

IAMBEST 2024 PROGRAM
May 30, 2024

Oral International Session I: Business Administration

Pitta Biz

Management, Social Sciences and Humanities

Time	Code	Topic
09.30 - 09.45	OB-38	The Impact of Brand Image and Marketing Strategy on Consumer Purchase Intention: Case of R Product <i>Lianxue Cao Rujikarn Sanont and Sinittra Suksawat</i>
09.45 - 10.00	OB-39	Influential Factors Of Digital Marketing Strategy On Purchase Intention Of Consumers: Case Study S Company <i>Chen Zhang Sinittra Suksawat and Rujikarn Sanont</i>
10.00 - 10.15	OB-40	Marketing Mix Factors Influencing the Ice Cream Purchasing Decision Process of Chinese Consumers in Jiujiang City <i>Shiyu Liu and Purinat Yamakanith</i>

Oral International Session I: Business Administration

Hornbill Ballroom 2

Management, Social Sciences and Humanities

Time	Code	Topic
11.00 - 11.15	OM-43	The Study of Transformational Leadership, Effective of Use and Work Atmosphere Affecting on Online Classroom of Lecturer in Rajamangala University of Technology Srivijaya <i>Ornanong Ampha Kannika Buathongrueang Nuchanat Tupkrut Apiwat Samathi and Saree Boonrat</i>
11.15 - 11.30	OSS-72	Restorative Designs for Compact Residential Units in Thailand <i>Nawakhun Sornubol and Apichoke Lekagul</i>
11.30 - 11.45	OB-24	Marketing strategies that influence the purchasing decision Process of Consumer: a case study The Mall Group Co., Ltd. <i>Supaporn Siriphueng</i>

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Oral International Session II: Technology and Engineering

Hornbill Ballroom 2

Time	Code	Topic
13.00 - 13.15	OT-12	Techno-economic assessment of domestic technology pico-hydro power turbine <i>Nitikorn Nanthawirojsiri Netithorn Ditmin Attakarn Jansasithorn and Usa Boonbumroong</i>
13.15 - 13.30	OT-58	Application of Remote Sensing and Machine Learning for Quantifying Ocean Acidification Parameters in a Marine Protected Area <i>Joel Colobong Kanchana Nakhapakorn Jirataya Roemmontri Phaisarn Jeefoo and Naruemon Pratanwanich</i>
13.30 - 13.45	OE-13	A Comparative Study of a Preventive Maintenance Plan Using Historical Data: A Case Study of Skytrain in Thailand <i>Thirit Lertsumruai Kittchai Sojiphan Nuksit Noomwongs and Sompoap Talabgaew</i>
13.45 - 14.00	OE-14	Rolling Stock Maintenance Analysis by Using Data-Driven Approach: A Case Study of Green Line Skytrain HVAC System <i>Suchanet Jaroenjittakam Kittichai Sojiphan, Chayut Ngamkhanong and Sompoap Talabgaew</i>
14.00 - 14.15	OE-22	Criticality Analysis of Automated People Mover Components by Applying Failure Mode and Effects Analysis <i>Thanodom Sirisongkram Kittchai Sojiphan Nuksit Noomwongs and Sompoap Talabgaew</i>
14.15 - 14.30	OE-23	Effects of temperature and heat treatment time on the hardness of stainless steel <i>Kawin Jewsuwun and Prayoon Surin</i>
14.30 - 14.45	OE-26	Alteration of Relative Permeability and Investigation of Oil Recovery Mechanism during Low Salinity Waterflooding in Different Rock Formations <i>Tina Tharn Falan Srisuriyachai and Chandoeun Eng</i>

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Oral International Session III: Informatics and Engineering

Hornbill Ballroom 2

Time	Code	Topic
15.00 - 15.15	OE-27	Simple and Effective Approach for Fresh or Frozen Fish Classification Using Image Processing and Deep Learning <i>Taweepol Suesut Chanitnunt Sanbooranapunt and Ari Kuswantori</i>
15.15 - 15.30	OE-48	Development of Hemagglutination Classification Using Machine Learning Techniques Based on Proposed Shadow Augmentation <i>Aneesah Satoh Somyot Chirasatitsin and Jermphiphut Jaruenpunyasak</i>
15.30 - 15.45	OE-77	Hydroxyapatite mixed with polycaprolactone and carboxymethyl cellulose sodium salt crosslinked with acetic acid for wound dressing application <i>Orranat Eiangmee Jatupat Maikaew Naruebodee Srisang and Siriwan Srisang</i>
15.45 - 16.00	OE-90	Exploring Underground Railway Structures Using Ground Penetrating Radar: Testing Sites in Bang Klam District, Songkhla Province, Southern Thailand <i>Nisarar Prangsuwan Kamhaeng Wattanasen Sawasdee Yodkhayan and Thanan Chub-Uppakarn</i>
16.00 - 16.15	OE-92	Detection of Coconut Black Headed Caterpillar Using Aerial Imagery Combined with Artificial Intelligence <i>Orapadee Joochim Kridtat Satharanond and Wirachat Kumkun</i>
16.15 - 16.30	OE-95	A Demonstration of Solar Pyrolysis of Agricultural Waste Biomass for Green Chemical Production <i>Tawanrung Artphan Tanapat Sartsiri Surakiat Yeamamphan Kanyarat Jitsuwan Rangsimaplapngam Sirapob Boonyawanthang Ratikorn Kulporm and Srirat Chuayboon</i>
16.30 - 16.45	OI-98	Integrated Landslide Risk Assessment of Kaghan valley in the northern Pakistan <i>Punyawi Jamjareegulgarn Naseem Ahmad Muhammad Shafique Munawar Shah Bushra Ghaffar Mian Luqman Hussain José Francisco de Oliveira-Júnior and Sarun Duansuwan</i>
16.45 - 17.00	OI-99	Spatiotemporal variation of water vapor over Northeast Japan retrieved from GNSS stations <i>Kutubuddin Ansari Janusz Walo Kinga Wezka Dorota Marjanska and Punyawi Jamjareegulgarn</i>

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Oral International Session IV: Sciences and Agriculture

Broadbill Meeting Room

Time	Code	Topic
14.45 - 15.00	OA-60	Effects of edible coating on the Quality and Shelf-life of fresh-cut “Kimju” guava (<i>Psidium guajava</i>) <i>Wisanee Nueamekin Pornteera Rattanasarat and Panupat Polkham</i>
15.00 - 15.15	OS-08	Estimation Methods for the Difference between Variances of Birnbaum-Saunders Distributions Containing Zero Values with Application to Wind Speed Data in Thailand <i>Natchaya Ratasukharom Sa-Aat Niwitpong and Suparat Niwitpong</i>
15.15 - 15.30	OS-09	Confidence Intervals for the Coefficient of Variation of Zero-Adjusted Inverse Gaussian Distribution with Application to Rainfall Dispersion Data <i>Wasurat Khumpasee Sa-Aat Niwitpong and Suparat Niwitpong</i>
15.30 - 15.45	OS-35	Nanocomposite of carbon from hemp waste and silica source via mechanochemical process <i>Napat Kaewtrakulchai Kanokwan Wannason Korn Sukphunphoncharoen Sutee Chutipaijit Tawat Suriwong Pramote Puengjinda Gasidit Panomsuwan Nuttapong Ruttanadech Masayoshi Fuji and Apiluck Eiad-Ua</i>
15.45 - 16.00	OS-36	Nanoporous carbon materials from hemp waste via hydrothermal-carbonization: An effective adsorbent for phenol red <i>Korn Sukphunphoncharoen Napat Kaewtrakulchai Kanokwan Wannason, Sutee Chutipaijit Tawat Suriwong Pramote Puengjinda Gasidit Panomsuwan, Nuttapong Ruttanadech Masayoshi Fuji and Apiluck Eiad-Ua</i>
16.00 – 16.15	OS-50	AI-generated animation for improving knowledge and comprehension of triptans for acute migraine treatment in hospital pharmacists <i>Budsarin Sivathitikul Kemjira Chalermasuk Siranan Klanbut Sumet Klinhom Suteera Boonyapitaks Pattarawit Rukthong and Tulaya Potaros</i>

IAMBEST 2024 PROGRAM

May 30, 2024

Poster International Session V: Sciences and Business administration

Time	Code	Topic
13.00 - 13.10	PB-30	Enhancing Entrepreneurial Capability among Fruit Farmers: Insights from a Study of Entrepreneurial Elements and Styles in Chanthaburi Province, Thailand <i>Bhawat Chiamjinnawat</i>
13.10 - 13.20	PS-84	Efficiency of betel Leaf extract against <i>Escherichia coli</i> <i>Naree Phanchindawan Kavalee Lononglin and Kamonwan Chucheeep</i>
13.20 - 13.30	PS-25	Preparation of Amine-Functionalized Rice Husk Ash for Selective Adsorption Polyphenols from Green Tea <i>Poungmanee Phromchana Nadrada Maneesri Paphada Pathomnatikul Jinda Chuemue and Sakdinun Nuntang</i>
13.30 - 13.40	PS-34	Development of Probiotic Legume Beverages with their Potential Antioxidant and Antidiabetic Properties <i>Suree Nanasombat</i>
13.40 - 13.50	PS-57	Application of Recombinant Human scFv Antibody for Determination the Nodule Occupancy of Rhizobia from Dual Culture Inoculant <i>Chayanan Singtothong Kuntalee Rangnoi Pakpoom Boonchuen Kamonluck Teamtison Jenjira Wongdee Teerana Greetatorn Pongpan Songwattana Pongdet Piromyou Monchai Manassila Nantakorn Boonkerd Neung Teaumroong Montarop Yamabhai and Panlada Tittabutr</i>
13.50 - 14.00	PS-59	Antibacterial Activities of Kombucha Derived from Oolong Tea, Butterfly Pea, Roselle, and Peppermint <i>Engkarat Kingkaew Jutamas Pracumtong and Duangjai Ochaikul</i>
14.00 -14.10	PS-62	Empirical Correlations Between Standard Penetration Test N Value and Shear Wave Velocity from Multichannel Analysis of Surface Wave for Earthfill Dam in Northern Thailand <i>Orawan Lunanta and Siriporn Chaisri</i>
14.10 -14.20	PS-75	Assessment of Antioxidant Activity, Total Flavonoid Content, and Total Phenolic Compounds from Sequential Exhaustive Extraction of <i>Wolffia globosa</i> Cultivated in a Controlled Greenhouse Environment <i>Pakjira Patchim Chutwadee Krisanapun Sukanya Mingyai Phuwanai Palakachen Arnatchai Maiuthed and Pattarawit Rukthong</i>
14.20 - 14.30	PS-87	Microwave Pretreatment Of Sugarcane Bagasse For Bioethanol Production By <i>Saccharomyces cerevisiae</i> TISTR 5088 and <i>Pichia stipitis</i> TISTR 5806 <i>Engkarat Kingkaew Onwanya Chaimanat Siripak Wongchachom and Duangjai Ochaikul</i>