

**Welcome Message**

**Director of Behavioral Science Research Institute,  
Srinakharinwirot University, Thailand.**

I extend a warm welcome to you for joining us at the 10th International Postgraduate Research Colloquium (IPRC) with the theme of "Psycho-Behavioral Science for Harmonizing Cultures of ASEAN". Behavioral Science Research Institute (BSRI), Srinakharinwirot University, in collaboration with the department of psychology, International Islamic University Malaysia (IIUM), has organized the IPRC since 2004. Each faculty hosts the annual colloquium every alternate year.

One of the main purposes of the colloquium is to provide an opportunity to the academics and postgraduate students from the two countries to present their research, share ideas, views, and opinions during this academic exchange. This activity has been continually improved and we have expanded the participation by opening invitation to other researchers in multidisciplinary fields from various other institutions to attend the colloquium. It is hoped that this kind of academic colloquium would continue to prosper and our academic networks would develop to meet the ASEAN goals of cross cultural exchange as highlighted in the vision of AEC 2015.

I would like to take this opportunity to express our appreciation to both Professor Dato' Dr. Wan Rafaei Abdul Rahman from IIUM and retired Associate Professor Dr. Pachongjit Intasuwan from BSRI, who had initiated the International Postgraduate Research Colloquium between both faculties and universities. Moreover, I extend gratitude to the most essential components of the 10th International Postgraduate Research Colloquium - the contributions from our young researchers and participants. I also thank my colleagues and students from the Behavioral Science Research Institute for all their hard work, commitment, and dedication for organizing this colloquium.

Once again, on behalf of the organizing committee at BSRI, we would like to welcome you to the 10<sup>th</sup> International Postgraduate Research Colloquium,

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and hope that you would reap utmost benefits from the stimulating academic exchange at this colloquium.

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