The Eleventh International Conference on e-Business
"Theory and Practices in e-Business 2016 and Future"

45 papers from 13 countries : Belgium, Canada, Cyprus, France, India, Indonesia, Iran, Laos, South Africa, Thailand, Turkey, Uruguay, and USA

Srisakdi Charmonman Institute, Siam Technology College
46 Charansanitwong Road, Wat Thapra, Bangkok Yai, Bangkok 10600, Thailand

Thursday 17 November 2016	
Auditorium	
08:00-09:00	Registration
09:00-09:05	**Report to the Chairman** By Prof. Dr. Srisakdi Charmonman, e-Business2016 Conference Chairman
09:05-09:25	**Opening Address** By General Charan Kullavanijaya, Chairman of the National Good Governance Organization
09:25-09:30	**Welcoming Remarks** By Mr. Pornphisud Mongkhonvanit, President of Siam Technology College
09:30-10:00	*Coffee Break*
10:00-12:00	**Sessions 1 – 6, Auditorium** **Session Chair: Assoc. Prof. Dr. Churairat Duangduen**
10:00-10:20	<u>Session 1</u>: Keynote Address: Financial Technology and E-Business. By Prof. Dr. Srisakdi Charmonman and Mr. Pornphisud Mongkhonvanit (Thailand)
10:20-10:40	<u>Session 2</u>: Keynote Address: eAssessment: An eBusiness Enabler in Higher Education. By Panicos Masouras (Cyprus), Poonsri Vate-U-Lan (Thailand), and Donna Quigley (Canada)
10:40-11:00	<u>Session 3</u>: Keynote Address: e-WOM Factors Influencing e-Reservation: An e-Receiver's Perspective on Hotel Reservation. By Shirzad Mansouri (Iran)
11:00-11:20	<u>Session 4</u>: Keynote Address: Factors Affecting School Teachers' Perceptions of the Sustainable Implementation of Digital Technologies. By Abraham Van der Vyver and Sifiso Dlamini (South Africa)
11:20-11:40	<u>Session 5</u>: Keynote Address: Entrepreneurial Intent for eBusiness among Students in Thailand. By Inpong Luanglath (Laos)
11:40-12:00	<u>Session 6</u>: Keynote Address: Improving Business Performance through Creative Entrepreneur, Superior Business and Entrepreneurial Networks. By Murwatiningsih, Rini Setyo Witiastuti, and Nina Oktarina (Indonesia)
12:00-13:00	*Lunch*

	Session 7a – 14a, Seminar 1. (Room No. 9610)	Session 7b – 14b, Seminar 2. (Room No. 9611)	Session 7c – 14c, Seminar 3. (Room No. 9612)	Session 7d – 14d, Seminar 4. (Room No. 9613)	Session 7e – 13e, Seminar 5. (Room No. 9614)
	Thursday 17 November 2016				
13:00-16:30	**Session Chair: Asst. Prof. Dr. Surachai Tienkhaw**	**Session Chair: Dr. Thakrit Panklib**	**Session Chair: Dr. Suwat Saktrisul**	**Session Chair: Dr. Pisit Prougestaporn**	**Session Chair: Ms. Thichakorn Visansakon**
13:00-13:30	<u>Session 7a</u>: Keynote Address: **A Suitable B2C e-Commerce Model for Elderly Thai People** By Nattavee Utakrit (Thailand)	<u>Session 7b</u>: Keynote Address: **The Interest in the Use of E-Filling for Personal Taxpayer** By Trisni Suryarini and Linda Agustina (Indonesia)	<u>Session 7c</u>: Keynote Address: **Behaviors in Using Social Networks and Application on Business Learning Enhancement for the Marketing Students** By Chusak Narkprasit (Thailand)	<u>Session 7d</u>: Keynote Address: **Fraud Pattern in S-Commerce: a Case Study in Thailand** By Atchara Leeraphong and Borworn Papasratorn (Thailand)	<u>Session 7e</u>: Keynote Address: **Stock Price Prediction by Deep Learning** By Arnat Leemakdej (Thailand)
13:30-13:50	<u>Session 8a</u>: **Toward Ambient Assisted Living with IoT Smart Gardening** By Tuul Triyason, Worarat Krathu, Suree Funilkul, and Wichian Chutimaskul (Thailand)	<u>Session 8b</u>: **Internet Financial Reporting (IFR), The Role and its Impact on Firm Value** By Linda Agustina, Dhini Suryandari, and Kuat Waluya Jati (Indonesia)	<u>Session 8c</u>: **A Gamification-Based Model for Implementing Agile Project Management in E-Commerce SMEs** By Antti Nyrhinen (Thailand)	<u>Session 8d</u>: **The Decision Support System for Health Check Booking** By Pipat Duangkamsawat, Sooksawaddee Nattawuttisit, and Narongrit Phuangphairot (Thailand)	<u>Session 8e</u>: **Effect of Age on Perceived Quality of Service of IP-Based Communication Applications** By Sunisa Sathapornvajana and Borworn Papasratorn (Thailand)
13:50-14:10	<u>Session 9a</u>: **Examining Free-to-Play User Behavior via Gameplay Analytics - a Case Study from Dummy - Online** By Pisal Setthawong, Sittichai Theppaitoon, and Tuang Dheandhanoo (Thailand)	<u>Session 9b</u>: **The Determinants of Fraud Based on Islamic Paradigm: Case Study in the Islamic Financial Services Cooperatives** By Kusumantoro, Ahmad Nurkhin, Hasan Mukhibad, and Kiswanto (Indonesia)	<u>Session 9c</u>: **Organizational Citizenship Behavior Effect on Employee's Performance of Islamic Hospital in Magelang** By Sudati Nur Sarfiah, Lucia Rita Indrawati, and Lorentino Togarlaut (Indonesia)	<u>Session 9d</u>: **Implementation of Records Management in Schools to Improve the Quality of Service at SMA 11 Semarang** By Nina Oktarina, Hengky Pramusinto, and Joko Widodo (Indonesia)	<u>Session 9e</u>: **Electronic Financial Behavior Profile for Improving SMEs Financial Literacy in Semarang** By Anindya Ardiansari, Dwi Cahyaningdyah, and Achmad Slamet (Indonesia)
14:10-14:30	<u>Session 10a</u>: **The Business Junction of IoT and AI** By Sudha Jamthe (Uruguay)	<u>Session 10b</u>: **The Use of Information and Communication Technology in Economics Teaching and Learning** By Kardoyo, Ahmad Nurkhin, Rediana Setiyani, and Ratieh Widhiastuti (Indonesia)	<u>Session 10c</u>: **Governments Governance Model on the MSME (Micro Small Medium Enterprises) of Industrial Centers in the City of Magelang in Order toward the Prosperous Society** By Lucia Rita Indrawati, Endang Kartini Panggiarti, and Lorentino Togarlaut (Indonesia)	<u>Session 10d</u>: **Performance Evaluation of Public Administration and Finance Section in Supporting Excellence Service at PPs Universitas Negeri Semarang** By Joko Widodo and Nina Oktarina (Indonesia)	<u>Session 10e</u>: **Design Data Flow Diagram for Supporting the User Experience in Applications** By Wati Wulandari and Albertus Dwi Yoga Widiantoro (Indonesia)
14:30-15:00	**Coffee Break**				

	Session 7a – 14a, Seminar 1. (Room No. 9610) Session Chair: Asst. Prof. Dr. Surachai Tienkhaw	Session 7b – 14b, Seminar 2. (Room No. 9611) Session Chair: Dr. Thakrit Panklib	Session 7c – 14c, Seminar 3. (Room No. 9612) Session Chair: Dr. Suwat Saktrisul	Session 7d – 14d, Seminar 4. (Room No. 9613) Session Chair: Dr. Pisit Prougestaporn	Session 7e – 13e, Seminar 5. (Room No. 9614) Session Chair: Ms. Thichakorn Visansakon
15:00-15:30	Session 11a: Keynote Address: A Comparative Study of People-to-People Recommender Algorithms in Hybrid Method By Elizabeth Irenne Yuwono and Nehemia Sugianto (Indonesia)	Session 11b: Keynote Address: Smart Mobility Information Quality: an Evaluation Framework from the User Perspective By Siam Yamsaengsung and Borworn Papasratorn (Thailand)	Session 11c: Keynote Address: Towards a Maturity Model for C2C Social Commerce By Supattana Sukrat and Borworn Papasratorn (Thailand)	Session 11d: Keynote Address: Improvement Efforts in Marketing Value Drivers through e-Marketing for SMEs in Semarang Regency, Indonesia By Rini Setyo Witiastuti, Vini Wiratno Putri, Andhi Wijayanto, and Ketut Sudarma (Indonesia)	Session 11e: Keynote Address: Legal Aspects of Sale through Internet Media (The Study Law Internet and Electronic Transaction No.11 of 2008) By Wiwik Pratiwi (Indonesia)
15:30-15:50	Session 12a: Comparison of Head Movement Recognition Algorithms in Immersive Virtual Reality Using Educative Mobile Application By Nehemia Sugianto and Elizabeth Irenne Yuwono (Indonesia)	Session 12b: Implementation Augmented Realty as Promotion Media Bed Cover By Hening Artdias and Albertus Dwi Yoga Widiantoro (Indonesia)	Session 12c: Massive Open Online Courses Business Models By Moncef Bari (Canada)	Session 12d: Improving Institutional Performance of Study Program Based on Knowledge Management Roles and Academic Information System Mediated by Strategic Planning By Andhi Wijayanto, Sri Wartini, and Rini Setyo Witiastuti (Indonesia)	Session 12e: Various Govt. and Private Initiatives in India to Promote eEntrepreneurs By Arvind Singhy (India)
15:50-16:10	Session 13a: Observed the Statistics Fight of Mobile Engangement Samsung vs Apple By Sri Desi Mulyaningsih and Brenda Chandrawati (Indonesia)	Session 13b: Study of Brand Love as Consequence of Virtual Brand Community Engagement By Marissa Chantamas and Kriengsin Prasongsukarn (Thailand)	Session 13c: Game as a Media Anticipation Premanisme and Bullying in Elementary School By Veinta Sonrizky Mayo and Leocadia Desy Pranatalisa (Indonesia)	Session 13d: The Impact of Culture and Gender on Attitudes toward Social Media Use for Educational Purposes By Adam Acar (Turkey)	Session 13e: A Study of Accessible Game Applications on Smartphone for Visually-Impaired Users By Pisit Prougestaporn (Thailand) and Nutsiri Kidkul (USA)
16:10-16:30	Session 14a: Online Learning: Challenges for Teachers By Dima Assad (France) and Mark Kolenberg (Belgium)	Session 14b: Player Interest in Graphic Simple Game By Wahyu Febriyanto, Veinta Sonrizky Mayo, and Brenda Chandrawati (Indonesia)	Session 14c: Augmented Reality for Media Introduction to the Pandawa Hero of Early Childhood By Veinta Sonrizky Mayo, Wahyu Febriyanto, and Brenda Chandrawati (Indonesia)	Session 14d: Integrated Job Search System By Albertus Dwiyoga Widiantoro (Indonesia)	