

RCGR^{8th} 2021

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PROCEEDINGS OF THE 8th REGIONAL CONFERENCE ON GRADUATE RESEARCH

THEME "Peripheries: Research Development and Implementation"

8 August 2021

Sripatum University, Bangkok, Thailand



Editors:

Vichit U-on

George C. Hadjinicola



มหาวิทยาลัยศรีปทุม
SRIPATUM UNIVERSITY

GRADUATE COLLEGE OF MANAGEMENT

วิทยาลัยบัณฑิตศึกษาด้านการจัดการ



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Proceedings of
The 8th Regional Conference on Graduate Research

RCGR^{8th}
2021

Theme “Peripheries: Research Development and Implementation”
8 August 2021
Sripatum University, Bangkok, Thailand

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In Cooperation with



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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 8th Regional Conference on Graduate Research 2021 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 2021'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 8th Regional Conference on Graduate Research 2021 which will take place at Sripatum University on 8 August, 2021 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 2021's General Chair



Prof. Dr. George C. Hadjinicola
Lecturer, University of Cyprus, Cyprus
RCGR 2021's General Chair



Assoc. Prof. Dr. Ioannis Manikas
University of Wollongong in Dubai, United Arab Emirates
RCGR 2021's General Chair

Welcome Address from Conference Program Chairs

Welcome to the 8th Regional Conference on Graduate Research 2021 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 8th RCGR 2021 international conference. After a careful review process by members of the international program committee, 106 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 2021 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 2021's Program Chair



Prof. Dr. Andreas C. Soteriou
Lecturer, University of Cyprus, Cyprus
RCGR 2021's Program Co-Chair

Speaker Background



Dr. Thomas Fernandez

Dr. Fernandez is originally from Germany where he learned the trade of freight forwarding and logistics. In 1990 he came to Thailand and has covered Southeast Area as a logistician ever since. After an MBA in International Business and a Master of Science in Computing for Commerce and Industry, he completed his Ph.D. in Logistics in 2016 in a Thai-language program. Dr. Fernandez has been teaching at universities in Thailand since 2005 and has been invited as a guest lecturer, panellist and keynote speaker in Thailand, Cambodia, Laos and Myanmar, and also regularly holds lectures in Germany. He has also been invited as a reviewer by His research interest is in International Business, specifically in the fields of Supply Chain Management as well as Cross-Cultural Management.

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Session Schedule

RCGR^{8th}
2021

**The 8th Regional Conference on Graduate Research
Sripatum University, Bangkok, Thailand
Theme: Peripheries: Research Development and Implementation**

Sunday (S) 8 August 21	Zoom						
	Zoom #1	Zoom #2	Zoom #3	Zoom #4	Zoom #5	Zoom #6	Zoom #7
Platform	REGISTRATION						
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: "Data Collection in International Business Research" Dr. Thomas Fernandez Germany</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 Operation and Supply Chain Management 1	SE1 Organization and Human Resource Management 1	SF1 Organization and Human Resource Management 2	SG1 Accounting, Finance, and Banking
12:30 – 13:30	SUNDAY NOON BREAK						
13:30 – 15:00	SA2 Business and Marketing Management 4	SB2 Business and Marketing Management 5	SC2 Business and Marketing Management 6	SD2 Operation and Supply Chain Management 2	SE2 Organization and Human Resource Management 3	SF2 Organization and Human Resource Management 4	SG2 Educational Administration / Communication Arts
15:00 – 15:15	SUNDAY PM BREAK						
15:15 – 17:00	SA3 Business and Marketing Management 7	SB3 Business and Marketing Management 8	SC3 Business and Marketing Management 9	SD3 Operation and Supply Chain Management 3	SE3 Organization and Human Resource Management 5	-	-
17:00 – 17:15	<p>CLOSING ADDRESS: Asst. Prof. Dr. Ungul Laptaned, Program Chair Thai Researchers' Consortium of Value Chain Management and Logistics, Thailand</p>						

Sunday, 8 August 2021

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	Data Collection in International Business Research		

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
0007	11:00	11:15	Personal Factors Affecting The Retention of Registered Nurses in A Hospital in Thonburi District, Bangkok <i>Sansanee Junwisat and Vichit U-on</i>		
0008	11:15	11:30	A Study of Demographic Factors That Influence Decision-Making on Choosing a Public Servant Career of New Public Servants under Office of The Basic Education Commission <i>Pimnattha Saitipwadee and Vichit U-on</i>		
0009	11:30	11:45	The Study of Management Conditions and Development Guidance Followed the Standard of the National Child Development Center B.E. 2562 of the Child Development Center under the Local Government Organization in Non-Sila District, Khon Kaen <i>Kemmanat Kemarachun and Chakkaphan Chanchareon</i>		
0010	11:45	12:00	Modeling of Destination Branding Affecting Customer Performance in Thailand <i>Thanaporn Kariyapol and Vichit U-on</i>		
0011	12:00	12:15	Modified Class of Exponential Estimator for Estimating the Population Mean in the Presence of Non-Response <i>Napattchan Dansawad</i>		
0018	12:15	12:30	Psychological Factors Influencing Consumer Buying Behavior of Buddhist Amulets and Sacred Objects in Bangkok Metropolitan Region <i>Wanraya Phermamaj 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
0023	11:00	11:15	Factors Influence Online Purchase Intention for OTOP Products of Consumers in The Greater Mekong Subregion <i>Nattachai Udomvittayarutne</i>		

0024	11:15	11:30	Factor of Affect The Decision Making of Consumers on Purchasing Products From the Online <i>Penpitchaya Laisuwanchai and Vichit U-on</i>
0029	11:30	11:45	Service Quality Affecting the Satisfaction of Service Recipients in Sangklaburi Customs House <i>Chaowalit Eiamtrakul and Vichit U-On</i>
0031	11:45	12:00	A Study of Demographic Factors that Influence Decision-Making on Choosing a Public Servant Career of New Public Servants under Office of The Basic Education Commission <i>Pimnattha Saitipwadee and Vichit U-on</i>
0036	12:00	12:15	Digital Marketing Factors Influencing on Building Customer Satisfaction and Loyalty in Dealer Business in Bangkok Metropolis and Vicinity <i>Monticha Maneecham and Vichit U-on</i>
0039	12:15	12:30	Factors Influencing Consumers' Decision to Use Fitness Centers in Bangkok and Vicinity <i>Wassana Khamhom and Nontipan Prayurhong</i>

Code	Session		Chair	Platform	Start	Finish
SC1	Business and Marketing Management 3		Asst. Prof. Dr. Uthairat Muangsan	Zoom	11:00	12:30
0040	11:00	11:15	Relationship of Marketing Mix Factors and Consumer Behavior of Fried Chicken Fast Food of the Population in Bangkok <i>Chutchatanan Wattakapat and Nilubon Sivabrovornvatana</i>			
0044	11:15	11:30	Behaviors of Consumers in Nonthaburi towards Café Inthanin Coffee <i>Kittipat Suwannapong and Nilubon Sivabrovornvatana</i>			
0045	11:30	11:45	A Study of the Online Service Quality that Affects Customer Satisfaction Using Financial Service Purchasing Mercedes Benz Cars in Bangkok <i>Wirinya Aekwattanasate and Sukunya Thipha</i>			
0046	11:45	12:00	Success Factors for Restaurant Businesses in the Digital Age <i>Thidadome Thanomboon and Nilubon Sivabrovornvatana</i>			
0048	12:00	12:15	Factors Affecting Consumers' Satisfaction in Using Shabu-type Restaurants in Bangkok <i>Noppakao Kojareangkit and Uthairat Muangsan</i>			
0051	12:15	12:30	Causal Factors Related to the Performance of the Textile Industry <i>Sugunya Tungpiriyathip and Uthairat Muangsan</i>			

Code	Session		Chair	Platform	Start	Finish
SD1	Operation and Supply Chain Management 1		Asst. Prof. Dr. Ungul Laptaned	Zoom	11:00	12:30
0012	11:00	11:15	The Logistics Management of Chicken Meat Entrepreneurs in Yala Province <i>Wutthichai Khongyoung</i>			
0013	11:15	11:30	Perceived Factors Affecting the Purchasing Decision of Frozen Seafood of Customers in Bangkok <i>Rungthip Sawatklang and Uthairat Muangsan</i>			
0015	11:30	11:45	Factor to the Efficiency of the Performance Domestic Freight Business <i>Varinda Borwonsuk, Vichit U-on, Supin Chaisiripaibool, and Sasithorn Kocharoen</i>			
0043	11:45	12:00	The Consumer Purchase Decision for Skincare Product from Mobile Application Stores <i>Anuson Nguanprasert and Natsapan Paopun</i>			
0050	12:00	12:15	Factors Affecting Operations Competency of the Airport Security Officer under the Airport of Thailand Company Limited <i>Nares Anantatho and Chaiwut Chanma</i>			
0056	12:15	12:30	Improving the Efficiency of Passenger Services Inside the Passenger Terminal of Airports in Thailand <i>Nattaya Yaicharoen and Kietchai Veerayannon</i>			

Code	Session		Chair	Platform	Start	Finish
SE1	Organization and Human Resource Management 1		Asst. Prof. Niwat Chantharat	Zoom	11:00	12:30
0005	11:00	11:15	The Association between The People's Behavior Factors and The People's Decision to Use Food Delivery Platforms in Bangkok, Thailand <i>Nuttapon Naiyanet, Vichit U-on, Supin Chaisiripaibool, and Tassanee Meesiri</i>			
0006	11:15	11:30	Satisfaction of Government Workers in Regards to Services Provided by The Bureau of Information Officers under The Permanent Secretary of Ministry of Public Health (MOPH) <i>Doungthida Kulpraphatsara and Sukunya Thipha</i>			
0014	11:30	11:45	Factors Influencing Actor Depression <i>Krisnattika Jutai and Uthairat Muangsan</i>			
0017	11:45	12:00	Good Leadership Leads to Happiness at Work For Employees of T Leasing Co., Ltd. Back Office <i>Katesuchar Sakjirapapong and Uthairat Muangsan</i>			
0020	12:00	12:15	Motivation Affecting The Performance of Employees of The Governments Savings Bank Regional Office Center 14 <i>Pimolpan Luangklang and Vichit U-on</i>			
0021	12:15	12:30	Work Motivation Factors Related to The Decision to Quit of The Five-Star Hotel Staff in Bangkok <i>Preena Bagga and Uthairat Muangsan</i>			

Code	Session		Chair	Platform	Start	Finish
SF1	Organization and Human Resource Management 2		Dr. Nontipan Prayurhong	Zoom	11:00	12:30
0026	11:00	11:15	Employee Management in the New Normal Era that Relates with the Performance of Beauty Business in the Area Ramintra, Bangkok <i>Onanong Termjerm and Uthairat Muangsan</i>			
0027	11:15	11:30	Factors That Affect the Performance of the Queen Sirikit Department of Sericulture Personnel <i>Wanthana Sawegwung and Uthairat Muangsan</i>			
0030	11:30	11:45	Motivation Factor Influencing to Work Satisfaction in Healthcare Industry <i>Linda Victorine Ndoli, Anupong Avirutha, and Natsapan Paopun</i>			
0032	11:45	12:00	The Impact of Human Resource Management on World United Logistics Thailand Company Employees' Performance <i>Songphol Promliphonkul and Nilubon Sivaborvornvatana</i>			
0034	12:00	12:15	Human Resource Management Affecting Performance Efficiency of International Logistics Service Business Employee in Samut Prakan Province <i>Netitat Namuang and Vichit U-on</i>			
0035	12:15	12:30	Demographic Factors Influencing Working Behavior of Generation Y Government Officers at the Office of the Basic Education Commission <i>Araya Darasrisak and Vichit U-on</i>			

Code	Session		Chair	Platform	Start	Finish
SG1	Accounting, Finance, and Banking		Dr. Sumana Chantharat	Zoom	11:00	12:00
0003	11:00	11:15	Research on the Relationship between Thailand Commercial Bank and the Third-Party Payment <i>Yating Zhang Vichit U-on, and Nilubon Sivaborvornvatana</i>			
0052	11:15	11:30	A Study of User Satisfaction with Accounting Software Packages: The Case of Accounting Staff in the Navanakorn Industrial Estate, Pathum Thani <i>Kittiporn Panturat and Natsapan Paopun</i>			
0061	11:30	11:45	A Comparative Analysis of Risk and Return between Investment in the Foreign Mutual Fund and the Stock Exchange of Thailand <i>Pitak Namsao, Praphan Chaikidurajai, and Natsapan Paopun</i>			

0117	11:45	12:00	Factors Influencing the Decision to Use Delivery Food Service in Bangkok <i>Wantanee Sangmanee, Nilubon Sivabrovornvatana, and Kingkeaw Pornapiraksakul</i>
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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 4	Assoc. Prof. Dr.Vichit U-on	Zoom	13:30	15:00
0053	13:30	13:45	Satisfaction of GSB Customers towards Using the Application MyMo, Khlong Chan Branch <i>Chotika Tamthong and Sukunya Thipha</i>		
0054	13:45	14:00	Factors Affecting the Decision of Customers in Choosing the GSB Housing Loan <i>Yossagorn Nukrarueang and Sukunya Thipha</i>		
0055	14:00	14:15	Marketing Mix Factors Influencing Chocolate Purchase Decisions <i>Worraya Rungruang and Nilubon Sivabrovornvatana</i>		
0057	14:15	14:30	Factors Affecting Consumers' Decision to Purchase Organic Products in Kalasin Province <i>Suthamat Khunurat and Uthairat Muangsan</i>		
0058	14:30	14:45	Factors Affecting the Success of Online Food Business (Traditional Thai Food) during and after the COVID-19 Situation <i>Warit Dinakara Soongsatitanon and Vichit U-on</i>		
0059	14:45	15:00	Fruit Shop Management that Affects Purchasing Decisions in the Lak Si Area <i>Somsak Fuengsuk and Uthairat Muangsan</i>		

Code	Session	Chair	Platform	Start	Finish
SB2	Business and Marketing Management 5	Asst. Prof. Dr. Nilubon Sivabrovornvatana	Zoom	13:30	15:00
0062	13:30	13:45	People's Relationship Affecting Decision to Use Social Media in an Election Campaign Bangkok <i>Tawatchai Dontree and Sukunya Thipha</i>		
0064	13:45	14:00	The Marketing Mix Factors Affecting the Decision-Making Using Food Delivery Service via Electronic Media in Muang District, Khon Kaen <i>Yongyut Homthong and Supin Chaisiripaibool</i>		
0065	14:00	14:15	A Study of Behaviors that Affect Fast Food Decisions in Bangkok <i>Chunattida Chamkrachang and Sukunya Thipha</i>		
0069	14:15	14:30	Personal Factor Influencing Purchasing Decision Electrical Appliances Through E-Marketplace <i>Danu Sri-utai and Natsapan Paopun</i>		
0071	14:30	14:45	Marketing Mix Factors Related to Consumer's Decision to Buy Ready-To-Drink Fruit Juices for Health in Bangkok <i>Jarudech Hunsuwan and Nontipan Prayurhong</i>		
0072	14:45	15:00	The Relationship between Marketing Mix and Decision to Use Private Companies' Domestic Parcel Shipping Services in the Bangkok Metropolitan Area <i>Tanaporn Boontham, Vichit U-on, Supin Chaisiripaibool, and Phanumas Thongsukdee</i>		

Code	Session	Chair	Platform	Start	Finish
SC2	Business and Marketing Management 6	Asst. Prof. Dr. Natsapan Paopun	Zoom	13:30	15:00
0073	13:30	13:45	Marketing Mix Factors of Organic Products <i>Matthanavee Pengmanee and Nontipan Prayurhong</i>		
0074	13:45	14:00	Perceptions towards Participation in Mangrove Forest Restoration Project in Samut Prakan <i>Nuttsuporn Somna and Natsapan Paopun</i>		

0075	14:00	14:15	Factors Affecting Consumer Satisfaction with National Telecom Public Company Limited <i>Natthapon Phaiwan and Natsapan Paopun</i>
0076	14:15	14:30	Factors Affecting Decision to Buy Smart Watch on the (Shopee) Platform of Consumers in Bangkok <i>Thanyapat Rungwannaphong and Nilubon Sivabrovornvatana</i>
0078	14:30	14:45	Marketing Mix for Food Delivery Applications <i>Nuttachai Waiyasutra and Nontipan Prayurhong</i>
0079	14:45	15:00	Factors Affecting Users' Satisfactions of Government Data Center and Cloud Services in the Government Agencies <i>Phurith Mitsomwang and Natsapan Paopun</i>

Code	Session	Chair	Platform	Start	Finish
SD2	Operation and Supply Chain Management 2	Asst. Prof. Dr. Ungul Laptaned	Zoom	13:30	15:00
0067	13:30	13:45	The Critical Success Factors of Logistics Processes on Organizational Competencies in the Palm Oil Industry in the Upper Northeast <i>Vannapattarisa Meunpromphai and Natsapan Paopun</i>		
0068	13:45	14:00	Factors Affecting the Decision to Choose a Parcel Delivery Service of a Private Company in Trat Province <i>Chinnapak Suvimontammakun, Vichit U-on, and Bhanarunn Youngsook</i>		
0081	14:00	14:15	The Logistics Costs Analysis of Basil Growers Group by Using Activity Base Costing <i>Patcharaporn Techasitthiphon, Vichit U-on, Supin Chaisiripaibool, and Matee Vicheansan</i>		
0088	14:15	14:30	Productivity Improvement for Banana Processing: A Case Study of Banana Drying Group in Chachoengsao Province <i>Koms Saksriwattana and Tharinee Manisri</i>		
0101	14:30	14:45	The Study of Between Warehouse Management and Service Efficiency in Thailand <i>Aticha Liew, Vichit U-on, Supin Chaisiripaibool, and Wanwisa Duantraloonsil</i>		
0102	14:45	15:00	The Satisfaction of the People on the Road (Projects Highway Intersection Road No.7 (Km. 107 +200) - Laem Chabang Port, Sriracha District, Chonburi Province) <i>Pimsiri Yossundara, Vichit U-on, Supin Chaisiripaibool, and Chatchai Raka</i>		

Code	Session	Chair	Platform	Start	Finish
SE2	Organization and Human Resource Management 3	Asst. Prof. Niwat Chantharat	Zoom	13:30	15:00
0037	13:30	13:45	Job Motivation Affecting Performance Efficiency of Officers: Government Officer the Thai Provost Marshal General Department <i>Wasana Palaka and Praphan Chaikidurajai</i>		
0038	13:45	14:00	Factors Related to Organization Commitment of and Employee of Bank of Ayudhya (PLC) Ploenchit Head Office IT Department <i>Pasit Sanchompoo and Sukunya Thipha</i>		
0042	14:00	14:15	A Study of Happiness at Work that Affects Working Efficiency of Department of Industrial Promotion Officials <i>Chayanin Sridaranop and Praphan Chaikidurajai</i>		
0060	14:15	14:30	Human Resource Development Affecting Performance Efficiency of Employees in Airports of Thailand Public Company Limited <i>Napatchaya Anantatho and Praphan Chaikidurajai</i>		
0063	14:30	14:45	Effects on Personnel Happiness Working in Private Schools in Saimai District <i>Benjawan Khrutsuea and Sukunya Thipha</i>		
0066	14:45	15:00	A Comparison of Organizational Engagement of Government Officials in the Office of the Court of Justice by Personal Factors <i>Alisa Prompanat and Natsapan Paopun</i>		

Code	Session		Chair	Platform	Start	Finish
SF2	Organization and Human Resource Management 4		Dr. Nontipan Prayurhong	Zoom	13:30	15:00
0070	13:30	13:45	The Study of Motivation to Work and Work Efficiency of Personnel in Office of the Judiciary <i>Habeebah Chaisanit and Natsapan Paopun</i>			
0077	13:45	14:00	Core Competencies Affecting Performance Efficiency of Personnel in Nihom Phatthana Sub District Administrative Organization, Rayong Province <i>Nishanun Sunda and Praphan Chaikidurajai</i>			
0080	14:00	14:15	Quality of Work Life Affecting Performance Efficiency of Employees in TTB Bank Public Company Limited <i>Pathaimas Saelim and Praphan Chaikidurajai</i>			
0087	14:15	14:30	The Study of Environmental Factor, Motivation Factor, and Work Efficiency of Specialized Court Personnel in Bangkok <i>Suphannee Phan-in and Natsapan Paopun</i>			
0090	14:30	14:45	Factors Affecting the Decision to Enter the Work of Thai Workers in Metal Processing Industry in Nakhon Si Thammarat Province <i>Teerapong Rapeepongpattana and Vichit U-on</i>			
0091	14:45	15:00	A Study of the Level of Factors Affecting the Personnel Management of Online Stores <i>Nutthamont Thirathanapaiboon and Sukunya Thipha</i>			

Code	Session		Chair	Platform	Start	Finish
SG2	Educational Administration / Communication Arts		Dr. Sumana Chantharat	Zoom	13:30	14:15
0025	13:30	13:45	Exploring Benefits of Extracurricular Activities Used in English Language Learning among Thai Undergraduate Students <i>Sutharat Puangsing and Pimpaporn Dechvijankit</i>			
0004	13:45	14:00	The Design of Thai Northeastern Identities based Graphic Arts Usage Manual : A Case Study of Khon Kaen Province <i>Monchaya Sabuar and Thairoj Phoungmanee</i>			
0033	14:00	14:15	Satisfaction with Learning Hybrid System of Bachelor's Degree Students in the School of Communication Arts, Sripatum University, Bangkok <i>Panitan Tubsang and Sukunya Thipha</i>			

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

Code	Session		Chair	Platform	Start	Finish
SA3	Business and Marketing Management 7		Asst. Prof. Dr. Uthairat Muangsan	Zoom	15:15	16:45
0082	15:15	15:30	The Influence of Marketing Mix on Consumer's Decision of Choosing Shabu-Shabu Restaurant Service in NakhonPathom <i>Pichamon Kaiket, Natsapan Paopun, and Kingkeaw Pornpiraksakul</i>			
0083	15:30	15:45	Brand Value Affecting Decision to Buy Facial Care Products of Consumers in Bangkok <i>Phakadet Cheuwong and Praphan Chaikidurajai</i>			
0084	15:45	16:00	Shopping Behavior Factors Affecting the Decision to Buy Second-Hand Clothes in Bangkok <i>Nilobon Pongphai and Nontipan Prayurhong</i>			
0085	16:00	16:15	Customer Satisfaction of the Government Savings Bank <i>Sirawit Kaewsard and Nontipan Prayurhong</i>			
0086	16:15	16:30	Factors Effecting Purchasing Decision to Buy Thai Cosmetic Brands in Bangkok <i>Rathtana Sukawin and Nontipan Prayurhong</i>			

0089	16:30	16:45	Demographic Factors Affecting the Purchasing Decisions of Advice Brad Pad for the Customers in Bangkok Area <i>Thatchawat Aekwattansate and Sukunya Thipha</i>
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Code	Session		Chair	Platform	Start	Finish
SB3	Business and Marketing Management 8		Assoc. Prof. Dr.Vichit U-on	Zoom	15:15	16:45
0093	15:15	15:30	Motivation Factors Affecting the Decision to Become Influencer of Generation Z <i>Panthipa Suksirisorn and Sukunya Thipha</i>			
0096	15:30	15:45	The Study of Service Offering and Purchasing Decision of Logistics Business in Thailand <i>Komchak Seknanthakorn, Tharinee Manisri, Supin Chaisiripaibool, and Vichit U-on</i>			
0098	15:45	16:00	A Comparison the Satisfaction of Food Ordering Customers on Onechat Application Separated by Personal Factors <i>Kunthida Homnan and Nilubon Sivabrovornvatana</i>			
0099	16:00	16:15	Factors Related to Each Type of Chicken Meat Consumption in Kanchanaburi Province <i>Kittisak Kaewjan and Nilubon Sivabrovornvatana</i>			
0103	16:15	16:30	The Relationship between Quality of Services and Customer Satisfaction of Air Cargo Transportation <i>Jirayu Angcheewanont, Vichit U-on, Supin Chaisiripaibool, and Sorapol Buranakul</i>			
0105	16:30	16:45	A Study on Corporate Public Relations and Marketing Strategies in Thailand <i>Pingzu Sun, Vichit U-on, and Supin Chaisiripaibool</i>			

Code	Session		Chair	Platform	Start	Finish
SC3	Business and Marketing Management 9		Asst. Prof. Dr. Nilubon Sivabrovornvatana	Zoom	15:15	16:30
0107	15:15	15:30	Factors Affecting on Purchase Intention of Plant-Based Food Products among Consumers in Bangkok and Suburb Area <i>Natthapol Bootkaew and Nilubon Sivabrovornvatana</i>			
0108	15:30	15:45	The Relationship between Quality of Services and Customer Satisfaction of Transportation Business <i>Nattapong Peeramongkonpitak, Vichit U-on, Supin Chaisiripaibool, and Suwat Janyapoon</i>			
0112	15:45	16:00	Trust Factors Related To Thai Herb Consumption Behavior <i>Pattamavadee Valentine and Uthairat Muangsan</i>			
0120	16:00	16:15	Factors Influencing the Decision to Choose a Design Company Exterior Decoration in Bangkok <i>Pawarisa Sinthanaviengthong and Vichit U-on</i>			
0121	16:15	16:30	Marketing Mix Factors That Influence Decision Making Buy Curtains in Bangkok <i>Rattima Treankarn and Uthairat Muangsan</i>			

Code	Session		Chair	Platform	Start	Finish
SD3	Operation and Supply Chain Management 3		Asst. Prof. Dr. Ungul Laptaned	Zoom	15:15	16:00
0116	15:15	15:30	Suitable Production Quantity of Rubber Products Using Linear Programming Case Study: Inthanin Farmer Group in Nakhon Si Thammarat, Thailand <i>Piphatpong Thapmanee and Tharinee Maneesri</i>			
0118	15:30	15:45	Design of Decision Support: A Case Study of Distribution Centers of Chaixi Bamee Kiao Thai Noodle Co., Ltd. <i>Kanjana Wongsumalee and Tharinee Maneesri</i>			
0119	15:45	16:00	Consumer Behavior Affecting Decision-Making on Choosing Food Delivery Services through Applications of Customers in the Area of Bang Yai District <i>Samati Taesuwan and Uthairat Muangsan</i>			

Code	Session		Chair	Platform	Start	Finish
SE3	Organization and Human Resource Management 5		Asst. Prof. Niwat Chantharat	Zoom	15:15	17:00
0095	15:15	15:30	The Online Business Entrepreneurs Behavior and Satisfaction Towards Parcel Delivery Services <i>Asamaporn Sangtaklo, Vichit U-on, Supin Chaisiripaibool, and Worrapon Wangkananon</i>			
0097	15:30	15:45	Job Motivation Affecting Organizational Commitment of Employees at Bsk International Co., Ltd. <i>Chutirat ngamkaew and Praphan Chaikidurajai</i>			
0100	15:45	16:00	Work From Home Factors Affecting Performance Efficiency in Pattern of Work From Home at Covid-19 Crisis of Ayudhya Bank's Employees <i>Wanaporn Memook and Praphan Chaikidurajai</i>			
0104	16:00	16:15	Code of Conduct for Internal Auditing Affecting Performance Efficiency of Local Government Organizations' Internal Auditors in Thailand <i>Prakaipet Saichon and Praphan Chaikidurajai</i>			
0106	16:15	16:30	Human Resource Development Affecting Performance Efficiency of Employees in Airports of Thailand Public Company Limited <i>Napatchaya Anantatho and Praphan Chaikidurajai</i>			
0109	16:30	16:45	Research on Work Motivation that Affects Employee Performance of the Bank for Agriculture and Agricultural Cooperatives Headquarters <i>Kamolchanok Subsombat and Praphan Chaikidurajai</i>			
0113	16:45	17:00	Welfare Study Affecting Employee Satisfaction a Private Company in the Leasing Business <i>Sriamporn Butta and Vichit U-on</i>			

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A Study on Corporate Public Relations and Marketing Strategies in Thailand



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Abstract

With the globalization of the world economy, market competition is becoming more and more intense, and market competition is not only competition of products, but also competition of attention, of the people, of communication and competition. Public relations use various communication strategies, communication means and coordination methods to bring enterprise marketing into a realm of smoothness and quietness, and many enterprises have achieved obvious economic benefits in the practice of successfully applying public relations. Public relations are not only a magic weapon for enterprises to improve their image, but also an indispensable way for modern enterprise marketing. In this paper, the author discusses four chapters: the background, the significance and the research method of selecting the topic: the second chapter is mainly based on the theoretical review of public relations marketing, and how to use public relations tools for research. The third chapter mainly deals with the current situation and problems of public relations marketing. The fourth chapter deals with Thailand's public relations marketing optimization strategies, which are mainly discussed in terms of the principle of optimizing countermeasures, adjusting organizational structure, improving public relations marketing, and assuming social responsibility.

Keywords: Thai Enterprise Public Relations, Marketing Strategies, Analysis

1. Introduction

1.1 Background and Importance of the Problem

With the globalization of the world economy, Under the background of the Internet age, the commodity economic society is characterized by socialized mass production and socialized exchange. Any social organization must participate in the socialized mass production and exchange if it wants to survive and develop. This requires participating in the communication of the public, understanding the needs of consumer groups, conveying their own information, so as to realize the commodity market transaction and make the public Relationship service just meets the needs of the market, so it comes into being.

With the increasing demand of society and public relations, the change of communication environment and mode, and the entry of marketing mode and means into the field of public relations, Thailand's public relations marketing industry is also facing opportunities and challenges. In the perspective of the evolution of enterprise public relations marketing reform, we should not only reveal the law of its development and change, but also analyze the development axis trend of public relations in social changes. First of all, it is necessary to make a theoretical analysis of the development trend and current situation of public relations marketing, and make clear the concept and connotation characteristics of public relations marketing. This has important research significance and practical application for us to study the relationship and development trend of public relations marketing in the process of enterprise socialization, improve the productivity and scale efficiency of social enterprises, and realize specialization and brand image Value.

Public relations involve a wide range of disciplines, such as historical materialism, sociology, psychology, logic, journalism, communication, management, public opinion, advertising, economics, marketing and other basic disciplines and applied disciplines, which are closely related to public relations. Therefore, we should understand public relations as a kind of practical, comprehensive, interdisciplinary and marginal From the perspective of methodology, there are three kinds of independent subject public relations: empirical method, experimental method and test method.

As far as Thai enterprises are concerned, no matter how large or small their public relations marketing scale is, the purpose is to promote "strengthening" through "bigger" and to give full play to the cost of synergy to reduce costs. Therefore, the main development focus is to strengthen the strategic resources of internal public relations marketing of enterprises to adapt to external changes, establish and enhance the competitive advantages of enterprises, Enterprises need to be guided by the theory of public relations marketing. Facing the current situation and existing problems of domestic public relations marketing, modern analysis methods are used to analyze the deep reasons and find out the corresponding solutions and countermeasures.

2. Literature Review

A Study on Corporate Public Relations and Marketing Strategies in Thailand, and related research as follows:

2.1 Related Concepts and Theories

2.1.1 Theory Review

2.1.1.1 Marketing strategy of public relations

2.1.1.2 Public Relations Marketing Function Public relations is a kind of social organization, which uses communication means to form two-way communication between itself and the public, so that both sides can understand each other and organize management activities. This definition reflects that public relations is a communication activity and a management function.

2.1.1.3 Characteristics of public relations marketing

2.1.1.4 Marketing Strategy of Public Relations Strictly speaking, promoting product sales is not the main function of public relations. The promotion function of public relations is derived from other functions of public relations. It is a prominent feature of public relations marketing to create a good corporate image to promote the development of economic benefits.

2.2 Literature Surveys

2.2.1 Public Relations Marketing Analysis Method

2.2.1.1 PEST Model: It is an analytical model of macro environment in which an enterprise is located. The so-called pest, P is politics, e is economy, s is society, and t is technology. These are the external environment of an enterprise.

2.3 Research Hypothesis

Porter's Five Forces Porter's Five Force model was proposed by Michael Porter in the early 1980s. He believes that there are five forces that determine the scale and degree of competition in the industry, which together affect the attractiveness of the industry and the competitive strategic decisions of existing enterprises. The five forces are the competitiveness of existing competitors in the same industry, the entry ability of potential competitors, the substitution ability of substitutes, the bargaining power of suppliers and the bargaining power of buyers. Porter's five forces model integrates a large number of different factors into a simple model to analyze the basic competitive situation of an industry. The five forces model identifies five main sources of competition, namely, bargaining power of suppliers and buyers, threat of potential entrants, threat of substitutes, and finally, competition among companies in the same industry. In a certain sense, the competitive strategy is derived from the deep understanding of the competition law that determines the industry attraction. Any industry, whether domestic or international, whether producing products or providing services, will be reflected in the five competitive forces. Therefore, Porter's Five Forces model is a strategic analysis tool that enterprises often use when making competitive strategies. In a sense, it belongs to the micro analysis of external environment analysis methods. Porter's powerless model is used to analyze the competitive strategy, which can effectively analyze the customer's competitive environment. Porter's "five forces" analysis method is a static cross-sectional scan of the profitability and attractiveness of an industry, which shows the average profit space of the enterprises in the industry. Therefore, it is a measure index of the industrial situation, not a measure of the enterprise's ability. Usually, this analysis method can be used to analyze the entrepreneurial ability to reveal what kind of profit space the enterprise has in the industry or industry. Disadvantages : There have been many controversies about the practical application of the five forces analysis model. The model is more a tool for theoretical thinking than for practical operation of strategic tools.

3. Research Methodology

Analysis of The Current Situation, Problems and Causes of Public Relations Marketing in Thailand

3.1. Current Situation of Foreign Public Relations Marketing Development

In the process of social development, the development of public relations has experienced ups and downs. In the 1990s, the western economy experienced a very obvious recession. Some enterprises reduced production and laid off staff to relieve the pressure, while powerful enterprises took the opportunity to purchase small enterprises at low prices, which led to communication barriers between enterprises and employees, and employees lost confidence in enterprises and enterprise leaders. The original purpose of public relations lost its significance. At this time, many foreign public relations scholars are aware of this serious problem, and put forward a public relations mode based on care. They advocate that enterprises and all kinds of social organizations should attach great importance to the requirements of the society and the internal and external public, and constantly plan public relations activities that bring practical benefits to the public, so as to realize the mutual benefit between the internal and external public of the enterprise and make the employees of the enterprise and consumers can recognize and trust enterprises from the bottom of their hearts. At the same time, in the process of service, public relations should not only focus on economic benefits, but also on social benefits and public psychological benefits. Only in this way can enterprises win back their reputation in the eyes of the public and constantly enhance their good corporate image.

As human beings enter the new millennium, the Internet, mobile phones and focus media are the most representative media of public relations. Nowadays, the public in some developed countries use the Internet to receive information and process work more frequently. Many jobs, including study, class, and even consumption, can be completed at home with the help of the Internet. Although the mass media in the past (newspapers, magazines, books, television, poster advertising, etc.) still play a certain role, they have become increasingly embarrassed due to the impact of new media, and work is more difficult. In view of this, foreign public relations researchers put forward that: The new media and the traditional media public relations publicity and operation are combined; At the same time, the consumer needs are put first, and the potential needs of consumers are actively explored, which determines the production of products and makes public relations full of vitality.

3.2. Problems in public relations marketing of Thai Enterprises

Internal Problems of Enterprise Public Relations Marketing The core of enterprise's public relations activities is to establish a good image among the public, so as to facilitate enterprises to obtain the common interests consistent with the public. Then, how to solve the internal problems of enterprises is worth thinking. This paper, starting from solving the contradiction of internal relations, discusses the internal structure and strategy of internal public relations, and emphasizes the importance of internal public relations.

3.3 Cause Analysis of Thailand Enterprises' Public Relations Marketing Problems

First, an overview of the marketing environment Enterprises do not exist in a vacuum. As social economic organizations or social cells, they always carry out marketing activities under certain external environment conditions. On the one hand, it creates new market opportunities for enterprises; On the other hand, it brings some kind of threat to enterprises. Therefore, the marketing environment is of great significance to the survival and development of enterprises. Enterprises must

pay attention to the analysis and research of marketing environment, and formulate effective marketing strategies according to the changes of marketing environment, promote strengths and avoid disadvantages, seek benefits and avoid harm, adapt to changes and seize opportunities, so as to achieve their own marketing goals. The content of enterprise marketing environment is both extensive and complex. Different factors have different influences and constraints on all aspects of marketing activities, and the same environmental factors have different influences and constraints on different enterprises. Generally speaking, the marketing environment mainly includes two elements. One is the micro environment element, which refers to the various participants closely connected with the enterprise and directly affecting its marketing ability. These participants include suppliers, marketing intermediaries, customers, competitors, the public and the internal departments that influence marketing management decisions. The second is the macro environmental factors, which are the huge social forces that affect the micro environment of enterprises, including population, economy, politics, law, science and technology, social culture and natural geography. The micro environment directly affects and restricts the marketing activities of enterprises, while the macro environment mainly uses the micro marketing environment as the medium to indirectly influence and restrict the marketing activities of enterprises. The former can be called direct marketing environment, while the latter can be called indirect marketing environment. The relationship between them is not parallel, but master-slave relationship.

Second, the characteristics of marketing environment Marketing environment is a multi-factor, multi-level, and constantly changing complex. Its main characteristics.

4. Data Analysis and Findings

4.1 Optimization of Public Relations Marketing of Thai Enterprises

4.1.1 Formulation of Marketing Oriented Public Relations Strategy If the public relations of enterprises want to develop healthily, they must get rid of the misunderstanding, make effective use of the public relations dominated by marketing, and really solve the problems.

4.1.2 Adjust the Organizational Structure And Establish The Public Relations Awareness Strategy of The Whole Staff We should set up a strong organizational framework of public relations within the enterprise, strengthen the popularization of public relations education, and establish the public relations awareness of the whole staff.

4.1.3 Handle the Contradiction Strategy in PR Relationship Marketing (1) Internal contradictions of general staff The production, management, marketing and R&D activities of an enterprise are all carried out by employees at all levels, and the division of responsibilities and interdependence among them are often contradictory. For example, the production staff may complain about excessive inventory, while the marketing staff may accuse the production staff of insufficient supply. Doing a good job in internal public relations can have a new understanding and evaluation of the relationship between employees at all levels of the enterprise, coordinate the interests of all parties, and maximize efficiency. (2) Contradictions between operators and general employees Because they are in different positions, have different rights and bear different responsibilities, conflicts between them are inevitable. For example, some enterprises implement the annual salary system, and the enterprises are developing rapidly, but the general staff do not understand or even object to the high salary of the senior leaders. This also reflects the common values of the enterprises, which is far from reaching the level of coordinating the two interests. (3) Contradictions among managers, employees and shareholders Shareholders are the owners of the enterprise, while the managers and the general

employees are the employees of the enterprise. The two subjects have obviously different interests. The former may pay attention to the long-term behavior, and the latter may pay attention to the short-term benefits. Naturally, there are some opposites and conflicts between them. The contradiction between the two is often concentrated on the income distribution, how to balance the interests of the two, etc It is very important.

5. Conclusion, Discussion, and Recommendation

5.1 Conclusion

In a word, public relations is by no means a small skill in enterprise marketing. It is not only a modern management theory for enterprises to deal with the norms of public relations, but also an important part of the guiding ideology of enterprise strategy. In the service-oriented era, enterprises must make good use of public relations in order to make enterprises neutral and invincible in the fierce competition. How can enterprise managers face the transnational operation of global economic integration, respond flexibly and quickly, and give full play to the role of public relations? In the fierce market competition, it has become an urgent task to establish a rapid response mechanism by means of public relations, which is the purpose of this paper.

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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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