



The 11th International Conference of Humanities and Social Sciences (HUSOC) Network  
 “Embodying World’s New Conditions and Values”  
 25 – 26 July 2018, Imperial Mae Ping Chiang Mai, Chiang Mai, Thailand

| 25 July 2018  |  |  |  |   |
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| 8.00 - 9.00   | Register   |  |  |   |
| 9.00 - 9.15   | Welcoming and opening speech (Imperial hall 1)                         |  |  |   |
| 9.15 - 9.45   | Signing HUSOC Network’s Agreement (Imperial hall 1)                    |  |  |   |
| 9.45 - 10.00  | Break  |  |  |   |
| 10.00 - 11.00 | Keynote speaker 1 - Associate Professor Dr. Yang Bin (Imperial hall 1) |  |  |   |
|               | Present 1  |  |  |   |
|               | No.  | Imperial hall 1<br>(Language teaching and learning)  | Imperial room 3<br>(Buddhism)  | Imperial room 5<br>(Investment and business)  |
| 11.00 – 11.20 | 1  | Teacher Agency in Technology-mediated English Language Classroom: Are we ready for Thailand 4.0?<br><i>Thitirat Suwannasom</i> | Thai Media and the Buddhist Observances: a Case Study of Myanmar Youths in Tombon Thasud, Chiang Rai<br><i>Phoranee Kaewbovorn</i> | Analyzing Prospective Customers’ Need of Banana Cosmetic Products<br><i>Nattaya Anantapong</i><br><i>Dumrong Adunyarittigun</i> |

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|------------------|--|---|---|---|
| 11.20 - 11.40    | 2  | <b>University Students' Attitudes Toward English Discoveries Online Learning</b><br><i>Wachiraporn Kijpoonphol</i><br><i>Jarunee Anupan</i>   | <b>The Values and Significance of the Traditions of "Chak Phapa Rao" and "Thod Phapa Thaew" in the UNESCO World Heritage Site in Lower Northern Thailand</b><br><i>Onusa Suwanpratest</i>                 | <b>The Assessment of Marketing Strategy of Tourism Development in Taoyuan City, Taiwan</b><br><i>Che-Jen Chuang</i><br><i>Weerapon Thongma</i><br><i>Chin-Fa Tsai</i><br><i>Winitra Leelapattana</i>  |
| 11.40 - 12.00    | 3  | <b>The Effect of Integrating Web-Assisted Language Learning (WALL) on Vocabulary Enhancement of the Elementary English Students</b><br><i>Likhasit Suwannatrai</i><br><i>Narathip Thumawongsa</i> | <b>'Ayok Festival': Buddhism Space of the Plang (Tai Luay or Lua) Ethnic Group</b><br><i>Cherdchat Hiranro</i><br><i>Phuangphaka Lackmuang</i><br><i>Chaiyathip Katsura</i><br><i>Pollavat Prapatpong</i> | <b>A Feasibility of Investment on Automotive Service Center. Master of Economics (Business Economics), Major Field: Business Economics, Department of Applied Economics</b><br><i>Kitt Rattanapong</i>  |
| 12.00 - 13.00    | Lunch                                      |   |   |   |
| 13.00 - 14.00    | Keynote Speaker 2 - Dr. Liza Galang Battad |   |   |   |
| 14.00 - 14.15    | Break                                      |   |   |   |
| <b>Present 2</b> |  |   |   |   |
|                  | No.  | <b>Imperial hall 1<br/>(Language teaching and learning)</b>   | <b>Imperial room 3<br/>(Literature, literary meanings, values, and representation)</b>  | <b>Imperial room 5<br/>(Investment and business)</b>  |
| 14.15 - 14.35    | 1  | <b>Enhancing English Writing Feedback Through an Automated Writing CALL Program</b><br><i>Yada Sattarujawong</i><br><i>Narathip Thumawongsa</i>   | <b>Social Ideology in Short Stories of Chart Korbjitti</b><br><i>Premvit Vivattanaseth</i><br><i>Uamporn Thipdate</i><br><i>Bandid Thipdate</i>   | <b>The Investigation of Environmental Education of Farm-Stay Visitors and Its Subsequent Impact on Perceived Eco-Innovativeness</b><br><i>Chih-Cheng Cho</i><br><i>Weerapon Thongma</i><br><i>Chin-Fa Tsai</i><br><i>Winitra Leelapattana</i> |

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| 14.35 - 14.55 | 2   | An Analysis of Nonverbal Miscommunication among Senior Chinese Undergraduate Students Using English as a Main Language with Their Internship in the Workplace<br><i>Kannikar Kantamas</i>  | Vietnamese Social Representations: Perspective on Ideologies in Lullabies<br><i>Keawta Saliphot</i>  | Using Theory of Planned Behavior to Examine Farm-stay Visitors' Environmental Education and their Behavioral Intentions<br><i>Tina Fu-Mei Chiang</i><br><i>Weerapon Thongma</i><br><i>Chin-Fa Tsai</i><br><i>Winitra Leelapattana</i> |
| 14.55 - 15.15 | 3   | The Application of the Mobile App to Improve Listening Skill<br><i>Manusvee Duangloy</i>   | George MacDonald Fraser's Flashman and British Ideas of Progress; as Shown through Encounters With the Afghans<br><i>William Kingsbury</i> | The Coolism Way of Using Facebook to Build Relationships with the Listeners<br><i>Pornphan Sheoychitra</i><br><i>Kanussanun Thong-on</i>  |
| Present 3     |     |  |  |   |
|               | No. | Imperial hall 1<br>(Language teaching and learning)  | Imperial room 3<br>(Literature, literary meanings, values, and representation)   | Imperial room 5<br>(Human and social developments)  |
| 15.15 - 15.35 | 1   | English Speaking Difficulties Encountered by Thai Wives and Communication Strategies Used by Them upon Communicating with Their Foreign Spouses<br><i>Akkarapon Nuemaihom</i><br><i>Khampeeraphab Intanoo</i><br><i>Jansuda Boontree</i> | Understanding Metaphorical Meanings in a Short Story<br><i>Korawan Deekawong</i>   | Transcending Cultural Boundaries: Harnessing the Youth for Globalization<br><i>Zosimo M. Battad</i>   |
| 15.35 - 15.55 | 2   | English Language Requirements and Workers' English Development for Phetchabun Entrepreneurs<br><i>Nonglak Arnee</i><br><i>Khruawan Intharasuk</i><br><i>Pixitthikun Kaew-ngam</i>  | Embodying the Villain's Pain: A Case Study of Ravana in Popular Culture<br><i>Natawan Wongchalard</i>                                      | Feeling Good Australia<br><i>Dean Sprague</i>   |

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| 15.55 - 16.15 | 3   | Needs of English Skills of Thai Nurses Working in Private International Hospitals Accredited by JCI in Bangkok Area<br><i>Krerk Chetsa</i> | Traumatic Life of Naoko in Norwegian Wood by Haruki Murakami<br><i>Ariyaporn Manojai</i>  | The Knowledge Management in Herbal wisdom of the community in Thailand and The Lao People's Democratic Republic, Lao PDR.<br><i>Bounxom Syharath</i><br><i>Thongchai Phuwanatwichit</i><br><i>Atchara Sarobol</i> |
| 16.15 - 16.35 | 4   | Teaching English Language through Practice Enterprise (PE) Simulation<br><i>Wayu Nor Asikin</i>  | Psychoanalytic Study of the Main Female Protagonists' Emergence of Self-Identity in Black Swan and the Red Shoes<br><i>Wansao Issaragumphot</i> | Rice Cultivation: Local Wisdom of Southern Farmers in Songkhla Province<br><i>Amarin Suntiniyompukdee</i>   |
| 16.35 - 16.55 | 5   |  |   | Building Ecological Culture to Students Nowaday<br><i>Pham Thi Thanh Huyen</i><br><i>Nguyen Thi Thuy Huong</i>  |
| 17.30 - 20.00 | Reception at Imperial Mae Ping Hotel (for keynotes presenters and HUSOC Network Committee Board)<br>*** Should participants would like to join the reception, additional fee of 500 Baht should be paid the registration desk before 13.00 pm on 25th July. |  |   |   |

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|             | No. | Imperial hall 1<br>(Language teaching and learning)   | Imperial room 3<br>(contemporary culture)  | Imperial room 5<br>(Tourism and management)  |
|-------------|-----|---|--|--|
| 8.30 - 8.50 | 1   | Learning Achievement of Grade 3 Secondary School Students Through the English Short Story "Amazing Lomkao Rice Noodles"<br><i>Sapolachet Prachumchai</i>  | Socio-Cultural Roles of Hello Kitty Character and the Making of Brands in Thailand After 2000 AD Case Study: Souvenir Products from Tourism<br><i>Monsikarn Leung-on</i> | Community Arts Methodology and Tourism Development<br><i>Joan Marie Kelly</i><br><i>Yuthasak Chatkaewnapanon</i>   |
| 8.50 - 9.10 | 2   | Development of Thai Language Teachers Using a Coaching & Mentoring Process to Promote Students' Thinking Skills<br><i>Sriwilai Ponmanee</i>   | Fused Images of Thai Women in Entertainment Discourse: a Literary Analysis of Popular Country Songs<br><i>Preeyaporn Charoenbutra</i>                                    | Perception Creation and Readiness Preparation for Villages Toward The Community Based Tourism (CBT)<br><i>Raktibul Chantanupan</i><br><i>Rachata Chaimuang</i>   |
| 9.10 - 9.30 | 3   | Bilingual Storytelling to Develop English Vocabulary Pronunciation in Grade 3 and 4 Students at Ban Rong Kham School, Phayao Province<br><i>Jittimaporn Tonjumpa</i><br><i>Darinthorn Inthaphthim</i><br><i>Maneeporn Puangpun</i><br><i>Surata Namchaidi</i><br><i>Jenjira Chamnankan</i><br><i>Phanintra Teeranon</i> | The Interval 3rd and 5th: Basic Start for the NU Choir<br><i>Sasinut Phongnil</i>  | An Action Research on Community Tourism Development Project – Toubien Community, Taichung, Taiwan<br><i>Yu-Chih, Lo</i><br><i>Weerapon Thongma</i><br><i>Chin-Fa Tsai</i><br><i>Winitra Leelapattana</i> |

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| 9.30 - 9.50   | 4         | Love Triangle: Exploring Language and Human Experiences through the Use of Narrative Song in the English Classroom<br><i>Paulo Bedonia Masangcay</i>  |   | The Possibilities of Voluntourism in Chiang Saen Historical Site, Chiang Rai Province<br><i>Narumol Milkowski</i><br><i>Uthumphorn Kankeb</i>                                 |
| 9.10 - 10.10  | 5         | Using Scaffolded Instructions to Improve Students' Speaking Skills<br><i>Atipat Boonmoh</i><br><i>Thidaporn Jumpakate</i>   |   | Encountering the 'Other' in the Established Cultural Tourist Destinations: a Case of Baan Tong Luang, Chiang Mai, Thailand<br><i>Manae Oshiro</i><br><i>Saranphat Wongput</i> |
| 10.10 - 10.25 | break     |   |   |   |
|               | present 5 |   |   |   |
|               | No.       | <b>Imperial hall 1</b><br><b>(Language teaching and learning)</b>   | <b>Imperial room 3</b><br><b>(Beyond human, nature, and animal)</b>   | <b>Imperial room 5</b><br><b>(Tourism and management)</b>   |
| 10.25 - 10.45 | 1         | Fulfilling Professional Development Needs of EFL Teachers in Innovation Construction: Challenges and Recommendations<br><i>Khomkrit Tachom</i><br><i>Darinthorn Intapthim</i><br><i>Benjaporn Thepseenu</i><br><i>Chitima Kaweera</i><br><i>Rattana Yawileong</i><br><i>Sukanya Kaowiwattanakul</i><br><i>Phanintra Teeanon</i> | Moving Beyond The Sciences/ Humanities Dichotomy in Ted Hughes' The Iron Man and The Iron Woman<br><i>Wasinrat Nualsiri</i> | Tourism Personnel Development to Support the Growth of the Tourism Industry Lao People's Democratic Republic<br><i>Sungvien Nimnouan</i>                                      |
| 10.45 - 11.05 | 2         | Motivation and English Language Learning Achievement of Accounting Major Students at Rattaphum College, RMUTSV<br><i>Aree Tehlah</i>  | Embodying Biocultural Memory: Karen-Plant Companionships Across the Burma-Thai Border<br><i>Terese V. Gagnon</i>            | Luang Phrabang and Its Tourism Development<br><i>Bounthavee Bounthachit</i>   |

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| 11.05 - 11.25 | 3         | The Inculcation of the Linguistic Habitus of Chinese of the South Asians in the Capitalized Hong Kong<br><i>WONG Kam-yin Peggy</i>   | Challenging Anthropocentrism: Non-Modern Ecological Sources in Giorgio Agamben's and Philippe Descola's Research<br><i>Francesco Carpanini</i>   | The Guidelines for Service Quality Enhancement of Chiang Saen Tourist Boat Service Linking Tourism Routes in the Greater Mekong Sub-Region<br><i>Duang Siri Poomvichchuvech</i><br><i>Khwanruethai Krongyut</i> |
| 11.25 - 11.45 | 4         | Using Genre Based Approach to Develop Critical Thinking and Reading Skill of EFL Learners in Literature Course<br><i>Sukanya Kaowiwattanakul</i><br><i>Wahtidpan Martmle</i> | Relationships between Humans and Nature - The Philosophical Basis of the Phenomenon of Climate Change<br><i>Tran Thi Ngoc Anh</i><br><i>Nguyen Thi Thuy Huong</i>                                | Coffee and Tourism: Exploring Values and Perceptions of Coffee Shops in Chiang Mai<br><i>Manae Oshiro</i><br><i>Teerapong Ken</i>   |
| 11.45 - 12.05 | 5         |  | Optimal Dietary Protein-Energy Requirement of Lemon Fin Barb Hybrid Fingerlings<br><i>Suharmili Rosle</i><br><i>Mohd Salleh Kamarudin</i><br><i>Ina Salwany Md Yasin</i><br><i>Che Roos Saad</i> | Creative Hospitality Management for MICE Industry in Chiang Rai<br><i>Nakharet Utchaya</i><br><i>Suratchanee Yolthasart</i>   |
| 12.05 - 13.00 | Lunch     |  |  |   |
|               | present 6 |  |  |   |
|               | No.       | <b>Imperial hall 1<br/>(Linguistic)</b>  | <b>Imperial room 3<br/>(Education)</b>   | <b>Imperial room 5<br/>(Youth, Violence, and Law)</b>   |
| 13.00 - 13.20 | 1         | A Comparative Study of English Idiomatic Expressions Containing Human Body Parts with Thai Equivalentents<br><i>Maneerat Chuaychoowong</i><br><i>Wilailuck Boonklueb</i>     | Inclusive Education and Islamic Values in Southeast Asia:<br>a Case Study of Pesantren Waria Senin-Kamis in Yogyakarta, Indonesia<br><i>Maya Dania</i>   | A Case Study of Women Leadership Education in Primary School Principals in Indonesia<br><i>Reni Juwitasari</i>  |

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| 13.20 - 13.40 | 2         | Contrastive Rhetorical Analysis on the Grammatical Structures of News Headlines in Thai English and British English Newspapers<br><i>Juan Carlo Donato Antonio</i> | Learner Autonomy in Young Children in the Contexts of Border Patrol Police School in Phayao<br><i>Darinthorn Inthaphim</i>  | Juvenile Offenders<br><i>Nonglak Arnee</i>  |
| 13.40 - 14.00 | 3         | Language Presented Ethical Thought on the War in Bhagavadgita Sanskrit Literature<br><i>Kowit Pimpuang</i><br><i>Methawee Yuttapongtada</i>                        | Implementing the Activity Theory to Discern the Face-to-Face Success in a Thai High School Teacher Blended-Learning Project<br><i>Lakshmi Kala Prakash</i><br><i>Annisa Laura Maretha</i>   | Factors Affecting on Drug Prevention Behavior of RMUTSV Students<br><i>Piyanuch Srireepop</i><br><i>Khosit Rattanaburin</i><br><i>Ruthairat Suwanruangsri</i> |
| 14.00 - 14.20 | 4         | Multimodal Discourse Analysis of Written and Visual Representations of Stories Created by Thai University Students<br><i>Sitthichai Thepsura</i>                   | Simulation - Based Learning: Potentials, Challenges, and Guidelines<br><i>Adlina Ismail</i>   | A Review of Theory of Mind in Patients with Bipolar Disorder and an Integration of Interpersonal Communication<br><i>Thitirat Raklao</i>                      |
| 14.20 - 14.40 | 5         | The Mixing of English in Thai SMS News<br><i>Thinnawat Sroikudrua</i>  |   | Youth Justice System in the Sultanate of Oman<br><i>Amjad Hassan Alhaj</i>  |
| 14.40 - 14.55 | break     |  |   |   |
|               | present 7 |  |   |   |
|               | No.       | Imperial hall 1<br>(Linguistic)  | Imperial room 3<br>(Education)  | Imperial room 5   |
| 14.55 - 15.15 | 1         | Naming Protagonists in Thai Child Narratives: a Developmental Perspective<br><i>Sorabud Rungrojsuwan</i>   | Tourism Education in the 21st Century: the Needs for an Experience-Based Teaching Model in the Rapidly Changing Tourism Industry<br><i>Saranphat Wongput</i><br><i>Ananya Ratanaprasert</i> |   |



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| 15.15 - 15.35 | 2       | A Comparative Study of Address Terms in Thai and Chinese Leaders' New Year Speeches<br><i>Natthawut Sukprasong</i>                                  | Junior Guide Project Year 3: a Case Study of a School in Phayao Province<br><i>Yaowarut Mengkow</i><br><i>Suwit Tikham</i><br><i>Kriangsak Thanakong</i>                                   |  |
| 15.35 - 15.55 | 3       | Variation of Acoustic Characteristics of Syllable Rhymes in Central Thai<br><i>Kamthida Kerdpol</i><br><i>Volker Dellwo</i><br><i>Mathias Jenny</i> | Technology in the Classroom: Using the MIT Sloan School Fishbanks Simulation in Thailand<br><i>Udomchoke Asawimalkit</i><br><i>Worrapong Trakamsirinont</i><br><i>William P. Kittredge</i> |  |
| 15.55 - 16.15 | 4       | Historical Studies of the Words /tham/ and /tham hâj/<br><i>Apisara Pholnarat</i>   |  |  |
| 16.15 - 16.30 | Wrap up |   |  |  |