

รายงานผล
โครงการประชุมวิชาการระดับนานาชาติ

Academic International Conference on Interdisciplinary Business Studies

ณ University of Oxford

รายงานโดย

ผู้ช่วยศาสตราจารย์ ดร.พิทักษ์ ศรีสุขใส
สาขาวิชาเศรษฐศาสตร์
มหาวิทยาลัยสุโขทัยธรรมาธิราช

ได้รับจัดสรรงบประมาณสนับสนุนจากกองทุน มสธ. 12 ปี
ประจำปีงบประมาณ พ.ศ. 2559

คำนำ

ตามที่คณะกรรมการประจำสาขาวิชาเศรษฐศาสตร์ และคณะกรรมการบริหารกองทุน มสธ. 12 ปี ได้อนุมัติให้ข้าพเจ้าดำเนินโครงการเข้าร่วมประชุมวิชาการนานาชาติ และเสนอบทความวิจัย ซึ่งได้รับการสนับสนุนจากกองทุน มสธ. 12 ปี ประจำปีงบประมาณ 2559 ในการประชุมครั้งที่ 7/2559 เมื่อวันที่ 21 กรกฎาคม พ.ศ. 2559 เพื่อเข้าร่วมประชุมวิชาการนานาชาติ Academic International Conference on Interdisciplinary Business Studies ซึ่งจัดโดย FLE Learning ระหว่างวันที่ 10 – 16 กันยายน 2559 ณ University of Oxford, Green Templeton College, Oxford ประเทศอังกฤษนั้น

บัดนี้การเข้าร่วมโครงการฯ เพื่อนำเสนอบทความวิจัยได้เสร็จสิ้นแล้ว และบทความวิจัยเรื่อง The relationship between Cost and price Discovery in Thai Rice ได้รับการตีพิมพ์ใน Conference Abstracts e-book รวมทั้งยังได้รับเกียรติให้ทำหน้าที่ Session Chair ของ Session Two ในการประชุมวิชาการระดับนานาชาติครั้งนี้ ในวันที่ 13 กันยายน 2559 ตามเอกสารประกอบรายงานฉบับนี้

ทั้งนี้การเข้าร่วมโครงการดังกล่าว ข้าพเจ้าได้รับความร่วมมืออย่างดีจากอาจารย์ นักวิชาการ จากมหาวิทยาลัยต่างๆ รวมทั้งข้าพเจ้ายังได้รับความช่วยเหลือจากคณาจารย์และเจ้าหน้าที่ผู้มีส่วนเกี่ยวข้องของสาขาวิชาเศรษฐศาสตร์ มหาวิทยาลัยสุโขทัยธรรมาธิราช จึงทำให้โครงการนี้สำเร็จลุล่วงไปได้ด้วยดีตามวัตถุประสงค์ที่วางไว้โดยปราศจากอุปสรรคใดๆ จึงขอขอบคุณ มา ณ ที่นี้ด้วย

ผู้ช่วยศาสตราจารย์ ดร.พิทักษ์ ศรีสุขใส
พฤศจิกายน 2559

รายงานผล
โครงการเข้าร่วมประชุมวิชาการระดับนานาชาติ
Academic International Conference on Interdisciplinary
Business Studies
ประจำปีงบประมาณ 2559

1. ชื่อโครงการ

โครงการเข้าร่วมประชุมวิชาการระดับนานาชาติ Academic International Conference on
Interdisciplinary Business Studies
University of Oxford, Green Templeton, Oxford, United Kingdom
12th – 14th September 2016

2. ชื่อผู้ขอรับทุน

ผู้ช่วยศาสตราจารย์ ดร.พิทักษ์ ศรีสุขใส

3. หน่วยงานที่สังกัด

สาขาวิชาเศรษฐศาสตร์ มหาวิทยาลัยสุโขทัยธรรมาธิราช

4. ระยะเวลาดำเนินโครงการ

วันที่ 10 เดือนกันยายน พ.ศ. 2559 ถึงวันที่ 16 เดือนกันยายน พ.ศ. 2559

5. สถานที่ศึกษา/ฝึกอบรม

University of Oxford, Green Templeton, Oxford, United Kingdom

โดยมีนักวิชาการจากประเทศต่างๆเข้าร่วมประมาณ 50 คน และมีนำเสนอบทความวิจัยประมาณ 20 บทความ

6. งบประมาณที่ได้รับ จำนวน 38,337.45 บาท

งบประมาณที่จ่ายจริง จำนวน 86,500 บาท

7. วัตถุประสงค์โครงการ

เพื่อเข้าร่วมประชุมทางวิชาการ และเสนอผลงานบทความวิจัยภาษาอังกฤษเรื่อง The Relationship between Cost and Price Discovery in Thai Rice ในการประชุมวิชาการระดับนานาชาติ

8. เนื้อหาสาระที่ได้จากการประชุมวิชาการ

การดำเนินโครงการร่วมประชุมทางวิชาการระดับนานาชาติในครั้งนี้ มีวัตถุประสงค์ เพื่อ 1) เข้าร่วมประชุมทางวิชาการและแลกเปลี่ยนความรู้ทางด้านวิชาการ และการวิจัยที่ทันสมัยมากขึ้น 2) เสนอบทความวิจัย และพัฒนาบทความวิจัย บทความทางวิชาการ การวิจัย การพัฒนาการสอนและเอกสารการสอนจากการแลกเปลี่ยนความรู้ระหว่างนักวิชาการจากมหาวิทยาลัยต่างๆ

การเข้าร่วมประชุมวิชาการนั้น ข้าพเจ้าได้รับฟังการนำเสนอบทความวิชาการที่มีเนื้อหาที่ทันสมัย และได้รับความรู้ทางด้านวิธีการวิเคราะห์ข้อมูลมากยิ่งขึ้น สิ่งที่สำคัญข้าพเจ้าได้เสนอ บทความวิจัยเรื่อง The Relationship between Cost and Price Discovery in Thai Rice ซึ่งเป็นส่วนหนึ่งของโครงการวิจัยเรื่องปัจจัยที่มีผลต่อกลไกการกำหนดราคาข้าวไทยในปี 2556 ภายใต้แผนงานวิจัยมุ่งเป้าตอบสนองความต้องการในการพัฒนาประเทศโดยเร่งด่วน : เรื่องข้าว ได้รับทุนอุดหนุนการวิจัยจากสำนักงานคณะกรรมการวิจัยแห่งชาติ ปีงบประมาณ พ.ศ. 2556 ทำให้ข้าพเจ้าได้รับข้อเสนอแนะ คำวิจารณ์และคำแนะนำที่เป็นประโยชน์ต่อการพัฒนาบทความวิจัยขึ้นนี้ เพื่อตีพิมพ์ในวารสารระดับนานาชาติต่อไป

ดังนั้นการเสนอบทความวิจัยครั้งนี้จะเป็นประโยชน์การพัฒนาบทความวิจัยดังกล่าวให้มีความสมบูรณ์มากยิ่งขึ้น ซึ่งจะเป็นประโยชน์ต่อข้าพเจ้าในการนำความรู้และแนวคิดมาพัฒนาข้อเสนองานวิจัยเกี่ยวกับเรื่องข้าวต่อสำนักงานคณะกรรมการวิจัยแห่งชาติต่อไป

รวมทั้งยังสร้างชื่อเสียงให้กับ

มหาวิทยาลัยสุโขทัยธรรมมาธิราช และยังเป็นประโยชน์ต่อการเผยแพร่ผลงานทางวิชาการในระดับนานาชาติ และการพัฒนางานวิจัยในลักษณะเดียวกันนี้ต่อไป

เนื้อหาสาระสำคัญของการเสนอบทความวิจัยดังกล่าวมีรายละเอียดดังนี้

9. ประโยชน์ที่ได้รับ

ทำให้ข้าพเจ้าได้รับความรู้และแนวคิดทางด้านวิชาการ ซึ่งสามารถนำมาใช้ในการพัฒนาบทความวิจัยชิ้นนี้ได้ดียิ่งขึ้น ซึ่งจะเป็นประโยชน์ต่อการส่งบทความวิจัยชิ้นนี้ตีพิมพ์ในวารสารระดับนานาชาติต่อไป

นอกจากนี้ ข้าพเจ้าสามารถนำความรู้ที่ได้รับมาพัฒนางานวิจัยในอนาคต และพัฒนาเนื้อหาการสอนทางด้านเศรษฐศาสตร์ และการวิเคราะห์เชิงปริมาณสำหรับนักเศรษฐศาสตร์ต่อไป

10. ปัญหา/อุปสรรค

ปัญหาและอุปสรรคที่สำคัญคือ ความล่าช้าในการเบิกจ่ายงบประมาณ และการไม่สามารถกันเงินเหลื่อมปีงบประมาณได้ ทำให้ข้าพเจ้าเสียสิทธิ์การเสนอขอรับทุนจากกองทุน มสธ. 12 ปี ในอนาคต

11. ข้อเสนอแนะ

สาขาวิชาเศรษฐศาสตร์และมหาวิทยาลัยสุโขทัยธรรมมาธิราชควรจัดประชุมวิชาการระดับนานาชาติที่รวมทุกสาขาวิชาของมหาวิทยาลัย สามารถนำเสนอบทความวิชาการ หรือบทความวิจัย เพื่อเปิดโอกาสให้อาจารย์ นักวิจัย และนักศึกษาของมหาวิทยาลัยสุโขทัยธรรมมาธิราชและสถาบันการศึกษาอื่นๆ สามารถพัฒนาทักษะและความรู้การเขียนบทความวิจัย และบทความทางวิชาการ รวมทั้งการพัฒนางานวิจัยของมหาวิทยาลัยให้ดียิ่งขึ้นต่อไป

12. ภาคผนวก

- 1) แบบฟอร์มการขอรับทุนกองทุน มสธ. 12 ปี (สว.131)
- 2) Welcome letter
- 3) Invitation letter to attend AICIB 2016 (Oxford) Conference
- 4) Conference Abstracts e-Handbook
- 5) Conference Programme



บันทึกข้อความ

สาขาวิชาเศรษฐศาสตร์
รับที่
ลงที่ - 5 กค 2559
รพท

ส่วนราชการ สำนักวิชาการ ฝ่ายพัฒนาคณาจารย์ โทร. ๗๕๑๖-๘

ที่ ศธ ๐๕๒๒.๐๕(๐๓)/๕๔๔

วันที่ ๕ กรกฎาคม ๒๕๕๙

เรื่อง แจ้งผลการตรวจสอบการเสนอปรับเปลี่ยนโครงการขอรับทุนกองทุน มสธ.๑๒ ปี ประจำปีงบประมาณ ๒๕๕๙

ของ ผู้ช่วยศาสตราจารย์ ดร.พิทักษ์ ศรีสุขใส

เรียน ประธานกรรมการประจำสาขาวิชาเศรษฐศาสตร์

ตามที่สาขาวิชาเศรษฐศาสตร์ได้แจ้งขอปรับเปลี่ยนโครงการขอรับทุนกองทุน มสธ.๑๒ ปี ประจำปีงบประมาณ ๒๕๕๙ ของ ผู้ช่วยศาสตราจารย์ ดร.พิทักษ์ ศรีสุขใส จากเดิม โครงการเข้าร่วมประชุมวิชาการระดับนานาชาติ 2nd Academic International Conference on Business, Economics and Management ณ ประเทศอังกฤษ เป็น โครงการเข้าร่วมประชุมวิชาการระดับนานาชาติ Academic International Conference on Interdisciplinary Business Studies ณ ประเทศอังกฤษ ภายในวงเงินเดิมที่ผู้ขอรับทุนได้รับอนุมัติ (๓๘,๓๓๗.๔๕ บาท) ให้ฝ่ายเลขานุการตรวจสอบก่อนนำเสนอคณะกรรมการบริหารกองทุนฯ พิจารณา นั้น

ฝ่ายเลขานุการได้ตรวจสอบรายละเอียดโครงการแล้ว ขอให้ผู้ขอรับทุนปรับแก้แบบขอรับทุน (สว.๑๓๑) ดังนี้

๑. ปรับแก้เอกสารประกอบการขอรับทุนข้อ ๖.๒ ให้สอดคล้องกับแบบขอรับทุน (สว.๑๓๑) ข้อ ๖.๒

ทั้ง ๔ ข้อ

๒. ปรับแก้ชื่อโครงการใน ข้อ ๘ ให้สอดคล้องกับชื่อโครงการที่เสนอขอปรับเปลี่ยน

๓. ปรับแก้งบประมาณ ข้อ ๙

๔. เสนอผู้บังคับบัญชาลงนามและให้ความเห็นชอบ ข้อ ๑๒ และข้อ ๑๓ พร้อมทั้งระบุครั้งที่และวันที่ที่ผ่านความเห็นชอบจากคณะกรรมการประจำสาขาวิชา

๕. ส่งโครงการที่ปรับแก้แล้วให้ฝ่ายเลขานุการภายในวันที่ ๑๑ กรกฎาคม ๒๕๕๙ เพื่อนำเสนอคณะกรรมการบริหารกองทุนฯ ในการประชุมครั้งต่อไป (ครั้งที่ ๗/๒๕๕๙ วันที่ ๒๑ กรกฎาคม ๒๕๕๙) จำนวน ๑๓ ฉบับ (ต้นฉบับ ๑ และสำเนา ๑๒) ประกอบด้วยเอกสารดังต่อไปนี้

๑) บันทึกขอปรับเปลี่ยนโครงการขอรับทุน

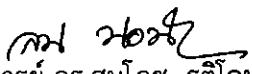
๒) แบบขอรับทุน (สว.๑๓๑) และเอกสารประกอบการขอรับทุนข้อ ๖.๒

๓) เอกสารประชาสัมพันธ์โครงการประชุม (โบรชัวร์)

๔) รายละเอียดกำหนดการประชุมในแต่ละวันตั้งแต่วันเดินทางไปจนถึงวันเดินทางกลับ

๖. ให้ผู้ขอรับทุนจัดทำบันทึกขอยกเลิกการตัดงบประมาณโครงการเดิม (โครงการเข้าร่วมประชุมวิชาการระดับนานาชาติ 2nd Academic International Conference on Business, Economics and Management ตัดงบประมาณครั้งที่ ๙๙/๒๕๕๙ เมื่อวันที่ ๗ เมษายน ๒๕๕๙) ก่อนเสนอขอรับทุนโครงการเข้าร่วมประชุมวิชาการระดับนานาชาติ Academic International Conference on Interdisciplinary Business Studies

จึงเรียนมาเพื่อโปรดทราบและแจ้งผู้ขอรับทุนดำเนินการต่อไป


(รองศาสตราจารย์ ดร.สมโภช รติโอฬาร)

ผู้อำนวยการสำนักวิชาการ

กรรมการและเลขานุการคณะกรรมการบริหารกองทุน มสธ. ๑๒ ปี

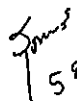
สนบอ ประธานกรรมการประจำสาขาวิชาเศรษฐศาสตร์

☐ เพื่อโปรดทราบและเวียนแจ้ง

☐ เพื่อโปรดพิจารณา

☐ เพื่อโปรดทราบ

☒ เห็นด้วย สนับสนุนโครงการสาขาวิชา


5 ธ.ค. ๕๙



บันทึกข้อความ

สำนักวิชาการ
รับที่ 3342
วันที่ 30 มิ.ย. 2559
15.24

ส่วนราชการ สาขาวิชาเศรษฐศาสตร์ โทร. 8196 - 9

ที่ ศธ 0522.19/ 714 วันที่ 30 มิถุนายน 2559

เรื่อง ขอให้ตรวจสอบรายละเอียดโครงการขอรับทุนกองทุน มสธ. 12 ปี ประจำปีงบประมาณ 2559

ขอไป

เรียน ผู้อำนวยการสำนักวิชาการ

ฝ่ายพัฒนาอาจารย์
รับที่ 1067
วันที่ 30 มิ.ย. 2559
เวลา 16.45

ตามที่คณะกรรมการบริหารกองทุน มสธ. 12 ปี ได้อนุมัติให้ผู้ช่วยศาสตราจารย์ ดร.พิทักษ์ ศรีสุขใส ดำเนินโครงการเข้าร่วมประชุมวิชาการระดับนานาชาติ 2nd Academic International Conference on Business, Economics, and Management ณ ประเทศอังกฤษ ระหว่างวันที่ 12-14 กันยายน 2559 ตามโครงการพัฒนาบุคลากรให้ได้รับความรู้และทักษะทางวิชาการ โดยขอรับการสนับสนุนจากกองทุน มสธ. 12 ปี ประจำปีงบประมาณ 2559 นั้น เนื่องจากผู้จัดการประชุม วิชาการระดับนานาชาติได้ยกเลิกการประชุมวิชาการดังกล่าว ดังนั้นผู้ช่วยศาสตราจารย์ ดร.พิทักษ์ ศรีสุขใส จึงขอเปลี่ยนแปลงการดำเนินโครงการ โดยเสนอบทความวิจัยแล้วเข้าร่วมประชุม ระดับนานาชาติ Academic International Conference on interdisciplinary Business Studies ระหว่างวันที่ 12-14 กันยายน 2559 ณ ประเทศอังกฤษแทน

ในการนี้ สาขาวิชาเศรษฐศาสตร์จึงขอให้ฝ่ายเลขานุการตรวจสอบ รายละเอียดโครงการ ก่อนดำเนินการต่อไป

จึงเรียนมาเพื่อโปรดดำเนินการต่อไปด้วย จะขอบคุณยิ่ง

(ผู้ช่วยศาสตราจารย์ปิยะศิริ เรืองศรีมัน)

ประธานกรรมการประจำสาขาวิชาเศรษฐศาสตร์

เรียน ผู้อำนวยการสำนักวิชาการ
เพื่อโปรดทราบ



บันทึกข้อความ

ส่วนราชการ _____ สาขาวิชาเศรษฐศาสตร์ โทร. 8196 - 8
ที่ ศธ(พ) 0522.19/ ๕19 วันที่ ๒๒ มิถุนายน 2559
เรื่อง ขอลเปลี่ยนแปลงโครงการประชุมวิชาการระดับนานาชาติ (ทุนมสธ.12 ปี)

เรียน ประธานกรรมการประจำสาขาเศรษฐศาสตร์

ตามที่คณะกรรมการบริหารกองทุน มสธ. 12 ปี ได้อนุมัติให้ข้าพเจ้าดำเนินโครงการเข้าร่วมประชุมวิชาการระดับนานาชาติ 2nd Academic International Conference on Business, Economics, and Management ณ ประเทศอังกฤษ ระหว่างวันที่ 12 - 14 กันยายน 2559 ตามโครงการพัฒนาบุคลากรให้ได้รับความรู้และทักษะทางวิชาการ โดยขอรับการสนับสนุนจากกองทุนของกองทุน มสธ. 12 ปีประจำปีงบประมาณ 2559 นั้น เนื่องจากผู้จัดการประชุมวิชาการระดับนานาชาติได้ยกเลิกการประชุมวิชาการดังกล่าว ดังนั้นข้าพเจ้าจึงขอเปลี่ยนแปลงการดำเนินโครงการ โดยเสนอบทความวิจัยและเข้าร่วมประชุมวิชาการระดับนานาชาติ Academic International Conference on interdisciplinary Business Studies ระหว่างวันที่ 12-14 กันยายน 2559 ณ ประเทศอังกฤษ แทน

จึงเรียนมาเพื่อโปรดพิจารณา และดำเนินการต่อไป จักขอบคุณยิ่ง

กมล

(ผู้ช่วยศาสตราจารย์ ดร.พิทักษ์ ศรีสุขใส)

คำสั่ง: ให้ดำเนินการตามโครงการ สาขาวิชาเศรษฐศาสตร์

☐ รับใบรับทราบและเวียนแจ้ง

☐ เสร็จโปรดพิจารณา

☐ เสร็จโปรดทราบ

☒ 44คส15นคณเศรษฐศาส ศาสตราจารย์

22 มิ.ย. 59

เลขาธิการมหาวิทยาลัย

๒๒ มิ.ย. ๕๙

๒๓ มิ.ย. ๕๙

ทำเนาแล้ว
๒๓ มิ.ย. ๕๙

แบบฟอร์มการขอรับทุนกองทุน มสธ.12 ปี (สว.131)

1. ชื่อโครงการ โครงการเข้าร่วมประชุมวิชาการระดับนานาชาติ Academic International Conference on Interdisciplinary Business Studies

2. ประเภทโครงการ

- ☐ โครงการเฉลิมพระเกียรติพระบาทสมเด็จพระปกเกล้าเจ้าอยู่หัวและเพื่อเทิดทูนสถาบันพระมหากษัตริย์
- ☐ โครงการส่งเสริมการพัฒนางานวิชาการของมหาวิทยาลัย
- ☒ โครงการพัฒนาบุคลากรให้ได้รับความรู้และทักษะทางวิชาการ

3. ชื่อและประวัติของผู้ขอรับทุน/ผู้รับผิดชอบโครงการ

ชื่อภาษาไทย...ผศ.ดร.พิทักษ์ ศรีสุขใส.....

ชื่อภาษาอังกฤษAsst. Pithak Srisuksai, Ph.D.

วุฒิการศึกษาPh.D. (Economics).....

ตำแหน่งอาจารย์.....สังกัด...สาขาวิชาเศรษฐศาสตร์... โทรศัพท์0-2504-8310.....

เข้ารับราชการที่ มสธ. เมื่อวันที่12 ตุลาคม 2552...จะเกษียณอายุราชการในปีงบประมาณ 2569

- ขณะนี้ได้รับทุนอื่นๆ จากมหาวิทยาลัยหรือไม่ ☒ ไม่ได้รับ ☐ รับ ระบุ).....
- ขณะนี้ลาศึกษาต่อเต็มเวลา / ลาในลักษณะอื่นเต็มเวลาหรือไม่ ☒ ไม่ได้ลา ☐ ลา โปรดระบุ.....
- ขณะนี้ผู้ขอรับทุนมีชุดวิชาที่ต้องรับผิดชอบในการผลิต/ปรับปรุงประจำภาคการศึกษาในปีงบประมาณที่ขอรับทุน หรือไม่ ☒ ไม่มี ☐ มี (ถ้ามี) โปรดระบุชื่อและรหัสชุดวิชาที่รับผิดชอบ.....โดยทำหน้าที่
 - ☐ ประธาน ☐ บรรณาธิการ
 - ☐ ผู้เขียน หน่วยที่และจะเปิดสอนในภาคการศึกษาที่

4. ความสำคัญของโครงการ

มหาวิทยาลัยสุโขทัยธรรมาธิราช มีวิสัยทัศน์ต้องการเป็นมหาวิทยาลัยเปิดที่ใช้ระบบการศึกษาทางไกล
ชั้นนำของโลกให้การศึกษาตลอดชีวิตสำหรับทุกคน ประกอบกับสาขาวิชาเศรษฐศาสตร์มีวิสัยทัศน์ต้องการ
เป็นผู้นำในการพัฒนาและเผยแพร่ความรู้ทางเศรษฐศาสตร์สู่สังคมอย่างมีคุณภาพในระบบการศึกษาทางไกล
โดยมีพันธกิจที่ต้องการพัฒนางานวิจัยและพัฒนาองค์กร ซึ่งทำให้การประชุมทางวิชาการระดับนานาชาติ
ทางด้านเศรษฐศาสตร์ ที่จัดโดย FLE Learning ,University of Oxford เป็นกิจกรรมทางวิชาการที่สอดคล้อง
กับวิสัยทัศน์และพันธกิจดังกล่าว และส่งผลให้สาขาวิชาเศรษฐศาสตร์ และมหาวิทยาลัยสุโขทัยธรรมาธิราช
บรรลุเป้าหมายที่วางไว้ได้ เนื่องจากการแลกเปลี่ยนและเรียนรู้ทางวิชาการระหว่างนักวิชาการจำนวนมาก
ทางด้านเศรษฐศาสตร์ ซึ่งจะเป็นประโยชน์ต่อการพัฒนางานวิจัย บทความวิชาการ บทความวิจัย การ
พัฒนาการสอนเอกสารการสอนและประมวลสาระประจำชุดวิชา นอกจากนี้สามารถขยายความร่วมมือ
ทางด้านอื่นๆกับนักวิชาการด้านเศรษฐศาสตร์จากมหาวิทยาลัยต่างๆได้ในอนาคต

5. วัตถุประสงค์ของโครงการ

- 1) เพื่อเข้าร่วมประชุมทางวิชาการและแลกเปลี่ยนความรู้ทางด้านวิชาการ และการวิจัยที่ทันสมัยมากขึ้น
- 2) เพื่อเสนอบทความวิจัย และพัฒนาบทความวิจัย บทความทางวิชาการ การวิจัย การพัฒนาการสอนและ
เอกสารการสอนจากการแลกเปลี่ยนความรู้ระหว่างนักวิชาการจากมหาวิทยาลัยต่างๆ

6. ประโยชน์ที่คาดว่าจะได้รับ (ในเชิงรูปธรรม) เมื่อเสร็จสิ้นโครงการแล้วผู้ขอรับทุนจะนำความรู้และ
ประสบการณ์ที่ได้รับไปใช้ประโยชน์ในกิจกรรม 2 ส่วน ดังนี้

6.1 ความรู้และประสบการณ์ที่ได้รับนี้มีประโยชน์ต่อมหาวิทยาลัยอย่างไร

- 1) นำความรู้และแนวคิดที่ได้รับไปใช้ประโยชน์ในงานวิชาการเพื่อนำไปสู่การนำมส.สู่ความเป็นสากลทั้ง
ด้านงานวิจัย การประชุมสัมมนา และความร่วมมือทางวิชาการกับหน่วยงานระดับนานาชาติ
- 2) นำความรู้และแนวคิดที่ได้รับไปใช้ประโยชน์ในการพัฒนางานวิจัย บทความวิชาการ บทความวิจัย
เอกสารการสอน ประมวลสาระชุดวิชา และงานวิชาการอื่นๆ

6.2 ผู้ขอรับทุนจะนำประโยชน์ที่ได้รับมาใช้ในการพัฒนางานที่รับผิดชอบอย่างไรในเชิงรูปธรรม

- 1) นำความรู้และข้อเสนอแนะมาพัฒนาบทความวิจัยเพื่อตีพิมพ์ในวารสารระดับชาติ และระดับ
นานาชาติ
- 2) นำความรู้และแนวคิดมาพัฒนาข้อเสนองานวิจัยเกี่ยวกับเรื่องข่าวต่อสำนักงานคณะกรรมการวิจัย
แห่งชาติ

3) นำความรู้และแนวคิดมาเผยแพร่ในที่ประชุมคณาจารย์ และเขียนบทความเผยแพร่ทางเว็บไซต์ของ
สาขาวิชาเศรษฐศาสตร์

4) ส่งบทความวิจัยเพื่อตีพิมพ์ในวารสารระดับชาติและนานาชาติทางด้านเศรษฐศาสตร์

7. ระยะเวลาดำเนินการ ระหว่างวันที่ 10 - 16 กันยายน 2559

วันที่ 10 กันยายน 2559 ออกเดินทางจากกรุงเทพฯ

วันที่ 11 กันยายน 2559 เดินทางถึง University of Oxford

วันที่ 12 กันยายน 2559 เข้าร่วมการประชุมทางวิชาการ

วันที่ 13 กันยายน 2559 เข้าร่วมการประชุมทางวิชาการ

วันที่ 14 กันยายน 2559 เข้าร่วมการประชุมทางวิชาการ

วันที่ 15 กันยายน 2559 เตรียมตัวเดินทางกลับ

วันที่ 16 กันยายน 2559 เดินทางกลับ

8. วิธีดำเนินการ สมัครเข้าร่วมประชุมทางวิชาการ และประชุมทางวิชาการระดับนานาชาติ (2nd Academic
International Conference on Business, Economics, and Management)
ณ ประเทศอังกฤษ

Interdisciplinary Business Studies

9. งบประมาณของโครงการจำแนกตามหมวด (ประเภท A)

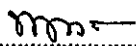
1) ค่าลงทะเบียน (GBP 445 × 52)	23,140 บาท
2) ค่าค่าตัวเดินทางไป-กลับ กรุงเทพฯ-ลอนดอน	40,900 บาท
3) ค่าที่พัก 5 คืนๆ ละ 3,150 บาท ($3,150 \div 2$)	15,750 บาท 18,750
4) ค่าเบี้ยเลี้ยง 6 วันๆ ละ 1,800 บาท ($1,800 \div 2$)	10,800 บาท 5,400
5) ค่าพาหนะเดินทางในประเทศตามที่จ่ายจริงแต่ไม่เกินเที่ยวละ 500 บาท	1,000 บาท
6) ค่าพาหนะเดินทางในต่างประเทศ 5 วันๆ ละ 600 บาท	3,000 บาท
รวมทั้งสิ้น	94,590 บาท 92,190

หมายเหตุ ขอรับการสนับสนุนงบประมาณจากกองทุน มสธ. 12 ปี จำนวน 38,337.45 บาท ค่าใช้จ่ายส่วน
ที่เกินผู้ขอรับทุนยินดีรับผิดชอบเอง

10. เมื่อข้าพเจ้าและ / หรือผู้ร่วมโครงการได้รับทุนจากกองทุน มสธ. 12 ปี แล้ว ข้าพเจ้าและ / หรือผู้ร่วม
โครงการยินดีปฏิบัติตามประกาศมหาวิทยาลัยสุโขทัยธรรมาธิราช เรื่องหลักเกณฑ์และวิธีปฏิบัติเกี่ยวกับ

การจัดสรรเงินกองทุน มสธ. 12 ปี และแนวปฏิบัติต่าง ๆ ที่เกี่ยวกับการใช้จ่ายเงินกองทุน มสธ. 12 ปี และ
เกณฑ์ที่คณะกรรมการประจำสาขาวิชา / มติที่ประชุมผู้บริหารสำนัก สถาบันกำหนดโดยเคร่งครัด
และข้าพเจ้า และ/หรือผู้ร่วมโครงการขอรับรองว่าจะส่งรายงานผลฉบับสมบูรณ์และสรุปผลการดำเนินงาน
โครงการขอรับทุนกองทุน มสธ. 12 ปี ประจำปี (Annual Report) (สว.136) ต่อคณะกรรมการบริหาร
กองทุน มสธ. 12 ปี ภายในระยะที่คณะกรรมการบริหารกองทุน มสธ. 12 ปี กำหนด ประจำปีงบประมาณ
2559

11. ข้าพเจ้าขอรับรองว่าข้อความที่กล่าวมาข้างต้นเป็นความจริงทุกประการ

(ลงชื่อ) 

(ผู้ช่วยศาสตราจารย์ ดร.พิทักษ์ ศรีสุขใส)

ผู้ขอรับทุน / ผู้รับผิดชอบโครงการ

วันที่ 22 เดือน มิถุนายน พ.ศ. 2559

12. ความเห็นของผู้บังคับบัญชา



.....
และข้าพเจ้าขอรับรองว่าจะติดตามรายงานผลฉบับสมบูรณ์ จากผู้ขอรับทุน / ผู้รับผิดชอบโครงการ และ
สรุปผลการดำเนินงานโครงการขอรับทุนกองทุน มสธ. 12 ปี ประจำปี (Annual Report) (สว.136) เสนอ
คณะกรรมการบริหารกองทุน มสธ. 12 ปี ภายในระยะเวลาที่คณะกรรมการบริหารกองทุน มสธ. 12 ปี
กำหนด ประจำปีงบประมาณ 2559. หากหน่วยงานไม่สามารถส่งรายงานผลฉบับสมบูรณ์และสรุปผลการ
ดำเนินงานฯ ภายในระยะเวลาที่กำหนดได้ ข้าพเจ้ารับทราบว่าจะไม่ได้รับการจัดสรรทุนเพื่อส่งเสริมการ
ปฏิบัติตามข้อบังคับหรือแนวปฏิบัติของกองทุน มสธ. 12 ปี จำนวน 10,000 บาท

(ลงชื่อ) 

(.....) 

ประธานกรรมการประจำสาขาวิชา ~~หรือ~~

ผู้อำนวยการสำนัก/สถาบัน/ศูนย์ หรือ

~~อธิการบดี หรือ รองอธิการบดีที่รับผิดชอบดูแลหน่วยงาน~~

13. โครงการนี้ได้ผ่านความเห็นชอบจากคณะกรรมการประจำสาขาวิชา/คณะกรรมการบริหารสำนัก/สถาบัน หรือ
ผู้บริหารหน่วยงานแล้ว ในการประชุมครั้งที่ เมื่อวันที่ X

(ลงชื่อ) X

(.....) X

ประธานกรรมการประจำสาขาวิชา หรือ

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~~อธิการบดี หรือ รองอธิการบดีที่รับผิดชอบดูแลหน่วยงาน~~

โครงการ: กองทุนวิจัยทุนอุดหนุน พลธ. 12 ปี 6.2

กิจกรรม/โครงการ ที่จะกลับมาดำเนินการ	ระยะเวลาดำเนินการ ปี ๒๕๖๐												อัตรา กำลัง *	จำนวน เงิน *	วัสดุอุปกรณ์ *
	ต.ค.	พ.ย.	ธ.ค.	ม.ค.	ก.พ.	มี.ค.	เม.ย.	พ.ค.	มิ.ย.	ก.ค.	ส.ค.	ก.ย.			
เผยแพร่ในการประชุมคณาจารย์ Submit paper ต่อวารสารด้านเศรษฐศาสตร์	←	→											1	- 750 ดอลลาร์	โปรเจคเตอร์

* กรณีที่ผู้ขอรับทุนมีความจำเป็นจะต้องขอรับการสนับสนุนเพิ่มเติมจากมหาวิทยาลัยในการจัดทำผลงานดังกล่าวที่นอกเหนือจากอัตรากำลัง งบประมาณ และวัสดุอุปกรณ์
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AICIBS 2016 Oxford

CALL FOR PAPERS	
Conference Title	Academic International Conference on Interdisciplinary Business Studies
Conference Dates	12th - 14th September 2016
Deadline for Abstract	15th August 2016
Venue	University of Oxford, Green Templeton College, Oxford, United Kingdom

www.flelearning.co.uk

FLE is dedicated to provide a common platform for educational institutes, academia, government and industry to discuss key issues and new developments in the field of law, economics, political economy, finance and social sciences, which is critical to the development of professional competitive edge. We achieve this goal by organising highest quality academic conferences and seminars for professionals.

Conference Objective

The overall objective of the **Academic International Conference on Interdisciplinary Business Studies (AICIBS)** is to stimulate discussion on various issues affecting Interdisciplinary Business Studies, as well as to encourage research and discussion in Business Management, Economics, Financial Management, Legal Management and Marketing Management.

Who should attend?

AICLEF provides an opportunity for **academics, practitioners, consultants, scholars, researchers and policy makers** with different backgrounds and experiences, to present their papers in the conference and to discuss their experiences, new ideas, research results, as well as any practical challenges encountered and/or the solutions adopted during their work.

Conference committee highly encourages **doctorate (PhD) and postgraduate students** to present their research proposal, or literature review, or findings, or issues in this conference with a very special registration fees. Case studies, abstracts of research in progress, as well as full research papers will be considered for the conference program for presentation purposes. **Undergraduate students can ONLY attend academic conferences if (a) his/her research is funded by an organisation/institute, and/or (b) supervised by the member or faculty, and/or (c) co-authored by a Master's student.** Otherwise, undergraduate students can only attend a conference as a listener without presenting paper.

Listeners and Delegations from the same area of interest can also attend these conferences

Categories of Submissions

FLE is seeking submission of papers for presentations at the conference in two categories:

Abstract Submission

- **Presentation based on Abstract:** All submitted abstracts will undergo a blind review. An abstract/proposal between 300 to 500 words, clearly summarizing the arguments, should be submitted before the deadline. The committee normally reaches its decision within two weeks after abstract submission. All abstracts must be submitted in English using an 'Abstract Submission Form'. All abstracts/proposals will be published online after the conference and uploaded on FLE's website. Click here to Download [ABSTRACT SUBMISSION FORM](#)

Academic Paper Submission (Optional)

- **Presentation based on Academic Paper:** All submitted academic papers will be peer reviewed. **Please submit the full academic paper only if the abstract submission has been officially accepted.** The preferred length of full paper (including footnotes) is 5,000 words (maximum limit). In general, please confine your paper between 10-12 pages, everything included. It

must include an abstract (no more than 150 words) and 3 to 5 keywords. Author's autobiographical details should appear as the first footnote of each contribution, and include the name, academic and professional qualifications, institutional affiliation, current title and position of each author. Full paper must be written in British English, typed using Times New Roman (normal style and font size 12) and in MS-Word. Page size should be A4, single column with 2.5 cm margin on both sides with single line spacing. All pages of the manuscript (including Tables and Figures) should be numbered.

A full paper should be submitted before the deadline, following the [paper submission guidelines](#). The committee normally reaches its decision within two weeks after each conference. All papers must be submitted in English.

[Click here for Registration Process](#)

Publication

All abstracts/proposals will be published online after the conference and uploaded on FLE's website. All submitted conference papers will be blind peer reviewed. Papers submitted and presented at the conference will be published in the conference proceedings, subject to their acceptance by the review committee, immediately after the conference. Conference Proceedings will be available to view and download from FLE's website. To be considered for publication in the conference proceedings, submitted papers must strictly adhere to our prescribed in-house referencing style i.e., Harvard Citing and Referencing Style. Each conference proceeding will have a unique digit International Standard Serial Number (ISSN) and/or International Standard Book Number (ISBN) code. All Conference Proceedings are yearly submitted for evaluation and indexing in ISI Web of Science, Web of Knowledge, Thomson Reuters, Elsevier products, SCOPUS, ProQuest, Nielson and Google Scholar. If you want your paper to be considered for publication, kindly submit your full paper **before Paper submission deadline**, following the [paper submission guidelines](#).

Conference Proceedings Publication Date: In general, conference proceedings are published within FOUR weeks after each conference.

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Registration Fee

Registration fee includes participation in the conference, publication of the contribution, conference attendance e-certificate, lunch during conference, badge, conference bag and/or conference accessories and coffee breaks.

Listener includes those delegates who are participating in the conference but not presenting

Complete Registration Pack includes participation in the conference, publication of the contribution, conference attendance e-certificate, lunch during conference, badge, conference bag and/or conference accessories, coffee breaks, welcome dinner (Day ONE), networking dinner (Day TWO) and social networking events (Day THREE).

Showing 10 items

Description	Registration Fee	Late Registration Fee
Sort	Sort	Sort
Author	GBP 445.00	GBP 495.00
Co-Author	GBP 425.00	GBP 475.00
Author (Student)	GBP 395.00	GBP 445.00
Listener	GBP 375.00	GBP 425.00
Additional Paper(s) Presentation	GBP 225.00 Per Paper	GBP 275.00 Per Paper
Complete Registration Pack	GBP 600.00	GBP 675.00
Welcome Dinner – Day ONE	GBP 50.00	GBP 60.00
Networking Dinner – Day TWO	GBP 50.00	GBP 60.00
Social Networking Event – Day THREE	GBP 70.00	GBP 80.00
Editing Paper (Per 5000 Words)	GBP 50.00	GBP 60.00

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Paper Submission

Presentation based on Academic Paper

All submitted academic papers will be peer reviewed. **Please submit your full academic paper only if your submitted abstract has been officially accepted.** The preferred length of full paper (including footnotes) is 5,000 words (maximum limit). In general, please confine your paper between 10-12 pages, everything included. It must include an Abstract (no more than 150 words) and 3-5 Keywords. Authors' autobiographical details should appear as the first footnote of each contribution, and include the name, academic and professional qualifications, institutional affiliation, current title and position of each author. Full paper must be written in British English, typed using Times New Roman (normal style and font size 12) and in MS-Word. Page size should be A4, single column with 2.5 cm margin on both sides with single line spacing. All pages of the manuscript (including Tables and Figures) should be numbered.

A paper should be submitted before deadline, following the paper [submission guidelines](#). The committee normally reaches its decision within two weeks after each conference. All papers must be submitted in English.

Papers submitted and presented at the conference will be published in the conference proceedings, subject to their acceptance by the review committee, immediately after the conference, which will be available to view and download from FLE's website. **Papers submitted for publication in the conferences proceedings must strictly adhere to our prescribed referencing style i.e., OSCOLA.** Each conference proceedings will have a unique digit International Standard Serial Number (ISSN) and/or International Standard Book Number (ISBN) code.

Paper Submission Deadline

A full paper written on a topic within the broad conference theme should be submitted before deadline.

Submission Methods

An academic paper should be word-processed and single-spaced, and provided in electronic form (MS-Word) by email to submit@flelearning.co.uk or fax at 0044 131 608 0239

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To

Dr. Pithak Srisuksai
Assistant Professor
Sukhothai Thammathirat Open University
9/9 Chaengwattana, Moo 9., Bangpood District Pakkret District
Nonthaburi 11120
Thailand

Our Ref :AICIBS 20164303Y29

Your Ref:

Date: August 22, 2016

By Email ONLY

Dear Dr. Srisuksai,

Re: Welcome Letter - Srisuksai 4303

AICIBS 2016 (Oxford) : Academic International Conference on Interdisciplinary Business Studies

Many thanks for your recent application to register for **Academic International Conference on Interdisciplinary Business Studies, 12th -14th September 2016 , Oxford, United Kingdom.** We write to confirm that you have been **registered** for this conference to give **Oral Presentation** of 20-25 minutes (including discussion) on the topic of **The Relationship between Cost and Price Discovery in Thai Rice.**

Please find enclosed herewith a copy of your **invoice number 614 (PAID)** dated **22nd August 2016** (Transaction ID : 60653682SY389143H) against your registration for the AICIBS 2016 (Oxford) conference for your safe record.

All delegates will be notified of the exact conference venue and programme at least 7 days in advance of the conference along with other information. To book your accommodation during conference, kindly visit www.booking.com and book your accommodation near to the University of Oxford Green Templeton College Woodstock Road Oxford OX2 6HS Telephone: +44 (0) 1865 274800. For other useful information about conference venue, please visit <http://aicibs.flelearning.co.uk/aicibs/venue>.

If you want your paper to be considered for publication in the Conference Proceedings and/or one of our E-Journal (peer reviewed) with ISSN/ISBN number, please submit your **final manuscript** by **29th August 2016**, following the paper submission guidelines (<http://www.flelearning.co.uk/submission-guideline>). The preferred length of contributions (including footnotes) is 5,000 words (maximum limit). However, we will publish your abstract in our conference proceedings with ISSN/ISBN number.

May we take this opportunity to thank you for choosing FLE. If at any stage there is anything you would like to discuss, please do not hesitate to contact us or visit our AICIBS 2016 website <http://aicibs.flelearning.co.uk/home>.

Looking forward to seeing you.

Yours sincerely,

AP Singh

Amanpreet Singh
Conference Coordinator & BDM
FLE Learning

2016



Academic International Conference on Interdisciplinary Business Studies

Conference Programme

Conference Venue: University of Oxford, Green
Templeton College, Oxford, United Kingdom
Conference Dates: 12th -14th September 2016



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Academic International Conference on Interdisciplinary Business Studies

Conference Programme Day ONE*

Monday, 12th September 2016

08:45 AM: 09:15 AM : **Registration and Tea/Coffee**

09:15 AM: 09:25 AM : **Welcome Remarks (E P Abraham Lecture Theatre)**

Welcome Remarks by **Haoran Liu, D.Phil Canadidate, University of Oxford.**

9:25:00 AM - 9:50:00 AM Keynote Speech

Keynote Speech by **Prof. Anuradha Jain**, Dean and Professor, Vivekanand Institute of Profesional Studies (**India**), *The Impact of Globalization of Indias export and Import on Agricultural commodities*

Short Profile of Prof. Anuradha Jain

Prof. Anuradha Jain, Dean, School of Business Studies, Vivekananda Institute of Professional Studies (VIPS), is a staunch academician with the perfect blend of interest in curricular and co-curricular activities. A gold medallist from University of Bombay, she has been dedicated to the teaching community for over 19 years. Prof. Jain is a fanatical economist with her areas of interest in International Trade and International Business. She has exemplary exposure of holding distinct positions in VIPS as Dean Academics and Dean Examination. She has also diligently chaired the Anti-Ragging Committee. She also had the honor of being the Chairperson of Discipline Committee of the institute.

Being conferred the Best Zonal Coordinator by Guru Gobind Singh Indraprastha University for three consecutive years encompassing 2007,2008 and 2009, she coordinated the most flamboyant cultural festival, ANUGOONJ, for a span of seven years.

Prof. Jain has numerous research papers to her credit in diverse areas and has been chairing expert sessions in various national and international conferences. She is on the panel as an expert in Economics for selection board of various State Public Service Commissions.

She also holds significant membership positions as Advisory Board Centre for Education Growth and Research; Indian Commerce Association (ICA) and International Association of Academicians & Research (INAAR). She also has the honor of being the Chairperson of Social Welfare Cell, Centre for Education Growth and Research. Prof. Jain is distinguished Honorary Advisory Member of International Association of Research & Development Organization. She has been instrumental in uplifting the rights of women as General Secretary, Women Division, International Jurist Council.

Day ONE Session ONE

Presentation on: **12th September 2016**

Session chaired by **Ms. Corlise Le Roux**

Presentation Group: Interdisciplinary Business Studies

Conference Room/Hall - E P Abraham Lecture Theatre

9:50:00 AM - 10:15:00 AM

Prof. Zvi Ganor, Professor, Westwern Galilee Academic College (**Israel**), *The Experience – Profit Chain : Customer Experience Role in Marketing Strategy* (Delegate Number : Ganor 2940 - Y3 - **Oral Presentation**) Seat No: 2

10:15:00 AM - 10:40:00 AM

Dr. Santidhorn Pooripakdee, Lecturer, Silpakorn University (**Thailand**), *The Congruence between the Management Practices and the National Culture in Doing Business across Culture of MNCs in Thailand* (Delegate Number : Pooripakdee 4190 - Y10 - **Oral Presentation**) Seat No: 3

10:40:00 AM - 11:05:00 AM

Ms. Elrida Vos, Marketing Clerk and Masters Student, University of Johannesburg (**South Africa**), *An overview and comparison of the DNA of CSR 2.0 in the Food Retail Industry within a South African context* (Delegate Number : Vos 2801 - Y33 - **Oral Presentation**) Seat No: 4

11:05 AM -11:20 AM Tea/Coffee Break

Day ONE Session TWO

Presentation on: **12th September 2016**

Session chaired by **Prof. Zvi Ganor**

Presentation Group: Interdisciplinary Business Studies

Conference Room/Hall - E P Abraham Lecture Theatre

11:20:00 AM - 11:45:00 AM

Dr. Sasivimol Meeampol, Dean, Kasetsart University (**Thailand**), *The Use of Target Costing in the Automotive Industry* (Delegate Number : Meeampol 4006 - Y20 - **Oral Presentation**) Seat No: 5; **Co-Author Dr. Bordin Rassameethes**, Former Dean and Lecturer, Kasetsart University (**Thailand**), *The Use of Target Costing in the Automotive Industry* (Delegate Number : Rassameethes 4006 - Y21 - **Oral Presentation**) Seat No: 6; and **Co-Author Dr. Suparerk Sooksmarn**, Lecturer, Kasetsart University (**Thailand**), *The Use of Target Costing in the Automotive Industry* (Delegate Number : Sooksmarn 4006 - Y22 - **Oral Presentation**) Seat No: 7

11:45:00 AM - 12:10:00 PM

Dr. Arpita Mehrotra, Assistant Professor, Royal University for Women (**Kingdom of Bahrain**), *The Implementation of Activity-Based Costing in Higher Education Institutions in the Kingdom of Bahrain - A Case Study of a Private University* (Delegate Number : Mehrotra 4304 - Y37 - **Oral Presentation**) Seat No: 8; and **Co-Author Dr. Hala Elias**, Assistant Professor, Royal University for Women (**Kingdom of Bahrain**), *The Implementation of Activity-Based Costing in Higher Education Institutions in the Kingdom of Bahrain - A Case Study of a Private University* (Delegate Number : Elias 4304 - Y38 - **Oral Presentation**) Seat No: 9

12:10:00 PM - 12:35:00 PM

Prof. Zakaria AL-Douri, Professor, Isra University (**Jordan**), *Organizational Justice and its Impact on Job Satisfaction : A study for a group (sample) of workers in the housing bank in Amman city* (Delegate Number : AL-Douri 4121 - Y7 - **Oral Presentation**) Seat No: 10

12:35:00 PM - 1:00:00 PM

Mr. David Oberholzer, Masters Student, University of Johannesburg (**South Africa**), *Social Economics of Golf balls* (Delegate Number : Oberholzer 2800 - Y32 - **Oral Presentation**) Seat No: 11

1:00 PM – 1:05 PM

Day ONE Group Photograph

1:05 PM - 2:00 PM

Lunch Break

Day ONE Session THREE

Presentation on: **12th September 2016**

Session chaired by **Dr. Bordin Rassameethes**

Presentation Group: Interdisciplinary Business Studies

Conference Room/Hall - E P Abraham Lecture Theatre

2:00:00 PM - 2:25:00 PM

Ms. Corlise Le Roux, Lecturer, University of Johannesburg (**South Africa**), *An Econometric Analysis of Commodities Produced in China, Russia and South Africa* (Delegate Number : Le Roux 2780 - Y35 - **Oral Presentation**) Seat No: 12

2:25:00 PM - 2:50:00 PM

Mrs. Amira Hakim, Phd Researcher, University of Sfax (**Tunisie**), *The impact of information asymmetry on the sovereign bonds market and the bhavioral finance on the microstructure of the banking industry over the time* (Delegate Number : Hakim 4289 - Y23 - **Oral Presentation**) Seat No: 13

2:50:00 PM - 3:15:00 PM

Ms. Shruti Srinivasan, MPhil Research Scholar, Christ University (**India**), *Crowdfunding and Performing Arts : A Case Study of a Crowdfunded Indian Classical Dance Festival* (Delegate Number : Srinivasan 4309 - Y27 - **Oral Presentation**) Seat No: 14

3:15PM -3:40 PM

Tea/Coffee Break

Day ONE Session FOUR

Presentation on: **12th September 2016**

Session chaired by **Prof. Rohini Prasad**

Presentation Group: Interdisciplinary Business Studies

Conference Room/Hall - E P Abraham Lecture Theatre

3:30:00 PM - 3:55:00 PM

Mrs. Irma Machacova, PhD Student, Masaryk University (**Czech Republic**), *How to gamify a survey research?* (Delegate Number : Machacova 4130 - Y11 - **Oral Presentation**) Seat No: 15

3:55:00 PM - 4:20:00 PM

Mrs. Eman Alshammari, Student, Swansea University (**United Kingdom**), *A literature review of consumer ethnocentrism (CET)* (Delegate Number : Alshammari 4282 - Y14 - **Oral Presentation**) Seat No: 16

4:20:00 PM - 4:45:00 PM

Ms. Yen Ling Huang, Graduate Student, National Taiwan Normal University Graduate Institute of Sport (**Taiwan**), *Examining Taiwanese Consumer's Preferences for Yogurt Beverage by Conjoint Analysis – the Differences among Consumers' Consumption frequency* (Delegate Number : Huang 4163 - Y18 - **Oral Presentation**) Seat No: 17

07:30 PM - 9:30 PM

Welcome Dinner* at Browns Oxford 5-11 Woodstock Road, Oxford, Oxfordshire, OX2 6HA Tel: 01865 511995 (Only for those delegates who have registered and paid for the social events)

Academic International Conference on Interdisciplinary Business Studies

Conference Programme Day TWO*

Tuesday, 13th September 2016

08:45 AM: 09:00 AM : Registration and Tea/Coffee

Day TWO Session ONE

Presentation on: 13th September 2016

Session chaired by **Prof. Anuradha Jain**

Presentation Group: Interdisciplinary Business Studies

Conference Room/Hall - E P Abraham Lecture Theatre

9:00:00 AM - 9:25:00 AM

Prof. Rohini Prasad, Professor, Pt. Ravishankar Shukla University Raipur (**India**), *A study of Global Economic Recession and its Implications for Indo-US trade* (Delegate Number : Prasad 4081 - Y28 - **Oral Presentation**) Seat No: 18

9:25:00 AM - 9:50:00 AM

Mr. Simiso Msomi, Lecturer, University of KwaZulu Natal (**South Africa**), *Asymmetry in Behaviour of Expectation to Exchange Rate* (Delegate Number : Msomi 4250 - Y25 - **Virtual Presentation (Skype Video Conference)**) Seat No: 19

9:50:00 AM - 10:15:00 AM

Dr. Pithak Srisuksai, Assistant Professor, Sukhothai Thammathirat Open University (**Thailand**), *The Relationship between Cost and Price Discovery in Thai Rice* (Delegate Number : Srisuksai 4303 - Y29 - **Oral Presentation**) Seat No: 20

10:15:00 AM - 10:40:00 AM

Ms. Mega Nurfitriyana, MSc Candidate, Lancaster University (**United Kingdom**), *Detecting Bubble in the Indonesian Stock Market* (Delegate Number : Nurfitriyana 4308 - Y30 - **Oral Presentation**) Seat No: 21

10:40:00 AM - 11:05:00 AM

Prof. Mincheol Kim, Professor, Jeju National University (**South Korea**), *Factors on continuous usage intention of smartphone base mobile banking* (Delegate Number : Kim 4271 - Y17 - **Poster Presentation**) Seat No: 22

11:05AM -11:20 AM Tea/Coffee Break

Day TWO Session TWO

Presentation on: 13th September 2016

Session chaired by **Dr. Pithak Srisuksai**

Presentation Group: Interdisciplinary Business Studies

Conference Room/Hall - E P Abraham Lecture Theatre

11:20:00 AM - 11:45:00 AM

Dr. Shaher Al-Aroud, Assistant Professor, Isra University (**Jordan**), *The Extent of Effectiveness of Accounting Knowledge in Increasing Corporate Performance: an Empirical Study of the Opinions of a Sample Consisting of Directors of the Jordanian industrial public shareholding companies* (Delegate Number : Al-Aroud 4109 - Y13 - **Oral Presentation**) Seat No: 23

11:45:00 AM - 12:10:00 PM

Ms. Amalia Dwicitawati Suhartono, Student, Lancaster University (**United Kingdom**), *A Comparative Study of the Patent Law System to Support SMEs in the UK and the US* (Delegate Number : Suhartono 4306 - Y31 - **Oral Presentation**) Seat No: 24

12:10:00 PM - 12:35:00 PM

Dr. Rozana Huq, Lecturer, Freelance Educator (**United Kingdom**), *A multi-disciplinary approach and the need to draw knowledge from another discipline, namely, social work, in order to gain a better understanding of empowerment.* (Delegate Number : Huq 4276 - Y26 - **Oral Presentation**) Seat No: 25

12:35:00 PM - 1:00:00 PM

Ms. Nawt Almutairi, Professor, Brunel University (**United Kingdom**), *The Implementation of Knowledge and Innovation in Organization: A Case Study of Amazon Website* (Delegate Number : Almutairi 4379 - Y39 - **Oral Presentation**) Seat No: 26

1:00 PM – 1:05 PM **Day TWO Group Photograph**

1:05 PM - 2:00 PM **Lunch Break**

Day TWO Session THREE –

Presentation on: **13th September 2016**

Presentation Group: Interdisciplinary Business Studies

Conference Room/Hall - E P Abraham Lecture Theatre

2:00:00 PM - 2:20:00 PM

Mr. Titus. O Sanyaolu, Chief Lecturer, Marketing, Lagos State Polytechnic (**Nigeria**), *Fostering Rural Development Through Building Tourism Destinations* (Delegate Number : Sanyaolu 4069 - Y8 - **Virtual Presentation (Skype Video Conference)**) Seat No: 27

2:20 PM – 2: 30 PM **Closing Remarks by Prof. Anuradha Jain**

02:30PM – 02:35PM **Thank you Message by Ms. Haoran Liu**

02:45 PM – 16:15 PM: **Oxford Literary Walking Tour (90mins)**

Departing at 2:45 from: **Green Templeton College**

List of Listeners

Prof. Jan Møller Jensen, Professor, University of Southern Denmark (**Denmark**), *Listener* (Delegate Number : Møller Jensen 259 - Y34 - **Listener**) Seat No: 28

Mr. Fahad Alsubaie, Student, Wolverhampton university (**United Kingdom**), *Listener* (Delegate Number : Alsubaie 261 - Y36 - **Listener**) Seat No: 29

07:30 PM - 9:30 PM **Social Networking Dinner* at Bella Italia Restaurant, 6 George St, Oxford OX1 2AF**
(Only for those delegates who have registered and paid for the social events).

Academic International Conference on Interdisciplinary Business Studies Conference Programme Day THREE* Wednesday, 14th September 2016

09:00 AM to 12:00 PM **Explore Oxford through - Oxford City Sightseeing** (Open top Bus)

Your Ticket for Oxford City Sightseeing (Open top Bus) is valid for 24 hrs on both Guide Friday GREEN and City Sightseeing RED buses and you can get on and off at any of the 19 stops on the tour – keep a hold of your ticket for re-boarding!

12:00 PM – 14:00 PM **Networking Lunch**

Your networking lunch is provided at **Vaults & Garden Café, University Church, High Street, Oxford OX1 4AH** **Phone: 01865 279 112**. You will find **Vaults & Garden Café** in the historic and contemporary heart of Oxford, situated in the 1* listed Old Congregation house of Oxford University, which was built in 1320, with the Old University Library above and the University Church Gardens on Radcliffe Square.

14:00 PM – 15:30 PM: **Bodleian Library Extended Tour**
Departing at 14:00 from: University Church Gate, High Street, Oxford OX1 4AH

Description of the Oxford Literary Walking Tour:

This tour offers the opportunity to visit both the Bodleian Library's wonderful historic rooms and the modern underground reading room. **What you'll see:** 15th-century Divinity School, Convocation House, Chancellor's Court, Duke Humfrey's medieval library, Radcliffe Camera and Gladstone Link. **Length:** 90 minutes

15:30 AM to 17:00 PM **Explore Oxford through Oxford City Sightseeing** (Open top Bus)

Your Ticket for Oxford City Sightseeing (Open top Bus) is valid for 24 hrs on both Guide Friday GREEN and City Sightseeing RED buses and you can get on and off at any of the 19 stops on the tour – keep a hold of your ticket for re-boarding!

Note: Day ONE Welcome Dinner*, Day TWO Social Networking Dinner* and Day THREE* social networking events are only for those delegates who have registered and paid for the social events.

Important Information

Registration & Welcome Pack: All delegates **MUST register** for the conference at the registration desk on the first day of the conference between 8:45am to 9:15am. At the registration desk, they will be provided with conference welcome pack, which will include conference programme, conference abstracts, certificate of attendance and other useful information.

Dress Code: Although there is no particular dress code for the conference, we would like to request you to kindly dress formally/smartly during the conference.

Presentation Duration: You are required to give an oral presentation of 25 minutes (maximum) plus 5 minutes for discussion where other participants may ask you questions regarding your presentation and research. Please note that your presentation must be in English language.

PowerPoint Presentation: For your presentation, you can either use PowerPoint or Prezi, whichever is more convenient for you. For PowerPoint presentation, we request you to kindly bring it on your own USB/memory stick. You do not need to email us your presentation copies. However, please note that each delegate will be given internet access during the conference.

Wifi: Each Delegate will be given a wifi code to use internet connection during the conference

FULL Paper Publication Policy: Papers submitted and presented at the conference will be published in the conference proceedings, subject to their acceptance by the review committee. To be considered for publication in the conference proceedings, submitted papers must strictly adhere to our prescribed in-house referencing style ie., Harvard Citing and Referencing Style. Each conference proceeding will have a unique digit International Standard Serial Number (ISSN) and/or International Standard Book Number (ISBN) code. For further information, please visit <http://www.flelearning.co.uk/submission-guideline>.

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If you also wish your FULL paper to be considered for publication in the peer-reviewed e-journal, you must authorise us to consider your paper for publication in the respective Journal by giving us your clear instructions in the same Copyright agreement. Please note that if a copy of the duly signed agreement is not received by us, we will not be able to publish your contribution in any manner. For further information about publication, please visit our website <http://www.flepublications.com/>

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Conference Venue: Please note that the venue of the conference is E P Abraham Lecture Theater, University of Oxford, Green Templeton College, 43 Woodstock Road, Oxford OX2 6HG United Kingdom.

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University of Oxford
Green Templeton College
43 Woodstock Road
Oxford OX2 6HG
United Kingdom
Telephone: +44 (0)1865 274770 (The Porters' Lodge)

Directions:

From any UK Airport to Oxford use National Express coach services. To book your ticket, please visit <http://www.nationalexpress.com/wherewego/airports/index.aspx>

Nearest Railway Stations

Amey Railways, Oxford Train Station, Park End St, Oxford OX1 1HS

Nearest Coach/Bus Stations

48 George St, Oxford OX1 2AQ, United Kingdom.

The bus station and railway station are both located about 20 minutes' walk from the College.

Taxis are available from both stations and should take about 5-7 minutes to reach us (traffic depending).

Car The city centre is avoided by approaching GTC from the north, ideally on the A4144 (Woodstock Road) or alternatively the A4165 (Banbury Road), both of which are accessible from the ring road. If using the M40 from the north, leave at Junction 9 and take the A34 southbound. From the south-east, leave the M40 at Junction 8 take the A40 northbound. This becomes the Oxford ring road (Northern Bypass), and you can then take the A4144 (Woodstock Road) from this. The best option for those coming from outside Oxford by car is to use the Peartree Park and Ride, close to the junction of Woodstock Road (A4144) and the A34. Park and Ride buses come straight down Woodstock Road and stop at the Radcliffe Infirmary, which is next door to GTC. There are pay-and-display car parking spaces in St Giles and the surrounding streets, but the centre of Oxford is often extremely congested. On-road parking near the College is almost impossible (most of this is residents only), and it will not usually be possible to arrange visitor car parking on the College site.

Coach There are very frequent services from London Victoria Station and Heathrow and Gatwick Airports, operated by Oxford Bus and Stagecoach ('The Oxford Tube' and the 'X90'). A less frequent service connects with Birmingham International Airport. There are connections with many other parts of the country, including a direct service to Cambridge. The central bus and coach station (Gloucester Green) is a 15 minute walk south of the College. There is a nearby taxi rank (across the square of Gloucester Green, outside the cinema).

Rail There are frequent direct trains from London Paddington and regular links northwards via Birmingham, southwards via Reading, and westwards via Didcot. Consult the interactive National Rail timetable. The Oxford central station is a 20 minute walk from GTC, but there is a taxi rank at the station. The new Oxford Parkway station is a fast train from London Marylebone to north Oxford. There are several buses, (2, 2A, 2D, and S5) that leave regularly from the parkway station to the Bevington Road stop, a four minute walk from College. Consult the Chiltern Railways website for timetable.

Air The most convenient arrival airport is London Heathrow, from which there is a frequent express coach service to Oxford (see below). London Gatwick is a little further, but again there is direct coach service to and from Oxford. Birmingham International, Stansted and Luton have less frequent coach and/or rail connections with Oxford.

Note: Copy of the conference Programme will also be provided at the registration desk.

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2016



Academic International Conference on Interdisciplinary Business Studies

Conference Abstracts e-Handbook

Conference Date: 12th -14th September 2016
Conference Venue: University of Oxford, Green
Templeton College, Oxford, United Kingdom



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Academic International Conference on Interdisciplinary Business Studies

12th -14th September 2016

Conference Abstracts e-Handbook

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1-Y24-4060

THE IMPACT OF GLOBALIZATION OF INDIA'S EXPORT AND IMPORT ON AGRICULTURAL COMMODITIES

Prof. Anuradha Jain¹

Trade is an engine of economic development. The establishment of W.T.O. is an important landmark in the history of international trade. When developing countries were liberalizing their economies, they felt the need for better export opportunities. The W.T.O. provides opportunities for countries to grow and realize their export potentials, with appropriate domestic policies in place. Following macro economic reforms introduced in the Indian economy in the early 1990s, and the reforms in the multilateral trading order brought about in the wake of GATT negotiations and setting up of WTO, the Indian agriculture has entered in to the phase of globalization and diversification. It is expected that the combined effect of the reforms in the domestic policies and international trade reforms would result in much larger integration of the Indian economy with the rest of the world, and such a scenario would bring about substantial benefits to the Indian farmers. The reforms undertaken so far have however failed to bring about the expected gains to Indian farmers. The process of reforms is still continuing and it is hoped that once the negotiations on reforms conclude and the envisaged reforms are implemented in letter and spirit, the gains to Indian agriculture would be positive and substantial.

The present study has been undertaken to study the impact of globalization on India's export and import of agricultural commodities.

Keywords: Agricultural trade, Reforms, WTO

2-Y3-2940

THE EXPERIENCE – PROFIT CHAIN : CUSTOMER EXPERIENCE ROLE IN MARKETING STRATEGY

Prof. Zvi Ganor²

In the last 15 years 'customer experience' has raised the attention of researchers in the fields of 'marketing strategy', 'consumer behavior' and 'retail management'. The issues of 'experience', the 'game' and the 'search for pleasure and excitement' are not new. Theoretical Framework - "the experience- profit chain"

The cause-to-effect link between : customer evaluation of lived experience), hedonistic and utilitarian), to create a highest 'customer value' that breeds a remarkable 'Customer Loyalty', and 'customer life-time value' & equity that breeds profit, was widely discussed by Pine & Gilmore- (The Experience Economy 1999). Pine & Gilmore argue about improving Customer Value to raise loyalty, competitiveness & profitability. Pine & Gilmore' argue that businesses must orchestrate memorable events for their customers, and that "memory itself of the experience becomes the product". This contributes to a competitive added-value

This value chain was previously introduced by the pioneering study of Heskett, Sasser & Schlesinger (1997) and later approved by James L. Heskett, Earl Sasser' Joe Wheeler research (The Service Profit Chain 2008)

We also referred to the Holbrook M. model of customer experience framework : "Hedonistic & Utilitarian values mix (Customer Value, Framework for Analysis & Research).

Voss (2003) demonstrates that "Customer experiences create an emotional response and an emotional attachment to the Company Brand or the product brand that is almost impossible to build otherwise."

Many businesses encounter many difficulties to produce an emotional or sensorial experience among their customers (Chen & Chang 2003), in particular through the online commerce. WEB-2 and 3, help improve that, but with only a partial success.

¹ Prof. Anuradha Jain, Dean and Professor, Vivekanand Institute of Professional Studies.

² Prof. Zvi Ganor, Professor, Westwern Galilee Academic College.

Previous researches like Reichheld, (The Loyalty Effect 2001), provide us with an excellent study guidance to link loyalty and profit. Research objectives

Our research was conducted on a sampling of 1650 young users aged 18 to 24 years in Israel during 2014-16.

Our study was performed on three levels of field research:

Level A (quantitative)

examined the relationship between the shopping experience mix which is critical for creating the best satisfaction level among young customers , and their purchase intention.

The study examines the impact of an external factor :

the 'product type' purchased and an internal factor: the 'user's character' in terms of the 'consumer value orientation'. These relationships help us provide recommendations in various aspects of customer experience , sensual, emotional and rational to increase loyalty and competitive advantage

These recommendations help the business to increase 'purchase intent' by improving the 'focused shopping experience' adapted to its users.

Level B (quantitative)

Examines the relationship between customers satisfaction level , their Brand loyalty intentions , and 'Customer life time value' .

Level C (qualitative)

Was conducted on 35 stores located in 4 malls where the quantitative research was performed.

3-Y10-4190

THE CONGRUENCE BETWEEN THE MANAGEMENT PRACTICES AND THE NATIONAL CULTURE IN DOING BUSINESS ACROSS CULTURE OF MNCS IN THAILAND

Dr. Santidhorn Pooripakdee³

Managing across cultures has long been recognized as a potential problem for multinational corporations. In particular, MNCs are discovering that they must carefully investigate and understand the culture of where they intend to do business and modify their approaches appropriately. Awareness of cultural similarities and differences is becoming increasingly important to the successful strategies of MNCs as they become more transnational. The main purpose of this research is to focus on the congruence between the management practices and the national culture in doing business across culture of MNCs in Thailand. The multinational corporations that operating business in Thailand need to modify their management practices to the Thai national cultures in order to achieve effective performance as follows:- (1) the expatriate managers need to have some adaptations in their managerial styles to be in accordance with the host country's culture they are working with, especially in Thailand. Providing cultural preparation including language training to the expatriate managers who will be sending to work in Thailand; (2) the expatriate managers perceived the differences between Thai and their home cultures, they need to understand the host country national work values, as well as give rise to managerial approaches that are suited to the local employees; (3) MNCs that have adjustment on their management practices to Thai culture have achieved higher performing than those who have not made adjustments. To prevent the expatriates from "going native" and losing the commitment to the parent firm, the expatriates should be encouraged to see themselves as "dual citizens" in order to achieve higher performance in doing business in Thailand.

³ Dr. Santidhorn Pooripakdee, Lecturer, Silpakorn University.

4-Y33-2801

AN OVERVIEW AND COMPARISON OF THE DNA OF CSR 2.0 IN THE FOOD RETAIL INDUSTRY WITHIN A SOUTH AFRICAN CONTEXT

Ms. Elrida Vos⁴

Corporate Social Responsibility (CSR) is often seen as a duty and not necessarily a responsibility an organisation is heavily invested in. According to Visser (2014:1) CSR can be defined as the “way in which a business creates shared value in a society on a continuous basis through different kinds of methods such as economic development and good governance”.

The failure and shortcomings of the implementation of most CSR initiatives by organisations, both nationally and internationally, lead to the development of a new approach by Visser labelled “Transformative CSR” or CSR 2.0 (Visser, 2014:1). Based on Visser’s (2014:1) definition of CSR, CSR 2.0 is built on the premise of what is known as the DNA of CSR. The concept of the DNA of CSR 2.0 is the same as the four biological basis of DNA, however, in the case of the DNA of CSR 2.0, the strands of DNA (or responsibility bases) are Value creation, Good governance, Societal contribution and Environmental integrity (Visser, 2014:3).

The CSR 2.0 model developed by Visser is based on an international view of CSR. The major drawback of this view or model is the lack of recognition of broad based black economic empowerment within the South African economic environment as well as partnerships between government and organisations towards the socio-economic reconstruction and development of communities. It is of critical importance in a South African context to take the impact of BBBEE and partnerships between government and organisations into consideration when evaluating CSR initiatives in South Africa.

Mersham and Skinner (2008:239) undertook a study to take cognisance of the role of BBBEE and government-organisation partnerships played in CSR initiatives since 1994 in South Africa. The information and results obtained by Mersham and Skinner will be used to develop an integrated CSR 2.0 model for a South African context.

In this research paper, the CSR statements of three food retailers, namely Spar, Shoprite and Pick ‘n Pay will be used for application and evaluation purposes of the integrated CSR 2.0 model within a South African context.

Findings will be tabled in a matrix and recommendations on the three retailers’ sustainability reports will be made based on how well it is aligned to the integrated model of CSR 2.0 within a South African context.

5-Y20-4006

THE USE OF TARGET COSTING IN THE AUTOMOTIVE INDUSTRY

Dr. Sasivimol Meeampol⁵; Dr. Bordin Rassameethes⁶ and Dr. Suparerk Sooksmarn⁷

The automotive industry is one of the leading industries in the world and has been evolving since its beginning just over an era ago. The automobile has transformed the lives, culture, and economy of the society and nations that manufacture and demand them. Being one of the fastest developing segments in the world its forceful development stages were explained by the nature of competition, product life cycle and consumer demand. This paper is a case study revealing how target costing approach utilized in the automotive industry. This research used a case study method, it is an empirical inquiry that investigates a contemporary phenomenon within its real-life context; when the boundaries between phenomenon and context are not clearly evident; and in which multiple sources of evidence were used (Yin, 1984). The study found out that target costing process in automotive industries incorporates many activities and tasks, though the method in its simplest form is just a model (target cost = target price minus profit margin). Recently, in an extremely competitive marketplace and peripheral environment, it can make the method a strategic management tool. It can be integrated into a management accounting portfolio and offer the automotive industries with economic worth added and strategic advantage. It will allow them to motivate on the use of restricted resources to exploit prospects to attain a target return on investment. The automotive industry outsource the components supplied by outside suppliers, including company owned parts suppliers

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which brought together for assembly. Oftentimes, the scenario of outsourcing led a volatile cost where target costing play an important role in this situation. It is more effective method since it emphasizes efficiency in order to keep costs low. The market was the main factor of price rather than cost, and the cost was associated to the price and then need to be reduced in response to reasonable prices dominant in the market. The application of target costing is appropriate to all kinds of companies, but the most suitable and take benefit of the application are the automotive industry.

8-Y37-4304

THE IMPLEMENTATION OF ACTIVITY-BASED COSTING IN HIGHER EDUCATION INSTITUTIONS IN THE KINGDOM OF BAHRAIN - A CASE STUDY OF A PRIVATE UNIVERSITY

Dr. Arpita Mehrotra⁸ and Dr. Hala Elias⁹

An organization's costing system is a system that helps the management with the strategy planning while the system plays an important role in providing accurate cost information about the products and customers. In other words, the costing management system is important to provide timely and quality information to help managers in their decision making process. Producing quality graduates is the main objective of any university and the cost of quality or the cost of poor quality is one that is often difficult to measure in higher education. This can be partly attributed to the fact that most accounting systems are not structured to capture important cost-of-quality information. In order to succeed, many organizations shift from conventional or traditional costing system to Activity-Based Costing (ABC).

ABC provides both higher education administrators and policymakers with better information on which to base decisions. The approach provides information to universities that could help them in better projections and forecasting. Not only that, this approach provides information on different activities and identifies the high cost areas and high impact activities that can help administrators in decision making process. Considering that there is no evidence of the costing systems in universities in the Kingdom of Bahrain, this study investigates the current practices of cost allocation in a private university taking the Royal University for Women as a case study. The major task of an ABC system is connected with the allocation of indirect costs to cost objects. To allocate indirect costs (also called as overhead or common costs) to cost objects cost drivers are selected as the cost allocation bases. This paper attempts to investigate the possibilities and limitations of implementing ABC in the Royal University for Women and illustrates how the costs of the Office of Student Affairs can be allocated using ABC.

Key Words: costing systems, activity-based costing, allocation of indirect costs, universities

10-Y7-4121

ORGANIZATIONAL JUSTICE AND ITS IMPACT ON JOB SATISFACTION : A STUDY FOR A GROUP (SAMPLE) OF WORKERS IN THE HOUSING BANK IN AMMAN CITY

Prof. Zakaria AL-Douri¹⁰

The importance of this study is to clarify the importance of organizational justice subject as an administrative thread which witnessed a growing interest in recent years. organizational justice has a psychological effect, which cast a shadow over workers by improving their performance and increase productivity as well as achieving the objectives of the organization researched and thus achieve their goals.

This study will highlight these variables by answering the following questions:

- What are the concepts of organizational justice, job satisfaction, and the nature of their relationship?
- Dose the dimensions of organizational justice affect job satisfaction?

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The study objectives are as follows:

1. Identifying the dimensions of Organizational Justice (Distributive Justice, Procedural Fairness, Justice Deal) along with Job Satisfaction dimensions (Overall Satisfaction, and Qualitative Satisfaction (partial)).
2. Identifying the relationship and effect between research variables.
3. Confirm the hypothesis of the existence and effect of the relationship between organizational justice and job satisfaction.

The study will also use the questionnaire survey as method of data collection. Collected data will be analyzed using appropriate statistical methods such as simple correlation, correlation matrix, regression (multiple and simple) in order to prove the validity of assumptions.

The study results proves that organizational justice has a significant impact on employees' job satisfaction, consequently it's important to be considered by housing banks.

The distributive justice has no impact on job Satisfaction while the interactional justice impact on job satisfaction is the hugest

The main conclusion drawn out of this study is the managers shall encourage teamwork, improve relations with all the workers, helping the employees to evaluate themselves and striving to solve the disputes and conflicts between them fairly.

11-Y32-2800

SOCIAL ECONOMICS OF GOLF BALLS

Mr. David Oberholzer¹¹

In the words of Arnold Palmer: "What other people may find in poetry or art museums, I find in the flight of a good drive." This perfect drive is a far more common occurrence with professional golfers than the ranked amateur with a handicap higher than zero. For professional golfers the Efficient Market Hypothesis (EMH) for golf balls should hold true. As they all have the same skill set and the same information regarding the "playing environment". Under The theory of EHM this would imply that at the start of a round of golf, if the professional start with ten golf balls they should end the round with the same ten golf balls. Thus implying a perfect round of golf.

Many amateur golfers attempt to achieve this perfect golf ball round, however the art of golf is perfected by few. The handicap system in golf is a system used to correct the skills set level difference between professional and amateurs. The higher a golfer's handicap the less refined their skillset, when compared to a lower handicapped player Thus, implying that by default they both should be able to play a perfect round of golf.

This is not always the case. As the information available and the interpretation of the information between the two different levels of golfers will lead to golf balls being lost and replaced. This implies a non-efficient market in golf balls. The assumption can be made that a higher handicapped golfer, less skilled, will on a more regular basis lose golf balls than a professional player, resulting from a lack of "playing environment" information or the incorrect use of the available information. Thus, an increased probability to lose golf balls.

The increased probability for losing golf balls by amateurs' golfers will result in the EMH, for golf balls, to not hold true for the total golf playing community. Most non-professional golfers end up with less golf balls at the end of their round than at the beginning of their round. The non-holding of the EMH for golf balls will create an opportunity for golf ball pricing arbitrage.

This study will look into the opportunity that exists in the golf ball pricing market that results from the deviation of skill level of different categories of golfers and the violation of the EMH. In the study the method used by Barro R. J. (2000) will be used and applied to the South African golfing environment. The study will utilise publicly available data on golfer's statistics as well as golfer data collected in the study of Chung, J. and Clinton, W. J. (1997) as to the average amount of golf balls lost, the recovery rate of lost golf balls and the average resale value of so called "recycled" golf balls.

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The viability of so the called “golf ball economics” could possibly assist in development of a social responsible job creation model for golf courses within the South African milieu.

12-Y35-2780

AN ECONOMETRIC ANALYSIS OF COMMODITIES PRODUCED IN CHINA, RUSSIA AND SOUTH AFRICA

Ms. Corlise Le Roux¹²

This paper utilises econometric analysis to examine the relationships between three BRICS countries being China, Russia and South Africa and four explanatory variables. The daily value of the national currency of each country, namely the Chinese Yuan, Russian Rouble and the South African Rand against the United States Dollar will be used to represent the country. The explanatory variables are the daily spot gold, oil, platinum and palladium prices. The daily prices from 1 January 2010 to 22 February 2016 will be included. The analysis of the variables includes correlation, regression, vector autoregression, the Johansen cointegration test, Vector Error Correction Model and pairwise Granger Causality Tests. Correlation, single and multiple regressions will be used to explore any indication of statistically significant relationships as part of the initial investigation process. Once the initial investigation process is completed a VAR study will be undertaken to validate the linear interdependencies among multiple time series, followed by the Johansen Cointegration test, if a cointegrating relationship exists among the variables included, a Vector Error Correction Model will be used to model the long and short run dynamics. Finally a pairwise Granger Causality Tests will be performed to determine the direction of causality.

Gold and oil were chosen to be included in the study as both commodities are part of the most commonly traded commodities in the world. Platinum and palladium were chosen as South Africa is one of the largest producers of these commodities in the world. The reason for only three of the BRICS countries selected to be included is based on the production values of gold followed by the production values of oil, platinum and palladium and the ranking that the country has for production of these commodities. China, Russia and South Africa are among the top 10 producers of gold in the world, whereas India and Brazil are not within the top 10. China and Russia are within the top 5 producers of oil in the world. Brazil is within the top 10 producers of oil in the world, but based on the fact that Brazil is not within the top 10 producers of gold, they have been omitted from the study. India is not within the top 10 producers of gold or oil and are also omitted from the study. Russia and South Africa are the top producers for platinum and palladium.

13-Y23-4289

THE IMPACT OF INFORMATION ASYMMETRY ON THE SOVEREIGN BONDS MARKET AND THE BHAVIORAL FINANCE ON THE MICROSTRUCTURE OF THE BANKING INDUSTRY OVER THE TIME

Mrs. Amira Hakim¹³

This paper investigates the impact of behavioral Finance on the asymmetry of information on sovereign bonds market and the Market structure of banking and sector in economy over time. This paper reports an empirical assessment among GCC countries during the years of 2009-2014. we evaluate the empirical relevance of information asymmetry in GCC sovereign bonds market. We estimate the level of asymmetric information in GCC bond markets and then we study the variations in information asymmetry across bond maturities and across countries. The estimation of permanant prices response to trades show the relevance of asymmetry of information in explaining the cross sectional variation of bonds yields across a wide range of bond maturities and countries. The study of cross section of bond yields find that investors demand higher yields for bonds with larger permanant trading impact. The impact of information asymmetry on bond yields is stronger during periods of increased market volatility. Our findings indicate that when facing increased uncertainty, investors require higher compensation for information asymmetry. The second part of the paper investigates the impact of the behavioral finance on the market structure of the banking industry over the time. In order the market power of the behavioral finance over the

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time. We opt for a methodology as proposed by Lerner Index based on a nonstructural estimation of the market power of the banking industry. We adopt two approach to study the impact of Behavioral finance penetration on banking competition. In the first step we investigate the market structure of Islamic banking industry. In the second step we estimate an equation linking Islamic bank penetration to general banking market competition. The empirical results confirm that the banking industry in GCC countries become more competitive during the last decades. Furthermore, an increase in Behavioral finance penetration enhances competition in these banking sectors.

14-Y27-4309

CROWDFUNDING AND PERFORMING ARTS : A CASE STUDY OF A CROWDFUNDED INDIAN CLASSICAL DANCE FESTIVAL

Ms. Shruti Srinivasan¹⁴

As every hour passes by, the popularity of social media in India is increasing. E-tailing gave impetus to startups - right from selling burgers to booking appointments with doctors – resulting in India gaining glory in every field it has chosen to venture into. This rise of social media and the internet has resulted in the increased importance and the recognition of the arts sector, performing arts (those arts performed on the stage like dance, drama, music and the like) in particular. But, there is one problem that has been faced by the performing artists and the performing art companies – the major problem of funding. Funding for the performing arts is obtained from both private and public sources, but the hesitance by the public as well as private investors to invest in various such projects and shows still exists. In the recent times, crowdfunding has emerged as an effective and innovative source of finance for start – ups. This source of funding has also attracted the attention of the various performing artists as a viable means of raising funds for the various projects, festivals and shows. Crowdfunding (a form of crowdsourcing) is the practice of funding a project or venture by raising monetary contributions from a large number of people, via Internet-mediated registries.

The topic chosen for this research is gaining popularity, in the recent times, where CROWDFUNDING has become an increasingly popular option for both entrepreneurs and investors. According to Statista.in, as reported by Forbes, there are 191 crowdfunding platforms in the US. In India, this number amounts to 10, which though not as magnanimous as the US numbers, is steadily increasing and gaining more ground in the alternate investment market. The Global Crowdfunding Industry raised 34.4 Billion USD in 2015, according to the Massolution Crowdfunding Report 2015. It has been reported by Statista.in that 150 projects in India are crowdfunded which amounts to Rupees 300 Lakhs (30 Million Dollars). Crowdfunding has already proven itself to be a successful alternative in acquiring or investing money. It most likely is not going anywhere, anytime soon and will continue to rapidly grow. In fact, crowdfunding is poised to become the next big investment trend.

In India, too, this medium of raising finances is gaining a lot of attention and appreciation especially in the recent times. In 2016, there was one such crowdfunded festival that was organised for the Indian Classical Dances and it was called Evam. The research paper is a case study on Evam highlighting the challenges faced by the organisers in raising funds through crowdfunding. The motive of the paper, is to conduct an inductive study to understand the challenges faced in raising funds through crowdfunding and understanding the viability and dynamics of this source of financing for performing arts festivals and projects in general.

Keywords: Crowdfunding, Performing Arts, Finance, Innovation, Feasibility

15-Y11-4130

HOW TO GAMIFY A SURVEY RESEARCH?

Mrs. Irma Machacova¹⁵

Gamification is a term that refers to the use of game elements in non-game contexts with the goal of engaging people in a variety of tasks. In recent years, the concept of gamification was adopted also by researchers in the field of marketing

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¹⁵ Mrs. Irma Machacova, PhD Student, Masaryk University.

research. There have been a lot of discussions around survey gamification. Some researchers hope that gamification can motivate people to participate in surveys, encourage them to provide more quality answers and reduce undesirable respondent behaviors. Some even state that gamification is not a revolution in market research industry, but it is a necessary evolution. The opponents claim that using game elements in questionnaires does not have any meaningful impact on respondents' experience and it can bias data. Several researchers who adopted gamification into their survey research also counted that the additional cost for creating such a new type of questionnaires were enormously high.

Despite the intense discussions about this topic, only few academic papers that bring some "recipe" how to gamify a survey research could be found and although they use a systematic approach to this concept, they do not provide examples that could be used by practical researchers. This lack of a practical advice probably lead to still insufficient number of researchers that test the effects of gamification in practice and lack of attempts to improve survey design to resolve many problems that survey researchers have to face.

Based on a systematic literature review of papers published between 2008 – 2015, in this paper you can find a summary of usage of specific forms of gamification in survey research, description of the effects that have been observed by researchers and a comprehensive overview of this area. The main contribution is the list of examples that have been successfully used by the researchers around the globe. The study can be a valuable source of information for those who are interested in this field and plan to adopt some of these techniques to improve their research design.

16-Y14-4282

A LITERATURE REVIEW OF CONSUMER ETHNOCENTRISM (CET)

Mrs. Eman Alshammari¹⁶

The purpose of this paper is to review the basis of consumer ethnocentrism (CET). We suggest that there are a number of clearly identifiable antecedents to CET and that underpinning our understanding of CET are moral values. It is the moral values of consumers that can be tied back to the four antecedents of consumer ethnocentrism consisting of: the socio-psychological, the economic and political environment, and demographics. The literature would suggest that CET can influence consumer attitude towards foreign and domestic products in that higher levels of CET show tendencies towards purchasing domestic goods and services. This is based on the application of a measurement known as CETSCALE. While research to date shows some important aspects of CET and the use of CETSCALE, this paper is a precursor to considering how the concept and measurement can be used in an emerging market like Saudi Arabia. The paper is therefore of interest to those researching in the field of marketing and international business studies.

17-Y18-4163

EXAMINING TAIWANESE CONSUMER'S PREFERENCES FOR YOGURT BEVERAGE BY CONJOINT ANALYSIS – THE DIFFERENCES AMONG CONSUMERS' CONSUMPTION FREQUENCY

Ms. Yen Ling Huang¹⁷

The purpose of this study was to examine the differences among consumers' consumption frequency and Taiwanese consumers' preference of yogurt beverage. Method: Total 313 Taiwanese adults participated in this study completed the paper questionnaires since 2016 April to May. Consumer evaluated yogurt which was varied in flavor, price, sugar content, healthy claim, healthy food certification label. Results: Conjoint analysis was used to determine Taiwanese consumer who drink yogurt under once a week are very concerned about flavor (38.6%), healthy food certification label (32.0%), price (19.7%) ; consumer who drink more than once a week are very concerned about flavor (44.2%) and healthy food certification label (23.0%), price (21.8%). Cluster analysis on the yogurt attribute revealed two segments of consumers, a health conscious segment (55.9%) and Product enthusiasts (44.1%). Multi-way multivariate analysis of variance was used to determine the interaction between consumption frequency and consumer segments is reached a significant level (Wilk's Lambda Sig

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¹⁷ Ms. Yen Ling Huang, Graduate Student, National Taiwan Normal University Graduate Institute of Sport.

$p=0.02$) Conclusion: For consumer who drink yogurt more frequently concerned flavor and price much important than others. Consumption frequency makes some interaction with consumer segments.

18-Y28-4081

A STUDY OF GLOBAL ECONOMIC RECESSION AND ITS IMPLICATIONS FOR INDO-US TRADE

Prof. Rohini Prasad¹⁸

In the early years of Globalization, the United State of America has emerged as a leading trade partner of India and bilateral trade grew rapidly. India which was in the midst of a rapid economic expansion became preferred destination for many American companies which began to look on India as a lucrative market and effective outsourcing destination.

However, in the last four and half years, the world had witnessed a severe financial and economic crisis following the subprime mortgage crisis in the United States (Nanto 2009; Bosworth and Flaaen 2009).

The Global economic crisis emerged in India at a very unfortunate time. The crisis confronted India with the major challenge of contraction in trade particularly with the United States. In the above context the research paper aims at identifying the impact of global economic meltdown on India's export and import trade with U.S, analyzing the role of US state policies on India's trade with US and studying the relevance of Indian trade policy in mitigating the impact of economic meltdown. In order to facilitate the analysis, a time period of eleven years since 2000-01 to 2010-11, is being taken under consideration. The tools of analysis will include Growth rates, Correlation and Net Terms of trade.

Keywords: Economic Crisis, Economic Recession, Outsourcing, Growth Rate, Trade.

19-Y25-4250

ASYMMETRY IN BEHAVIOUR OF EXPECTATION TO EXCHANGE RATE

Mr. Simiso Msomi¹⁹

The paper examines asymmetry of monetary policy by specifically studying the relationship between exchange rate and expectations formulated about the course to be taken by monetary policy in South Africa soon after MPC meeting. The study employs decomposition of monetary policy expectation in to positive and negative values methodology developed Schorderet (2004), then to prevent a discrepancy between positive and negative series a Markov Switching Chain model is applied to allow a smooth transition from positive to negative values. The study uses a 10 minute window until the time of the announcement by MPC to eliminate all other influences that might affect behaviour of exchange rate.

20-Y29-4303

THE RELATIONSHIP BETWEEN COST AND PRICE DISCOVERY IN THAI RICE

Dr. Pithak Srisuksai²⁰

This study demonstrates that the rice cost of production in 2013 has particularly increased 30.77 percent per 2/5 acre (rai) comparing with the rice cost of production in 2008. This is because the rice pledging scheme has particularly changed all price of production factors. Even though Thai farmers obtained farm income increased by 70.21 percent per 2/5 acre in 2013 comparing with income in 2008, their debts did not decline yet. In addition, the result shows that such rice cost of production is not in accord with sale price of paddy. Instead, the world market price of rice determines all price of rice in Thailand. Finally, the finding states that the Granger Causality between the future price of white rice 5% and wholesale price of rice

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²⁰ Dr. Pithak Srisuksai, Assistant Professor, Sukhothai Thammathirat Open University.

5% in Bangkok's wholesale market have bi-directional transmission. In particular, the Agricultural Future Exchange of Thailand cannot alleviate the risk from price volatility and cannot to be price discovery for white rice.

21-Y30-4308

DETECTING BUBBLE IN THE INDONESIAN STOCK MARKET

Ms. Mega Nurfitriyana²¹

The stock prices in Indonesia has been increasing significantly in the past decades, from an average of (nominal) Rp 1300,- in late 1990s to early 2000s to Rp 4657,- recently. This increases in prices are rather peculiar because the price spiked extremely high compared to its historical value. According to the theory of efficient market hypothesis, the stock prices are suppose to reflect all the available information in the market. When there is a deviation, rational market is expected to be able to 'correct' the price back to its fundamental values. However, in the event of bubble, deviation from fundamental values can happen. A stock market is considered to incorporate a bubble component when the stock prices deviates away from its dividends values, because the increases in stock prices cannot be explained using all available information.

The bubble itself can be harmful to the economy; it can cause macroeconomic instability. Some bubble may be good for economy, but most are not. There are three most prominent effect of bubble to the economy. First, bubble may impose economic growth, however, when the bubble burst, the economy will be catastrophic as companies should cut back their spending, expectedly by reducing the number of employment. Another reason is that though consumption level increase, price level and of course, inflation will also increase. An extreme increase in inflation will be bad for the economy, thus should be mitigated. The last reason is bubble may cause financial instability.

I conduct three empirical tests to detect bubbles in Indonesian stock market: Augmented Dickey Fuller (ADF) by Diba and Grossman (1988), Sup ADF by Phillips, Wu and Yu (2011), and the Generalised Sup ADF test by Phillips, Shi, and Yu (2013). The variables observed are real stock prices, real stock dividends, and price-dividend ratio. The price-dividend ratio is considered to be the best representative of fundamentally adjusted stock prices. The observation sample is from 1986 Q1 to 2016 Q1. The critical values for all tests are computed using montecarlo simulation with 2000 repetitions. From these tests, I found an evidence of bubble in Indonesian Stock Market, however, the ADF test shows weaker detecting capacity compared to the other two tests (SADF and GSADF).

Further, I checked for the date of the exuberance episodes. I calculate the backward sup ADF (BASDF) test for each observation period and compare it with each period's 95% GSADF critical values. The findings are quite interesting since I am able to detect two bubbles in price-dividend ratio. The first bubble is in early 2004 (Q1-Q2) and the second bubble is during the global financial crisis in 2007 Q4 to 2008 Q1. However, in real stock prices, I find that there is evidence of bubble happening these past seven years until now.

This findings is expected to help Indonesia prepare itself from future financial turmoil. Since the stock prices increase is very steep and yet the economy is doing 'just fine'. The stock market seems to be doing 'too well' compared to its economic fundamentals.

22-Y17-4271

FACTORS ON CONTINUOUS USAGE INTENTION OF SMARTPHONE BASE MOBILE BANKING

Prof. Mincheol Kim²²

The purpose of this study is to provide relevant implications after investigating factors having an effect on continuous usage intention regarding smartphone base mobile banking (m-banking). Recently, mobile banking has been rapidly developing as a channel through which the existing internet banking, telebanking, and the like are integrated because smartphone is in use among the public in the banking industry (Alalwan et al., 2016; Baptista & Oliveira, 2015). However, it is significant in that

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²² Prof. Mincheol Kim, Professor, Jeju National University.

there have not been many studies on investigation of continuous intention focusing on user regarding the smartphone base m-banking until now. This study utilizes the extended UTAUT (unified theory of acceptance and use of technology) model suggested in the study carried out by Venkatesh, Thong, and Xu (2012) in order to investigate these external factors. Besides, an analysis is carried out with an extended model by additionally inserting the perceived risk into the model. This study carries out an analysis after collecting data through survey of final 172 persons among smartphone base m-banking users in South Korea. Here, the statistical significance of path is measured by utilizing PLS-SEM method in order to analyze the model (Hair et al., 2012). The results of analysis show that the external factors have an effect on continuous usage intention. And in particular, it is possible to find that the perceive risk has a statistically very significant effect on continuous usage. For further research, it will be necessary to furthermore investigate external factors additionally required in this model.

23-Y13-4109

THE EXTENT OF EFFECTIVENESS OF ACCOUNTING KNOWLEDGE IN INCREASING CORPORATE PERFORMANCE: AN EMPIRICAL STUDY OF THE OPINIONS OF A SAMPLE CONSISTING OF DIRECTORS OF THE JORDANIAN INDUSTRIAL PUBLIC SHAREHOLDING COMPANIES

Dr. Shaher Al-Aroud²³

This study aims to find out the effectiveness of accounting knowledge in strengthening the institutional performance in Jordanian industrial public shareholding companies. To achieve the objectives of this study, a questionnaire was designed and distributed to the study sample consisting of (47) Finance Managers working for the Jordanian industrial public shareholding corporations. SSPS16 was applied in analyzing the data of the questionnaire. The study concluded that there is a positive relationship between the accounting knowledge and institutional performance in the Jordanian industrial public shareholding corporations. It also was concluded that the accounting knowledge has a positive impact on the performance of such corporations. The study recommended the need to create accounting culture that promotes the effective application of accounting knowledge and improve the institutional performance of the Jordanian industrial public shareholding companies.

Key words: Accounting Knowledge, Corporate Performance, Jordanian industrial public shareholding companies.

24-Y31-4306

A COMPARATIVE STUDY OF THE PATENT LAW SYSTEM TO SUPPORT SMES IN THE UK AND THE US

Ms. Amalia Dwicitawati Suhartono²⁴

It is generally known that innovative Small Medium Enterprises (SMEs) are playing a prominent role in a growth and job creating in countries' economies. However, the reliance on the patent by SMEs in the United Kingdom (UK) may be hindered by several matters, namely: higher cost, competitiveness with larger firms, lack of patent knowledge, time-consuming for the filling procedure and ineffective of legal enforcement to fight against patent infringements. As a result, conducive environment for SMEs to develop their business through the adoption of patent system can not be generated.

One of the purposes for designing patent instrument is to serve the innovative firms, nevertheless, there is only a small percentage of small medium enterprises that are adopting the patent system in the UK and a survey reveals that SMEs that are patenting their innovations in the United States (US) are twice higher than United Kingdom firms. It is alleged that the US is having a friendlier patent law framework for several aspects. Thus, this paper will encounter the similarities and differences in the UK and the US on these presented issues in order to enhance the patent protection for SMEs and generate a conducive environment headed for innovation-led growth. This research will be examined in three main issues, namely: The importance of patent system for SMEs, SMEs Issues and Strategies in the UK and the US, and policy recommendation

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²⁴ Ms. Amalia Dwicitawati Suhartono, Student, Lancaster University.

(encourage Intellectual Property (IP) Education and training for the awareness of IP system and Enhance the patent system to be more 'SME-Friendly')

25-Y26-4276

A MULTI-DISCIPLINARY APPROACH AND THE NEED TO DRAW KNOWLEDGE FROM ANOTHER DISCIPLINE, NAMELY, SOCIAL WORK, IN ORDER TO GAIN A BETTER UNDERSTANDING OF EMPOWERMENT.

Dr. Rozana Huq²⁵

There is high consensus in the management literature that employee empowerment is necessary for the survival and success of organisations. It is a management response to an increasingly complex and competitive external environment and its popularity has been enhanced by the quality movement in general, and by Total Quality Management (TQM) and the European Foundation for Quality Management (EFQM) Excellence Model, in particular. However, there are still considerable gaps in our knowledge and understanding of a range of issues concerning employee empowerment, both at the conceptual and practice levels (Huq, 2008). These gaps need to be filled, as the danger is that organisations may attempt to implement employee empowerment without a clear understanding of what it means, how to implement it or the complexity that surrounds it.

The knowledge drawn from the management literature review proved unsatisfactory, hence it was deemed necessary to draw knowledge from another discipline, namely social work (Huq and Hill, 2005), where empowerment is an important construct. In social work, empowerment is not only viewed as a 'goal for client groups' (Frans, 1993: 312), but also that, 'the practice of empowerment is now a central paradigm...' (Adams, 1996: p.xv).

Furthermore, the social work literature also emphasises that it is essential for service users to feel and believe themselves to be empowered, and that they are enabled to do so. In this respect, it is instructive for leaders and managers to understand that they must enable employees to feel empowered.

This research was informed by a subjectivist ontology and constructionist epistemology which proposes that there is no objective social reality independent of human cognition, but that the social world is constructed by individuals and groups. Thus, an interpretivist approach employing qualitative methods was adopted; it involved conducting two in-depth information-rich case studies (Huq, 2010).

In achieving its research objectives, this study makes a number of significant contributions to the knowledge of employee empowerment, which has frequently been criticised for its lack of research. In addition, a 'Framework for Implementing Employee Empowerment' (Huq, 2015) is proposed to assist in bridging some of the gaps in knowledge about the practice of employee empowerment. This represents a novel contribution to knowledge in response to the complexities surrounding the understanding of employee empowerment at the conceptual and practice levels.

26-Y39-4379

THE IMPLEMENTATION OF KNOWLEDGE AND INNOVATION IN ORGANIZATION: A CASE STUDY OF AMAZON WEBSITE

Ms. Nawt Almutairi²⁶

The purpose of this study is to clarify the concept of Knowledge Management (KM) and to critically discuss the nature and process of KM and innovation transferring with the organization. A secondary collection data method was used to gather the required information about the case study Amazon, to analyse how it succeed in achieving innovation throughout maximizing KM. The analysis analytical review shows that Amazon chose open innovation, which largely depends on customers' knowledge and experiences. That kind of knowledge is called tacit knowledge. This approach makes Amazon trust, satisfy customers, and manage their retentions. Therefore, to manage brand image, it is necessary for every small or large company

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to concentrate on the new media. Moreover, to create innovative environment, companies should strive to build strong relationship with customers and employees, by maximizing KM, as human always seek renewal.

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FOSTERING RURAL DEVELOPMENT THROUGH BUILDING TOURISM DESTINATIONS

Mr. Titus. O Sanyaolu²⁷

This paper examines the tourism potentials of rural areas with a view to harnessing their potentials for developing local communities and at the same time sustaining economic development. Mother Nature has blessed Nigeria with vast swampy, coastal lands to the tick rain forest and the savannah. Also, are the parks, hills, and games reserves in their natural habitat; all these endowed resources are yet to be harnessed maximally due to lack of attention and inadequate infrastructural facilities which no doubt if the needed structures are put in place in the local communities, it will increased the internally generated revenue of the analyzing the fortunes tourism industry can earned if attention is given with good destination attributes. The study revealed that well executed rural destinations will not only earn foreign exchange but improve the standard of living of the people in the area. It was therefore recommended that government at all levels creates a friendly and conducive atmosphere for tourism to thrive; encourage private participation and support all policy relating to tourism with action.

Keywords: Fostering, rural development, tourism destinations, growth sustainability natural resources.

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The Relationship between Cost and Price Discovery in Thai Rice

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Outline

- Motivation
- Research Question
- Methodology
- Results
- Conclusion

Motivation

- The price of Thai white rice was still very more volatile.
- Thai government tried to intervene the price mechanism in paddy market such as the rice pledging scheme, floor price and rice's price insurance.
- Government measures were not successful , and Why ?
- However, all price in Thai rice market were so uncertainty.
- The problems of rice price are increasingly severed.

Research Question

- Whether Thai white rice reflects cost of production.
- Whether there is a relationship between current price and future price of rice.

Methodology

- Collected data from a survey of 330 samples over 11 provinces in Thailand in 2013 , and collected secondary data form the Office of Agricultural Economics etc.
- Cointegration, Granger-causality, and Vector Error Correction Model.

Results

Unit: dollar per 2/5 acre(rai)

Items	2008	2013	Change (%)
Cost of Production	87.67	114.57	30.77
Sale Price	151.8544	258.46	70.21
Profit	64.25	143.90	123.98
Profit margin(%)	42.31	55.67	31.59
Debt per household	6374.40	3240.70	196.70

Results

The stationarity of FOB price and paddy price

Variables	β	Dickey-Fuller Critical		
		1% critical value	5% critical value	10% critical value
FOB price	-2.088	-3.496	-2.887	-2.577
Wholesale price	-2.001	-3.496	-2.887	-2.577

Results

Cointegration between FOB price and paddy price

	constant	FOB price
Wholesale price	56.4	.48
SE	(1.88)	(.008)
N = 144		
$R^2 = 0.96$	F(1,142) = 3359.06	

Results

Vector Error-correction model

	Coefficient	Standard Error	t-stat	Prob	95% confidence interval	
\hat{e}_{t-1}	-.327	0.816	-4.00	0.00	-.488	-.165
Δp_{t-1}	.298	.13	2.30	0.23	.041	.55
Δp_{t-1}^*	.09	.11	0.84	0.40	-.122	.302
α_0	.002	.004	0.48	0.63	-.006	-.03

Results

The Stationary of wholesale price of white rice 5% (WP5) and future price of white rice 5% (both options) in the Agricultural Future Exchange of Thailand (BWR5)

Variables	ADF-test	Lag	1% Critical Value	5% Critical Value	10% Critical Value
WP5(level)	-2.029772	1	-3.436366	-2.864084	-2.568176
WP5(1 st Diff.)	-24.06026	0	-3.436366	-2.864084	-2.568176
BWR5(level)	-2.146058	1	-3.436486	-2.864138	-2.568205
BWR5(1 st Diff)	-25.59468	0	-3.436486	-2.864138	-2.568205

Results

Granger-causality between wholesale price of white rice 5% (WP5) and future price of white rice 5% (both option) in the Agricultural Future Exchange of Thailand (BWR5)

Null Hypothesis:	Obs	F-Statistic	Prob.
BWR5 does not Granger Cause WP5	1035	63.8846	4.E-15
WP5 does not Granger Cause BWR5		4.17182	0.0414

Remark: In the case of 1-lag

Results

Cointegration (Engle and Granger, 1987) between wholesale price of white rice 5% (WP5) and future price of white rice 5% (both option) in the Agricultural Future Exchange of Thailand (BWR5)

	Constant	BWR5
WP5	0.4083	0.9448
Std. Error	(0.05989)	(0.0037)
t-Statistic N = 1051	[6.8179]	[254.4294]
$R^2 = 0.98$	F(1,142) = 64734.30	Durbin-Watson stat= 0.4071

Results

VECM for wholesale price of white rice 5% (WP5)

Error Correction:	D(WP5)
Residual(-1)	-0.128142 (0.02058) [-6.22741]
D(WP5(-1))	0.211766 (0.03766) [5.62285]
D(WP5(-2))	-0.020009 (0.03650) [-0.54827]
D(BWR5(-1))	0.136030 (0.03153) [4.31495]
D(BWR5(-2))	-0.048771 (0.03115) [-1.56572]
C	0.003670 (0.00823) [0.44688]

Conclusion

- I. The cost of production was not related to rice price in all market of rice e.g. paddy market, wholesale rice market, future market.
- II. There is a long-term relationship between paddy price and FOB price.
- III. There is also a long-term relationship between wholesale price of white rice 5% and future price of white rice 5% (both option) in the Agricultural Future Exchange of Thailand
- IV. The wholesale price of white rice 5% in Bangkok's wholesale market have bi-directional transmission.

THE END