



7th TICC International Conference 2023
 Toward Sustainable Development Goals: Digital Transformation and Beyond
 February 4-5th, 2023, Chiang Mai, Thailand

ROOM 1: DIGITAL INNOVATION

Date	Session	Time	Name	Title	Online/On-Site	
FEBRUARY 4th, 2023	1	13.00-13.20	Waratchaya Chaiwut	Legal Framework Against Money Laundering through Cryptocurrency and Blockchain Game in the U.S.	On-site	
		13.20-13.40	Poramet Limmaneewijit	Do Different Sources of Information Matter in the Investment Decision?: Some Evidence from Experiment	On-site	
		13.40-14.00	Tanapol Rattanasamakarn	A Review of Crowdfunding Ecosystem in the Agricultural Sector of Thailand	On-site	
		14.00-14.20	Umpira Sahawat	Safety and Technology Acceptance Affecting the Decision Making of Thai Tourists in Airline Ticket Booking via Online Travel Agency	On-site	
		14.20-14.40	Jesada Rujanapan	Facilitation Factors Affecting Purchasing Decisions of Smart Homes of YOLD Seniors in the Suburbs Chiang Mai Province	On-site	
		14.40-15.00	Kiatkulchai Jitt-Aer	Urban Classification Based on Sentinel-2 Satellite Data for Slum Identification	On-site	
	Break					
	2	15.20-15.40	Punnavit Tharasak	Transparency in Crowdfunding utilizing a Blockchain Platform: A Case Study of Siriyosawadee Egg Bank in Chiang Mai, Thailand	On-site	
		15.40-16.00	Anak Narong	Autofocus Web Application for Portable Darkfield Microscope	On-site	
		16.00-16.20	Pisey Leang	Consumer Perception and Behavior Towards Digital Payment Adoption Among GenZ and Millennials in Cambodia	Online	
		16.20-16.40	Baochao Yang	Electronic Invoice Management Strategy Based on Blockchain Technology	Online	
16.40-17.00		Guochao Wan	ESG Performance and Stock Excess Returns: Evidence from China	Online		

Date	Session	Time	Name	Title	Online/On-Site
FEBRUARY 5th, 2023	3	08.30-08.50	Hongmei Shu	A Review of Machine Learning in Microseismic Signals Recognition and Classification	Online
		08.50-09.10	Nontarat Bumrungrkiat	Maintenance Room Temperature Monitoring System and Notification via Line Application for Communications and Electronics Section, Technical Division, Cast Study: An Agency in Lop Buri Province	Online
		09.10-09.30	Yadong Liu	Does the Correlation and Risk Spillover Between Bitcoin and Traditional Financial Assets Help Its Investment Decisions? A DCC-GARCH with Neutral Network Approach	Online
		09.30-09.50	Lin Wu	Research on Triple Encryption Algorithm	Online
		09.50-10.10	Longxing Zhou	Characteristics and Influencing Factors of Digital Service Export in RCEP Countries	Online



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ROOM 2: EXPLORING THE BUSINESS MANAGEMENT AND BCG ECONOMY: OPPORTUNITIES AND CHALLENGES

Date	Session	Time	Name	Title	Online/On-Site	
FEBRUARY 4th, 2023	1	13.00-13.20	Kaewta Jetsrisuparb	Modified Nickel Foam Electrodes for Hydrogen and Oxygen Evolution for Alkaline Water Hydrolysis	On-site	
		13.20-13.40	Jesper T.N. Knijnenburg	Preparation, Dissolution, and Sensory Testing of Mixed Iron Phosphates as Novel Food Fortificants	On-site	
		13.40-14.00	Chiramet Auranwiwat	The Ultrasonic Assisted Extraction to Maximize Antioxidant and Tyrosinase Inhibition Activities from Zingiber Officinale Roscoe	On-site	
		14.00-14.20	Nit Namwong	The Use of Mixed Electrolyte Solutions with Improved Electrochemical and Discharge Behavior of a Low-Cost Commercial Aluminum Alloy for Aluminum-Air Batteries	On-site	
		14.20-14.40	Neni Zulfā Nengsih	Development of Iron Alginate Beads by Iontropic Gelation for Nutritional Applications	On-site	
		14.40-15.00	May Mon Soe	The Biodiversity of Freshwater Copepods in Five Provinces of Northern Thailand	On-site	
	Break					
	2	15.20-15.40	Sopaniid Teerachai	Efficiency of Rice Production and Thai Farmers Poverty	On-site	
		15.40-16.00	Sudip Debkuumar Chatterji	A Study of Financial Crimes in Thailand and the Role of Technology	On-site	
		16.00-16.20	Nathatenee Gebsoombut	Cross-Functional Organization: A Bibliometric Analysis	On-site	
		16.20-16.40	Nathapong Tuntichiranon	Pair Trading Strategy with ANN Technique in Cryptocurrency Market	On-site	
16.40-17.00		Thanakorn Sayut, Khwanjira Ponsree	Factors Affecting Customers' Perception of Chinese Sausage Products Towards Sustainable Development	On-site		

Date	Session	Time	Name	Title	Online/On-Site
FEBRUARY 5th, 2023	3	08.30-08.50	Zhu Hui, Peng Hong Yu	How Communication Companies Navigate Digital Transformation	Online
		08.50-09.10	Johannes Schrank	An Application of the Theory of Optimum Currency Areas to the Euro Area	Online
		09.10-09.30	Li Zhao	A General Quantitative Investment Theory and Fundamental Value Technical System Based on Multi-Factor Models in Chinese Stock Selection	Online
		09.30-09.50	Zhewei Zhang	Prediction of China's Regional Innovation Capability Under the Background of Digital Economy - Based on Bidirectional Long-and Short-Term Memory Network Model	Online
		09.50-10.10	Preeyanate Dathong	Possibility of Free-Mating Malaria Vector in the Laboratory	Online



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ROOM 3: EDUCATION, COMMUNICATIONS, AND SUPPLY CHAIN: SUSTAINABLE DEVELOPMENT IN THE DIGITAL AGE

Date	Session	Time	Name	Title	Online/On-Site	
FEBRUARY 4th, 2023	1	13.00-13.20	Lakkana Hengboriboon	The Investigating of Brand Archetypes for the New Entry Product of Chocolate Malt Milk Industry; The Case of Dmalt	On-site	
		13.20-13.40	Dimitrije Curcic	Creative Guidelines as Initial Steps for Public Transport Information Improvements - Case Study: Hat Yai, Thailand	On-site	
		13.40-14.00	Kiattisak Tanasanborisut	Instructors' Viewpoints of English Grammar Instruction: What is the Appropriate Pedagogic Grammar Method?	On-site	
		14.00-14.20	Minh Nhat Tran Viet	Exploring Academic Stressors of Burapha University International College Students After the COVID-19 Pandemic	On-site	
		14.20-14.40	Passarin Phalitnonkiat	What College Students Look for When Applying for Their First Job	On-site	
		14.40-15.00	Hataipat Phungpumkaew	A Study of Thai Students' Selection of New Zealand as Study Destination	On-site	
	Break					
	2	15.20-15.40	Petr Konvalina	Master's Study Program Multifunctional Agriculture in English - SWOT Analysis and Practical Experience	On-site	
		15.40-16.00	Hambalee Jehma	Online Feedback: Exploring Students' Acceptance as a Mean of Developing English Speaking Skills	On-site	
		16.00-16.20	Sarawut Chandeewanta	Methodology of Curriculum Trail Improvement for Chinese Intensive Course: A Case of Thai Students of High Vocational Certificate in Railway Transportation.	On-site	
		16.20-16.40	Tirush Rumpantetch	Effects of Using Blended Learning with E-Portfolio Assessment on Thai EFL Student's Business English Writing Performance	On-site	
		16.40-17.00	Siwaporn Kunnapapdeelert	Exploratory and Confirmatory Analysis to Identify Logistics Service Quality Dimensions as Factors Influencing the Intentions to Use Last-Mile Delivery Service After COVID-19 in Thailand	On-site	
		17.00-17.20	Panyaphon Phiphatkhunarnon	Merchandise Route Optimization for Logistics Network Optimization: A Case Study	On-site	

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FEBRUARY 5th, 2023	3	08.30-08.50	Pim Samara Yara	The Representation of Gender Definition through Ancient Chinese Folktales: Symbols of Femininity Ideology, Negotiation and Similarity of Female Status as Currently Era	Online
		08.50-09.10	Wang Mei	Research on the User Experience Model of College Teachers' Online Teaching in the Intelligent Environment	Online
		09.10-09.30	Wang Yumei	Optimizing Teachers' Teaching Methods and Students' Learning Style with Computer Vision Analysis	Online
		09.30-09.50	Xuncheng Miao	The Implications, Challenges, and Pathways of Digital Transformation of University Education in China	Online
		09.50-10.10	Yanfei Li	The Impact of Culture on English Majors in Post-Epidemic China in American Films and TV Dramas	Online
		10.10-10.30	Yaxian Ran	The Effects of Belt and Road Initiatives on Sichuan's Exports	Online



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ROOM 4: TOURISM AND HEALTH: BUILDING A SUSTAINABLE AND INCLUSIVE INDUSTRY

Date	Session	Time	Name	Title	Online/On-Site
FEBRUARY 5th, 2023	3	08.30-08.50	Silpa Singharajwarapan	Case Architectural Design Parameters Affecting Patient’s Psychological Requirements in Mental Healthcare Facilities	On-site
		08.50-09.10	Sutheera Munsaeen	Sentiment Analysis on Social Networking: A Case Study of Chiang Mai Tourism	On-site
		09.10-09.30	Win Piyaoui	The Perspective of Sustainability from an Independent Hotel Resort on Koh Samui Island in Thailand	On-site
		09.30-09.50	Natthaphon Somsak	The Antecedents of City Marketing, Event Tourism, and Social Media Marketing for Promoting Destination Image of Phitsanulok as a Mice City: A Concept Paper	On-site
		09.50-10.10	Manasanan Pankasemsuk	A Review of Adaptation of Thai Traditional Telemedicine	Online
		10.10-10.30	Lan Fang	A Bibliometrics Analysis of National Park Tourism Research Trends from 2004 to 2022	Online