

หมยกำหนดการ E-Business 2005

November 19 , 2005

Time	Program
08:00-09:00	Registration
09:00-09:10	Welcoming Address by Rev.Bro.Dr. Prathip M. Komolmas President Emeritus of Assumption University
09:10-09:20	Welcoming Address by Rev.Bro.Dr. Bancha Saenghiran President of Assumption University
09:20-09:30	Report to the Minister by Prof.Dr. Srisakdi Charmonman Chairman of the Conference Organizing Committee
09:30-10:00	Opening Address by H.E. Sora-at Klinpratoom Minister of Information and Communication Technology
10:00-10:30	Coffee Break
10:30-10:50	"Business Mobility" by Nokia
10:50-11:10	"Digital Lifestyle and the Road Ahead" by Prof. Dr. Srisakdi Charmonman
11:10-11:30	"Exploring the Determinants of E-Commerce Usage in the Hotel Industry in Thailand: An Empirical Study" by Mr. Pongsak Hoontrakul and Sunil Sahadeev
11:30-11:50	"Service Sins in the Delevery of Ecommerce: Why do so many users fail to complete transactions with clients" by Dr. Donald E. Fricker
11:50-13:00	Lunch
13:00-13:20	"Intersection of Business Process and Software Development process: The Middle Tools" by Thanadee Ujjubandh
13:20-13:40	E-Business's PageRank with Ant Colony Algorithm by Chonawat Srisa-an
13:40-14:00	"Enterprise Architecture for Managing and Communicating Business Complexity" by Paul T. Duncanson
14:00-14:20	"Validation Rules for Exporting Business Process Diagram to Business Process Execution Language" by Parnu S. and Siripong R.
14:20-14:40	"Exploring the Antecedents of Electronic Service Acceptance: Evidence from Internet Securities Trading"

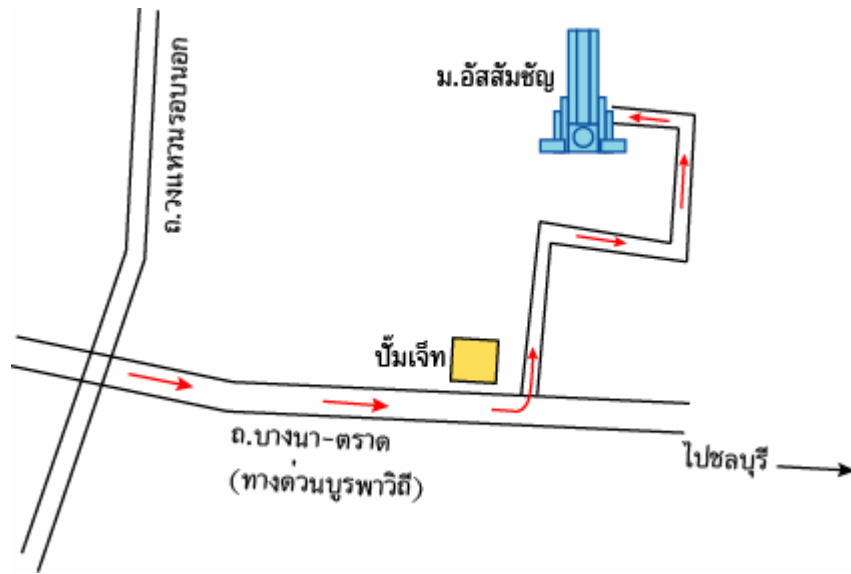
	by Siriluck Rotchanakitumnui
14:40-15:00	"New Recommendation System using Reinforcement Learning" by Pornthep Rojanavasut, Phaitoon Srinil, and Ouen Pinngern
15:00-15:20	Coffee Break
15:20-15:40	"A Quality Evaluation of Internet Banking in Thailand" by Panan Leelapongprasut, Prasong Praneatbholkrung, and Natsapun Paopun
15:40-16:00	"An Empirical Investigation of the Structures of Enterprise Resource Planning (ERP) Solutions for an Agile Supply Chain" by Dr. Mohammad Asif Salam
16:00-16:20	"The Role of Open Source in Ebusiness Education and Practice" by Paola Di Maio
16:20-16:40	"Freedom, Obscurity, and Security: Building Trust in a Land Without Laws" by Don Devapoj Sambandaraksa
16:40-17:00	"Application of Knowledge Managemetn at AIU" by Prof. Najeeb A. Khan
17:00-17:20	Presentation of Authority to Host NCEB 2006 by Chairman of the 2005 Organizing Committee to Chairman of the 2006 Organizing Committee

November 20, 2005

Time	Program
08:00-09:00	Registration
09:00-09:20	"Synchronization of Information Technology and Knowledge Management as a Key Factor in E-Business" by Dr. Joseph George
09:20-09:40	"Online Auction Site: Proxy bid Service with Time Awareness Engine (PBSTAE)" by Supat Petchbordee and Thotsapon Sortrakul
09:40-10:00	"Analysis of the Readiness of Thai SME for Applying CRM" by Anongnart Srivihok and Dencho Batanov
10:00-10:30	Coffee Break
10:30-10:50	"Trust Model and Regulatory Guideline of Certificate Authority in Thailand" by Ast.Prof.Dr. Arnat Leemakdej
10:50-11:10	"The Development of Key Performance Indicators for E-Commerce in Hotel Business using Balanced Scorecard" by Pattanid Cheangtawee, Prasong Praneatbholkrung, and Natsapun Paopun

11:10-11:30	"Comparative Analysis of Business Process Diagram: Conventional Forms and Vendor-Specific Standard" by Withayawut S. and Siripong R.
11:30-11:50	"A Framework for Automatic Classification of e-Business Web Content" by Udomsit Sukakanya and Kriengkrai Porkaew
11:50-13:00	Lunch
13:00-13:20	"Factors Influencing the Use of E-Government Websites: Information and System Quality Approach" by Sivaporn Wangpipatwong, Wichian Chutimaskul, and Borworn Papasratorn
13:20-13:40	"A Case Study of Knowledge Management Assimilation in Rayong Olefins Co.,Ltd." by Attakun Kaewlai
13:40-14:00	"A Case-based Reasoning for KM Implementation and Recommendation Framework" by Phaitoon Srinil, Pornthep Rojanavasuu, and Ouen Pinngern
14:00-14:20	"Thailand's Consumer Protection in Electronic Commerce: Laws and Regulations " by Aunya Singsangob
14:20-14:40	"An Application of Total Quality Management (TQM) for Thai Communities Knowledge Management Systems " by Poonsook Janpen, Kusuma Palaprom, and Pong Horadal
14:40-15:00	"A performance Evaluation of Information and Communication Technology Management using Balanced Scorecard" by Ubonsin Poprom, Choonhapong Thaiupathump, and Preang Kitratporn
15:00-15:20	Coffee Break
15:20-15:40	"Customer Relationship Management in Telecommunication Sector" by Prof.Jagadeesha
15:40-16:00	"Integration of BPEL Designer in Specific-Vendor UML Modeling Tool" by Witthayawut S. and Siripong R.
16:00-16:20	"The Development of Web Services Security Framework for Ministry of Information and Communication Technology" by Pakpoom Prechapanich, Prasong Praneetpolgrang, and Nutsapun Paopun
16:20-16:40	"A Business Process Redesign for e-Book Store Using Computer Simulation" by Wanvipa Wongvilaisakul, Piyawat Jirapongsuwan, and Prasong Praneetpolgrang
16:40-17:00	"Financial Analysis of Thai Internet Service Providers by Rear Admiral Prasart Sribhadung

สถานที่จัดงาน



มาทางทางด่วนบูรพาวิถี จาก ถ.วงแหวนรอบนอก ไปยัง จ.ชลบุรี ลงทางออกที่ 4 (บางปะอ) ชิดซ้ายทันที เข้าซอยแรก (มีป้ายบอกทางไป ม.อัสสัมชัญ) ไปตามทางหลักจนถึง ม.อัสสัมชัญ