

Content

Page

● University Image Development for Phranakhon Rajabhat University	
Orramon Panthong.....	1
● Teachers’ Job Satisfaction Affecting the Academic Affairs Management Effectiveness in Schools Under The Office of The Secondary Educational Service Area 23	
Chaiya Buachaiyasit.....	15
● The identification of expert opinions between EU and Thai companies on the different in impact of lean production on supply chain	
Nantawut Sriariyawat.....	21
● Supply Chain collaboration of NAM DOK MAI mango exports from Thailand to Japan	
Nantawut Sriariyawat.....	33
● Medical–Related Factors and Perceived Image of Medical Tourism in Thailand: Case Study of Middle–East Tourists6	
Rosechongporn Komolsevin.....	49
● The Prototype Business Manufactures of Roasted Swine for Self–reliance in Tambon Takham Amphoe Samphran NakornPathom Province.	
Wilaiwan Chachikul.....	59
● Higher Education in Thailand; an historical perspective	
Nicholls P.H.....	67
● The Effects of the Instructional Packages on Communicative English Tenses for Grade 9 Students	
Raiwinpapha Phatharawisetphan.....	79
● Cognitive Reading Strategies and EFL Undergraduate Learners	
Nawaphorn Wannathong.....	93
● Competitive Advantages for Development of Sustainable Community Enterprise: Case Study of Turtle Scales Weaving	
Mullika Najanthong.....	101
● Relationship model of strategic cost management implementation and its antecedents and consequence	
Chairung Chaikambang.....	107

- **Teaching Management, Conservation and Preservation of Biodiversity; a case study centered on curriculum design to promote water resource management in Mae Hong Son province, Thailand**
Anodar Ratchawet..... 119
- **The Development of Learning Media to Enhance Cognitive development for young children using local knowledge in child development centres in the northeast provinces**
Nisarot Issaramanorose..... 131
- **A study of Organizational Citizenship Behavior of Executives and Officials Staffs in Local Administrative Organization in Khamtakla District, Sakon Nakhon Province**
Watchara Akkara..... 143
- **Development of The Teachers' Potential in Managing Inquiry-Based Learning at Bankut Khae School Under The Office of Mukdahan Primary Educational Service Area**
Charinthip Konphaeng..... 149
- **Phi Ta Khon Festival Multimedia Development Dan Sai District, Loei Province**
Saranyaphach Jitpilai..... 155
- **The Upgrade of Grilled Swine Cost for Sustainable Development in Samphran District, Nakhon-Pathom Province**
Udomsak Kitthawee..... 165
- **Building strategic leadership, technology- and market-based radical innovations capability on performance of motor vehicles and parts business in Thailand**
Chanthima Phromket..... 173
- **The Developing and Promoting of OTOP Cotton Fabric Products from Nikhom Nam Un District, Sakon Nakhon Province to International Arenas**
Suttinee Kularbkao..... 187