

ICDAMT2025 Online Session

31-Jan-25

14.00 - 15.30

Room1	Title
DAMT2: KM	
74	Eliciting Factor Influences in Using AI Cross-cultural Communication Translation of Chinese Student Through Text Analysis Approach (Qin Wang and Chalermpon Kongjit) (#74)
2782	Recapping Knowledge and Practice: Knowledge Transfer in Child Protection Specialist Through Community of Practice in Faith-Based Organization. (Sarinya Tonprakhun and Chalermpon Kongjit) (#2782)
1604	Evaluating the Impact of Gamification-Driven Learning Interventions: Gender Differences in Learning Motivation and Academic Performance (Krittawaya Thongkoo and Kannika Daungcharone) (#1604)
2471	Comparative analysis of semi management and full management models on cross-border e-commerce platforms (Zhishan Liu and Malang Chommaphat) (#2471)
2653	Customer Knowledge Management Model to Enhance Social Media Marketing Strategies of Chinese Hotpot Restaurant in Chiang Mai (Shanshan Liao and Teeraporn Saeheaw) (#2653)
2879	Towards an experience in the use of Learning Objects in Meaningful Learning Activities using eXeLearning (Roberto Lopez-Chila, Joe Llerena-Izquierdo, Santiago Pozo-Cardoso and Linda Toledo-Herrera) (#2879)
1683	Developing a Social Skills-Based Framework to Foster Workforce Resilience and Adaptability Track Knowledge and Innovative Management (Maytiya Siroros, Pitipong Yodmongkol and Suepphong Chernbumroong) (#1683)

Room2	Title
DAMT2: KM	
2944	Influencing Factors of DOUYIN Influencer in Thailand (Mayisha Zhu and Danaitun Pongpatcharatorntep) (#2944)
4157	An Application of SECI Model on Teaching Design and Practices in Chemistry Experiment Course (Zhuoyin Li and Wantana Areeprayolkij) (#4157)
4171	Experiential learning on Baldrige Excellence Framework and Business Model Canvas applied to Blue Swimming Company (Tianlei Duan and Pitipong Yodmongkol) (#4171)
4304	Main Difficulties in Mental Counselling among Counsellors in Higher Vocational Colleges (Yao Liao and Acrapol Nimmolrat) (#4304)

4521	An ontology-based representation of knowledge for specifying ransomware behavior (Manh-Duc Hoang, Nguyen Anh, Nguyen Huy, Nguyen Chien, Doan Huy, Ta Nam and Linh Manh Pham) (#4521)
4544	Designing of S-curve Framework for Analyzing Online Teacher's Soft Skills Competency though Double Diamond Model (Juanrui Cao and Chalermpon Kongjit) (#4544)
8604	Deep Learning Based Web System for the Automated Diagnosis of Phonological-Phonemic Disorders in Infants (Josty Tafur Gonzales, Joao Basauri Bazalar, Sandra Wong Durand and Alberto García Núñez) (#8604)

Room3	Title
DAMT2: KM	
8712	Multimedia Learning Theory for Intelligent Teaching Software Evaluation in Chinese Language Courses of Thai Primary Schools (Wantana Areeprayolkij and Fanli Cui) (#8712)
9108	The Analysis of Consumer Preferences and Purchasing Behavior of Thai Herbal Products in the Chinese Market of Gold Mint Products Co., Ltd (Jiali Ouyang and Raslapat Suteeca) (#9108)
9163	Knowledge Audit and Gap Analysis for Strategic Classroom Activities: Improving Active Listening in Lower Grade Students (Xiao Feng Zhong and Jirawit Yanchinda) (#9163)
9534	Fashion Knowledge Management for Business Decision Making: Women Apparel on Zalora Indonesia (Susi Hartanto) (#9534)
9585	Assessing The Importance of Pinduoduo E-commerce Platform's Cross-border Service Quality in Thailand to The Shopping Frequency of Chinese Students at Chiang Mai University (Jing Fu and Raslapat Suteeca) (#9585)
9835	Exploring Challenges in Spoken English Teaching in Junior High Schools

Room4	Title
DAMT 6: AI and ML	
176	Evaluating Large Language Models: Challenges, Limitations, and Future Directions (Li-Hua Li and Agus Cahyo Nugroho) (#176)

386	Predicting Public Transport Passenger Using Machine Learning Algorithms (Angelo Meza, Annsherly Acuña and José Santisteban) (#386)
1035	YOLOv8 for Personal Device Screen Detection to Preserve Data Privacy: Enhancing Security Measures in Real-Time Monitoring Systems (Apichaya Nimkoompai, Yuenyong Nilsiam, Siranee Nuchitprasitchai and Puwadol Sirikongtham) (#1035)
2029	Revitalizing Historical Paintings through Artificial Intelligence (Wai Yie Leong) (#2029)
5346	A Study of Factors Affecting the Students' Computer Programming Achievement Using Machine Learning Technique (Kannika Daungcharone and Krittawaya Thongkoo) (#5346)
8010	AI-Powered Color Restoration of Faded Historical Paintings (Wai Yie Leong) (#8010)
3961	Data-Driven Strategies for Enhancing User Engagement in Play-to-Earn Games: Segmentation, Privilege Assignment Optimization, and Redemption Behavior Prediction (Wichayaphan Traithiphomrongchoke, Akaraphol Aeksari, Pudsadee Boonrawd and Siranee Nuchitprasitchai) (#3961)

Room5	Title
DAMT 6: AI and ML DAMT 7: DST	
7696	Enhancing the Puma Optimizer Algorithm for Optimization Problems (Krittika Kantawong and Sakkayaphop Pravesjit) (#7696)
8775	Detection of Malnutrition in children under 5 years of Old using Deep Learning (Cliver Aguilar, Joel Tucta and José Santisteban) (#8775)
993	Research on the Factors Influencing Consumer Purchase Intention in the Cross-Border Live Streaming E-commerce of the Cosmetics Industry from Thailand to China (Jingting Li and Sirikorn Santirojanakul) (#993)
1368	Examine and Assess the Influence of Content Development on Xiaohongshu Platform for Brand Interaction: An In-depth Analysis of a Minor Stationery Corporation's Strategy (Ting Ou, Sirikorn Santirojanakul, Ekkasit Tiamkaew and Phusit Kornsurin) (#1368)
3617	Optimizing Cocoa Pod Harvest Timing Using the SIMPLE Model: Calibration and Performance Evaluation Across Colombian Regions (Prakhar Srivastava) (#3617)

3749	A Case Study on Digital Marketing and Consumer Behavior for Cheongsam Sales Targeting Chinese Female Customers in Chiang Mai (Xiaojing Chen, Ekkasit Tiamkaew and Sirikorn Santirojanakul) (#3749)
9296	Solving optimization problems by hybrid algorithm based on sand cat swarm optimization and invasive weed optimization algorithm (Sakkayaphop Pravesjit, Krittika Kantawong, Duangjai Jitkongchuen, Arit Thammano and Panchit Longpradit) (#9296)

15.45-17.15	
Room1	Title
DAMT2: KM	
4577	A Kano Model Approach to Design Northern Thai Local Experiences Platform (Xuecheng Wen and Danaitun Pongpatcharatorntep) (#4577)
4720	Customer Knowledge Management Model to enhance Chinese customer shopping experience in Chiang Mai Shopping Mall (Xuemo Zhang and Teeraporn Saeheaw) (#4720)
5252	Eliciting Service Function Requirements and Customer Satisfaction of Shopee's Customer Service Chatbots: A Quantitative KANO Model Approach (Peiwen Li and Chalermpon Kongjit) (#5252)
5518	Enhancing Student Support Services for Chinese International Students in Chiang Mai University (Xiaomeng Bai and Acrapol Nimmolrat) (#5518)
6167	Analyzing Chinese Purchasing Behavior Using 4P & 4E to Develop Data-Driven Strategy for Thai Products in Cross-Border E-commerce (Zhaorui Dong and Chalermpon Kongjit) (#6167)
7279	Effect of Innovation Relationship between MNCs and SMEs on China GDP (Sha Zhang and Manissaward Jintapiak) (#7279)
1781	Assessment of Pain Level in Cats Using Facial Keypoint Detection and the Feline Grimace Scale (Sompup Pertpraiwong and Thanapat Kangkachit) (#1781)

Room2	Title
DAMT2: KM	
7465	Cultural Sensitivity Exploration of Chinese Game Players' Perception Toward Inazuma Japanese Culture in Genshin Impact Using Thematic Approach (Yuxuan Xu and Chalermpon Kongjit) (#7465)
7483	Knowledge-based Graph Exploration Analysis on Customer's Preference of Insurance Services (Yingfan Chen and Chalermpon Kongjit) (#7483)
7551	Utilizing the Lean Forward Learning Model for Enhancing Student Online English Listening Ability (Yingying Gui and Chalermpon Kongjit) (#7551)
8290	The Research of Chinese Telemedicine Platform Based on the Competitive Analysis Method (Yanchao Wang and Pitipong Yodmongkol) (#8290)
8497	Xianhongshu's Hashtag Utilization for Thai Fragrance Products on Cross-border E-commerce (Qian Chen and Chommaphat Malang) (#8497)
8572	Integrating Knowledge Graphs and Knowledge Management in Ningxia's Wine Region: A Model for Enhancing Management and Marketing (Cheng Xing, Worawit Janchai and Jiaying Liu) (#8572)
2908	The overview of Chinese electrical vehicle components supply routes selection by using Entropy weight-TOPSIS method. (Jiaming Yu and Jirapat Wanitwattanakosol) (#2908)

Room3	Title
DAMT 4: SE NCON 1: Device, Circuits and System NCON 5: IOT and Edge	
3983	Mype Navigator System for Teaching Financial Education to Micro and Small Enterprises (Xiomara Picon, Claudia Palpan and José Santisteban) (#3983)
4155	Automated Active Directory Security and Compliance Framework Using Continuous Monitoring & Attack Path Validation (Anh-Nhat Nguyen, Minh-Tri Luu, Vinh-Hoang Doan, Duc-Nam Le, Tien-Duc Do, Trong-Hieu Vu, Chi-Hieu Vu and Tung-Son Ngo) (#4155)

5001	BPMN implementation challenges when used for service orchestration (Hatim Palitanawala, Sabira Dabeer and Ali Akbar Hathiyari) (#5001)
5275	MESIAS: A Web Application for Evaluating Ethical and Security Considerations in AI Project Implementation (Georgina Romani, Cesar Avendaño and José Santisteban) (#5275)
601	A memristor-Based VCO for switching-mode PLL System (Nahla Elashkar, Ghada Abdel Gawad, Dr. Mohamed Aboudina, Hossam A. H. Fahmy and Ahmed Hussein) (#601)
9729	Digital Transformation in Hospitals: The Impact of RFID on Workflow and Staff Productivity (Annmaree Wongsungyang and Keerati Suluksna) (#9729)
8735	Leveraging Historical Artwork as Digital Arts Inspiration with The See-Think-Wonder-Investigate-Imagine (STWII) Thinking Routine (Devanny Gumulya) (#8735)

Room4	Title
DAMT1: DM	
532	The Design and Development of Media Formats for Public Relations Books and Applications Using Augmented Reality Technology to Promote Tourism in Chiang Rai Province (Khomkrit Jiraboot, Panuphan Jitkham and Napasorn Phaokla) (#532)
2460	Virtual Reality for Anxiety Reduction in Individuals with Autism (Wai Yie Leong, Yuan Zhi Leong and Wai San Leong) (#2460)
5425	LINE Sticker Design to Promote Tourism in Chiang Rai Province "The Four Sacred Legends of Lanna" (Kasira Phiwongkun, Khomkrit Jiraboot, Mayoona Yaibuates and Panuwat Khanrattaban) (#5425)
9211	Designing an AI-Assisted Mobile Phone Application with Food Consumption Management Model to Prevent Household Food Waste in Urban Residents of Jakarta (Devanny Gumulya and Carissa Alfiora) (#9211)
9269	Exploration and Exploitation of consumers' purchasing factors based on Fan Economy for Thai products (Haiwen Huang and Chalermpon Kongjit) (#9269)
4892	Inspiring Creativity: A Comparative Study of Hands-On Artifact Interaction and 3D Art Viewing (Jirawat Sookkaew, Pipatpong Saephoo and Pheeraphon Changjaikla) (#4892)
6140	Growing Beautifully at Regina Coeli: Award-Winning LINE Stickers Reflecting School Values and Identity (Manissaward Jintapitak) (#6140)

Room5	Title
DAMT 3: DT DAMT 6: AI and ML	
9696	Detecting Implicit Subjects in Text (Prakhar Srivastava) (#9696)
374	How Digital Technology is Transforming Customers' Trust and Banking Performance (Rochania Ayu Yunanda) (#374)
4469	Ecotourism-Based Artificial Intelligence: Case Study in Bekasi Regency (Nuril Kusumawardani Soeprapto Putri, Sulisty Heripracoyo, Agung Sudjatmoko and Kristien Margi Suryaningrum) (#4469)
8000	Enhancing Cybersecurity Awareness Among Students and Lecturers: A Practical Approach (Anh-Nhat Nguyen, Tuan-Anh Hoang and Hai-Lam Vu) (#8000)
8165	The Study of Content Marketing and User Experience of Thai Green Herbal Cream on Chinese S-Commerce (Yijia Zhang and Chommaphat Malang) (#8165)
5343	OpenAI-Powered NLP for SQL Generation: Enhancing Database Access for Non-Technical Users (Yuenyong Nilsiam, Piyaphiphat Khammaw and Siranee Nuchitprasitchai) (#5343)