# Table of Content (The 9th International Conference on Advances in Information Technology)

### User Intention towards a Music Streaming Service: A Thailand Case Study

Debajyoti Pal, Tuul Triyason

Pages 1-16, https://doi.org/10.18502/kss.v3i1.1393

### Solving Travelling Salesman Problem by Using Optimization Algorithms

Suhair Saud, Halife Kodaz, ismail Babaoğlu

Pages 17-32, https://doi.org/10.18502/kss.v3i1.1394

### **Gravitational Search Algorithm for NURBS Curve Fitting**

Erkan Ülker, ismail Babaoğlu

Pages 33-47, https://doi.org/10.18502/kss.v3i1.1395

### Tree-Seed Algorithm for Large-Scale Binary Optimization

Ahmet Cevahir Cinar, Hazim Iscan, Mustafa Servet Kiran

Pages 48-64, https://doi.org/10.18502/kss.v3i1.1396

#### S-Commerce Transactions and Business Models in Southeast Asia: A Case Study in Thailand

Atchara Leeraphong, Borworn Papasratorn

Pages 65-81, https://doi.org/10.18502/kss.v3i1.1397

#### Features of Marketer-Generated Content Tweets For Electronic Word of Mouth in Banking Context

Natnaree Weerawatnodom, Nattapat Watanapa, Bunthit Watanapa

Pages 82-95, https://doi.org/10.18502/kss.v3i1.1398

### Exploring the Acceptance for Pixel Technology Implementation in Facebook Ads among Advertisers in Indonesia

Tikno Tikno

Pages 96-107, https://doi.org/10.18502/kss.v3i1.1399

### The Driving Forces of C2C Social Commerce in Thailand: A Developing Framework

Supattana Sukrat, Pruthikrai Mahatanankoon, Borworn Papasratorn

Pages 108-118, https://doi.org/10.18502/kss.v3i1.1400

### Towards Improving User Interaction with Navigation Apps: an Information Quality Perspective

Siam Yamsaengsung, Borworn Papasratorn

Pages 119-131, https://doi.org/10.18502/kss.v3i1.1401

### Hotels and Resorts Rent Intention via Online Affiliate Marketing

Jiradech Suchada, Bunthit Watanapa, Nipon Charoenkitkarn, Thanitsorn Chirapornchai

Pages 132-142, https://doi.org/10.18502/kss.v3i1.1402

## Designing and Developing Android Application for Medication Reminder to Improve Treatment Efficiency of Stroke Patient

Jakrapong Rattanayotin, Asst.Prof. Dr. Vajirasak Vanijja

Pages 143-156, <a href="https://doi.org/10.18502/kss.v3i1.1403">https://doi.org/10.18502/kss.v3i1.1403</a>

### **Conceptual Model for an Intelligent Persuasive Driver Assistant**

Siam Yamsaengsung, Borworn Papasratorn

Pages 157-168, https://doi.org/10.18502/kss.v3i1.1404