

**The 4th International Students Conference on
Academic Multidisciplinary Research 2024**

March 21, 2024

Conference Room No. 1

Opening Ceremony Link : <https://meet.google.com/hsg-jsbv-vyj>

Conference room 1 Link : <https://meet.google.com/toy-yycz-atv>

Chairpersons: Kanittha Charernnit

Thailand Local Time, GMT +7

Time	Topics
12.45 - 13.00	Welcome & Soft opening
13.00 - 13.10	Opening Ceremony - Welcome Speech Asst. Prof. Dr. Anat Thapinta <i>Dean of College of Hospitality Industry Management Suan Sunandha Rajabhat University</i>
13.10 - 13.20	Welcome speech Assoc. Prof. Dr. Tatiana Podolskaya <i>Russian Presidential Academy of National Economy and Public Administration, South Russia Institute of Management, Rostov-on-Don, Russia</i>
13.30	Parallel Section
13.30 - 13.45	ETIQUETTE AND SPECIFICS OF PROFESSIONAL COMMUNICATION OF CUSTOMS OFFICIALS V.S.Poklad, S.V.Zubarev and O.V.Dyshekova <i>Rostov Branch of the Russian Customs Academy Rostov-on-Don, Russia</i>
13.45 - 14.00	EXPLORE AIRLINE STUDENT ATTITUDES TOWARD THAI AIR ASIA'S MARKETING MIX Thanakit Vasuwat, Thanatida Preedarattanosol, Kawitsara Srianong, Tanida Pinta, Surang Wannaprapha, Theppaluk Komolvani and Korawin Kungwola <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i>
14.15 – 14.30	ARTIFICIAL INTELLIGENCE DEVELOPMENT IN INDIA: REALITIES AND PROSPECTS Singkh Maria and Podolskaya Tatyana <i>South Russian Institute of Management of Russian Presidential Academy of National Economy and Public Administration Rostov-on-Don, Russia</i>

14.30 -14.45	<p>IMPACT OF AIRPORT PHYSICAL CHARACTERISTICS ON AIRLINE OPERATIONS EFFICIENCY</p> <p>Udom Phunlarp, Chitpong Ayasanond and Kantaya Cheewinaphikuson <i>Bangkokthonburi University Bangkok, Thailand</i></p>
14.45 - 15.00	<p>THE EMPIRICAL STUDY OF KEY DRIVERS EFFECT ON SOCIAL MEDIA SITES ON YOUNGSTERS PURCHASE INTENTION</p> <p>Omokhapue Emmanuel and Bodiagin Oleg <i>Rostov State University of Economics Rostov-on-Don, Russia</i></p>
15.00 – 15.15	<p>RELATIONSHIP SATISFACTION, TRUST, AND LOYALTY OF TOURISTS IN BOOKING ACCOMMODATIONS THROUGH ONLINE TRAVEL AGENCIES (OTAS)</p> <p>Panida Tunyiem, Aemmi Lin and Sutinee Threeranoot <i>Rangsit University Pathum Thani, Thailand</i></p>
15.15 – 15.30	<p>FACTORS INFLUENCING DECISION-MAKING IN SELECTION OF BEAUTY CLINIC SERVICES: A QUANTITATIVE STUDY IN BANGKOK</p> <p>Chuleerat Kerdsri, and Chitpong Ayasanond, Weera Weerasophon and Bua Srikos <i>Bangkokthonburi University Bangkok, Thailand</i></p>
15.30 – 15.45	<p>KOREAN TOURISM AND AIRLINE SATISFACTION: A CASE OF FLIGHT FROM THAILAND TO KOREA</p> <p>Thitiporn Milindra Christensen, Nareerath Selamad, Keon Woo Park, Siramon Ponjaroen, Thanakorn Sikhwa and Krit Witthawassamrankul <i>Kasem Bundit University Bangkok, Thailand</i></p>
15.45 – 16.00	<p>FACTORS AFFECTING THE SUCCESS OF ADVERTISING MEDIA BUSINESS OPERATORS IN BANGKOK</p> <p>Darunee Boonsuit and Supattra Pranee <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i></p>
16.00 – 16.15	<p>CARPENTRY BUSINESS MARKETING RESEARCH</p> <p>Tomáš Novák and Nalin Simasathiansophon <i>University of Hradec Kralove Hradec Kralove, Czech Republic</i></p>
16.30	<p>Closing Ceremony</p>

**The 4th International Students Conference on
Academic Multidisciplinary Research 2024**

March 21, 2024

Conference Room No. 2

Opening Ceremony Link : <https://meet.google.com/hsg-jsbv-vyj>

Conference room 2 Link : <https://meet.google.com/ife-mbva-kdt>

Chairpersons: Dr.Yingsak Vanpetch

Thailand Local Time, GMT +7

Time	Topics
12.45 – 13.00	Welcome & Soft opening
13.00 – 13.10	Opening Ceremony – Welcome Speech Asst. Prof. Dr. Anat Thapinta <i>Dean of College of Hospitality Industry Management Suan Sunandha Rajabhat University</i>
13.10 - 13.20	Welcome speech Assoc. Prof. Dr. Tatiana Podolskaya <i>Russian Presidential Academy of National Economy and Public Administration, South Russia Institute of Management, Rostov-on-Don, Russia</i>
13.30	Parallel Section
13.30 – 13.45	THE ROLE OF CUSTOMS AUTHORITIES IN ENSURING CONTROL OVER COMPLIANCE WITH PROHIBITIONS AND RESTRICTIONS ON FOREIGN TRADE IN GOODS O.N.Garkushina, S.V.Zubarev and O.V.Dyshekova <i>Rostov Branch of the Russian Customs Academy Rostov-on-Don, Russia</i>
13.45 – 14.00	AIRLINE STUDENT’ PERCEPTIONS TOWARDS THE QUALITY OF ONLINE EDUCATION: AIRLINE STUDENT’ EXPERIENCE OF ONLINE CLASSROOM Sarita Arsakati, Chitlada Bunchalada, Jittima Jangprajak, Kulthida Thamrongweerachart, Kanitha Charernnit and Darma R. Khairiree <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i>

Time	Topics
14.15 - 14.30	<p>EXPLORING NEW OPPORTUNITIES FOR EAEU ENERGY RESOURCE EXPORTS THROUGH STRATEGIC PLANNING</p> <p>Konov Mikhail Dmitrievich and Sharybin Evgeniy Alexandrovich <i>South Russian Institute of Management of Russian Presidential Academy of National Economy and Public Administration</i> <i>Rostov-on-Don, Russia</i></p>
14.30 - 14.45	<p>SUSTAINABLE CONSERVATION TOURISM MANAGEMENT IN KHLONG KHON COMMUNITY SAMUT SONGKHRAM PROVINCE</p> <p>Pawan Suk-im, Weera Weerasophon, Chonlada Choovanichchanon and Aishalita Iamsaard <i>Suan Sunandha Rajabhat University</i> <i>Bangkok, Thailand</i></p>
14.45 - 15.00	<p>SURVEY OF THAI TOURISTS' SATISFACTION WITH THE TOURISM IN DOI MON CHAM, MEA RIM DISTRICT, CHIANG MAI PROVINCE</p> <p>Wanchoke Hoonpadoungat, Weera Weerasophon, Bua Srikos Panruthai Hengpoom and Rujira Thongchamnan <i>Suan Sunandha Rajabhat University</i> <i>Bangkok, Thailand</i></p>
15.00 - 15.15	<p>TO STUDY CONSUMER BEHAVIOR USING SUSHIRO RESTAURANT, CENTRAL WORLD BRANCH, BANGKOK, THAILAND</p> <p>Ajala Suthisamphat, Weera Weerasophon and Thawat Laohaarunotai <i>Suan Sunandha Rajabhat University</i> <i>Bangkok, Thailand</i></p>
15.15 - 15.30	<p>ANALYZING THE IMPACT OF MARKETING MIX ON MCDONALD FOOD CONSUMPTION BEHAVIOR A STUDY IN PATHUMWAN DISTRICT, BANGKOK</p> <p>Wanphen Wirojcharoenwong, Narongrid Yimchaloenpornsakul, Wichada Akathok, Weera Weerasophon and Bua Srikos <i>Bangkokthonburi University</i> <i>Bangkok, Thailand</i></p>
15.30 - 15.45	<p>SPELLING ERROR ANALYSIS IN ENGLISH PARAGRAPH WRITING OF FIRST-YEAR STUDENTS, MAJORING IN ENGLISH, FACULTY OF LIBERAL ARTS AND SCIENCE, KASETSART UNIVERSITY, KAMPHAENG SAEN CAMPUS</p> <p>Natthida Wicharew, Nattawadee Pholprasert, Sujira Leesuwana and Kanokrat Kunasaraphan <i>Kasetsart University, Kamphaeng Sean Campus</i> <i>Nakon Pathom, Thailand</i></p>

Time	Topics
15.45 - 16.00	<p data-bbox="402 184 1398 254">IMPACT OF MOBILE BANKING ON CUSTOMER SATISFACTION: EVIDENCE FROM LEBANON</p> <p data-bbox="1122 260 1421 361">Bahaa Al Ayach <i>Beirut Arab University Beirut, Lebanon</i></p>
16.00 - 16.15	<p data-bbox="402 369 1398 438">ANALYSIS OF CUSTOMER SATISFACTION USING CONVENTION CENTER OF THAILAND THROUGH SERVQUAL MODEL</p> <p data-bbox="813 445 1421 546">Irada Jungwattanakul and Weera Weerasophon <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i></p>
16.30	Closing Ceremony

**The 4th International Students Conference on
Academic Multidisciplinary Research 2024**

March 21, 2024

Conference Room No. 3

Opening Ceremony Link : <https://meet.google.com/hsg-jsbv-vyj>

Conference room 3 Link : <https://meet.google.com/zjk-gntm-hvz>

Chairpersons: Supaksiri Prakarncharoen

Thailand Local Time, GMT +7

Time	Topics
12.45 - 13.00	Welcome & Soft opening
13.00 - 13.10	Opening Ceremony - Welcome Speech Asst. Prof. Dr. Anat Thapinta <i>Dean of College of Hospitality Industry Management Suan Sunandha Rajabhat University</i>
13.10 - 13.20	Welcome speech Assoc. Prof. Dr. Tatiana Podolskaya <i>Russian Presidential Academy of National Economy and Public Administration, South Russia Institute of Management, Rostov-on-Don, Russia</i>
13.30	Parallel Section
13.30 - 13.45	PECULIARITIES OF TEACHING TRANSLATION: FALSE FRIENDS OF AN INTERPRETER IN THE MEDICAL SPHERE Kaplaukhova Ekaterina Nikolaevna and Oksana Viktorovna Dyshekova <i>Don state technical university Rostov-on-Don, Russia</i>
13.45 - 14.00	THE GUIDELINES FOR CARBON NEUTRAL WELLNESS TOURISM IN THAILAND Suwajee Tangon and Penprapa Teeranuwat <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i>
14.15 - 14.30	INCREASING THE ROLE OF CORPORATE IDENTITY TO IMPROVE THE COMPETITIVENESS OF MODERN COMPANIES Singkh Anamika and Podolskaya Tatyana <i>South Russian Institute of Management of Russian Presidential Academy of National Economy and Public Administration Rostov-on-Don, Russia</i>

Time	Topics
14.30 - 14.45	<p>ENHANCING SERVICE HOSPITALITY FOR ELDERLY SHOPPERS: LESSONS FROM ONLINE CONSUMER BEHAVIOR IN THAILAND</p> <p>Preeya Jairurob, Chitpong Ayasanond, Weera Weerasophon, Bua Srikos and Thanaboon Manat <i>Bangkokthonburi University Bangkok, Thailand</i></p>
14.45 - 15.00	<p>TOURIST BEHAVIOR AT JODD FAIRS MARKET, DAN NERAMIT</p> <p>Sirada Chotchuang, Suchitra Rimdusit, Poosup Setsri and Sunattha Krudthong <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i></p>
15.00 – 15.15	<p>FACTOR RELATED TO DECISION MAKING ON SELECTION OF AIRLINE FOR THE UPPER MIDDLE CLASS ELDERLY PEOPLE IN BANGKOK AND METROPOLITAN AREA AFTER COVID-19</p> <p>Nisakorn Suwansingha <i>Kasem Bundit University Bangkok, Thailand</i></p>
15.15 – 15.30	<p>FACTORS AFFECTING THE BEHAVIOR OF THAI TOURISTS ON THEIR DECISION TO TRAVEL TO KOH SAMUI, SURAT THANI PROVINCE</p> <p>Chamlong Kaewphibun, Weera Weerasophon, Supasak Ngao Prasertwong And Bua Srikos <i>Bangkokthonburi University Bangkok, Thailand</i></p>
15.30 – 15.45	<p>CUSTOMER EXPECTATION AND PERCEPTION TOWARD AI CHATBOT SERVICE QUALITY FOR LOW-COST AIRLINES IN THAILAND</p> <p>Nutchirathorn Naulsom <i>Kasem Bundit University Bangkok, Thailand</i></p>
15.45 – 16.00	<p>PROBLEMS AND CHALLENGES OF THE DEVELOPMENT OF ECOLOGICAL TOURISM IN THE REPUBLIC OF KAZAKHSTAN</p> <p>Orlova Anastasia <i>Turan University Almaty, Kazakhstan</i></p>
16.30	<p>Closing Ceremony</p>

**The 4th International Students Conference on
Academic Multidisciplinary Research 2024**

March 21, 2024

Conference Room No. 4

Opening Ceremony Link : <https://meet.google.com/hsg-jsbv-vyj>

Conference room 4 Link : <https://meet.google.com/ukb-ngrd-wmy>

Chairpersons: Dr.Kamonluk Phophan

Thailand Local Time, GMT +7

Time	Topics
12.45 – 13.00	Welcome & Soft opening
13.00 - 13.10	Opening Ceremony - Welcome Speech Asst. Prof. Dr. Anat Thapinta <i>Dean of College of Hospitality Industry Management Suan Sunandha Rajabhat University</i>
13.10 - 13.20	Welcome speech Assoc. Prof. Dr. Tatiana Podolskaya <i>Russian Presidential Academy of National Economy and Public Administration, South Russia Institute of Management, Rostov-on-Don, Russia</i>
13.30	Parallel Section
13.30 – 13.45	ALGERIA'S FOREIGN TRADE IN THE LATE OTTOMAN PERIOD (1700-1830) Rogina Eeiiba <i>Don state technical university Rostov-on-Don, Russia</i>
13.45 – 14.00	SURVEY OF THAI TOURISTS' BEHAVIOR AND SATISFACTION WITH THE TOURISM IN SOUTH KOREA Wanchoke Hoonpadoungat, Weera Weerasophon, Chantouch Wannathanom, Benjaporn Yaemjamuang and Pongnawich Piraksa <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i>
14.15 – 14.30	STUDY OF BEHAVIOR AND SATISFACTION OF THAI TOURISTS CASE STUDY OF USE THE SERVICE IN AWADA HOTEL TRAT PROVINCE Pannapat Kanokaungkool, Weera Weerasophon, Supasak Ngao Prasertwong, Pimchanok Somkhuan and Thawat Laohaarunotai <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i>

Time	Topics
14.30 – 14.45	<p>UNDERSTANDING SERVICE USAGE AND DECISION-MAKING BEHAVIOR: A STUDY OF INTANIN COFFEE SHOP CUSTOMERS AT THE ROYAL THAI ARMY HEADQUARTERS</p> <p>Thawat Laohaarunotai, Weera Weerasophon, Chitpong Ayasanond, Benjaporn Yaemjamuang and Chayakorn Nuansri <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i></p>
14.45 – 15.00	<p>WORK SAFETY CLIMATE AND LEADERSHIP OF THAI CABIN CREWS IN CHARGE</p> <p>Nattaya Srisupha <i>Kasem Bundit University Bangkok, Thailand</i></p>
15.00 - 15.15	<p>THE PROSPECTS FOR THE DEVELOPMENT OF ECO-FRIENDLY HOTEL BUSINESS CONCEPT AND ITS ECONOMIC EFFICIENCY</p> <p>Dutova Nataliia and Podolskaya Tatyana <i>South Russian Institute of Management of Russian Presidential Academy of National Economy and Public Administration Rostov-on-Don, Russia</i></p>
15.15 - 15.30	<p>THE ECONOMIC FEASIBILITY OF USING WATER RESOURCES IN PRODUCTION</p> <p>Alentev Ilya, Nikulshina Anna and Podolskaya Tatyana <i>South Russian Institute of Management of Russian Presidential Academy of National Economy and Public Administration Rostov-on-Don, Russia</i></p>
15.30 - 15.45	<p>ANALYSIS OF ESG PRINCIPLES IMPLEMENTATION IN THE BUSINESS MODELS OF EUROPEAN COMPANIES</p> <p>Sofiia Dvoryashina and Tatiana Shepel <i>Rostov State University of Economics Rostov-on-Don, Russia</i></p>
15.45 - 16.00	<p>THE INFLUENCE OF IRRATIONAL FANS AND HOW TO RESTRAIN IT</p> <p>Jinyu Dai and Nalin Simasathiansophon <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i></p>
16.30	<p>Closing Ceremony</p>

**The 4th International Students Conference on
Academic Multidisciplinary Research 2024**

March 21, 2024

Conference Room No. 5

Opening Ceremony Link : <https://meet.google.com/hsg-jsbv-vyj>

Conference room 5 Link : <https://meet.google.com/gvd-cfvm-vnr>

Chairpersons: Dr. Weera Weerasophon

Thailand Local Time, GMT +7

Time	Topics
12.45 - 13.00	Welcome & Soft opening
13.00 - 13.10	Opening Ceremony - Welcome Speech Asst. Prof. Dr. Anat Thapinta <i>Dean of College of Hospitality Industry Management Suan Sunandha Rajabhat University</i>
13.10 - 13.20	Welcome speech Assoc. Prof. Dr. Tatiana Podolskaya <i>Russian Presidential Academy of National Economy and Public Administration, South Russia Institute of Management, Rostov-on-Don, Russia</i>
13.30	Parallel Section
13.30 - 13.45	ILLEGAL HUMAN TRAFFICKING IN THE MODERN WORLD Isakova Sophie Saidadlanovna, Fomina Ekaterina Sergeevna and Dyshekova Oksana Victorovna <i>Rostov Branch of the Russian Customs Academy Rostov-on-Don, Russia</i>
13.45 - 14.00	PREDICTORS OF SERVICE INNOVATION FOR ELDERLY TOURISTS AT SUVARNABHUMI AIRPORT: THE ROLE OF SERVICE QUALITY AND CUSTOMER UNDERSTANDING Tassanai Karnjanapong, Weera Weerasophon, Boontha Chailert, Bua Srikos, Vachiravit Khoo and Thawat Laohaarunotai <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i>
14.15 - 14.30	STUDY OF BEHAVIOR AND SATISFACTION OF THAI TOURISTS A CASE STUDY OF TOURISM IN THE BAN NAM CHIAO COMMUNITY, TRAT PROVINCE Pornchathiya Na Songkhla, Weera Weerasophon, Supasak Ngao Prasertwong and Thana Kitisorvorapan <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i>

Time	Topics
14.30 - 14.45	<p>THE DIGITAL BANKING REVOLUTION</p> <p>Tentcheu Kevin and Bodiagin Oleg <i>Rostov State University of Economics Rostov-on-Don, Russia</i></p>
14.45 – 15.00	<p>THE MARKETING STRATEGY OF CHINESE BRAND ELECTRIC VEHICLES IN THAILAND: A CASE STUDY OF GREAT WALL ELECTRIC VEHICLES</p> <p>Feng, Shiyi <i>Siam University Bangkok, Thailand</i></p>
15.00 – 15.15	<p>VIDEO GAMES AS A TOOL FOR PROMOTING TOURIST DESTINATIONS</p> <p>Anastasiia Volodina and Tatiana Podolskaya <i>South Russian Institute of Management of Russian Presidential Academy of National Economy and Public Administration Rostov-on-Don, Russia</i></p>
15.15 – 15.30	<p>PREPARATION FOR RETIREMENT OF THAI AIRLINE STAFF: A STUDY OF FLIGHT ATTENDANTS AND GROUND STAFF</p> <p>Krit Witthawassamrankul <i>Kasem Bundit University Bangkok, Thailand</i></p>
15.30 – 15.45	<p>SATISFACTION OF RANGSIT UNIVERSITY STUDENTS TOWARDS FACILITIES WITHIN THE UNIVERSITY</p> <p>Asma Khan, Nattakritta Kaewnern, Arunya Pisitkasem and Tasnawadee Pairoj-Boriboon <i>Rangsit University Phatumthanee, Thailand</i></p>
15.45 – 16.00	<p>MARKET RESEARCH ON MACADAMIA NUTS CONSUMPTION</p> <p>Zhenghao Cui and Nalin Simasathiansophon <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i></p>
16.30	Closing Ceremony

**The 4th International Students Conference on
Academic Multidisciplinary Research 2024**

March 21, 2024

Conference Room No. 6

Opening Ceremony Link : <https://meet.google.com/hsg-jsbv-vyj>

Conference room 6 Link : <https://meet.google.com/pqs-aunq-dvh>

Chairpersons: Dr.Nalin Simasathiansophon

Thailand Local Time, GMT +7

Time	Topics
12.45 – 13.00	Welcome & Soft opening
13.00 - 13.10	Opening Ceremony - Welcome Speech <p style="text-align: right;">Asst. Prof. Dr. Anat Thapinta <i>Dean of College of Hospitality Industry Management Suan Sunandha Rajabhat University</i></p>
13.10 - 13.20	Welcome speech <p style="text-align: right;">Assoc. Prof. Dr. Tatiana Podolskaya <i>Russian Presidential Academy of National Economy and Public Administration, South Russia Institute of Management, Rostov-on-Don, Russia</i></p>
13.30	Parallel Section
13.30 – 13.45	CUSTOMER SATISFACTION OF THAI AIRASIA’S IN-FLIGHT SERVICES: A CASE OF AIRLINE BUSINESS STUDENTS IN THAILAND <p style="text-align: right;">Sirikanjana Jantanam, Saksit Kaewbuahom, Chiraphinya Khamutpophan Yasmine Strauss Ladia and Benjapol Worasuwanarak <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i></p>
13.45 – 14.00	IMPACT OF GENERATION Y PASSENGER PERSONAL FACTORS AND ATTITUDES ON SERVICE CHOICE: A CASE STUDY OF THAI AIRASIA <p style="text-align: right;">Chitpong Ayasanond, Chutidaj Munkongtum, Weera Weerasophon and Pimchanok Somkhuam <i>Bangkokthonburi University Bangkok, Thailand</i></p>
14.15 – 14.30	THE EMPIRICAL STUDY OF KEY DRIVERS EFFECT ON SOCIAL MEDIA SITES ON YOUNGSTERS PURCHASE INTENTION <p style="text-align: right;">Mohammed Sahil <i>Siam University Bangkok, Thailand</i></p>

Time	Topics
14.30 – 14.45	<p>NATIONAL UNIVERSITY RATINGS IN THE HIGHER EDUCATION QUALITY ASSESSMENT SYSTEM</p> <p>Victor Mostovoi <i>South Russian Institute of Management of Russian Presidential Academy of National Economy and Public Administration Rostov-on-Don, Russia</i></p>
14.45 - 15.00	<p>ENGLISH LISTENING SKILLS FROM MOVIES AND CARTOON ACCORDING TO CEFR STANDARD AND ENGLISH LISTENING STRATEGIES OF JUNIOR ENGLISH MAJOR STUDENTS, FACULTY OF LIBERAL ARTS AND SCIENCE, KASETSART UNIVERSITY, KAMPHAENG SAEN CAMPUS</p> <p>Chonnarin Srisangchay, Phuripat Thane, Nuntutchapron Tunsodcharoen and Kanokrat Kunasaraphan <i>Kasetsart University, Kamphaeng Saen Campus Nakorn Pathom, Thailand</i></p>
15.00 – 15.15	<p>THE STUDY VISITOR BEHAVIOR AND SATISFACTION TO MOTOR EXPO 2023, THAILAND</p> <p>Theerat Suthisamphat, Weera Weerasophon, Thawat Laohaarunotai and Bua Srikos <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i></p>
15.15 – 15.30	<p>LGBTQ+ TARGETED SOCIAL MEDIA MARKETING STRATEGIES: AN ANALYSIS OF CONSUMERS' ATTITUDE TOWARDS BRAND ACTIVISM OF TOURISM AUTHORITY OF THAILAND</p> <p>Lucky Darlami <i>Siam University Bangkok, Thailand</i></p>
15.30 – 15.45	<p>AN EXAMINATION OF THE INFLUENCE OF MUTUAL CFO / AUDIT FIRM TENURE ON AUDIT QUALITY</p> <p>Rafka Sakr <i>Holy Spirit University of Kaslik (USEK) Jounieh, Lebanon</i></p>
15.45 – 16.00	<p>PERSPECTIVES AND GUIDELINES FOR REGULATING ONLINE GAME RECHARGING IN CHINA</p> <p>Liankai Gong and Nalin Simasathiansophon <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i></p>
16.30	Closing Ceremony