Cordially invite you to the

AP17 Thai Conference
THEME: Towards a Stable Global Economic Growth!

&

IC17 Thai Conference
International Conference on E-Commerce, E-Business and E-Technology
THEME: Digital Economy! The Power, Opportunities & Challenges!!

ISBN: 978-1-943579-72-3
February 16-18, 2017
Venue: The Ambassador Bangkok, Bangkok, Thailand.

Conference Organized by
Greater Vision Conferences & Seminars Organizing, Dubai - UAE & SDMIMD, Mysore, Karnataka - India.

Proudly Co-sponsored by
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Conference Program Handbook & Proceedings

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February 16-18, 2017

The Ambassador Bangkok, Bangkok, Thailand.

The first day of the conference is on February 17, 2017, Inaugural function at 09.30 am.

Dear & Distinguished Delegates,

Hearty welcome!

I am pleased to extend a warm welcome to Bangkok, Thailand which is one of the fabulous tourist destinations in the World. Also, we are immensely pleased to present the Eleventh Asia-Pacific Conference on Global Business, Economics, Finance and Social Sciences & International Conference on E-Commerce, E-Business and E-Technology to you all!

Bangkok, indeed, is a very vibrant global city with a very rich cosmopolitan outlook. It is a busy city with multiple shopping arcades, gourmet restaurants, nightclubs and interesting sightseeing attractions.

Bangkok has a Rich Culture!

Bangkok began as a small trading center and port community on the west bank of the Chao Phraya River some 200 years ago. Today, while the city is up to speed with modern times, the grandeur and glory of its illustrious past still prevails. Be it dazzling temples, spectacular palaces, a world-famous floating market or colorful Chinatown, each of these attractions has an intriguing story to tell. Of course, you have many other tourist attractions in Bangkok. The Temple of Dawn, The Grand Palace, Wat Pho, Chayo Phraya River, Chatu Chak Week-end Market, to name a few. The local people in Thailand are very meek, friendly and helpful.

Thailand! A New Industrialized Country!

Thailand is a new industrialized country with exports contributing to two-third of the GDP and is the second largest economy in South-East Asia after Indonesia. The World Bank has recognized Thailand as ‘one of the great development success stories’ (World Bank Report (http://www.worldbank.org/en/country/thailand). The report further indicates that while the unemployment rate is a meagre 0.56% (2015 Feb) according to a statistics, inflation rate is very low at 1.13% in December, 2016.

Towards a Stable Economic Growth!

A stable economy is the need of the hour. An economy is stable when it dissipates imbalances that might arise on account of a few adverse or unexpected events. Every government is, therefore, expected to prevent occurrence of unforeseen events and ensure an orderly economic growth in the long-run. A cursory review of our past experience goads us to conclude that events such as bank runs, stock market crashes and ‘Blackswans’ lead us to excessive instability in the economic system. ‘Business cycles’
are yet another contributing factor in this regard. However, sagacious planning and adequate safeguards would not only avert economic shocks but ensure growth and stability in the economy.

Digital Economy – A Way Forward to Ensure Success!

Information and communication technologies have greatly transformed the way we run our economies and our social well-being. In this rapidly changing competitive global landscape, the role of digital media and technology cannot be under-estimated. It is, indeed, a great challenge to every government and policy-makers to ensure a very conducive business climate in order to harness the growth prospects and economic success. For instance, attracting highly talented work-force and investments, is quite imminent, here. Digital economy plays a crucial role in shaping the future of a society.

Paper Presentations & Invited Lectures!

I am absolutely confident that this conference would provide a great platform to economists, academicians, researchers and scholars from different parts of the world to network and share their insights and views on the emerging trends in banking, social science research and other related disciplines.

My special thanks to every one of you for your valuable presence and participation. Please do not fail to visit places of interest in Bangkok, Thailand.

Best regards,
Dr. Elango Rengasamy,
Honorary Director,
The Ambassador Bangkok, Bangkok, Thailand.
Honorary Executive Editor, Global Business Research Journals.
www.globalbizresearch.org

Kindly read the instructions given below:

Registration

Upon arrival at the Conference venue, please proceed to the Garden 3 on 2nd floor of the hotel to complete the registration. There will be signage/written direction to help you to locate us. You may also enquire at the front desk for directions to the Conference room.

Please note that registration desk will be open from 8.30 am to 9.30 am on 17 February 2017.

Please report either to Dr. Elango Rengasamy or Ms. Natchananth Wiranyaphaet or Ms. Natchaya Sritubtim for completing your registration. If you have already remitted the conference fee, you will receive a Conference folder based on the payment option you have chosen.

Conference proceedings

Conference proceedings will be available in a pen drive or CD which you may obtain on demand.
All the papers that are listed in the Conference handbook will be available online on our website.

**Presentation Room**
On 17 and 18 February, we will be using the presentation room – **Garden 3**.

**What should you bring along for your presentation?**
Please bring the PPT of your research paper in a pen-drive. Please print at least 10-15 copies of your full paper and hand them to the chair and participants of the session at the beginning of your presentation.
Each author will have about 15 minutes for presentation and 5 minutes for questions and discussion. Kindly stick to the allocated time limits, please.

The meeting room has an LCD projector and a laptop computer for you to make your presentation.

***Please ensure that you save your presentation file both in 2010/2013 versions.***

**Coffee and Lunch Break**
Coffee and snacks will be served twice (morning and evening) and Lunch will be served in the **Restaurant**.

**Best Paper Award**
‘Best Paper’ is selected on the basis of a set of selected criteria. Reviewers’ report is the key factor in selecting the best research papers. The best paper awards will be announced at the conference.

**Best Presenter Award**
Best Presenter Awards will be presented only to research scholars/young researchers who make outstanding presentations in each track which will be based on the recommendations of the Chair/Observers of the respective technical sessions. If sufficient number of research scholars do not participate, this award would not be presented.

**Publication of your Paper**
All the accepted papers will be published in the form of ‘Conference proceedings’. It will also be published in our journals provided you have opted for it and made significant improvements on the papers in light of the Reviewers’ reports/suggestions.

**Whom to Contact?**
For any queries/issues regarding the Conference matters, please contact Ms. Sudha Balaji on +91 8220055161 (Indian Mobile Number) or Dr. Elango Rengasamy on +971551696221 – (Dubai Mobile).
You may also send an email to thiaconf@globalbizresearch.org; icthaiconf@globalbizresearch.org or editor@globalbizresearch.org.
WhatsApp Contact: +971 55 1696221
You may also send ‘WhatsApp’ messages to the above mobile number (messages only). We would try our best to respond, as early as possible. While sending messages, kindly indicate the conference (AP17/IC17 Thai Conference and your name, as well).

Upcoming Conferences
If you would like to participate in our future/upcoming conferences, please keep visiting our website www.globalbizresearch.org to find out more information. You will also receive regular updates from us.

List of Participating Countries
AP17 Thai Conference on Global Business, Economics, Finance and Business Management and IC17 Thai Conference on E-Commerce, E-Business and E-Technology are extremely proud to welcome delegates from the following countries: Canada, Croatia, Finland, France, Hong Kong, India, Indonesia, Iran, Japan, Jordan, Korea (South), Oman, Philippines, Taiwan, Thailand, UAE, USA & Vietnam.

Conference Team
Hon. Director: Dr. Elango Rengasamy, Visiting Professor, Sogang Business School, South Korea
Mrs. Dhanapackiam, Director, Jupiter Global Business Research, FZE
Mrs. Sudha Balaji, Events & Publications Coordinator
Ms. Lavanya P, Editorial Assistant
Mr. Benker Dinesh, Launch Web Dreams
Ms. Natchananth Wiranyaphaet, Volunteer
Ms. Natchaya Sritubtim, Volunteer

Chair – Technical Sessions
Dr. Abdelkarim Kitana, City University College of Ajman, UAE.
Dr. Yoshinobu NAKANISHI, Nagasaki University, Japan.
Dr. Katerina Annaraud, University of South Florida, USA.
Dr. Elango Rengasamy, Sogang Business School, South Korea.
Dr. Ronaldo F. Frufonga, Visayas State University-Janiuay Campus, Philippines.
Dr. Steve Burns, Oman Tourism College, Oman.
Dr. Sungjae Pak, Nakamura Gakuen University, Japan.

Conference Advisory Board and Review Teams
Dr. Ahmed Badawi, American University of Middle East, Kuwait.
Dr. Akhilesh Bajaj, The University of Tulsa, USA.
Dr. Daniel Makina, University of South Africa, South Africa.
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Dr. Francesco Agliata, Second University of Naples, Italy.
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Dr. Iya Churakova, St. Petersburg University, Russia.
Dr. Jayakumar. A, Periyar University, India.
Dr. Jim DeMello, Western Michigan University, USA.
Dr. Johannes Peyavali Sheefeni Shefeni, University of Namibia, Namibia.
Dr. Joy M. Kiiru, University of Nairobi, Kenya.
Dr. Lesiba Joseph Teffo, University of South Africa, South Africa.
Dr. Londoloza L. Luvuno, University of South Africa, South Africa.
Dr. Mokhtaruddin Ahmed, Universiti Malaysia Kelantan, Malaysia.
Prof. Muhammed-Shahid Ebrahim, Bangor University, UK.
Dr. N.R. Parasuraman, SDM Institute for Management Development, India.
Dr. Renato Lopes da Costa, ISCTE Business School University, Portugal.
Dr. Tapan Sarker, Griffith University, Australia.
Dr. Terrill L. Frantz, Carnegie Mellon University, USA.
Dr. Vadhindran Rao, Metropolitan State University, USA.

**AP17/IC17Thai Conference**  
**Program Outline**

**Friday, February 17, 2017 (Timeline)**

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<td>: Registration (8.30 am onwards)</td>
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<tr>
<td>09.30 - 10.30</td>
<td>: Inaugural Session (Garden 3)</td>
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<tr>
<td>10.30 – 11.00</td>
<td>: Coffee Break (Restaurant)</td>
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<tr>
<td>11.00 – 12.45</td>
<td>: Technical session 1 – <strong>Paper Presentations</strong></td>
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<tr>
<td>12.45 - 14.00</td>
<td>: Lunch Break &amp; Networking (Restaurant)</td>
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<tr>
<td>14.00 - 14.30</td>
<td>: Panel Discussion (Garden 3)</td>
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<td>14.30 - 16.15</td>
<td>: Technical session 2 – <strong>Paper Presentations</strong></td>
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<tr>
<td>16.15 - 16.30</td>
<td>: Coffee Break (Restaurant)</td>
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<tr>
<td>16.30 - 18.30</td>
<td>: Technical session 3 – <strong>Paper Presentations</strong></td>
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**Presentation Room** : Garden 3
Saturday, February 18, 2017 (Timeline)

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<tr>
<td>09.00 – 10.30</td>
<td>Technical session 4 - Paper Presentations</td>
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<tr>
<td>10.30 - 11.00</td>
<td>Coffee Break (Restaurant)</td>
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<tr>
<td>11.00 – 11.15</td>
<td>Invited Lecture (Garden 3)</td>
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<td>11.15 – 12.45</td>
<td>Technical session 5 - Paper Presentations</td>
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<td>12.45 – 14.00</td>
<td>Lunch Break &amp; Networking (Restaurant)</td>
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<td>14.00– 14.20</td>
<td>Invited Lecture (Garden 3)</td>
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<td>14.20 – 15.45</td>
<td>Technical session 6 - Paper Presentations</td>
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<td>Coffee Break (Restaurant)</td>
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9.30 – 10.30  17-February-2017 (Garden 3)

Inaugural Session/Keynote Address

Welcome Address: Dr. Elango Rengasamy
Visiting Professor of Finance, Sogang Business School, Seoul, South Korea.
Conference Director – AP17/IC17 Thai Conference

Keynote Address: Dr. Katerina Annaraud,
University of South Florida, USA.
Topic: Digital Economy! The Power, Opportunities and Challenges!

10.30 – 11.00 “Coffee Break” (Restaurant)

Technical Session – 1

11.00 – 12.45 (Garden 3)

Track: (E-Business and Marketing)
Session Chair: Dr. Abdelkarim Kitana, City University College of Ajman, UAE.
ID_T737: Measuring Employees' Satisfaction in the United Arab Emirates Banking Sector: Abdelkarim Kitana, City University College of Ajman, UAE.
ID_T712: Does the Decline Phase of the Product Life Cycle End Up in Death?: Jacques Picard & Abraham Hollander, University of Quebec in Montreal, Canada.
ID_ TE701: Exploring Customer Behavior in Online Retail Platforms: Mikko Hänninen, Aalto University School of Business, Finland.


12.45 – 14.00 Lunch Break (Restaurant)

14.00 – 14.30 (Garden 3)

Panel Discussion
Topic: “Research-informed Teaching!”
Will it ignite critical thinking?

Experts
Dr. Hachmi Ben Ameur,
INSEEC Business School, France.

Moderator
Dr. Elango Rengasamy,
Visiting Professor of Finance, Sogang Business School, South Korea.

Technical Session – 2

14.30 – 16.15 (Garden 3)

Track: (Management)

Session Chair: Dr. Yoshinobu NAKANISHI, Nagasaki University, Japan.

ID_T702: Characteristics of “Excellent Meeting” for Knowledge Transfer: Comparison of Technical Meetings in the International Civil Aviation Domain: Yoshinobu NAKANISHI, Nagasaki University, Japan.

ID_T733: Bunch of Nerves: Fears, Dilemmas and Academic Performance in Research of Graduate School Students: Melanie Viloria-Briones, Bulacan State University, Philippines.


ID_T731: An Exploratory Study of Learning in Schools: Shankar Purbey, Rajiv Gandhi Indian Institute of Management Shillong, India.

16.15 – 16.30 “Coffee Break” (Restaurant)

16.30 – 18.30 (Garden 3)

Technical Session – 3

Track: (Research Scholars’ Session)
Session Chair: Dr. Katerina Annaraud, University of South Florida, USA.
Session Observer: Dr. Elango Rengasamy, Sogang Business School, South Korea.

ID_TE741: The Data Analytics Approach to the Analysis of Facebook Marketing: Yoon-Jin Choi & Hee-Woong Kim, Yonsei University, Korea.
ID_T711: Corporate Bond Market in Emerging Asia: An Analysis of Growth Stimulus: Tapan Kumar Gupta, Shri JJT University, India.
ID_T745: The Effect of Salespeople Competence and Control System to the Performance of Salespeople at BRI Bank in Semarang City: Bayu Wiratama & Tubagus Fahmi, Semarang State University, Indonesia.
Day 2  
Saturday, February 18, 2017

Technical Session – 4

09.00 – 10.30  (Garden 3)

Track: (Management)  
Session Chair: Dr. Ronaldo F. Frufonga, Visayas State University-Janiuay Campus, Philippines.

ID_T701: The Quality of Life of the Residents in the Nearby Communities in the Iloilo International Airport, Iloilo, Philippines: Ronaldo F. Frufonga & Vilma S. Sulleza, West Visayas State University-Janiuay Campus, Philippines.

ID_T721: Analyzing the Relation between In-service Training and the Organization Performance: Mahmoud Dehghan Nayeri, Tarbiat Modares University, Iran, Malihe Rostami, University of Tehran, Iran & Mohammad Hosein Hoseini Khamene, Shahid Beheshti University, Iran.

ID_TE749: Market Reaction to Data Breach Class Action Litigation in South Korea: An Event Study: Jaeyoung Park, Taeoh Hong & Beomsoo Kim, YONSEI University, South Korea.


ID_TE754: The Determinants of E-Loyalty on Mobile Banking in Thailand: Chonlakarn Imprasittichai, College of Management Mahidol University, Thailand.

10.30 – 11.00  “Coffee Break”  (Restaurant)

11.00 – 11.15  Invited Lecture  (Garden 3)

Dr. Elango Rengasamy  
Visiting Professor, Sogang Business School, Seoul, South Korea.

Topic: Structuring Your Research Paper! – A few insights!!

Technical Session – 5

11.15 – 12.45  (Garden 3)

Track: (Finance, Accounting & Banking)  
Session Chair: Dr. Steve Burns, Oman Tourism College, Oman.

**ID_T727**: Strengthening and Connecting of the Dots Called MSMEs in the ASEAN: With Focus on the Philippines: Cristina Teresa N. Lim, De La Salle University, Philippines.

**ID_TE715**: The Regulation Change in Consolidation Rules and the Incentives for Earnings Management Activities via Related Party Transactions: Ruey-Ching Lin & Chi-Hua Li, Fu Jen Catholic University, Taiwan, Hong-Da Wang, National Kaohsiung First University of Science and Technology, Taiwan & Yan-Jie Yang, Yuan Ze University, Taiwan.


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<td>Director: Academic Quality Assurance and Enhancement, Oman Tourism College, Oman.</td>
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<td><strong>Topic: The Millennials and their Travel Needs: What do We Know about This Special Market Segment?</strong></td>
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<td>14.20 – 15.45</td>
<td>Technical Session – 6</td>
<td>(Garden 3)</td>
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<td>Track: (Global Business &amp; Financial Markets)</td>
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<td><strong>ID_T757</strong>: Applications of AI in Business: Daegene Song, Chungbuk National University, Korea.</td>
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<td><strong>ID_T744</strong>: Crowdfunding Success Factors in Thailand: Tobias Alker, CMMU Mahidol University, Thailand.</td>
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<td><strong>ID_T739</strong>: BREXIT- Beginning of the End: Vidul Sikka &amp; R. Gowri Shankar, Christ University, India.</td>
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<td>15.45 – 16.15</td>
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<td>Dr. Yoshinobu Nakanishi</td>
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<td>Prof. Sharad Nath Bhattacharya</td>
<td>Rajiv Gandhi Indian Institute of Management Shillong</td>
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<tr>
<td>TD758</td>
<td>Mr. Woojo Chung</td>
<td>Samsung Life Insurance Co., Ltd.</td>
<td>Hong Kong</td>
</tr>
<tr>
<td>TD759</td>
<td>Dr. Katerina Annarad</td>
<td>University of South Florida</td>
<td>USA</td>
</tr>
</tbody>
</table>

Global Business Research Journals

[www.globalbizresearch.org](http://www.globalbizresearch.org)

- Journal of Emerging Issues in Economics, Finance and Banking (ISSN: 2306-367X) *(Impact Factor: 1.541)*
- Global Journal of Contemporary Research in Accounting, Auditing and Business Ethics (ISSN 2311-3162)
- Global Journal of Emerging Trends in e-business, Marketing and Consumer Psychology (ISSN 2311-3170)
- Global Review of Research in Tourism, Hospitality and Leisure Management (ISSN 2311-3189)
- International Journal of Recent Advances in Organizational Behaviour and Decision Sciences (ISSN 2311-3197)
- International Review of Research in Emerging Markets and the Global Economy (ISSN 2311-3200)

Our Journals are indexed in the following directories:

- [EBSCOhost](http://www.ebscohost.com)
- [International Scientific Indexing](http://www.internationalscientificindexing.com)
- [ProQuest Serials Solutions](http://www.proquest.com)

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Dear Delegates,

You are cordially invited to participate in our International Conferences happening globally!

Please visit our conference websites listed below for further information:

**South East Asia**

**Twelfth Asia-Pacific Conference on Global Business, Economics, Finance and Social Sciences - Jakarta, Indonesia**

**Conference Dates:** May 18-20, 2017  
**Venue:** Jakarta, Indonesia.  
**Website:** [http://globalbizresearch.org/Indonesia_Conference_2017_May1/](http://globalbizresearch.org/Indonesia_Conference_2017_May1/)

**International Conference on Corporate Governance and Business Ethics - Jakarta, Indonesia**

**Conference Dates:** May 18-20, 2017  
**Venue:** Jakarta, Indonesia.
Website: [http://globalbizresearch.org/Indonesia_Conference_2017_May2/]

**Thirteenth Asia-Pacific Conference on Global Business, Economics, Finance and Banking - Singapore**

**Conference Dates:** August 3-5, 2017  
**Venue:** Village Hotel Albert Court, Singapore.  
**Website:** [http://globalbizresearch.org/Singapore_Conference_August_2017_1/]

**International Conference on Corporate Governance & Business Ethics - Singapore**

**Conference Dates:** August 3-5, 2017  
**Venue:** Village Hotel Albert Court, Singapore.  
**Website:** [http://globalbizresearch.org/Singapore_Conference_August_2017_2/]

**Fourteenth Asia-Pacific Conference on Global Business, Economics, Finance and Banking – Kuala Lumpur, Malaysia**

**Conference Dates:** August 10-12, 2017  
**Venue:** Kuala Lumpur, Malaysia.  
**Website:** [http://globalbizresearch.org/Malaysia_Conference_August_2017_1/]

**International Conference on Environment & Sustainable Development – Kuala Lumpur, Malaysia**

**Conference Dates:** August 10-12, 2017  
**Venue:** Kuala Lumpur, Malaysia.  
**Website:** [http://globalbizresearch.org/Malaysia_Conference_August_2017_2/]

**International Academic Research Conference on Small & Medium Enterprises (SMEs) – Hanoi City, Vietnam**

**Conference Dates:** August 18-19, 2017  
**Venue:** Hanoi City, Vietnam.  
**Website:** [http://globalbizresearch.org/Vietnam_Conference_August_2017_1/]

**International Conference on Multiple Academic Disciplines – Hanoi City, Vietnam**

**Conference Dates:** August 18-19, 2017  
**Venue:** Hanoi City, Vietnam.  
**Website:** [http://globalbizresearch.org/Vietnam_Conference_August_2017_2/]


**Conference Dates:** August 18-19, 2017  
**Venue:** Hanoi City, Vietnam.  
**Website:** [http://globalbizresearch.org/Vietnam_Conference_August_2017_3/]

**Fifteenth Asia-Pacific Conference on Global Business, Economics, Finance and Social Sciences - Tokyo, Japan**

**Conference Dates:** November 23-25, 2017  
**Venue:** Tokyo, Japan.  
**Website:** [http://globalbizresearch.org/conferences17.php?cid=11]
**International Conference on Human Resources Management - Tokyo, Japan**
**Conference Dates:** November 23-25, 2017  
**Venue:** Tokyo, Japan.  

**Sixteenth Asia-Pacific Conference on Global Business, Economics, Finance and Social Sciences - Taipei, Taiwan ROC**  
**Conference Dates:** December 21-23, 2017  
**Venue:** Taipei, Taiwan ROC.  

**International Conference on Investor Protection & Risk Management - Taipei, Taiwan ROC**  
**Conference Dates:** December 21-23, 2017  
**Venue:** Taipei, Taiwan ROC.  

**Middle East**

**Middle East Conference on Global Business, Economics, Finance and Management Sciences – Dubai, UAE**  
**Conference Dates:** May 27-28, 2017  
**Venue:** Dubai, UAE.  

**International Conference for Multiple Academic Disciplines – Dubai, UAE**  
**Conference Dates:** May 27-28, 2017  
**Venue:** Dubai, UAE.  

**International Conference on Risk Management – Dubai, UAE**  
**Conference Dates:** May 27-28, 2017  
**Venue:** Dubai, UAE.  

**International Conference on Human Resources Management & Talent Acquisition – Dubai, UAE**  
**Conference Dates:** May 27-28, 2017  
**Venue:** Dubai, UAE.  

**Sixth Middle East Conference on Global Business, Economics, Finance and Banking – Dubai, UAE**  
**Conference Dates:** October 6-8, 2017  
**Venue:** Dubai, UAE.  

**International Conference on Tourism, Hospitality & Sustainable Development – Dubai, UAE**  
**Conference Dates:** October 6-8, 2017
Venue: Dubai, UAE.
Website: http://globalbizresearch.org/Dubai_Conference_Oct_2017_2/

Africa

First African Academic Research Conference on Global Business, Economics, Finance and Social Sciences - Arusha City, Tanzania
Conference Dates: October 12-14, 2017
Venue: Arusha City, Tanzania.
Website: http://globalbizresearch.org/conferences17.php?cid=10

International Conference on Tourism & Marketing - Arusha City, Tanzania
Conference Dates: October 12-14, 2017
Venue: Arusha City, Tanzania.
Website: http://globalbizresearch.org/conferences17.php?cid=10

Europe

Sixth European Academic Research Conference on Global Business, Economics, Finance and Social Sciences – Rome, Italy
Conference Dates: July 1-3, 2017
Venue: Rome, Italy.
Website: http://globalbizresearch.org/Rome_Italy_July_2017_1/

International Conference on Management & Behavioural Sciences – Rome, Italy
Conference Dates: July 1-3, 2017
Venue: Rome, Italy.
Website: http://globalbizresearch.org/Rome_Italy_July_2017_2/

International Conference for Multiple Academic Disciplines – Rome, Italy
Conference Dates: July 1-3, 2017
Venue: Rome, Italy.
Website: http://globalbizresearch.org/Rome_Italy_July_2017_3/

Seventh European Academic Research Conference on Global Business, Economics, Finance and Banking – Zurich, Switzerland
Conference Dates: July 7-9, 2017
Venue: Zurich, Switzerland.
Website: http://globalbizresearch.org/Swiss_Conference_July_2017_1/

International Conference on Marketing, Tourism & Hospitality – Zurich, Switzerland
Conference Dates: July 7-9, 2017
Venue: Zurich, Switzerland.
Website: http://globalbizresearch.org/Swiss_Conference_July_2017_2/

International Conference for Multiple Academic Disciplines – Zurich, Switzerland
Conference Dates: July 7-9, 2017
Venue: Zurich, Switzerland.
Website: http://globalbizresearch.org/Swiss_Conference_July_2017_3/

Eighth European Academic Research Conference on Global Business, Economics, Finance and Social Sciences – Athens, Greece
**Conference Dates:** July 12-14, 2017  
**Venue:** Athens, Greece.  
**Website:** [http://globalbizresearch.org/Greece_conference_July_2017_1/](http://globalbizresearch.org/Greece_conference_July_2017_1/)

**International Conference on Talent & Knowledge Management – Athens, Greece**  
**Conference Dates:** July 12-14, 2017  
**Venue:** Athens, Greece.  

**International Conference for Multiple Academic Disciplines – Athens, Greece**  
**Conference Dates:** July 12-14, 2017  
**Venue:** Athens, Greece.  

**America**

**American Academic Research Conference on Global Business, Economics, Finance and Business Management – Las Vegas, USA**  
**Conference Dates:** April 21-23, 2017  
**Venue:** Las Vegas, USA.  
**Website:** [http://globalbizresearch.org/Las_Vegas_Conference1/](http://globalbizresearch.org/Las_Vegas_Conference1/)

**International Conference on Human Resources & Talent Management – Las Vegas, USA**  
**Conference Dates:** April 21-23, 2017  
**Venue:** Las Vegas, USA.  
**Website:** [http://globalbizresearch.org/Las_Vegas_Conference2/](http://globalbizresearch.org/Las_Vegas_Conference2/)

**Second American Academic Research Conference on Global Business, Economics, Finance and Social Sciences – New York, USA**  
**Conference Dates:** April 28–30, 2017  
**Venue:** Wagner College, New York, USA.  
**Website:** [http://globalbizresearch.org/New_York_Conferences_2017_April1/](http://globalbizresearch.org/New_York_Conferences_2017_April1/)

**International Conference on Marketing, Tourism & Hospitality – New York, USA**  
**Conference Dates:** April 28–30, 2017  
**Venue:** Wagner College, New York, USA.  
**Website:** [http://globalbizresearch.org/New_York_Conferences_2017_April2/](http://globalbizresearch.org/New_York_Conferences_2017_April2/)

**Conferences in 2017**

<table>
<thead>
<tr>
<th>Conference</th>
<th>Dates</th>
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<tr>
<td>Las Vegas – USA</td>
<td>April 21-23, 2017</td>
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<tr>
<td>New York – USA</td>
<td>April 28-30, 2017</td>
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<tr>
<td>Jakarta-Indonesia</td>
<td>May 18-20, 2017</td>
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<tr>
<td>Dubai-UAE</td>
<td>May 27-28, 2017</td>
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<tr>
<td>Rome-Italy</td>
<td>July 1-3, 2017</td>
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<tr>
<td>Zurich-Switzerland</td>
<td>July 7-9, 2017</td>
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<tr>
<td>Athens-Greece</td>
<td>July 12-14, 2017</td>
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<tr>
<td>Singapore</td>
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<td>Arusha City-Tanzania</td>
<td>October 12-14, 2017</td>
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<tr>
<td>Tokyo-Japan</td>
<td>November 23-25, 2017</td>
</tr>
<tr>
<td>Taipei–Taiwan ROC</td>
<td>December 21-23, 2017</td>
</tr>
</tbody>
</table>
**Conferences in 2018**

- **Hong Kong – SAR**: January 19-21, 2018
- **Bangkok – Thailand**: February 16-18, 2018
- **Bangalore – India**: April 6-8, 2018
- **New York – USA**: April 13-15, 2018
- **Chicago-USA**: April 20-22, 2018
- **Beijing – China**: May 18-20, 2018
- **Milan – Italy**: June 30 – July 1-2, 2018
- **Paris – France**: July 5-7, 2018
- **Geneva – Switzerland**: July 9-11, 2018
- **Singapore**: July 27-29, 2018
- **Kuala Lumpur – Malaysia**: August 1-3, 2018
- **Hanoi – Vietnam**: August 7-9, 2018
- **Da Nang – Vietnam**: August 13 -15, 2018
- **Dubai – UAE**: October 5-7, 2018
- **Taipei-Taiwan ROC**: December 21-23, 2018

**Conferences in 2019**

- **Hong Kong - SAR**: January 18-20, 2019
- **Bangkok-Thailand**: February 15-17, 2019
- **New York-USA**: April 26-28, 2019
- **Las Vegas-USA**: May 10-12, 2019
- **Hungary-Budapest**: June 1-3, 2019
- **Austria-Vienna**: June 7-9, 2019
- **Paris-France**: July 5-7, 2019
- **Zurich-Switzerland**: July 12-14, 2019
- **Singapore**: August 2-4, 2019
- **Kuala Lumpur-Malaysia**: August 9-11, 2019
- **Dubai-UAE**: October 11-13, 2019
- **Taipei City-Taiwan**: December 20-22, 2019


(ISBN: 978-1-943579-72-3)

**February 16-18, 2017**

**Venue:** The Ambassador Bangkok, 171 Soi Sukhumvit 11, Khlong Toei Nuea, Watthana, Bangkok 10110, Thailand.

**Hotel Phone:** 66(0)2254 0444

**How to Reach the Conference venue?**

**From Suvarnabhumi Airport**

**By Car:** From Suvarnabhumi airport Passenger Terminal Complex head west. At about 300 m take slight right and at the roundabout, take the 1st exit and take the slip road. Keep right for about 1.4 km and then keep left at the fork and follow signs for Route 7/Bangkok. Keep right at the fork, follow signs for Pa / Bangkok / Rama 9 and merge onto Route 7.

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Take the Rama IX Road exit, merge onto Rama 9. Use the right 2 lanes to take the slip road to Ratchadaphisek and continue straight onto Rama 9. Use the left 2 lanes to turn slightly left and Turn left onto Diamond Road Rising. Turn right and use the left lane to take the expressway slip road. Keep left at the fork, follow signs for Ratchadaphisek Road. Turn left onto Asoke – Din and turn right onto Road / New Petchburi Road. Turn left onto Soi Nana Nua / Sukhumvit Soi 3 and then turn left onto Soi Sukhumvit 11 / Jaiyos alley. Turn right onto Soi Sukhumvit 11 and the destination will be on the left.

**By Transit:** From airport take a walk to SRT. Board the SRT-PTH Airport link to Phaya Thai. It is a 19 min (non-stop) travel to Phaya Thai (A8). Then take a 2 mins walk and board BTS Sukhumvit Line to Nana. It is a 9 min (5 stops) travel. Stop ID: N2. From Nana it is a 4 mins walk to the hotel. Walk east towards Route 3, turn right onto Route 3 and then turn left onto Sukhumvit 11. The destination will be on the right.

**Location map!**
http://www.booking.com/hotel/th/ambassador-bangkok.html#map_opened-show_id27229

**Our Address:**
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**Have a safe and pleasant trip to Bangkok, Thailand!**