ACE 2015+ International conference @ PRAGUE.CZ

2ND INTERNATIONAL CONFERENCE

Actual Economy

Local Solutions for Global Challenges

ACE-2015+ @Prague.CZ

Co-organized by:

Suan Sunandha Rajabhat University, Bangkok, Thailand

National Academy of Management, Kyiv, Ukraine

Science journal "Actual problems of economics" (Scopus)

ACE 2015 International conference @Prague.CZ

ACTUAL ECONOMY

LOCAL SOLUTIONS FOR GLOBAL CHALLENGES

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PROCEEDINGS OF INTERNATIONAL CONFERENCE

PRAGUE.CZ, DECEMBER, 2015

Dear ladies and gentleman, participants of International Conference on Actual Economy-2015+, academics and scholars, presenters of research centers, educational institutes and business!

In the era of globalization, spreading of modern digitized forms of business and public administration, re-evaluation of local resources for global competitiveness and self-sufficiency, an effectiveness of international collaboration in discussing on actual economical issues and challenges, searching for maximum effective solutions of local, regional and global development is timely increasing.

And I would like to express my deep gratitude to Ukrainian National academy of Management, editorial board of scientific journal "Actual economy", educational institutions of Thailand, Czech republic, Slovakia, Russia, Malaysia, USA, Pakistan, Romania, Ukraine, Poland whose efforts made possible this meeting of scholars and businessmen, interested in effective solution of global economy challenges using local resources of competitiveness and economical, social, cultural and innovative success.

And, of course, I would like to thank all participants for coming here, for their wonderful and useful research submitted during last year. I want to say, that Suan Sunandha Rajabhat University – as a leading public University of Thailand – is very proud to be an organizer of this significant and important conference.

To each participant I wish success, finding a new colleagues and friends, development of scientific and business contacts, new scientific discoveries that are benefit for society, business and government. And also enjoy your time in the most beautiful and hospitable European capital.

Dr.Luedech Girdwichai
President of Suan Sunandha Rajabhat University
Bangkok, Thailand

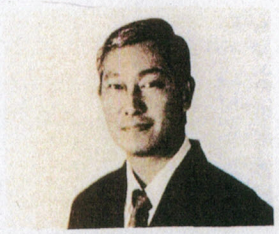
In the modern conditions world economy transfers from the multilevel system of national economies with strictly identified boundaries of economical interests and kinds of international collaboration to the absolutely complicated mix of transnational business, national states and international organizations whose economical interests are actively interact, intersect, overlap and even conflict each other's! Private sector is effectively using advantages of globalization, is mostly able to create multilevel markets and complex market strategies, to spread internal corporative net-work outside – to the directions of states, customers, competitors.

It shows how important and how significant is international science collaboration, international research and discussions on different issues of actual economy development. Practical experience in economical stimulation, reformation of tax systems, regional integration, governmental support of small business, increasing of national external competitiveness is very difficult to over-evaluate.

Being an educational and science leader of Eastern Europe, an effective example of business-government-science collaboration in Ukraine, National Academy of Management really appreciated to be a co-organizer and informational partner of International Conference "Actual economy: local solutions for global challenges", to be involved in the processes of international science collaborations and innovative ideas' transfer! Hope these collaborations will have bright and significant prospects.

Finally, I would like to welcome all participants of ACE – 2015+ and to wish new science results and findings, ideas and conclusions!

Dr. Serhiy Yerokhin
Rector (acting President) of National Academy of Management
Kyiv, Ukraine



As a Member of Presidium of Editorial board of international conference "Actual Economy: Local solutions for Global Challenges – 2015+", I am delighted to welcome all participants in Prague!

The aim of ACE 2015+ is to serve as a primary channel of knowledge sharing and the promotion of innovation internationally.

An important goal of the conference is to encourage learning from each other by exchanging ideas and views, and building networks.

A successful conference cannot be organized without the effort of many persons.

I would like to thank both working teams from Suan Sunandha Rajabhat University and from National Academy of Management for their enormous contribution towards the detailed arrangement of this conference.

Furthermore, I would like to express my gratitude to the authors who submitted their papers to the ACE 2015+ conference as well as reviewers for their contributions and effort to an excellent conference proceeding.

Finally, I hope you will enjoy the conference and have a wonderful time during your stay in Czech Republic.

Warmest Regards,

Dr. Witthaya Mekhum
Vice-president for Research and Development
Suan Sunandha Rajabhat University
Bangkok, Thailand

On behalf of the Organizational Committee, I welcome you to the 2015 International Conference "Actual Economy: Local Solutions for Global Challenges" in beautiful city of Prague. Our conference always attracts researchers, educators and practitioners in all economic fields and related disciplines in the world.

Participants have found in these meetings an excellent opportunity to share their experiences with colleagues from distance places and often continued to cooperate with them on their subjects of interest.

The ACE – 2015+ has been established on a global basis. We have received 162 submissions from 12 countries, each submission was peer-reviewed by at least two anonymous reviewers and a total of 123 papers were accepted for presentation in the conference. Researchers of three continents of the world, Asia, Europe, America attend the meeting!

Accepted papers are scheduled for presentation in 13 parallel sessions. We would like to express our sincere appreciation to all the reviewers and chairs and members of various committees of ACE-2015+ conference for their precious time and expertise. The welcoming dinner provides the opportunity to honor the best papers and to recognize the contributions of many of the people who made this meeting possible.

Lastly, I would like to express our sincere gratitude to everyone involved in making the joint conference a success. Many thanks go to the organizing committee, keynote speaker and special session organizers, and the organizational committees and reviewers, the conference participants, and of course, to all the contributing authors who will be sharing the results of their research. It is our great pleasure to have you with us at the joint conference, where I hope new ties will be made and existing ones renewed and strengthened.

Please accept our best wishes for a wonderful and stimulating stay in Prague, Czech Republic.

Dr.Somdech Rungsrisawat
Vice-president for Academic Affairs
Suan Sunandha Rajabhat University, Bangkok, Thailand

Welcome to International Conference "Actual Economy – 2015: local solutions for global challenges"

As a co-organizer of ACE-2015+ we tried to make a conference aimed to create a strong platform for academic and educational international collaboration. Sustainable economical development always requires a breaking of any boundaries between scientists, an increasing of international informational and technological exchange, new forms of cross-cultural and transnational collaboration.

Due to this I am very glad to see here, on hospitable European midland, presenters of dozens countries from four continents. It proves that our activity in a direction of common, global study of patters for effective, competitive and successful economical development is important, is required by society, science and business.

Suan Sunandha Rajabhat University is strongly related with educational and science provision for economical progress of Thailand and AEC. Academics of our university conduct research in all areas of economical and social development of Thailand and ASEAN. We are science partners with Thai Government, presenters of Thai and international business and non-governmental organizations. Active external collaboration of SSRU with educational and research centers of ASEAN, Europe, Australia and USA opens huge prospects of international science collaboration and science exchange under the patronage of our respected co-organizer International Science journal "Actual problems of economy" that is a powerful basement for hundreds or researchers from all over the world collaboration and interactions.

Furthermore, for making our conference work more effective and memorable, we tried to provide maximum comfortable conditions for all our delegates. Therefore, I hope that the ACE-2015+ will achieve all set objectives to provide our delegates with education, networking, leadership enhancement and sweet memories.

Dr.Kevin Wongleedee
Director of Institute of Lifelong Learning Promotion and Creativity at Suan Sunandha Rajabhat University, Bangkok, Thailand

Dear friends and colleagues!

I would like to thank you all for attending the Second International conference "Actual Economy – 2015+: local solutions for global challenges". This conference is a meaningful crystallization of international initiatives among the number of institution towards practical cooperation in interdisciplinary studies, which will be contribute to the strengthening of the national economy.

The characteristic of the economy in our era is change at the speed of light, which led us to the consensus that experts from many countries and many different disciplines must meet and discuss the phenomena, and then suggest solutions. We should be able to delve deeper by discussing problems across different disciplines as widely as possible, and thus grasping more profound solutions and suggestions.

The motivation for this conference is to help one's country through offering individual expertise and point of view based on one's individual discipline. As we gather from many different countries and many different disciplines, I believe that we should be able to expand the scope of our efforts and must aim at more challenging global contributions.

I hope all the participants of this conference will enjoy and get opportunities to enhance relationships of knowledge exchange. I would like to extend my sincere gratitude to the organizing committee, and especially to my Thai colleagues for given abilities to be a key-not speaker in the Second ACE – 2015+, to be involved in the process of new international tradition formation!

Dr. Blanka Poczatková,
Faculty of Economics, VŠB – Technical University Ostrava,
Czech Republic

Welcome to the first International Conference "Actual Economy: Local solutions for global challenges (ACE) – 2015+" being held concurrently in amazing Prague! These conferences have attracted great interest from delegates around the world, and we are lucky to have representatives from so many countries submitting papers and attending our conference.

We have delegates from Thailand, Czech Republic, Slovakia, Romania, Russia, Pakistan, Turkey and others. We received over 160 abstracts and full papers and this is testament to the importance of research in actual economical problems and identifying of local sources for global competitiveness development.

The papers that are included in the proceedings and that will be presented during the conference cover a wide range of topics, including national economy's development in context of globalization and integration; issues on Multinational business development and global competitiveness; World trade and world markets dynamic; marketing findings for economic progress provision; problems of Government, business and society collaboration; dynamic of Labor markets and so on.

Despite our first time experience to organize International conference here, in Prague, in collaboration with Suan Sunandha Rajabhat University, we got abilities to provide an effective research platform for delegates to share concepts, methodologies, and research findings with peers, editors, and practitioners to improve the quality of their research and to help them successfully submit papers to our ranked and refereed journal – "Actual problems of economics".

I would like to thank all those anonymous reviewers who helped to review the full papers, and I would also like to thank the Conference Organizing Committee members for their work on paper management.

I hope that you enjoy the conference and the Czech hospitality, and I trust that you will find the conference an interesting and rewarding experience.

Ms. Darina Prokhorova,
Chief-editor of "Actual problems of economy"
Science journal (Kyiv, Ukraine)

Warm greetings from ACE – 2015+ organizing committee!

As a coordinator of our International conference organization I tried to do everything for making this year conference the best one!

We spent many hours for choosing the place; we spent a lot of cups of coffee during discussions with more than 12 hotels in Prague before we choose the best one; we spent gigabytes of internet traffic sending mails and calls for papers!

Hope, all these spent were not useless. And our conference will be very successful, productive and important for society, science and business.

I am glad to note, that a number of ACE – 2015+ participant is non-expected high! Geography of ACE – 2015+ is covered four continents! I am proud to welcome our participants from Europe, America and Asia!

Enjoy Czech hospitality and nature, historical sites and cultural background! Don't forget to listen Opera in National Theater, to take a thermal bath in world famous spa – resorts, to drink local beer after! And to get new knowledge, new ideas and new friends from ACE – 2015+!!!

Dr. Denis Ushakov
ACE 2015+ coordinator
International college
Suan Sunandha Rajabhat University,
Bangkok, Thailand

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ACTUAL ECONOMY: LOCAL SOLUTIONS FOR GLOBAL CHALLENGES
ACE-2015+ @ PRAGUE.CZ
=AGENDA=

Day 1 — Orea Pyramid Hotel, Prague

8.30	Registration open	Foyer, 1st floor
9.00	Opening ceremony	Theater room 7

Welcome speeches:

- Dr. Luedech Girdwichai
  President of Suan Sunandha Rajabhat University, Bangkok, Thailand
- Dr. Somdech Rungsrisawat
  Vice president of Academic Affairs, Suan Sunandha Rajabhat University, Bangkok, Thailand
- Dr. Kevin Wongleedee
  Director of Institute of lifelong Learning Promotion and Creativity, Suan Sunandha Rajabhat University, Bangkok, Thailand
- Dr. Petr Sauer
  Director of Environmental Policy Unit at Dept. of Political Science, Chair University of Economics Prague
- Dr. Lipkova Ludmila
  University of Economics, Bratislava, Slovakia
- Dr. Noor Azryani
  University Kebangsaan, Malaysia

9.30 Key-note speech
"Counselling companies' role in Social Corporate Responsibility building"
by Dr. Blanka Poczatková, Dr. Pavlína Křibíková
VŠB –Technical University Ostrava, Czech Republic

10.15 Special work-shop
"Current trends in international editorial standards: how to get published at one dash"
by Darina Prokhorova
Executive editor of science journal "Actual problems of economics", Kyiv, Ukraine

10.45	Coffee – break	Foyer, 1st floor
11.00	Sessions 1.1, 1.2, 1.3	Rooms 7, 6, 2
13.00	Lunch	Restaurant "Bohemia", 1st floor
14.00	Sessions 2.1, 2.2, 2.3	Rooms 7, 6, 2
16.00	Coffee-break	Foyer, 1st floor
16.15	Sessions 3.1, 3.2, 3.3	Rooms 7, 6, 2
19.00	Dinner. Award ceremony	Restaurant "Bohemia", 1st floor

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Day 2		Orea Pyramid Hotel, Prague
9.00	Sessions 4.1, 4.2	Rooms 7, 6
11.00	Coffee-break	Foyer, 1st floor
11.15	Sessions 5.1 (in Russian)	Room 7
13.00	Lunch	Restaurant "Bohemia", 1st floor
	Closing ceremony	

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LIST OF SESSIONS:

Day 1 // 11.00 – 13.00 Theater room 7

Session 1.1 - Problems of agricultural, Industrial and Service markets development - 1

Chairman: Somdech Rungsrisawat

Suan Sunandha Rajabhat University, Bangkok, Thailand

1 Luedech Girdwichai Witthaya Mekhum (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Self-Assessment of Community Enterprise: A Case of Samutsongkhram, Thailand

2 Somdech Rungsrisawat (Suan Sunandha Rajabhat University, Bangkok, Thailand)
The Investigation of Five Perceptions of Service Quality in Hotel Management: A Case Study of Hotels in Bangkok, Thailand

3 Katarina Haviernikova, Paulina Srovnalikova (Alexander Dubček University of Trenčín, Trenčín, Slovakia)
The Selected Categories of Levies and its Impact on the Economic Results of Small and Medium Sized Enterprises in the Slovak Republic

4 Phutthiwat Waiyawuththanapoom, Hataipun Soonthornpipit (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Economics' Potential of Community for Ecotourism Business: A Case Study of Samut Songkhram

5 Rungrot Trongsakul, Kevin Wongleedee (Suan Sunandha Rajabhat University, Bangkok, Thailand)
An Examine of Hotel Customers' Loyalty: A Case Study of Hotels' international customers in Bangkok, Thailand

6 Kevin Wongleedee (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Customer Relationship Management: A Case Study of Hotels in Bangkok, Thailand

7 Niracharapa Tongdhamachart,Lak Techawanchai (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Challenges of Indonesian Animation in the Global Market

8 Sirinya Siriyanun (Suan Sunanda Rajabhat University, Bangkok, Thailand)
Managing Ethnic Minorities in Special Economic Zones: The Karen on the Thai-Burmese Border

9 Prateep Wajeetongratana (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Internal Audit Function Characteristics Affect on the Audit Quality of the Certified Public Accountants in Thailand

Day 1 // 11.00 – 13.00 Room 6

Session 1.2 - Modernization of Governance practices in globalization context

Chairman: Darina Prokhorova
Executive editor of science journal "Actual problems of economics", Kyiv, Ukraine

1 Sukanya Sripho (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Local Government Administration and Environment Management

2 Preecha Phongpeng (Suan Sunandha Rajabhat University, Bangkok, Thailand)
The Management Model to Enhance Success of Sport Authority of Thailand

3 Pichamon Chansuchai (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Best Practice for Good Governance and Management: A Case of Government Pension Fund of Thailand

4 Gabriela Dubcová (University of Economics, Bratislava, Slovakia)
Presentation of a Current Model of the Functioning System of Social & Solidarity Economy in Slovakia

5 Sung Pyo Chi (Gangneung-Wonju National University, Gangneung-city, Gangwon-do, South Korea)
Political Exchange Risk in Japan

6 Rene Lara (Institute for Sustainable Businesses, University of Economics in Prague, Prague, Czech Republic)
Sustainable Drinking Water Management in Mexico: An Assessment of the Performance of Public Utilities

7 Leonid Raneta (University of Economics, Bratislava, Slovakia)
Economic reforms and the specificity of economic transition in the Republic of Moldova

8 Narumon Chomchom (Suan Sunanda Rajabhat University Bangkok, Thailand)
Digital Problems and Government Management

9 Kevin Wongleedee (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Important Motivation Factors for Foreign Investors to Enhance Their Investments in Thailand

10 Tanapol Kortana (Christian University of Thailand, Bangkok, Thailand)
Factors influencing the success of the Implementation of Good Governance for Public Companies in Thailand

Day 1 // 11.00 – 13.00 Room 2

Session 1.3 - Actual issues on business education and entrepreneurial skills development

Chairman: Duangkamol Thitivesa

Suan Sunandha Rajabhat University, Bangkok, Thailand

1 Sakapas Saengchai (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Potential Competitive Advantage Development for Educational Institution to Enter ASEAN Community Effectively: A Case Study of Suan Sunandha Rajabhat University

2 Bavornluck Kuosuwan (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Factors Influencing Business, Management, and Economics Career: A Case Study of High School Students in Bangkok, Thailand

3 Adam Depta, Iwona Staniec (Lodz University of Technology, Lodz, Poland)
Factors determining the quality of life for students

4 Pisit Potjanajaruwit (Suan Sunandha Rajabhat University, Bangkok, Thailand)
The University Competition Effect on Rajabhat University Brand Building in Thailand

5 Sinchai Poolklai, Kevin Wongleedee (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Important Success Factors for Modern Entrepreneurs

6 Sakul Jariyachamsit (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Effective Information System Management: A Case Study of University Supporting Staffs

7 Duangkamol Thitivesa (Suan Sunandha Rajabhat University, Bangkok, Thailand)
The Participatory Planning for Strategic Management of Thai Taxi Cooperative Companies in Bangkok Metropolitan Areas

8 Witthaya Mekhum (Suan Sunandha Rajabhat University, Bangkok, Thailand)
An Operational Evaluation of the Successful Cultural Entrepreneurship and Business

Day 1 // 14.00 – 16.00 Theater room 7

Session 2.1 Problems of agricultural, Industrial and service markets development - 2

Chairman: Petr Sauer

Director of Environmental Policy Unit at Dept. of Political Science, Chair University of Economics Prague

1 Bualak Naksongkaew, Kevin Wongleedee (Suan Sunandha Rajabhat University, Bangkok, Thailand)

Customer Satisfaction on Business Management in Hotel Industry: A Case Study of Thailand

2 Wannee Sutthachaidee (Suan Sunandha Rajabhat University,Bangkok, Thailand)

The Logistics Management of Coconut-Shell Products: A Case Study of Samut Songkram Province, Thailand

3 Kittikhun Meethongjan, Nisanart Tachpetpaiboon (Suan Sunandha Rajabhat University, Bangkok, Thailand)

The Applied of Association Rule Data Mining for Herb Products Business Competiveness

4 Yananda Siraphatthada (Suan Sunandha Rajabhat University,Bangkok, Thailand)

An Investigation of Management Strategies to Enhance Value Added of Recycling Business: A Case of Thailand

5 Rudolf Kucharcik (Alexander Dubcek University in Trencin, Slovakia)

Health services crisis management in the Slovak Republic

6 Jeffrey Paul Dickie (Suan Sunandha Rajabhat University, Bangkok, Thailand)

Ford Motor Company: Then and Now

7 Suriya Panthong (Suan Sunandha Rajaphat University, Bangkok, Thailand)

Logistics Management of Khlong Luang Commodity Transportation Station

8 Preecha Wararatchai (College of Logistics and Supply chain, Suan Sunandha Rajabhat University, Thailand)

The decision making of purchasing management toward Thai automotive industry

Day 1 // 14.00 – 16.00 Room 6

Session 2.2 - Financial basics of world economy development

Chairman: Noor Azryani
University Kebangsaan, Malaysia

1 Noor Azryani (Universiti Kebangsaan, Malaysia)
Stock market liberalization: impact on liberalized sector returns

2 Mykhaylo Kunychka (University of Economics, Bratislava, Slovakia)
Budgeting of state foreign visits: factors of effectivization (the case of Ukrainian head state visits)

3 Eva Grmanová, Karol Krajčo (Alexander Dubček University in Trenčín, Trenčín, Slovakia)
Efficiency Insurance Companies by DEA and Multivariate Techniques

4 Ondřej Kolínský, Petr Šauer (University of Economics Prague, Czech Republic)
Local Currencies Contributing to Solving Global Environmental Problems at Local Level

5 Premkamon Jankaweekool, Wittaya Jiaraphan (Suan Sunandha Rajabhat University, Bangkok, Thailand)
The Sustainability Aspects Under The Fund for Promotion and Development of Life of Persons with Disabilities

6 Prateep Wajeetongratana (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Audit Committee Expertise Affect on the Audit Quality of the Certified Public Accountants in Thailand

7 Lenka Fojtíková (VŠB-Technical University of Ostrava, Czech Republic)
The Impact of Economic Integration on the EU Trade Structure

8 Pisit Potjanajaruwit (Suan Sunandha Rajabhat University, Bangkok, Thailand)
The Antecedent influencing Stakeholder's Loyalty of Rajabhat University in Thailand

Day 1 // 14.00 – 16.00 Room 2

Session 2.3 - Marketing strategies of Global companies and world markets development

Chairman: Kevin Wongleedee

Suan Sunandha Rajabhat University, Bangkok, Thailand

1 Muhammad Imtiaz Subhani, Amber Osman, Syed Akif Hasan (Iqra University, Karachi, Pakistan)
Implementing marketing strategy via brand activity experimental survey using central tendency & frequency distribution analysis: A case study of snacks industry in Pakistan

2 Komkrit Rattamanee (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Marketing Strategies and Tactics to Enhance the Effectiveness of Sports Business and Industry

3 Kevin Wongleedee (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Factors Influencing Revisit Behavioral Intention of International Tourists: A Case Study of Bangkok, Thailand

4 Ruedee Niyomrath (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Marketing Strategies for Development of the Business Community towards Global Competitiveness

5 Jarmon Sirigunna, Kevin Wongleedee (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Vitality of Market Factors Influencing the Decision to Patronize Budget Hotels in Bangkok

6 Chonlada Choovanichchannon, Kevin Wongleedee (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Level of Satisfaction in Service Marketing Mix: A Case Study of Small and Medium Business in Bangkok, Thailand

7 Sakul Jariyachamsit (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Marketing Mix Determinants and Consumers' Buying Behavior for Community Market' Products

8 Jaruphan Supprung (Suan Sunandha Rajabhat University, Bangkok, Thailand)
The Success of Yves Saint Laurent in A Global Market

9 Somdech Rungsrisawat (Suan Sunandha Rajabhat University, Bangkok, Thailand)
The Communication Development to Create Brand and Image of Tourist Attractions at Bang Khon Thee District, Samut Songkram Province Based on Creative Economy Community Sustainable Cooperation

Day 1 // 16.15 – 18.00 Theater room 7

Session 3.1 - Problems of agricultural, Industrial and service markets development - 3

Chairman: Siriwan Saksiriruthai

Suan Sunandha Rajabhat University, Bangkok, Thailand

1 Anchalee Hiranphaet (Suan Sunandha Rajabhat University, Bangkok)
Efficiency and Management to Reduced Transport Costs: A Case Study of Retails in Bangkok

2 Varaporn Saninmool (Suan Sunandha Rajaphat University, Bangkok)
Logistics Efficiency With Warehouse Management System (WMS)

3 Suntaree Puttiworn (Suan Sunandha Rajaphat University, Bangkok)
Study of Import-Export (Shipping) Personnel's Capacities: a Case Study on International Trading Companies in Thailand

4 Gruda Mieczysław (Institute of Agricultural and Food Economics – National Research Institute, Warsaw, Poland)
Agriculture, Food Industry and Services: Sectoral Growth and Interactions in Economic Development in Selected EU Member States

5 Pimploi Tirastittam, Phutthiwat Waiyawuththanapoom (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Thailand Tubtimjun Roseapple's QR Code Traceability System for boosting the exporting business to China

6 Witthaya Mekhum (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Status and Needs to Implement Eco-Technology on OTOP Products Based on Local Wisdom

7 Pawinee Sorawech (Suan Sunandha Rajabhat University,Bangkok, Thailand)
International Business Managers' Level of Satisfaction on Thai Logistic Services for Export and Import

8 Yananda Siraphatthada (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Level of Factors Influencing Organization Management to Enhance the Business Success: The Case Study of Thai Mobile Service Providers

9 Siriwan Saksiriruthai (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Impact of Time Use for Non-Market Work on Wages of Thai People

Day 1 // 16.15 – 18.00 Room 6

Session 3.2 - Corporative management and staffing in international companies

Chairman: Blanka Poczatková

VŠB –Technical University Ostrava, Czech Republic

1 Eva Živčicová, Kristína Bulková (Alexander Dubček University of Trenčín, Trenčín, Slovakia)
Analysis of the work performance subjective factors

2 Sergej Vojtovic (Alexander Dubček University in Trenčín, Slovakia)
Effect of Macroeconomic Business Environment on the Development of Corporate Social Responsibility

3 Petra Tausl Prochazkova (University of West Bohemia, Pilsen, Czech Republic)
Investigating Social Enterprise and Entrepreneurship

4 Boris Dziura (University of Economics, Bratislava, Slovakia)
Green Economy and Blue Economy as the Alternative Economic models in CHINA (PRC)

5 Napasri Suwanajote, Witthaya Mekhum (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Indicators of Successful Small and Medium Enterprises Leaders Based on the Thai Local Wisdom

6 Thammarak Srimarut, Witthaya Mekhum (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Strategic Management tools to Enhance the Performance of OTOP Producers in Thailand

7 Chairit Thongrawd (Suan Sunandha Rajabhat University, Phutthamonthon, Nakhonpathon,Thailand)
Advantage of Differentiation Competition from Strategic Planning and Building of Learning Organization of a Hand-phone Network Business in Thailand

8 Helena Majdúchová, Denisa Gajdová, Gabriela Dubcová (University of Economics, Bratislava, Slovakia)
Cash Pooling Determination and its Application in Enterprises Doing Business in Slovakia

9 Prateep Wajeetongratana (Suan Sunandha Rajabhat University, Bangkok, Thailand)
The Audit Quality of the Certified Public Accountants Affect on Stockholder Satisfaction of Accounting Firm in Thailand

Day 1 // 16.15 – 18.00 Room 2

Session 3.3 - Labor markets' development as factor of innovative progress
Chairman: Iwona Staniec

Lodz University of Technology,Lodz, Polana

1 Emília Krajňáková, Marcel Kordoš (Alexander Dubček University in Trenčín, Slovakia)
Trends in the illegal labor and the adequacy of state measures aimed at its reduction

2 Jacek Jarczyński, Jan Kochanowski (Lodz University of Technology, Lodz, Poland)
The model approach to regional employment rate in Poland

3 Fatih Ayhan (Selcuk University, Ankara, Turkey)
Youth Unemployment Is A Growing And Global Threat To All Of Us?

4 Phalaunnaphat Siriwongs, Siriwan Saksiriruthai (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Human Capital Investment and Income Inequality

5 Herbert Strunz, Sergej Vojtovič, Magdaléna Tupá (Alexander Dubček University in Trenčín, Trenčín, Slovakia)
The impact of labor immigration on wage levels

6 Ushakov Denis (Suan Sunandha Rajabhat University, Bangkok, Thailand)
Labor migration governance: factors for national efficiency and regional competitiveness (the case of Pattaya-city, Thailand)

7 Martin Januška, Radim Špicar (University of West Bohemia, Pilsen, Czech Republic)
Lead User Innovation and Paid Innovation

8 Iwona Staniec, (Lodz University of Technology,Lodz, Poland)
Open cooperation the future Of technological entrepreneurship

9 Radko Kříž, Petra Lešáková (University of Pardubice, Pardubice, Czech Republic)
The impact of research, development and innovation on economic development

10 Tanapol Kortana (Christian University of Thailand, Bangkok, Thailand)
An Innovative Management Model to Enhance the Competitive Potential for Entrepreneurs in Bangkok, Thailand

Day 2 // 09.00 – 11.00 Theater Room 7

Session 4.1 Factors, problems and prospects of integration, regionalization and globalization dynamics

Chairman: Lipkova Ludmila

University of Economics, Bratislava, Slovakia

1 Culkova Katarina (Technical University of Kosice, Kosice, Slovakia)
Development of chosen macro-economic indicators influencing the competitiveness of V4 countries

2 Elena Stoica (University of Economic Studies, Bucharest, Romania)
The Expanding European Standardization Process through the Concept of National Culture

3 Eva Jančíková (University of Economics, Bratislava, Slovakia)
EU Response to Crisis in Eurozone

4 Evgenij Pliseckij (Higher school of Economics, Moscow, Russia)
Transformation of post-Soviet urban economic: Russia and Kazakhstan cities in new paradigm of globalization and integration

5 Lipkova Ludmila (University of Economics, Bratislava, Slovakia)
Crisis in the Eurozone – Case of Greece

6 Lubica Harakaľová (University of Economics Bratislava, Slovakia)
Energy Union as a future energy policy of the EU?

7 Marcel Kordoš (Alexander Dubček University in Trenčín, Slovakia)
EU Regional and Cluster policies within their synergic effects

8 Michaela Staníčková (VŠB-Technical University of Ostrava, Czech Republic)
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Session 4.2 - Regional issues of Global economy development

Chairman: Marina Akhmetova

Perm National Research Polytechnic University,Perm, Russi

1 Dubrovskaya Yulia (Perm National Research Polytechnic University, Perm, Russia)
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2 Eva Koišová (Alexander Dubček University of Trenčín, Trenčín, Slovakia)
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3 Marina Akhmetova (Perm National Research Polytechnic University, Perm, Russia)
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4 Peter Hošták (Alexander Dubček University of Trenčín, Trenčín, Slovakia)
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5 Jindra Peterková, Zuzana Wozniaková (VSB – Technical University of Ostrava, Czech Republic)
Evaluation of start-ups and spin-offs by using economic or non-economic variable

6 Andris Vanags, Vita Zariņa (Turiba University, Riga, Latvia)
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The International Expansion of Chinese Companies on the Example of the Automotive Industry

Jana Španková, Adriana Grenčíková, Marcel Kordoš (Alexander Dubcek University of Trencin, Slovakia)

Migration of Slovak labor abroad

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Natalia Goncharova (Finance, Peter the Great St. Petersburg Polytechnic University, Saint-Petersburg, Russian Federation)

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Daniil Demidenko Ekaterina Malevskaia-Malevich (Peter The Great St.Petersburg Polytechnic University, Russia)

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Chapter 1

Factors, problems and prospects of integration, regionalization and globalization dynamics

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Research Methods

In this work, there are 6 steps that used to forecast by purchasing herbal products by using associ rule methods, its objective was to find the association rules forms of purchasing herbal products fr PANNISA Co., Ltd. in 2014.

Business understanding: understanding about business management of Pannisa Co., Ltd. such as herb products, publishing, sales, trading and so on.

Data understanding: studying and analyzing was the data collected from information about of herb product distribution of each product such as; aloe faced-washing cream, aloe serum, anti-aging lotion freckles reduction serum, brightening face cream, collagen and so on.

Data preparation: data selection which the information would be scrutinized and transformed from old lists which was ready to be used by specified data features of herbal products.

Modeling: creation of association or connection which was the searching of the data association rules. The support value and the confidence value were calculated by FP-Growth Algorithm; 1) read data to specify the frequency of each item's information, 2) read data from database twice times from arrange products' lists of the greatest, and 3) create each data of conditional base pattern and conditional FP-Tree by searching [illegible] of data that appeared frequently.

The objectives of this st[illegible] of educational institutes to enter the ASEAN commun effectively, and to seek the [illegible] educational institution. The population of this study was the Executive of Suan [illegible] ty of Industrial Technology, Dean of Faculty of Management Sc[illegible] the Faculty of Science and Technology, Dean of Inno[illegible] ctor of the College of Nursing and Health.

The stud[illegible] able.

[illegible] of the chance of pur[illegible] ance of purchasing is toot[illegible] nce of purchasing for brightening face [illegible] for collagen before brightening face cream 96.9[illegible] of purchasing is alum deodorant with palm lip 67.51% and toot[illegible].

The research was a proof of the association of [illegible] as the lists of products' trading of Pannisa Company Limited for 4,248 lists with 22 herb[illegible] using FP-Growth technic. It was one of the association rules that analyze or extract data which was formed as data mining by the examination as in order of association rules from the steps of; business understanding, data understanding, data preparation, modeling, evaluation, and deployment which was processed strictly. The examination showed that the steps of customers' behavior and decision of purchasing the products were very important for making one's business regardless of; production, distribution, publishing, and marketing that related to customers' decision. Thus, the result could be informed that the association rules of data mining could be applied to many businesses which related to herbs for making more advantage of trade and competition well.

Acknowledgement

This work of the applied f association rule data mining for herb products business competitiveness is supported as part of a project funded by The Institute of Research and Development. Suan Sunandha Rajabhat University (www.ssru.ac.th). We would like to thank the Computer Science section, Department of Application Science, Faculty of Science and Technology, Suan Sunandha Rajabhat University, Bangkok, Thailand 10300.

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Challenges of Indonesian Animation in the Global Market

Niracharapa Tongdhamachart Suan Sunandha International School of Art, Bangkok, Thailand niracharapa.to@ssru.ac.th

Lak Techawanchai

Abstract

The study was to examine the characteristics of Indonesian animation companies and identify the factors driving or inhibiting the growth of the Indonesian Animation industry. Qualitative research methodologies were used in this study. A comprehensive and exhaustive search of the literature on this industry was used. These sources included related books, journals, trade literature, marketing literature, annual reports, analyst reports, and other publications as well as interviews of academics, and animation companies. The study found that Indonesian animation was at its infancy stage but outsourcing projects from U.S.A and Europe as well as local advertising tended to be major trends. Meanwhile, determination of animation as part of the pillars in the development of Indonesian creative industry to raise the local animation industry was not easy. Those depended upon the availability of human resources, budgets, government policy on aired time quota, business model and finally industry cluster. However, local animators started off to shine a way on Indonesian animation in a global market.

Key-words Animation, Indonesia, creative industry, local animators

Introduction

e size of the global animation industry was about USD 222 billion in 2013 where major animation ts were the United States, Canada, Japan, China, France, Britain, Korea and Germany by growing 7% year on year. The growth of animation market will be 15.83% at a CAGR of 12.50% from 2011 6.

can be said that the major factors driving the animation market have been the expansion of target , government initiatives, greater penetration, accessibility of technology such as broadband internet, in the mobile subscriber base. Still piracy remains the major market restraints. As a consequence,

the animation production market has been increasingly being outsourced to Asia by North American and European film and television program producers. Still piracy remains the major market restraints.

Animation history in Asia embarked upon its journey since 1940s which was remarkably influenced by Western studios, and Disney in particular. Exposure to foreign production, training abroad, and foreign assistance were pivotal factors to such countries as China, Japan, Korea, and India. Later Asian production was attracted by foreign interests due to low cost labors. Therefore Western studios started establishing and maintained production facilities outside their own territories; Japan, South Korea Taiwan, the Philippines, Malaysia, Singapore, Vietnam, Thailand, India, Indonesia, and China. At present most American television animation is produced in Asia except pre-production and post-production. As such this has led to the emerging and nurturing of a local industry, such as local animation content, infrastructure, tool and equipment, skill transfers or even intellectual property attentions. The bulk of the outsourcing happens for both 2D and 3D content. Animation in Asia and the Pacific also offers vignettes of the fascinating experiences of a group of animation pioneers.

Moreover, an emerging trend in the Asian animation industry is the increasing focus towards production of local animation content for television as well as production of animated movies. The rapid advancement of technology has also made the animation industry as one of the fastest growing industries. The demand for animated entertainment has expanded with the increase in broadcasting hours by cable and satellite TV along with the growing popularity of the Internet and through such media as VDO game and movies in terms of computer graphic and special effects. Moreover, animation series was aimed not only for children aged nine and below but also for teenagers, adults and the whole family. The major markets include the United States, Canada, Japan, France, Britain and Germany.

Methodology

The study used a qualitative methodology based on primary and secondary research sources. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade, marketing and promotional literatures, annual reports, articles, surveys and other publications. Subsequently, telephone interviews or email correspondence was conducted including academics, and animation companies. The descriptive analysis was used for the study.

Discussion and Conclusions

The challenges of Indonesian animation are the coercive competition between local animation products and imported ones. The national television industry is very dependent upon the acquisition of rating which monitors continuously. Therefore, it is important for Indonesian to standardize the product in order to have a competitive edge in the market. Indeed, product standardization can in turn create a standard price of an animation product including the quota policy on a television station. That is why the government should participate and support the growth of local animation products, by making policy and investment.

In Indonesia the animated show has been regarded as special children's shows. That certainly would limit the market share of product animations. Not surprisingly, if a "family" segment can be aired by more television stations, there could be wider audiences and the ratings can be high.

The synergy among ministries in developing the animation industry is significant because it can create collaboration, harmonization of policies, and development of programs. Of which are the Ministry of Industry, Ministry of Communication and Information, Ministry of Tourism and Creative economy, the Ministry of Trade, and the Ministry of Research and Technology. The expected policy needs to oblige national television stations to broadcast local animated films. Government support includes funding or grants, pilot projects, airtime quotas, incubation programs, tax incentives, to routine events such as festivals and competitions which are related to creative and animation industries.

Limited skilled workforce (HR) also inhibits to the development of local animation though there are several local animators who have played in the international arena. Indeed, if number of skilled animators increase, the animation industry in Indonesia will also enlarge.

A new business model as a strong partnership from related industry as a cluster is a big challenge. The way of Japanese production has been very successful in a global market is to work as a project committee ranging from script writer, TV channel, VDO, music publishers, and production team which lessen marketing, risks, operational and budgets problems. Almost all Japanese animation movies and TV series have used the production committee, which has hardly seen in ASEAN nations.

The Indonesian animation in a global market looks very promising due to a better quality work, advancement of technology and more creative talents. More importantly Indonesian local animators claim to be a real catalyst to boost its animation industry and inspiration of new entrants. Moreover, the growth of animation industry has attract

from animated film in consumer products. However, challenges need to be addressed to be able to meet the industry potential and level-off threats including government policy, business model, cluster linkages and local consumer trusts. As such these will make Indonesian animation compete in the global market.

Acknowledgment The study could not be completed without the full support of Suan Sunandha Rajabhat University. The researchers would also like to convey special thanks to Indonesia government, and animation companies especially Mr. Dana Persada in providing details and supports to make the study complete.

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evel of Factors Influencing Organization Management to Enhance the Business Success: The Case Study of Thai Mobile Service Providers

Yananda Siraphatthada Faculty of Management Science, Suan Sunandha Rajabhat University, Bangkok, Thailand yananda_nam@hotmail.com yananda.si@ssru.ac.th

Abstract

The purposes of this research were to examine the level of influencing factors, leadership, supply chain management, innovation, competitive advantages, business success, and affecting factors to the business success of the Thai mobile service providers. The quantitative approach and the qualitative approach were utilized by the researcher. The quantitative approach was used for questionnaires to collect data from the 335 mobile service shop managers franchised by AIS, Dtac and TrueMove providers/shop managers were randomly stratified and proportionally allocated into subgroups exclusive to the number of the providers in each network. In terms of qualitative method, there were in-depth interviews of 6 mobile service providers/managers with the content analysis method. Descriptive Statistics, including Frequency, Percentage, Means and Standard Deviation were employed; also, the Structural Equation Model (SEM) was used as a tool for data analysis. The content analysis method was applied to identify key patterns emerging from the interview responses. The two data sets were brought together for comparing and contrasting to make the findings, providing triangulation to enrich result interpretation. The findings revealed that the level of the influencing factors – leadership, innovation management, SCM, and business competitiveness had an impact at a great level, but that the level of factors, innovation and the business, financial success and nonbusiness financial success of the Thai mobile service providers, is at the highest level. Moreover, the business influencing factors, competitive advantages in Thai Mobile Service Providers which were leadership, SCM, innovation management, business advantages, and business success, had statistical significance at .01 which corresponded to the data from the interviews.

Key-words Organization Management, Business Success, Mobile service providers

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