



7TH INTERNATIONAL CONFERENCE

Actual Economy

SOCIAL
CHALLENGES
AND FINANCIAL
ISSUES IN XXI CENTURY



ACE:FIIS
@ 2017
Saint-Petersburg.RU

CO-ORGANIZED BY:

FACULTY OF MANAGEMENT SCIENCE
SUJAN SUNANDHA RAJABHAT UNIVERSITY,
BANGKOK, THAILAND

PETER THE GREAT POLYTECHNIC
UNIVERSITY, S.-PETERSBURG, RUSSIA

CO-SPONSORED:

UNIVERSITY OF ECONOMICS IN BRATISLAVA, SLOVAKIA

TABLE OF CONTAIN

Conference agenda	7
Chapter 1.	
Problems of economic integration and SME development in ASEAN region	19
Equity and efficiency: factors of interdependence in modern social and economic dynamics	
	<i>Prateep Wajeetongratana</i>
Thailand's SMEs Competitiveness within ACE: prospects, problems and opportunities	20
	<i>Kunphattra Patarapongsathon</i>
Management style and Employee's Job Satisfaction (the case of Local and International hotels chains in Thailand)	25
	<i>Chanpen Meenakorn</i>
Marketing Mix of Thai Cooking and Thai Massage Teaching Service for Foreign Tourists	29
	<i>Thammamonr Khunrattanaporn</i>
Affecting Factors of the Palm Oil Price and AEC Trade Impact	36
	<i>Pichamon Chansuchai</i>
Consumer Behavior and Marketing Mixed Factor Effect on Consumer Decision Making for Thai Movies Presented in EGV Seacon Bangkae cinema	43
	<i>Pongsawee Supanonth</i>
Development of Trading Service on Thai Border Transport in ASEAN Free Trade Area : Case Study Ranong Province	48
	<i>Sakapas Saengchai</i>
Factors Affecting the Organizational Performance of Direct Sales Business in Thailand	52
	<i>Nattapong Techarattanased</i>
Investigating Innovative Organizational Performance of Small and Medium Enterprises in Thailand	57
	<i>Bundit Pungnirund</i>
An Investigate on the Antecedents Influencing Online Brand Equity of E-Marketplace in Thailand	64
	<i>Wanida Suwunniponth</i>
Insuring Consumption Against The Health Shocks: A case of Thailand	70
	<i>Yuthapoom Thanakijborisut</i>
Factors of consumers' preferences: analyzing and predicting to increase sales of organic food (the case of Thailand)	76
	<i>Rewadee Waiyawassana</i>
Digital economy as a factor of Small Medium Enterprise Empowering (the case of Indonesia)	80
	<i>Supaporn Prajongjai</i>
	<i>Somtop Keawchaer</i>

Actual Economy: Social Challenges and Financial Issues in XXI century

The Model of Ethical Standard for Communication Arts Students	<i>Supralee Wattanasin</i> 90
Thailand Contemporary History of Newspaper: From the Revolution to Reformation Era	<i>Surasit Vithayarat</i> 94
Chapter 2.	
International labor market development and modern HR-practices 99	
Gender Pay Gap of the Thai Labor Market	<i>Siriwan Saksiriruthai</i> 100
Corporate organizational management in modern innovative business	<i>Punrapha Praditpong</i> 103
Entrepreneurial Leadership and Effective Management in tactical development of SME (the case of Thai silk industry)	<i>Supaporn Wimonchailerk</i> 107
National Human Resource Development Strategy in context of ACE formation	<i>Preecha Pongpeng</i> 111
Foreign Labor Force as a reason for National budget Loss (the case of Indonesia)	<i>Routsukol Sunalai</i> 114
International Labor Migration as a Factor of Economic Growth	<i>Kanokwan Kaewprasert</i> 117
Urbanization as a factor for ASEAN economic development (example of Indonesia)	<i>Prapoj Na Bangchang</i> 120
Innovative Approaches to Cooperation within the Innovative Education Chain	<i>Ladaporn Pithuk</i> 126
The Comparison of Saving Factors in the Employed Population	<i>Chin Tangtarntana</i> 128
School performance and Financial Adequacy: Evidence from Thailand	<i>Varangkana Chitraphan</i> 131
Economic regulation in terms of the multinational entrepreneurship development	<i>Runglaksamee Rodkam</i> 133
Innovations in Thailand banking Industry development: unlimited source or endless problems	<i>Wipanee Maen-in</i> 139
Mathematics in Economic Analysis: What is its Role?	<i>Charawee Butbumrung</i> 142
The Marketing Communication Strategy of Thai film: Case of GTH's Studio	<i>Pittaya Klongkratoke</i> 144
	<i>Prakaikavin Srijinda</i> 144

Chapter 3.

Tourism and service markets' development: issues, problems and solutions	147
Destination Branding As A Tool For Effective Tourism	
Macro-Marketing (The Case Of Bangkok, Thailand)	
	<i>Pisit Potjanajaruwit</i>
Implementation of Servuction Service Model: instruments, issues, prospects (the case of Zenith Hotel, Bangkok, Thailand)	148
	<i>Supattra Kanchanopast</i>
Cashless Payment: new technologies Application in Thai tourism industry	153
	<i>Ratsamee Ratana-u-bol</i>
Mega-event promotion and organization as tools of National Image-Building	156
	<i>Narong Anurak</i>
Travelers' Motivation: impact of information factors in Tourists Visiting Intentions	160
	<i>Nareenad Panbun</i>
Studying Motivation to develop tourists satisfaction (the case of Russian visitors of Pattaya, Thailand)	163
	<i>Phakit Treesukol</i>
Passengers' Pre-Flight Expectations and overall quality of airlines services: functional role and current influence	167
	<i>Suwimol Apapol</i>
Tourist Threats To Cultural Heritage: An Investigation Of Tourist Behavior Violating The Culture of Wat Pho	171
	<i>Poramatdha Chutimant</i>
Factors Influencing Consumers' Repurchase Intention of Low-Cost Airline: A Case Study of Thai AirAsia	176
	<i>Siri-Orn Champatong</i>
Managing Customer loyalty: A study of Budget Rent A Car in Bangkok, Thailand	182
	<i>Mananya Meenakorn</i>
International Business Trends Under Impact Of Innovative Modernization	189
	<i>Somchai Buaroong</i>
Economy of Thailand North-East (Isarn): local advantages and global prospects	193
	<i>Suvimon Wajeetongratana</i>
	<i>Huda Wongyim</i>
News Values of Thai Mass Media in Convergence Journalism Era, in Attitudes of the People in Bangkok	196
	<i>Wiroj Srihirun</i>
Challenges of Thailand Digital Economy Towards Community Tourism Development: Case Study of Baan Yafu, Maeyao District, Chiangrai Province	200
	<i>Niracharapa Tongdhamachart</i>
	205

Actual Economy: Social Challenges and Financial Issues in XXI century

Using 3D Animation in Promoting Tourism in Baan Yafu, Thailand	207
<i>Siridej Sirisomboon</i>	
Chapter 4.	
New sources for effective economic and social development	210
State-of-the-Art and further developments in Business Model Research for Industry 4.0	
<i>Richard Stechow, Magdalena Mißler-Behr</i>	211
An Investigation into the Reduction of Supply Chain Risks of Supplier and Producer due to Industry 4.0	
<i>Katharina Hobusch, Magdalena Mißler-Behr</i>	217
Methodological Features Of Modeling GRP Production In The Northern And Arctic Regions	
<i>Tatiana Skufina, Sergey Baranov, Vera Samarina</i>	222
Estimation of projected changes in the geological environment that affect the economy: new formulation of the problem and results of the study	
<i>Tatiana Skufina, Sergey Baranov, Vera Samarina</i>	226
Corporate tax as a direct tool for supporting the public sector in the Slovak Republic	
<i>Jana Kušnírová</i>	229
City as an Object of Ecological and Economic Researches: the Example of Russian Cities	
<i>Shcherbakova Nadezhda Viktorovna, Khaikin Mark Mikhailovich</i>	232
Matrix Structures of Science and Technology Innovation Development and Implementation Trajectory	
<i>Mokeeva Tatiana Vasilievna</i>	235
Investments in human capital: Effectiveness of investment in higher education in Russia	
<i>Y.Y. Kuporov, EA Avduyevskaya</i>	236
Aspects of Globalization Impact on Economic and Financial Processes	
<i>Volkova Nadejda V., Guzikova Ludmila A., Olga S. Nadezhina</i>	240
A Model Of Economic Growth, Including Taxation And Public Sector	
<i>Chernogorskiy Sergey A., Shvetsov Konstantin Vladimirovich</i>	241
Chapter 5.	
National eco-social system progress: challenges and promising	243
Illicit Capital Flow: Evaluation And Forecasting	
<i>Guzikova Ludmila, Lukevich Igor, Smirnova Olga</i>	244
Optimization of the Innovation Process Management at a Manufacturing Enterprise	
<i>Daniel S. Demidenko, Ekaterina D. Malevskaia-Malevich, Yulia A. Dubolazova</i>	247
Investigation of the Interrelation between Diversification of the Enterprise's Operations and its Financial Stability	
<i>Sokolitsyn Alexander Sergeevich, Ivanov Maxim Vladimirovich, Sokolitsyna Natalya Alexandrovna</i>	256

Actual Economy: Social Challenges and Financial Issues in XXI century

Contradictions In Regional Innovative Activity And Ways To Overcome Them		
	<i>Degtereva Victoria, Goncharova Natalia</i>	260
Electronic Tax Administration: Development Trends	<i>N.G. Victorova, E.N. Yevstegneev, D.U. Yablokov</i>	260
Assessment of the Housing Policy Efficiency in Russia	<i>L.A. Guzikova, A.V. Bataev, E.V. Plotnikova</i>	262
Problems of Trade Financing in the Russian Federation	<i>L.V. Nikolova, M.D. Velikova, P.S.Serov</i>	265
Environmental protection by environmental taxes	<i>Juraj Válek</i>	268
The VAT Revenue Losses and Increasing Efficiency of VAT Collection in the Slovak Republic	<i>Marcela Rabatinová</i>	272
Influence of Cultural Dimensions "Individualism" and "Power Distance" on Entrepreneurial Activity	<i>Kovaleva E.A., Bogacheva T.V., Kutlyeva G.M.</i>	276
Chapter 6		
Actual economy: local solutions for global challenges		279
The Innovation Development in the Slovak Republic in the Context of the Europe 2020 Strategy and Initiative Innovation Union	<i>Gonda Vladimír, Adamovský Peter</i>	280
Assessing The Impact Of Fossil Fuel Production On Territorial Eco-Economic Development	<i>O. E. Kichigin</i>	283
The Microeconomic and Macroeconomic Contexts of Remittances	<i>Magdaléna Přívarová, Andrej Přívara</i>	286
Impact of fiscal measures on the costs and consequences of unemployment	<i>Marta Martincová</i>	288
Alternative Approaches to Fiscal and Monetary Policy in the Course of the Economic Cycle	<i>Ján Lisý</i>	291
The Sustainable Economic Development Of Kazakhstan Through Improving Ecological State Of The Country	<i>I. Onyusheva, S. Kalenova, R. Nurzhaubayeva</i>	293
Comparison Of The Monetary Policy Of The Visegrad Four Countries In Terms Of Its Impact On The Economic Cycle	<i>Veronika Piovarčiová</i>	296
Human capital as an important aspect of the green economy	<i>Anufriev Valery, Kaminov Aitkali</i>	298
Evaluating The State Of Eco-Economy Of Kazakhstan	<i>S. Kalenova, I. Onyusheva, G. Yerubayeva</i>	301
How Taxation Affects Financial Decisions of a Firm in an Open Economy	<i>S.A. Chernogorskiy, K.V. Shvetsov, L.L. Pokrovskaya</i>	304

Actual Economy: Social Challenges and Financial Issues in XXI century

Chapter 7.

Environmental issues of global economy development	305
Assessment of the reproduction process of agricultural enterprises	
<i>M. F. Tyapkina, E.A. Ilna</i>	306
Key Performance Indicators in the Public Procurement Management: National Aspect	
<i>E.Zolochevskaya, E.Popova, E.Medyakova</i>	310
The Activation Of The Investment Process In The Agrarian Sector Of The Republic Of Crimea	
<i>Mochalina Olga Sergeevna</i>	314
Adaptability as a Tool for Managing an Enterprise in a Turbulent External Environment	
<i>Alexey Shmatko, Valery Yanovskiy, Lubov' Shamina</i>	314
Change Of Financial Behavior Paradigm Of The Stock Market Subjects	
<i>Kostyntine Malysenko, Vadim Malysenko, Elena Ponomareva</i>	319
Assessment of conditions of stationary state of the cities in the region due to the system approach	
<i>Pakhomova Anna Ivanovna, Buryakov Stepan Anatolyevich, Degtyarova Tatiana Viktorovna</i>	322
Public-private partnership as a tool for sea-ports' investment attractiveness increasing	
<i>Ostovskaya Anastasiya Andreevna</i>	326
Attractiveness of the Arctic zone and the northern territories of Russia for migrants	326
<i>Druzhinina Irina, Kurushina Elena, Kurushina Victoria</i>	
Government expenditures on education in The XXI century: quantitative evaluation and Limits of rationality	
<i>Kharchenko Ivan, Kharchenko Lana</i>	330
Effective management of coal industry as a condition of rational subsoil	
<i>Aliya Medebayeva</i>	334
MNCs as a factor for governance modernizing in XX century	
<i>Denis Ushakov</i>	335
Small and Medium Business Owners and Constructs of Entrepreneurs: A Case Study of Thai Business Owners in Southern California, USA	
<i>Yingsak Vanpetch, Mahachai Sattayathamrongthian</i>	340

Mega-event promotion and organization as tools of National Image-Building

Narong Anurak

Faculty of Management Sciences
Suan Sunandha Rajabhat University, Bangkok, Thailand

Abstract

Paper explores factors which affect national image building. According to the theory of attitude change perspective, the author uses multiple case study method to analyze related factors about how significant events affect the national image shaping and explore how these factors shape the model of a favorable image of the country. Cases include 2012 Shanghai World Expo, British Royal Wedding in 2011, Chile SAN Jose copper mine disaster in 2011. Qualitative methods are adopted to collect data in this study. Data analysis is conducted through analytic induction process by the comparing the selected cases. Research findings show that five factors affecting national image-building in mega-events are identified which includes: topic construction, media communication, activity launching, government role and public participation. A wheel model is constructed for the building of national image in mega-events. In this wheel model, mega-events, as wheel axes, build and maintain a national image through the synergistic effects of five factors.

Key-words

Mega-events; National Image-building; Theory of attitude; Wheel Model

Introduction

National image

National image is an important means in competition of international tourism. In an increasingly competitive global market, national image has important strategic value in obtaining competitive advantage of products and tourism destinations (Zhang, 2011). In the field of international marketing research shows that national image has a significant impact on product quality perception, perceived risk, perceived value, purchase decision and purchase behavior (Roth K P, 2009). Nadeau J proposed Mosaic Model (Nadeau J, 2008) also shows that the national image influences tourism intention through tourism destination image.

In view of the theory of cognitive dissonance, owing to the difference between the cognitive subject itself and the external situation, the cognition for the same country always exists in differences between domestic image held by domestic public and international image held by international public. Sometimes the differences are rather huge, which proves to be strong internal power for the domestic subject takes measures to build and spread the national image.

Related studies & theories show that mega-events have important value in reinforcement, spread or changing of subject image. The powerful rally point of mega-events can promote explosively the reputation of the event place.

It is a good strategy to shape the national image through issue setting function of mega-events and making use of media communication. In the era of economic globalization and networked information, national image expressed by mega-events are penetrating and influential. People not only pay attention to what you say but more concern about what you do. Real events are more persuasive.

Research Objectives

Existing study results have research for how mega-events affect the image and evaluation of area which mega-events took place, but research is insufficient in aspect of factors which affect national image building and how these factors build national image.

According to the theory of attitude change perspective, this study uses multiple case study method to analyze related factors about how significant events affect the national image shaping and explore how these factors shape the model of a favorable image of the country.

Research Methods

Case study is one of common methods for mega-events research. Multiple cases study suits the objectives of this study which provides abundant phenomenon description and gain an further insight into factors of national image which constructed by mega-events. Cases are selected according to the theory of theoretical sampling, analyzed by looking for various cases to improve generalization, including 2012 Shanghai World Expo, British Royal Wedding in 2011, Chile SAN Jose copper mine disaster in 2011. Three cases focus on different aspects. 2012 Shanghai World Expo is a significant positive event hosted by emerging powers, British Royal Wedding is a significant positive event hosted by traditional powers and Chile SAN Jose copper mine disaster is a significant negative crisis event for small country.

This study adopts qualitative methods (De Vaus, 1996) to collect data, including direct observation and file investigation. Direct observation methods include participant observation and non-participant observation. File investigation comprises media reports, expert reviews and academic papers, etc.

Data analysis

Typical context analysis is used in the aspect of data coding. Firstly, data coding are based on the main factors and categories of the preliminary theoretical framework, which includes subject construction, media communication, activity launching, government role and activities of public participation. Next, two researchers are jointly responsible for data coding. Both of them construct a framework for data coding and analyzing a case together.

Then, one of the researchers is in charge of the data coding of the rest two cases while the other researcher does auditing.

Following are the steps taken for data analysis, which is conducted through analytic induction process by the comparing the selected cases.

Step 1 to define roughly the phenomenon to be explained. This paper defines national image as the country's international image—a comprehensive cognition and evaluation of a nation's political, economic, social, cultural and diplomatic and natural elements by the international community. Mega-event refers to public events which can draw international public attention or participation, and bring international public opinion and can reflect the demands of the mass. It may be a positive national initiative to organize major event or a sudden major crisis event as well.

Step 2, hypotheses were developed in relation to the phenomenon. This paper puts forward five hypotheses, as follows:

Hypothesis 1: there is a correlation between national image building and event topic construction in mega-events;

Hypothesis 2: Media Communication is a main approach to the building of national image in mega-events;

Step 3, to pilot test whether proposed hypotheses are valid, by analyzing one of the cases in order to further refine the hypothesis.

Fourthly, examine other cases to draw preliminary conclusions regarding the nature of the relationship among various factors relationship.

Reliability and Validity :

In order to ensure the validity and reliability of the analytical framework and data, cross-examination of the data collected by various methods are made to observe the consistency of the data. Researchers audit Coding and analysis to ensure consistency and accuracy.

Research findings

Based on the in-depth case analysis, five factors affecting national image-building in mega-events are identified which includes: topic construction, media communication, activity launching, government role and public participation. A wheel model is constructed for the building of national image in mega-events based on hypotheses analysis.

Subject construction and media communication concerns "what to say" and "how to say" in mega-events. Activity launching concerns "what to do" in mega-events while government role and public participation refer to "who to do". In this wheel model, mega-events, as wheel axes, build and maintain a national image through the synergistic effects of five factors. When the five factors consistent, it will strengthen the country image construction effect; when the five factors contradict and conflict with each other, it will weaken the effect of national image building.

Implications

Under the background of globalization, a country's attitude, behavior and the explanation of its behavior in image-events directly affect the nation's image and reputation in international society. This paper provides helpful insights for image management related decision-makers in case of image-events through the study of mechanism of national image building.

Meanwhile, it is a long term strategic construction of a nation's image. The upgrade of a nation's image requires a gradual process. Moreover, we should realize that, although a favorable response towards image-events may help the maintenance of national image, the improvement of a nation's image relies more on factors such as soft power, hard power and many other factors.

References

- Gwinner ,K.P. and Eaton, J . (1999) .Building brand image through event sponsorship : the role of image transfer. *Journal of Advertising* 28 (4) : 47-57 ;
- McDaniel, S.R. (1999) .An investigation of match-up effects in event sponsorship advertising : the implications of consumer advertising schemas. *Psychology and Marketing* 16:163-184. Speed, R and Thompson, P. (2000) .Determinants of sports sponsorship response. *Journal of the Academy of Marketing Science*, 28:226-238.
- Roth K P, Diamantopoulos A. (2009) .Advancing the country image construct. *Journal of Business Research*, 62 (7) : 726— 740.
- Lala V, Allred A T, Chakraborty G. (2009) .A multidimensional scale for measuring country image *Journal of International Consumer Marketing*, 21(1) : 51 — 66.
- Nadeau J, Heslop L, O'Reilly N, Luk P. (2009) .Destination in a country image context [J] . *Annals of Tourism Research*, 35(1) : 84 — 106.
- Ritchie,J.R.B. (1984) .Assessing the Impact of Hallmark Events. *Journal of Travel of Research*, 23 (1) : 2-11.
- DAI Guang-quan, BAO Ji-gang. (2003) . On the Concept, Content and Method of Research on Event and Event Tourism (E & ET) in Western Countries and Its Enlightenment. *Tourism Tribune*, 5 : 26-34.
- ZHANG Hong-mei , CAI Li-ping. (2011) . National Image and Desination Image:Similarity and Difference of Concepts and Possibility of Integration . *Tourism Tribune*, 9 : 12-18.
- Donald GetZ., (1997) .Event Management and Event Tourism. New York: Cognizant Communication Corporation.
- Wang Hongying. (2001) .National Image Building and China's Foreign Policy, Paper presented at ISA Meeting, HK.