

**The 5th International Students Conference on
Academic Multidisciplinary Research 2025**

May 21, 2025

Conference Room No.1

Opening Ceremony Link : <https://meet.google.com/qcb-fmnb-qkq>

Conference room 1 Link : <https://meet.google.com/jmj-fsvq-ang>

Chairpersons: Dr.Jirawut Chernkai-pradab

Thailand Local Time, GMT +7

Time	Topics
12.45 - 13.00	Welcome & Soft opening
13.00 - 13.10	Opening Ceremony - Welcome Speech Dr. Weera Weerasophon <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	DRIVING GREEN LOGISTICS THROUGH CIRCULAR PACKAGING: A CASE STUDY OF COFFEE SHOPS AT A PRIVATE UNIVERSITY Preeya Jairurob and Chitpong Ayasanond <i>Bangkok Thonburi University Bangkok, Thailand</i>
13.45 - 14.00	COMPARATIVE ANALYSIS OF THE TOURISM BRANDS' EFFECTS OF RUSSIA, THAILAND AND CHINA Anastasiia Volodina, Tatiana Podolskaya, Pakinee Buapetch, Ratsamimai Buaroi and Xiaolong Liu <i>Russian Presidential Academy of National Economy and Public Administration, Rostov-on-Don, Russia</i>
14.15 - 14.30	THE ROLE OF SOCIAL MEDIA IN DESTINATION CHOICE DECISIONS Teerarat Sumpuntawong, Weera Weerasophon and Bua Srikos <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i>
14.30 - 14.45	FACTORS INFLUENCING HOTEL CHOICE BY GROUPS OF DIFFERENT GENERATIONS Kochetkova Vitalina, Shiltseva Avelina, Khadarkevich Anastasia and Shevchuk Ekaterina Vladimirovna <i>Peter the Great St.Petersburg Polytechnic University St.Petersburg, Russia</i>

14.45 - 15.00	<p>A STUDY OF HOW AIRLINES IN THAILAND DEAL WITH UNRULY PASSENGER BEHAVIOR</p> <p>Chamawee Pechakooop and Benjapol Worasuwanarak <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i></p>
15.00 - 15.15	<p>RECOMMENDATIONS FOR THE MODERNIZATION OF IRKUTSK TO INCREASE TOURIST FLOW</p> <p>Kukushkina Daria and Shevchuk Ekaterina Vladimirovna <i>Peter the Great St.Petersburg Polytechnic University St.Petersburg, Russia</i></p>
15.15 - 15.30	<p>THE GUIDELINES FOR PRODUCING AND DEVELOPING WORKFORCE IN THE TOURISM AND HOSPITALITY INDUSTRY BY PUBLIC AND PRIVATE EDUCATIONAL INSTITUTIONS IN TRAT PROVINCE</p> <p>Pornchathiya Na Songkhla, Weera Weerasophon and Supasak Ngao Prasertwong <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i></p>
15.30 - 15.45	<p>A STUDY ON THE BEHAVIOR AND SATISFACTION OF CHINESE TOURISTS TOWARDS TOURISM AND SERVICES IN THE WAT PHRA THAT DOI SUTHEP AREA, CHIANG MAI PROVINCE</p> <p>Atcharaporn Sripo, Weera Weerasophon and Bua Srikos <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i></p>
16.00	Closing Ceremony

**The 5th International Students Conference on
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May 21, 2025

Conference Room No.2

Opening Ceremony Link : <https://meet.google.com/qcb-fmvpb-qkq>

Conference room 2 Link : <https://meet.google.com/psr-ayfm-guv>

Chairpersons: Pimonpat Pantana

Thailand Local Time, GMT +7

Time	Topics
12.45 - 13.00	Welcome & Soft opening
13.00 - 13.10	Opening Ceremony - Welcome Speech Dr. Weera Weerasophon <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	THAI CONSUMER SATISFACTION AND BEHAVIOR IN USING SPA SERVICES IN PHUKET PROVINCE Chamlong Kaewphibun, Weera Weerasophon and Supasak Ngao Prasertwong <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i>
13.45 - 14.00	DEVELOPMENT OF A MANAGEMENT MODEL FOR SALA LOI TEMPLE FOR SUSTAINABLE CULTURAL TOURISM Sreepanja Singson and Weera Weerasophon <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i>
14.15 - 14.30	SILVER TOURISM IN THAILAND: POST-PANDEMIC MARKETING STRATEGIES FOR THE AGING SOCIETY Narongchanon Chukaew, Weera Weerasophon and Bua Srikos <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i>
14.30 - 14.45	ANALYSIS OF THE EFFECT OF FIXED ASSET INTENSITY, LEVERAGE AND SALES GROWTH ON TAX AVOIDANCE (EMPIRICAL STUDY ON NON-CYCLICALS CONSUMER SECTOR COMPANIES SECTOR COMPANIES LISTED ON THE IDX IN 2020-2023) Diani Austin, Ruslaini and Eri Kusnanto <i>Sekolah Tinggi Ilmu Ekonomi Kasih Bangsa Jakarta, Indonesia</i>

Time	Topics
14.45 - 15.00	<p>THE RELATIONSHIP BETWEEN CORPORATE REPUTATION ON CLMVT PASSENGERS' SATISFACTION AND TRUST IN ASEAN AIRLINES</p> <p style="text-align: right;">Krit Witthawassamrankul <i>Kasem Bundit University Bangkok, Thailand</i></p>
15.00 - 15.15	<p>HYPOTHESIS TESTING BETWEEN DEMOGRAPHY CHARACTERISTICS AND SATISFACTION OF STUDENT TOURISTS TOWARD CREATIVE TOURISM ACTIVITIES AT BAAN RAI KONG KHING COMMUNITY, CHIANG-MAI PROVINCE</p> <p style="text-align: right;">Arinlada Thongdang, Narin Yuenthon and Supaksiri Prakanchaen <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i></p>
15.15 - 15.30	<p>STUDY OF BEHAVIORAL DECISIONS OF THAI WOMEN REGARDING USING EYEBROW TATTOO SERVICES IN BANGKOK</p> <p style="text-align: right;">Suratswadee Promlee, Weera Weerasophon and Bua Srikos <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i></p>
15.30 - 15.45	<p>APPROACHES TO USING DIGITAL STRATEGIES IN SUSTAINABLE MARKETING CAMPAIGNS: A CASE STUDY OF ADIDAS X PARLEY</p> <p style="text-align: right;">Tiwapon Silaon, Pakkaphon Kerdphol and Jirawut Choenkiatpradap <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i></p>
16.00	Closing Ceremony

**The 5th International Students Conference on
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May 21, 2025

Conference Room No.3

Opening Ceremony Link : <https://meet.google.com/qcb-fmnb-qkq>

Conference room 3 Link : <https://meet.google.com/pbz-qcvq-ohq>

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 Dr. Weera Weerasophon <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	KEY FACTORS INFLUENCING THE ADOPTION OF ORGANIC SKINCARE PRODUCTS AMONG THAI CONSUMERS IN THE CLEAN BEAUTY ERA Sirilak Chaithipsuwan and Weera Weerasophon <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i>
13.45 - 14.00	SERVICE QUALITY AND CUSTOMER RETENTION IN 5-STAR HOTELS: A POST-PANDEMIC STUDY OF PATTAYA, THAILAND Preyaporn Teerapornlertratt, Chutidaj Munkongtum and Chitpong Ayasanond <i>Bangkok Thonburi University Bangkok, Thailand</i>
14.15 - 14.30	SERVICE STRATEGY AND COMPETITIVE ADVANTAGE OF RESORT ENTREPRENEURS IN SURAT THANI PROVINCE Porntap Pongsak, Weera Weerasophon and Bua Srikos <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i>
14.30 - 14.45	IMPORT SUBSTITUTION IN TURKEY: IMPACT ON AGRICULTURE AND INDUSTRY: HOW TURKEY IS COPING WITH THE CHALLENGES OF FOREIGN TRADE Konovalova Daria Vladimirovna, Shavrukov Shokhruz Saidalievich and Nikiforova Zhanna Aleksandrovna <i>Peter the Great St.Petersburg Polytechnic University St.Petersburg, Russia</i>

Time	Topics
14.45 - 15.00	<p>SANCTIONS AGAINST RUSSIA: IMPLICATIONS FOR TRADE WITH CHINA AND STRATEGIC ADAPTATIONS BY RUSSIAN COMPANIES</p> <p>Goncharenko Aleksander Vladimirovich, Latyntsev Ilya Vladimirovich and Nikiforova Zhana Aleksandrovna <i>Peter the Great St.Petersburg Polytechnic University St.Petersburg, Russia</i></p>
15.00 - 15.15	<p>THE DECISION-MAKING FACTORS INFLUENCING INTERNATIONAL TOURISTS IN CHOOSING HOTELS IN BANGKOK</p> <p>Chaturong Inthisorn, Weera Weerasophon and Bua Srikos <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i></p>
15.15 - 15.30	<p>STUDY OF BEHAVIOR AND SATISFACTION OF THAI TOURISTS CASE STUDY OF USE THE SERVICE IN COOKIES HOTEL KOH CHANG, TRAT PROVINCE</p> <p>Pannapat Kanokaungkool, Weera Weerasophon and Supasak Ngao Prasertwong <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i></p>
15.30 - 15.45	<p>THE DEMAND FOR ORDERING ONLINE FROM CHINA ON THE TAOBAO APP</p> <p>Kanokluk Riyaphan, Paphawarin Lophet, Kanyarat Soisangwan, Woraruethai Chaipanya and Jirawut Choenkiatpradap <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i></p>
16.00	Closing Ceremony

**The 5th International Students Conference on
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Conference Room No. 4

Opening Ceremony Link : <https://meet.google.com/qcb-fmvp-qkq>

Conference room 4 Link : <https://meet.google.com/mdu-bhxm-dgu>

Chairpersons: Chonlada Chuwanitchanon

Thailand Local Time, GMT +7

Time	Topics
12.45 - 13.00	Welcome & Soft opening
13.00 - 13.10	Opening Ceremony - Welcome Speech Dr. Weera Weerasophon <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	SWOT ANALYSIS OF COFFEE MARKETING STRATEGIES: A CASE STUDY OF KAICHONG SPECIALTY COFFEE IN THAILAND Irada Jungwattanakul and Weera Weerasophon <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i>
13.45 - 14.00	SUSTAINABLE WAREHOUSE MANAGEMENT IN A SNACK FACTORY IN SAMUT SAKHON PROVINCE USING ABC ANALYSIS Kantaya Cheewinaphikuson and Chalita Thriyawanich <i>Bangkok Thonburi University Bangkok, Thailand</i>
14.15 - 14.30	CUSTOMER EXPERIENCE IN THE DIGITAL AGE: THE ROLE OF AI AND CYBERSECURITY IN AVIATION Teeranun Pungjeen and Benjapol Worasuwannarak <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i>
14.30 - 14.45	THE GLOBAL FISH AND SEAFOOD MARKET, ITS ASSESSMENT AND FORECASTING Zazimko Viktoriia and Zhanna A. Nikiforova <i>Peter the Great St. Petersburg Polytechnic University St. Petersburg, Russia</i>

Time	Topics
14.45 - 15.00	<p>TYOLOGY OF BUSINESS MODELS IN TRANSPORT AND LOGISTICS INDUSTRY</p> <p>Kosareva Anastasia Anatolyevna <i>Rostov State University of Economics Rostov, Russia</i></p>
15.00 - 15.15	<p>MARKETING STRATEGIES OF AIRLINES IN THAILAND TO ATTRACT GENERATION Z CUSTOMERS</p> <p>Wanthanaphat Dantrakoon, Tasnawadee Pairoj-Boriboon and Dusit Sirisombat <i>Rangsit University Pathum Thani, Thailand</i></p>
15.15 - 15.30	<p>SENIOR EXECUTIVE'S COMPETENCIES TOWARD THE ROLE OF GENERAL MANAGER IN FIVE-STAR INTERNATIONAL HOTELS IN BANGKOK</p> <p>Titiya Xuto Chiemsuk, Weera Weerasophon and Penprapa Teeranuwat <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i></p>
15.30 - 15.45	<p>EXPLORING TOURIST ATTRACTIONS IN DUSIT DISTRICT, BANGKOK</p> <p>Kiattiyot Lothongsamut and Weera Weerasophon <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i></p>
16.00	Closing Ceremony

**The 5th International Students Conference on
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May 21, 2025

Conference Room No. 5

Opening Ceremony Link : <https://meet.google.com/qcb-fmnb-qkq>

Conference room 5 Link : <https://meet.google.com/kue-hnnz-yhz>

Chairpersons: Dr.Korawin Kungwola

Thailand Local Time, GMT +7

Time	Topics
12.45 - 13.00	Welcome & Soft opening
13.00 - 13.10	Opening Ceremony - Welcome Speech Dr. Weera Weerasophon <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	INTERNATIONALISMS IN TOURIST DISCOURSE: A COMPARATIVE ANALYSIS OF ENGLISH, SERBIAN, AND RUSSIAN S.A. Stepanova and O.V. Spachil <i>Kuban State University Krasnodar, Russia</i>
13.45 - 14.00	A STUDY OF TOURIST BEHAVIOR USING BTS AND MRT IN BANGKOK Thitikan Panprateep, Weera Weerasophon and Bua Srikos <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i>
14.15 - 14.30	ANIMAL AS A SYMBOL IN FRANZ KAFKA'S WORKS Diana Spivak and Olga Spachil <i>Kuban State University Krasnodar, Russia</i>
14.30 - 14.45	THE EFFECT OF IMPLEMENTATION ENTERPRISE RESOURCE PLANNING (ERP) SYSTEMS, MANAGEMENT INFORMATION SYSTEMS, AND INTERNAL CONTROL ON COMPANY PERFORMANCE Aretha Widi Ailani <i>Sekolah Tinggi Ilmu Ekonomi Kasih Bangsa Jakarta, Indonesia</i>

Time	Topics
14.45 - 15.00	<p>UNDERSTANDING PASSENGER TRUST AND DATA PRIVACY IN THE AIRLINE INDUSTRY: A STUDY OF THAI PASSENGERS</p> <p>Amiga Denny and Korawin Kungwola <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i></p>
15.00 - 15.15	<p>FACTORS INFLUENCING TOURISTS' DECISION MAKING TO USE SPA SERVICES AT HOTELS AND RESORTS IN RAYONG PROVINCE</p> <p>Chidchom Kanchula and Supasak Ngaoprasertwong <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i></p>
15.15 - 15.30	<p>PRESERVING HERITAGE, POWERING THE FUTURE: EV TRANSFORMATION FOR CLASSIC CARS</p> <p>Supakorn Suebnakom, Chaiyanan Samphanaphai, Thiraphat Totsi and Jirawut Choenkiatpradap <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i></p>
15.30 - 15.45	<p>THE IMPACT OF TOURISM IMAGE ON CULTURAL TOURISTS LOYALTY IN SAMUT SONGKHRAM PROVINCE</p> <p>Manon Arankiri and Wilailak Rakkumrung <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i></p>
16.00	Closing Ceremony

**The 5th International Students Conference on
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May 21, 2025

Conference Room No.6

Opening Ceremony Link : <https://meet.google.com/qcb-fmnb-qkq>

Conference room 6 Link : <https://meet.google.com/rdx-imhd-ppv>

Chairpersons: Dr.Arunya Pisitkasem

Thailand Local Time, GMT +7

Time	Topics
12.45 - 13.00	Welcome & Soft opening
13.00 - 13.10	Opening Ceremony - Welcome Speech Dr. Weera Weerasophon <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	CLEANTECH DEVELOPMENT IN INDIA: AN INNOVATIVE VECTOR FOR SUSTAINABLE DEVELOPMENT Singkh Maria and Podolskaya Tatyana <i>Russian Presidential Academy of National Economy and Public Administration, Rostov-on-Don, Russia</i>
13.45 - 14.00	THE STUDY OF EXPERIENCE AND SATISFACTION OF CUSTOMERS USING THAI AIRASIA FOR INTERNATIONAL TRAVEL Rujira Thongchamnan, Weera Weerasophon and Bua Srikos <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i>
14.15 - 14.30	TYPES OF IDIOMS AND IDIOM TRANSLATION STRATEGIES IN TAYLOR SWIFT'S SONGS Dachavat Sonkaew, Natnicha Yotasri, Onin Thujinda and Kanokrat Kunasaraphan <i>Kasetsart University, Kamphaeng Saen Campus Nakhon Pathom, Thailand</i>
14.30 - 14.45	MARKETING MIX FACTORS AFFECTING GASTRONOMY TOURISM OF THAI TOURIST IN WANG LANG MARKET Kanathip Klakkaewr, Poonsup Setsri and Suchitra Rimdusit <i>Suan Sunandha Rajabhat University Bangkok, Thailand</i>

Time	Topics
14.45 - 15.00	<p>MAIN ASPECTS OF THE WINE INDUSTRY</p> <p>Bobkov Alexander and Zhak Elizaveta <i>Peter the Great St. Petersburg Polytechnic University</i> <i>St. Petersburg, Russia</i></p>
15.00 - 15.15	<p>SURVEY OF THAI TOURISTS' BEHAVIOR AND SATISFACTION WITH THE TOURISM IN BANTHAT THONG ROAD, BANGKOK</p> <p>Porntap Pongsak, Weera Weerasophon and Bua Srikos <i>Suan Sunandha Rajabhat University</i> <i>Bangkok, Thailand</i></p>
15.15 - 15.30	<p>THE INFLUENCE OF SOCIAL MEDIA ON TRAVEL DECISION-MAKING BEHAVIOR AMONG ADOLESCENTS IN CHIANG MAI, THAILAND</p> <p>Jiradech Sripo, Weera Weerasophon and Bua Srikos <i>Suan Sunandha Rajabhat University</i> <i>Bangkok, Thailand</i></p>
16.00	Closing Ceremony