

Technical Session Program	
Time	Date
28 May 2021	
TECH-SESSION A (BA4605)	
Chair	Associate Professor Dr. Nattavud Pimpa
Co-Chair	Assistant Professor Dr. Kanokporn Chairasit
10.00 - 10.20 a.m.	The Second Order Confirmatory Factor Analysis for Startup Entrepreneurs of Chinese Students in Thailand By: Zhai Yunmei*, Piyada Kumpiranont and Wisit Rittiboonchai Xiangsihu College of Guangxi University for Nationalities, People's Republic of China
10.20 -10.40 a.m.	Quality of Working Life and Perceived Organization Justice Influencing on Bank Employee Commitments By: Nisaphan Pringle*, Nattanicha Na Nakorn and Wisit Rittiboonchai College Academy at Broward College Davie, National University, Orlando, USA
10.40 - 11.00 a.m.	The factors affecting of job satisfaction and organizational commitment that affect organizational citizenship behavior in universities in Bangkok metropolitan By: Thongphan Chanthavone*, Wassana Bootpo, and Wisit Rittiboonchai Faculty of Economics and Tourism, Souphanouvong University, Lao People's Democratic Republic
11.00 - 11.20 a.m.	Warehouse management optimization Blue and White Professional Logistics Company Limited in Bangkok By: Tosaporn Mahamud* and Kanokwan Panich Graduate School of Business Administration, Kasembundit University
11.20 - 11.40 a.m.	Guidelines of Training Curriculum Development for New Skill Requirements of Flight Attendants after Covid-19 Pandemic Impact By: Nattaya Srisupha*, Natesiri Ruangariyapuk and Krit Witthawassamrankul Aviation Personnel Development Institute, Kasem Bundit University
11.40 a.m. - 12.00 p.m.	Work-Stress, Coping and the Needs of Airline Customer Service Agents During Covid-19 Pandemic Spread By: Nutchirathorn Naulsom* and Krit Witthawassamrankul Aviation Personnel Development Institute, Kasem Bundit University
12.00 - 1.00 p.m.	Lunch

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1.00 - 1.20 p.m.	Influence of e-Commerce Marketing Mix and Technology Acceptance on Loyalty in Online Application “Shopee” By: Vincent Didiak Wiet Aryanto*, Darin Portangtam, Noppawan Musicabutr, and Wisit Rittiboonchai Universitas Dian Nuswantoro University, Indonesia
1.20 - 1.40 p.m.	Heuristic-based Multiple-criteria Analysis for Medical Technology Recruitment Problem with Weighted Average Competency Gap By: Rachasak Somyanonthanakul* and Jiraporn Gatedee College of Digital Innovation Technology, Rangsit University
1.40 - 2.00 p.m.	Employee Retention of Mercure Hotel Ibis Bangkok Sukhumvit 24 By: Thanet Ngernkong* and Tosaporn mahamud Graduate School of Business Administration, Kasembundit University
2.00 - 2.20 p.m.	Suitable Organizational Model for Business to Develop Self-Reliance: Case Study of Agricultural Development and Service Center Savannakhet, Lao People's Democratic Republic By: Natthida Noo-In* and Taksaya Sangayotin Graduate School of Commerce, Burapha University
2.20 - 2.40 p.m.	The Potential and Professionalism Development of Community Enterprises in Southern Border Provinces in Thailand for Sustainability By: Taksaya Sangayotin* Graduate School of Commerce, Burapha University
2.40 - 3.00 p.m.	Potential Development for Competitiveness Enhancement of Community Enterprises in Thailand’s Southern Border Provinces By: Taksaya Sangayotin* Graduate School of Commerce, Burapha University
3.00 - 3.20 p.m.	A New Model of Consultancy Business for Entrepreneurs of Smart SMEs in the New Normal Era By: Pichet Pungkiatikun* and Taksaya Sangayotin Graduate School of Commerce, Burapha University
Refreshment	