



Opening Ceremony Schedule
The 19th Rambhai Barni National Conference and the 1st International Conference on
Science, Social Studies, Innovation and Management: ICSSIM 2025
“Research and Innovation for Cultural Connectivity and Thai–Chinese Collaboration”

Association for Local Community and Social Development (ALCSD),
 Research and Development Institute, Faculty of Communication Arts of
 Rambhai Barni Rajabhat University

on the auspicious occasion of the 121st birthday anniversary of
 Her Majesty Queen Rambhai Barni

19 December 2025

Sirirampaiphan Auditorium, 2nd floor, Chaloe Phrakiat Building (Building 36),
 Rambhai Barni Rajabhat University & Online presentation via VooV Meeting Application



Youtube Live: [https://youtube.com/live/ Derc1GjVJw?feature=share](https://youtube.com/live/Derc1GjVJw?feature=share)

Facebook Live: <https://www.facebook.com/researchrbu2010>

Meeting Password: 191225

19 December 2025

08.00 - 08.30	Register
08.30 - 09.00	<p>Opening Ceremony of the 19th Rambhai Barni National Conference and the 1st International Conference on Science, Social Studies, Innovation and Management: ICSSIM 2025</p> <p>Location: Siri Rambhai Barni Auditorium, 2nd Floor, Chalermprakiat Building (Building 36)</p> <p>Welcome Address by Assistant Professor Waikoon Thong-Aram President, Rambhai Barni Rajabhat University</p> <p>Report Address by Assistant Professor Dr. Yadrung Suwannarat Director, Research and Development Institute, Rambhai Barni Rajabhat University</p> <p>Opening Address by General Wuttinan Leelayut Chairman of the University Council, Rambhai Barni Rajabhat University</p>
09.15- 09.30	<p>“Chinese Brush Art Performance” by the Faculty of Communication Arts, Rambhai Barni Rajabhat University</p>

- 09.30 - 10.30 **"Research and Innovation for Social Development"**
Keynote Speaker 1: Professor Dr. Kanapol Chudamani
A distinguished expert from Kasetsart University
- 10.30 - 12.00 **"50 Years of Culture, Strengthening Cooperation between Thailand and China"**
1. Mr. Chaiwat Wanichwatthana
President, Thai–Chinese Journalists Association
2. Dr. Tharakorn Wuttisathirakul
President, BRI Institute for Economic and Educational Development Research
3. Mr. Piamsak Kunakornprateep
Three Kingdoms Scholar and Best-Selling Author
4. Mr. Cui Ye Yi
President, Beijing Xinhongmei Institute of Arts
5. Mr. Wei Deheng
Member, China Artists Association
Masters of Ceremonies:
Assistant Professor Dr. Saowanee Wannaprapha and Dr. Zhang Dejun
- 13.00- 17.00 **National Research Presentation**
International Research Presentation

Note: Lunch break from 12:00 p.m. – 1:00 p.m.
Refreshment breaks at 10:30 a.m. and 2:30 p.m.
This schedule is subject to change as appropriate.



Date: 19 December 2025

Venue: Sirirampaiphan Auditorium, Chaloe Phrakiat Building (Building 36), Rambhai Barni Rajabhat University, Thailand

Event: The 1st International Conference on Science, Social Studies, Innovation and Management

Theme: Research and Innovation for Cultural Connectivity and Thai–Chinese Collaboration

Online presentation via [VooV Meeting Application](#)



VooV Room 1
VooV Login Room 1*
ID: 191225

Session I

International Present (16 articles)

Time 13.00 – 17.00

Activities	No.	Title	Presenter
Chairman <i>Prof. Dr. Qui Chao</i> <i>Medical College, Lishui</i> <i>University, China</i>	1	Association between Fear of falling and Self-Management Behaviors for Fall Prevention Among Older Adults in Chiang Rai Province	Thitima Thasuwanain,
Chairman <i>Assoc.Prof.Dr. Mu Shanghai</i> <i>School of Management,</i> <i>Leshan Normal</i> <i>University, Sichuan,</i> <i>China</i>	2	The Study of Student's Metacognition in Problem-Solving-Based Mathematics Classroom	Nuengruthai Nhulung,
	3	The Students' Mathematical Representations in Classroom using TLSOA Model	Janthira Sumrit
	4	The Assessment of Physical Education Teaching and Learning in Secondary School in Muang District, Chiangrai Province	Phitak Lekkla
	5	The Study of Social Norms in Classroom Using Transformative Lesson Study Incorporated with Open Approach	Jidapa Limdun
Chairman <i>Assoc.Prof.Dr.Kanyamon</i> <i>Kanchanathaveekul</i>	6	Examining The Impact of the “Female-Fist” Phenomenon on Gender -Equality Advocacy in Chinese Cyber Feminism	Wei Wei
	7	An Analytical Study of Human Capital, Business Networks, and Organizational Innovation as Drivers of Tourism Development in Zhejiang Province, China	Yan He
	8	A Conceptual Framework of FinTech Adoption and Financial Inclusion to Sustainable Economic Growth in Thailand.	Pipatpong Yalangkan
Chairman <i>Dr. Maythaya Preeyanon</i>	9	The Application of Artificial Intelligence Generated Content (AIGC) Technology for Commercial Photography	Jian Chao Zhang

	10	Research on the Ideal Traits of Broadcast Television Hosts in the Era of New Media: A Case Study of Hainan Province	Guan Nan Qi
	11	Management of Photographic Innovation in the Era of Media Convergence in China	Yan Ping Feng
	12	Brand Image Communication of Private School in the Era of Online Media	Wang Yuanyuan
	13	A Comparative Study of Public Relations Communication Strategies between Universities in China and Thailand	Nie Songtao
	14	The Generation Z's Expectations on News Presentation by The Public Relations, Regional Office 7 on Social Media Platforms	Surachet Lophongkham
	15	The Effect of Real Estate Advertising on Facebook on the Purchase Intention of Prospective Buyers in Chanthaburi Province	Chollada Nuchjui
	16	Online marketing communication of consumers for the Quayda Racing brand in Chanthaburi Province	Thanadech changkean



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VooV Room 2
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ID: 191225

Session II

International Present (12 articles)

Time 13.00 – 17.00

Activities	No.	Title	Presenter
Chairman <i>Dr. Wilasinee Yonwikai</i> <i>Dusit Thani College,</i> <i>Thailand</i>	1	Environmentally Friendly Operational Practices: Perspectives from Hotels in Phatthalung Province	Yuwadee Phetsonggram
	2	Community-Based Tourism in Krabi Province: Potential in Coastal Fishery Areas	Suwanan Chuthungyor
Chairman <i>Asst. Prof. Dr. Chamroen Khangkhasri</i>	3	Creative Commercial Short Film Content Focusing on Emotion for Online Media in Hainan Province, People's Republic of China	Zhang Jianwei
	4	Communication for Cultural Heritage Preservation the Pottery-Making of the Li People in Hainan Province, China.	Lu Yangjing
	5	Communication The Cultural Heritage of LI Ethnic Group's Under the Background of Media Convergence	Li Shiyou
	6	Strategic Communication Approaches for Revitalizing Pattaya's Tourism Industry Targeting Chinese Tourists through Integrated Marketing Communication	Sun Minghao
	7	Ethical Challenges in the New Media Era within the Dimensions of Responsibility and Regulatory Frameworks of Media Organizations in Haikou, People's Republic of China	Sun Ligu
	8	A Study on the Dissemination of Contemporary Chinese Films in Thailand under Cultural Differences	Liu Hongwei
	9	The Communication Process for Enhancing the Market Access of Organic Agricultural Products from Chanthaburi Province to China	Dong Zhenzhen
	10	Communication Strategies through the Douyin Platform: A Case Study of the Dongfang Integrated Media Center, Hainan Province,	Guo Zengzhe

		People's Republic of China	
	11	Nan Yue Impressions · Craftsmanship Cultivating Talents: Practical Path of Fostering Morality and Cultivating People Driven by Special Zone Spirit and Project-Based Teaching Method in Higher Vocational Visual Communication Design Major	Yan Sidi
	12	The Use of AI Media Innovations to Enhance the Yield and Quality of Durian Production among Farmers in Chanthaburi Province	Patipan Kittinanthawat