## Content

	Pag
The Female Image in Palestinian and Israeli Literature: A Comparative Study	1
Mohammed Dawabsheh	
The Impact of Work-Family Conflict and Employee Job Satisfaction with the Moderating Effect of	11
Perceived Supervisor Support in Pakistan Banking Sector	
Muhammad Arif, Muzammal Ilyas Sindhu and Erum Qureshi	
Egyptian Revolution: The end of Hosni Mubarak's Thirty Year Authoritarian Rule	12
Muhammad Afzal	
Social Media Effects on Academic Performance of Students: A Cross-Sectional Study of Lebanese	13
Higher Education Students	
Asma Iftakhar, Alia Malik, Noreen Kiyani, Maryam Nasir and Hina Samdani	
Clarity in Communication and Employ Consistent Processes Significantly Improve Project Performance	14
Riaz Ahmed	
Model of Factors Affecting Active Learning Behavior: Context of Three Southern Border Provinces of	15
Thailand	
Rudiyah Ha, Suhailah Hussien, Niloh Wae-U-seng and Abdulhakam Hengpiya	
Digital Firms as Ant Organizations	24
Srirath Gohwong	
A Feasibility Study of Investment on Urea Formaldehyde Resin Production of B (Thailand) Company	28
Limited in Songkhla, Thailand	
Kanticha Mairiang, Bhisanuwat Thaweewat and Kanatnan Thaweewat	
A Feasibility Study of Investment on Increasing Essence of Chicken Production Capacity under Board	35
of Investment Condition of EOC Co., Ltd.	
Adisak Phiwthonggam Kanathan Thawaewat and Pissanuwat Thawaewat	

	Page
A Feasibility Study of Investment on Electronical Wire Production Plant for Import Substitution of	44
A.C. Company Limited in Chon Buri, Thailand	
Songwut Phornwanasiriwet, Bhisanuwat Thaweewat and Kanatnan Thaweewat	
A Feasibility Study of Investment on Senior Nursing Home in Ang Sila Municipality, Chon Buri, Thailand Patcharin Chanapon, Bhisanuwat Thaweewat and Kanatnan Thaweewat	53
The Forecast of Sugar-Sweetened Beverage Excise Tax on Affecting Consumer Behavior towards	62
Carbonated Soft-Drinks in Si Racha, Chon Buri, Thailand	
Panitee Wimutkasem, Pat Pattanarangsun and Sri-on Somboonsup	
Factors Affecting Willingness to Pay to Support the Fund for Air Pollution Prevention of Communities	71
Living Around Laem Chabang Industrial Estate, Chon Buri, Thailand	
Ananthachai Nawasod, Pat Pattanarangsun and Sri-on Somboonsup	
Factors Affecting Customer Decision on Using the Electric Data Capture Service for Business Store in	80
Muang Pattaya, Thailand	
Pattra Sitthikomonwan, Sri-on Somboonsup and Pat Pattanarangsun	
Factors Affecting the Demand for Cigarette in Thailand	89
Janejira Silakod, Pat Pattanarangsun and Sri-on Somboonsup	
Factors Affecting Thailand's Processed Chicken Export to Japan	98
Intira Ruksasin, Sri-on Somboonsup and Pat Pattanarangsun	
Factors Affecting the Commercial Banks Credit in Thailand	106
Suthep Chumbuajan, Pat Pattanarangsun and Sri-on Somboonsup	
Negotiation Process of the Habitat-Conserving Fisherman Group for the Case of Founding the Siam Bay	114
National Park	
Kanokwan Muenkaew, Pitch Bussayabuntool, Thianchanok Pleophet,	
Wissawed Akkarapunyachon, Somboon Suksamran and Kittisak Jermsittiparsert	

	Pag
Village Health Volunteers Serve as Bastion of Local Election and Nation Election at Bansuan, Muang,	116
Sukothai, Thailand	
Naruemon Krabkran, Yaowalak Rueangdet, Intira Dung-loy and Arunee Kasayanond	
Reactions to the Coup D'état of Thai University Students	124
Ekachai Ruanchai, Chanchira Matfang, Pattarawadee Treewutkongdech, Ukkit Sirivarapa,	
Karnchana Klinnoi, Pathomchai Promgul, Phonpiphat Tangsirichaisuk, Nanlika Jaichuen	
and Kittisak Jermsittiparsert	
Is "Election" Still Necessary in the Views of Thai University Students?	126
Suthikan Kriratikhan, Nichakorn Kradueng, Ramon Minuwan, Supasakan Promma,	
Yotin Youkhlai, Siriya Jayasak, Nadsuda Baimonta, Janejira Thanyaboonwattana,	
Nuttavit Dumrongsriwong and Kittisak Jermsittiparsert	
"Godfather" and the Purchase and Procurement in the Local Administrative Organizations: Case Study	128
of a Sub-District Administrative Organization in the Central Region of Thailand	
Nuttawut Dechaprasurt, Chawanrat Thawkaew, Thirawut Muankaew, Somboon Suksamran	
and Kittisak Jermsittiparsert	
"Flaw" of the "Project to Strengthen the Grass Root Economic Following the Public-Private	130
Collaboration": Case Study of a Village in the Central Region of Thailand	
Warangkana Paelee, Piya Boonchan, Verayut Puyprom, Somboon Suksamran	
and Kittisak Jermsittiparsert	
Are Thai Locals Ready for Public Health Decentralization?	132
Sutinai Chingthongkum, Karin Julwaraporn, Ekkawat Wichitpong and Kittisak Jermsittiparsert	
"Satisfaction" of the "Followers" With the Power Relation Management in the Local Areas: Case Study	134
of a Sub-District in the Central Region of Thailand	
Tunyarat Witchienwong, Thanittha Puengpian, Nantawan Poonprapan, Somporn Yodthong,	
Somboon Suksamran and Kittisak Jermsittiparsert	

	Page
Impact of Nonregistered Population on the Public Service Provision and the Preparation of Local Administrative Organizations in Thailand Thanawat Weingteerawat, Mana Sriphueng, Wanlop Srisupha, Phanumnast Inthasee, Wason Seekanjanapan, Preyapron Boonpravas, Chatpakorn Mullabhuttirin and Kittisak Jermsittiparsert	136
Are People Satisfied with the Application of Good Governance Principles in the Management of Local Administrative Organizations in Thailand?  Thanaporn Jumradpun, Phongsakon Paphachuen, Theeritsaraporn Rachburee, Somboon Suksamran and Kittisak Jermsittiparsert	138
Satisfaction of People on Public Service Provision of Local Administrative Organizations: Case Study of Suphanburi Municipality, Thailand  Saharat Maitham, Tapakom Sukhaporramate, Thaniya Kamhomkul, Somboon Suksamran and Kittisak Jermsittiparsert	140
Satisfaction in Using Public Health Welfare: A Case Study of Pathum Thani Hospital  Panida Wongkanlaya, Nattapon Kainta, Ratthapoon Budnampet, Nuntakan Pomburoom,  Natthakan Pomburoom, Titiporn Intharapitak and Kittisak Jermsittiparsert	142