Conference Information & Collection of Abstracts

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"Development toward Asianization in the Digital Era"
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Conference Information & Collection of Abstracts

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I. Applied Statistics & Information and Technology (AS)

SECURE ONLINE FAMILIES: A STUDY ON THE SAFETY OF CHILDREN WITHIN CYBERSPACE

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ABSTRACT

Technology has become omnipresent in today's world. While it has made life better in such a large amount of ways, it has created new risks and it now has the potential to physically damage or perhaps kill - through cyberweapons, the internet of Things (IoT). The limitless use of technology has brought unprecedented opportunities as well as dangers into youth's lives. Cyberbullying, Social media, Anonymity, False information, Violent media, Phonographic content has become sever threat for children within cyberspace. Therefore, this research paper aims to suggest a framework for secure online browsing for children. This paper provides a guideline based on Screen Time limiting, Advanced filtering, media consumption. Access controlling. Analysis of the gathered data showed that the need for guidance for parents to avoid cyber-threats and be safe online. This research attempts to provide a guide for parents to keep their families safe.

KEY WORDS: Children, Cybersecurity, Cyber-threats, Online safety, Parents

UPDATED FRAMEWORK FOR A SMART, SECURE AND CONVENIENT ONLINE BANKING IN SRI LANKA

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ABSTRACT

The banking sector is one of the major economies contributing role that dominates the financial system of Sri Lanka through the highest share of the total financial assets. The banks engage in competition, seeking strategies to embrace more customers. Developing countries like Sri Lanka still in discussions, about the success rate of the adoption of Online Banking technology. The research intended to analyze the critical factors and give recommendations for a more smart, secure, convenient online banking service. The methodology used to conduct this research is a qualitative and quantitative-based survey. The online survey circulated through Email and the survey were completed by 400 samples of people covering selected four major banks. According to the critical success factors analysis, this research focus on the enhancement of user-friendliness of application, Minimize the language barrier focusing on local customers will increase the smartness, convenience of online banking in the Banking Industry.

KEY WORDS: Smart, Secure, Convenient, Online banking, Resistance, Adoption

MAKING INDONESIA 4.0: INDONESIA TOWARD TO DIGITAL TRANSFORMATION

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ABSTRACT

The development of information and communication technology led to the rise of the Industrial Revolution 4.0 movement and various aspects of the industrial system will need to interact directly with digital technology and the internet network to shape smart industries and manufacturing organizations of the future. This paper aims to explain how ready Indonesia capabilities is dealing with the Industrial Revolution 4.0 and the threats it will bring. Through Making Indonesia 4.0, Indonesia hopes to be able to increase the effectiveness and productivity of its local workforce, strengthen global competitiveness and make Indonesia one of the 10 major economic powers in the world. However, the Industrial Revolution 4.0 also poses some particular threat to Indonesia, especially in terms of employment and cyber security. In the next few decades, 56% of the existing jobs in Indonesia are predicted to have a high risk of being replaced by the flow of digitalization and automation brought by the Industrial Revolution 4.0 and will further increase the unemployment rate in the country. The author argues that the Making Indonesia 4.0 project, on the one hand, offers a great opportunity for Indonesia to gain benefits but, on the other hand, only in the optimal way can they be accomplished if it is accompanied by teamwork and abilty to face various obstacles and great risks from the transformation.

KEYWORDS: Indonesia, Industrial revolution 4.0, Internet, Manufacturing

SMART MINIATURE GROWING SYSTEM

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ABSTRACT

In the agricultural research area, miniature growing systems play a major role in the industry. Owing to some reasons those miniature systems and its related researches become more complex and begin to be a difficult circumstance. The main problems regarding the miniature systems are not having sufficient technical equipment or a system for researchers for their research activities involving miniature growing cabinets and no system has developed yet to automatically monitor the growth of a plant or control the environmental conditions that affect. The research intended to propose an IoT based system to overcome those problems. The system mainly suggests to monitor the growth of plants with different artificial environments, within various climate conditions and moreover the research focuses on control plant positioning, monitor and control temperature, humidity, light, atmosphere and soil moisture. The most important feature in this system is to have access and control to the system remotely.

KEY WORDS: Miniature growing cabinets, Smart miniature, IoT, Smart agriculture

INDOMIE AS TOP GLOBAL BRAND IN ASIANIZATION DEVELOPMENT

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ABSTRACT

This paper discusses Indomie's strategy and driving factors as The World's 8th Largest Brand. How it has managed to establish 72% market share within the Indonesian instant noodle market. It is also a major player in the global noodle market which is distributing in Australia, New Zealand, US, Canada, Africa and Europe with its intensive marketing strategy and brand building . In the Top Brand Index (TBI) for the period 2006-2008, Indomie came in first place with TBI respectively 65.8%, 66.5%, and 71.4% in 2006, 2007 and 2008 (David, SS, 2008, TOP BRAND Marketing-Special Edition Magazine). By bringing some of Asian taste, Indomie has succeeded in creating new taste on the international scene. Indo Baltic d.o.o. is the main importer of the Indomie instant noodles for the EU market which makes them as the link between Indofood CBP and distributers from EU. Indomie is so practical that it is often used as an alternative food. The success of Indomie can be proven by the many variants in each hosts country. This paper explores the significance of Indomie's strategy with Asian taste into global food industry.

KEY WORDS: Asianization, Marketing Strategy, Indomie

PERSONAL MEDICAL COMPANION

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ABSTRACT

It has been told over and over again by doctors, that one needs to have regular medical check-ups to observe their health. These screenings can help individuals detect any possible diseases that those patients at risk for. This research is about developing a mobile application using supervised machine learning, named "Personal Medical Companion" which aids the common user to learn about the general diseases that they are at risk for and to give the ability to check-up about their health on their own and if the patients have some anomalies then this application aims to suggest some medicines for their diseases. This supervised machine learning, disease prediction system proposes only to ask simple, relevant questions and it would compare the patient's answers to the data set within the system to find possible explanations for the patient's symptoms. The purpose of developing this mobile application is early identification of individuals who are at a higher risk of developing chronic diseases as it creates opportunities for slowing down or even reversing the pace of the disease.

KEY WORDS: Medicine, Symptoms, Disease Prediction, Diseases, Mobile Application

THE INTERNET OF THINGS FOR HEALTH CARE: A COMPREHENSIVE SURVEY FOR STATE-OF-THE-ART ARCHITECTURE

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ABSTRACT

The internet of things (IoT), a massive area that makes smart gadgets and captures the development of smart cyber-physical networks. Healthcare is the most important factor which directly connected with the community and development of any country. Latest example is Covid-19 virus and it has directly affected the economy and the day-to-day life of most of the countries. This survey advances IoT based innovative solutions and technologies in healthcare and analyses applications, platforms, and network architectures (state-of-art), new industry trends in IoT based healthcare, and data security and privacy. As per now ambient intelligence, big data, wearable devices, and augmented reality are the new innovative things in the field. The survey is based on a literature review and with the information that the literature reviewer collected representing the data. In this survey, the authors will be reviewed the IoT based healthcare technologies, solutions, applications, issues, challenges in state-of-the-art architecture and how IOT will affect sustainable development in the economy and society.

KEY WORDS: Internet of things, Health care services and applications, Architectures, Platforms, IoT security, Industrial trends, Challenges

IDENTIFICATION OF AYURVEDA HERBARIA BY IMAGE PROCESSING OF LEAF SAMPLES

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ABSTRACT

Plants are considered as one of the greatest resources in the field of Sri Lankan Science of Medicine called Ayurveda. Identification of the correct medicinal plants that helps the preparation of medicine is very important in Ayurveda medicinal industry. The identification of these appropriate medicinal plants is frequently done by skilled specialists. However, owing to identification is completely based on human perception, there can be a possibility for error or misjudgment. This project supposes to aid the common user to learn about and identify herbs using mobile devices in the android platform, implementing image processing techniques. The main features required to identify a medicinal plant are shape, color and leaf texture. Pre-processing, feature extraction, and classification are the three major phases in the suggested methodology. This paper envisages developing algorithms built on image processing techniques to quickly identify the plant based on the image provided.

KEY WORDS: Ayurveda herbs, Image processing, Feature Extraction

AUTOMATED DIRT AND VIRGIN SPOT DETECTION SYSTEM FOR SRI LANKAN RUBBER REVOKED SMOKE SHEET GRADING

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ABSTRACT

Traditional rubber manufacturing in Sri Lanka, has a major wastage of labor and resources due to its lack of efficiency and effectiveness of purifying and grading of rubber sheets. Currently these grading and purifying is done by manual labor which forces whole production to be slow and consistent grading of rubber prone to be inaccurate. Since rubber contributes as one of main exports of Sri Lanka, increasing the quality by minimizing production overhead and introducing an unifying standard of assessment of rubber with technology will be immensely beneficial to the national economy. This study will focus on identifying and quantifying of existing shortcomings of grading and purification of rubber in the traditional commercial rubber manufacturing industry of Sri Lanka. For the purpose, it has been followed a mixed method. 14 interviews with the industry experts were carried out to identify the shortcomings and those were confirmed and quantified through an analysis of data from 7 factories. Then a comprehensive literature review was carried out to find the suitable solution to the mostly available shortcoming, the grading of the ruber sheets. It found that grading of rubber sheets using machine learning and image processing is an one of the best options.

KEY WORDS: Natural rubber, Machine learning, Image processing, Rubber grading

DIGITIZING THE WORK MANAGEMENT AT LAW FIRMS

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ABSTRACT

With the technical renaissance, every single process has become automated by shifting from the manual way into the digitization. This research emphasizes the digitization of business processes within a law chamber. The main issue that leads to propose an automated system for lawyers is the bulk of unorganized file cabinets. The system is to be developed with functionalities such as; maintain separate client folders depending on each clients' case category. Furthermore, the system is to embed the system with the functionalities of time reminders and alerts, chatbots, saved templates and e-versions of the reference books. The aforesaid all the capabilities are to be maintained in cloud storage enabling always-on access through the application. This research is to emphasize that the digitalization of the work at a lawyer's chamber will reduce the number of physical interactions and also will optimize the efficiency and effectiveness of the manual process of working patterns.

KEY WORDS: Digitization, Lawyers, Case Files, Lawyers' chamber, Automation, Attorney, Advocate

E-COMMERCE PROGRAM MODEL FOR COMPANIES WITH DISABILITIES VISUALLY

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ABSTRACT

Entrepreneurship development for visual impaired person system provides an online way of solving the problems faced by entrepreneurs who are with the visual difficulties by saving their time, communication cost other difficulties and satisfaction. So, developed system which helps visually impaired persons to sell their products along with the categories such as foods, clothes, handy crafts etc. By using automated speech recognition module which support with the keyboard. It is translating spoken words into text using deep learning method. In the paper the researcher tries how entrepreneurship development for visually impaired person system make employees to sell their products and easier to coordinate, monitor, track and resolve customer problems and other with an effective tool. The paper describes ECSVIE oriented by android and web-based application which will be used by visually impaired entrepreneurs to sell their products on provided services. This system has feature of translating spoken words into text using deep learning method as well as feature to assist for colour blind people. So main aim of this project is to propose an online entrepreneurship development for visually impaired persons to purchase their products by simply speaking sentence.

KEY WORDS: Entrepreneurship, Visually impaired, Automated speech

II. Business Administration (BA)

FOOT CONDITIONS AND HEALTH SHOE MARKETING OF WORKING PEOPLE AT MUEANG NAKHON RATCHASIMA DISTRICT, NAKHON RATCHASIMA PROVINCE IN THAILAND

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ABSTRACT

There are challenges in health shoe market, how to serve need for consumers who concern foot health. This qualitative research aimed to study the foot conditions and to analyze the marketing mix of health shoe market for working people at Mueang Nakhon Ratchasima. The key methods were in-depth interviews, foot print test, and focus group. Participants were 35 key informants and volunteers. Instruments were a footprint tool, a record form, and a semi-structured form. Content analysis and triangular check were used. The findings indicate that firstly; the mostly of participants had foot disorders. They experienced foot pain and issues with deformity, so the battle for health shoes was addressed. And secondly, the marketing mix shows that the soft insole, low-heeled and good designed products with the price less than 2,000 Thai baht are popular. Indirect market channels are available, in particular through department stores and hospital. Therefore, entrepreneurs should create knowledge-marketing according to the foot conditions of customers; foot analysis, well-designed products, foot care, and after sale services.

KEY WORDS: Health Shoe, Marketing Mix, Working People

FACTORS LEADING TO RESPONSIBLE CONSUMPTION: A SEGMENTATION ANALYSIS ON VIETNAMESE YOUTHS

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ABSTRACT

Global warming and sustainability are urgent issues that affects every perspective of our life. Responsible consumption is an emerging trend in Vietnam, which changes the consumer behaviour and the marketing strategies of companies. Thus, marketers need to learn more insights about what makes people consume responsibly. This research aims to examine the factors leading to the responsible consumption of the youths and analyze how different segments of the youths consume responsibly. The data is collected from 500 young people from 13 to 50 years old, across Southern Vietnam, including both countries and cities. The scale demonstrates the importance of factors in demographic profiles, CSR or product features itself. The results contribute to the improvement of marketing strategies and policymaking encouraging responsible consumption.

KEY WORDS: Responsible consumption, CSR, Green marketing, Green products, Vietnam, The youths.

III.   Human Resource Development (HRD)

A COMPARATIVE STUDY OF ORGANIZATIONAL INNOVATION ADOPTION BETWEEN STATE-OWNED-ENTERPRISES (SOES) AND PRIVATE SECTORS: HUMAN RESOURCE (HR) ANALYTICS VIEWPOINT

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ABSTRACT

The innovation adoption in organizational level ("organizational innovation") is the introduction of something new to an organization such as idea, product, method, service, process, technology, or strategy. HR analytics are a new process, technology, and strategy that adopted by employee in an organization. This study focuses on comparation organizational HR analytics adoption between State Owned Enterprises (SOEs) and Private sectors from snowball technique. The purpose of this paper is to examine innovation adoption in organization level between PTT Public Company Limited (PTT) and Siam Cement Group (SCG). Qualitative research was chosen and data was collected through interview technique with checklist form among C-Suite, Manager and Assistant Manager. The results showed in several aspects, such as HR analytics adoption situation and adoption intention determinants. The findings indicated that HR analytics in both of organizations are still identified as innovation according to Diffusion of Innovation (DOI) Theory. The results can be used in the similar context and the country nearby Thailand because HR is critical role for developing country.

KEY WORDS: Organizational innovation, HR analytics adoption, HR analytics adoption intention, Diffusion of Innovation (DOI)

A DEVELOPMENT OF SYSTEMATICS REVIEW FOR HUMAN RESOURCE RESEARCH: GENERAL LITERATURE WEIGHTING SCORES (GLWSS)

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ABSTRACT

The top priorities of the research process are literature review and research synthesis. Both of them are a major problem of quantitative research. How are the processes accurate, appropriate, reliable and systematic? There are several approaches to develop research synthesis more systematic. Most approaches comprise vote counting, cumulative of p-value, estimators of effect size, systematic review and meta-analysis. Vote counting is very weak approach, but most research often uses it. This study, therefore, aims to propose a new approach for literature review and research synthesis that integrates the strengths of approaches in terms of weighting of the literature scores. This study also presents a case to use this technique in Human Resource (HR) research. Its results can deliver a new technique called "General Literature Weighting Scores (GLWSs)" that can be used for systematic research synthesis in any research field. The scholars can use it to select literature from several sources, not just academic database, such as commercial or white papers. In sum, this technique can benefit quantitative research when it is applied in contexts.

KEY WORDS: Literature review, Research synthesis, Systematic approach, Weighting scores

IMPROVING THE HARD DISK PROCESS PLATING GOLD

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ABSTRACT

This article discusses to development of product. To reduce wastage in the working process that affects the quality of the surface plating process. Case study on how to improve the hard disk plating process with gold have studied and collected data for analysis of defects from work in the coating process using industrial engineering techniques (IE Technical) and improving the work process (Motion Study) to be suitable for practice work in the respective order. The result in the work piece inside the hard disk coating process with gold. There is a continuous flow from the original, using a distance of 5 meters, reduced to 2 meters, allowing the distance to be reduced from the original 3 meters, representing a 60% loss ratio and improving various positions of the device to be more consistent use, reducing movement and fatigue from work affecting the quality of surface plating Therefore is an indicator of success according to objectives.

KEY WORDS: Coating process, Improving workflow, Working process, Reducing movement, Industrial engineering techniques (IE Technical)

FROM HPWS TO EMPLOYEE ATTITUDES IN CHINA: THE MODERATED MEDIATION MODEL OF EMPLOYEE EXPERIENCE OF HR PRACTICES, VOICE EFFICACY, AND TRUST IN MANAGER

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ABSTRACT

This study tests the model that examines the employees' perception of High Performance Work System (HPWS) as a mediating mechanism to explain the organization-level HPWS and employee attitude as well as its boundary conditions in China. In particular, we propose that employee perception of HPWS is the main mechanism that links HPWS-employee attitude relationship. In addition, we examine whether such relationships are moderated by employees' trust in their manager and voice efficacy. This study utilizes the unique survey data collecting from more than 300 manufacturing firms and over 7,400 employees in one regional industrial park in China. Overall, the findings support for a positive impact of HPWS on employee attitude. In addition, the association between HPWS and employee attitude is explained through employee perception of HPWS. Finally, the conditional indirect effect of HPWS on employee attitudes is significantly stronger under the high level of trust in manager and voice efficacy.

KEY WORDS: High performance work system, Voice efficacy, Trust in manager, China

IV. Development Economics (DE)

OPERATIONAL PERFORMANCE EFFICIENCY MEASUREMENT OF SAVING COOPERATIVE IN THE LAEM CHABANG INDUSTRIAL ESTATE AREA, CHONBURI PROVINCE, THAILAND

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ABSTRACT

Thailand is one of the Asian member countries to adopt the Saving Cooperative Philosophy as a foundation tool for country development especially in rural areas. The research aimed to study the operational performance of Saving Cooperative Ltd. (SC) in Laem Chabang Industrial Estate Area (LCIEA), Chon Buri Province, and to measure the operational performance efficiency of SC in LCIEA. The population comprised of 12 SCs in LCIEA. The purposive sampling technique was applied to select the sample size. It turned out of 6 SCs in LCIEA in the study. Secondary data were collected from the Cooperative Auditing Department from 2015 to 2019. Data analysis was applied to descriptive statistics and Data Envelopment Analysis Model (DEA). The findings were (1) in terms of operational performance, 6 SCs in LCIEA had the average value of their assets, debts, expenditures, income, and capitals of $110,567,054.63, $31,362,980.39, $828,376.33, $3,559,722.70, and $79,204,074.24 respectively, (2) there were 2 out of SCs in LCIEA acquired the standard of operational performance efficiency while others did not. So, they had to improve their operational performance to meet their requirements. The research findings of Thailand case could be an example of the cases for Asian countries as we have a similar background of our society, culture and basic need for community development.

KEY WORDS: Operational performance efficiency, Saving cooperative ltd., The laem chabang industrial estate

THAILAND AND ASIAN ZONE INTERNATIONAL TRADE IMBALANCE: A PERSPECTIVE OF ECONOMIC GROWTH

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ABSTRACTS

Thailand has played a key role in international trade in the Asian zone. The research aimed to study Thailand and Asian zone international trade imbalance in terms of economic growth. The time-series data from 1995 to 2016 were collected from the Bank of Thailand. Data analysis was applied to descriptive statistics and econometrics. The findings showed the average Thai Gross Domestic Product (GDP) was $7,177.59 Million with its growth rate of 3.308 percent annually. The average value of Thai export and import to Asian was $15,960.605 Million and $26,585.485 Million a year respectively. Japan is the biggest market while Nepal is the smallest one both export and import. Due to Thailand and the Asian zone international trade imbalance, the Thai trade deficit was an average value of $143,623.624 Million annually. Resulted in the trade imbalance, an increase in 1 percent of the trade deficit led to a decrease in Thai GDP by 0.14 percent. According to the research results, the trade deficit. Since it is obviously shown that the trade deficit made Thailand declined. The researcher would recommend that Thailand's trade policy would focus on export to reduce Moreover, exporting could be generated the domestic income and employment in the long term.

KEY WORDS: Asian, International trade imbalance, Economic growth.

V. Environmental/Social Development (EnD/SD)

CLOUD COMPUTING AND GREEN COMPUTING: THE ENERGY EFFICIENT FRAMEWORK FOR UNIVERSITIES

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ABSTRACT

Information Systems (IS) and Information Technology (IT) is considered as one of the key factors in any organization. The IS and IT are expensive, but any organization cannot survive without IS/IT, in today's competitive world business arena. Considering today's world of IT, an individual person or organization always looking feasible and reliable IS/IT solutions, for minimizing overall expenditure. Cloud computing is a new technology with its dynamic scalability and usage of virtualized resources as a service through the Internet. It's an alternative that focuses on high standard IT services with a low budget including high-speed services and will minimize the power consumption as fewer computers and network devices in use. The individual data centers, server rooms may generate a large amount of CO_2 emission and will drastically affect the environment. As a result concept of green computing has made and it's an eco-friendly use of computers and resources. It focuses on reducing the use of electricity. This paper discusses some ideas on how to access data and store data using energy serving architectures, the energy-efficient framework combine with green IT which to reduce energy consumption and emission of CO_2 and how it efficiently uses for universities to reduce the wastage of electricity and energy. The analysis of the study formulated a set of guidelines for the strategic

management of establishing a feasible (Technical, Economical, Legal, Operational and Schedule) IS/IT architecture for a university by using cloud and green computing technologies realizing the potential benefits for any organization.

KEY WORDS: Cloud computing, Green computing, Energy efficiency, Electricity consumption, CO_2 emission

CAN DIGITIZATION PROPEL ASIANIZATION OF THAI UNIVERSITIES?

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ABSTRACTS

For most of the last century, majority of the universities in the Western world catered to the local needs and the economy. A few universities in the USA and UK expanded to attract students across their region and gradually acquired national and international recognition. In this new century, the rapid expansions of the internet and digitization have also resulted in global access to high quality degree programs and courseware. Many Asian countries are now aspiring to enhance their footprints across the region. The race to become regional education hubs is further exacerbated by the impact of universities ranking organizations, such as, Times, Forbes and QS. Will the Thai universities which have shunned English as medium of instruction (MOI) will face competitive disadvantage? It will also discuss other key factors, such as, disparity in curricula, courses and quality assurance that hamper Asian integration of Thai universities. Using secondary sources of data from World University Rankings, IMD and other open access resources, this paper will examine the pro-and-cons of digitization of Thai universities.

KEY WORDS: Asianization, Digitization, Higher Education, International, Rankings, Universities

IDENTITY AND TECHNIQUE OF SEA SALT FARMING AT KHOK KHAM COMMUNITY, SAMUT SAKHON PROVINCE IN THAILAND

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ABSTRACTS

Sea salt communities have challenges in the disappearance of sea-salt-farming techniques. This qualitative research aimed to study the identity and to investigate the sea-salt-farming technique of KhokKham community. Two years participant observation and in-depth interviews were used for aggregate results. The key informants were three farm owners in a total area of 120 Rai. The semi-structured interview form and field notes have been instruments. Triangular tests and content analysis have been used. Two issues are significantly dealt with in relation to the research findings. Firstly, since King Rama V was reigning, the sea-salt-farming had started. The area has equal division of 40 Rai per person. The KhokKham people are proud of their occupation, but they are threatened with extinction as young people no longer have an interest in salt farming. Secondly, the sea-salt-farmers had used similarly five steps techniques; the farm preparation, the sea waters retention, the drying portion, the stimulation of salt crystallized, and the harvesting. Such techniques are to be heritages of community and each sector should work together to preserve or restore them and develop a sea salt product for the Asian market in future.

KEY WORDS: Identity, Technique, Sea Salt Farming, KhokKham Community

VI. Communication Arts & Management Innovation (CM)

THE INFLUENCE OF MEDIA PORTRAYAL OF CHINESE WOMEN'S RIGHTS IN CHINESE TV SERIES "STORY OF YANXI PALACE" ON THEIR SELF-CONSTRUAL AMONG CHINESE YOUNG WOMEN

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ABSTRACT

This study aimed to examine the influence of age difference and the media portrayal rights of Chinese young women on their self-construal after viewing the TV series "Story of Yanxi Palace" (延禧攻略). In this study, a total of 201 Chinese young women, who have seen the TV series, participated in the online survey. Respondents were selected using purposive sampling and convenience sampling. One-way ANOVA analysis and Regression analysis were employed to test the hypotheses. The findings revealed the following points: First, the age difference among Chinese young females differed significantly in their perception of media portrayal of Chinese women's rights with freedom, confidence, brave, power, and beauty, respectively. Second, age difference among Chinese young women had insignificant differences in perception about their self-construal. Third, the perception of the media portrayal of Chinese women's rights in TV series significantly influenced their self-construal among respondents.

KEY WORDS: Age, Media portrayal, Women's rights, Self-construal, TV series, Story of Yanxi Palace, Chinese young women

THE INFLUENCE OF THAI TEENAGERS' PERCEPTION OF SOURCE CREDIBILITY OF CELEBRITY ENDORSEMENT ON PERSONAL BRAND AND THEIR ENGLISH LANGUAGE LEARNING INTENTION

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ABSTRACT

The research aimed to study the influence of source credibility of celebrity endorsement of P Way, Thaitanium on Thai teenagers' perception of personal brand and their English language learning intentions after watching his songs in YouTube. Two hundred participants were selected using purposive sampling and convenience sampling method. Multiple Regression was used to analyze the hypothesis. The findings revealed the following points: First, trustworthiness, expertise, and attractiveness had a significant positive effect on their perception of personal brand. Secondly, source credibility of the singer was significant predictor of English language learning intentions. Thirdly, personal brand of singer significantly influenced their language learning intentions. Social standard, style, leadership, personality, value, character, and teamwork, had significant effect on their language learning intentions. The study highlights the role of Hip-Hop singer in increasing English language learning intention among Thai teenagers if the source credibility and personal brand are consistent to their expectation.

KEY WORDS: Source credibility, Personal brand, Language learning intention

THE INFLUENCE OF SOCIAL NETWORK AS A COMMUNICATION PROCESS ON THE ONLINE GUESTHOUSE RESERVATION DECISION OF GENERATION THE CASE STUDY OF PAI, MEA HONG SON

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ABSTRACT

The research aimed to study the influence of social network as a communication process on the online guesthouse reservation decision of generations, the case study of Pai, Mea Hong Son. The objectives of the study were mainly focused on the influence of the social network behavior and guesthouse online platform's marketing mix (4P's) toward to decision of tourists on online reservation. After conducting the research, the findings indicated that there was no relationship between the social network use with online reservation of each generation as well as 4P's do not affect the online reservation among generations. However, "Price" and "Promotion" have been two of 4P's are to be used for the study result. The study will be used as an information base to consider a behavior and the marketing mix approach to managing services in the use of the social network for doing deciding on the target group.

KEY WORDS: Guesthouse, Social Network, Consumer behavior, Marketing mix (4P's)

CONTENT ANALYSIS: TAKING CHINA'S LGBT ADVERTISING AS A CASE STUDY ANALYZES THE CHINESE LGBT COMMUNITY'S PREFERENCE AND VIEWS ON RAINBOW ECONOMY ADVERTISING THROUGH WEIBO

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ABSTRACT

This research will use social media-Weibo as a medium, and use content analysis to analyze China's current rainbow economy. Research showed that LGBT people are more vigilant than heterosexuals in forming a positive self-image. Research also showed that they are a group with high spending power and prefer products in high-end cosmetics, sports equipment and high-tech products. However, most of the LGBT rainbow ads currently appearing in the Chinese market simply design the appearance of their products in the way they see the LGBT community (such as rainbow, unicorn, pink leopard), but it looks like another form of "apartheid" rather than real inclusion. The research found that incorporating the rainbow concept, which stands for freedom and equality into products tended to be more sincere and win consumers' trust. In general, this article employed the "5W" advertisement theory to analyze the actual identity position of LGBT people in China's economic rainbow market.Online questionnaires were used to collect research data and to synthesize and evaluate feedback on rainbow economical advertisements released by enterprises on Weibo. And further discuss the growth strategy in the field of advertising & product design for consumers.

KEY WORDS: LGBT community; Rainbow economy; Marketing activities; Advertisements; Weibo; The "5W" theory of advertising.

VII. Language and Communication (LC)/LAW

CONSTRUCTING IDENTITY IN JAPANESE TELEVISION ADVERTISING: NATION, CULTURE, LANGUAGE AND MEDIA

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ABSTRACT

The concept of the nation as a distinct group affording identity to its members is one that has been dissected and argued over by a number of theorists from many different perspectives. Benedict Anderson's (1991) understanding of the importance of the media in the development of national identities is one such approach, with the media continuing the process of reinforcing identity constructions through the use of national narratives and discourse. Media, literature, history, and myth, all play significant roles in the imagining of national identity, in helping to bring together people with varied backgrounds and unite them into an autonomous, separate group, distinct from others around them linguistically and culturally. This short paper will discuss the forces involved in identity construction and formulation, particularly the national, social, cultural, and linguistic relationships that impact upon identity, and how these structures appear and have changed in a selection of Japanese television advertisements.

DISASTER AWARENESS AND PREPAREDNESS OF PUBLIC SECONDARY SCHOOL EDUCATION PERSONNEL IN CORDON, ISABELA

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ABSTRACT

Education personnel have an integral role in school safety because they are charged with the responsibility of helping students, thus they should be properly trained and capable to act when responding to a disaster. This study was conducted to determine the level of disaster awareness and preparedness among the 103 education personnel of Public Secondary Schools in Cordon, Isabela. The data was acquired through an adopted questionnaire consisting of three parts: personal and school profile, disaster awareness in terms drought, flood and typhoon and disaster preparedness in terms of emergency planning, preparation measures, school safe facilities and hazard education and training. Descriptive statistics was used to determine the level of disaster awareness and level of disaster preparedness. Correlation coefficient was utilized to determine the relationship between the two variables. The results revealed that level of disaster awareness of the respondents are "very high" on each calamity being studied. This is an indication that the respondents were very much aware of how drought, flood and typhoon can turn into disasters and how they should address such disasters. The level of disaster preparedness showed that the respondents were generally very much prepared in handling disasters that may come in their school setting. The level of preparedness of schools had an assumed effect on the level of disaster awareness of the education personnel. It was concluded that the more the education personnel were aware of the disasters, the more their schools were perceived to be adequately prepared. This study recommended that education personnel should actively participate in disaster trainings and seminars to continuously update their knowledge about disaster.

KEY WORDS: Disaster Awareness, Disaster Preparedness, Education Personnel, Public Secondary School

STUDENTS' ATTITUDES TOWARDS LEARNING THE ENGLISH: A CASE OF SENIOR HIGH SCHOOL STUDENTS OF DIADI REGION HIGH SCHOOL, CORDON, ISABELA

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ABSTRACT

This study was conducted to determine the attitudes of Senior High School Students towards learning English language at Diadi Region High School, Cordon, Isabela. This involved 100 respondents from the 134 senior students. Descriptive-correlational method was used to describe the profile of the respondents. The data gathered from the respondents' questionnaire were analyzed according to three categories: emotional, cognitive and behavioral attitudes. The respondents' emotional attitude towards learning English were comparable regardless of age. Hence, there were no significant differences in the level of agreement of the male and female respondents concerning their emotional attitudes towards learning English. The ethnic group and the non-ethnic group had a comparable level of cognitive attitude towards learning English, except on one role of studying English to them. Furthermore, with significance rating further revealed that the behavioral attitudes of the respondents were not significantly different when grouped according to ethnicity. The highest rating revealed that the non-ethnic group affirmed that studying English helped them very much in getting new information in which they were able to link to their previous knowledge. The respondents who stayed with their families clearly indicated that they were more interested in studying English than those who stayed with relatives. The hypothesis was rejected in terms of age, ethnicity, family structure and language spoken. The findings revealed that there was significant difference between the respondents' age, ethnicity, family structure and language spoken and their attitude towards English language learning.

KEY WORDS: Attitude, English language, Learning

A POWERFUL PATRIARCHY AND REBELLIOUS WOMEN CHARACTERS FROM THREE SELECTED SHAKESPEAREAN PLAYS

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ABSTRACT

Patriarchy takes different forms and is portrayed with varying degrees of emphasis in Shakespeare. The Shakespearean text cannot avoid socially acceptable practices in its presentation of women characters. This study explored the implications of such ambivalent presentation with the help of feminist perspectives based upon the exhaustive text analysis and interpretation. Representation of women characters such as Cordelia in King Lear, Desdemona in Othello and Juliet in Romeo and Juliet were examined to show how some of Shakespearean characters were oppressed by fathers, and how the rebelliousness of the characters conforms to their fathers' wishes. This study concluded that the characters rebelled to escape the patriarchal fold temporarily, and they succumbed to their fate. Just as in reality, women of Shakespeare's dramas were also seen to be bound to rules and conventions of the patriarchal Elizabethan era. This study further recommends a study on oppression by fathers and the consequences.

KEY WORDS: Patriarchy, Rebellious Women, Feminist perspective, Male oppression

A DEFENCE AGAINST AN INTERNET OF THINGS (IOT) ATTACKS BASED ON CURRENT VULNERABILITIES

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ABSTRACT

Over the past few years, IoT devices have become increasingly important and rapidly evolving technology. Thus, billions of physical devices are collecting and sharing large volumes of data from devices to devices, systems and humans. Because of that the possibilities for hackers to breach the security system and vulnerabilities get increased. Though, IoT technology provides advantages, facilities and efficiency in the sectors and it brings numerous challenges in terms of security. Moreover, there is a risk of identity and data theft, device manipulation and network manipulation along with the presence of connected devices. However, countless challenges and solutions have already been identified and found, but vulnerabilities remain the same. This reflects the needs of a high secure IoT framework to avoid security breaches that arise during the use of IoT. This review paper discusses as a methodology for conducting research and offers an overview of Defence against the IoT attacks.

READABILITY OF DOUS SPECIAL PROGRAM MODULES

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ABSTRACT

Patriarchy takes different forms and is portrayed with varying degrees of emphasis in Shakespeare. The Shakespearean text cannot avoid socially acceptable practices in its presentation of women characters. This study explored the implications of such ambivalent presentation with the help of feminist perspectives based upon the exhaustive text analysis and interpretation. Representation of women characters such as Cordelia in King Lear, Desdemona in Othello and Juliet in Romeo and Juliet were examined to show how some of Shakespearean characters were oppressed by fathers, and how the rebelliousness of the characters conforms to their fathers' wishes. This study concluded that the characters rebelled to escape the patriarchal fold temporarily, and they succumbed to their fate. Just as in reality, women of Shakespeare's dramas were also seen to be bound to rules and conventions of the patriarchal Elizabethan era. This study further recommends a study on oppression by fathers and the consequences.

KEY WORDS: Patriarchy, Rebellious Women, Feminist perspective, Male oppression

VIII. Tourism Management (TM)/Public Administration (PA)

UNIQUENESS AND SOUVENIR PRODUCTS OF CHANG ARENA STADIUM, BURIRAM'S SPORTS TOURISM DESTINATION IN KINGDOM OF THAILAND

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ABSTRACT

Buriram province sport tourism has grown and continues to attract more tourists, especially Chang Arena Stadium. This qualitative research aimed to investigate the uniqueness and to analyze the souvenir products of Chang Arena Stadium. The methods were in-depth interviews, documentary research, and a focus group. Participants were 31 key informants and tourism volunteers. The instruments were a semi-structured interview form and a recording form. Content analysis and triangular check were also used. The results show that firstly, the unique character of the stadium promotes the community as a renowned province of sport tourism. It is the world fastest built according to FIFA standards and the first Virtual Reality service in Thailand, that allows audiences to cheer closer at sport matches. Secondly, souvenirs products are sold under Buriram United brand with the Lightning Castle logo. The soccer jersey is the highest-selling souvenir. The stadium is not only an attraction to promote the community economy, but also the spirit of Buriram people.

KEY WORDS: Chang Arena Stadium, Sport Tourism, Uniqueness, Souvenir products

GASTRONOMIC CULTURE AND MARKETING MIX OF MEATBALL SNACK, THE STREET FOOD AT BURIRAM PROVINCE OF THAILAND

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ABSTRACT

Street food business, combined with gastronomic culture and creative marketing tools that lead to community culture-based potential. This qualitative research was aimed to investigate the gastronomic culture and marketing combination of street meatballs snack at Buriram province. Documentary analysis, in-depth interviews, and focus group in 30 participants were used for aggregate results. The instruments had been semi-structured interview and documented interviews. Triangular tests and content analysis have been used. The findings indicate that meatball sticks has been a popular of hawking for decades in named "LookChinYeanKin". The unique gastronomic culture was standing eat at the selling point by means eating method step by step; picking, dipping, eating and sliding. Sellers mostly were street shops at train station area, sold products with dipping sauce and fresh vegetables. The Buriram Street Meatball is a World Festival, which has distributed over 10 million baht. The gastronomic culture is not only a marketing tool for entrepreneurs, but it is also a community culture-based potential.

KEY WORDS: Gastronomic Culture, Marketing Mix, Street Food, Meatball Snack

A STUDY ON SENIOR TOURISTS MOTIVATION, QUALITY OF LIFE AND TRAVEL BEHAVIOR IN BANGKOK

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ABSTRACT

The purpose of this study is to know the motivational factors of the senior tourists, the effect of tourism on their lives. The accommodation they want to stay for that period of time, the activities they are interested in, transportation opted by them and how they arrange a budget for these things. The health problems and the precautions they take and their experience in Bangkok. In this research paper, the qualitative method is used. Qualitative method is the method in which the researcher has collected the data from in-depth interviews taken from 14 senior tourists and 4 DMCs and travel agencies. The findings of the study are that seniors are the ones who spent more time and money on their trips, and they are more interested in culture and tradition. They are the one who are curious to know about everything. Irrespective of their age they still exploring new things, places, food. The value of the findings is that senior tourists are the new age travellers.

KEY WORDS: Senior tourists, Motivation, Accommodation, Activities, Transportation, Experience.

A STUDY ON STUDENT INTERNSHIP EXPERIENCE OF HOSPITALITY AND TOURISM MANAGEMENT IN BANGKOK

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ABSTRACT

This research investigates the experience of student internship in Hospitality and Tourism Management Programme in Bangkok, the factors includes positive, negative aspects, drawbacks to work as an intern in Bangkok, loyalty and commitment towards the organisation using a qualitative approach. In-depth interview with open ended questionnaire were used to collect the data and constant comparison method was used for data analysis. Study reveals findings of the overall factors of the student's internship programmes were overall satisfactory when compared to the students who are partially satisfied. The results were satisfactory and Internship enhances the skills, knowledge and professional development and the personality development.

KEY WORDS: Internship, Satisfaction, Career, Professional development, Experience

A STUDY ON THE BACKPACKER TOURISM IN BANGKOK

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ABSTRACT

Backpackers are a category of travellers who spend longer periods traveling independently than other tourists. Backpackers spend more time in every destination than other visitors to explore the local lifestyle. Nevertheless, tourism organizations have largely ignored backpackers. The main objective of this analysis is to understand the behaviour and impact of backpacker tourism in the environment and social-cultural areas of Bangkok, based on the use of qualitative research approach. The data were collected by face-to-face semi-structured and group interviews from thirteen backpackers of different countries and six locals in Bangkok. The content analysis method was used to analyse the data. The study found that backpackers visit Bangkok to understand the culture, taste local food and learn the language from locals. Many people stay in hostels and homestays. Backpackers prefer to stay in Bangkok, since it is cheaper than other countries in Europe and the United States. These days, the competition in hostels and cheap hotels are very high. So, understanding backpacker's behaviour and preferences for accommodation is the only way to compete in a market. This research has shown the perceptions and preferences for accommodation that can be used by hostels and hotels to improve their service quality and marketing strategy. The government and Thai people can use this research to understand the negative impact of backpackers and can provide a solution for them.

KEY WORDS: Backpackers, Tourism Organizations, Environment, Social-cultural, Homestays.

A STUDY ON BOLL YWOOD INSPIRED TOURISM IN THAILAND

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ABSTRACT

Bollywood inspired tourism has been a center of attraction and immense interest since the starting of this industry. There is no doubt with the fact that film tourism could be the one of the reasons for tourism growth for the various destinations such as Thailand. After watching Bollywood movies, Indians are attracted towards the Thailand destination, where the movie has filmed such as Housefull, Ready and many more famous movies. Based on a qualitative analysis of Bollywood's films, the purpose of this study is to know the reasons why Indian tourists travel to Thailand after watching Bollywood films and their views on Thailand, and to benefit from the tourism inspired tourism of Thailand that is driven by the Bollywood hotel industry. The data has been collected by means of a purposive sampling an in-depth interview with 15 inbound Indian tourist in famous tourist attraction and two luxury hotels in Bangkok. In order to interpret the data using the constant comparisons process, key information was coded from the interview transcript. The study found that Indian visitors are attracted by a range of Thai tourist attractions including, such as beaches, water sports, Thai cuisine, traditional massages and the world-famous areas of night life. Mostly every tourist is having positive perception about the Thailand country in different point of view. Even participant hotel is getting the good incremental revenue with the help of Bollywood inspired tourism in Thailand. This study is useful to the government of Thailand to better improve its tourism sector and to primary researchers in their future study. Certain stakeholders directly or indirectly connected to tourism sector will also be beneficial.

KEY WORDS: Bollywood, Tourism, Motivation, Perception, Benefits.

THE EFFECTIVENESS OF SOCIAL MEDIA USAGE FOR PROMOTING INDONESIA TOURISM

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ABSTRACT

This research aims to know the effectiveness of the usage of social media in promoting Indonesia tourism. Indonesia itself is one of the main destinations for foreign tourists. Indonesia ranks 42nd in the World Tourism Competitiveness with fastest growing tourist sector among Southeast Asian countries. This research specifically focuses on the usage of websites and social media by the Ministry of Tourism and Creative Economy in promoting the Indonesian tourism sector. According to research hypothesis that promotional activities undertaken by the Ministry of Tourism and Creative Economy are very effective in increasing tourist arrivals to Indonesia. We conducted a survey of 300 tourists from home and abroad. The survey results show that tourism promotion through the website and social media Ministry of Tourism and Creative Economy is quite effective and increasing. Based on the data we gathered, it shows a very effective increase since the adoption of the Wonderful Indonesia branding since 2011 and the usage of the website and social media of the Ministry of Tourism and Creative Economy. Thus, the results of this study confirmed that Indonesia's tourism promotion activities through the website and social media of the Ministry of Tourism and Creative Economy were very effective. This research can identify the performance of the Indonesian government in the tourism sector.

KEY WORDS: Tourism, Promotion, Effectiveness, Indonesia

A STUDY ON MOTIVATION, EXPERIENCE, PROMOTION AND INNOVATION FOR GASTRONOMY TOURISM IN BANGKOK

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ABSTRACT

This study focuses on one of the most trending type of Creative tourism that is Gastronomy tourism. The main purposes are to find out how gastronomy tourism motivates tourists to travel to Bangkok, to know the tourist's experiences after taking part in such kind of activities and to find out the innovation and promotional activities in order to promote Gastronomy Tourism in Bangkok with unique techniques by the Food Tour Companies and DMCs in order to allure the Tourists. The key respondents used to study main objectives of the research were two Food Tour Companies and three major Destination Management Companies based in Bangkok and few Tourists who took part in Gastronomic tour in Bangkok. The objectives were derived on the basis of various literature on Motivation, Experience, Promotion and Innovation for Gastronomy tourism. The methods used in this research were semi-structured in-depth interviews as well as observation method. The result shows that many Tourists visit Bangkok because of their love for food, authenticity and different flavors of food in Bangkok also with some different reasons for motivation but with a good and healthy experience. This result shows Bangkok as one of the major destinations for food and social media as one of the key promoters of Gastronomy tourism in Bangkok. This study also shows innovative techniques used by companies to promote Gastronomy tourism in Bangkok. This research will be beneficial for the tourists who are willing to explore on Gastronomy Tourism in Bangkok also for the Travel Agencies and the Food tour companies to upgrade themselves in this competitive world.

KEY WORDS: Gastronomy Tourism, Motivation, Experience, Promotion, Innovation

PROSPECT OF ASEAN CYBERSECURITY ON NATIONAL AND REGIONAL LEVEL: RANSOMWARE IN INDONESIA 2017-2019

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ABSTRACT

In the digital era, cyberattacks have become an issue that disturbs many dimensions of international security, one of the issues is the ransomware. Ransomware attacks are intended to infect and encrypt the data on the victim computer so the victim cannot access the digital data they had. Based on Kaspersky in 2019, Indonesia became the 23rd country in the world most affected by ransomware attacks. Since 2017 until 2019, Indonesia has experienced ransomware attacks which are generally aimed at public facilities such as hospitals. The impact of these attacks includes violations of individual privacy and financial losses of public institutions due to demands for bail by the attacker to return stolen data. Next, we argue that the action against ransomware attacks in Indonesia can be a prospect of developing a cybersecurity system for the ASEAN region through several preventive measures at the national and regional levels. At the national level, the infrastructure for cybersecurity needs to be improved to maximize the functions of national defense and security institutions, as well as enhancing multi sectoral and multidisciplinary information and technology knowledge to perform in this digital era. Increasing regional integration by establishing a cooperation forum between ASEAN countries is also expected to form a strong cyber security system for the Southeast Asian region which is at risk of experiencing cyberattacks compared to other Asian regions.

KEY WORDS: Ransomware, cybersecurity, cyberattack, Indonesia, ASEAN, information & technology

ON CHINA'S SOCIAL CREDIT SYSTEM: MANIFESTATION OF ASIANIZATION OR ORWELLIAN AUTHORITARIANISM?

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ABSTRACT

The Social Credit System, China's latest program aimed to be fully implemented in 2020, is a system of nationwide management aimed to maintain social order and cohesion of the country. The System entails the usage and implementation of a digital infrasrtucture in which surveillance and artificial intellegence are used to identify 'disturbances' or potential dissidence in China's social order. This has raised concerns and criticisms over potential human rights violation and the degree of control the state has over its citizens' lives. Seen from a universalist point of view that is ascribed by Western civilization, this is of course unacceptable. But it is important to note that Asian countries such as China has created a counter-narrative against 'Western ideals of human rights' manifested in the form of the Bangkok Declaration of 1993, in which Asia declared their commitment in promoting Human Rights, albeit in a context more relevant to the region, be it social, cultural, or economical. With qualitative literature review, this paper aims to find out whether or not the Social Credit System is an actual Asianization of China, a development in line with their 'Asian Values', or whether it is an independent development based on pragmatism and state interest. This paper thus argues that Social Credit System is indeed a manifestation of China's Asianization, an effort to further differentiates themselves from Western Countries, and to preserve their collectivist cultural values as declared in The Bangkok Declaration 1993.

KEY WORDS: Social credit system, China, Asianization, Asian Values

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