

20th International Conference on Humanities & Social Sciences (IC-HUSO 2026)
(Paper Number for presenters)
Venue: Pullman Khon Kaen Raja Orchid Hotel, Khon Kaen, Thailand
8th January 2026

Date: Thursday, 8 th January 2026 Venue: Pullman Khon Kaen Raja Orchid Hotel, Khon Kaen, Thailand	
Time/Room	13.30-15.00
Room 1: Information technology/ AI and Animation (ORCHID BALLROOM 1)	1. IC-HUSO-016/ SmartFungi: A YOLO11n-Powered System for Real-Time Wild Mushroom Detection and Application/ <i>Xiang Wang and Wirapong Chansanam</i> 2. IC-HUSO-026/ Developed an online code review system (COJ) based on artificial intelligence and the Cloud Studio platform for teachers and students at Lijiang Culture and Tourism College/ <i>Shihui Li and Lan Thi Nguyen</i> 3. IC-HUSO-028/ Big Data–Driven Digital Transformation in the Tea Industry: A Hybrid AI Model for Personalized Pu’er Tea Recommendations/ <i>XingliaoWang and Wirapong Chansanam</i> 4. IC-HUSO-030/ High-Performance and Explainable Ensemble Learning Framework for Early Detection of Depression Among College Students/ <i>Youhao Wang and Wirapong Chansanam</i> 5. IC-HUSO-031/ Taxonomizing Visa Information and Processes Using Design Thinking to Develop a Digital Platform for International Students at the Faculty of Humanities, Chiang Mai University/ <i>Kittipit Wipasa</i> 6. IC-HUSO-032/ Lightweight Task Notification for Early-Stage Software Teams: A Strategy for Clarity, Continuity, and Collaboration/ <i>Sarun Rojanasoton</i> 7. IC-HUSO-040/ Biometric Technology and the Risk of Exclusion in Healthcare: A Camp-Level Analysis of Rohingya Refugee Camps in Bangladesh/ <i>Thannicha Charoenying, Sukritha Chaisri and Pimmada Jatuten</i> 8. IC-HUSO-061/The Role of Transnational Media in Creating Awareness of Humanitarian Crises Beyond National Borders: A Case Study of Myanmar's Independent Media in Thailand/ <i>Sai Zarm Myint</i>

<p>Room 2: Information technology/ AI and Animation</p> <p>(ERAWAN 1)</p>	<ol style="list-style-type: none"> 1. IC-HUSO-029/ AI-Based Multi-Modal Fusion for 3D Face Modeling from Single-Image Recognition/ <i>Qianqian He and Lan Thi Nguyen</i> 2. IC-HUSO-054/ THE REGULATORY IMPACT OF ARTIFICIAL INTELLIGENCE AND BIG DATA ANALYTICS APPLICATION ON THE RELATIONSHIP BETWEEN DYNAMIC MARKETING CAPABILITIES AND EXPORT PERFORMANCE OF SMALL AND MEDIUM-SIZED ENTERPRISES IN VIETNAM/ <i>Xuan Hung Nguyen, Trung Kien Nguyen and Nguyen Phuong Vo</i> 3. IC-HUSO-065/ A Comparative Study on Chinese–Vietnamese Translation Effectiveness between ChatGPT and DeepSeek (A Case Study of People’s Daily Articles, October 2025)/ <i>Ha, Thi Tue Thanh</i> 4. IC-HUSO-082/ Transforming Healthcare: The Role of Artificial Intelligence Today and Beyond/ <i>Pham Thi Mai Lien and Ha Van Sy</i> 5. IC-HUSO-095/ The Impact of STARA Perception on Job Satisfaction and Job Insecurity: Evidence from Employees in Vietnam/ <i>Duong Le Trung, Nguyen Hai Dang, Nguyen Le Quynh Mai, Le Trong Vinh, Ho Quynh Trang and Tran Xuan Cuong</i> 6. IC-HUSO-100/Teacher Identity in the AI-Enhanced Language Instruction Era: A Socio-Technical Framework/<i>Bui Thi Tra Ly</i> 7. IC-HUSO-101/ Multicriteria Evaluation of AI-Driven Language Teaching Platforms and Their Impact on Teacher Identity Formation/ <i>Bui Thi Tra Ly</i> 8. IC-HUSO-021/Makaliphon in Traibhum Phra Ruang: A Postmodern Analysis for Animation Design/<i>Benjarat Kaweenantachai, Kittisan Sriruksa and Arunee Sriruksa</i>
<p>Room 3: Business/ Marketing and Finance</p> <p>(ERAWAN 2)</p>	<ol style="list-style-type: none"> 1. IC-HUSO-037/The Effect of Food Quality and Service Quality towards Customer Satisfaction and Behavior Intention in Japanese restaurants in Bangkok/<i>Pojarnee Latthiprasart and Napawan Kananurak</i> 2. IC-HUSO-047/FACTORS INFLUENCING CONSUMERS’ INTENTION TO PURCHASE ELECTRIC VEHICLES IN VIETNAM/<i>Vu Hung Phuong</i> 3. IC-HUSO-055/The Effect of Corporate Governance on Stock Return Volatility: Evidence from Vietnam's Listed Manufacturing Firms/<i>Thanh Tam Le, Anh Duc Le, Linh Tran Thi, Thuy Duong Nguyen Thi and Kieu Trang Pham</i> 4. IC-HUSO-071/The Impact of Proprietary Trading on the Financial Risk of Listed Securities Companies in Vietnam/<i>Le Thanh Tam, Nguyen Phuong Anh, Vu The Hung, Truong Quang Hieu, Nguyen Ngoc Linh Chi and Le Minh Hang</i>

	<p>5. IC-HUSO-072/The Impact of ESG on the Financial Performance of Selected Asian Energy Firms/<i>Le Thanh Tam, Nguyen Lan An Ninh, Nguyen Thao Nguyen, Vo Minh Oanh, Luong Quynh Anh and Tong Hoang Yen</i></p> <p>6. IC-HUSO-075/Factors Influencing the Adoption Intention of Electric Vehicles Among Hanoi (Vietnam) Residents/<i>Le Thu Hoa, Nguyen Thi Thao, Tran Thi Ngoc Anh, Le Thi Thu, Nguyen Thi Chi and Ly Phuong Hoa</i></p> <p>7. IC-HUSO-077/Analysis of the Current State of Customer Relationship Management at A-Sung International Vina Co., Ltd./ <i>Nguyen Ngoc Diep and Dang Thị Kim Thoa</i></p> <p>8.IC-HUSO-099/ Exports of Viet Nam’s Cinnamon and Star Anise: Current Status Prospects/ <i>Pham Thi Ngoc Van, Nguyen Thi Thu Trang, Tạ Thị Thanh Huyen and Pham Thi Oanh</i></p>
<p>Room 4: Social Sciences (1)</p> <p>(IYARA)</p>	<p>1. IC-HUSO-005/ Determinants of VINFAST’s Competitiveness in Vietnam’s Electric Vehicle Market: Evidence and Policy Implications/ <i>Vu Hung Phuong, Tran Thi Thuy Linh and Do Xuan Son</i></p> <p>2. IC-HUSO-023/ COMMUNE-LEVEL GOVERNMENT IN IMPLEMENTING SOCIAL WELFARE POLICY: NEW FINDINGS FROM HANOI IN THE CONTEXT OF GLOBALIZATION/ <i>Do Thi Nhung</i></p> <p>3. IC-HUSO-063/ Authoritative Governance and Broadband Policy: A Comparative Study of Thailand and Singapore (2014 - 2022)/<i>Mukmani Suwannikkha</i></p> <p>4. IC-HUSO-084/ Fintech Development In Vietnam: Challenges, Opportunities, And Policy Lessons From Selected ASEAN Countries/ <i>Nguyen Thi Thanh Duong, Do Thi Thu Thuy, Hoang Thi Lan Huong and Phan Thi Thanh Huong</i></p> <p>5. IC-HUSO-088/ Policy Orientation for Supporting Enterprises to Participate in and Benefit from the Carbon Credit Market/ <i>Dang Hoang Ha and Ly Thi Thu Nga</i></p> <p>6. IC-HUSO-107/ Human Resource Development under the Concept of New Public Management/ <i>Nipapan Jentsantikul</i></p> <p>7. IC-HUSO-116/ Perception of the rights of agricultural workers in Surin Province/ <i>Anantacha Thongbai, Nipapan Jentsantikul and Thalinee Sangkachan</i></p> <p>8. IC-HUSO-117/ Current Social Protection Policies for Older Adults in Vietnam: Status, Emerging Challenges, and Policy Implications/ <i>Pham Thi Thuy Van</i></p>

<p>Room 5: Language, Culture and Education</p> <p>(CHAT TAN 1)</p>	<ol style="list-style-type: none"> 1. IC-HUSO-006/ Translating Thai Poetic Discourse into English: A Case Study of Ethical Content in the Poetry ‘Maa Kaan Kluai’/ <i>Sirisira Chokthawikit</i> 2. IC-HUSO-015/ Representations of Labor in Contemporary Thai Luk Thung Songs: A Content Analysis/ <i>Thinnawat Sroikudrua and Piyaporn Punkasirikul</i> 3. IC-HUSO-019/ The Use of Accommodation Type Indicators in the Names of Residential Establishments in Northeastern Thailand/ <i>Thinnawat Sroikudrua</i> 4. IC-HUSO-048/ Cross-Linguistic Variation in Thematic Progression: Insights from English, Chinese, and Thai News Discourse/ <i>Watcharee Wongthanet, Richard Watson Todd and Punjaporn Pojanapunya</i> 5. IC-HUSO-049/ The Discourse Constructing Doctors as Knowledgeable and Expert Professionals: Linguistic Strategies in Meaning-Making within Thai Newspapers./ <i>Kanokkarn Woraseeha and Thinnawat Sroikudrua</i> 6. IC-HUSO-057/ Language characteristics of the Buddhist teaching signs on trees in temples in Roi Et Province/ <i>Chatchawan Songduang</i> 7. IC-HUSO-058/ Fostering Child Agency and Resilient Livelihoods through Knowledge Partnerships in Indonesian Children’s Fiction/ <i>Reza Sukma Nugraha</i> 8. IC-HUSO-059/ FRENCH CREATIVE WRITING No limits, no barriers, only dare !/ <i>Emmanuelle GUIBARD</i>
<p>Room 6: Social Sciences (2)</p> <p>(CHAT TAN 2)</p>	<ol style="list-style-type: none"> 1. IC-HUSO-025/Exploring Belonging and Sustainability in Shared Learning Spaces: An Exploratory Study at Prince of Songkla University/<i>Linn Htet Aung and Wanchai Dhammasaccakarn</i> 2. IC-HUSO-062/Anatomy of a Scientific Partnership: Mapping Intellectual and Social Capital in Franco–Thai Paleontology/<i>Romain Liard and Tida Liard</i> 3. IC-HUSO-083/Leveraging Knowledge Management for Collaborative Innovation in the ASEAN Economic Community: Pathways Towards Unity in Diversity/<i>Ha Van Sy and Pham Thi Mai Lien</i> 4. IC-HUSO-092/Development of Science, Technology and Innovation according to Ho Chi Minh’s Ideology to meet the Requirements of Renovation in Vietnam today/<i>Ngo Thi Tan Huong and Duong Thị Huong</i> 5. IC-HUSO-102/Behavioral Biases, Institutional Trust, and Participation in Supplementary Pension Insurance: Evidence from Vietnamese Workers/<i>Nguyen Quoc Son, Ho Khanh Linh, Nguyen Thi Lan Anh and Doan Thi Thuy Duong</i>

	<p>6. IC-HUSO-133/Towards an Innovative Logic Model for Enhancing Ethnic Community-Based Enterprises in Northern Thailand/<i>Winyurat Nantananthaphong and Chalermpon Kongjit</i></p> <p>7. IC-HUSO-136/The meaning of King Rama II's Benjarong Patterns: A Comparative Study of Thai and Chinese Cultural Significance/<i>Siqi Song, Warin Boonyaputthipong and Thanasit Chantaree</i></p> <p>8. IC-HUSO-007/ Workplace Harassment and Employee Outcomes: Exploring the Links to Burnout, Turnover Intention, and Absenteeism/ <i>Bhakuporn Kuljirundhorn</i></p> <p>9. IC-HUSO-145/Thai Government's Policy on Solutions to Cope with the Problem of Thai Students Dropping out of the Educational System/<i>Sakulrat Thummasang, Wipawee Grisanaputi and Pattaraporn Weeranakin</i></p>
<p>Room 7: Gender and Environment</p> <p>(FAH MUI 1)</p>	<p>1. IC-HUSO-018/Negotiating Power and Agency: Gender Mainstreaming through Local NGOs under Donor Frameworks/<i>Wipawan Khoonthaweelapphol</i></p> <p>2. IC-HUSO-069/Masculinity in "Movement" in Northeast Thailand/<i>Vanessa Moll, Sophie Marijam Grobe and Duangtip Kranrit</i></p> <p>3. IC-HUSO-022/Representation of Thai Female Characters in the French Novel "L'Or de la rivière Kwai"/<i>Thiplada Intham</i></p> <p>4. IC-HUSO-038/Balancing Faith, Family, and Enterprise: A Qualitative Study of Muslim Women in Micro Businesses in Pattani Province, Thailand/<i>Rudsada Kaewsaeng-on</i></p> <p>5. IC-HUSO-039/Lurking Loudly: Thai GL Media, Social Pressure, and the Anonymity of Indonesian Fans/<i>Nareswari Kumaralalita</i></p> <p>6. IC-HUSO-051/Ideology of Femininity on the Website of Women's Schools in Thailand/<i>Kittika Promsakha Na Sakonnakorn and Thinnawat Sroikudrua</i></p> <p>7. IC-HUSO-091/Gender, Reform, and Voice: Narratives of Vietnamese EFL Educators/<i>Drong Thanh Hao</i></p> <p>8. IC-HUSO-146/Gender-Differentiated Livelihoods and Adaptive Responses to Floods and Droughts Among Smallholder Farmers in Cambodia/<i>Pech Chanrasmeay, Aphiradee Wongsiri and Buapun Promphakping</i></p>

<p>Room 8: Others (Religion / Tourism/ Innovation and Architecture)</p> <p>(FAH MUI 3)</p>	<ol style="list-style-type: none"> 1. IC-HUSO-012/ Tourism in Jordan/ <i>MOHAMMAD NAYEF ALSARAYREH</i> 2. IC-HUSO-027/ MAETHOM Holistic Health Tourism Model: A Community-Based Framework for Sustainable Health Tourism Development in Southern Thailand/ <i>Thaksornthan Kongpim and Howhan Thaveeseng</i> 3. IC-HUSO-109/ Factors Affecting Motivation for Thai Tourists to Select Pet-Friendly Accommodation Services: A Case Study of Phuket Province/ <i>Kanyapat Pattanapokinsakul and Settakamon Wannawat</i> 4. IC-HUSO-094/ Development of Scientific, Technological And Innovation Human Resources In Vietnam Today/ <i>Duong Thi Huong</i> 5. IC-HUSO-108/Analysis of Content and Discourse in the “Thamma Sawasdee’ Live” Program of Mae Chee Sansanee Sthirasuta/<i>Sitsadanoot Uttha and Thinnawat Sroikudrua</i> 6. IC-HUSO-086/Interior Design Strategies to Reduce Loneliness and Promote Emotional Well-being among Vietnamese Elderly/<i>Nguyen Hong Kien and Nguyen Quang Hong</i>
<p>Room 9: Organizational Management</p> <p>(FAH MUI 5)</p>	<ol style="list-style-type: none"> 1. IC-HUSO-001/Correspondence between Projects in the Strategic Plan of the Faculty of Humanities and Social Sciences at Khon Kaen University(2021 - 2024) with the Category 7: Outcomes According to Educational Quality Criteria for Performance Excellence (EdPEx)/<i>Sasithorn Sittiprom</i> 2. IC-HUSO-002/ Development of a Part-Time Job Announcement Website around Khon Kaen University/ <i>Risa Chaiphad, Manthana Phuyiamjit, Nattaya Uppamoraga, Chonthicha Khamma, Thanakorn Yangthisan, Sujitra Seelabat and Suwannee Hoaihongthong</i> 3. IC-HUSO-003/ Design and Development of an Art Toy E-Commerce Website for Enhancing Presentation and User Experience/ <i>Phooklin Muencharoen, Nantawan Soonponrai, Atjima Wanichachiwa, Peutthipong Ngungchang, Yarinda Yudeepanao, Waritorn Sutawiriyawat and Suwannee Hoaihongthong</i> 4. IC-HUSO-004/Beyond Signatures: A Framework for Evaluating the Academic Impact of International MoUs in a Humanities and Social Sciences Context/<i>Chudapa Klangsaeng</i> 5. IC-HUSO-139/ User-Centered Information Design for Accessible Campus Tourism Routes: A Case Study of Khon Kaen University/ <i>Chutikarn Mahisaksphon, Kodchakorn Muangthee, Tunchanok Tiasuksawat, Wanatsanan Seemuang, Anadcha Kothong, Phooklin Muencharoen and Bhunnisa Wisassinthu</i> 6. IC-HUSO-046/Trend Analysis and Dashboard Development of PM2.5 Concentrations in Thailand/<i>Piyaphon Saoon, Ploychompoo Sridatan, Natchanan Monnoi, Wanchana Mitlup, Phakin Songsomboon and Juthatip Chaikhambung</i>

	<p>7. IC-HUSO-045/Development of a Bakery Sales Management System Based on Users' Information Behaviour/<i>Chonthicha Khamma, Teelaboon Chaisit, Manthana Phuyiamjit, Wipawan Sanrak, Sujitra Seelabat and Juthatip Chaikhambung</i></p> <p>8. IC-HUSO-050 Development of a Dashboard for Monitoring and Analyzing Public Complaints at the Khon Kaen Provincial Justice Office/ <i>Peutthipong ngungchang, Yarinda Yudeepanao, Warit-orn Sutawiriyawat, Papinwit khonsak, and Sompejch Junlabuddee</i></p> <p>9. IC-HUSO-147/Male and Female Roles among the Tai Lue in Sipsongpanna: An Analysis of the Works of Bunchuai Srisawat (1948–1950)/<i>Phattharawadee Chantharaphithak, Rungnapa Kaewdon, Piriya Pittayawattanachai and Dararat Mattariganond</i></p> <p>10.IC-HUSO-148/Korat during the Reign of King Rama V in the Writings of Étienne Aymonier/<i>Warinthira Srichiangsa, Chawanlak Ruksa, Piriya Pittayawattanachai and Dararat Mattariganond</i></p>
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Notice:

1. All papers will be published in IC-HUSO 2026 proceedings with ISBN
2. The proceedings will be online at Conference website: <https://ichuso.kku.ac.th> on February 20th, 2026

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