

**Program Schedule for 14th National and 1st International Conference
on Humanities and Social Sciences in the Digitalization: *Flourish or Perish ?*
June 17-18, 2021 (Virtual Conference)**

Thursday, June 17, 2021

International Session Room 4

(Humanities & Social Sciences)

Time	Activities
08:00 - 09:00	Registration online via ZOOM application
09.00 – 09.15	Greeting remark from President of Burapha University, Assoc. Prof. Dr. Watcharin Gasaluk Opening address by Dean of Faculty of Humanities and Social Sciences, Burapha University, Dr. Suchada Rattanawanitpun
9.15 - 10.15	Keynote address 1 : Our Time to Flourish: Cultivating Digital Fluency in the Humanities and Social Sciences. By Dr. Brooke Hessler, California College of the Arts/Fulbright specialist
10.15 – 11.15	Keynote address 2: Are Humanities and Social Sciences in Digitalization Flourish or Perish? By Dr.Patpong Sangtham

BREAKOUT ROOM

Time	Title	Presenter(s)
11.30 – 11.50	The Effects of Collaborative Activities on Grammar Learning of the 1 st Year Students	Proyfon Tawichai Hathaichanok Inlop
11.50 – 12.10	Adjectives Frequently Used of in Sea Travel Articles	Pathitta Akkarathanakul Anantachai Aeka
12.10 – 12.30	Perceptions of Plagiarism: A Case Study of Students at a University in the Eastern Region of Thailand	Damisa Trirattanaphan
12.30 – 12.50	The English Communication Problems and Needs in Listening and Speaking Skills of Wheelchair Assistants at Suvarnabhumi Airport	Dilada Meesuwan Rosukhon Swatevacharkul
12.50 – 13.10	The Impact of Corruption on Income Inequality: Evidence from Asean Countries	Punsarat Bumrungkhet Chittawan Chanagul Thitima Puttitanun
13.10 – 13.25	Coffee Break	
13.25 – 13.45	The Development of English Essay Writing Skills of Loei Rajabhat University Students by Using Process Writing Approach	Massaya Rachawong
13.45 – 14.05	An Analysis of Errors in Using Adjectives in Thai EFL Undergraduate Students' Expository Writing	Pipittaporn Inpanich

14.05 – 14.25	The Use of Synthetic Phonics to Enhance Reading and Spelling of Grade 1 Students	Chonlada Matarach Akkaraphon Nuemaihom Kampeerapab Intanoo
Time	Title	Presenter(s)
14.25 – 14.45	The Comparison Perception of Undergraduate Facebook User About Board Game	Thianrapong Ongyotha Kannan S Kailash Koushik Naresh Rao
14.45 – 15.05	Cultural Features in Vietnamese Idioms with Possessive Words	Ho Trinh Quynh Thu
15.05 – 15.20	Coffee Break	
15.20 – 15.40	Translation Strategies of Online English Crime News Headlines Rendered into Thai	Wirada Sonsiri Jittimaporn Tonjumba
15.40 – 16.00	The Use of Anaphora and Foreignization of Animal Farm Translations in Thailand (1959 -2017): A Parallel Corpus Study	Peemrapat Rongsawat
16.00 – 16.20	When Assessment Goes Online: Teachers' Attitudes Towards the Use of E-Assessment to Assess Students' English Language Skills During Covid-19 Pandemic	Sirion Lada
16.20 – 16.40	Teachers Preparedness for Emergency Remote Education During the Covid-19 Pandemic: A Case Study from a Provincial Thai University	Chutigarn Raktham
16.40 – 17.00	Millennials' Solo Travel Intention	Su Myat Htun

Thursday, June 17, 2021
International Session Room 5
(Applied Sciences)

Time	Activities	
08:00 - 09:00	Registration online via ZOOM application	
09.00 - 09.15	Greeting remark from President of Burapha University, Assoc. Prof. Dr. Watcharin Gasaluk Opening address by Dean of Faculty of Humanities and Social Sciences, Burapha University, Dr. Suchada Rattanawanitpun	
9.15 - 10.15	Keynote address 1 : Our Time to Flourish: Cultivating Digital Fluency in the Humanities and Social Sciences. By Dr. Brooke Hessler, California College of the Arts/Fulbright specialist	
10.15 – 11.15	Keynote address 2: Are Humanities and Social Sciences in Digitalization Flourish or Perish? By Dr.Patpong Sangtham	
BREAKOUT ROOM		
Time	Title	Presenter(s)
11.30 – 11.50	Exploring Motivation Factors Causing Visitor Engagement and Memorable Experience of Cultural Tourism in Nepal	Bibek Shrestha Sunida Piriypada
11.50 – 12.10	The Future of E-Sports: Factors Affecting Performance in Thailand	Thunyaluk Soodmee Sirikwan Jaroenwiriyakul

Time	Title	Presenter(s)
12.10 – 12.30	Spatial Spillover Effects of the Internet on China's Foreign Trade: A Panel Analysis of 31 Provinces in China	Rui Shi
12.30 – 12.50	Importing Knowledge of Longan Farmers in Lamphun Province After the Entry of Chinese Traders	Lijun Wang
12.50 – 13.10	News Shocks and Business Cycle in Emerging Markets	Jakkraphan Kangwanvibul
13.10 – 13.25	Coffee Break	
13.25 – 13.45	The Family Communication Patterns Which are Desirable for the Independent Livings of People with Disabilities in Thailand	Jirapat Kittiwarakul
13.45 – 14.05	The Narrative and Aesthetics of Sexual Minorities Films	Yang Xia
14.05 – 14.25	Narrative Structure in Single Location Films	Wei Guannan, Teerapong Serisamran
14.25 – 14.45	The Effects of Football Sponsorships on Cambodia Football Fans' Brand Equity	Manyriddh Chanthy Sunida Piriypada
14.45 – 15.05	Currency Hedging Strategies of Foreign Exchange Rate Using Histogram Valued Data	Nootchanat Pirabun
15.05 – 15.20	Coffee Break	

Time	Title	Presenter(s)
15.20 – 15.40	Impact of International Tourism on Foreign Direct Investment Inflows in Tourism Industry in Thailand	Pitchapa Tubtimgong Piti Srisangnam
15.40 – 16.00	Competitive Versus Sustainable Outcomes of Anchovies in Gulf of Thailand for Thailand's Fishery Industry	Pornnutcha Bunarunraksa
16.00 – 16.20	Determination of the Countries with Prioritizing for FDI Destination Using Multi-Criteria Decision Making Method	Rasa Klongkhayan
16.20 – 16.40	Analysis and Ranking of Cryptocurrency for Investment Multi-Criteria Decision Making Method	Thita Chaiwiboonphol
16.40 – 17.00	Optimization of Export Portfolio Using Multiple Currency Concept: An Application to Thai Rice Export	Phattaraporn Wangsrikhun
17.00 – 17.20	Analyzing the Relationship Between Economic Growth and Air Pollution Under the Environmental Kuznets Curve Hypothesis	Pattamanan Saraek

Friday, June 18, 2021

International Session Room 3

(Humanities & Social Sciences)

Time	Activities	
09:00-10:00	Keynote address 3: <i>Digitalizing Ethnography: How Storytelling from Humanities and Social Sciences can shape a digital world?</i> By David Norcross	
BREAKOUT ROOM		
Time	Title	Presenter(s)
10.20 – 10.40	The Use of S-Giw Activity to Improve English Grammar Ability of Primary 6 Students at Jaekornwittaya School	Karnpitcha Khumloo
10.40 – 11.00	The Use of Creative Activities for Enhancing English' Speaking and Listening Skills of Mathayomsuksa 2 Students at Baan Sriboonreung School, Chiang Mai	Khemmika Khaowanna
11.00 – 11.20	Figure of Speech Used in Persuasive Speeches by Speakers of Technology, Entertainment, and Design (Ted) Talks	Nantanat Nanta-Aree

11.20 – 11.40	An Analysis of Rhetorical Figures Used in Printed Brochure Advertisements of Beauty Clinics	Phatthra Boonnidhee
Time	Title	Presenter(s)
11.40 – 12.00	Individualism in Songs Winning American Music Awards	Sayumphon Kumphan Nattapat Pattana
12.00 – 12.15	Coffee Break	
12.15 – 12.35	Data Practice of Agriculture Researchers: A Systematic Review	Jirawan Sriwong
12.35 – 12.55	Tvet for Sustainable Development: Analysis of Japan's Aid Effectiveness for Industrial Human Resource Development in Lower Mekong Region	Reni Juwitasari Yuki Miyake
12.55 – 13.15	The Sequent Occupance of the Regionalization and Regionalism of Origin in Lancang-Mekong Basin	Duan Haoshchg Liu Yunkang
13.15 – 13.35	Social Constructivism for the Historical Discourse of Gerwani (The Indonesian Women's Movement Organization) from the Cold War Ideology	Maya Dania
13.35 – 13.55	The Study of Fisherman's Culture: A Case Study of Kolek's Color Design in Pattani	Nutyawee Benna

Friday, June 18, 2021

International Session Room 4

(Applied Sciences)

Time	Activities	
09:00-10:00	Keynote address 3: <i>Digitalizing Ethnography: How Storytelling from Humanities and Social Sciences can shape a digital world?</i> By David Norcross	
BREAKOUT ROOM		
Time	Title	Presenter(s)
10.20 – 10.40	Factors Affecting the Administration Effectiveness of Higher Education Institutions in the Digital Disruption Era	Kanya Napapongsa
10.40 – 11.00	A Synthesis of Researches in Curriculum Development of Biodiversity and Arts and Culture on Fundamental Educational Level	Artnarong Manosuttirit Perapat Mingkung Siriorn Sakdivilaikul Phatcharee Thongampai
11.00 – 11.20	The Relationship Between the School Administrators' Transformational Leadership and the Organizational Commitment of Teacher Under the Office of Secondary Educational Area 2	Wannapa Munsan Meanmas Pranpa Sawien Jenkwao
11.20 – 11.40	The Participation Preserve Local Herb Plant on Plan Genetic Conservations Under the Initiations of Her Royal Highness Princess Maha Chakri Sirindhorn of Students Public Administration Program Humanities	Kalaya Yotcamlue

	and Social Science Faculty Loei Rajabhat University Loei Province, Thailand	
Time	Title	Presenter(s)
11.40 – 12.00	Application of Satir Model in Psychological Training to Strengthen Psychological Protection Skills to Game Addiction Among Adolescents	Kantharat Lueang-On Oraphin Choochoom Naraimon Prayai
12.00 – 12.15	Coffee Break	
12.15 – 12.35	Consumer Behavior and Digital Content for Upcycled Product in Thailand	Pichanan Wichitchayanon
12.35 – 12.55	Generation Y's Intention to Purchase Used Hybrid Vehicles: An Empirical Study for Developing an Extended Theory of Planned Behavior Model to Predict Consumers Purchase Behavior in Phnom Penh, Cambodia	Ho Chesda Veerisa Choityaputta
12.55 – 13.15	Factors Influencing Purchase Intention of Thai Energy Drinks in Cambodia	Langrithireach Oum Sunida Piriypada
13.15 – 13.35	Women Vendors and the Process of Becoming Large Entrepreneurs in Chon Dan Market, Phetchabun Province	Niruntee Sukdee
13.35 – 13.55	Exploring the Factors Affecting Employee Engagement as Mediator on Job Performance and Organizational Commitment in the Private Educational Schools in Phnom Penh, Cambodia	Thearen Lay Veerisa Choityaputta