

Proceedings

รายงานการนำเสนอผลงานวิจัยในการประชุมวิชาการระดับนานาชาติ

International conference on “Implications of Research in
Business, Economics, Management Social Sciences and
Humanities (IRBEMH-MAY-2017)

โดย

อาจารย์ ดร.ฉัตรรัตน์ โหตระไวศยะ
วิทยาลัยโลจิสติกส์และซัพพลายเชน

ได้รับงบประมาณสนับสนุนจากกองทุนพัฒนาบุคลากร

มหาวิทยาลัยราชภัฏสวนสุนันทา ประจำปีงบประมาณ 2560

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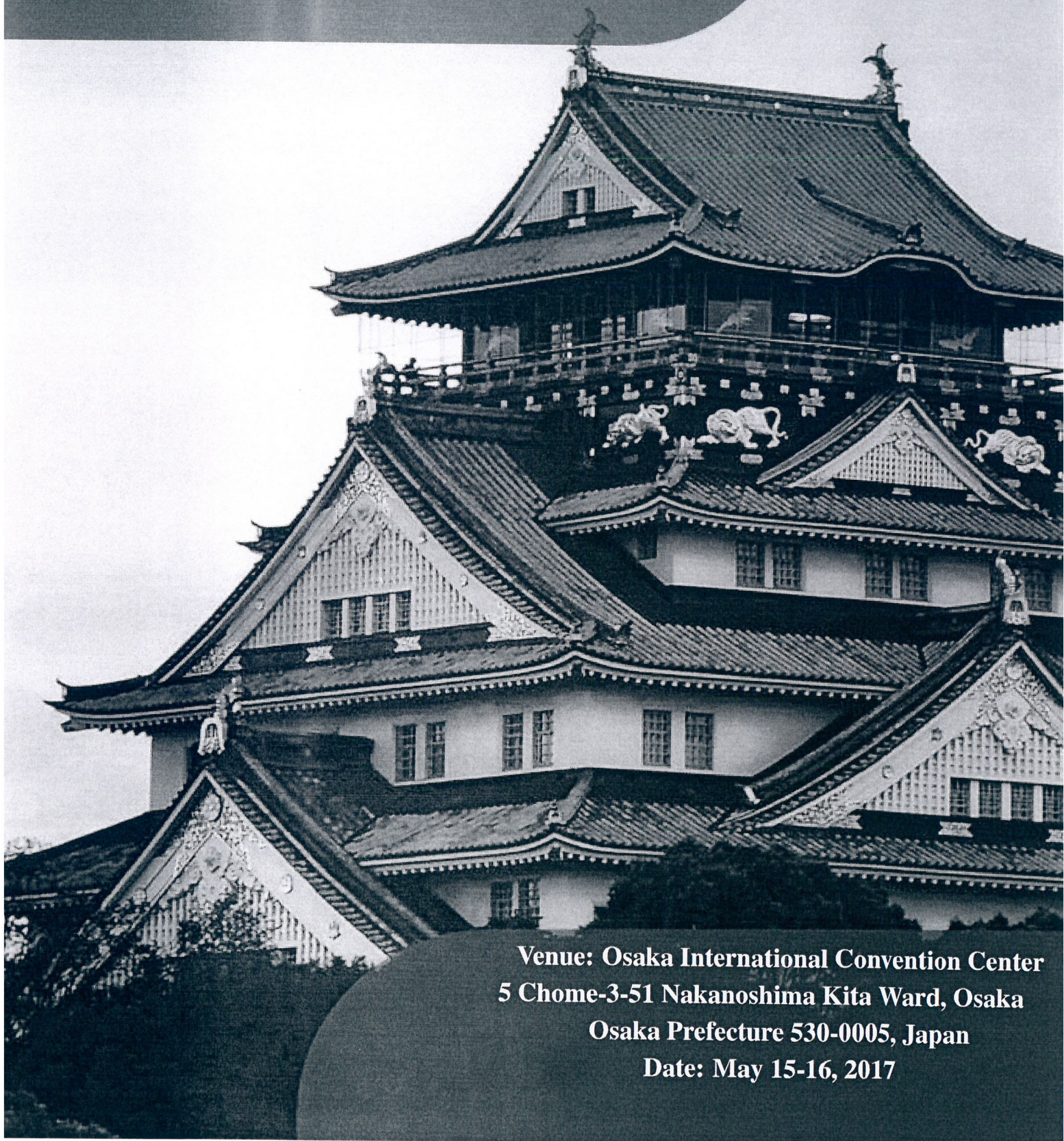
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**CONFERENCE BOOK OF
ABSTRACT PROCEEDING**



**Venue: Osaka International Convention Center
5 Chome-3-51 Nakanoshima Kita Ward, Osaka
Osaka Prefecture 530-0005, Japan
Date: May 15-16, 2017**

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Osaka, Japan | May 15-16, 2017

ISBN: 978-602-6427-01-4

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ORGANIZING COMMITTEE

Dr. Sukri Plautturi

Conference Chair

Email: conference.chair@ani.com

Ms Hungxin Li

Conference Supervisor

Email: Hungxin.Li@anissh.com

Dr. Vincent

Conference Supervisor

Email: vincent@anissh.com

Febrialdy Hendratawan

Conference Supervisor

Email: febrialdy.hendrataan@aniceas.com

Xiao.wei

Conference Coordinator

Email: Xiao.wei@animh.com



CONFERENCE TRACKS

- Social and Community Studies
- Arts
- Humanities
- Civic and Political Studies
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- Organizational Studies
- Educational and Communication Studies
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- Business and Management Studies
- Computer and Software Engineering
- Mechanical & Metallurgical Engineering
- Electrical & Electronics Engineering
- Civil Engineering
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- Interdisciplinary
- Medical and Health Sciences
- Paramedical Sciences
- Medicine Sciences
- Biological and Life sciences
- Veterinary Medicine and Sciences
- Food Science & Nutrition
- Agricultural sciences
- Interdisciplinary



CONFERENCE CHAIR MESSAGE

Dr. Sukri Palutturi

“International Conference of Akademika Nusa Internasional ” is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences, business and economics, applied sciences, engineering and technology, health and medical sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let’s get over all sorts of discrimination and take a look at the wider picture. Let’s work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Dr. Sukri Palutturi

Conference Chair

Email: conferencechair.ani@gmail.com



KEYNOTE SPEAKER

Dr.Chitpong Ayasanond



Dr.Chitpong Ayasanond is the Director of Master of Business Administration in (M.B.A. Logistics and Supply Chain Management) from College of Logistics and Supply Chain Suan Sunandha Rajabhat University, Bangkok, Thailand.

Logistics is an important knowledge-based economic activity that has a major role in the world economy. The term Logistics is sometimes used almost synonymously with the term Supply Chain. A classic definition of Logistics associates it with everything involving the planning, the organization and running activities that provides customers with goods or services. Thailand is a country with an advantage in transportation and logistics due to its location at the center of the region.

However, there are significant issues such as concrete government support for the development and creation of a logistics and supply chain network. Include systematic and serious support and preparation for logistics personnel and service providers. This Academic Conference will be one of the driving-force to provide knowledge management of industry operators.

CONFERENCE SECHDULE

ANISSH-2017

Venue:: Osaka International Convention Center 5 Chome-3-51 Nakanoshima, Kita Ward, Osaka, Osaka Prefecture 530-0005, Japan

Time: Registration & Kit Distribution (8:15 am - 9:00 am)

Day: Monday

Date: May 15, 2017

Venue: Room 1

09:00 am - 9:15 am	Introduction of Participants
09:15 am - 09:30 am	Inauguration and Opening address
09:30 am - 9:45am	Keynote Speech- Dr. Chitpong Ayasanond - Suan Sunandha Rajabhat University, Thailand
09:45 am - 10:00 am	Grand Networking Session

Tea/Coffee Break (10:00 am - 10:30 am)



DAY 01 Monday (May 15, 2017)

First Presentation Session (10:30 am - 12:00 pm)

Venue: Room 1

Session Chair: Dr Chitpong Ayasanond

Presenter Name	Manuscript Title	Paper ID
	Track A: Social and Humanities Studies	
Natthakan Roothamnong	The Survey of High School Students Behaviours Towards International Programme in the Universities, Case Study of High School Students in Salaya Sub-District, Phutthamonthon District, Nakornpathom Province	IRBEMSH-057-ANI111
Thipjutha Deedom	Factor of Religious Tourism for Asian Tourist who Speak English, A Case Study of the Grand Palace Bangkok, Thailand	IRBEMSH-057-ANI118
Kanikar Sripanomwan	The Development Transportation with Lean Management; A Case of Van Transportation	IRBEMSH-057-ANI120
Hathaipun Soonthornpipit	The Development of the Law Relating to Registration of the Machinery in ASEAN Community	IRBEMSH-057-ANI126
Chattrarat Hotrawaisaya	Study Van Routes and Create a form of Transportation: A Case Study Nakorn Phathom Education Center, Suan-sunandha Rajabhat University	IRBEMSH-057-ANI112
Salisa Hemmapan	The Influence Factors of Freight Forwarders Selection Criteria among Shipper in Thailand	IRBEMSH-057-ANI114
Sasiwimon Wongwilai	Study lime supply chain in Thailand	IRBEMSH-057-ANI115

Lunch Time: (12:00 pm - 01:00 pm)



DAY 01 Monday (May 15, 2017)

Second Presentation Session (01:00 pm - 02:30 pm)

Venue: Room 1

Session Chair:Edy Suandi Hamid

Presenter Name	Manuscript Title	Paper ID
Bunyaporn Phoothong	Feasibility Study for the Establishment of the Restaurant Business in the Market: A Case Study of the Market, Dusit Bangkok Thailand	IRBEMSH-057-ANI103
Duangjai Jandasang	The Development of Logistics and Supply Chain to Increase the Export Value of Shrimp Farming Beautiful Thailand, Samut Prakan	IRBEMSH-057-ANI104
Anuch Nampinyo	The Market Factors that Influence the Decision to Buy the Product from the Retailer, Wattana, Bangkok, Thailand	IRBEMSH-057-ANI105
Natpatsaya Setthachotsombut	Potentiality Enhancement of Supply Chain: with Agility and Resilience Capability	IRBEMSH-057-ANI106
Jatturong Ploenhad	The Factors that Contributed to the Accident Transport Truck Transport Routes In Nakhon Pathom Thailand	IRBEMSH-057-ANI107
Pornkiat Phakdeewongthep	The Application of Greedy Randomized Adaptive Search Procedure (GRASP) for Vehicle Routing Optimization	IRBEMSH-057-ANI108
Tanasarn Panichayakorn	Factors Influencing the Reduction of Transportation Costs of Container Operators at Laem Chabang Port, Thailand Applied by AHP Technique	IRBEMSH-057-ANI110

Tea Break: (02:30 pm - 02:45 pm)



DAY 01 Monday (May 15, 2017)

Third Presentation Session (02:45 pm - 04:00 pm)

Venue: Room 1

Session Chair: Dr Chitpong Ayasanond

Presenter Name	Manuscript Title	Paper ID
Edy Suandi Hamid	Human Development Index and its Factors:The Effect on Global Competitiveness Index in ASEAN	IRBEMSH-057-ANI113
Wiriya Boonmalert	Factors Influencing the Enhancement of Restaurant Business for Halal Culture Tourists In Bangkok	IRBEMSH-057-ANI116
Preecha Wararatchai	The participation of Ecotourism Management in Samui District, Suratthani Province	IRBEMSH-057-ANI117
Bundit Phrapratanporn	Product Delivery Service Quality of Industrial Manufacturers	IRBEMSH-057-ANI119
Tommanee Sooksai	Study for Applying Active Learning Theory for Master Degree in Logistics Technology	IRBEMSH-057-ANI123
Dr. Jiho LEE	What Can We Learn From Sticky And Flexible Prices Excluding Regulated Prices?	IRBEMSH-057-ANI133

DAY 01 Monday (May 15, 2017)

Fourth Presentation Session (01:00 pm - 02:30 pm)

Venue: Room 1

Session Chair: Dr. Sukri Palutturi

Presenter Name	Manuscript Title	Paper ID
Kamolbhibhat Chanasith	Product Development Karanda Fruit (Carissa Carandas Linn.) Sorbets and Yogurt Ice-Cream	IRBEMSH-057-ANI127
Kraiwit Sinthukhammoon	The Analysis of Procurement and Inventory Policy: Steel Tank Firm	IRBEMSH-057-ANI129
Varaporn Saninmool	Development of Logistics Systems for Tourism in Phutthamonthon District Nakhon Pathom Province Thailand	IRBEMSH-057-ANI125
Sudarat Pimonratanakan	The Influence of the Human Resource Development through the Learning Organization that Affect the Organization Development	IRBEMSH-057-ANI130
Anchalee Hiranphaet	Study, Transportation Management of Dye Products. Case Study of ABC Co. Ltd.	IRBEMSH-057-ANI122

Closing Ceremony: (05:00 pm -6:00 pm)



Participants Registered As Listener/ Observer

The following Scholars/ practitioners who don't have any paper presentation, however they will attending the conference as delegates & observers.

Official ID: IRMMHS-057-MHS101A

Vikram P. Shah, M.D.

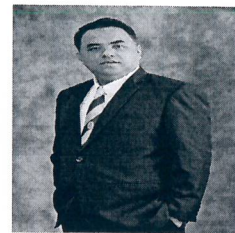
MD- Doctor of Medicine, USA



Conference Reviw Committee

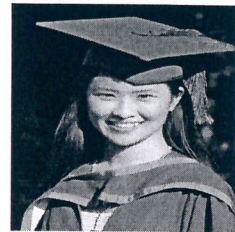
Assist. prof. Komson Sommanawat

College of logistics and supply chain/ Suan Sunandha Rajabhat
University, Thailand



Dr Chattrarat Hotrawaisaya

College of logistics and supply chain/ Suan Sunandha Rajabhat
University, Thailand



Dr Chitpong Ayasanond

College of logistics and supply chain/ Suan Sunandha Rajabhat
University, Thailand



Study Van Routes and Create a form of Transportation: A Case Study Nakorn Phathom Education Center, Suansunandha Rajabhat University

Chattrarat Hotrawaisaya

Rajabhat University, Thailand

chattrarat.ho@gmail.com

Abstract. This objective of this research is to analyze the cost of transportation for delivering students from the Salaya district to the Suansunandha Rajabhat University (Nakornpathom Education Center). The sample group is a student who studies in the College of Logistics and Supply Chain Management and the International College of 400 people. The research uses simple random sampling and Tara Yamane at 90% confidence level. The data are collected by questionnaire. It is related to travel from Salaya district to the Suansunandha Rajabhat University (Nakornpathom Education center). The questionnaire is assessed by Index of Item-Objective Congruence between 0.80-1.00. The results of this research, it showed that obstacles and the effects of transportation management for students from Salaya district and Suansunandha Rajabhat University (Nakornpathom Education Center). 1) The service provider picks up students late at pick-up and drop-off areas. 2) The service providers (drivers) wait students until the space is full, then they are departing. These data analyses can solve by defining more stop points and assign an exactly time travel. The study of transportation management for students with low costs found that the routes can be divided into 2 routes. The route from the Central Department Store (Salaya) to Nakornpathom Education Center should have 3 pick-up and drop-off areas; the central department store (Salaya District), Makro (Salaya District) and a dormitory that is opposite the Makro. The route from the Mahidol University (the fourth door) to Nakornpathom Education Center should have 2 pick-up and drop-off areas; the Mahidol University (the fourth door) and the Salaya Market. These pick-up and drop-off areas also are located on both routes. Therefore, the service providers can pick up students who live in dormitories around the university. It can reduce low passengers and waiting time.

Keywords— Transportation, Low cost, Service provider, Suansunandha Rajabhat University

INTRODUCTION

Suan Sunandha Rajabhat University (Nakhon Pathom Education Center) is the newest campus where is located in Klonyong, Puththamonthon district. It is 246 Rai (1 acre = 2.5 Rai). It is opened the academic for learning and teaching since 2015. It has 2 colleges in the first period. They are College of Logistics and Supply Chain and International College. At present, they are 3,382 students in both colleges. Travel trips of students to university are difficult because no bus service. Students have to live around the university and Salaya district. The university solves this problem with using logistics service providers. They should suitable for students and low cost. Generally, they have 2 services, 8 buses and 30 vans. However, students still have long waiting time. So they cannot study on time. The causes of waiting time are no enough vehicles and fluctuated timetables.

From these issues, researcher have already recognized the importance of transportation planning students with low cost. It focus on route from Salaya district to Suan Sunandha Rajabhat University (Nakornpathom Education Center). The process is related to logistics service provider and the students' demand.

OBJECTIVE OF THIS RESEARCH

To plan transportation with low cost from Salaya district to Sun Sunandha Rajabhat University (Nakornpathom Education Center)

LITERATURE REVIEW

2.1 Transportation Mode

2.1.1 The definition of transportation

Transportation refers to the movement of persons or things from one place to another. If it is to move a person, it called the passenger transport.

2.1.2 Decision factor of Logistics service providers

Factors that affect the decisions of the transport is investment decisions and policy set up. Transport operators will need to consider the following costs when they are investing in various asset. In case of the policy is related to the pricing and operational policy. Executives familiar with the transportation administration will find that the work to decide on a heavy transport. In addition, certain types of business in transportation costs would be the costs accounted for as much as the cost of production. Therefore, the transport management is a very complex one. (Apriprachayakul, 2010).

2.1.3 Transportation Cost

Transportation cost includes fixed cost and variable cost. The fixed cost is an expenditure that is not related to distance. They are rent, depreciation and salary. The variable cost is labor cost, fuel cost and transportation cost.

2.2 Failure Mode and Effect Analysis (FMEA)

Analysis of fault characteristics and effects (Failure Mode and Effect Analysis-FMEA) as a result of the analysis of defects and shortcomings mentioned by FMEA. It will focus on the characteristics of damage or causes that can lead to a damage that might occur (Potential Failure Mode). Due to the design, production or service, then analyses the impact of the damage is expected to occur (Effect Analysis), and finally to contribute to finding a way to prevent the damage which is expected to occur.

2.2.1 Types of FMEA

An analysis of the characteristics and effect of defects in design (Design FMEA) or the DFMEA is to improve designs by British FMEA analysis. The product design, production, commercial production following will accentuate the flaws due to the failure of the design.

An analysis of the characteristics and effect of defects in the manufacturing process (Process FMEA) or the PFMEA, production is improved by the FMEA method. Analysis of production and Assembly processes. By will accentuate the flaws due to the failure of the process of production and Assembly. An analysis of the characteristics and effect of defects in services (Service FMEA) or SFMEA is an update to the service by the FMEA method. Used in analysis to PTC service prior to delivery to the customer. By highlights shortcomings, errors or discrepancies due to failure of the system process.

THE LIMITATION OF THIS RESEARCH

3.1 Population and sample group

The population of this research is students who are studying at College of logistics and supply chain and International college, Suan Sunandha Rajabhat University (Nakhon Pathom Education Center) in 2016 about 3,382 people. The sample group is 400 people that are selected by taro Yamane techniques at 90% confidence level (Kripredaskul, 2003). It is called random sampling.

3.2 The variable of this research

This research is a qualitative research that study the guidelines of the transport plan of students with low cost. The variables include routes, FMEA and low-cost transport.

METHODOLOGY

4.1 Data Collection

This research collects data and summarized into 2 parts:

4.1.1 Secondary data are study information about transportation, transportation model, transportation management and failure mode and effect analysis.

4.1.2 Primary data are obtained from research tools for example questionnaire and interview.

4.2 Research period

4.2.1 Secondary data are collected from June – September 2016.

4.2.2 Primary data are collected from November to December 2016.

4.3 Data Analysis

4.3.1 Failure mode and effect analysis by RPN.

4.3.2 Sample group analysis with stat analysis with mean, standard deviation and percentage.

4.3.3 The route is analyzed by stat analysis with mean, standard deviation and percentage.

RESULTS

The result of this research concludes 4 topics. All data is collected and analyzed by FMA with RPN.

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