



GTBMC 2022

Global Technology and Business Management Conference

GTBMC 2022

Global Technology and Business Management Conference

**Global Technology and Business Management Conference
(GTBMC 2022)**

The 11th International Conference by Faculty of Business Administration

Chiang Mai University

2 – 4 November 2022

Venue: Le Méridien Chiang Mai

Chiang Mai, Thailand

**Organized by Electrical Engineering Academic Association (Thailand)
and Faculty of Business Administration Chiang Mai University**

**Technical Co-Sponsors by IEEE Thailand Section and
IEEE TEMS Thailand Chapter**



Message from EEAAT President

On behalf of the Electrical Engineering Academic Association (Thailand), EEAAT, we would like to truly express the deep appreciation to the Faculty of Business Administration Chiang Mai University to be the co-host of and to arrange the 2022 Global Technology and Business Management Conference (GTBMC 2022). GTBMC is the first conference in Thailand that integrates the knowledge and research in the areas of business, engineering and technology together. We believe that the knowledge combination among these areas is very much essential in business and industry today and beyond when technology is playing important roles in many sectors all around the world.

We also thank IEEE Thailand Section and IEEE TEMS Thailand Chapter for the great support as the technical sponsorships.

Welcome all participants to GTBMC 2022. We hope everyone receive the good opportunity to exchange knowledge and experiences with others as well as to strengthen the collaboration networks for the whole period of the conference.



(Associate Professor Dr. Athikom Roeksabutr)
President Electrical Engineering Academic Association (Thailand)
Bangkok, THAILAND

**Message from Dean of
Faculty of Business Administration Chiang Mai University**

In representative of the Faculty of Business Administration Chiang Mai University, Chiang Mai, THAILAND proudly welcomes all participants of the Global Technology and Business Management Conference: GTBMC 2022.

In 2022, the Faculty of Business Administration Chiang Mai University and the Electrical Engineering Academic Association (Thailand) or EEAAT, agreed to expand the scope of the conference by integrating the areas of Business and Engineering and Technology (Eng & Tech) together. We believe that knowledge in business can be efficiently applied to any kind of business and industry, particularly in Engineering and Technology sectors. We are also confident that this trend is very much essential not only for academic but industry when the disruption keeps coming along with the time through the digital era. Then, the 11th International Conference by the Faculty of Business Administration Chiang Mai University becomes the Global Technology and Business Management Conference (GTBMC) for the debut in 2022.

Once again academic experts, business people, graduate students and representatives from government agencies and private organizations join us to enrich knowledge and understanding through research exchange as well as building up networks for further academic cooperation. In addition, the forum provides a venue to publish academic papers.

The conference encompasses papers including themes which are: 1) Innovative Business Management, Marketing, Finance and Accounting 2) Energy Business Management 3) Creative Business Management 4) Professional Service Business Management 5) Technology Business Management 6) Technology and Innovation Management 7) New Technology Directions and Challenges 8) Health Sustainability and Social Issues 9) Digital Transformation in Business and Industry 10) Entrepreneurship and Ecosystem 11) Disruptive Technology and Business Models 12) Zero-Waste Management and other related topics in Technology and Business Management

This year distinguished five guest speakers on the theme of “Beyond Frontier in Energy Business & Technology Management”. 1) Professor Dr. Sameer Hosany, Professor of Marketing, the School of Business and Management, Royal Holloway, University of London, United Kingdom. 2) Associate Professor Dr. Gerard Tocquer, the School of Management, Asian Institute of technology. 3) Mr. Warit Rattanachuen, Assistant Governor, the Electricity Generating Authority of Thailand. 4) Mr. Pongsakorn Yuthagovit, Assistant Governor, the Provincial Electricity Authority. 5) Mr. Chukiat Yangyuenbangchan, Director, the Power System Planning and Smart Grid Department.

I would like to express my sincere gratitude to the distinguished keynote speaker, panelists, and presenters for their presence and contributions to the conference. I also thank all the program committee members for their efforts in ensuring a rigorous review process to select high-quality papers.



(Assistant Professor Dr. Khongphu Nimanandh)
Dean of Faculty of Business Administration
Chiang Mai University
Chiang Mai, THAILAND

Message from the GTBMC Program Chair

In order to disseminate knowledge and accelerate professional learning and collaboration at the 2022 Global Technology and Business Management Conference, GTBMC, in Chiang Mai, we had planned to bring together scholars' network with practitioners in the area of both technology and business management. GTMBC takes great pride in providing unparalleled and innovative interdisciplinary conference in this year. It gives me great pleasure to write this forward to congratulate the 2022 GTBMC. Especially, this is our 11th International Conference organized by Faculty of Business Administration Chiang Mai University. With very special occasion in this year, we work closely with our valued co-host, Electrical Engineering Academic Association (Thailand), EEAAT, in arranging the 2022 GTBMC on 2 – 4 November 2022 at Le Méridien Chiang Mai hotel, Thailand.

For this year, the conference brings together representors from various sectors, and encompasses manuscripts in various topics related to business, technology, and innovation management for today's context. I would like to thank the technical program chairs and committee for their dedication and cares about every step in the review process. The success of this conference falls on volunteers to leverage the talent we have. I would like to express my sincere thanks to all stakeholders especially contributing authors, GTMBC Committee, EEAAT, and Faculty of Business Administration Chiang Mai University for their passion and contribution.



(Associate Professor Dr. Narumon Kimpakorn)
GTBMC Program Chair

Faculty of Business Administration Chiang Mai University
Chiang Mai, THAILAND

Global Technology and Business Management Conference: GTBMC 2022 The 11th International Conference by Faculty of Business Administration Chiang Mai University

Principle & Rationale

The vision of the faculty of business administration at Chiang Mai University is to focus on enhancing the academic knowledge of business management. The faculty encourages the creation and development of ongoing research to academic scholars and students. This would lead to the expansion of new knowledge in managing a business which can provide a benefit to the profession itself, the local community, and industries nationwide. The business administration conference is one of the methods in disseminating knowledge by the Board of Administration.

Chiang Mai University has heeded to the importance of endorsing the development and propagation of knowledge. The effort is demonstrated in producing a channel to have participants from the private business sector, government institutions, and academic research centers to come together and exchange their experiences and ideas as well as collaborate on upholding the profession of business management. Under the provision of Chiang Mai University, the business management research conference has continued on from 2008. The conference has received accolades from the participants of the seminar.

Therefore, it is the aim of the institution to strengthen the academic administration line in providing leadership and knowledge in business management. Moreover, the purpose of creating this forum is to disseminate knowledge in the business management. This is to stimulate a continuation of ideas being exchanged between academics, researchers, and students who are extending their studies on the master's and doctorate in business management and other related fields.

In 2022, Faculty of Business Administration Chiang Mai University (CMU Business School (CMUBS)) and the Electrical Engineering Academic Association (Thailand), or EEAAT, agreed to expand the scope of the conference by integrating the areas of Business and Engineering and Technology (Eng & Tech) together. We believe that knowledge in business can be efficiently applied to any kind of business and industry particularly in Engineering and Technology sectors. We are also confident that this trend is very much essential not only for academic but industry when the disruption keeps coming along with the time through the digital era. Then, the 11th International Conference by Faculty of Business Administration Chiang Mai University becomes the Global Technology and Business Management Conference (GTBMC) for the debut in 2022.

Objectives

- To promote the academic center's view of business management in every possible area such as Engineering and Technology, and Business itself.
- To promote the development of research which will lead to create innovation and on the application of knowledge management as a benefit for technology and business management in the community up to the international level.
- Creating opportunity to exchange knowledge, vision and experience in developing research in technology and business management.

Research areas

- Innovative Business Management, Marketing, Finance and Accounting
- Energy Business Management
- Creative Business Management
- Professional Service Business Management
- Technology Business Management
- Technology and Innovation Management
- New Technology Directions and Challenges
- Health Sustainability and Social Issues
- Digital Transformation in Business and Industry
- Entrepreneurship and Ecosystem
- Disruptive Technology and Business Models
- Zero-Waste Management
- Other related topics in Technology and Business Management

The committees will be judging the “Best Paper Award” for the articles that are presented at the forum. The work must be in accordance with article quality criteria of the experts and the seen as unique, based on assessment ratings from the experts. Final decisions will be made by the Conference Committee.

Organizing Committee

General Chairs

- | | |
|-----------------------|------------------------------------------------------|
| 1. Athikom Roeksabutr | EEAAT, Mahanakorn University of Technology, Thailand |
| 2. Khongphu Nimanandh | Chiang Mai University, Thailand |

Program Chair

- | | |
|----------------------|---------------------------------|
| 1. Narumon Kimpakorn | Chiang Mai University, Thailand |
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Program Committee

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| 2. Gerard Tocquer | AIT School of Management, Thailand |
| 3. Kemakorn Chaiprasit | Chiang Mai University, Thailand |
| 4. Natalia Yannopoulou | Newcastle University Business School, United Kingdom |
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| 6. Robin Gauld | University of Otago, Newzeland |
| 7. Yuzuru Utsunomiya | Nagasaki University, Japan |

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| 2. Warat Winit | Chiang Mai University, Thailand |

Technical Program Committee

- | | |
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| 4. Natalia Yannopoulou | Newcastle University Business School, United Kingdom |
| 5. Nopphon Tangjitprom | Thammasat University, Thailand |
| 6. Nosrat Granpayeh | Kn Toosi University of Technology, Iran |
| 7. Patrick Dallasega | Free University of Bozen-Bolzano, Italy |
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Financial Chair

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Local Arrangement Committee

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2. Natpaphat Borwornpussapong Chiang Mai University, Thailand
3. Pitchakorn Ketniam Chiang Mai University, Thailand

General Secretary

1. Putsadee Jaichumjai Chiang Mai University, Thailand

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 8. Chanon Chingchayanurak
 9. Chatpong Tangmanee
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 11. Damrongsak Naparat
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Chiang Mai University, Thailand
Maejo University, Thailand
Chiang Mai University, Thailand
Mahanakorn University of Technology, Thailand
Naresuan University, Thailand
Chiang Mai University, Thailand
Khon Kaen University, Thailand
Burapha University, Thailand
Burapha University, Thailand
Khon Kaen University, Thailand
Chiang Mai University, Thailand
Khon Kaen University, Thailand
Maejo University, Thailand
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58. Wanvichanee Tanoomchard	Burapha University, Thailand
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60. Weerapon Thongma	Maejo University, Thailand
61. Yosuke Kakinuma	Chiang Mai University, Thailand
62. Yuzuru Utsunomiya	Nagasaki University, Japan

MC and Moderators

1. Anin Rupp	Chiang Mai University, Thailand
2. Jomjai Sampet	Chiang Mai University, Thailand
3. Kemakorn Chaiprasit	Chiang Mai University, Thailand
4. Koblarp Chandrasapth	Chiang Mai University, Thailand
5. Siripan Deesilatham	University of the Thai Chamber of Commerce, Thailand
6. Supattana Nirukkanaporn	Rangsit University, Thailand
7. Wanlanai Saiprasert	Chiang Mai University, Thailand

GTBMC 2022

Global Technology and Business Management Conference



Agenda

Global Technology and Business Management Conference: GTBMC 2022
2 – 4 November 2022

Venue: Le Meridien Chiang Mai, Thailand

**Organized by the Electrical Engineering Academic Association (Thailand) (EEAAT) and
Faculty of Business Administration Chiang Mai University**

Time (BKK) UTC+7

Nov 2, 2022	
13.00 - 14.00 hrs.	Registration
14.00 - 17.00 hrs.	Site Visit: Old-Town Chiang Mai City Tour to explore the rich history and culture (<i>Wat Phra Singh Worawihan, Wat Chedi Luang Varavihara, Wat Sri Suphan</i>)
17.00 – 18.30 hrs.	Welcome reception at Le Meridien Chiang Mai, Thailand
Nov 3, 2022	
08.30 – 09.00 hrs.	Registration (in front of the Grand Ballroom, 2 nd floor)
09.00 – 09.20 hrs.	<u>Welcome Remarks & Group Photos</u> by 1) Assistant Professor Dr. Khongphu Nimanandh Dean of Faculty of Business Administration Chiang Mai University 2) Associate Professor Dr. Athikom Roeksabutr President of the Electrical Engineering Academic Association (Thailand) (EEAAT)
09.20 – 09.50 hrs.	<u>Topic:</u> “Customer Experience and New Technologies” Keynote Speaker: Professor Dr. Sameer Hosany Professor of Marketing, The School of Business and Management, Royal Holloway, University of London, United Kingdom.
09.50 – 10.20 hrs.	<u>Topic:</u> “Climate change. Green washing and Brands” Keynote Speaker: Associate Professor Dr. Gerard Tocquer Distinguished Adjunct Professor School of Management Asian Institute of Technology, Thailand.
10.20 - 10.30 hrs.	<ul style="list-style-type: none"> ● Give a souvenirs to Keynote Speakers ● Sponsors showcase ● Group Photos
	Coffee Break (in front of the Grand Ballroom, 2 nd floor)

GTBMC 2022

Global Technology and Business Management Conference

**Agenda****Global Technology and Business Management Conference: GTBMC 2022****2 – 4 November 2022****Venue: Le Meridien Chiang Mai, Thailand****Organized by the Electrical Engineering Academic Association (Thailand) (EEAAT) and
Faculty of Business Administration Chiang Mai University****Time (BKK) UTC+7****Nov 3, 2022**

10.30 – 12.30 hrs.	Parallel Sessions (presentation 10 min., Q&A 5 min./paper) GTBMC 1 Expedition room, 3 rd floor GTBMC 2 Journey room, 3 rd floor GTBMC 3 Excursion room, 3 rd floor GTBMC 4 Passage room, 3 rd floor
12.30 - 13.30 hrs.	Lunch
13.30 - 15.00 hrs.	Keynote Session Topic: “The Role of EGAT on ASEAN Grid” Keynote Speaker: Mr. Warit Rattanachuen (Assistant Governor, EGAT) Topic: “Smart Grid and Grid Modernization Impact on Thailand Industrial” Keynote Speaker: Mr. Pongsakorn Yuthagovit (Assistant Governor at The Provincial Electricity Authority, PEA) Topic: “Underground Electrical System Development in Bangkok” Keynote Speaker: Mr.Chukiat Yangyuenbangchan (Director of power System Planning and Smart Grid Department, MEA)
15.00 - 15.15 hrs.	Coffee Break (in front of breakout room, 3 rd floor)
15.15 – 17.00 hrs.	Speaker Session Topic: Technological Business Impacts Speaker: 1) Mr. Vidsarut Chansukhon (Banpu NEXT EcoServe Co., Ltd.) 2) Dr. Suparat Yeamkuan (Thailand Printed Circuit Association(THPCA)) 3) Dr. Itsda Boonyaroonate (Power Quality Team Co., Ltd.) 4) Mr. Montri Sriskul (Partner of Holding Company, A ONE Mission Co.,Ltd.) 5) Mr. Surachate Chumpol (TOYOTA TSUSHO NEXTY ELECTRONICS (THAILAND) CO.,LTD.,) Moderator: Dr. Siripan Deesilatham (UTCC)

GTBMC 2022

Global Technology and Business Management Conference

**Agenda**

Global Technology and Business Management Conference: GTBMC 2022
2 – 4 November 2022

Venue: Le Meridien Chiang Mai, Thailand

**Organized by the Electrical Engineering Academic Association (Thailand) (EEAAT) and
 Faculty of Business Administration Chiang Mai University**

Time (BKK) UTC+7**Nov 3, 2022**

17.00 – 17.20 hrs.	Award Presentations <ul style="list-style-type: none"> ● Best Paper Award ● Best Innovative Business and Management Paper Award ● Best Innovative Technology Paper Award ● Best Research Methodology Award ● Best Conceptual Paper Award
17.20 – 17.30 hrs.	Group Photos
17.30 – 21.00 hrs.	Banquet @ The Goodview Village Restaurant

Nov 4, 2022

09.00 - 09.30 hrs.	Registration
09.30 – 12.00 hrs.	Grand Ballroom, 2 nd floor <ul style="list-style-type: none"> ● <u>Ballroom 1</u> : Networking ● <u>Ballroom 2</u> : Technical Forum (Board Committee Meeting Electrical Engineering Academic Association (Thailand) (EEAAT) and Faculty of Business Administration Chiang Mai University) (Break in the meeting room)
12.00 - 13.00 hrs.	Closing and Lunch

GTBMC 2022 Oral Presentation Schedule

Time(BKK) UTC+7	GTBMC 1 Expedition room	GTBMC 2 Journey room	GTBMC 3 Excursion room	GTBMC 4 Passage room
10.30 – 10.45 hrs.	Paper ID: A1 (ONLINE) Quantum as a Service (QaaS) in Digital Disruption Era	Paper ID: B1 Determinants of Pricing of New Condominiums in Proximity to a Bangkok Transit System: A Case of the Sukhumvit Line Using Web-Based Data	Paper ID: C1 (ONLINE) Challenges Faced by 'Brick and Mortar Travel Agencies in Brunei Darusslam	Paper ID: D1 (ONLINE) Assessment of innovation capability of the higher education institutions in digital transformation: the cases of Croatia and Albania
10.45 – 11.00 hrs.	Paper ID: A2 Next Frontier of Malaysian Space Technology Development Based on Bibliometric Analysis and Patent Analysis	Paper ID: B2 Big Data Impact Analysis within Pythonic Accounting Framework on Financial Market: Foreign Digital Media Moderation Effect on Turkey's Unorthodox Monetary Policies Towards Inflation	Paper ID: C2 (ONLINE) A Comparative Study on CSR Disclosure Practices of Young North America and Asia Pacific Technology Companies	Paper ID: D2 (ONLINE) A Key Model Enhancement for Personalized Marketing: Introducing Purchase Timing Predictions to Hierarchical Bayes Pareto/NBD model
11.00 – 11.15 hrs.	Paper ID: A3 IEC61850-Based Remote Control System of Pole-Mounted 69/115kV Switches on MEA's Distribution System	Paper ID: B3 Value-at-Risk Models and The Energy Sector: A Case of The Stock Exchange of Thailand	Paper ID: C3 (ONLINE) What are the Causes of Employee Turnover in Brunei Darussalam	Paper ID: D3 The Conceptual Model for the Measurement of Social Media Engagement Toward Brand Equity
11.15 – 11.30 hrs.	Paper ID: A4 Development of Mathematical Model for Radiotherapy Patient Scheduling	Paper ID: B4 Board Characteristics and Big Data Optimization: Prevailing Pythonic Accounting in Fraudulent Financial Reports in Indonesia	Paper ID: C4 Opportunity Seizure in the Disruptive Era: Case Study of an Ethnic Minority Entrepreneur in Thailand	Paper ID: D4 The Influencing Factors of Consumer Purchase Intention towards Innovative Herbal Topical Anesthetic Spray
11.30 – 11.45 hrs.	Paper ID: A5 (ONLINE) Information Engineering Innovation Management Process Leading the Student to Become Startup Entrepreneurship	Paper ID: B5 Different Trading Reactions of Retail Investors to Earnings Announcements of Energy Firms and Non-energy Firms	Paper ID: C5 The SWOT Analysis and Consumer Analysis of Pook Pak Kin Eng Shop on the Shopee Platform	Paper ID: D5 Exploring Elements of Content Marketing Using A Natural Language Processing: The Case of Native Woven Clothing
11.45 – 12.00 hrs.	Paper ID: A6 Intellegent Military Bases (IMB): Proposed Framework and Implementation	Paper ID: B6 Do Investment Subsidy and Analyst Following Improve Underinvestment Problems?: Evidence from Thailand	Paper ID: C6 Happiness at Work of Generation X and Generation Y Operating Employees in Private Service Businesses in Chiang Mai Province	Paper ID: D6 The Impact of Perceived Long Term Established New Brands Versus Newly Established Brands on Purchasing Channel Preference: A Conceptual Model Development
12.00 – 12.15 hrs.	Paper ID: A7 Competitive Potential in Business of the Optical Fiber Cable Production in Thailand – Conceptual Framework	Paper ID: B7 (ONLINE) Assessing the Needs of Private Equity in Brunei	Paper ID: C7 Operations Improvement in Human Resource Management using Lean Concept	Paper ID: D7 Perceived Value of Generation Y Identify as LGBTQ Customer's Towards OTOP Products in Northern Thailand
12.15 – 12.30 hrs.	Paper ID: A8 (ONLINE) Data Analytics on Automation of Test Case Infrastructure with Jira and ZephyrScale		Paper ID: C8 What are the driving forces of raw fish consumption? A preliminary survey in Cambodia	Paper ID: D8 Creating Shared Value Enhacing the Sustainable Business Model: Case Study – Safety to Society
17.30 – 21.00 hrs.	Banquet and Award Presentations			

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GTBMC 1 Expedition room, 3rd floor

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GTBMC 4 Passage room, 3rd floor

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