

TABLE OF CONTENTS

NO.	TITLE	PAGE
1	DIGITAL WELFARE PLATFORMS AND COMMUNITY ECONOMIC DEVELOPMENT <i>Pattara Vajsawan</i>	1
2	SERVICE DELIVERY COMPONENTS THAT ENHANCE THE SUCCESS OF INTERNAL QUALITY ASSURANCE: A CASE STUDY OF THE RESEARCH AND DEVELOPMENT INSTITUTE, SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Watsamon Santawesuk, Atidaya Bousri, Chatchai Ditcharoen</i>	9
3	STRATEGIC MANAGEMENT FOR ENHANCING SERVICE QUALITY AFFECTING THE ORGANIZATIONAL IMAGE OF THE PROVINCIAL WATERWORKS AUTHORITY IN THAILAND <i>Cholpassorn Sitthiwaronchai, Wilai Phungphol</i>	14
4	DEVELOPMENT OF PRODUCT POTENTIAL FOR COMMUNITY ENTERPRISES TO ENHANCE COMPETITIVENESS AND GENERATE ECONOMIC IMPACT <i>Chumpon Rodjam, Panyada Chanthakit, Wutipong Jannuangthai, Praiya Arsingsamanan, Chetsanee Butdam</i>	23
5	PERCEIVED USEFULNESS AND BEHAVIORAL INTENTION TO USE SMALL ELECTRIC PUBLIC TRANSPORTATION OF SECONDARY CITIES IN THAILAND <i>Panida Ninaroon, Pawintana Charoenboon, Phudit Nokhuntod, Suwita Pruksaarporn, Wilai Phungphol</i>	34
6	TECHNOLOGY AND USER SATISFACTION IN HARBIN'S SMART SPORTS VENUES: RELATIONSHIPS AND A CAUSAL MODEL <i>Anuchit Kulawanich, Supitr Samahito, Kittipong Potimu, Montipa Vilasthip, Pannawat Chuvichian</i>	43
7	FACTORS AFFECTING THE SUCCESS OF CONDOMINIUM RENTAL BUSINESS IN BANGKOK <i>Tawatchai Suphuan, Narumon Chomchom</i>	49
8	CONSUMER ATTITUDES TOWARDS SOCIAL RESPONSIBILITY AND THE ENVIRONMENT SURROUNDING BUSINESS <i>Wareeya Khlungsaeng, Ekmarong Vorasiha, Panida Ninaroon</i>	55
9	DEVELOPMENT OF DIGITAL MARKETING STRATEGIES TO ENHANCE THE COMPETITIVENESS OF DIGITAL TRAINING PROGRAMS AT THE COLLEGE OF INNOVATION AND MANAGEMENT <i>Phatthanan Rotrungwat, Sathapat Kilaso</i>	64
10	SERVICE INNOVATIONS AFFECTING USER SATISFACTION IN THE SERVICES OF THE RESEARCH AND ACADEMIC SERVICES DIVISION, COLLEGE OF INNOVATION AND MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Sudarat Chirapruk, Suppara Charoenpoom, Panida Ninaroon</i>	71
11	INFLUENCER CREDIBILITY, CONTENT QUALITY, AND DIGITAL ENGAGEMENT ON ESPORTS EVENT ATTENDANCE INTENTION <i>Nuttavut Phonsri, Bunjob Piromkam, Boonyada Pansiri, Nathayu Wantayakul, Narumon Chomchom</i>	79
12	FACTORS INFLUENCING GENERATION Z'S EMPLOYMENT DECISION-MAKING IN THAI ORGANIZATIONS <i>Nathayu Wantayakul, Nuttavut Phonsri, Wichar Kunkum, Bunjob Piromkam, Narumon Chomchom</i>	88

13	FACTORS AFFECTING THE WORK PERFORMANCE OF OPERATIONAL EMPLOYEES: A CASE STUDY OF A LOW-COST AIRLINE IN THAILAND <i>Oraphan Decha, Benya Whangmahaporn, Narumon Chomchom, Chaichana Wongjunya, Peeranthon Saensook</i>	94
14	A SPATIAL DEVELOPMENT APPROACH TO ELEVATE KANCHANABURI'S CREATIVE ECONOMY TOWARDS A SUSTAINABLE INTERNATIONAL GREEN TOURISM MODEL <i>Wutipong Janmuangthai, Chumpon Rodjam, Anaphat Nongkoo</i>	99
15	THE INFLUENCE OF INFLUENCERS ON ONLINE PLATFORMS ON CREATING OWN BRANDING OF ONLINE AUDIENCES <i>Peeranthon Saensook, Pannawat Chuvichian, Sudarat Chirapruk, Montipa Vilasthip</i>	107
16	A STUDY OF PERSONNEL PARTICIPATION IN EDUCATIONAL QUALITY ASSURANCE OF THE COLLEGE OF INNOVATION AND MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Ruijaret Pinthuwat, Wilailuk Rakbamrung</i>	114
17	FACTORS AFFECTING THE EFFICIENCY OF ACADEMIC SERVICES TO SOCIETY IN HIGHER EDUCATION INSTITUTIONS IN THAILAND <i>Wisuthtinath Wipakkitanan, Panida Ninaroon</i>	118
18	FACTORS INFLUENCING THE DECISION TO USE THE SERVICES OF SUAN SUNANDHA PALACE HOTEL, SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Mananchaya Buakao, Montipa Vilasthip, Peeranthon Saensook</i>	127
19	THE INFLUENCE OF SPORT EVENT QUALITY ON SPORT TOURIST LOYALTY: A CASE STUDY IN BURIRAM PROVINCE, THAILAND <i>Montipa Vilasthip, Sudarat Chirapruk, Mananchaya Buakao, Peeranthon Saensook</i>	137
20	STRATEGIC DEVELOPMENT OF RANONG'S IDENTITY AND COMMUNITY HEALTH PRODUCTS AS WELLNESS SOFT POWER FOR HIGH-POTENTIAL MARKETS <i>Pannawat Chuvichian, Hathaipan Soonthornpipit</i>	144
21	HUMAN CAPITAL MANAGEMENT TO ENHANCE COMPETITIVE SKILL OF UNIVERSITY ESPORTS ATHLETES <i>Chaichana Wongjunya, Supakorn Tunvaravuttichai, Oraphan Decha, Benya Whangmahaporn</i>	152
22	INNOVATIVE ESPORTS COMPETITIONS FOR THE INTERNATIONAL PROMOTION OF THAI SPORTS POTENTIAL: A CASE STUDY OF THE UNIVERSITY ESPORTS CHAMPIONSHIP <i>Atidtaya Bousri, Watsamon Santaweek</i>	159
23	MARATHON RUNNING BEHAVIOR AND INTRINSIC MOTIVATION AMONG GENERATION Z <i>Suportnip Pupanead, Boonyada Pahasing, Maradee Siriphat, Ekarat Chaichotchuang, Narubed Tanimpas</i>	164
24	THE INFLUENCE OF SOCIAL MEDIA USE INTENSITY AND FAN ENGAGEMENT ON PERCEIVED SUSTAINABLE ECONOMIC VALUE CREATION AMONG THAI SPORTS FANS <i>Boonyada Pahasing, Nuttavut Phonsri, Suportnip Pupanead, Pongchira Kaewkaosai, Ladawan Noiluea</i>	170

25	THE INFLUENCE OF INFLUENCERS ON THE PURCHASE DECISIONS OF NEW GENERATION CONSUMERS IN THE DIGITAL ECONOMY ERA <i>Narumon Chomchom, Nuttavut Phonsri, Tawatchai Suphuan</i>	178
26	DEVELOPMENT OF A DIGITAL MARKETING AND CONTENT MARKETING MODEL FOR PROCESSED AGRICULTURAL PRODUCTS OF COMMUNITY ENTERPRISES IN SING BURI PROVINCE <i>Sathapath Khanthong, Pimploi Tirastittam, Kathaleeya Chankuna, Patsara Sinkhom, Sujanya Tupkrajang</i>	185
27	DEVELOPMENT OF AN OPERATIONAL MANUAL FOR MONITORING AND EVALUATING PLAN IMPLEMENTATION, OFFICE OF ACADEMIC RESOURCES AND INFORMATION TECHNOLOGY, SUAN SUNANDHA RAJABHAT UNIVERSITY, FISCAL YEAR 2025 <i>Chanida Chirapruk, Kanyapat Thanakunwutiro, Sudarat Chirapruk</i>	191
28	INNOVATIVE MARKETING AND PRODUCT DEVELOPMENT FOR ENHANCING COMMUNITY ENTERPRISE COMPETITIVENESS <i>Panyada Chanthakit, Chumpon Rodjam, Cholpassorn Sitthiwaronchai, Eakolarn Chotianusorn, Panadda Pintong</i>	198
29	SUSTAINABLE WATER MANAGEMENT BY LOCAL GOVERNMENT ORGANIZATIONS: A CASE STUDY OF KOH LARN, CHONBURI PROVINCE <i>Nimit Ponyiam</i>	208
30	DIGITALIZING ACADEMIC GOVERNANCE FOR SUSTAINABILITY: A CONCEPTUAL FRAMEWORK FOR PAPERLESS SYSTEMS AND GREEN ENVIRONMENTAL OUTCOMES <i>Muhammad Shahid Khan</i>	214
31	EXECUTIVE NEGOTIATIONS: A COMPARATIVE CASE ANALYSIS OF SPEECH ACT RHETORIC AND CONTRACTUAL RISK <i>Tahir Khan, Wasif Iqbal</i>	221
32	CO-CREATING LOCAL EXPERIENCE VALUE: MARKETING STRATEGIES FOR CULTURAL TOURISM PRODUCTS <i>Patsara Sirikamonsin, Sathapath Kilaso</i>	230
33	FACTORS INFLUENCING PEOPLE'S DECISIONS TO USE EXERCISE AND FITNESS CENTER SERVICES IN MUEANG DISTRICT, SISAKET PROVINCE <i>Theerawat Pongwiset, Parinya Kwanmuangvanich</i>	238
34	ANTECEDENTS INFLUENCING ONLINE PURCHASE BEHAVIOR OF CONSUMERS IN THAILAND'S ANDAMAN PROVINCES <i>Jongdee Limchuchua</i>	247
35	KEY FACTORS BEHIND GAMERS' URGE TO TOP UP ONLINE GAMES IN BANGKOK AND VICINITY <i>Thanarach Wongrinyong, Jakkarin Thammaprot, Mooktra Thongves, Arporn Phokajang, Thongchai Surinwarangkoon, Yoon Chang Hwan</i>	257

36	A LITERATURE REVIEW FOR DEVELOPING A CONCEPTUAL FRAMEWORK TO STUDY FACTORS INFLUENCING THE INTENTION TO PURCHASE GREEN PRODUCTS ONLINE IN THAILAND <i>Suwita Prugsarporn, Tanapol Kortana, Pachoke Lert-asavapatra</i>	263
37	THE MARKETING MIX FACTORS INFLUENCING THE DECISION TO WATCH BOXING MATCHES VIA ONLINE PLATFORMS <i>Atitaya Jindawong, Anuchit Kulwanich</i>	272
38	FACTORS AFFECTING TECHNOLOGY USAGE BEHAVIOR OF ROYAL THAI POLICE OFFICERS <i>Yosavich Daolomchan, Pachoke Lert-asavapatra</i>	280
39	FROM MARINE BIO-TRAUMA TO WEARABLE MEANING <i>Xiaoyu Ma, Supawadee Juysukha</i>	286
40	VISUAL POSTER DESIGN ABOUT MARINE MICROPLASTIC POLLUTION <i>Siyu Zhou, Supawadee Juysukha</i>	293
41	EDUCATIONAL MANAGEMENT PERSPECTIVE ON PROFESSIONAL DEVELOPMENT TRAINING FOR YOUNG TEACHERS IN RURAL JUNIOR HIGH SCHOOLS <i>Zhihui Tu, Ganratchakan Lertamornsak</i>	299
42	A STUDY ON THE SHORT VIDEO COMMUNICATION PATHS AND STRATEGIES OF MIANYANG PAPER-CUTTING <i>Huan Wang, Taechit Cheuyoung</i>	314
43	THE IMPACT OF EMPLOYEE INCOME, PROMOTION MECHANISM, AND CORPORATE CULTURE ON EMPLOYEE LOYALTY IN SMES OF CHENGDU, CHINA <i>HaoYang Wang, Chumpon Rodjam</i>	323
44	DEVELOPMENT AND EVALUATION OF A VIRTUAL SIMULATION EDUCATION PROJECT FOR SELF-MANAGEMENT SUPPORT FOR NURSING STUDENTS CARING FOR PATIENTS WITH TYPE 2 DIABETES MELLITUS <i>Wenting Fang, Thanawat Imsomboon, Siriluck Jittrabiab, Yingmei Yuan</i>	330
45	EDUCATIONAL MANAGEMENT OF STUDENTS' MENTAL HEALTH IN GUANGDONG COUNTRY GARDEN POLYTECHNIC <i>Na Huang, Ganratchakan Lertamornsak</i>	340
46	THE ROLE AND FUNCTION OF TEACHERS IN IMPROVING THE QUALITY OF HIGHER EDUCATION IN GUANGDONG ENGINEERING POLYTECHNIC <i>Huiyan Luo, Ganratchakan Lertamornsak</i>	355
47	THE IMPACT OF DIGITAL CAPABILITY AND AI ACCEPTANCE ON EMPLOYEE CREATIVITY IN DIGITAL WORKPLACES <i>Sirun Chen, Eakolarn Chotianusorn, Muhammad Shahid</i>	367
48	STRATEGIES FOR PROMOTING URBAN-RURAL EDUCATIONAL EQUITY IN THE INTELLIGENT TRANSFORMATION OF PRIMARY EDUCATION IN QINZHOU, GUANGXI <i>Qianyun Chen, Ganratchakan Lertamornsak</i>	373
49	TRANSLATION EXPERIMENT OF TRADITIONAL INK-WASH TECHNIQUES IN FANTASY ILLUSTRATIONS: CONNECTING THAI	384

	MYTHOLOGY WITH CONTEMPORARY VISUAL NARRATIVES <i>Tian Pei, Winai Mankhatitham</i>	
50	EDUCATIONAL MANAGEMENT STRATEGIES FOR THE CULTIVATION OF VOCATIONAL TEACHERS' COMPETENCE IN SHANDONG COLLEGE OF TRADITIONAL CHINESE MEDICINE <i>Ning Wang, Suttipong Boonphadung</i>	394
51	OPTIMIZING DANCE EDUCATIONAL MANAGEMENT IN YUNNAN KUNMING ART VOCATIONAL COLLEGE <i>Huaidan Fan, Ganratchakan Lertamornsak</i>	406
52	GUIDELINES FOR DEVELOPING AI COMPETENCY OF TEACHERS IN XISHAN HIGH SCHOOL OF KUNMING NO.1 HIGH SCHOOL <i>Zhuoxun Li, Suttipong Boonphadung</i>	416
53	ENHANCEMENT OF TEACHERS' DIGITAL LITERACY IN THE TRANSFORMATION OF EDUCATIONAL MANAGEMENT OF MINGDE SENIOR HIGH SCHOOL IN KAILI CITY <i>Wenyue Deng, Suttipong Boonphadung</i>	423
54	THE GUIDELINE FOR DEVELOPING PERSONNEL ADMINISTRATION STRATEGIES FOR SCHOOL ADMINISTRATORS OF THE GUANDU EXPERIMENTAL SCHOOL AFFILIATED TO SHANGHAI NORMAL UNIVERSITY <i>Wenrui Li, Thada Sitthada</i>	431
55	TARITIFICIAL INTELLIGENCE MANAGEMENT AND ITS APPLICATION OF DALI UNIVERSITY IN YUNNAN PROVINCE <i>Xinyuan Dong , Suttipong Boonphadung</i>	443
56	COUNTERMEASURES OF INDUSTRY-EDUCATION INTEGRATION IN SECONDARY VOCATIONAL COLLEGES IN THE NEW ERA — A CASE STUDY OF HARBIN LIGHT INDUSTRY SCHOOL IN CHINA <i>Zonglei Li, Ganratchakan Lertamornsak</i>	456
57	MECHANISTIC ADVANCES IN GYNOSTEMMA PENTAPHYLLUM REGULATION OF THE PINK1/PARKIN PATHWAY TO REVERSE CISPLATIN RESISTANCE IN NON-SMALL CELL LUNG CANCER <i>Jianfeng Meng, Sarisak Soontornchai</i>	468
58	RESEARCH ON THE DEVELOPMENT AND ENHANCEMENT OF THE INTERNAL TEACHING QUALITY ASSURANCE MECHANISM IN HIGHER EDUCATION INSTITUTIONS: A CASE STUDY OF WENSHAN UNIVERSITY, YUNNAN PROVINCE <i>Jinyi Liu, Nuntiya Noichun</i>	477
59	DEVELOPMENT OF DANCE EDUCATION MANAGEMENT FOR KINDERGARTEN TEACHER IN WENSHAN UNIVERSITY <i>Fangxin Li, Thada Siththada</i>	488
60	CURRENT SITUATION AND DEVELOPMENT STRATEGIES OF TEACHER MANAGEMENT AND TEACHER TEAM BUILDING IN BORDERLAND UNIVERSITIES - A CASE STUDY OF YUNNAN WENSHAN UNIVERSITY <i>Youqian Zhang, Nuntiya Noichun</i>	496
61	THE INNOVATION OF EDUCATIONAL MANAGEMENT FROM AN INTERNATIONAL PERSPECTIVE IN ANHUI <i>Yan Li, Nuntiya Noichun</i>	503
62	THE FORMATION AND DILEMMAS OF PROFESSIONAL IDENTITY AMONG NON-TENURED TEACHERS AND THEIR IMPACT ON	514

	TEAM COLLABORATION: PRIMARY AND SECONDARY SCHOOL TEACHERS IN WUHUA DISTRICT, KUNMING, CHINA <i>Yanwen Wang, Nuntiya Noichun</i>	
63	TRANSFORMING CHALLENGES INTO OPPORTUNITIES: A CASE STUDY OF EDUCATIONAL TECHNOLOGY INTEGRATION AT YANGZHOU UNIVERSITY <i>Fangfang Zhang, Nuntiya Noichun</i>	524
64	EDUCATIONAL MANAGEMENT FACTORS AND OCCUPATIONAL BURNOUT AMONG ADMINISTRATIVE PERSONNEL IN CHINESE HIGHER EDUCATION INSTITUTIONS <i>Qian Yang, Nuntiya Noichun</i>	533
65	GUIDELINE FOR DEVELOPING EDUCATIONAL RESOURCES MANAGEMENT OF CHENGdong EXPERIMENTAL PRIMARY SCHOOL <i>Yuying Lin, Thada Sitthadta</i>	539
66	INNOVATIVE RESEARCH ON INTERNATIONALIZATION IN EDUCATIONAL MANAGEMENT AT FRONTIER LOCAL UNIVERSITIES IN THE NEW ERA: A CASE STUDY OF WENSHAN UNIVERSITY <i>Zhenqiong Xu, Nuntiya Noichun</i>	547
67	TEACHER RETENTION MANAGEMENT IN BORDER AREAS OF WENSHAN COLLEGE <i>Yuna Zhang</i>	555
68	AN EFFECTIVE STUDY ON THE DEVELOPMENT PATH OF MINORITY FOOTBALL IN WESTERN YUNNAN <i>Guo Lianchang, Anuchit Kulwanich</i>	562
69	BEYOND THE LENS: HOW ANIMAL IMAGERY IN FASHION PHOTOGRAPHY FUNCTIONS AS ENVIRONMENTAL COMMUNICATION <i>Yun Wen, Taechit Cheupyoung</i>	570
70	A STUDY ON THE DESIGN METHOD OF IMMERSIVE WEDDING SPACE BASED ON THE THEORY OF NARRATIVE STRUCTURE AND EMOTIONAL RHYTHM <i>Qinyao Chen, Noppadon Sangwalpetch</i>	584
71	FACTORS THAT INFLUENCE THE DECISION TO ATTEND RATCHABURI FC <i>Attittiya Pimpa, Pornchai Trusjaiithum</i>	594
72	NUTRITION FOR ESPORTS ATHLETES <i>Wannapa Somprosong, Wichar Kunkum, Mooktra Thongves, Suphatta Phanee</i>	603
73	DEVELOPMENT OF ESPORTS-RELATED TOURISM ROUTES <i>Pornnapus Saowakon, Wichar Kunkum, Mooktra Thongves, Suphatta Phanee</i>	610
74	A LITERATURE REVIEW FOR DEVELOPING A CONCEPTUAL FRAMEWORK TO STUDY THE STRUCTURAL RELATIONSHIPS AMONG ANTECEDENT FACTORS INFLUENCING THE ORGANIZATIONAL PERFORMANCE OF THE SEAFOOD INDUSTRY IN THE COUNTRY <i>Yenjit Kongpan, Tanapol Kortana, Pachoke Lert-asavapatra</i>	616

75	THE ROLE OF DIGITAL AGILITY AND HUMAN-AI COLLABORATION IN ENHANCING EMPLOYEE CREATIVITY IN DIGITAL ORGANIZATIONS <i>Sirun Chen, Eakolarn Chotianusorn, Muhammad Shahid</i>	623
----	--	-----