

Announcement of Paper for Presenting 1

The 2st PSU Trang International Conference on Research across Disciplines 2023

“Embrace Sustainability – From Challenge to Change”

Wednesday 5 April 2023 (Online via zoom)

Faculty of Commerce Management, Prince of Songkla University, Trang Campus

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Remark : Under review paper will be announced the result soon

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Session 1 Administration

No.	Code	Papers	Presenter	Institute
1	R181	The Influenced Learning Organization Characteristic factors affecting the Performance of Savings Cooperatives in Kalasin Provincial Area, Thailand	Mr. Anucha Puripunpinyoo	Business and Economics School of Agriculture and Cooperatives Sukhothai Thammathirat Open University
2	R197	The Effect of Service Quality toward Corporate Image of Bangkok Hospital Hatyai	Mr. Sanpach Prasomsuk	Faculty of Management Science, Prince of Songkhla University, Hatyai Campus
3	R199	A Needs of Bangkok Hospital Hatyai's Customer to Use Telemedicine	Piraya Kantangkul	Faculty of Management Sciences, Prince of Songkla University, Hatyai Campus
4	R201	The Influence of Prejudice and Preventive Health Behavior toward Intention to Apply Women's Health Club of the Bangkok Hospital Hatyai Female Users	Miss Chonnikarn Ngeonmak	Faculty of Management Sciences, Prince of Songkla University, Hatyai Campus
5	R203	The Influence of Satisfaction toward Customer Relationship Management toward Switching Intention of Bangkok Hospital Hatyai's Users.	Mr. Kittiphum Intavichien	Faculty of Management Sciences, Prince of Songkla University, Hatyai Campus
6	R249	DETERMINANTS OF SMART RETAILING TECHNOLOGY: EMPIRICAL EVIDENCE FROM OFFLINE SHOPPERS IN MALAYSIA	Mr. Yeoh Rong Qing	Business Management School of Business Management, Universiti Utara Malaysia
7	R256	Professional perspectives on successful sustainable construction: A case study of private residential construction sector in Yangon	Mr. Sai Kyen Wann	Logistics and Supply Chain, Faculty of Logistics and Digital Supply Chain, Naresuan University
8	R258	FINANCIAL LITERACY UNDERSTANDING AND STRATEGIES AMONG CHILDREN IN NORTHERN REGION OF MALAYSIA	Mr. Logasvathi Murugiah	Business Administration College of Business, Universiti Utara Malaysia Universiti Utara Malaysia

Session 2 Marketing

No.	Code	Papers	Presenter	Institute
1	R189	The Impact of Brand Advocacy, Electronic Word of Mouth, and Microinfluencer, Factors Towards Consumer Purchase Intention on Social Media in Thailand	Mr. Digdarshan Thapa	Faculty of Business Administration Bangkok University
2	R190	A Study of Service Marketing Mix, Service Quality, and Brand Reputation Intention to Use The Hotel Services Case Study of 5 Star Hotel in Bangkok	Mr. Vivek Mehta	Faculty of Business Administration Bangkok University
3	R191	The Effect of Restaurant's Employees, Price, And Aesthetic Values Impacting on Customer's Intention to Revisit The Restaurant In Bangkok	Miss Kan Kyun	Faculty of Business Administration Bangkok University
4	R192	The Impact of Religiousness on Customer's Decision Making on the Use of Healthcare Service in Hatyai District, Songkhla Province, Thailand	Mr. Pokkrong Undamrongkarn	Faculty of Management Sciences, Prince of Songkla University, Hatyai Campus
5	R194	The Influence of Covid-19 on E-commerce in Perceived Risk, Perceived Value, and Social Commerce Construct, Factors Towards the Changes in Consumers' Online Purchase Intentions in Bangkok	Miss Kanokwan Songduang ¹	Faculty of Business Administration Bangkok University
6	R195	The Influence of Passenger Attitudes, Passenger Behavior and Pricing Strategy Towards Decision to Choose a Low-cost Carrier in Thailand	Mr. Yasumando Situmorang	Faculty of Business Administration Bangkok University
7	R202	The Influences of Perceived Usefulness and Ease of Use toward Intention to Use Health Application of Bangkok Hospital Hatyai's Customer	Mr. Sora-at Chalothornsudthi	Faculty of Management Sciences, Prince of Songkla University, Hatyai Campus
8	R205	THE USE OF INCLUSIVE PORTRAYAL OF HUMAN APPEARANCES, SOCIAL IDENTITIES, AND STORYTELLING TOWARD BRAND AWARENESS IN THAI LIFESTYLE PRODUCT ADVERTISEMENTS	Mr. Hengdarith Pich	Faculty of Business Administration Bangkok University

Session 3 Business Management

(Public Administration, Tourism, Accounting/Finance)

Public Administration

No.	Code	Papers	Presenter	Institute
1	R212	Approaches for Strengthening Human Security: A Case Study of Teachers in Selected Public Primary Schools in Three Southernmost Provinces of Thailand	Dr. Hasan Akrim Dongnadeng	Faculty of Political Science, Prince of Songkla University, Pattani Campus

Tourism

No.	Code	Papers	Presenter	Institute
1	R196	Impacts of Project Development on Sustainable Ecotourism: A Case Study on Koh Yao Noi Community in Thailand.	Mr. Muhammad Amin Musa	Faculty of Business and Law University of Agder, Norway
2	R200	The influence of Malaysian tourists attitude towards the Thai healthcare system with the intention to visit Thailand as a medical and wellness tourism destination	Miss Suwarin Sriphariyatsamee	Faculty of management science Prince of Songkla University, Hatyai Campus
3	R210	When paddy field indulges with coffee: commoditization for tourism in Baan Mae Klang Luang Karen Village Chiang Mai	Miss Matahari Irandiputri	Development Studies Social Sciences, Chiang Mai University

Accounting/Finance

No.	Code	Papers	Presenter	Institute
1	R177	An influence of R&D reporting on market reaction of listed companies in the Stock Exchange of Thailand	Mrs.Krittiga Insee	Faculty of Management Sciences Prince of Songkla University, Hatyai Campus

Session 4 English, language instruction and culture

No.	Code	Papers	Presenter	Institute
1	R182	Relationship between styles of creativity and achievement motivation in English language learning of Thai EFL students	Mr. Rapassak Hetthong	International College, Prince of Songkla University, Surat Thani Campus
2	R183	A Corpus-Based Study of Lexical Collocations in News Articles of the Daily Digital Newspapers in Thailand	Mr. Anon Prachaniyom	Faculty of Liberal Arts, Thammasat University
3	R184	Characteristics of Great English Teachers from Learners' and Lecturers' Perspective	Miss Thanchanok Yodthawa	Prince of Songkla University, Surat Thani Campus
4	R186	The Effects of Folktale Storytelling on Vocabulary Learning of Grade 7 Students	Mr. Krirk Kisawadkorn	Didyasarin International College, Hatyai University
5	R211	Revealing the Secret Sauce of English Major Curriculum (revised edition B.E. 2561) of the Faculty of Liberal Arts, Thammasat University	Miss Wanthida Kerdsomang	Faculty of Liberal Arts, Thammasat University
6	R257	Immigrants Experiences Transitioning from International Students to Residents/Citizens in Aotearoa New Zealand	Ashlee Li	Faculty of Culture and Society, Auckland University of Technology