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PROCEEDING OF THE 1st REGIONAL CONFERENCE ON GRADUATE RESEARCH 2018

THEME “CUTTING EDGE ERA OF FUTURE AND BEYOND”

26 August 2018

Sripatum University, Bangkok, Thailand



Editors:

Vichit U-on

George C. Hadjinicola



มหาวิทยาลัยศรีปทุม
SRIPATUM UNIVERSITY

GRADUATE COLLEGE OF MANAGEMENT

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Proceedings of
The 1st Regional Conference on Graduate Research 2018

RCGR^{1st}
2018

Theme “Cutting Edge Era of Future and Beyond”
26 August 2018
Sripatum University, Bangkok, Thailand

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In Cooperation with



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Edited by

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Prof. Dr. George C. Hadjinicola, University of Cyprus, Cyprus

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Welcome Address from Conference Honorary Chair

It is a great pleasure and honor for me, on behalf of The 1st Regional Conference on Graduate Research 2018, to welcome you all to the world famous festival. First of all, I would like to thank the co-organizers, namely Academic Service Center, Sripatum University (Thailand); Graduate College of Management, Sripatum University (Thailand); University of Cyprus (Cyprus); and University of Wollongong in Dubai (United Arab Emirates) for organizing this conference, which is a major multidisciplinary regional platform and important event in the Asean region.

To support the Asean destination for international visitors, the organizers selected Bangkok as a conference venue due to its capital and most populous city of Thailand. Bangkok is a city of contrasts with action at every turn. Marvel at the gleaming temples, catch a tuk tuk along the bustling Chinatown or take a longtail boat through floating markets. Food is another Bangkok highlight, from local dishes served at humble street stalls to haute cuisine at romantic rooftop restaurants.

To conclude my address, I would like to thank Sripatum University, University of Cyprus, and University of Wollongong in Dubai that have assisted in the organization of this conference to promote a tourist destination in Bangkok to our delegates and guests.

I wish good results in your deliberations.



Dr. Rutchaneeporn Pookayaporn Phukkamarn
President, Sripatum University, Thailand
RCGR 2018's Honorary Chair

Welcome Address from Conference General Chairs

On behalf of Sripatum University (Thailand), University of Greenwich (United Kingdom), Lincoln University (New Zealand), and University of Geneva (Switzerland), we would like to welcome you to participate in the 1st Regional Conference on Graduate Research 2018 which will take place at Sripatum University on 26 August, 2018 in Bangkok, Thailand.

The conference will be an exciting event bringing international and interdisciplinary expertise in a rapidly developing field together for one day. It will provide an opportunity for experts in business, management, marketing, accounting, communication arts, social sciences, humanities, science, and engineering from worldwide to exchange and discuss ideas and information.

In a present and future issue, we will cover more on the following topic as “Cutting Edge Era of Business and Beyond”. This Conference delivers the most up-to-date issues, and also provides opportunity for CIOs, CEOs, industry leaders, managers, academics, and government officials to exchange ideas on future business co-operation trends and best practices. This one day conference is an excellent opportunity for you to meet with other professional members from all over the world, share the view of graduate research internationally.

We would also like to take this opportunity to express our sincere thanks to all the presenters, delegates, reviewers, advisory committee members, local organization committee members, and guest speakers for their interesting and valued contributions. On behalf of the organizers, We would like to personally apologize for any difficulties you might have encountered while attending this conference and wish all of you a very successful and fruitful deliberations.



Assoc. Prof. Dr. Vichit U-on
Sripatum University, Thailand
RCGR 2018's General Chair



Prof. Dr. George C. Hadjinicola
University of Cyprus, Cyprus
RCGR 2018's General Chair



Assoc. Prof. Dr. Ioannis Manikas
University of Wollongong in Dubai, United Arab Emirates
RCGR 2018's General Chair

Welcome Address from Conference Program Chairs

Welcome to the 1st Regional Conference on Graduate Research 2018 in Bangkok, Thailand. This professional meeting is thought to provide an excellent opportunity for faculty, scholars, Ph.D. students, administrators, and practitioners to meet well-known experts from all over the world and to discuss innovative ideas, results of research, and best practices on various topics of Business, Management, Marketing, Accounting, Communication Arts, Social Sciences, Humanities, Science, and Engineering, and many other related issues.

The RCGR conference continues to be highly competitive and very well perceived by the international community, attracting excellent contributions and active participation. This year, researchers from more than 7 countries have submitted their papers to the 1st RCGR 2018 international conference. After a careful review process by members of the international program committee, 44 quality papers from 6 different countries (Cambodia, Canada, China, Germany, Thailand, and United States of America) have been accepted for presentation at the conference. We thank all authors who dedicated a particular effort to contribute to the conference.

Each submitted paper has been reviewed by several members of the international program committee and international external referees. We would like to thank all of them for their help with review process of submitted papers. We expect the RCGR 2018 international conference to be an outstanding international forum for the exchange of ideas and results on management, business, economics, tourism, transport, logistics, production, operations, and supply chain, and provide a baseline of further progress in such areas.

We wish you a pleasant stay in Bangkok, and a successful conference.



Asst. Prof. Dr. Ungul Laptaned
Thai Researchers' Consortium of Value Chain Management and Logistics, Thailand
RCGR 2018's Program Chair



Prof. Dr. Andreas C. Soteriou
Lecturer, University of Cyprus, Cyprus
RCGR 2018's Program Co-Chair

Speaker Background



Prof. Dr. Hermann Gruenwald

Dr. Gruenwald was born in Augsburg, Germany. He holds an Engineering degree (Dipl. Ing. (FH), from Germany, a Master of Architecture from the University of Houston (UofH), a Master in Education from the University of Oklahoma, a MBA from Southern Methodist University, as well as a Ph.D. from University of Oklahoma. Dr. Gruenwald held faculty and administrative positions at US and Asian Universities and has been guest lecturing and conducting corporate and executive trainings around the world. He pursues an active research agenda which has resulted in millions of funded research and peer reviewed conference and journal papers. Prior to joining academia, he had a successful corporate career working for various industries holding roles up to Senior Vice President levels. Dr. Gruenwald had been a member of American Institute of Architects, American Institute Building Designers, International Facilities Management Association, International Conference Building Officials, Architectural Research Council, Texas Association Interior Design, and Construction Specific Institute.

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Session Schedule

RCGR^{1st}
2018

The 1st Regional Conference on Graduate Research 2018
Sripatum University, Bangkok, Thailand
Theme: Cutting Edge Era of Business and Beyond

Sunday (S) 26 August 18	Room	Forum		
	08:30 – 09:15	REGISTRATION		
	09:15 – 09:30	WELCOME ADDRESS: Assoc. Prof. Dr. Vichit U-on, General Chair Sripatum University, Thailand		
	09:30 – 10:45	KEYNOTE ADDRESS: “International Business in the New Era” Prof. Dr. Hermann Gruenwald Augsburg, Germany		
	10:45 – 11:00	SUNDAY AM BREAK		
	11:00 – 12:30	SA1 Organization and Human Resource Management 1	SB1 Business and Marketing Management 1	SC1 Business and Marketing Management 2
	12:30 – 13:30	SUNDAY LUNCH BREAK		
	13:30 – 15:00	SA2 Organization and Human Resource Management 2	SB2 Business and Marketing Management 3	SC2 Business and Marketing Management 4
	15:00 – 15:20	SUNDAY PM BREAK		
	15:20 – 17:40	SA3 Organization and Human Resource 3 / Accounting, Finance, and Banking	SB3 Business and Marketing Management 5 / Logistics and Supply Chain Management 1	SC3 Logistics and Supply Chain Management 2 / Communication Arts
	19:30 – 21:30	WELCOME DINNERS: River Star Princess Dinner Cruise, Bangkok, Thailand		
	21:30 – 21:45	CLOSING ADDRESS: Asst. Prof. Dr. Ungul Laptaned, Program Chair Thai Researchers' Consortium of Value Chain Management and Logistics, Thailand		

Sunday, 26 August 2018

Code	Session	Chair	Room	Start	Finish
SRE	Registration Sunday	Sawalee Naebnual	Auditorium, Floor 14	08:30	09:15

Code	Session	Chair	Room	Start	Finish
SOA	Opening Addresses	Dr. Nontipan Prayurhong	Auditorium, Floor 14	09:15	09:30
	09:15	09:30	Welcome Address: Assoc. Prof. Dr. Vichit U-on, General Chair Sripatum University, Thailand		

Code	Session	Master of Ceremonies	Room	Start	Finish
SKA	Keynote Addresses	Sripatum University	Auditorium, Floor 14	09:30	10:45
	09:00	10:45	International Business in the New Era		

Code	Session	Room	Start	Finish
SAB	Sunday AM Break	Auditorium, Floor 14	10.45	11.00

Code	Session	Chair	Room	Start	Finish
SA1	Organization and Human Resource Management 1	Asst. Prof. Dr. Ungul Laptaned	Floor 11, Room 1101	11:00	12.20
0013	11:00	11:20	Leadership of Thailand Premier League Football Club Executives <i>Thawatchai Buaphan and Nug-rob Rawangkarn</i>		
0028	11:20	11:40	Factors Affecting Organizational Commitment of Staff at Defense Industry Department <i>Charoenrut Kasiwut and Praphan Chaikidurajai</i>		
0030	11:40	12:00	Human Resource Management Affecting Organizational Commitment of Employees at Bliston Suwan Park View Hotel <i>Sunita Jitarerat, Praphan Chaikidurajai, and Peerapong Kittiwetpokawat</i>		
0032	12:00	12:20	Work Motivation Affecting Organizational Commitment of Employees at Fuel Pipeline Transportation Limited <i>Papatsorn Orapakdee and Praphan Chaikidurajai, Peerapong Kittiwetpokawat</i>		

Code	Session	Chair	Room	Start	Finish
SB1	Business and Marketing Management 1	Dr. Nontipan Prayurhong	Floor 11, Room 1102	11:00	12.20
0001	11:00	11:20	Factors Effecting MyMo Application Service Decision of Government Saving Bank's Customer in Bangkok Metropolis <i>Arisa Poomchart, Sukunya Thipha, and Pomwan Nunthaphad</i>		
0002	11:20	11:40	Factors Effecting Life Insurance Purchase Decision of Private Officer in Bangkok Metropolis <i>Kusuma Kornsanam, Kamol Chaiyawat, and Mukdashine Sanmaung</i>		
0003	11:40	12:00	Lifestyle in Buying Fashion Clothing of Teenagers in Surat Thani Province <i>Uraivan Khiawdam and Mukdashine Sanmaung</i>		
0005	12:00	12:20	Factors Effecting Toward Royalty of Direct Sale Business Members: A Case study of Join and Coin Corporation Company Limited <i>Rattanun Sirjwaleesunithi and Nilubon Sivabrovornvatana</i>		

Code	Session		Chair	Room	Start	Finish
SC1	Business and Marketing Management 2		Dr. Sukunya Thipha	Floor 10, Room 1002	11:00	12.20
0006	11:00	11:20	<i>Factors Effecting Toward Royalty of Direct Sale Business Members: A Case study of Join and Coin Corporation Company Limited</i> <i>Rattanun Sirjwaleesunithi and Nilubon Sivabrovornvatana</i>			
0008	11:20	11:40	The Analysis of Factors Affecting Students' Satisfaction in Using SCB Easy Mae Manee Service: A Case Study of Private Universities in Bangkok <i>Sudarat Chumsri and Kunjanick Khumerdpetch, Mukdashine Sanmuang</i>			
0010	11:40	12:00	Factors Influencing Organizational Membership Behaviors of Communication Business Employees in Bangkok <i>Jaturaporn Karnjanaboot, Uthairat Muangsan, and Natsapun Paopun</i>			
0012	12:00	12:20	Marketing Factors Effecting Mattress Purchase of Consumer in Bangkok Metropolis <i>Pongpisut Pue-on and Nilubon Sivabrovornvatana</i>			

Code	Session		Room	Start	Finish
SLB	Sunday Lunch Break		Lounge Floor 12A	12:20	13:20

Code	Session		Chair	Room	Start	Finish
SA2	Organization and Human Resource Management 2		Asst. Prof. Dr. Ungul Laptaned	Floor 11, Room 1101	13:20	15.00
0035	13:20	13:40	Quality of Work Life Affecting Organizational Citizenship Behavior of Employees of Jinpao Co., Ltd. <i>Ketchana Wantanee, Praphan Chaikidurajai, and Teerawit Krangsupun</i>			
0036	13:40	14:00	Quality of Work Life Affecting Organizational Citizenship Behavior of Employees: A Case Study of Somapa Information Technology Public Company Limited <i>Vilawan Bhavovada, Praphan Chaikidurajai, and Chitjai Wongvuthipong</i>			
0037	14:00	14:20	Motivation Affecting Organizational Loyalty of Retail Business' Staff in The Form of Supermarket <i>Chatchapron Manakit, Praphan Chaikidurajai, and Peerapong Kittiwetpokawat</i>			
0038	14:20	14:40	Job Characteristic Affecting Organizational Commitment of the Officer at Faculty of Dentistry, Chulalongkorn University <i>Nittaya Papathe, Praphan Chaikidurajai, and Chitjai Wongvuthipong</i>			
0039	14:40	15:00	Leadership Styles and Work Motivations Affecting Organizational Commitment of Staffs in Strategic and Planning Division of the Permanent Secretary Office, Ministry of Public Health <i>Chuthamat Pojsompong, Praphan Chaikidurajai, and Teerawit Krangsupun</i>			

Code	Session		Chair	Room	Start	Finish
SB2	Business and Marketing Management 3		Dr. Nontipan Prayurhong	Floor 11, Room 1102	13:20	15.00
0020	13:20	13:40	Marketing Mix Factors, Perceived Quality of Service in Relation to Behavior in Choosing Customer Depository Services of Government Savings Bank Phaholyothin Branch <i>Rawinwat Chaovapanon</i>			
0024	13:40	14:00	Factors Affecting ATM Usage Behavior of Government Saving Bank in Bangkok Metropolitan <i>Chanamon Sae-Wong and Uthairat Muangsan</i>			
0025	14:00	14:20	A Study of Learning Achievement in the Marketing Management Course by Teaching with the Case Study <i>Wannaphan Rakchon</i>			
0026	14:20	14:40	Factors Affecting Buying Decision Behavior on Nourishing Cream of Consumers in Sai Mai District <i>Kasitaboon Wongthong, Sukunya Thipha, and Pornwan Nunthaphad</i>			

0031	14:40	15:00	Factors Influencing the Decisions of Parent Who Send Their Children to Dance Institutes in Pathum Thani Province <i>Pichsukarn Sananoue and Nilubon Sivabrovornvatana</i>
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Code	Session	Chair	Room	Start	Finish
SC2	Business and Marketing Management 4	Dr. Sukunya Thipha	Floor 10, Room 1002	13:20	15.00
0033	13:20	13:40	Causal Model of Brand Loyalty for Fitness Business in Bangkok <i>Sumalee Namuang and Nontipan Prayurhong</i>		
0034	13:40	14:00	Factors Affecting the Decision to Choose Private Education for Children (Secondary Schools) in Khon Kaen <i>Kanpitcha Chujit and Mukdashine Sanmaung</i>		
0040	14:00	14:20	Causal Factors Influencing Service Quality of Hotels in Chonburi Province <i>Pimsiri Dujda and Sukunya Thipha</i>		
0042	14:20	14:40	Factors Influencing Purchase Decision of Facial Cosmetics of University Students in Bangkok Metropolis <i>Alisara Chotimanit and Nilubon Sivabrovornvatana</i>		
0043	14:40	15:00	Factors Affecting Effective Management of Community Enterprises in Trang Province <i>Nutchanat Tupkrut and Uthairat Muangsan</i>		

Code	Session	Room	Start	Finish
SPB	Sunday PM Break	Foyer	15:00	15:20

Code	Session	Chair	Room	Start	Finish
SA3	Organization and Human Resource Management 3 / Accounting, Finance, and Banking	Asst. Prof. Dr. Ungul Laptaned	Floor 11, Room 1101	15:20	16.20
0041	15:20	15:40	Quality of Working Life Affecting Organizational Commitment of Officers in the Internal Security Operations Command <i>Chuda Buntom and Praphan Chaikidurajai</i>		
0044	15:40	16:00	Organizational Climate Affecting Human Resource Development of Staff at Siam Gems Group <i>Narong Jucharoen and Praphan Chaikidurajai</i>		
0027	16:00	16:20	The Impact of Practices Standard the Code's of Ethic and Competency Development of Accounting Impact on Accounting Office in the Eastern Zone <i>Waraporn Chatchakul and Titaporn Sincharoonsak</i>		

Code	Session	Chair	Room	Start	Finish
SB3	Business and Marketing Management 5 / Logistics and Supply Chain Management 1	Dr. Nontipan Prayurhong	Floor 11, Room 1102	15:20	17.40
0045	15:20	15:40	Factors Influencing Stock Investment Decision among Young Investors in Bangkok Metropolitan Area <i>Vijai Amortrakoon, Uthairat Muangsan, and Natsapun Paopun</i>		

0046	15:40	16:00	Management Certification of Halal Food: The Impact Created a Competitive Advantage for Community Enterprise in Trang province <i>Vittaya Toodam and Uthairat Muangsan</i>
0047	17:00	17:20	Factors Influencing Decision in Crocodile Farm Tourism in Thailand <i>Jitti Youngprapakorn and Uthairat Muangsan</i>
0004	16:20	16:40	Optimizing Loading Weight in Vehicles for Transportation Cost Reduction of Wholesaler Business <i>Sasipim Pornphanpipat, Patlapa Nokchan, and Yok Jarusombat</i>
0014	16:40	17:00	Linker: The New Implementation of the Sharing Economy in the Last-Mile Delivery of E-Fulfillment <i>Kakada Kuy, Zhe Ji, and Achareeya Robkit</i>
0015	16:00	16:20	Warehouse Carrying Cost Reduction by Using Lean Tools and Supplier Analysis <i>Nitchakul Dumrongsukit, Preeyanuch Piyathassri, and Nathida Polsue</i>
0016	17:20	17:40	An Analytical Performance Study of the Airfreight Inbounds Supply Chain of Common Thai Orchid to the Netherlands Flower Market <i>Piyanut Pongkaew, Panitta Na rangsee, and Yok Jarusombat</i>

Code	Session		Chair	Room	Start	Finish
SC3	Logistics and Supply Chain Management 2 / Communication Arts		Dr. Sukunya Thipha	Floor 10, Room 1002	15:20	17.40
0017	15:20	15:40	Insufficient Container and Space Availability <i>Kamonlak Klindee, Phattrakorn Nakkieng, and Achareeya Robkit</i>			
0018	15:40	16:00	Obstacle and Material Handling Management: The Way to Improve Efficiency of Warehouse in /Bangkok Port (PAT) <i>Phatharapong Kulthada, Punctart Chanakul, and Peter J. van Haren</i>			
0019	16:00	16:20	The Study of Managing Stock Level and Storage Space for Aircraft Spare Parts: The Case of Transpo Logistics Co., Ltd <i>Sirirat Kaeokurd, Philippe C. Marinier, and Yok Jarusombat</i>			
0021	16:20	16:40	Causal Factors for Gem and Jewelry Export <i>Saranda Phunthong, Wannaporn Saekhow, and Philippe C. Marinier</i>			
0022	16:40	17:00	Approach to Reduce the Turnover Rate of Employees: The Case Study of 24 Shopping Co., Ltd. <i>Supanut Tanawanichworachai, Sureerat Koedsan, and Thomas E. Fernandez</i>			
0023	17:00	17:20	<i>Small Business Strategies for Inventory Management</i> <i>Nutch Cumdee, Pattarasak Terananon, and Peter J. van Haren</i>			
0029	17:20	17:40	User Behavior Applications Social Media Effect on Decision Making in Having a Foreign Partner of Thai Women: A Case Study of Udon Thani Province <i>Amarin Korsom and Tanachart Junveroad</i>			

Code	Session		Chair	Room	Start	Finish
SWD	Welcome Dinners		Asst. Prof. Dr. Ungul Laptaned	River Star Princess	19:30	21:30
	19:30	21:30	Welcome Dinners: River Star Princess Dinner Cruise, Bangkok, Thailand			

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Accounting, Finance, and Banking

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The Impact of Practices Standard the Code's of Ethic and Competency Development of Accounting Impact on Accounting Office in the Eastern Zone

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Abstract

This Objective for this research to study the to The Impact of Parties Standard the accountants' code of ethic and competency development of accounting impact on accounting office in the eastern zone using the questionnaire as a tool to collect data from the Managing Director, Executive Officer or Manager of the statistics, the number of frequency, percentage, mean and standard deviation, Multivariate collinearity monitoring by the variance (Tolerance and VIF) and Multiple Regression Analysis at the statistical significance level 0.05 in interpretation and presentation. Tests found that the executives. Managing Director and Manager of the establishment, in the Eastern Zone, is a medium-sized businesses and the majority owner of a Senior Executive in the financial organization is a leading organization with experience in organizational management. Master's degree and is in the range of 50 years or more. There is a demand for accountants and accounting offices and perform professionally ethical in a profession, and the need for accounting in accordance with accounting standard no need to distort financial statements and the tax must be correctly. There is no reverse because in the eastern region have been supported in developing the special economic development zone into The Eastern Economic Corridor) Affect the accounting and presentation of the financial statements in Thailand, based on international accounting standards, including a role as a leader in the field of investment, because foreign investment are many. And the Government has an important role, including accounting; accounting offices in the eastern region should develop an ongoing account. To benefit, and in understanding the content of accounting standards and taxation in order to maximize practice efficiency even further.

Keywords: Practices Standard Professional Accountability, Competency Development, Accounting Practices Quality

Business and Marketing Management

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Factors Effecting MyMo Application Service Decision of Government Saving Bank's Customer in Bangkok Metropolis

by

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Abstract

The objectives of the study were to 1) investigate the personal factors effecting MyMo application service decision of Government Saving Bank's customer in Bangkok Metropolis. 2) Study the marketing mix factor effecting MyMo application service decision of Government Saving Bank's customer, and 3) find out the influence of technological acceptance toward MyMo application service decision of Government Saving Bank's customer in Bangkok Metropolis. The 400 customers in Bangkok Metropolis using MyMo application service decision of Government Saving Bank were the sample of the study. The questionnaire was the instrument in the data collecting. The questionnaire was test the validity by the experts. The descriptive statistics such as percentage, mean, and standard deviation, and the inferential statistics such as multiple regression analysis were used as the statistical analysis. The result of the study found that marketing mix factors effecting MyMo application service decision of Government Saving Bank's customer in Bangkok Metropolis as most level. The technological acceptance factors effecting MyMo application service decision of Government Saving Bank's customer in Bangkok Metropolis as most level. MyMo application service decisions of Government Saving Bank's customer in Bangkok Metropolis as most level. Factors of the profession consisted of commerce profession, own business, student, private officer, employee, government official and state enterprise selected MyMo application service decision more than other profession. Marketing mix effected to MyMo application service decision and the technological acceptance factors effected to MyMo application service decision.

Keywords: Marketing Mix, Technological Acceptance, Application Service Decision

Factors Effecting Life Insurance Purchase Decision of Private Officer in Bangkok Metropolis

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Abstract

This case study's research aims at explaining factors affecting the purchasing decisions life insurance of private employees in Bangkok. For the research, a sample size of 400 people was questioned. The independent variables were attitude, personal factors and marketing mix factors. The dependent variable was decision to buy life insurance. The statistics used for data analysis were frequency, percentages, mean, and multiple regression analysis. The result of the study found that majority of respondents were female, 30-40 years of age, married, got bachelor degree, average income/month 15,001-25,000 baht and operational position. The marketing mix factors effecting life insurance purchase decision of private officer in Bangkok Metropolis. Majority of private office has life insurance purchase decision in Bangkok Metropolis as much level. The hypothesis testing found that the private officer in Bangkok Metropolis has different sex, age, education, average income/month and position effected to the different life insurance purchase decision at .05 level of statistical significance. But the private officer in Bangkok Metropolis has different marital status effected the non different life insurance purchase decision. Marketing mix factors such as product, marketing promotion, service process and physical character effected to life insurance purchase decision of private officer in Bangkok Metropolis at .05 level of statistical significance. Marketing mix factors such as price, channel of distribution and person has no effected to life insurance purchase decision of private officer in Bangkok Metropolis.

Keywords: Life Insurance, Purchase Decision, Marketing Mix

Lifestyle in Buying Fashion Clothing of Teenagers in Surat Thani Province

by

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Abstract

The study aimed at 1) investigating the influence of personal factors on the behavior of teenagers in Surat Thani province in buying fashion clothing; 2) finding out the influence of marketing mix factors on the behavior; and 3) exploring the behavior of buying fashion clothing among teenagers in Surat Thani province. The sample used in this study included 400 teenagers aged 10-25 years old in three different districts: Mueang Surat Thani, Phunphin, and Phanom. Data were gathered by questionnaire and contemplated by using descriptive analysis with frequencies, percentages, averages, and standard deviations, as well as inferential analysis with Independent t-test, one-way ANOVA, and Pearson's Correlation. The findings revealed that most teenagers had been female (96.8%) who had been in the adult age of more than 21 years old (49.2%), earned more than 9,001 baht (39.0%), and received Bachelor degree (50.3). In terms of marketing mix, factors in product, price, people, physical evidence and presentation, and process had had the highest influence on the behavior of buying fashion clothing among teenagers in Surat Thani province while the place factor had influenced on the behavior in the high level, followed by the promotion factor which had influenced in the moderate level. Furthermore, according to the buying decision process, factors in problem recognition, alternative evaluation, and purchase decision had influenced on the behavior in the high level, followed by the factors in information search and post-purchase behavior which had influenced in the moderate level. In terms of personal factors, age and educational level had influenced on the behavior of buying fashion clothing among teenagers in Surat Thani province in the area of purchase decision, with the statistical significance at the 0.05 level, and monthly income had influenced on the behavior in all areas, with the statistical significance at the 0.05 level; nonetheless, there had been no influence between sex and the behavior of buying fashion clothing among teenagers in Surat Thani province. In terms of marketing mix factors, price had influenced on the behavior of buying fashion clothing among teenagers in Surat Thani province in the area of post-purchase behavior, with the statistical significance at the 0.05 level, and people had influenced on the behavior in the areas of purchase decision and post-purchase behavior, with the statistical significance at the 0.05 level.

Keywords: Lifestyle, Teenagers, Buying, Fashion Clothing

Factors Effecting Toward Royalty of Direct Sale Business Members: A Case study of Join and Coin Corporation Company Limited

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Abstract

The objectives of the study were to 1) investigate motivation factors of direct sale business and 2) study factors effecting toward royalty of direct sale business members. The 400 members of join and Coin Corporation Company Limited were the sample of the study. The questionnaire was the instrument for the data collection. The percentage, mean, t-Test for two group comparison, F-test used in one way ANOVA, Scheffe Method used in different test and Multiple Regression Analysis were used as statistical analysis. The result of the study found that majority of the respondents were female (72.25%), 36-45 years of age (29.75%), married (60.00%), got bachelor degree (33.25%), salesman /freelance (31.75%) and average income/month lower or equal 15,000 baht (37.75%). Majority of motivation factors in direct sale business were much level. The description of each aspect found that maximum average was the business style, the rest were the safety and security need, the love and affiliation need, the recognition need, the physiological need and the self understanding and development need. On the other hand, the royalty of direct sale business members was the most level. The description of each aspect found that the antibody for competitor attractions was the most level, the rest were the re-purchasing, the purchasing cross products and services and the communicating to others. The hypothesis testing found that 1) the personal factors such as age, marital status, education, profession and average income/month effected to the different royalty of direct sale members at .05 level of statistical significance, but the different sex of the sample has no effected to the royalty of direct sale members, and 2) the different motivation factors of direct sale members concerning the physiological need, the recognition need, and the business style effected to the different royalty of direct sale members at .05 level of statistical significance. On the other hand, the motivation factors of direct sale members such as the safety and security needs, the love and affiliation and the self understanding and development need has no effected to the royalty of direct sale members.

Keywords: Motivation Factors, Direct Sale Business, Royalty, Business Members

Affecting Job Satisfaction of International School Employees in Wang Thonglang

by

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Abstract

This study aims to study the factors affecting job satisfaction of the International School Employees in Wang Thonglang. The instrument used was a questionnaire collected from Wang Thonglang, Bangkok of 282 people. The majority of respondents were female. Bachelor's Degree The average monthly income of more than 30,000 baht under the general management, and over 15 years of experience in international work. Age, estimated salary, and experience of working were different for satisfaction on the work.

Keywords: Job Satisfaction, International School

The Analysis of Factors Affecting Students' Satisfaction in Using SCB Easy Mae Manee Service: A Case Study of Private Universities in Bangkok

by

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Abstract

This research has purpose to identify the level of student satisfaction for the using of SCB Easy Mae Manee service in terms of marketing factors and technology adoption. Including analyze these factors affecting students' satisfaction in using SCB Easy Mae Manee service. The samples were 404 students for private university student in Bangkok. The tool was the questionnaire. The t-test and ANOVA were using as statistical methods. The study indicated that the students are satisfied with SCB Easy Mae Manee. The overall level is very high. The technology adoption factors are focused rather than marketing factors. The difference of personal factors classified by grade level affected to the satisfaction statistically significant at the 0.05 level on the overall and the individual.

Keywords: Satisfaction, Private University, SCB Easy Mae Manee

Factors Influencing Organizational Membership Behaviors of Communication Business Employees in Bangkok

by

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Abstract

This research investigated the factors influencing organizational membership behaviors of communication business employees in Bangkok and used a questionnaire as a tool to collect data from operation staffs and specialists. The research results were as follows: (1) the motivation level of communication business employees in Bangkok was at high and highest levels. When considering each aspect, three aspects were at the highest level and one aspect was at the high level, and they were ranked in the following descending order: company glory and stability (occupational growth and stability aspect), friendly and helpful colleagues (interpersonal relationship aspect), sufficient workplace facilities (working environment aspect), and suitable welfare (reward aspect), respectively; (2) the attitude toward the organization of communication business employees in Bangkok was as the highest level. When considering each aspect, all aspects were at the highest level and were ranked in the following descending order: employee loyalty to the company (perception aspect), company goals consistent with employee performance (behavior aspect), and employee confidence and acceptance in company goals and values (feeling aspect), respectively; and (3) the organizational membership behavior of communication business employees in Bangkok was as the highest level. When considering each aspect, all aspects were at the highest level and were ranked in the following descending order: employees advising new employees and colleagues willingly (assistance aspect), employees honoring all colleagues in working together (think of others aspect), employees working honestly and willingly (duty awareness aspect), employees accepting a warning from superiors to their work (tolerance aspect), and employees supporting company activities (cooperation aspect), respectively. In addition, this research found that (1) the gender, marital status, and education of the samples was not different. While their ages were different in duty awareness aspect, their incomes were different in duty awareness and cooperation aspects as well as their working experiences were different in cooperation aspect; (2) the motivations influencing organizational membership behaviors of communication business employees in Bangkok has a statistical significance of 0.05; and the attitudes toward the organization influenced the organizational membership behaviors of communication business employees in Bangkok.

Keywords: Organizational Membership Behavior, Motivation, Attitude

Marketing Factors Effecting Mattress Purchase of Consumer in Bangkok Metropolis

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Abstract

The objectives of the study were to 1) investigate personal factors of mattress purchase of consumer in Bangkok Metropolis, 2) study mattress purchase decision of consumer in Bangkok Metropolis, 3) find out marketing factors effecting mattress purchase decision of consumer in Bangkok Metropolis, 4) compare the personal factors and mattress purchase decision of consumer in Bangkok Metropolis, and 5) find out the relationship between marketing factors and mattress purchase decision of consumer. The 400 consumers in Bangkok Metropolis who has bought the mattress were the sample of the study. The questionnaire was the instrument of the data collection. The frequency count, percentage, mean, standard deviation and Chi-square Test were used as the statistical analysis. The result of the study found that majority of the respondents were female, 20-30 years of age, single, got bachelor degree, company office/employment as profession and average income 25,001-35,000 baht/month. Marketing factors effecting mattress purchase of consumer in Bangkok Metropolis were most level. The description of each aspect found that the maximum average was the price, the rest were the channel of distribution, marketing promotion and the product. On the other hand, the mattress purchase decision of consumer in Bangkok Metropolis found that the respondent purchased pocket spring mattress as most level, using the complete set of this mattress frequently, mouth to mouth was the majority of information source concerning the mattress, the 1,001-5,000 baht was the budget for mattress purchase, using duration of the mattress more than 6 years, reason of mattress purchase was the end user, the consumer by themselves were the mattress purchase decision, and majority of consumer bought the mattress at supermarket. The hypothesis testing found that there were relationship between personal factors such as sex, age, marital status, education profession and average income/month and the mattress purchase decision at .05 level of statistical significance. There were relationship between the marketing factors and mattress purchase decision of consumer in Bangkok Metropolis at .05 level of statistical significance.

Keywords: Marketing Factors, Mattress Purchase, Consumer

Marketing Mix Factors, Perceived Quality of Service in Relation to Behavior in Choosing Customer Depository Services of Government Savings Bank Phaholyothin Branch

by

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Abstract

The study of marketing mix factors, perceived quality of service in relation to behavior in choosing deposit service of GSB Phaholyothin Branch. The purpose of this study was to study the behavior of using deposit services of GSB Phaholyothin Branch and to study the relationship between marketing mix factors, perceived quality of service and behavior in using deposit services of GSB Phaholyothin Branch. The samples were user's deposit of GSB Phaholyothin Branch. The questionnaire was used as the data collection instrument, and the statistics used for data analysis consisted of Frequency, Percentage, Mean, Standard Deviation and Chi-Square. The result of the study found that most respondents of them are female, in the age of 46-55 years old, marital status was marriages, educational level was mostly bachelor degree, working as civil servant/state enterprise employee, had salary range between 20,001 - 30,000 Baht. Uses deposit of GSB more than 15 years. The purpose is to saving. The frequency of deposit with GSB is 1-2 times/month by the deposit through other banks. The result of the study found that all marketing mix factors relate to behavior of choosing deposit service of GSB Phaholyothin Branch. That has a relationship with the duration of the customer, Purpose of deposit, frequency of service. There is no relationship with having deposit account with other banks, significant at the 0.05 level. For the factors of marketing mix, the result found that customer using service focus on the matters prioritizing from the most important to the least important, which were people, process, physical evidence, price, place, products and promotion. The result of the study found that all perceived quality of service was correlated with the behavior of using deposit service of GSB Phaholyothin Branch, significant at the 0.05 level. For the factors of perceived quality of service, the result found that customer using service focus on the matters prioritizing from the most important to the least important, which were reliability, assurance, empathy, tangible and responsiveness.

Keywords: Marketing Mix, Quality of Service, Selection of Service

Factors Affecting ATM Usage Behavior of Government Saving Bank in Bangkok Metropolitan

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Abstract

The study aimed to (1) explore the personal factors of ATM users in Government Savings Bank, Bangkok Metropolitan; (2) discover the marketing mix factors affecting to the usage; (3) describe ATM usage behavior of Government Savings Bank in Bangkok Metropolitan; (4) investigate the correlation between personal factors and ATM usage behavior; and (5) examine the relationship between marketing mix factors and ATM usage behavior. The sample used in this study included 400 ATM users of Government Savings Bank in Bangkok Metropolitan. Data were gathered by questionnaire and analyzed by descriptive statistics including Frequencies, Percentages, Averages, and Standard Deviations, as well as inferential statistics including independent t-test, One-Way ANOVA, and Chi-Square Test. The results stated that (1) most ATM users of Government Savings Bank in Bangkok Metropolitan had been female with single marital status, the age at 31-40 years old, educational level at higher than Bachelor Degree, working as government/state enterprise officers, and monthly income about 15,001-25,000 baht; (2) there had been high correlation between marketing mix factors and ATM usage behavior, with the product factor as the highest average, respectively followed by price, promotion, and place; (3) the frequency of ATM usage behavior had been 5-10 times per month, with cash withdrawals mostly performed during 12.01-17.00 hrs. in the amount of 1,001-10,000 baht per time; additionally, the main reason for the usage had been that most users had had ATM cards to perform financial transactions through the machine, as well as the problem of ATM usage had been the machine failure; (4) personal factors, including marital status, age, educational level, occupation, and monthly income, had correlated to ATM usage behavior, whereas there had been no relationship between sex and the behavior; and (5) marketing mix factors had related to ATM usage behavior.

Keywords: Marketing Mix Factors, Usage Behavior

A Study of Learning Achievement in the Marketing Management Course by Teaching with the Case Study

by

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Abstract

This research was a survey study. The purpose of this study was to study the effect of using case study in Marketing Management Course. A survey of computer business students showed that who registered for Marketing Management Course in the first semester of the academic year 2560 for 23 students. The data collection tool was a questionnaire, and to analyze data. Statistical methods consisted of percentage, mean and standard deviation. The results of the research on student achievement showed that the average score before and after participation in the topic “Product Development”. The case study was significantly different at the 0.05 level. The learning process using case studies will result in better student achievement. The results of the analysis: Satisfaction of students to participate in learning process using case study. The respondents were satisfied with their participation in the learning process by case study: 1) there should be an exchange of views between the groups. 2) the use of case studies in learning management helps to increase in addition to the lecture alone, and 3) helps to create a query, analytical thinking and problem solving.

Keywords: Learning Achievement, Marketing Management

Factors Affecting Buying Decision Behavior on Nourishing Cream of Consumers in Sai Mai District

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Abstract

The study aimed to (1) explore buying decision behavior on nourishing cream of consumers in Sai Mai district and (2) investigate factors affecting consumers' decision behavior of purchasing nourishing cream in Sai Mai district, including factors of demography, marketing mix and purchasing attitude. The sample used in this study included 400 consumers in Sai Mai district who had used nourishing cream. The findings revealed that (1) most consumers had been female with the age at 34-41 years old, the single marital status, the educational level at Bachelor Degree, the occupation as entrepreneurs, and the monthly income at 10,000-30,000 baht; (2) the purchasing attitude towards nourishing cream had been at the highest level; (3) marketing mix factors had affected buying decision behavior on nourishing cream of consumers in Sai Mai district at high level, with the process factor as the highest average, respectively followed by the factors of price, product, physical evidence and presentation, promotion, people, and place; (4) the influencer of buying decision behavior on nourishing cream had been consumers by themselves, with the frequency of nourishing cream usage more than 5 times per week due to the expectation to have brightener skin; moreover, the popular type of nourishing cream had been contained in tin, with the scentless cream paid about 501-1,000 baht for purchasing in each time and bought from department stores; (5) demographic factors, including age, educational level, occupation, and monthly income, had been related to buying decision behavior on nourishing cream with the statistical significance at the 0.05 level, excluding sex and marital status which there had not related to the behavior of buying decision; (6) marketing mix factors had affected buying decision behavior on nourishing cream with the statistical significance at the 0.05 level; and (7) purchasing attitude had affected buying decision behavior on nourishing cream with the statistical significance at the 0.05 level.

Keywords: Purchasing Attitude, Marketing Mix, Buying Decision Behavior

Factors Influencing the Decisions of Parent Who Send Their Children to Dance Institutes in Pathum Thani Province

by

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Abstract

The purpose of this study was 1) to investigate the personal factor such as gender, age, education, status and monthly income which influenced parent's decision to sent children to dance institutes. 2) To study the motivational factor influenced parent decision to sent children to dance institutes. 3) To study the marketing mix factor affecting parent's decisions to sent children to dance institutes. The sample group was 400 parents which children aged 4 years and over in Phatum Thani province and the research instrument was a questionnaire. The researcher collected 400 samples of the sample that had been subjected to a qualitative examination. The results were summarized as follows: 1) the majority of respondents were 76.50 percent, between the ages of 36 to 45 32.75 percent, had marital status 72.00 percent, had bachelor degree 46.75 percent, had monthly average in come lower than or equal to 15,000 bath 50.00 percent, most of them did not have children in the dance institutes 74.25 percent , had children attending dance instituted 25.75 percent, 2) the motivating factors affecting parnts decision to send their children to dance institutes in Pathum Thani province were at the high level (\bar{x} =4.06, S.D.=0.40) when considering each aspect, the reason was highest (\bar{x} =4.59, S.D.=0.41) and emotional (\bar{x} =3.52, S.D.=0.53), 3) the marketing mix factors affecting decision of the children in the dance institutes in Pathum Thani province were at a high level (\bar{x} =4.41, S.D.=0.35) when considering each aspect, the physical characteristics of the institution were the highest (\bar{x} =4.65, S.D.=0.34) second, the curriculum of the institute(\bar{x} =4.57, S.D.=0.41) and the personnel of the instructor respectively (\bar{x} =4.55, S.D.=0.40), 4) sex, age, marital status, education, The average monthly income includes the number of children attending a different dance institute but the decision of parent to send their children to dance institute in Pathum Thani was not different, 5) motivational factors influenced the decision of parents who sent their children to dance institutes, reason and emotion affect the decision of parent to send their children to dance institute at statistical significance at the level of 0.01, and 6) the marketing mix influenced the parents decision to send their children to dance institutes.

Keywords: Market Mix Factory, Decision Making, Dance Institutes

Causal Model of Brand Loyalty for Fitness Business in Bangkok

by

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Abstract

The objective of this study were on 1) to study the influence of factors influencing brand loyalty in the fitness business in Bangkok 2) to study the influence of brand loyalty on fitness brands in Bangkok 3) to develop a causal model for brand loyalty in the fitness business in Bangkok. This research was used mixed methods analysis both in qualitative and quantitative methods. The questionnaire was used to collecting the data from persons using fitness services in Bangkok with 400 samples. The data were analyzed by using structural equation model (SEM). The research found that most of the men are from 30 to 39 years old is a private company employee. Average monthly income 30,001- 40,000 Baht Master's degree and use the fitness service on weekdays (Monday - Friday) time at 06.01 PM. go to up and above for 6 months membership. The average cost is from 301 - 500 Baht, with experience 3 to 4 years. The hypothesis test found that Direct Experiences, Service Quality, Exercise Commitment, have significant direct effect to Brand Awareness , Brand Association and Brand Loyalty and have indirect effect by Brand Awareness and Brand Association have significant direct effect to Brand Loyalty which is a statistically significant influence on the level of .01.

Keywords: Brand Loyalty, Brand Awareness, Brand Association, Fitness Business

Factors Affecting the Decision to Choose Private Education for Children (Secondary Schools) in Khon Kaen

by

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Abstract

The purposes of this research were to (1) investigating the factors affecting the decision to choose private education of private school students in Khon Kaen, (2) investigating the factors to choose private schools in general of private school students in Khon Kaen, (3) investigating the relationship of the overall image factors towards private school students in Khon Kaen, and (4) investigating the relationship of the course factors towards private school students in Khon Kaen. The samples used in the research were parents who sent their children to private secondary and high schools (grades 7 – 12) in Khon Kaen. A questionnaire was used as a tool to collect data. Statistics used for data analysis were frequency, percentage, mean, and standard deviation. In addition, data were analyzed through t-test for independent samples, ANOVA, f-test, and multiple regression analysis. The results of this study indicated that (1) most respondents were female, aged between 41 and 50 years old, working as a government officer, earning an average monthly income of 15,001-25,000 baht, and having children completing from a private primary school in a special course. The current schools of their children were Holy Redeemer Northeastern Region School, Holy Redeemer School Khon Kaen, Khon Kaen Vithes Suksa Bilingual School, and Khon Kaen Christian School and they were studying at secondary and high educations, (2) the overall attitudes affecting the decision to choose private education for children (secondary schools) in Khon Kaen were at the highest level, and considering each aspect, the belief in school had the highest mean, followed by intention to send their children to this school, (3) the overall marketing mix factors (7Ps) affecting the decision to choose private education for children (secondary schools) in Khon Kaen were at a high level, and considering each aspect, the process had the highest mean, followed by promotion, product, physical presentation, people, price, and place, respectively, and (4) the overall decision to choose private education for children (secondary schools) in Khon Kaen were at a high level, and considering each aspect, the course had the highest mean, followed by school image and personal reason, respectively. The results of the hypothesis testing showed that (1) different genders, ages, average monthly incomes, types of primary school, current courses, and educational levels of children affected the decision to choose private education for children (secondary schools) in Khon Kaen indifferently, except different careers and current schools of children affected the decision to choose private

Causal Factors Influencing Service Quality of Hotels in Chonburi Province

by

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Abstract

The objectives of this research were to 1) study behavior of using service, service quality, and the attitude towards marketing mix of hotels in Chonburi province, 2) compare service quality of hotels categorized by behavior of using service of hotels, and 3) study marketing mix of hotels influencing service quality of hotels. The sample group included 400 customers using service of hotels by using questionnaire as a tool for data collection. The Statistics, using to analyze data for hypothesis testing, consisted of frequency, percentage, mean, standard deviation, comparison of difference of two independent groups by Independent-Samples t-test, comparison of the difference of more independent groups by one way analysis of variance (ANOVA) F-test, and Multiple Regression Analysis. The finding indicated as follows: 1) Most of customers, who had been using service of hotels, were female between age of 21 to 30 years old, single, graduated with bachelor's degree, working for private company, and earning monthly income around 25,001-35,000 baht. 2) Behavior of using service of hotels indicated that the frequency of their staying at the hotels was less than twice a year, length of stay was averaged about 1 to 2 nights, and the expense was around 2,501-3,500 baht. The persons, who had decision power, were themselves. The facility, which responded to the respondents' needs most, was Wi-Fi access. 3) Overall, marketing mix of hotels was at the highest level. In each aspect, the first highest average represented people, the second was process, the third was price, the fourth was product/service, the fifth was promotion, the sixth was physical evidence, and the last one was place. 4) Overall, service quality of hotels was at the highest level. In each aspect, the first highest average represented assurance, the second was empathy, the third was responsiveness, the fourth was reliability, and the last one was tangibility. 5) The differences in factors of sex, age, education, career, and monthly income, had different attitude towards service quality of hotels, however, customers had same attitude towards service quality of hotels in spite of different status. 6) In term of behavior of using service of hotels, the differences of amount of money spending for hotel service, main purpose of the trip, and persons who had decision power, affected different opinion about service of hotels. However, customers had not different attitude towards service quality of hotels in spite of different frequency of using hotel service. 7) Marketing mix of hotels in which of price, place, people, process, and physical evidence affecting service quality of hotels, was statistically significant at 0.05 level. However, product/service and promotion had no effect to service quality of hotels.

Keywords: Behavior, Marketing Mix, Service Quality

Factors Influencing Purchase Decision of Facial Cosmetics of University Students in Bangkok Metropolis

by

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Abstract

The purposes of this research were to 1) study personal factors of university students in Bangkok Metropolis which influencing purchase decision of facial cosmetics, 2) study factors of marketing communication influencing purchase decision of facial cosmetics of university students in Bangkok, and 3) study purchase decision of facial cosmetics of university students in Bangkok. The sample group included 400 university students in Bangkok by using questionnaire as a tool for data collection. Statistics, using to analyze data for hypothesis testing, consisted of percentage, mean, Independent-Sample t-test to compare the difference of two independent groups, one way analysis of variance (ANOVA) F-test to compare the difference of more independent groups, and Pearson's Correlation. The result of this research was found that the majority respondents' age was ranging between 22 to 24 years old, studying in the second year of Faculty of Communication Arts at Thammasat University, Sripatum University, Rangsit University, Kasetsart University, and earning monthly income around 10,001-20,000 baht. In term of factors of marketing communication, the overall was at the high level. In each aspect, the highest average was advertisement, followed by public relations, sales promotion, direct marketing, and personal selling. Besides, purchase decision of facial cosmetics of university students in Bangkok Metropolis, the overall was at the high level. In each aspect, the highest average was purchase decision, followed by need recognition, post-purchase behavior, information search, and evaluation of alternatives. The hypothesis testing was found that there were differences in personal factors of university students in Bangkok. The purchase decision of facial cosmetics was significantly different at the statistical level of 0.05. The aspect of marketing communication factors, affecting purchase decision of facial cosmetics of university students in Bangkok, was statistically significant at 0.05 level.

Keywords: Influencing Factors, Purchase Decision, Facial Cosmetics

Factors Affecting Effective Management of Community Enterprises in Trang Province

by

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Abstract

The objectives of this study are to investigate the influential factors to effectiveness of the management of Community Enterprises and to examine the relationship between influential factors and effectiveness of the management of Community Enterprises. The sample group is 267 persons who are the chief of Community Enterprises. The multiple regression analysis was used in this research. The research results found the member, leadership, group management of Community Enterprises and external support in the high level. The marketing mixed is medium level. Conclusion, the leadership, member, group management and marketing mixed affect the effectiveness of the management of Community Enterprises in Trang that shown the significant 0.05 for this research.

Keywords: Factor, Effective, Community Enterprises

Factors Influencing Stock Investment Decision among Young Investors in Bangkok Metropolitan Area

by

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Abstract

The purpose of this research were to (1) study personal factor which affects on stock investment among adolescent in Bangkok, (2) investigate teenager behavior on stock investment decision in Bangkok; and (3) explore motive factors on stock investment decision in Bangkok among 400 people. Data was collected via questionnaires. Percentage, mean, independent-sample t-test to compare the difference of two independent groups, one way analysis of variance (ANOVA) F-test and regression analysis of hypothesis testing were used for data analysis. The findings indicated that the majority respondent was female ranging between 16 and 19 years old, studying in bachelor's degree, earning income : 5,001- 10,000 baht, savings per month: 3,001- 6,000 baht, having cash in share less than 3,000 baht and, investment experience from 3-6 months. Consumer goods stock with 2-3 months on investment period was their interest and majority investment. The most popular securities company was Bualuang Securities Public Company limited and the capital source was savings. Stock purchasing influencer was family and information source was internet or websites. Most securities holdings were 3-5 securities. Stock purchasing was ordered on phone and payment was mainly by cash account. The samples ranked motivation for investment at the highest level: increasing income opportunity, a part of socialization, opportunity to build reputation on investment, more update information, entertainment and knowing more companies. Stock investment information in youth was in high level and the samples paid high attention on return on investment, information sources, securities, stock exchange and risk of investment. The Hypothesis testing found that different personal factors affect investment decision in stock exchange of Thailand among teens in Bangkok at difference statistical significance level of 0.05 .Investment behavior, affecting invest decision in stock exchange of Thailand among teens, was statistically significant at 0.05 level. Investment motivation, affecting investment decision in Stock exchange of Thailand among teens in Bangkok, was statistically significant at 0.05 levels.

Keywords: Investment, Investment Behavior, Teens

Management Certification of Halal Food: The Impact Created a Competitive Advantage for Community Enterprise in Trang province

by

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Abstract

The study aimed to find out the standard certification management of halal food which affected the creation of competitive advantages for community enterprises' operators in Trang province. Data were collected by questionnaire employed from the sample of 267 operators in community enterprises in Trang province, randomly selected by simple random sampling method, as well as statistically analyzed by percentages, averages, standard deviations, simple regression, and multiple regressions. Findings revealed that most subjects had been male with the educational level at Bachelor degree and the career as the officer. The standard certification management of halal food had affected the creation of competitive advantages for community enterprises' operators, with the materials management at the highest effect, respectively followed by packing and transportation, personal hygiene and production.

Keywords: Materials Management, Production Process Management, Packaging and Transportation Management, Personal Hygiene Management, Competitiveness

Factors Influencing Decision in Crocodile Farm Tourism in Thailand

by

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Abstract

The purposes of this research were to (1) investigate the attitudes influencing decision in crocodile farm tourism in Thailand and (2) investigate the marketing mix factors influencing decision in crocodile farm tourism in Thailand. The samples used in this study were 400 tourists who once visited crocodile farmers in Thailand. A questionnaire was used as a tool to collect data. Statistics used for data analysis were frequency, percentage, mean, and standard deviation. In addition, data were analyzed through t-test for independent samples, ANOVA, f-test, and multiple regression analysis for hypothesis testing. The results of this research indicated that (1) most tourists were male, 54.50%, aged under 30 years old, 52.25%, single, 69.25%, obtained below a bachelor's degree, 45.75%, and earned an average monthly income less than or equal to 15,000 baht, 38.00%, (2) the overall attitudes influencing decision in crocodile farm tourism in Thailand were at a high level, and considering each aspect, the attraction had the highest mean, followed by transport or accessibility and facility, respectively, (3) the overall marketing mix factors influencing decision in crocodile farm tourism in Thailand were at a high level, and considering each aspect, the product had the highest mean, followed by price, place, and promotion, respectively, (4) the overall decision in crocodile farm tourism in Thailand was at a high level, and considering each aspect, the post-tourism behavior had the highest mean, followed by information seeking, awareness of needs, decision making in tourism, and evaluation of options, respectively, (5) different ages, statuses, educational levels, and average monthly incomes of tourists affected decision in crocodile farm tourism in Thailand differently with a statistical significance of 0.5, except different genders of tourists affected decision making in crocodile farm tourism in Thailand indifferently, (6) the attitudes on crocodile farm tourism in terms of transport or accessibility and facility affected decision in crocodile farm tourism in Thailand with a statistical significance of 0.5, and (7) the marketing mix factors in terms of price, place, and promotion affected decision in crocodile farm tourism in Thailand with a statistical significance of 0.5.

Keywords: Attitude, Marketing Mix, Tourism Decision

Communication Arts

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2018

User Behavior Applications Social Media Effect on Decision Making in Having a Foreign Partner of Thai Women: A Case Study of Udon Thani Province

by

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Abstract

The research conducted is user behavior applications via social media effect. On decision making in having a foreign partner of Thai women: a case study of Udon Thani province. The objective of this study was to 1) to examine the demographic characteristics affect the decision a foreign partner of Thai women in Udon Thani province 2) study environment. Crisis Committee use applications via social media affect the decision of having a foreign partner Thai woman in them. A province 3) utilization application through the medium of social media affect the decision has a different pair of penis. Of women in Thai province 4) to study the decision a foreign partner of Thai women in the area of Udon Thani province. The sample is a Thai women in the province of 400 people between the ages of 16-60 years were used in this study. Inquiry system as a data collection tool. The statistics was used to analyze the data. The frequency, percentage, mean, standard deviation, the chi-square test (Chi-Square) testing. Test, t-test, one-way analysis of variance. The correlation coefficient and correlation coefficient. It was found that the decision is a foreign partner of Thai women in the province. The total was at a high level. At the mean 3.67 the Found that the highest is in decision making using the information around the average 3.75 while down the cut decision on the basis of habit. At the mean 3.66 followed the decision by the data is limited to the average value 3.58 respectively. Behavior of applications via social media, all the different effect in the decision making double foreign difference making use of the application through the medium of social media consists of social and economic, educational and pouring. C Technology in communication. Entertainment and different results in different decision making a foreign partner and the use of the application through the media and social media. Media use behavior via social media applications in decision making with a foreign partner relationships.

Keywords: Behavior, Applications Used, Social Media, Decision, Foreign Partner

Logistics and Supply Chain Management

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2018

Optimizing Loading Weight in Vehicles for Transportation Cost Reduction of Wholesaler Business

by

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Abstract

The main problem that most distribution centers face is high transportation costs. Distribution center is a non-profit part of the company. This means reducing distribution cost is very important method for a company. For the company that was studied, increasing the loading weight in container has been one of the important issues. It is one issue that can be improved for reducing transportation cost by solving and finding the loading weight and determining which products should be packaged in terms of volume, value, and weight. The aims of this study were to find the right balance between the company loading regulations and the Highway Law. Then, we try to optimize loading weight in the vehicles to reduce transportation costs and maximize the capacity utilization. In this study, the researchers found that by selecting the 7,900 kg. tractor for use in 15 stores, the company can save 399,000 baht per week which means the company saves 1,599,600 baht per month and 19,195,200 baht per year.

Keywords: Capacity, Container, Cost, Highway law, Increasing, Limitation, Loading, Logistics, Optimizing, Reduction, Shipping, Tractor, Trailer, Transportation, Warehousing Weight

Linker: The New Implementation of the Sharing Economy in the Last-Mile Delivery of E-Fulfillment

by

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Abstract

The purposes of this thesis are to summary the current problems in the Last-Mile Delivery, and explore the possible solutions, a delivery model with sharing economy application called *Linker*, to improve the Last-Mile Delivery circumstances. This is based on the reasonability of the sharing economy. After the model is proposed, a focus group discussion with people representing different groups and two interviews with experts is conducted to give feedback on the proposed model *Linker*. The contribution of this study is expected to be both theoretical and practical. With the proposal and the application of the *Linker* sharing delivery model, the sharing business will penetrate into the logistics field and thus foster more ideas on improving Last-Mile Delivery. And the *Linker* is supposed to meet online buyer's higher demand on time and lower cost, and provide a more environmental friendly deliver mode. It is hoped to benefit the community and facilitate the economy.

Keywords: Sharing Economy, Last-Mile Delivery, E-Fulfillment

Warehouse Carrying Cost Reduction by Using Lean Tools and Supplier Analysis

by

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Abstract

The purpose of this research is to investigate the existing problems in warehouse carrying cost structure of wooden packaging company, to apply lean tools and to lower warehouse carrying cost, and to propose the cost structure strategy based on the lean tools and supplier analysis. The researchers study the factors of warehouse carrying cost that include ordering cost, holding cost, and cost of administrative of wooden packaging company, utilize lean tools (5S/Visual Control, VSM/Value added, JUST IN TIME/ Pull system), and collect data on raw material, flow warehouse operation, and suppliers' analysis. The researchers interviewed the three top managers of the company about the work flow, main cost, and the problems of the company. After that the researcher attempted to figure out the company problems by apply the proper lean tools and analyzed the existent suppliers to lower warehouse carrying cost and it is leading company to gain more profit.

Keywords: Warehouse Carrying Cost, Supplier Analysis, Lean Tools

An Analytical Performance Study of the Airfreight Inbounds Supply Chain of Common Thai Orchid to the Netherlands Flower Market

by

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Abstract

This research aims to 1) analyze the efficiency of supply chain and studies the companies that export Thai orchid flower using 3 models 1. Company A 2. Company B 3. Company C 2) know and present the complete supply chain system for exporting Thai orchid flowers to the Netherlands 3) present the concept and strategies to create the supply chain system for the export of orchid flower. The sample used in this research was the three companies involved in exporting orchids by using questionnaires and interviews with relevant personnel within the organization to serve as research tools. The results of this research show that 1) the models of the three companies differ in terms of the plan, source, make, delivery, and return. In the part of the plan, Company A and Company B focus market on the original market and reaching new markets but Company C focuses only on the original market. In the part of source, the three companies receive orchids from Nakhon Pathom. Then only Company B will take orchid to fume as part of delivery, three companies used four wheels' refrigerator with temperature control at 12-15 ° C in transport. In the part of return, all three companies have traceability systems. 2) The result of complete supply chain system for exporting Thai orchid flower to Netherlands by using SCOR and CPFR strategy according to the study of research found that the benefits from the use of SCOR model are that the strategy level management and the supply chain work better by using the technique of benchmarking tool to finding areas to communicate between sales representatives and can sell to determine the skills or the special expertise of sales representatives. CPFR strategy improves supply chain management more effectively using Collaborative Planning, Forecasting, and Replenishment. 3) The results to apply the concept and strategies create an efficient supply chain system for the export of orchid flower to the Netherlands. The result is that Thailand has income from orchid exports and orchid farmers earn more income and better quality of life for many related businesses throughout the supply chain gets more benefits from the orchid industry.

Keywords: Supply chain, Airfreight, Performance, Analytical, the Netherlands

Insufficient Container and Space Availability

by

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Abstract

With the globalization of production and internationalization of trade, exporting and importing have become the hot issues in shipping services. The increase in the international transporting of goods has resulted in insufficient containers and space. The shipping lines provide them inadequately to the customers' requirements for exporting and importing. The aim of this paper is to solve the problem of maritime booking processes that result in insufficient containers and space for the shippers who want to export their products internationally. The paper will focus on the causes and also offer solutions to the problem.

Keywords: Shipping Services, International Transporting, Maritime Booking Process

Obstacle and Material Handling Management: The Way to Improve Efficiency of Warehouse in /Bangkok Port (PAT)

by

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Abstract

The objective of this research is to study the efficiency of Bangkok port and think of a plan to development warehouse layout. The research begins considering the problem during an internship and then explores the issue with advice about the thesis. The process of this research includes using primary and secondary data by interviewing employees in the area, and being a trainee at the Bangkok port on a cooperative program. The method used in this research is applied research with developmental research about the warehouse and then analyzing the data to know the problem and the cause. Researchers suggested a development plan: installing rack and change the layout in the warehouse, this method can increase efficiency in work of warehouse, such as increase capacity to store items and goods, decrease time to find goods and reduce the chance of damage to the goods.

Keywords: Material Handling, Warehouse, Layout

The Study of Managing Stock Level and Storage Space for Aircraft Spare Parts: The Case of Transpo Logistics Co., Ltd

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Abstract

This research is studied the study of managing stock level and storage space for aircraft spare parts: The case of Transpo logistics Co., Ltd which will be focused on warehouse operations and any other problems related to warehouse and transportation of Transpo business involved with aircraft parts. The research will be studied the current problems in the warehouse such as order picking process, storage process, placing the goods at the walkway, no classified of goods and the careless driving of company's employee. The way to study is the permission of Transpo International Company to access to Company's warehouse in order to study warehouse operation and analyze the current problem which the research process is covered both studying for before improvement process and for after improvement process in the warehouse by using the research tools which are the Fish bone diagram to show the relationship between the problem and the cause, Primary Data, Secondary Data, Flowchart, Economic Order Quantity Model (EOQ Model) and the last is timing for picking order. Therefore, the outcome will be focused on the efficiency of the warehouse. The average time of picking order both before improvement and after improvement is found that the timing for before improvement took a longer time than after improvement which the first floor is 1.38, the second floor is 1.53 and both are 1.76, but the result for before improvement and after improvement changed a few. It is quite the same in a similar way because most of employees are very busy all day. The efficiency of warehouse operation improvement is not received a good result. However, it is considered as Transpo International Company trends to improve warehouse operation in the future.

Keywords: Stock Level, Storage Space, Aircraft Spare Parts

Causal Factors for Gem and Jewelry Export

by

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Abstract

The value of exporting gems and jewelry decreased impacted on the condition of exporting Thai gems and jewelry in the past year consisted of the world economic crisis especially in the US, Japanese, and Europe markets which made consumers had to save their moneys. There were both groups of people who did not buy anything and who bought inexpensive jewelry instead such as silver jewelry, imitation jewelry. This affected to entrepreneurs to be encountered with financial liquidity problem, adjusting of the price of gold, and the price of silver. According to the problem, this research would like to causal of factor for gems and jewelry export. This research has the object to investigate the causal factors affecting and mitigate and propose risk strategy of export for gems and jewelry and we used an exemplary case study is A.U.T Internationals Co., Ltd. and to find the problem of the decrease of company's export between 2013 - 2017 by using questionnaire and interview from 16 staffs. The researchers collected the results and analysis to find the cause of the problem of the decrease of company's export is caused by poor economic condition, liquid assets, competitive growth, high cost of production and poor export performance by Pareto Analysis and Cause and Effect Diagram for first object. And we find the risk of company's export and identified the hazard of company's export. And using Failure Mode and Effect Analysis or FMEA to find Risk Priority Number or RPN of all risk of company's export for risk level of export for gem and jewelry and find Supply Chain Risk Strategy for solution.

Keywords: Causal, Gems, Jewelry

Approach to Reduce the Turnover Rate of Employees: The Case Study of 24 Shopping Co., Ltd.

by

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Abstract

The research has the purpose of (1) To study the factor that influence to the turnover decision making of employees at 24 shopping Co.,Ltd. Bang Buathong distribution center. (2) To study what's the employee's needs. In this research, researchers have chosen survey research to collect the information. Researchers have collected the information by using a questionnaire. The questionnaire has made up as an instrument to collect the employees information at 24 shopping Co.,Ltd. Bang Buathong distribution center. In this research, researchers have random employees in this company at any position to answer this questionnaire. The result for this research is most of the employees at this company are woman (68%), at the age of 21-30 (55%), single (70%). Most of the employees at this place also studied lower than bachelor degree (81%). This company has the full-time position employees (93%), have a salary at 8,000 – 15,000 (75%). Most of them work at this company for 1-2 years (27%). Researchers have set up 4 sides for a factor that affect to the resignation of employees; about organization, about supervisors, about colleague, about career. Researchers also set up 5 questions for an interview; What's your inspiration to work? What's your expectation to get from the company? What do you think causes employees to change job frequency? What are the factors that you choose for the workplace? What's your recommendation for reducing resignation rates? Researchers found that factor that has the most influence to employees is compensation, welfare, progress in job.

Keywords: Turnover rate, Distribution center, Human Resource Management, Employee Retention

Small Business Strategies for Inventory Management

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Abstract

In this day SME is the beginning of the new generation to starting a business. And we see that is important to study this and solve the problem in various points for people who are interested to start a business. There is a way and very convenient even more. The research will be useful for people who want to do business (new business). Include both group as you want to develop business process and the structure of inventory management. The expectation is this research can help us to understand the strategies for inventory management another thing is to make people with idea and interests who want to start a new business. And this research will show the system that can use to manage inventory in small business.

Keywords: Small and Medium Enterprise, Inventory Management, Interview

Organization and Human Resource Management

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Leadership of Thailand Premier League Football Club Executives

by

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The purpose of this research was 1 to study the opinion of the football players on the behavioral leadership of Thai Premier League Football Club Executives and 2 to compare the opinions of the football players by personal factors on the behavioral leadership of the Thai Premier League club Executives. The sample is The 399 Thai Premier League football players. This research was quantitative research which was use the questionnaire as a research instrument. The data were collected by questionnaire from the Thai Premier League football players. The research found that most of football players who response are 28-32 years old with Bachelor's Degree and earned more than 100,000 baht, and they were playing more than 10 years' experience. The results of the analysis of the football players' opinion were as: Type of leadership such as Autocratic leadership, Democratic leadership styles are at a high level. Type of liberal leadership is at a moderate level. The statistically results was found that the Age differences of the football players was significantly higher at the 0.05 level, the level of education of the football players was significantly higher at the 0.05 level, and the income level of the football players was significantly higher at the 0.05 level.

Keywords: Leadership, Behavioral Leadership, Football Club Executives

Factors Affecting Organizational Commitment of Staff at Defense Industry Department

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Abstract

The objectives of this research were 1) to study organizational commitment of staff at Defense Industry Department, 2) to study job characteristic and working experience of staff at Defense Industry Department, and 3) to compare organizational commitment of staff at Defense Industry Department classified by different personal factors in terms of job characteristic, work experience affecting the staff organizational commitment. The results of this study indicated 1) the sample size with different age and years of work experience had different organizational commitment with a statistical significance level of 0.05. The sample size with different gender, position, education level, and average monthly income had indifferent organizational commitment. 2) job characteristic consisting of autonomy, interpersonal relationship, and feedback influenced organizational commitment of staff at Defense Industry Department. 3) working experience consisting of the self-esteem in organization, expectation to response from organization, and attitudes toward colleagues and organization influenced organizational commitment of staff at Defense Industry Department.

Keywords: Organizational Commitment, Job Characteristic, Working Experience

Human Resource Management Affecting Organizational Commitment of Employees at Bliston Suwan Park View Hotel

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The objectives of this research were to study Personal Factor, and human resource management effecting organization commitment of employees at Bliston Suwan Park View hotel. Data was collected from sample size as 91 at Bliston Suwan Park View hotel. The research results showed that Personnel factor in terms. Working experience, Education level Human resource management in terms of autonomy, interpersonal relationship and feedback. Work experience in term of the self-esteem in organization, Education level in term of the relation with compensation benefit and job security and compensation benefit and job security have an effect towards organization commitment of employees at Bliston Suwan Park View hotel.

Keywords: Human Resource Management, Organizational Commitment

Work Motivation Affecting Organizational Commitment of Employees at Fuel Pipeline Transportation Limited

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The objective of this research was to study demographic factors and work motivation affecting organizational commitment of employees at Fuel Pipeline Transportation Limited. Data was collected from sample size as 112 persons at Fuel Pipeline Transportation Limited. The research results showed that demographic factors in terms of job position and salary rates, work motivation in terms of job security had an effect on organizational commitment of employees at Fuel Pipeline Transportation Limited.

Keywords: Work Motivation, Organizational Commitment

Quality of Work Life Affecting Organizational Citizenship Behavior of Employees of Jinpao Co., Ltd.

by

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Abstract

The objectives of this research were to study about personal factors, and quality of work life affecting organizational citizenship behavior at Jinpao Company Limited. Data was collected from sample size of 300 people at Jinpao Company Limited. The research results showed that the personal factors in term of age tenure and salary and quality of work-life in terms of sufficient and fair compensation, healthy and safe environment, open opportunity for developing workers knowledge and competency, work characteristics promoting growth and security, social integration, workers' rights, and balancing life and work have an effect towards organizational citizenship behavior of employees at Jinpao Company Limited.

Keywords: Quality of Work Life, Citizenship Behavior

Quality of Work Life Affecting Organizational Citizenship Behavior of Employees: A Case Study of Somapa Information Technology Public Company Limited

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Abstract

The objectives of this research were (1) to study quality of work life affecting organizational citizenship behavior of staffs at Somapa Information Technology Public Company Limited (2) to compare level of staff opinions on organization citizenship behavior based on personal factors and (3) to study work-life influence on organizational citizenship behavior of staffs. Data were collected from a random sample of 80 staffs at Somapa Information Technology Public Company Limited, using questionnaires with Cronbach's Alpha Reliability Coefficient of 0.90. Data were analyzed with Frequency Distribution, Percentage, Mean, Standard Deviation and test hypotheses with t-test, F-test (ANOVA) and Multiple Regression Analysis. The Multiple Regression Analysis results showed (1) the work-life quality remained on a moderate level, whereas overall organizational citizenship behavior was at a high level. (2) Different educational level and monthly average income displayed organizational citizenship behavior differently, with statistical significance level of 0.05. The other personal factors showed indifferences and (3) Work-life quality in term of safe and sound environment, work characteristics promoting social integration, and workers' rights had influenced on organizational citizenship behavior moderately, equal to 0.561 with statistical significance level of 0.01.

Keywords: Quality of Work Life, Organizational Citizenship Behavior

Motivation Affecting Organizational Loyalty of Retail Business' Staff in The Form of Supermarket

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Abstract

The objectives of this research were 1) to study about personal factors 2) work motivation factors affecting organizational loyalty of Retail business' staff in the form of supermarket. Data was collected from 205 respondents that represent a sample size of 440 peoples. Data were analyzed using descriptive statistics were frequency, percentage, average, standard deviation and data were analyzed using inferential statistics to test the hypothesis, using statistical T-test, F-test (One-way ANOVA) and Multiple Regression analysis. The research result showed that personal factors, salary income were affected loyalty of Retail Staff in Supermarket Format. Work motivation factors affecting organizational loyalty are statistically significant at the 0.05 level.

Keywords: Motivation, Organizational Loyalty

Job Characteristic Affecting Organizational Commitment of the Officer at Faculty of Dentistry, Chulalongkorn University

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Abstract

This study is about the characteristic of job that affects the organizational commitment of the officer in faculty of dentistry, Chulalongkorn University. It is a survey research with the objectives to study personal factors that affect the officers' level of organizational commitment in faculty of dentistry, Chulalongkorn University and to study the level of officers' opinion about the job characteristic and organizational commitment by using questionnaire as a tool to collect the data. The results from the questionnaire were analyzed at reliability coefficient. The sample group of this study is officers in faculty of Dentistry, Chulalongkorn University. The data was analyzed using descriptive statistics e.g. frequency distribution, percentile, average and standard deviation. The hypothesis was tested by analyzing the data using T-test and F-test (ANOVA). bivariate correlation was analyzed by using (multiple regression). The result from the hypothesis testing about job characteristics that affect the organizational commitment of the officer in faculty of dentistry, Chulalongkorn university, after using multiple regression, shown that there are 3 factors that indicate similar results which are affective, continuance and normative commitment at significant.

Keywords: Job Characteristics, Organizational Commitment

Leadership Styles and Work Motivations Affecting Organizational Commitment of Staffs in Strategic and Planning Division of the Permanent Secretary Office, Ministry of Public Health

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Abstract

The purpose of this research were to study about personal factors, leadership styles and work motivations affecting organizational commitment of staff in strategic and planning division of the permanent secretary office, Ministry of Public Health. Data was collected from 108 respondents that represent a sample size of 150 peoples. The research result showed that personal factors in term of position, leadership styles in term of transactional leadership and work motivation in term of advancement and working conditions have an effect towards organizational commitment of staff in strategic and planning division of the permanent secretary office, Ministry of Public Health.

Keywords: Leadership, Work Motivation, Organizational Commitment

Quality of Working Life Affecting Organizational Commitment of Officers in the Internal Security Operations Command

by

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Abstract

The aim of this research was to find out the quality of working life affecting organizational commitment civil servants of the Internal Security Operations Command. The respondents included 92 government civil servants. A questionnaire was used to collect the data which was analyzed using frequency, percentage, average and standard deviation. The hypothesis was verified using t-test statistics and ANOVA was used to determine the correlation coefficient. The results of the study showed that the civil servants of the Internal Security Operations command had medium quality of life but high organizational commitment. Factors contributing to such high level of organizational commitment included education and duration of service. It was found that the quality of working life had positive influence on organizational commitment with statistical significance of 0.05.

Key words: Quality of Work Life, Organizational Commitment

Organizational Climate Affecting Human Resource Development of Staff at Siam Gems Group

by

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Abstract

The objectives of this research were to study personal factors including gender, age, job tenure, marital status, income, and educational level affecting human resource development of staff at Siam Gems Group and to study the relationship between organizational climate and human resource development of staff at Siam Gems Group. This study was a survey research. The questionnaire was used as a research instrument to collect data. The population of this study consisted of 290 staff at Siam Gems Group. The sample size was calculated using Yamane formula at the confidence level of 95%. The sample size was 168 individuals. Data were analyzed by descriptive statistics including percentage, frequency, mean, standard deviation and inferential statistics including t-test, F-test, and multiple regression statistics. The results of this study indicated that personal factors including age, job tenure, marital status, income, and educational level did not affect human resource development of staff at Siam Gems Group. However, gender was a factor affecting human resource development of staff at Siam Gems Group. For organizational climate, organizational structure, conflict, and organizational identity were related to human resource development.

Keywords: Organizational Climate, Human Resource Development

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Sripatum University, Thailand

Sripatum University is one of the oldest and most prestigious private universities in Bangkok, Thailand. Dr. Sook Pookayaporn established the university in 1970 under the name of "Thai Suriya College" in order to create opportunities for Thai youths to develop their potential. In 1987, the college was promoted to university status by the Ministry of University Affairs, and has since been known as Sripatum University. "Sripatum" means the "Source of Knowledge Blooming Like a Lotus" and was graciously conferred on the college by Her Royal Highness, the late Princess Mother Srinagarindra (Somdet Phra Srinagarindra Baromarajajanan). She presided over the official opening ceremony of SPU and awarded vocational certificates to the first three graduating classes. Sripatum University is therefore one of the first five private universities of Thailand. The university's main goal is to create well-rounded students who can develop themselves to their chosen fields of study and to instill students with correct attitudes towards education so that they are enthusiastic in their pursuit of knowledge and self-development. This will provide students with a firm foundation for the future after graduation. The university's philosophy is "Education develops human resources who enrich the nation" which focuses on characteristics of Wisdom, Skills, Cheerfulness and Morality.

University of Cyprus, Cyprus

The University of Cyprus was established in 1989 and admitted its first students in 1992. It was founded in response to the growing intellectual needs of the Cypriot people, and is well placed to fulfill several aspirations of the country. The University is a vigorous community of scholars engaged in the generation and diffusion of knowledge. Despite its brief history, the University of Cyprus has earned the appreciation of Cypriot society. Admission for the majority of undergraduate students is by entrance examinations organized by the Ministry of Education and Culture of the Republic of Cyprus.

University of Wollongong in Dubai, United Arab Emirates

The University of Wollongong in Dubai, abbreviated as UOWD, is a private university located in Dubai, United Arab Emirates. The University is one of the UAE's oldest universities, having been founded in 1993. The Campus has over 3,500 students from more than 108 countries. UOWD is one of the UAE's oldest and most prestigious universities. Established in 1993 by the University of Wollongong in Australia - currently ranked in the top 2% of universities in the world (QS World University Rankings 2018) – UOW in Dubai represents a pioneering Australian initiative in the Gulf region.

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