

Room 202 Paper ICBIM 2025					
ID	Presenter	Title	Session	Session Chairs	Admin
34	Sarintip Kasuk, Sirivalaya Kachathan and Yuvarinthorn Chaichotchuang	Assessing the Influence of Spiritual Belief, Perceived Quality, Perceived Value, Trust, Social Influence on Purchase Intention: A Study of Spiritual Jewelry in Thailand	Room 202	Assoc.Prof.Dr. Sudaporn Sawmong Dr. Yuvarinthorn Chaichotchuang	นางสาวอนันตยา อุ่นทวง ว่าที่ร้อยตรีหญิง ณัฐภัทร เมธาคำเกิงพิริยสุข
1	Annon Tuli and Warangrat Nitiwanakul	The Keys to Sustainable Success in Community-Based Tourism in Thailand: A Comprehensive Case Study	Room 202		
6	Pornnatcha Jirasrisopa and Kittipong Sakornsathien	Institutional Support, Professional Autonomy, and Recognition: The Synergistic Effects on Employee Motivation in Bangkok's Private Sector	Room 202		
12	Thanongsak Khaengkhan, Singha Chaveesuk and Wornchanok Chaiyasoonthorn	The Influence of Self-Regulation on Individual Productivity: Evidence from Thai Industrial Worker	Room 202		
18	Jiabao Wang, Chalita Srinuan and Nuttawut Rojniruttikul	Influence of Marketing Mix Factors on Customer Satisfaction in China's Small and Medium-Sized Education Institutions	Room 202		
22	Kawin Chuaikaew, Sivanart Phongvisit and Singha Chaveesuk	Building Trust Affecting Purchase Intention using Digital Marketing Artificial Intelligence	Room 202		
27	Burin Chinchaoenchai, Amnuay Saengnoree and Surapong Siripongdee	Synergizing Service Innovation, Service Quality, and Customer Perceived Value to Enhance Customer Satisfaction in Industrial Motor Maintenance	Room 202		
39	Pimnara Chongtrakool, Pariyakorn Putkerdphan, Piyawat Ratanatharakeat, Wissawin Kunchornsup and Thippaya Chintakovid	Applying Gamification to Promote Continuous User Engagement: A Case Study of the FIRENZE Project Management System	Room 202		
44	Wiwat boonmak and Singha Chaveesuk	Factors affecting the use of golf courses in the central region of Thailand	Room 202		

### Room 203 Paper ICBIM 2025

ID	Presenter	Title	Session	Session Chairs	Admin
2	Maurice Karle and Warangrat Nitiwanakul	THE IMPACT OF CURRENCY FLUCTUATIONS ON CROSS-BORDER REAL ESTATE INVESTMENTS IN THAILAND	Room 203	Assoc.Prof.Dr. Nuttawut Rojniruttikul Assoc.Prof.Dr. Nuttaya Chombunchoo	นางระเบียบ พรหมวิหาร นางสาวเมริน มั่นสติ
7	Sitthirat Krataitong and Paneepan Sombat	Factors Influencing the Loyalty of Electric Vehicle Users in the Central Region of Thailand.	Room 203		
13	Thanongsak Khaengkhan, Singha Chaveesuk and Wornchanok Chaiyasoonthorn	The Role of Social Cohesion in Fostering Self-Motivation and Driving Personal Productivity in the Workplace	Room 203		
17	Jitti Glinprapussorn, Patompong Sirachairat and Singha Chaveesuk	A Consumer Trust Model for AI-Generated Advertising: The Moderating Role of AI Literacy and Personalization Acceptance	Room 203		
23	Wichet Santan and Suchada Jiamsagul	The Impacts of Goodwill on Earnings Management	Room 203		
32	Thanakorn Supasa, Sirikanya Kitkanjanas, Singha Chaveesuk and Worapat Paireekreng	Factors Influencing the Acceptance of AI Systems for Analyzing Medical Test Results in Bangkok's Government Hospitals	Room 203		
33	Chompunut Pannasang and Wornchanok Chaiyasoonthorn	MOTIVATIONAL FACTORS AFFECTING WORK EFFECTIVENESS OF SALES PROFESSIONALS IN THE CENTRAL REGION OF THAILAND	Room 203		
40	Thipyada Netaswang and Paneepan Sombat	FACTORS INFLUENCING THE BEHAVIOR OF USING ELECTRIC GOLF CARTS IN SERVICE BUSINESSES IN THE CENTRAL AND EASTERN REGIONS OF THAILAND	Room 203		
45	Wichai Tankongchamruskul, Singha Chaveesuk and Wornchanok Chaiyasoonthorn	Evaluating the Reliability of a Questionnaire on Behavioral Intention towards Automated Parking Systems	Room 203		

Room 204 Paper ICBIM 2025					
ID	Presenter	Title	Session	Session Chairs	Admin
4	Yang Gu, Singha Chaveesuk and Wornchanok Chaiyasoonthorn	Exploring the Influence Factors of E-commerce Live Streaming on Consumer Purchase Intention	Room 204	Assist.Prof.Dr. Worapat Paireekreng Dr. Sirivalaya Kachathan	นางสาวสุนทนา อ่วมกัลด์ นางสาวรัตนภรณ์ สุวรรณรัตน์
9	Waraporn Phochkoh, Thamonwan Pomsanam, Kornpreeya Jaisamran and Somrat Vongchavalitkul	Marketing factors influencing the decision-making usage of Fitness in Mueang, Nakhon Ratchasima	Room 204		
14	Prabhat Kumar and Jitender Kumar	Framing Hospitality: A Qualitative Exploration of Diverging Host and Guest Perceptions of Service Quality in Homestays	Room 204		
19	Hongzhe Feng and Nuttawut Rojniruttikul	FACTORS INFLUENCING TOURIST INTENTION TO STAY IN HOTELS FOLLOWING AR/VR TECHNOLOGY EXPERIENCES IN THAILAND	Room 204		
24	Wilasinee Jiaranaipayuk, Amnuay Saengnoree and Sujira Vuthisopon	Exploring Digital Asset Investment Intentions: An Integrated Framework of the Theory of Planned Behavior, Financial Literacy, and Trust	Room 204		
29	Kaung Myat Thu and Dr. Warangrat Nitiwanakul	The Key Factors Influencing Purchase Intention of Gen Z Foreigners for E-Commerce Apps: A Comparative Study of Shopee & Lazada in Bangkok	Room 204		
35	Areerat Ratanakitkason, Wattana Srithaworn, Siriwan Panusnachee and Pipatpong Yalangkan	A Conceptual Framework for Analyzing Condominium Purchase Behavior under Earthquake Risk Using an Extended UTAUT Model.	Room 204		
41	Kanokkan Meekeaw and Nopparat Wankaew	Semi-Autonomous 3D-Printed UAV for Emergency Medical Supply Delivery in Disaster Areas and Hard-to-Reach Areas	Room 204		

Room 205 Paper ICBIM 2025					
ID	Presenter	Title	Session	Session Chairs	Admin
5	Dhruv Kishore Bole	Strategic Approaches to Privacy in AI: A Review of Best Practices for Safeguarding Consumer Data	Room 205	Dr. Wankasem Sattayanuchit Assist.Prof. Krit Jarinto	นางสาวกานต์พิชชา อสัมภินวงศ์ นางสาวพินณลิณย์ วุฒิประเสริฐ
10	Pailin Suntigul	Precautionary Behaviors Against PM2.5 Exposure: Evidence from Business and Tourism Travelers in Thailand	Room 205		
15	Min Qi, Wornchanok Chaiyasoonthorn and Singha Chaveesuk	Two-Stage Validation: A Stakeholder-Driven SDGs Interview Guide	Room 205		
21	Mo Xiao, Chatchai Chatpunyakul and Sarist Gulthawatvichai	The Moderating Role of Environmental Dynamics in the Psychological Capital-Entrepreneurial Outcomes Relationship: A Social Cognitive Theory Perspective on Chinese Nascent Ventures	Room 205		
25	Wilasinee Jiaranaipayuk, Amnuay Saengnoree and Sujira Vuthisopon	Investment Intentions in Digital Financial Innovations: An Extended Theory of Planned Behavior Approach with Empirical Evidence from Thailand	Room 205		
31	Kasidid Vachekrilas, Thitapon Ousawat and Narudom Torthienchai Torthienchai	Firm Characteristics and IPO Performance on Thailand's Market for Alternative Investments (mai)	Room 205		
36	Ittipat Intaranak and Wornchanok Chaiyasoonthorn	FACTORS AFFECTING THE CENTRAL REGION THAI PASSENGERS' USE OF LOW-COST AIRLINES ON DOMESTIC ROUTES	Room 205		
42	Nuttakorn Karnkan, Buncha Theinsoontorn and Singha Chaveesuk	Predicting consumer behavior in purchasing health and beauty products by using AI	Room 205		

## Room 206 Paper ICBIM 2025

ID	Presenter	Title	Session	Session Chairs	Admin
3	Pollapat Varith, Chutiyaphak Varith, Wankasem Sattayanuchit, Kornpreeya Jaikumran and Kitipong Juntaworn	Factors Affecting Generation Z's Intention to Use Generative Artificial Intelligence Technology in Thailand: The Role of Perceived Usefulness, Perceived Ease of Use, Facilitating Conditions, and Social Influence	Room 206	Dr. Sarist Gulthawatvichai Assist.Prof.Dr. Chatchai Chatpunyakul	นางสาวปรียาพร แต่งรอด นางสาวชญานันต์ ทองคำ
11	Nattakorn Pinyanitikorn and Rawida Wiriyakitjar	Optimizing Logistics Service Quality for Competitive Advantage in Thailand's Freight Forwarding Market: An Integrated Conceptual Model	Room 206		
16	Juan Huang, Saichon Pinmanee and Singha Chaveesuk	Reliability and Validity of a Questionnaire on Acceptance and Use of Digital Education Platform in China	Room 206		
20	Weihui Lai, Chalita Srinuan and Nuttawut Rojniruttikul	Determinants of Job Satisfaction in Guangdong's Hotel Industry: A Human Resource Perspective	Room 206		
26	Burin Chincharoenchai, Amnuay Saengnooree and Surapong Siripongdee	Driving Customer Satisfaction and Retention through Service Innovation, Quality, and Value: A Conceptual Framework for the Industrial Motor Maintenance Sector	Room 206		
28	Dr.Warangrat Nitiwanakul and Nyein Sandar Thwin	An Analysis of Traditional and Digital Marketing Strategies of Hospitality Industry in Thailand	Room 206		
38	Sisana Dithiswatvate, Siratha Somon, Piyawat Ratanatharakeat, Wissawin Kunchornsup and Thippaya Chintakovid	Enhancing User Engagement with Design Connex for Architects and Designers	Room 206		
43	Nuttawat Vorakijviwat, Ajchara Kessuvan and Watcharaphong Leartsurawat	Effect of Interpersonal Relational Value and Pet Affectional Value on Purchase Intention of Premium Cat Food in Thailand	Room 206		