



Proceeding

The 16th National and International Conference

"Global Goals, Local Actions: Looking Back and Moving Forward 2024"

20 March, 2024

Graduate School

Suan Sunandha Rajabhat University

The 16th National and International Conference
"Global Goals, Local Actions: Looking Back and Moving Forward 2024"
20 March, 2024

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Organized by:

Graduate School, Suan Sunandha Rajabhat University, Thailand

In collaboration with:





16th National & International Conference

March 20, 2024 - Suan Sunandha Rajabhat University, Bangkok, Thailand

Principle and Rationale

Institutions of higher learning are crucial to the nation's knowledge dissemination, besides the duty of generating competent graduates for the job market. In addition to doing research, universities have a duty to generate and compile current information that is shared with the public. to successfully modernize higher education while adhering to the guidelines of the National Economic and Social Development Plan. A strategic plan is necessary for both the advancement of the institution and the training of researchers and innovators. To encourage and assist its professors, the institution has implemented a management structure. Employees and researchers should learn research techniques. Additionally, it promotes collaboration with outside groups. The ultimate goal is to produce outstanding research and creative works that satisfy the demands of both local communities and society at large. The public eventually gains from this.

Suan Sunandha Rajabhat University has a comprehensive research policy designed to encourage and support scholarly investigations. The Graduate School launched a project to plan the 16th National and International Academic Conference as a result. This national and worldwide research conference serves as a vital conduit for the public dissemination of research findings and for the promotion of information, ideas, and academic experiences amongst faculty, researchers, academics, and students within and outside of the institution. for the purpose of organizational growth and released to the public on March 20, 2024. We are prepared to promote academic achievement in partnership with outside networks in the public and private domains. both participants and researchers. In particular, the Academic Conference held the 16th edition of the National and International Research Conference to showcase research findings that highlight the strength and promise of the Graduate School. Suan Sunandha Rajabhat University has performed admirably. It also helps to ensure that academic knowledge is widely used and establishes the university's recognition among other educational institutions.

In the year 2024, Graduate School, Suan Sunandha Rajabhat University, deems that it is proper to hold the 16th National & International Conference , cooperation between Suan Sunandha Rajabhat University and other working units, so that academicians, researchers, instructors, students and interested persons from domestic areas and foreign countries, have opportunity to acknowledge new movement and academic knowledge, to exchange body of knowledge, experience, presentation of research work, for progress, for heading to academic excellence in several sciences and linking integration among sciences in creating academic work and quality professions.

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English Version

Message from the President Suan Sunandha Rajabhat University

Education in Thailand 4.0 era entails more than just preparing or educating people only. But to prepare human beings which, in addition to knowledge, must make them love to learn, have morals, and can live with others, that is, building people with 21st century skills, with an emphasis on critical thinking skills. At the same time, Thailand 4.0 refers to the development of the country's modernization. Earning more and breaking out of the middle-income trap by having to produce new innovations as a foundation for the development of the country, as well as the ability to trade with other countries. Therefore, in many ways, education must speed the implementation of concrete learning reforms for Thai children. Both for communication, knowledge exchange, coordination and trade. Suan Sunandha Rajabhat University has essential policies and goals in place to ensure that it remains a high-quality university for the people that can compete with worldwide universities while remaining reliant on the people. As a result, the university's purpose of knowledge development and the production of high-quality academic work, as well as public exposure, was carried out through the organization of the 16th National and International Research Conference (Global Goals, Local Actions: Looking Back and Moving Forward 2024) by academic cooperation between Suan Sunandha Rajabhat University and other agencies to order to fulfill the goal of the National Education Act, which is to improve education to be of high quality and efficiency, as well as a mechanism for developing individuals to be lifelong learners, creating a learning organization, and a learning society.

Associate Professor Dr. Chutikarn Sriviboon
President of Suan Sunandha Rajabhat University

Message from the Vice-President for Academic Affairs Suan Sunandha Rajabhat University

Thailand's society has fully embraced the digital age, causing all economic and social activities to move at a breakneck pace, extremely competitive, increased online access to vast resources, as a result, the child's personality evolves. Furthermore, the government has launched the Thailand 4.0 policy, which aims to propel Thailand out of the middle-income trap and toward a high-income country by leveraging economic, social, and high-quality human resource growth to drive the country. As a result, education is a key tool for improving the quality of human resources. To prepare Thailand's manpower to be an important instrument for the country's economic and social development in the regional and international arenas. There are numerous universities throughout the country, as a result, there are significant policies and objectives to achieve in order to become a strong institution that can compete with foreign universities while remaining reliant on the people. Therefore, the creation of knowledge and the creation of high-quality academic work, as well as public exposure. It is the university's mission, which it has fulfilled through the national and international academic conferences. This is the 16th time that academic cooperation between Suan Sunandha Rajabhat University and other agencies has developed a venue for researchers to exhibit their findings under the theme "Global Goals, Local Actions: Looking Back and Moving Forward 2024." It's also a mechanism for transforming people into lifelong learners.

Associate Professor Dr. Nantiya Noichun
Vice-President for Academic Affairs

Message from the Dean of the Graduate School Suan Sunandha Rajabhat University


Education is not only a foundation for developing potential and quality personnel, but it is also a foundation for generating opportunities and economic development. At this time, education is entering the Education 4.0 age, which trains students to combine knowledge from all over the world and integrate it creatively in order to generate innovations and address societal requirements. As a result, the next era of education must place a strong emphasis on challenging self-learning, creating fresh knowledge to supplement what you already know, considering and using the knowledge to benefit oneself, society, and the situation in accordance with sustainable development policies, as well as to be employed in the integration of teaching and learning through the use of technology to seek knowledge, expand the body of knowledge and be a future education that focuses on generating individuals who can actually create innovation. On this occasion, the Graduate School intends to organize academic conferences and showcase research findings. The 16th National and International conference on "Global Goals, Local Actions: Looking Back and Moving Forward 2024" is a forum for academics, researchers, students, and other interested parties to share their expertise and experience both locally and abroad in order to academic excellence.

Associate Professor Dr. Duangsamorn Rungsawanpho
Dean of the Graduate School

Peer Review

Prof. Dr. Toony Moon	University of Technology Sydney, UTS, Australia
Prof. Dr. Azlan Amran	Universiti Sains Malaysia, Malaysia
Prof. Gordana Pesakovic	Argosy University, Sarasota, The United States of America
Prof. G.C. Bhattacharya	Banaras Hindu University, India
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Asst. Prof. Dr. Phakamas Jirajarupat	Suan Sunandha Rajabhat University, Bangkok, Thailand
Asst. Prof. Dr. Nataporn Rattanachaiwong	Suan Sunandha Rajabhat University, Bangkok, Thailand
Dr. Pedro F. Pellet	Nova Southeastern University, Florida, The United States of America
Dr. Maxine Newell	Asia-Pacific International University, Bangkok, Thailand
Dr. Pedro F. Pellet	Nova Southeastern University, Florida, The United States of America
Dr. Patcharin Buranakorn	Huachiew Chalermprakiet University, Bangkok, Thailand

CONFERENCE SCHEDULE (Session)
The 16th National and International Conference
“Global Goals, Local Actions: Looking Back and Moving Forward 2024”
20 March, 2024

Activities	Number	Title	Presenter	Time
International present (1) Business Session (13 articles) Chairman 1. Assoc. Prof. Dr. Suthinan Promsuwan 2. Asst. Prof. Dr. Opas Piansoongnern Moderator Miss Jidapha / Mr.Kittitach Zoom Login 10.30 a.m.-2.45 p.m.  Zoom Meeting ID: 944 5890 7993 Passcode: hR29G~7X Breakout Room: International1 Please use log in name Inter1-(name) Ex. Inter1-Inkarat	1	The Impact of Marketing Mix, Word of Mouth, and Customer Expectations Towards Customer’s Purchasing Decision in Choosing Restaurants in Bangkok	Ms.Inkarat Thowrungraung	10.30 a.m.
	2	The Impact of Work Environment, Teamwork, And Employee Stress Factors Towards Organization Performance in Company A Located in Rayong, Thailand	Mr.Phongsakorn Pinnate	10.45 a.m.
	3	The Impact of Welfare, Work Life Balance, And Work Environment Factors Towards Job Satisfaction in Company A That Located in Pathum Thani, Thailand	Ms.Siwapich Ouppa-Bongse	11.00 a.m.
	4	The Impact of Brand Awareness, Social Media Influence, and Marketing Mix Factors Towards Consumers’ Purchasing Decisions of Skincare Products in Bangkok	Ms.Mya Thet Chal	11.15 a.m.
	5	The Impact of Marketing Mix, Digital Marketing, and Word of mouth towards Consumers’ Purchasing Decisions in Online Food Delivery Services in Yangon, Myanmar	Ms.Khine Thitsar Kyaw	11.30 a.m.
	6	The Impact of Organizational Learning, Corporate Culture and Transformational Leadership Towards Organizational Innovation of the Animal Feed Industry in Myanmar	Ms.Hsu Myat Naing	11.45 a.m.
	7	Unveiling Organizational Success in Bangladesh’s Hospitality	Mr.Jazrin Annan	1.00 p.m.
	8	Impact of Organizational Innovation, Communication, and Structure on Employee Engagement in the Indian Corporate Sector	Mr.Parma Nand Mishra	1.15 p.m.
	9	The Construction of Optimal Portfolios of Traditional Investment and Alternative Investments	Mr.Thu Ta Naing	1.30 p.m.



Activities	Number	Title	Presenter	Time
International present (1)	10	The Impact of Paid Media, Owned Media, And Earned Media Towards the Purchase Decision on Health Food Supplements of Millennials and Gen Zs In Bangkok, Thailand	Mr.Martin Santos	1.45 p.m.
	11	The Impact of Electronic Brochure Concerns, Social Media In-Feed Advertising, And Traditional Media Towards Customer Purchase Intention on Mobile Phone of Millennials in Bangkok, Thailand	Ms.Arada Panmueang	2.00 p.m.
	12	The Impact of Digital Workplace Transformation, Remote Working and Working Environment Towards Employee Performance Throughout the Covid-19 Pandemic in Interior Industry in Bangkok	Ms.Saung Hnin Moe Moe	2.15 p.m.
	13	The Influence of Organizational Culture, Work Itself Factors, and Individual Motivation Factors Toward Employees' Job Satisfaction in the Pharmaceutical Company a Limited	Ms.Naw May Mya Lwin	2.30 p.m.



CONFERENCE SCHEDULE (Session)
 The 16th National and International Conference
 “Global Goals, Local Actions: Looking Back and Moving Forward 2024”
 20 March, 2024

Activities	Number	Title	Presenter	Time
International present (2) Humanities Session (12 articles) Chairman 1. Asst. Prof. Dr. Phakamas Jirajarupat 2. Asst. Prof. Dr. Nataporn Rattanachaiwong Moderator Mr. Warapong Zoom Login 10.30 a.m.-2.30 p.m.  Zoom Meeting ID: 944 5890 7993 Passcode: hR29G~7X Breakout Room: Inter2 Please use log in name Inter2-(name) Ex. Inter2- Sakchai	1	Analyzing Amanda Wingfield in Tennessee Williams’ The Glass Menagerie Through the Lens of Enneagram	Mr. Sakchai lamkrasin	10.30 a.m.
	2	Guidelines for customer loyalty and sustainable development in five-star resorts	Ms. Patchareeporn Songkrohpanit	10.45 a.m.
	3	Challenges in Teaching Thai Writing Skills: A Case Study of Difficulties Faced by Chinese Teachers in Yunnan Universities, China	Ms. Jingwei Yan	11.00 a.m.
	4	Research on Mudong Folk Song Singing from the Perspective of Cultural Identity	Ms. Yonghong Gong	11.15 a.m.
	5	Reflections on the Cultivation of Aesthetic Awareness in Ballet Teaching	Ms. Jingya Chen	11.30 a.m.
	6	The Current Situation, Reflection and Countermeasures of the Development of Lingnan Folk Dance from the Perspective of Cultural Ecology	Mr. Weiyu Liu	11.45 a.m.
	7	The development of computer music technology in Guangxi folk songs	Ms. Xinghong Pan	1.00 p.m.
	8	A Review of Research on Shijing	Ms. Xiang Li	1.15 p.m.
	9	An Overview of Dance Culture Research in the "Tibetan-Qiang-Yi" Ethnic Corridor	Ms. Xinxin Lan	1.30 p.m.
	10	Research on Inheritance Strategies of Local Drama Genres - Taking Baling Opera in Hunan as an example	Ms. Xia Gao	1.45 p.m.
	11	Performance model of the role of Tosca in Puccini's opera	Ms. Rui Wang	2.00 p.m.
	12	Study on the Changes of Singing Behavior of Huaihua Shanghe Yang Opera from the Perspective of Cultural Ecology	Mr. Guangzheng Zeng	2.15 p.m.



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