

IAIT2017 Conference Programme

Venue: KMUTT
(Bangmod Campus)

Day 1: Wednesday, 22 November 2017	
Tutorial Session <i>LIB114, Library Building</i>	
Morning Session (9.00 – 12.00 a.m.)	Topic: <i>An Overview of IoT Middleware</i>
12.00 -1.30 p.m.	Lunch Time
Afternoon Session (1.30 - 4.30 p.m.)	Topic: <i>Big Data Analytics: Large Scale Recommender Systems</i>
<i>Note: A Coffee Break is around at 10.30 a.m. and 3.00 p.m.</i>	
Day 2: Thursday, 23 November 2017	
Opening Ceremony and Keynote Speech <i>LIB114, Library Building</i>	
09.30-10.00 a.m.	Registration
09.45-10.00 a.m.	Coffee Break
10.00-10.15 a.m.	Opening Ceremony
10.15-12.00 a.m.	Keynote Speech: Prof. Paul Milgram (University of Toronto)
12.00 a.m.-01.30 p.m.	Lunch
Session A: Smart Data Analytics and Technology (5 papers) <i>LIB114, Library Building</i> Chair: Associate Professor Dr. Kittichai Lavangnananda	
01.30-05.00 p.m.	Tree-Seed Algorithm for Large-Scale Binary Optimization <i>Ahmet Cevahir CINAR, Hazim ISCAN, Mustafa Servet KIRAN</i>
	Solving Travelling Salesman Problem by Using Optimization Algorithms <i>Suhair Saud, Halife Kodaz, İsmail Babaoğlu</i>
	Gravitational Search Algorithm for NURBS Curve Fitting <i>Erkan Ülker, İsmail Babaoğlu</i>
	Exploring the Acceptance for Pixel Technology Implementation in Facebook Ads Among Advertisers in Indonesia <i>Tikno</i>
	User Intention towards a Music Streaming Service: A Thailand Case Study <i>Debajyoti Pal and Tuul Triyason</i>
<i>Note: A Coffee Break is around at 10.30 a.m. and 3.00 p.m.</i>	
06.00-09.00 p.m.	Conference Dinner

Day 3: Friday, 24 November 2017	
Session B: Smart e-Commerce and Marketing (4 papers) <i>LIB114, Library Building</i> Chair: <i>Assistant Professor Dr. Pornchai Mongkolnam</i>	
09.00-09.30 a.m.	Registration
09.30-12.00 a.m.	The Driving Forces of C2C Social Commerce in Thailand: A Developing Framework <i>Supattana Sukrat, Pruthikrai Mahatanankoon, Borworn Papasratorn</i>
	S-Commerce Transactions and Business Models in Southeast Asia: A Case Study in Thailand <i>Atchara Leeraphong, Borworn Papasratorn</i>
	Features of Marketer-Generated Content Tweets For Electronic Word of Mouth in Banking Context <i>Natnaree Weerawatnodom, Nattapat Watanapa, Bunthit Watanapa</i>
	Hotels and Resorts Rent Intention via Online Affiliate Marketing <i>Jiradech Suchada, Bunthit Watanapa, Nipon Charoenkitkarn, Thanitsorn Chirapornchai</i>
12.00 – 1.30 p.m.	Lunch Time
Session C: Smart Services and Applications (3 papers) <i>LIB114, Library Building</i> Chair: <i>Assistant Professor Dr. Chakarida Nukoolkit</i>	
01.30-03.00 p.m.	Towards Improving User Interaction with Navigation Apps: an Information Quality Perspective <i>Siam Yamsaengsung, Borworn Papasratorn</i>
	Conceptual Model for an Intelligent Persuasive Driver Assistant <i>Siam Yamsaengsung, Borworn Papasratorn</i>
	Designing and Developing Android Application for Medication Reminder to Improve Treatment Efficiency of Stroke Patient <i>Jakrapong Rattanayotin, Vajirasak Vanijja.</i>
<i>Note: A Coffee Break is around at 10.30 a.m. and 3.00 p.m.</i>	
01.30-04.30 p.m.	SIT Showcase
Day 4: Saturday, 25 November 2017	
09.00a.m.-02.00p.m.	Excursion (Grand Palace) <i>Note: Additional Fee, This is not included in your conference fee</i>

Presentation Guidelines

You will probably wish to prepare some PowerPoint slides to support your presentation. Prepare your slides as a PowerPoint file or a PDF and bring them with you to the conference. We recommend that you will bring your presentation on a portable memory device and will need to load your presentation onto the given computer before starting your session, to facilitate a smooth transition between speakers. You will not generally be able to plug your own laptop into the conference projection system. If you require special technology for your presentation please email iait@sit.kmutt.ac.th as soon as you can and we will do our best to help you.

Guidelines for Presentations

- The time allocated for a presentation is 20 minutes, with a further 10 minutes allowed for discussion.
- It is generally distracting to the audience to have too many slides in a short presentation
- Do not put too much text on a slide – you want the audience to listen to you and not to be reading your slides.