KSUC 3rd

INNOVATION AND TECHNOLOGY FOR
SUSTAINABLE AREA-BASED DEVELOPMENT:
KSU INNO - TECH 2025 FOR SABD

Proceeding of The 3rd National and International Academic Conference Kalasin University 2025

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THE NATIONAL AND INTERNATIONAL CONFERENCE OF KALASIN UNIVERSITY with the theme of

# "INNOVATION AND TECHNOLOGY FOR SUSTAINABLE AREA-BASED DEVELOPMENT: KSU INNO-TECH 2025 FOR SABD"

The conference will take place from 6 – 8 March, 2025
at The Students Affairs Building, Kalasin University

**Proceedings of Kalasin University Conference**

**http://conference.ksu.ac.th**

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**Publication:** April 2025

**Purposes:** The purposes of the conference are to publicize the valuable research articles and academic articles presented at Kalasin University International Conference and to be the medium for sharing the academic perspectives of researchers, academics, undergraduates and graduated students, and lecturers in the fields of health sciences, engineering, agriculture, science and technology, education, business administration, services and tourism, laws, politics, administrations, social sciences, and humanities.

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# Message from The President of Kalasin University Council

Kalasin University is entering its 10th year, and to mark this milestone, the university is hosting the 3rd National and International Academic Conference of Kalasin University 2025 under the theme "Innovation and Technology for Sustainable Area-Based Development: KSU INNO-TECH 2025 FOR SABD." The conference will take place from 6 – 8 March, 2025 at The Students Affairs Building, Kalasin University (In-town Campus).

This conference serves as a platform for research and academic exchange, providing opportunities for students, lecturers, academics, researchers, and educational personnel to share knowledge. It aims to foster academic collaboration, advance research and creative innovations to national and international levels, and respond to the real need of the country.

This year's conference is co-hosted by 35 institutions from 16 countries, and features 214 research papers, including both oral and poster presentations at national and international levels.

On behalf of the Kalasin University Council, I sincerely hope that this national and international academic conference will be a valuable opportunity for professors, researchers, students, and all participants to engage in meaningful discussions, build research networks, and apply acquired knowledge efficiently and effectively for the benefit of the nation.



Mr.Winai Witthayanukul
Vice-President of Kalasin University Council
Acting President of Kalasin University Council

# Message from The President of Kalasin University

Kalasin University has set the direction to drive the university to become a strong, continuous, and sustainable "University for Local Development" with the integration of science, social sciences, technology, and innovation. Moreover, the university also embraces the King's Philosophy, community wisdom, and modern sciences to integrate in developing academics and leading to becoming a leading local university.

This year marks the third year that Kalasin University has organized The National and International Conference of Kalasin University with the theme of "Innovation and Technology for Sustainable Area-Based Development: KSU INNO-TECH 2025 for SABD" The conference will take place from 6 – 8 March, 2025 at The Students Affairs Building, Kalasin University (In-town Campus). This year's conference is co-hosted by 35 institutions from 16 countries, and features 214 research papers, including both oral and poster presentations at national and international levels.

I would like to express my congratulations and appreciation for organizing this academic conference, especially on the topic that is important for the development of the country and Thai society today, which is "Innovation and Technology for Sustainable Area-Based Development".

Social innovation and area-based development technology are important tools for solving problems and creating opportunities for sustainable community development by integrating modern sciences, local wisdom, and modern technology to create innovations and development approaches that truly meet the needs of the community.

Kalasin University, as a higher education institution in the Northeast region, realizes the importance of sustainable community development. Therefore, it has set a university development strategy that focuses on participation in community and social development, especially in innovation and technology development, to improve people's quality of life and strengthen the grassroots economy. This academic conference, therefore, provides the important opportunity for academics, students, professors, researchers, and interested persons from all sectors to exchange knowledge, present research results, and jointly create a network of cooperation in developing social innovation and area-based development technology for sustainable community development.

On behalf of Kalasin University, I would like to welcome everyone with great pleasure and wish you success in organizing this event as planned. Finally, I would like to thank the committee, experts, participants, and all sponsors who made the 3rd Kalasin University National and International Academic Conference a success.



Assistant Professor.Dr.Keeravit Petjul
Acting President of Kalasin University

HUE UNIVERSITY
UNIVERSITY OF FOREIGN LANGUAGES AND INTERNATIONAL STUDIES

**Assoc. Prof. Dr. Pham Thi Hong Nhung**
Rector,
University of Foreign Languages and International Studies, Hue University
*Hue, November 18, 2024*

**Assit.Prof. Dr. Keeravit Petjul,**
Acting President, Kalasin University

Dear Assit.Prof. Dr. Keeravit Petjul,

Warm greetings from the University of Foreign Languages and International Studies, Hue University, Vietnam (HUFLIS)!

On behalf of HUFLIS, I would like to express our sincere thanks to you and your colleagues at KSU for your kind consideration in promoting the relationship and cooperation between the two institutions.

In responding to your letter of invitation dated on November 11, 2024, I am pleased to inform you that HUFLIS accepts your invitation to co-host the international conference titled "Innovation and Technology for Sustainable Area-Based Development: KSU INNO-TECH 2025 for SABD" from March 6th to 8th, 2025.

Should you need further information relating to the organization of the conference, please do not hesitate to contact our office of Research Management and International Cooperation via email hucfl@hueuni.edu.vn.

Best regards,

TRƯỜNG ĐẠI HỌC NGOẠI NGỮ

**Assoc. Prof. Dr. Pham Thi Hong Nhung**

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20 November 2024

## Acceptant Official Letter

To: Asst. Prof. Dr. Keeravit Petul
Acting President Kalasin University
62/1 Kasetsomboon Road, Kalasin Sub District, Mueang District, Kalasin Province 46000
Tel: +6643 811128, Mobile: +6686 4584360, Fax: +6643 813070

From: Northern Agriculture and Forestry College, NAFC

Re: To submit committee list from Northern Agriculture and Forestry College for the co host of the 2nd International Conference Titled: "Innovation and Technology for Sustainable Area Based Development: KSU INNO TECH 2025 for SABD" during 6th to 8th March 2025 at Kalasin University, Kalasin Thailand

- In accordance with memorandum of understanding between Northern Agriculture and Forestry College (NAFC) and Kalasin University (KSU)
- In accordance with an official invitation of KSU dated November, 11th 2024 for inviting professors from NAFC to be the co host at the KSU international conference

We are honored to inform that, the Director of NAFC assigned 2 teachers for participating to be the co host committees of the 2nd International Conference Titled: "Innovation and Technology for Sustainable Area Based Development: KSU INNO TECH 2025 for SABD" during 6th to 8th March 2025 at Kalasin University, Kalasin Thailand as named:

1) Mr. Amphaivanh Souksanty, Deputy Director of NAFC
2) Mr. Nouanthong Inthaly, Head of Academic Office NAFC

*For more information please do not hesitate to contact*: Mr. Amphaivanh Souksanty
Tel: +856 20 5570 0538 email: souksanty@yahoo.com

Your sincerely,

Deputy Director of NAFC

Amphaivanh SOUKSANTY

University of Economics, Hue University
+84.234.3691.165
99 Ho Dac Di st., Hue city, Vietnam

November 22, 2024

Asst. Prof. Dr. Keeravit Petjul
Acting President
Kalasin University
The Kingdom of Thailand

**Acceptance letter of Invitation to co-host KSU INNO-TECH 2025 for SABD Conference**

**Dear Asst. Prof. Dr. Keeravit Petjul, Acting President of Kalasin University,**

Thank you for your esteemed invitation on behalf of Kalasin University to serve as a foreign co-host university for the upcoming international conference, "**Innovation and Technology for Sustainable Area-Based Development: KSU INNO-TECH 2025 for SABD**" scheduled to be held from March 6 to 8, 2025.

We are genuinely honored by this invitation and delighted to accept the opportunity to collaborate with Kalasin University in the capacity of a foreign co-host university for this significant academic event. We share your commitment to advancing research and fostering innovation for sustainable community development and believe that this partnership will serve to further this mission.

We hereby confirm our acceptance of the specified benefits and conditions outlined in the invitation, which includes granting Kalasin University the authorization to use the name and new logo of the University of Economics, Hue University for the conference purposes. Additionally, we commit to designating two university executives or representatives to attend the conference, assigning appropriate faculty members for paper review, encouraging participation and paper submissions from our faculty, researchers, and graduate students, and assisting in the promotion of the conference.

We express our gratitude for the hospitality extended to us, including the provision of accommodations for our representatives during the conference and the waiver of registration fees for ten individuals from our institution who will present their papers in person at the event.

We look forward to working closely with Kalasin University in the successful organization and execution of the KSU INNO-TECH 2025 for SABD Conference. If any further information or assistance is required from our end, please do not hesitate to reach out to us via email ttbngoc@hce.edu.vn (Dr. Tran Thi Bich Ngoc, Head of Research Affairs and International Cooperation Office).

Thank you for this valuable collaboration opportunity. We anticipate a fruitful and productive partnership between our institutions.

Yours sincerely,

TRƯỜNG ĐẠI HỌC KINH TẾ

Assoc. Prof. Truong Tan Quan
Rector of the University of Economics, Hue University

AN GIANG UNIVERSITY
Integrity – Dedication – Creativity

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*An Giang, November 25th, 2024*

**Re:** Letter of Confirmation

**Dear Asst. Prof. Dr. Keeravit Petjul,**

On behalf of An Giang University, I am delighted to accept your invitation to be one of the co-host universities for your international conference "Innovation and Technology for Sustainable Area-Based Development: KSU INNO-TECH 2025 for SABD". We are very honored to receive your invitation that will take place on

As the co-host of the conference, An Giang University will authorize Kalasin University to use our University name and logo for conference purposes.

In addition, we will assign the following members of our university to be the reviewers for the papers submitted for the conference in the attached list.

We will provide the list of executives/representatives, as well as the researchers at a later date.

Should you need further information or assistance, please contact our External Relations Office via the email address: exro@agu.edu.vn.

*Sincerely yours,*

TRƯỜNG ĐẠI HỌC AN GIANG

**Assoc. Prof. Dr. Vo Van Thang**
President of An Giang University
Vietnam National University Ho Chi Minh City
Vietnam

**Lao People's Democratic Republic**
**Peace Independence Democracy Unity Prosperity**

Ministry of Education and Sport
Souphanouvong University

No .434 /SU

Luang Prabang, Date: ....28 - 11 - ..... 2024

## Letter of Acceptance as the 2nd International Conference at KSU

Dear President of Kalasin University,

We have received your invitation with regards to Souphanouvong University being the co-organizer of the 2nd International Conference at Kalasin University.

On behalf of Souphanouvong University, I would like to inform you that we accept your kind invitation to be the co-organizer of the 2nd International Conference at Kalasin University and provide the support in the aspect that is available for us.

I would like to thank you for your kind cooperation.

Yours sincerely,

Asso. Prof. Vira ANOLAC
President of Souphanouvong University

13 North Road, Donemai Village,
Luang Prabang, Lao PDR
Tel: +856-71-254931, 254932
Fax: +856-71-254933, 254934

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**Subject**: **Acceptance of Co-Host Offer for the International Seminar**

Dear **President of Kalasin University**,

Universitas Pekalongan is honored to accept the offer to be a co-host for the International Conference titled "Innovation and Technology for Sustainable Area-Based Development:KSU INNO-TECH 2025 for SABD" which will be held from March 6–8, 2025. We are excited to collaborate in this academic event and are fully committed to supporting its successful organization. We would also like to confirm that we will adhere to all the conditions set for co-hosting this seminar, including the following specific commitments:

1. We grant authorization for Universitas Pekalongan to be represented by its name and logo for the purpose of promoting and organizing the seminar.
2. We will designate two representatives from our institution to attend the seminar.
3. We will designate three professors holding doctoral degrees in relevant fields to be appointed as reviewers for the seminar.
4. We will encourage our faculty and students to submit articles and attend the seminar to contribute to and benefit from this international academic event.
5. We will inform relevant parties within our network about the seminar to ensure broad participation and awareness.
6. Detailed information about the designated representatives and reviewers will be informed separately, following this letter.

In addition to our participation in the seminar, we would like to take this opportunity to conduct a visiting lecture for students, which we believe will offer valuable academic exchange and broaden their knowledge. Furthermore, we plan to engage in community service activities, which will strengthen the collaboration between our universities and provide a positive impact on the local community.

We hope that these additional activities will be welcomed and approved as part of our participation in the event. We wish for the seminar to be a great success and look forward to contributing to its success.

Thank you for the opportunity, and we look forward to a successful collaboration during the International Seminar KSU INNO-TECH 2025 for SABD.

Sincerely,

**Dr. Chalimah, M.M.**
*Director of Postgraduate and Cooperation*
*Universitas Pekalongan*

**UNIVERSITY OF AGRICULTURE AND FORESTRY, HUE UNIVERSITY**
102 Phung Hung, Phu Xuan District, Hue city, Vietnam
Email: dhnlhue@huaf.edu.vn and website: https://huaf.edu.vn/

**Date**: January 24th, 2025

**To**: KALASIN UNIVERSITY
62/1 Kasetsomboon Road
Kalasin Sub-District, Mueang District,
Kalasin Province Zip code 46000
The Kingdom of Thailand

**Subject**: Letter of Acceptance

Dear Asst. Prof. Dr.Keeravit Petjul, Acting President

On behalf of Hue University of Agriculture and Forestry (HUAF), we are writing to express our enthusiastic agreement to co-host the 3rd National and International Conference, scheduled to take place at Kalasin University from March 6th to 8th, 2025. We agree to notify our university researchers to participate in the conference. The expenses of the conference is not paied by HUAF. In case, we attend the conference, our costs will be spent by HUAF. Any priorty for our participants, please inform us in advance.

We are confident that this event will provide a valuable platform for researchers, academics, and practitioners to exchange knowledge and explore advancements in common academic between the two universities.

We also believe that this collaboration between HUAF and Kalasin University will be mutually beneficial and will contribute significantly to the advancement of agriculture and forestry fields. We are excited about the opportunity to work with you on this important event.

If you have any inquiries, please feel free to contact Associate Prof. Dr. Pham Huu Ty, the Head of Office for Science-International Cooperation and Library via email: phamhuuty@huaf.edu.vn.

We look forward to a successful and productive partnership.
Yours sincerely,

TRƯỜNG ĐẠI HỌC NÔNG LÂM

Associate Prof. Dr. Tran Thanh Duc
The Rector

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Tel: **02143 859 299**
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Website: https://laocai.tnu.edu.vn/

PHÂN HIỆU ĐẠI HỌC THÁI NGUYÊN TẠI TỈNH LÀO CAI

*Lao Cai, December 27, 2024*

***To: Kalasin University, Thailand.***

According to the Memorandum of Understanding (MOU) on academic exchange and co-hosting the International Conference between Thai Nguyen University – Lao Cai Campus and Kalasin University, Thailand, dated October 27, 2022;

On November 11, 2024, Thai Nguyen University – Lao Cai Campus received an invitation to co-chair the International Conference from Kalasin University, Thailand.

In order to implement the MOU and enhance academic exchange between the faculty and staff of both universities through the International Conference, Thai Nguyen University – Lao Cai Campus agrees to co-chair the conference to be held at Kalasin University, Thailand.

We respectfully send Kalasin University the information for compilation.

*(See attachment below for our logo and list of attendants)*

Thank you very much!

Best Regards,

PHÂN HIỆU ĐẠI HỌC THÁI NGUYÊN TẠI TỈNH LÀO CAI

**Assoc. Prof. Dr. Nguyen Manh Ha**
Director of Thai Nguyen University – Lao Cai Campus

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P. R. China
550005

Letter of Confirmation
on
Co-hosting KSU INNO-TECH 2025

December 27, 2024

To: Acting President of Kalasin University

Dear Dr.Keeravit Petjul,

Congratulations on the opening of KSU INNO-TECH 2025!

Guiyang University is pleased to co-host the event with Kalasin University, and hereby confirm that:

(1) We authorize KSU to use GYU name and logo for the conference purposes.
(2) We would encourage our professors/doctors to attend the conference.
(3) We would encourage our faculty members, researchers and/or graduate students to submit their papers and attend the conference.
(4) We would assist KSU in making publicity of the conference to other interested parties.

Our Office for International Cooperation and Exchange would facilitate GYU on KSU INNO-TECH 2025 affairs. Please reach us via jiangbill@126.com for any concerns or further requirements.

We wish KSU INNO-TECH 2025 a big success!

Prof. Dr. Huang Ying
President of Guiyang University

Faculty of Economics and Business Management
National University of Laos

December 30, 2024

**Dear**
Asst.Prof.Dr.Keeravit Petjul
Kalasin University

## Confirmation letter

On behalf of the Faculty of Economics and Business Management, National University of Laos, I am pleased to acknowledge your invitation to participate as a partner in the upcoming international conference, "Innovation and Technology for Sustainable Area-Based Development: KSU INNO-TECH 2025 for SABD", to be held from March 6th to 8th, 2025.

We are honored to co-host this significant event, and we look forward to contributing to the exchange of knowledge and ideas on the themes outlined, particularly in the areas of Business Administration, Economics, and related fields. Our participation reaffirms the collaborative spirit and commitment between our institutions as outlined in our Memorandum of Understanding.

The Faculty of Economics and Business Management, under my leadership as Acting Dean, will fully support and engage in the conference activities, including promoting research, innovation, and sustainable development.

Please let us know if there are specific steps or additional details required for our participation. We are excited about this opportunity to strengthen our partnership and contribute to the success of the conference.

Thank you for your kind invitation, and we look forward to a fruitful collaboration.

Acting Dean
Faculty of Economics and Business Management
National University of Laos, Lao PDR
Email: Chanthanasinhvadsana@gmail.com
Phone: +856-2056569828

Khangkhay Teacher Training College
Address: Khangkhay Village, Road Number 07,
Pek District, Xiengkhouang Province, Laos.
Tel: +856 61215004 Fax: +856 61215003

## Re: letter of Invitation

January 3, 2025

Assoc. Prof. Jirapun Huaisan

President of Kalasin University

Dear the President of Kalasin University,

We are pleased to accept your Invitation to attend the second international conference titled "Innovation and Technology for Sustainable Area Based Development: KSU INNO-TECH 2025 for SABD" from March 6th to 8th 2025 at Kalasin University. We are delighted and honored to be invited to the conference. Following is the name list of our delegates who are going to attend the conference.

1. Mr. Soutchanthong CHANTHAVONG, the Director of Khangkhay Teacher Training College
2. Mr. Sommay SHINGPHACHANH, Head of Science and Research Center

For more information, please contact Ms. Saysouly SORPHOUPHIENG

Email: saysouly2016@gmail.com Mobile: +85620 54309897

We value the conference will be a valuable opportunity for us to gain new insight regarding the Innovation and Technology for Sustainable Area Based Development and strengthen our collaboration between both institutes.

Sincerely,

Mr. Soutchanthong CHANTHAVONG

Director of Khangkhay Teacher Training College

广西民族大学
GUANGXI MINZU UNIVERSITY

**Address:No.188, East Da Xue Rd., Nanning, Guangxi, P. R.C.**
**Tel.:+86-771-3260218 Fax:+86-771-3262052 Email: gxundice@gxmzu.edu.cn**

## Letter from Guangxi Minzu University on Agreement to Become A Co-host University of The International Conference Titled "Innovation and Technology for Sustainable Area-Based Development: KSU INNO-TECH 2025 for SABD"

Dear President of Kalasin University

Warm greetings from Guangxi Minzu University (GXMZU)!

The reply to your invitation letter dated November 11, 2024 regarding the invitation of our university to be a co-host university of the international conference titled 'Innovation and Technology for Sustainable Area-Based Development: KSU INNO-TECH 2025 for SABD".

GXMZU agrees to co-host the international conference titled 'Innovation and Technology for Sustainable Area-Based Development: KSU INNO-TECH 2025 for SABD" from March 6 to 8, 2025 with Kalasin University. GXMZU will continue to support your university's activities, and provide all support to this international conference.

Thank you very much for your kind cooperation and support as always.

Sincerely yours,

Pro.Dr.Wei Shizhen
President, Guangxi Minzu University
January 7, 2025

THE UNIVERSITY OF DA NANG
UNIVERSITY OF ECONOMICS

71 NGU HANH SON ST, DANANG, 550000, VIETNAM
interrelations@due.edu.vn
+84-236-3958635 | +84-236-3954243
due.udn.vn

*December 12th, 2024*

Asst. Prof. Dr. Keeravit Petjul
Acting President
Kalasin University
62/1 Kasetsomboon Road,
Kalasin Sub-District,
Mueang District, Kalasin Province 46000
The Kingdom of Thailand

Subject: **Acceptance to Serve as a Co-Host University for the KSU INNO-TECH 2025 for SABD**

Dear Asst. Prof. Dr. Keeravit Petjul,

On behalf of The University of Danang - University of Economics, I am honored to accept your kind invitation for our university to serve as a co-host university for the second international conference titled "Innovation and Technology for Sustainable Area-Based Development: KSU INNO-TECH 2025 for SABD" to be held at Kalasin University from March 6th to 8th, 2025.

We deeply appreciate the opportunities and benefits extended to our institution, as outlined in your letter, including the promotion of our university name and logo, accommodation for representatives, and the registration fee waiver for our faculty members, researchers, and graduate students.

As a co-host university, The University of Danang - University of Economics is committed to fulfilling the following requirements:

- Authorizing the use of our university name and logo for the conference's promotional materials.
- Designating two representatives from our university to attend the conference.
- Assigning at least three professors with doctoral degrees to serve as reviewers for submitted papers within their areas of expertise.
- Encouraging our faculty members, researchers, and graduate students to submit papers and actively participate in the conference.
- Assisting Kalasin University in publicizing the conference to relevant stakeholders and interested parties.

We are confident that this collaboration will further strengthen the academic and cultural ties between our universities while contributing to the shared goal of promoting innovation and sustainable development.

THE UNIVERSITY OF DA NANG
UNIVERSITY OF ECONOMICS

71 NGU HANH SON ST, DANANG, 550000, VIETNAM
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due.udn.vn

Please do not hesitate to contact me at phianhdn@due.edu.vn should you require any additional details or support from our side regarding this collaboration.

We look forward to a successful and impactful conference in March 2025.

Yours sincerely,

Assoc.Prof.Dr. Doan Ngoc Phi Anh
Vice - Rector
The University of Danang - University of Economics

地址：广西南宁市大学西路 169 号
Add: No.169, Daxue West Road, Xixiangtang District, Nanning, Guangxi
邮政编码：530008
Post code: 530008

# 联合主办 KSU INNO-TECH 2025 for SABD
# 会议确认函
# Confirmation Letter of Co-hosting
# KSU INNO-TECH 2025 for SABD

加拉信大学：

Kalsin University:

恭喜贵校即将举办 KSU INNO-TECH 2025 for SABD 会议！南宁职业技术大学深感荣幸能够与贵校共同担任此次活动的主办方，并在此确认：

Congratulations on the upcoming KSU INNO-TECH 2025 for SABD! Nanning Vocational and Technical University (henceforth NVTU) is honored to co-host the event with Kalasin University, and hereby confirm that:

1.我校授权加拉信大学在会议上使用南宁职业技术大学的名称和标识；

1. We authorize KSU to use the name and logo of NVTU for the conference purposes.

2.我校将积极鼓励我们的教授和博士参加会议；

2. We would encourage our professors/doctors to attend the conference.

3.我校将鼓励我们的教职员工和研究人员提交论文并参加会议；

3. We would encourage our faculty members, researchers and/or graduate students to submit their papers and attend the conference.

4.我校将协助加拉信大学向其他有兴趣的各方宣传此次会议。

4. We would assist KSU in making publicity of the conference to other interested parties.

同时，为确保会议资料的规范性与专业性，我校要求贵校在使用南宁职业技术大学名称及标识时，需规范使用 VI 中的矢量图。会议资料设计完成后，请提交一份至我校进行审核，以确保资料的合规性。此外，授权的学校名称及标志仅限于本次会议资料使用，不可在其他场合延伸使用。

Meanwhile, we require KSU to standardize the use of vector diagram in VI when using the name and logo of NVTU, in order to ensure the standardization and professionalism of the conference

materials. After completing the design, please submit a copy to our university for review to ensure the compliance of the conference materials. In addition, the authorized name and logo of NVTU are limited to the use of materials for this conference and cannot be extended on other occasions.

最后，我校预祝 KSU INNO-TECH 2025 for SABD 会议取得圆满成功！

We wish KSU INNO-TECH 2025 for SABD a big success!

南宁职业技术大学

Nanning Vocational and Technical University

2025 年 1 月 17 日

January 17th, 2025

**AGENDA**
**THE 3RD NATIONAL AND INTERNATIONAL CONFERENCE OF KALASIN UNIVERSITY 2025 ON "INNOVATION AND TECHNOLOGY FOR SUSTAINABLE AREA-BASED DEVELOPMENT: KSU INNO-TECH 2025 FOR SABD"**
7 March 2025 at The Students Affairs Building, Kalasin University (In town rea)

| Time | Activities |
|---|---|
| 07.30 – 08.45 | Registration |
| 08.45 – 09.00 | VDO Presentation of Kalasin University |
| 09.00 – 09.25 | Performances |
| 09.25 – 09.40 | Welcoming Remarks and a Special Talk on Public Sector Cooperation for Sustainable Local Development by Mr. Phadungsak Imeop, Deputy Governor of Kalasin Province, |
| 09.40 – 09.50 | Opening Ceremony<br>- Reporting Remarks by Assistant Professor Dr. Keeravit Petchjul, Acting President of Kalasin University<br>- Opening Remarks by Associate Professor Dr. Komgrit Leksakul, Vice-Director of Thailand Science Research and Innovation (TSRI)<br>- Opening Ceremony and Group Photo including Kalasin University Administrators, Members of Kalasin University Council, the Director of Program Management Unit on Area-Based Development (PMU A), and Representatives from Co-Host Institutes. |
| 09.50 - 10.20 | Special Lecture by Dr.Asoke Ponbumrung, Director of Research and Innovation<br>To solve poverty problems and reduce inequality (Part 1) on "Research for Area-Based Development and the Improvement of the Grassroots Economy of Thailand" |
| 10.20 – 10.50 | Special Lecture by Professor Dr. Eko Priyo Purnomo, Department of Governmental Affairs and Administration, Universitas Muhammadiyah Yogyakarta on "Sustainable Area-Based Development" |
| 10.50 - 11.20 | The Presentation of a Token of Appreciation (Plaque and Certificate) and Group Photos<br>1. The Administrator of Program Management Unit on Area-Based Development (PMU A)<br>2. The Representative from Office of the Permanent Secretary, The Ministry of Higher Education, Science, Research, and Innovation.<br>3. Professor. Dr. Eko Priyo Purnomo<br>4. International Co-Host Institutes<br>5. National Co-Host Institutes<br>6. Representatives from Networking Journals |
| 11.20 – 11.45 | Visiting the Research and Innovation Booths of Area-Based Development |
| 11.45 - 12.45 | Lunch |
| 12.45 - 05.00 | Presentation Sessions<br>Poster Presentations for both National and International Levels<br>Oral Presentation for both National and International Levels<br>1. Engineering and Innovation<br>2. Health Sciences and Technology<br>3. Science and Agricultural Innovation<br>4. Business Administration, Economics, and Hospitality and Tourism<br>5. Education, Pedagogy, and Learning Management Innovation<br>6. Humanities, Social Sciences, and Innovation for Local Development<br>7. Innovative Solutions for Sustainable Poverty Alleviation |

**Notation :** 1. The schedule is subject to change as appropriate.

# Program Speaker

## International Conference

## Meeting room 5 International Oral Presentation

| | | |
|---|---|---|
| **Sessions:** Engineering and Innovation and Health Sciences and Technology | | |
| **Chairman** | Assoc.prof.Dr.Adisak pattiya (online) | Mahasarakham University |
| **Co-Chairman** | Assoc.prof.Dr.Thanya Paramatthanuwat | King Mongkut's University of Technology North Bangkok - Prachinburi Campus |
| **Moderator** | Asst.Prof.Chinnapat Turakarn | Kalasin University |
| **Moderator** | Ms.Sawanee Jansawang | Kalasin University |
| **Student** | Ms.Niracha Phakaket | Kalasin University |
| **Student** | Ms.Onuma Khiewpetch | Kalasin University |
| **ICT Supporter** | Mr.Kritsana Phuthithuan | Kalasin University |
| **ICT Supporter** | Ms.Kannika Imraksa | Kalasin University |
| **Presentation Date:** March 7, 2025 | | |
| **Room:** 1st floor of a Student Activities Building at Kalasin University (Nai Mueang) | | |
| **Join Zoom Meeting:** https://zoom.us/j/95676396653?pwd=v347cOpYOEzCiOWr7Q3v2ROpzVJA4q.1 **Meeting ID:** 956 7639 6653 **Passcode:** 457935 | | |

| No. | Times | Code | Name - Surname | Title | System |
|---|---|---|---|---|---|
| 1 | 13.15 - 13.30 pm. | 122380 | Chompoo Suppatoomsin, Ekkarat Takkratok, Sureeporn Meehom and Kritsada Wilairuk | Microcontroller-Based Automated Vending Machine Development | onsite |
| 2 | 13.45 - 14.00 pm. | 122115 | Darika Namwai and Siwa Kaewplang | Performance Evaluation of RTK GNSS with Virtual Reference Station (VRS) Technology: A Comparative Study in Urban and Rural Thailand | online |
| 3 | 14.00 - 14.15 pm. | 121367 | Aphisit Phoolamool and Siwa Kaewplang | Evaluating the Effectiveness of UAV Remote Sensing for Soil Salinity Assessment | online |
| 4 | 14.15 - 14.30 pm. | 122433 | Trần Bá Thuấn and Trần Thị Diệu Thuần | Optimized GARCH Neural Network Model for Forecasting Volatility and Trading Strategies for First Solar Stock in the Sustainable Energy Sector | online |

| No. | Times | Code | Name - Surname | Title | System |
|---|---|---|---|---|---|
| 5 | 14.45 - 15.00 pm. | 222035 | Prasan Tangyuenyongwatana, Jitti Vimtrimate, Chairat Angsukaset and Jirapat Pasavaravech | Study of molecular docking binding affinity against transcriptional activation activity on estrogen receptor beta using SwissDock AC 2.0 web service | online |
| 6 | 15.00 - 15.15 pm. | 222086 | Auntika Khunsom, Kittipol Sripui, Natsima Kopitak, Chuenchit Boonchird, Thantawat Theeranan and Thunyarat Pongtharangkul | Production of Recombinant Human Papilloma Virus (HPV) L1 Protein Type 31 in Hansenula polymorpha | online |
| 7 | 15.15 - 15.30 pm. | 222258 | Sane Pleejan, Vijittra Vonganusith and Yatawee Chaiyamat | Development of Model for Opisthorchiasis Prevention with Community Participation in Banphaeng Subdistrict, Banphaeng District, Nakhon Phanom Province | online |
| 8 | 15.30 - 15.45 pm. | 222259 | Sita Pleejan, Vijittra Vonganusith and Yatawee Chaiyamat | Effects of Sexual Health Media Literacy Development Program on the Prevention of Premature Sex and AIDS in Lower Secondary School Students, Banphaeng District, Nakhon Phanom Province | online |
| 9 | 15.45 - 16.00 pm. | 222267 | Gorawin Chaiyakitpattana and Kanit Bhukhai | The Role of 14-3-3 Protein in Erythropoiesis: Insights into Erythropoietin-Mediated Signaling and Apoptosis Regulation | online |
| 10 | 16.15 - 16.30 pm. | 222348 | Nur Lu'lu Fitriyani, Laelatul Khasanah, Ristiawati, Jaya Maulana and Imam Purnomo | Relationship between Water Source, Ice Cube Type, and Seller Behavior with the Existence of Fecal Coliform Bacteria in Iced Tea: Case Study in Pekalongan | online |
| 11 | 16.45 - 17.00 pm. | 222394 | Umi Masrurotul Khoiriyah and Nila Oktaviani | Comparative Study of Antibacterial Activity of Rhizophora apiculata Stem Extract and Ciprofloxacin Against Vibrio parahaemolyticus | online |

| No. | Times | Code | Name - Surname | Title | System |
|---|---|---|---|---|---|
| 12 | 14.45 - 15.00 pm. | 222402 | Swe YaminBo | SERUM VITAMIN D LEVEL AND DEGREE OF AGING SIGNS MEASURING AGE SPOTS AND WRINKLES | online |

## Meeting room 6 International Oral Presentation

| | | |
|---|---|---|
| **Sessions:** Technology and Agricultural Innovation | | |
| **Chairman** | Asst.Prof.Dr.Anupong Tankrathok | Kalasin University |
| **Co-Chairman** | Asst.Prof.Dr.Jiranan Insee | Kalasin University |
| **Moderator** | Asst.Prof.Dr.Sawipa Ruttanakorn | Kalasin University |
| **Moderator** | Asst.Prof.Dr.Piyachat Wiriyaampaiwong | Kalasin University |
| **Student** | Ms.Niracha Phakaket | Kalasin University |
| **Student** | Ms.Onuma Khiewpetch | Kalasin University |
| **ICT Supporter** | Mr.Thewarit Phudee | Kalasin University |
| **Presentation Date:** March 7, 2025 | | |
| **Room:** 1st floor of a Student Activities Building at Kalasin University (Nai Mueang) | | |
| **Join Zoom Meeting:** https://zoom.us/j/95553621646?pwd=bOPNYCdBcZytPmcMhiqxA4kvVOqdJY.1 **Meeting ID:** 955 5362 164**6 Passcode:** 734155 | | |

| No. | Times | Code | Name - Surname | Title | System |
|---|---|---|---|---|---|
| 13 | 12.45 - 13.00 pm. | 322082 | Aumaporn Suwanwiset, Tunyaboon Laemthong, and Phanida Saikhwan | Evaluation of Sewage Sludge-Based Organic Fertilizers for Corn Cultivation | online |
| 14 | 13.00 - 13.15 pm. | 322419 | Luu Thi Cuc | APPLICATION OF OZONE TECHNOLOGY IN LEACHATE TREATMENT FOR SUSTAINABLE DEVELOPMENT: A BRIEF REVIEW | online |
| 15 | 13.15 - 13.30 pm. | 322428 | Nguyen Thai Phan | The relationship between organic fertilizer adoption and household food security in rice production in Vietnam | onsite |
| 16 | 13.45 - 14.00 pm. | 322430 | Au Ton Nu Hai and Hieu Tran Hong | Sustainable Aquaculture: How to Reduce Nutrient Pollution in Pangasius Farming in Vietnam | onsite |

| No. | Times | Code | Name - Surname | Title | System |
|---|---|---|---|---|---|
| 17 | 14.00 - 14.15 pm. | 322441 | Tran Thi Thu | TECHNOLOGY AND INNOVATION FOR SUSTAINABLE DEVELOPMENT IN LAO CAI PROVINCE | online |
| 18 | 14.15 - 14.30 pm. | 322447 | Phung Nam Phuong*, Nguyen Hai Ly, Truong Le Tinh Giang, Nguyen Thi My Tam and Do Huong Thuy | APPLICATION OF ASMR IN ADVERTISING IN THE FAST FOOD INDUSTRY: THE MEDIATING ROLE OF EMOTIONAL RESPONSE | online |
| 19 | 14.30 - 14.45 pm. | 322450 | Tiho Ancev and Nguyen Duc Kien | Innovation for Food Safety in Vietnam: An Application of the One Health Approach in Agri-food Supply Chain | online |

**Meeting room 7 International Oral Presentation**

| | | |
|---|---|---|
| **Sessions:** Business Administration, Economics, Hospitality, and Tourism | | |
| **Chairman** | Dr.Darani Ketchomphu | Nakhon Phanom University |
| **Co-Chairman** | Asst.Prof.Dr.Chairung Chaikambang | Kalasin University |
| **Moderator** | Mrs.Yaowapha Ratchakham | Kalasin University |
| **Moderator** | Asst.Prof.Dr.Bancha Luaphol | Kalasin University |
| **Student** | Mr.Thirawich Loowongtrakul | Kalasin University |
| **Student** | Mr.Romtham Tisamat | Kalasin University |
| **ICT Supporter** | Mr.Thanachot Boonkla | Kalasin University |
| **Presentation Date:** March 7, 2025 | | |
| **Room:** 1st floor of a Student Activities Building at Kalasin University (Nai Mueang) | | |
| **Join Zoom Meeting:** https://zoom.us/j/97380594865?pwd=MLGkaufzTZyaCv48iChA7faLjB6xgS.1 **Meeting ID:** 973 8059 4865 **Passcode:** 791841 | | |

| No. | Times | Code | Name - Surname | Title | System |
|---|---|---|---|---|---|
| 20 | 12.45 - 13.00 pm. | 422006 | Weiye Yang, Jirapong Ruanggoon | The impact of human resource management system on employee performance in ABC Express Company: The mediating role of employee flexibility and work engagement | online |

| No. | Times | Code | Name - Surname | Title | System |
|---|---|---|---|---|---|
| 21 | 13.00 - 13.15 pm. | 422052 | Haopeng Liu, Jirapong Ruanggoon and Patcharapa Euamornvanich | Brand positioning strategies for international expansion: A case study of A new energy vehicle company | online |
| 22 | 13.15 - 13.30 pm. | 422098 | Liu Yang and Noppawan Wisedsind | Initiatives for enhancing employee performance of X company in China | online |
| 23 | 13.45 - 14.00 pm. | 422108 | Nguyen Le Hiep, Dao Duy Minh, Le Ngoc Luu Quang, Le Thanh An and Tran Dang Huy | A review of Local Community Participation in Community-Based Tourism Development in Vietnam from Theory to Practice: Case Studies in Two Mountainous Areas of Thua Thien Hue Province, Vietnam | online |
| 24 | 14.00 - 14.15 pm. | 422116 | John Ewang Junior, Sasithorn Suwandee and Suwat Vongsinsirikul | The Relationship of Airline Service Quality, Brand Image, Loyalty Program Perceived Value, and Customer Loyalty: A Case Study of an International Airline in Cameroon | online |
| 25 | 14.15 - 14.30 pm. | 422117 | Bruno Songlee Mechafeh, Sasithorn Suwandee and Chairat Suriyapa | The Impact of Airline Service Quality and Sustainability Reputation on Customer Satisfaction and Customer Loyalty: A Case Study of a World-Class Airline in Nigeria | online |
| 26 | 14.30 - 14.45 pm. | 422119 | Thi My Hanh Huynh , Anh Dao Tran and Thi Thu Na Nguyen | From "brown" to "green" - The effect of authentic leadership on green creativity behavior and the mediating role of psychological green climate – A study in the banking sector in Vietnam | online |
| 27 | 14.45 - 15.00 pm. | 422278 | Ngo Tan Nhi, Le Nguyen Huong Quynh, Nguyen Truong Son and Son-Tung Nguyen | THE IMPACT OF ORGANIZATIONAL CULTURE ON EMPLOYEES' INTRINSIC AND EXTRINSIC | online |

| No. | Times | Code | Name - Surname | Title | System |
|---|---|---|---|---|---|
| | | | | MOTIVATION: A CASE STUDY IN VIETNAM | |
| 28 | 15.00 - 15.15 pm. | 422282 | Feiyan Zhou and Noppawan Wisedsind | Operations management strategies for promoting tourism in Nanning City, Guangxi province: A case study of Xiangsi Town | online |
| 29 | 15.15 - 15.30 pm. | 422337 | Qinyu Xiao and Noppawan Wisedsind | Entrepreneurial Intention: A Study of University Students' Willingness to Return Home to Start Their Own Business in Nanning City | online |
| 30 | 15.30 - 15.45 pm. | 422418 | Chi Kim Bach, Nhung Hong Le Ha and Linh Thuy Nguyen | DIGITAL MARKETING APPLICATIONS FOR HOTEL BRAND DEVELOPMENT: A CASE STUDY OF LAO CAI, VIETNAM | onsite |
| 31 | 15.45 - 16.00 pm. | 422431 | Pham Thi Ai My, Le Ngoc Quynh Anh, Phan Xuan Quang Minh and Tran Thi Tra My | THE IMPACT OF BUSINESS INDUSTRY AND ENTERPRISES TYPE ON THE INTENTION TO ADOPT ENVIRONMENTAL ACCOUNTING OF MANUFACTURING ENTERPRISES IN THUA THIEN HUE PROVINCE | online |
| 32 | 16.00 - 16.15 pm. | 422432 | Le Ngoc Quynh Anh | The impact of economic freedom and regulatory quality on banking function | onsite |
| 33 | 16.15 - 16.30 pm. | 422442 | Le Thu Huong | Application of Digital Technology and Sustainable Economic Development for Ethnic Minorities in Lao Cai Province: Current Situation and Prospects | online |

| No. | Times | Code | Name - Surname | Title | System |
|---|---|---|---|---|---|
| 34 | 16.30 - 16.45 pm. | 422443 | Sithonh Sisombath | Trends in the Demand for Chinese-Speaking Staff in the Guesthouse and Hotel Services Sector in Luang Prabang | online |
| 35 | 16.45 - 17.00 pm. | 422449 | Huynh Nguyen Bui and My Linh Le | Charting the course of cultural intelligence: A comprehensive review and analysis through the ADO framework | online |

**Meeting room Coworking 2 International Oral Presentation**

| **Sessions:** Business Administration, Economics, Hospitality, and Tourism | | |
|---|---|---|
| **Chairman** | Dr. Wannasa Wangsankaew | Roi Et Rajabhat University |
| **Co-Chairman** | Dr.Arunee Hamkhampai | Kalasin University |
| **Moderator** | Ms.Phattharawaran Srihat | Kalasin University |
| **Moderator** | Dr.Thammarat Bunrod | Kalasin University |
| **Student** | Mr.Kittidech Imraksa | Kalasin University |
| **Student** | Ms.Arthittaya Krueasri | Kalasin University |
| **ICT Supporter** | Mr.Sattra Moolvilai | Kalasin University |
| **Presentation Date:** March 7, 2025 | | |
| **Room:** 1st floor of an Academic Resources and Information Technology at Kalasin University (Nai Mueang) | | |

| No. | Times | Code | Name - Surname | Title | System |
|---|---|---|---|---|---|
| 36 | 14.30 - 14.45 pm. | 422285 | Meliza and Indah Meilia | The Effect of Liquidity and Asset Turnover on Profitability: The Moderating Role of Capital Structure | onsite |

**Meeting room 8 International Oral Presentation**

| **Sessions:** Education, Pedagogy, and Learning Management Innovation | | |
|---|---|---|
| **Chairman** | Assoc.prof.Dr.Prayong Klanrit (online) | Udon Thani Rajabhat University |
| **Co-Chairman** | Assoc.Prof.Dr.Channarong Intarapraser | TESOL Freelancer |
| **Moderator** | Mr.Nanthanut Wiangin | Kalasin University |
| **Moderator** | Asst.Prof.Nichapha Kankhunthod | Kalasin University |
| **Student** | Ms.Nattapon Thanphoem | Kalasin University |
| **Student** | Ms.Yatika Chaiyasi | Kalasin University |
| **ICT Supporter** | Mr.Achitphon Deelert | Kalasin University |

| |
|---|
| **Presentation Date:** March 7, 2025 |
| **Room:** 1st floor of a Student Activities Building at Kalasin University (Nai Mueang) |
| **Join Zoom Meeting:**<br>https://zoom.us/j/99250562452?pwd=QraAlNCSaBYa8qMhzCoChDBKlqm87L.1<br>**Meeting ID:** 992 5056 2452 **Passcode:** 777001 |

| No. | Times | Code | Name - Surname | Title | System |
|---|---|---|---|---|---|
| 37 | 12.45 - 13.00 pm. | 522017 | Chamaiphorn Kaiyasit, Vijittra Vonganusith, Yatawee Chaiyamat and Brendan D. McKell | The Conditions and Challenges of Primary School Teachers' Professional Development in Integrating Learning Management Based on the Principles of the Sufficiency Economy Philosophy | online |
| 38 | 13.00 - 13.15 pm. | 522058 | Poorida Ruangsri, Aime Bishop, Anyamanee Srisongkram, Thanadon Kongwet and Asama Tasanameelarp | Students' Perspectives on English for Business Communication Curriculum: A Mixed-Method Evaluation from a Thai University | online |
| 39 | 13.15 - 13.30 pm. | 522073 | Titapa Buapan, Kotchakan Sang Lun, Kanjana Thongruang, Napasakorn Noochookkaew, Tuna Girgin and Asama Tasanameelarp | Thai EFL Undergraduate Students' Attitudes and Preferences Toward Different English Accents: A Mixed-Method Study | online |
| 40 | 13.45 - 14.00 pm. | 522099 | Pemika Phadungtaksin, Darawan Phumsuwan, Rattanan Janjarung, Arraya Somklai, Joyce Grace Dinsag Tero and Asama Tasanameelarp | Perceptions and Attitudes Toward Using ChatGPT Among Business English Communication Students: A Case Study of Prince of Songkla University, Surat Thani Campus | online |
| 41 | 14.00 - 14.15 pm. | 522083 | Pimpapan Thongking, Wichaya Pewkam, Sakda Swathanan and Natad Assapaporn | Needs Assessment to Enhance Financial and Health Literacies for Pre- | online |

| No. | Times | Code | Name - Surname | Title | System |
|---|---|---|---|---|---|
| | | | | Service Teachers in The Digital Era | |
| 42 | 14.15 - 14.30 pm. | 522118 | Nathya Boonkongsaen and Sengchoy Intrachrak | Transforming Traditional EFL Pedagogy with Gamified Techniques: A Teacher's Guide | online |
| 43 | 14.30 - 14.45 pm. | 522231 | Dr. Nguyen Ngoc Ngan, Dr. Nguyen Hoang and Dr. Cao Hoang Khuyen | Mini Riview: Assessment in education | online |
| 44 | 14.45 - 15.00 pm. | 522262 | Suriwijak Pleejant, Vijittra Vonganusith and Yatawee Chaiyamat | Investigation of needs for developing professional learning communities in schools under Nakhon Phanom Education Area District Office | online |
| 45 | 15.00 - 15.15 pm. | 522274 | Kanyakorn Chaiyakao, Jaruwan Yaennan, Narueta Hongsa and Pattharaporn Wathawatthana | Amplifying Voices: Boosting Speaking Skills in Grade 8 Students Through Voice-Overs | online |
| 46 | 15.15 - 15.30 pm. | 522275 | Atthasit Seethongsuk, Sitaphop Phukhao, Narueta Hongsa and Pattharaporn Wathawatthana | Leveling Up Language: Enhancing Grade 5 Students' Vocabulary Mastery Through Gamification | online |
| 48 | 15.45 - 16.00 pm. | 522409 | Somyong Somin, Kampeeraphab Intanoo and Akkarapon Nuemaihom | Interlingual Analysis of EFL Learners’ Translation: Its Implications to Thai EFL Learners | online |
| 49 | 16.00 - 16.15 pm. | 522423 | Dr. Nguyen Ngoc Ngan | Literature Review: Assessment in education | online |
| 50 | 16.15 - 16.30 pm. | 522268 | MSc. Nguyen Minh Diem Quynh | Teaching methods of economic law for students of economics | online |

| No. | Times | Code | Name - Surname | Title | System |
|---|---|---|---|---|---|
| 51 | 16.30 - 16.45 pm. | 522435 | N. Long Ha and s. Huong Do | Generative AI in Educational Assessment: Opportunities, Challenges, and Demonstrative Prototype for Multiple-Choice Test Grading | onsite |
| 52 | 16.45 - 17.00 pm. | 522444 | Thavone Panmanivong | A MODEL OF CURRICULUM DEVELOPMENT THROUGH THE ENGAGEMENT OF EMPLOYERS AND ALUMNI Sisoury PHOMMASENG | onsite |
| 53 | 17.00 - 17.15 pm. | 544030 | Soutchanthong CHANTHAVONG, Thain PHOUPHONETHONG, Khammeung INBOUPANH, Khampheng SAENKHAMCHANH, Khamhou CHANTHAPANYA, Sommay SHINGPHACHANH, Boualone CHANTHALASY and Phouthakone VACHIAXA | Teachers and Administrators' Perspectives toward the Preparation of being Model Schools: The Case of Laboratory and Network Schools | onsite |

**Meeting room 6 International Oral Presentation (Continue)**

| **Sessions:** Education, Pedagogy, and Learning Management Innovation | | |
|---|---|---|
| **Chairman** | Asst.Prof.Dr.Panayuth Choeybal | Udon Thani Rajabhat University |
| **Co-Chairman** | Dr.PhrapaladHonda Vattasadho (online) | Mahachulalongkornrajavidyalaya University Khon Khaen Campus |
| **Moderator** | Ms.Kamollapat Chaisongkram | Kalasin University |
| **Moderator** | Asst.Prof.Dr.Nataya Hokpanna | Kalasin University |
| **Student** | Ms.Sasimaporn Tudteenont | Kalasin University |
| **Student** | Ms.Nichaboon Sarapee | Kalasin University |
| **ICT Supporter** | Mr.Thewarit Phudee | Kalasin University |

| |
|---|
| **Presentation Date:** March 7, 2025 |
| **Room :** 1st floor of a Student Activities Building at Kalasin University (Nai Mueang) |
| **Join Zoom Meeting:**<br>https://zoom.us/j/95553621646?pwd=bOPNYCdBcZytPmcMhiqxA4kvVOqdJY.1<br>**Meeting ID:** 955 5362 164**6 Passcode:** 734155 |

| No. | Times | Code | Name - Surname | Title | System |
|---|---|---|---|---|---|
| 54 | 15.00 - 15.15 pm. | 521321 | Xenia Ribaya Emperador-Garnace, Ph.D | From Classroom to Camp: English Camps' Impact on Lifelong Learning in Public Administration | onsite |
| 55 | 15.15 - 15.30 pm. | 522347 | Kittithat Phalasak and Suwich Tirakoat | Development of Augmented Reality Media for Film-Making Course in Vocational Certificate | onsite |
| 56 | 15.30 - 15.45 pm. | 522399 | Nuttayaporn Junsong and Suwich Tirakoat | The development of virtual reality for the Candle Festival at Ubon Ratchthani Province | onsite |
| 57 | 15.45 - 16.00 pm. | 522448 | Phung Nam Phuong*, Nguyen Thi Thanh Hang, Phan Yen Huong, Tran Quang Hoai Thu, Tang Thi Tuong Vi | PERCEIVED EMPLOYABILITY FOR VIETNAMESE STUDENTS IN HIGH EDUCATION – AN ANALYSIS OF THE IMPACT OF GLOBAL MINDSET ON PERCEIVED EMPLOYABILITY | online |
| 58 | 16.00 - 16.15 pm. | 622440 | Dr. Nguyen Thi Minh Tam and Hoang Thi Phuong Anh | Impact Of Annoying Advertising Values And Cognitive Dissonance Theory On Gen Z Shopping Behavior | onsite |

**Room meeting 4 International Oral Presentation**

| | | |
|---|---|---|
| **Sessions:** Humanities, Social Sciences, and Innovation for Local Development | | |
| **Chairman** | Prof.Eko Priyo Purnomo | Universitas Muhammadiyah Yogyakarta as Professor at Dept of Governmental Affairs and Administration |
| **Co-Chairman** | Asst.Prof.Dr.Chitrada Chaiya | Mahasarakham University |
| **Moderator** | Asst.Prof.Dr.Ariya Pongsiri | Kalasin University |
| **Moderator** | Asst.Prof.Phoom Manphonsri | Kalasin University |
| **Student** | Mr.Nattawut Nuchittom | Kalasin University |
| **Student** | Ms.Rossukon Moonwong | Kalasin University |
| **ICT Supporter** | Mr.Thanadol Boonmee | Kalasin University |
| **Presentation Date:** March 7, 2025 | | |
| **Room:** 1st floor of a Student Activities Building at Kalasin University (Nai Mueang) | | |
| **Join Zoom Meeting:** https://zoom.us/j/97378826032?pwd=ZgOxCAv248bESz2Jm28NsjuaXjvnR6.1 **Meeting ID:** 973 7882 6032 **Passcode:** 958496 | | |

| No. | Times | Code | Name - Surname | Title | System |
|---|---|---|---|---|---|
| 59 | 12.45 - 13.00 pm. | 622107 | Suponpen Hermansson, Kathanyoo Kaewhanam and Suchanart Singhapat | The approach to developing the implementation of policies for preventing teenage pregnancies in the Northeastern region | onsite |
| 60 | 14.00 - 14.15 pm. | 622420 | Dr. Dang Thi Oanh, Tran Thi Hien, Phạm Thị Kim Anh, Trần Thị Thảo and Nguyễn Thu Thúy | Cultural Identity Preservation in Association with Tourism Development of the H'Mong People in Si Ma Cai District and Bac Ha, Lao Cai Province, Vietnam | onsite |
| 61 | 14.15 - 14.30 pm. | 622421 | Dr. Pham Xuan Cong | Application of Digital Technology in Sustainable Tourism Management in Lao Cai Province | online |

| No. | Times | Code | Name - Surname | Title | System |
|---|---|---|---|---|---|
| 62 | 14.30 - 14.45 pm. | 622424 | Dr. Luan Nguyen | SOLUTIONS TO PROMOTE INNOVATIVE START-UP AMONG ETHNIC MINORITY YOUTH IN LAO CAI PROVINCE | onsite |
| 63 | 14.45 - 15.00 pm. | 622425 | Nhung Hong Le Ha and Chi Kim Bach | APPLICATION OF SOCIAL NETWORKS IN PROMOTING TRADITIONAL CULTURAL IDENTITIES OF ETHNIC MINORITIES TO DEVELOP HOUSEHOLD ECONOMY IN BAC HA DISTRICT, LAO CAI PROVINCE | onsite |
| 64 | 15.00 - 15.15 pm. | 622426 | Thuy Nhu Khuong and Nhung Hong Le Ha | DEVELOPING CREATIVE TOURISM TOWARDS SUSTAINABLE TOURISM: LESSONS LEARNED FROM THATLAND AND IMPLICATIONSS FOR VIETNAM | onsite |
| 65 | 15.15 - 15.30 pm. | 622427 | Pham Thi Thang. M.A. | DEVELOP SPEAKING SKILL FOR LEARNERS THROUGH SOME EXPERIENTAL ACTIVITIES | online |
| 66 | 15.45 - 16.00 pm. | 622429 | Pham Thi Bich Ngoc and Hisaki Kono | What contributed to the upward mobility in Vietnam? | Onsite |

| No. | Times | Code | Name - Surname | Title | System |
|---|---|---|---|---|---|
| 67 | 16.00 - 16.15 pm. | 622434 | Truong Thi Huong Xuan | Corporate social responsibility and customer loyalty of Commercial banks in Hue city, Vietnam: mediating role of corporate image | onsite |
| 68 | 16.15 - 16.30 pm. | 622436 | Bui Duc Tinh and Dao Duy Minh | Development of Small and Medium Hydropower in Vietnam, Cambodia and Laos from Policy to Practice to achieve Sustainable Development Goals (SDGs) | online |
| 69 | 16.30 - 16.45 pm. | 622437 | Duong Thi Hai Phuong, Phan Van Duy Phuc and Hoang Quang Thang | Combining Machine Learning and Natural Language Processing in Aspect-Based Sentiment Analysis from Tourist Reviews: A case study of hotels in Hue City | onsite |
| 70 | 16.45 - 17.00 pm. | 622438 | Au Ton Nu Hai and Hieu Tran Hong | Driving factors of applying "economic-green" model in marine lobster farming in Vietnam Au Ton | onsite |

# Program Poster

## International Poster Presentation

| | | |
|---|---|---|
| **Chairman** | Dr.Suchanart Singhapat | Kalasin University |
| **Co-Chairman** | Asst.Prof.Dr.Chuthamat Chiamsathit | Kalasin University |
| **Moderator** | Asst.Prof.Suchada Surangkul | Kalasin University |
| **Moderator** | Asst.Prof.Fungkiat Mahipan | Kalasin University |
| **Student** | Mr.Sakda Promthep | Kalasin University |
| **Student** | Ms.Onanong Phonphad | Kalasin University |
| **ICT Supporter** | Mr.Khattiya Yotasing | Kalasin University |
| **ICT Supporter** | Mr.Chinnawat Panpeng | Kalasin University |
| **Presentation Date:** March 7, 2025 | | |
| **Room:** 1st floor of a Student Activities Building at Kalasin University (Nai Mueang) | | |

| No. | Times | Code | Name - Surname | Title | System |
|---|---|---|---|---|---|
| 1 | 13.30 - 13.45 pm. | 222377 | Nithiphoom Raha and Chonlatip Pipattanaboon | Improving the binding affinity of cross-reactive dengue antibody using computational methods | onsite |
| 2 | 13.15 - 13.30 pm. | 322211 | Nattapong Srisamoot, Piyanan Chomnawang, Piyachat Wiriyaampaiwong, Mullika Teerakun, Kaewta Sootsuwan, Likit Sirisantimethakom, Anupong Tankrathok and Teamjun Srisamoot | Identification of Banana Cultivars Using rbcL Gene as a DNA Barcode for Accurate Species Differentiation | onsite |

# Contents

**Page**

Message from The President of Kalasin University Council.....i

Message from The President of Kalasin University .....ii

AGENDA.....**Error! Bookmark not defined.**

Program Speaker.....xxii

Program Poster.....xxxvi

Contents .....xxxvii

Oral Presentation.....

Session 1: Engineering and Innovation.....1

122380.....1

Microcontroller-Based Automated Vending Machine Development .....

Chompoo Suppatoomsin[1] Ekkarat Takkratok[2] Sureeporn Meehom[3] and Kritsada Wilairuk[1].

122115.....11

Performance Evaluation of RTK GNSS with Virtual Reference Station (VRS) Technology: A Comparative Study in Urban and Rural Thailand.....

Darika Namwai[1] and Siwa Kaewplang[1*] .....

121367.....23

Evaluating the Effectiveness of UAV Remote Sensing for Soil Salinity Assessment .....

Aphisit Phoolamool[1*] and Siwa Kaewplang[1].....

122433.....33

Optimized GARCH Neural Network Model for Forecasting Volatility and Trading Strategies for First Solar Stock in the Sustainable Energy Sector.....

Trần Bá Thuấn[1*] and Trần Thị Diệu Thuần[2].....

Session 2: Health Sciences and Technology.....45

222035.....45

Study of molecular docking binding affinity against transcriptional activation activity on estrogen receptor beta using SwissDock AC 2.0 web service .....

Prasan Tangyuenyongwatana[1*] Jitti Vimtrimate[1] Chairat Angsukaset[1] and Jirapat Pasavaravech[1] .....

222086.....57

Production of Recombinant Human Papilloma Virus (HPV) L1 Protein Type 31 in *Hansenula polymorpha* .....

Auntika Khunsom[1] Kittipol Sripui[1] Natsima Kopitak[1] Chuenchit Boonchird[1] Thantawat Theeranan[1] and Thunyarat Pongtharangkul[1*] .....

# Contents (continue)

**Page**

222258.....67

Development of Model for Opisthorchiasis Prevention with Community Participation in Banphaeng Subdistrict, Banphaeng District, Nakhon Phanom Province .....

Sane Pleejan[1*] Vijittra Vonganusith[1] and Yatawee Chaiyamat[2].....

222259.....76

Effects of Sexual Health Media Literacy Development Program on the Prevention of Premature Sex and AIDS in Lower Secondary School Students, Banphaeng District, Nakhon Phanom Province .....

Sane Pleejan[1*] Vijittra Vonganusith[1] and Yatawee Chaiyamat[2].....

222267.....91

The Role of 14-3-3 Protein in Erythropoiesis: Insights into Erythropoietin-Mediated Signaling and Apoptosis Regulation.....

Gorawin Chaiyakitpattana[1] and Kanit Bhukhai[1*].....

222348.....101

Relationship between Water Source, Ice Cube Type, and Seller Behavior with the Existence of Fecal Coliform Bacteria in Iced Tea: Case Study in Pekalongan.....

Nur Lu'lu Fitriyani[1*] Laelatul Khasanah[1] Ristiawati1 Jaya Maulana[1] and Imam Purnomo[1] ..

222394.....114

Comparative Study of Antibacterial Activity of *Rhizophora apiculata* Stem Extract and Ciprofloxacin Against *Vibrio parahaemolyticus* .....

Umi Masrurotul Khoiriyah[1] and Nila Oktaviani[1*] .....

222402.....121

Serum Vitamin D Level and Degree of Aging Signs Measuring Age Spots and Wrinkles .....

Swe Yamin Bo MD[1] and Karnt Wongsuphasawat[1*].....

Session 3: Technology and Agricultural Innovation .....128

322082.....128

Exploring the potential for waste reduction by using sewage sludge as a fertilizer.....

Aumaporn Suwanwiset[1] Tunyaboon Laemthong[1] and Phanida Saikhwan[1*] .....

322419.....139

Application of Ozone Technology in Leachate Treatment for Sustainable Development: a Brief Review .....

Luu Thi Cuc[1*] Van Huu Tap[3] Hoang Van Hung[2] and Nguyen Hoang[1].....

# Contents (continue)

**Page**

322428.....152

The relationship between organic fertilizer adoption on household food security in rice production in Vietnam .....

Nguyen Thai Phan[1*] .....

322430.....165

Sustainable Aquaculture: How to Reduce Nutrient Pollution in Pangasius Farming in Vietnam.....

Au Ton Nu Hai[1*] and Hieu Tran Hong[1,2].....

322441.....176

Technology And Innovation for Sustainable Development in Lao Cai Province .....

Tran Thi Thu[1*].....

322447.....179

Application of ASMR in Advertising in the Fast Food Industry: The Mediating Role of Emotional Response.....

Phung Nam Phuong[1*] Nguyen Hai Ly[1] Nguyen Hai Ly[1] Truong Le Tinh Giang1 Nguyen Thi My Tam[1] and Do Huong Thuy[1] .....

322450.....197

Innovation for Food Safety in Vietnam: An Application of the One Health Approach in Agri-food Supply Chain .....

Tiho Ancev[1*] and Nguyen Duc Kien[2].....

Session 4: Business Administration, Economics, Hospitality, and Tourism.....212

422006.....212

The Impact of Human Resource Management System on Employee Performance in ABC Express Company: The Mediating Role of Employee Flexibility and Work Engagement.....

Weiye Yang[1*] and Jirapong Ruanggoon[1].....

422052.....228

Brand Positioning Strategies for International Expansion: a Case Study of a New Energy Vehicle Company.....

Haopeng Liu[1*] Jirapong Ruanggoon[1] and Patcharapa Euamornvanich[1].....

422098.....246

Initiatives for enhancing employee performance of X company in China .....

Liu Yang[1*] and Noppawan Wisedsind [1].....

# Contents (continue)

**Page**

422108.....257

A review of Local Community Participation in Community-Based Tourism Development in Vietnam from Theory to Practice: Case Studies in Two Mountainous Areas of Thua Thien Hue Province, Vietnam.....

Nguyen Le Hiep[1] Dao Duy Minh[1*] Le Ngoc Luu Quang[2] Le Thanh An[1] and Tran Dang Huy[3].....

422116.....276

The Relationship of Airline Service Quality, Brand Image, Loyalty Program Perceived Value, and Customer Loyalty: A Case Study of an International Airline in Cameroon.....

John Ewang Junior[1*] Sasithorn Suwandee[1] and Suwat Vongsinsirikul[1].....

422117.....286

The Impact of Airline Service Quality and Sustainability Reputation on Customer Satisfaction and Customer Loyalty: A Case Study of a World-Class Airline in Nigeria.....

Bruno Songlee Mechafeh[1*] Sasithorn Suwandee[1] and Chairat Suriyapa[1].....

422119.....298

From "brown" to "green" The effect of authentic leadership on green creativity behavior and the mediating role of psychological green climate – A study in the banking sector in Vietnam

Thi My Hanh Huynh[1*] Anh Dao Tran[1] and Thi Thu Na Nguyen[1].....

422278.....313

The Impact of Organizational Culture on Employees' Intrinsic and Extrinsic Motivation in Vietnamese Enterprises.....

Ngo Tan Nhi[1] Le Nguyen Huong Quynh[2] Nguyen Truong Son[1] and Son-Tung Nguyen[1*].....

422282.....332

Operations management strategies for promoting tourism in Nanning City, Guangxi province: A case study of Xiangsi Town.....

Feiyan Zhou[1*] and Noppawan Wisedsind[1].....

422337.....343

Entrepreneurial Intention: A Study of University Students' Willingness to Return Home to Start Their Own Business in Nanning City.....

Qinyu Xiao[1*] and Noppawan Wisedsind[1].....

422418.....356

Digital Marketing Applications for Hotel Brand Development: A Case Study of Lao Cai, Vietnam.....

Chi Kim Bach[1*] Nhung Hong Le Ha[1] and Linh Thuy Nguyen[1].....

# Contents (continue)

**Page**

422431.....362

The Impact of Business Industry and Enterprises Type on the Intention to Adopt Environmental Accounting of Manufacturing Enterprises in Thua Thien Hue Province .....

Pham Thi Ai My[1*] Le Ngoc Quynh Anh[1] Phan Xuan Quang Minh[1] and Tran Thi Tra My[1] ..

422432.....376

The Impact of Economic Freedom and Regulatory Quality on Banking Function .....

Le Ngoc Quynh Anh[1*].....

422442.....388

Application of Digital Technology and Sustainable Economic Development for Ethnic Minorities in Lao Cai Province: Current Situation and Prospects.....

Le Thu Huong[1*].....

422443.....391

Trends in the Demand for Chinese-Speaking Staff in the Guesthouse and Hotel Services Sector in Luang Prabang.....

Sithonh Sisombath [1*].....

422449.....401

Charting the course of cultural intelligence: A comprehensive review and analysis through the ADO framework .....

Huynh Nguyen Bui[1] and My Linh Le[1*] .....

422285.....414

The Effect of Liquidity and Asset Turnover on Profitability: The Moderating Role of Capital Structure.....

Meliza[*1] and Indah Meilia[1] .....

Sessions 5: Education, Pedagogy, and Learning Management Innovation .....424

522017.....424

The Conditions and Challenges of Primary School Teachers' Professional Development in Integrating Learning Management Based on the Principles of the Sufficiency Economy Philosophy.....

Chamaiphorn Kaiyasit[1] Vijittra Vonganusith[2*] Yatawee Chaiyamat[3] and Brendan D. McKell[4].....

522058.....435

Students Perspectives on English for Business Communication Curriculum: A Mixed-Method Evaluation from a Thai University .....

Poorida Ruangsri[1*] Aime Bishop[1] Anyamanee Srisongkram[1] Thanadon Kongwet and Asama Tasanameelarp[1*].....

# Contents (continue)

**Page**

522073.....443

Thai EFL Undergraduate Students' Attitudes and Preferences Toward Different English Accents: A Mixed-Method Study .....

Titapa Buapan[1] Kotchakan Sang Lun[1] Kanjana Thongruang[1] Napasakorn Noochookkaew[1] Tuna Girgin[1] and Asama Tasanameelarp[1*] .....

522099.....454

Perceptions and Attitudes Toward Using ChatGPT Among English for Business Communication Students: A Case Study of Prince of Songkla University, Surat Thani Campus .....

Pemika Phadungtaksin[1] Darawan Phumsuwan[1] Rattanan Janjarung[1] Arraya Somklai[1] Joyce Grace Dinsag Tero[1] and Asama Tasanameelarp[1*] .....

522083.....463

Needs Assessment to Enhance Financial and Health Literacies for Pre-Service Teachers in The Digital Era.....

Pimpapan Thongking[1*] Wichaya Pewkam[1] Sakda Swathanan[1] and Natad Assapaporn[1] .....

522118.....474

Transforming Traditional EFL Pedagogy with Gamified Techniques: A Teacher's Guide .....

Nathya Boonkongsaen[1*] and Sengchoy Intrachrak[1].....

522231.....487

Mini Riview: Assessment in education.....

Dr.Nguyen Ngoc Ngan[1] Dr.Nguyen Hoang[1*] and Dr.Cao Hoang Khuyen[1] .....

522262.....494

Investigation of needs for developing professional learning communities in schools under Nakhon Phanom Education Area District Office 1.....

Suriwijak Pleejant[1*] Vijittra Vonganusith[1] and Yatawee Chaiyamat[1] .....

522274.....503

Amplifying Voices: Boosting Speaking Skills in Grade 8 Students Through Voice-Overs .....

Kanyakorn Chaiyakao[1*] Jaruwan Yaennan[1] Narueta Hongsa[1] and Pattharaporn Wathawatthana[1] .....

522275.....512

Leveling Up Language: Enhancing Grade 5 Students Vocabulary Mastery Through Gamification .....

Atthasit Srithongsuk[1*] Sitaphop Phukhao[1] Narueta Hongsa[1] and Pattharaporn Wathawatthana[1] .....

# Contents (continue)

**Page**

522423.....522

Literature Review: Assessment in education.....

Dr. Nguyen Ngoc Ngan[1], Dr. Nguyen Hoang[1*] and Dr. Cao Hoang Khuyen[1].....

522268.....529

Teaching methods of economic law for students of economics .....

MSc.Nguyen Minh Diem Quynh[1*].....

522435.....536

Generative AI in Educational Assessment: Opportunities, Challenges, and Demonstrative Prototype for Multiple-Choice Test Grading.....

N. Long Ha[1*] and S. Huong Do[2].....

522444.....549

A Model of Curriculum Development Through the Engagement of Employers and Alumni.....

Sisoury Phommaseng[1] Thavone Panmanivong[1*] Sangkhom Inthapanya[1] Somchay Makesavanh[1] Sisoury hommaseng[1] and Anousith Vannaphon[1].....

544030.....557

Teachers and Administrators' Perspectives toward the Preparation of being Model Schools: The Case of Laboratory and Network Schools of the Two TTCs .....

Soutchanthong Chanthavong[1] Thain Phouphonethong[1] Khammeung Inboupanh[1] Khampheng Saenkhamchanh[1] Khamhou Chanthapanya[1] Sommay Shingphachanh[1*] Boualone Chanthalasy[1] and Phouthakone Vachiaxa[1].....

521321.....577

From Classroom to Camp: English Camps' Impact on Lifelong Learning in Public Administration .....

Xenia Ribaya Emperador-Garnace, Ph.D.[1*].....

522347.....590

Development of Augmented Reality Media for Film-Making Course in Vocational Certificate

Kittithat Phalasak[1] and Suwich Tirakoat[2*].....

522399.....603

The development of virtual reality for the Candle Festival at Ubon Ratchthani Province.....

Nuttayaporn Junsong[1] and Suwich Tirakoat[2*].....

522448.....612

Perceived Employability for Vietnamese Students in High Education – an Analysis of the Impact of Global Mindset on Perceived Employability .....

Phung Nam Phuong[1*] Nguyen Thi Thanh Hang[1] Phan Yen Huong[1] Tran Quang Hoai Thu[1] and Tang Thi Tuong Vi[1].....

# Contents (continue)

**Page**

522409.....628

Interlingual Analysis of EFL Learners' Translation: Its Implications to Thai EFL Learners

Somyong Somin[1*] Kampeeraphab Intanoo[2] and Akkarapon Nuemaihom[3].....

Session 6: Humanitties, Social Science, and Innovation for Local Development.....642

622440.....642

Impact of Annoying Advertising Values and Cognitive Dissonance Theory on Gen Z Shopping Behavior.....

Nguyen Thi Minh Tam[1*] and Hoang Thi Phuong Anh[1].....

622107.....654

The Approach to Developing the Implementation of Policies for Preventing Teenage Pregnancies in the Northeastern Region.....

Suponpen Hermansson [1*] Kathanyoo Kaewhanam[1] and Suchanart Singhapat[1].....

622420.....658

Cultural Identity Preservation in Association with Tourism Development of the H'Mong People in Si Ma Cai District and Bac Ha, Lao Cai Province, Vietnam.....

Dr.Dang Thi Oanh[1*] Tran Thi Hien[1] Phạm Thị Kim Anh[1] Trần Thị Thảo[1] and Nguyễn Thu Thúy[1].....

622421.....673

Application of Digital Technology in Sustainable Tourism Management in Lao Cai Province.

Dr. Pham Xuan Cong[1*] Ninh Anh Dai and Dang Van Lam[1].....

622424.....685

Solutions to Promote Innovative Start-Up Among Ethnic Minority Youth in Lao Cai Province

Dr.Luan Nguyen[1*] B.Econ. Viet Anh Nguyen Hoang[2] Dr. Huy Nguyen[3] and MSc.Oanh Pham[4].....

622425.....698

Application Of Social Networks In Promoting Traditional Cultural Identities Of Ethnic Minorities To Develop Household Economy In Bac Ha District, Lao Cai Province.....

Nhung Hong Le Ha[1*] and Chi Kim Bach[1].....

622426.....706

Developing Creative Tourism Towards Sustainable Tourism: Lessons Learned from Thailand and Implications for Vietnam.....

Nhung Hong Le Ha[1*] and Khương Như Thùy[1].....

622427.....714

Develop Speaking Skill for Learners Through Some Experiental Activities.....

Pham Thi Thang. M.A.[1*].....

# Contents (continue)

**Page**

622429 ..... 720

What contributed to the upward mobility in Vietnam? .....

Pham Thi Bich Ngoc[1*], Hisaki Kono[2] .....

622434 ..... 732

Corporate social responsibility and customer loyalty of Commercial banks in Hue city, Vietnam: mediating role of corporate I mage .....

Truong Thi Huong Xuan[1*] .....

622436 ..... 743

Development of Small and Medium Hydropower in Vietnam, Cambodia and Laos from Policy to Practice to achieve Sustainable Development Goals (SDGs) .....

Bui Duc Tinh[1] and Dao Duy Minh[1*] .....

622437 ..... 771

Combining Machine Learning and Natural Language Processing in Aspect-Based Sentiment Analysis from Tourist Reviews: A case study of hotels in Hue City .....

Duong Thi Hai Phuong[1*], Phan Van Duy Phuc[2] and Hoang Quang Thang[2] .....

622438 ..... 793

Driving factors of applying "economic-green" model in marine lobster farming in Vietnam ....

Au Ton Nu Hai[1*] and Hieu Tran Hong[2] .....

Poster Presentation .....

222377 ..... 803

Improving the binding affinity of cross-reactive dengue antibody using computational methods .....

Nithiphoom Raha[1*] and Chonlatip Pipattanaboon[1] .....

322211 ..... 814

Identification of Banana Cultivars Using rbcL Gene as a DNA Barcode for Accurate Species Differentiation .....

Nattapong Srisamoot[1*] Piyanan Chomnawang[1] Piyachat Wiriyaampaiwong[1] Mullika Teerakun[1] Kaewta Sootsuwan[1] Likit Sirisantimethakom[1] Anupong Tankrathok[1] and Teamjun Srisamoot[2] .....