

Program

The 4th International Joint Conference “Korean Studies - Thai Studies in ASEAN”

20 – 21 July 2017

Chaloem Rajakumari 60 Building (Chamchuri 10 Building), Chulalongkorn University

20 July 2017	
08.30 – 09.00	Registration Room 801
Opening ceremony Room 801	
Moderators: Chutimon Kesmanee Sun Zhonghua Chulalongkorn University	
09.00 – 10.00	<ul style="list-style-type: none">- Opening remark by Associate Professor Dr. Sunait Chutintaranond, Dean of Graduate School, Chulalongkorn University- Opening speech by Professor Bundhit Eua-arporn, Ph.D., President of Chulalongkorn University- Opening speech by H.E. Mr. Noh Kwang-il, Ambassador of Republic of Korea to Thailand- Opening speech by Assistant Professor Sitthinee Thammachai, Chairman of Korean Studies Network in Thailand- Signing Ceremony of the MOU between the representative of Korean Studies Network and the representative of Thai Studies Network in Thailand- Souvenir Presentation- Group photo
10.00 – 10.15	Coffee break
Keynote speech Room 801	
Moderator: Puttachart Potibal (Kasetsart University)	
10.15 – 10.45	Keynote speech on “The positioning of learning and teaching Thai language as a Foreign language” by Associate Professor Kingkarn Thepkanjana, Ph.D., Dean of the Faculty of Arts
Panel discussion Room 801	
Moderator: Puttachart Potibal (Kasetsart University)	
10.45 – 12.00	Panel discussion on Korean Studies in ASEAN: Challenge and Limitation
12.00 – 13.30	Lunch break

Concurrent presentations		
Group 1	Korean Studies	Room 601 Moderator: Juthamad Boonchoo (Naresuan University)
13.30 – 13.55	Russell Kelly, (The Academy of Korean Studies), A Comparative Study of Cultural Heritage Management Practices between Australia and the Republic of Korea	
13.55 – 14.20	Damrong Thandee (Ramkhamhaeng University), Life in North Korea through First-hand Accounts	
14.20 – 14.45	Thapakorn Kamnerdsiri (Chulalongkorn University), Bojo Jinul and the Concept of Sudden Enlightenment	
14.45 – 15.10	Saiwaroon Soontharotok (Ramkhamhaeng University), The New Images of Working Women in The Korean series ‘The Good Wife’	
Group 2	Thai Studies	Room 608 Moderator: Cherdchi Udomphan (Prince of Songkla University, Pattani Campus)
13.30 – 13.55	Keun-hye, Shin (Hankuk University of Foreign Studies), The Transformation of the Novel <i>Khu Kam</i> into Film: Focusing on the Film < <i>Khu Kum</i> > (1995)	
13.55 – 14.20	Sirisira Chokthawikit (Ramkhamhaeng University), Sound Producing Related with Meanings in the Texts: A Case Study of S.E.A. Write Poetry ‘Nakhon Khon Nok’	
14.20 – 14.45	Rungrudee Plaengsorn, Napasin Plaengsorn (Srinakharinwirot University), A Status of Thai Language Education in Japan	
14.45 – 15.10	Bong-chul, Kim (Hankuk University of Foreign Studies), Future of the Legal Exchange Support between Korea and the Mekong River Countries: for the Establishment of the New Type of Legal Infrastructure	
Group 3	Korean Education	Room 609 Moderator: Ji-na, Song (Chulalongkorn University)
13.30 – 13.55	Eun-jung, Do (Srinakharinwirot University), A Comparative Study of Flood Narrative in Korea and Thai : the legend of <Jangjamot> in Korea and the legend of <Chiangsaen Maemai > in Thai	
13.55 – 14.20	Kanokkun Maviang, Poolak Tungrakwattanakul (Mahasarakham University), The Development of Korean Learning Units Through Local Wisdom by Intergrating STEAM Technique for Fifth Grade Students : A Study of Leung Pheak Buakaew School, Kut Rang District, Mahasarakham	
14.20 – 14.45	Chang-hee, Kim (Kasetsart University), A Study on Cultural Education Items Selection for Thai Learners of Korean for Cultural Studies among Thai Universities.	
14.45 – 15.10	Hee-soo, Kim (Prince of Songkla University, Pattani Campus), A Study of Education of Korean Language Utilizing Korea TV Dramas (Case Study of Korean Listening-Speaking)	
Group 4	Language and Culture	Room 610 Moderator: Natthawan Sinaroj (Burapha University)
13.30 – 13.55	Hwan-Seung, Jung (Hankuk University of Foreign Studies), A Study on Short-term Learning of Thai Language by Non-Majors	

13.55 – 14.20	Chittikan Lakariya (Thaksin University), Perspectives of Thai Korean-Major Teenagers towards Korean Culture		
14.20 – 14.45	Titiwat Angkula (Srinakharinwirot University), The study on symbolic meaning of animal in Korean proverb		
14.45 – 15.10	Paphonphat Kobsirithiwara, Ranwarat Poonsri (Kasetsart University), Cinderella-typed stories in Chinese, Korean and Japanese folktales		
15.10 – 15.30	Coffee break		
Concurrent presentations			
Group 1	Korean Studies	Room 601	Moderator: Juthamad Boonchoo (Naresuan University)
15.30 – 15.55	Sun Zhonghua (Chulalongkorn University), The Impact on the Rapprochement between People's Republic of China and United States of America on Inter Korean Relationship (1971-1976)		
15.55 – 16.20	Jiranuwat Sawaspitchayaskun, Siwat Surakitbovorn (Naresuan University), A Comparative Study of the Soft Power Strategy between China and South Korea in the 21st Century		
16.20 – 16.45	Nuanwan Srisaranyapong (Chulalongkorn University), The Role of Citizen Journalism in South Korean Entertainment Industry: A Case Study of Tablo Epik High		
16.45 – 17.10	Angela Pochanasomburana (Ramkhamhaeng University), Social Construction of Reality of Korea Society through Jang Ok Jung and Dong Yi		
Group 2	Thai Studies	Room 608	Moderator: Cherdchi Udomphan (Prince of Songkla University, Pattani Campus)
15.30 – 15.55	Yo-han, Lee (Hankuk University of Foreign Studies), China and Japan's Strategies on Mekong Governance and Implication for Korea		
15.55 – 16.20	Ekkapong Jaisomwang, Panupong Udomsilp (Srinakharinwirot University), The Role of Nora Rong Khru Ritual at Baan Lan Wua Community Karhaw, Nopitam District Nakhon Si Thammarat		
16.20 – 16.45	Souphaphone Thavonsouk (Hankuk University of Foreign Studies), Factors that Influence the Successful Korean FDI in Power Sector in Lao PDR		
16.45 – 17.10	Saharot Kittimahacharoen (Ramkhamhaeng University), Transnational of Marriages from Lakon Hang Chiwit to Sapaimame: The Attitude and Acceptance of the West in the Eyes of Thai		
Group 3	Korean Education	Room 609	Moderator: Ji-na, Song (Chulalongkorn University)
15.30 – 15.55	Kanokkorn Tanyarak (Srinakharinwirot University), A Study on Use of Discourse Markers of Thai Learners of Korean Language		
15.55 – 16.20	Hee-kyung, Yoo (Mahasarakham University), The Effects of Korean Writing through Analyzing Korean as Foreign Language Learners' Writing Errors		
16.20 – 16.45	Han-seon, Yu (Jeonju University), Chinese Characters Study in Korean by Thai Students: Prince of Songkla University Students		
16.45 – 17.10	Uraivan Jitpenthom Kim (Burapha University), Occupational Pathway of Graduate from Korean Language Major : Preparation, Adjustment and Incident		
Group 4	Language and Culture	Room 610	Moderator: Natthawan Sinaroj (Burapha University)

15.30 – 15.55	Kewalin Simuang (Hankuk University of Foreign Studies), A Study on the Semantic Extension of ‘Khào’ in Thai: Compared with it’s Equivalences in Korean	
15.55 – 16.20	Suchittra Saengprusin (Kasetsart University), A Study of Figurative Language Implicatures in <i>Sherlock Holmes</i>	
16.20 – 16.45	Yang-won, Hyun (Chulalongkorn University), Are Thai Employees Really Incompetent at Workplace? A Pragmatic Study on the Problems of Intercultural Communication at Korean Transnational Corporations in Thailand	
16.45 – 17.10	Jl-in, Ong (Hankuk University of Foreign Studies), Construction of Temple in Overseas: Focusing on <i>Wat Nawamintararachutis</i> , Boston, Massachusetts	
17.10 – 18.00	Korean Studies Network and Thai Studies Network Meeting	Room 1301
18.00 – 20.00	Welcome dinner	
21 July 2017		
08.30 – 09.00	Registration	Room 601
Concurrent presentations		
Group 1	Korean Studies	Room 601 Moderator: Juthamad Boonchoo (Naresuan University)
09.00 – 09.25	Noppadol Saleepoch (Thaksin University), Princess Ja Myung-Go: The presentation of Korean women’s images in the imagined community amid the paradoxes of Korean contemporary society	
09.25 – 09.50	Makara Suy (Chulalongkorn University), South Korean Construction on Services and Property Investment in Cambodia (1994-2010)	
09.50 – 10.15	Mu Mu Theint (Myanmar Imperial College), Impact of market orientation with innovation on firm performance (Investigating on SMEs food and beverage manufacturing firms in Yangon, Myanmar)	
Group 2	Thai Studies	Room 608 Moderator: Cherdchi Udomphan (Prince of Songkla University, Pattani Campus)
09.00 – 09.25	Somjai Thongkun (Bureau of Foreign Languages, Secretariat of the House of Representatives), A Comparative Analysis on Legislative Process of the National Assembly of Korea and the Parliament of Thailand	
09.25 – 09.50	Teeranun Vichaidit (Ramkhamhaeng University), Yuanxiao festival at Chaophokhwanphatthana Shire, Khet Dindaeng, Bangkok	
09.50 – 10.15	Katesaraporn Hanklaeo (Chulalongkorn University), Nation, Religion and King: Thainess and Thailand participation in The Korean War	
Group 3	Korean Education	Room 609 Moderator: Ji-na, Song (Chulalongkorn University)
09.00 – 09.25	Gyoung-hee, Woo (Mahasarakham University), Analysis Listening Comprehension of TOPIK; Focus on the 41st and 47th TOPIK II	
09.25 – 09.50	Nguyen Thi Huong Sen (Vietnam National University Ho Chi Minh city - University of Social Sciences and Humanities, Faculty of Korean Studies), A Study on Education of Korean Argumentative Writing for Vietnamese Learners	
09.50 – 10.15	Fitri Meutia, (University of Nasional), Errors of Korean Indonesian Learners on Korean Pronunciation	

10.15 – 10.35	Ki-tae, Kim, Yu-jin, Ahn (Burapha University), A Case Study of Korean History Course in Korean Language Education	
Group 4	Language and Culture	Room 610 Moderator: Suketsak Wanvaja (Khon Kaen University)
09.00 – 09.25	Jariya Nooteed, Puttachat Pothibal (Kasetsart University), The variation of initial consonant clusters (mr) and (ml) in Phatthalung Dialect	
09.25 – 09.50	Weeraya Kungwanjerdsuk (Thammasat University), Eating Culture During Park Chung Hee Regime –‘Wheat Flour’ the Symbol of Modernization-	
09.50 – 10.15	Wimonmas Paruchakul (Prince of Sonkla University, Pattani Campus), The concept of beauty in Korean Series, Oh My Venus	
10.15 – 10.35	Coffee break	
Concurrent presentations		
Group 1	Korean Studies	Room 601 Moderator: Juthamad Boonchoo (Naresuan University)
10.35 – 11.00	Chanika Siriwat (Chulalongkorn University), Korean Wave and Korean Food Franchise Expansion in Bangkok Thailand	
11.00 – 11.25	Kornwipa Tienpaskorn, Chanchala Sivamard, Chalaporn Yoon (Burapha University), Financial Ratio Analysis of Korean Company in Thailand - Case Study of Manufacturing Industry	
11.25 – 11.50	Anyarin Sereemanopat (Chulalongkorn University), The Market Plan of South Korean Big Music Industry in Globalization Case Study: Thai Market	
Group 2	Korean Studies	Room 608 Moderator: Naritha Sukpramarn (Srinakharinwirot University)
10.35 – 11.00	Piyarat Wienrawee (Chulalongkorn University), Comparative studies of Nation Branding between South Korea and Japan	
11.00 – 11.25	Weerachai Phanseub (Chiang Rai Rajabhat University), Dynamic of Popular Culture (hallyu): From Politics of Culture to Creative Culture	
11.25 – 11.50	Kamonnat Sirinalinrat (Chulalongkorn University), A Study of the Rise in Youth Unemployment Problems in South Korea and its Consequences	
Group 4	Language and Culture	Room 610 Moderator: Suketsak Wanvaja (Khon Kaen University)
10.35 – 11.00	Pantawan Malaimart (Kasetsart University), Speech Acts of Telling Bad News	
11.00 – 11.25	Pichet Saengthong (Prince of Sonkla University, Pattani Campus), Thousand Sorrows A Living Thing Called Honhyol : Korean Identity Crisis and Self Battlefield of (Nameless) Woman in Post Korean War in “Ten Thousand Sorrows”	
11.50 – 13.30	Lunch break	