The 2nd International and National Conference 2020

Multidisciplinary for Innovation Development in 21st Century



























The Graduate School

BS BANSOMDEJCHAOPRAYA

March 20, 2021





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Antecedents of Customers Purchase Intention of Residential Condominium: a Case Study of a Property Developer in Bangkok, Thailand

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Abstract: The study focuses on factors influencing customers' purchase intention of residential condominium in Bangkok. Because of the popularity of condominiums in Thailand, the expansion of investment in this sector has continuously increased year and the condominium market has become very competitive. Customers have different reasons to purchase condominium with different decision making to purchase. The main variable is the purchasing of the customers' intention in residential condominium in Bangkok, and antecedents which include property age, property size, metropolitan area, neighborhood, price, and developer reputation. Therefore, the objective of this study is to explore the effect of asset characteristics and developer reputation on purchase intention. This study extended Fishbein model and attribution theory to explain customer purchase intention of condominium and its antecedents. This study includes 282 respondents who plan to purchase or have already purchased condo in Bangkok. The linear regression result show that asset characteristics and developer reputation have positive effect on purchase intension.

Keywords: Purchase intention, Developer reputation, Asset characteristics, Condominium evaluation

Using Game Based Learning Platform "KAHOOT" to Motivate Students' Reading Comprehension Choosri Banditvilai

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Abstract: Kahoot is a teaching method that allows students to learn while they are playing a game. Kahoot incorporates social media and it enables students to create, share and exchange content with friends in their groups in the classroom. The objective of this research is to study the students' opinions on using the game based learning platform "Kahoot" in the classroom and to gauge the students' levels of satisfaction towards using the activities of this game. The sample group was 54 undergraduate students who had enrolled to study in the course of "English Reading" in the first semester of the academic year 2020 at Kasetsart University, Kamphaeng Saen Campus. The instruments used in this research were a lesson plan with Kahoot, Kahoot's quiz, a computer with an internet connection, smartphones and tablets. A questionnaire was used to ask students' opinions on using Kahoot. to develop students' reading comprehension. The statistical methods used in data analysis were percentage and mean values and standard deviation. The students revealed that the activities on the game based learning platform "Kahoot" provided a new teaching method in reading which helped in creating a learning experience. It allowed students to participate in learning more than through lecturing and they enjoyed playing "Kahoot". They considered it was fun, enjoyable, useful in gaining knowledge and easy to remember the content. Kahoot captured students' focus and motivated students to be engaged and encouraged interaction in the classroom. It also minimized distractions and improved the quality of teaching and learning in a classroom.

Keywords: Game based learning platform "Kahoot", Social media, Interaction, Reading

The Impact of Work Environment on Job Satisfaction and Employee Performance:

a Case Study of a Medical Center in Nigeria

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Abstract: In the modern era, organizations are facing several challenges due to the dynamic nature of the environment. One of the many challenges for a business is to satisfy its employees in order to cope up with the ever changing and evolving environment and to achieve success and remain in competition. In order to increase employee performance, effectiveness, productivity and job satisfaction of employees, the organization must satisfy the needs of its employees by providing good working conditions. This study has extended Herzberg two-factor theory focusing on work environment. The objective of this paper is to analyze the impact of work environment on job satisfaction and employee performance. The study employed a quantitative methodology. Data was collected through a self-administered survey questionnaire. The questionnaire is adopted from a previous validated survey. The study population is 362 which are staff from nine departments in a selected medical center in Owerri, Imo state, Nigeria. Yamane sample size method was employed to sample out 190 respondents from the total population. The study concludes that work environment has positive impact on job satisfaction and employee performance. Job satisfaction also has positively impacted on employee performance. Hence, it is essential for an organization to motivate her employees to work hard using Conducive work environment for achieving the organizational goals and objectives

Keywords: Work environment, Employee satisfaction, Employee performance, Task performance, Contextual performance

A Density Functional Investigation of the Push-Pull Effect in Some Poly-2,7,1,6,6

[3]calicenes: Towards Novel Molecular Wires

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Abstract: We have been investigating polycalicenes because of their non-benzenoid aromatic nature and the diverse macromolecular structures that result from changing the bonding motif. The poly-2,7′,1′,6″-[N]calicene family, where N equals the number of calicene monomers, are especially interesting as they are linear and their electronic properties are easily tunable (one of the Grand Challenges of Material Science). These molecules are potential molecular wires and might have applications in sensors and organic solar cells. We studied the push-pull effect on the electronic properties of nine derivatives of poly-2,7′,1′,6″-[3]calicene 1. The electron donor (push) on the terminal three-membered ring was NH₂ and the electron acceptors (pull) on the terminal five-membered ring were BH₂, C≡N, NO₂, and F. All geometries, vibrational frequencies, and properties (dipoles, NMR, etc.) of molecules 1-10 are reported at the B3LYP/6-31+G(d,p) level of theory. Schleyer's nucleus independent chemical shift (NICS) criteria was used to evaluate the aromaticity of each molecule, a critical contributor to electronic properties. Calicene, benzene, cyclopentadienyl anion, and cyclopropenyl cation are reported as references. The Gaussian 16 suite of quantum mechanical programs was used for all calculations.

Keywords: Calicene, Polycalicene, Aromaticity, NICS, Push-Pull effect