

Varazdin Development and Entrepreneurship Agency and University North
in cooperation with
Kasetsart Business School
Kasetsart University
Faculty of Management University of Warsaw
Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat
ENCGT - Ecole Nationale de Commerce et de Gestion de Tanger - Abdelmalek Essaadi University
Polytechnic of Medimurje in Cakovec



Economic and Social Development

92nd International Scientific Conference on Economic and Social Development –
"Business, Economics and Social Development after Pandemics"

Book of Abstracts

Editors:

Pornlapas Suwannarat, Sasivimol Meeampol, Bordin Rassameethes, Suparek Sooksmarn

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WEBSITE STORY CANVAS – A VISUAL FRAMEWORK FOR IMPLEMENTING STORYTELLING INTO WEBSITES

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ABSTRACT

This paper aims to developing a visual framework for the implementation of storytelling methods and its key elements on websites to improve conversion rates of online businesses. The definition of website conversion refers to the process of turning website visitors into paying customers or taking a desired action. Literature review on several storytelling frameworks are the basis for deriving relevant elements which are mapped in the Website Story Canvas (WSC) to be developed. The visualization of the WSC is also based on literature review, comparing different notions of business model visualization. As result, the Business Model Canvas (BMC) established by Osterwalder, Pigneur (2010) and the concept of the Hero's Journey (HEJ) developed by Vogler (1992) were identified as the most suitable. The contribution of this paper consists of the development of the WSC which links the theory of storytelling used in writing and film towards the issue of improving website experience and thus increasing website conversion. It connects the central stages of the HEJ towards a structure scheme for designing websites. The developed model is an important step to capture the impact of WSC in an empirical study to be performed. The WSC will help scholars and managers to optimize website structures and contents and to improve the website experience. Reliability of the WSC will be considered after empirical testing the model in the near future.

Keywords: *Online-Marketing, Storytelling, Hero's Journey, Conversion optimization.*

THE APPLICATION OF THE NON-PARAMETRIC DATA ENVELOPMENT ANALYSIS METHODOLOGY IN INTERNET OF THINGS-RELATED RESEARCH: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

The number of devices connected to the Internet is ever-growing and is expected to continue to grow exponentially as people increase the number of devices they purchase for both private and business purposes. Therefore, the Internet of Things (IoT) is currently an emerging topic of technical, social, and economic importance. Moreover, IoT-related research has drawn considerable public attention. Considering the applicability of IoT in many areas of life and business, it should come as no surprise that IoT-related research is the main focus of this study. This systematic literature review explores the applications of the non-parametric Data Envelopment Analysis (DEA) in IoT-related research. The main objective is to survey, identify and present the relevant studies and their findings regarding the application of the Data Envelopment Analysis (DEA) in efficiency evaluation in IoT-related research. Notwithstanding, another goal is to provide a theoretical background on the DEA methodology and the Internet of Things. The conducted literature review has explored the Scopus and Web of Science scientific databases with the key phrases „DATA ENVELOPMENT ANALYSIS“ and „INTERNET OF THINGS“, which resulted in a total of 45 studies (25 in the Scopus and 20 in the Web of Science database). After applying all the exclusion criteria, a total of nine papers are qualitatively analysed in this study. The findings indicate that the surveyed studies have been published in the period between 2016 and 2022. Moreover, they primarily show the applicability of DEA in the IoT-related literature.

Keywords: *DEA, Data Envelopment Analysis, IoT, Internet of Things, literature review*

ANTECEDENTS OF CUSTOMER RESILIENCE TO NEGATIVE INFORMATION

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ABSTRACT

Establishment of sempiternal association with consumers is a fundamental objective for marketing scholars and practitioners. But how should such relationships can be developed always remains a mystery. Based on the theory of social identity and self-verification, we postulate that value congruence and customer-to-customer similarity impulse consumer-brand identification that triggers customer active participation and citizenship behavior that in turn develop deep and enduring affiliations with brands. The current study use customer perspective to access the proposed model. The empirical study uses structural equation modeling (Smart PLS-SEM 3,2), with an initial sample of 580 customers of Small and Medium Size Enterprises (SMEs). The findings of the study are in line with the proposed hypotheses. Results suggest that brand managers should explore factors that trigger the identification and affiliation with the brand. Moreover, managers should work on to establish platform (whether online or offline) that facilitate in creating consumer-brand analogy.

Keywords: *Customer Active Participation (CAP), Consumer Brand Identification (CI), Customer Citizenship Behavior (CCB), Customer-to-customer similarity (CCS), Customer Value Co-creation (CVC), Resilience to negative information (RTNI), and Value Congruence (VG)*

THE EFFECT OF PERSONALIZED ADVERTISING ON USERS BEHAVIOR: EXTENDING THE PRIVACY CALCULUS MODEL

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ABSTRACT

This study aims to analyze the effect of personalized advertisements on the benefit/risk perceptions and purchase intention of advertisements. Our study found that the higher the perceived personalization, the higher the benefit factor of advertisement and the lower the risk

factor, resulting in higher purchase intention. Moreover, our study confirmed the role of cognitive needs as a moderator of the privacy calculus model. Our study shows that the relationship between perceived personalization and purchase intention can vary depending on the user's Need For Cognition(NFC).

Keywords: *Need For Cognition(NFC), Perceived personalization, Personalized advertising, PLS-SEM, Privacy calculus model*

EXPLORING THE FACTORS INFLUENCING SMES LIVE- STREAMING SHOPPING PERFORMANCE - MODERATING EFFECT OF PRODUCT VARIETY

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ABSTRACT

In this paper, we examine effect of 5 variables – SMEs' marketing usage motivation, communication usage motivation, usage hours, financial resource availability and business years - on SMEs' live-streaming performance. Live-streaming shopping market has increased rapidly but the studies in live-streaming has not yet been specialized especially on the seller side. We have integrated social media usage studies to extract 3 variables – marketing usage, communication usage, and usage hours - for live-streaming shopping as social media and live-streaming shopping shares similarities in terms of interactivity and user patterns. Based on studies related to marketing strategy and digital performance we extracted other two variables; financial availability and business years. We further investigated the moderating effect of product variety on each independent variable. We gathered data from 1,236 SMEs and through screening process we analyzed 124 SMEs performances. Our hypotheses show practical and theoretical guideline to potential live-streaming sellers and platforms. Our study indicates the effort to communicate and interact with customers are more important than financial ability, business years and product variety in the field of live-streaming shopping.

Keywords: *Live-Streaming Shopping, SME performance, Social Media Usage, Live-Streaming Usage, Financial Ability, Business Years, Product Variety*

DIGITAL TRANSFORMATION PROJECT IN A FUNCTION OF RAISING COMPETITIVE ADVANTAGE

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ABSTRACT

In today's business world of great competition, all companies must strategically plan their growth, development, improvement of business processes and reduction of current costs to achieve the highest possible income and, consequently, profit. Strategic innovation is a sector that requires IT assistance in identifying new development prospects. To reduce the risk of new ventures, every company requires corporate-wide digital and analytics capabilities. Providing management with the correct data at the right time to improve decision-making processes is an approach to cut expenses because it not only saves time and money but also protects your company from the costly consequences of bad investment decisions. Initiatives for digital transformation are frequently performed to stay up with changing market needs, boost team productivity, or provide better customer experiences. The goal of digital transformation is to change the way business is done, including how to be more successful and efficient. This entails strategically planning how to leverage technology to facilitate the achievement of overall corporate goals and objectives. This paper was created with the intention of presenting digital transformation usage through the case study to improve the process of displaying prices and other informative content to end customers. Additionally, it reduces cost which means replacing the traditional display of product information on paper with digitization of prices using a screen that can be controlled locally and remotely via an internet connection. Following all the above, the initial development is ultimately acceptable according to the financial structure, and in the period of exploitation, it achieves financial profit, which is the most important feature of the project with direct economic effect.

Keywords: *digital transformation, project management, project, competitiveness, digitalization of prices*

REMOTE WORK CULTURE: LITERATURE REVIEW

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ABSTRACT

According to the European Commission (2020), there was only 15% of employees in the EU that had "ever" teleworked, with only 5.4% that "usually" and only 9% that "at least sometimes" worked from home in 2019. That all changed with the pandemic and in 2020, astonishing 48% of employees worked from home "at least sometimes". The aim of this paper was to give an overview of literature regarding remote work culture, analyse key findings and discuss international aspect of remote work. Most of the authors agree that organisational culture is hurting when employees are working remotely. Culture is weakened by the loss of physical contact and failure to address the lack of interpersonal interaction can lead to employees feeling disconnected from the corporate culture. Literature also suggests that teleworkers begin to lose touch with the organisational reality and also showed decline in the quality of relationships with co-workers. Teleworkers have difficulties with integration into the corporate culture therefore culture difficulties can occur.

Keywords: *remote work, remote work culture, telework*

THE IMPACT OF COVID 19 PANDEMIC ON BUSINESS RESULT OF LYFT PLATFORM

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The aim is to analyse the business results of the Lyft platform during the Covid 19 pandemic. Research and analysis of business results are the basis for comparison with the business results of other corporations in the sharing economy model. Selected financial indicators were used in the analysis, which were put in relation with selected ride-hailing indicators. The research was done using the financial analysis of parameters from the corporation's profit and loss account,

that is, statistical regression of the ride-hailing trend in the selected time period. The research results indicate a strong impact of the Covid 19 pandemic on the overall activities of the corporation. In the first quarter of 2020, during the lockdown in the USA, the corporation's revenues and the number of rides dropped sharply. The corporation's revenues continuously grew until the emergence of the Covid 19 pandemic, and fell sharply with the advent of the lockdown model. The same trend was shown with the number of ride-hailing activities. After emerging from the crisis, revenues are recovering as well as the number of ride-hailing.

Keywords: *disruption, Lyft, platform economy, ride hailing, sharing economy*

THE ROLE OF HUMAN RESOURCES MANAGEMENT IN THE IMPLEMENTATION OF TOTAL QUALITY MANAGEMENT (TQM)

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This paper focused on the presentation of total quality management and its importance for human resources management. Total quality management has a positive effect on the development of employees and the entire organization. TQM's focus on quality helps identify skill gaps in employees while providing the necessary training, education or mentoring to address them. TQM can be defined as the constant pursuit of excellence by creating the right skills and attitudes of people to enable the prevention of defects and to fully satisfy customers and users at all times. TQM is an organization-wide activity that must reach every individual within the organization. In the paper, the authors conducted empirical research in Croatian companies in order to determine employees' attitudes about the application and representation of the concept of total quality management in the company where they are employed. The results of the research showed that the implementation of full quality management in the company's operations is extremely important, and that employees believe that the quality management system affects employee satisfaction and the work performance of their company.

Keywords: *excellence, human potential, total quality management (TQM)*

INVESTMENT RIGHTS IN THE INTERNATIONAL CONTEXT: SPECIFICITIES AND CHALLENGES

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ABSTRACT

The subject of this review article is investment rights in an international context. The aim of the paper was to present the impact of law in terms of investment activities. This article states that investments in the international context are specific and present challenges. Investments often take place across borders and are subject to different legal frameworks, which can lead to doubts and uncertainties regarding the rights of investors. International investment treaties provide stability and protection for investors, but there is still debate about the rights that belong to the investor and the country where the investment is made. Legal qualification issues are also a challenge as they are treated differently in different legal systems. It is therefore important to understand the specifics and challenges that arise in the international context of investment law in order to ensure investor protection and fairness in these relationships.

Keywords: *international law, investments, investor protection, economic development, bilateral investment agreements*

GREEN FINANCE: SIGNIFICANCE AND ANALYSIS OF THE ISSUANCE OF CORPORATE GREEN BONDS IN EUROPE

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ABSTRACT

The European Green Deal (EGD) was published by the European Commission in December 2019. This development strategy aims to achieve a climate-neutral economy by reducing carbon. More precisely, by 2030 it is planned to reduce it by at least 50% and achieve carbon neutrality by 2050. In this regard, in the last few years, a lot of attention has been given to various research in this area, including the impact of green finance on the environment and sustainability. Namely, green finance represents a relatively new model of financing sustainable projects, so many studies have been conducted in recent years in order to examine its contribution. The aim of this paper is to provide an overview of analyzes and contributions related to green finance, with an emphasis on green corporate bonds, based on available literature and research. Thanks to data from the Refinitiv database, this paper presents an analysis of the issuance of corporate green bonds in Europe, by region. The period from 2015 to 2021 was taken for analysis. The results of this analysis showed that according to the value of the emission, Western Europe has the largest share in the analyzed period, while from the aspect of the number of issuers, this is not the case. Companies, issuers of cooperative green bonds in Northern Europe have consistently had the largest number of issuers since 2018. According to the purpose of issuing corporate green bonds, for the period of analysis, Clean

Transport and Energy Efficiency are the most prevalent. This research contributes to the literature of green finance, and at the same time aims to increase the visibility of the contribution of green finance and encourage the general public to consider the use of this form of finance.

Keywords: *corporate green bonds, territory of Europe, green finance*

ELEMENTS OF COMPUTER GAMES IN MODERN BUSINESS

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The aim of this work is to review gamification methods in the context of business and to compare previous scientific research that elaborates on the issue of implementing video game elements in business systems to improve motivation and engagement of employees and consumers. How to use valid techniques to implement successful business process and business transformation using gaming elements in a company or organisation. Examples of good and bad implementation in practice supported by research and scientific works of experts in the field. What are the advantages of gamification in business, what is the undesirable impact and how to minimise it, that is, how to avoid these unfavourable effects.

Keywords: *gamification, game elements, business, business transformation, motivation, PBL system, MDC concept, 6D model, Octalysis system*

STOCK EXCHANGE AND ECONOMIC GROWTH IN MOROCCO (1991-2022)

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ABSTRACT

The analysis of the relationship between stock exchange growth and economic growth in Morocco during the period 1991-2022 can help us to assess the degree of integration of financial market activities in the real economy. After a review of the theoretical and empirical literature of this relationship and an econometric analysis of the economic and variables, an explanation of the econometric results is proposed. The non-existence of a statistically significant relationship between economic growth and stock exchange growth can be explained by the weight and ripple effects of the agricultural sector in Morocco (14% of GDP on average), the dominance of few companies listed (47% of stock market capitalization, on average) and the very reduced number of companies listed on the Casablanca Stock Exchange (65 on average). So, it's possible to argue that the very low representativeness of Casablanca Stock Exchange (CSE) in the Moroccan economy explains its low level of integration and, consequently, the disconnection between the dynamics of CSE and the the Moroccan economy growth.

Keywords: *Buffett Indicator, Casablanca Stock Exchange (CSE), Economic growth, GDP, Stock index, Liquidity, MASI, Market Model, return, Risk*

INFLUENCE OF CONSTRUCTION COST INCREASE ON REAL ESTATE PRICE INCREASE – FOCUS ON ZAGREB IN 2022

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ABSTRACT

During last decade there is a constant increase in number of new properties built in Zagreb. There is a large number of new residences, as well as business buildings constructed, with a direct impact on revenue increase of construction companies working in Zagreb area. Regardless of the fact that number of Zagreb population has not changed significantly in last decade, there is an increase of new buildings followed by significant price increase of real estate, especially during last five years. Lack of commercial, or business buildings in Zagreb, as well as workplace deficit in Slavonia have an impact on demand growth in Zagreb real estate sector. With additional flow of Croatian students to Zagreb, demand for quality accommodation has a direct impact on real estate selling price. Recently there was a significant price increase

of material and labor, which had additional impact of real estate price increase. Goal of this paper is to analyze available public data that represents material price change, as well as to analyze financial reports of biggest construction companies from Zagreb area. Analyzed data should display impact of material and labor price increase on real estate price increase, and what could be anticipated in following years.

Keywords: *real estate, construction sector, financial analysis*

METHODOLOGICAL POSITIONING OF STAKEHOLDER ANALYSIS WITHIN THE METHODOLOGY OF DETERMINING THE CONTEXT OF THE ORGANIZATION

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ABSTRACT

Modern business is largely influenced by a very complex and turbulent environment. Therefore, when making a decision, especially a strategic one, it is necessary to analyse the context of the organization's operations. Within the context assessment, which means the important influencing factors of the external and internal business environment, stakeholders also play an important role. This paper analyses and provides an overview of previous research related to the analysis of the stakeholders requirements and perceptions, especially when defining and determining the context of the organization in the strategic positioning of the organization.

Keywords: *bibliometrix, context of the organization, stakeholders*

HOLLYWOOD AND BOLLYWOOD – AN INTERCULTURAL STUDY OF THE TWO LARGEST FILM INDUSTRIES

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ABSTRACT

This paper presents an intercultural study of the two largest film industries: Hollywood (American) and Bollywood (Indian) films. The analysis will be accompanied by the results of a survey conducted on a sample of about a hundred respondents as an addition to the research. The research encompasses a brief historical development of both productions, specific cultural, dramaturgical, and related production determinants, as well as the differences that may affect the reception of films that were created at the time and after the expansion of American and Indian film production. The examples will be limited to popular, high-budget and easily available films from both productions. The hypotheses of this paper are: (H1) films from Bollywood production are not attractive to the audience of the western cultural circle since they are primarily exposed to Hollywood films that are available for viewing via various media platforms, and (H2) the same audience is subconsciously or consciously attracted to Hollywood films more than Bollywood movies because of the cultural similarity. With that in mind, the question of the sociology of taste arises, considering that the emergence of platforms like Netflix, affects the content and way of satisfying the audience. Globalization processes caused by the development of the media also reflect on the media themselves. This is also evident in (primarily commercial) films, which are a product of the film industry, and we can see the film as an export product. The film itself is more than that, because it can also propagate national interests and spread (or even impose) its own political views and social influence. At the same time, the industries themselves, wanting to meet the needs of the ever-increasing possible market, reduce the emphasis on the national and cultural determinants of the society and try to meet the needs of a multicultural global society.

Keywords: *audience, Bollywood, culture, Hollywood, reception*

ENTREPRENEURSHIP IN THE REPUBLIC OF CROATIA - ANALYSIS FOR THE PERIOD FROM 2017-2021

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ABSTRACT

Entrepreneurship is characterized by great uncertainty and great risk in business, and entrepreneurs are personally ready to take risks in their business at any moment, predict future events and adapt to constant changes and to the dynamic market. The aim of this work is to analyze business entities in the Republic of Croatia from 2017-2021. who are obliged to submit annual financial statements, in order to draw conclusions about the decline or increase in business activities during the observed period and whether revenues increased or decreased during the observed period from 2017 to 2021, whether the number of entrepreneurs increased, such as is the trend of net salaries and analysis of all other business indicators. The paper analyzes the data of companies that are obliged to submit annual financial statements to the Financial Agency. Three hypotheses are presented in the paper, H1: business entities in the observed period from 2017-2021 show a decline in all business activities and this hypothesis is accepted, H2: during the COVID-19 pandemic, the number of business entities and the number of employees decreased and this hypothesis is not accepted, H3: during the COVID-19 pandemic, the profits and revenues of companies are lower and this hypothesis is accepted. The research is based on up-to-date and accurate data from info.Biz, the e-service of the Financial Agency. Info.Biz collects accurate and up-to-date data from the financial reports of business entities, which business entities in the Republic of Croatia are obliged to submit to the Financial Agency every business year, according to the Accounting Act. On the basis of data from the info.Biz e-service, numerous conclusions can be drawn about economic indicators and business operations in the Republic of Croatia. Business entities obliged to submit annual financial reports in 2020 record a decline in all business activities and business results, while in 2021 they show a trend of growth in business indicators.

Keywords: *entrepreneurship, entrepreneurs, business results, e-service info.BIZ, Republic of Croatia*

OPEN GEOSPATIAL DATA IN THE EUROPEAN UNION – CASE STUDY CROATIA

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ABSTRACT

The issue of open data, access, pricing and sharing has been on the "open table" for years. The business process of open data is not simple. There are pros and cons for companies, public institutions and citizens in general. On the European Union (EU) level, the Directive on open data and the re-use of public sector information, also known as the Open Data Directive, replaced the Public Sector Information (PSI) Directive. The Open Data Directive introduces the concept of six high-value datasets. One of them is geospatial data. This directive gives additional incentives to EU countries for faster implementation of open geospatial data, both in the legal and implementation frameworks. A special part of the implementation of the Open Data Directive refers to the sharing of geospatial data primarily using Geoportal's responsible institutions. It is also worth to mention that the concept of the high-value datasets is closely related with EU INSPIRE Directive which aims to establish Spatial Data Infrastructure in the EU.

Keywords: *Open data, Open Data Directive, INSPIRE, Geoportal*

THE EFFECT OF SOCIAL NETWORK ON AUDIENCE'S EMOTIONS

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ABSTRACT

The digitization and convergence of media have changed not only the way of production and distribution of media content, but also the way it is consumed. Primarily it has happened due to social networks, which have completely changed the way we communicate and share information. With the emergence of the constant need to be always available to everyone, the power of social networks is constantly increasing. Although they have many good sides; they provide the feeling of connection and belonging, and they enable expressing one's opinion and publishing various personal and public content, on the other hand, at the same time they can encourage the development of unpleasant emotions due to constant exposure to a large amount of negative information and the comparison with other users. It is important to investigate their influence on various aspects of human behaviour and to be aware of their influence on their audience. The aim of this paper is to analyse the content of social networks and to investigate their influence on the individuals' emotions. To gain an insight into the content of the posts on Facebook and Instagram of the most influential national daily newspapers in the Republic of Croatia (Večernji list and Jutarnji list) and their emotional colouring, the method of quantitative and qualitative content analysis was used. In addition, a survey was conducted on the impact of social networks on audience emotions. The goal of survey was to gain insight into how social network users perceive their content, that is, how this content affects their emotions. The obtained results confirmed that social networks really influence the emotions of the audience and that, if we cannot already influence the posts of individuals, at least the national media should consider what content their editors publish on social networks.

Keywords: *digital media, emotions, Facebook, Instagram, social networks*

‘TIME LOST’ AT ZAGREB STOCK EXCHANGE (ZSE): CROBEX INDEX CASE

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ABSTRACT

Zagreb Stock Exchange (ZSE) represents relatively small emerging-market, founded in early 90's as main Croatian stock market. Its main index CROBEX (Croatian Bourse Index) was firstly introduced on 1.9.1997. and it is calculated on daily basis since then, with starting value of one thousand (1.000) points. It is a price index, consisting of 15-25 shares that are included according to its free float market capitalization and revised biannually - every March and September. CROBEX all time high value (ATH) was recorded on January 4, 2008 with 5.292,14 points (closed at 5.279,14). Global financial crises in 2008 caused CROBEX to rapidly decline from +5.000 points to values -1.500, where it averaged through following years with rare exception of breaking psychological barrier of 2.000 points. CROBEX main growth was mainly achieved in period 2004-2008, and this paper aims to show its downfall, and disability to properly recover ever since. Thus is of relevant importance since stock market indices not only show the main movements of a certain stock market, but also represent good indicators of economic trends in general.

Keywords: *CROBEX, price index, stock trends, turmoil, Zagreb Stock Exchange*

TOURIST BEHAVIOR AND MOTIVATIONAL FACTORS DURING COVID-19 OUTBREAK IN THAILAND

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ABSTRACT

Since COVID-19 has been spread out in December 2019, it has impacted the world's economy significantly. As of other countries, there are several businesses in Thailand were directly affected by the outbreak of COVID-19 especially in tourism industry which is one of the major revenues in previous years. The new ways to live with COVID-19 such as social distancing,

hand washing, or mask wearing have been promoted by the government ever since. Moreover, a few campaigns have been launched to support people in this difficult time including “We Travel Together” which is mainly focused on tourism. However, some questions also arise whether this campaign is sufficed for boosting the tourism industry, what are the tourist behavior, opinion, and motivation factors during this time because no one knows how long the situation will resume to normal and when COVID-19 will be last. The findings show that during COVID-19 situation, respondents mostly travelled to Central region of Thailand with rate of frequency of 1-4 times, the majority of respondents chose sightseeing (63.7%) over other types of tourism, and respondents mostly were motivated by Relax/Escape (Mean = 4.12) which is one of the 13 motivational factors from Travel Career Pattern model (Pearce & Lee, 2005). This refers to tourism during COVID-19 situation is still needed as long as tourism is available and the motivation can be met.

Keywords: *Motivational factors, Tourism during COVID-19, Tourist behavior*

FACTORS INFLUENCING THE ADOPTION OF CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES OF SMALL AND MEDIAUM ENTERPRISES

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ABSTRACT

Corporate Social Responsibility (CSR) concept has been going on for over the past two decades. In Thailand, several businesses especially small and medium enterprises (SMEs) had a problem via the pandemic situation of the Coronavirus Disease 2019. However, CSR still act as the main activity for increase the good life of people and the community. The aim of this study is not only to determine business owner’s characteristics of SMEs influencing the adoption of CSR, but also determine the SMEs’s characteristics of SMEs influencing the adoption of CSR as well as describe the effect of perception towards SMEs adoptions of CSR. The populations of the study are the owner of SMEs manufacturing, excluded trading and services in Thailand who authorized person of company to contribute the CSR sector. The 14 types of industry are selected via the random collection of the database through the Ministry of Industry. The Gross Domestic Product (GPD) is a one factor for concerning the business income. The appropriate formula for 510 sample size determination of the industry matched the population size was selected, and the structural equation model (SEM) was used to confirmatory factor analysis and path analysis. The sampling group of this study used stratified sampling divided by the type of manufacture and each sample group was sampled normally and divided equally. As a consequence, this research contribution is emphasizing the CSR activity of the business in Thailand, the main task of good entrepreneurs needs to highlight a good attitude and kind response in the social community regarding CSR together with increasing the SMEs' ability for doing CSR, which is promoting the good characteristic of the business.

Keywords: *SMEs, Psychographic Perception, Participant's characteristics, Firm's characteristics, Adoption of CSR*

CORE SELF-EVALUATION AND SELF-LEADERSHIP: A CASE STUDY OF EMPLOYEES IN ABC COMPANY LIMITED

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ABSTRACT

The organization will be successful and sustainable; the organization should be prepared for deal with any changes. It is therefore important to prepare personnel with human resource development strategies. However, the organization should know the personalities of its personnel as much as possible in order to create the right and appropriate strategy. Two of the most important self-concepts of this study were core self-evaluation and self-leadership. Core self-evaluation is based on personality traits for self-esteem, self-efficacy, locus of control, and emotion stability. Self-leadership is a condition in which a person, using strategies, leads themselves to achieve their goals. In this study, the case study is ABC Co., Ltd., a company that provides laboratory testing services. Most of the employees graduated in science. This study was a survey of 237 employees. The objectives of this study were to: 1) study the core self-evaluation and self-leadership of the employees; 2) study the demographic characteristics' effect on core self-evaluation and self-leadership; and 3) study the correlation between core self-evaluation and self-leadership. Collect the data through the questionnaire, the core self-evaluation scale by Judge et al. (2003), and the self-leadership scale by Houghton et al. (2012). The results of this study found that the sample has core self-evaluation and self-leadership at levels of high and very high, respectively. Correlation coefficient for core self-evaluation and self-leadership is 0.214, had a statistically significant relationship with significance at the 0.05 level. The relationship is in the same direction and low relationship.

Keywords: *core self-evaluation, self-leadership*

**PROBLEMS ANALYSIS FOR PROCESSES AND PROCEDURES
SERVICE IMPROVEMENT OF SERVICE FOR PHYSICAL THERAPY
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ABSTRACT

This research study aimed to discover problems in the processes and procedures of service provision, Physical therapy Department, Panyanantaphikkhu Chonprathan Medical Center, Srinakharinwirot University. Kaizen Theory and 5WIH were tools applied to identify problems arising during current work method; then, the unproductive processes and procedures would be improved. Primary data were collected from service recipients at the Physical therapy Department by interview; while secondary data were gathered from various sources such as article from journals, books, statistic documents from the department. The inductive method were used to analyze the data. The conclusions were drawn to propose the problems in the processes and procedures of this department for further improvement.

Keywords: *Processes and Procedures, Improvement, Kaizen*

THE IMPACT OF REWARD SYSTEM ON EMPLOYEE LOYALTY IN CHONGQING BUSINESS VOCATIONAL COLLEGE, CHINA

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ABSTRACT

This study explores the impact of reward system on employee loyalty is significant at both institutional level and team building level at Chongqing Business Vocational College. currently it has 900 faculties; this paper adopts convenient sampling method, and the sample is 444 faculties. The paper employs questionnaire as research instrument, where data were collected through Questionnaire Star. The respondent indicates that they are agree with remuneration, working environment, learning and development, and intrinsic reward. However, they express their Neutral perception on welfare, and promotion questions. The finding reveals that working environment, learning and development, intrinsic reward plays a role on employee loyalty. However, remuneration, welfare, and promotion play no part on employee loyalty. This study puts forward optimization on the reward system and other aspects.

Keywords: *Employee Loyalty, Higher Education Management, Human Resource Management*

THE IMPACT OF EMPLOYEE COMPENSATION AND ORGANIZATIONAL COMMITMENT ON TURNOVER INTENTION: A CASE OF SICHUAN UNIVERSITY OF SCIENCE & ENGINEERING, CHINA

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ABSTRACT

This research verifies the impact of compensation and organizational commitment on turnover intention. Survey method was adopted to check the reality of employee compensation and organizational commitment on turnover intention at Sichuan University of Science & Engineering, China. 306 sample were conveniently sampling from 1,500 faculties. Mean, standard deviation, correlation, and regression analysis were performed. The results indicate that perk, affective commitment, and continuance commitment have significant impact on turnover intention, which means the higher sense people has, higher sensitive to university conditions and they are more likely to be upset, and leave.

Keywords: *Compensation, Organizational Commitment, Turnover Intention*

THE IMPACT OF REWARD SYSTEM ON EMPLOYEE PERFORMANCE: A CASE OF SUPPORTIVE STAFFS AT SICHUAN UNIVERSITY OF SCIENCE & ENGINEERING, CHINA

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ABSTRACT

This study explores the impact of reward system on employee performance using Sichuan University of Science & Engineering as the research object. This study surveys 255 supportive staff from Sichuan University of Science & Engineering. The finding reveals that, material rewards, social rewards, and activity-based rewards all significantly enhance employee performance. The research finding confirms Two-factor theory which suggests that the stimulation of employee motivation is influenced by both hygiene and motivator factors. Thus, this study affirms that knowledge of human resources management has certain theoretical importance and practical benefit. It also adds to the body of knowledge on China's higher education support departments' employee rewards systems and offers fresh conceptual and aesthetic direction for other Chinese higher education support departments' reward activities.
Keywords: *Reward System, Employee performance, Higher Education, Human Resource Management*

THE BENEFIT-COST ANALYSIS OF THE GIANT SOUR TAMARIND PRODUCT: CASE STUDY OF PHITSANULOK AND PHETCHABUN, THAILAND

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ABSTRACT

The purpose of this study was to investigate the benefit (B) and cost (C) of the giant sour tamarind product, especially in the provinces of Phitsanulok and Phetchabun, Thailand. This study also aimed to analyze the background of the area-based, while also investigating the economic analysis of processing of giant tamarind products using the B-C concepts and practices. The population sample consisted of 100 giant sour tamarind orchard farmers in the provinces of Phitsanulok and Phetchabun, who grew and processed the giant sour tamarind fruit. In-depth interviews, which were an inductive summary, were implemented and used to collect data, and a quantitative analysis was performed. Data were collected to improve the production process with value stream mapping and verify of the production efficiency of giant sour tamarind product. The results showed that the cost compared to the selling and servicing expenses of the giant sour tamarind product was low and got the returns over the long run which has a payback period (PB) of 5 years onwards. According to our findings, it was a wise business decision to invest in such a project in because the real return exceeded the internal rate of return and payback period. Moreover, the activities based on the value chain concept of giant sour tamarind products, there were 5 primary activities: 1) Inbound logistics; 2) Outbound logistics; 3) Operations; 4) Sales and marketing; and 5) Customer service. In addition, there were four supporting activities: 1) Infrastructure; 2) Human resource management; 3) Technological advancement; and 4) Procurement. The results obtained from this research proved to be useful for the development and planning of giant sour tamarind products organized and managed by the women groups in the province, which reduce the production costs necessary to meet customer demands. It was concluded that the application of the value stream management techniques in the agricultural industry increased the efficiency of the process.

Keywords: *Benefit-Cost analysis, Giant sour tamarind, Phitsanulok, Phetchabun, Activities, Value change*

EXPLORING THE USE OF DIGITAL TECHNOLOGY IN PRODUCTION PROCESS MANAGEMENT FOR THE READY-TO- SERVE FOOD INDUSTRY

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ABSTRACT

This study examines a strategy for managing the production process using digital technology in the ready-to-serve food industry. The research was conducted using an in-depth case study of a bakery company that recorded the highest revenue in its industry in Thailand. Data was collected through personal interviews, voice recording, and content analysis software. The findings suggest that using digital technology in production can help the company lower its production costs, improve customer satisfaction, and gain a competitive advantage through increased efficiency and sustainability. The study also highlights the potential of digital technology in the food industry.

Keywords: *Digital technology, Production process management, Ready-to-Serve food industry, Time-based strategy, Lean, Six Sigma, Just in Time*

SECTORAL CONNECTEDNESS AND RISK SPILLOVERS IN THAILAND'S STOCK MARKET

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ABSTRACT

Investigating the mechanisms of risk transmission within economic sectors is vital for comprehending the interconnectedness among industries. This study aims to examine the channels of risk propagation by analyzing volatility spillovers within eleven sectors of Thailand's stock market from January 2012 to December 2021. The sectoral volatility is estimated using the ARMA-GARCH technique. The paper utilizes the connectedness measures developed by Diebold and Yilmaz (2009, 2012, 2014) to examine changes in sectoral connectedness and identify significant trends in specific sectors before and during the COVID-19 pandemic. The result is that total volatility connectedness has increased significantly during the COVID-19 pandemic, indicating a significant rise in systematic risk. The Petrochemical and Chemical sector became the largest transmitter during the COVID-19 pandemic. These two findings are consistent with several studies on sectoral connectedness during the COVID-19 situation. In addition, some certain sectors shifted their role from a net transmitter to a net receiver and vice versa. Investors should be aware of the impact of an increase in systematic risk and the switching roles of net transmitters and net receivers when selecting hedging strategies. The Banking sector and the Finance and Security sector did not transmit much volatility to the market. They were net receivers for both the pre-COVID and the COVID periods. The Finance and Security sector was the largest receiver of volatility shocks during the pandemic. This raised concerns about the future stability of Thailand's financial sector. Overall, the results of this study contribute to an understanding of the changes in sectoral connectedness and risk spillovers in Thailand's stock exchange as a result of the COVID-19 situation.

Keywords: ARMA-GARCH, Connectedness, COVID-19, Sectoral connectedness, Stock Exchange of Thailand, Volatility spillovers, VAR

THE DEVELOPMENT OF ACCOMMODATION BUSINESS TO PROMOTE TOURISM IN THE NEW NORMAL ERA FOR PHU KRADUENG DISTRICT, LOEI PROVINCE

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ABSTRACT

This study aims to 1) study the potential of the accommodation business in Phu Kradueng district, Loei province, and 2) to propose guidelines for the development of the accommodation business to promote tourism in the New Normal era for Phu Kradueng district, Loei province. The research methodology used mixed-methods research consisting of; quantitative data collected by questionnaires from 400 guests/tourists who stayed in Phu Kradueng district, Loei province, and qualitative data collected through interviews from the government sectors, private sectors, and people in Phu Kradueng district, Loei province. The results of the study found that 1) the current situation of the potential of the accommodation business in Phu Kradueng district, Loei province consists of; a lack of public relations, reservations and online payments, lack of application of computer systems to manage the accommodation business, lack of coordination with nearby attractions, and lack of tour guides and information on current interesting tourist activities. There is local waste and environmental management system, the quality of life is improved and the distribution of income to the local people by promoting and supporting the employment of local people, local enterprises are promoted and supported to use existing resources for sustainability, and arts, traditions, culture and local sports are preserved. 2) Guidelines for the development of accommodation business to promote tourism in the New Normal era for Phu Kradueng district, Loei province consisting of; the project's development of facilities, technology, digital marketing, safety, cleanliness, adoption of local identity, and Activities to connect the local way of life.

Keywords: *Accommodation, Tourism, New Normal*

PERCEPTION OF SERVICE QUALITY AND PERCEPTION MARKETING MIX AFFECTING IN TRUST FOR RENT THE APARTMENT

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ABSTRACT

The purpose of this research was to study 1) the tenants' perception of service quality of the apartment, 2) the tenants' perception of marketing mix perception of the apartment in Chonburi, 3) the tenants' trust in the apartment rental service and 4) the influence of the tenants' perception of service quality of apartment and marketing mix of the apartment on the trust in renting an apartment. The study was conducted using questionnaire distributed to 400 apartment tenants in Chonburi Province. The study results revealed that the service quality was important for the perception of service users. It was found that apartment tenants in Chonburi Province perceived the overall service quality the most. The marketing mix was also important and the tenants perceived the marketing mix at the highest level. This resulted in the tenants' trust in the apartment's personnel and system. It was concluded that the perception of the service quality and marketing mix had a positive effect on the tenants trust in renting the apartment in Chonburi. When various aspects were considered, it was found that apartment tenants in Chonburi Province focused on service quality in terms of convenience, reliability, understanding needs, tangible external characteristics and the marketing mix in term of product, price, apartment staff, and environment.

Keywords: *Service Quality, Marketing Mix, Trust for rent the apartment*

FACTORS AFFECTING TO TRUST AND INTENTION TO CONTINUE USING MOBILE BANKING: A CASE OF A-MOBILE APPLICATION

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ABSTRACT

This research is to examine the relationship between variables impacting trust and intention to continue using mobile banking. The sample group of customers from the Bank for Agriculture and Agricultural Cooperatives located in the Northeastern part of Thailand is used as the basis

for this case study on A-Mobile banking application. With the help of questionnaires as a research tool and descriptive statistics like frequency, standard deviation, and structural equation model (SEM) analysis, a sample group of 400 people had utilized the A-Mobile application. The findings demonstrated that perceived usage factor (PU), with a positive correlation of 43%, was the factor that most affected trust (TR). Social influence factor (SI), which had a positive correlation and came in second at 14%, was then considered. The next component that had a positive correlation was 13% of the risk perception factors (PR). And a factor that negatively correlated with the results was privacy and security concerns. Continual mobile banking intentions (IC) were positively correlated with the trust factor (TR), which had the biggest influence (54%).

Keywords: *Intention to continue using, Trust, Perceived Usefulness, Social Influence, Privacy and Security Concern*

EXPLORING THE USE OF ICT IN BUSINESS: BENEFITS, CHALLENGES, AND OPPORTUNITIES (THE CITY OF SONGKHLA)

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ABSTRACT

Information and communication technology (ICT) has become an integral part of modern business operations, enabling companies to streamline processes, improve efficiency, and stay competitive in today's global market. In this paper, we examine the use of ICT in business in the city of Songkhla, Thailand, and explore the benefits, challenges, and opportunities that it presents. Through a combination of literature review and field research, we analyze the current state of ICT adoption in Songkhla's business sector, including trends and patterns in usage, as well as the impact of ICT on business performance and competitiveness. We also identify key areas where ICT can support business growth and development, and discuss the potential barriers and enablers to ICT adoption in the city. Our research found that the majority of businesses in Songkhla did not use computers. Only 34.9% of all businesses used computers. When considering businesses by size, it was found that businesses with 11 or more employees (4.5% of all businesses) used computers. In particular, businesses with over 200 employees had a high proportion of computer usage, at 99.7%. However, the smallest businesses, with 10 or fewer employees (95.5% of all businesses), had the lowest rate of computer usage, at only 34.3%. It can be concluded that the adoption of computers and Collaborative information systems (CIS) in Thai businesses is generally low and that there is a significant gap between larger and smaller businesses in terms of computer usage. In addition, if government or state's agency provide collaborative information systems (CIS), it will facilitate collaboration among members and help SMEs to become more competitive in their respective markets. Our findings provide valuable insights for policymakers, business leaders, and other stakeholders looking to leverage ICT to drive economic growth and development in Songkhla and beyond.

Keywords: *Collaborative information systems (CIS), ICT adoption, ICT in Business, leverage ICT Songkhla, policymaker*

THE PRIORITIZATION OF SUSTAINABLE DEVELOPMENT GOALS (SDGS) AMONG STUDENT OF SRIPATUM UNIVERSITY IN THAILAND

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ABSTRACT

The Sustainable Development Goals (SDGs) are a universal action to ensure peace and prosperity by 2030 by rising to meet various challenges. Achieving the SDGs requires every party to take part, including university students. This research aimed to study prioritization of SDGs and identify knowledge, perceptions and awareness about the SDGs among students at Sripatum University in Thailand. The research instrument is divided into 2 parts: 1) priority level 17 goals of SDGs 2) Opinions about knowledge, perceptions and awareness. The data was collected using online questionnaire from 125 first-year students from 2 clusters. Statistics used in data analysis were frequency, percentage and standard deviation. The result showed that most of the respondents were male, 83 people of 66.4%. The age range is 18 -21 years old, 94 people, representing 75.2%. Clusters are science and engineer of 53 people accounted for 42.4% and social science of 72 people accounted for 57.6%. The top 5 SDGs according to mean were SDg4: Quality Education (mean = 4.51), SDG13: Climate Action (mean = 4.50), SDG3: Good Health and Well-Being (mean = 4.49), SDG8: Decent Work and Economic Growth(mean = 4.47), SDG5: Gender Equality (mean = 4.33). Of the total respondents, They believed that it is necessary to know about the SDGs 91.2 %, to perceive 92.0% and to aware 93.6%.

Keywords: SDGs, prioritization, knowledge, perception, awareness

PRIVACY CONCERNS AND GEN Z'S ENJOYMENT AND THEIR INTENTION TO PURCHASE: CURRENT KU STUDENTS

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ABSTRACT

In today's digitized environment, privacy concerns about sharing personal information online are growing exponentially. As a result, the issue has become a prime concern for everybody, especially Gen Z, the most application-friendly and website-savvy generation that engages on the Internet for daily activities. As such, Gen Z is a new target group of customers that everyone wants to market. This study focuses on exploring Gen Z by narrowing it to just the current KU

students, their profiles, characteristics, and behaviours, especially in the privacy concerns of sharing personal information with Shopee and Lazada when shopping online. The study is quantitative and statistically analysed using SPSS to find the negative relationship between enjoyment and privacy concerns, intention to purchase and privacy concerns in sharing personal information with Shopee and Lazada when shopping online. An online questionnaire was distributed and collected. The findings show a positive relationship; thus, hypotheses H1 and H2 are rejected. Over the last two years, the new normal lifestyle has evolved due to the pandemic. As a result, it has become normal for them to shop online on platforms such as Shopee and Lazada. In other words, what they want can now be purchased online at the touch of a button. However, this habit does not affect their privacy concerns about sharing personal information with these shopping platforms. If they refuse to share personal information, they cannot purchase online and will not have the products.

Keywords: *Privacy Concerns, Gen Z, Purchase Intentions, Online Shopping, Personal Information*

THE CHARACTERISTICS OF SKINCARE PRODUCT VIDEO ADVERTISEMENT TOWARDS CUSTOMER'S ADS ENGAGEMENTS

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ABSTRACT

The business has increasingly applied video as a specific kind of advertising. Nowadays, people tend to pay more attention to themselves in the way of dressing, make-up, self-care and their beauty routine. With this reason the demand of the skincare industry is rising dramatically. The objective of this study is to study the effect of characteristics of skincare video advertisements that consist of media richness, video content, and length of content on customer's ads engagements. The data was collected through an online questionnaire via Google Form. The inferential statistics used for data analysis was multiple regression. The results show that media richness and video content have a positive effect on ad engagement while length of content has a negative effect, which means that the shorter the length, the more ads engagement. The recommendations from this research are making the skincare video advertisement to be in "Customer testimonials video" form with 16-30 seconds long and promoted via YouTube and Instagram platform.

Keywords: *Skincare industry, Video advertisement, Media richness, Video content, Length of content, Ads engagement*

POSSIBILITY OF USING AI ROBOTS INSTEAD OF PEOPLE IN TERMS OF SELLING AND HOW IT IMPACTS CUSTOMER PERCEPTION

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ABSTRACT

AI robots or artificial robots are now taking the role in being representative for selling in several industries recently, therefore, Is it possible for AI robots to replace people in terms of selling and what is customer perception towards it. The general objective of this study is to focus on the customer inputs and technical development of service robots that can make an influence on customers perception with the service quality of service robots and their importance ranking, which is SERVQUAL in this term. The survey questionnaire examines a total of 21 questions to 68 respondents in Bangkok and other places with all ages. In particular, convenience sampling will be used in this analysis by giving out online surveys via online Google form. As a result of this research, the significant value of Customer inputs to Service Quality is 0.028, and the hypothesis is accepted. On the other hand, the significant value of Technical Development and Service Quality is 0.182, therefore this hypothesis is rejected. Findings show that people still get used to being influenced to buy by salespeople more, but having AI robots may be used as an impulse to satisfy new and existing customers, which may lead to increase in sales. Moreover, AI robots can increase customer demand and possibly also help companies cut the cost of employees' wages. So the recommendation is that based on the first independent variable, which is Customer Inputs, if we increase the ability of AI robots in solving problems, it may lead to influencing in purchase intention from customers. Moreover, based on the dependent variable, technical development of service robots, if AI robots' systems and processes are more easy and understandable to use, it will also influence customer's purchase intention.

Keywords: *AI Robots, Customer Perception, Technical Development*

CUSTOMER'S ATTITUDE AND INTENTION TO USE MOBILE FINANCIAL SERVICES – CASE STUDY OF THE MOBILE FINANCIAL SERVICE INDUSTRY IN THAILAND

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ABSTRACT

The study of consumer attitudes and behaviors has lately gained interest in both academia and industry since it may help mobile financial services marketers develop and implement better strategic decisions necessary for customer acquisition and retention. The general objective of this study are to study the effect of the Technological Acceptance Model (TAM), Perceived Trust, and Risk Barriers on an individual's attitude towards accepting mobile financial service and intention to use mobile financial service in Thailand. And also, to study the effect of the individual's attitude towards accepting mobile financial services on the individual's intention to use mobile financial services in Thailand. A questionnaire survey was used to collect data with 119 customers via Google form. Simple linear regression and Multiple regression are used for data analysis. Findings show that Perceived usefulness, perceived ease of use, and perceived trust positively affect an individual's attitude towards accepting mobile financial services in Thailand. Risk barriers do not negatively affect an individual's attitude towards accepting mobile financial services in Thailand. In addition, individuals' attitude toward using mobile financial services positively affects individuals' intention to use mobile financial services in Thailand. Mobile Financial Service providers should collaborate with other companies to give more convenience on switching to conduct transaction, continue to develop their application to be used with minimum effort and steps, establish a solution that guarantees full protection from hacking or losing mobile phone, and build a positive attitude towards using mobile financial services by solving customers' complaints and providing them superior user experience.

Keywords: *Mobile Financial Services, Customer's attitude, Intention to use, Technological Acceptance Model, Risk barriers*

HOW RESTAURANT FACTORS IMPACT CUSTOMER SATISFACTION IN BANGKOK?

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ABSTRACT

The reason why we do this study is restaurant industry has been growing rapidly over the last decade, last year for example, growth rate of restaurant in Bangkok had increased by 6 percent, Making the competition in this industry higher. Restaurant have made customers satisfied in order for them to back. The reason why restaurant factors impact to customer satisfaction is factor of restaurant plays a vital role to make the customers happy and insists them to revisit the restaurant. Our first objective is to analyze factors of the restaurant that affect the customer's satisfaction. This research collected the data of 400 respondents who have an experience in dining at a restaurant in Bangkok. This research used descriptive statistical analysis in the method of regression models in finding the coefficient value. As a result of this research, the highest coefficient value of physical environment factor is location (0.148). A factor of service quality in the element of reliability (0.129) would be the second and last would-be food quality in terms of texture (0.125). The recommendation from this research. All factors of a restaurant have a high effect on customer satisfaction, especially location. So, the recommendation is that restaurants should improve all of these factors to make customers have high satisfaction when they eat at restaurants. Restaurants should start improving location by having enough parking space for customers, make restaurants more visible and easier accessible for customers. Follow by reliability, restaurant have trained their waiter service customers accurately. And lastly texture, so, restaurant should make their food texture as it should be. Moreover, they should concern about freshness of their food, a food should be fresh because it highly affects customer satisfaction.

Keywords: *Customer satisfaction, food quality, service quality, physical environment*

THE DIFFERENCE BETWEEN CUSTOMER SHOPPING EXPERIENCE TO SATISFACTION LEVEL OF LAZADA AND SHOPEE

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ABSTRACT

This literal aims to study factors which directly influence customer satisfaction on Lazada and Shopee application in Thailand, this study proposed two hypotheses including demographic profile of customer affecting shopping experience (consisted of E-Commerce marketing mix or so called 6Ps) leading to customer satisfaction from both platforms on Lazada and Shopee application in Thailand before comparing the results between both platform. This study used an online survey through google forms to survey questionnaire to the 100 who experience shopping through Shopee and Lazada in terms of E-Commerce marketing mix (6Ps) The research type is interrelation studies, which will be comparing demographic profiles of customers affecting shopping experience leading to customer satisfaction from Shopee and Lazada, in order to collect the data to suggest the brand to improve their strategy according to customers' satisfaction on the brand's marketing mix. As a result of this research, the highest gap in any demographic is "privacy" comparing Lazada to Shopee (1.22) . The dimension "price" has a second largest gap compared Lazada to Shopee in the demographic of average income (0.425) and last but not least "Promotion" in the demographic of age (0.6). All factors of a E-commerce have a high effect on customer satisfaction , Especially of privacy so the recommendation is that Shopee need to focused on the gap that mentioned above to improve and gain trust from customers.

Keywords: *Customer Satisfaction, Shopping Experience, Privacy, Comparing Lazada to Shopee*

A STUDY OF PROMOTION TOOLS THAT AFFECT CONSUMER'S PURCHASE INTENTION TOWARDS CUP YOGURT IN THAILAND

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ABSTRACT

Promotion is one of the important tools of marketing mix because it can stimulate customer purchase intention which can later on effects sales and profit of the company. This study focused on the Thailand yogurt industry as it is a daily consumption goods that the overall sales has been dropping: thus, promotion would be a great tool that can benefit business in this sector. The objective of this research is to study the effect of each promotional tool: Facebook, TV commercial, sampling and price discount toward customer purchase intention. A questionnaire has applied as a data collection method, and 111 responders have participated. In more details, the analysis methods used in this research are descriptive statistics and multiple linear regression. The finding has indicated that TV commercials are the only promotional tool that influences customer purchase intention for all age groups. While both TV commercial, and price discounts affect those who are under 16 - 39 age range. It is recommended that yogurt brands should start or keep using TV commercials and price discounts. However, the company should not purely rely on those techniques in order to increase purchase intention.

Keywords: *Promotional Tools, Purchase Intention, Thai Yogurt industry*

A STUDY OF IMPACT OF THE SHOPEE NAME ON CONSUMER DECISION MAKING PURCHASE

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ABSTRACT

This paper is about the certain impact of Shopee on consumer decision making purchase. The study's overarching goal is to concentrate on the impact of Shopee on purchasing decisions. Currently, Shopee has become the most popular e-commerce company in Taiwan and Southeast Asia, since they have revealed campaign statistics and celebrate it every month. The research design is a descriptive research design and the crucial quantitative research method is also applied in this research. A survey is conducted using a closed-ended questionnaire to interview the respondents in order to gather the necessary primary data. In this research paper, the non-probability sampling method is used to determine the 100 samples. The survey analysis showed that the brand recognition, brand recall, brand reliability and loyalty, brand perception and the perceived quality of a brand all have positive relationships and impacts on the decision making purchase. The correlation analysis determines that the Brand Perception and Loyalty, Brand Recall and the Perceived Quality of a Brand are the most significant factors which impact or influence the decision making purchase. So, the organizations should properly emphasize on the identified factors of brand (Shopee), especially perceived quality of brand and brand reliability and loyalty to enhance the sales and revenues of the organizations through influencing the decision making purchase of consumers.

Keywords: *Decision Making Purchase (Purchase Decision), Brand Recognition, Brand Recall, Brand Reliability and Loyalty, Brand Perception, Perceived Quality*

A STUDY OF FACTORS INFLUENCING CUSTOMERS' PURCHASE INTENTION TOWARDS ONLINE FOOD DELIVERY SERVICE VIA MOBILE APPLICATIONS IN BANGKOK

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ABSTRACT

In the modern days, consumer behaviors have been dramatically shifted since the emergence of the Covid-19 pandemic. As a result, the online food delivery service has become highly popular among people, reflecting the new trends for modern consumers. This research was conducted in order to study the factors influencing modern consumers' purchase intention and satisfaction among people in Bangkok towards the use of online food delivery applications based on demographic factors. The data was collected from 100 food delivery application users aged 18-35 years old in Bangkok through the use of an online questionnaire in Google form which was distributed to various social media channels including Facebook and Line application. The data was gathered in one week after being distributed on 17th November, 2022. The findings show that overall satisfaction towards the use of food delivery applications derived from convenience, lots of food options, and price and promotion, a part of the marketing mix (4Ps). When categorized by age and gender, most of the respondents showed no significant difference in responses, as almost all of them agreed with the idea that they used the food delivery applications because of the marketing mix factors. Therefore, this research suggested that the restaurants and stores available through food delivery applications may consider developing and utilizing the marketing mix including product, price, place, and promotion more to attract customers to develop purchase intentions.

Keywords: *Consumers' Purchase Intention, Marketing Mix, Online Food Delivery Service*

THE IMPACT OF BRANDING ON CONSUMER DECISION MAKING (STARBUCK CASE)

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ABSTRACT

Starbucks is a strong brand that has gained a dominant position in the global coffee market. The store's brand has continuously gained the attention of its consumers due to the unique positioning and propositions of the business. However, due to the various brand factors that can influence the customer's purchasing decisions, this study aims to answer the 3 following objectives: (1) To identify the brand influence on customers through brand equity factors, (2) To identify the reasonings for customer purchasing intents, and (3) to identify the correlations between the Starbucks' brand influence on customer purchase intentions. This research defines Starbucks' brand equity using the framework model outlined by Atilgan et al. (2009) which builds upon the fundamentals of Aaker and Keller's brand equity model. This includes the 3 brand equity factors of, brand loyalty, brand association, and brand trust. The findings discovered that the factor of brand loyalty is directly correlated to customer purchasing intentions in that Thai consumers are more likely to visit Starbucks stores more frequently. However, results on perceived quality, brand association, and brand trust are inconclusive. Some recommendations from this research are for the store to focus on enhancing the customer experience to encourage higher brand loyalty. Conclusively, future research could employ other variables to represent customer purchasing intentions aside from store visit frequency and be more selective in their sampling.

Keywords: *Brand Equity Factor, Brand Association, Brand Loyalty, Brand Trust*

THE GENZ CONSUMER'S COGNITIVE ATTITUDES TOWARD WILLINGNESS TO PAY ON THAINAMTHIP REBRANDING AS ENVIRONMENT FRIENDLY PRODUCT (NAMTHIP ECO-CRUSH BOTTLE)

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ABSTRACT

Global warming has forced Thainamthip to create environmentally-friendly products in an effort to meet the needs of the "GenZ", which currently approximately around 20% of the total Thai population who in the future will become the potential major customers group of the Thainamthip Company. This study proposes a conceptual framework To investigate the relationship between GenZ consumer's cognitive attitudes and willingness to pay towards green products. To test our conceptual framework, a descriptive statistic is employed to analyze the data collected from 400 respondents consisting of both male and female who are characterized as genZ and have experience of consumed Namthip. The GenZ consumers' cognitive attitudes we addressed in this research are "health consciousness", a concept that used to describe a person's willingness to take action to improve their own health. "environmental awareness" a variable that influences the purchasing of green products which has a favorable effect on the attitude toward green products. Lastly, "value orientation" a value which controls how people behave and makes basic sense. And the most important attitude is the environment attitude with the mean of 4.61. Health concerned is the second attitude with the mean 4.50. And the last attitude that Thainamthip should focus on is value orientation with the mean of 4.43. The result indicates that Thainamthip should prioritize the factor of environment attitude with the mean value of 4.61. So, this research recommend Thainamthip brand to focus on recycle products in order to increase customer's willingness to pay.

Keywords: *Customer attitude, Green product, Willingness to pay*

FACTORS AFFECTING CONSUMER DECISION TOWARDS PURCHASING ELECTRIC CARS IN BANGKOK

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ABSTRACT

This research aimed to study the factors influencing decision making on buying electric vehicles. The general objective of this study is to evaluate factors that impact decision-making when purchasing an EV car by Thai consumers in Bangkok. This study is survey research by the sample group of people who drive and have cars in Bangkok, by using questionnaires for the sample group of 90 respondents over a two month period. Most of the respondents in the study on factors influencing the purchase of electric vehicles are between the ages of 30 and 35, are employed by a company, and all of the participants drive a car. The research found that the variables that significantly influence choice decisions in purchasing electric vehicles include technology advancement of electric vehicles, information providing, after-sales service, prices of electric vehicles, appearance of electric vehicles, environment (gasoline prices), and consumer behavior. In terms of the factors affecting the decision to purchase electric vehicles are affordability, government incentives affecting sales, physical environment (gasoline prices). The sample group considered purchasing electric vehicles due to concerns of affordability and environmental concerns.

Keywords: *Decision, Purchase, Consumer Behavior, Electric Vehicle*

THE IMPORTANCE OF GREEN RETAIL MARKETING MIX IN FAST FASHION INDUSTRY

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ABSTRACT

The objectives of this research is to study the demographic, green psychographic of Zara customers, and customer's importance level on green retail marketing mix. As well as the relationship between these variables. To collect the data, a quantitative research method is used through an online questionnaire. Focusing on a population of Thai citizens, who are Zara customers and a sample size of 100 responses. A nominal scale is used to collect the demographic and green psychographic data. The importance level is measured using an interval scale. The data was collected within 28 November 2022 and 6 December 2022. Analyzed using cross tabulation. Findings found based on the general data that Zara should implement these four green retail marketing strategies. The first is product mix, to release less waste during the production process, designing packaging from recycled or biodegradable material and making the product recycled or biodegradable when disposal. The second is place mix, for factories to use solar or wind energy, and make the carton size smaller for transportation reduction. The third is a promotion mix, Zara should create a campaign to donate clothes for recycling. Lastly is Personnel mix, by having salespeople to encourage customers to buy environmentally friendly products.

Keywords: *Fast Fashion, Green Retail Marketing Mix, Importance level*

TOURIST BEHAVIOR AND MOTIVATIONAL FACTORS DURING COVID-19 OUTBREAK IN THAILAND

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ABSTRACT

Since COVID-19 has been spread out in December 2019, it has impacted the world's economy significantly. As of other countries, there are several businesses in Thailand were directly affected by the outbreak of COVID-19 especially in tourism industry which is one of the major

revenues in previous years. The new ways to live with COVID-19 such as social distancing, hand washing, or mask wearing have been promoted by the government ever since. Moreover, a few campaigns have been launched to support people in this difficult time including "We Travel Together" which is mainly focused on tourism. However, some questions also arise whether this campaign is sufficed for boosting the tourism industry, what are the tourist behavior, opinion, and motivation factors during this time because no one knows how long the situation will resume to normal and when COVID-19 will be last. The findings show that during COVID-19 situation, respondents mostly travelled to Central region of Thailand with rate of frequency of 1-4 times, the majority of respondents chose sightseeing (63.7%) over other types of tourism, and respondents mostly were motivated by Relax/Escape (Mean = 4.12) which is one of the 13 motivational factors from Travel Career Pattern model (Pearce & Lee, 2005). This refers to tourism during COVID-19 situation is still needed as long as tourism is available and the motivation can be met.

Keywords: Motivational factors, Tourism during COVID-19, Tourist behavior

FACTORS INFLUENCING THE ADOPTION OF CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES OF SMALL AND MEDIUM ENTERPRISES

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ABSTRACT

Corporate Social Responsibility (CSR) concept has been going on for over the past two decades. In Thailand, several businesses especially small and medium enterprises (SMEs) had a problem via the pandemic situation of the Coronavirus Disease 2019. However, CSR still act as the main activity for increase the good life of people and the community. The aim of this study is not only to determine business owner's characteristics of SMEs influencing the adoption of CSR, but also determine the SMEs's characteristics of SMEs influencing the adoption of CSR as well as describe the effect of perception towards SMEs adoptions of CSR. The populations of the study are the owner of SMEs manufacturing, excluded trading and services in Thailand who authorized person of company to contribute the CSR sector. The 14 types of industry are selected via the random collection of the database through the Ministry of Industry. The Gross Domestic Product (GPD) is a one factor for concerning the business income. The appropriate formula for 400 sample size determination of the industry matched the population size was selected, and the structural equation model (SEM) was used to confirmatory factor analysis and path analysis. The sampling group of this study used stratified sampling divided by the type of manufacture and each sample group was sampled normally and divided equally. As a consequence, this research contribution is emphasizing the CSR activity of the business in Thailand, the main task of good entrepreneurs needs to highlight a good attitude and kind response in the social community regarding CSR together with increasing the SMEs' ability for doing CSR, which is promoting the good characteristic of the business.

Keywords: CSR, Corporate Social Responsibility, SMEs, Thai Manufacturing

CORE SELF-EVALUATION AND SELF-LEADERSHIP: A CASE STUDY OF EMPLOYEES IN ABC COMPANY LIMITED

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ABSTRACT

The organization will be successful and sustainable; the organization should be prepared for deal with any changes. It is therefore important to prepare personnel with human resource development strategies. However, the organization should know the personalities of its personnel as much as possible in order to create the right and appropriate strategy. Two of the most important self-concepts of this study were core self-evaluation and self-leadership. Core self-evaluation is based on personality traits for self-esteem, self-efficacy, locus of control, and emotion stability. Self-leadership is a condition in which a person, using strategies, leads themselves to achieve their goals. In this study, the case study is ABC Co., Ltd., a company that provides laboratory testing services. Most of the employees graduated in science. This study was a survey of 237 employees. The objectives of this study were to: 1) study the core self-evaluation and self-leadership of the employees; 2) study the demographic characteristics' effect on core self-evaluation and self-leadership; and 3) study the correlation between core self-evaluation and self-leadership. Collect the data through the questionnaire, the core self-evaluation scale by Judge et al. (2003), and the self-leadership scale by Houghton et al. (2012). The results of this study found that the sample has core self-evaluation and self-leadership at levels of high and very high, respectively. Correlation coefficient for core self-evaluation and self-leadership is 0.214, had a statistically significant relationship with significance at the 0.05 level. The relationship is in the same direction and low relationship.

Keywords: *core self-evaluation, self-leadership, self-esteem, self-efficacy*

THE EFFECTS OF CUSTOMERS' PERCEIVED VALUES ON REPURCHASE INTENTION OF SHABU SHABU BUFFET RESTAURANT SERVICE: UNCOVERING THE IMPACTS OF PERCEIVED EMOTIONAL, SOCIAL, PRICE, AND QUALITY VALUES

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ABSTRACT

Bangkok is one of the cities that offer varieties of international cuisine in addition to local Thai food. Among the diverse international food offers, Japanese food restaurants have witnessed steady growth in the Thai market. Nevertheless, due to the new normal lifestyle post COVID-19 pandemic, consumers have become accustomed to more options of dining apart from eat-in restaurants, such as home cooking and food delivery services. Thus, it is important for eat-in restaurants to be proactive in understanding what values matter to their restaurant customers and deliver highly perceived values that stimulate customers' purchase decisions. The purpose of the current study is to investigate the effects of customers' perceived values on their repurchase intention of Shabu Shabu buffet restaurant service at a well-known Shabu Shabu buffet restaurant in Bangkok. The study focused on four specific aspects of perceived values, which were emotional, social, price, and quality values. A quantitative research methodology was employed using online survey questionnaires, completed by 100 respondents, who had experience dining at the selected Shabu Shabu buffet restaurant. Multiple regression analysis was performed to provide insights into the significance and strength of various aspects of perceived values on customers' repurchase intention. Results uncover that perceived price value has the strongest impact on customers' repurchase intention, followed by perceived emotional value, and perceived social value. Surprisingly, even though customers strongly perceive the quality value offered by the selected Shabu Shabu buffet restaurant, perceived quality value does not have a significant impact on customers' repurchase intention. Consequently, Shabu Shabu buffet restaurants are recommended to prioritize on the delivery of price and emotional values and to a lesser extent social values in order to attract customers' repurchase intention.

Keywords: *Brand Value, Customer Perceived Value, Japanese Restaurant, Repurchase Intention*

**PROBLEMS ANALYSIS FOR PROCESSES AND PROCEDURES
SERVICE IMPROVEMENT OF SERVICE FOR PHYSICAL THERAPY
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ABSTRACT

This research study aimed to discover problems in the processes and procedures of service provision, Physical therapy Department, Panyanantaphikkhu Chonprathan Medical Center, Srinakharinwirot University. Kaizen Theory and 5WIH were tools applied to identify problems arising during current work method; then, the unproductive processes and procedures would be improved. Primary data were collected from service recipients at the Physical therapy Department by interview; while secondary data were gathered from various sources such as article from journals, books, statistic documents from the department. The inductive method were used to analyze the data. The conclusions were drawn to propose the problems in the processes and procedures of this department for further improvement.

Keywords: *Processes and Procedures, Improvement, Kaizen*

THE EFFECT OF TOURISM MOTIVATIONS ON CREATIVE PRODUCT IN RED LOTUS LAKE, BAAN DIAM VILLAGE, KUMPHAWAPI SUB-DISTRICT, UDONTHANI, THAILAND

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ABSTRACT

The paper investigates the effect of tourism motivations on creative product through tourists' awareness-attitude in Red Lotus Lake, Baan Diam village, Kumphawapi Sub-district, Udonthani, Thailand. This paper embedded in quantitative approach. Given literature review relevance to tourism motivation, the research model has been established. Data were collected by questionnaire on 397 samples who were tourists. Structural equation model was used to analyze the data. The results shown that tourism motivation comprised attraction, accommodation, accessibility, activity, service, human and facility, which influence on tourist awareness. Moreover, the awareness has significantly affected on creative product through tourists' attitudes.

Keywords: *Attitude, Awareness, Creative Product, and Tourism Motivation*

THE EFFECT OF PLACE ON MICE PERFORMANCE THROUGH MEETING: THE MODERATE MEDIATION OF ACCOMMODATION

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ABSTRACT

The paper aims to investigate the effect of place on MICE performance through meeting that depend on the interaction of accommodation level, Udonthani, Thailand. Given literature review relevance to MICE, the model of MICE performance has been established. This paper is embedded in an exploratory research. Having been used questionnaires, data were collected from 400 samples. The result shown that the place has significantly directed relation to MICE performance. Also, place related to the MICE performance through meeting. Finally, accommodation moderated the indirect effect of meeting on the relationship between place and MICE performance.

Keywords: *Accommodation, Meeting, Moderated Mediation, MICE, and Place*

THE EFFECT OF ONLINE PUBLIC RELATION ON IMAGE: MEDIATING ROLE OF TRUST IN PHUPHRABAT HISTORICAL PARK, UDONTHANI, THAILAND

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ABSTRACT

The paper aims to examine the influence of online public relation (OPR) on image through trust in Phuphrabat Historical Park, Udonthani, Thailand. Particularly, this paper investigates the mediating role of trust on the effect of OPR on image. The research model has been formulated based on the literature review of digital marketing communication and tourism constructs. 399 tourists were samples who provided the data via self-administration questionnaire. SEM is employed to analyze the data collected. The research findings are: trust has influenced on image; the directly effects of OPR on trust and image. Additionally, there have been statistically significant indirect effect of OPR on image through trust.

Keywords: *Image, Mediation, OPR, Phuphrabat Historical Park, Trust*

MODELING GASTRONOMIC TOURISM VALUE: BAAN HUAYDUA MARKET, NONG BAU LAMPHU, THAILAND

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ABSTRACT

The purpose of the paper is to investigate the effects of local market attributes on value through service quality in Baan HuayDua Market, Nong Bau Lamphu, Thailand. Specifically, this paper examines the service quality mediated on effects of food, place and safety attributes on value. The research model has been established based on the literature review of marketing and gastronomy tourism boundaries. 400 tourists were samples who provided the data via self-administration questionnaire. Structural equation model (SEM) is utilized to analyze the data collected. The results shown that service quality has directly influenced on value; as well as the directly effects of foodscape attributes - food, safety and facility on service quality and value. Additionally, there have been significantly indirect effect of foodscape on value through service quality.

Keywords: *Baan HuayDua Market, Gastronomy, Local Food, Value, Mediation, Foodscape, Service Quality*

THE IMPACT OF REWARD SYSTEM ON TEACHERS' LOYALTY IN HIGHER VOCATIONAL COLLEGES IN CHONGQING, CHINA

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ABSTRACT

Focusing on the performance award system, an objective analysis of the relationship between the performance award system and teacher loyalty is of great significance at the institutional level. Agency theory indicates that the problems and solutions associated to delegation of tasks from principals to agents in the context of conflicting interests between the parties. This article mainly adopts the convenient sampling method, and the data samples are from the groups that researchers are most likely to contact. Chongqing Vocational College of Industry and Commerce currently has 900 faculty members, and the sample size of this study is 396 after calculation. The research instrument is collected through the online STAR website. The analysis of questionnaire data, the correlation between performance reward system and teacher loyalty is verified. The hypotheses are expected that remuneration, welfare is correlated with teacher loyalty. working environment, learning and development is increased in direct proportion to teacher loyalty. Promotion, and intrinsic reward is also increased in direct proportion to teacher loyalty. The finding supports Agency theory studies which indicates that the problems and solutions associated to delegation of tasks from principals to agents in the context of conflicting interests between the parties.

Keywords: *Performance reward system, Teaching loyalty, Higher vocational colleges*

THE IMPACT OF COMPENSATION AND ORGANIZATIONAL COMMITMENT ON EMPLOYEE TURNOVER INTENTION: A CASE OF SICHUAN UNIVERSITY OF SCIENCE & ENGINEERING, CHINA

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ABSTRACT

This study examines the role of organizational commitment and compensation on turnover intentions. The social exchange theory is a sociological and psychological theory that investigates how two parties interact socially and uses cost-benefit analysis to identify risks and returns. Population of this study is 2,400 academic staffs at Sichuan University of Science & Engineering, and the sample size is calculated at 5% confidential level as 400 through publicity. However, only 306 valid questionnaires were obtained via STAR survey website. Then, frequency and percentage are used along with inferential statistics such as correlation and multiple-regression were performed. The hypotheses are expected that the intention to leave is correlated with satisfaction with their salary. The intension to leave is correlated with satisfaction with their bonus. The intention to leave is increased in direct proportion to perk and benefits satisfaction. The intention to leave is positively impacted by affective commitment. The intention to leave is increased in direct proportion to continuance commitment. The intention to leave has a positive effect on their sense of obligation to stay. The result expects the positive influence of organizational commitment and compensation, which indicates how two parties interact socially and uses cost-benefit analysis to identify risks and returns.

Keywords: *Salary, Bonus, Perk, Organizational Commitment, Turnover Intention*

THE IMPACT OF REWARD SYSTEM ON WORK PERFORMANCE: A CASE OF SICHUAN UNIVERSITY OF SCIENCE & ENGINEERING, CHINA

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ABSTRACT

The purpose of this study is to explore the effect of reward system on job performance. In this study, Sichuan University of Science & Engineering is selected as the research object, which enriches the literature on employee reward system of China's higher education supportive departments, and provides new visual and theoretical guidance for other higher education supportive departments' reward work in China. It is helpful to fully understand the significance of the relationship between the reward system and the performance of the supportive departments staff. The reward system represents the effectiveness of employees' work value and the affirmation of employees' efforts. Therefore, how to provide staff performance by rewarding the detachment has certain theoretical significance and practical value. By means of questionnaire survey and convenient sampling, 255 respondents were selected from 700 employees of the support department at Sichuan University of Science and Technology who were distributed and collected data through STAR online survey platform. Then, SPSS was used to classify and analyze relevant data, conduct descriptive statistical analysis, and test the research hypothesis. The hypotheses are expected that material reward system is correlated with work performance. The social reward system is correlated with work performance. The Activity-based reward system is increased in direct proportion to work performance. The result expects the positive influence of reward system and work performance, which supports Maslow's hierarchy of needs is a theory of motivation which states that five categories of human needs dictate an individual's behavior. Those needs are physiological needs, safety needs, love and belonging needs, esteem needs, and self-actualization needs.

Keywords: *Reward System, Work Performance, University Supportive Departments*

THE BENEFIT-COST ANALYSIS OF THE GIANT SOUR TAMARIND PRODUCT: CASE STUDY OF PHITSANULOK AND PHETCHABUN, THAILAND

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ABSTRACT

The purpose of this study was to investigate the benefit (B) and cost (C) of the giant sour tamarind product, especially in the provinces of Phitsanulok and Phetchabun, Thailand. This study also aimed to analyze the background of the area-based, while also investigating the economic analysis of processing of giant tamarind products using the B-C concepts and practices. The population sample consisted of 100 giant sour tamarind orchard farmers in the provinces of Phitsanulok and Phetchabun, who grew and processed the giant sour tamarind fruit. In-depth interviews, which were an inductive summary, were implemented and used to collect data, and a quantitative analysis was performed. Data were collected to improve the production process with value stream mapping and verify of the production efficiency of giant sour tamarind product. The results showed that the cost compared to the selling and servicing expenses of the giant sour tamarind product was low and got the returns over the long run which has a payback period (PB) of 5 years onwards. According to our findings, it was a wise business decision to invest in such a project in because the real return exceeded the internal rate of return and payback period. Moreover, the activities based on the value chain concept of giant sour tamarind products, there were 5 primary activities: 1) Inbound logistics; 2) Outbound logistics; 3) Operations; 4) Sales and marketing; and 5) Customer service. In addition, there were four supporting activities: 1) Infrastructure; 2) Human resource management; 3) Technological advancement; and 4) Procurement. The results obtained from this research proved to be useful for the development and planning of giant sour tamarind products organized and managed by the women groups in the province, which reduce the production costs necessary to meet customer demands. It was concluded that the application of the value stream management techniques in the agricultural industry increased the efficiency of the process.

Keywords: *Benefit-Cost analysis, Giant sour tamarind, Phitsanulok, Phetchabun, Activities, Value Change*

EXPLORING THE USE OF DIGITAL TECHNOLOGY IN PRODUCTION PROCESS MANAGEMENT FOR THE READY-TO- SERVE FOOD INDUSTRY

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ABSTRACT

This study examines a strategy for managing the production process using digital technology in the ready-to-serve food industry. The research was conducted using an in-depth case study of a bakery company that recorded the highest revenue in its industry in Thailand. Data was collected through personal interviews, voice recording, and content analysis software. The findings suggest that using digital technology in production can help the company lower its production costs, improve customer satisfaction, and gain a competitive advantage through increased efficiency and sustainability. The study also highlights the potential of digital technology in the food industry.

Keywords: *Digital technology, Production process management, Ready-to-Serve food industry, Time-based strategy, Lean, Six Sigma, Just in Time*

SECTORAL CONNECTEDNESS AND RISK SPILLOVERS IN THAILAND'S STOCK MARKET

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ABSTRACT

Investigating the mechanisms of risk transmission within economic sectors is vital for comprehending the interconnectedness among industries. This study aims to examine the channels of risk propagation by analyzing volatility spillovers within eleven sectors of Thai-

land's stock market from January 2012 to December 2021. The sectoral volatility is estimated using the ARMA-GARCH technique. The paper utilizes the connectedness measures developed by Diebold and Yilmaz (2009, 2012, 2014) to examine changes in sectoral connectedness and identify significant trends in specific sectors before and during the COVID-19 pandemic. The result is that total volatility connectedness has increased significantly during the COVID-19 pandemic, indicating a significant rise in systematic risk. The Petrochemical and Chemical sector became the largest transmitter during the COVID-19 pandemic. These two findings are consistent with several studies on sectoral connectedness during the COVID-19 situation. In addition, some certain sectors shifted their role from a net transmitter to a net receiver and vice versa. Investors should be aware of the impact of an increase in systematic risk and the switching roles of net transmitters and net receivers when selecting hedging strategies. The Banking sector and the Finance and Security sector did not transmit much volatility to the market. They were net receivers for both the pre-COVID and the COVID periods. The Finance and Security sector was the largest receiver of volatility shocks during the pandemic. This raised concerns about the future stability of Thailand's financial sector. Overall, the results of this study contribute to an understanding of the changes in sectoral connectedness and risk spillovers in Thailand's stock exchange as a result of the COVID-19 situation.

Keywords: ARMA-GARCH, Connectedness, COVID-19, Sectoral connectedness, Stock Exchange of Thailand, Volatility spillovers, VAR

THE DEVELOPMENT OF ACCOMMODATION BUSINESS TO PROMOTE TOURISM IN THE NEW NORMAL ERA FOR PHU KRADUENG DISTRICT, LOEI PROVINCE

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ABSTRACT

This study aims to 1) study the potential of the accommodation business in Phu Kradueng district, Loei province, and 2) to propose guidelines for the development of the accommodation business to promote tourism in the New Normal era for Phu Kradueng district, Loei province. The research methodology used mixed-methods research consisting of; quantitative data collected by questionnaires from 400 tourists who stayed in Phu Kradueng district, Loei province, and qualitative data collected through interviews from the government sectors, private sectors, and people in Phu Kradueng district, Loei province. The results of the study found that 1) the current situation of the potential of the accommodation business in Phu Kradueng district, Loei province consists of; a lack of public relations, reservations and online payments, lack of application of computer systems to manage the accommodation business, lack of coordination with nearby attractions, and lack of tour guides and information on current interesting tourist activities. There is local waste and environmental management system, the quality of life is improved and the distribution of income to the local people by promoting and

supporting the employment of local people, local enterprises are promoted and supported to use existing resources for sustainability, and arts, traditions, culture and local sports are preserved. 2) Guidelines for the development of accommodation business to promote tourism in the New Normal era for Phu Kradueng district, Loei province consisting of; the project's development of facilities, technology, digital marketing, safety, cleanliness, adoption of local identity, and Activities to connect the local way of life.

Keywords: Accommodation, Tourism, New Normal

PERCEPTION OF SERVICE QUALITY AND PERCEPTION MARKETING MIX AFFECTING IN TRUST FOR RENT THE APARTMENT

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ABSTRACT

The purpose of this study was to 1) to study the perception of service quality of apartment tenant in Chonburi province 2) to study the perception of the marketing mix of tenants Apartments in Chonburi Province 3) to study the tenants' trust in receiving apartment rental services Apartment in Chonburi Province and 4) to study the influence of perceived quality of Service of the apartment tenant treatment and perceived marketing mix of apartment tenants affecting the receptiveness of receiving Apartment rental service. The study method was to use a questionnaire with 400 apartment tenants in Chonburi Province. The result show that Service quality is important to user perception Apartment rental service which found that apartment tenants in Chonburi province have a perception of the quality of service providing the overall service at the highest level. The marketing mix is perceived by apartment tenants as the high level, Perceived service quality and marketing mix affect apartment rental confidence, which has a positive influence on apartment tenants in Zhongshan District. Chonburi Especially the quality of service in terms of convenience, reliability, understanding of needs, visual appearan and marketing mix in terms of room products, price, staff, and environmentce.

Keywords: Service Quality, Marketing Mix, Trust

FACTORS AFFECTING TO TRUST AND INTENTION TO CONTINUE USING MOBILE BANKING A CASE OF A-MOBILE APPLICATION

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ABSTRACT

This research is to examine the relationship between variables impacting trust and intention to continue using mobile banking. The sample group of customers from the Bank for Agriculture and Agricultural Cooperatives located in the Northeastern part of Thailand is used as the basis for this case study on A-Mobile banking application. With the help of questionnaires as a research tool and descriptive statistics like frequency, standard deviation, and structural equation model (SEM) analysis, a sample group of 400 people had utilized the A-Mobile application. The findings demonstrated that perceived usage factor (PU), with a positive correlation of 43%, was the factor that most affected trust (TR). Social influence factor (SI), which had a positive correlation and came in second at 14%, was then considered. The next component that had a positive correlation was 13% of the risk perception factors (PR). And a factor that negatively correlated with the results was privacy and security concerns. Continual mobile banking intentions (IC) were positively correlated with the trust factor (TR), which had the biggest influence (54%).

Keywords: *Intention to continue using, Trust, Perceived Usefulness, Social Influence, Privacy and Security Concern*

THE ROLES OF ENTREPRENEURIAL SELF-EFFICACY AND EFFECTUATION IN OPPORTUNITY RECOGNITION

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ABSTRACT

Opportunity has been underlined in the entrepreneurship literature as a critical stage in the creation of new ventures. Despite that the entrepreneurial opportunity has been discussed and investigated in many domains, the existing literature still lacks a complete understanding of

this concept and calls for additional research from various perspectives. Drawing from the effectuation theory that emphasize the availability of the controlled resources, this study, therefore, proposes the antecedence of opportunity recognition through entrepreneurial self-efficacy and effectual logic—experimentation, affordable loss, flexibility, and pre-commitment. Relied on the sample of 345 potential entrepreneurs, we employed the partial least square structural equation modeling (PLS-SEM) to examine our proposed relationships. The results confirm that entrepreneurial self-efficacy has a significant impact on opportunity recognition. This relationship was discovered to be mediated by experimentation, flexibility, and pre-commitment, supporting the crucial role of effectuation. This study contributes to the emerging theory of effectuation by incorporating entrepreneurial self-efficacy, which leads to opportunity recognition. It also responds to the call for more research into entrepreneurial opportunities from various theoretical perspectives.

Keywords: *Affordable loss, Effectuation, Entrepreneurial self-efficacy, Experimentation, Flexibility, Opportunity recognition, Pre-commitment*

EXPLORING THE USE OF ICT IN BUSINESS: BENEFITS, CHALLENGES, AND OPPORTUNITIES: THE CITY OF SONGKHLA

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ABSTRACT

Information and communication technology (ICT) has become an integral part of modern business operations, enabling companies to streamline processes, improve efficiency, and stay competitive in today's global market. In this paper, we examine the use of ICT in business in the city of Songkhla, Thailand, and explore the benefits, challenges, and opportunities that it presents. Through a combination of literature review and field research, we analyze the current state of ICT adoption in Songkhla's business sector, including trends and patterns in usage, as well as the impact of ICT on business performance and competitiveness. We also identify key areas where ICT can support business growth and development, and discuss the potential barriers and enablers to ICT adoption in the city. Our research found that the majority of businesses in Songkhla did not use computers. Only 34.9% of all businesses used computers. When considering businesses by size, it was found that businesses with 11 or more employees (4.5% of all businesses) used computers. In particular, businesses with over 200 employees had a high proportion of computer usage, at 99.7%. However, the smallest businesses, with 10 or fewer employees (95.5% of all businesses), had the lowest rate of computer usage, at only 34.3%. It can be concluded that the adoption of computers and Collaborative information systems (CIS) in Thai businesses is generally low and that there is a significant gap between larger and smaller businesses in terms of computer usage. In addition, if government or state's agency provide collaborative information systems (CIS), it will facilitate collaboration among members and help SMEs to become more competitive in their respective markets. Our findings provide valuable insights for policymakers, business leaders, and other stakeholders looking to leverage ICT to drive economic growth and development in Songkhla and beyond.

Keywords: *Collaborative information systems (CIS), ICT adoption, ICT in Business, leverage ICT Songkhla, policymake*

THE PRIORITIZATION OF SUSTAINABLE DEVELOPMENT GOALS (SDGS) AMONG STUDENT OF SRIPATUM UNIVERSITY IN THAILAND

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ABSTRACT

The Sustainable Development Goals (SDGs) are a universal action to ensure peace and prosperity by 2030 by rising to meet various challenges. Achieving the SDGs requires every party to take part, including university students. This research aimed to study prioritization of SDGs and identify knowledge, perceptions and awareness about the SDGs among students at Sripatum University in Thailand. The research instrument is divided into 2 parts: 1) priority level 17 goals of SDGs 2) Opinions about knowledge, perceptions and awareness. The data was collected using online questionnaire from 125 first-year students from 2 clusters. Statistics used in data analysis were frequency, percentage and standard deviation. The result showed that most of the respondents were male, 83 people of 66.4%. The age range is 18 -21 years old, 94 people, representing 75.2%. Clusters are science and engineer of 53 people accounted for 42.4% and social science of 72 people accounted for 57.6%. The top 5 SDGs according to mean were SDg4: Quality Education (mean = 4.51), SDG13: Climate Action (mean = 4.50), SDG3: Good Health and Well-Being (mean = 4.49), SDG8: Decent Work and Economic Growth(mean = 4.47), SDG5: Gender Equality (mean = 4.33). Of the total respondents, They believed that it is necessary to know about the SDGs 91.2 %, to perceive 92.0% and to aware 93.6%.

Keywords: *SDGs, prioritization, knowledge, perception, awareness*

WORKPLACE CONFLICTS AND ROLE OF EMOTIONS

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ABSTRACT

Encouraging positive mental health in organizations has become a necessity. As a result, in order to be resilient, organizations need a deeper understanding of conflict, because conflict in the workplace is an indispensable part of the organization and apart from the already known economic cost of conflict, the emotional cost is visible in lost productivity, poor morale and climate, low satisfaction, etc. Organizations today they have to build the institutional capacity to understand how the emotional economy works, especially in the conditions of new

challenging working conditions (change of workplace, lack of employees, new demands of new generations of employees, etc.) and try to focus on conflicts as drivers of positive changes in organizations. The aim of this research was focused on emotions caused by conflicts. Research has proven that conflicts are a part of school life (95%), which implies that employees must have the skills to manage conflicts constructively. Research shows that it is possible to predict the frequency of conflicts considering whether a person uses strategies to resolve interpersonal conflicts, whether he experiences negative emotions, whether the causes of the conflict are of a personal nature and whether the adaptation to the other person is noticeable. These factors are particularly relevant at higher conflict frequency values. When the conflicting parties know the real cause of the conflict they are in, and understand emotions and how to control them, it will be easier to resolve it and ensure that a new conflict does not arise for the same reason.

Keywords: *conflict resolution, emotions, school, workplace conflict*

