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DIGITAL INNOVATION
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Conference 10th June 2022 at International College Digital Innovation Chiangmai University

Organized by
International College Digital Innovation Chiangmai University

Introduction

The DIFT 2023-1 Conference is organized by International College Digital Innovation, Chiangmai University, International College Digital Innovation Building, Chiangmai, Thailand on 10th June 2022

The conference aims to bring together policy makers, researchers, and experts in the domain of policy making to share their ideas, experiences, and insights. We welcome experts, researchers and practitioners from academia, industries, research institutions, R&D enterprise services and governmental organizations to exchange innovative contributions around the topics.

All abstracts were reviewed by members of the DIFT 2023-1 Committee for rating and presentation content. Further details in accordance with the instructions of provided at: <https://icdi.cmu.ac.th/DIFT/2023-1/>

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9.45-10.45	Keynote Lecture: Pro. Dr. Hung T. Nguyen “Why Bayes factors and NOT P-values?”
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14.50-15.10	Break
15.10-15.20	Best paper present award
15.20-15.30	Closing Ceremony

Blockchain Technology in Hospitality Industry

Manchuporn Inthong

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Abstract

Researchers worldwide have witnessed a substantial increase in interest in blockchain technology and its far-reaching effects on the economy, society, and technology. This Research explores applications of blockchain technology in the hospitality industry and its potential to transform traditional practices by providing enhanced trust, security, and operational efficiency. The hospitality industry faces numerous challenges, including concerns over data privacy, security breaches, and intermediaries that increase costs and hinder uninterrupted transactions. This research aims to investigate how blockchain, as a decentralized and immutable ledger, can address these issues and revolutionize the way hospitality businesses operate.

The study employs a qualitative analysis, and a comprehensive literature review is conducted to examine the existing literature on blockchain technology and its applications within the hospitality sector. The review focuses on identifying key challenges faced by the industry and how blockchain can offer innovative solutions. Additionally, interviews with industry experts and its customers provide valuable insights into the practical implementation and potential benefits of blockchain technology for the technology.

This research adds to the current body of knowledge by providing insights into the precise ways in which blockchain technology can revolutionize the hospitality sector. The study presents suggestions for a new platform for implementing blockchain solutions within hospitality practices. Ultimately, the incorporation of blockchain technology in the hospitality industry has the capacity to optimize operations, increase transparency, and enhance customer satisfaction and experiences, ultimately fostering a more secure and efficient ecosystem.

KEYWORDS: Blockchain technology, Hospitality Industry, Customer Satisfaction, Platform

Ginkgo Village Tourism Business Model Path Under The Background Of The Digital Economy

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Abstract

The digital economy has driven the rapid development of the tourism industry, but the development of Ginkgo Village, a small town in the southwest of my country, has been restricted. This article analyzes the key elements of the business model of Ginkgo Village from four perspectives: value proposition, value sharing, management, and composition, and puts forward the business model path to promote the innovation and development of tourism in Ginkgo Village.

KEYWORDS: Digital Economy, Ginkgo Village, Business Model

A Blockchain-based Framework to Connect Farmers and Market

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Abstract

The rising demand for ethical consumption, coupled with evolving food standards and regulations, has brought significant changes to the Food Supply Chain (FSC), particularly affecting small and medium farmers. This paper reviews the benefit and challenges of blockchain technology in the food industry and explores the technical aspects to suggest a conceptual framework for a food online application that connects farmers and consumers. The business idea and framework are expected not only to enable transparency and traceability but also to enhance regulatory compliance and farmers' presence in the FSC to achieve a sustainable and ethical food ecosystem.

KEYWORDS: framework, blockchain, farmer, food supply chain, ethical consumer

Do the Correlation and Volatility between Bitcoin and Traditional Financial Assets help toward Investment Decisions? An ANN-DCC-GARCH approach

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Abstract

Bitcoins and traditional financial assets, such as the US dollar, Gold and crude oil, have become increasingly popular toward investors intention. This study aims to propose Dynamic Conditional Correlation GARCH model (DCC-GARCH) with artificial neural network (ANN) approach. Furthermore, this study applies to make better investment decisions for Bitcoin trading and historical information of correlation and covariance with the traditional financial assets. This study divides the data into two periods: before the COVID-19 and during the COVID-19, and each period can be separated into training set and prediction set, respectively. The training set is used to find the best ANN-DCC-GARCH model in terms of prediction error, while the prediction set checks the performance of Bitcoin investment decisions. The empirical results show that the ANN-DCC-GARCH model has the cumulative return of 318% in 2019, and can decrease loss of 50% in 2022.

KEYWORDS: portfolio, neutral network, GARCH, US dollar, Bitcoin

Efficient Recognition and Classification of Microseismic Events and Blasts through MS-CNN Model

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Abstract

Accurate identification and classification of microseismic signals are essential for predicting mine hazards. In recent years, machine learning techniques, such as convolutional neural networks (CNN), have replaced traditional methods for identifying microseismic signals. However, selecting the right CNN model can be challenging due to varying recognition effects. This paper presents a CNN-based method (MS-CNN) for automatically recognizing and classifying microseismic events and blasts. The proposed model was trained on limited sample data to obtain optimal weights for microseismic waveform recognition and classification. A comparative analysis was conducted to evaluate its performance against other CNN models and classical image recognition models, including AlexNet, GoogLeNet, and ResNet50. The experimental results demonstrate an impressive accuracy rate of 99.6% which significantly improves both recognition timeliness and event classification accuracy, which is valuable for practical engineering applications.

KEYWORDS: Microseismic signals, Microseismic waveforms, Convolutional neural network, Recognition and classification, Machine learning

Impact of Culture through American Films and TV Dramas in Digital Era Using Structural Equivalence Model

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Abstract

This paper aims to discuss the impact of American films and TV dramas on English majors in digital era in post-epidemic China. It will explore how the portrayal of American culture and values in these media can affect the way English majors perceive and interact with their own culture. It will examine how their attitudes and behaviours may be influenced by these depictions of American culture and values, and how this could ultimately shape their future career paths. A questionnaire (N=497) was given to English majors at in 7 universities in Guangxi Province. Structural equation model (SEM) was used for data analysis to find out the significant paths.

KEYWORDS: impact of culture, digital era, films and TV dramas, structural equivalence model

Development Strategy of Cross Border E-commerce in Chengdu under the "Belt and Road" Initiatives

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Abstract

With the continuous landing of the "Belt and Road" Initiative (BRI), the arrival of the hardware facilities (railways, high-speed railways, airports and ports, etc.) has provided a guarantee for the smooth development of cross-border E-commerce in Chengdu. Especially in 2015, China has established 13 "cross border e-commerce comprehensive pilot zones" and Chengdu is among the list. However, while witnessing an explosive increase and foreseeable development prospect with the implementation of BRI, Chengdu, as an inland city, its cross-border E-commerce system is far from well developed.

This study firstly summarizes the present situation of Chengdu's cross border e-commerce after BRI has been put forward. Next this paper analyses the bottlenecks and barriers faced by Chengdu when further taking the advantage of BRI. And the four main constraints are incomplete supporting policies and systems, inefficient cross border logistics, unsound credit systems and undeveloped market environment. Last but not least, the study designs a series of development strategy specifically considering the situation of Chengdu to promote the long-term economic development of cross border e-commerce under the BRI. And the development strategy is aimed at solving the problems of overseas warehousing, applying the big data technology to improve the credit evaluation for cross-border e-commerce, establishing and improving cross border e-commerce policy specification system and promoting the brand awareness of Chengdu enterprises.

KEYWORDS: "Belt and Road" Initiative, Cross border E-commerce, cross border logistics, market environment, overseas warehousing

Institutional Investor Associations and Stock Price Collapse Risk

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Abstract

A stock market crash can cause huge losses to investors, Preventing and identifying the risk of the stock price collapse is an important measure to mitigate significant financial risks, which has garnered increasing attention and research from scholars. Previous studies mainly focused on institutional investors as separate homogeneous entities, overlooking the potential impact of institutional investor associations on the future risk of stock price collapse for a company. This paper examines the impact of institutional investor affiliation on stock price information collapse from the perspective that institutional investors are affiliated rather than independent and concludes that the greater the proportion of institutional investor affiliation, the higher the risk of future stock price collapse of the firm, i.e., there is a significant positive relationship between institutional investor affiliation and stock price collapse. Additionally, the property rights nature and agency costs play a significant moderating role: The positive effect of institutional investor affiliation on the risk of future stock price collapse is more pronounced in non-state-owned firms relative to state-owned firms; the effect of institutional investor affiliation on the risk of future stock price collapse is more pronounced in firms with high agency costs and prominent principal-agent problems relative to firms with low agency costs. To address endogeneity concerns, this study conducts Hausman tests and robustness tests by using alternative key variables. The findings of this research contribute to better identification and prevention of stock price collapse by financial regulatory institutions, as well as enhancing the stability of investor returns in their invested company stocks.

KEYWORDS: institutional investors, stock price collapse, principal-agent

The Effect of Female Directors on ESG Practice: Evidence from China

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Abstract

This paper empirically examines the impact of female directors on corporate ESG disclosure scores based on upper echelons theory and women's ethics of care theory by conducting a multiple regression analysis on 8193 observations of Chinese listed companies from 2010 to 2020. Our results demonstrate the importance of female directors' participation in promoting corporate ESG practices. We conclude that the higher the proportion of female directors on the board, the higher the corporate ESG practice score. Further analysis also revealed that a favorable institutional environment and non-state enterprises positively moderate the relationship between female directors and corporate ESG practices. These results highlight the significant contribution of female directors to corporate ESG practices. Our paper sheds additional light on issues related to female directors and corporate ESG practices in Chinese listed companies, expands the theoretical knowledge of ethical decision-making and institutional environments in listed companies, enriches research in the area of female directors' decision-making, and has important implications for corporate governance related policy-making in China.

KEYWORDS: upper echelons theory, women's ethics of care theory, corporate environmental, social, corporate governance responsibility (ESG), institutional environment

Chinese University Teachers' Intention to Continue Based on Online Teaching Platforms in the Post-Epidemic Era

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Abstract

The COVID-19 pandemic has significantly impacted higher education, prompting universities in China and around the world to transition to online teaching platforms. As the post-epidemic era begins, it is important to understand the intention of Chinese university teachers to continue using online teaching platforms. This paper presents a comprehensive review and analysis of factors influencing teachers' intentions in this regard. The study identifies several key factors that may shape the intention of Chinese university teachers to continue using online teaching platforms. These factors include teachers' experience and adaptation to online platforms, their perception of the effectiveness of online teaching, the flexibility and convenience offered by online platforms, the level of student engagement and interaction achieved, the availability of support and resources, the impact of institutional policies, and the consideration of workload and time investment. Drawing upon existing literature, this paper provides insights into the implications of these factors on teachers' intentions. The findings suggest that positive experiences with online platforms, effective student engagement, institutional support, and adequate resources are likely to positively influence teachers' intention to continue using online teaching platforms. Conversely, concerns about the effectiveness of online teaching, excessive workload, and a lack of support may reduce their intention to continue. Understanding Chinese university teachers' intentions to continue using online teaching platforms is crucial for educational institutions and policymakers as they plan for the future of higher education in the post-epidemic era. By considering the multifaceted factors influencing teachers' decisions, institutions can develop strategies to foster a supportive environment for online teaching and maximize its potential in delivering quality education.

KEYWORDS: Post-Pandemic era, online teaching platform, user experience, intention to continue

Research on System Performance Based on Wireless Sensor Networks

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Abstract

Medical and health data is the data generated by patients during the medical treatment process. In recent years, with the widespread use of big data technology and internet technology in the medical field, the process of healthcare informatization construction has been accelerating, and the types and scale of medical data have also grown rapidly at an unprecedented speed. At the same time, the scarcity of medical resources and the uneven allocation of medical resources are increasingly prominent on the medical supply side. Empowered by digital technology and artificial intelligence, patients can receive expert consultations anytime and anywhere through smart medicine, remote medicine, and online consultation, thereby shortening treatment time and reducing medical costs. This type of internet healthcare has established a new service model between medical experts and patients, which can effectively solve a series of problems such as low technical level of some medical personnel, shortage of medical resources, and insufficient and unbalanced supply allocation, alleviate the contradiction between medical supply and demand, and promote medical development.

Supply side reform in the healthcare industry. The compression and transmission of medical data is crucial for achieving remote healthcare, online consultation, and internet hospitals. However, such large- scale and bulky medical data may encounter problems such as slow speed, low efficiency, and high network resource utilization during the transmission process. How to efficiently, quickly, and safely transmit medical data across different platform systems, with existing diagnostic reports, has become a problem that needs to be solved to reduce patient waiting time, improve doctor diagnosis efficiency, and promote the digitalization process of hospitals. It is also one of the main difficulties in promoting medical information sharing and medical data interconnection among medical institutions across the country. This article establishes an optimal routing scheme at the data interview layer. The parallel computing model is built on the cloud platform, and the ant colony algorithm dynamic programming performance optimal path is adopted when deploying the server cluster, which effectively improves the performance of the wireless sensor network system.

KEYWORDS: Wireless sensor network system, ant colony algorithm, medical data, performance optimization

RESEARCH ON SOCIAL MEDIA MARKETING OF RURAL B&B HOTELS IN ETHNIC VILLAGES-TAKE LONGJI TOWN AS EXAMPLE

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Abstract

The growing influence of social media on consumer behavior and purchasing decisions has made it a crucial component of marketing strategies for businesses worldwide. This research focuses on understanding the impact of social media marketing on consumers' purchase intention for rural bed and breakfast (B&B) hotels in ethnic areas. By examining the factors that influence consumers' decision making process, this study aims to provide insights into effective social media marketing practices for rural B&B hotels.

The study adopts a quantitative research design and utilizes a purposive sampling technique to select participants from social media platforms and online travel communities. Data will be collected through an online survey questionnaire, which includes closed-ended and Likert-scale questions. The collected data will be analyzed using descriptive statistics and multiple regression analysis to determine the significance of the independent variables (e.g., business practice issues, consuming experience issues, information requests, product launches and developments) in predicting consumers' purchase intention. The findings of this research are expected to contribute to the existing literature on social media marketing in the hospitality and tourism industry.

They will provide valuable insights for rural B&B hotel operators and marketers, enabling them to develop effective social media marketing strategies that enhance customer engagement and increase purchase intention. Ultimately, this research seeks to bridge the gap between social media marketing practices and the unique characteristics of rural B&B hotels in ethnic areas, leading to improved marketing outcomes in the hospitality and tourism sector.

KEYWORDS: Longji, Ethnic village, Rural B&B hotel, Social media marketing

Applying Big Data in the Measurement of Tourism Destination Image

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Abstract

The measurement of tourism destination image holds significant importance in tourism research. With the proliferation of digital platforms, social media, and other technological advancements, the tourism industry has gained access to vast amounts of data generated by tourists. The emergence of Big Data analytics has opened up new possibilities for measuring destination image through the analysis of large-scale digital data. The aim of this study is to conduct a systematic review of existing literature that explores the utilization of Big Data in measuring destination image. Employing a meta-analysis methodology, this study examines the data characteristics and analytical methods employed in 19 articles published across ten reputable academic journals focused on tourism and hospitality. Based on the findings, the following conclusions are drawn: The reviewed articles predominantly utilized data from travel websites and social media platforms. While text and image data have been extensively studied, video data remains underexplored. Recent advancements in Big Data processing technology have led to a substantial increase in sample sizes. Additionally, various forms of metadata are often collected and analyzed alongside user-generated content. Content analysis, supported by computer-based data mining, emerges as the primary analytical method. Sentiment analysis proves to be a crucial technique in understanding tourists' perceptions of a destination's image, encompassing positive, negative, and neutral sentiments. Network analysis offers valuable insights into the relationships between tourists and destinations, as well as user connections. Natural language processing and machine learning techniques have significantly contributed to data mining efforts. Challenges in the realm of Big Data analytics for tourism destination image measurement arise from issues of data quality, reliability, and analysis techniques. The study proposes the development of an innovative measurement framework to facilitate the application of Big Data in destination image measurement, emphasizing the importance of interdisciplinary collaboration in future research endeavors.

KEYWORDS: Big Data, tourism, destination image, measurement, literature review

The research on the E-commerce effects between China and Thailand

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Abstract

By analyzing the data of multiple countries' economic effects and two deduction effects of China, the E-commerce effects would be further researched. Multiple theories would be used to analyze the effects and Covid 19 would also be considered in order to achieve a better strategic framework between Thailand and China. Spatial econometric analysis of regional innovative production in China and Thailand - an empirical study based on DID models would be conducted to further research these situations.

KEYWORDS: E-commerce, China, Thailand, DID model, innovative productions

An analysis of the cross-border e-commerce applications of blockchain technology in China

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Abstract

This paper presents a comprehensive review of the application of blockchain technology in cross-border e-commerce in China. As globalization continues to reshape the business landscape, cross-border e-commerce has become an integral part of international trade. However, traditional cross-border transactions face numerous challenges, including high costs, slow processing times, and issues related to trust and transparency. Blockchain technology, with its decentralized and immutable nature, offers potential solutions to these challenges. The objective of this review is to analyze the current state of blockchain technology application in cross-border e-commerce in China, identify its benefits and limitations, and explore future prospects. The review begins by introducing the fundamental concepts of blockchain technology and its underlying principles. It then examines various real-world applications of blockchain in cross-border e-commerce, such as supply chain management, product authentication, and payment systems. Furthermore, the review highlights the advantages of blockchain technology in enhancing transparency, reducing costs, and improving security in cross-border transactions. It also addresses the limitations and challenges faced by blockchain implementation, including scalability issues, regulatory concerns, and interoperability. Based on the analysis, this review concludes that blockchain technology has the potential to revolutionize cross-border e-commerce in China by streamlining processes, reducing fraud, and increasing trust between parties. However, further research and development are necessary to address the existing challenges and ensure widespread adoption of blockchain in cross-border e-commerce.

KEYWORDS: Blockchain technology, cross-border e-commerce, product authentication, transparency, cost reduction, scalability, regulatory concerns, interoperability, fraud prevention.

An Investigation into the Surge of Chinese Students in Chiang Mai International Schools after the COVID-19 Pandemic

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Abstract

This study investigates the surge of Chinese students in Chiang Mai International Schools after the COVID-19 pandemic. Using a mixed-methods approach, combining quantitative analysis of enrollment data and immigration statistics with qualitative data collected through surveys and interviews, the research identifies several factors contributing to this increase. The successful containment of COVID-19 in China has instilled confidence among Chinese families regarding the safety of studying abroad. Moreover, the reputation of Chiang Mai International Schools for providing quality education and a supportive environment has attracted Chinese students seeking enhanced academic opportunities. Additionally, the cultural appeal of Chiang Mai as a tourist destination has played a role in attracting Chinese students. The influx of Chinese students brings cultural diversity and enriches the educational experience for both local and international students, fostering cross-cultural understanding and global perspectives. However, challenges such as language barriers, integration difficulties, and cultural differences need to be addressed through the development of effective strategies and support systems. This study contributes to the literature on international student mobility and provides insights for policymakers, educators, and school administrators to effectively manage and capitalize on this surge. Further research is recommended to assess the long-term impacts and explore opportunities for sustainable growth in international student enrollment.

KEYWORDS: academic opportunities, cultural diversity, challenges, strategies



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