

# GSCM NIDA 2<sup>nd</sup> International Conference on Innovative Communication and Sustainable Development in ASEAN (ISDA)

**Conference Theme:** “Communication for Sustainability in Digital Society”

**Conference Dates:** 4 August 2017

**Conference Venue:** Chira Boonmak Hall, 3<sup>rd</sup> Floor, Sayam Boromrajakumari Building, National Institute of Development Administration, Bangkok, Thailand

**Conference Host:** Graduate School of Communication Arts and Management Innovation, National Institute of Development Administration [www.gscm.nida.ac.th](http://www.gscm.nida.ac.th)

9.00	<b>Registration</b>
9.30 – 9.45	<p><b>Welcome</b> Prof. Yubol Benjarongkij, Ph.D. Dean of Graduate School of Communication Arts and Management Innovation</p> <p><b>Opening</b> Assoc.Prof. Raweewan Auepanwiriyaikul, Ph.D. Vice President of Academic Affair, National Institute of Development Administration</p>
9.45 – 10.30	<p><b>Keynote Speaker</b> Dr. Sirikul Laukaikul Founder of BrandBeing Consultant</p>
10.30 – 11.15	<p><b>Keynote Speaker</b> Dr. Priyanut Dharmapiya Director of the Sufficiency School Centre, Foundation of Virtuous Youth</p>
11.15 – 12.00	<p><b>Keynote Speaker</b> Professor Jan Servaes, Ph.D. UNESCO Chair in Communication for Sustainable Social Change Editor-in-Chief, Telematics and Informatics, Elsevier</p>
12.00 – 13.00	<b>Lunch Break</b>
13.00 – 16.00	<p><b>Presentation</b></p> <p>1. Strategic Sustainability Communication Model of Listed Companies in the Stock Exchange of Thailand : Rittipol Kuntasuwun</p> <p>2. Communications for Sustainable Urban Green Space: A Review of the Literature : Worawan Ongkrutraksa</p>

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|  | <p>3. From Cultural Physical Artifact to the New Media:<br/>Reproduction Process of the Inscriptions Database in Thailand<br/>: Nopphadol Pimsarn and Pornpun Prajaknate</p> <p>4. Mobile Application Development for Sustainable Agriculture: Application of the<br/>Diffusion of Innovation and Technology Acceptance Models<br/>: Pannawit Sanitnarathorn, Ali Priyakorn, Panisara Khaongam, Watsamol Taramard<br/>and Pasin Lhaosangdham</p> <p>5. Media Literacy for Sustainable Development: Reasoning and Social Responsibility<br/>: Nudee Nupairoj</p> <p>6. Intercultural Communication in the Burmese Worker Employment of Local<br/>Businesses in Southern Thailand<br/>: Preeda Nakaray</p> <p>7. News Exposure on Social Media of Genration Y in Bangkok<br/>: Ekapon Thienthaworn</p> <p>8. Corporate Social Responsibility Innovation and Generation Y<br/>: Chonnikarn Seritanondh</p> <p>9. Corporate branding of the Thai multinational companies in the ASEAN region<br/>: Aditap Ketchart</p> <p>10. Innovative Communication and Public Participation in Environmental Impact<br/>Assessment in the New Era of Media<br/>: Wadee Pinyosap</p> <p>11. Digitally Depressed: The Effects of Digital Media Usage In Regards to Depression<br/>and Approaches for Alleviation For Individuals and the Society<br/>: Pritta Chasombat</p> <p>12. Communication for Cultural Negotiation of E-San Culture: Media Characteristics<br/>on Cultural Negotiation of E-San Culture<br/>: Sirikarn Suvannapoo and Assawin Nedpogaew</p> <p>13. Model of Reasonable Process of Information Processing Theory on Alcohol<br/>Consumption Decision of Consumers in Thailand: Case Study of Consumers in<br/>Bangkok<br/>: Kritsada Nurakkhe</p> <p>14. Sustainability as an International Marketing Tool in Dubai<br/>: Alhuda Chanitphattana</p> <p>15. Lesson Learned<br/>Successful Rice Branding for Small –scale Farmers<br/>: Panpilas Kuldilok</p> |
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	<p>16. Power of Words: Hashtag Makes a Move : Ratnang Tulawan</p> <p>17. Thai Ghosts and Postmodernism: The Meaning Construction in TV Soap Operas : Jithiwadee Wilailoy</p> <p>18. The Power of online petition for changes on Thai social: Change.org : Anongluk Sompaeng</p>
16.10 – 16.15	<p><b>Closing</b> Prof. Yubol Benjarongkij, Ph.D. Dean of Graduate School of Communication Arts and Management Innovation</p>