

Abstract Book

ISBN 978-974-474-104-2



The 1st

MuSE

International Conference 2025

**“Multidisciplinary Sciences
for Sustainability”**

Friday 2nd May, 2025

**Faculty of Multidisciplinary Sciences
and Entrepreneurship**

Thaksin University

Abstract Book



MuSE International Conference 2025 “Multidisciplinary Sciences for Sustainability”

Friday 2nd May, 2025

Faculty of Multidisciplinary Sciences
and Entrepreneurship

Thaksin University

Content

| | |
|---|-----------|
| Introduction | 7 |
| Welcome Speech | 8 |
| <i>By Associate Professor Dr. Rungrawee Jitpukdee</i> | |
| Scientific Program | 9 |
| MuSE IC 2025 Presentation Sessions | 11 |
| Session 1 Sustainable Society | |
| • The Potential of Creative Media to Promote Gender Equality in the Family | 21 |
| <i>Kosum Omphornuwat</i> | |
| • The Ethos of Non-Killing Samurai in The Last Samurai Film | 22 |
| <i>Tana Maneepruk</i> | |
| • Creative Media as a Catalyst for Cultural Reproduction: Revitalizing the Nora Tradition in Southern Thailand | 23 |
| <i>Koson Chauyupakarn & Parinya Sriharat</i> | |
| • Model of Participation Universal Design of Temple Facilities in Sathing Phra Peninsula, Songkhla Province | 24 |
| <i>Jamikorn Malison</i> | |
| • Development of App-Based Learning on Android: A Case Study for Health Officials in Phatthalung Province for Dementia Prevention of the Elderly, based on the Spiritual Dimension in a Multicultural Context | 25 |
| <i>Anong Phibal, Wasin Praditsilp, Malee Kumkong, & Khant Si Thu Aung</i> | |
| • Why do women participate in ROSCAs more than men? A case study of female farmers and workers in the natural rubber industry in Nakhon Si Thammarat Province, Thailand | 27 |
| <i>Pagornsit Thana</i> | |

Session 2 Sustainable Business Practices

- Unlocking Prosperity: Strategic Risk Management for Sustainable Business Practices Amid Indonesia's Digital Revolution 31
Arief Prayitno
- Opportunity and potential of Chiang Khong in exporting Thai fruits to China after the operation of Kunming-Vientiane railway 32
Sivarin Lertpusit
- Rethinking Gender in Entrepreneurship Research: A Conceptual Paper 33
Morakot Ditta-Apichai
- Forecasting Thailand's Financial Business Data Index Using the LSTM Model 34
Pimprae Ruchiramaytha & Supachai Kaewpoung
- Stock Market Revitalization: Exploring the Impact of Macroeconomics and Global Indexes 35
Shelinta Decyantra Putri
- Driving Firm Value through Risk Management: The Influence of ESG Disclosure, Profitability, and Leverage in the Energy Sector 36
Razyka Imayda
- Small and Medium-sized Businesses: Challenges and Prospects 37
Zhamilya Mukumova, Moldir Shaimerden, Zhanargul Sarieva, & Alma Zhakupova

Session 3 Sustainable Humanity

- The Power of Language in Swaying Consumer Behavior 41
Sabrina Badalova & Gilani Mutselkhanov
- Undergraduate Business Presentations: Enhancing Skills Through Case Study Approach 42
Sirikarn Thongmak
- The Challenges of Technology Integration in English Language Education: A Scoping Review of Post-Pandemic Research 43
Supatida Dumchoo
- Fostering Thaksin Identity through Active Learning in General Education: Pedagogical Strategies for First-Year Student Development 44
Chakrit Yippikun
- Understanding Digital Loyalty: How Satisfaction Transforms Experience into Retention in E-Commerce 45
Azrina Zahra Fabianti, Miguna Astuti, & Agni Rizkita Amanda

- Electronic Word of Mouth and Endorsement Effects on Consumer Behavior: 46
Evidence from *Wardah Users in Jakarta*
Amirohda Badiah Prima & Miguna Astuti
- From Hidden Tongues to Cultural Influence: The Rise of Kathoey Linguistics 47
and Queer Representation in Thai Media
Krittiya Sittichane

Session 4 Sustainable Multidisciplinary World

- Guidelines in Monitoring and Evaluating by Community on Impact Assessment: 51
A Case Study of the Trans Thailand Malaysia
Syuwari Morsu Morsu
- Designing Impactful Biology Exhibitions: A Synthesis of Best Practices, 52
Narrative Strategies, and Evaluation Frameworks
Saifon Jitnuphong & Jitiwat Kaeokueab
- The Influence of Total Quality Management and Just in Time 53
on the Operational Performance of the Restaurant “Kedai Kita”
Leonardo Zefanya Prima Firdaus & Rosali Sembiring
- The Influence of Internal and External Factors on Green Infrastructure 54
Stock Returns in Indonesia
Restina Apriliani & Dewi Cahyani Pangestuti
- Development of App-Based Learning Android: A Case Study for 55
Village Health Volunteers in the Southern Border Provinces for Dementia Prevention
of the Elderly —Spiritual Dimension of the Muslim Way
*Anong Phibal, Katekeaw Pradit, Wasin Praditsilp, Malee Kumkong, Wichan Phiban,
& Su May Aung*
- The Motivation and Behavior Intention of Chinese Female Tourists to Thailand 57
(Take Bangkok as an Example)
Yaqian Yang
- The Assessment of Beach Safety Standards from the Perspectives of 58
International Tourists: A Case Study of Cherngtalay Sub-District, Phuket
Jaran Nantabooth & Tatiyaporn Jarumaneerat

Introduction

In the face of rapid global changes encompassing environmental, social, and economic dimensions, the need for comprehensive understanding and problem-solving approaches has become increasingly urgent. These complex and interrelated challenges, from local communities to global systems, demand a multidisciplinary perspective that integrates knowledge across fields to drive meaningful and sustainable change.

One of the key responses to these emerging issues is the emphasis on sustainable development. As the world experiences accelerated economic growth alongside ongoing natural resource depletion, social disparities, and climate change, traditional business models and societal structures are being reshaped. There is a growing call for approaches that balance profitability with environmental stewardship and social responsibility, aligning closely with the United Nations Sustainable Development Goals (SDGs).

Academic research plays a critical role in addressing these global concerns by contributing new insights and innovations across environmental, cultural, social, and economic sectors. Multidisciplinary research, in particular, stands at the forefront of efforts to understand and solve real-world problems, linking academia with industry and society.

Thaksin University recognises this imperative through its strategic plan (2023–2027), particularly under Strategy No. 2, which aims to foster research that drives innovation and technology to promote spatial development and national competitiveness. Furthermore, Strategy No. 5 positions the university as a hub for “glocalization”—leveraging local wisdom to meet global standards. Through the advancement of glocal research initiatives, Thaksin University strives to support sustainable solutions and elevate its academic presence on the international stage.

This conference serves as a platform for the dissemination and exchange of multidisciplinary research findings. By bringing together scholars, researchers, and practitioners, we aim to foster collaboration, inspire innovation, and strengthen the university’s role in shaping a sustainable and inclusive future for all.

Glocalisation is the University’s initiative, compounding globalisation with localisation. This initiative reflects our University’s vision to become a world leading social innovation university.

WELCOME MESSAGE FROM THE CHAIRPERSON OF THE 1st MuSE

International Conference 2025 on Multidisciplinary Sciences for Sustainability

Associate Professor Dr. Rungrawee Jitpukdee

Acting Dean, Faculty of Multidisciplinary Sciences & Entrepreneurship
Thaksin University

It is my great pleasure to welcome you to the 1st MuSE International Conference 2025 on Multidisciplinary Sciences for Sustainability. As the chair of this esteemed gathering, I am delighted to witness scholars, researchers, and professionals from diverse fields coming together to explore and contribute to this crucial theme.

In an era where sustainability is more critical than ever, this conference serves as a vital platform to foster innovative ideas, insightful discussions, and collaborative initiatives that will pave the way for a more sustainable and resilient future. Our theme this year encapsulates the urgency and commitment required to address global challenges through interdisciplinary collaboration.

Throughout the conference, you will have the opportunity to engage with leading experts, academics, and practitioners dedicated to advancing sustainable solutions across multiple domains. This event is designed to inspire thought-provoking discussions, the exchange of groundbreaking research, and the exploration of practical strategies that can drive meaningful change on a global scale.

Your participation, insights, and commitment are essential in shaping a future that balances progress with sustainability. Together, we can catalyze transformation that benefits both our planet and its people.

Thank you for being a part of the 1st MuSE International Conference 2025. I wish you an enriching and inspiring experience.

Associate Professor Dr. Rungrawee Jitpukdee

Chairperson, 1st MuSE International Conference 2025



The 1st MuSE International Conference Program Schedule

2nd May 2025, 8.45 – 16.00 hrs. (GMT +7)

Zoom Meeting ID: 212 724 7092 | Password: music_A

<https://zoom.us/my/musetsu?pwd=NaHe57dgaCt31bSu1oWdCH2bt19VaY.1&omn=93829894013>

| Time (GMT+7) | Activity | | | |
|---------------|--|---|--|--|
| 9.00 – 9.30 | Opening Ceremony by Assoc.Prof. Rungrawee Jitpakdee, PhD, FHEA <i>Acting Dean of the Faculty of Multidisciplinary Sciences and Entrepreneurship, Thaksin University</i> | | | |
| 9.30 – 10.00 | Keynote Speaker #1: Professor Therdchai Choibamroong, PhD <i>Director of Doctor of Philosophy Program, Graduate School of Tourism Management (GSTM), National Institute of Development Administration (NIDA) Thailand</i> Topic: “ Multidisciplinary Sciences for Regenerative Tourism ” | | | |
| 10.00 – 10.10 | Token of Appreciation for Professor Therdchai Choibamroong, PhD | | | |
| 10.10 – 10.40 | Keynote Speaker #2: Asst.Prof. Chawarote Valyamedhi, PhD <i>Department of Southeast Asian Languages and Cultures, National Chengchi University, Taiwan</i> Topic: “ Multi Cultures and Sustainability: From Taiwan to ASEAN ” | | | |
| 10.40 – 10.50 | Token of Appreciation for Asst.Prof. Chawarote Valyamedhi, PhD Group Photo | | | |
| 10.50 – 12.00 | 4 Parallel Zoom Sessions (Morning) | | | |
| | <i>Sustainable Society</i> <u>Zoom A</u> Meeting ID: 212 724 7092 Password: music_A | <i>Sustainable Business Practice</i> <u>Zoom B</u> Meeting ID: 307 759 6898 Password: 74EbeS | <i>Sustainable Humanity</i> <u>Zoom C</u> Meeting ID: 315 497 4010 Password: 484176 | <i>Sustainable Multidisciplinary World</i> <u>Zoom D</u> Meeting ID: 357 223 2327 Password: music_D |

| Time (GMT+7) | Activity |
|---------------|--|
| 12.00 – 13.00 | Lunch Break |
| 13.10 – 14.30 | 4 Parallel Zoom Sessions (Afternoon) with the same meeting ID and password |
| 14.45 – 16.00 | (Return to Zoom A) Zoom Meeting ID: 212 724 7092 Password: museic_A Awards and Closing Ceremony by Dr. Wasin Praditsilp, FHEA <i>Acting Deputy Dean for Academic and Innovative Education, Faculty of Multidisciplinary Sciences and Entrepreneurship, Thaksin University</i> |

Zoom A: Sustainable Society

Presentation Schedule

Zoom Meeting ID: 212 724 7092 | Password: museic_A

<https://zoom.us/my/musetsu?pwd=NaHe57dgaCt31bSul0WdCH2bt19VaY.1&omn=93829894013>



Zoom A QR Code

- Committee: Asst.Prof. Chawarote Valyamedhi, PhD
Department of Southeast Asian Languages and Cultures, National Chengchi University, Taiwan
- Luqman Hakim, S.S., M. Hum.
Faculty of Social and Political Science, UPN Veteran Jakarta, Indonesia
- Moderator: Lect. Suwimon Tawisuwan
Lect. Vanpra Seubsakulajinda
Faculty of Multidisciplinary Sciences and Entrepreneurship, Thaksin University, Thailand

| Time | Zoom A |
|---------------|--|
| 10.50 | Presenters join their designated Zoom session with given username and password. Moderator explained the presentation rules. |
| 11.00 – 11.20 | Presenter 1 Title: The Potential of Creative Media to Promote Gender Equality in the Family Name: Kosum Omphornuwat & Nirawuth Sakulkaew |
| 11.20 – 11.40 | Presenter 2 Title: The Ethos of Non-Killing Samurai in The Last Samurai Film Name: Tana Maneepruk |
| 11.40 – 12.00 | Presenter 3 Title: Creative Media as a Catalyst for Cultural Reproduction: Revitalizing the Nora Tradition in Southern Thailand Name: Koson Chauyupakarn & Parinya Sriharat |
| 12.00 – 13.00 | Lunch Break |

| Time | Zoom A |
|---------------|--|
| 13.10 – 13.30 | Presenter 4 Title: Model of Participation Universal Design of Temple Facilities in Sathing Phra Peninsula, Songkhla Province Name: Jamikorn Malison |
| 13.30 – 13.50 | Presenter 5 Title: Development of App-Based Learning on Android: A Case Study for Health Officials in Phatthalung Province for Dementia Prevention of the Elderly, based on the Spiritual Dimension in a Multicultural Context Name: Anong Phibal, Wasin Praditsilp, Malee Kumkong, & Khant Si Thu Aung |
| 13.50 – 14.10 | Presenter 6 Title: Why do women participate in ROSCAs more than men? A case study of female farmers and workers in the natural rubber industry in Nakhon Si Thammarat Province, Thailand Name: Pagornsit Thana |

Zoom B: Sustainable Business Practice



Presentation Schedule

Zoom Meeting ID: 307 759 6898 | Password: 74EbeS

<https://zoom.us/j/3077596898?pwd=S3NnK252UzRoNkxiQkhzaWZkQVhhZz09>

Zoom B QR Code

Committee: Prof. Erna Hernawati, PhD, Ak., CA., CPMA., CGOP., CQRP.

Asst.Prof. Indri Arrafi Julianniasa, SE., ME.

Faculty of Economics and Business, UPN Veteran Jakarta, Indonesia

Moderator: Lect. Wanwisa Watcharakorn

Lect. Purimprat Songsri

Faculty of Multidisciplinary Sciences and Entrepreneurship, Thaksin University, Thailand

| Time | Zoom B |
|---------------|---|
| 10.50 | Presenters join their designated Zoom session with given username and password. Moderator explained the presentation rules. |
| 11.00 – 11.20 | Presenter 1 Title: Unlocking Prosperity: Strategic Risk Management for Sustainable Business Practices Amid Indonesia's Digital Revolution Name: Arief Prayitno |
| 11.20 – 11.40 | Presenter 2 Title: Opportunity and Potential of Chiang Khong in Exporting Thai Fruits to China after the Operation of Kunming-Vientiane Railway Name: Sivarin Lertpusit, Therapat Chaipipat, & Pittaya Suvakanta |
| 11.40 – 12.00 | Presenter 3 Title: Rethinking Gender in Entrepreneurship Research: A Conceptual Paper Name: Morakot Ditta-Apichai |
| 12.00 – 13.00 | Lunch Break |

| Time | Zoom B |
|---------------|---|
| 13.10 – 13.30 | Presenter 4 Title: Forecasting Thailand's Financial Business Data Index Using the LSTM Model Name: Pimprae Ruchiramaytha & Supachai Kaewpoung |
| 13.30 – 13.50 | Presenter 5 Title: Stock Market Revitalization: Exploring the Impact of Macroeconomics and Global Indexes Name: Shelinta Decyantra Putri & Ardhiani Fadila |
| 13.50 – 14.10 | Presenter 6 Title: Driving Firm Value through Risk Management: The Influence of ESG Disclosure, Profitability, and Leverage in the Energy Sector Name: Razyka Imayda & Dewi Cahyani Pangestuti |
| 14.10 – 14.30 | Presenter 7 Title: Small and Medium-sized Businesses: Challenges and Prospects Name: Zhamilya Mukumova, Moldir Shaimerden, Zhanargul Sarieva, & Alma Zhakupova |

Zoom C: Sustainable Humanity

Presentation Schedule

Zoom Meeting ID: 315 497 4010 | Password: 484176

<https://zoom.us/j/3154974010?pwd=fPxulwSf7cviGXrS1DQlaSDw7SWPOZ.1>



Zoom C QR Code

Committee: Assoc.Prof. Sasa Watanapokakul, PhD
Faculty of Liberal Arts, Mahidol University, Thailand

Dr. Rungkan Leelasopawut
College of Integrated Science and Technology, Rajamangala University of Technology Lanna, Thailand

Moderator: Lect. Patitta Gosalvittra
Lect. Thianthip Diawkee
Faculty of Multidisciplinary Sciences and Entrepreneurship, Thaksin University, Thailand

| Time | Zoom C |
|---------------|---|
| 10.50 | Presenters join their designated Zoom session with given username and password. Moderator explained the presentation rules. |
| 11.00 – 11.20 | Presenter 1 Title: The Power of Language in Swaying Consumer Behavior Name: Sabrina Badalova & Gilani Mutselkhanov |
| 11.20 – 11.40 | Presenter 2 Title: Undergraduate Business Presentations: Enhancing Skills Through Case Study Approach Name: Sirikarn Thongmak |
| 11.40 – 12.00 | Presenter 3 Title: The Challenges of Technology Integration in English Language Education: A Scoping Review of Post-Pandemic Research Name: Supatida Dumchoo |
| 12.00 – 13.00 | Lunch Break |

| Time | Zoom C |
|---------------|--|
| 13.10 – 13.30 | Presenter 4 Title: Fostering Thaksin Identity through Active Learning in General Education: Pedagogical Strategies for First-Year Student Development Name: Chakrit Yippikun |
| 13.30 – 13.50 | Presenter 5 Title: Understanding Digital Loyalty: How Satisfaction Transforms Experience into Retention in E-Commerce Name: Azrina Zahra Fabianti, Miguna Astuti, & Agni Rizkita Amanda |
| 13.50 – 14.10 | Presenter 6 Title: Electronic Word of Mouth and Endorsement Effects on Consumer Behavior: Evidence from <i>Wardah</i> Users in Jakarta Name: Amirohda Badiah Prima & Miguna Astuti |
| 14.10 – 14.30 | Presenter 7 Title: From Hidden Tongues to Cultural Influence: The Rise of <i>Kathoe</i> y Linguistics and Queer Representation in Thai Media Name: Krittiya Sittichane |

Zoom D: Sustainable Multidisciplinary World

Presentation Schedule

Zoom Meeting ID: 357 223 2327 | Password: museic_D

<https://zoom.us/j/3572232327?pwd=QZbM9DBqxucyh7un3N508rGap23l3o.1&omn=95014246771>



Zoom D QR Code

Committee: Dr. Miguna Astuti, S.Si., MM., MOS., CPM., CIRR.
Faculty of Economics and Business, UPN Veteran Jakarta, Indonesia

Asst.Prof. Salinee Santiteerakul, PhD
Multidisciplinary and Interdisciplinary School, Chiang Mai University, Chiang Mai

Moderator: Lect. Supatida Dumchoo
Ms. Pimchanok Kaewudom
Faculty of Multidisciplinary Sciences and Entrepreneurship, Thaksin University, Thailand

| Time | Zoom D |
|---------------|--|
| 10.50 | Presenters join their designated Zoom session with given username and password. Moderator explained the presentation rules. |
| 11.00 – 11.20 | Presenter 1 Title: Guidelines in Monitoring and Evaluating by Community on Impact Assessment: A Case Study of the Trans Thailand Malaysia Name: Syuwari Morsu Morsu |
| 11.20 – 11.40 | Presenter 2 Title: Designing Impactful Biology Exhibitions: A Synthesis of Best Practices, Narrative Strategies, and Evaluation Frameworks Name: Saifon Jitnuphong & Jitiwat Kaeokueab |
| 11.40 – 12.00 | Presenter 3 Title: The Influence of Total Quality Management and Just in Time on the Operational Performance of the Restaurant "Kedai Kita" Name: Leonardo Zefanya Prima Firdaus & Rosali Sembiring |

| Time | Zoom D |
|---------------|--|
| 12.00 – 13.00 | Lunch Break |
| 13.10 – 13.30 | Presenter 4 Title: The Influence of Internal and External Factors on Green Infrastructure Stock Returns in Indonesia Name: Restina Apriliani & Dewi Cahyani Pangestuti |
| 13.30 – 13.50 | Presenter 5 Title: Development of App-Based Learning Android: A Case Study for Village Health Volunteers in the Southern Border Provinces for Dementia Prevention of the Elderly—Spiritual Dimension of the Muslim Way Name: Anong Phibal, Katekeaw Pradit, Wasin Praditsilp, Malee Kumkong, Wichan Phiban, & Su May Aung |
| 13.50 – 14.10 | Presenter 6 Title: The Motivation and Behavior Intention of Chinese Female Tourists to Thailand (Take Bangkok as an Example) Name: Yaqian Yang |
| 14.10 – 14.30 | Presenter 7 Title: The Assessment of Beach Safety Standards from the Perspectives of International Tourists: A Case Study of Cherngtalay Sub-District, Phuket Name: Jaran Nantabooth & Tatiyaporn Jarumaneerat |

Session 1

Sustainable Societies

Committee:

- 1) Asst.Prof. Chawarote Valyamedhi, PhD
- 2) Luqman Hakim, S.S., M. Hum.

Moderator:

- 1) Lect. Suwimon Tawisuwan
- 2) Lect. Vanpra Seubsakulajinda

The Potential of Creative Media to Promote Gender Equality in the Family

Kosum Omphornuwat¹, Nirawauth Sakullkaew²

¹College of Interdisciplinary Studies, Thammasat University

²Independent Scholar and Media Producer

ABSTRACT

This study investigates the potential of creative media as a strategic tool for promoting gender equality within Thai families. Drawing upon feminist theory, alongside key communication frameworks such as socialization theory, and social learning theory, the research explores how media can shape, reinforce, or challenge gender norms within domestic settings. The study adopts a qualitative methodology, utilizing focus group discussions and participatory workshops with scholars in gender and media studies, media practitioners, civil society actors, and government officials. These dialogues reveal that creative media—when developed with intentional, inclusive storytelling and gender-sensitive messaging—can play a transformative role in disrupting patriarchal family structures and fostering more equitable attitudes and behaviours. The findings underscore the importance of ethical and contextually grounded media design that reflects diverse family experiences and supports gender justice. This research contributes to the broader aim of achieving Sustainable Development Goal 5 by providing evidence-based guidelines for producing creative media that promote gender equality in everyday family life.

Keywords: Creative media, Gender equality, Family, Thailand, SDG 5

The Ethos of Non-Killing Samurai in The Last Samurai Film

Tana Maneepruk

Faculty of Multidisciplinary Sciences & Entrepreneurship
Thaksin University, Thailand

ABSTRACT

This article explores the representation of non-violence within *The Last Samurai* (2003) and examines how the film's ethical framework aligns with both traditional samurai values and broader philosophical theories of non-killing. Through content analysis of key narrative scenes, this study reveals three central expressions of non-violence: (1) the cultivation of deep interpersonal respect, as shown through acts such as bowing to enemies and treating prisoners with humanity; (2) the pursuit of cross-cultural empathy through mutual language learning and understanding; and (3) the demonstration of forgiveness through actions that restore dignity and rehumanize former enemies. These expressions are interpreted through the lenses of Gandhi's *ahimsa*, Johan Galtung's theory of peace, the Bushido code, and Professor Dr. Chaiwat Satha-Anand's framework of active nonviolence. Ultimately, the film is read not just as a historical epic, but as a cinematic embodiment of the power of restraint, dialogue, and moral transformation.

Keywords: Non-killing, Ahimsa, Bushido, Peace studies, The Last Samurai, Ethics of war

Creative Media as a Catalyst for Cultural Reproduction: Revitalizing the Nora Tradition in Southern Thailand

Koson Chauyupakarn¹

Parinya Sriharat²

¹ Division of Corporate Communication, Walailak University
222 Thaiburi, Thasala, Nakhon Si Thammarat, Thailand

² Center for Cultural and Sports Promotion, Walailak University
222 Thaiburi, Thasala, Nakhon Si Thammarat, Thailand

ABSTRACT

UNESCO's recognition of Nora as an essential Southern Thai performing art now faces threats from globalization and reduced participation from younger generations. Using documentary production and cultural mapping as creative media, this study investigated how they might preserve and express Nora's changing function within Southern Thai societies. Ethnographic fieldwork and semi-structured interviews provided qualitative data from six main locations within Thasala, Sichon, and Khanom districts. Findings revealed three core areas of cultural continuity: Artists and troupes maintain cultural continuity through performance transmission, while Nora costume makers produce cultural artifacts and schools preserve heritage through education-based initiatives. The documentary, which explores ritual heritage alongside global connections through digital platforms, succeeded in boosting cultural involvement and information exchange. Using participatory methods, researchers created a cultural map that showed Nora's living heritage spatially and made it available online for everyone to access. The findings show that creative media successfully convert specific cultural knowledge into easily accessible formats, which help transfer knowledge between generations while raising public awareness. Educational settings, together with artistic spaces and digital platforms, enable adaptive cultural reproduction, which sustains Nora's heritage.

Keywords: Creative Media Production, Cultural Reproduction, Intangible Cultural Heritage, Nora Performance

Model of Participation Universal Design of Temple Facilities in Sathing Phra Peninsula, Songkhla Province

Jamikorn Malison¹ and Parichart Visuthismajarn²

¹Ph.D. candidate, Ecosystem Innovation Management for Sustainable Tourism

²Assoc. Prof., Dr.phil., Chairman, Ph.D. Program Ecosystem Innovation Management for Sustainable Tourism

^{1,2} Faculty of Environmental Management,
Prince of Songkla University, Hat Yai Campus, Thailand
Jamikorn Malison, E-mail: jmalison99@gmail.com

ABSTRACT

This study aimed to investigate the provision of temple facilities for inclusive accessibility and to develop a participatory universal design model suited to temples in Sathing Phra Peninsula, Songkhla Province. Employing a qualitative research methodology, the study involved surveys and in-depth interviews with 8 representatives from temples and temple committees in the target area, including Ratchapraditsathan Temple (Wat Phakho) in Sathing Phra District, Chalaie Suwannaram Temple in Singha Nakhon District, Ek Choeng Sae Temple in Krasae Sin District and Khlong Daen Temple in Ranot District. In addition, focus group discussions were conducted with 20 participants from various relevant sectors, including government agencies, tourism entrepreneurs, academics, temple representatives and members of local communities. The qualitative data were analyzed using thematic analysis. The findings indicated that existing facilities universally designed for temples—such as internal pathways, parking areas, and information services (including directional and interpretive signs for buildings and activity areas)—are generally inadequate for elderly individuals, persons with disabilities and wheelchair users. Based on these insights, a participatory universal design model was developed, tailored to the specific context of Sathing Phra Peninsula. The model covers 4 key components: 1) Context of the Local Area – Incorporating distinctive Lankan-style temple architecture and integrating local cultural traditions associated with the temples; 2) Tourist Accessibility – Prioritizing inclusive access for both domestic and international visitors, including children, the elderly, and people with disabilities, to ensure full participation in temple activities; 3) Environmental Setting – Applying the seven principles of universal design while considering sustainable environmental management practices within both temple and community settings; and 4) Sustainable Management

Keywords: Universal design of facilities, Temples, Sathing Phra Peninsula

Development of App-Based Learning on Android: A Case Study for Health Officials in Phatthalung Province for Dementia Prevention of the Elderly, based on the Spiritual Dimension in a Multicultural Context

Anong Phibal¹, Wasin Praditsilp², Malee Kumkong³, & Khant Si Thu Aung⁴

^{1,3,4}Faculty of Nursing

Thaksin University, Thailand

²Faculty of Multidisciplinary Sciences and Entrepreneurship

Thaksin University, Thailand

ABSTRACT

This research aimed to develop a learning application for the Android operating system tailored to the needs of public health personnel in Phatthalung Province, Thailand. Its primary objective was to promote dementia prevention among the elderly through an approach that integrates spiritual dimensions rooted in the multicultural context of local communities. The development process employed the ADDIE Model, comprising five systematic phases: Analysis, Design, Development, Implementation, and Evaluation. This model ensured a structured and evidence-based approach to instructional design, allowing the application to be grounded in real-world needs and user-centered principles.

In the analysis phase, data were collected to identify the specific educational needs of healthcare workers regarding dementia prevention in the elderly. The design phase focused on developing a learning framework that incorporated spiritual care practices aligned with local cultural values. During the development phase, multimedia elements—such as animations, narrated text, and interactive learning modules—were created to enhance engagement and understanding. The implementation phase involved testing the application with the target users, while the evaluation phase assessed its quality and effectiveness.

Expert evaluations indicated that the application demonstrated excellent quality in three core areas: content accuracy, technological integration, and instructional design. The content was up-to-date, clearly structured, and highly relevant to real-life caregiving contexts. The user interface was intuitive, and the multimedia features—including images, videos, and audio—encouraged active learning and improved comprehension.

The application achieved an efficiency score of 80.78/95.11, surpassing the standard benchmark of 80/80. Moreover, users' learning outcomes significantly improved after using

the application, with statistical significance at the 0.01 level. User satisfaction was also high, with an average rating of 4.99 out of 5.

In conclusion, the application has proven to be an effective educational tool for promoting dementia prevention among the elderly. It fosters collaborative learning and communication among public health professionals, community health volunteers, caregivers, and older adults, contributing meaningfully to community health development within a culturally diverse setting.

Keywords: App-Based Learning, Dementia Prevention, Elderly, Spiritual Dimension, Multicultural Context

Why do women participate in ROSCAs more than men? A Case Study of Female Farmers and Workers in the Natural rubber industry in Nakhon Si Thammarat Province, Thailand

Pagornsit Thana

Faculty of Disciplinary Sciences and Entrepreneurship

Thaksin University, Thailand

ABSTRACT

The objective of this study is to investigate the reasons why women participate in Share more than men. The concepts of gender division of labor and Social Capital are used as a theoretical framework. The study employs a qualitative research method, collecting data through in-depth interviews with 12 female farmers and workers in the natural rubber industry in Nakhon Si Thammarat Province, Thailand.

The results reveal that one key factor that leads female farmers in the natural rubber industry to participate in Share more than men is the division of labor between males and females at both the family and community levels. At the family level, women are assigned to take care of food, the home, and children, which requires them to manage finances and leads them to participate in Share groups to help them save money. At the community level, women have stronger social networks and trust among each other than men, enabling them to establish and continuously run Share groups. Interestingly, women's continuous participation in Share further strengthens their social networks and trust, which helps them to increase social capital among women in the community.

Keywords: Women, ROSCAs, Share, Rubber industry, Thailand

Session 2

Sustainable Business Practices

Committee:

- 1) Prof. Erna Hernawati, PhD, Ak., CA., CPMA., CGOP., CQRP.
- 2) Asst. Prof. Indri Arrafi Julianniasa, SE., ME.

Moderator:

- 1) Lect. Wanwisa Watcharakorn
- 2) Lect. Purimprat Songsri

Unlocking Prosperity: Strategic Risk Management for Sustainable Business Practices Amid Indonesia's Digital Revolution

Arief Prayitno
Indonesia Defense University

ABSTRACT

The era of digitalization presents both significant opportunities and profound challenges for business sustainability, particularly as organizations navigate an increasingly complex landscape of risks. These risks, which can arise from both internal and external sources, necessitate the development of innovative and adaptive risk management strategies to ensure operational continuity and sustained competitive advantage. This study employs a descriptive qualitative methodology, utilizing a comprehensive literature review to explore various theories, concepts, and insights related to risk management in the context of digital transformation. The findings underscore that the success of risk management initiatives in supporting business sustainability fundamentally relies on three essential aspects: the integration of advanced technology, fostering cross-sector collaboration, and cultivating a strong organizational culture. Furthermore, the study reveals that companies that successfully embed sustainability principles into their risk management frameworks often exhibit enhanced competitiveness in the marketplace. Therefore, it is imperative for organizations to adopt technology-driven and sustainability-focused risk management strategies as foundational elements for achieving long-term business sustainability in the digital age. By doing so, they position themselves to effectively mitigate risks while harnessing the potential of digital transformation to create enduring value.

Keywords: Risk Management, Business Sustainability, Digitalization

Opportunity and Potential of Chiang Khong in Exporting Thai Fruits to China after the Operation of Kunming-Vientiane Railway

Sivarin Lertpusit¹, Therapat Chaipipat, Pittaya Suvakunta

¹ College of Interdisciplinary Studies, Thammasat University

ABSTRACT

This paper examines the potential of Chiang Khong as a strategic logistical center for fruit export from Thailand to China and analyses the impact of operating the Kunming-Vientiane railway in 2021 on the R3A logistic route, passing through Chiang Khong customs. Qualitative research was done, including document analysis, onsite visits, and interviews with relevant agency staff. Results: 1) opening the Vientiane-southern China railway was a turning point for growth of cross-border freight transport between China and Mekong River countries. It also impacted the logistics system of Thailand, especially at the Nong Khai checkpoint, which gained in significance; 2) The Thai and Chinese governments have policies and goals for using the rail system to export fruits that were previously transported by ship and road (R3A and R12); and 3) the Chiang Khong checkpoint is expected to remain an important land border crossing for fruit exports in the future due to Thailand and Laos expanding infrastructure, as well as clear regulations, goods transportation procedures, and transportation cost and time limits.

Keywords: Kunming-Vientiane railway, R3A route, cross-border logistics, Thailand-China trade, rail transport policy

Rethinking Gender in Entrepreneurship Research: A Conceptual Paper

Morakot Ditta-Apichai
Faculty of Multidisciplinary Science and Entrepreneurship
Thaksin University, Thailand.

ABSTRACT

The study of gender and entrepreneurship has evolved significantly since its emergence as a distinct field in the 1980s. This conceptual manuscript employs a synthesis analysis approach to examine the extant literature, drawing key articles of gender and entrepreneurship to provide a comprehensive overview of the field. The paper begins by defining entrepreneurship and highlighting its importance, subsequently tracing the development of gender and entrepreneurship research. It then synthesizes key research gaps within the literature, particularly concerning the narrow focus on women, the neglect of diverse gender identities and masculinities, and the insufficient consideration of context and intersectionality. Finally, the manuscript proposes future research directions aimed at broadening the scope of inquiry and enhancing our understanding of the complex interplay between gender and entrepreneurial activity.

Keywords: Gender, Entrepreneurship, Intersectionality, Research gaps

Forecasting Thailand's Financial Business Data Index Using the LSTM Model

Pimprae Ruchiramaytha¹, Supachai Kaewpoung²

¹Faculty of Multidisciplinary Science & Entrepreneurship,
Thaksin University, Phatthalung, Thailand

²Faculty of Engineering, Thaksin University, Phatthalung, Thailand

Correspondence: supachai.ka@tsu.ac.th; (S. Kaewpoung)

ABSTRACT

This article presents a forecasting model for Thailand's financial business sector using LSTM. The main aim is to forecast possible growth or decline in the financial sector, which could act as a crucial indicator affecting the future economic situation of the country. The analysis is limited to financial business data indices classified as BANK, FIN, and INSUR from the SET. The simulation utilized the LSTM model, which is a sophisticated AI technology. The model was built with Python to predict financials Industry data indices within the BANK, FIN and INSUR as a case study. To assess the model's forecasting accuracy, predicted trends were compared with actual data using performance metrics such as mean actual, RMSE, %RMSE, and %MAPE. Covering quarterly data from 2015 to 2025, the dataset was split into training, validation, and testing sets in a ratio of 70:20:10. In addition, the model served to carry out forward forecasting for the next two quarters to evaluate the possible economic effects resulting from fluctuations in Thailand's financial business sector. The simulation results suggest that the LSTM model developed can effectively predict financials Industry data indices for the BANK, FIN and INSUR business sectors. The BANK business sector exhibited the greatest forecasting accuracy, with a %RMSE of 8.00% and a %MAPE of 4.08%. It was followed by the INSUR business sector, which had a %RMSE of 7.57% and a %MAPE of 5.34%. By contrast, the FIN business sector showed the greatest forecasting error, characterized by an %RMSE of 10.37% and a %MAPE of 7.60%. Moreover, the projection for two more quarters, 2025Q3 to 2025Q4, showed that the average forecast index values for the BANK, FIN and INSUR business sectors were found to be 393.50, 2,935.03, and 9,052.88, respectively.

Keywords: BANK, FIN, INSUR, Financials, Business, LSTM Model Forecasting

Stock Market Revitalization: Exploring the Impact of Macroeconomics and Global Indexes

Shelinta Decyantra Putri¹ Ardhiani Fadila²
Universitas Pembangunan Nasional “Veteran” Jakarta

ABSTRACT

This study focuses on the analysis to explore the impact of macroeconomic factors and global indices on the performance of the Composite Stock Price Index (IHSG) on the Indonesia Stock Exchange (IDX). The variables examined include inflation and exchange rates as representations of macroeconomic factors, as well as the Standard & Poor's 500 Index and the Hang Seng Index as indicators of global indices. Multiple linear regression is an analysis technique applied to time series data from 2018 to 2022. Eviews software version 13 was used to process the data. The results of the multiple linear regression analysis show that: (1) IHSG is not statistically significantly affected by inflation, (2) IHSG is statistically significantly affected by exchange rates, (3) IHSG is statistically significantly affected by the S&P 500 Index, and (4) IHSG is not statistically significantly affected by HSI.

Keywords: Jakarta Composite Index, Inflation, Exchange Rate, S&P 500, Hang seng

Driving Firm Value through Risk Management: The Influence of ESG Disclosure, Profitability, and Leverage in the Energy Sector

Razyka Imayda & Dewi Cahyani Pangestuti
National Development University “Veteran” Jakarta

ABSTRACT

This study explores the role of risk management in mediating the relationship between Environmental, Social, and Governance (ESG) disclosure, profitability, leverage, and firm value in the energy sector, specifically for companies listed on the Indonesia Stock Exchange (IDX) during the 2021–2023 period. The growing global concern over sustainability and climate change has increased pressure on companies, particularly in the energy sector, to improve their ESG disclosures. This research utilizes a quantitative approach to analyze how ESG disclosure, profitability, and leverage impact firm value, with risk management acting as an intervening variable that influences these relationships.

The findings indicate that effective risk management plays a crucial role in enhancing firm value by reducing financial and operational risks associated with high leverage. Companies that implement robust risk management frameworks are perceived as more stable and credible by investors, which in turn improves their long-term sustainability. Furthermore, consistent and transparent ESG reporting is found to strengthen investor confidence, leading to increased firm value. While profitability positively affects firm value by signaling strong financial performance and growth potential, the study highlights that excessive leverage can have negative consequences, especially when not properly managed, as it poses risks to financial stability in a volatile market like the energy sector.

In conclusion, this study underscores the importance for companies in the energy sector to integrate effective risk management strategies alongside their ESG efforts to ensure sustainable financial performance. The results emphasize the need for a balanced approach where profitability goals and sustainability objectives align, creating an environment where both economic performance and social responsibility can coexist and support long-term success.

Keywords: ESG Disclosure, Firm Value, Leverage, Profitability, Risk Management

Small and Medium-Sized Business in Kazakhstan: Challenges and Prospects

Zhamilya Mukumova¹, Moldir Shaimerden², Zhanargul Sarieva³, Alma Zhakupova⁴

¹²³Kazakh International University relations

And world languages. Abylai Khan,
Kazakhstan, Almaty

⁴Narxoz University, Kazakhstan, Almaty

ABSTRACT

The article examines modern trends in the development of small and medium-sized enterprises (SMEs) in Kazakhstan. Based on the analysis of SME development, key issues in the functioning of Kazakhstani businesses were identified, and recommendations for overcoming them were provided. The purpose of this scientific article is to identify problems, justify solutions, and develop recommendations for the growth of SMEs in Kazakhstan under crisis conditions.

The scientific and practical significance of this article lies in the formulation of directions, based on the research findings, that contribute to improving SME development programs in the country.

The research methodology includes general logical, theoretical, and empirical methods, such as analysis and synthesis, induction and deduction, generalization and abstraction, as well as the hypothetico-deductive method, observation, and comparison.

The key research findings of this article include an assessment of the performance of small and medium-sized businesses in Kazakhstan, determination of their role in the country's economy, as well as an analysis of growth dynamics and structural characteristics of the sector. It also highlights the key challenges faced by business entities, such as limited access to financing and administrative barriers, with the goal of developing comprehensive support measures.

The value of the conducted research lies in the generalization and analysis of the collected statistical information, and based on this, the identification of the main problems faced by small and medium-sized enterprises in the new realities.

Keywords: Business, Entities, Business environment, Government support

Session 3

Sustainable Humanties

Committee:

- 1) Assoc. Prof. Sasa Watanapokakul, PhD
- 2) Dr. Rungkan Leelasopawut

Moderator:

- 1) Lect. Patitta Gosalvitra
- 2) Lect. Thianthip Diawkee

The Power of Language in Swaying Consumer Behavior

Sabrina Badalova¹, Gilani Mutselkhanov²

Kazakh Ablai Khan University of International Relations and World Languages

ABSTRACT

This research paper focuses on the lingua-pragmatic methods used by marketers to influence consumer choices. The goal of this article is to identify the most pervasively used linguistic tools employed in the sphere of business, specifically marketing, to encourage consumers to make purchases driven not by rationality but by impulsivity. Nowadays, many people do not even realize the influence they are subject to when they watch a seemingly harmless commercial on TV or an online ad. There is a growing need to raise public awareness of how advertisements affect consumer decisions, especially when individuals remain unaware of the lingua-pragmatic strategies being used to influence them.

The research was conducted using content analysis and case study methods. Commercials produced by Nike were analyzed to determine the linguistic techniques used by the company to sway consumers into buying their products. Ultimately, this article aims to contribute to a deeper understanding of how large global companies like Nike use language not only to persuade consumers to make a purchase but also to foster long-term brand loyalty.

Keywords: Consumer choice, Lingua-pragmatic means, Persuasion

Undergraduate Business Presentations: Enhancing Skills Through Case Study Approach

Sirikarn Thongmak

Faculty of Multidisciplinary Sciences & Entrepreneurship
Thaksin University, Thailand

ABSTRACT

Presentation skills are not merely an adjunct to business education but a cornerstone for success in the contemporary business world. The ability to articulate ideas, convey intricate information with clarity and engagement, and persuade stakeholders are fundamental competencies for business graduates (Vuković et al., 2022). These skills necessitate a robust combination of analytical, synthesizing, and communication capabilities, forming the bedrock of effective professional interaction (Hadjikoteva, 2017). In an increasingly competitive job market, proficiency in presentation is often a key differentiator, with employers actively seeking candidates who can confidently and effectively communicate their insights and recommendations (Pitch Avatar, 2022). More importantly, in preparing undergraduate students for their target career, business presentation plays a vital role for them in their work place. Recent studies, thus, underscore the enduring and growing importance of the business presentation skills, highlighting their relevance across diverse business roles and scenarios (Vuković et al., 2022).

For this study, case study learning stands out as a particularly effective pedagogical method for nurturing these vital presentation skills (Brown, 2018; Davis, 2019). By immersing students in real-world business dilemmas, case studies provide a practical platform for them to hone their abilities to analyze complex situations, identify critical issues, evaluate diverse options, and propose well-reasoned problem-solving strategies. This article, thus, delves into the significant advantages of employing case studies as a means to foster business presentation skills among undergraduate students, while also addressing the inherent obstacles and challenges that educators must navigate to ensure effective implementation. Furthermore, it presents comprehensive guidelines and actionable recommendations for seamlessly integrating case studies into teaching practices, aiming to equip educators with the tools necessary to cultivate highly competent and confident business presenters (Chen, 2022).

Keywords: Business presentation skills, Case study learning, Communication skills, Problem-solving strategies, Undergraduate education

The Challenges of Technology Integration in English Language Education: A Scoping Review of Post-Pandemic Research

Supatida Dumchoo

Faculty of Disciplinary Sciences and Entrepreneurship

Thaksin University, Thailand

ABSTRACT

After the outbreak of COVID-19, blended learning became an inevitable part of education. The advantages of technology integration have been extensively studied and documented. However, the constraints within the context of English language learning at the tertiary level remain underexplored. This scoping review aims to synthesize existing research on the challenges faced by the EFL stakeholders in technology-assisted environments. After screening and removing duplicates from the ERIC database, eighteen relevant studies published between 2021 and 2025 were identified. The challenges highlighted in these studies can be viewed from both teacher and learner perspectives. Whereas students struggled with self-regulation, technical competencies, lack of motivation, and psychological well-being, teachers reported concerns about dishonesty during online activities and inadequate training to deliver effective instruction. The review underscores the need for pedagogical strategies that are responsive to technology integration trends in English language teaching.

Keywords: English language teaching, EFL, Technology-assisted learning, Blended learning

Fostering Thaksin Identity through Active Learning in General Education: Pedagogical Strategies for First-Year Student Development

Chakrit Yippikun

Faculty of Multidisciplinary Sciences and Entrepreneurship
Thaksin University, Thailand

ABSTRACT

In the era of rapid technological disruption and national education reform, higher education institutions must reconsider how they develop socially responsible, future-ready graduates. This paper examines how General Education (GE) at Thaksin University (TSU) serves as a strategic platform for cultivating the “TSU Student Identity,” which emphasizes four key attributes: Responsibility, Knowledgeability, Industriousness, and Practical Experience. Drawing on Thailand’s national “Reinventing University” policy and TSU’s Strategic Plan (2023–2027), the study explores how active learning methodologies integrated into first-year GE courses can enhance TSU Student Identity. Specifically, the paper reviews the application of five active learning strategies—problem-based learning (PBL), project-based learning (PjBL), research-based learning (RBL), activity-based learning (ABL), and case-based learning (CBL) as pedagogical tools for shaping student competencies in alignment with TSU’s institutional values. Findings from recent literature and Thai higher education practices suggest that these strategies not only improve academic performance and skill acquisition but also significantly enhance student engagement, ethical reasoning, and self-directed learning. In particular, GE courses that plant real-world problem solving, inquiry-based tasks, team collaboration, and reflective learning contribute to holistic student development and better prepare learners to thrive in a dynamic global society. Moreover, the structured integration of TSU Student Identity into course design fosters a sense of civic responsibility, innovation, and resilience among first-year students. The paper concludes by offering evidence-based recommendations for the design and implementation of active learning in GE to support both institutional identity and national development goals.

Keywords: Active Learning, General Education, Thaksin University, TSU Student Identity

Understanding Digital Loyalty: How Satisfaction Transforms Experience into Retention in E-Commerce

Azrina Zahra Fabianti¹, Miguna Astuti², Agni Rizkita Amanda³
University of Pembangunan Nasional Veteran Jakarta

ABSTRACT

The growth of e-commerce platforms in Indonesia has introduced new challenges in building sustainable consumer loyalty, especially among digitally native users with evolving expectations. This study aims to analyze the influence of electronic service quality, information quality, and price on customer loyalty, with customer satisfaction as a mediating variable. Shopee, one of the largest e-commerce platforms in Indonesia, is used as the object of study due to its leading market share and extensive user base. The research employed a quantitative explanatory method, collecting data from 163 Shopee users in DKI Jakarta using a structured questionnaire. The analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4.0 to evaluate both direct and indirect relationships among variables. The results reveal that electronic service quality and information quality do not significantly influence loyalty directly, but both exert significant indirect effects through customer satisfaction. In contrast, price demonstrates both direct and indirect effects on loyalty, indicating that perceived price fairness is a critical factor in repeat usage. Most notably, customer satisfaction emerged as the strongest predictor of customer loyalty, validating its strategic importance in digital consumer retention. These findings highlight that in highly competitive digital marketplaces, functional service features must translate into emotional value—with satisfaction acting as the key bridge to loyalty. E-commerce platforms must not only deliver efficiency and affordability but also prioritize experience design and satisfaction management to retain modern consumers.

Keywords: Customer Loyalty, Customer Satisfaction, E-Service Quality, Information Quality, Price

Electronic Word of Mouth and Endorsement Effects on Consumer Behavior: Evidence from Wardah Users in Jakarta

Amirohda Badiah Prima¹, Miguna Astuti²
University of Pembangunan Nasional Veteran Jakarta

ABSTRACT

The development of the cosmetics market in Indonesia is predicted to continue growing over the next few years. This study aims to analyze the influence of electronic word of mouth and celebrity endorsement to Purchase Intention. The object of study is Wardah, the market leader and the original Indonesian halal cosmetics brand with its power to continue to strive so that its position remains unchanged from its original state. However, public interest in Wardah has decreased. In addition, there was a decline in Wardah's electronic word of mouth. Furthermore, it turns out that recommendations from celebrity endorsements make people familiar with Wardah. This research uses a quantitative study that aims to determine, prove, and analyze whether there is an effect of electronic word of mouth and celebrity endorsement on purchase intention at Wardah. Sampling using stratified random sampling with the number of sample participants in this study were 100 people in the Jakarta area who knew about the Wardah. Hypothesis testing in this study uses Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 4 analysis in order to assess dependent and independent correlation across variables. The results of these tests indicate that electronic word of mouth has influence on purchase intention and celebrity endorsement has influence on purchase intention.

Keywords: Celebrity Endorsement, Electronic Word of Mouth, Purchase Intention.

From Hidden Tongues to Cultural Influence: The Rise of Kathoey Linguistics and Queer Representation in Thai Media

Krittiya Sittichane

Faculty of Humanities and Social Sciences

Thaksin University, Thailand

ABSTRACT

This article explores the interrelation between the evolution of Kathoey (Thai transgender women and effeminate gay men) language and the construction of queer identity, emphasizing its connection to shifting levels of societal tolerance and acceptance in Thailand. Chronologically, the study traces the development of Lu, a coded language believed to have originated in Thai prisons and later adapted for use within the Kathoey community. Initially confined to a marginalized group, Lu functioned as a tool for internal communication and identity affirmation at a time when queer identities lacked social legitimacy. However, significant changes within the Thai mediascape, particularly the emergence of alternative online platforms offering queer content, have facilitated greater queer visibility and more affirmative representations. These developments have challenged the historically negative portrayals pervasive in mainstream Thai media. The article also pays special attention to the cultural shift during the “Y Boom” era, wherein queer content gained widespread popularity through Boys’ Love (BL) genre and queer-themed programs. These representations helped transition queer narratives from the periphery to the mainstream, establishing them as part of Thai pop culture. As a result, Kathoey linguistic innovations, particularly slang expressions emerging from such media, have gained traction beyond queer communities. Notably, phrases popularized in social media influencers like the “Hiwwee” group have been widely adopted across the society, including by heterosexual individuals. Furthermore, the article argues that Kathoey language functions as a form of resistance to heteronormative discourse by rejecting and subverting dominant linguistic norms. The widespread social adoption of these queer-originated linguistic practices signifies a challenge to heteronormative power structures, contributing to the creation of new discourses and norms around language and identity in contemporary Thai society.

Keywords: Kathoey language, Queer identity, Lu (coded language), Media representation, Heteronormativity

Session 4

Sustainable Multidisciplinary World

Committee:

- 1) Assoc. Prof. Miguna Astuti, PhD, S.Si., MM., MOS., CPM., CIRR.
- 2) Asst.Prof. Salinee Santiteerakul, PhD

Moderator:

- 1) Lect. Supatida Dumchoo
- 2) Ms. Pimchanok Kaewudom

Guidelines in Monitoring and Evaluating by Community on Impact Assessment: A Case Study of the Trans Thailand Malaysia

Syuwari Morsu Morsu
Prince of Songkhla University, Thailand

ABSTRACT

This paper aimed to develop community-based monitoring and evaluation (M&E) guidelines for impact assessment, using the Thai-Malaysia Natural Gas Separation Plant project as a case study. The research employs Participatory Action Research (PAR) methodology. Data were collected through focus group discussions and semi-structured interviews with five key informant groups, supplemented by Documentary Research. Qualitative data analysis methods, including Content Analysis and Triangulation, were utilized to analyse the findings.

The results found that the community-based monitoring and evaluation approach for impact assessment, using the Thailand-Malaysia Natural Gas Separation Plant project as a case study. It can be divided into six steps: 1) Building knowledge and understanding to establish objectives and direction for community M&E and forming a working committee; 2) Developing the capacity of the community M&E working committee to analyse M&E reports; 3) Selecting issues for community M&E implementation and developing action plans; 4) Conducting M&E activities and drafting reports; 5) Organizing community review processes for the M&E draft reports; and 6) Presenting reports to decision-makers and developing policy recommendations along with community M&E action plans. Key factors for the practical application of this approach include: 1) Supportive laws or policies; 2) Establishment of community M&E funds managed by local authorities; 3) Development of curricula aligned with the approach; and 4) Creation of communication mechanisms and information management systems for community M&E results.

Keywords: Monitoring and Evaluating, community, Impact Assessment, Trans Thailand Malaysia

Designing Impactful Biology Exhibitions: A Synthesis of Best Practices, Narrative Strategies, and Evaluation Frameworks

Saifon Jitnuphong

Walailak Botanic Park, Walailak University, Nakhon Si Thammarat, Thailand

Jitiwat Kaekueab

Faculty of Science and Digital Innovation, Thaksin University, Songkhla, Thailand

ABSTRACT

Biology exhibitions in museums serve as vital platforms for advancing science education and fostering public engagement with complex biological concepts. This literature review synthesizes current research, institutional best practices, and illustrative case studies to develop comprehensive guidelines for organizing effective biology exhibitions. Drawing on recommendations from leading institutions such as the American Alliance of Museums, the Smithsonian Institution, and Museums Victoria, the review explores ethical standards, exhibition planning frameworks, and audience-centered engagement strategies. Key considerations addressed include articulating clear educational objectives, understanding the needs and expectations of target audiences, constructing coherent and compelling narratives, selecting diverse interpretive tools, ensuring the ethical preservation and presentation of biological specimens, and promoting accessibility and inclusivity for all visitors. The academic literature emphasizes the importance of museum-audience interaction, the pedagogical effectiveness of exhibition design, and the role of interdisciplinary collaboration in curatorial practices. Case studies from renowned institutions such as the American Museum of Natural History and the Science Museum in London provide practical insights into innovative exhibition methodologies. In addition, the report outlines evaluation techniques for assessing exhibition impact and offers guidance on scholarly documentation and referencing. By integrating these evidence-based strategies, museums can develop biology exhibitions that not only inspire curiosity and deepen understanding but also contribute to a more scientifically literate and engaged public.

Keywords: Biology, Exhibition, Museum organizations

The Influence of Total Quality Management and Just in Time on the Operational Performance of the Restaurant “Kedai Kita”

Leonardo Zefanya Prima Firdaus¹, Rosali Sembiring²

Faculty of Economics and Business

Universitas Pembangunan Nasional “Veteran” Jakarta

Email: leonardozpf1903@gmail.com¹, rosalisembiring@upnvj.ac.id²

ABSTRACT

This study aims to analyze the influence of Total Quality Management and Just In Time on the operational performance at “Kedai Kita” restaurant. The research is based on the significance of operational performance as an indicator of a restaurant’s success in meeting customer satisfaction, focusing on improving service quality, product quality, and inventory management. The research method employed is quantitative, using the SEM-PLS approach and the SmartPLS 4.0 application for inferential analysis techniques. Data were collected through a Google Forms questionnaire distributed to 82 employees of “Kedai Kita” restaurant in Bogor. The findings of the study indicate that (1) Total Quality Management has a positive and significant impact on operational performance, particularly through elements such as customer focus, teamwork, continuous process improvement, education and training, as well as employee involvement and empowerment; (2) Just In Time positively and significantly affects operational performance through indicators such as supplier relationships, accurate scheduling, and employee commitment; and (3) Total Quality Management and Just In Time simultaneously influence operational performance. This study provides practical recommendations for the management of “Kedai Kita” restaurant to continuously integrate these two strategies into daily operations.

Keywords: Total Quality Management, Just In Time, Operational Performance, Kedai Kita.

The Influence of Internal and External Factors on Green Infrastructure Stock Returns in Indonesia

Restina Apriliani & Dewi Cahyani Pangestuti
National Development University “Veteran” Jakarta

ABSTRACT

This research explores the influence of internal and external determinants on the stock returns of green infrastructure firms in Indonesia, a sector gaining strategic importance in the nation’s sustainable development agenda. Internal factors examined include profitability, leverage, and enterprise risk management, while external variables consist of inflation, interest rates, and exchange rates. Employing a quantitative method and dynamic panel data regression using the Generalized Method of Moments (GMM), this study analyzes empirical data collected from firms listed on the Indonesia Stock Exchange between 2019 and 2023.

The findings reveal that internal financial health, especially high profitability and strong risk management disclosures, correlates positively with investor confidence and stock performance. Meanwhile, the impact of leverage varies, proving beneficial only under conditions of high profitability and effective risk control. In contrast, macroeconomic variables exhibit more complex interactions: inflation and high interest rates tend to suppress stock returns by raising operational costs and reducing investment appetite, whereas exchange rate fluctuations show asymmetric effects depending on firms’ exposure to foreign transactions or debt.

This research contributes to filling the academic gap in understanding the interplay of financial and macroeconomic factors in green infrastructure investments, an area that remains underexplored in emerging markets like Indonesia. The study not only provides critical insights for investors seeking sustainable portfolios but also informs policymakers on how fiscal and monetary conditions affect investment flows in environmentally focused sectors. Overall, it emphasizes the need for integrated financial strategies and resilient economic policies to support green infrastructure as a pillar of long-term growth.

Keywords: Stock Returns, Internal factor, External factor, Green economy, Infrastructure

Development of App-Based Learning Android: A Case Study for Village Health Volunteers in the Southern Border Provinces for Dementia Prevention of the Elderly–Spiritual Dimension of the Muslim way

Anong Phibal¹, Katekeaw Pradit², Wasin Praditsilp³,
Malee Kumkong¹, Wichan Phiban⁴, Su May Aung²

¹Faculty of Nursing

Thaksin University, Thailand

²Princess of Naradhiwas University, Narathiwat, Thailand

³Faculty of Multidisciplinary Sciences and Entrepreneurship

Thaksin University, Thailand

⁴Sirindhorn College of Public Health, Yala, Thailand

ABSTRACT

This research and development (R&D) project aimed to: (1) develop an Android-based learning application titled “App-Based Learning Android: A Case Study for Village Health Volunteers in the Southern Border Provinces for Dementia Prevention of the Elderly through the Spiritual Dimension of the Muslim Way”; (2) compare knowledge and skill levels before and after using the application; and (3) assess satisfaction among village health volunteers, elderly Muslims, and/or family caregivers.

The application was developed using the ADDIE instructional design model, which includes five phases: Analysis, Design, Development, Implementation, and Evaluation. The content emphasized dementia prevention strategies grounded in Islamic spiritual principles and adapted to the sociocultural context of Thailand’s southern border provinces.

The application’s quality was evaluated by experts across three domains: content, application design, and assessment methodology. The results indicated that the overall quality was rated at a very good level ($M = 4.79$). The application achieved an efficiency score of 80.78/95.11, surpassing the standard benchmark of 80/80. Post-test scores were significantly higher than pre-test scores ($p < 0.05$), indicating improved learning outcomes. User satisfaction was also rated at a very good level ($M = 4.35$).

The content was found to be accurate, concise, and easy to understand. The multimedia design—featuring interactive elements, audio narration, and visual cues—was modern, engaging, and well-suited for adult learners in rural, multicultural settings. The application effectively supports village health volunteers in delivering culturally competent care to elderly Muslims and promotes holistic dementia prevention by integrating religious and spiritual practices into community-based health education.

Keywords: Android-Based Learning, Village Health Volunteer, Dementia Prevention, Elderly Care, Spiritual Dimension, Muslim Community

The Motivation and Behavior Intention of Chinese female tourists to Thailand (Take Bangkok as an Example)

Yaqian Yang

Prince of Songkla University, Phuket Campus, Thailand

ABSTRACT

Chinese has become one of the major tourists traveling outbound to many cities and countries including Bangkok, Thailand. Owing to their significant contribution to tourism industry, which is one of the most important economic driver in Thailand, it is important to explore the motivation factors among Chinese tourists to better understand their needs and expectations to ultimately be able to not only attract, but secure this tourist group. The fundamental theory of this research is the push and pull motivation theory. The push motivation factors of interest include leisure and relaxation, emotional communication, escape, novelty and difference, and self-actualization while the pull motivation factors were tourism resources and tourism service, and tourism social environment.

This study focuses on Bangkok as the destination of interest and focuses only on female Chinese tourists. The researcher adopted a quantitative research approach using questionnaire (n = 400). Statistical analyses were performed using multiple regression and paired t-test.

The findings of this study show that both push and pull motivation have significant influences on behavioral intention ($p < 0.01$) with push motivation having a more prominent effect. Motivation factors that has the most significant influence on satisfaction is escape push motivation while pull motivation likes tourism resources and services are the most influential motivation factor for revisit intention and likelihood to spread positive word of mouth. That being said, individual factors significantly influence satisfaction, revisit intention, and word of mouth tendency. This study also evidences the difference between motivation factors and behavioral intention among first-time tourists and revisited tourists where leisure and relaxation, self-actualization, and revisit intention are more dominant in first-time tourists than repeated travelers.

Keywords: Chinese tourists, Push and pull motivation, Behavioral intention, Satisfaction, Revisit intention

The Assessment of Beach Safety Standards from the Perspectives of International Tourists: A Case Study of Cherngtalay Sub-District Phuket

Jaran Nantaboonth¹, Tatiyaporn Jarumaneerat²
Prince of Songkla University, Phuket Campus, Thailand

ABSTRACT

Cherngtalay Sub-Districts Beaches is one of the attractive tourist destinations in Phuket Province, Thailand. To increase tourism efficiency, beaches in Cherng Talay Subdistrict must demonstrate their efficiency in capacity for tourists towards Beach safety standards, which is critical to ensuring the well-being of beachgoers and reducing the risks associated with coastal activities. This study consists of three objectives: (1) to examines the important levels of international tourists' perceptions of the safety standards of beaches in the Cherngtalay sub-district, Phuket (2) to assess the satisfaction of international tourists while engaging in beach activities towards safety standards of beaches in Cherngtalay sub-district, Phuket and; (3) to analysis of the importance and overall performance of the safety standards of beaches in the Cherngtalay sub-district, Phuket. Quantitative methodology was used in this study by utilizing a self-administered questionnaire. Data was collected from March to April 2024 at four beaches in the Cherngtalay sub-district area: Surin Beach, Bangtao Beach, Lay-Phang Beach, and Layan Beach. Four hundred effective questionnaires of international tourist satisfaction were analysed in the SPSS program; the statistics methods used for data were percentage, mean, standard deviation and importance-performance analysis (IPA).

The results of this study found that the important levels of international tourists' perceptions of the safety standards of beaches in the Cherngtalay sub-district, Phuket, were "cleanliness of the sea" and there were young European tourists who lacked knowledge and awareness of the policy. The satisfaction of international tourists while engaging in beach activities towards safety standards was found on "friendliness of local people" at a very satisfied level on Layan Beach but lack of availability of rubbish bins provided on the beach that could be described as an availability negatively condition. An analysis of the importance and overall performance of the safety standards of beaches should be "concentrated here" on "availability of rubbish bins provided on the beach," "encouraging all to protect beaches," "facilities provided on beaches," and "hygiene and cleanliness of the beach," and the projects have not done these things well and should improve.

Keywords: Assessment, Beach Safety Standards, Perspectives, International Tourists



The 1st MuSE International Conference Program Schedule
2nd May 2025, 8.45 – 16.00 hrs.(GMT +7)



The 1st MuSE International Conference Program Schedule
2nd May 2025, 8.45 – 16.00 hrs. (GMT +7)