
Message from The President of Kalasin University Council

Stepping into the 8th year of Kalasin University, the institution is proud to host "The 2nd National and International Academic Conference 2023" with the theme "Social Innovation and Technology for Area-based Development to Sustainable Community Development." The event is scheduled to take place from December 17th to 19th, 2023, at the Office of the President and Asset Management Building, Kalasin University, Kalasin City, Kalasin Province.

This conference serves as a public platform for the exchange of research and academic endeavors among students, faculty staff, academics, researchers, and educational personnel. It aims to foster a network of academic cooperation, facilitating the advancement of research and creative innovation on both national and international fronts, effectively addressing the country's needs. Co-hosted by 30 organizations from both domestic and international spheres, the event featured 175 articles in oral presentations and poster sessions at both national and international levels.

On behalf of the Kalasin University Council, I extend a warm welcome to all co-hosts and presenters. I express my sincere wishes for the successful attainment of the conference objectives. It is my hope that Kalasin University will emerge as a pillar in academics and the local development of Kalasin Province and neighboring areas, guided by the university's philosophy: "Knowledge Cultivates Values, Wisdom Strengthens Society."

I am highly confident that the personnel of Kalasin University will harness harmony, knowledge, and their diverse abilities to pioneer and enhance the university for further progress. We look forward to the continued organization of national and international conferences in the coming years.



Emeritus Professor. Soottiporn Chittmitrapap, M.D., Royal Academician
President of Kalasin University Council

Message from The President of Kalasin University

Kalasin University is committed to driving the university strongly, continuously, and sustainably towards becoming a "University for Local Development." This strategic vision is founded on disciplines such as science, social sciences, technology, and innovation, complemented by the incorporation of the King's Philosophy of Sufficiency Economy, local wisdom, and recent knowledge. These guiding principles serve as the foundation for the creation of academic works, driving Kalasin University to the forefront as the leading local institution. In 2023, Kalasin University is hosting "The 2nd National and International Academic Conference", with the theme "Social Innovation and Technology for Area-Based Development to Sustainable Community Development" on December 17th to 19th, 2023, at the Office of the President and Asset Management Building, Kalasin University, Kalasin City, Kalasin Province. This conference represents the cooperation of 42 national and international academic and educational institutes from six countries, presenting a total of 175 papers.

I would like to extend my sincere congratulations and appreciation to all of us for successfully organizing this academic conference, particularly on a topic crucial for the development of the country and Thai society today: "Social Innovation and Technology for Area-Based Development to Sustainable Community Development."

Social Innovation and Technology for Area Development serves as an important tool in solving problems and creating opportunities for sustainable community development. Through the integration of local knowledge and wisdom with modern technology, it enables the creation of innovations and development strategies that truly align with the needs of the community.

Kalasin University, as a higher education institution in the northeastern region, recognizes the importance of sustainable community development. As a result, the university has formulated a development strategy that emphasizes active involvement in community and social development. This includes a special focus on advancing innovation and technology to improve the quality of life of the people and create a strong grassroots economy.

This academic conference presents a significant opportunity for academics, faculty staff, researchers, students, and individuals from various sectors to share knowledge through

research presentations. Moreover, it offers a valuable chance to establish a cooperative network aimed at advancing social innovation and technology for area-based development, contributing to sustainable community development.

On behalf of Kalasin University, I extend a warm welcome to all participants and express my sincere wishes for this event to be successful according to the set objectives. Lastly, I extend heartfelt gratitude to the committees, experts, presenters, participants, and sponsors who have contributed to the success of the 2nd Kalasin University National and International Academic Conference.



Assoc. Prof. Jirapun Huaisan
President of Kalasin University

Tentative Schedule

The 2nd National and International Academic Conference Kalasin University 2023
 Theme: “Social Innovation and Technology for Area Development to Sustainable
 Community Development”

KSU SINTech 2023 for ADSCD Hybrid Conference (Onsite & Online)

December 17th – 19th, 2023 at Office of the President and Asset Management Building,
 Kalasin University, Kalasin City, Kalasin Province

Time	Activities
December 17th, 2023 at Kalasin University Hall	
09.00 – 16.00 PM.	Attend the exhibitions and poster installation for the presenters at the conference venue (2 nd floor of the at Office of the President and Asset Management Building)
16.00 – 17.00 PM.	Registration for the welcome party
17.00 – 17.15 PM.	Welcome speech by Assoc. Prof. Jirapun Huaisan, the President of Kalasin University
17.15 – 17.45 PM.	Group Photos Session
17.45 – 18.00 PM.	Traditional Performances by Kalasin University Ponglang Band
18.00 – 21.00 PM.	Dinner
21.00 PM.	Relaxation

Time	Activities
December 18th, 2023 at Office of the President and Asset Management Building	
08.30 – 08.30 AM.	Registration and attend an exhibition on research outcomes and innovation for area development.
08.30 – 09.00 AM.	Welcome VIP/VIP (group) list to create a seating arrangement and invite VIPs to their assigned seats.
09.00 – 09.15 AM.	Kalasin University's introductory VDO presentation
09.15 – 09.30 AM.	Opening ceremony performance

Time	Activities
December 18th, 2023 at Office of the President and Asset Management Building	
09.30 – 09.45 AM.	- Opening Ceremony- - Addressing the report of the KSU Conference by Asst. Prof. Dr. Phimlikid Kaewhanam , the Director of Research and Development Institute
09.45-10.00 AM.	- Delivering the opening remark by Mr. Sanan Phongaksorn, the Governor of Kalasin Province and President of Ceremony - All partners and representatives of co-host institutes join the opening ceremony on stage: Governor of Kalasin Province, President of Kalasin University, the Director of Program Management Unit on Area Based Development (PMU A), and Members of Kalasin University Council - The President of Kalasin University, along with representatives from co-host and organizations, activates the laser to project the letter “KSU”, marking the opening of the conference
10.00 – 10.20 AM.	- Giving souvenir to representatives of co-host institutes and organizations by Assoc. Prof. Jirapun Huaisan, the President of Kalasin University
10.20 – 10.40 AM.	-Special talk by Mr. Sanan Phongaksorn, the Governor of Kalasin Province and President of Ceremony entitled “ Area-Based Development and the Improvement of People's Quality of Life ”
10.40 – 11.10 AM.	-Special talk on “ Urban Development Guidelines for Grassroots Economic Development ” by Assoc. Prof. Dr. Poon Thiengburanathum , the Deputy-Director for Planning and Organizational Strategy of the Program Management Unit for Human Resources & Institutional Development, Research and Innovation (PMU)
11.00 – 11.30 AM.	-Special talk on “ Roles of Higher Education for Sustainable Area-Based Development ” by Prof. Qin Yinghong (Dean of School of Civil Engineering and Architecture) Guangxi Minzu University (GXMZU), China
11.30 – 11.45 AM.	- Group photos
11.45 – 12.00 AM.	- Attend an exhibition on research outcomes and innovations for area-based development
12.00 A.M. – 01.00 PM.	Lunch break
01.00 PM. - 05.00 PM.	National and international poster presentation session at the 2^{sd} floor of the Office of the President and Asset Management Building 1. Engineering and Innovation 2. Health Science and Technology

Time	Activities
December 18th, 2023 at Office of the President and Asset Management Building	
	3. Agricultural Technology and Innovation 4. Business Administration, Economics, Hospitality and Tourism 5. Educational Sciences, Education, and Learning Management Innovations 6. Humanities, Social Sciences and Innovation for Local Development 7. Innovation Solving Area Poverty Problems for Sustainability
01.00 PM. - 05.00 PM.	National research presentation session at the Office of the President and Asset Management Building, Building 14, and Building 15 1. Engineering and Innovation 2. Health Science and Technology 3. Agricultural Technology and Innovation 4. Business Administration, Economics, Hospitality and Tourism 5. Educational Sciences, Education, and Learning Management Innovations 6. Humanities, Social Sciences and Innovation for Local Development 7. Innovation Solving Area Poverty Problems for Sustainability
01.00 PM. - 05.00 PM.	International research presentation session at the Office of the President and Asset Management Building, Building 14, and Building 15 1. Engineering and Innovation 2. Health Science and Technology 3. Agricultural Technology and Innovation 4. Business Administration, Economics, Hospitality and Tourism 5. Educational Sciences, Education, and Learning Management Innovations 6. Humanities, Social Sciences and Innovation for Local Development 7. Innovation Solving Area Poverty Problems for Sustainability
December 19th, 2023	
08.00 AM. - 09.00 AM..	Registration for study tour
09.00 AM. - 04.00 PM.	Study tour (details to be provided later)

- Remark:**
1. Other committees are responsible for related duties
 2. The schedule is subject to change as necessary
 3. Participants include a total of 150 people (seating plan arrangement)

Program Speaker International Conference

Sessions 1 Engineering and Innovation

Chairman Dr.Methawee Sriwattanapong Photisan : Nakhon Ratchasima Rajabhat University

Co-Chairman Dr.Arjaree Saengsathien : Kalasin University

Moderator Mr.Teetipon Vimuktananda : Kalasin University

Assistant Moderator Mr.Tawan Thongsuk : Kalasin University

 Mr.Teerachati Noisombut : Kalasin University

DATE December 18, 2023

Presentation Oral (International)

Room: Cog meeting room (ห้องประชุมพื้นเพ็อง)

Venue: Faculty of Engineering and Industrial Technology, Kalasin University

NO.	Article ID	Time	Name of Manuscript/ Author's Name	Scientific Programme
1	KSUC-OI-001	01.00-01.15 PM	The analysis of current operation problems and application of tracking audit in engineering cost of express delivery company in Kunming, China <i>Yue Huang</i>	Online
2	KSUC-OI-002	01.15-01.30 PM	The advantages of bim technology on the construction efficiency of a sample green residential project <i>Jieru Yang</i>	Online
3	KSUC-OI-003	01.30-01.45 PM	Enhancing sme construction project success: a tqm approach in Kunming, the people's republic of China <i>Kaixiang Shi</i>	Online
4	KSUC-OI-004	01.45-02.00 PM	Impacts of supply chain collaboration and firm performance: the mediating role of supply chain capabilities of express delivery companies in Kunming, the people's republic of China. <i>Chun Mei Li</i>	Online

NO.	Article ID	Time	Name of Manuscript/ Author's Name	Scientific Programme
5	KSUC-OI-005	02.00–02.15 PM	Sustainable construction supply chain for green building: a case of siem reap airport terminal <i>Zheng Guan</i>	Online
6	KSUC-OI-006	02.15–02.30 PM	Factors affecting supply chain management strategies and financial performance towards the competitive advantage of small and medium-sized enterprises in Kunming, the people's republic of China <i>Ni Chang</i>	Online

International Conference

Session 2 Health Science Technology

Chairman Assoc.Prof.Dr.Watcharapong Ruankham : Chiang Rai Rajabhat University

Co-Chairman Asst.Prof.Dr.Punika Chaisemsaeng : Kalasin University

Moderator Miss Podjaman Inudom : Kalasin University

Assistant Moderator Asst.Prof.Dr.Tipubon Tippalert : Kalasin University
 Miss Sasitorn Sanpundorn : Kalasin University

DATE December 18, 2023

Presentation Oral (National and International)

Room: 1541 Fourth floor

Venue: Faculty of Administrative Science, Kalasin University

NO.	Article ID	Time	Name of Manuscript/ Author's Name	Scientific Programme
1	KSUC-OI-007	01.00-01.15 PM	Improving the quality of life for the elderly through the use of an online elderly system, with family and community involvement in Maha Sarakham province <i>Nitaya Buntao</i>	Online
2	KSUC-OI-008	01.15-01.30 PM	Fabrication of erythromycin-loaded poly (vinyl alcohol)/chitosan/collagen nanofiber mats via electrospinning as potential wound dressings <i>Narakorn Paengyotha</i>	Online
3	KSUC-OI-009	01.30-01.45 PM	Physical activity, play exercise and early stimulation treatment for stunting ages 25 – 59 month in the Karanganyar health center area Pekalongan district <i>Andung Maheswara Rakasiwi</i>	Online
4	KSUC-OI-010	01.45-02.00 PM	Efficiency of lime, cow manure associated with nitrogen fixing bacterial inoculation on yield and quality of groundnut <i>Nguyen Ngoc Phuong Trang</i>	Online
5	KSUC-OI-011	02.00–02.15 PM	Analysis of honey in the comal district involves testing for moisture content, acidity levels, reduction of sugar levels, and sucrose sugar levels <i>Kharismatul Khasanah</i>	Online

International Conference

Sessions 4	Business Administration, Economics, Hospitality, Tourism	
Chairman	Dr.Daranee Ketchompu	: Nakhon Phanom University
Co-Chairman	Asst.Prof.Dr.Chairung Chaikambang	: Kalasin University
Moderator	Mr.Jonathan Wary	: Kalasin University
Assistant Moderator	Mrs. Wilawan Tongsuksaeng	: Kalasin University
DATE	December 18, 2023	
Presentation	Oral (International)	

Room: 1534, Third floor

Venue: Faculty of Administrative Science, Kalasin University

NO.	Article ID	Time	Name of Manuscript/ Author's Name	Scientific Programme
1	KSUC-OI-015	01.00-01.15 PM	Changing behavior in climate change: exploring factors influencing environmentally friendly products adoption among urban consumers in Hue, Vietnam <i>Ngo Minh Tam</i>	Onsite
2	KSUC-OI-016	01.15-01.30 PM	Assessing the impact of government responses to the covid-19 pandemic on stock market performance: insights from Asian countries <i>Thi Bich Ngoc TRAN</i>	Onsite
3	KSUC-OI-017	01.30-01.45 PM	The volatility spillovers between the cryptocurrency market and traditional markets <i>Phan Nhat Quang</i>	Onsite
4	KSUC-OI-018	01.45-02.00 PM	Determinants of energy poverty in the central coastal area, Vietnam <i>Yen Hai Nguyen</i>	Onsite
5	KSUC-OI-019	02.00-02.15 PM	A study of customer behavior and satisfaction towards online technology product distributors who receive products through transport service providers in Samut Sakhon province <i>Adul Nongpa</i>	Onsite

NO.	Article ID	Time	Name of Manuscript/ Author's Name	Scientific Programme
6	KSUC-OI-020	02.15-02.30 PM	Risk evaluation and mitigation strategies for Chinese investments in overseas public-private partnerships <i>Min Yang</i>	Onsite
7	KSUC-OI-021	02.30-02.45 PM	Improvement strategies of quality in textile and garment production in Shanghai <i>Zhou Zhijun</i>	Online
8	KSUC-OI-022	02.45-03.00 PM	The effect of financial performance and firm size on bond rating <i>Siti Pujiwati</i>	Online
9	KSUC-OI-023	03.00-03.45 PM	Interlinking the cooperative and work-integrated education programs of COLA KKU vis-à-vis english language teaching and learning <i>Xenia R. Emperador-Garnace, Ph.D</i>	Online
10	KSUC-OI-024	03.45-04.00 PM	Factors affecting year 2 students' poor english reading ability at department of foreign languages faculty of languages, Souphanouvong University, academic year 2020-2021 <i>Sisoury Phommaseng</i>	Online

International Conference

Sessions 5 Education, Pedagogy and Learning Management Innovation

Chairman Dr.Duangporn Sriboonruang : Rajabhat Maha Sarakham University

Co-Chairman Asst.Prof.Dr.Chulida Hemtasin : Kalasin University

Moderator Mr.Nanthanut Wiangin : Kalasin University

Assistant Moderator Mr.Niwat Chinserm : Kalasin University

DATE December 18, 2023

Presentation Oral (International)

Room: Dino Theater (ห้องไดโนมินิเธียเตอร์), Eighth floor

Venue: Faculty of Administrative Science, Kalasin University

NO.	Article ID	Time	Name of Manuscript/ Author's Name	Scientific Programme
1	KSUC-OI-025	01.00-01.15 PM	Students' reluctant in English speaking: A cased study of English teacher students at the faculty of education, Souphanouvong University, Lao PDR <i>Toulakone Souliya</i>	Onsite
2	KSUC-OI-026	01.15-01.30 PM	Error analysis of Lao undergraduate students' in english speaking and writing skills 4th year students faculty of languages, Souphanouvong University 2023-2024 <i>Somsack Phetsamai</i>	Onsite
3	KSUC-OI-027	01.30-01.45 PM	Training and recruitment of male teachers at the preschool level with a gender equal approach <i>Nguyen Minh Diem Quynh</i>	Onsite
4	KSUC-OI-028	01.45-02.00 PM	The optimization of the may fourth commune online learning platform: Improvement and efficiency <i>Xiaochong Li</i>	Onsite

NO.	Article ID	Time	Name of Manuscript/ Author's Name	Scientific Programme
5	KSUC-OI-029	02.00-02.15 PM	User experience of intelligent center of vocational education platform based on blended teaching: the perspective of higher vocational teachers <i>Fanghui Quan</i>	Online
6	KSUC-OI-030	02.15-02.30 PM	A conceptual framework of the instructional model enhancing cognitive skills based on Thai qualifications framework for higher education for undergraduate students of Rajabhat Universities Kantida Boonma	Online
7	KSUC-OI-031	02.45-0.300 PM	Studying the importance of bamboo flutes in the primary school curriculum Chen Sai	Online
8	KSUC-OI-032	03.00-03.15 PM	The Indonesian netizens' response to tiktok as english learning media <i>Dwi Ario Fajar</i>	Online
9	KSUC-OI-033	03.30-03.45 PM	The Importance of bamboo flute in the Primary School Curriculum <i>Chen Sai</i>	Online

International Conference

Sessions 6 Humanities, Social Science, and Innovation for Local Development

Chairman Asst.Prof.Dr.Patawee Chotanan : Ubon Ratchathani University

Co-Chairman Dr.Suwitchan Un-udom : Rajabhat Maha Sarakham University

Moderator Miss Narueta Hongsa : Kalasin University

Assistant Moderator Miss Prapaporn Nongharnpituk : Kalasin University

DATE December 18, 2023

Presentation Oral (International)

Room: Meeting Room the 6th floor (ห้องประชุม ชั้น 6)

Venue: Office of the President and Asset Management, Kalasin University

NO.	Article ID	Time	Name of Manuscript/ Author's Name	Scientific Programme
1	KSUC-OI-034	01.00-01.15 PM	Populism sentiments in Indonesian higher education curriculum <i>Susanto</i>	Online
2	KSUC-OI-035	01.15-01.30 PM	Digital skills development policy for a better quality of life for the elderly in Bangkok <i>Atthapon Chaianun</i>	Online
3	KSUC-OI-036	01.30-01.45 PM	Guidelines for developing the international effectiveness of academic administration in higher education institutions <i>Sivaphong Orpong</i>	Online
4	KSUC-OI-037	01.45-02.00 PM	Study and find patterns to prevent problems from expanding the NEET group in the northeast of Thailand <i>Surangrat Jintanasathirakul</i>	Onsite
5	KSUC-OI-038	02.00-02.15 PM	Barriers to Adopting Social Sustainability Practices among Vietnamese Handicraft Organizations <i>Tran Ha Uyen Thi</i>	Onsite

NO.	Article ID	Time	Name of Manuscript/ Author's Name	Scientific Programme
6	KSUC-OI-039	02.15–02.30 PM	Analysis of village owned enterprises (bumdes) development: efforts to create a developed and independent tourism village <i>Chalimah, M.M.</i>	Onsite

International Conference

Sessions 6 Humanities, Social Science, and Innovation for Local Development

Chairman Asst.Prof.Dr. Waraporn Chedchoo : Naresuan University

Co-Chairman Dr.Worachat Kitrenu : Kalasin University

Moderator Miss Pattharaporn Wathawatthana : Kalasin University

Assistant Moderator Miss Jamlonglak Siangsanana : Kalasin University

DATE December 18, 2023

Presentation Oral (International)

Room: Computer 3, 2nd floor (ห้องคอมพิวเตอร์ 3 ชั้น 2)

Venue: Office of the President and Asset Management, Kalasin University

NO.	Article ID	Time	Name of Manuscript/ Author's Name	Scientific Programme
1	KSUC-OI-040	01.00-01.15 PM	Purchase decision of green product "batik with natural dyes" <i>Danang Satrio</i>	Onsite
2	KSUC-OI-041	01.15-01.30 PM	Program music on "the expression" song for big band jazz: eventful Thitinun Charoensloong	Online
3	KSUC-OI-042	01.30-01.45 PM	Creation of rongngen "gunung selatan" Ketkaew Bunrattanang	Online
4	KSUC-OI-043	01.45-02.00 PM	Chao Phraya's lightening suite Nayos Sartjinpong	Online

NO.	Article ID	Time	Name of Manuscript/ Author's Name	Scientific Programme
5	KSUC-OI-044	02.00-02.15 PM	Didgeridoo: creating traditional aboriginal musical instruments from alternative materials Pariphon Dinlansagoon	Online
6	KSUC-OI-045	02.15-02.30 PM	A creative work prasad wai for trumpet quartet <i>Kueakool Jaisom</i>	Online
7	KSUC-OI-046	02.30-02.45 PM	Neo-hanuman for flute, violin, cello and piano: the burning of Longka Thanyawat Sondhiratna	Online
8	KSUC-OI-047	02.45-03.00 PM.	A creative work: Sor Pamar song for wind quartet Saksit Smithitam	Online
9	KSUC-OI-048	02.45-03.00 PM.	A confirmatory factor analysis of factors influencing the job performance of royal Thai army personnel Colonel Tammasarit Junjuajarn	Online
10	KSUC-OI-049	03.15-03.30 PM	The effect of local governance on subjective well-being evidence from household survey Pham Thi Bich Ngoc	Online

International Conference

Sessions 6 Humanities, Social Science, and Innovation for Local Development

Chairman Asst.Prof.Dr.Piyanat Soikham : Ubon Ratchathani University

Co-Chairman Assoc.Prof.Dr.Parisha Marie Cain : Kalasin University

Moderator Miss Kamollapat Chaisongkram : Kalasin University

Assistant Moderator Asst.Prof.Dr.Nataya Hokpanna : Kalasin University

DATE December 18, 2023

Presentation Oral (International)

Room: Computer 1, 2nd floor (ห้องคอมพิวเตอร์ 1 ชั้น 2)

Venue: Office of the President and Asset Management, Kalasin University

NO.	Article ID	Time	Name of Manuscript/ Author's Name	Scientific Programme
1	KSUC-OI-050	01.00-01.15 PM	The Influence of Leverage, Profitability, and Firm Value on Share Price: The Moderating Role of Inflation <i>Meliza Zafrizal</i>	Online
2	KSUC-OI-051	01.15-01.30 PM	The role of employee performance on organizational cohesiveness mediated by employee trust <i>Isti Windari Suryaningsih dan Chalimah</i>	Online
3	KSUC-OI-052	01.30-01.45 PM	The influence of job satisfaction quality of work life and organizational commitment on intention to stay <i>Akhmad Zaeni dan Chalimah</i>	Online
4	KSUC-OI-053	01.45-02.00 PM	Analysis of factors influencing organizational citizenship behaviors :a case study of members of the Pekalongan city resort police office <i>Meidiyanto Ibnu Putra</i>	Online
5	KSUC-OI-054	02.00-02.15 PM	The impact of female chairs on firm risk : evidence from Vietnam <i>Nguyen Ho Phuong Thao</i>	Online

NO.	Article ID	Time	Name of Manuscript/ Author's Name	Scientific Programme
6	KSUC-OI-055	02.15-02.30 PM	Welfare impact of microcredit on rural households in Vietnam <i>Phan Nguyen Khanh Long</i>	Online
7	KSUC-OI-056	02.30-02.45 PM	Market analysis and willingness-to-pay for implementing water quality management devices - iots in white leg shrimp farming facilities in the Mekong delta region <i>Dao Duy Minh</i>	Onsite

Program Poster

Sessions 6	Humanities, Social Science, and Innovation for Local Development	
Chairman	Assist.Prof.Dr.Satit pakmaluk	: Sakonnakhon Rajabhat University
Co-Chairman	Assist.Prof.Dr.Kittanut Yanpisit	: Kalasin University
Moderator	Mr.Apichet Samerjai	: Kalasin University
DATE	December 18, 2023	
Presentation	Potser (International)	

Link:

Room: Hall **Venue:** Office of the President and Asset Management, Kalasin University, Mueang District, Kalasin Province

NO.	Article ID	Time	Name of Manuscript/ Author's Name	Scientific Programme
1	KSUC-PI-001	01.50-02.00 PM	A sustainable learning model for conservation and utilization of natural resources, tailored to the community and forest practices in areas susceptible to frequent forest fires, has been developed in the Phu Long Forest of Phu Khiao District, Chaiyaphum Province <i>Tawan Chumpapho</i>	Onsite (Poster)
2	KSUC-PI-002	02.10-02.20 PM	The developing a community charter on sustainable repetitive wildfires management by the participation of collaborative networking in the case of Phu Long forest, Chaiyaphum Province <i>Sakchai Pattra</i>	Onsite (Poster)
3	KSUC-PI-003	02.20-02.30 PM	Model of Conservation and Prevention for the Biodiversity Loss According to Live of the Community People with Forest by Participation of Network Associates in the Area at Risk of Repeated Forest Fires in Phu Long Forest, Phu Khiao District, Chaiyaphum Province <i>Warawut Mahamit</i>	Onsite (Poster)

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Oral Presentation

KSUC-OI-001

The analysis of current operation problems and application of tracking audit in engineering cost of express delivery company in Kunming, China

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Abstract

The purposes of this research were (1) To analyze the problems existing in the current operation and the application of tracking audit in engineering cost, (2) To compare the similarities and differences of engineering activities that take place within the express delivery company, and (3) To propose ways to reduce the engineering costs of the express delivery company in Kunming, China. The key information is 16 people owners of businesses or assigned managers, experienced team members, and employees, with two groups selected from each company. All informants had at least 3 years of experience in managing or operating the express delivery company. The research tool is the semi-structured interview and content analysis, The results of problems of the express delivery company from 2 groups of key informants, have 12 factors as follows: (1) competition situation, (2) last-mile delivery, (3) business owners lack sufficient funds, (4) regulatory challenges, (5) operational efficiency (6) measures to protect against COVID-19, (7) air and water transportation, (8) environmental concerns, (9) disruptions and external factors, (10) data security and privacy, (11) security and fraud, and (12) the monopoly of shipping. Results of the application of tracking audit in engineering cost can be summarized in eight factors as follows: (1) logistics communication, (2) customer service, (3) procurement, (4) managing the transportation, (5) warehouse management and storage, (6) feedback, (7) material handling, and (8) packaging and packages. The model of reducing engineering costs is an ongoing process that involves several steps. First, analyze the situation and identify the problem. Next, program direction, followed by building objectives. To establish a cost-cutting strategy, operations, including prevention and appraisal costs, should involve the participation of all parties involved. Accurate measurement and stakeholder satisfaction are crucial for providing quality services and achieving continual improvement. By following these steps, can adopt new technologies and adjust as needed to achieve long-term success.

Keywords: Problem of express delivery company, Application of tracking audit, Engineering cost.

KSUC-OI-002

The advantages of bim technology on the construction efficiency of a sample green residential project

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Abstract

The purposes of the research were to compare the efficiency of traditional construction methodologies with BIM (Building Information Modeling) technology in green residential project construction, to explore the implications of BIM technology on energy consumption and emissions reduction in such projects, and to establish a theoretical, practical foundation for applying BIM technology in green residential initiatives, striving to offer more efficient, intelligent, and sustainable solutions for green home construction. The methodology used to accomplish this involves three principal research methods: literature research, information research, and regression analysis. The literature research method forms the foundation of the study, it is a comparison and summary of all the collected literature, distilling the research findings and conclusions into key factors influencing BIM technology's influence on green housing project construction efficiency. The information research method aids in comprehending the application of BIM technology in green housing project construction. regression analysis further investigates the influence of BIM technology on the construction efficiency of green housing projects. The research findings showed that the advantages of BIM over traditional construction methods, bridging existing knowledge gaps. Indicate the factors such as construction time, quality, collaborative capabilities, costs, carbon emissions, noise and particulate pollution, energy efficiency, and aspects of technology, economy, and environment significantly influence construction efficiency. From a technological, economic, and environmental perspective, advanced technologies like BIM design, construction, and management efficiency, leading to decreased carbon emissions, increased energy and water savings, and lessened indoor air pollution. These outcomes form a robust theoretical and practical foundation for employing BIM in green residential projects.

Keywords: Building Information Modeling (BIM), Green Housing Projects, Construction Efficiency, Sustainable Construction, Technology Impact

KSUC-OI-003

Enhancing sme construction project success: a tqm approach in Kunming, the people's republic of China

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Abstract

The purposes of this research were (1) to study the importance level of implementing total quality management and success, (2) to study the effect influencing total quality management implementation success, and (3) to study a model of the success in construction projects of SMEs. The sample group is 384 people, business owners, and managers with experience doing construction projects for more than three years. The research tool was an online questionnaire. Data were analyzed using descriptive and inferential statistics with MRA. The results found that all factors were considered high level important except for two factors that were deemed as very high level important. are continual improvement ($\bar{x}=4.54$), and measuring performance ($\bar{x}=4.51$), and leadership commitment had the very low important ($\bar{x}=4.13$). Research findings, employee empowerment and satisfaction have the highest impact on success in construction projects. Followed by cooperation and teamwork, customer/supplier relationship, effective communication, process involvement, performance measurement, management and leadership commitment, and continual improvement significant at 0.10. However, continuous learning and training and improved customer satisfaction were insignificant. In a successful model for construction projects, eight key factors should be given priority. By concentrating efforts on these elements, project teams can enhance their chances of achieving success and delivering satisfactory outcomes in construction projects. Significant findings suggest that employee empowerment and satisfaction, as well as cooperation and teamwork, are crucial factors for achieving success. Therefore, it is important not to overlook these elements when implementing performance measurement and continuous improvement in small and medium-sized construction projects.

Keywords: TQM, Implementation, Construction Project, SMEs, China.

KSUC-OI-004

Impacts of supply chain collaboration and firm performance: the mediating role of supply chain capabilities of express delivery companies in Kunming, the people's republic of China.

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Abstract

The purposes of this research were (1) To study the importance of supply chain collaboration, supply chain capabilities, and firm performance, (2) To study the impact of supply chain collaboration, and supply chain capabilities on firm performance, and (3) To test the mediating role of supply chain capabilities linking from supply chain collaboration to the firm performance. The sample group is 235 people, owners of businesses, and managers who have experience doing 9 express delivery companies. The research tool was an online questionnaire. Data were analyzed using descriptive, inferential statistics were used to analyze data with a structural equation model (SEM) by ADANCO and PROCESS program. The results found that all factors were at a high important level. First, firm performance, followed closely by supply chain collaboration, and supply chain capabilities. Based on the findings of the SEM analysis, it was discovered that supply chain collaboration has the highest impact on supply chain capabilities, with a path coefficient of 0.647. Following this is the impact of supply chain capabilities on performance, which has a path coefficient of 0.481. Lastly, the path coefficient of supply chain collaboration on firm performance was found to be 0.435. Therefore, it can be concluded that supply chain capabilities play a crucial role in transferring the influence of supply chain collaboration through firm performance.

Keywords: Supply chain collaboration, Firm performance, Mediating role of supply chain capabilities, Express Delivery Companies.

KSUC-OI-005

Sustainable construction supply chain for green building: a case of siem reap airport terminal

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Abstract

The purposes of this research were to assess the extent to which Siem Reap new Airport Project has implemented green building practices in the field to study the possibility and obstacles of China and Southeast Asian countries to share and build green building supply chain. This study mainly uses questionnaires to major participants in the project implementation process which included 304 participants, mainly Cambodian state departments, officials, project designers, general contract managers, engineers, technicians, subcontractors, suppliers, etc., who completed 287 questionnaires through online social network channels, accounting for 94.41% of the sample size. The data analysis are mainly based on the assessment of the implementation practice of Siem Reap International New Airport and the survey feedback of the main direct participants, It can count and calculate the weight score of its green building implementation, and study the co-construction and development of green building sustainable supply chain between China and Southeast Asian countries by comparing the similarities and differences in the development of green building technology and materials. The possibility and direction of establishing a more sustainable green building supply chain across countries and regions through the implementation case study of the Siem Reap Airport Terminal project.

Keywords: Green building, Sustainable construction, Information support systems, Green technology information.

KSUC-OI-006

Factors affecting supply chain management strategies and financial performance towards the competitive advantage of small and medium-sized enterprises in Kunming, the people's republic of China

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Abstract

Description of the Problem: This study looks at the complex linkages between financial performance, competitive advantage, and Supply Chain Management (SCM) practices in Kunming, China's small and medium-sized firms (SMEs). Notably, it seeks to comprehend how these aspects interact and influence the performance of SMEs in a changing business environment. Method: 222 individuals from Kunming's SME sector responded to the survey using an online questionnaire. The survey was designed to evaluate the influence of SCM-related factors on competitive advantage and financial performance. To examine the gathered data, quantitative analysis such as Multiple Linear Regression and Principal Component Analysis were used. Results: SCM-related factors accounted for 9.38 percent of the variability in competitive advantage, according to the data. Notably, cost efficiency and employee skill training are highlighted as significant competitive advantage drivers. Furthermore, these SCM-related factors explained approximately 24.99 percent of the difference in financial performance. Key components in both SCM and financial performance were discovered, with cost efficiency and debt control playing critical roles. Conclusion: Based on the outcomes of the study, practical recommendations were developed. For Kunming's SMEs, strategies concentrating on improving cost efficiency, investing in staff training, optimizing debt management, and implementing technology and sustainability practices were advised. The study closes by underlining the significant influence of SCM techniques on financial performance and competitive advantage in Kunming's SMEs. It emphasizes the necessity of cost efficiency and personnel skill training for long-term competitiveness in a volatile business environment.

Keywords: Supply chain management, Factor analysis, Financial performance, Competitive advantage

KSUC-OI-007

Improving the quality of life for the elderly through the use of an online elderly system, with family and community involvement in Maha Sarakham province

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Abstract

The aim of this research is to develop the online elderly system with assessing the health and risky behaviors of the elderly, as well as promoting healthy behaviors and providing care. The research population includes 1,505 elderly individuals from Maha Sarakham Province. The research sample, consisting of 216 individuals, is determined using Taro Yamane's formula. The research tools used encompass computer software, R programming (2008), and questionnaires for the elderly. The statistical methods applied in this research encompass frequency, percentage, mean, standard deviation, t-test, F-test, and confidence interval estimation for health behavior using Nakakami distribution. The research investigates critical aspects of the health and well-being of the elderly population using an inclusive logic model. Four main variables, namely healthy behavior, disease occurrence, environmental quality, and relationships with family and community, are examined in alignment with the research of Lopasradha Walailakmlas (2013: 85). Findings reveal that a substantial proportion of the elderly exhibits low levels of healthy behaviors (38.41%), while a considerable number experience a high occurrence of diseases (37.34%). The environmental quality of living conditions is primarily assessed at a moderate level (31.10%). Additionally, the study likely explores the quality of relationships with family and community, underscoring the importance of social support networks for the elderly. By referencing previous research and adopting an age-grouped analysis, the research contributes to the broader understanding of the quality of life among the elderly, emphasizing the need for tailored interventions and improvements in various aspects of their well-being. The quality of life for male and female elderly individuals differs statistically insignificantly at the 0.05 significance level. The comparison of health care knowledge categorized by chronic illnesses demonstrates statistically significant differences at the 0.01 significance level. The analysis of the logistic regression model indicates that the overall health status of the majority of elderly individuals is average. Health behaviors should be promoted by providing suitable health care knowledge to the elderly to enhance their overall health. Regarding the confidence interval estimation for health behavior, the

maximum probability method yields the highest likelihood, and the method of moments provides values closely approximating the coefficient of confidence as the sample size increases.

Keywords: Quality of life, Elderly, Online elderly system

KSUC-OI-008

Fabrication of erythromycin-loaded poly (vinyl alcohol)/chitosan/collagen nanofiber mats via electrospinning as potential wound dressings

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Abstract

In this research work, erythromycin (EM)-loaded poly (vinyl alcohol)/chitosan/collagen (PVA/CS/CG) nanofibers were fabricated by electrospinning technique. The mixtures of PVA/CS/CG solutions were prepared at various weight ratios of 6/3/1, 6/2/2, 6/1/3, 7/2/1, 7/1.5/1.5, and 7/1/2. EM, an antibiotic drug, was added to the polymer solutions at 0.1% w/w. The viscosity and electrical conductivity of the as-prepared solutions were measured. The electrospun PVA/CS/CG-EM fibers were crosslinked using a glutaraldehyde vapor treatment at either 12 or 24 hours. The average fiber diameters of the PVA/CS/CG-EM fibers before and after crosslinking, as measured from the images of a scanning electron microscope (SEM), were in the range of 157-228 nm. With increasing CG contents, the viscosity of the solution decreased, and the electrical conductivity increased, resulting in a decrease in fiber diameters. In order to investigate the potential for use in wound healing applications, the antibacterial activity of the electrospun PVA/CS/CG-EM fibers were evaluated by an agar disc method against *Staphylococcus aureus* (*S. aureus*) and *Escherichia coli* (*E. coli*). All types of fiber mats (PVA/CS/CG-EM 6/3/1, 6/1/3, 7/2/1, and 7/1/2) exhibited large inhibition zones for both bacteria, especially *S. aureus*, determining their potential for use as wound dressings.

Keywords: Poly (vinyl alcohol), Chitosan, Collagen, Electrospinning

KSUC-OI-009

Physical activity, play exercise and early stimulation treatment for stunting ages 25 – 59 month in the Karanganyar health center area Pekalongan district

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Abstract

Stunting in Indonesia has become a focus on current health issues. Impact Stunting will disrupt children's growth and development. It is very dangerous for future generations. Stunting in the region Pekalongan district is one of the areas where stunting is still occurring attention of local government. Stunting can be prevented and also treated with the right health steps, several steps can be taken carried out is physical activity and play exercise stimulation, early stimulation in handling stunted children. This research aims to determine growth and development disorders in children stunting, assessing motor and sensory activities in stunted children can cause a decrease in physical activity. Design of this research in the form of qualitative and experimental. Samples used in This study included children aged 25 – 59 months in the community health center area Karanganyar, Pekalongan Regency. The samples taken in this study were 30 children according to categories included in the criteria for stunting, where body weight is measured, height and age between 6 – 59 months. Interventions are provided in the form of physical activity, play exercise and stimulation then measured again changes in body weight, height and motor development with GMFCS before intervention and after intervention. The intervention provided is in the form of physical activity in the form of simple physical activities such as jumping, clapping, running and walk. The stimulation provided is in the form of an expression massage for stimulates sensory and relaxation in children. The results of the research after the physiotherapy intervention were carried out, there were results significant with a P value <0.05, this is indicated by an increase in The child's body weight is an indicator that there is an increase in intake The food provided can reduce the criteria for stunting children.

Keywords: Stunting, Physical activity, Play exercise, Stimulation

KSUC-OI-010

Efficiency of lime, cow manure associated with nitrogen fixing bacterial inoculation on yield and quality of groundnut

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Abstract

The field study was carried out in Tri Ton town, An Giang province, Vietnam during Winter-Spring and Summer-Autumn crop of 2022-2023. The field experiment was carried out by four treatments and four replications. Four treatments of Winter-Spring crop: The control treatment applied NPK (100 kg Urea + 556kg P₂O₅ + 100 kg KCl); (NT2): application of NPK, lime with *Rhizobium* inoculation; (NT3): NPK, cow manure (CM) and *Rhizobium* inoculation; (NT4): NPK, CM and lime with *Rhizobium*. Four treatments of Summer-Autumn crop were carried on the prior experiment (Winter-Spring crop). However, treatments did not apply to CM, lime and *Rhizobium* (only NPK). The highest plant biomass (168 g), number of nodule (92.1), fresh and dry weight of filled pods (61.4 and 37.6 g, respectively), fresh and dry weight of empty pods (2.07 and 1.19 g), weight of dry nodules (0.83 g) per plant, yield (6.12 ton ha⁻¹), protein and oil in seeds (26.1 and 50.1%, respectively) were observed in CF and lime applied with *Rhizobium* inoculated treatments. All the parameters of growth and yield showed best result for application of lime and CM with synthetic *Rhizobium* inoculation of seeds. CM manure has significantly increased the yield of peanut in the next crops. The results from our two crops of study showed that co-application of NPK, CM, lime and *Rhizobium* inoculation always increased field capacity in both crops.

Keywords: Groundnut, Yield, Cow Manure, Lime, Rhizobium

KSUC-OI-011

Analysis of honey in the comal district involves testing for moisture content, acidity levels, reduction of sugar levels, and sucrose sugar levels

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Abstract

Honey, a natural sweetening liquid produced from the nectar of plants by bees, is known for its diverse colors and medicinal properties for humans (Q.S, An-Nahl ayat 69). In Indonesia, the quality standard for honey is outlined in SNI 8664-2018. The 2020 case of counterfeit honey from Banten raised public concern, highlighting the need for consumer protection against fake honey consumption. A survey conducted by researchers in the Comal area revealed the prevalence of low-priced honey brands, prompting concerns about authenticity and safety. Consequently, an analysis of the quality of pure honey circulating in the Comal District is imperative, encompassing organoleptic, water content, acidity, and sucrose sugar content tests. This research is included in descriptive observational research. Honey samples were obtained through random sampling, with selections made from various honey types and brands. The assessment of honey quality involved both qualitative and quantitative analyses. Organoleptic tests were conducted to evaluate shape, color, smell, and taste, while quantitative analysis included water content, acidity, and sucrose sugar tests. The results of these tests were then compared against the standards outlined in SNI 8664-2018. The set requirements include a maximum allowable water content of 22%, a maximum acidity level of 50 mL NaOH/kg, a maximum sucrose sugar content of 5%, and a minimum reducing sugar content of 65%. The study focused on 20 brands of pure honey, encompassing four distinct types, all free from additional ingredients such as ginger, turmeric, ginseng, cumin, etc. These samples were sourced from Apotek, supermarkets, and herbal medicine sellers. Each honey sample exhibited unique organoleptic characteristics attributable to variations in bee type, flower source, and production location, yet all adhered to the specified requirements. However, the results of the honey quality tests, including assessments of water content, acidity levels, sucrose sugar levels, and reducing sugar levels, revealed that 5 out of the 20 samples failed to meet the stipulated standards. These non-compliant samples are identified by the codes B, D, F, J, and S. The acidity test results show that sample B does not meet the requirements. The test results for, sucrose sugar content were not satisfactory. The reducing sugar test results showed that all samples were less than 65% w/w.

Keywords: comal subdistrict honey quality, moisture content, multiflora honey; reducing sugar levels

KSUC-OI-012

Efficiency of Hydro-Organic Smart Farming System in Greenhouse for Khok Nong Na Farmland Model, Mueang District, Chainat Province, Thailand

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Abstract

The purposed of the research were to design and develop an automatic hydro-organic system in greenhouse based on Internet of Things for Khok Nong Na farmland model and find system efficiency. The System can show reports on humidity, temperature, light density, pH, EC, air quality, water temperature and water level that affect plant growth. Data set was collected in Firebase cloud and developed application to control system.

The research findings showed that the accuracy of automatic hydro-organic can measure cultivate factors which are pH value at 6.61, EC value at 1.23, temperature range between 18-25 degrees Celsius, water temperature range between 25 - 28 degrees Celsius. Meanwhile, the proper value of pH was in the range of 6.0-7.0, EC value was in the range of 1.1-1.7, humidity value was in the range of 75 - 85. The result can show comparative value between using AB solution with organic fertilizer formula 1 and formula 2 in the growth value of green oak in greenhouse. It was found that yield using organic fertilizer formula 1 were similar to AB solution at 82.27% and organic fertilizer formula 2 were similar to AB solution at 93.62% which was safer at a similar level.

Keywords: IoT, smart farming, hydro-organic, Khok Nong Na Farmland Model

KSUC-OI-013

An investigation into the development of preschool education teachers in An Giang province, Viet Nam

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Abstract

Vietnam has a long history of education, and traditionally the Vietnamese people highly respect learning. However, preschool education in Vietnam started to be concerned in the early 1945 and it has made remarkable progress since the early 2000s. The Vietnamese Ministry of Education and Training (MOET) commits to improving access to preschool education across the country. The MOET has also attempted to enhance the quality of preschool education by revising the curriculum and upskilling its teaching workforce. According to Vietnam Education Law 2019, preschool education teachers are required to obtain a university degree. This paper aims to investigate the development of preschool education teachers in An Giang province located in the Mekong Delta region, Vietnam. The paper utilized a mixed- research method to collect quantitative and qualitative data from the tools of questionnaires, interviews of teachers and educational managers, and provincial document analysis. The research findings showed that the province is in the greater shortage of preschool education teachers in the rural areas than in towns. Its school and class network as well as quantity of preschool units that meet the national standards is below 50%. Also, the province has a lower teacher-pupil ratio in the classroom in comparison with that of the national ratio. The province has not had a clear roadmap to plan for developing the teaching workforce at this educational level. The paper ended with some conclusions and suggested some recommendations for this provincial educational leaders to take into consideration for its future preschool education teacher development in the context of the Vietnamese education being into the broadly and profoundly global integration progress.

Keywords: document analysis, educational managers, mixed-research method, shortage of preschool education teachers, teaching workforce development.

KSUC-OI-014

Income smoothing through loan loss provisions in Vietnamese banks

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Abstract

The aim of this research is to investigate whether Vietnamese banks engage in income smoothing and to identify the factors that influence the extent of income smoothing through loan loss provisions. Applying panel data regression analysis on a sample of 27 banks during the 2010-2019 period, we find that income smoothing, facilitated by loan loss provisions, is a common practice among Vietnamese banks. The results further suggest that the degree of income adjustment via loan loss provisions can be influenced by several factors. These include but not limited to a smaller board size, a lower percentage of independent board members, the lack of foreign board members, the presence of controlling shareholders, a smaller bank size, or a higher capital adequacy ratio.

Keywords: Income smoothing, Earnings management, Loan loss provisions, Factors

KSUC-OI-015

Changing behavior in climate change: exploring factors influencing environmentally friendly products adoption among urban consumers in Hue, Vietnam

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Abstract

This study investigates the dynamics of behavior change in the context of climate change mitigation, specifically focusing on the adoption of environmentally friendly products among urban residents in Hue, Vietnam. With a growing concern for the environmental impact of consumer choice, understanding the factors that influence positive behavioral shifts becomes essential to contribute to reduce the environmental degradation and global climate change. Utilizing a sample of 232 respondents and employing the Theory of Planned Behavior as a theoretical framework, the study explores the determinants of individual intentions to embrace eco-friendly products, including attitudes, subjective norms, and perceived behavioral control. The findings of this research aim to contribute valuable insights to both academic discourse and practical strategies for promoting environmentally conscious choice and encourage the transition toward environmentally responsible consumer behavior within urban populations in the face of climate change

Keywords: Climate Change, Consumer Behavior, Environmentally Friendly Products

KSUC-OI-016

Assessing the impact of government responses to the covid-19 pandemic on stock market performance: insights from Asian countries

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Abstract

The purposes of the research were to analyze the impact of COVID-19 pandemic on the performance of Asian stock markets and to investigate the impact of government intervention on these markets, focusing on China, India, Indonesia, Japan, Singapore, Sri Lanka and Vietnam. GARCH(1,1) and random-effect models incorporating country-fixed effect dummy variables were applied to daily data spanning from January 1, 2020, to December 31, 2021. The research findings indicated a positive response of stock returns in these markets to government interventions, providing valuable policy implications for mitigating the effects of future pandemics.

Keywords: Government intervention, Stock market performance, Asian countries, COVID-19 pandemic.

KSUC-OI-017

The volatility spillovers between the cryptocurrency market and traditional markets

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Abstract

The present article analyzes the volatility spillovers between the cryptocurrency market and traditional markets from 2018 to 2022, divided into pre-Covid-19 and during Covid-19 pandemic periods. Bitcoin data is used to represent the cryptocurrency market while stock market data, the U.S. dollar index, WTI crude oil prices, and gold prices represents traditional markets. In addition, methodology is based on the VAR model and variance decomposition of forecast errors. The results indicate that the volatility spillovers of Bitcoin is significantly weaker compared to the volatility spillovers of other markets. Moreover, the Covid-19 pandemic has extended the degree of volatility spillovers across the entire system and turning Bitcoin into a net transmitter of volatility.

Keywords: Volatility spillovers, Bitcoin, Covid 19, Cryptocurrency

KSUC-OI-018

Determinants of energy poverty in the central coastal area, Vietnam

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Abstract

This study utilises the updated microdata from Vietnam to investigate the determinants of energy poverty in the Central Coastal region. Energy poverty is calculated using the income and expenditure-based approach, and the findings indicate that over 54% of households in the Central Coastal region spend more than 10% of their income on energy costs. The study reveals a significant difference in energy poverty concerning socio-demographic and geographical factors, such as gender, age, ethnicity, education and income in the Central Coastal region. These findings raise concerns for policymakers, emphasising the need to address adverse impacts on health and education for those experiencing energy poverty in the Central Coastal area.

Keywords: Energy Poverty, socio-demographic, policymakers

KSUC-OI-019

A study of customer behavior and satisfaction towards online technology product distributors who receive products through transport service providers in Samut Sakhon province

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Abstract

With the emerging technologies and changes in customers' behaviors in responding to the pandemic, this study aimed to study customer behavior and satisfaction with the services of carriers via online technology in Samut Sakhon Province from May – December 2021 by using a questionnaire as a data collection tool with a sample of 400 people and using One-way ANOVA, to test the hypothesis. The results showed that most customers who use the service are female, aged 25 years and over, with a bachelor's degree, occupation of company employee Average monthly income of 15,0001 baht or more. The most frequent period of use is during May – October, using the service on average once per month. The reason for using the service is convenience. The purchaser cannot choose the freight forwarder for the service's cost per time; the average value is more than 500 baht. The customers who come to use the service have moderate satisfaction. The hypothesis testing revealed that gender, occupation, and income of service users affect the service marketing in all aspects. The age of service users affects all aspects of the service marketing except service-related product efficiency and quality of service. The service users' education level affects the price service marketing, distribution marketing, and promotion. Behavioral factors, different periods of service users from May to December, and service users' frequency affect the service marketing in all aspects. The results can be used to develop strategies for improving product quality, service, and the selection of freight forwarders for distributors through online technology to continue creating greater customer satisfaction.

Keywords: Customer behavior, Customer satisfaction, Online Technology, E-commerce

KSUC-OI-020

Risk evaluation and mitigation strategies for Chinese investments in overseas public-private partnerships

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Abstract

The purposes of the research were to examine the critical role of Public-Private Partnerships (PPPs) in China's Belt and Road Initiative (BRI), to explore the challenges faced by international PPPs, and to provide a comprehensive analysis of the risks and mitigation strategies associated with BRI PPP projects. Additionally, the study aimed to contribute to academic discourse and practical policy formulation for the successful implementation of BRI, with a focus on strengthening global infrastructure development risk management practices. To achieve these objectives, the research employed a comprehensive approach that included a literature review, thematic and comparative analysis of selected case studies, and application of theoretical frameworks. The research findings showed that PPPs are essential in mobilizing private capital and expertise to address the risks of transnational projects, foster cooperation and mutual understanding among countries, and achieve common developmental goals. However, international PPPs face various challenges, and a multi-dimensional risk catalogue is necessary to enhance the possibility of success for BRI PPP projects. The thematic analysis categorized risks into political, economic, social, and technical risks, with mitigation strategies revolving around policy support, regulatory enhancement, and strategic preparedness. Results indicated that the success or failure of PPP projects is most influenced by political risk, social risk, and economic risk, with the most favored mitigation strategies being policy support, strategic preparedness, and multi-faceted safeguards. Insights from five case studies corroborated these viewpoints, emphasizing the practical impacts of these risks and their management in real-world scenarios. Moreover, the study highlighted the indispensability of prudent stakeholder management and strategic risk management, based on stakeholder theory and risk management theory. Ultimately, the study championed a robust, sustainable, and mutually beneficial BRI framework, emphasizing the importance of a symbiotic relationship between academic exploration and practical application, and fostering a resilient and enriching international investment environment..

Keywords: Belt and Road Initiative, Risk management, China, oversea investment

KSUC-OI-021

Improvement strategies of quality in textile and garment production in Shanghai

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Abstract

The purposes of the research were to examine the quality expectations of textile and garment products in Shanghai, investigate the developmental patterns for improving the quality of textile and garment products, and explore the impact of unrealistic expectations on enhancing product quality management strategies. This study employed both quantitative and qualitative data. Regarding quantitative data, information was gathered through questionnaires distributed to participants in Jing'an District, Xuhui District, Hongkou District, Changning District, and Huangpu District, totaling 400 sets. The analysis of quality expectations for textile and garment products in Shanghai was conducted using statistical measures such as percentages, averages, and standard deviations. The examination of the effect of unrealistic expectations on the enhancement of product quality management strategies utilized regression analysis. For qualitative data, interviews were carried out with 15 textile and garment enterprises and 15 government officials associated with departments related to the textile and garment industry. The data were analyzed through content analysis to reveal patterns in the developmental improvement of textile and garment product quality. The research findings revealed that customer satisfaction with pricing and service in Shanghai's textile industry was high, but there was room for improvement in product quality. Also, the improvement pattern for textile and garment product quality in Shanghai involved TQM principles in leadership, vision, values, and strategic goals. Process management, cost optimization, and employee training were crucial for quality improvement. Besides, the multiple regression analysis revealed a pivotal relationship between unrealistic expectations and the enhancement of product quality management strategies in Shanghai's textile and garment industry that the combination of consumer, entrepreneur, and government official expectations demonstrated a significant predictive capacity, emphasizing the need to incorporate these expectations into quality management strategies. Therefore, aligning strategies with stakeholder expectations, despite potential challenges, proved crucial for improving product quality in the apparel and textile sector in Shanghai.

Keywords: quality expectations, quality management, textile and garment products

KSUC-OI-022

The effect of financial performance and firm size on bond rating

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Abstract

This study aims to test and analyze the factors that influence bond ratings involving variables of profitability, liquidity, leverage, activity ratio, and firm size in banking firm listed on the Indonesia stock exchange for the period 2017-2021. The analytical tool we use is logistic regression. The findings in this study are that the activity ratio proxied by total asset turnover and firm size has a positive and significant effect. Meanwhile, another finding of our research is that liquidity with the current ratio indicator also has a positive although insignificant effect on bond ratings. Meanwhile, leverage using the debt to equity ratio indicator and profitability with the return on assets indicator have a negative and insignificant.

Keywords: Return On Assets, Current Ratio, Debt to Equity Ratio, Total Asset Turnover, Firm Size, Bond Ratings

KSUC-OI-023

Interlinking the cooperative and work-integrated education programs of COLA KKU vis-à-vis english language teaching and learning

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Abstract

Higher education institutions nowadays are eyeing the potential of cooperative & work-integrated education programs (CWIE) in increasing the English proficiency level of Thai students. Hence, this study aims to interlink English language teaching and learning vis-à-vis the various CWIE programs utilized by the College of Local Administration, Khon Kaen University in Thailand, and to identify its pedagogical challenges. By way of participatory observation and interviews, data were collected for this study. Likewise, phenomenology was performed on the data in the study. Results showed that the integration of additional English subjects in the new curriculum which foster the 21st century skills and concepts, the employment of foreign native and non-native English language teachers of English, partnerships with universities abroad, the conduct of English camps and intensive English programs, and the sending of soon-to-be graduates for internships abroad help facilitate English language teaching and learning. However, challenges remain, such as lack of exposure to an English-speaking environment, the native-speakerism ideology, the learners' motivation and attitude toward language learning, and the prevalence of Thai as the medium of instruction and pedagogy.

Keywords: Cooperative and Work-Integrated Education (CWIE), English camps, English as Second Language, International internships, Language pedagogy

KSUC-OI-024

Factors affecting year 2 students' poor english reading ability

At department of foreign languages faculty of languages, Souphanouvong University, academic year 2020-2021

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Abstract

This research factors affecting the students year 2 poor English reading ability of 36 students at the Department of Foreign languages, Faculty of Languages, Souphanouvong University in the 2020-2021 academic year. Factors affecting reading ability were determined and divided into the two internal factors of learning preferences, and motivation, and the two external factors of reading texts and environment. Quantitative data were analyzed with descriptive statistics (frequency, mean, and standard deviation). The results reveal that all respondents answer questionnaires believed that the selection of the texts that they read was the most important factor affecting their English reading ability. Moreover, respondents scored 'learning preferences' as a highly important factor, while 'environment' and 'motivation' were seen as moderately important factors. A discussion of the findings, and conclusions for the development of teaching and studying are also presented.

Keywords: Factors, Reading ability, Y 2 Students, Poor reading ability

KSUC-OI-025

Students' reluctant in English speaking: A cased study of English teacher students at the faculty of education, Souphanouvong University, Lao PDR

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Abstract

The purpose of this study was to find out the causes making students' reluctance in English speaking. The participants of this study were 63 students with 43 females and 20 males who have been studying in English major, at the faculty of education, Souphanouvong University, Lao PDR of academic year 2020-2021. The instruments of this study were questionnaire for both teacher and students. The researcher used program SPSS version 21 to calculate the data base on the mean; standard deviation and percentage. The results showed that the first main cause students' reluctance in English speaking was language competency, while Self-confidence was the second main cause and language anxiety and shyness was the third and teacher's role was the last one. When identifying to the detail of each item on the tables given the results, it could be indicated that students talked less because they did not have enough vocabulary exhibited the highest mean ($M=4.37$; $SD=0.89$). So the capacity of English vocabulary belong the main cause making students' reluctance in English speaking in English major, at the faculty of education, Souphanouvong University. Coming up with the words pronunciation ($M=4.35$; $SD=0.77$), it was the second one belong the serious problem or cause making students reluctance in English speaking.

Keywords: Causes, English speaking, Reluctance

KSUC-OI-026

Error analysis of Lao undergraduate students' in english speaking and writing skills 4th year students faculty of languages, Souphanouvong University 2023-2024

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Abstract

Learning a foreign language is not an easy task and the peculiarities of natural languages like syntactic and morphological differences, ambiguities, anaphors, divergences from one language to another, etc. make this task even harder to complete. Also, in order to be professionally equipped, one needs to be proficient in speaking, listening, reading as well as writing the language, which increases the difficulty fourfold for the students learning a second language. To understand and resolve these difficulties, it is important to first identify these issues, which can be done through the errors made by the language learners and an attempt has been made to do the same in the current study for the undergraduate students of Souphanouvong University (SU), Luangprabang Province in Laos PDR 2023. This paper analyzes a set of interview based spoken data and written data collected through a picture based writing task, of 30 undergraduate students. This study identifies the different types of speech and writing errors from the dataset and also calculates the percentage of the same while discussing a few examples from the data. The findings indicate that the student's speech and writing skills are still heavily influenced by their mother tongue Lao, with contribution from intra-language errors as well. A topic for further study can be designing a curriculum based on the errors found in the data.

Keywords: Analysis, Laos, Lao Linguistics, Speech errors, Writing errors

KSUC-OI-027

Training and recruitment of male teachers at the preschool level with a gender equal approach

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Abstract

Currently, students majoring in early childhood education at colleges and universities in the locality are mainly female. The work of preschool pedagogical career counseling for male students is still limited. Therefore, the scarcity of male teachers at preschool education institutions is an urgent requirement for human resources. By collecting information from several countries around the world combined with observation from practice in Vietnam, this article summarizes research issues to reflect some inadequacies in human resources for male preschool education students at teacher training establishments. At the same time, I reflect on the reality status of enrollment counseling and career guidance; prejudices of public opinion; the thinking of the educational force has not changed and is compatible with the new context; and factors affecting the status and career prospects of male preschool teachers. So, I will propose some measures to attract this human resource. The contents include salary regime, criteria for considering emulation regulations related to the student's career orientation for the field of study; and labor division plan for male teachers in preschool educational institutions. The goal of gender equality is to renew awareness about training and recruiting male teachers of preschool pedagogy to meet the requirements of practice.

Keywords: Male students majoring in preschool education, Male teachers of preschool, Nurture and take care of boys, The need to educate, Recruiting male teachers

KSUC-OI-028

The optimization of the may fourth commune online learning platform: Improvement and efficiency

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Abstract

Due to the bugs in the curriculum design and teacher-student interactions during the use of the May Fourth Commune, the use of this system has caused some problems for both students and teachers. This research aims to 1) study the problems in the use of online learning platforms; 2) redesign and develop the online learning platform of the May Fourth Commune; 3) study the efficiency of online learning platforms. This study decides to adopt a mixed research method. Firstly, a preliminary interview was conducted with 10 students to collect their feedback, with convenience sampling method to conduct a questionnaire survey on 100 students who studied in Zhengzhou Normal University, Henan Province, China for the later stage to obtain user feedback data. Statistics used to analyze the data include mean, standard deviation, and t-test. This research has found that there were 2 main problems during the use of the May Fourth Commune Online Learning Platform, namely the Task Treasure function and competition platform. Students can not only integrate their knowledge but also monetize it. The optimization of the May Fourth Commune Online Learning Platform has a high promoting impact on students' learning efficiency and a significant benefit to their enthusiasm for learning.

Keywords: MAY FOURTH COMMUNE, Online Learning Platform, Redesign

KSUC-OI-029

User experience of intelligent center of vocational education platform based on blended teaching: the perspective of higher vocational teachers

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Abstract

The purposes of the research were to investigate teachers' demand for Intelligent Center of Vocational Education (ICVE) platform, to investigate the influence of platform function, platform interaction and interface on teachers' satisfaction, and compare satisfaction with the ICVE platform before and after modifying platform functions and interactions for teachers. Data were collected from interviews and questionnaires of 15 teachers in Guangxi Modern Polytechnic College by random sampling. Among them, 46% were male teachers, 53% were female teachers, 60% were young teachers and 40% were old teachers. Data analysis used thematic analysis method, descriptive statistics and independent t-tests. The research findings showed that most teachers did not satisfy with the function, interaction and beautiful interface of the platform before modifying the design. After improving the functional requirements, simplifying the interaction process and optimizing the interface design, teachers' satisfaction is obviously improved. The results of the comparison of 3 matters include Interaction experience of ICVE redesigned, satisfaction with the revision function, and the aesthetic level of use between before and after the system improvement. It was found that all 3 matters after the improvement were higher than before the improvement with a statistical significance of 0.05.

Keywords: UX, Blended teaching, ICVE platform, Vocational education

KSUC-OI-030

A conceptual framework of the instructional model enhancing cognitive skills based on Thai qualifications framework for higher education for undergraduate students of Rajabhat Universities

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Abstract

The purposes of this research were (1) to study a conceptual framework of the instructional model enhancing cognitive skills based on Thai Qualifications Framework for Higher Education, B.E. 2552; and (2) to evaluate the conceptual framework of the instructional model enhancing cognitive skills based on Thai Qualifications Framework for Higher Education, B.E. 2552. The research process was divided into following seven steps: Step 1 was a study of documents and research literature related to cognitive skills and the state of instructional management based on Thai Qualification Framework for Higher Education; Step 2 was the drafting of the conceptual framework and the creation of a questionnaire on the conceptual framework; Step 3 was the submission of the draft of the conceptual framework to the dissertation committee members for consideration and then revised it based on their recommendations; Step 4 was the submission of the questionnaire on the conceptual framework to the experts for verification of its structural correctness, content validity, appropriateness, and language clarity; Step 5 was the taking of the revised questionnaire on the conceptual framework to be tried out with 32 administrators and instructors of general education courses in Rajabhat Universities throughout the country to determine its Cronbach α -Coefficient, which was found to be 0.824; Step 6 was the analysis of the tried-out data, revision and improvement of the questionnaire, and then tried out the revised questionnaire with the research samples of 114 administrators and general education course instructors in 10 Rajabhat Universities selected as the representatives of Rajabhat Universities in the Northern Region, Central Region, Northeastern Region, and Rattanakosin area; Step 7 was the conclusion of the evaluation results of the conceptual framework of instructional model enhancing cognitive skills based on Thai Qualifications Framework for Higher Education, B.E. 2552. Regarding the results of studying the conceptual framework of the instructional model, it was found that the theories and models of instruction that were used to develop the conceptual framework of the instructional model to develop the cognitive skills of the learners were the collaborative learning theory, constructivism theory, multiple intelligence theory, active learning management model, and problem-based learning model, with rating means of 4.94, 4.93, 4.87, 4.43, and 4.19, respectively. Also, the cognitive skill learning outcome

standards comprised the analytical thinking aspects of the analysis of principles, analysis of the relationship, and analysis of contents, with rating means of 4.73, 4.69, and 4.44, respectively; while the problem-solving thinking comprised the problem identification, problem analysis, presentation of problem-solving methods, and verification of problem-solving outcomes, with a rating means of 4.97, 4.80, 4.90, and 4.97, respectively. Furthermore, evaluation results of the conceptual framework of the instructional model revealed that the research samples had opinions at the highest level toward the developed conceptual framework of the instructional model, with a rating means of 4.53 and a standard deviation of 0.47, which indicated that the conceptual framework of the instructional model synthesized by the researcher could be applied for the development of the instructional model enhancing cognitive skills of the learners based on Thai Qualifications Framework for Higher Education, B.E. 2552 for undergraduate students.

Keywords: Conceptual framework of the instructional model, Cognitive skill, Thai Qualifications Framework, Rajabhat University

KSUC-OI-031

Studying the importance of bamboo flutes in the primary school curriculum

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Abstract

The purposes of the research were to study The Importance of bamboo flute in the Primary School Curriculum. The research findings from the interview and observations showed that The Importance of bamboo flute in the Primary School Curriculum, this is Learning to play the bamboo flute offers cognitive and academic benefits, including enhanced concentration, memory skills, cognitive abilities and logical thinking, Incorporating the bamboo flute into primary school curricula enhances students' appreciation for music and the arts by exposing them to a culturally significant form of expression, broadening their understanding of diverse musical traditions, fostering creativity and self-expression, and nurturing imagination and artistic expression.

Keywords: Bamboo flute, Primary School Curriculum, The Importance

KSUC-OI-032

The Indonesian netizens' response to tiktok as english learning media

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Abstract

This study examines the reactions and encounters of Indonesian internet users in employing TikTok as a medium to learn the English language. In recent times, TikTok has evolved as a popular social media network, distinguished by its concise video content. This study used a qualitative method with a netnography approach. The study's results show that there are two kinds of users. The first group of Internet users who agree with what the video content says. The fact that most of the comments on this type are people saying they want to learn on TikTok English learning content. Netizens who don't want to learn on TikTok are the second type. This is evident by netizen comments of this type, which generally comprise relaying personal information rather than discussing material..

Keywords: Netizen, TikTok, English, Learning Media

KSUC-OI-033

The Concepts of Educational Philosophy in the Khmer Literature

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Abstract

The objectives of the research article are 1) to present the concepts of educational philosophy in the Khmer literature, 2) to attempt to respond to the concepts of educational philosophy in the Khmer literature, and 3) to show new knowledge from the applied Khmer literature in the framework of societal context.

Keywords: Khmer Literature, Educational Philosophy in Khmer Literature, Evolution of Literature, Concepts of Khmer Literature

KSUC-OI-034

Populism sentiments in Indonesian higher education curriculum

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Abstract

This article investigates the populism sentiments in the curriculum of Independent Campus (Kampus Merdeka) using a critical curriculum theory and discourse analysis approach. The research aims to reveal and analyse populist sentiments within this curriculum. The research findings indicate the presence of populist sentiments within the curriculum; they are: regarding lecturer and student as victim as 'ordinary people' facing bureaucrats as elites and university as mean of economic and technological development while limiting academic freedom by using Law of Electronic Information and Transactions (UU ITE). The implications of this research provide recommendations for more sustainable educational policies that accommodate macro educational policy and guaranty of academic freedom of campus.

Keywords: Populism sentiment, Independent Campus Curriculum, Critical curriculum theory, Discourse analysis

KSUC-OI-035

Digital skills development policy for a better quality of life for the elderly in Bangkok

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Abstract

The purposes of the research were to investigate, to determine, and to find out ideas of the Conceptual Framework for Policy recommendations that would build digital skills to improve the quality of life for the elderly in Bangkok. The research findings showed that digital technologies that can enhance elderly citizens' quality of life in Bangkok by technological factors are people's everyday activities and habits, their physical and mental health, their cognitive performance, smart gadgets with the right software, and—most importantly—government-supported policies.

Keywords: Developing a digital skills policy, Digital skill, Elderly people, Quality of Life

KSUC-OI-036

Guidelines for developing the international effectiveness of academic administration in higher education institutions

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Abstract

The academic article is a study on the guidelines for developing the effectiveness of academic management towards international standards at higher education institutions. Its objective is to present strategies for enhancing the effectiveness of academic management at the international level of a university. To study the implementation of the ASEAN University Network-Quality Assurance (AUN-QA) curriculum network by using the principles of Outcome-Based Education, which consists of 11 criteria, the educational management of higher educational institutions in Thailand has been implemented. Additionally, self-reflection on one's roles and responsibilities is emphasized, starting with an understanding and awareness of the importance of tasks and the outcomes resulting from managing the mission. These outcomes are divided into four aspects: graduate production, research, academic service provision, art and cultural preservation, as well as education for understanding various environmental factors that affect the effectiveness of academic management, all encompass the presence of leadership qualities in administrators, management based on good governance principles, and the integration of modern information technology in educational management, synergized with contemporary organizational management for modernize the academic management system, maximize effectiveness, and achieve the highest efficiency in all four aspects, and also aims to propose a direction towards becoming a globally recognized university in Thailand in the future.

Keywords: development effectiveness, academic administration, international, higher education, institutions

KSUC-OI-037

Study and find patterns to prevent problems from expanding the NEET group in the northeast of Thailand

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Abstract

Like many other nations around the globe, Thailand is seeing a continuing rise in the NEET (Not in Education, Employment, or Training) problem. The younger generation is dealing with social welfare, economic regression, and competitive conditions. They tend to be NEETs, and in the near future, they will have a detrimental impact on population skills and the economy. This issue will continue if we don't understand why it's occurring and develop appropriate governmental policies that cater to young people. Additionally, the major issue of low-skilled labor will persist in the future. To study the problems of NEETs, develop patterns and guidelines to prevent the expansion of NEETs, and come up with policy-setting protection guidelines for state agencies and other related agencies to help them put these guidelines into action will help reduce the NEET phenomenon in Thailand.

Keywords: NEET, Youth population, Northeastern of Thailand

KSUC-OI-038

Barriers to Adopting Social Sustainability Practices among Vietnamese Handicraft Organizations

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Abstract

The adoption of social sustainability practices (SSP) in individual organizations and across supply chains has emerged as an area of profound significance in the pursuit of sustainable development. Nevertheless, SSP adoption by Vietnamese handicraft organizations remains discouraging, primarily due to various barriers. This paper presents a conceptual framework of critical barriers to SSP adoption by Vietnamese handicraft organizations, drawing from the technology-organization-environment framework and the institutional theory. The proposed framework is empirically validated through seventeen semi-structured interviews with managers and practitioners in the Vietnamese handicraft industry. As a result, critical barriers are identified, casting a spotlight on issues pertaining to organizational behavior, stakeholder pressures, and the readiness of these organizations to embrace SSP. This study marks the initial endeavor to investigate the pivotal role of internationalization-related barriers in impeding the adoption of SSP within the Vietnamese context. This paper contributes to the social sustainability research by identifying the pivotal barriers and offering tailored recommendations for sustainability practitioners and policymakers to mitigate the impediments to SSP adoption among Vietnamese handicraft organizations.

Keywords: Social sustainability practices, Innovation adoption, Handicraft, barrier

KSUC-OI-039

Analysis of village owned enterprises (bumdes) development: efforts to create a developed and independent tourism village

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Abstract

Village is the smallest unit of the country closest to the community that will be prosperous. Hopefully, developing village economic potential through Village-Owned Enterprises (BUMDes) will reduce dependence on government assistance and create an independent village. The village's economic potential reaches its optimal point by using right development strategy which will be discussed in this research. The objectives of this research it to know the description of BUMDes TIRTA ARUM. Second, to understand the internal factors that are the strengths and weaknesses of BUMDes TIRTA ARUM as well as the external factors that are opportunities and threats for BUMDes TIRTA ARUM. The last, to know possible alternative strategies to be implemented in the development of BUMDes TIRTA ARUM. This research is a qualitative descriptive type of research conducted in Pekalongan Regency, Central Java. The SWOT (Strength, Weakness, Opportunity, Threat) analysis method is used to determine BUMDes development strategy planning in optimizing the utilization of village economic potential as an alternative BUMDes strategy in order to increase community income and Village Original Income (PADes). Data collection techniques were carried out using questionnaires and interviews. Data was analyzed inductively and quantitatively. The research results show that BUMDes Tirta Arum needs business unit development. The new business units that need to be developed are (1) the microfinance institution (LKM) business unit in partnership with BRI Bank which has been the main partner of BUMDes Tirta Arum, (2) Development of the clean water business unit (PAMSIMAS) by producing bottled mineral water

Keywords: Economic Potential Development, BUMDes, and SWOT analysis

KSUC-OI-040

Purchase decision of green product "batik with natural dyes"

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Abstract

Now batik is switching to using synthetic materials to increase efficiency and pursue market demand regardless of the impact on nature. This study aims to test and analyze environmental awareness, product knowledge, and willingness to pay more on purchasing decisions for green batik products with natural dyes. This type of research is correlational. The population in this study is consumers who have bought batik with natural dyes purchased in Pekalongan City. The sampling method used is purposive sampling and taking samples totaling 100 people. The analytical tools used in this study are multiple linear regression analysis and t test as a model feasibility test, using SPSS software. Based on the results of hypothesis testing, it is known that all variables, namely environmental awareness, product knowledge, and willingness to pay more for consumer purchasing decisions. Now batik is switching to using synthetic materials to increase efficiency and pursue market demand regardless of the impact on nature. This study aims to test and analyze environmental awareness, product knowledge, and willingness to pay more on purchasing decisions for green batik products with natural dyes. This type of research is correlational. The population in this study is consumers who have bought batik with natural dyes purchased in Pekalongan City. The sampling method used is purposive sampling and taking samples totaling 100 people. The analytical tools used in this study are multiple linear regression analysis and t test as a model feasibility test, using SPSS software. Based on the results of hypothesis testing, it is known that all variables, namely environmental awareness, product knowledge, and willingness to pay more for consumer purchasing decisions.

Keywords: Environmental Awareness, Product Knowledge, Purchase Decision, Batik

KSUC-OI-041

Program music on “the expression” song for big band jazz: eventful

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Abstract

The purposes of the research were (1) to compose a music “The Expression” song for big band jazz, and (2) to perform a “The Expression” song for big band jazz to the public. The research findings showed that “The expression” song for big band jazz: “Eventful” The researchers were inspired to create the music by the philosophy of the Faculty of Music at Bangkokthonburi University and from the analysis of data from interviews with experts, which is a place for education and learning in music, making the atmosphere within the study place filled with melodies and accents in the characteristics of folk music, Thai music, jazz music, and other music. Sometimes the melodies are played together until they blend and form a new musical accent. The researchers imagined that the audience was walking inside a real place and experienced the atmosphere of diverse music making at the same time. The researcher composed this music by using a many types of composition techniques, such as Augmentation, Diminution Melodic repetition, Melodic sequence Quantal harmony and Dissonant interval, etc., including the use of music form in a ternary form (AABA), with part A starting from the C major pentatonic scale as the key to this section and turning into an A minor pentatonic scale in the second section. In this way, they reconciled with the C major pentatonic scale and came back to the last section, liked taking the listener on a walk through this place from the first section until the last section. Therefore, composed “The expression” song for big band jazz: “Eventful” makes the listener experience the musical accent and melodies of the music that is different from what the listener has ever heard

Keywords: Expression, Program Music, Jazz, Big band

KSUC-OI-042

Creation of rongngen “gunung selatan”

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Abstract

The purposes of the research were to study the Rongngen music culture, and to create the Rongngen song in "Gunung Selatan ". The research findings showed that the first, the research found Rongngen music culture performed in the southern region of Thailand and Malaysia. It is a combination of Eastern music culture and Western music culture and the Rongngen performance divided into 2 types: Rongngen in the southern border provinces at the eastern seaboard is characterized focus on the beauty of dance and for Rongngen in the western coastal region, it has the characteristics of a Patiphat. There is singing and dancing. The second, to create the Rongngen "Gunung Selatan", the researcher was inspired by living in the 3 southern border provinces and saw the cultural connection of Thai Buddhists and Thai Muslims in helping to take care of natural features and want to invite you to travel and visit the perfect nature the researcher therefore created the song "Gunung Selatan" which means "Mountains of the South".

Keywords: Rongngen, Rongngen music, Gunung Selata, Thai Muslims music culture

KSUC-OI-043

Chao Phraya's lightning suite

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Abstract

The purposes of the research were to 1) study the related of Loy Krathong Tradition Information 2) and to create the Chao Phraya's Lightning suite. The research findings showed that Loy Krathong Tradition is a ceremony to honor the Goddess of the River. In Thailand, it is annually held on full moon day in November. It is an expression of worship in Buddhism and have symbols that's called Krathongs, made from tree and leaf of banana with incense candles and flowers, are used to ask forgiveness from Phra Mae Kong Ka. In present day, there are large-scale activities organized throughout in four regions. Loy Krathong song's Suntharaporn band which is a popular song long time ago. 2) The creation of the Chao Phraya's Lightning suite was using the principle of Montri Tramote in Thai Music Composition and Naming the songs after the reminiscence of important events. The inspiration for the music composition including 4 songs with decorative indigenous rhythmic patterns and syncopation: Yi Peng (Northern), Kuen Peng Seng Pratheep (Isan), Loy Ruea (Southern), and Loy Krathong Thamnong Thum, represent the original Loy Krathong song in ram-wong style and showed the advance skill for Ranat Thum solo. This creative were used melodic characteristics such as folk melodies and folk musical instruments to show the identity.

Keywords: Creation song, Loy Krathong, Chao Phraya, Four Regions

KSUC-OI-044

Didgeridoo: creating traditional aboriginal musical instruments from alternative materials

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Abstract

The purposes of the research were to study the music culture, playing techniques, and the craft of making didgeridoos using alternative materials, to craft a didgeridoo from alternative materials, enhancing its appeal and interest, to produce a didgeridoo with reduced manufacturing costs, facilitating easier practice in blowing, and ensuring convenient portability. Crafted from PVC pipe, this didgeridoo boasts a lightweight design, ensuring effortless portability. With a length of from 1 to 3 m (3 to 10 ft) long. Most are around 1.2 m (4 ft) long. The length is directly related to the 1/2 sound wavelength of the keynote. Generally, the longer the instrument, the lower the pitch or key of the instrument. What sets it apart is the unique crafting process, allowing for personalization through techniques such as painting, spray painting, or incorporating drawings of various pictures and patterns. This not only enhances its visual appeal but also adds an artistic dimension to the instrument, making each one a distinctive and aesthetically pleasing creation. The research findings showed that acquire knowledge and techniques for crafting a didgeridoo. obtain a traditional musical instrument from the Aboriginal tribe, specifically the "Didgeridoo." Create a didgeridoo using a lighter alternative material, enhancing portability and ease of play. And more convenient portability to make access to this musical instrument more widespread and more interesting as well. You will also learn about the lifestyle of the tribe and enhance your understanding of their culture and music. This research is important in preserving and passing on the unique culture and music of Australia's mountain tribes.

Keywords: Musical creativity, Didgeridoo, Alternative Instruments

KSUC-OI-045

A creative work prasad wai for trumpet quartet

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Abstract

The purposes of the research were to study about northern folk music Prasad Wai, to compose music form northern folk music Prasad Wai for trumpet quartet, and to publish Prasad Wai for trumpet quartet. The research findings showed that the creative work Prasad Wai for the trumpet quartet involves guidance on composing the melody and new harmonies, using only the trumpet as the instrument. This is achieved by incorporating both the original melody of the song and techniques from various musical eras to give the song a unique color and a melody distinct from the original. Additionally, important trumpet techniques are blended into the composition, making it a versatile piece suitable for both solo and accompaniment performances.

Keywords: Prasad Wai, Trumpet Quartet.

KSUC-OI-046

Neo-hanuman for flute, violin, cello and piano: the burning of Longka

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Abstract

The purposes of the research were to compose a classical piece based on “new music” concepts, to find out the new interpretation towards the story of Hanuman, and to publish the composition. The research methodology was qualitative research. The researchers studied mainly from literature reviews. The research findings were new music concepts can be classified into two meaning: in contemporary music, it is any idea that can show the possibility of creating new sound; and in research, it is the aspects of musicology toward experience, new ideas, and research; and the result also showed that the composition had been creatively done according to the purposes of the research, which it consisted of new music concepts, and the composer had interpreted new aspects of the story of Hanuman. The performance will be premiered online via Youtube channel namely “Thanyawat Sondhiratna” on 8 December 2023.

Keywords: Hanuman, Composition, New Music

KSUC-OI-047

A creative work: Sor Pamar song for wind quartet

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Abstract

This creative music composition is designed for performing the 'Sor Pamar' song with a Woodwind Quartet. The song consists of two parts: the melody parts, the refrain parts and the band parts. The performance style of the Thai brass band combines Western musical harmonies while incorporating tones similar to traditional Northern Thai music (Lanna). Use research principles to ask questions and collect requests in the traditional way, which is currently not used anymore. In this research, the lyrics of old (Idiom) 'Sor Pamar' songs were collected, to be adapted into the main melody

Keywords: Sor Pamar Song, Woodwind Quartet, Four-part harmony

KSUC-OI-048

A confirmatory factor analysis of factors influencing the job performance of royal Thai army personnel

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Abstract

The objectives of this research were (1) to develop the component of factor influence the job performance of royal Thai army personnel. (2) to examine the congruence of model of factors influencing the job performance of royal Thai army personnel with empirical data. This research is quantitative analysis using a questionnaire as a tool to collect data from a sample of 280 royal Thai army personnel. Data were used to analyze and verify the consistency of confirmatory factor analysis. The results showed that factors influencing royal Thai army performance are: (1) transformational leadership consists of 4 observable variables: idealized influence, inspirational motivation, intellectual stimulation and individualized consideration (2) strategic thinking consists of 4 observable variables: visionary thinking, reflection, creativity and systems thinking (3) management innovation consists of 4 observable variables: vision and strategic, process management, resources management and technology management. Then validating of CFA models for consistency was found to be valid and consistent with the empirical data.

Keywords: Transformational leadership, Strategic Thinking, Management Innovation

KSUC-OI-049

The effect of local governance on subjective well-being evidence from household survey

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Abstract

The purpose of the research was to investigate the effect of changes in local government quality and point out which dimensions of local government have significant impacts on the subjective well-being of households. The study used the Vietnam Household Living Standard Survey (VHLSS) from 2016 -2020 which was conducted in all provinces in Vietnam with more than 40,000 households. Using both ordered logit and OLS regressions, the results showed that the improvement in government performance induces a higher level of self-reported well-being. Specifically, the enhancement in participation at the local level, vertical accountability, control of corruption, public administration procedures, environment governance, and E-governance have a significantly positive impact. The study also highlights the need for local government to address transparency in local decision-making and public service delivery.

Keywords: Subjective well-being, government quality, Vietnam, households.

KSUC-OI-050

The Influence of Leverage, Profitability, and Firm Value on Share Price: The Moderating Role of Inflation

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Abstract

The Sharia capital market in Indonesia has experienced significant growth in the number of transactions. However, the share price of companies listed on the Jakarta Islamic Index tends to decline. Therefore, the purposes of the research were to examine the factors influencing the share price of companies listed on the Jakarta Islamic Index from 2018 to 2022. These factors include leverage, profitability, and company value. This research also explores the role of inflation as a moderating variable on the influence of leverage, profitability, and firm value. Multiple regression analysis using random-effect model is employed to analyze the effect of leverage, profitability, and firm value on share price and the role of inflation as a moderator. The analysis results show that firm value has a significant positive effect on share price. Meanwhile, leverage and profitability do not have a significant effect. Inflation can only moderate the influence of firm value on the share price.

Keyword: firm value, inflation, leverage, profitability

KSUC-OI-051

The role of employee performance on organizational cohesiveness mediated by employee trust

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Abstract

Cohesiveness is very important for organizations and industries to keep teamwork performance to achieve predetermined organizational goals. This study aims to see linkages between group performance toward organizational cohesiveness mediated by employees trust. Method used in study is quantitative approach and correlational study. Sample of this reserach is employees at Islamic Hospital (RSI) PKU Muhammadiyah Pekajangan, Pekalongan, Indonesia. The instruments used are employee performance instruments, employee trust instruments in the organization and organizational cohesiveness instruments. The results of the research showed that there is positive significant influence of employee performance on organizational cohesiveness, there is positive significant influence of employee performance on employee trust, and positive significant influence of employee trust on organizational cohesiveness. There is also direct influence of employee performance on organizational cohesiveness and indirect influence of employee performance on organizational cohesiveness which is mediated by employee trust.

Keywords: Cohesiveness organization, Performance employees, Trust employees

KSUC-OI-052

The influence of job satisfaction quality of work life and organizational commitment on intention to stay

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Abstract

This paper aims to analyze and explain the influence of job satisfaction, quality of work life, organizational commitment on intention to stay. The method used is a descriptive method by reviewing the results of previous research. Based on research results related to the topic studied, various researchers found various factors that influence intention to stay. The conclusion of this paper is that both job satisfaction, quality of work life, organizational commitment have a positive influence on intention to stay.

Keywords: job satisfaction, quality of work life, organizational commitment, intention to stay

KSUC-OI-053

Analysis of factors influencing organizational citizenship behaviors :a case study of members of the Pekalongan city resort police office

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Abstract

This study examines organizational citizenship behavior through the influence of servant leadership, empowerment and organizational commitment. Members of the police at the Pekalongan Kota Resort Police Office need to improve police service and performance properly in serving the public in a fair and independent manner. Appropriate leadership characteristics can increase good work behaviors such as leadership that protects all members of the police so that the police feel cared for and they can work sincerely and have optimal work behavior. In addition, a strong organizational commitment in realizing the agency's vision and mission needs to be strengthened and empowered to all members of the police so that members are enthusiastic at work and behave in a fair and independent manner. Strong organizational commitment is also balanced with the psychological empowerment of the institution to members so that members feel that they are given the opportunity to initiate properly and work independently. This type of research is correlational research with multiple linear regression analysis. 83 samples were determined using the slovin method from 464 populations. Based on the partial test, it states that the significant value of servant leadership is $0.270 > 0.05$ and the t value is 1.109, so servant leadership has a positive but not significant effect on organizational citizenship behavior and the significant value of empowerment is $0.015 < 0.05$ and the t value is 2.483, so empowerment has significant positive effect on organizational citizenship behavior. Meanwhile, the significant value of organizational commitment is $0.009 < 0.05$ and the t-value is 2.723, so organizational commitment has a significant positive effect on organizational citizenship behavior.

Keywords: Servant Leadership, Empowerment, Organizational Commitment, Organizational Citizenship Behavior

KSUC-OI-054

The impact of female chairs on firm risk : evidence from Vietnam

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Abstract

This paper examines how female chairs affect firm risk in Vietnam. Using ordinary least squares regression and the System GMM estimation method, the study's results provide strong evidence that female chairs have a negative impact on firm risk and tend to pursue lower debt ratios in their firms more than their counterparts. In addition, the study examines whether this result remains stable when additionally controlling for stock ownership held by the Chairwoman. Interestingly, the empirical results show that the risk aversion of female chairs will decrease significantly with the higher ownership rate of female chairs. These results suggest some policies and management strategies related to female chairs and the ownership rate in Vietnamese firms.

Keywords: female chair, leverage, ownership, risk, Vietnam

KSUC-OI-055

Welfare impact of microcredit on rural households in Vietnam

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Abstract

In Vietnam, microcredit is considered an important solution to improve living standards and reduce poverty, especially in rural areas. This study uses the PSM-DID method to evaluate the welfare impact of microcredit on Vietnamese rural households. The research findings showed that microcredit has a significant positive impact on the economics welfare of rural households in terms of per capita income and per capita expenditure. However, the further analysis for the case of poor households, the result showed that the impact of microcredit per capita income of poor households is insignificant, but is significantly negative for per capita expenditure. Therefore, the study concludes that the beneficiaries of microcredit in rural Vietnam are not poor households.

Keywords: Microcredit, Welfare impact, Psm-did, Rural household

KSUC-OI-056

Market analysis and willingness-to-pay for implementing water quality management devices - iots in white leg shrimp farming facilities in the Mekong delta region

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Abstract

The study aimed to comprehend the market dynamics, the existing scenario of water quality management, and determine the willingness-to-pay (WTP) of individuals for employing IoT devices. The primary research methodology relied on the estimation model of WTP through Multi Logit Regression (MLS) analysis. The outcomes revealed that households exhibit relatively limited capacity in adopting new technological devices; these households suffer considerable losses in white leg shrimp farming - nearly 100 million Vietnamese dong per year. Presently, water quality monitoring mainly relies on experience or manual techniques, with low technological adaptation. However, households expressed willingness to experiment and invest in IoT devices, aspiring to monitor water quality changes. The estimated WTP model results significantly explain the influencing factors regarding the willingness to pay for using these devices. Encouraging farmers to increase device utilization requires a market development strategy alongside cost reduction tactics.

Keywords: White leg shrimp, IoT devices, Water quality management

Poster Presentation

KSUC-PI-001

A sustainable learning model for conservation and utilization of natural resources, tailored to the community and forest practices in areas susceptible to frequent forest fires, has been developed in the Phu Long Forest of Phu Khiao District, Chaiyaphum Province

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Abstract

The purposes of the research were to develop environmental conservation activities and compare knowledge and attitudes towards environmental conservation in Phu Long Forest, Phu Khieo District, Chaiyaphum Province. The sample in research of 30 people living in the area of That Thong Subdistrict, Phu Khiao District, Chaiyaphum Province, Selected by the purposive sampling. The research tools used in the study include the learning activity tool for environmental conservation, the environmental knowledge assessment questionnaire, the environmental attitude measurement questionnaire, and statistical analysis tools such as percentages, means, standard deviations, and dependent samples t-test. The research results indicate that the Environmental Conservation Activities Correspondence Index values (IOC), assessed by experts, range from 0.60 to 1.00, signifying compliance with quality standards. Additionally, participants in environmental conservation activities exhibited a noteworthy improvement in both knowledge and attitudes, supported by statistical significance at the 0.05 level.

Keywords: Activity, Attitude, Knowledge, Environmental conservation

KSUC-PI-002

The developing a community charter on sustainable repetitive wildfires management by the participation of collaborative networking in the case of Phu Long forest, Chaiyaphum Province

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Abstract

The objective of the participatory action research (PAR) is to develop the implementation of a community charter for sustainable management of recurrent forest fires with the participation of network partners in the Phu Long forest in case Chaiyaphum province under the principles of houses, temples, government, private or Bowon Plus. There have the following research processes: 1. Group discussion forum to study problems, obstacles, and solutions in managing repeated forest fires, and recruiting community charter development committees. There is a group of 45 key informants who are community leaders and related agencies. 2. Drafting a community charter, divided into 2 stages as follows: 2.1 Drafting a community charter stage. There is a group of 80 key informants who are community leaders and related agencies and 2.2. a forum for improving community charters. There is a group of 60 key informants who are community leaders and related agencies. 3. Forum for announcing community charters. 4. Driving and monitoring and evaluating the community charter. Research tools in stages 1 and 2 include: Semi-structured questionnaires were used in focus group discussions where the instrument was validated by experts. Research period: January to October 2023. The results of the research found that: 1. The problem of repeated forest fires is caused by many causes. 1). Burn weeds in agricultural areas but cannot control the fire and then the fire then spread into the forest, causing a large area of fire. 2). Burn the forest for find easy forest products. 3). Work for hire to burn forests in raise animals. 2. Community charter for monitoring, preventing forest fires, and conserving natural resources in the Phu Long forest area and community forest in That Thong Subdistrict, Phu Khiao District, Chaiyaphum Province, 11 points. 3 Driving the charter to create a community forest fire monitoring center and the forest fire surveillance committee and the Phu Long forest area has no incidence of forest fires in the period January to December 2023. Research suggestions A community charter applied from the Spatial Health Charter is a tool for creating participation of communities and local agencies in which the community is willing to implement the guidelines of the charter created because the community is the owner under participation with Bowon plus principles.

Keywords: Community charter, Repetitive wildfires, Participation, network, Sustainability

KSUC-PI-003

Model of Conservation and Prevention for the Biodiversity Loss According to Live of the Community People with Forest by Participation of Network Associates in the Area at Risk of Repeated Forest Fires in Phu Long Forest, Phu Khiao District, Chaiyaphum Province

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Abstract

The purposes of the research were to 1) Deep causes to recurrent forest fires 2) develop Model of Conservation and Prevention for the Biodiversity Loss According to Live of the Community People with Forest by Participation of Network Associates in the Area at Risk of Repeated Forest Fires in Phu Long Forest, Phu Khiao District, Chaiyaphum Province and 3) estimate Model of Conservation and Prevention for the Biodiversity Loss According to Live of the Community People with Forest by Participation of Network Associates in the Area at Risk of Repeated Forest Fires in Phu Long Forest, Phu Khiao District, Chaiyaphum Province. The research findings showed that the 1) Deep causes to recurrent forest fires is caused by flames from outside and then spread into the area, which is mainly caused by humans, especially people from other areas who set fires to open up areas for agriculture and raising animals, including rice fields, sugar cane fields, and cattle raising. In addition, Phu Long forest is an area. It is high, causing strong winds. 2) develop Model of Conservation and Prevention for the Biodiversity Loss According to Live of the Community People with Forest by Participation of Network Associates in the Area at Risk of Repeated Forest Fires in Phu Long Forest, Phu Khiao District, Chaiyaphum Province consists of 1. Establish a center to monitor and prevent forest fires. And there is a hotline to receive incident reports 24 hours a day, as well as disseminating information online. 2. Establish a network to monitor and prevent forest fires. 3. The land owner noticed. 4. When you want to burn weeds, you must inform the forest fire monitoring center in advance. 5. Publicize and create awareness 6. Training in correct forest fire extinguishing skills 7. Manage the area of permanent fire barriers. Expand fire barriers and improve mountain routes, such as planting fire barriers or creating value in areas surrounding forests. 8. Set the time period for burning and announce the closure of the forest. People from outside the area are prohibited from coming to hunt and gather forest during the preceding dry season. 9. Set the time period for burning and announce the closure of the forest. People from outside the area are prohibited from coming to hunt and gather forest during the preceding

dry season. 10. Develop people and communities around forest areas, such as careers or generating income from forest areas. 11. Help plant forests, repair, replace, and restore the forest by planting original tree species. 12. Maintain water sources. Water slowdown department organizes water use times. and 3) estimate Model of Conservation and Prevention for the Biodiversity Loss According to Live of the Community People with Forest by Participation of Network Associates in the Area at Risk of Repeated Forest Fires in Phu Long Forest, Phu Khiao District, Chaiyaphum Province found that the developed model was suitable at the highest level ($x = 4.65, S.D = 0.34$) and Possibilities for practice at the highest level ($x = 4.55, SD = 0.44$)

Keywords: Conservation, Participation, Loss, Forest Fires