

ICCMET'S 2024



# ICCMET'S Conference Proceedings 2024

INTERNATIONAL  
CONFERENCE

on CREATIVITY, MANAGEMENT,  
EDUCATION, TECHNOLOGY AND SCIENCES

OCTOBER 21<sup>ST</sup> – 22<sup>ND</sup>, 2024

ISBN 978-616-7901-70-1



# ICCMETS Conference Proceedings 2024

## Conference Committee

### Directors:

Dr.Thanaphon Cheungsirakulvit

Suan Sunandha Rajabhat University

### Co-host:

Singapore Management University (Singapore)

Open Cyber University of Korea. (Korea)

Oxbridge Education and Publishing Co., Ltd. (UK)

Lincoln University (Malaysia)

Hefei University of Technology (China)

Nottingham Trent University (UK)

University of Victoria (Canada)

### Advisory Board:

Prof. Dr. Carry Chan

Singapore Management University (SMU)

Prof. Dr. Shunsaku Hashimoto

University of the Ryukyus, Japan

Dr. Fen-May Liou

Chihlee University of Technology, Republic of China

Mr. Huang Tao

Guangzhou College of Commerce, China

Prof. Dr. Poomthan Rangkakulnuwat

University of the Thai Chamber of Commerce

MG.Assoc.Prof.Dr.Nakarin Sansanayudh

Phramongkutklo Medical College

Prof. Dr. Young Gyun Yoo

Seoul National University

Asst.Prof.Dr.Thep Boontanondha

Mahidol University

Dr.Kiattipoom Nantanukul

Chulalongkorn University

Dr.William Morris

Oxbridge Education and Publishing Co., Ltd.

### Secretary:

Miss Matumit Limsuwan

Education Studio (Thailand)

## Disclaimer

The responsibility for ideas stated in this proceeding rests solely with their authors, and this publication does not constitute an endorsement by the International Conference on Creativity, Management, Education, Technology and Sciences of the opinions so expressed in them.

**Copyright © 2024 by International Conference on Creativity, Management, Education, Technology and Sciences. All rights reserved.**

Copyright and Reprint Permission:

Abstracting is permitted with credit to the source. Libraries are permitted to photocopy beyond the limit of Thailand copyright law. Other copying, reprint, or reproduction requests should be addressed to Education Studio Co., Ltd. (Thailand)

Additional copies of conference proceedings will be published by:  
Education Studio Co., Ltd. (Thailand)  
ISBN: 978-616-7901-70-1  
Publication Date: December 2024

### National Library of Thailand Cataloging in Publication Data

INTERNATIONAL CONFERENCE ON CREATIVITY, MANAGEMENT,  
EDUCATION, TECHNOLOGY, AND SCIENCES. ICCMETS Conference  
proceedings 2024.-- Bangkok : Education Studio, 2024. 106 p.

1. Science -- Congresses. 2. Technology -- Congresses. I. Title.

500

ISBN 978-616-7901-70-1 (e-book)

## TABLE OF CONTENTS

	Title	Page
1	INFLUENCE OF ENTREPRENEURIAL READINESS, HUMAN RESOURCES, MARKET TRENDS, AND GOVERNMENT POLICIES ON SUSTAINABLE NET-ZERO CARBON TOURISM IN THE GULF OF THAILAND <i>Anaphat Nongkhoo, Tanapol kortana, Bundit Pungnirund, Chaithanaskorn Phawitpiriyakliti, Chompoo Saisama</i>	6
2	INTEGRATING LEADERSHIP THEORIES FOR LOCAL GOVERNANCE: A MODEL FOR MAYORAL LEADERSHIP DEVELOPMENT IN CENTRAL THAILAND <i>Phasakorn Klinchang, Natapong Techarattanased, Chaichana Wongjunya, Bundit Pungnirund, Naiyana Wongjunya</i>	17
3	INNOVATIVE APPROACHES TO WASTE MANAGEMENT ADDRESSING CHALLENGES IN URBAN AND INDUSTRIAL GROWTH AREAS <i>Yingyong Rungfah, Tanapol kortana, Bundit Pungnirund, Chompoo Saisama, Waragorn Petchroong</i>	29
4	ENHANCING EFFICIENCY IN COMMUNITY-BASED TOURISM ENTERPRISES: INTEGRATING LEADERSHIP, KNOWLEDGE DEVELOPMENT, AND INNOVATION STRATEGIES IN THAILAND <i>Thunyaphat Vattanajirapun, Tanapol kortana, Bundit Pungnirund, Chompoo Saisama, Mooktra Thongves</i>	40
5	INNOVATIVE MANAGEMENT STRATEGIES TO ENHANCE CUSTOMER LOYALTY IN THE BEAUTY SERVICE INDUSTRY. <i>Narin Sawasdichan, Tanapol kortana, Bundit Pungnirund, Chompoo Saisama, Anuchit Kulwanich</i>	48
6	ENHANCING SPORTS TOURISM THROUGH INNOVATION WITH A FOCUS ON BURIRAM MARATHON'S ECONOMIC AND BEHAVIORAL IMPACTS <i>Chalat Ratchakitprakarn, Tanapol kortana, Bundit Pungnirund, Chompoo Saisama, Thanaphon Cheungsirakulvit</i>	58
7	ENHANCING WATER CONSUMPTION AWARENESS THROUGH A SMART WATER MONITORING SYSTEM A CASE STUDY ON CONSUMER BEHAVIOR <i>Chisanupong Chaipakorn, Pleumjai Sinarkorn</i>	67
8	FACTORS INFLUENCING THE ACCEPTANCE OF ENGLISH LANGUAGE LEARNING WEBSITES: AN EMPIRICAL STUDY IN BANGKOK, THAILAND <i>Matumit Limsuwan, Taweep Promyoo</i>	75
9	TEACHING DESIGN FOR FOREIGN STUDENTS <i>Tanapol Kortana</i>	83
10	BOB HAIRSTYLES AND THE CHANGING IDEA OF FEMININITY IN THAI SOCIETY DURING THE 1920S <i>Chonlatorn Jiamjaimuangkaew, Bhawan Ruangsilp</i>	88
11	FACTORS AFFECTING CONSUMER LOYALTY IN COFFEE SHOPS IN THAILAND <i>Thanakrit Thodpanich, Tanapol Kortana, Bundit Pungnirund, Jongdee Phusalux and Chattip Manmai</i>	104
12	PRODUCT INNOVATION, QUALITY PERCEPTION, IMAGE, AND CONSUMER ATTITUDES THAT AFFECT CONSUMER PURCHASE INTENTION OF BUILDING MATERIALS IN THAILAND	116

	Title	Page
	<i>Capt. Atitap Sankra, Tanapol Kortana, Bundit Pungnirund, Surachet Suchaiya, and Chattip Manmai</i>	
13	FACTORS FOR SUCCESS IN DOING BUSINESS BETWEEN CHINA AND THAILAND <i>Yuan Xiao, Tanapol Kortana, Bundit Pungnirund, Thanakorn Thanathanchuchot, and Chattip Manmai</i>	125
14	THE GHOST IN THE MACHINE IS A COLLABORATOR: DISTRIBUTED AUTHORSHIP AND AUGMENTED CREATIVITY IN HUMAN-AI DIGITAL ART <i>Sivanon Nax Chaichorfa</i>	136
15	FOSTERING INNOVATION IN ORGANIZATIONAL LEADERSHIP THROUGH DESIGN THINKING <i>Emma Carter, Liam McAllister</i>	146
16	AI-POWERED PERSONALIZATION IN ONLINE EDUCATION PLATFORMS: A CASE STUDY IN SECONDARY EDUCATION <i>Isabella Martinez, Carlos Garcia</i>	159
17	SUSTAINABILITY IN THE DIGITAL AGE: INTEGRATING GREEN TECHNOLOGIES IN BUSINESS MANAGEMENT <i>Margaret Olsen, Jonathan Reed</i>	171
18	THE ROLE OF CREATIVE PEDAGOGY IN ENHANCING STEM EDUCATION OUTCOMES <i>Hans Müller, Linda Kruger</i>	183
19	BLOCKCHAIN TECHNOLOGY FOR TRANSPARENT AND SECURE ACADEMIC CREDENTIALING <i>Sophie Dubois, Lucas Pelletier</i>	196
20	BRIDGING THE GAP BETWEEN CREATIVITY AND TECHNOLOGICAL INNOVATION IN STARTUPS <i>Chloe Robinson, Martin Johansson</i>	208
21	INCLUSIVE EDUCATION: DESIGNING CURRICULA FOR NEURODIVERSE STUDENTS USING AI TOOLS <i>Elena Petrovich, James Turner</i>	219
22	QUANTUM COMPUTING AND ITS IMPACT ON EMERGING SCIENTIFIC RESEARCH <i>Julia Thompson, Alex Carter</i>	228
23	TRANSFORMATIVE MANAGEMENT PRACTICES: INTEGRATING CREATIVITY FOR GLOBAL COMPETITIVENESS <i>John Michaels, Clara Foster</i>	238
24	VIRTUAL REALITY IN EDUCATION: ENHANCING EXPERIENTIAL LEARNING IN REMOTE CLASSROOMS <i>Matteo Rossi, Ana González</i>	250
25	CROSS-DISCIPLINARY APPROACHES TO CREATIVE PROBLEM-SOLVING IN HIGHER EDUCATION <i>Fiona Campbell, Oscar Hernandez</i>	263
26	BIOINFORMATICS AND CREATIVE ALGORITHMS: INNOVATIONS IN LIFE SCIENCES <i>Olivia Walker, Thomas Brown</i>	276