

[研究ノート]

## Realizing Mutually Beneficial Association through International Conference: The Scope of Intercultural Learning and Community Engagement (Annual Conference ILCOME2017 x Rajamangala University of Technology Lanna)

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### Abstract:

This paper is based on our continual trial to hold international conferences annually in order to revitalize local cities, as same as learn from and have engagement with that regional community [in addition to normal academic purpose]. The conference and subsequent excursion this year located at Oita prefecture Japan from 11th to 13th October 2017, on the base of annual conference “Intercultural Learning and Community Engagement”(ILCOME). Thus this year with Rajamangala University of Technology Lanna (RMUTL), we titled “ILCOME2017 × RMUTL” focusing on “Small and Medium Entrepreneurs and One Village One Product Development”.

**Keywords:** International Conference, Community Engagement, Small and Medium Entrepreneurs (SMEs), One Village One Product (OVOP)



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## 1. Overview of the conference ILCOME2017 × RMUTL

Every year academic group International Association for Community Engagement (IACE) has been holding annual conference and joint education program “Intercultural Learning and Community Engagement”(ILCOME) for these 5 years<sup>①</sup>. Conference venue has been located in Malaysia(2013, 2014) Japan(2015, 2016), involving researchers not only from Malaysia, Thailand, Japan but also from Singapore, Canada, United States, Korea, Taiwan, Mexico, India, Iran, Nigeria and so on.

This year with over 50 participants involved, main sessions of this annual conference took place at Ritsumeikan Asian Pacific University(APU) in Beppu city of Oita prefecture <sup>②</sup>, rather as a Joint program accepting delegates from Rajamangala University of Technology Lanna(RMUTL, in Chiang Mai Thailand) consists of 7 faculty members [including a dean and associate deans, MBA chairman] and 19 MBA students. We call it this year “ILCOME2017 × RMUTL”.

Unfortunately since this conference was held in the middle term of class period of Oita college only 3 Japanese students(sophomore) from department of information and communication managed to take part in these event[as special case of the service learning activities].



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<sup>①</sup> Please cross check <http://jakyu.com/ilcome> for website.

<sup>②</sup> For internal reason [reconstruction of buildings in progress etc.] we gave up to hold conference at Oita college at first planned.

## 2. Timetable and details



Below we quote whole timetable for this conference ILCOME2017 × RMUTL about Small and Medium Entrepreneurs (SMEs) and One Village One Product (OVOP) development.

**ILCOME2017 Annual Conference × Rajamangala University of Technology Lanna  
(ILCOME2017 × RMUTL)**

1st day (10th OCT. Tuesday)

8:00–19:00                      Early Registration / Free Communication (Details are emailed to all participants)

2nd day (11th Oct. Wednesday)

8:00–                      Registration

9:00–22:00                  Committee Meetings for IACE, Conference Dinner at Oita station

3rd day(12th Oct. Thursday) <sup>③</sup>

9:00–9:20                  Opening Ceremony

Special Session (Keynote Addresses /Open Presentation for Japanese Citizen: with interpretation)

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<sup>③</sup> This day, timetable on the spot changed like below.

9:10am – 9:20am              Opening Ceremony

9:20am – 12:00am            Presentation of 4 papers & 16 Poster presentations

12:00pm –                      Lunch Time

13.00pm –                      Meeting with APU administrators, APU campus tour, and sites seeing

9:20–10:30	Parallel Session 1
10:40–12:00	Parallel Session 2
12:00–13:00	Lunch Time
13:00–14:00	Parallel Session 3
14:00–	Visit to Academic/Research Office
	Excursion at Beppu city / Oita city
18:30pm–22:00	pm Reflection with Dinner/Excursion at Oita City

4th day (13th Oct. Friday)

Parallel Sessions and Closing Celomony/ Excursion to Hita city, Kokonoe Town, Oita city

5th day(14th Oct. Saturday)

Post meeting and Farewell

Academic discussion mainly took place at F110 (Building F) at Ritsumeikan Asian Pacific University(APU). Under the theme of “Community Engagement, Small and Medium Entrepreneurs (SMEs), One Village One Product (OVOP)”, Fields of Research Marketing, Accounting, SME, Management, Retail Management, International Business, and Tourism.

Delegate Participants consists of Faculty members from APU, RMUTL, Oita College, business man, and 22 Thai and Japanese students.

**Name List of RMUTL Faculty Members:**

- |                                      |                        |
|--------------------------------------|------------------------|
| 1. Asst. Prof. Chanita Chotisatankul | Dean                   |
| 2. Mrs. Usamas Rattanawong           | Associate Dean         |
| 3. Asst. Prof. Kanlayarat Sawettanun | Associate Dean         |
| 4. Dr. Anusorn Kunanusorn            | Director of MBA course |
| 5. Asso. Prof. Penchan Rawiyawong    | MBA Committee Member   |
| 6. Dr. Paipan Thanalerdsopit         | MBA Committee Member   |
| 7. Dr. Ladda Pinta                   | MBA Committee Member   |



**Name List of MBA Students, Contributors:**

No	Name
1	Miss. Ampika Chaikhampun
2	Miss. Arunluck Sittiroj
3	Miss. Chaninart Burana
4	Mr. Chinnachot Srikunchai
5	Miss. Jaruwat Jomjum
6	Miss. Jirattha Srithongin
7	Mr. Jirawat Yongja
8	Miss. Kanok-on Siriboonpeng
s9	Miss. Kanokwan Kanjanwong
10	Miss. Kittiya Dowwiangkan
11	Miss. Panrasa Aroonprasertpon
12	Miss. Ramita Insai
13	Miss. Rattanawalee Khamdej
14	Miss. Sakultala Kantiya
15	Miss. Sakuna Kuntawilo
16	Miss. Supanit Suriyawong
17	Miss. Tanatchaporn Prasongponchai
18	Miss. Thanyachanok Pariya
19	Miss. Thitirat Apina



### 3. Record of Excursion part in Oita prefecture

As stated before, one of the purpose of this international conferences is to revitalize local cities as same as learn from and have engagement with that regional community [in addition to usual academic purpose]. We chosed four regions in Oita prefecture [Oita city, Beppu city, Kokonoe Town, Hita city]. Photos are below.

#### 10/12 excursion part

- Manufacturer traditional Bamboo goods
- Beppu Kifune castle
- Viewpoint of downtown
- Wet market at Beppu Station
- Shopping at Mr.Max, Oita city



10/13 excursion part

- Kokonoe Town: Big dream bridge Kuju highland
- Mameta downtown Hita City
- Red leaf watching Yabakei Town
- Oita station and city center



4 . Record of papers and presentations at ILCOME2017 × RMUTL

Papers down below are submitted to and presented at the conference this time. In total 19 as numbered were presented and had discussion in order.

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(1) Customers' Purchase Decision Making Toward Pork Rinds:  
A Case Study in Chiang Mai, Thailand (By Ampika Chaikhampun)

**Background and Rationale**

Northern Thailand economy is a regional economy, it is important for the economy of the country since, several productions come from this part of the country. Entrepreneurs in the north, mainly SMEs, a wizard-driven economic engine, are based of regional economy. Competition today is fierce and risks of doing business are changing all the time. Opportunities to increase the competitiveness of enterprises in Thailand are challenging to taking basic principles and concepts of research to create a multi-frame concept. Understanding the patterns of consumer purchasing decisions, is important for building a strategy for the management of event of marketing and cause marketing communications efficiency in a wide range of consumers. Many productions of pork rinds in Chiang Mai are competitive which the products are common and indigenous for daily lives. Northern Thai people commonly consume pork rinds every meal and also they could be transformed into other cooks. Hence, decision making to purchase the pork rinds is interesting to study of behavior of customers.

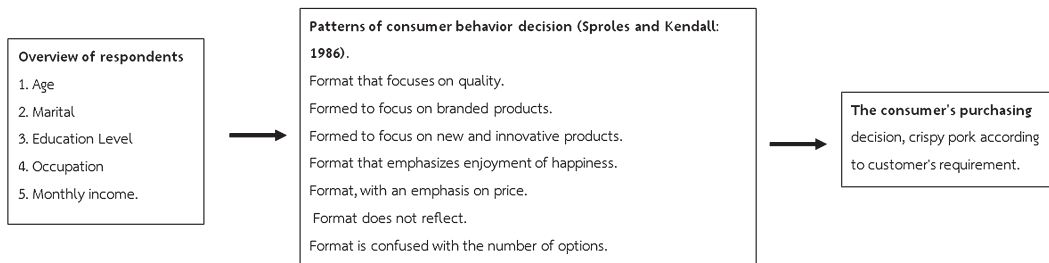
### Research Objectives

1. To study the different types of personal factors that influence consumer buying decisions of pork rinds,
2. To study the patterns of behavior that influences the decision to buy pork rinds, and
3. To learn about the development style pork rinds products to meet the needs of consumers in order to increase competitiveness.

### Research Benefits

1. To know the different types of personal factors that influence consumer buying decisions of pork rinds,
2. To access the habits and needs of consumers who influence the decision to buy pork rinds, and
3. To recognize the style pork rinds products that fit the needs of consumers in order to increase competitiveness of enterprises in Chiang Mai.

### Conceptual Framework



### Research Hypothesis

Consumer decision-making styles that affect the decision to buy pork rinds affecting buying decisions pork rinds products vary by age, marital status, education level, occupation, and income.

### Research Methodology

The format of the survey population or unit in the analysis is to collect the data from consumers. Population used in this study is a group of consumers who purchased at crispy pork selling places in Muang. Since, the exact population is unknown then the sample size is calculated from a formula with unknown population. This study used quantitative forms of research using method survey by using questionnaire as a tool to collect information. Sample size of this research is 368 persons.



### Expected Results

This research is expected to know how consumers make decision to purchasing pork rinds and what are conditions or criteria or behavior in making the decision.

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## (2) Consumer's Online Purchase Decision Process of LWCHARM Cosmeceutical Skincare Product Brand (By Arunluck Sittiroj)

### Background and Rationale

With new research by business consulting firm, RNCOS predicted the global cosmeceutical market will reach \$61 billion US dollars or up to 7% by year 2020. Cosmeceuticals aim to be more effective than basic cosmetic products, such as treat skin problems to get healthier skin. According to this reason, the demand of cosmeceuticals has rapidly increased in demand and sales in recent years, especially in Thailand. Moreover, Thai people are access to an internet all the time for online shopping, LWCHARM skincare product, for instance, as well as, social network like Word-Of-Mouth. Therefore, this research is expected to know how LWCHARM consumers make decision to repurchase the brand's products which would be benefit to the brand owner and e-Commerce entrepreneur for preparing and applying to their business plans.

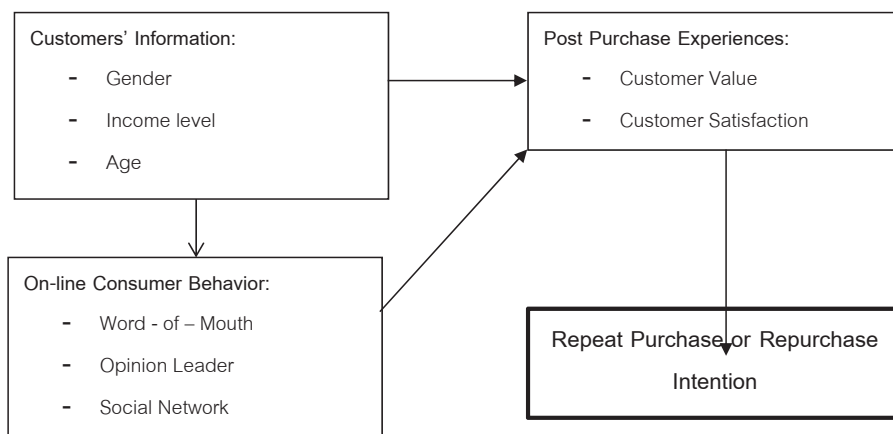
### Research Objective

To know how LWCHARM consumers make decision to repurchase the brand's products

### Research Benefit

This research would be benefit to the brand owner and e-Commerce entrepreneur for preparing and applying to their business plans.

### Conceptual Framework



### Research Hypotheses

1. Post-purchase experiences is related to repurchase intention
2. A different gender is related to the repurchase intention
3. Online consumer behavior is related to the repurchase intention

### Research Methodology

This research is qualitative and quantitative research types which were used to study about an influence factors toward LWCHARM consumers decision making to repurchase the brand's products by using the Pearson correlation coefficient to find their relationships which related to each other. Descriptive statistics also are used in this research. Population group of this research consists of 20,500 customers of LWCHARM, and sample size was 400 customers randomly selected as indicated from calculation by using Yamane Table at 95% level of confidence. Online questionnaires via electronic mails were used to collect data.

### Expected Result

This research is expected to know how LWCHARM consumers make decision to repurchase the brand's products which would be benefit to the brand owner and e-Commerce entrepreneur for preparing and applying to their business plans.

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- (3) An Application of An Internal Control System to be Effective in Accordance with International Standards: A Case Study of Primary Schools in Chiang Mai Province (By Chaninart Burana)

### Background and Rationale

There could be fraud problems of which could arise from negligence or intent in organizations. However, by the Constitution of the Kingdom of Thailand 1997, they are provisions, principles, and actions by the Board of Directors Committee and auditors are an independent and neutral by section 312 in order to strengthen public sector management. Controlling of spending of State funds could make the most cost-effective, according to the law. Regulations and the Cabinet, and in this connection, committee has adopted principles of regulatory audit committee principles regarding the internal control standards. In 2001, awareness of the importance of good internal control has helped the operation of the organization effectively. To comply with laws and regulations related to fraud prevention, leak may occur in the process and all steps of operation. To achieve an objective of administration highlighted the benefits from properly reporting resources, which is the subject of policy attitudes, characteristics, an agency, or everything is combined. Internal control is important to organization effectiveness. Therefore, it is interesting to study the system of internal controls to be efficient for primary schools in Chiang Mai, Thailand. And, to study problems and obstacles of the internal control system which may be occurred. To modification of the standard, it is appropriate in consistent with current situations,

and results of this study could be worthwhile to other organizations.

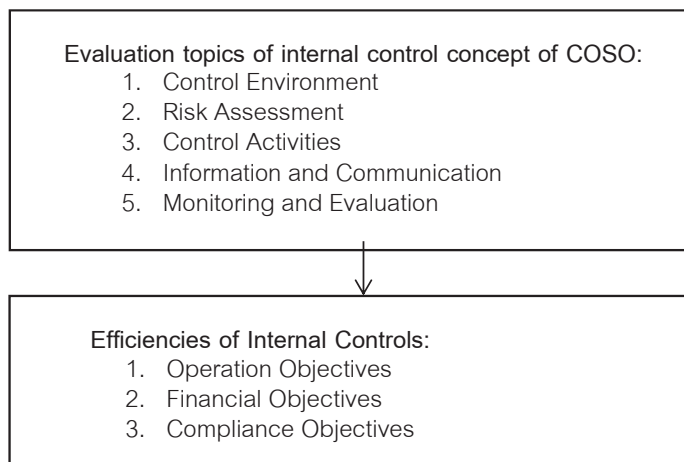
### Research Objectives

1. To evaluate an internal control of primary schools in Chiang Mai according to the guidelines of the Committee of Sponsoring Organizations of the Tread Way Commission (COSO), and
2. To provide guidance on the application of the guidelines of the COSO internal control systems to effectiveness of international standard of primary schools in Chiang Mai.

### Research Benefits

Result from this study will be used to improve applications of internal control for primary schools in Chiang Mai. Moreover, result from this study can be used to increasing efficiency of operations in accordance with environments for other organizations.

### Conceptual Framework



### Research Methodology

Data were collected from financial accounting students who work in primary schools in Chiang Mai by choosing from population of 677 persons through questionnaire. Number of sample size was 170 persons. Data analysis was done by using descriptive statistics: frequency, percentage, mean, standard deviations, and multiple regression analysis.

### Expected Results

There should be an evaluation and development of COSO internal control systems for primary schools in Chiang Mai. Result of this study is to creating awareness of problems and difficulties of internal control systems of primary schools in Chiang Mai.

#### (4) Holistic Marketing Strategy of Small and Medium Enterprises (SMEs) of Service Sector in Chiang Mai Province (By Chinnachot Srikunchai)

##### **Background and Rationale**

Thailand's social and economic systems have adapted and changed in the world context that is expanding in technology, industry, manufacturing and service sectors. In addition, the global political tension has reduced thus become an important factor for countries to focus on creating a new global economic environment. In the 21<sup>st</sup> century, the production base of natural resource has been transformed into human, which is considered to be the most important resource in competition in the transaction world. Therefore, human base adjustment will be strong by learning to catch up with the world society coupled with elevating to Information Society to step into the multidimensional learning society. Office of the National Economic and Social Development Board (NESDB) The Prime Minister's Office (2016) Thai government under the leadership of General Prayut Chan-o-cha has prepared the 12<sup>th</sup> Development Plan as the foundation of the 20 – year national strategic framework. It is the master plan towards the country development and Sustainable Development Goals: SDGs, as well as restructuring the country to Thailand 4.0 towards “Stability, Prosperity, and Sustainability”. It is the drive to make changes at least in 3 major dimensions, namely: (1) the shift from manufacturing to innovative production, (2) the shift from a country driven by industry to modern technology, creativity and Innovation, and (3) the shift from the manufacturing sector to the service sector. In conducting business or projects, strategic planning and in-depth analysis are important and supportive as well as promoting such business to succeed and achieve the goals. Holistic marketing strategies consist of (1) internal marketing, (2) integrated marketing, (3) relationship marketing, and (4) social responsibility marketing, including competitive development of Small and Medium Enterprises (SMEs) in management aspect. This will enable the business to face changes under the circumstances and to accommodate trade liberalization as well as external competition both now and in the future which will be beneficial to the local, regional, and international economies respectively. From the context mentioned above, researcher thus became interested in studying the overall marketing strategy of SMEs in the service sector in Chiang Mai.

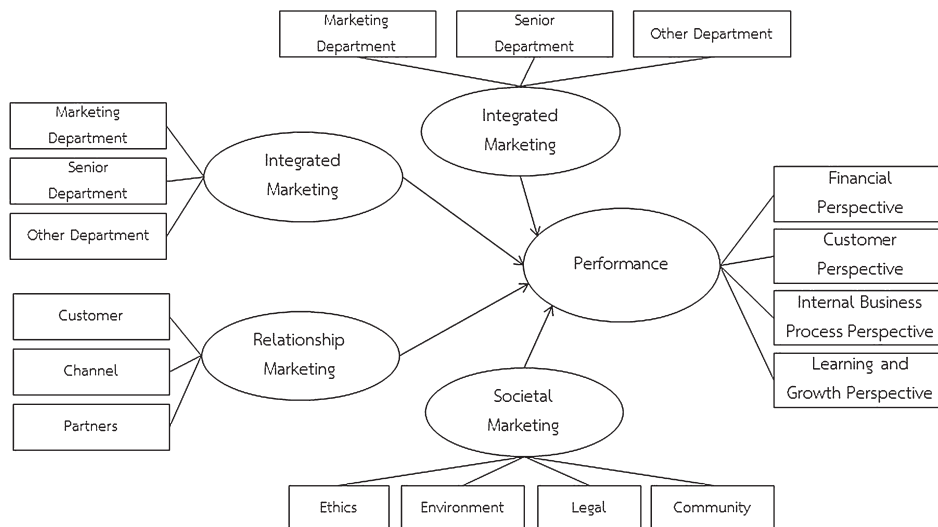
##### **Research Objectives**

1. To study the influence of marketing mix in 4 dimensions of holistic marketing of SMEs,
2. To study an approach to apply the holistic marketing strategy of SMEs, and
3. To study problems, obstacles, and factors affecting to the success of the operation of SMEs by application of the Balanced Scorecard concept.

### Expected Benefits

1. To understand the importance of marketing mix in 4 dimensions of holistic marketing of SMEs,
2. To know an approach in applying the holistic marketing strategy of SMEs which entrepreneurs can apply results as guidelines for developing product and market or adjustment of marketing strategies to be appropriate, consistent, and responsive to current needs, and
3. To know obstacles and factors affecting the success of the SMEs by application of the Balanced Scorecard concept.

### Conceptual Framework



### Research Hypotheses

1. Internal Marketing Elements of the holistic marketing strategy influences the results the operation of SMEs.
2. Integrated Marketing Elements of the holistic marketing strategy influences the results the operation of SMEs.
3. Relationship Marketing/ Customer Relationship Management Elements of the holistic marketing strategy influences the results the operation of SMEs.
4. Socially Responsible Marketing or Corporate Social Responsibility Elements of the holistic marketing strategy influences the results the operation of SMEs.

### Research Methodology

Data collection, in this research, the research population group is 15,430 entrepreneurs of SMEs who registered as juristic persons in the service sector in Muang, Chiang Mai (Office of Small

and Medium Sized Enterprises Promotion – OSMEP). Using Quota Sampling with simple random sampling method, sample size for this research is 400 persons.

The questionnaire survey was created as a measuring tool based on conceptual framework and practical definition. Measurement tools or questionnaires were developed using a 5-point Likert Scale for measuring gauges by internal consistency with alpha coefficients ( $\alpha$ -coefficient) of Cronbach to calculate the mean of the correlation coefficient. Scales, variables in this research are: dependent variables which are performances, and independent variables are Internal Marketing variables, Integrated Marketing variables, Relationship Marketing variables, and Socially Responsible Marketing variables. Data analysis is focused on quantitative research using structural equation modeling (SEM) by examining the model's consistency with empirical data.

### **Expected Result**

This research is still being conducted and expected to produce results according to specified objectives.

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## **(5) Perception on Criteria and Conditions of Student Loan Fund Program for Higher Education Institutions in Chiang Mai (By Jaruwan Jomjun)**

### **Background and Rationale**

Thailand's national development requires effective human resource development to increase capabilities for sustainable development. It is necessary for the government to provide sufficient education to its citizens and recognize the problem of social inequality in Thailand that can cause some students to have limited opportunities to study in higher education or receive a higher level of education after completion their basic education. The government has set up a fund to help students from low-income families that want to pursue their education but have a financial need called the Student Loan Fund (SLF). However, over the past years the Student Loan Fund program has experienced serious loan repayment problems. There were approximately 1.9 million debtors defaulting on loan repayments, which accounted for 62% of all graduated debtors (Student Loan Fund, 2016: Online).

The background of the problem stated above course the researcher to realize the significance of students' perception of SLF's loan criteria and conditions that could reduce the problem of loan repayments. This research was conducted to examine the factors affecting the perception of SLF's loan criteria and conditions, and to study the problems of the debtors defaulting on loan repayments. The obtained data could be used to improve loan collection process and determine appropriate solutions to the problem of loan repayments and loan perception in the future.

### **Research Objectives**

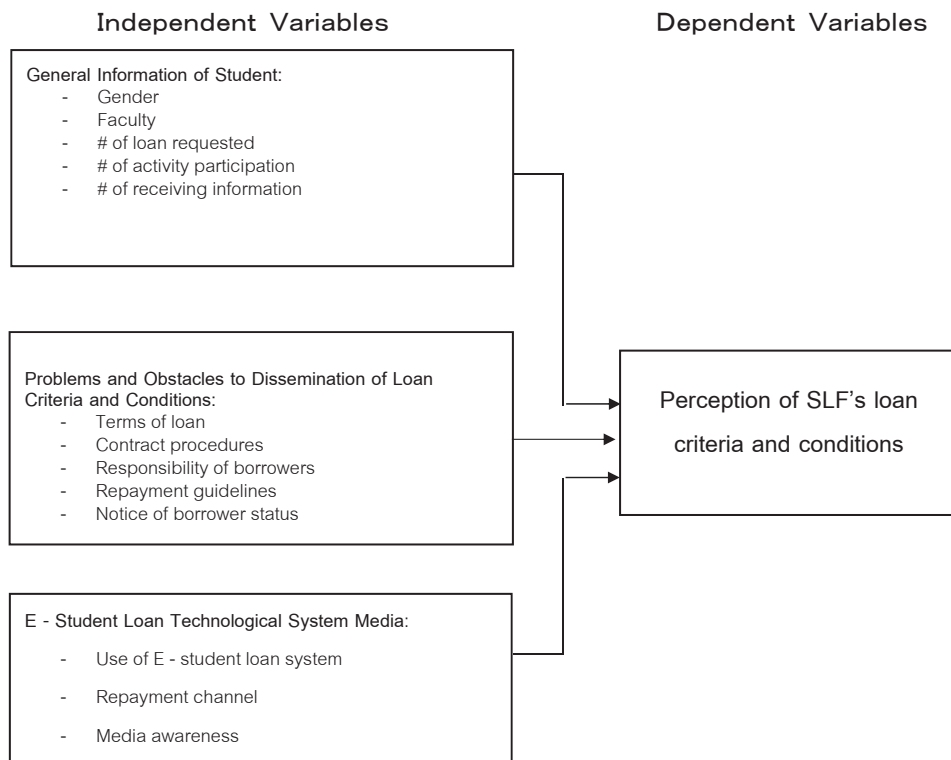
1. To examine perception of SLF's loan criteria and conditions among the fourth-year

- undergraduate students,
2. To compare the levels of perception SLF’s loan criteria and conditions fourth-year undergraduate students between public and private institutions, and
  3. To explore the problems of knowledge building on SLF’s loan criteria and conditions among the fourth-year undergraduate students.

**Research Benefits**

1. The results of this study can be used as a guideline for SLF loan recipients to prevent and to avoid liability issues arising from the lack of understanding of loan criteria and conditions, and
2. To improve efficiency of SLF program.

**Conceptual Framework**



**Research Methodology**

This study used both descriptive and quantitative research designs. The secondary data were collected from textbooks, academic journals, research papers, related documents, and websites, while the primary data were collected from using questionnaire. The data was analyzed using the descriptive statistics including percentage, mean, standard deviation, t-test, f-test, and one-

way ANOVA. The target population of this research was SLF loan recipients, who were the fourth-year undergraduate students in the universities located in Chiang Mai Province during the academic year 2017. A stratified random sampling method was applied to select the subjects of the present research. The following steps were employed for data collection.

Step1, the fourth-year undergraduate students in the universities located in Chiang Mai Province during the academic year 2017 that were granted SLF loan were determined as the targets population of the study.

Step 2, the researcher inquired the number of the fourth-year undergraduate students that were granted SLF loan in each university.

Step 3, a simple random sampling method was used to select the sample size. The sample size was calculated in order to proportionally draw the sample from each university. The details are in Table 2.

**Table 1. Number of SLF Loan Recipients**

Code	Universities	Number of students
001249	Chiang Mai University	4,758
001717	Rajamangala University of Technology Lanna	2,742
000958	Chiang Mai Rajabhat University	6,060
001793	Maejo University	5,704
001110	Payap University	358
004355	Far Eastern University	258
004378	North-Chiang Mai University	313
<b>Total</b>		<b>20, 193</b>

Source: Student Loan Fund Annual Report.

**Table 2. Calculated Sample Data**

Universities	Number of the population total	Percentage of the population	Number of s ample size
Chiang Mai University	4,758	23	92
Chiang Mai Rajabhat University	6,060	30	120
Maejo University	5,704	28	113
Rajamangala University of Technology Lanna	2,742	14	54
Payap University	358	2	8
Far Eastern University	258	1	6
North-Chiang Mai University	313	2	7



Considering the quantitative research, the questionnaire used to collect the data from the sample consisted of checklist and open-ended questions. The content of the questionnaire was separated into 3 parts: 1) general information of the students, 2) problems and obstacles to dissemination of loan criteria and conditions (terms of loans, contract procedures, responsibilities of borrowers, repayment guidelines, notification of borrowers' status, and default measures and penalties) and application of technology (use of e-student loan system, repayment channels, and media awareness), and 3) factors affecting loan repayments.

#### **Expected Result**

1. Students have better Perception of the SLF between two different nature of higher Education, and
  2. To see how student perceive the SLF program and understanding of the criteria and conditions of SLF loan and repayment.
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#### **(6) Buying Decision on Tourist's Product in The Royal Agricultural Station: Angkhang (By Jirattha Srithongin)**

##### **Background and Rationale**

While visiting hill tribes at Pak Pai village Amphur Fang, Chiang Mai Province, His Majesty the Late King Rama IX accompanied by the Queen, had found from people in the area that Doi Angkhang has cold climate and the majority of hill tribes grow opium poppy but still poor. Moreover, they slashed and burned, and shifting cultivation from place to place which would bring disasters to the areas. As The Late King had known that hill tribes had an income from growing opium the same with they had grew peaches. Kasetsart University has done a research about temperate fruits, therefore, His Majesty The Late King Rama IX gave his private fund 1,500 baht for buying a piece of land at Doi Angkhang to use as demonstrated site. After that The King had commanded to establish The Royal Project Foundation in 1969 by under the directorship of H.S.H. Prince Bhisatej Rajani as the Chairman of The Royal Project which mainly working on research about temperate fruits, flowers, and vegetables to be samples for agriculturists to do for their livings. Later The Late King Rama IX named the location "The Royal Agricultural Station: Angkhang".

At present, many stores have turned their attention to the promotion of healthier products to meet the needs of their customers, as well as the number of health-care shops. These causes affect to sales of the products. The Royal Agricultural Station: Angkhang has limited distribution channels as well as an inadequate customer database. Therefore, The Project cannot promote marketing. The products of The Royal Project are of high quality but rarely have distribution channels to consumers and never advertise publicly. Because, Thai people are not familiar with cool temperate products, whereas many tourists come to visit year round and know how to

consume the products. Therefore, this research aims to study and to analyze marketing factors – Product, Price, Place, and Promotion which are affected to the purchasing of tourist products, so that these marketing factors could be used to develop and to improve management of The Project.

### **Research Objective**

To study buying decision on tourist's product in The Royal Agricultural Station: Angkhang.

### **Research Benefit**

Outcomes of this research will be benefit to management and marketing conducts of The Project.

### **Research Methodology**

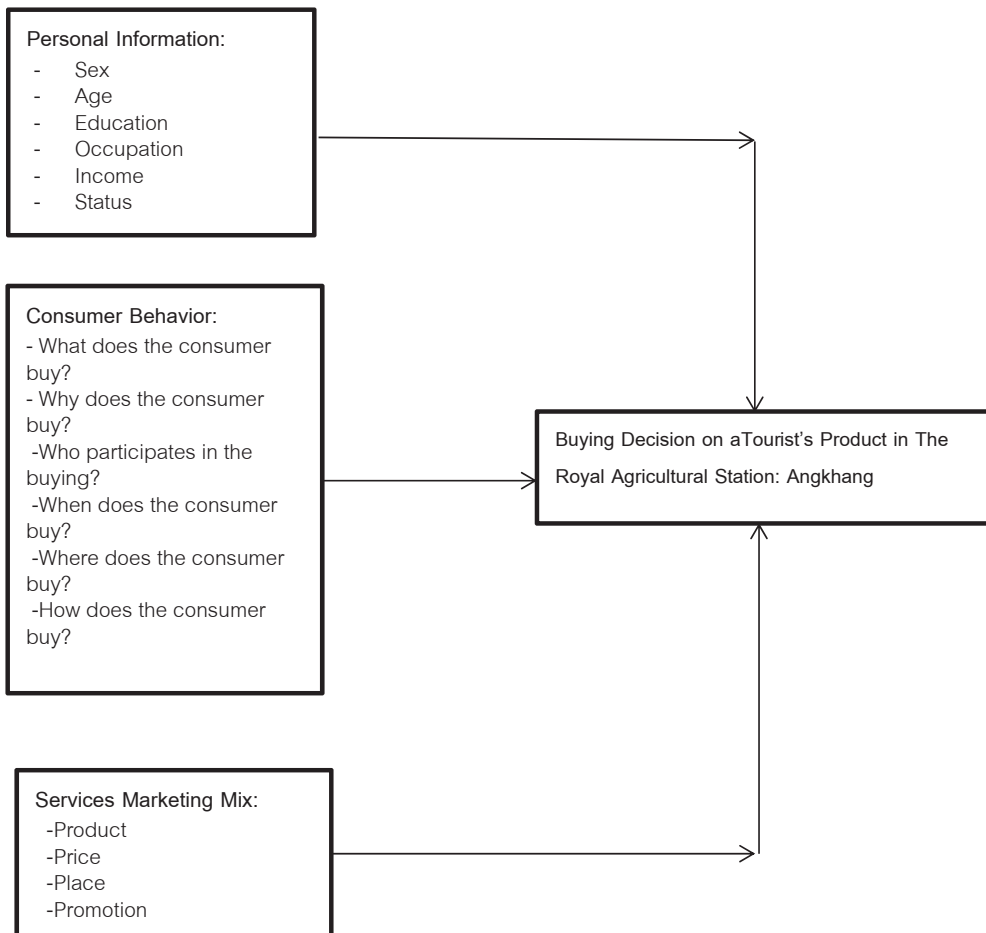
The population size of this study was those who came to visit Angkhang Station. The sample size was obtained by the use of the Taro Yamane calculation procedure with the confidence level of 95%. The sample size was 400 persons.

Data collection information obtained from 4 parts: part 1, personal information includes gender, age, status, occupation, education, and income level; part 2, consumer behavior; part 3, marketing mix factors; and part 4, other suggestions (open-ended questions).

### **Expected Result**

This study is expected to produce information for management of The Project's products for efficiency and at the end for well-being of people who involved in production as aimed by H.M. the Late King Rama IX.

### Conceptual Framework



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### (7) Impact Factors of the Operation of Internal Auditor According to Thailand 4.0 Policy: A Case Study of Chiang Mai Provincial Waterworks Authority (By Jirawat Yongja.)

#### Background and Rationale

Nowadays, in the world of the 21st century, the changing world of society and the advancement of technology and innovation are rapidly, varied, and complex, so Thailand needs to adapt to the changing environment and changes. At present, Thailand is in the stage of “change over” economic and political crisis several times. If Thailand does not have a vision and strategy for national development and do not act to drive the country through reformation and modification seriously, Thailand may suffer from a recession in the second world, as it is in the third world,

in the future. If the reform process is successful, Thailand will be able to move forward to “First World Country”. As the royal speech of King Rama VI:

“We always have to move forward, we must not back down,  
even when we stop, because the stop is always with the back”.

The strategy used by the government in this adaptation is Thailand 4.0, a model of economic development of the Thai government under the management of General Prayut Chan-O-cha, Prime Minister and Head of the National Peace Corps, who came to the administration on a vision of “stable, prosperous, and sustainable”. Thailand 4.0 is an economic model that will bring Thailand out of the trap of middle-income country, being trapped in inequality and imbalance. As well as turning to Thailand, country in the first world, the Fourth Industrial Revolution. According to the guidelines, the 20-year national strategic plan was put in place by strengthening the internal along with the link with the world in accordance with the concept of “sufficiency economy”, through the mechanism of “public”. Internal auditing is an activity performed by the organization’s staff to review, analyze, and evaluate the performance of employees throughout organization in finance, accounting, and other financial matters. And performance of this is a key management mechanism for management to improve efficiency, effectiveness, and good governance to achieve the objectives and goals of the organization in the most beneficial direction.

### **Research Objectives**

1. This study is looking for factors effecting internal auditor’s operation according to Thailand 4.0 policy.
2. This study is looking for problems and obstacles from Thailand 4.0 policy that effecting internal auditor’s operation.

### **Research Methodology**

The research method was a survey research. The tool used to collecting data for this research was a questionnaire with 5 Likert scale type and open-ended question. The respondents were head of departments and staff of departments of the Provincial Waterworks Authority, Region 9, Chiang Mai Province. Krejcie and Morgan sample size determination was used at 95% confidence level, with maximum error of 5% was obtained. The sample size consists of 73 persons. The data were analyzed by descriptive statistics: frequencies, percentages, mean, standard deviation, and inferential statistics to test the hypotheses: t-test and f-test statistics.

### **Research Benefits**

1. Information obtained from this study will be used to indicate the internal auditor’s operation in Chiang Mai Provincial Waterworks Authority or any other state enterprises

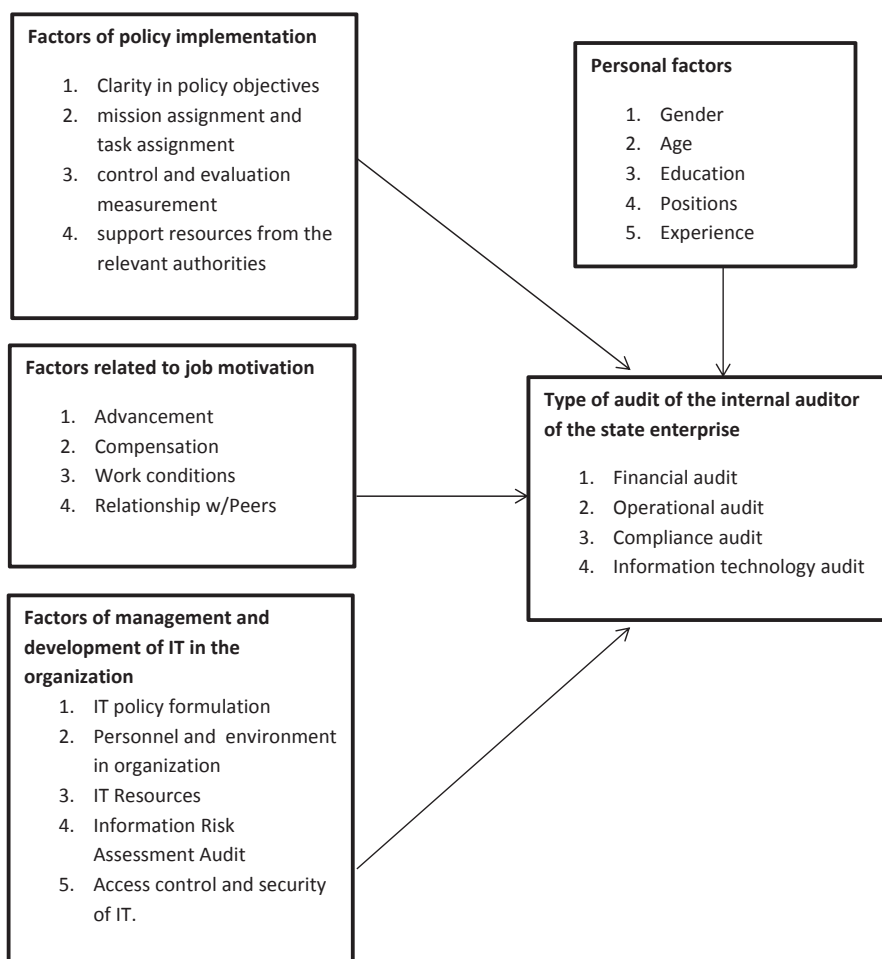
which can be applicable to adaptation to the policy Thailand 4.0.

2. This research will benefit for internal auditors who want to study the impact factors that affect to the work and factors for the Thailand 4.0 policy.

### Expected Results

1. To know about an interrupting of internal auditor’s operation according to Thailand 4.0 Policy, and
2. To make organization awake of problems and obstacles of the Thailand 4.0 policy factors effecting to internal auditor’s work at Chiang Mai Provincial Waterworks Authority.

### Conceptual Framework



**(8) Success Factors of Entrepreneurs of Dried Longans: A Case Study of the Upper North Thailand Exporting Business to China (By Kanok-on Sriboonpeng)**

**Background and Rationale**

Fruit is one of an important economic crops in Thailand. Fruit can earn a billion baht per year to Thai economy. Thai fruits are also popular in both domestic and international markets. Furthermore, demand for fruit is increasing day by day. It is due to the fact that the population is growing and that there is a growing interest in health. In terms of fruit production, Thailand is a country with a proper land and proper climate for production of tropical fruits. From north to south, seasonal fruit yields vary depending on the location of area. It is one of the advantages that Thai fruits have varieties of rotational markets throughout the year. Longan is a plant that can make a lot of income for farmers. It can be processed to fresh and can be exported to foreign countries. Major markets for Longans exports include Hong Kong, Singapore, and China. The dried Longans are exported to many countries. Mostly, fresh and dried Longans exported to China, since Chinese people believes that dried Longans are medicine. Longan is an important economic fruit that generates income for Thailand. Thailand is the largest producer and exporter of Longans (fresh, dried and dried fruits). In 2013, the export of Longans (fresh, frozen, and dried) was estimated at 553,631 million kilograms, valued at 409,717 million US dollars. According to years 2013–2015, Longans export valued and continuously increased steadily (Information and Communication Technology Center Office of the Permanent Secretary In cooperation with the Customs Department). This research, the researcher has foreseen an importance of exporting successful entrepreneurs. The researcher has focused on 8 factors to achieve the status of the market: innovation, quality, location, responsibility, human resource, financial resource, cost effectiveness, and profitability. However, entrepreneurs need to have efficient management to adapt and maintain survival in such business. Therefore, the researcher is interested and focused on the success factors of entrepreneurs of dried Longans business.

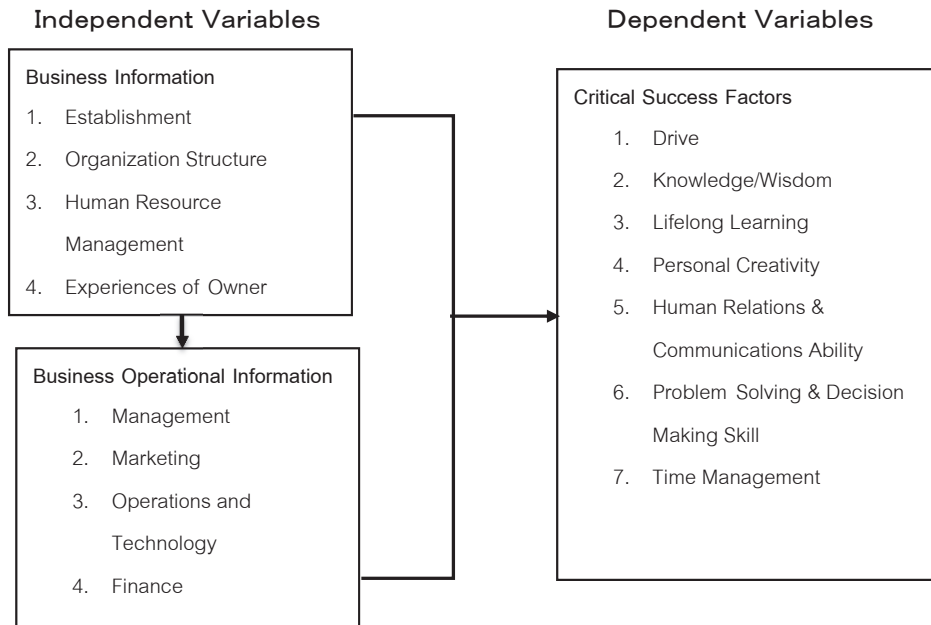
**Research Objective**

To find out success factors of entrepreneurs of dried Longans for Thai exporting business to China.

**Research Benefits**

1. To know success factors of doing fruit exporting to overseas, and
2. Information from results of this research would be applicable to other fruit exporting business.

### Conceptual Framework



### Research Methodology

Population and sample size of this study consists of 41 registered exporters currently operating in market will be interviewed by constructed interview questionnaire. This research will be qualitative and quantitative methods, and descriptive statistics are applied to information of data, and also content analysis will be used to analyze data from interview as well as open-ended questions.

### Expected Results

1. To know about what are success factors of entrepreneurs of dried Longans,
2. Other exporters can benefit from the results to their businesses, and
3. Information of this research can be used as a guideline for those interested in investing in dried Longans export business.

### (9) Impact of Tax Rate Changes on Alcohol Consumer Behavior in Muang District, Chiang Mai Province (By Kanokwan Kanjanwong)

#### Background and Rationale

Alcohol is the gateway to social problems, especially violence and crime, and creates a lot of social loss. They are many levels of impacts of alcohol consumption on our society. Since,

it causes annoyance and destruction of private and public properties. The study found that drinking alcohol was a major factor in the crimes related to life and physical offenses, such as murder, physical assault, and physical harm. Roughly, 87.6 percent of the inmates who have been convicted of life-and-death offenses are involved in drinking. More than 50% of young inmates commit crimes after binge drinking within a maximum of 5 hours, with the use of weapons such as sharpened knives and cannons, and the scene is often quite close or near. Adjacent to a place to drink, most of the victims died or were seriously injured. Alcohol Research Center (ASAS) aims to create and manage knowledge Information to develop a public policy proposal for the control of alcoholic beverages, which is unusual because it is a product of high health and social impact. The Excise Department is responsible for collecting tax from specific goods and services from various types of manufacturers. To raise some taxes (Department of Excise, 2012: online) on alcohol aims to reduce the center of the impact of the consequences. Although consumers are aware of the effects of alcohol consumption, but however, Thai society and culture consider alcohol consumption to be normal. Nowadays, there is news of increasing the alcohol excise tax rate. The consumer may not know. The current excise tax law is currently in place, starting in 1984, until today, 33 years ago. The Alcohol Act, which defines the method of calculating alcohol tax, has been used since 1950 or 67 years ago without any changes. This is the first time that the Excise Department will restructure the entire excise tax collection. To study the impact of alcohol on consumers in Chiang Mai on how this affects the cost of buying alcoholic beverages each time.

#### **Research Objectives**

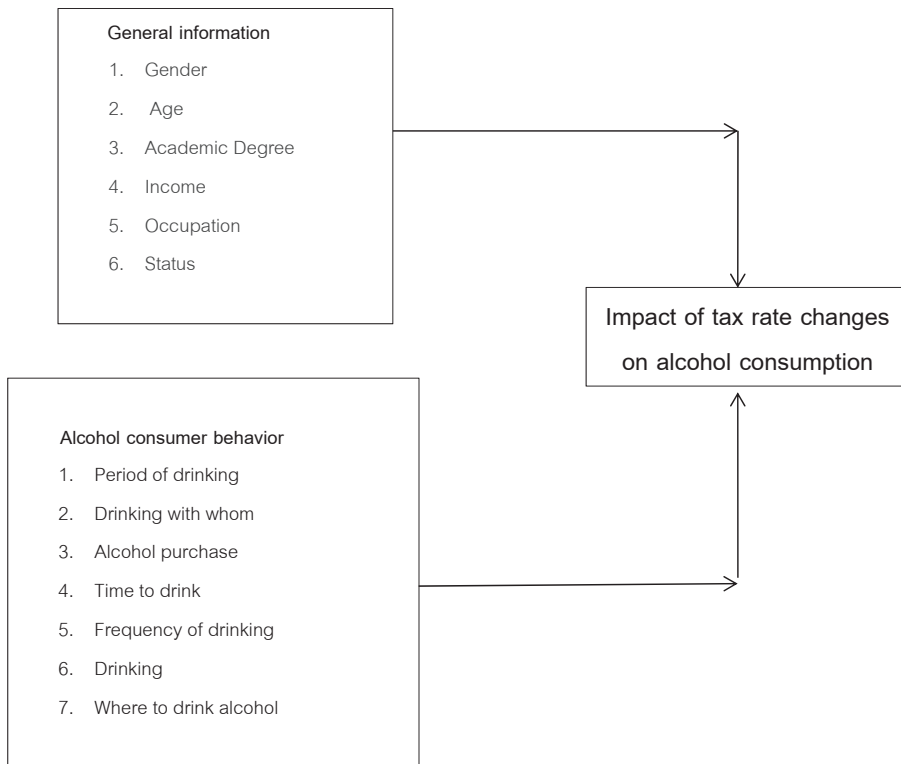
1. To study about customer behaviors towards an increasing of alcoholic beverages tariffs, and
2. To study about the customers' opinion towards an increasing of the tariff in Chiang Mai.

#### **Research Benefits**

1. To know about a customer behaviors towards an increasing of alcoholic beverages tariffs,
2. To know about the customer ' s opinion towards an increasing of its tariff in Chiang Mai, and
3. The research results will be beneficial to relevant agencies.



### Conceptual Framework



### Research Methodology

Quantitative research method is done on this study by using questionnaire survey instrument as a research tool. Whereas population and sample size is 400 drinkers randomly selected from selling locations in Chiang Mai. Statistical analysis used in this research is descriptive statistics – frequency, percentage, mean, standard deviation, and multiple regression analysis.

### Expected Results

1. To understand consumption behavior of consumers upon increasing of beverage tax, and
2. To know effect of increasing beverage tax.

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### (10) Factors Influencing Decision Making of Tourists on Ecotourism at Angkhang and Inthanon Royal Agricultural Stations (By Kittiya Dawwiangkan)

#### Background and Rationale

Travel and tourism are a rapidly growing industry, especially in developing countries like

Thailand. Agricultural project at Inthanon Royal Agricultural Station is one of the most famous ecotourism attractions in Northern Thailand, established in 1979 by His Majesty the Late King Rama IX. Angkhang Station is The Royal King Project site for tropical fruits.

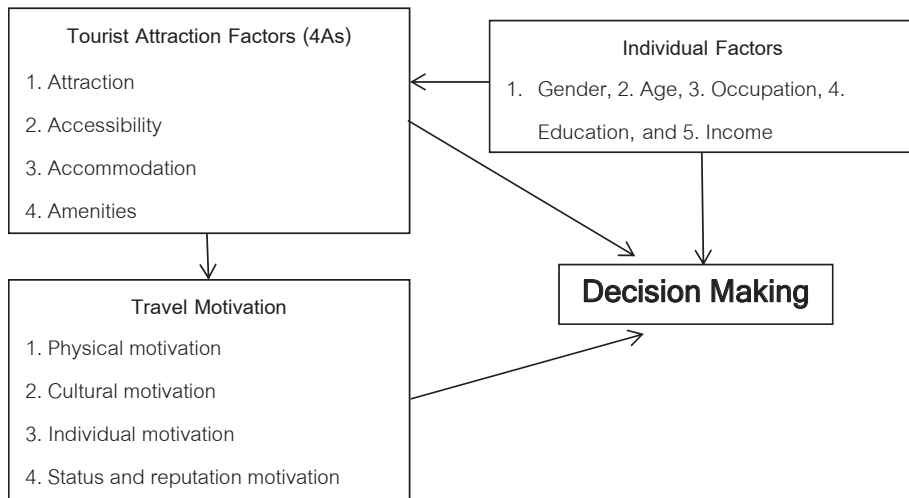
### Research Objectives

1. To study factors that influence tourists on ecotourism at Angkhang and Inthanon Royal Agricultural Stations, and
2. To study tourist attractions that influence tourists on ecotourism at Angkhang and Inthanon Royal Agricultural Stations.

### Research Benefits

1. To know which factors effecting to the tourists' decision making for visiting The Royal Agricultural Stations at Inthanon and Angkhang Stations,
2. To know how the tourists' behaviors while visiting in The Royal Agricultural Stations at Inthanon and Angkhang Stations,
3. To become a database of the related co-operations – Tourism Authority of Thailand for solving its problems toward the decision making for visiting in The Royal Agricultural Stations at Inthanon and Angkhang, and
4. To become a useful related information of the travel companies or institutes, as well as an academic study.

### Conceptual Framework



### Research Hypotheses

1. Different individual factors have significant differences on decision making of

ecotourism.

2. Different tourist attraction factors have significant differences on decision making of ecotourism.

### Research Methodology

The qualitative and quantitative research methods were used in this research. Population size of this study was those who visited the two stations. Sample size was 400 persons obtained from random sampling method by using Quota Sampling Technique where in the sample was divided into two categories according to proportion.

Location	Population	Sample
Angkhang	343,275	292
Inthanon	125,527	108
<b>Total</b>	<b>468, 802</b>	<b>400</b>

In addition, an interview technique was used as research instrument. There were 8 tourists and 4 tourists from Angkhang and Inthanon Stations respectively. Questions interviewed base on individual information, tourist attraction factors, and travel motivators.

In order to obtain reliable of the questionnaires, 20 questionnaires were pre-tested by using Cronbach's Alpha Coefficient. The result of the test was more than 0.07 significant level.

### Expected Result

This research emphasized on the importance of any factors that influence on tourists decision making of ecotourism. The result of this research will provided as guidelines to develop ecotourism market in the future.

## (11) Effective Factors to Affecting Internal Audit: A Case Study of the Royal Project Foundation (By Panrasa Aroonprasertpon)

### Background and Rationale

The Royal Project Foundation, Thailand (RPF) founded by His Majesty, The Late King Bhumibol Adulyadej (King Rama IX) in 1969. There are currently six provinces for operating areas in northern part of Thailand, i.e., Chiang Mai, Chiang Rai, Mae Hong Son, Lamphun, Phayao, and Tak provinces. The project consists of four research stations and 39 Royal Development Projects. The RPF's features are non-commercial organizations (non-profit organizations) that need agility for management and independent operations without interferences. All workers can perform duties and operate in accordance with related regulations with effectively and efficiently.

Therefore, internal audits have responsibilities to support administration which is a supportive role for effective internal control of all systems. Internal auditing is a catalyst for improving an organization’s governance, risk management, and management controls by providing insight and recommendations based on analyses and assessments of data and business processes. With commitment to integrity and accountability, internal auditing provides value to governing bodies and senior management as an objective source of independent advices. Internal auditors are employed by organizations to perform the internal auditing activities. Therefore, the researcher considers that it is very important to study on factors affecting to an effectiveness of internal audit for applying information to the management. In addition, this study will develop the factors that related with the work effectiveness including the system management and method to achieve the objectives.

**Research Objectives**

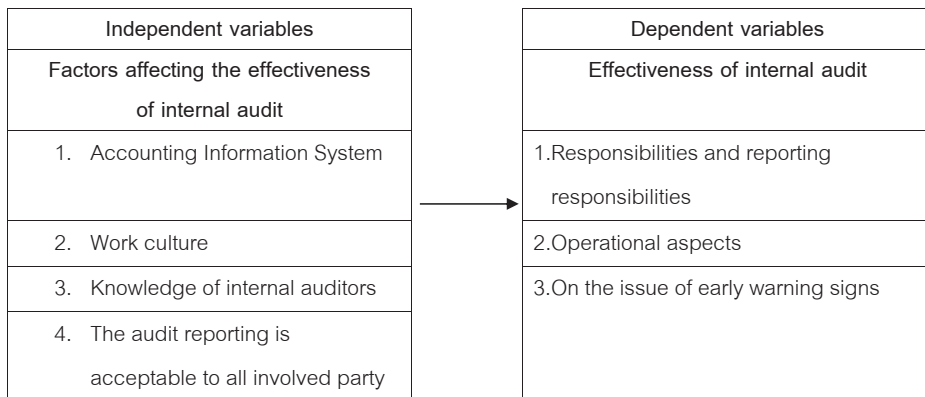
1. To study factors that affect to the effectiveness of internal audit, and
2. To study relationships of factors to the effectiveness of internal audit.

**Research Benefit**

Outcome of this research will assist to administration of The Project Foundation through internal auditing.

**Conceptual Framework**

Based on literature reviews, researcher provides an effectiveness factors to effecting internal audit into four factors as shown in the conceptual framework below.



**Research Methodology**

This study is a mixed – method, data collection is used by questionnaire instrument and in-depth interview methods that using content analysis for getting the answer. The target group

of population and sample are workers who involved with internal audit division of RPF: 1. heads of division level, 2. heads of research stations and development center level, and 3. finance and accounting officers, totally sample size is 86 persons. The data analysis of sample and variables are descriptive statistics that consist of percentage, mean, standard deviations, correlation coefficient, and multiple regressing analyses. Content analysis of data will come from in-depth interview information.

#### **Expected Results**

1. To create process for development of the effectiveness of internal auditing,
2. To reflect on the importance of internal audit section including enhance the efficacy of internal audit system, and
3. To use the research results for improvement and development of the internal audit section for operation performance and effectiveness of the Royal Project Foundation.

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#### **(12) Auditee's Attitudes and Auditing Environmental Factors Affecting Internal Auditor Performance: A Case Study of Public Health Office of Nan Province, Thailand (By Ramita Insai)**

##### **Background and Rationale**

Based on problems of internal auditing in Thailand, even if roles and duties of internal auditors have changed over time, the attitudes of personnel in organizations toward the internal auditors are catching wrong doings, or offenses against the laws or regulations. All of which are unwillingly to be audited. Appropriate behavior or expression of the internal auditor in the auditee's organization is one of an important factors for internal auditing. Additionally, the auditing environment is also important for organizations due to varied natures of organizations resulting in the need for appropriate auditing method to ensure that the internal audit covers activities in the organizations. To identify administration weaknesses and strengths, an accuracy and reliability of accounting, financial information, resource control, regulations and order compliances, performance effectiveness evaluation and economics in the corporate executive management, and administration are very important. Therefore, the study of attitudes and environments are significantly and very interestingly.

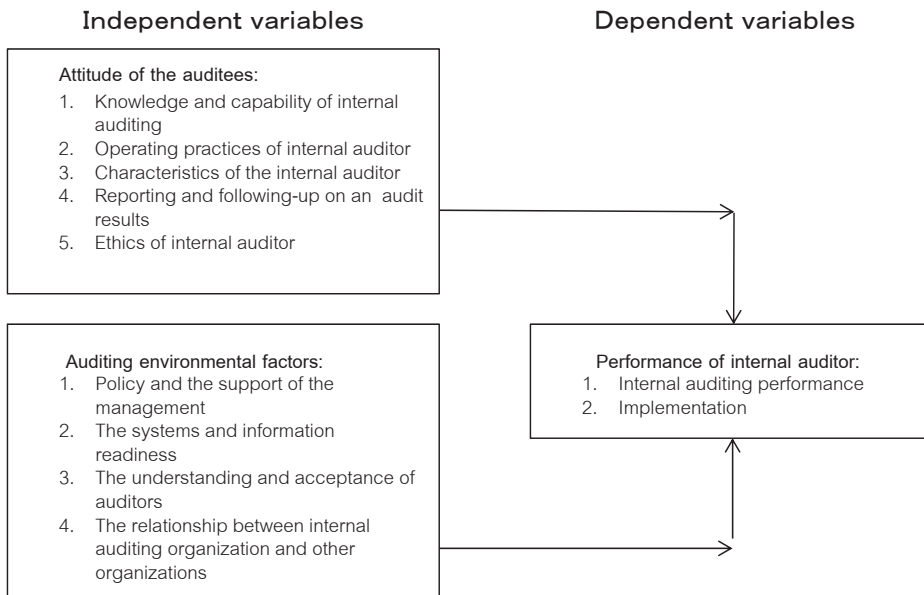
##### **Research Objectives**

1. To study an attitudes of auditees toward the internal audit performance,
2. To study auditing environments affecting to the internal audit performance, and
3. To compile and propose recommendations to improve the effectiveness of internal auditors performance to be accepted by the auditees.

### Research Benefit

Performance of internal auditors could be improved according to environments. A case study used in this study even was a healthcare nature type, but benefit from this research could be benefit to other organizations.

### Conceptual Framework



### Research Methodology

Population and sample size consist of executives, department heads, workers, totally 210 persons. Data collected from using questionnaire instrument, data analysis is done by using descriptive statistics, comprising of frequency, percentage, means, standard deviations, and multiple regression analysis.

### Expected Results

1. Finding leads to understanding of attitudes of hospital auditees toward performance of internal auditors of Nan Provincial Public Health Office.
2. Finding leads to understanding of auditing environmental factors affecting performance of internal auditors of Nan Provincial Public Health Office.
3. Finding provides basic information for management in decision policy and guidelines for development of internal auditing of Nan Provincial Public Health Office.
4. Finding provides information for internal auditors of Nan Provincial Public Health Office to plan, to develop, and to improve operations to be appropriate for auditee organizations.

**(13) Organic Agricultural Acceptance and Product Development of The Royal Agricultural Station Inthanon, Based on Chiang Mai's Customers Expectation (By Rattanawalee Khamdej)**

**Background and Rationale**

Royal Development Projects have originated by His Majesty Late King Bhumibol Adulyadej also known as Rama IX. He has initiated literally thousands of development projects that have greatly benefited the country and its people. The Royal Agricultural Station Inthanon was directly inspired by the insight His Majesty gained while visiting rural areas. He realized that any projects that truly improved the lives of the people must go hand in hand with protection of the environment and sustainable use of natural resources. Organic Agriculture is a production system that sustains the health of soils, ecosystems, and people. It relies on ecological processes, biodiversity and cycles adapted to local conditions, rather than the use of inputs with adverse effects. Organic Agriculture combines tradition, innovation, and science to benefit the shared environment and promote fair relationships and a good quality of life for all involved. Maslow's Hierarchy of Needs Theory is tested to identify needs of customer. Therefore, this research is projects to deeply desertion of The Royal Organic Agriculture adoption towards its production process of the Royal Agricultural Station Inthanon, which would be benefits to The Royal Agricultural Station Inthanon for new products and development.

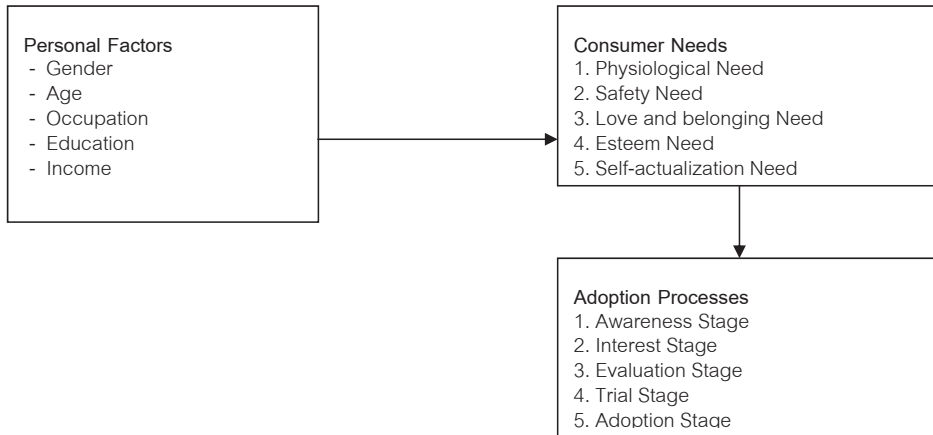
**Research Objectives**

1. To study about The Royal Organic Agriculture adoption of The Royal Agricultural Station Inthanon in Chiang Mai, and
2. To study about the new product development of The Royal Agricultural Station Inthanon in Chiang Mai.

**Research Hypotheses**

1. The Royal Organic Agriculture adoption of The Royal Agricultural Station Inthanon is related to the organization management and the global standardization of production processes.
2. Product's Research and Development of The Royal Agricultural Station Inthanon is developed by the professional team based on product quality and safety.

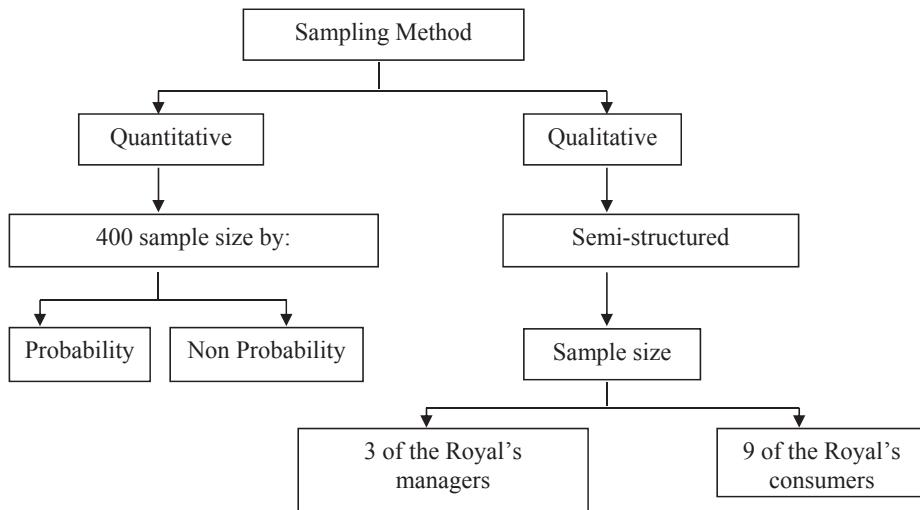
### Conceptual Framework



### Research Benefit

To improve organic agriculture products and products development of the stations, so that quality of lives of those who involve with production can be better off.

### Research Methodology



### Expected Results

1. To know about The Royal Organic Agriculture adoption of The Royal Agricultural Station Inthanon in Chiang Mai, and
2. To know consumer's desired state of visiting The Royal Agricultural Station Inthanon in Chiang Mai.



(14) **The Benchmark for Successful Business: A Case Study of Ceramic Business in Chiang Mai (By Sakuntala Kantiya)**

**Background and Rationale**

Status of the ceramic industry is an industry with a variety of enterprises in various product segments. And, a variety of technologies used in manufacturing. Since, the technology was home to high-tech, ceramic industry contributes to creating value added by bringing in materials to production. Different types of products and generating employment in the country, up to 75,000 people a year in this industry. Ceramics can also generate revenue for the country, with exports worth 30,000 million baht, however, the ceramic industry has a relatively limited domestic market, of the growth of this industry. It needs to rely on exports (ASEAN Economic Community: AEC, 2011). There are tools to manage, but that has been the most popular theory is Benchmarking. Survey popularity in the management of BAIN & COMPANY, which conducted the study in a group of 70 countries found Benchmarking is a management tool that has been ranked 1 in the Top 10 at all times and in the last two surveys in 2008 to 2010. As a management tool that has been the most popular, the user satisfaction levels are quite high. This reflects that the Benchmarking tool that enables organizations to develop their own reality. In this research, the researcher focuses on details appliances, tableware, gifts, and accessories because Chiang Mai focuses mainly on these types of ceramic industry. Tableware, gift, and decorative ornaments have changed, causing many factories to shut down the plant, but there are some plants that can live and steady, so that their businesses can continue to maintain and sustainable.

**Research Objectives**

1. To study success factors of ceramics business Benchmarking Theory, and
2. To study comparison of business and business with Benchmarking Theory.

**Research Benefits**

1. To improve operations and effectiveness of ceramic business at large, and
2. Through Benchmarking Theory, ceramic concept may produce specific benchmarks for its operation.

**Research Methodology**

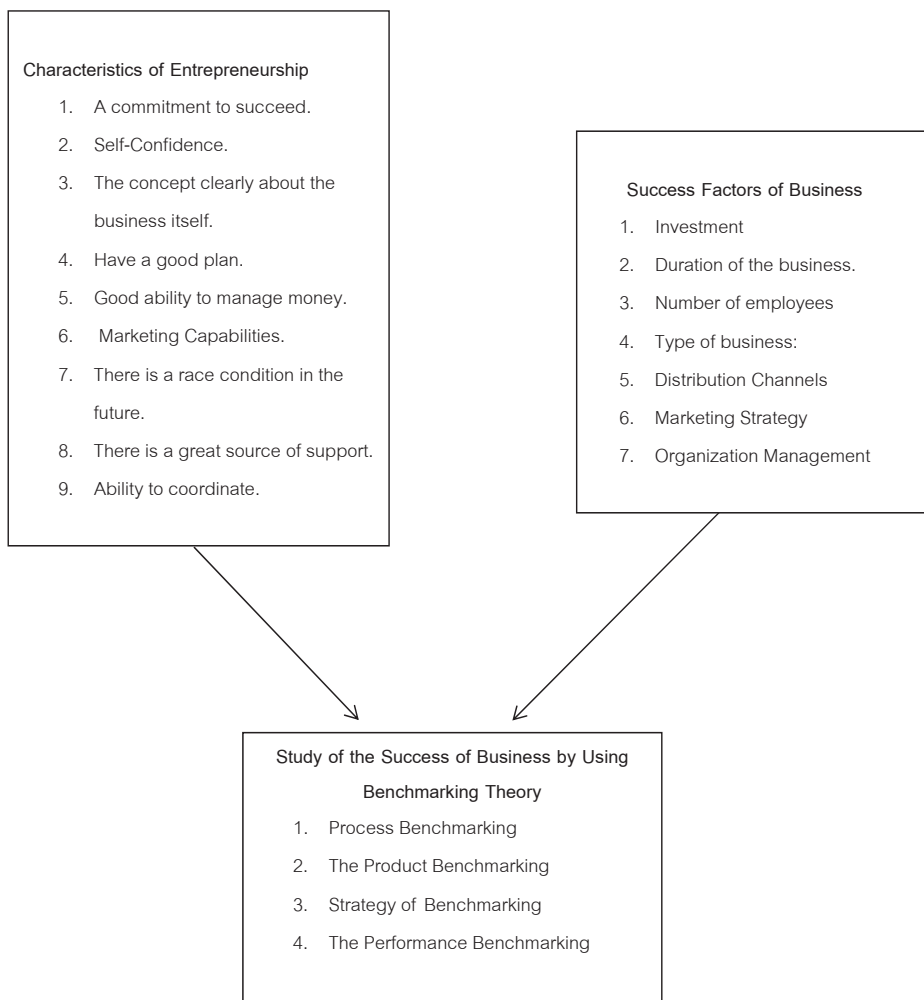
The population used in this study includes the ceramic business operators in Chiang Mai. The amount of data collected were 6 businesses with interview questionnaires. Then, the data were analyzed and interpreted to be results of this research. There are four parts of data gathering in questionnaire: part 1, general information from the respondent's interview; part 2, general information about the business; part 3, information on characteristics of entrepreneurs; and

part 4, information of successful business operations. Data used in the study included primary data from interviewing from entrepreneurs, and secondary data are information from articles and related studies, scholarly papers, reports, researches, publications, and other related documents.

### Expected Results

Results from this study are expected to be sources of information to boost up the ceramic industry as a whole for the sake of country economy. Some businesses may be survived some businesses may leave from the industry. Success factors of ones can be used as information beneficiary to others.

### Conceptual Framework



## (15) Comparison on Buying Decision and Behavior of Consumers Between Fai and S&P Bakeries in Chiang Mai Province (By Sakuna Kuntawilo)

### Background and Rationale

Baking is one of cooking methods in which food is baked in oven using dry heat. Breads are the most commonly baked products, but many other food items can also be baked. When the heat travels from the surface to the center of the products like cakes, cookies or breads, it forms a stiff crust and a spongy center and converts the batter or dough's into baked goods. A combination of baking and barbecue can be created by either cooking twice or one before the other. Masonry oven is one of the concepts of baking which is similar to smoke pit concept of barbecuing, therefore baking and barbecuing can be related.

Originally, baking was done by women at home for their own consumption, then later on men started working in bakeries and restaurants and started baking for local consumption, as the time passed and technologies changed and big machines came into the market the production was industrialized and hence, baking was later done by large machines and in huge factories. Breads being the common food are economically as well as culturally very important therefore, the nutritive values have to be kept in mind. The bakery industry in Thailand, there is no evidence that beginning with the western culture that started to spread into Thailand, the bakery is gaining in popularity, the lifestyle changes to the people who need to rush and also the convenience of eating, making bakery is the most popular. With the continued growth of the bakery industry, competition has intensified. As a result, entrepreneurs have to study consumer behavior in order to meet the needs of consumers. For this reason, it is interesting to study the comparison on buying decision and behavior of consumers of businesses. This study will study bakery business of Fai Bakery and S&P bakeries in Chiang Mai province.

### Research Objective

To study consumption behavior of customers of Fai bakery and S&P in Muang, Chiang Mai province.

### Research Benefits

1. To know about consumers' behavior between Fai and S&P bakeries in Chiang Mai province, and
2. To know about the buying decision between Fai and S&P bakeries in Chiang Mai province.

### Research Methodology

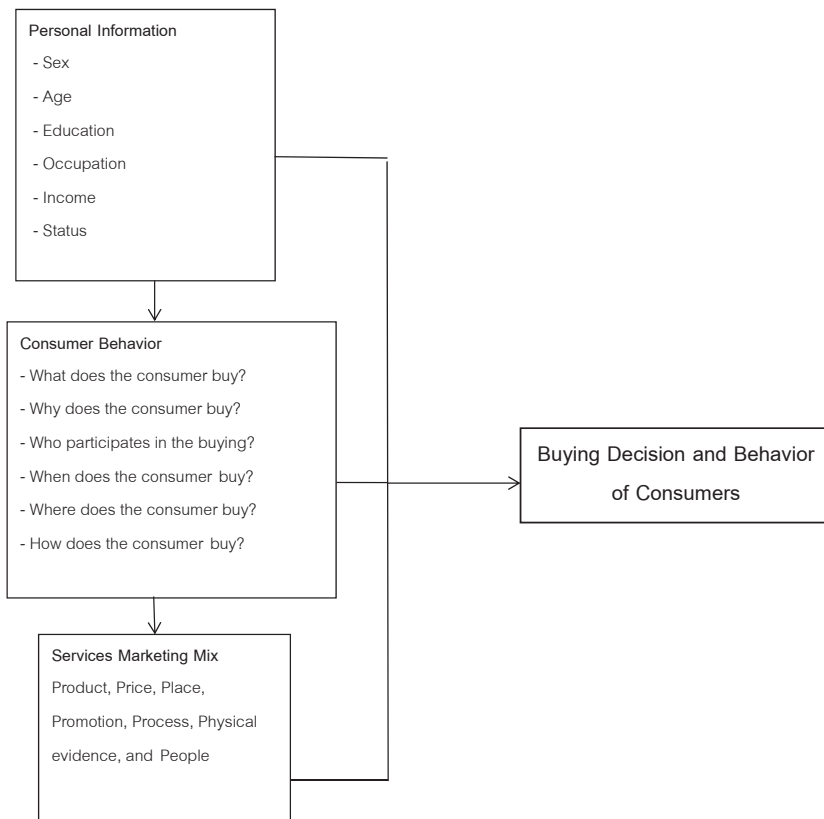
The population surveyed was on bakery consumers in Muang, Chiang Mai Province. Sample size of this study obtained from Taro Yamane calculation with the confidence level of 95%. The

obtained sample size was 400 persons, thus to reducing discrepancies and creating confidence in data collection, 95% level of confidence. Data collection is divided into 4 parts: part 1, personal factors including gender, age, status, occupation, education, and income; part 2, consumer behavior; part 3, marketing mix factors (7Ps); and part 4, suggestions (open-ended questions).

### Expected Results

This study is expected to produce information of doing bakery business and success factors of both businesses as samples of this study.

### Conceptual Framework



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### (16) Integrated Marketing Communication of Behavior's Buyer: Facial Skin Care Product in Chiang Mai Thailand (By Supanit Suriyawong.)

#### Background and Rationale

Although in global economic situation and the country will be like, "The Beauty Market" in

Thailand still lively according to The University of the Thai Chamber Of Commerce research, on rating of 10 outstanding businesses. The rating of sales during the year 2011–2014, the rated business such as food, cosmetics, health and beauty were ranking number 1. In 2017, the beauty business is still rated No. 1 on both the value of the beauty market and a growth rate. The Euro Monitor Information showed the overall beauty market in 2016 with a growth rate higher than 6.5% of the total market value of up to 154,000 million baht is one of the largest markets in ASEAN. The Skin Care Marketing growth in 2016 was 6.1% of the total market value of 70,000 million baht, divided as follows: skin care products accounted for 83%, and body care products accounted for 17%. The Investors saw an opportunity to wrest back market share in the beauty industry more. The researcher is interested in studying the subject. However, the marketing communications are conditions to influence the decision to buy skin care products (Facial Skincare) of consumers residing in Chiang Mai. The data from the study is to provide entrepreneurs with the new products and create an advantage for Local Brand Business in the future.

### Research Objectives

1. To study the demographic influences on purchase behavior of facial skin of consumers in Chiang Mai Thailand, and
2. To study integrated marketing communications.

### Conceptual Framework

In the analysis of consumer behavior theory - 6Ws and 1H, information on consumer behavior is even more important to competitive advantage in meeting the needs of consumers. The analysis of consumer's behavior, one will have to develop the product and service to target and to satisfy long-term and ongoing.

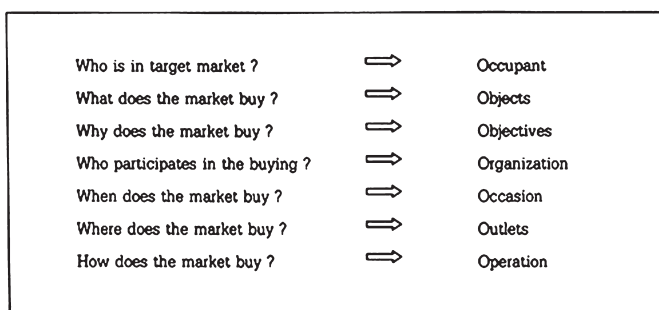


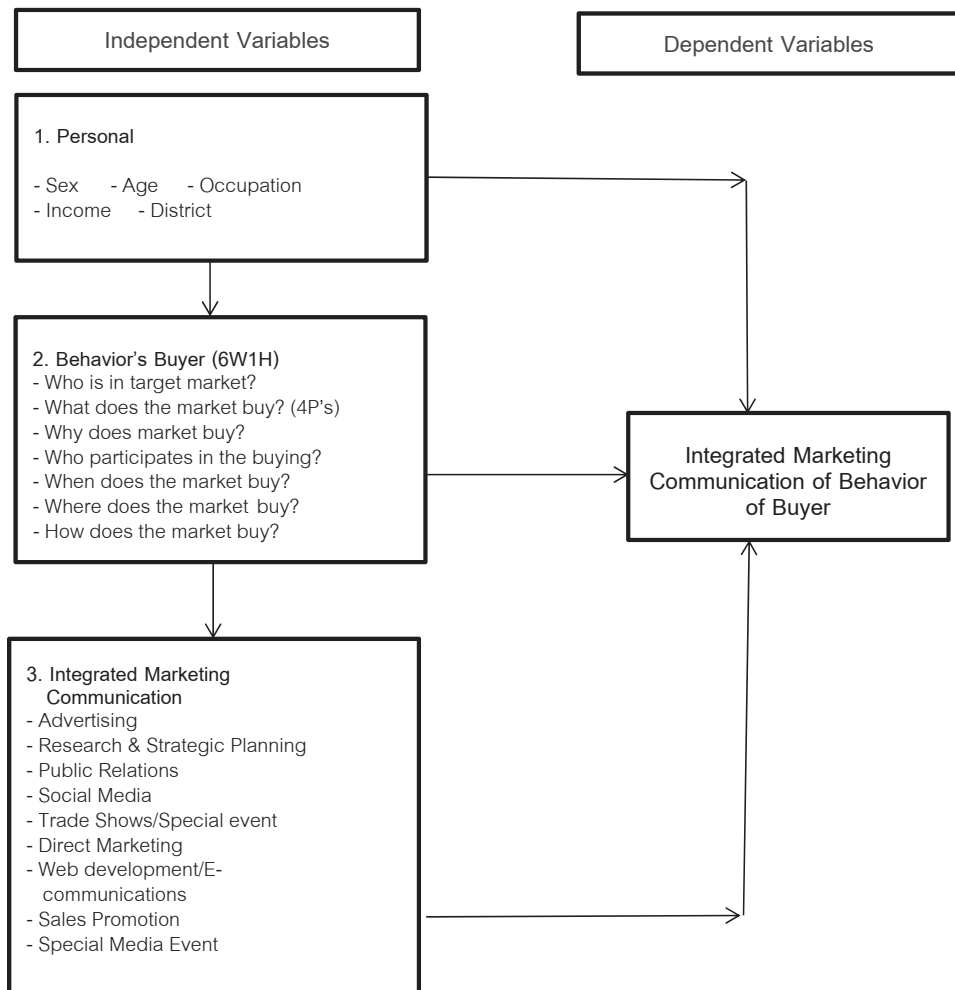
Figure 2 Questions of 6 Ws and 1H for 7Os

Source: Tanawan Sangsuwan (2545)

Marketing communications are essentially a part of the marketing mix. The marketing mix defines the 4P's of marketing and Promotion is what marketing communications are all about. It

is the message business organization in going to convey information to market. There need to be very particular involve about different messages that we are going to convey through different media. The integrated marketing communications are a data-driven approach which identifies the consumer insights and developments of strategy with the right combination of offline and online channels which should result in a stronger brand-consumer relationship. It has grown manifolds in recent years due to several shifts in the advertising and media industry. This is the reason why it has developed into a primary strategy for the developers. Some examples of shifts are from media advertising to the multiple forms of communication, from general focus advertising to data based marketing and so on. (MSG Experts: 2017: online)

**Conceptual Framework**



### **Research Methodology**

This study uses quantitative research approach in the form of survey research. Questionnaires were used to collect data of the information collected on this occasion. There are 2 channels to collect information from primary data, method of collecting data from a sample group in Chiang Mai by questionnaires approach and perform the steps of processing the data statistically. And secondary data is information obtained from the study of texts, articles, books, technical reports, and related studies. Research on websites related to marketing communications that influence the decision to buy skin care products to consumers in Chiang Mai and attributed according to the study. For demographic boundaries about the sample of both male and female in Chiang Mai, the city and the outlying districts uses a method of storing data by using the questionnaire in the period of 3–5 months. The level of confidence is at 95% and is expected to agree to move to 5% due to a larger population. Using a simple size of 384 persons will be able to estimate the percentage. The error less than 5% is accepted at a confidence level of 95% in order to facilitate the evaluation and analysis of data. The researcher used a sample size of 400 persons. An instrument was questionnaire approach with all the questionnaires have 5 pages, divided into 4 parts: part 1, demographic of consumer skin care products; part 2, consumer behavior in the use of skin care products; part 3, data communications market, which resulted in the decision to buy and skin care products; part 4, is open-ended questions. The question used to translate the result of the study were used in the measurement data of the measurement data of the measuring range (Interval Scale) is a measure of Likert Scale which calculation using the formula to calculate of the class interval. The statistics used are descriptive statistics data analysis to analyze the data from the survey questionnaire including percentage, means, and standard deviations.

### **Expect Results**

This research is expected to produce information for beauty business in marketing approach through communications. Beauty business can utilize information from findings to improve marketing competitiveness.

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### **(17) Relationship Between Quality of Work Life and Employee Motivation Factors at Chiang Mai International Airport (By Tanatchaporn Prasongponchai)**

#### **Background and Rationale**

Human resource is key factor that help driving organizations to successfully reach their goals. Qualified staffs help to facilitate success of organizations. Human resource management does not only to focus on salary, but they should also consider environments, health, attitude, mental and emotional factors that affect performance to minimize operating inefficiencies. Chiang Mai International Airport is an organization that offers good welfare to staffs based on

their performances. In the current circumstances where the cost of living is relatively high, the human resource in the organizations need to focus on the quality of work and life to increase job satisfaction, so that staff can work effectively. From an importance of the issues mentioned above, the researcher is interested in the wellbeing of employees. The research study aims to understand the relationship between quality of work life and employee motivation factors in Chiang Mai International Airport. An insights gained from this study are useful as guidelines to corporate executives and those interested in improving the quality of work life of staffs and engagement. Organizations can benefit results of this research to improve and develop their employees quality of work life.

### Research Objectives

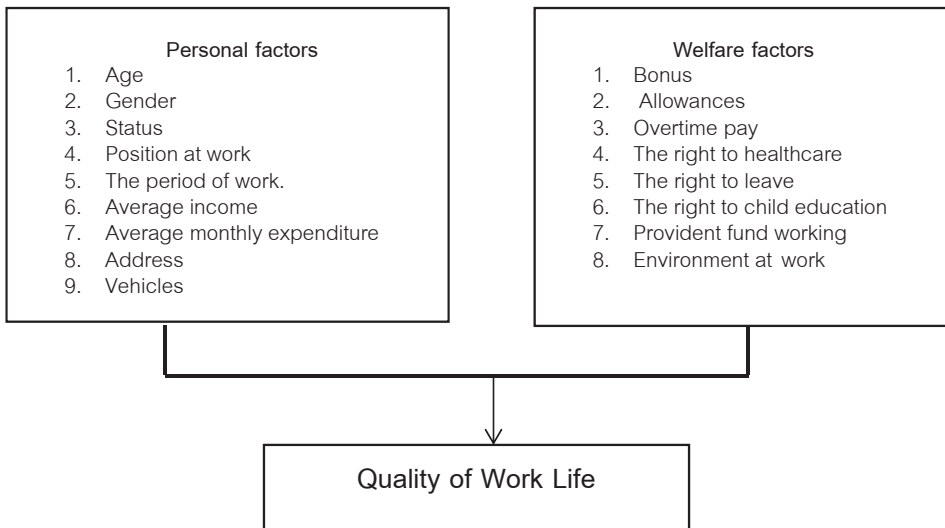
1. To study relationship between quality of work life and employee motivation factors at Chiang Mai International Airport, and
2. To study the effects of welfare factors on the quality of work life of employees in Chiang Mai International Airport.

### Research Benefits

1. To gain knowledge on the factors welfare effect on quality of work life in Chiang Mai International Airport, and
2. To suggest how organizations can improve and develop their staffs quality of work life.

### Conceptual Framework

Motivation theories in content and process dimensions can be used to explain and to construct a framework of this study.





### **Research Methodology**

Sample size was calculated from population size by using the formulation of TARO YAMANE (Taro Yamane, 1973). The number of sample size is 383 persons. Descriptive statistics - frequency, mean, standard deviation, correlations, and regression analysis will be used to explain data information.

### **Expected Result**

To know relationship between the quality of work life of employee through motivation factors,

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## **(18) Factors Affecting Internal Auditing Practices: A Case Study of Northern Public Higher Education Institutions (By Thanyachanok Pariya)**

### **Background and Rationale**

Currently, an internal audit is an important concept of management and an essential element of strong corporate governance. In dynamic changes in the global economy, the complexity of regulations and technological advances in recent years have set new tools and directions of development of internal audit which support management and create added value to the organization. These capabilities also resulted in the new image of an internal auditor with an extended set of skills and practices adapted to requirements of environments. Internal audit is expanding the scope of its activities to all areas of operations and is becoming a value portion of management. And, internal audit is facing with important choices. It can either refuse to evolve and, thereby, fade in relevance. Or, it can find ways to reinvent itself and drive greater business value. The successful internal auditors of tomorrow will be those that can keep pace with risks and changes in business environments, and can communicate more effectively with stakeholders across functions, and deliver timely and forward-looking insights that matter to the business. Just as importance, it will be their commitment to continually sharpen their auditing skills and knowledge, and leverage world-class tools and technologies. To achieving these objectives, there will go a long way towards helping internal audit to attain its full potential and become an even greater asset to businesses. Therefore, studying factors which effect to internal audit of organizations is crucial and being the must.

### **Research Objectives**

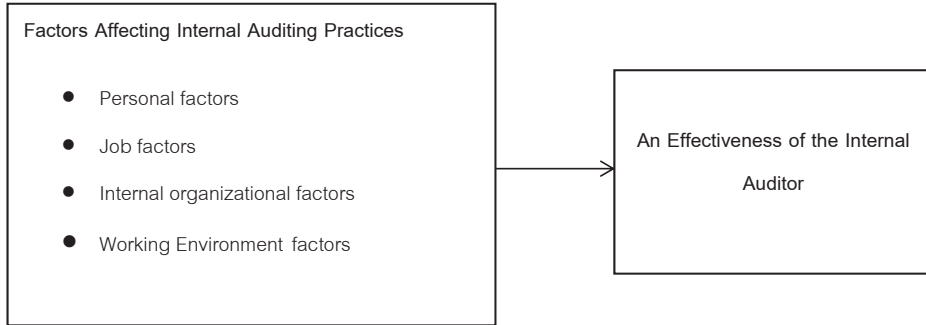
1. To study level of factors affecting internal auditing practices,
2. To study the effectiveness of internal auditor performance, and
3. To study the relationships between levels of factors affecting internal auditing practices.

### **Research Benefit**

This research will be benefit to internal audit knowledge and also will benefit to organizations by

using an educational institutions as sample.

### Conceptual Framework



### Research Methodology

Population and sample size of this study is 102 auditors who will be interviewed by using constructed interview questionnaire. This study type is qualitative and quantitative research methods, and analysis of data will be quantitative and descriptive statistics analysis.

### Expected Results

1. To know about factors affecting internal auditing practices,
2. To know problems and impacts to the internal audit, and
3. To be useful information for those who are in the field of internal auditing.

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### (19) Service Quality and Satisfaction of Bus Passengers Business: The Chaipattana Transport Chiang Mai Co., Ltd. (By Thitirat Apina)

#### Background and Rationale

Transportation in Thailand is reliable to expand promptly for accommodating the expansions of population, economy, and consumer needs. Table 1, shows that domestic transport statistics during 2012 -2016, bus service is the most popular, referred domestic transport statistic, 2012-2016 was declined. On the other hands, passengers use more airplanes transportation. Chiang Mai is an important city of commerce, service and tourism. Most of population will use bus transportation that causes company to consider quality of service and to serve the needs and wants of passengers.

**Table 1. Domestic Transport Statistics (Units: Thousands):**

<b>Number of passengers</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
Bus	365,246	351,139	323,982	332,528	324,564
Train	137,295	137,636	145,910	149,453	154,970
Waterway	110,636	108,992	102,810	104,101	-
Airplane	16,566	19,412	25,748	31,376	35,238
<b>Total</b>	<b>629, 743</b>	<b>617, 179</b>	<b>598, 450</b>	<b>617, 458</b>	<b>514, 772</b>

Source: Department of Airports, Mass Rapid Transit Authority of Thailand and Mass Transit Authority

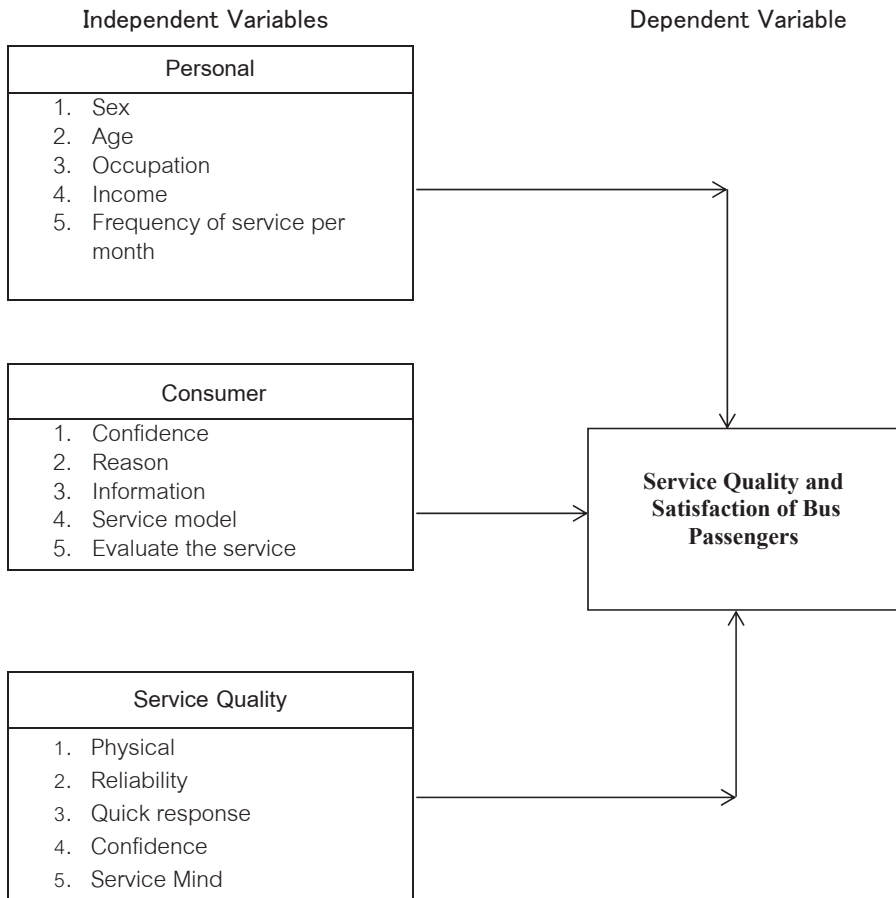
The Chaipattana Transport Chiang Mai Company, Ltd., is the largest transport business in northern region of Thailand. The Company also extended its route bus service to other regions. The researcher is interested in improving efficiency and development of the Company by studying customer’s decision making on the Company service.

#### **Research Objectives**

1. To study on passenger decision making of company service,
2. To examine service quality which influencing passenger of company, and
3. To examine passenger’s satisfaction in selecting of company’s service.

### Conceptual Framework

Research framework was proposed in the following figure which demonstrates framework of relationships between elements of service quality and consumer decision making.



### Research Benefits

This research will be benefit to transportation business nationwide, since the company is a large transport business in the northern region, and also extended its service to other locations in other regions. Information from this study will be useful particularly, to the company to improve its service.

### Research Methodology

This research is quantitative designed research using a survey questionnaire. Data sampling is from passengers who use service of the company in Chiang Mai. Data information was collected from two source. The primary data gathering by questionnaires from 400 passengers with the

following 5 information parts: part 1, information of respondents; part 2, consumer behaviour; part 3, service quality which is closed questionnaire; part 4, suggestions information; and part 5, open-ended questions. The secondary data is information researched from literary information, research journals, and information from questionnaires. Data analysis is done by the following statistics: frequency, percentage, mean, standard deviations, T-test, and ANOVA which processed in 5 Likert scale type. The population of this study is obtained from the passenger who has chosen the bus service of the company during 3 years period, 2014–2016.

**Table 2. Passenger of the Company (Units: People)**

2013	2014	2015	2016	Average 3 year
2,183,084	2,110,723	2,008,989	6,302,796	2,100,932

Source: The Chaipattana Transport Chiang Mai Co., Ltd.

### Expected Result

This study is expected to produce results to improve quality of service of the company.

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