

**Conference schedule**  
**17<sup>th</sup> International Conference on Humanities & Social Sciences 2022**  
**Faculty of Humanities and Social Sciences, KKU**  
**7<sup>th</sup> November 2022**

<b>Monday 7<sup>th</sup> November 2022</b>					<b>Room</b>
08.30-09.00 Welcome /Registration					<b>at the 1<sup>st</sup> floor, HS.05 Building</b>
09.00-09.20 Opening ceremony, Assoc. Prof. Charnchai Panthongviriyakul, M.D., President of Khon Kaen University (Online)					<b>at meeting room 3, the 2<sup>nd</sup> floor, HS.05 Building Meeting ID: 993 0458 6944 Passcode: ICHUSO2022</b>
09.20-10.00 Graduate Research Award					
10.00-11.00 Keynote speech: “The Global Importance of Thailand’s Spirit Cults: Buddhist Alternative Modernity, Capitalism and Queer Enchantment after Max Weber” Professor Peter Jackson The Australian National University, Austria					
11.00-11.15 Refreshment Break [Box Set]					
11.15-12.00 Q & A					
12.00-13.00 Lunch [Box Set]					
13.00-14.30 Paper Presentation Section <span style="float: right;"><i>(Paper Number for presenters)</i></span>					<b>at the 5<sup>th</sup> floor, HS.01 Rattana Pittaya Building</b>
R.1: The Impact of Covid-19	R.2 : Language Teaching and Learning (a)	R.3 : Digital & Information Literacy	R.4: Economic & Management	R5: Literacy, Discourse, and Linguistics	
1.RESEARCH ON THE ROLE OF TRANSPORT AND RECOVERY AFTER COVID - 19 IN VIETNAM TODAY / <i>Vu Thi Kieu Ly (ICHUSO-007)</i>	1. Cultural Content Analysis of The A1 Level Spanish Courses at Khon Kaen University / <i>Darikarn Kotchana and Fuangket Tongwanchai (ICHUSO-005)</i>	1. Fake News Infodemic and Information Literacy / <i>Chatrawee Intraboonsom and Jariya Sairattanain (ICHUSO-006)</i>	1. Impact of EVFTA on agricultural product export enterprises in Vietnam / <i>The Tuan Tran and Quang Hung Do (ICHUSO-002)</i>	1. Chinese Identity in Thai TV Series “Luetmangkorn” / <i>Rungphet Varaphongsatit and Wirat Wongpinunwatana (ICHUSO-018)</i>	
2. HO CHI MINH’S IDEOLOGIES ON SOCIAL SECURITY AND SUGGESTIONS FOR MAKING POLICIES OF SOCIAL SECURITY IN THE POST-COVID-19 ERA IN VIETNAM / <i>Lai Quốc Khánh and Phạm Thị Thuý Vân (ICHUSO-019)</i>	2. Using Participant Activities Support Actual Majority (PASAM) Model with EFL Learners for Reading Skills Improvement in Digital Surrounding / <i>Samran Sikkhagit (ICHUSO-010)</i>	2. The Representation of Thailand in South Korean TV Series / <i>Jeeranan Sotthianan, Watcharapon Sirisuwilai, Sutida Ngonkum, Patra Phamornslnlapatham and Ratchanee Piyathamrongchai (ICHUSO-016)</i>	2. Factors Affecting Personal Financial Management Behavior: A Literature Review / <i>Nguyen Thi Hoai Phuong , Pham Tram Anh, Dam Phuong Ngoc, Nguyen Ngoc Anh Tu, Cao Nguyen Hieu Hang and Mai Tra My (ICHUSO-011)</i>	2. Ontological Analysis of an Indigenous Song Iitsa Tamuka Yataki Tumbi: Natures’ Role in Healing from Pandemic / <i>Beverly P. Taga (ICHUSO-029)</i>	
	3. The Effect of SQ4R Teaching Methods with Graphic Organizer towards Vocabulary Learning and English Reading	3. Critical metaphors of Covid-19 in Thai news headlines / <i>Sirisira Chokthawikit (ICHUSO-020)</i>	3. Some Solutions to Promote Economic Relations Vietnam – Myanmar to 2030 / <i>Nguyen Hoang Anh Tu</i>	3. Womanhood in Traditional Asian and African Cultures: A Comparison of the Female Characters in The Village in the Jungle by Leonard Woolfe and Things Fall Apart by Chinua Achebe /	

<p>3. Solutions To Increase The Intention To Work In The Hospitality Industry Of Generation Z In Vietnam After The Covid-19 Pandemic/ <i>Phạm Thị Thu Phương, Trần Thị Ngọc Phương, Bùi Thị Hồng Việt and Đào Minh Ngọc (ICHUSO-035)</i></p> <p>4. The Trickle-Down Effect of Mayors' and City Managers' Change Leadership on Employees' Change-Supportive Behavior during COVID-19: The Role of Localism as a Moderator in Relationships / <i>Worasan Thawornprasert and Wisanupong Potipiroon (ICHUSO-037)</i></p>	<p>Comprehension Ability for Grade 12 Students / <i>Saowaluck Phissanui (ICHUSO-012)</i></p> <p>4. Students Experiences of the Virtual Learning during the Covid-19 / <i>Taga, Beverly P. , Palabrica, Maryjean T. and Escalona, Salome L. (ICHUSO-021)</i></p> <p>5. Pedagogical Adaptations during the almost Post-Pandemic time / <i>Salome L. Escalona (ICHUSO-022)</i></p>	<p>4. Students' Use of Social Media in Self-Directed Language Learning: Adopting the Integrative Model of Behavior Prediction / <i>Nafiseh Zarei (ICHUSO-023)</i></p>	<p><i>(ICHUSO-015)</i></p> <p>4. Factors Affecting the Buying Decision Online Fashion Products of Young Consumers in Hanoi, Vietnam / <i>Nguyen Hung Cuong, Phạm Thị Thu Hà, Đinh Thị Hải Hậu, La Thị Thu Ngan, Trần Thị Thanh Huyền, Cao Thị Ngọc Mai and Nguyễn Thị Mai Anhl (ICHUSO-014)</i></p> <p>5. EWOM status and effect on marketing activities of the private healthcare industry in Vietnam / <i>Huỳnh Văn Khai, Vũ Đăng Ninh, Đỗ Minh Phương, Vương Thu Hương and Nguyễn Thị Thanh Thu (ICHUSO-039)</i></p> <p>6. AI Marketing: Current status and barriers to applying in the Private Healthcare Sector in Vietnam / <i>Trần Anh Tuyết, Lương Thủy Trang, Vũ Khanh Nguyễn, Nguyễn Văn Vinh and Huỳnh Văn Khai (ICHUSO-044)</i></p>	<p><i>P.N.Rathnayake (ICHUSO-031)</i></p>	
HS01-5C1	HS01-5C2	HS01-5C3	HS01-5A2	HS01-5A3	Room
Meeting ID: 989 9942 7631 Passcode: ICHUSO2022	Meeting ID: 943 5473 5346 Passcode: ICHUSO2022	Meeting ID: 991 5677 3752 Passcode: ICHUSO2022	Meeting ID: 919 9684 2902 Passcode: ICHUSO2022	Meeting ID: 931 6242 0745 Passcode: ICHUSO2022	
14.30-14.45 Break and Refreshment					
14.45-16.45 Paper Presentation Section					
R.6: Philosophy	R.7 : Language Teaching and Learning (b)	R.8: Society of Mekong Region	R.9: Human Resources and Tourism	R.10 : Urban Interface and Wellbeing (WEDS)	at the 5 <sup>th</sup> floor, HS.01 Rattana Pittaya Building
1. The Philosophy of Education in Theravada Buddhism / <i>Banpot Khathaisong (ICHUSO-001)</i>	1. Fostering the Video-Enhanced Language Teaching Model for Teaching English in the 21st Century / <i>Chalerm-sup</i>	1. Vietnam raises the level of international integration today following the legacy of President Ho Chi Minh / <i>Le Trung Kien</i>	1. The Utilization Of The Cultural Values Of The Cao Lan Ethnic People In Tuyen Quang For Community-Based	1. The context of urban development and the Right to the City of the Isaan urban poor/ <i>Patchanee Muangsri and</i>	

<p>2. The Concept of Mental Therapy in the View of Philosophy / <i>Notnargorn Thongputtamon, Phramaha Dr.Komkai Singtong and Phramaha Dr. Phaithun Niwat (ICHUSO-042)</i></p>	<p><i>Karanjakwut (ICHUSO-032)</i>  2. The Pedagogical Implication of World Englishes in the Teaching of Writing Skill / <i>Armantawut Tiang-uan (ICHUSO-033)</i>  3. Criteria Performance Analysis to Program Management for Exchange students from the People Republic of China at Faculty of Humanities and Social Sciences, Khon Kaen University / <i>Paiboon Manorom and Pairin Muangsanam (ICHUSO-034)</i>  4. The Implication of Formative Assessment in Content Language Integrated Learning in Thai Education / <i>Kamonwan Charunsri (ICHUSO-038)</i>  5. The Errors in Passive Verbs / <i>Thawatchai Bunjantr and Waraphorn Phuangbut (ICHUSO-043)</i></p>	<p><i>(ICHUSO-003)</i>  2. “Is Nong Kai Ready for Chinese Tourists Through Lao-China Railway in Cultural Tourism?” A Survey Study of Text Signs in Cultural Tourist Attractions in Nong Kai Province / <i>Watcharapon Sirisuwilai, Wittika Thangchan, Prateep Chouykerd, Wuttichai Sawangsang, Jeeranan Sotthianan, Nisa Ruangwongwittaya and Prima Tantiparnitteerakul (ICHUSO-040)</i>  3. Education on decentralization through evolution in Cambodia / <i>Sokheang MEN, Sukanya Aimimtham and Viyouth Chamruspanth (ICHUSO-041)</i>  4. Community Perception and Attitude toward Payment for Ecosystem Services in Lao PDR: A Case Study of Nam Kading Protected Area/ <i>Bounkham Vorachit, Tran Tho Dat and Dinh Duc Truong (ICHUSO-047)</i>  5. Lao PDR - Vietnam Investment Promotion Perspectives: A Case Study of Vientiane Capital/ <i>Sihoune Siththilusay (ICHUSO-048)</i></p>	<p>Tourism Development / <i>Nga Nguyen Thi Phuong, Ngoc Truong Mai, Que Tran Thi Nguyet and Linh Do Dieu (ICHUSO-004)</i>  2. Human Resource Training in Logistics and Supply Chain Management in The Post-Covid-19 and Industrial Revolution 4.0 / <i>The Tuan Tran and Nguyen Thi Dung (ICHUSO-008)</i>  3. Experience in Enhancing Lecturer Quality in Japan and Suggestions for Vietnam / <i>Tran Thi Thuy, Bui Van Vien, Tran Ngoc Kim and Le Thi Ngoc Bich (ICHUSO-013)</i>  4. The role of the Private Sector in the Economy: Current Situation and Solutions for Development / <i>Pham Ha Chau Que and Nguyen Thi Dung (ICHUSO-009)</i>  5. Developing the Potential of Personnel by using Human Resource Information Systems to increase Work Efficiency / <i>Nipapan Jentsantikul (ICHUSO-030)</i>  6. BEHAVIOR AND INTENTION CHANGE OF USING ENVIRONMENTAL FRIENDLY PACKAGE UNDER THE IMPACT OF GREEN MARKETING – THE CASE OF INTIMEX SUPERMARKET,</p>	<p><i>Thanapauge Chamaratana (ICHUSO-024)</i>  2. Jeremy Bethham's Theory of Happiness and the Happiness of the current world situation/<i>Preecha Butrat and Wichian Saenmee (ICHUSO-025)</i>  3. Land Use Change Around High-Speed Rail Stations - Review of Concepts and Feasibility of Case Studies in Lao PDR/<i>Somsamleth Thavikham and Thanapauge Chamaratana (ICHUSO-026)</i>  4. Factors influencing the capacity to adapt to climate change: a case study of flooding and drought/<i>Kritsada Phatchaney, Buapun Promphakping and Pornpen Somabut (ICHUSO-027)</i>  5. Heidegger’s Philosophy of Technology: An Analysis of Dam Technology/<i>Denpong Saenkum and Puttharak Prabnok (ICHUSO-028)</i>  6. Correlation Analysis of Individual Characteristics, Digital Self-efficacy, and Digital Citizenship among Pre-service Teachers in Northeast Thailand/<i>Nattapon Meekaew and Petcharat Chongnimitsataporn</i></p>	
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			HANOI, VIETNAM / <i>Long Nguyen Hoai, Khanh Hoa Le Pham, Dung Vu Tri, Hoan Bui Huy, Oanh Dinh Van and Dung Nguyen Huu (ICHUSO-046)</i>	(ICHUSO-045)	
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17.00	Closing Remarks and Social Activity				

**Notice:** The proceedings will be online at Conference website: <http://hs.kku.ac.th/ichuso> on November 30<sup>th</sup>, 2022

Assist.Prof. Dr. Wanichcha Narongchai  
Editor IC-HUSO 2022