

CONFERENCE BOOK OF ABSTRACT PROCEEDING



Venue: Crown Park Hotel Seoul, South Korea

Date: December 16-17, 2019

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Book of Abstracts Proceedings

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Seoul, Korea | December 16-17, 2019

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ORGANIZING COMMITTEE

Dr. Vincent W Ho

Conference Chair

Ms Hungxin Li

Conference Supervisor



CONFERENCE TRACKS

- Social and Community Studies
- Arts
- Humanities
- Civic and Political Studies
- Cultural & Global Studies
- Environmental Studies
- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies
- Computer and Software Engineering
- Mechanical & Metallurgical Engineering
- Electrical & Electronics Engineering
- Civil Engineering
- Bio-Technology & Food Technology
- Chemistry & Chemical Engineering
- Physical, Applied and Life Sciences
- Interdisciplinary
- Medical and Health Sciences
- Paramedical Sciences
- Medicine Sciences
- Biological and Life sciences
- Veterinary Medicine and Sciences
- Food Science & Nutrition
- Agricultural sciences
- Interdisciplinary



CONFERENCE CHAIR MESSAGE

Dr. Vincent W Ho

“International Conference of Akademika Nusa Internasional ” is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences, business and economics, applied sciences, engineering and technology, health and medical sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let’s get over all sorts of discrimination and take a look at the wider picture. Let’s work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Dr. Vincent W Ho

Conference Chair

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CONFERENCE SCHEDULE

ANISSH-2019

Venue: Crown Park Hotel Seoul

Time: Registration & Kit Distribution (08:00 - 08:20 am)

Day: Monday

Date: December 16, 2019

Venue: Room 1

08:20 am - 08:30 am	Introduction of Participants
08:30 am - 08:40 am	Inauguration and Opening address
08:40 am - 08:50 am	Grand Networking Session

Tea/Coffee Break (08:50 am - 09:00 am)



DAY 01 Monday (December 16, 2019)

First Presentation Session (09:00 am 12:00 pm)

Session Chair: Chitpong Ayasanond

Venue: Room 1

Paper ID	Manuscript Title	Presenter Name
Track A: Engineering, Technology, Computer and Applied Sciences		
RCEET-DEC19-KR101	Comparison of Parameter Fitting on the Model of Irradiation Effects to Bystander Cells between Nelder-Mead Simplex and Particle Swarm Optimization	Fuaada Mohd Siam
RCEET-DEC19-KR102	Challenge of Collaboration in Distributed Multi-Cultural Agile IT Teams	Imran Ghani
Track B: Business, Management, Economics, Social Sciences and Humanities		
GSBEM-DEC-106	Too Much Or Too Few: Reverse Effects Of Leaders Humor	Inju Yang
GSBEM-DEC-113	Exploring the Business Model of Technology Fitness Entrepreneurship: A case study of Peloton and ClassPass	I-Tzu Huang
SBTM-129-ANI101	Strategic Logistics Marketing Management Of Retail Stores In Salaya Subdistrict, Phutthamonthon District Nakhonpathom	Anuch Nampinyo
SBTM-129-ANI102	Product Development Of Nata De Coco From Jaggery Sorbet	Budsayamalee Tanontip
SBTM-129-ANI103	The Development of the Quality of Life of the Population into the Elderly Society of Thailand to be Happy In The Case of Nakhon Pathom Province	Bunyaporn Phoothong
SBTM-129-ANI104	Grain Milk Made From Five Color-Based Types Of Beans As A Replacement To Dairy Milk In Tofu Pudding Products	Kanyanas Kaewraksa
SBTM-129-ANI105	A Study of Stevia Substitute Sugar Replacer in Ready-to-drink Pineapple Jelly Products	Sasithon Pomchiangpin
SBTM-129-ANI106	Guidelines for Buildings the Working-age Customer Loyalty to Purchase Organic Products in Bangkok	Thun Chaitorn
SBTM-129-ANI107	The Ecological Tourism Behavior in Nakhon Pathom	Wiriyaa Boonmalert
SBTM-129-ANI108	Administration and Protection of Customers' Secrets in Parcels Shipping within Thailand	Aumaporn Tongcham
SBTM-129-ANI109	Management of Public Cold Storage Business Organization to A Sustainable Competitive Advantage	Jirung Jirungkanont
SBTM-129-ANI110	Increasing the Service Efficiency of BTS Sky Train, During the Rush Hours	Kamonchanok Kulwong
SBTM-129-ANI111	The Customers Satisfaction of the Chao Phraya Express Boat Services	Kanokporn Pimolsiri
SBTM-129-ANI112	Study of Operational Procedures to Propose Ways to Increase Efficiency in the Loading and Unloading Stations	Klasing Kongsakul

Lunch Break (12:00 pm 01:00 pm)



DAY 01 Monday (December 16, 2019)

Second Presentation Session (01:00 pm 04:30 pm)

Venue: Room 1

Paper ID	Manuscript Title	Presenter Name
Track B: Business, Management, Economics, Social Sciences and Humanities		
SBTM-129-ANI113	Development of Staff Potentiality for Work In Process Warehouse of the Automotive Parts Industry	Naruemon Ariyarungwattana
SBTM-129-ANI114	The Knowledge of Logistics Accounting on Warehouse Efficiency Management of Logistics Personnel in Amata City Industrial Estate	Nongluck Inthawong
SBTM-129-ANI115	Tourist Supply Chain Management for Training & Seminar Patcharapornhiran	Ak-Kara-Anantatip
SBTM-129-ANI116	Increasing the Efficiency of Warehouse Management, Forward Steel Line Company Limited	Pattamawadee Pliansamai
SBTM-129-ANI117	The Relationship Between Supply Chain Administration And Service Capability of Palm Oil Purchasing Business at Chumphon Province	Phra Kriangkai Authithammakhot
SBTM-129-ANI118	Tourism Logistics Management Model In Muang District, Nakhonpathom Province	Puttita Tharapan
SBTM-129-ANI119	Increasing the Efficiency Of Product Receiving in the Case of Nim Express Co., Ltd	Ratchapon Rodprom
SBTM-129-ANI120	Logistics Management For Halal Food Business	Saisunee Rithsard
SBTM-129-ANI121	Enhancing the Local Wisdom with the Logistic System	Utoomporn Chaiprayoonhatty
SBTM-129-ANI122	Tourism Logistics Management for Muang Pattaya in Chonburi Province	Tassanapong Phettrakul
SBTM-129-ANI123	Strategies for Reducing Transportation Costs by Managing the Use of Special Semi-trailer (B-Double)	Weerapaht Jaempanya
SBTM-129-ANI124	Increasing the Operational Efficiency of the Warehouse Staff, Amarin Book Center Company Limited	Wonwarun Wiwatniti
SBTM-129-ANI125	Marketing Mix Factors Affecting Customer Satisfaction of Bangkok Mass Transit Bus (BMTA) in Bangkok	Sutee Watanapan
SBTM-129-ANI126	Women's Bags Design with Dyed Canvas Fabric from Dried Teak Leaves	Manlika Jongchit
SBTM-129-ANI127	The Impact of Board Director Characteristic on Accounting Conservatism of Thai Listed Companies	Phimpaka Jaimuk
SBTM-129-ANI128	Study of the Satisfaction of the Service of Thai AirAsia Airline	Benjamas Oumyim
SBTM-129-ANI129	Factors for Decision Choosing Air-Conditioned Passenger Van Services Bangkok-Ayutthaya Route	Prapassara Wuttipisal

Closing Ceremony (12:00 pm 01:00 pm)



Conference Day 02 (December 17, 2019)

Second day of conference will be specified for touristy. Relevant expenses are borne by Individual him/herself.



TRACK A
ENGINEERING, TECHNOLOGY, COMPUTER AND APPLIED
SCIENCES



Comparison of Parameter Fitting on the Model of Irradiation Effects to Bystander Cells between Nelder-Mead Simplex and Particle Swarm Optimization

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Keywords: Nelder-Mead Simplex, Particle Swarm, Pptimization, Parameter Fitting, Sum-Squared Error

The aim of this work to compare the efficiency of two optimization algorithms in optimizing the parameters value of a mathematical model of irradiation effects to bystander cells. 50 sets of parameter have been estimated and all sets are able to match the model simulation and the experimental data with the least sum-squared error (SSE). The graph of model simulation using set of estimated parameter from both optimization algorithms show a good fit with the experimental data. The overall results indicate that Nelder-Mead Simplex (NMS) optimization is better than Particle Swarm (PS) optimization in the aspect of time computing, while there is no significance difference in the score of SSE and converging iteration to the least SSE for both optimization algorithms.

Challenge of Collaboration in Distributed Multi-Cultural Agile IT Teams

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Keywords: Agile Software Development, Distributed Teams, Collaboration Challenges

This is an experience paper on the issue of collaboration among the distributed multi-cultural agile teams. As we live in a physically distributed world, our mindset is different. Preference of people living in East Asia is different from the people living in the middle-east, United States, or other parts of the world. So, are the IT teams with diverse and multi-cultural backgrounds. This paper discusses the scale of distribution and different mindset of the IT teams and their focus.



TRACK B
BUSINESS, MANAGEMENT, ECONOMICS, SOCIAL SCIENCES AND
HUMANITIES



Strategic Logistics Marketing Management of Retail Stores in Salaya Subdistrict, Phutthamonthon District Nakhonpathom

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Keywords: Strategic, Logistics Marketing Management, Retail Stores, Salaya Subdistrict

The purposes of this research were 1) to study the strategic logistics marketing management of retail stores in Salaya Subdistrict, Phutthamonthon District Nakhonpathom 2) to compare demographic characteristics towards strategic logistics marketing management of retail stores in Salaya Subdistrict, Phutthamonthon District Nakhonpathom 3) to study the guidelines for the development of strategic logistics marketing management of retail stores in Salaya Subdistrict, Phutthamonthon District Nakhonpathom. The sample group in this research is the retail stores in Salaya Subdistrict, Phutthamonthon District Nakhonpathom with a total of 400. Found that retail stores operators in Salaya Subdistrict, Phutthamonthon District Nakhonpathom had opinions about the strategic logistics marketing management of retail businesses in the overall picture is at a very important level, with an average value of 4.85 when considering each aspect of the variable. In order from highest to lowest, as follows: data have an average of 4.52, packaging has an average of 4.47, material-handling management in production averages 4.46, demand for products averages 4.24, warehouse management has mean 4.35, inventory management average 4.37, financial average 4.25, transportation systems average 4.26, Order process the process of purchasing an 4.15 and an average of 4.13.

Product Development of Nata de Coco From Jaggery Sorbet

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Keywords: Sorbet, Jaggery, Sorbet

Sorbets palm sugar products. The study found that formulations 2 is a basic recipe that has scored the most respected. The amount of palm sugar the yellow and smell of palm sugar. The taste is very sweet and a smooth texture. The study of the physical quality of sorbets palm sugar found that the sweetness of 26 Brix 24 percent overrun, an overrun of the ice cream is in the range of 20-150 percent. melting of ice Made from pasteurized cream in a range from 91.66 to 95, the percentage of melting ice cream is based on heat from the environment into the ice makes the ice crystals melt by early dissolution rates are low, he added Higher over a longer time. Chemical analysis showed that palm sugar, sorbets, energy consumption per unit of 110 kilocalories, carbohydrates 27.6 grams protein 1.25 grams fiber 0.08 grams humidity 72.0 grams and ash 0.44 grams. Study on the acceptance of consumer acceptance of the products, sorbets palm sugar. And to evaluate the sensory qualities of appearance, color, aroma, taste, texture and overall liking. The average is 4.42 4.34 4.08 4.20 4.38 and 4.42, respectively, showed that consumer acceptance of products, sorbets palm sugar 150 people representing 100 percent.

The Development of the Quality of Life of the Population into the Elderly Society of Thailand to be Happy in the Case of Nakhon Pathom Province

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Keywords: Quality of Life, Happiness, Elderly Society

Research subject ” The development of the quality of life of the population into the elderly society of Thailand to be happy. ” with the objective (1) to study the problems that the elderly in Thailand (2) to study the guidelines for the development of the quality of life of the elderly to have happiness The population is those aged 60 years and over. It is a qualitative and quantitative research. By means of interview and statistical methods for analysis, such as frequency, percentage, mean, standard deviation Including the introduction of quality variables namely personal factors such as gender, occupation, economic conditions, family status, health, participation in social activities, and acceptance in order to find relationships with the variables of happiness received when entering the aging society. The results of the study of the problems of the elderly in Thailand, found that personal factors such as gender, occupation, economic conditions, family status, health different, will be happy to enter into a different age society with health problems at the highest level. Next is the economic conditions and having a career is the least problem. And participation in society and acceptance, found that most of the elderly need the most acceptance and the second is participation in society for guidelines for improving the quality of life of the elderly population to be happy. The study found that the government should have measures to prepare the elderly in terms of access to public health such as medical rights and take care of your health basic service systems such as public transport, and the government should have equal public welfare.

Grain Milk Made from Five Color-based Types of Beans as a Replacement to Dairy Milk in Tofu Pudding Products

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Keywords: Milk Tofu Pudding, Cereal Grain Milk, Made from Five Color-Based Types of Beans

This research aims: 1) to study the right proportion of grain milk made from 5 types of beans to replace dairy milk in a tofu pudding product of 4 different levels: 25, 50, 75 and 100 percent, and 2) to study the appropriate amount of jelly powder in the tofu pudding products which affect the quality of the product, and 3) to study the consumers acceptance of the products. The research was conducted by planning random experiments in randomized complete block design (RCBD) at confidence level .05 and assessing the color sensory quality assessment of color, flavor, texture and overall preference using the 40 testers with 9-Point tasting methods (9 Points Hedonic Scale) and comparing the difference of average using the Duncan's New Multiple Range Test (DMRT). The analysis was carried out with a statistical program and the results were reported with descriptive statistics, i.e. percentage. Research results revealed that the right proportion of grain milk made from 5 types of beans to replace dairy milk in tofu pudding products is 75 percent. The appropriate amount of jelly powder in the product of tofu pudding is 0.2 percent. The surface appeared to be smooth, soft and of silky texture. There is a moderate stability on the physical characteristics of the product of the tofu pudding, with a value of $L^*a^*b^*$ equal to 69.32, 2.66, and 10.23 respectively, which has a visibility value, light yellow color, producing moderate smelling of grains, and fairly sweet. The chemical characteristics were found that the product has 70.7 kcal, 13.4 g of carbohydrate, 0.08 g of fat, 2.47 g of protein, 83.0 g of moisture, 0.44 g of dietary fiber and 0.32 g of ash. As for the consumers acceptance of the product, it was found that the consumers gave a moderate level of preference to tofu pudding product with the alternative grain-based milk. The reasons were that it was beneficial to the physical health and the suitable cost of the product was 25 baht per 160 g-size cup.

A Study of Stevia Substitute Sugar Replacer in Ready-to-drink Pineapple Jelly Products

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Keywords: Ready to Drink, Pineapple Jelly, Stevia

The Purpose of this research is to study on which (1) amount of pineapple juice, (2) amount of carrageenan and (3) amount of stevia used to substitute. The experiment plan using the Randomized Completely Block Design based on 9-Point Hedonic Scale with 30 tasters and compared the difference of confidence level at rate 95 percent with Duncans New Multiple Range Test (DMRT) by instant statistical analysis software. The result appears that amount of pineapple juice was 93.46 percent ,carrageenan was 0.56 percent and stevia was 0.66 percent which is the most acceptable by the tasters since it has a flexible, good texture , dark yellow color , has a smell of pineapple juice and has sour and sweet taste. The results of the physical properties study of A Study of Stevia Substitute Sugar Replacer in Ready-to-drink Pineapple Jelly Products found that the color is L* 57.23 , a* 2.76 and b* 48.99. The sweetness of product is 11 Brix and the pH value is 3.2. The nutritional study of product on each 100 grams, it contains 71.90 kilocalories of energy, 16.94 grams of carbohydrate, 0.72 grams of protein, 0.14 grams of fats, 0.16 grams of fiber, 81.79 grams of moisture and 0.41 grams of ashes. The result of studies found that 99% of consumers were satisfied with the product.

Guidelines for Buildings the Working-age Customer Loyalty to Purchase Organic Products in Bangkok

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Keywords: Loyalty of Customers, Service Marketing Strategy, Perception of Service Quality, Organic Products in Bangkok

This research aims to investigate guidelines for buildings the working-age customer loyalty to purchase organic products in Bangkok. The research was conducted quantitatively by studying a sample group consisting of 400 customers age between 22-55 years of age that purchased organic agricultural products in Bangkok more than two times within a period of six months. The data was collected using questionnaires and statistically analyzed for the frequency, percentage, mean, standard deviation, Confirmatory Factor Analysis (CFA), and Structural Equation Model (SEM). The results showed that the customer sampling aged between 20-25 years, who earned a bachelors degree with the average income between 20,000 35,000 THB per month. Their majority occupation was owner the business and selecting rice as their organic products, which the products are from super markets. The amounts that they spent on products were amount between 101 300 THB per time. The frequency of purchasing organic products was once a week. The duration is not consistence. The factor that affected their intention to bur organic product is their family members. Beside this, most of them are choosing organic products because of the wellness. The results show that factors that affect the loyalty of the working-age customer for organic agricultural products in Bangkok are service marketing strategy, perceived service quality, and customer satisfaction. These three factors have the greatest influence on the customers positive attitude. The customer loyalty building method corresponds to the empirical data at a very good level (Statistical values are Chi square/df=0.98, P-value=0.40272, RMSEA=0.001, GFI=0.98, and AGFI=0.97).

The Ecological Tourism Behavior in Nakhon Pathom

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Keywords: Behavior, Ecotourism, Tourist

This study aims to (1) study the behavior of eco-tourism destinations in Nakhon Pathom (2) to study the factors that influence the behavior of eco-tourism destinations in Nakhon Pathom (3) to guide ecotourism development Province. The population of tourists traveling to Thailand in Nakhon Pathom, quantitative research was primarily due to random chance. The instrument was a questionnaire and in-depth interviews, semi-structured. The statistics used in the analysis were frequency, percentage, mean, standard deviation. Found that doing this research meets the objectives set. The results of the research can be used to guide the development of tourism to increase efficiency. Which bring benefits to the relevant authorities and other parties. The satisfaction of the marketing mix (8Ps) found that tourists were satisfied with the high level of products is diverse products such as souvenirs and OTOP products, fruits and vegetables of the season, food beverages such as fruit and vegetables, organic, organic soap, etc. The price of Thailand tourist satisfaction is moderate the prices are reasonable, with labeled clearly and say the price is cheaper than buying elsewhere. For the distribution of tourists in Thailand are satisfied with the level of distribution through intermediaries in retail/wholesale, bringing products to resell with distribution channels and market products online in a convenient location, easy access, and affordable products. And the promotion of the tourist market in Thailand is satisfied with the level of media advertising and online media such as Facebook, the website of the government Radio and TV. The arrangement opens and billboards with coupons, discounts, and gifts, sales and service of a product or inviting them to participate in the event.

Administration and Protection of Customers' Secrets in Parcels Shipping within Thailand

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Keywords: Administration, Protection, Customers secrets, Parcels Shipping

This article aims to 1) provide knowledge about the postal delivery system of the Thai Postal Company, 2) maintain the parcel for customers without damage, and 3) deliver the parcel within the time specified. The content of this article has analyzed the administration and protection of customers' secrets in parcels shipping within Thailand. For the benefit of effective organization administration, including efficient service concepts to increase the number of customers, strategic operations of the organization, human resource management, team building and development of service culture to the excellence of the Thai Postal Company.

Too Much or too Few: Reverse Effects of Leaders Humor

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Keywords: Humor, Leadership, Awareness, Affect, Identification

Different from the general appreciation of leaders humor, we argue in this paper leaders humor may not be always effective, even if the type of humor is positive. Using data from 79 managers and 266 subordinates in 32 Turkish firms, the results show that leaders positive humor has reverse effects on subordinates when there is perceptual gap between leader and subordinate on leaders positive humor. That is, the less agreed in perceptions of how a leader and subordinates see leaders humor, the more negative affects and lower group identification are experienced by subordinates. With negative effects by leaders humor, this paper suggests that what matters for leader humor are not contents per se. Therefore, this paper suggests the importance of leaders humor sensitivity to reduce possible perceptual gaps on leader humor, and that leaders need to be aware of the right amount of leader humor desired from subordinates perspective. Given the reverse effects of positive leader humor found in this paper, we further caution against a blind adaptation of positive leader behaviors without considering how they would be perceived by subordinates. Theoretical and practical implications as well as limitations and future research directions are discussed.

Exploring the Business Model of Technology Fitness Entrepreneurship: A case study of Peloton and ClassPass

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Keywords: Business Model, Entrepreneurship, Technology Fitness Industry; Technological Innovation

Over the past few years, people are getting conscious about fitness and changing their lifestyle for better health. With the demand of fitness solutions for busy individuals, technological innovations and alternate exercise options are introduced to the fitness industry. Hence, technology fitness startups are growing rapidly to meet the requirement for immediacy, convenience, and flexibility of fitness-obsessed consumers. The rapid growth of fitness technology industry brings not only opportunities, but also challenges to technology-based fitness startups. This research aims to analyze overseas experience of technology fitness entrepreneurship in the U.S. about how to develop successful business models, taking advantage of the emerging opportunities as well as creating value from satisfying customers demand with technologic innovation. Through approach of case study and comparative analysis, this research is expected to identify key factors that can impact the sustainability of technology fitness entrepreneurship. Online questionnaire will be adopted to investigate the universality and acceptance of fitness technology in Taiwan and exploring the traits of potential target group as well. The research result will be applied to form a reciprocal reference from a contrasting perspective between entrepreneurship and customer to construct an industry map with profitable and applicable business model that can help technology fitness entrepreneurship in Taiwan to develop their business sustainably.

Management of Public Cold Storage Business Organization to A Sustainable Competitive Advantage

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Keywords: Public Cold Storage, Sustainable, Competitive Advantage

This article presents of study reports, concepts, theories and researches from review literatures. Important independent variables to create advantage and sustain of public cold storage organization that related with food industries in Thailand are resources, management capability, process innovation and service quality. This study will be useful for management team and public cold storage entrepreneurs to apply for creating a sustainable competitive advantage in their business. This study will be useful for government sector and private sector to promote and support in public cold storage organization, academic society to next related study as well.

Increasing the Service Efficiency of BTS Sky Train, During the Rush Hours

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Keywords: Service Efficiency, BTS Sky Train, Rush Hours

This article aims to 1) provide knowledge about increasing the service efficiency of BTS sky train, during the rush hours and 2) to propose ways to increase the passenger service efficiency of BTS sky train, during the rush hours. The content of this article contains problems of providing BTS sky train services during rush hours, how to increase passenger service efficiency and advice for the authorities. The knowledge from this article can be used to increase time management efficiency for the authorities in passenger service and related parties for development and resulting in improved service satisfaction.

The Customers Satisfaction of the Chao Phraya Express Boat Services

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Keywords: Satisfaction, Chao Phraya Express, Boat Services

This research is to study the customers satisfaction with the Chao Phraya Express Boat Services. By comparison satisfaction of the Chao Phraya Express Boat Services and various factors level of satisfaction among different genders, ages, marital status, occupation, the income of the customer. Expected benefits are 1) to understanding the customers satisfaction 2) to know the relationship between personal characteristic and behavior in using the Chao Phraya Express Boat Services 3) to formulate and strategic plan to strengthen the capability of competition of the business in the short and long term. For data analysis, will collect data of paper based on 400 samples by using a convenience questionnaire among customer or involvement in people who have used the Chao Phraya Express Boat Services. The statistic will use are a percentage (Percentage) and score average (Mean), standard deviation (SD), T-test and F test or one-way ANOVA by defining the significance level at 0.05. Based on the results will help to promote and develop into quality services, safety standards and sufficient to meet the needs of the user. This will lead to the satisfaction of the users as well as using the information to develop for commercial business benefits.

Study of Operational Procedures to Propose Ways to Increase Efficiency in the Loading and Unloading Stations

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Keywords: Operational Procedures, Operational Efficiency, Container Freight Station

The study is qualitative research. The objectives include 1) study the operation procedure in the container freight station 2) to study the operational problems in the container freight station 3) to propose solutions for increasing operational efficiency in container freight station. The data is collected from interviews, observations, and manual operation, and there are tools that are used in this study as fishbone diagram and analysis with 4M 1E, questioning by 5WH1H then analyze the causes of the process of work, ECRS principles were used to settle the update process steps of work by eliminating, combine, rearrange, simplify. The study indicated that the operation procedure of container freight station has an amount of 17 steps but found that 8 steps of the working process were in troubles. By the way, ECRS was used for resolving the issues. After improving the operation procedure, 15 steps of working process can finish the work efficiently.

Development of Staff Potentiality for Work in Process Warehouse of the Automotive Parts Industry

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Keywords: Potential Development, Warehouse, Automotive Parts Industry

This research aims to 1) study how to reduce human errors, waste time reduce, waste reduce, and costs reduce, 2) to suggest the executive for plannings enhance staff potentiality for work-in-process warehouse. By using mixed-method research, the sample was 136 people with totals 1,006 people from the warehouse department in the General Chemicals (Thailand) Co., Ltd. The data have been collected by questionnaire and in-depth interview and analyzed by descriptive statistics. It is found that, the construct of development of staff potentiality for work in process warehouse such as; mentor system variables have the highest scores 4.36, staff training and internal testing have the scores 4.31, motivation and punishment have the scores 4.09, and using operation manual have the scores 3.91 respectively. While, the construct of warehouses performance such as; reducing operational errors have the highest scores 4.55, waste time reduction have the scores 4.46, Cost reduction have the scores 4.31, and west time reduction have the scores 4.27 respectively

The Knowledge of Logistics Accounting on Warehouse Efficiency Management of Logistics Personnel in Amata City Industrial Estate

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Keywords: Logistics Accounting, Warehouse, Logistics Personnel, Amata City Industrial Estate.

This article aims to 1) measure the knowledge of logistic accounting of logistic personnel in Amata City Industrial Estate 2) study the warehouse management efficiency of the transportation staff of the company in Amata City Industrial Estate, and 3) analyze the impact of logistics accounting knowledge for warehouse management of logistics personnel in Amata City Industrial Estate. By study the distribution of knowledge, costs, and methods that can be applied to warehouse management costs, organizational account costs, analysis of procurement data, delivery restoration and operations related to cost, space usage costs and other things that can bring this expense knowledge applied to improve the transportation, warehouse distribution, and customer service to be more efficient. .

Tourist Supply Chain Management For Training & Seminar

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Keywords: Tourist, Supply Chain Management, Training, Seminar

This article aims to study tourist supply chain management for training & seminars on various activities, including gain the knowledge, experience in teamwork, good opinions, teamwork, etc., which is the travel participants learning style. Nowadays, many tour companies have come to sell tour services in this way, for companies and organizations whose research uses qualitative research methods, with quantitative interviews, uses in-depth data collection from tour companies about how to create and use them at every step from planning, information, food and accommodation, transportation, customer outreach, plan presentation, etc., until the real tourism workshop and operating results, as well as to study the behavior and opinions of companies or organizations that provide services to the management elements of supply chain tourism training seminars, that should a tour company come in to help organize training and tourism seminar.

Increasing the Efficiency of Warehouse Management, Forward Steel Line Company Limited

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Keywords: Efficiency, Warehouse Management, Forward Steel Line Company Limited

The purpose of this research was 1) to increase the efficiency of the warehouse management 3) to analyze the efficiency of the logistics management of Forward Steel Line Co., Ltd. By study the efficiency of warehouse management considering three main topics which were the internal warehouse model, inventory turnover rate and dividing the products into categories according to the base activity format and analyzing the results to understand the meaning In order to understand and use the errors in order to solve the most efficiency of the warehouse management.

The Relationship Between Supply Chain Administration and Service Capability Of Palm Oil Purchasing Busines at Chumphon Province

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Keywords: Supply Chain, Palm Oil, Service Capability

This research aims to study the relationship between supply chain administration and service capability of palm oil purchasing business at Chumphon province. 230 samples are the owner of palm oil purchasing business at Chumphon province. The questionnaire was used to collect the research data. The research was analyzed by Percentage, Mean, Standard deviation and the statistics testing with Spearmans Correlation Coefficient. This research was revealed that the majority of responses are female, having an age between 31 - 40 years, having the undergraduate degree, they are the small business size, having their own funding. The level of supply chain administrations are revealed in each aspect. Planning, sourcing and services are at the high level in over all delivery is at a moderate level. Return is at the lowest level. The important level of service capabilities are revealed in each aspect. Trust and reliability, speed, warranty, empathy are the highest level. Moreover, this study was found that the relationship between supply chain administration and service capability of palm oil purchasing business at Chumphon province with 0.01, significantly.

Tourism Logistics Management Model in Muang District, Nakhonpathom Province

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Keywords: Tourism Logistics Management Model, Tourism Logistics, Nakhonpathom Province

This research aims to 1) study the knowledge to create the Tourism Logistics Management Model (TLMM) in Muang district, Nakhon Pathom province, 2) to create the Tourism Logistics Management Model, and 3) to measure the Tourism Logistics Management Model. By using mixed-method research between quantitative method and qualitative method, the sample size was 400 people from totals 374,540 people from the tourist group and logistics service providers group. The data have been collected by questionnaire and in-depth interview 12 people and analyzed by descriptive statistics. The findings found that, the construct of Tourism Logistics Management Model (TLMM) in Muang district, Nakhon Pathom province such as; tourist services variable have score 3.91, inbound logistics have score 3.88, and outbound logistics have 3.85 respectively. While, the construct of performances tourism logistics service provider such as; increase competitive advantage variable have score 3.91, increase tourists have score 3.85, and increase income have score 3.78 respectively. Then, the Tourism Logistics Service Provider (TLSP) in muang district, Nakhon Pathom province should to use the TLMM for enhancement to performance.

Increasing the Efficiency of Product Receiving in the Case of Nim Express Co., Ltd

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Keywords: Efficiency, Product Receiving, Nim Express Co., Ltd

The purpose of this research is to 1) study the internal work processes of the product receipt 2) analyze the problems from the internal work process of the product receipt and 3) create a model to increase the efficiency of the product receiving process to be more efficient. In this research, the researcher has studied the internal processes of Nim Express Co., Ltd., therefore, sees that warehouse management or distribution center planning is one of the important work strategies that will help the business succeed and operate as more efficiently, the researchers selected the workflow theory to assemble all processes within the organization and Fish charts are analyzed to find the root cause of the problem and use ECRS theory to help increase work efficiency in process improvement. The work of the product delivery team is becoming increasingly efficient by eliminating repeated process processes and being able to use them more efficiently. Process implementation using loss reduction theory using ECRS principle of car segment, with an average operating distance of 1.57 minutes from a sampling of all 7 cars resulting in the car receiver to receive the car Reduce working time from the original, can work more efficiently.

Logistics Management for Halal Food Business

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Keywords: Halal Logistic, Logistics Management, Halal Food

The demand for halal food products is increasing not only from Muslim country but also non-Muslim customer that trust in halal food safety. Halal industry in Thailand, need to be developed to be recognized in the international market. The production process must follow Islamic laws and also the activities in the supply chain related to mobility or logistics between the various groups must be considered, involving the series of activities such as the warehousing, transportation, terminal operations and others supporting activities alongside the flow of halal logistics. This will ensure a consumers confidence in the Halal food products. It also manages logistics costs inefficiently operation

Enhancing the Local Wisdom with the Logistic System

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Keywords: Logistics 4.0 , Wisdom Products, Transportation

This research aims to enhance the value of local wisdom products that are more modern and value by using the key concepts of the 4.0 era (Industry 4.0 and logistics 4.0 and 4.0 marketing) and Transportation development to help, the researcher used methods to study local wisdom. With an interview from a group of local wisdom producers and interviews from a group of local wisdom product manufacturers and comparing the value of the new sales and the old sales figures from the updated to be in line with the concept of logistics 4.0 (Industrial 4.0 and Logistics 4.0 and Marketing 4.0) and the development of transportation Trade, The researcher will analyze the data and summarize the results by using statistics, frequency, percentage, mean and standard deviation.

Tourism Logistics Management for Muang Pattaya in Chonburi Province

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Keywords: Tourism Logistics Management, Pattaya, Chonburi Province

The purpose of this research paper was 1) to study the tourism logistics management for Muang Pattaya in Chonburi Province 2) to study the satisfaction of tourists towards the components and the tourism logistics management for Muang Pattaya in Chonburi Province 3) to study the tourism logistics management for Muang Pattaya in Chonburi Province from the perspective of tourists and those involved in area 4) to collect data to be a guideline for the development of the tourism logistics management for Muang Pattaya in Chonburi Province. The sample group used in the research was 400 tourists in Pattaya. The tools that were used for data collection were questionnaire and statistics used for data analysis: frequency distribution, percentage, mean, standard deviation. T-test, F-test, with the hypothesis of Ho: the elements of the tourism logistics management has no relationship with returning to Pattaya. Chon Buri, H1: Elements of the tourism logistics management has relation for the return trip to Pattaya Chonburi province. The benefit from this article can be used to improve the tourism logistics management for function and department concern.

Strategies for Reducing Transportation Costs by Managing the Use of Special Semi-trailer (B-Double)

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Keywords: Strategies, Transportation Costs, Special Semi-trailer (B-Double)

After the liberalization of trade in logistics and services within the framework of the ASEAN Economic Community, that have been spoken about the mode of transportation, one of the main reasons for this awareness is the concern that Thai businesses are less competitive than today, because the cost of shipping in Thailand is quite high even though many years have passed. We will set goals for cost reduction logistics up to 16 percent on the country's economic growth rate, but at present, still not successful Thai logistics costs are still high and the trend is increasing. Therefore, studying methods to find strategies which can help reduce fuel consumption per trip or making it more portable each time or in smaller quantities, such as using a special semi-trailer (B-Double) to reduce transportation costs to support the ASEAN Economic Community is an innovation presentation to reduce transportation costs, increase transportation efficiency throughout the country in order to compete with ASEAN and transportation efficiency.

Increasing the Operational Efficiency of the Warehouse Staff, Amarin Book Center Company Limited

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Keywords: Performance, Motivation, Relationship, Compensation

The objective of this research is to study the factors that affect the work efficiency of the employees in Amarin Book Center Company Limited and analyze the problems from the said factors. The content presented in this article includes relevant elements, including an environment related to supervisors and relationships with colleagues and the welfare received and work safety. Found that the work environment was at a medium level, job security factors were at a medium level, the wage and compensation factors were at a low level, job characteristics were at a medium level and interpersonal relations factors were at medium level. In this research, a guideline was proposed to increase the efficiency of each factor. Work environment factors should be safe at work in terms of wages, compensation. The performance should be evaluated fairly and transparently and the remuneration should be paid. Supervisors should trust in their work and build teamwork to help each other in their working style, providing opportunities to use their talents to accomplish tasks and relationships with colleagues should build a relationship between colleagues. In addition, information can be used within the organization to increase employee productivity, motivate employees and provide management guidance between the various components that will improve the quality of work.

Marketing Mix Factors Affecting Customer Satisfaction of Bangkok Mass Transit Bus (BMTA) in Bangkok

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Keywords: Marketing Mix, Customer Satisfaction, Bangkok Mass Transit Bus

The purposes of this research are 1) to study the marketing mix factors affecting the satisfaction of Bangkok Mass Transit Bus 2) the behavior of Bangkok Mass Transit Buss users 3) Decision making in using the Bangkok Mass Transit Bus service 4) to understand the relationship between the behavior of using the Bangkok Mass Transit Bus service and personal factors. This research uses secondary and primary data from both open and closed questionnaires from a sample of 400 people from people who have used the Bangkok Mass Transit Bus service. For collection data analysis, statistics by frequency, percentage, arithmetic mean standard deviation. Hypothesis testing will set the statistical significance level at 0.05 to enable the Bangkok Mass Transit Authority to use the results of the studies to improve develop and plan service provision in order to be in line with the needs of the people appropriately and sustainably.

Women's Bags Design with Dyed Canvas Fabric from Dried Teak Leaves

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Keywords: Dried Teak Leaves, Womens Bag, Canvas Fabric

The purposes of this special project were 1) to study dying process of canvas fabric from dried Teak leaves, 2) to design womens bags with dyed canvas fabric from dried Teak leaves, and 3) to study satisfaction of respondents towards womens bags with dyed canvas fabric from dried Teak leaves. The procedures has 4 stages follows as; dyed canvas fabric from dried Teak leaves, designed womens bags, made prototype product, and survey satisfaction of respondents towards bags. Data collected from sample of 120 women by questionnaire. Analyses of the data were performed with frequencies, percentage and mean. The results showed that most of the respondents were age below 25 years (92.50%), status of single (93.33%), bachelor degree education level (80.00%), monthly income 5,000 baht or less (57.50%), place of questionnaire response at Ruenpanya Building, RMUTP (83.33%). The respondents satisfied to womens bags overall was very satisfied level (4.46). Mean of each bag was extremely satisfied level and sorted from the high mean as follows; bag style 4 (4.53), bag style 3 and bag style 5 (4.51 as equal). More suggestion to product prototype was more decoration and had a small bag inside for keep coins.

The Impact of Board Director Characteristic on Accounting Conservatism of Thai Listed Companies

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Keywords: Board Director Characteristic, Accounting Conservatism

This research examines the relationship between the impacts of board director characteristic on unconditional accounting conservatism of Thai listed companies. The data were collected from the listed companies on the Stock Exchange of Thailand during 2016-2018, except financial sector. These secondary data were obtained from annual financial reports of each companies and also the SET Market Analysis. The data analysis were used descriptive statistics and multiple regression. The major findings showed that board size Board Independence had a positive impact on unconditional accounting conservatism and statistically is significant and have positive impact on accounting conservatism and statistically is non - significant and Board Meeting have positive impact on accounting conservatism and statistically is significant and Board Leadership have positive impact on accounting conservatism and statistically is significant of Thai Listed Companies.

Study of the Satisfaction of the Service of Thai AirAsia Airline

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Keywords: Satisfaction, Service, Airline

The objective of this research is to 1) To study the increasing efficiency of the services of Thai Air Asia Classified by personal fundamentals 2) To study the increasing efficiency of the services of Thai Air Asia Classified by airline using behavior 3) To study the increasing efficiency of the services of Thai Air Asia Marketing for 50 aviation businesses by using questionnaires as a tool for data collection. And the statistics used in the analysis are frequency, average, standard deviation, t - Test percentage and ANOVA. The result of the analysis shows that the majority of users of Thai Air Asia Airlines are found that the majority of Thai Air Asia Airlines users are female, aged between 21-30 years, with the education level at the level of Bachelor's degree with a career as a private company employee And have an average monthly income of 20,001 - 40,000 baht per month. There are 32 frequencies in using Thai Air Asia services 1-3 times / year, representing 64.0%, with the objective of traveling 38 people, representing 76.00% Use the international routes in the service of 27 people, representing 54.00 percent, which the average price of tickets per flight is lower than 10,000 baht, 38 people, representing 76.00 percent using The way of purchasing tickets through the Thai Air Asia website is 26 people, representing 52.0% and check-in through the front of the check-in count of 31 people, representing 62.0% respectively. The researcher will test the difference between the mean values of 3 or more independent variables by using the One-Way Analysis of Variance (ANOVA) and when the differences are found statistically significant at the level of 0.05 which hypothesis test results Will be in the research results section.

Factors for Decision Choosing Air-Conditioned Passenger Van Services Bangkok-Ayutthaya Route

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Keywords: Decision, Choosing, Passenger Van Services, Bangkok-Ayutthaya Route

This research is quantitative research aims to study 1) customer services that affect the decision choosing air-conditioned passenger van services Bangkok-Ayutthaya route 2) quick response that affects the decision choosing air-conditioned passenger van services Bangkok-Ayutthaya route 3) pricing that affects the decision choosing air-conditioned passenger van services Bangkok-Ayutthaya route and 4) organization services that affect the decision choosing air-conditioned passenger van services Bangkok-Ayutthaya route. The instrument used in the research was a questionnaire. The sample consisted of 400 air-conditioned passenger van users by using Taro Yamanes table finished, statistics used for data analysis were frequency, percentage, mean, and standard deviation. When considered in each aspect, it was found that every aspect affecting the decision was at a high level, price affecting (Mean = 3.86, S.D. = 0.79), organization services (Mean = 3.84, S.D. = 0.77), quick response (Mean = 3.78, S.D. = 0.78), and customer services (Mean = 3.74, S.D. = 0.88) respectively.

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