute of Management, Nonthaburi	China	39598874@qq.com
Jingying Zhao	Ph.D. Candidate, Chinese Graduate School, Panyapiwat Institute of Management, Nonthaburi	China	guptzjy@126.com
Jirapach Pongsunont	Doctor of Business Administration, Graduate College of Management Sripatum University, Bangkok	Thailand	Jirapach.p@gmail.com
Jirapat Artkaew	Graduate College of Management Sripatum University Khon Kaen.	Thailand	jirapat.art@spulive.net
Kanjana Wongsumalee	Logistics and Supply Chain, College of Logistics and Supply Chain, Sripatum University.	Thailand	kansocool@yahoo.com
Kanyarat Phakdikumjorn	Master of Business Administration. Graduate College of Management. Sripatum University, Khon Kaen.	Thailand	kanyarat.puk@spulive.net
Kachaporn Wongchaisuwan	Graduate College of Management Sripatum University, Bangkok	Thailand	
Ketsaraporn Utsa	Master of Business Administration. Graduate College of Management. Sripatum University, Khon Kaen.	Thailand	ketsaraporn.utsa@gmail.com
Khanisthaka Nontan	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	khanisthaka.non@spulive.net
Kingkeaw Pomapiraksakul	Faculty of Business Management Sripatum University, Bangkok	Thailand	kingkeaw.po@spu.ac.th

First Name - Last Name	Organization	Country	Email
Kunchaya Chotjitrarom	Master of Business Administration, Graduate College of Management, Sripatum University, Khon Kaen.	Thailand	kunchaya.cho@spumail.net
Lanrada Wongsasuab	Master of Business Administration, Graduate College of Management, Sripatum University, Khon Kaen.	Thailand	lanrada.won@spulive.net
Lu Zhang	China	China	emmyz1837@gmail.com
Manassavee Waingthong	Master of Business Administration, Graduate College of Management, Sripatum University, Khon Kaen.	Thailand	Manassavee.wea@gmail.com
Manutsanun Siripaiboon	Master of Business Administration, Graduate College of Management, Sripatum University, Khon Kaen.	Thailand	manutsanun.sir@spumail.net
Matika Luepanya	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	mattika.lue@spulive.net
Monyrith Chhun	Cambodia	Cambodia	mmmmmonyrith@gmail.com
Nantaporn Morakot	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	nantaporn.mor@spulive.net
Nantiya Tongsom	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	nantiya.ton@spulive.net
Naruicha Phongsai	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	narucha.pho@spulive.net
Natsapan Paopun	Graduate College of Management Sripatum University Khon Kaen.	Thailand	natsapun.pa@spu.ac.th
Nattawan Kamphuthon	Graduate Student, Master of Business Administration Graduate College of Management, Sripatum University, Khon Kaen.	Thailand	nattawan.khu@spumail.net
Niyada Buakhao	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	niyada.bua@spulive.net
Nontipan Prayurhong	Graduate College of Management Sripatum University Khon Kaen.	Thailand	nontipan.pr@spu.ac.th
Noppakhun Suebloei	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	noppakhun.sue@spulive.net
Nunnacha Jumpanil	Graduate Student, Master of Business Administration Graduate College of Management, Sripatum University, Khon Kaen.	Thailand	nunnacha.jum@spumail.net
Nuttapong Tangprompaanit	Graduate College of Management, Sripatum University	Thailand	nattapong_tppn@hotmail.com
Onanong Phoocharoen	Graduate College of Management Sripatum University, Bangkok	Thailand	
Onome Odibo	Lagos Nigeria	Nigeria	pzychozx@gmail.com
Orapan Kerdaweekit	Master of Business Administration, Graduate College of Management, Sripatum University, Khon Kaen.	Thailand	itsarin.tis@spulive.net
Pang Tinrach	Master of Business Administration, Graduate College of Management, Sripatum University, Khon Kaen.	Thailand	pang.tin@spumail.net
Panjamaporn Pholkerd	Graduate College of Management, Sripatum University	Thailand	ppholkerd@gmail.com
Paramee Tongnopkun	Graduate College of Management, Sripatum University	Thailand	kunparamee1@gmail.com
Patiwat Saensuk	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	patiwat.sea@spulive.net
Pattama Suwunpukdee	Sripatum University Khon Kaen, Thailand.	Thailand	
Pearaya Sukkitjea	Doctor of Business Administration, Graduate College of Management, Sripatum University, Bangkok	Thailand	pearaya.su@spu.ac.th
Phatthiraporn Kraipinit	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	phatthiraporn.kra@spulive.net
Pissanuwat Surarittiphong	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	pissanuwat.sur@spulive.net
Piyanan Akkarakot	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	piyanan.akk@spulive.net
Pongpan Sripirom	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	pongpan.sri@spulive.net

First Name - Last Name	Organization	Country	Email
Poonika Komonsai	Master of Business Administration. Graduate College of Management. Sripatum University, Khon Kaen.	Thailand	poonika.kom@spumail.net
Poovasit Srichaisang	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	poovasit.see@spulive.net
Pornthep Yommarat	Master of Business Administration. Graduate College of Management. Sripatum University, Khon Kaen.	Thailand	pornthep.yom@spumail.net
Praphan Chaikidurajai	Graduate College of Management Sripatum University, Bangkok	Thailand	praphan.ch@spu.ac.th
Rattiya Panomai	Master of Business Administration. Graduate College of Management. Sripatum University, Khon Kaen.	Thailand	
Ruangurai Setsungnoen	Sripatum University Bangkok.	Thailand	ruangurai.se@spu.ac.th
Samart Chomrum	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	samart.cho@spulive.net
Sanae Komsommai	Graduate College of Management Sripatum University Khon Kaen.	Thailand	med.spukk@spu.ac.th
Shu-Chen Yang	International Chinese College, Associate Professor, Rangsit University, Pathum Thani	China	
Siggawat Kringsantie	Sripatum University Khon Kaen, Thailand.	Thailand	
Siri Thee-asana	Graduate College of Management Sripatum University Khon Kaen.	Thailand	med.spukk@spu.ac.th
Sirinat Bunpaboot	Master of Business Administration. Graduate College of Management. Sripatum University, Khon Kaen.	Thailand	sirinat.bun@spumail.net
Siriwan Moontreekaew	Master of Business Administration. Graduate College of Management. Sripatum University, Khon Kaen.	Thailand	siriwan.moon@spulive.net
Somjate Yamacharoen	Lecturer at Faculty of Communication Arts Sripatum University Khon Kaen Campus	Thailand	somjate.ya@spu.ac.th
Sungwarn Chaikarin	Master of Business Administration. Graduate College of Management. Sripatum University, Khon Kaen.	Thailand	sungwarn.cha@spumail.net
Supasun Limjaroensap	Master of Business Administration. Graduate College of Management. Sripatum University, Khon Kaen.	Thailand	supasun.lij@spumail.net
Supat Punpattanakul	Graduate College of Management Sripatum University Khon Kaen.	Thailand	med.spukk@spu.ac.th
Supitchaya Sarakong	Graduate College of Management Sripatum University, Bangkok.	Thailand	putebobby@gmail.com
Suradech Kaewmoragot	School of Logistics and Supply Chain, Sripatum University at Chonburi.	Thailand	sksuradech22@gmail.com
Surapong Luengtrairat	Master of Business Administration. Graduate College of Management. Sripatum University, Khon Kaen.	Thailand	surapong.lue@spumail.net
Teerapol Starat	Master of Business Administration. Graduate College of Management. Sripatum University, Khon Kaen.	Thailand	Teerapool.sta@spulive.net
Teerawit Krangsupun	British College Sripatum University Bangkok, Thailand.	Thailand	teerawit.kr@spu.ac.th
Thammarat Singsong	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	thammarat.sin@spulive.net
Thanya Konggoennok	Master of Business Administration. Graduate College of Management. Sripatum University, Khon Kaen.	Thailand	thanya.kon@spumail.net
Tharinee Maneesri	Logistics and Supply Chain, College of Logistics and Supply Chain, Sripatum University.	Thailand	tharinee.ma@spu.ac.th
Thawutchai Sawasdee	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	thawutchai.saw@spulive.net
Theera Maruetusadhirasu	Graduate College of Management Sripatum University, Bangkok.	Thailand	Pmruetusatorn@gmail.com
Thongchai Paisri	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	thongchai.pai@spulive.net
Thongchai Toomton	Master of Business Administration. Graduate College of Management. Sripatum University, Khon Kaen.	Thailand	thongchai.too@spumail.net
Trirath Pluempitichaikul	Sripatum University Khon Kaen, Thailand.	Thailand	trirath.pl@spu.ac.th
Ungul Laptaned	Graduate College of Management Sripatum University, Bangkok.	Thailand	
Uthairat Muangsan	Graduate College of Management Sripatum University, Bangkok	Thailand	uthairat.mu@spu.ac.th
Vannary Chin	Kampong Cham,	Cambodia	vchin@paragoniu.edu.kh
Varunya Nuesrichan	Graduate College of Management Sripatum University, Bangkok.	Thailand	varunyanuesrichan@gmail.com

First Name - Last Name	Organization	Country	Email
Veeraphan Pimsaran	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	veeraphan.pim@spulive.net
Vichit U-on	Graduate College of Management Sripatum University, Bangkok	Thailand	vichit.uo@spu.ac.th
Virat Chareonchua	Graduate College of Management Sripatum University Khon Kaen.	Thailand	med.spukk@spu.ac.th
Wanchalemchai Phonnawapat	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	wanchalechai.pho@spulive.net
Wasan Siripak	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	wasan.sir@spulive.net
Wichai Thiabjan	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	wichai.thi@spulive.net
Wirun Tatami	Master of Business Administration. Graduate College of Management. Sripatum University, Khon Kaen.	Thailand	wirun.tat@spumail.net
Worachet Chaiyasong	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	worachet.cha@spulive.net
Woraphop Charoenmanoporn	Lecturer at Faculty of Communication Arts Sripatum University Khon Kaen Campus	Thailand	
Worason Somsri	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	worason.som@spulive.net
Yaowaret Charoenwan	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	yaovaret.cha@spulive.net
Yongyut Homthong	Sripatum University Khon Kaen, Thailand.	Thailand	yongyut.ho@spu.ac.th
Yupawadee Khunthula	Master of Education (Educational Administration) Graduate College of Management Sripatum University Khon Kaen.	Thailand	yupawadee.khu@spulive.net
Ziqiang Tian	International Chinese College, MBA, Rangsit University, Pathum Thani.	China	

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.

Sponsors:

Graduate
College of Management
เรียนกับตัวจริง ประสบการณ์จริง
SRIPATUM UNIVERSITY KHONKAEN

SPU
SRIPATUM
UNIVERSITY
KHONKAEN