

TABLE OF CONTENTS

Title	Page
APPLICATION OF LOCAL IDENTITY TO DEVELOP PACKAGING FOR MARKETING COMPETITION FOR COMMUNITY PRODUCTS: A CASE STUDY OF BAN CHIANG KHROM RICE COMMUNITY ENTERPRISE PRODUCTS <i>Pattaravis Yoowattana</i>	33
THE APPLICATION OF THAI FABRIC DESIGN TO THE PERSONALITY OF CONSUMERS <i>Natnaporn Aeknarajindawat</i>	40
INNOVATION IN HUMAN RESOURCE MANAGEMENT AND CORPORATE CULTURE THAT AFFECTS THE ORGANIZATION COMMITMENT OF RAJABHAT UNIVERSITY PERSONNEL IN RATTANAKOSIN GROUP <i>Wutipong Janmuangthai, Cholpassorn Sitthiwarongchai, Chumpon Rodjam</i>	50
THE INFLUENCE OF DIGITAL SOCIAL MEDIA AFFECTING TO PURCHASE ONLINE MERCHANDISE VIA ELECTRONIC COMMERCE <i>Boonthai Kaewkhuntee, Supakorn Tunvaravuttichai</i>	63
ROLES OF LIGHTWEIGHT MATERIALS AND ADVANCED HIGH- STRENGTH STEELS IN THE THAI AUTO-PARTS INDUSTRY..... <i>Chatkeaw Hart-Rawung</i>	69
THE EFFECTIVENESS OF KNOWLEDGE INFLUENCER ANTECEDENTS AND OUTCOMES <i>Tanapol Kortana</i>	79
CROSS-CULTURAL MODEL: CASE STUDY BAAN YUAN SAMSEN, BANGKOK, THAILAND <i>Chaithanaskorn Phawitpiriyakliti</i>	84
IN-GAME ADD-ON PRODUCT DESIGN GUIDELINES USING THE CONCEPT OF "AUTHENTICITY" FOR MARKETING <i>Pachoke Lert-Asavapatr, Opal Suwunnamek, Krichanont Iyapunya, Mooktra Thongves</i>	98
FACTORS RELATED TO CONSUMER BEHAVIOR IN E- SPORTS ARENA OF THAILAND <i>Nathayu Wantayakul, Benya Whangmahaporn, Thitiwut Srیمانop</i>	103
LOCAL PRODUCT DEVELOPMENT MODEL TO INCREASE COMMUNITY ECONOMIC POTENTIAL OF RANONG PROVINCE, THAILAND..... <i>Yenjit Kongpan, Yananda Siraphatthade, Ekgnarong Vorasiha, Jiraporn Boonying</i>	113
FACTORS INFLUENCING AT POLICE TERO FOOTBALL CLUB MATCHES ... <i>Boonyada Pahasing, Nuttavut Phonsri, Naraporn Chainin</i>	124
LISTEN TO THE VOICE OF CUSTOMERS AT THE UNIVERSITY <i>Jiraphorn Sawasdiruk, Kuncharee Kakai</i>	134
EXPLORING THE ROLE OF SOCIAL MEDIA, HALAL FOOD AND HALAL FRIENDLY TOURISM DESTINATION IN HALAL TOURISM DEVELOPMENT: EMPIRICAL EVIDENCE FROM THAILAND <i>Muhammad Shahid Khan</i>	140
EFFECTIVENESS AND OPINION OF USING THE INSTRUCTIONAL PROCESS BASED ON INQUIRY APPROACH AND SITUATED LEARNING APPROACH	146

Title	Page
TO PROMOTE SKILLS IN CONDUCTING RESEARCH OF PRE-SERVICE TEACHERS <i>Duangkamol Chongcharoen, Patcharaphon Pilasombat</i>	
ELEMENTS IN COORDINATION THAT AFFECT THE PERFORMANCE OF PERSONNEL COLLEGE OF INNOVATION AND MANAGEMENT SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Namthip Kleebbuaban, Chompoo Saisama , Natnichar Kleebbuabarn</i>	157
GUIDELINES FOR DEVELOPING AN ONLINE SYSTEM FOR STUDENT ADMISSIONS (SPECIAL PROGRAM)..... <i>Lakkhana To-muang, Tanapol Kortana, Bundit Phangnirun, Pawita Kakhai</i>	162
FACTORS AFFECTING PARTICIPATION IN EDUCATIONAL QUALITY ASSURANCE OF STAFF AND TEACHERS IN COLLEGE OF INNOVATION AND MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Rujjaret Pinthuwat, Poramet Saeng-on, Supattra Pranee</i>	168
GUIDELINES FOR DEVELOPING EFFECTIVE TEACHING COMPENSATION REIMBURSEMENT <i>Phawinee Thainmanee, Pannalin Suchookorn, Ratirath Na Songkhla, Monthipa Vilasthip</i>	174
GUIDELINE FOR PROACTIVE CURRICULUM PUBLIC RELATIONS IN THE DIGITAL AGE TO MULTIPLY THE NUMBER OF STUDENTS IN THE BACHELOR OF BUSINESS ADMINISTRATION PROGRAM IN INNOVATION SPORT MANAGEMENT (DISTANCE EDUCATION)..... <i>Mananchaya Buakao, Narubed Tanimpas, Archavit Choengklinchan</i>	180
BEST PRACTICE GUIDELINES FOR QUALITY ASSURANCE AT THE COURSE LEVEL: A CASE STUDY OF THE MASTER OF MANAGEMENT PROGRAM, COLLEGE OF INNOVATION AND MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY..... <i>Suttinee Chairat, Wilailak Rakbamrung, Poramet Saeng-on</i>	191
THE DEVELOPMENT AND CREATE OF MEDIA PRODUCTION FOR THE PUBLIC RELATIONS OF THE COLLEGE OF INNOVATION AND MANAGEMENT .. <i>Peechayanut Kontongkum, Eknarong Vorasiha</i>	198
THE DEVELOPMENT OF THE ACADEMIC DEPARTMENT'S EXCELLENT STUDENT SERVICES, COLLEGE OF INNOVATION AND MANAGEMENT <i>Nuntika Anuto, Eknarong Vorasiha, Vimonsri Sansuk</i>	204
THE DEVELOPMENT OF IMPEL PROCESS IN DISSERTATION FOR GRADUATE STUDENTS IN COLLEGE OF INNOVATION AND MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Reeham Che-the, Kuncharee Kakhai</i>	209
FACTORS INFLUENCING CONDUCTING RESEARCH OF ACADEMIC PERSONNEL AND ACADEMIC SUPPORT PERSONNEL IN COLLEGE OF INNOVATION AND MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY..... <i>Yasmee Cheteh, Supattra Pranee</i>	219
THE PROCESS OF GRADUATION APPLYING FOR GRADUATE STUDENT..... <i>Kesorn Chunyapolg, Chompoo Saisama</i>	227

Title	Page
THE DEVELOPMENT OF STUDENT APPLICATION FORM FOR DOCTOR DEGREE IN SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Patnaree Boonmung, Chompoo Saisama</i>	234
THE PROCESS OF CLASSROOM AND LABORATORY RESERVATION IN THE COLLEGE OF INNOVATION AND MANAGEMENT <i>Maneerat Thong-on, Jiraporn Boonying, Yenjit Kongpan</i>	239
GUIDELINES FOR INCREASING THE OPERATIONAL EFFICIENCY AND POTENTIAL OF ACADEMIC SUPPORT PERSONNEL AT THE COLLEGE OF INNOVATION AND MANAGEMENT <i>Supap Phruekthisarikorn, Chumpon Rodjam, Wilailuk Rakbumrung</i>	246
MANAGEMENT INNOVATION AFFECT SERVICE EFFICIENCY FOR CHINESE STUDENT IN MASTER OF MANAGEMENT PROGRAM, MANAGEMENT INNOVATION <i>Wisuthtinath Wipakkitanan, Wilailuck Rakbumrung</i>	252
ONLINE LEARNING BEHAVIORS AND OPINIONS ON ONLINE LEARNING MANAGEMENT OF THE MASTER OF BUSINESS ADMINISTRATION STUDENTS IN PROFESSIONAL FOOTBALL MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY DURING THE COVID- 19 PANDEMIC..... <i>Supakorn Tunvaravuttichai, Chaithanaskorn Phawitpiriyakliti, Boonyada Pahasing</i>	262
APPROACH FOR OPTIMIZING THE PERFORMANCE OF THE PLANNING AND BUDGET OFFICER OF THE COLLOGE OF INNOVATION AND MANGEMENT <i>Jurairat Anuphan, Sirivan Sererat</i>	270
THE INTERNAL FACTORS AFFECTED EFFICIENCY OF TEACHING MONEY OF THE COLLEGE OF INNOVATION AND MANAGEMENT <i>Panuchanat Permpool, Chumpon Rodjam</i>	276
GUIDELINES FOR THE PREPARATION OF INTERNATIONAL ACADEMIC CONFERENCE PROJECTS IN THE COVID-19 ERA CASE STUDY: COLLEGE OF INNOVATION AND MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Kassamara Sornsawan, Hathaipan Soonthornpipit</i>	284
DEVELOPMENT OF WORK MANUAL FOR THESIS PROPOSAL EXAMINATION AND THESIS DEFENSE EXAMINATION <i>Sujintana Boontavee, Anuchit Kulwanich</i>	295
THE PROCESS OF ORGANIZING ACTIVITIES TO FOSTER ENGAGEMENT WITH ALUMNI OF SUAN SUNANDHA RAJABHAT UNIVERSITY'S COLLEGE OF INNOVATION AND MANAGEMENT <i>Charay Nakthongin, Pannawat Chuvichian</i>	301
GUIDELINES FOR DEVELOPING AN APPOINTMENT SYSTEM FOR THE IT SUPPORT TEAM COLLEGE OF INNOVATION AND MANAGEMENT SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Manon Arunkiri, Chumpon Rodjam</i>	306
DEVELOPMENT OF ALUMNI DATABASE SYSTEM USING GOOGLE DATA STUDIO <i>Chana-un Urairuk, Anuchit Kulwanich</i>	313

Title	Page
PROCESS IMPROVEMENT FOR COMPUTER MAINTENANCE OF THE COLLEGE OF INNOVATION AND MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Wachirasak Thintawee, Arpaporn Phokajang</i>	318
GUIDELINES FOR THE MANAGEMENT OF INFORMATION COLLECTION OF ACADEMIC SERVICE PROJECTS UNDER THE CORONAVIRUS (COVID-19) SITUATION FOR COLLEGE OF INNOVATION AND MANAGEMENT... <i>Phatthanan Rotrungwat, Cholpassorn Sitthiwarongchai</i>	324
OPPORTUNITY TO WORK IN THE GAME AND E- SPORTS BUSINESS OF BACHELOR OF BUSINESS ADMINISTRATION STUDENTS E- SPORTS MANAGEMENT SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Chompoo Saisama</i>	331
RIGHTS AND STATUS OF ILLEGITIMATE CHILDREN UNDER THAI FAMILY AND SUCCESSION LAW <i>Kamonwan Yoowattana</i>	338
THE WAYS OF HUMAN RESOURCE DEVELOPMENT FOR NON- ACADEMIC PERSONNEL IN EDUCATION CENTER, SUAN SUNANDHA RAJABHAT UNIVERSITY, THAILAND <i>Supat Somsuk, Waleerat Sangchai</i>	346
THE SATISFACTION OF SERVICE RECIPIENTS TOWARDS THE SERVICE OF THE STUDENT LOAN FUND WORK OF UDONTHANI EDUCATION CENTER SUANSUNANDHA RAJABHAT UNIVERSITY <i>Taksa Parakaew, Sarayuth Kwanmuang</i>	353
STRATEGIC MANAGEMENT FOR DEVELOPING QUALITY OF LIFE IN NA DI SUBDISTRICT ADMINISTRATIVE ORGANIZATION UDON THANI PROVINCE, THAILAND <i>Waleerat Sangchai</i>	361
THE DEVELOPMENT OF STUDENTS WITH UNIQUE TALENTS THAT HAVE BEEN DEVELOPED TO INCREASE SKILLS OF UDON THANI EDUCATION CENTER, SUAN SUNANDHA RAJABHAT UNIVERSITY, THAILAND <i>Saibua Nonsila, Waleerat Sangchai</i>	367
UPGRADING TOURISM PRODUCTS AND SERVICES BY CONNECTING LOCAL WISDOM UDON THANI, THAILAND <i>Ekkachai Sithamma</i>	375
SATISFACTION SURVEY ON THE QUALITY OF INTERNET SERVICES UDON THANI EDUCATION CENTER SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Charoenchai Parmdin, Ekkachai Sithamma</i>	383
DEVELOPMENT OF A MODEL OF OPERATIONAL STYLES OF FINANCIAL AND PARCEL PERSONNEL OF UDON THANI EDUCATION CENTER, SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Kanda Sarapol, Phirayu Saenbudda</i>	389
GUIDELINES FOR ENHANCING NEW WRITING AND PRODUCING NEWS PHOTOGRAPHY FOR PUBLIC RELATIONS <i>Kanlaya Pratapan, Waleerat Sangchai</i>	396
THE STUDENTS' INFORMATION EXPOSURE BEHAVIOR TOWARD INFORMATIONDISSEMINATION OF EDUCATIONAL SERVICES	407

Title	Page
(ACADEMIC DEPARTMENT) SUAN SUNANDHA RAJABHAT UNIVERSITY CASE STUDIES UDONTHANI EDUCATION CAMPUS <i>Mayuree Gunyalert, Pattaravis Yoowattana</i>	
SERVICE QUALITY ONE STOP SERVICE, REGISTRATION AND EVALUATION WORK OF THE ACADEMIC DEPARTMENT UDON THANI EDUCATION CENTER SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Jarawan Khongoon, Ekkachai Sithamma</i>	413
THE DEVELOPMENT OF PROJECT WRITING GUIDELINES FOR SUAN SUNANDHA RAJABHAT UNIVERSITY PERSONNEL UDON THANI EDUCATION CENTER <i>Teerata Pangkasa, Waleerat Sangchai</i>	424
THE SATISFACTION FOR USAGE OF PROCUREMENT SERVICE OF UDON THANI EDUCATION CENTER, SUAN SUNANDHA RAJABHAT UNIVERSITY..... <i>Wipharat Chaiphakdee, Ekkachai Sithamma</i>	432
QUALITY OF SERVICE ONE STOP SERVICE, PUBLIC RELATIONS WORK ACADEMIC DEPARTMENT, UDON THANI PROVINCIAL EDUCATION CENTER SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Ralita Kamachaingpin, Teerarat Ammnartcharoen</i>	441
EMPLOYEE SATISFACTION TOWARDS FINANCIAL AND ACCOUNTING SERVICES OF UDON THANI EDUCATION CENTER, SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Jinjutha Senachai, Teerarat Ammnartcharoen</i>	447
MONITORING AND EVALUATION BY USING GOOGLE WORK SPACE FOR PLANNING POLICY IMPLEMENTATION, UDON THANI EDUCATION CENTER, SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Anutida Sangsai, Sarayuth Kwanmuang</i>	456
FACTORS AFFECTING FACEBOOK CHANNELS ON PURCHASE DECISION OF THE CONSUMER GLUTINOUS RICE THROUGH IN UDONTHANI PROVINCE <i>Darane Daungprom, Chalida Srisunthron</i>	467
SATISFACTION STUDY OF PHON NGAM STICKY RICE PACKAGING DEVELOPMENT, PHON NGAM SUB-DISTRICT, NONG HAN DISTRICT, UDON THANI PROVINCE <i>Vasuta Auyapitang, Suphakarn Sophaporn</i>	475
PRODUCT AND SERVICE PURCHASING BEHAVIORS OF SHOPEE APPLICATION' S OF UDON THANI EDUCATION CENTER, SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Annop T.srivong</i>	482
HAPPY 8 WORKPLACE ACTIVITIES AFFECTING THE PERFORMANCE OF PERSONNEL AT COLLEGE OF INNOVATION AND MANAGEMENT SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Pannalin Suchookorn, Supakorn Tunvaravuttichai, Supitcha Saeng-on</i>	488
MARKETING FACTORS AFFECTING PEOPLE' S INTENTION TO EXERCISE IN NAKHON PATHOM MUNICIPALITY <i>Suporntip Pupanead</i>	499
THE DEVELOPMENT OF THAILAND'S NATIONAL SPORTS DEVELOPMENT FUND (NSDF) AND THE NSDF MANAGEMENT STRATEGY.....	508

Title	Page
<i>Thanaphon Cheungsirakulvit, Piched Girdwichai</i>	
MARKETING INNOVATION EFFECTING THAILAND'S HOTEL BUSINESS PERFORMANCE..... <i>Jongdee Phugsarug</i>	656
COMPETITIVE LEVEL OF VARIABLES ENTREPRENEURIAL POTENTIAL, INNOVATION, MANAGEMENT AND MARKETING STRATEGIES 8PS AFFECTING THE SUCCESS OF PALM OIL INDUSTRY IN THAILAND..... <i>Thibet Chanthawong, Nattapong Techarattanased , Bundit Pungnirund , Pleumjai Sinarkorn , Jiraphorn Sawasdiruk</i>	663
A STUDY OF FACTORS AFFECTING THE SUCCESS OF THE LIFE INSURANCE BUSINESS IN THAILAND..... <i>Soontaree Pongsumlee , Jiraphorn Sawasdiruk , Chompoo Saisama , Bundit Pungnirund , Suaida wonganawat</i>	675

Title	Page
STUDY GOVERNMENT POLICY LEVEL, EXECUTIVE POTENTIAL, INNOVATION, TECHNOLOGY, MANAGEMENT STRATEGIES AND SUCCESS IN EDUCATION MANAGEMENT IN THE SITUATION OF THE CORONAVIRUS DISEASE (COVID-19) OUTBREAK..... <i>Kris Weerapalaphon Kaewklang, Tanapol kortana, Chompoo Saisama, Chaithanaskorn Phawitpiriyakliti</i>	686
FACTORS OF SUCCESS OF BAG EXPORT ENTREPRENEURS IN THAILAND..... <i>Surin Sony, Tanapol Kortana , Chompoo Saisama , Ekachai Youngvanich</i>	695
FACTORS AFFECTING CYBER SECURITY INNOVATION IN THAILAND..... <i>Surachet Suchaiay</i>	712
THE RELATIONSHIP OF SOCIAL MEDIA BEHAVIOR TOWARD ONLINE SHOPPING STORE DECISIONS OF UNDERGRADUATE STUDENTS IN BANGKOK..... <i>Sittikorn Sarik , Nattatida Paenloi , Panida Ninaron, Cholpassorn Sitthiwarongchai</i>	716
THE FACTORS AFFECTING THE DECISION OF CONSUMPTION AND PURCHASE OF PLANT-BASED MEAT PRODUCTS OF PEOPLE IN BANGKOK AND PERIMETER..... <i>Kanoknart Jimjapo, Pennapa Roolak, , Sumalee sangpag, Sathapath Kilaso</i>	740
THE BRANDING AND BRAND AWARENESS OF WATER HYACINTH PRODUCT... <i>Wilaiwan Puttakosai, Patsara Sirikamonsin, Pimploi Tirastittam</i>	805
A STUDY OF STUDENT SATISFACTION TOWARDS THE ONLINE LEARNING SYSTEM IN THE SITUATION OF COVID-19 OF SUAN SUNANDHA RAJABHAT UNIVERSITY..... <i>Dunlaya Darachot, Ekgnarong Vorasiha, Jiraporn Boonying</i>	813

Title	Page
CUSTOMER SATISFACTION WITH THE SERVICE QUALITY OF STREET FOOD RESTAURANT FOR SUAN SUNANDHA RAJABHAT UNIVERSITY STUDENTS, CASE STUDY IN YAOWARAT STREET, BANGKOK, THAILAND..... <i>Khemika Gamtui, Napassorn Kerdpitak, Teerapong Pongpeng</i>	910

FACTORS INFLUENCING BANGKOK RESIDENTS' SELECTIONS OF HEALTHY FOODS TO PURCHASE ONLINE..... <i>Chavakorn Kaewhirun, Benya Whangmahaporn, and Nathayu Wantayakul</i>	1070
INFLUENCE OF KNOWLEDGE MANAGEMENT INFRASTRUCTURE, KNOWLEDGE MANAGEMENT PROCESS CAPACITY, ORGANIZATIONAL LEARNING AND INNOVATIONAL MANAGEMENT ON ORGANIZATIONAL PERFORMANCE IN THAILAND METAL INDUSTRY.... <i>Chen Shu-Chung , Chaithanaskorn Phawitpiriyakliti , Bundit Pungnirund, Chompoo Saisama</i>	1122