



The 80th Anniversary of Suan Sunandha Rajabhat University (SSRU)
“International Conference on Innovation, Smart Culture and Well-Being”

8 November 2018

Room No. 2146, Sri Chuthapha building, Graduate School

Theme : Business administration, Economics and management

Chairman : Asst.Prof.Dr.Ramesh Boonratana

Co-Chairman : Dr.Denis Sergeevich Ushakov

No.	Time	ID	Title	Researcher	Affiliation	Note.
1	14.00 – 14.15	ICISW2018_ O_61	Desirable Properties Of Accountants Scholarship Of Establishments In The Province Of Trat	Rungrasmee Deeprasai	Rajamangala University of Technology Tawan- ok Chantaburi Campus	
2	14.15 – 14.30	ICISW2018_ O_69	International Schools: A Fountainhead Of Future International Business Managers?	Christopher Richardson	Graduate School of Business, Universiti Sains Malaysia	
3	14.30 – 14.45	ICISW2018_ O_97	Strategic Human Resource Management In Enhancing Talent Management For Logistics Organizations: Resource-Based View Perspective	Prashanth Beleya	University Sains Malaysia	** No Full Paper

No.	Time	ID	Title	Researcher	Affiliation	Note.
4	14.45 – 15.00	ICISW2018_ O_7	Factors of effects to Thai Financial Reporting Standards for SMEs in business	Apinya Wisessing	Suan Sunandha Rajabhat University	**No Full Paper
5	15.00 – 15.15	ICISW2018_ O_33	The Influencing Factors of Online Purchased Decision Behavior: Case Study in Dusit, Bangkok.	Yalada Pornprasert	Suan Sunandha Rajabhat University	
6	15.15 – 15.30	ICISW2018_ O_19	Improve the Process of Service with Lean Concept: A Case Study of Salaya Hospital	Martusorn Khaengkhan	Suan Sunandha Rajabhat University	
7	15.30 – 15.45	ICISW2018_ O_25	Improvement the Process of Service with Lean Conceptual: A Case Study of Ranong Hospital	Niyom Suwandej	Suan Sunandha Rajabhat University	
8	15.45 – 16.00	ICISW2018_ O_57	The Effects of Off-balance Sheet Financing Types and Directional Preference on Investors' Perceived Credibility in Financial Reporting	Huda Wongyim	Suan Sunandha Rajabhat University	
9	16.00 – 16.15	ICISW2018_ O_78	Culture and implementation of e-tax invoice in Thailand: Evidence from companies in the stock exchange of Thailand	Satha Waroonkun	Maejo University	**No Full Paper
10	16.15 – 16.30	ICISW2018_ O_86	Antecedents and Consequences of Passion among Teachers: A Dualistic Model of Passion	Chakrit Srisakun	International Centre of Excellence - Dusit Thani College	
11	16.30 – 16.45	ICISW2018_ O_104	Factors enhancing the effectiveness of smart hypermarket	Nalinee Sophatsathit	Suan Sunandha Rajabhat University	

No.	Time	ID	Title	Researcher	Affiliation	Note.
12	16.45 – 17.00	ICISW2018_ O_120	Cultural Community-Based Tourism: A Case Study Of Ngao Community, Mueang District, Ranong Province, Thailand	Phanitthat Pungpakdee	Suan Sunandha Rajabhat University	
13	17.00 – 17.15	ICISW2018_ O_126	The evaluation of International Freight Forwarders Selection Criteria Shipper in Thailand	Salisa Hemmapan	Suan Sunandha Rajabhat University	
14	17.15 – 17.30	ICISW2018_ O_127	Relationship Of Marketing Activities And Sustainable Coffee Product Of Community Enterprises In Ranong Province	Ratirath Na Songkhla	Suan Sunandha Rajabhat University	**No Full Paper
15	17.30 – 17.45	ICISW2018_ O_134	Dip Slide Technique to monitor the water quality of Cooling Tower in Air Conditioning System to the Building	Piti Anontapant	Suan Sunandha Rajabhat University	

****If there is no full paper submission, we will not publish it in the conference proceeding.**

Please submit your full paper within 2 November 2018