

THE 18th NATIONAL AND INTERNATIONAL ACADEMIC CONFERENCE "SUSTAINABLE HORIZON: TRANSFORMING IDEAS INTO IMPACT"

Dates: August 6-7, 2025

Location: United Nations Conference Centre, Bangkok, Thailand

Agenda for August 6, 2025:

08:30 – 09:00 AM Registration

09:00 – 09:10 AM Welcoming Remarks to the Conference and Introduction to H.E.
Abhisit Vejjajiva

Associate Professor Dr. Jomphong Mongkhonvanit
Conference Chair

09:10 – 09:30 AM Opening and Keynote Address 1

H.E. Abhisit Vejjajiva
The 27th Prime Minister of Thailand

Topic: *Sustainability: From Ideas into Impact*

09:30 – 09:35 AM **Dr. Pornchai Mongkhonvanit**, President of Siam University,
presents token of appreciation

 **Group Photo Session**

Group 1: 4 Hosting Institutions + Keynote Speakers

Group 2: Group 1 + Paper Presenters + Participants

09:35 – 09:55 AM Keynote Address 2

Phra Anil Sakya, Ph.D.
Assistant Abbot, Royal Monastery of Wat Bawon Niwet Vihara
Royal Monastery

Topic: *The Sufficiency Revolution: A Middle Path for a World in Crisis*

- 09:55 – 10:10 AM **Keynote Address 3**
Professor Dr. David B. Feldman
Professor of Counseling Psychology at Santa Clara University

Topic: *Hope as a Catalyst for Sustainable Human Flourishing:
From Inner Strength to Social Impact*
- 10:10 – 10:40 AM  **Coffee Break & Networking Session**

Networking opportunity for all participants

Light refreshments will be served.
- 10:40 – 11:10 AM **"United in Purpose: Towards Sustainable Future"**

Education and Skills Transformation Towards Sustainable Future (10 minutes)

• **Associate Professor Dr. Jomphonong Mongkhonvanit**

Vice President & Dean of Graduate School of Business Administration, Siam University

Global Perspectives and Future of Sustainability

(10 minutes)

• **Assistant Professor Dr. Prapaporn Tivayanond Mongkhonvanit**

Dean, School of Global Studies, Thammasat University

Sustainability: The Ways Forward (10 minutes)

• **Dr. Tan Eng Joo**

Co-Chair, Sustainability Committee, Singapore University of Social Sciences

11:10 – 11:50 AM

Empowering Sustainable Growth Through Inclusive Digital Leadership and Future Economies towards 2030

Panelists

- Ms. Kulthirath Pakawachkrilers

President of the Thai e-Commerce Association and National Judge Panelist, UN Women WEPs Awards 2024

- Miss Suchana Sinthavathavorn

Vice President, Department of Quality of Life and Security Development and Promotion, Ministry of Digital Economy Promotion Agency

- Miss Supapim Wannopas

Regional Programme Coordinator and Thailand Programme Manager

11:50 – 01:00 PM

Lunch Break

Agenda for Afternoon Sessions – Day 1 (August 6, 2025):

SESSION A: Sustainable Agronomy Panel Discussion

Venue: Meeting Room G, Level 1

Conducted by: School of Global Studies, Thammasat University

1:30 - 2:20 PM

Presentation of Key Insights on Aryakaset and the Sufficiency Economy Philosophy (SEP) as Transformative Pathways for Advancing Sustainable Development in Thailand (50 mins)

Presenters:

1. Asst. Prof. Dr. Prapaporn Tivayanond Mongkhonvanit, SGS Thammasat University
2. Prof. Dr. Kua Wongboonsin, Independent Scholar, Former Lecturer at College of Population Studies, Chulalongkorn University, and Sasin School of Management
3. Dr. Kaesalak Harachai
4. Ms. Pimramai Harachai
5. Ms. Sutima Detsakulrat, SGS Thammasat University

2:20 - 3:00 PM

Roundtable Discussion (moderated) / Breakout Groups (40 mins)

- Identify current barriers to mainstreaming local wisdom in sustainability efforts

- Surface opportunities for innovation, education, and multi-sectoral collaboration

Invited participants:

- Miss Metta Rasrichan, Office of the National Economic and Social Development Council (NESDC), Thailand
- Miss Jidapa Tunnim, Office of the National Economic and Social Development Council (NESDC), Thailand
- Phra Anil Sakya, Ph.D., Assistant Abbot of Wat Bowon Niwet Vihara Royal Monastery
- Prof. Surichai Wun'Gaeo, Director, Center for Peace and Conflict Studies Chulalongkorn University
- Mr. Sukich Udindu, Board Committee, School of Global Studies
- Prof. Dr. Kua Wongboonsin, Independent Scholar, Former Lecturer at College of Population Studies, Chulalongkorn University, and Sasin School of Management
- Ms. Anchalee Pipattanawattanakul, Campaign Leader, Greenpeace Thailand
- Ms. Purimpat Jansuwan, Public Engagement Campaigner, Greenpeace Thailand
- Vikorn kampanathanatorn, Student
- Saritpong Hengsamrithipho, Student

3.00 - 3.15 PM

Preparation Break (15 mins)

3:15 - 3.50 PM

Plenary Shareback (15 mins)

- Develop practical templates or ideas for applying local narratives in sustainability work
- Facilitate cross-sectoral learning and future collaborations

Plenary Sharing (20 mins)

- Each group shares 1 slide or concept
- Synthesis of patterns, themes, and actionable next steps

3:50 - 4:00 PM

Closing Reflection and Way Forward

SESSION B: Academic Paper Presentations (PARALLEL SESSIONS)

Format: 10 minutes presentation + 5 minutes Q&A per presenter

Presenters: Academics, Researchers, Educators & Full-Time Students

Parallel Session 1 - Conference Room 2, Level 2

Parallel Session 2 - Executive Office Suite (EOS), Level 2

Parallel Session 3 - Meeting Room B, Level 1

Parallel Session 4 - Meeting Room C, Level 1

Parallel Session 5 - Meeting Room D, Level 1

1:00 - 5:00 PM

Paper Presentations (Parallel Sessions)

Continuous presentations across all four rooms simultaneously

- **Format:** 10 min presentation + 5 min Q&A per presenter
- **Capacity:** 15-16 presentations per room
- **Total:** 60-64 paper presentations across all four parallel tracks

Room Allocation:

- Parallel Session 1 (Conference Room 2)
- Parallel Session 2 (Executive Office Suite)
- Parallel Session 3 (Meeting Room B)
- Parallel Session 4 (Meeting Room C)
- Parallel Session 5 (Meeting Room D)

Agenda for August 7, 2025 – Online Paper Presentations:

Platform: Zoom Conference

For: International Participants Unable to Travel

Presenters: Academics, Researchers, Educators & Graduate Students

9:00 AM – 4:00 PM

Online Paper Presentations *Virtual Presentation Sessions*

Parallel Session 1

Venue: Conference Room 2, Level 2

Time Slot	Paper ID	Presenter Name
1:00 PM	A005	Sarlilpak Uasuwonkul
1:15 PM	A007	Jai Prakash Ramalingam
1:30 PM	A010	Charin Kesorn
1:45 PM	A023	Sasanun Bunyawonich
2:00 PM	A031	Kamonphan Indoo
2:15 PM	A047	Saowanee Thapphet
2:30 PM	A048	Chalisa Rattarasarn
2:45 PM	A057	Kanyaprin Tongsamsi
3:00 PM	A062	Chanthima Chuaichum
3:15 PM	A069	Hewei Wen
3:30 PM	A089	Tipsuda Chodchuen
3:45 PM	A090	Sanja Shaikh
4:00 PM	A092	Nyan Linn Htet
4:15 PM	A098	Suparada Prapawong
4:30 PM	A122	Ittisak Sriudon
4:45 PM	A125	Eakpat Matyapa

Session Chair: Dr. Teetima Piyasirisilp

Co-Chair: Dr. Khwanchol Kampan Ninlaor

Coordinator: Miss Sasithon Pantee

Note: Each presentation is allocated 10 minutes, followed by a 5-minute Q&A.

Parallel Session 2

Venue: Executive Office Suite (EOS), Level 2

Time Slot	Paper ID	Presenter Name
1:00 PM	A003	Suboga Sai Hsu Baw Ka
1:15 PM	A004	Qiting Cai
1:30 PM	A006	Dennis Vogt
1:45 PM	A008	Shalineee Dubey
2:00 PM	A011	Adrija Chakraborty
2:15 PM	A012	Ritik Dabas
2:30 PM	A013	Rohit Ramnaval Prasad
2:45 PM	A014	Jay Sadasivini

3:00 PM	A015	Navid Abdolahinejadniari
3:15 PM	A016	Manoshi Gogoi
3:30 PM	A041	Sylvester Chika Nwachukwu
3:45 PM	A044	Henry Uchenna Unachukwu
4:00 PM	A049	Phoo Moh Moh Thein Phoo
4:15 PM	A050	Jamlak Seesukdee
4:30 PM	A055	Ragharithika Ravoori
4:45 PM	A065	Chelsea Muthoni
5:00 PM	A076	David Martin Gerhard Koeglmeier
5:15 PM	A123	Tawit Teomtanaporn

Session Chair: Dr. Phairat Boonsuwan

Co-Chair: Dr. Warangrat Nitiwanakul

Coordinator: Mr. Adisak Lumduan

Note: Each presentation is allocated 10 minutes, followed by a 5-minute Q&A.

Parallel Session 3

Venue: Meeting Room B, Level 1

Time Slot	Paper ID	Presenter Name
1:00 PM	A009	Mei fang Xiang
1:15 PM	A021	Chen Yuming
1:30 PM	A022	Jing Li
1:45 PM	A024	Ying Ying Tang
2:00 PM	A026	Siyu Zhang
2:15 PM	A027	Lu Ruying
2:30 PM	A028	Jiao Zhang
2:45 PM	A034	Qi Chen
3:00 PM	A036	Dai Xuan
3:15 PM	A038	Biying Zhon
3:30 PM	A040	Jiayu Zhang
3:45 PM	A043	Lin Li
4:00 PM	A045	Xinyao Li
4:15 PM	A046	Chi Zheng
4:30 PM	A051	Yang Wang
4:45 PM	A052	Guofu Han

Session Chair: Assoc. Prof. Dr. Chaiyanant Panyasiri

Co-Chair: Dr. Zhang Li

Coordinator: Mr. Zhang Zhao

Note: Each presentation is allocated 10 minutes, followed by a 5-minute Q&A.

Parallel Session 4

Venue: Meeting Room C, Level 1

Time Slot	Paper ID	Presenter Name
1:00 PM	A053	Zhuxin Bai
1:15 PM	A054	Shengrui Ni
1:30 PM	A056	Weiyi Jiang
1:45 PM	A058	Zihan Yang
2:00 PM	A059	Xingkai Wang
2:15 PM	A060	Qianchuang Wu
2:30 PM	A061	Menglu Duan
2:45 PM	A064	Yiming Hao
3:00 PM	A066	Hongren Zhou
3:15 PM	A067	Yifan Pan
3:30 PM	A068	Yangliu Hu
3:45 PM	A070	Siyan He
4:00 PM	A071	Shijie Lv
4:15 PM	A072	Tianyu Wnag
4:30 PM	A073	Xianjun Wang
4:45 PM	A074	Zhun Zhao

Session Chair: Dr. Sarun Widadayakornbundit

Co-Chair: Dr. Jidapa Chollathanrattanapong

Coordinator: Miss Nattharika Bunkoet

Note: Each presentation is allocated 10 minutes, followed by a 5-minute Q&A.

Parallel Session 5

Venue: Meeting Room D, Level 1

Time Slot	Paper ID	Presenter Name
1:00 PM	A075	Runcheng Ni
1:15 PM	A084	Yihang Sun
1:30 PM	A085	Pan Yijia
1:45 PM	A086	Hua Lin Wei
2:00 PM	A087	Ziqiang Wang

2:15 PM	A088	Xi Yue Lin
2:30 PM	A091	Ziang Chen
2:45 PM	A095	Guohao Li
3:00 PM	A097	Kun Hu
3:15 PM	A106	Xinyi Chen
3:30 PM	A111	Daiyipei Li
3:45 PM	A113	Yu Du
4:00 PM	A118	Qinghe Lu
4:15 PM	A119	Chen Mangqi
4:30 PM	A120	Shuai Yu
4:45 PM	A121	Changhao Qin

Session Chair: Assistant Professor Dr. Ye Yan

Co-Chair: Dr. Thamrong Rattanaparnudet

Coordinator: Mr. Liu Jinze

Note: Each presentation is allocated 10 minutes, followed by a 5-minute Q&A.

Parallel Session 1

- A005 Guidelines for Developing the Use of Information Technology in Academic Administration of Private Schools at the Basic Education Level in Bangkok
- A007 A Systems Thinking Community Work Framework for Building Sustainable Interventions to Address Complex Social Problems
- A010 Integrating Biodiversity Policy: Concepts, Directions and Policy Challenges
- A023 Surveying Instructional Methods and Classroom Environment in Thai Teacher Education
- A031 Guidelines for the Development of World-Class Standard Schools under the Secondary Educational Service Area Office Kanchanaburi
- A047 Comparative Analysis of English Education Policies in Asia and Europe: Roles of International Partnerships
- A048 The Situation of Don Kai Dee Benjarong Porcelain towards International Market
- A057 Sustainable Development of Community-Based Fisheries in Pattani Province: A Case Study of the 'Pla Kua Saen Aroi Patabara' Group
- A062 Effects of Chatbot Development for History Taking of Nursing Students on Chatbot Quality in Objective Structured Clinical Examination
- A069 Hybrid Realities in Urban Spaces: A Mixed-Methods Approach to Enhancing User Engagement and Well-being in Location-Based Applications
- A089 Assessing Digital Government Development in Thailand: Readiness Levels, Challenges, and Policy Recommendations for Sustainable Digital Transformation
- A090 Harnessing the Power of Artificial Intelligence in Design Education

- A092 The Study of Consumer Behavior and Market Adoption of 3D Printing Technology Among SMEs in Thailand
- A098 Scriptwriting and Media Production for Sustainable Learning in Community-Based Research: A Case Study of the U2T Project in Tazala Subdistrict, Chiang Mai
- A122 Operational Activities Affecting the Educational Quality Assurance of Child Development Centers under Local Administrative Organizations in The Central Region
- A125 Future-Ready TVET: Driving Sustainability through Competence-Based Learning and Global Standards

Parallel Session 2

- A003 The Antecedent Factors of Purchase Intention for Electric Vehicles (EVs) in Myanmar
- A004 A Study of the Key Influencing Factors of Employee Engagement: A Case Study of AMA Marine Public Company and Subsidiaries
- A006 The Chief Sustainability Officer, Business Impact, and Financial Performance: A Cross-Cultural Maturity Analysis with MBA Scholars
- A008 The Impact of Artificial Intelligence on organizational Culture Performance
- A011 The Effect of Cross-Border Trading Technologies on Customer Purchase Intention
- A012 How Leadership Drives Change Management in Successful Organization
- A013 To Explore the Impact of AI on Marketing Automation and How It Influences Customer Satisfaction
- A014 Role of MNC in Thailand
- A015 The Impact of Carbon Emission Disclosure on Financial Performance: A Study of Thai Listed Companies
- A016 A Study of the Digital Banking Drivers of Customer Satisfaction: Insight into the Evolution of India's Banking Sector
- A041 Examining the Impact of Diplomacy in Shifting from Anti-Government Protests to Reforms in Nigeria
- A044 The Impact of Economic Growth on Peace and National Stability in Nigeria
- A049 An Entrepreneurial Perspective on Key Drivers Influencing the Adoption of Robots in Bangkok's Restaurant Industry
- A050 แนวทางการสร้างแรงจูงใจและการตัดสินใจในการออมและการลงทุนของพนักงานในบริษัทข้ามชาติ จังหวัดสมุทรสาคร
- A055 The Impact of Trump's 2025 Tariffs on SMEs in Thailand: Turning a Trade Shock into an Opportunity
- A065 The Political Economy of Crisis: How Financial Instability Has Shaped Political Unrest in Kenya (2019-2024)
- A076 Artificial Intelligence and Retail Investment: A Quantitative Investigation of Adoption Drivers and Perceived Effectiveness

- A123 การปรับปรุงผังโรงงานด้วยหลักการออกแบบผังโรงงานอย่างเป็นระบบ กรณีศึกษา
โรงงานผลิตชิ้นส่วนเครื่องปรับอากาศ

Parallel Session 3

- A009 The Influencing Factors of Flipped Classroom Participation of Marketing Students at Hubei Province First Secondary Vocational School
- A021 Research on the Policy Logic Model of Digital Education Transformation for Grassroots Adolescents in China Under the 4R Marketing Theory
- A022 Study on the Investment Value assessment of CTF Jewellery Group Based on the Stock Valuation Model
- A024 The Influence of Intelligent Shopping Guide on Consumers' Purchase Intention
- A026 Research on the Influencing Factors of Classroom Satisfaction in Marketing Courses at Zhejiang Institute of Economics and Trade
- A027 The Influencing Factors of Teachers' Subjective Well-being in Ningyang No. 1 Middle School
- A028 The Impact of Hua Xia Bank Panyu Sub-Branch's Non-Performing Asset (NPA) Disposal on Corporate Bankruptcy Reorganization
- A034 Study on the marketing strategy of manner coffee company
- A036 Research on the Current Status Survey and Collaborative Mechanism Construction Strategy for the Digital Transformation of University Teachers Based on the New Six-Dimensional BSC
- A038 The Influencing Factors of Customer Satisfaction of Hema Fresh
- A040 The Influencing Factors of Employees Turnover Intention in Nanjing Wanhai Hotel
- A043 The Influencing Factors of Employees Job Satisfaction in Nanjing Sanfu Department Store
- A045 A Case Study of the Impact of Resource Allocation Strategies on Academic Program Effectiveness at Donghai Institute of Education
- A046 The Influencing Factors of Customer Satisfaction on Food Delivery Platforms — A Case Study of Meituan
- A051 The Influence of 4Ps Marketing Strategy on New Energy Vehicle: A Case Study of Tesla
- A052 The Impact of Enterprise Accounting Informatization Level on Financial Performance Based on Resource Based Theory: A Case Study of Huawei Company

Parallel Session 4

- A053 Research on Influencing Factors of Financial Performance of Xiaomi's Diversified Operations
- A054 Influencing Factors of Financial Performance of China Guo Feng Medical Corporation
- A056 The Influencing Factors of Byte Dance's Short Video Marketing Strategy

- A058 The impact of equity incentive on financial performance:A case study of China's Xiaomi Company
- A059 The Impact of Inventory Management on Enterprise Financial Performance: A Case Study of "HLA" Co., LTD
- A060 Effects of Operating Cost Control and UP Owner Incentives on Firm Performance in Bilibili Company
- A061 The Impact of E-commerce Logistics Service Quality of Fresh Cut Flowers on Customer Satisfaction in Yunnan Province
- A064 Analysis of the Success Factors of Pop Mart's "Blind Box Economy" in Thailand: Based on Consumer Behavior and Marketing Strategy
- A066 The Impact of the Use of Artificial Intelligence Tools on the Autonomous Learning Ability of Higher Vocational Students: A Case Study of Nanjing Vocational College of Economics and Trade
- A067 A Constructivist Approach to Cultural Adaptability in Curriculum Management of Chinese International Schools
- A068 Influencing Factors of Students' Learning Quality - A Case Study of Tianjin College, University of Science and Technology Beijing
- A070 Influencing Factors of Financial Risk Management in Shanghai Bakelite Cosmetics Company
- A071 Happy Hour
- A072 Influencing Factors of Technological Innovation Capability of Beijing Apple Company
- A073 The Influencing Factors of Teachers' Professional Identity at Yunnan Normal University
- A074 The Influencing Factors on Enhancement of Enterprise Value in Haier Group's Merger and Acquisition M

Parallel Session 5

- A075 A Case Study of the Impact of E-commerce Localization Strategies on Overseas Sales Performance of Meilan Smart Appliances
- A084 A Case Study of the Factors Influencing Profitability of Meituan Based on DuPont Analysis Theory
- A085 A Study on Pop Mart's Sales Strategy in Thailand Based on the 4Ps Theory
- A086 The Impact of Corporate Social Responsibility Activity Level on Talent Attraction
- A087 The Influencing Factors of Chinese Enterprise Financing: A Case Study of Douyin Group (Hong Kong) Co., LTD
- A088 The Impact of Cost Control and Customer Satisfaction of Nanning Wal-Mart Supermarket
- A091 The Influence of Marketing Mix (4Ps) and Brand Image on Consumers' Purchase Intention : A Case Study of Hailan House in Xuhui District, Shanghai
- A095 The Influencing Factors of Digital Transformation of University Educational Administration: A Case Study of Hebei Normal University
- A097 A Study on the Influencing Factors on Financial Resource Allocation of Xiaomi Company in China Based on the Resource-Based Theory

- A106 Research on the Prevention of Government Debt Risk in Universities in Ethnic Minority Areas —— Taking Baise University as an Example
- A111 A Study on Leadership Effectiveness in Secondary School Education Teams from the Perspective of Servant Leadership Theory: Focusing on Teacher Satisfaction and Team Cohesion
- A113 Marketing Analysis and Sales Strategy of Anantara Riverside Bangkok Resort based on STP theory
- A118 Influencing Factors of the Competitive Advantage of Wuling Hongguang Automobile in the New Energy Vehicle Market
- A119 Influencing Factors of TCL Group's Strategic Cost Management from the Perspective of Value Chain
- A120 The Impact of Undergraduate Students' Perceived Value on Starbucks' Brand Loyalty: A Case Study in Hangzhou, China
- A121 The Popularization of Mobile Payment Operational Efficiency of University Merchants Wuhan University Town