

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	15.15-17.30
Room 1: Information technology/ AI and Animation (ORCHID BALLROOM 1)	1. IC-HUSO-043/ Competing Claims of Truth on TikTok: A Study of Disinformation Narratives Between Thai and Cambodian Sympathizers During the 2025 Thai-Cambodian Dispute/ <i>Paphawarin Pimrin, Kawalee Maliphan, Nuanpan Prayatrattanakul and Arissara Chompukul</i> 2. IC-HUSO-053/ Society 5.0: A Vision For Fostering Solidarity In Digital Era From A Vietnamese Perspective/ <i>Thi Viet Anh Nguyen</i> 3. IC-HUSO-017/ Intelligent Fall Detection for the Elderly: A Real-Time System Based on Improved YOLOv5s and PyQt5 Interface/ <i>Bibo Yang and Wirapong Chansanam</i> 4. IC-HUSO-078/ Digital Transformation Activities within the Head Office of VNPT Group/ <i>Nguyen Ngoc Diep and Huynh Thi Mai Dung</i> 5. IC-HUSO-080/ FACTORS AFFECTING THE BEHAVIORAL INTENTION TO USE NEOBANKS: AN EMPIRICAL STUDY IN VIETNAM/ <i>Le Duc Hoang, Hua Thi Hang, Doi Thi Bich Ngoc, Bien Bui Lam Oanh, Nguyen Phuong Thao and Vu Ngoc Anh Thu</i> 6. IC-HUSO-127/ Organizational Culture Transformation Model in a Digital Era: A Case Study of Telkom Regional V Wholesales Unit/ <i>Ichwan Muhammadiyah, Haedar Akib, Andi Kasmawati and Muh. Nur Yamin</i> 7. IC-HUSO-010/ BRIDGING HUMANITY AND TECHNOLOGY: APPLYING ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE MANAGEMENT AS A UNIFYING FORCE IN ASIAN WORKPLACES/ <i>Viet Dung VU, Hung Phuong VU and Hoang Nam NGUYEN</i> 8. IC-HUSO-020/ Bridging AI and Cultural Heritage: A Lightweight Deep Learning System for Digital Preservation of Lijiang Ethnic Costumes/ <i>He Yunwu and Wirapong Chansanam</i>

	<p>9. IC-HUSO-085/ Factors Influencing The Feasibility Of Blockchain Technology In Developing An Information System To Replace SWIFT: Evidences In South And East Asia Countries/ <i>Phan Thi Thanh Huong, Hoang Thi Lan Huong, Do Thi Thu Thuy and Nguyen Thi Thanh Duong</i></p>
<p>Room 2: Language, Culture and Education</p> <p>(ERAWAN 1)</p>	<p>1. IC-HUSO-034/The AI-Augmented Scholar: Adoption, Ethics, and the Impact of Generative AI on Learning Practices in the Humanities and Social Sciences at the University of Ruhuna/<i>Palitha Niroshan Rathnayake</i></p> <p>2. IC-HUSO-035/Development of Inheritance Model for Traditional Culture Lanna Thai Art Form through Knowledge Management Process in Modern Society/<i>Xuan Zheng</i></p> <p>3. IC-HUSO-044/How Effective the Teachers’ Perception in Conducting School – Based English Language Assessments in Sri Lankan Schools?/ <i>K.S.G.S. Nishantha</i></p> <p>4. IC-HUSO-090/Dialogical Construction of Teacher-Researcher Identity/ <i>Nguyen Thi Thu Huong and Duong Thanh Hao</i></p> <p>5. IC-HUSO-096/Negotiating EFL Teacher Identities in Vietnam’s Reform Context/<i>Duong Thanh Hao</i></p> <p>6. IC-HUSO-131/Integrating Play-Based Curriculum to Foster Creativity and Divergent Thinking in Preschool Children/<i>Herlina</i></p> <p>7. IC-HUSO-132/Bibliometric Analysis of Internal Quality Assurance Research in the Education Sector/<i>Sitti Hardiyanti Arhas, Arismunandar, Sirajuddin Saleh and Muhammad Ardiansyah</i></p> <p>8. IC-HUSO-113/CULTURAL CONVENTIONS FOR EVERY DAY LIFE EMBEDDED IN STORIES WITHIN THE YUI ORAL TRADITION/R. <i>Kamasungua</i></p> <p>9.IC-HUSO-089/ Using Digital Storytelling to Improve Speaking Fluency for 10th Graders at a High School in Quang Ninh Province/<i>Duong Cong Dat, Nguyen Thi Vinh and Nguyen Quynh Trang</i></p>
<p>Room 3: Business/ Marketing and Finance</p> <p>(ERAWAN 2)</p>	<p>1. IC-HUSO-081/Impact of Financial Inclusion on Commercial Bank Stability/<i>Le Duc Hoang, Nguyen Hoa An, Trinh Ngoc Tu Anh, Doan Quang Dung, Phan Huong My and Mai Thi Kim Oanh</i></p> <p>2. IC-HUSO-093/Business Philosophy in the Context of Digital Transformation in Vietnam Today/ <i>Ngo Thi Tan Huong</i></p> <p>3. IC-HUSO-097/Determinants of Online Repurchase Intention of the University Students in Ha Noi, Vietnam/<i>Nguyen Thi Gam and Hoang Quoc Viet</i></p>

	<p>4. IC-HUSO-138/Using Creative Economy to Add Value to Biological Capital: Learning from a Community Enterprise Groups in Khon Kaen Province/<i>Wipawee Grisanaputi, Benjawan Naiyanit and Kwannakorn. Mungkampa</i></p> <p>5. IC-HUSO-112/The Influence of the Types of Content on Presence and Visiting Intention/<i>Apichaya Thianphet, Chompoonut Suttikun and Patcharaporn Mahasuweerachai</i></p> <p>6. IC-HUSO-104/Innovating Sovereign ESG Measurement and Assessing its Role in the Geopolitical Risk - Stock Market Relationship: Evidence from Southeast Asia/<i>Do Hong Nhung, Vu Duc Anh, Pham Nhu Ngoc, Pham Bao Ngoc and Pham Hong Phuc</i></p> <p>7. IC-HUSO-103/The Impact of Diversification Strategy on the Financial Stability of Commercial Banks in Vietnam/<i>Chu Thi Bich Ngoc and Nguyen Khanh Van</i></p> <p>8. IC-HUSO-135/THE IMPACT OF EMBEDDED ADVERTISING IN SHORT-FORM VIDEOS ON ONLINE PURCHASE DECISIONS OF VIETNAMESE CONSUMERS: THE CASE OF TIKTOK/<i>Vu Hung Phuong, Do Xuan Son, Pham Ngoc Diep, Nguyen Quynh Anh, Tran Thi Phuong Anh and Le Nguyen Van Anh</i></p> <p>9. IC-HUSO-098/Purchase Intention and Purchase Behavior for Green Fast Moving Consumer Goods Among University Students in Ha Noi, Vietnam/<i>Nguyen Thi Gam and Nguyen Quynh Tram</i></p> <p>10. IC-HUSO-128/Advancing the Development of Integrated Tourism: A Tourism Governance Perspective/<i>Rospita Napa, Haedar Akib, Andi Kasmawati and Andi Cudai Nur</i></p> <p>11. IC-HUSO-052/ Driving Green Purchases Online: Insights from Young Vietnamese Consumers in an Emerging E-commerce Market/<i>Le Thi Phuong Huyen, Nguyen Xuan Hung, Pham Thi Van</i></p>
<p>Room 4: Social Sciences (1)</p> <p>(IYARA)</p>	<p>1. IC-HUSO-118/ Strengthening Organizational Capacity in Poverty Reduction: An Institutional Perspective/<i>Muhammad Irvan Nur' Iva, Andi Kasmawati, Andi Aslinda, Herman and Didik Iskandar</i></p> <p>2. IC-HUSO-119/ The Role of Actors in Driving Digital Creative Economy Policy Innovation: A Quadruple Helix Perspective/<i>Mita Arnika, Rifdan, Andi Aslinda and Andi Oktamaya Tenri Awaru</i></p> <p>3. IC-HUSO-120/ Public Trust in the Performance of the Regional Representative Council of the Republic of Indonesia (DPD-RI) in Articulating Regional Interests/ <i>A. Abd Waris Halid, Karta Jayadi, Haedar Akib and Herman H</i></p> <p>4. IC-HUSO-008/ The Export-Import Structure Between Russia And Vietnam Under Geopolitical Shocks/<i>Tran Thi Thuy Linha and Vu Hung Phuong</i></p>

	<p>5. IC-HUSO-009/ The Influence of Social Trust on The Roles of Civil Society Organizations in Myanmar's Flood Governance/ <i>Phyo Zaw Aung and Wanwalee Inpin</i></p> <p>6. IC-HUSO-042/ The Road to Grassroots Democracy in Thai Society: Problems Opportunities and New Challenges/ <i>Pornamarin Promgird, Banjerd Singkaneti, Bajrawan Nuchprayool and Warunya Sririn</i></p> <p>7. IC-HUSO-041/Legal Measures for The Regulation of Pet Ownership and The Management of Stray Animals in Thailand/<i>Phatcharapa Chaikit</i></p> <p>8. IC-HUSO-121/ Youth Development Policy Through Participatory Governance: Evidence from South Sulawesi Provincial Government/ <i>Nasruddin, Heri Tahir, Herman H and Suarlin</i></p>
<p>Room 5: Language, Culture and Education</p> <p>(CHAT TAN 1)</p>	<p>1. IC-HUSO-068/ The Multi-dimensional Meanings of “Homeness”: A Hermeneutic Reading of Digital Media Texts in Contemporary Thailand (2020–2024)/<i>Sitta Kongsasana and Benjawan Thatsanaleelaporn</i></p> <p>2. IC-HUSO-074/ Perceptions of English Learning, Teaching, and Textbooks among Top-up Students at Thai Binh University of Medicine and Pharmacy, Vietnam/ <i>Tran Thi Loan and Tran Bao Ngoc</i></p> <p>3. IC-HUSO-105/ Contact-Induced Typological Convergence in South Asia: The Case of Sinhala/ <i>Lalith Ananda</i></p> <p>4. IC-HUSO-110/ Genetic Engineering and a Threat for Human Origin in Brave New World, Uglies and RoboCop/ <i>Md Abu Shahid Abdullah</i></p> <p>5. IC-HUSO-111/ Survival and Stagnation: The Paradox of Illusion in O’Neill’s Long Day’s Journey into Night/ <i>Md Abu Shahid Abdullah</i></p> <p>6. IC-HUSO-115/ The Monsters You Watch: A Comparative Content Analysis of the Representation of Serial Killers and Their Victims in Netflix’s Monster Anthology/ <i>Chanamon Phansab and Duangkamol Chartprasert</i></p> <p>7. IC-HUSO-137/ Guidelines for Using Technology to Achieve Course-Level Learning Outcomes: Language Learning/ <i>Kanyarat Unthanon</i></p> <p>8. IC-HUSO-033/How Wikipedia Writing Reflects the Research Process: Insights from a Thai University Context/<i>Sutharat Puangsing and Pimpaporn Dechvijankit</i></p>

<p>Room 6: Social Sciences (2)</p> <p>(CHAT TAN 2)</p>	<ol style="list-style-type: none"> 1. IC-HUSO-014/ Factors Shaping Employment and Entrepreneurship Pathways for Students at Lijiang Culture and Tourism College/ <i>Liu Qian and Lan Thi Nguyen</i> 2. IC-HUSO-036/ The Impact of Construction Employees ‘Individual Characteristics on Work Performance to Support Recruitment Decisions/<i>Jialing Cai</i> 3. IC-HUSO-011/ Thai Migrant Workers in Taiwan: From Ethnic Conflicts to Social/ <i>Yun-Hao, Chuang and Ya-Ching, Chuang</i> 4. IC-HUSO-122/ Cross-Sector Collaboration in Strengthening Local Own-Source Revenue: A Case Study of Biak Numfor Regency/ <i>Muhammad Makka Arief, Haedar Akib, Andi Kasmawati and Andi Cudai Nur</i> 5. IC-HUSO-123/ Enhancing Capacity Building In Village-Owned Enterprises (BUMDes) Institution: Evidence from Bulukumba Regency/<i>Suprianto, Andi Kasmawati, Andi Cudai Nur and Sirajuddin Saleh</i> 6. IC-HUSO-124/ From Policy to Practice: Implementation of Teacher Competency Improvement in South Sulawesi Province, Indonesia/ <i>Rizaputra, Hasnawi Haris, Suarlin, Mustari and Muh. Amar</i> 7. IC-HUSO-125/ Preventing Escalation: Analyzing Brimob’s Strategic Shift from Repressive to Preventive Measures in Post-Election Conflict Management in South Sulawesi/ <i>Muhammad Agus, Risma Niswaty, Andi Cudai Nur and Didin</i> 8. IC-HUSO-126/ Collaborative Process in Agrarian Conflict Resolution: Insights from the Redistribution of Former Rights to Cultivate (HGU) Lands in Sidenreng Rappang/ <i>Taufik, Haedar Akib, Andi Kasmawati and Andi Cudai Nur</i> 9. IC-HUSO-129/ Collaborative Governance in Handling Stunting in Biak Numfor Regency/ <i>Iswahyudi, Andi Aslinda, Andi Kasmawati and mustari</i> 10. IC-HUSO-130/ Managing Urban Micro-Destinations: Challenges in Planning, Governance, and City Branding/ <i>Risma Niswaty, Heriyanto, Fahmi Surya Abdi, Andi Putri Tenriyola, M. Ahnaf Nadewa Biyanga Ahyar and Muhammad Irvan Nur’ Iva</i>
<p>Room 7: Gender and Environment</p> <p>(FAH MUI 1)</p>	<ol style="list-style-type: none"> 1. IC-HUSO-087/ Developing Forest Carbon Standards for Vietnam in the Current Period/ <i>Nguyen Quang Hong</i> 2. IC-HUSO-106/Male Moe Blueprint: A Semiotic Study of Male Anime Character Design/<i>Desiree Aviry and Chokeanand Bussracumpakorn</i> 3. IC-HUSO-024/Integrated Social Innovation Management Model from Organization to Community: A Case Study of Wanita, a Women’s Social Enterprise Group/<i>Nat Luxchaigul</i>

	<p>4. IC-HUSO-073/The Impact of Climate Change on Bank Performance: Evidence from ASEAN Countries/<i>Le Phong Chau, Le Thị Huong Lan, Tran Minh Khue and Nguyen Viet Anh</i></p> <p>5. IC-HUSO-076/The Impact of Public Spaces on Quality of Life in Tan Duc Central Park Urban Area (Pho Yen)/<i>Huynh Thi Mai Dung and Dang Thi Kim Thoa</i></p> <p>6. IC-HUSO-079/Leveraging SDG 1 (No Poverty) for Environmental and Climate Synergy: Lessons from Selected Countries and Policy Implications for Vietnam/<i>Nguyen Thi Thanh Nga, Le Thu Hoa and Vo Thanh Son</i></p> <p>7. IC-HUSO-114/From Victims to Agents of Change: Women's Leadership in Driving Nature-based Climate Adaptation in Thailand's Mekong Communities/<i>Aphiradee Wongsiri, Waniccha Narongchai and Phan Thanh Thanh</i></p>
<p>Room 8: Japanese Language Education</p> <p>(FAH MUI 3)</p>	<p>1.IC-HUSO-140/ A preliminary study on second language anxiety among Thai students in Japanese language education/<i>Nami Sugimori</i></p> <p>2.IC-HUSO-141/Reason for Refusal Strategies in Japanese conversation: Thai Learners vs. Native Speakers — Analysis of Pragmatic Characteristics/<i>Nuengruetai Saiyart</i></p> <p>3.IC-HUSO-142/ A Componential Analysis of Classifiers in Thai, Vientiane Lao, and Japanese: A Preliminary Study/<i>Yutaka TOMIOKA</i></p> <p>4. IC-HUSO-143/ Analysis of the Japanese Political Register / <i>Kanwara Nawanantawong, Nisanart Thinkrathok and Prawpun Pholboon</i></p> <p>5. IC-HUSO-144/ Japanese Money: Meaning and Importance / <i>Aukkaradech Jeandong, Panatthamon Panamaka and Prawpun Pholboon</i></p>
<p>Room 9: Vietnam - Thailand Bridge in the Context of Asian Civilization</p> <p>(FAH MUI 5)</p>	<p>1. IC-HUSO-060/Buddhist Exchange between Vietnam and Thailand: The System of Vietnamese Pagodas in Bangkok and Its Connection to Ho Chi Minh's Revolutionary Activities/<i>Pham Hoang Hung</i></p> <p>2. IC-HUSO-070/Developing Reading Skills and Comprehension in Vietnamese for Specific Purposes (The case of Australian diplomatic officers)/<i>Bui Duy Duong</i></p> <p>3. IC-HUSO-067/Repositioning Cross-Border Labour Relations: Vietnam–Thailand Cooperation in the Context of ASEAN Integration/<i>Tran Thi Quynh Trang</i></p> <p>4. IC-HUSO-066/Negotiating Vietnamese as a heritage language in multicultural families in South Korea and Japan: From ideologies to home practices/<i>Do Hong Duong</i></p>

	<p>5. IC-HUSO-064/Perceptions, Readiness, and Influencing Factors of Digital Technology Application in Cultural Heritage Preservation and Community-Based Tourism: A panorama of Ethnic Minority Regions in the Northern Midland and Mountainous Area of Vietnam/<i>Nguyen Thi Hai Anh and Truong Thi Phuong</i></p> <p>6. IC-HUSO-134/ Policies on the Preservation and Development of Minority Languages and Cultures in Vietnam: Applications for the Tay Do Ethnic Group in Nghe An Province/ <i>Nguyen Ngoc Binh and Dang Thi Mai</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

IC-HUSO2026