

**Schedule**  
**11<sup>th</sup> International Conference on Humanities & Social Sciences 2015**  
**IC-HUSO2015**  
**At Faculty of Humanities and Social Science, Khon Kaen University, Thailand**  
**(HS 05 Building)**

**Thursday 26<sup>th</sup> November 2015**

08.30 – 09.00	Welcome /Registration
09.00 – 09.20	Opening ceremony
09.20 – 09.30	Graduate Research Award
09.30 -10.45	Keynote speech: Professor Dr. Bruce Gilley
10.45-11.00	Break
11.00-17.00	Paper presentation

**\* The final letter (E=English Language or T=Thai Language) of each code refers to the language for presentation in the conference room**

Time/Room	Room 1 : LE	Room 2 : LE	Room 3 : PH/PA	Room 4 : SA	Room 5 : SD	Room 6 : MC	Room 7 : CL/SD	Room 8 : CERP/WeSD	Room 9 : ED	Room 10 : SD
11.00-12.30	<p>1. (Un)tying the Language and Ethics through Self and the Other. <i>Sanjay Kaushal:</i> (ICHUSO-001)</p> <p>2. Preliminary Results from the Isan Culture Maintenance and Revitalization Programme's Multilingual Signage Survey. <i>John Draper:</i> (ICHUSO-003)</p> <p>3. Problems and Needs of English Language Use for Professional Nurses: the Context of ASEAN Economic Community. <i>Oraphan Ritman, Sumittra Suraratdecha:</i> (ICHUSO-035)</p> <p>4. Less is More and The Art of Simplicity. <i>Álvaro Banderas Moreno:</i> (ICHUSO-082) (E)</p>	<p>1. Code-Mixing Used by a Thai American Writer of Non-Fiction. <i>Paarote Bennui:</i> (ICHUSO-095)</p> <p>2. The Measurement of Academic Word List in Engineering Research Articles. <i>Buaboun Pinjaroenpan, Uthavivan Danvivath:</i> (ICHUSO-096)</p> <p>3. The Comparative Study Of Cutural Reflection From Thai, Chinese And English Proverb. <i>Zirivarnphicha Thanajirawat:</i> (ICHUSO-104)</p> <p>4. EFL Writing Strategies Used by Business and Technical Graduate Students in Higher Education. <i>Bundit Anuyahong:</i> (ICHUSO-107) (E)</p>	<p>1. The Solution of the Problems in the Society by Buddha-dharma. <i>Banpot Khathaisong:</i> (ICHUSO-019)</p> <p>2. Wiang Sa Temple: Beliefs of Wiang Sa District Locals, SuratThani Province. <i>Nanphat Thaniwadtanano n, Utiit Sungkharat:</i> (ICHUSO-067)</p> <p>3. The Best Practices of Communities Domocratic Development in Bangkok, Samutprakarn and Nonthaburi Provinces. <i>Pornchai Boonborwornrat tanakul:</i> (ICHUSO-097)</p> <p>4. The Cognitive Principles of Intellectual Buddhism for Resolving a Self-Conflict. <i>Rattana Panyapa:</i> (ICHUSO-101) (E)</p>	<p>1. Gender Equality and Women's Empowerment in India. <i>S. Venkateshwara Rao:</i> (ICHUSO-004)</p> <p>2. University staff attitudes towards gender. <i>Somporn Rungreangkulkij:</i> (ICHUSO-006)</p> <p>3. Trans-Migration, Globalisation and Bharati Mukherjee's Diasporic Components in Her Novels. <i>Rajib Bhaumik:</i> (ICHUSO-009)</p> <p>4. Human Trafficking Process: A Case of Displaced Persons from Fighting in Mae La Temporary Shelter. <i>Bandan Buadaeng, Patcharin Sirasoonthorn, Taweesak Siripornpaibul:</i> (ICHUSO-034) (E)</p>	<p>1. Stroke Preventive Behavior Among Thai Senior Citizens (More than 75 years old). <i>ChulapornSota, Kar nchanasri Singhpoo, Nawaporn Threest, NathapornSrijak, SomsakTiam Kao:</i> (ICHUSO-018)</p> <p>2. Students Awareness on the Environmental Saving Practices at Home. <i>Michael Art R. Napoles:</i> (ICHUSO-027)</p> <p>3. Sustainable Tourism. A peaceful opportunity of Development. The case of the Silk Road. <i>Olivier Saissi:</i> (ICHUSO-032)</p> <p>4. Land Encroachment and Possession Change at Chongjom Border Market, Kabchoeng District, Surin Province. <i>Watcharee Srikham, Jiraporn Smith, Metee Methasit Suksumret:</i> (ICHUSO-051) (E)</p>	<p>1. Basic Tool in Learning Lumion. <i>Ella Christabel R. Balucan, Hershey Kris B. Gentiles, Vanessa Anne G. Gicum, Michael Art R. Napoles:</i> (ICHUSO-022)</p> <p>2. Modular Instruction in Designing a One-Storey Residential House using Google Sketchup. <i>Zillah Faith L. Espada, Jean Christie V. Estabaya, Michael Art R. Napoles:</i> (ICHUSO-023)</p> <p>3. Communication Factors Affecting The Effectiveness Of Advertising Techniques Of Banking Service For Customers In Vietnam: The Case Of TPBank. <i>Thang Nguyen Viet, Khanh Hoa Le Pham:</i> (ICHUSO-075)</p> <p>4. Community radio and building social capital. <i>ChichayaChangrian, RadeeThanarak:</i> (ICHUSO-088) (E)</p>	<p>1. Cultures, Norms, and Rules: a Case Study of the Malaysian's Halal Industry, an Insight into the Modern Islamic Ways of Life. <i>Ekkasit Sittisa:</i> (ICHUSO-011)</p> <p>2. The Unfolding of Myth of the "Tribal": A Case of the Nagas. <i>Chakri Bhodhimani:</i> (ICHUSO-070)</p> <p>3. Identification of Tourism Potential in Alipurduar District, West Bengal, India. <i>Piyal Basu Roy, Sinor Lama, Ranjita Roy Sarkar, Gobinda Rajbanshi:</i> (ICHUSO-073)</p> <p>4. Shopping as an Entertainment Experience: Initial Evidence from Vietnam. <i>Vu Huy Thong, Nguyen Thi Hanh, Tran Thi Nhu Trang:</i> (ICHUSO-077) (E)</p>	<p>1. The Social Capital Process at the Group Level in a Rubber Gardeners' Community in Udonthani Province. <i>Sakhunchat Sirathanomsup, Maniemai Thongyou:</i> (ICHUSO-157)</p> <p>2. Community Practices in Water Resource Management. <i>Pimpilai Saengtup, Maniemai Thongyou:</i> (ICHUSO-158)</p> <p>3. The Dynamics of Using Social Capital in a Community: The Process of Community Self-Reliance Development. <i>Waranya Prommasakha Na Sakon Nakhon, Keeratiporn Jutaviriya, Viyouth Chamruspanth:</i> (ICHUSO-159)</p>	<p>1. Modular Instruction in Logo making using Coreldraw. <i>Irish Mae L. Aljas, Crystal Jay C. Ariza, Jalaicah U. Solaiman, Dr. Michael Art R. Napoles:</i> (ICHUSO-029)</p> <p>2. Training Module in NC II TESDA Technical Drafting. <i>Norhaemah B. Dangdang, Jack Leny G. Bagongon, Graceshella S. Naraja, Dr. Michael Art R. Napoles:</i> (ICHUSO-030)</p> <p>3. A Student Traits-Behavior-Performance Model in Studying How Traits of Personality, Emotionality and Leadership influences Student's Perceived Academic and Non-Academic Performances: Case with Mae Fah Luang University. <i>Nanda Soe Myint, Chai Ching Tan:</i> (ICHUSO-056)</p>	<p>1. The participation of Suankong villagers in conservation of coastal resources in Chana district, Songkla province. <i>Wannisa junhom, Uiti Sungkharat:</i> (ICHUSO-118)</p> <p>2. Association of Women for Peace: the foundation and development of women from 3 southern border provinces. <i>Saowarot Pluemjai, Utiit Sungkharat:</i> (ICHUSO-119)</p> <p>3. Rethinking Black Feminism: bell hooks's Perspectives. <i>Aashita:</i> (ICHUSO-120)</p>



Thursday 26<sup>th</sup> November 2015 (Cont.)

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13.30-15.00	<p>1. Needs Analysis of Studying English for Medical Students in University with the Aim of ASEAN Economic Community (AEC). <i>Issariyapond Woragittanont, Sumittra Suraratdecha:</i> (ICHUSO-044)</p> <p>2. Factors Affect Thai Student's English Communication Skill at University Level: A case study at SakonNakhonRaj abhat University. <i>Kemal Abdela Kaso:</i> (ICHUSO-052)</p> <p>3. Development of English Listening Lessons based on Communicative Approach for the 2nd year Engineering Students. <i>Wipanee Pengnate:</i> (ICHUSO-111)</p>	<p>1. Correlation between the Socio-Cultural Background and the English Language Competence of the Students of the Faculty of Humanities and Social Sciences at the University of Ruhuna, Sri Lanka.. <i>palitha rathnayake:</i> (ICHUSO-108)</p> <p>2. The Effectiveness of Communicative Grammar Activities on M.5 Students' Grammatical Competence. <i>Thunsinee Muangthong, Anchalee Jansem:</i> (ICHUSO-109)</p> <p>3. The importance of English Language for Career Opportunities in the ASEAN. <i>Khan Eric Mbuh:</i> (ICHUSO-110)</p>	<p>1. The Role of Subdistrict Administrative Organization to Encounter a Disaster Mitigation: a Case Study of the Saikao Subdistrict Administrative Organization, Paan District, Chiang Rai Province, Thailand.. <i>Wanwalee Inpin:</i> (ICHUSO-054)</p> <p>2. The Public Administration Service Quality of Provincial Government Offices in Vietnam: A case study in Ninh Binh Province. <i>Nguyen Hoai Long , Pham Hong Hoa:</i> (ICHUSO-074)</p> <p>3. India's "Look East Policy" and Its Implication on Southeast Asia. <i>Napasakorn Suwanraksa:</i> (ICHUSO-102)</p> <p>4. Forgotten and Abandoned: The Widows in Indira Goswami's The Blue-necked God and The Moth Eaten Howdah of the Tusker. <i>Lakhimai Mili:</i> (ICHUSO-139) (E)</p>	<p>1. Wage Difference Between Thai and Foreign Workers: A Case Study of Unskilled Female Construction Workers in Pasi Charoen District, Bangkok, Thailand. <i>Pichit Eamsopana:</i> (ICHUSO-036)</p> <p>2. Women's Property Rights and Social Empowerment Issues in Bangladesh: AQualitative Observation. <i>Golam Sarwar Khan:</i> (ICHUSO-038)</p> <p>3. Dynamics Of Health Related Quality Of Life AmongTuberculosis Patients In The Urban Setting Of India. <i>Heemanshu Aurora:</i> (ICHUSO-042)</p>	<p>1. Adapting The Theory of Planned Behaviours in Studying Coffee Shop's Consumer Behaviours in Thailand. <i>Thandar Maw, Chai Ching Tan:</i> (ICHUSO-058)</p> <p>2. Meaningful and Satisfactory Tourist Experience Towards Loyalty: Roles played by Systems-Level Tourist Experience Quality, Personality Traits and Perceived Trip Characteristics from the Domestic Tourists toward the Ancient City of BAGAN, Myamar. <i>Aung Zaw Moe, Chai Ching Tan:</i> (ICHUSO-059)</p> <p>3. Factors Affecting Collaboration Between Suppliers in Tourism Supply Chain. <i>Tran Thi Huyen Trang, Nguyen Thi Quynh Trang:</i> (ICHUSO-061)</p>	<p>1. Modular Instruction in Bolts and Nuts using CAD. <i>Chana Cres C. Bawi-in, Mae Ann L. Cababat, Michael Art R. Napoles</i> (ICHUSO-024)</p> <p>2. Development and Validation of Module on the Different kinds of Wood Joints. <i>Fe Jane Augusto, Aynah T. Yunos, Michael Art R. Napoles:</i> (ICHUSO-025)</p> <p>3. Acknowledgement and Awareness of Professional Ethics of Mass Communication in Broadcasting and Television, Faculties of Communication Arts, Rajabhat Universities in the Lower Northern Parts of Thailand. <i>RadeeThanarak, PhaninKruewthai, ChichayaChangrian:</i> (ICHUSO-089)</p> <p>4. The Thai Elderly's Need for Web Design. <i>Thitiporn Chansirawat, Smarn Loipha, Jirada Herbst:</i> (ICHUSO-065) (E)</p>	<p>1. Long Boat Racing In Isan: Change for Tourism and Economic. <i>Rattana Chanthao:</i> (ICHUSO-033)</p> <p>2. Study of Food Culture and Establishment of Standard ASEAN Cuisine Recipes for ASEAN Economic Community (AEC). <i>Chunkamon Panyayong, TaweesitPanyayong:</i> (ICHUSO-091)</p> <p>3. The Cultural Factor in Tourism Marketing of the Vietnamese Tour Operators. <i>Vũ Trí Dũng, Trần Việt Hà:</i> (ICHUSO-152)</p>	<p>1. Transnational labour mobilities from Hà Tĩnh Province (Vietnam) to Thailand: A Preliminary survey. <i>Silapakit Teekantikun:</i> (ICHUSO-161)</p> <p>2. From Hierarchical Distribution to Educational Consciousness: The Viewpoint of the Power of Discourse for NNCR in China. <i>WANG Huiying, XIE Yimin:</i> (ICHUSO-162)</p> <p>3. <i>Mia Farang:</i> Multiple and Ambiguous Images. <i>Patcharin Lapanun:</i> (ICHUSO-163)</p> <p>4. The Development of Language Policies in China - From the Feudal Age to the Present . <i>Lin Lan, Kaeota Chanthanusorn:</i> (ICHUSO-183) (T)</p>	<p>1. The Relationship between Competitive Capability Factors and Business Performance: Facts and Figures from Retail Banking Sector in Hanoi. <i>Vu Huy Thong, Doan Thi Thuy Anh, Duong Thuy Ha:</i> (ICHUSO-086)</p> <p>2. Application of SCOR Model in Supply Chain Management for Assessment of the Exporting Supply Chain of Consumer Products : A Case Study of Exporting at Phoo Doo – Laos Border Area in Uttaradit Province. <i>Dussadee Buntam, Gunt Intuwong:</i> (ICHUSO-092)</p> <p>3. Bureaucratic Dysfunctions in the Integrated Transportation Planning in Jakarta. <i>Ali Muhyidin, Solahuddin Kusumanegara:</i> (ICHUSO-112)</p>	<p>1. The Potential of Creative Tourism along Ping Riversides in Chiang Mai Municipality, Chiang Mai Province. <i>Itsaree Tiyaiphath, Prakobsiri Pakdeepinit :</i> (ICHUSO-127)</p> <p>2. Value chain of ecotourism in protected areas: Implications for smallholders Case study in Pu Luong Nature Reserve, Thanh Hoa Province. <i>Pham Thi Huyen, Duong Thi Hoa, Nguyen Thi Lan Chi:</i> (ICHUSO-128)</p> <p>3. Impact of customer-based brand equity on behavioral intentions for tourist destination choice. <i>Hoang Thi Thu Huong, Dong Xuan Dam:</i> (ICHUSO-136)</p>

	4. Needs Analysis of an English Instructional Model for Enhancement Critical Reading Competency Perceived by Thai-Nichi Institute of Technology Undergraduate Students. <i>Bundit Anuyahong, Pradit Muankid:</i> (ICHUSO-125) (E)	4. The Survey of the Reading Strategies Used of Mae Fah Luang University 1st Year Students, Academic year 2014. <i>Thanagorn Lohajinda, Bhornsawan Inpin:</i> (ICHUSO-087) (E)		4. Menarcheal and Menstrual Characteristics of Indian Muslim Women. <i>Shumayla, Satwanti Kapoor:</i> (ICHUSO-050) (E)	4. Social Adaptation of Khon Mueang Nai People in Surat Thani Province. <i>Nattakan Ngampradit, Utit Sungkharat:</i> (ICHUSO-066) (E)		4. The accumulation of local capital and the labors transformation in rural handicraft industrialization . Sawang Meesaeng: (ICHUSO-124) (E)		4. Measuring Satisfaction over the Quality of International Master Programs at Universities in Vietnam, an Empirical Research at National Economics University. <i>Duong Van Bay et al:</i> (ICHUSO-187) (E)	4. Improving the role of civil society organizations in the rural socio-economic development in Vietnam. <i>Ngo Thi Phuong Thao, Cao Thi Y Nhi:</i> (ICHUSO-145) (E)
15.00-15.15	Break									

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15.15-17.00	<p>1. Word Compounding in Tai Dam:A Reflection of People World View and Culture. <i>Unchalee Singnoi Wongwattana:</i> (ICHUSO-071)</p> <p>2. Is Motivation a Key Factor in TESL Teacher Training?. <i>KSGS Nishantha:</i> (ICHUSO-115)</p> <p>3. The development of integrated eighth grade English – mathematics lessons with knowledge of Phu Doo-Lao border area for ASEAN readiness. <i>Taweesit Panyayong, Chunkamon Panyayong:</i> (ICHUSO-093)</p>	<p>1. Needs Assessment of an English Preparation Model for Work readiness Perceived by the 4th year Thai-Nichi Institute of Technology Students. <i>Wipanee Pengnate, Pradit Muankid:</i> (ICHUSO-123)</p> <p>2. Engaging Thai EFL Students with Web-Based Reading Instruction. <i>Bhornsawan Inpin, Thanagorn Lohajinda:</i> (ICHUSO-133)</p> <p>3. A study of the Learning problems in English subject among the Secondary School-Students of Papum-pare district of Arunachal Pradesh, India. <i>B. Reena Tok:</i> (ICHUSO-135)</p>	<p>1. The Political Economy of Integrated Public Transportation Policy Implementation in Jakarta. <i>Meidi Kosandi, Marsha Javierra, Christoforus Agverianika:</i> (ICHUSO-117)</p> <p>2. Health Care Insurance in the Universal Health Coverage Policy in Vietnam. <i>Nguyen Thi Hai Duong, Nguyen Thi Chinh:</i> (ICHUSO-143)</p> <p>3. Assessing The Impact Of Economic Growth On Social Advancement In Vietnam. <i>Nguyen Quynh Hoa:</i> (ICHUSO-144)</p> <p>4. Evaluation of the Quality of Public Administration Service of Provincial Authorities in Vietnam – Study in Ninh Binh Province. <i>Nguyen Hoai Long, Pham Hong Hoa, :</i> (ICHUSO-151)</p>	<p>1. The Application of Data Envelopment Analysis Model for Efficiency Measurement of the Store Co-operatives Operation in Higher Educational Institutions. <i>Yannapat Pratumsiri, Anucha Wittayakorn-Puripunyoo:</i> (ICHUSO-053)</p> <p>2. Roles Played by Empathic and Hard-Soft Service Quality, Contextual and Overall Service Perceptions toward Patient Satisfaction and Loyalty: Comparative Studies between Private and Public Hospitals in Thailand and Myanmar. <i>Mee Hnay, Chai Ching Tan:</i> (ICHUSO-055)</p>	<p>1. CBT on the Ground: A Practical Experience of Community-Based Tourism in Northeastern Thailand. <i>Mattara Sripun, Sekson Yongvanit, Richard Pratt:</i> (ICHUSO-080)</p> <p>2. The Development of Tourism Industry in Yunnan Province, PR. China. <i>Chuanchen Bi, Sekson Yongvanit, Warangkana Thawornwiryatra kul:</i> (ICHUSO-105)</p> <p>3. Religious Tourism and Its Role in Socio-Economic Development of Bodh Gaya- A Sociological Analysis. <i>Gyanendra Yadav:</i> (ICHUSO-126)</p>	<p>1. Modular Instruction in creating Bolts and Nuts using Google SketchUp. <i>Alnel C. Manuel, Nathanael A. Pacaldo, Ritchel S. Pescador, Michael Art R. Napoles:</i> (ICHUSO-026)</p> <p>2. Implementation of the Interactive E – Module in Photorealistic 3D Models using Vray and Photoshop. <i>Salva, Jaime Jr. S., Michael Art R. Napoles:</i> (ICHUSO-028)</p> <p>3. Legal Regulation or Self-regulation? Copyright Disputes of Chinese Online Video Industries: Case Studies of “De-piratization” of QVOD, “Fansub Group” and “Xunlei”. <i>Xijing Zhao , Jie Gu:</i> (ICHUSO-116)</p>	<p>1. No Red Carpet in Sydney: Social Mobility of Thai Migrant Labourers in Australia. <i>Thanapauge Chamaratana:</i> (ICHUSO-078)</p> <p>2. Poverty Reduction In Vietnam With New Challenges. <i>Nguyen Ngoc Son:</i> (ICHUSO-149)</p> <p>3. Integrated Urban Development to Adapt to Climate Change in the Mekong River Delta Key Economic Zone: Findings and Policy Recommendation. <i>Le Huy Huan:</i> (ICHUSO-146)</p>	<p>1. “Ecosystem Services” Another Way to Commodification of Nature?: A Critique on Environmental Governance in The Age of Neoliberalism. <i>Preuk Taotawin:</i> (ICHUSO-171)</p> <p>2. The use of internet and Small Firms in Thailand. <i>Surasak Wonginchan:</i> (ICHUSO-172)</p> <p>3. The Management of Non-Profit Organizations in Northeast Thailand: Challenges and Changes. <i>Sudarut Punkaw:</i> (ICHUSO-173)</p> <p>4. An Introductory Survey of Civic Engagement in the Struggle for Urban Arable and Residential Land Rights. <i>Kingkarn Sumnuanyen:</i> (ICHUSO-174) (T)</p>	<p>1. Old Idea, New Society, New Government: MRT Policy Implementation in Urban Sprawl Jakarta, Indonesia. <i>Ikhsan Darmawan, Khairu R. Sobandi:</i> (ICHUSO-114)</p> <p>2. Identification of Domestic Tourists: A Statistical Perspective. <i>Tran Thi Kim Thu – M.A. Tran Thi Nga:</i> (ICHUSO-150)</p> <p>3. The Bengal Renaissance and the Anxieties of Modernism in Assam. <i>Jyotirmoy Prodhani:</i> (ICHUSO-134)</p> <p>4. Drive Forces for Economic Growth in East ASEAN Countries: Case of Vietnam in Year 2015. <i>Tran Thi Van Hoa, Truong Minh Duc, Nguyen Thi Hien:</i> (ICHUSO-189)</p>	<p>1. Impacts of Capital Structure on Financial Performance and Management: Evidence from Vietnamese Listed Companies. <i>Hoang Vu Hiep:</i> (ICHUSO-141)</p> <p>2. Green Economics and Sugestion for Policy Adjustment toward Green Economy. <i>Cao ThuyXiem, Le ToHoa:</i> (ICHUSO-142)</p> <p>3. The Social Dimensionof Sustainable Development: Methodsfor General Assessment throughAggregate Index. <i>Nguyen Minh Thu:</i> (ICHUSO-147)</p>

	<p>4. Four Pillars of Education: Extent of Realization as Manifestation of Learning. <i>Marian Feliz Calica, Juan Paolo Castro, Tristian Arjay, Montemayor, Charls Israel Obaña, Hari Armoje Oineza, Erica Hanna Solivio, Pamela Jane Viloría:</i> (ICHUSO-113) (E)</p>	<p>4. The Role of Native Language in the Production of English Tenses by Thai and Spanish Learners. <i>Kewalee Kongthai:</i> (ICHUSO-153) (E)</p>	<p>5. Accelerating the Implementation of Green Growth Strategy at Local Levels Through Preparing Action Plan at Provincial Levels. <i>Nguyen Thi Dieu Trinh:</i> (ICHUSO-195) (E)</p>	<p>3. Children in Conflict with the Law: The Case of Street Children in the Philippines. <i>Florenda S. Frivaldo, Marietta Z. Obispo:</i> (ICHUSO-076)</p> <p>4. When Equity Clashes: Body and Social Values. <i>Josep Martí:</i> (ICHUSO-016)</p> <p>5. Opportunities and Challenges for Vietnam's Tourism Labor Integration into ASEAN Economic Community (AEC). <i>Vu Dinh Hoa:</i> (ICHUSO-191) (E)</p>	<p>4. Community-based Ecotourism Development in Ha Giang Province of Vietnam. <i>Le Thu Hoa, Dao Thi Phuong Lien, Ho Quynh Anh, Pham Thi Phuong Thuy:</i> (ICHUSO-188)</p> <p>5. Population Aging in Vietnam and Demand for Elderly Care. <i>Nguyen Nam Phuong, Ngo QuynhAn:</i> (ICHUSO-194) (E)</p>	<p>4. The Effects Of Classical Conditioning In Mass Marketing Strategies That Influence Our Perceptions of Colour In Consumer Good Items. <i>Martin Kim Huh:</i> (ICHUSO-156)</p> <p>5. The Roles of Social Media in Crisis Management: Case of Vietnam. <i>Le Thu Hoa, Vu Quynh Chi, Pham Thi Bich Chi:</i> (ICHUSO-186) (E)</p>	<p>4. The Design of Solar Power System to Reduce Energy Consumption in the Buildings of Phoo Doo Border Crossing Point in Uttaradit Province. <i>Thanapoom Fuangpian:</i> (ICHUSO-090) (E)</p>	<p>5. Higher Education Governance: Experience From Some Countries and Implications for Vietnam. <i>Nguyen Dinh Hung:</i> (ICHUSO-192) (E)</p>	<p>4. Problems in Inter-Provincial Coordination for Regional Development in Key Economic Growth Poles in Vietnam. <i>Vu Cuong:</i> (ICHUSO-148)</p> <p>5. Incentives in Climate Adaptation: a Discussion on the Dike Reinforcement Program in the Mekong River Delta of Vietnam. <i>Nguyen Hoang Nam, Hung Bui:</i> (ICHUSO-193) (E)</p>
17.30-19.30	Welcome Party at Conference								

# Friday 27<sup>th</sup> November 2015

08.30-09.00	Welcome /Registration
09.00-10.30	Paper presentation
10.30-10.45	Break
10.45-12.30	Paper presentation

Time/Room	Room 1 : LT	Room 2 : LT	Room 3 : PH/PA	Room 4 : LT	Room 5 : SD	Room 6 : WeSD	Room 7 : C/L	Room 8 : CERP	Room 9 : ED
09.00-10.30	<p>1. To study the discourse appearing in magazine for alternative sex group. <i>Autthapon Intasena</i>: (ICHUSO-012)</p> <p>2. The Construction of the Definition of "Khaw -Nok-Na" in Public Discourse. <i>Thinnawat Sroikudrua</i>: (ICHUSO-013)</p> <p>3. Resident Naming around Khon Kaen University. <i>Kong Deping, Rattana Chanthao</i>: (ICHUSO-154)</p> <p>4. Language choice of Vietnamese – Thai people in Udonthani province. <i>Pham Thanh Hai, Rattana Chanthao</i>: (ICHUSO-094) (T)</p>	<p>1. Image of Her Majesty Queen Sirikit on The Series of Novel 'Mae-Kong-Pan-Din'. <i>Kanita Homsab</i>: (ICHUSO-031)</p> <p>2. The Study Of Mahachat Chanting, Isan Chapter In Ethnography Of Communication Approach. <i>Phramaha Sarayut Jettra, Wirat Wongpinunwatana</i>: (ICHUSO-100)</p> <p>3. A Comparison the Myths of Rice of Isan in Thailand and Kwangsi in China. <i>Nong Yiqiog, Umarin Tularak</i>: (ICHUSO-121)</p> <p>4. A Comparison on Folktales of Tai Lue in Xishuangbanna, China and Thailand. <i>Yu Bo, Umarin Tularak</i>: (ICHUSO-122) (T)</p>	<p>1. The Origin of the Memorial Monument of Buddhist Saint in the temple of LuangPuMan Bhuridatta Thera's Lineage. <i>Pattara Maitrarat, Songyot Weerataweemat</i>: (ICHUSO-002)</p> <p>2. An Analytical Study of the Concept of Samana in Samanyaphala Sutra. <i>Wichian Sanmee</i>: (ICHUSO-079)</p> <p>3. Man as being of making oneself a sad. <i>Chingchai Siriwichai</i>: (ICHUSO-099)</p> <p>4. Desirable Knowledge in Theravada Buddhism. <i>Artit Phanpoon</i>: (ICHUSO-106) (T)</p>	<p>1. Island Naming in Thai Gulf. <i>Ge Nanlin, Rattana Chanthao</i>: (ICHUSO-180)</p> <p>2. Sexuality in Isan Folk Songs :The Case Studies of Khen Dalao Bunpeng Faipiwchai and Ratee Sriwilai . <i>PhraApisit Meepanya, Orathai Piayura</i> : (ICHUSO-184)</p> <p>3. Sexual Desire in Isan Folktales. <i>Sujittra Prachaming, Orathai Piayura</i> : (ICHUSO-185)</p>	<p>1. Factors Influencing toward Selection the Accommodation Styles of Thai Tourists. Case Study: Khaoyai Accomodation, Pak Chong District, Nakhon Ratchasima Province. <i>Suttichai Pisutseriwong</i>: (ICHUSO-040)</p> <p>2. Development Program to Reduce Alcohol Drinking in the Vocational Students. <i>Panpaporn Leeviroj</i>: (ICHUSO-043)</p> <p>3. Analyzing the Self-Sufficiency of Kud-chui Village, Lad-Pattana, Muang district, Maha Sarakham. <i>Nutjaree Chaipranop, Nipaporn Jongwuttiwet, Puttipong Hongtong</i>: (ICHUSO-063)</p> <p>4. Means to Improve the Management of Local Financial Institutions in Khon Kaen Province. <i>Vipavadee Kalaya, Wipawee Grisanaputi</i>: (ICHUSO-081) (T)</p>	<p>1. Smoking Situation of Families in Khon Kaen Province. <i>Sutasinee Preedasa</i>: (ICHUSO-168)</p> <p>2. Wellbeing of Farmers Growing Free Chemical Vegetables. <i>Sutada Duangnate</i>: (ICHUSO-169)</p> <p>3. People Adaptation Behavior Toward New Governmental Settlement Project: The Case Study of Yamchalern Village, Thathom District, Saysomboun Province, LAOS PDR .<i>Chanhmy Phommalath</i>: (ICHUSO-170)</p> <p>4. Surviving on Local Network: the Major Factors of the National Tobacco Control Policies Response of the Tobacco Farmers. <i>Thanapauge Chamaratana, Buapun Promphakping, Ninlawadee Promphakping, Kanin Chueduangpuy, Pattaraporn Weeranakin, Pornpen Somaboot</i>: (ICHUSO-179) (T)</p>	<p>1. The build process in Entertainment Business of Ponglang Sa-On. <i>Danaiya Sungketkarn</i>: (ICHUSO-014)</p> <p>2. Entire Subject and Wisdom from Nuangsue But Pharmacopoeia Prasat Yer Tai Temple Text Praibueng Sisaket. <i>Chaanont Chaithongdee, Nanteya Panchote</i>: (ICHUSO-021)</p> <p>3. Shrine, the picture symbol of Thai of Chinese descent in Mahasarakham province. <i>Thussaneewan Srimanta</i>: (ICHUSO-039)</p> <p>4. Meaning of Cultural Landscape in Sakol Nakhon City in Lan Chang Culture. <i>Anuwat Karnthak, Songyot Weerataweemat</i>: (ICHUSO-041) (T)</p>	<p>1. The War Cemetery and the War Museum: Politics of Memory of World War II. <i>Pakawadee Thongchompunuch, Patcharin Lapanun</i>: (ICHUSO-164)</p> <p>2. "Nation" as Viewed through Lao Constitutions Promulgated from 1945 to 1954. <i>Dararat Mattariganond</i>: (ICHUSO-165)</p> <p>3. Factors Contributing to Vietnam's Positive Attitude towards China during the Period 1945-1954. <i>Thananan Boonwanna</i>: (ICHUSO-166)</p> <p>4. History and Discourse Regarding the Dispute over the Ownership of Phanom Rung Sanctuary. <i>Benjawan Narasat</i>: (ICHUSO-167) (T)</p>	
10.30-10.45	Break								



Friday 27<sup>th</sup> November 2015 (Cont.)

Time/Room	Room 1 : LT	Room 2 : LT	Room 3 : PH/PA	Room 4 : LT	Room 5 : SD	Room 6 : WeSD	Room 7 : CL	Room 8 : CERP	Room 9 : ED
10.45-12.30	<p>1. Narrative techniques and Defense of ideology between Buddhism and superstition in Hubkhaoginkon. <i>Kanchanapa Maedsathan, Marasri Sorthip:</i> (ICHUSO-137)</p> <p>2. Freedom and Anxiety in the novel “Ngao See Khao” (white shadow) of Danaran Saengtoong. <i>Sirinun Thup-asa:</i> (ICHUSO-138)</p> <p>3. Presentation of Writings on Dharma in Secret Magazine. <i>Rattana Chanthao, Chanika Jitjak:</i> (ICHUSO-155)</p> <p>4. The Representation of Prostitutes do (not) Change : In the Mirror. <i>Wuttikrai Chairob, Orathai Piayura:</i> (ICHUSO-182) (T)</p>	<p>1. Sexuality of ghost characters in Buang-Sa-Bai Novel. <i>Nuchanart Srakat, Orathai Piayura:</i> (ICHUSO-130)</p> <p>2. Tones of Tai Phuan Spoken in Chiang Khan District of Loei Province: An Acoustic Study. <i>Suttipol Toophom, Supakit Buakaw:</i> (ICHUSO-131)</p> <p>3. Language Attitude and Language Choice of Phuan, Ban Phue District, Udonthani Province. <i>Nawaphon Kunmaneeelert, Rattana Chanthao:</i> (ICHUSO-132)</p> <p>4. A study of Thai naming for Chinese people living in Thailand. <i>Thadchayodsapol Tanatuwanan, Rattana Chanthao:</i> (ICHUSO-181) (T)</p>	<p>1. Citizenship or Ethical Philosophy appropriate choice for the way out of corruption problem in Thailand society. <i>Preecha Butrat:</i> (ICHUSO-140)</p> <p>2. Tourism Management Methods of measurement Nongvang Temple (Pra Mahataddi Khannakron). <i>Khanika kamdee:</i> (ICHUSO-196) (T)</p>			<p>1. Wellbeing of Agricultural Labourers in Rural Communities of the Northeast of Thailand. <i>Buapun Promphakping, Ninlawadee Promphakping, Pornpen Somaboot, Pattaraporn Weeranakin:</i> (ICHUSO-175)</p> <p>2. The Concept of Wellbeing towards Urbanization and Urban Vulnerability. <i>Weerayuth Phothaworn:</i> (ICHUSO-176)</p> <p>3. Wellbeing: the Meaning of the Students in the Northeast of Thailand. <i>Pornpen Somabut:</i> (ICHUSO-177)</p> <p>4. Community Wellbeing: Meaning and Understanding from Rural Community in the Northeast of Thailand. <i>Pattaraporn Weeranakin, Buapun Promphakping:</i> (ICHUSO-178) (T)</p>	<p>1. Looking Through Media and Multimedia in La Biennale 2015 Contemporary Art Exhibition toward Inspiration of Aesthetics of Exhibition. <i>Thaksina Sookpatdhee:</i> (ICHUSO-084)</p> <p>2. The query of wisdom from pharmacopeia palm leaf manuscripts in Sisaket Province. <i>Chaanant Chaithongdee, Nanteya Panchote:</i> (ICHUSO-085)</p> <p>3. Dynamic and Cultural Meanings of Tudmoei Kaebon Ceremonyin Khao Panom District, Krabi and Thungyai District, Nakonsritammarat. <i>Sirinapa Na Srisuk, Umarin Tularak:</i> (ICHUSO-103)</p> <p>4. Nationalism Ideology of Students in College of Local Administration, KhonKaen University. <i>Suriyanon Pholsim:</i> (ICHUSO-005) (T)</p>		
12.30-13.30	Lunch								