10th TICC Presentation Program

Day 1 - November 19th, 2026

[Room No.1 - 7: Ratchamanu room] -- Online

TIME	Conference Program
Session Language/ Business Chairs: Dr. Sarunya Tarat, Mr. Ringyaomi Phungshok Shimray	
13.20 - 13.40	EBC-01: Evaluating Customer Satisfaction with Hotel Staff's Interpersonal Skills: A Case Study of Budget Hotels in Phitsanulok. *Suchittraphon Phinyo and Raviwan Ainkeaw*
13.40 - 14.00	EBC-02: A Comparison of English Language Anxiety for Classroom Presentations Between EFL Undergraduate Students in Thai Regular Program and English Medium Instruction (EMI) Program. *Natchaya Singhalak, Kanyarat Kodkong and Pumwaree Chaiinta*
14.00 - 14.20	EBC-03: Translating Cultural-Specific Terms from English into Thai: A Case Study of Netflix's Bridgerton. *Amornrat Srisawat and Chosita Khruawan*
14.20 - 14.40	EBC-04: The Perception of Thai Undergraduate Students Towards Communicative English Skills. *Sasiwan Panlaban, Satida Kaoaon and Sumitra Singburaudom*
14.40 – 15.00	***Break Time***
15.00 - 15.20	EBC-05: Intercultural Communication Challenges Between College Students and Foreign Lecturers in Multicultural Classrooms *Chanikan Ketsutham and Watchalawali Tathian*
15.20 - 15.40	OP6-07: Exploring Employee Engagement among Healthcare Staff: Qualitative Insights. *Nutchanart Bunchan, Warisara Ladaeng , Sarunya Tarat,Pornthep Katchamat , and Jaturaporn Juntarangsu*
15.40 – 16.00	IB-01: Convenience, Promotional Incentives, and Financial Literacy in Relation to Financial Risk Behavior Among Thai Young Adult Buy Now, Pay Later Users *Supatchara Munmee, Kanlayarat Prirod, and Nongnuch Boonklum*
16.00 - 16.20	IB-02: Factors Influencing purchase intention during Flash Sale among University Students in Northern Thailand *Tidarat Fuengsakul, Jemin Lee, and Nongnuch Boonklum*

10th TICC Presentation Program

Day 1 - November 19th, 2026

[Room No.2 - 8: Inthatathep room]

TIME	Conference Program
Business and Management **Chairs: Assist.Prof. Dr. Kritcha Yawised, Dr. Pawinee Stargell**	
13.20 - 13.40	**OP1-01: Culturenomics as a Pathway to Creative Empowerment in Emerging Economies: Shaping Cultural Identity and Meaning-Making among Emerging Creatives in Kigali, Rwanda.** *Moifula Albert Paul*
13.40 - 14.00	**OP1-04: Driving Business Readiness in the Digital Era: The Roles of Digital Connectivity and Economic Development.** *Phatteera Phengphit, Somsak Chanaim, Thacha Lawanna and Siva Shankar Ramasamy*
14.00 - 14.20	**OP1-07: Cross-Border E-Commerce Marketing Strategies for Me-O Cat Food from Thailand to China.** *Yue He*
14.20 - 14.40	**OP1-08: The Marketing Strategy of the Dried Longan Products of the Thai Dried Longan Company During Traditional Festivals in Guangzhou.** *Mingze Chang*
14.40 – 15.00	***Break Time***
15.00 - 15.20	**OP1-11: Green Product Development under Environmental Policy Pressure in Manufacturing Industries: A Systematic Review and Future Research Agenda.** *Jayapaj Patumnakul, Teerapong Pienwisetkaew*
15.20 - 15.40	**OP1-12: Challenges in Implementing Environmental Sustainability Practices of MSMEs in Lower Northern Thailand.** *Chayanee Suechaicharoen, Srisamrit Supaprasert*
15.40 – 16.00	**OP11-02: A New Power Paradigm: Evaluating MASE-REP's Role in Transforming Energy Service Delivery in Polillo Island.** *Francis T Tolentino*

10th TICC Presentation Program

Day 1 - November 19th, 2026

[Room No.3 - 9: Ratchawarin room]

TIME	Conference Program
Digital Innovation and AI **Chairs: Honorary Assist.Prof. Michael Karl-Heinz Bruckner and Mr.Don August Delgado**	
13.20 - 13.40	**OP3-01: Development of a Portfolio Advisory and Management Support System for Financial Advisors.** *Ratthanan Pharino*
13.40 - 14.00	**OP3-02: Explainable Artificial Intelligence (XAI) for Enhancing Digital Innovation: A Transparent Decision-Making Framework for Intelligent Digital Ecosystems.** *Thacha Lawanna*
14.00 - 14.20	**OP3-03: Agentic AI for Digital Innovation: An Explainable and Transparent Decision-Making Framework for Intelligent Ecosystems.** *Zhai Fan, Thacha Lawanna*
14.20 - 14.40	**OP3-04: From Interactive Slides to Statistical Learning Environments: Integrating Quarto, Observable JS, and webR for No-Code Data Analysis.** *Chongkolnee Rungruang, Somsak Chanaim*
14.40 – 15.00	***Break Time***
15.00 - 15.20	**OP3-05: Agentic TreeRAG: Enhancing Legal Information Retrieval with Large Language Models and Hierarchical Knowledge Graphs.** *Watchara Sirinaovakul, Dittaya Wanvarie and Peerapat Chokesuwattanaskul*
15.20 - 15.40	**OP3-14: When AI Becomes Part of Corporate Responsibility: GPT-5.6 Sol on Stakeholders, Accountability, and Business Integrity.** *Rachawit Photiyarach*
15.40 – 16.00	**OP11-01: Understanding Adaptive Fitness for Function and Movement for Students in the Autism Spectrum: A Case Study of Stakeholder Perspectives at Treston-BrightSide Academy.** *Sheryl Genuino See*
16.00 - 16.20	**OP3-06: Business Intelligence Architecture for Thailand's International Labor Market.** *Eugenia Arazo Boa, Michael Brückner*

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Day 1 - November 19th, 2026

[Room No.4 - 10:Mahanuphap room]

TIME	Conference Program
MICE, Hotel and Tourism Chairs: Dr. Pakin Witchayakawin and Dr. Eugenia Arazo Boa	
13.20 - 13.40	**OP4-01: Tourists' Perceptions of Community-Based Tourism in Phitsanulok, Thailand.** *Andris Adhitra, Nyoman Dini, and Indri Kurniawati*
13.40 - 14.00	**OP4-03: The Relationship between Thai Traditional Medicine and Tourism: Institutional Perspectives.** *Thanya Lunchaprasith, Rattanapong Kongcharoen and Xin Qi*
14.00 - 14.20	**OP4-04: Exploring Community Identity for Creative Tourism Development: A Case Study of Tha Pho Subdistrict, Mueang Phitsanulok District, Phitsanulok Province.** *Chamaiporn Srisurat*
14.20 - 14.40	**OP4-08: Digital Media Influence on Indians-Chinese Tourists-Immigrants: Policy Pathways for Peace and Growth"** *Siva Shankar Ramasamy[1]*, Bibi She[2]*
14.40 – 15.00	***Break Time***
15.00 - 15.20	**OP4-05: What Guests Value Most: An Analysis of Guest Experiences in Online Reviews of Five-Star Hotels.** *Sarunya Tarat*
15.20 - 15.40	**OP4-06: Infrastructure Development for Ageing Tourists to Cultural Tourism Destinations in Tamil Nadu, Indi.** *Pakin Witchayakawin*
15.40 – 16.00	**OP4-07: The Influence of Technology Acceptance and AI Adoption on Online Hotel Booking Behaviour.** *Worakrit Adonkorn, Pisayapak Ommaroek, Thitipa Rungroung, and Pakin Witchayakawin*
16.00 – 16.20	**OP5-01: Communicating Value to Affluent Older Adults in Marketing Materials of Luxury Wellness and Senior Living Residences: An Exploratory Comparative Content Analysis of Selected Cases in Thailand, Japan and Singapore.** *Vasavat Sutinyamanee*

10th TICC Presentation Program

Day 2 - November 20th, 2026

[Room No.1 - 7: Ratchamanu room] -- Online

TIME	Conference Program
Business and Management, Science, Technology and BCG Economy **Chairs: Dr. Pawinee Stargell, Dr. Nongnuch Boonklum**	
08.40 – 09.00	**OP1-13: The Impact of Personal Values on Online Pet Food Purchasing Decisions in Thailand: A Value-Based Market Segmentation Approach.** *Peeraya Kamphornbunyaphu*
09.00 – 09.20	**OP2-02: Causal Machine Learning for Measuring the Business Impact of Digital Innovation: A Theoretical Analysis.** *Subrat Prasanna Mishra, Samarjeet Borah*
09.20 -09.40	**OP2-01: Optimization of Combinations for a Zones-Based Wi-Fi Fingerprinting Indoor Positioning System for Residents Mapping.** *Suphanchai Punthawanunt, Chalermchai Puripat, Shawiss Puripa และ Preecha Khuesom*
09.40 – 10.00	**OP1-10: Comparing Chinese Consumer Demand for Thai and Japanese Cosmetics in Cross-Border E-Commerce: An LDA and Sentiment Analysis of Online Reviews"** *Yuting Feng, Nopasit Chakpitak, Piang-or Loahavilai and Annop Tananchana*
10.00 – 10.20	***Break Time***
10.20 – 10.40	**OP1-05: Unraveling STEEP Macro-Factors and EV Functionality on Purchase Intention: Integrating Rating-Based Conjoint Analysis and SEM among Non-EV Owners in Bangkok Metropolis.** *Shanyuan Duan*
10.40 – 11.00	**OP1-06: Unpacking the Language-Behavior Nexus: An Archival Data Analysis of Linguistic Accuracy, Intercultural Competence, and Cultural Agility.** *Pekhanang Yodmanee and Wanwisa Changkwian*

10th TICC Presentation Program

Day 2 - November 20th, 2026

[Room No.2 - 8: Inthatathep room]

TIME	Conference Program
Human Resource Management **Chairs: Dr. Eugenia Arazo Boa and Mr. Prateep Chayalee**	
08.40 – 09.00	**OP6-01: The Effect of Human Resource Management Practices on the Work-Life Balance of Female Employees in Myanmar's Finance and Accounting Sector** Nyan Myat Min
09.00 – 09.20	**OP6-02: Strategic Cross-Cultural Human Resource Management and Its Effects on Employee Performance in Chinese Companies in Thailand** Yanlin Geng Salee
09.20 -09.40	**OP6-03: The Role of ChatGPT in Corporate Learning: Enhancing Self-Directed Learning Readiness, Self-Efficacy, and Engagement in Individual Career Development Plans** Narupron Benyaapikul
09.40 – 10.00	**OP6-05: Algorithmic Management and Worker Surveillance: Rethinking Labour Protection Law in Thailand** Taddao Kusonwatthana
10.00 – 10.20	***Break Time***
10.20 – 10.40	**OP6-06: Managing Difference with AI: How GPT-5.6 Sol Frames Diversity, Cross-Cultural Negotiation, and Managerial Responsibility** Rachawit Photiyarach
10.40 – 11.00	**OP6-08: Comparative Lesson from the EU and ASEAN for Regulating Collective Labor Protections for Gig Workers in Thailand.** *Eugenia Arazo Boa, Michael Brückner, Taddao Kusonwatthana, Varintorn Viriyachaikul, Jaturaporn Juntarangsu, Prateep Chayalee*
11.00 – 11.20	**OP6-09: Artificial Compassion? Human Judgment and Emotional Intelligence in AI-Assisted Mental Wellbeing** Tapaswini Dash

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Day 2 - November 20th, 2026

[Room No.3 - 9: Ratchawarin room]

TIME	Conference Program
Languages, Literature and Language Teaching **Chairs: Dr. Satip Kuesoongnern and Dr. Tapaswini Dash**	
08.40 – 09.00	**OP7-01:** ***A Comparative Study of Competence in Using the Past Simple and Past Continues Tenses among Second- and Third-Year English Major Students.*** *Apichai Rungruang*
09.00 – 09.20	**OP7-02: Predictors of Generative AI-Assisted Thesis Writing Proficiency among Thai EFL Students: Implication for Thailand 4.0.** *Don August Delgado*
09.20 -09.40	**OP7-04: Why Do You Have a British Accent?": A Qualitative Study of a Vietnamese Student's Experience of Repeated Accent Questioning.** *Waraporn Theerasak*
09.40 – 10.00	**OP7-05: EFL Learners' Perspectives on Traditional and Online Teaching Instructions for English Speaking Development.** *Jaruwan Tessiri, Wanitcha Iamsa-ard, Sarunya Tarat, Pirakorn Seekhem, and Don August G.Delgado*
10.00 – 10.20	***Break Time***
10.20 – 10.40	**OP7-06: Responsible Learning with Generative AI: How GPT-5.6 Sol Frames Academic Integrity, Responsibility, and Over-Reliance in Higher Education.** *Rachawit Photiyarach*
10.40 – 11.00	**OP7-03: A Study of Thai EFL In-service Teachers' Technology Integration Level of SAMR Model in English Language Teaching: A Case Study of Small-sized School in Lop Buri Province.** *Pornthep Katchamat , Wunwisa Punkhoom, Sasiwimon Sutthisan and Sasilak Rodphotong*

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Day 2 - November 20th, 2026

[Room No.4 - 10: Mahanuphap room]

TIME	Conference Program
Digital Innovation and AI **Chairs: Honorary Assist.Prof. Michael Karl-Heinz Bruckner and Mr.Don August Delgado**	
08.40 – 09.00	**OP3-07: An Explainable AI Framework for Restaurant Recommendation in Chiang Mai Thailand.** *Bo Yang, Thacha Lawanna*
09.00 – 09.20	**OP3-08:** Forecasting Bitcoin Exchange-Traded Fund Returns Using Decentralized Finance Lending Metrics from the Aave Protocol. Meizheng Zhao
09.20 -09.40	**OP3-10: Regression-Based Price Prediction for Second Hand Electric Vehicles in China Using Feature Engineering.** *Zeng Yun, Nathapon Udomlertsakul and Kanyarat Thitiwatthanakan*
09.40 – 10.00	**OP3-13: Generative AI and Human Capability: Skill Development, Deskilling, and Human Agency.** *Rachawit Photiyarach*
10.00 – 10.20	***Break Time***
10.20 – 10.40	**OP9-01: Between Village and Paradise: Community Persistence through Everyday Negotiation in Baan Saiyuan, Phuket.** *Ke He*
10.40 – 11.00	**OP9-02: The Development of a Culinary Nation through the Embodied Space of Food in the UNESCO Creative City of Gastronomy: The Case of Jeonju, South Korea.** *Nicha Tovankasame, and Jakraphan Chaopreecha*
11.00 – 11.20	**OP3-15: Trust and Acceptance of Artificial Intelligence (AI) Adoption at Work among Employees at a University in Thailand.** *Kittiya Mokala, Eugenia Arazo Boa*