

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 Rungsisawat

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 Rungsisawat (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 Siriyannun (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

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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 Phongpheng (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 (Mexico)
*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*

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 Poolkai, 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 Rajabhat 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 Preecha Wararatchai (Suan sunundha Rajabhat University, Thailand)
*The decision making of purchasing management toward
Thai automotive industry*
- 7 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*
- 8 Sakul Jariyachamsit (Suan Sunandha Rajabhat University, Bangkok, Thailand)
*Marketing Mix Determinants and Consumers' Buying Behavior for
Community Market' Products*
- 9 Jaruphan Supprung (Suan Sunandha Rajabhat University, Bangkok, Thailand)
The Success of Yves Saint Laurent in A Global Market
- 10 Somdech Rungsisawat (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 Rajabhat University, Bangkok)
Logistics Efficiency With Warehouse Management System (WMS)
- 3 Suntaree Puttiworn (Suan Sunandha Rajabhat 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

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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, Poland

- 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)
*EU-28 Economy's Development in Context of Globalization
and Integration: Dynamic DEA Approach*

Day 2 // 09.00 – 11.00

Theater room 7

Session 4.2 Regional issues of Global economy development

Chairman: Marina Akhmetova

Perm National Research Polytechnic University, Perm, Russia

- 1 Dubrovskaya Yulia (Perm National Research Polytechnic University, Perm, Russia)
Interaction of an innovative infrastructure subjects as a factor of divergence management on the level of regional socio-economic systems
- 2 Eva Koišová (Alexander Dubček University of Trenčín, Trenčín, Slovakia)
The Development of the Selected Regional Development Indicators in the Slovak Republic by the Cluster Analysis
- 3 Marina Akhmetova (Perm National Research Polytechnic University, Perm, Russia)
Main Determinants of Socio-Economic Territorial Development: Innovative Aspects
- 4 Peter Hošťák (Alexander Dubček University of Trenčín, Trenčín, Slovakia)
Industry Concentration and Regional Development in Slovakia
- 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 variables
- 6 Andris Vanags, Vita Zariņa (Turība University, Riga, Latvia)
Strategic Partnership Model: from Design to Assessment

Day 2 // 11.15 – 13.00

Room 7

Session 5.1 - Issues of Global Markets development (Special session in Russian)

Chairman: Sergej Vojtovic

Alexander Dubček University in Trenčín, Slovakia

- 1 Karol Janas (Alexander Dubcek University in Trencin, Slovakia)
Economic and Social Challenges in British Election 2015
- 2 Janka Pasztorova (University of Economics in Bratislava)
*The International Expansion of Chinese Companies on the
Example of the Automotive Industry*
- 3 Jana Španková, Adriana Grenčíková, Marcel Kordoš (Alexander Dubcek University
of Trencin, Slovakia)
Migration of Slovak labor abroad
- 4 Jana Španková, Adriana Grenčíková (Alexander Dubcek University of Trencin,
Slovakia)
Recent Trends In International Migration Of Young People In Slovakia
- 5 Lubomir Cech (University of Economics in Bratislava, Slovakia)
*Selected Questions of Development of the Iranian Economics
after Lifting the International Sanctions*
- 6 Eva Ivanová, Sergej Vojtovič (Alexander Dubček University in Trenčín, Slovakia)
*Macroeconomic analysis of indicators such as economic freedom,
economic sentiment and GDP*
- 7 Natalia Goncharova (Finance, Peter the Great St. Petersburg Polytechnic University,
Saint-Petersburg, Russian Federation)
Innovations in insurance and financial security of enterprises
- 8 Daniil Demidenko Ekaterina Malevskaia-Malevich (Peter The Great St.Petersburg
Polytechnic University, Russia)
*Features of Enterprise's Optimal Innovative Strategy Development Features of
Enterprise's Optimal Innovative Strategy Development*
- 9 Igor Lyukevich (Peter the Great St.Petersburg Polytechnic University, Saint-
Petersburg, Russia)
Eidetic Judgments about Evolution of the International Monetary System
- 10 Moiseeva Sofia, Kudrjavitseva Tatiana, Nadezhina Olga (Peter the Great Polytechnic
University, Saint-Petersburg, Russia)
*The Model Of Rationalizing The Allocation Of Innovation And Investment
Resources To Enhance Innovation Capacity Of The Region*