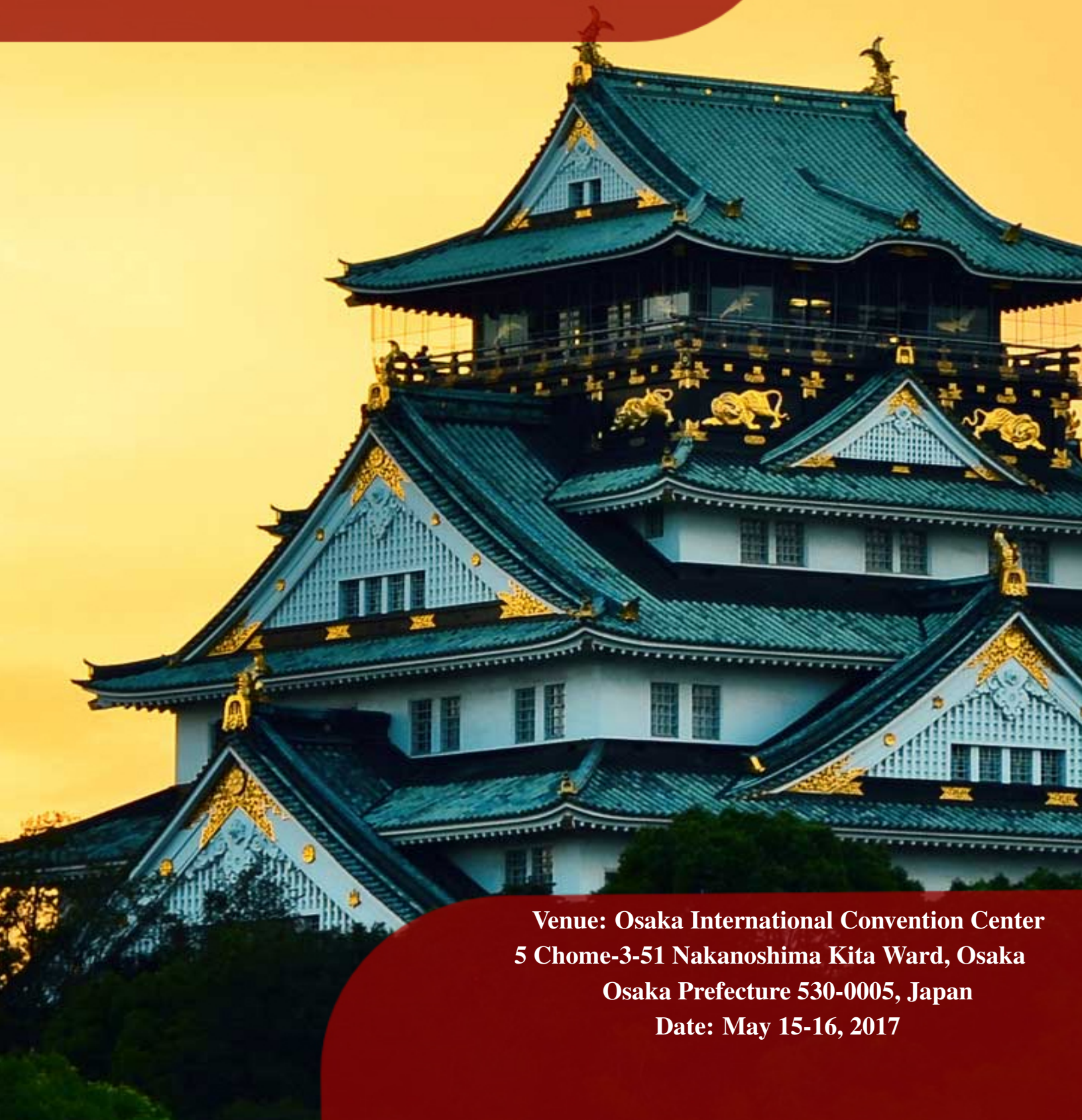


**CONFERENCE BOOK OF  
ABSTRACT PROCEEDING**



**Venue: Osaka International Convention Center  
5 Chome-3-51 Nakanoshima Kita Ward, Osaka  
Osaka Prefecture 530-0005, Japan  
Date: May 15-16, 2017**

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# Book of Abstracts Proceedings

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Osaka, Japan | May 15-16, 2017

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## 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. Sukri Palutturi**

“International Conference of Akademia 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. Sukri Palutturi

Conference Chair

Email: [conferencechair.ani@gmail.com](mailto:conferencechair.ani@gmail.com)



## KEYNOTE SPEAKER

**Dr.Chitpong Ayasanond**



Dr.Chitpong Ayasanond is the Director of Master of Business Administration in (M.B.A. Logistics and Supply Chain Management) from College of Logistics and Supply Chain Suan Sunandha Rajabhat University, Bangkok, Thailand.

Logistics is an important knowledge-based economic activity that has a major role in the world economy. The term Logistics is sometimes used almost synonymously with the term Supply Chain. A classic definition of Logistics associates it with everything involving the planning, the organization and running activities that provides customers with goods or services. Thailand is a country with an advantage in transportation and logistics due to its location at the center of the region.

However, there are significant issues such as concrete government support for the development and creation of a logistics and supply chain network. Include systematic and serious support and preparation for logistics personnel and service providers. This Academic Conference will be one of the driving-force to provide knowledge management of industry operators.

## CONFERENCE SECHDULE

ANISSH-2017

Venue:: Osaka International Convention Center 5 Chome-3-51 Nakanoshima, Kita Ward, Osaka, Osaka  
Prefecture 530-0005, Japan

**Time: Registration & Kit Distribution (8:15 am - 9:00 am)**

**Day: Monday**

**Date: May 15, 2017**

**Venue: Room 1**

09:00 am - 9:15 am	Introduction of Participants
09:15 am - 09:30 am	Inauguration and Opening address
09:30 am - 9:45am	Keynote Speech- <b>Dr. Chitpong Ayasanond</b> - Suan Sunandha Rajabhat University, Thailand
09:45 am - 10:00 am	Grand Networking Session

**Tea/Coffee Break (10:00 am - 10:30 am)**



**DAY 01 Monday (May 15, 2017)**

**First Presentation Session (10:30 am - 12:00 pm)**

**Venue: Room 1**

**Session Chair: Dr Chitpong Ayasanond**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
<b>Track A: Social and Humanities Studies</b>		
Natthakan Roothamnong	The Survey of High School Students Behaviours Towards International Programme in the Universities, Case Study of High School Students in Salaya Sub-District, Phutthamonthon District, Nakornpathom Province	IRBEMSH-057-ANI111
Thipjutha Deedom	Factor of Religious Tourism for Asian Tourist who Speak English, A Case Study of the Grand Palace Bangkok, Thailand	IRBEMSH-057-ANI118
Kanikar Sripanomwan	The Development Transportation with Lean Management; A Case of Van Transportation	IRBEMSH-057-ANI120
Hathaipun Soonthornpipit	The Development of the Law Relating to Registration of the Machinery in ASEAN Community	IRBEMSH-057-ANI126
Chattrarat Hotrawaisaya	Study Van Routes and Create a form of Transportation: A Case Study Nakorn Phathom Education Center, Suan-sunandha Rajabhat University	IRBEMSH-057-ANI112
Salisa Hemmapan	The Influence Factors of Freight Forwarders Selection Criteria among Shipper in Thailand	IRBEMSH-057-ANI114
Sasiwimon Wongwilai	Study lime supply chain in Thailand	IRBEMSH-057-ANI115

**Lunch Time: (12:00 pm - 01:00 pm)**



**DAY 01 Monday (May 15, 2017)**

**Second Presentation Session (01:00 pm - 02:30 pm)**

**Venue: Room 1**

**Session Chair:Edy Suandi Hamid**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
Bunyaporn Phoothong	Feasibility Study for the Establishment of the Restaurant Business in the Market: A Case Study of the Market, Dusit Bangkok Thailand	IRBEMSH-057-ANI103
Duangjai Jandasang	The Development of Logistics and Supply Chain to Increase the Export Value of Shrimp Farming Beautiful Thailand, Samut Prakan	IRBEMSH-057-ANI104
Anuch Nampinyo	The Market Factors that Influence the Decision to Buy the Product from the Retailer, Wattana, Bangkok, Thailand	IRBEMSH-057-ANI105
Natpatsaya Setthachotsombut	Potentiality Enhancement of Supply Chain: with Agility and Resilience Capability	IRBEMSH-057-ANI106
Jaturong Ploenhad	The Factors that Contributed to the Accident Transport Truck Transport Routes In Nakhon Pathom Thailand	IRBEMSH-057-ANI107
Pornkiat Phakdeewongthep	The Application of Greedy Randomized Adaptive Search Procedure (GRASP) for Vehicle Routing Optimization	IRBEMSH-057-ANI108
Tanasarn Panichayakorn	Factors Influencing the Reduction of Transportation Costs of Container Operators at Laem Chabang Port, Thailand Applied by AHP Technique	IRBEMSH-057-ANI110

**Tea Break: (02:30 pm - 02:45 pm)**





**DAY 01 Monday (May 15, 2017)**

**Third Presentation Session (02:45 pm - 04:00 pm)**

**Venue: Room 1**

**Session Chair: Dr Chitpong Ayasanond**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
Edy Suandi Hamid	Human Development Index and its Factors:The Effect on Global Competitiveness Index in ASEAN	IRBEMSH-057-ANI113
Wiriya Boonmalert	Factors Influencing the Enhancement of Restaurant Business for Halal Culture Tourists In Bangkok	IRBEMSH-057-ANI116
Preecha Wararatchai	The participation of Ecotourism Management in Samui District, Suratthani Province	IRBEMSH-057-ANI117
Bundit Phrapratanporn	Product Delivery Service Quality of Industrial Manufacturers	IRBEMSH-057-ANI119
Tommanee Sooksai	Study for Applying Active Learning Theory for Master Degree in Logistics Technology	IRBEMSH-057-ANI123
Dr. Jiho LEE	What Can We Learn From Sticky And Flexible Prices Excluding Regulated Prices?	IRBEMSH-057-ANI133



**DAY 01 Monday (May 15, 2017)**

**Fourth Presentation Session (01:00 pm - 02:30 pm)**

**Venue: Room 1**

**Session Chair: Dr. Sukri Palutturi**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
Kamolbhibhat Chanasith	Product Development Karanda Fruit (Carissa Carandas Linn.) Sorbets and Yogurt Ice-Cream	IRBEMSH-057-ANI127
Kraiwit Sinthukhammoon	The Analysis of Procurement and Inventory Policy: Steel Tank Firm	IRBEMSH-057-ANI129
Varaporn Saninmool	Development of Logistics Systems for Tourism in Phuthamonthon District Nakhon Pathom Province Thailand	IRBEMSH-057-ANI125
Sudarat Pimonratanakan	The Influence of the Human Resource Development through the Learning Organization that Affect the Organization Development	IRBEMSH-057-ANI130
Anchalee Hiranphaet	Study, Transportation Management of Dye Products. Case Study of ABC Co. Ltd.	IRBEMSH-057-ANI122

**Closing Ceremony: (05:00 pm -6:00 pm)**



## **Participants Registered As Listener/ Observer**

The following Scholars/ practitioners who don't have any paper presentation, however they will attending the conference as delegates & observers.

**Official ID:** IRMMHS-057-MHS101A

Vikram P. Shah,M.D.

MD- Doctor of Medicine,USA



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**Dr Chattrarat Hotrawaisaya**

College of logistics and supply chain/ Suan Sunandha Rajabhat  
University, Thailand



**Dr Chitpong Ayasanond**

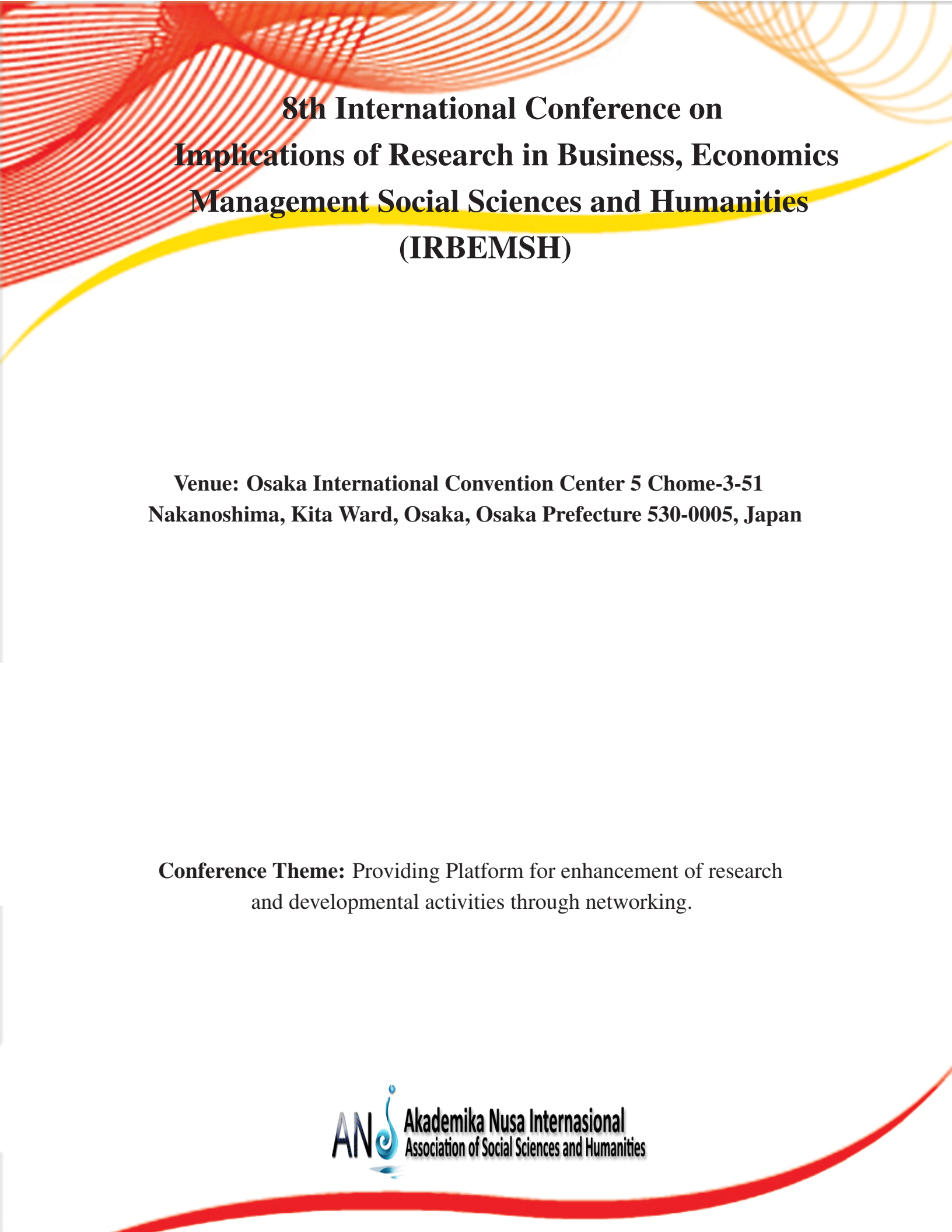
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University, Thailand



## **Conference Day 02 (May 16, 2017)**

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





**8th International Conference on  
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**Venue: Osaka International Convention Center 5 Chome-3-51  
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**Conference Theme:** Providing Platform for enhancement of research  
and developmental activities through networking.



***TRACK A***

***BUSINESS MANAGEMENT, SOCIAL SCIENCES AND HUMANITIES***



# Feasibility Study for the Establishment of the Restaurant Business in the Market: A Case Study of the Market, Dusit Bangkok Thailand

\*Bunyaporn Phoothong

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**Keywords:** Investment Worthiness, Food Shop Business

Investment Worthiness Study of Setting up Food Shop in a Floating Market: A Case Study of Dusit Floating Market was a quality research using in depth interviews and focus groups interviews and had the following objectives: 1) To evaluate investment worthiness of setting up a food shop in Dusit floating market, and 2) To study the trend of food shop in Dusit floating market. There were 2 sample groups in this research, they were, a group of shops running business in Dusit Pier slum and a group of leaders of Dusit Pier slum. Each sample group consisted of 10 persons which made a total of 20 people. Data analysis utilized the content analysis technique to verify topic/category and the pattern/themes of the research. The study results on investment of setting up food shop in Dusit Pier slum revealed that when 12 percent interest ratio was used, the value of the investment on the Setting up of food shop in Dusit Pier Project was equal to 8,949,800 baht at present, and investment return to capital investment ratio was equal to 2.09 while the duration of the investment return of the Project was 1.71 years. Apparently, investors should invest in the Setting up of food shop in Dusit Pier Project since the Project value at present was positive, benefit to capital investment ratio was high in value, and internal return of the Project was higher than the interest ratio.

# The Development of Logistics and Supply Chain to Increase the Export Value of Shrimp Farming Beautiful Thailand, Samut Prakan

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Nakhonprathom, Thailand

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**Keywords:** Development, Logistics, Supply Chain, Exports, Shrimp Beauty of Thailand.

Research to develop logistics and supply chain to increase the export value of shrimp farming beautiful Thailand. The objective of this research is to 1.) to develop logistics systems, shrimp farming are beautiful to reduce costs to export shrimp to the beauty of Thailand 2) to develop a system to support the decision to optimize the export of shrimp raising Thailand's beautiful 3) to provide guidance in the preparation of the strategic plan and the export of shrimp raising Thailand's beautiful. By studying supply chain shrimp raising Thailand's beautiful, which contains. 1 or 2), livestock farms) who collects or middlemen 3) exporters or export agent 4) logistics operators 5) foreign markets 6) Government agencies by studying the logistics system. Forms of transport such education, logistics costs. The time spent in transit in each path, as well as various obstacles, issues that should be improved and the education system to support decision making. Strategy optimization of export. Data retention by brainstorm in-depth interviews and statistical analysis of questionnaires using the arithmetic mean standard deviation classification by significant educational objectives the following. Research has found that the system bus routes to export shrimp farming are beautiful. Can display the route links between farm to export company was used to compare the path the path to the nearest and most economical use in the execution level. Packaging for transport (shrimp, khrefit) can be packed into a plastic Crate Barrel (fruit), the transport volume per trip per barrel to 26.23 and packed into boxes, foam cargo per trip increase 33.33 percent packaging to add khrefit shrimp trade value. Retail in the country can add data has increased more than 20 times the original price, and can be applied in a very good level. Decision support system for the optimization of export shrimp khrefit Thailand's beautiful. Can assist in the decision to invest, the beautiful shrimp? Investment analysis of the shrimp khrefit each. Could be used to operate on the level of supply chain strategy and good shrimp, khrefit, beautiful, creative guidelines to define strategic supply chain optimization to khrefit shrimp exports.

# The Market Factors that Influence the Decision to Buy the Product from the Retailer, Wattana, Bangkok, Thailand

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**Keywords:** Influence , Decision , Retailers

This research is a qualitative research. The objective of this study was to study the marketing mix influence purchasing from a retailer Big C, Wattana, Bangkok. By studying the individual consumer has to purchase and the marketing mix to influence purchase decisions. The findings from the analysis of consumer behavior at the service retailer Big C, Wattana, Bangkok, found that the motive for making a purchase from a retailer. Price cheaper shops 37.5 per cent of services from retailers. Sales Percentage 17.0 habit of shopping. 13.75 percent of products in a variety of products (all sizes), representing a 12 percent promotional discount as a give-away delivery service. And 11 percent of its stores near your property or 8.75 percent frequency of purchase from retailers is 3-4 times / month, representing 39.75 percent 1-2 times / week. 27.75 percent, more than four times / month 17.0 percent 1-2 times / month and 10 percent 3-4 times / week. 5.5 percent of influencing their purchasing decisions, representing 46.2 per cent, followed by family members accounted for 29.8 percent. Friends 18.3 percent And actor / Advertising 6.0 per cent buy from retailers. About 501 baht per time up to 75 per cent, followed by 301-500 THB 101 -300 12.5 per cent and 9.7 per cent lower than 100 baht per visit, representing 2.8 percent of the purchase price and acceptance. from retailers Most of the products of the home, such as soap, toothpaste, flour percent of 55.5, followed by alcoholic beverages such as soft drinks, UHT milk, fruit juice accounted for 21.5 percent snacks like nuts, canned Lay Hanami cent. 10.0 percent drink alcohol and cigarettes accounted for 8.2 percent and miscellaneous goods. 4.8 percent of consumers buy goods from the retailer at the time of 10:01 to 14:00. The most 54.0 percent from 14:01 to 18:00. 18:01 to 22:00 at 22.0 percent. 13.3 percent 06:00 to 10:00. in., and 8.2 percent after 22.00 am onwards. 2.5 per cent respectively.

# Potentiality Enhancement of Supply Chain: with Agility and Resilience Capability

\*Natpatsaya Setthachotsombut

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**Keywords:** Agility, Resilience, Supply Chain, Agility and Resilience, Industry

This article aims to identify and classifying Supply Chain Agility (SCA) and Supply Chain Resilience (SCR), what strategy are appropriate to the computer industry supply chain in Thailand among Agility, Resilience, and Firm's Performance (FP) and examine the across relationships among Agility, Resilience, Efficiency Capability, Marketing Capability, and Firm's Performance. Using mixed research methodology, for qualitative method using the questionnaire with sample size 560 places, 1,120 populations, for qualitative method using deep interview for collecting insight from manufacturers and distributors in the industry, by interviewing 6 companies with 12 populations using stratified random sampling, data analyze by various statistical techniques to ensure reliability and validity in structural equation modeling (SEM). Found that, SCA and SCR had proper strategy to apply potentiality enhancement for the computer industry supply chain. Despite of using parallel strategy perhaps it increased cost and need to prepare many resources, but the useful as worth. Although SCR had not positive effect directly to FP, but it had very high positive effect indirectly, that can't ignore. Furthermore SCA had not significance to FP, but it had positive effect directly and indirectly to Marketing Capability (MKC), which MKC support FP.

# The Factors that Contributed to the Accident Transport Truck Transport Routes In Nakhon Pathom Thailand

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**Keywords:** Accidents , Trucking , Routes , Nakhon Pathom

This research is a quantitative research focused to bring knowledge to good use in the study of the behavior of the driver and find ways to reduce accidents. This research survey (Survey Research) samples used in the research were the driver of the transport truck. Data were collected on a sample of 200 people and the tools used in the research is the use of questionnaires. That behavior Effects caused by the negligence of the driver, with an average speed of 3.44 with an average of 3.58 caused by the less experienced drivers. The average value of 3.68 of riders do not respect traffic rules, with an average of 3.81 caused by drunk drivers with an average of 3.99 caused by driving with a prank by a mean of 3.81 due to lack of awareness. safety with an average of 3.85 due to lack sleep with a mean of 3.94 is due to overtake in the restricted zone with an average of 3.64 due to lack of knowledge about how to drive safely on average. 3.54 due to lack of expertise in route with an average of 3.68, and the staff slept an average of 3.76 in the event that there is a comment that caused a rush to deliver on time with an average of 3.88 birth. the wait was used for a long time is not enough to have an average value of 3.85 and opinions and does not agree equally that the product placement is not good enough, with an average of 3.21 in the environment. traffic opinion that the visibility in poor visibility with an average of 3.51 caused by traffic congestion with an average of 3.51 from the road or the traffic is bad with an average of 3.77 and have their opinions. and do not agree equally that the weather in sweltering with an average of 3.14 in the condition opinion that the vehicle brake with an average of 3.89 of a tire poorly with an average value. 4.16 due to poor condition with an average of 4.05 on the other side have agreed and disagreed equally that of a hard luck with an average of 2.92.



# The Application of Greedy Randomized Adaptive Search Procedure (GRASP) for Vehicle Routing Optimization

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**Keywords:** Heuristic, Routing, Greedy, Vehicle

This research aimed to optimize vehicle routing of manufacturer by application of Greedy Randomized Adaptive Search Procedure (GRASP). This methodology was used to find out the shortest distance and increase the highest vehicle routing efficiency. The company had several kinds of products such as mold, jig, fixture, auto parts and machine parts. Customers, trading regularly for a period of 6 months, had 8 for the case study. Performance indicator of vehicle routing was shortest distance by comparison the results of Greedy Randomized Adaptive Search Procedure and employee experience. The results showed that the transportation distance was reduced by 76.8 km per day, from 535.9 km per day to be 459.1 km per day or 9.61%. Moreover the transportation trips were reduced from 5 trips per day to be 4 trips per day.

# Factors Influencing the Reduction of Transportation Costs of Container Operators at Laem Chabang Port, Thailand Applied by AHP Technique

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**Keywords:** Container operators, Transportation costs, Maritime shipping, Laem Chabang port, AHP technique

This research shows that, in all subject areas, the majority factor comes with the fuel expenses; 42.9 sample groups, toward influencing the reduction of transportation costs of the container operators at Laem Chabang Port, Thailand. The fuel expenses as variable costs are significantly considered to work in accounting and finance. As a result, high maritime shipping higher transportation costs, the container operators have to properly monitor these expenses under controlled conditions though. Additionally, the quarter of sample groups (approximately 25.4%) goes to the maintenance expenses similar to the fuel expenses in terms of variable costs. The maintenance costs are up, thereby driving on the transportation traffics. The preventive maintenance program would thus prevent all equipment failure before it occurs and get ready for the next round. Eventually, in the end of research, the effective optimization of transportation routing management comes up with 15.4% of sample groups. Enabling setup, routing, and route plan to be managed to avoid the empty container transportation as well using GPS technology for on time, all reduces the costs of transportation.

# The Survey of High School Students Behaviours Towards International Programme in the Universities, Case Study of High School Students in Salaya Sub-District, Phutthamonthon District, Nakornpathom Province

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**Keywords:** International Programme, Phutthamonthon District, High School Students Behaviours

To study on behavioural learning in higher education in international colleges of upper secondary school students in Salaya in order to research and explore the habits of higher education in international programs. Moreover, to identify the factors influencing to educate the universities which international program of high school students in Salaya. The research population was consisted of 200 students, which the methodologies were the self-constructed questionnaire developed by the researcher also manually collected the data. While information obtained from the questionnaires were analysed by using Percentage, Mean and Standard Deviation for supporting demographic factors, the deciding data to educate an international course and comparing to the decision to study international curriculum with the demographic factors of the respondents. It was analysed by t-test, One Way Analysis of Variance 95% The results illustrated those sample students most of the 16-year-old was a female who currently learnt on a science-based course. The samples selected for studying in international curriculum were at a high level, which the mean score was 3.91, the highest in academic human resources was 4.03, followed by the academic factor was 3.97 and the lowest related to the infrastructure and environment. The mean score was 3.79 by comparing to opt an international curriculum with the demographic factors, it was found students in different sexual interested in international curricula differently. Next, students different ages selected the international courses in differed fields. Lastly, learners who varied syllabuses similarly picked an international programme in academic fields. At statistically significant level 0.05

# **Study Van Routes and Create a form of Transportation: A Case Study Nakorn Phathom Education Center, Suansunandha Rajabhat University**

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**Keywords:** Transportation, Low cost, Service provider, Suansunandha Rajabhat University

This objective of this research is to analyze the cost of transportation for delivering students from the Salaya district to the Suansunandha Rajabhat University (Nakornpathom Education Center). The sample group is a student who studies in the College of Logistics and Supply Chain Management and the International College of 400 people. The research uses simple random sampling and Tara Yamane at 90% confidence level. The data are collected by questionnaire. It is related to travel from Salaya district to the Suansunandha Rajabhat University (Nakornpathim Education center). The questionnaire is assessed by Index of Item-Objective Congruence between 0.80-1.00. The results of this research, it showed that obstacles and the effects of transportation management for students from Salaya district and Suansunandha Rajabhat University (Nakornpathom Education Center). 1) The service provider picks up students late at pick-up and drop-off areas. 2) The service providers (drivers) wait students until the space is full, then they are departing. These data analyses can solve by defining more stop points and assign an exactly time travel. The study of transportation management for students with low costs found that the routes can be divided into 2 routes. The route from the Central Department Store (Salaya) to Nakornpathom Education Center should have 3 pick-up and drop-off areas; the central department store (Salaya District), Makro (Salaya District) and a dormitory that is opposite the Makro. The route from the Mahidol University (the fourth door) to Nakornpathom Education Center should have 2 pick-up and drop-off areas; the Mahidol University (the fourth door) and the Salaya Market. These pick-up and drop-off areas also are located on both routes. Therefore, the service providers can pick up students who live in dormitories around the university. It can reduce low passengers and waiting time.

# The Influence Factors of Freight Forwarders Selection Criteria among Shipper in Thailand

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**Keywords:** Freight Forwarders, Selection Criteria, Decision Making, Customer Satisfaction, 3PLs.

The purposes of this research are identified influence factors of freight forwarder quality services and studied how affect to shippers selection of freight forwarder providing services. According this research divided to seven objectives. First, study freight forwarders selection criteria related to six dimensions of SERVQUAL evaluation. Second, study customers satisfaction overall in price and service evaluated for freight forwarders selection criteria. Third, explore important level on six dimensions of SERVQUAL which are analysis of services decision making. Fourth, survey the level of important on overall customers satisfaction and fifth identify relationship between perceived service under key services quality attributes of shippers and 7Ps evidence in marketing affect customer satisfaction. Sixth, identify the relationship between expected service factors (7Ps) and W.O.M. affect 6 dimensions of SERVQUAL. Last, Study different of demographic of shipper perspectives. This research is developed conceptual framework from SERVQUAL, Marketing Mix for finding the results of selection Criteria International Freight Forwarders and relational performance on customer satisfaction and loyalty in Business to Business (B2B). The rapid increase amount of importing and exporting quantities in Thailand made freight forwarders firms grow up in 3PLs logistics market. This research focus on how to develop marketing strategies in competitive market.

# Study Lime Supply Chain in Thailand

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**Keywords:** Lime, Supply Chain, Wastes

Lime is currently agriculture products in Thailand, especially outside of the season makes the lack of stock in some of the finest serviced. As product prices is rising so affect to consumers who need to buy a lime in a high price or use another product substitution. It found that caused of high price by both climate and environment that does not facilitate the exit of citrus fruit. In addition process, from upstream to downstream of the lime cultivation also has processes that cause unnecessary costs to production. Which affect the efficiency and quality of the goods. Nakhon-pathom lime yields are the most vineyards in the country, with 2,846 kg./Rai/year. The objective of this research is 1) study wastes in lime at Nakhon 2) analyze and synthesis process in planting lime growers until the process to sell the harvest market. The population of this research is lime farmers in Nakornpathom province who have own farms at 21 farmers. The group sample is 5 farmers with purposive sampling. The data is analyzed into 2 parts; focus group and content analysis. The results shows lime supply chain from farmer, wholesaler and market that encounter wastes; overproduction, poor processing, high inventory, waiting and high cost in transportation. These are cost of lime and low quality to supply in market.



# Factors Influencing the Enhancement of Restaurant Business for Halal Culture Tourists in Bangkok

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**Keywords:** Restaurant Business, Halal Culture, Entrepreneurs

This research project is a survey by objective 1) To study the causal factors, factors that influence the business potential for restaurants to accommodate tourism halal culture on logistics route, thinks in the same sector, ASEAN. Contains the environment factors in the external environment factors. Factors, the availability of resources. A factor of cooperation in halal food production industry chain. To create a trust factor. And competitive advantage in factor 2) To study the causal relationship to increase its restaurant business to accommodate tourism halal culture on logistics route in the ASEAN region 3) In order to check the conformity of the model with empirical data to increase business potential restaurant to accommodate leisure. Halal culture on logistics route in the ASEAN region. By population in this study is. Muslim restaurant in Bangkok. The results of the analysis of the data found that Muslim food establishments, most of which are Muslims then. In addition, users would need to know the main Cook of halal is a Muslim, then. Raw materials must be in accordance with the methodologies of halal with as well. Business owners must be responsible if things that are need to be clean and properly according to Islamic principles. Because the main properties associated with religion. If done wrong, you'll feel the sin which is sensitive. And that is to build trust with our customers is Muslim, so as to meet the required standards of halal food is the subject of cooperation and mutual benefit is Department of Muslim consumers. Entrepreneurs and the nation.

# The participation of Ecotourism Management in Samui District, Suratthani Province

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**Keywords:** Ecotourism, Natural Environment, Participation, Evaluation

The objectives of this research were to study an Ecotourism management, to study the participation in tourism and to compare the participation in ecotourism within Samui District, Suratthani Province. The data were collected from Samui residences, totally 400 respondents. The instrument used to gather data were questionnaires with the reliability used at 0.89. The basic statically used to analyze the data were frequency, percentage, mean, standard deviation, t-test and One-Way ANOVA. The result of the study was found that the people had the strongly agreed toward the participation in ecotourism within Samui District, Suratthani Province. To consider into each aspects were found that there was one aspect which had the highest - level of agreement; it was the community organization aspect and there are 3 of high - level agreement; after ascending order from top to bottom were found as follows; Management Aspect, Learning Aspect and Natural Environment and Cultural Aspect. The factor of the participation in ecotourism which affected toward the conception of the people, the overall were found that the people had totally agreed with that. In addition, to consider into each aspect by sort out from top to bottom were found as follows; the participation on evaluation, the participation of planning, the participation on problem solving and issues and decision making on the operation policy. The conclusion on comparing of conception toward the participation in ecotourism management were classified by personal aspect were found as follows; Gender, Age, Monthly Income and length of living in Koh Samui had a significant different at .05 and the result of the comparison the conception of the people toward ecotourism management were classified by the personal factor, the overall were found that; Gender and Monthly Income had a significant different at 0.05 and in regards of Income had different in Community organization aspect, management aspect and learning aspect had a significant different at .05

# Factor of Religious Tourism for Asian Tourist who Speak English, A Case Study of the Grand Palace Bangkok, Thailand

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**Keywords:** Frequency, Percentage, Descriptive Analysis

The objectives of study of Factor of religious tourism for Asian tourist who spoke English, a case study the Grand Palace Bangkok, Thailand were : 1) to study the behavior of Asian tourists who made religious travelling on the case of the Grand Palace Bangkok, Thailand ; 2) to study the factor level of religious tourism for Asian tourists who speak English on the case study of the Grand Palace Bangkok, Thailand, and 3) to compare the differences between the factor level of religious tourism for Asian tourists who spoke English on the case study of the Grand Palace Bangkok, Thailand based on personal characteristic, using Questionnaires as a tool to collect data from a sample group, which were 385 Asian tourists who spoke English and traveled to worship the Grand Palace Bangkok, Thailand. The statistics used in the Descriptive Analysis were Frequency, Percentage, mean and standard deviation. The statistics used in testing the hypothesis were, t-test and F test. If any difference was found, the LSD pairwise comparison method was implemented. Based on the result of the study, it was found that: 1. Based on the behavior of Asian tourists who came as religious travelling on the case of The Grand Palace Bangkok, Thailand, it was found that most tourists had their reasons of visit to vow/pray for their wishes. Members in the family were persons who influenced the decision making, traveled with friends, received the information from friends, visited during 9:01 -11:30 pm., visited for the first time, intentionally visited to worship The Grand Palace Bangkok, Thailand, was very impressed with the visited place and would come back again because of having admiration and faith in the Grand Palace Bangkok, Thailand 2. The overview on the factor level of religious tourism of the Asian tourist who spoke English, a case study on the Grand Palace Bangkok, Thailand was at the high level, having an average of 4.02. In consideration of individual aspect, it was found that the accommodation aspect had the highest average level, followed by communication aspect, tourism attraction aspect, religious tourism and facilitating aspects respectively. 3. Tourists of different gender, age, educational level, and average monthly income had factor level of religious tourism for Asian tourists who spoke English, a case study of The Grand Palace Bangkok, Thailand differently at the significance level of 0.05 while the status was not very much different.

# Product Delivery Service Quality of Industrial Manufacturers

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**Keywords:** Product Delivery Service Quality, Company Image, Customer Loyalty, Structural Equation Model

Goods delivery in the manufacturing sector considered important role in business growth. While business is more competitive all the time. Businesses must find ways to support the race to find a way to survive and grow. Therefore, this research aims to study the goods delivery quality service to customers in the goods industrial manufacturer company that influence the corporate image and customer loyalty in the industry. The study was conducted by the row material purchasing officers of goods industrial manufacturer company in Nakhon Pathom province and used data analysis by structural equation model. The research found that goods delivery service quality has a direct influence on the company image and loyalty of customers, manufacturers of industrial goods and it also has indirect influence the loyalty of customers, manufacturers of industrial goods through corporate image. Research results can be used in the industry for competitive advantage of all business.

# The Development Transportation with Lean Management; a Case of Van Transportation

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**Keywords:** Lean, Wastes, Transportation

This research is study wastes in activities in transportation. The objective of this research includes 1) study wastes of transportation in university 2) study knowledge of lean manufacturing and lean tools in transportation 3) develop lean tools to reduce the lead time and improve efficiency of transportation. In this research focus on vans transportation in Suasunandha Rajabhat University. The methodology of this research is definition problems, research design, population selection, data collection and results. The population of this research is 27 van s drivers whom have contacts with the university. Group sampling is 25 drivers. The research tools are questionnaire and in depth interview. They are interviewed about the process and wastes in transportation. They are 8 wastes: overproduction, waiting, transporting, processing, inventory, movement, defects and talent that are not adding value for transportation. After that, the researcher study lean manufacturing and tools that are flexible resource, pull system, JIT and quick set up. The results of this research show that wastes in van transportation are 1) overproduction at 50% 2) waiting at 32% and processing at 15% and other at 3%. Most of drivers do not have talent about communication (42%), information technology and scheduling management at (42%, 21% and 5%) as respectively.

# Study, Transportation Management of Dye Products. Case Study of ABC Co. Ltd.

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**Keywords:** Transportation Planning, Transportation Cost reduction

The transportation management of dye production: A case study of ABC Co., Ltd. The purpose of this research was study as follow as 1. For study a process and management of translation in the part of packing and beyond paperwork, role and reimbursement. 2. For study a problem of statement and some work barrier. The result was found that a process of transportation had a productivity problems including an in external environment of an organization as follow as The IT system (ERP) , a handbook , the Safety form of legalization service was too slowly in addition to unskilled worker problems, the unsafe translation including the process of communication was so incomplete and instability. This research was based on the true knowledge , the theories and concept by academician. In addition to the suggestions for increase efficiency of process transportation and job standardizations in order to reduce error in communication according the purpose of this research

# Study for Applying Active Learning Theory for Master Degree in Logistics Technology

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**Keywords:** Active Learning, Learning Instruction

Instruction of learning is critical as a communication channel to educate the teachers were conveyed to the student to meet learning objective and current teaching model there are many forms for models with the most popular. Researcher realized the importance of learning and teaching development a comparative study for applying in the class room for Master Degree in Private University. The study objective 1) To the satisfaction of the students on the course lectures active learning. 2) For the achievement of students with some form of teaching active learning. 3) The comparative study for satisfaction and achievement of a form of active learning. Reporting in which in which it was evaluated by a panel of experts in education technology at a good level. The contents were evaluated by a panel of experts in logistics at a very good. Data were analyzed by using, mean, standard deviation, and a t-test statistic. The results indicated that efficiency of the achievement scores of the post-test were higher than that pre-test at the significant level of .01. The students satisfactions were rated at a very much level. However, there was no significant difference between students satisfactions and learning achievement at the level of .05.

# Development of Logistics Systems for Tourism in Phutthamonthon District Nakhon Pathom Province Thailand

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**Keywords:** Tourism, Logistics System

This research aimed to evaluate the logistics tourism performances system, Nakhonpathom Province. The researcher asks for information from a sample of 4 groups, comprised the tourist, community, entrepreneurs, and community leaders in Klongyong, Phutthamonthon, Nakhonpathom Province. Total 400 samples, the statistics used to analyze data such as frequencies, average percentage. The research finds that the tourist has medium satisfactions to the logistics tourism current overall. When researcher analyzes the relationship between the logistics tourism and satisfaction tourists that bring them to travel repeat. The researcher finds that the satisfaction has almost all effect. The community finds that the tourism has made many aspects of community development and has medium satisfactions to the logistics tourist management. The entrepreneurs have most satisfactions. The community leaders has ready in medium level. There are many comments from groups that aim one direction is make the tourist comes in the tourist area as ease, convenient, fast, and safety. The integrated of the individual or entity for make acting and rolling models. The meeting of the European logistics community both inside and outside has a team to responds directly, and promote a new tourist area attraction to well known for increasing the tourist.



# The Development of the Law Relating to Registration of the Machinery in ASEAN Community

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**Keywords:** ASEAN, Machinery Registration, Act, Thailand

As ASEAN community has the free trade agreement, many investors have to study policy and agreement to invest products in these countries. The researcher cooperates between university and government to find out the laws and legal in ASEAN countries. They are support how to invest and loan in each country. The objective of this research concludes 1) to study the international laws in ASEAN countries, 2) to study machinery laws that are related asset investment in ASEAN countries. The methodology of this research has 7 parts; 1) set up limitation and process with government 2) study act of machinery registration and related laws 3) study laws that control machinery asset 4) analyses and compare the acts of machinery registration on ASEAN countries 5) draft policy of act of machinery registration 6) set up a seminar in Bangkok, Thailand and 7) conclude data and present for Thai business. The population of this research is the officers of the financial institution, law firm, members of the department of industrial works about 350 people. The benefits of this research support government to draft a new act of machinery registration and decision in ASEAN countries for business.

# Product Development Karanda fruit (*Carissa carandas* Linn.) Sorbets and Yogurt ice-cream

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**Keywords:** Karanda fruit, sorbet, Ice-cream, yoghurt

Product Development Karanda Sorbets and Ice cream yogurt. The objective of this study was 1) to study the right amount of Karanda products sorbets and ice cream yogurt 2 ) to study of quality of products Karanda sorbets and ice cream yogurt and 3) to study of consumers toward the resource products Karanda sorbets and ice cream yogurt. The results are as following. Karanda fruit sorbet. The most proper quantity of Karanda fruit juice is at 30 percent. The physical properties of Karanda fruit sorbet contain the brightness level at L\*34.32, red color level at a\*41.26, yellow color level at b\*21.18, The soluble solids content of 30 Brix, overrun statistics at 25.72 melting rate at 47.32 and pH balance at 2.40. The study of the chemical quality of Karanda fruit sorbet in each 100 grams provides 91.8 kilocalories of energy, 77.1 grams of humidity, 0.15 gram of fat, ;0.20 gram of protein, 22.6 grams of carbohydrate, 0.11 gram of fiber and 0.12 gram of ash. Karanda fruit yoghurt ice-cream. The most proper quantity of Karanda fruit added in the yoghurt icecream is at 10 percent. The physical properties of Karanda fruit yoghurt ice-cream contain the brightness level at L\*52.32, red color level at a\*32.26, yellow color level at b\*21.18, viscosity level at 364.798 cps., overrun statistics at 75 . 85 , melting rate at 89.90 and pH balance 5.67. The chemical quality of Karanda fruit yoghurt ice-cream in each 100 grams provides 214 kilocalories of energy, 64.0 grams of humidity, 14.6 gram of fat, 3.14 gram of protein, 17.5 grams of carbohydrate, 0.76 gram of fiber, 0.74 gram of ash The consumer satisfaction to Karanda fruit sorbet and yoghurt ice-cream is at 100 percent.

# The Analysis of Procurement and Inventory Policy: Steel Tank Firm

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**Keywords:** Inventory Management, Continuous Review System Policy, Demand Forecast

The purpose of this study is to provide recommendation; how the targeted firm should manage their procurement and inventory. Currently, the firm has not been used any theoretical approach for determine the right amount to stock and to procure. This problem, eventually, leads to overstocking of 200-liter Steel Tank and, therefore, increasing in total cost of inventory. Hence, this study use Continuous Review System policy ( $s, Q^*$ ) in order to compare the cost to that from the current situation. By integrating data from 2013-2015 of both types of tank quality, the variation coefficients are tested. Then, the demand of the product for 12 months period will be forecasted. At last, procurement economic order quantity, inventory level and new procurement equilibrium will be defined. Result indicates that total cost of the recommended policy, from January to December 2016, is 68,775.32 Baht lower than the previous or 39.44 in percentage.

# The Influence of the Human Resource Development through the Learning Organization that Affect the Organization Development

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**Keywords:** Human Resource Development , Learning organization , Organization Development

This research aims to study. 1) To study the human resource development. Learning organization and organizational development 2) To study the human resource development on the organization of learning 3) To study the learning organization. On the development of the organization. The sample used in this study were faculty of vocational education in the private sector, Office of vocational education Commission In Khlong Sam WA, Bangkok. The 130 people by questionnaire as a tool for research. The statistics used for data analysis were percentage, mean, standard deviation. Correlation The hypothesis was tested with the use of statistical regression analysis. The study results showed that The human development resources positive influence on learning organization. Learning organization have positive influence on the development of the organization. Human resource development and the positive influence on the development of the organization. The results from this research to know. The relation of human resource development. That affect the learning organization by affecting the development of the organization. It is also a guide to the management could be adjusted the role in practice. Used as a guideline for the policy of the organization. To achieve maximum efficiency and effectiveness in the development of the organization.

# What can we Learn From Sticky And Flexible Prices Excluding Regulated Prices?

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**Keywords:** Korean Inflation Process, Economic Conditions, Consumer Price Index

Some items in the Consumer Price Index change prices frequently, while others do not. Given that monetary policy affects the real economy due to some forms of price rigidity, we focus on the different information contents in sticky and flexible price groups. Our study highlights two main findings: one is that sticky prices tend to reflect future inflation expectations. This appears consistent with the theoretical conjecture that economic agents who cannot easily change their prices would take into account inflation over the periods between their infrequent price changes. The second is that flexible prices tend to respond more powerfully to the change of Economic Conditions. This appears consistent with the theoretical conjecture that economic agents who can easily change their prices will adjust their prices largely based on the change of the economic situations. In addition, we evaluate the effects of regulated prices on the Korean Inflation Process.

# Human Development Index and its Factors: The Effect On Global Competitiveness Index in ASEAN

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**Keywords:** Human Development Index, Global Competitiveness Index, ASEAN

This research aims to identify and analyze the influence of the main factors forming the Human Development Index (HDI) toward the Global Competitiveness Index (GCI). The research was conducted for ten ASEAN countries. The dependent variable that used in the research is the global competitiveness index (GCI). Independent variable that used in the research is The life expectancy at birth, expected years of schooling, mean years of schooling, GNI per capita (2011 ppp \$) .Data obtained from UNDP, UNESCO, and World Bank. The method of analysis that used is panel granger causality and regression data panel. Analysis panel clustering non-hierarchical also used to divide the country into two clusters. The data collected from 2010 to 2015. The tools used are eviews 9 and spss 22.0. Analysis provide a summary that: (1)The high clusters includes Brunei Darrussalam, Malaysia, Singapore, Thailand, and the rest are in middle-low clusters.(2) All independent variables affect the dependent variable partially (with alpha 5%).

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# **Our Mission**

**Our mission is to encourage global communication and collaboration  
promote professional interaction lifelong learning recognize  
outstanding contributions of individuals and organizations and also  
Develop an effective and responsible platform by creating insightful  
knowledge and inspiring minds in dialogue with the world around us.**



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