ABSTRACT

The International and National Conference on Business, Informatics, and Management (BIM2015)

ORGANISE BY
King Mongkut's Institute of Technology Ladkrabang,
Prince of Chumphon Campus, Thailand
(KMITL PCC)

The 3rd International Conference on Robotics, Informatics, and Intelligence control Technology (RIIT2015)

ORGANISE BY
Robotics, Informatics, and Intelligence control Technology Association
(RIITA)
RIIT2015 and BIM2015: Preliminary Programme

27th April
17.00 Registration for Author + conference package and Attendance (Receipt)

28th April (at Kingpetch Conference Room)
08.00 - 08.40 Registration (Author + conference package and Attendance (Receipt)
08.40 - 08.55 Inductive Address by
(1) Dr. Mongkorn Klingajay, RIIT2015 Conference Chair (RIITA)
(2) Dr. Sudaporn Sawmong, BIM2015 Conference Chair (KMITL)
King Mongkut's Institute of Technology Ladkrabang Chumphon Campus
09.00 - 09.10 Opening Ceremony
Welcome address by Prof. Nicola Ivan
Grand Opening by President of King Mongkut's Institute of Technology Ladkrabang
09.10 - 09.25 Present Certificate to the keynote speaker, supporters, and Chairs of BIM and RIIT
by President of King Mongkut's Institute of Technology Ladkrabang
09.25 - 09.55 1st KeyNote Speaker: "Prof. Dr. Srisakdi Charmonman" (from Thailand)
Topic on "E-ASEAN AN GLOBAL BUSINESS TRENDS IN TWENTY FIRST CENTURY"
He is President of Thailand Joint Chapter of Computer Society and Engineering Management
Society of the Institute of Electrical and Electronic Engineers (IEEE).
10.00 - 10.30 2nd KeyNote Speaker: "Prof. Nicola Ivan Giannocaro" (from Lecce University, Italy)
Topic on "Intelligence Technology for Innovation products"
He is President of Robotics, Informatics, and Intelligence control Technology (RIITA)
10.30 - 10.45 Break Time
Seminar at Kingpetch Conference Room

28 April

10.45 - 11.00 Paper No. RT118 "Context-Awareness on Mobile Learning Network"
11.00 - 11.15 Paper No. RT121 "Automatic Acne Quantification And Localisation For Medical Treatment"
11.15 - 11.30 Paper No. RT126 "Automatic Acne Detection With Featured Bayesian Classifier For Medical Treatment"
11.30 - 11.45 Paper No. BIM001 "CULTURE AS A TOOL IN BECOMING AN EMPLOYER OF CHOICE FOR SELECTED SMALL TO MEDIUM SCALE ENTERPRISES IN METRO MANILA: AN ANALYSIS"
11.45 - 12.00 Paper No. BIM002 "ASSESSMENT OF THE INSTITUTE OF ACCOUNTS, BUSINESS AND FINANCE (IABF) –STUDENT APPRENTICESHIP PROGRAM (SAP) TOWARDS ACHIEVING PERFORMANCE EXCELLENCE"
12.00 - 13.00 Lunch
13.00 - 13.20 Paper No. BIM003 "LABOR ROADMAP FOR THAI SMALL AND MEDIUM ENTERPRISES TO ASEAN ECONOMIC COMMUNITY"
13.50 - 14.10 Paper No. RT163 "Kinematic Trajectories Reconstruction On Different Surfaces For A Rover Skid-Steering Robot"
14.10 - 14.30 Paper No. RT169 "To Optimize the Web Cache Replacement with OII model"
14.35 - 14.55 Paper No. BIM004 "THE ACCESS TO SOURCES OF FUND FOR THAI SMALL AND MEDIUM ENTERPRISES (SMEs)"
14.55 - 15.10 Paper No. BIM005 "Promoting Border Banking Business Tributary to Cambodia to Enter ASEAN Economic Community"
15.10 - 15.25 Break Time
15.25 - 15.40 Paper No. RT172 "Using Augment Reality With QR Code For Learning Plant Science"
15.55 - 16.10 Paper No. RT195 "Management of Cache Resources using Self-Organization Map"
16.10 - 16.25 Paper No. RT205 "An Interaction Control on Warning, Alerting, and Public Information based-on 3D LED Cube"

16.40 – 17.00  Conclusion by Session Chair

Seminar at Peking Conference Room

29 April

09.00 – 09.15  Paper No. BIM006 “Service Quality of Muang Lopburi Area Revenue Branch Office in Lopburi province perceived by Corporate Income Tax Payers”

09.15 – 09.30  Paper No. BIM007 “Thai Tourists’ Decision Making on Visiting in Wat Phra Non Chaksi Temple in Singburi province”

09.30 – 09.45  Paper No. BIM008 “AEC market entry strategy of Network marketing industry in Thailand.”

09.45 – 10.00  Paper No. BIM009 “Satisfaction on the Service of Kasikornbank Public Company Limited Thonburi Branch”

10.00 – 10.15  Paper No. BIM010 “Effects of Thai Muslim purchasing behavior towards foreign brands usage of the halal sign of imported goods in Thailand”


10.45 – 11.00  Paper No. BIM012 “Trends to business established Securities companies in the PDR. Laos”

11.00 – 11.15  Paper No. BIM013 “Trends to coconut oil business in the PDR. Laos”

11.15 – 11.30  Paper No. BIM014 “Integrated Management in Higher Education”


11.45 – 12.00  Paper No. BIM016 “The proposed study to the disbursement of money online”

12.00 – 13.00  Lunch

13.00 – 13.15  Paper No. BIM017 “The Development of Electronic Document Management System for the Site Construction”

13.15 – 13.30  Paper No. BIM018 “Plan to prevent a repeat occurrence of high speed internet service”
13.30 - 13.45 Paper No. BIM019 "Operations of the bank loan products that affect their ability to compete for entry into the European Economic Community to enhance agricultural production value chain in the production of fruit in Chanthaburi Province"

13.45 - 14.00 Paper No. BIM020 "PATTERNS OF PRIVATE TRANSFERS IN THE PHILIPPINES: WHO GIVES AND RECEIVES MORE?"

14.00 - 14.15 Paper No. BIM021 "Classifying the Actives Ingredients Effects in the Facial Care Products Using Artificial Neural Networks"

14.15 - 14.30 Paper No. BIM022 "The Confirmatory Factor that affect effectiveness in the Catholic school"

14.30 - 14.45 Paper No. BIM023 "The Efficiency Model in the Business Management of the Kanchanaburi OTOP Products"

14.45 - 15.00 Paper No. BIM025 "The Model of learning affecting on the learning achievement of the five standard criteria of Master of Business Administration's Students, King Mongkut's Institute of Technology Lad Krabang, Prince of Chumphon Campus"

15.00 - 15.30 Conclusion by Session Chair

15.20 - 16.00 Certificate and Give Thanks

16.00 - 17.00 Committee Meeting
ABSTRACT

Culture is defined as an organization's way of doing things. However, recent studies and researches have proven that culture is not merely a process and system created by organizations, but it is also a means for an organization to sustain its efforts in gaining a competitive advantage. In the written text of Jim Collins in his book entitled, "Built To Last", he strongly pointed out that an organization with a strong culture are the ones that are meant to last and withstand the most difficult moments. Not only is it enough that a company claims its place in the industry as the leader, but it needs to be a visionary company. The leaders of the companies mentioned by Jim Collins are the ones who were willing to change, reshape and adapt to the ever dynamic demands of the business world and built a culture of excellence by learning how to take care of their customers and stakeholders, while being pointed towards the future.

Just like any organization classified as small-medium scale, yet with a large scope of operations, the companies mentioned in this research have considered themselves as leaders of the industry. The organizations that the researchers have used as population samples belong to different industries, namely: training institutions for flight attendants, production office and an I.T. company. As such, the authors noted one glaring omission. And that is the lack of an identifying culture that may serve as the bedrock principle for these proud organizations to remain number one in the industry and gain a competitive advantage, thereby labeling themselves as employers of choice.

The authors for this study have used qualitative research by conducting focused group discussions (FGD) and formal interviews to gather and interpret data requisite for this research. The information the researchers have gathered have been interpreted accordingly to fit the aforementioned research proposal.

Keywords: Corporate culture; organizational development; human resources management
ASSESSMENT OF THE INSTITUTE OF ACCOUNTS, BUSINESS AND FINANCE (IABF) – STUDENT APPRENTICESHIP PROGRAM (SAP) TOWARDS ACHIEVING PERFORMANCE EXCELLENCE

Nenitha L. Junio*
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ABSTRACT

This paper analyzed problems encountered by the Institute of Accounts, Business and Finance (IABF) – Student Apprenticeship Program (SAP) for Second Semester, Academic Year 2010-2011. Results indicate that the common problems faced by the program are in the following areas:

1.) Curriculum design and program scheduling
2.) Supervision and management
3.) Individual apprentices training plans
4.) SAP advisers
5.) Utilization of facilities, equipment and materials
6.) Community, business and industry involvement
7.) Recruitment, assessment and placement
8.) Program promotion; and
9.) Program accountability

Keywords: internship/student apprenticeship, performance excellence
PATTERNS OF PRIVATE TRANSFERS IN THE PHILIPPINES: WHO GIVES AND RECEIVES MORE?

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ABSTRACT

This paper investigates the patterns of private transfers in the Philippines using the Family Income Expenditure Survey (FIES) 2009. The paper performed bivariate analysis on net transfers, using the identified determinants for a household to be either a net receiver or a net giver. It also performed simple regression on transfers received and income to examine the motives for giving transfers. It also used the binary logistic regression to estimate the probability that a characteristic is present given the values of explanatory variables.

Using the 2009 FIES, the study revealed that receiving tends to be universal – both the non-poor and the poor benefit although the poor receive substantially less than the non-poor. This suggests that private transfers in the Philippines are not altruistically motivated but exchange. This is also supported by the increasing function of gross transfers received and income of households. Hence, the results suggest that transfers are much needed by the poor and it is important to understand the nature of transfers, to ensure that government transfer programs are properly designed and targeted and to prevent the duplication of private safety nets already present among the non-poor.

Keywords: private transfers, net receiver, net giver, net transfers, altruism