3rd International Social Sciences and Business Research Conference
17-20 May 2017, University of California, Berkeley, USA.

Conference Objectives
The International Social Sciences and Business Research Conference (ISSBRC) is an interdisciplinary conference that aims to bring together leading academic scientists, researchers and scholars to exchange and share their experiences and research results about all aspects of social sciences and business research. It also provides the premier interdisciplinary forum for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns, practical challenges encountered and the solutions adopted in the field of social sciences and business. ISSBRC 2017 scheduled on 17-20 May 2017 at University of California, Berkeley, USA.

Call for Contributions
All honourable authors are kindly encouraged to contribute to and help shape the conference through submissions of their research abstracts and papers and posters. Also, high quality research contributions describing original and unpublished results of conceptual, constructive, empirical, experimental, or theoretical work in all areas of social sciences and business research are cordially invited for presentation at the conference. The conference solicits contributions of abstracts, papers and posters that address themes and topics of the conference, including figures, tables and references of novel research material. Topics of interest for submission include, but are not limited to:

<table>
<thead>
<tr>
<th>Social Sciences</th>
<th>Business</th>
<th>Applied Sciences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anthropology</td>
<td>Accounting</td>
<td>Cultural Studies</td>
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<tr>
<td>Archaeology</td>
<td>Banking</td>
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<tr>
<td>Communication Studies</td>
<td>Economics</td>
<td>Gender and Sexuality Studies</td>
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<td>Economics</td>
<td>Finance</td>
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<tr>
<td>Education</td>
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<tr>
<td>Geography</td>
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<td>Organizational Studies</td>
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<td>History</td>
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<td>Law</td>
<td>E-Commerce</td>
<td>Security Studies</td>
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<td>Linguistics</td>
<td>Entrepreneurship</td>
<td>Social Work</td>
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<td>Political Science</td>
<td>Manufacturing Engineering</td>
<td>Sport Science</td>
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<tr>
<td>Psychology</td>
<td>Risk and Insurance</td>
<td>Statistics</td>
</tr>
<tr>
<td>Sociology</td>
<td>Travel/Transportation/Tourism</td>
<td>Urban Planning</td>
</tr>
</tbody>
</table>
Organizers

- Political Science Association of Kasetsart University (Thailand)
- School of Behavioral and Social Sciences, University of Louisiana at Monroe (USA.)
- Robert D. & Carol Gunn College of Health Sciences & Human Services, Midwestern State University (USA.)
- Faculty of Arts, Arab American University (Palestine)
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- College of Government, Rangsit University (Thailand)
- Command and General Staff College, Royal Thai Army (Thailand)
- BBA International Program in Marketing, Kasetsart University (Thailand)

Important Dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Abstract/Paper Submission</td>
<td>Before 13 March 2017</td>
</tr>
<tr>
<td>Notification of Acceptance</td>
<td>On 27 March 2017</td>
</tr>
<tr>
<td>Authors' Registration</td>
<td>Before 3 April 2017</td>
</tr>
<tr>
<td>ISSBRC 1/2017 Conference Date</td>
<td>17-20 May 2017</td>
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</tbody>
</table>

Venue

University of California, Berkeley, California, USA.

Paper Submission

Submission of an article implies that the work described has not been published previously (except as part of a published lecture or academic thesis), that it is not under consideration for publication elsewhere, that its publication is approved by all authors and tacitly or explicitly by the authorities responsible where the work was carried out, and that, if accepted, the article will not be published elsewhere in the same form without the written consent of the publisher. The editors reserve the right to edit or otherwise alter all contributions, but authors will receive proofs for approval before publication.

Copyrights for articles are retained by the authors, with first publication rights granted to the publisher. The publisher is not responsible for subsequent uses of the work. It is the author's responsibility to bring an infringement action if so desired by the author.

The publisher has a zero-tolerance plagiarism policy. All submissions will be checked by editors before being sent to reviewers.

Authors permit the publisher to archive them in databases and indexes such as Index Copernicus and Google Scholar.

Manuscripts should be prepared in Microsoft Word format and submitted via the conference's email address (issbrc.psaku@gmail.com). If you have any questions, please contact the editor.
Paper Selection and Publication Process
1. Upon receipt of a submission, the editor sends an e-mail of confirmation to the submission’s author within one to three working days. If you fail to receive this confirmation, your submission e-mail may have been missed.
2. Peer review. We use a double-blind system for peer review; both reviewers’ and authors’ identities remain anonymous. The paper will be reviewed by at least two experts: one editorial board member and at least one external reviewer. The review process may take two to three weeks.
3. Notification of the result of review by e-mail.
4. If the submission is accepted, the authors revise paper.
5. After publication, the corresponding author will receive one set of the conference proceedings in CD-Rom free of charge. If you want to keep printed proceedings, please contact the editor before making an order.
6. A PDF version of the proceedings is available for download on the conference’s facebook page (https://www.facebook.com/ISSBRC.PSAKU), free of charge.

General Requirements
1. Language: Submission in both Thai and English are welcomed.
2. Length: Each paper is limited to 8 pages normally (including all figures, tables, and references), additional pages will be charged.

Title Page
To ensure the integrity of the peer review process, every effort should be made to prevent the identities of the authors and reviewers from being known to each other.
When you sent a submission file, author identities should be removed from it. You should upload the title page as a supplementary file for the editor to review.
1. Title: Be concise and informative. Titles are often used in information-retrieval systems. Avoid abbreviations and formulae where possible. If you choose to have a subtitle, it should be italicized and centered directly below the main title.
2. Authors’ Names and Affiliations: The preferred form of an author's name is first name, middle initial(s), and last name; this form reduces the likelihood of mistaken identity. To assist researchers as well as librarians, use the same form for publication throughout your career; that is, do not use initials on one manuscript and your full name on a later one. Omit all titles (e.g., Dr., Professor) and degrees (e.g., Ph.D., Psy.D., Ed.D.).
The authors’ affiliation identifies the position and location of the author(s) at the time the research was conducted, which is usually an institution. Include a dual affiliation only if two institutions contributed substantial support to the study. Include no more than two affiliations per author.

Preparation of Text
Manuscripts should be organized in the following order: Title; abstract; key word (indexing terms, normally three-to-five items); introduction; methods, and/or techniques; results; discussion; conclusion; acknowledgements: references.
1. General Rules for Text: Please use the following rules for the entire text, including abstract, key word, headings and references.
Paragraph Spacing: Above paragraph - 0 pt.; below paragraph - 0 pt.
Line Spacing: Single.
Heading: Time New Roman; 14 pt.; Bold [Eng.] / Angsana New; 18 pt.; Bold [Thai]
2. Abstract: A concise and factual abstract is required (maximum length of 250 words). The abstract should state briefly the purpose of the research, the principal results, and major conclusions. An abstract is often presented separately from the article, so it must be able to stand alone. References should therefore be avoided, but if essential, they must be cited in full in the abstract, without relying on the reference list.

3. Key Word: Immediately after the abstract, provide a maximum of 5 keywords, avoiding general and plural terms and multiple concepts (e.g., "and," "of"). Be sparing with abbreviations: only abbreviations firmly established in the field may be eligible.

4. Subdivision of the Article: Divide your article into clearly defined. Any subsection, ideally, should not be more than 600 words. Authors are urged to write as concisely as possible but not at the expense of clarity.

5. Equations: The text size of equations should be similar to normal text size.

6. Tables: Number tables consecutively in accordance with their appearance in the text. Place a table’s caption above the table’s body and its description below the body. Avoid vertical rules. Be sparing in the use of tables and ensure that the data presented in tables do not duplicate results described elsewhere in the article.

7. Figures and Schemes: Number figures consecutively in accordance with their appearance in the text. Place a figure’s caption and description below the figure body. A minimum resolution of 300 DPI is required.

Note: Avoid abbreviating the titles of tables, figures, and equations (i.e., Tab. 1, Fig. 2, Eq. 3) in the caption or in running text. Do not write "the table above/below" or "the figure on page 32," because the position and page number of a table or figure cannot be determined until the pages are typeset.

References
Cite the work of those individuals whose ideas, theories, or research have directly influenced your work. They may provide key background information, support or dispute your thesis, or offer critical definitions and data. Citation of an article implies that you have personally read the cited work. In addition to crediting the ideas of others that you used to build your thesis, provide documentation for all facts and figures that are not considered common knowledge.

Citations in the Text: Each reference cited in the text must appear in the reference list, and each entry in the reference list must be cited in the text. However, two kinds of material are cited only in the text: references to classical works such as the Bible and the Qur'an, whose sections are standardized across editions, and references to personal communication. References in a meta-analysis are not cited in-text unless they are also mentioned in the text.

When formatting an in-text citation, give, in parentheses, the last name of the author of the cited work and the year it was published. For unpublished or informally published works, give the year the work was produced. Write "in press" in parentheses for articles that have been accepted for publication but that have not yet been published. Do not give a date until the article has actually been published.

In all other instances, citations in the text should follow the referencing style used by the American Psychological Association (APA).

Proceedings
All papers submitted in the conference will undergo rigid double blind peer review process. Only excellent papers that will pass the review process will be accepted and published in the conference proceedings (with ISBN) as one volume.
# Registration and Fee

Registration fee includes the conference proceedings in flash drive, conference bag, lunch, coffee break, and attending all sessions.

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<td>Printed Hardcopy Proceedings</td>
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<td>Conference Workshop I</td>
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<tr>
<td>Conference Workshop II</td>
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* Each paper is limited to 8 pages normally (including all figures, tables, and references), additional pages will be charged.

** Journal of Interdisciplinary Research: Graduate Studies (ISSN: 2286-7252) [Ingenta Connect Indexed] [in Thai]

*** PSAKU International Journal of Interdisciplinary Research (ISSN: 2286-959X) [Ingenta Connect Indexed]

**** RSU International Journal of College of Government (ISSN: 2351-0854) [Ingenta Connect Indexed]

***** Asian Political Science Review (ISSN: 2351-0862) [Ingenta Connect Indexed]

****** Asian Administration and Management Review (ISSN: 2539-6331) [Ingenta Connect Indexed]

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Account Name: Political Science Association of Kasetsart University
Account Number: 069-2-27246-1
Type: Saving Account

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Email: issbrc.psaaku@gmail.com
Facebook: facebook.com/ISSBRC.PSAKU
### Conference Schedule

**3rd International Social Sciences and Business Research Conference**  
**17-20 May 2017, University of California, Berkeley, USA.**

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<td>17 May 2017</td>
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<td>18 May 2017</td>
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<td>Open Ceremony</td>
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<td>09.15 - 10.00</td>
<td>Keynote Session</td>
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<td>Session I</td>
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<td>Poster Session</td>
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<td>Lunch Break</td>
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<td>13.00 - 16.00</td>
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<td>19 May 2017</td>
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<td>Session III</td>
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<td>12.00 - 13.00</td>
<td>Lunch Break</td>
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<td>13.00 - 16.00</td>
<td>Session IV</td>
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<td>Conference Workshop I</td>
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<td>Lunch Break</td>
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<td>Conference Workshop II</td>
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<td>16.00 - 16.30</td>
<td>Close and Best Paper Award Ceremony</td>
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Conference Program Chair
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Dr. Tasnee Pattamason
Pibulsongkram Rajabhat University, Thailand
Subject: Notification of Acceptance of the ISSBRC 1/2017

Dear Chamroen Khangkhiri
Faculty of Communication Arts, Rambhai Barni Rajabhat University, Thailand

We would like to thank you for considering the 3rd International Social Sciences and Business Research Conference (ISSBRC 1/2017), as well as for submitting your research paper for publication into our proceedings.

We have much pleasure in letting you know that your paper herein referred to as: “The guideline for human resource development of small radio business: case study of Chanthaburi” has been double-blind reviewed by two reviewers and approved by the editorial board for publication and oral presentation in ISSBRC 1/2017 at the University of California, Berkeley, USA on 17-20 May 2017.

For the most updated information on the conference, please check the conference website at www.facebook.com/ISSBRC.PSAKU. The Conference Program will be available at the website in early May 2017.

Additionally, you are also given the opportunity to publish your paper in a forthcoming issue of the Asian Political Science Review (ISSN: 2351-0862) by paying a fee of $500 and submit your article to apsr.psku@gmail.com.

Again, congratulations. We look forward to seeing you in California, USA.

Yours Sincerely,

Kittisak Jermssittiparsert
Secretary General, PSAKU
ISSBRC 1/2017’s Program Chair
Email: kittisak.j@rsu.ac.th
Confirmation for reservation

Thank you for choosing EVA Airways Internet Booking System to make your travel reservation. You can review your reservation information below. Your booking is confirmed!

Booking reservation number: 6GLMBO
Booking status: Confirmed
• Your trip is confirmed and the reservation is guaranteed.
• Please have the booking reference number ready when contacting EVA Airways for any future modification for your trip.

Traveler information

Mr. Chamroen Khangksri

E-Ticket numbers

Document 695-2440607666: Chamroen Khangksri

Your flight selection

Bangkok to San Francisco

Flight 1 Confirmed

Thursday, May 18, 2017
Departure: 02:15 Bangkok, Thailand - Suvarnabhumi International
Taipei, Taiwan - Taiwan
Arrival: 07:05 Taoyuan International, terminal 2
Airline: EVA Air BR 206 Aircraft: Boeing 777-300ER ECO
Fare type/Cabin: Special/Economy Class
Booking Class: W
Adult/Child Baggage: 2 piece(s) per traveler

Change of plane required. Time between flights = 12:35.
Flight 2
Confirmed
Thursday, May 18, 2017
Taipei, Taiwan - Taiwan
Departure: 19:40 Taoyuan International, terminal 2
San Francisco, USA - San Francisco
Arrival: 16:10 Francisco International, terminal 1
Airline: EVA Air BR 18  Aircraft: Boeing 777-300ER
Fare type/Cabin: Special/Economy
Class
Booking Class: W
Adult/Child 2 piece(s) per
Baggage traveler

San Francisco to Bangkok
Flight 1
Confirmed
Wednesday, May 24, 2017
San Francisco, USA - San Francisco
Departure: 01:00 Francisco International, terminal 1
Taipei, Taiwan - Taipei
Arrival: 05:15 +1 day(s) Taoyuan International, terminal 2
Airline: EVA Air BR 7  Aircraft: Boeing 777-300ER
Fare type/Cabin: Special/Economy
Class
Booking Class: S
Adult/Child 2 piece(s) per
Baggage traveler

Change of plane required. Time between flights = 5:05.

Flight 2
Confirmed
Thursday, May 25, 2017
Taipei, Taiwan - Taiwan
Departure: 10:20 Taoyuan International, terminal 2
Bangkok, Thailand - Suvarnabhumi International
Arrival: 13:05
Airline: EVA Air BR 201  Aircraft: Boeing 777-300ER
Fare type/Cabin: Special/Economy
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Adult/Child Baggage: 2 piece(s) per traveler

Payment details

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Total for all travelers

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**Fare(s), Surcharge(s) and Taxes**

**Adult traveler(s)**

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**Taxes**

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...
นำยุทธ์ ผู้ช่วยศาสตราจารย์ ดร.เจริญ คงเจริญ
คณะนิติศาสตร์ มหาวิทยาลัยราชภัฏรำไพพรรณี

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* อัตราสิทธิ์เป็นประจำวันที่ ๒ บาท เท่ากับ ๒๕.๘๔ บาท

(สองหมื่นหนึ่งพันสี่สิบสี่บาทถ้วน)

รวม ๒๖,๕๔๔

ลงชื่อ 
(นายกิตติศักดิ์ เชื้อสิงห์ประเสริฐ) 
๒๙/๑๒/๖๔
Subject Notification of Acceptance of the ISSBRC 1/2017

Dear Chamroen Khangkhiri

Faculty of Communication Arts, Rambhai Barni Rajabhat University, Thailand

We would like to thank you for considering the 3rd International Social Sciences and Business Research Conference (ISSBRC 1/2017), as well as for submitting your research paper for publication into our proceedings.

We have much pleasure in letting you know that your paper herein referred to as: "The guideline for human resource development of small radio business: case study of Chanthaburi" has been double-blind reviewed by two reviewers and approved by the editorial board for publication and oral presentation in ISSBRC 1/2017 at the University of California, Berkeley, USA on 17-20 May 2017.

For the most updated information on the conference, please check the conference website at www.facebook.com/ISSBRC.PSAKU. The Conference Program will be available at the website in early May 2017.

Additionally, you are also given the opportunity to publish your paper in a forthcoming issue of the Asian Political Science Review (ISSN: 2351-0862) by paying a fee of $500 and submit your article to apsr.psku@gmail.com.

Again, congratulations. We look forward to seeing you in California, USA.

Yours Sincerely,

Kittisak Jermsittiparsert
Secretary General, PSAKU
ISSBRC 1/2017’s Program Chair
Email: kittisak.j@rsu.ac.th