

Table of Contents

	Page
Notes from Editor	i
Advisory Board	ii
The LGBTQIA+ Equality in Thailand <i>Iyarin Sutaphoeksaporn</i>	1-12
The Value of Thai Children with An International Education <i>Srisuda Namraksa</i>	13-20
Impacts of Music on the Academic Performance of College Students <i>Kinley Bidha, Karma Yoezer Thinley, Tashi Wangchuk, Sangay Tshering, Srisongruk Prohmvitak</i>	21-35
Research on the influencing factors of digital transformation China's automotive aftermarket <i>Jingdan Huang, Amporn Puapradit</i>	36-48
Impact of Managerial Efficiency as Moderating Variable in Corporate Governance towards Corporate Performance: Evidence from Stock Exchange of Thailand <i>Penprapak Manapreechadeelert, Kusuma Dampitakse, Sungworn Ngudgratoke</i>	49-58
Ministry of Agriculture and Cooperatives' Strategy for Enhancing Thai farmers' Escape from the Middle-income trap <i>Shinnawatra Junchairussamee</i>	59-72
Perception on Asian Beauty Standard : A Global Perspective <i>Kanokwan Juntaramontree, Srisongruk Prohmvitak</i>	73-84
Huawei Financial Performance During Covid-19 Pandemic <i>Yanqi Qin, Kanitsorn Terdpaopong, Arif Hartono</i>	85-100



	Page
Paradigm Shift in Hygiene Awareness Among Various Demographics in Thailand <i>Erik Stefan Joensson, Hao I Pang, Sye Owen, Chirag Bahadur Basnet, Amporn Puapadrit</i>	101-113
University Student Evaluations of Online Teaching Quality During Covid-19 in Thailand (RSU) <i>Dingling Gan, Timothy Boundy</i>	114-124
Factors Influencing the Attitude towards FMCG Purchase in E-Commerce Platform During Covid-19 in Bangkok, Thailand <i>Sittinut Ratchataroj, Ussanee Malisuwan</i>	125-131
Satisfaction and Challenges of Thai College Students on Online Learning during Covid – 19 <i>Thanawat Kampom, Jaratsri Thongampon, Pimchanok kongbangpor, Katanut Puwachotpipat, Jennifer Schiehl, Timothy Boundy</i>	132-139
Rakuten Ichiba Marketing Strategy for Increasing Number of Customer <i>Satoshi Kibe, Anna Davtyan</i>	140-155
Research on factors affecting undergraduates’ financial management skills: the moderating role of financial education is very valuable to education community <i>Ly Mai Thi Tran, My Phuong Nguyen, Thao Thanh Thi Le, Phong Viet Truong, Diep Ngoc Nguyen, Thuy Hong Thi Nguyen</i>	156-168
Regional Cooperation on Cybersecurity ChallengesAn Assessment of ASEAN’s Efforts to Promote Shared Cybersecurity <i>Sisco Kanampumbi Ilunga</i>	169-179
The Comparative Financial Performance of Bilibili, iQIYI and Mango Excellent Media during Pandemic Situation <i>Shouyang Song, Kanitsorn Terdpaopong, Yiming Wang, Dandan Xu, Yuqing Shi</i>	180-195



ASEAN International Sandbox Conference 2023

AISC Volume I, 2023

	Page
The Effect of Discount Framing, Brand Reputation, and Brand Image on Customer Behavior: Data from E-commerce Platforms <i>Binh Vu, Pham Thi Thu Huyen, Nguyen Phuong Linh, Nguyen Thi Hoa</i>	196-206
A Study of Influencing Factors of Thai Consumers' E-book Purchase Intention <i>Manatsawee Amonsetthakul</i>	207-220
Researching Factors Affecting the Implementation of Digital Transformation in the Retail Industry: Using TOE Framework <i>Vu Thi Thanh Binh, The Binh Vu, Thanh Lam Dinh</i>	221-228
Perception of Factors Affecting Entrepreneurial Intention among Students at Vietnam National University, Hanoi <i>Hoa Minh Nguyen, Hai Ha Thi Nguyen, Trang Quynh Pham, Thanh Thao Thi Vu</i>	229-241
The Factors Affecting the Performance of Listed Real Estate Companies in Vietnam <i>Thao Thu Nguyen, Hai Thi Thanh Nguyen</i>	242-252
Application of Big Data and Data Analytics at Vietnamese Auditing Firms <i>Anh Le Thuc Nguyen, Quang Ngoc Pham</i>	253-260