

0.01138, 0.011



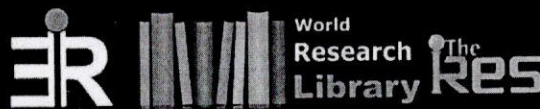
ISBN: 978-93-86291-30-1

PROCEEDINGS OF
Academics World
INTERNATIONAL CONFERENCE



DATE: 21ST-22ND NOVEMBER, 2016
VENUE: LOS ANGELES, USA

Association With



PROCEEDINGS OF
ACADEMICS WORLD
52nd INTERNATIONAL CONFERENCE
LOS ANGELES, USA

ISBN- 978-93-86291-30-1



Date of Event:
21st-22nd November 2016

Event Co-Sponsored by



Corporate Address

IRAJ Research Forum

Institute of Research and Journals

Plot No- 161, Dharma Vihar, Khandagiri, Bhubaneswar, Odisha, India

Mail: info@iraj.in, www.iraj.in

Publisher: **IRAJ**

© 2016, Academics World 52nd International Conference, Los Angeles, USA

No part of this book can be reproduced in any form or by any means without prior written permission of the publisher.

ISBN- 978-93-86291-30-1

Type set & printed by:

R. K Printers
Bhubaneswar, India

L
L
T
e
a

About IRAJ Research Forum (IRF):

The *IRAJ Research Forum* is an International non-profit academic association under 'Peoples Empowerment Trust' with the stated goals of promoting cooperation among scientists, defending scientific freedom, encouraging scientific responsibility, and supporting scientific education and science outreach for the betterment of all humanity. It is the one of the world's largest and most prestigious general scientific society.

Objective of IRF:

- ❖ To provide a world class platform to researchers to share the research findings by organizing International/National Conferences.
- ❖ To use the research output of the conference in the class room for the benefits of the students.
- ❖ To encourage researchers to identify significant research issues in identified areas, in the field of Science, Engineering, Technology and Management.
- ❖ To help dissemination of their work through publications in a journal or in the form of conference proceedings or books.
- ❖ To help them in getting feedback on their research work for improving the same and making them more relevant and meaningful, through collective efforts.
- ❖ To encourage regional and international communication and collaboration; promote professional interaction and lifelong learning; recognize outstanding contributions of individuals and organizations; encourage scholar researchers to pursue studies and careers in circuit branches and its applications.
- ❖ To set up, establish, maintain and manage centers of excellence for the study of /on related subjects and discipline and also to run self supporting projects for the benefit of needy persons, irrespective of their caste, creed or religion.

written

About Academics World:

Academics World is a non-profit organization that promotes the Engineering and Technology, Science and Medical related latest developments and issues to be discussed and experimented through interactions amongst the researchers and academician across the globe at a common platform in association with IRAJ & The IIER.

TABLE OF CONTENTS

| Sl No. | TITLES AND AUTHORS | Page No. |
|--------|--|----------|
| 01. | The Impact of Social Media on Touristy Consumer Acculturation ➤ <i>Nurdan Sevim, Elif Eroglu Hall</i> | 1-4 |
| 02. | Development of Heat Transfer Analysis Platform For Led Based Indoor Lighting Module ➤ <i>Jonghwan Lee, Juyoung Jang</i> | 5-7 |
| 03. | The Use of Date Flesh as Sugar Substitute in Cracker ➤ <i>Naruemon Prapasuwannakul, Suwimon Nathong, Warissara Nirami, Kanyarat Bussaban</i> | 8-11 |
| 04. | Satisfaction Level From The Knowledge and Training Management at Asean Camp V ➤ <i>Benjaporn Yaemjamuang</i> | 12-14 |
| 05. | A Study of Low Cost Airlines and The Influences of Important Market Factors ➤ <i>Bualak Naksongkaew</i> | 15-18 |
| 06. | Evaluation of Public Transport Bus Network in Bangkok ➤ <i>Chalernpol Tapsai</i> | 19-21 |
| 07. | Vital Factors That Affected The Success of Total Quality Management ➤ <i>Chonlada Choovanichchanon</i> | 22-25 |
| 08. | A Comparison of Satisfaction Between Problem Based Learning and Lecture Based Learning ➤ <i>Jarmon Sirigunna</i> | 26-28 |
| 09. | An Important Factors Influencing The Decision of International Tourists to Travel in Thailand ➤ <i>Juneerut Jannit, Anantachai Aeka</i> | 29-32 |
| 10. | International Customers' Attitude and Expectation Towards Four Star Hotel Service Quality ➤ <i>Kevin Wongleedee</i> | 33-35 |
| 11. | Strategies For Solid Waste Management and Local Participation: A Case Study of Phra Nakorn Sri Ayutthaya Province, Thailand ➤ <i>Natnicha Hasoontree</i> | 36-39 |
| 12. | Factors of Quality of Providing Educational Administration Service Affecting of University Students ➤ <i>Natnichar Kleebbuabarn, Weera Weerasophon, Jutarat Samokorn</i> | 40-43 |

| | | | |
|-----|---|-------|-----|
| 13. | Satisfaction Level From The Knowledge Management and Training at Asean Camp | 44-46 | 27. |
| | ➤ <i>Nopadol Burananuth</i> | | |
| 14. | The Attitude of Learning English at College Allied Health Sciences | 47-49 | 28. |
| | ➤ <i>Phanee Rojanabenjakun</i> | | |
| 15. | An Investigation of International Passengers About Level of Understanding Cabin Crew Safety Briefing | 50-53 | 29. |
| | ➤ <i>Phatthanan Chaiyabut</i> | | |
| 16. | The Implementation of The Thai Government's Policy on The Promotion and Enhancement of The Quality of Life of The Disabled in Thailand | 54-57 | 30. |
| | ➤ <i>Pimchana Sriboonyaponrat</i> | | |
| 17. | An Examination of International Tourists on Level of Satisfaction From Thai Tourism | 58-60 | 31. |
| | ➤ <i>Polamorn Tamprateep</i> | | |
| 18. | Community Elderly Care Model | 61-65 | 32. |
| | ➤ <i>Rachada Fongtanakit</i> | | |
| 19. | Diabetes Mellitus (Madhumeho) in Thai Traditional Medicine Theory | 66-69 | 33. |
| | ➤ <i>Saengsit Kritsadee</i> | | |
| 20. | A Vitality of Success Personality and Major Characteristics For Small Business Owners | 70-72 | 34. |
| | ➤ <i>Sinchai Poolklai</i> | | |
| 21. | An Enhancement of International Tourists to Bangkok, Thailand: Influence Factors | 73-75 | 35. |
| | ➤ <i>Siravit Koolrojanapat</i> | | |
| 22. | An Important Factors Influencing The Level of Satisfaction of Asean Camp VI | 76-78 | 36. |
| | ➤ <i>Siriwan Manowan, Wichan Lertlop</i> | | |
| 23. | Strategy Formulation Planning For Administration and Development of Professional Football in Thailand | 79-81 | 37. |
| | ➤ <i>Sriparyatooopgrajank</i> | | |
| 24. | A Study on System and Procedure of Data Recording and Information Search of Missing Persons, Thailand | 82-85 | 38. |
| | ➤ <i>Sudawan Somjai, Narong Kulnides, Sirilak Areerachakul, Suvilai Kunachiva</i> | | |
| 25. | Treatment of Paresis and Paralysis With Herbal Medicines by Thai Traditional Medicine | 86-89 | 39. |
| | ➤ <i>Supalak Fakkham</i> | | |
| 26. | The Analysis of Key Success Factors in Franchise Business | 90-91 | |
| | ➤ <i>Teerawong Sanphiphat</i> | | |

| | | | |
|-------|-----|--|---------|
| 44-46 | 27. | Development of Herbal Facial Mask Cream From Suan Sunandha Palace Facial Beauty | 92-95 |
| | | ➤ <i>Thanya Promsorn</i> | |
| 47-49 | 28. | The Practice of Lying by The Fire of The Mothers After Childbirth in Thai Traditional Medicine | 96-99 |
| | | ➤ <i>Tipvarin Benjanirat</i> | |
| 50-53 | 29. | Suan Sunandha Palace Style Aromatherapy | 100-103 |
| | | ➤ <i>Wanee Promdao</i> | |
| 54-57 | 30. | The Production of Rose Apple Taptinchan For Export | 104-106 |
| | | ➤ <i>Wanee Sutthachaidee</i> | |
| 58-60 | 31. | Factors Affecting Participation and Waste Management For The People in Community: Phayaprasit Community, Dusit, Bangkok | 107-111 |
| | | ➤ <i>Wijitra Srisorn</i> | |
| 61-65 | 32. | Modeling Sustainable Management For Community- Based Tourism: A Case Study of Floating Markets in The Lower Central Thailand | 112-115 |
| | | ➤ <i>Jetsalid Angsukanjanakul</i> | |
| 66-69 | 33. | Good Governance in Local Government Administration: Keystone For Thailand in Transition to Thailand 4.0 Development Scheme | 116-119 |
| | | ➤ <i>Natnaporn Aeknarajindawat</i> | |
| 70-72 | 34. | Automated Library System in School Library: User Satisfaction | 120-122 |
| | | ➤ <i>Siriporn Poolsuwan</i> | |
| 73-75 | 35. | Effects of Partial Substitution of Wheat Flour With Riceberry Flour on Quality of Fried Donut | 123-127 |
| | | ➤ <i>Supatchalee Sirichokworrakit, Apinya Maneewong, Apinya Klongchai</i> | |
| 76-78 | 36. | Effect of Dried Pumpkin Powder on Physical, Chemical, and Sensory Properties of Noodle | 128-132 |
| | | ➤ <i>Nuntaporn Aukkanit, Supatchalee Sirichokworrakit</i> | |
| 79-81 | 37. | Single Stage Electrocoagulation of Industrial Cutting Oil Wastewater Using Iron Plate Electrodes | 133-136 |
| | | ➤ <i>Umran Tezcan Un, Ayse Gul</i> | |
| 82-85 | 38. | Hybrid Framework as a Cross Platform Tool For Designing and Developing a Mobile Application Serving The Internship Program Management | 137-141 |
| | | ➤ <i>Shutchapol Chopvitayakun</i> | |
| 86-89 | 39. | Design, Development and Analysis of Squeeze Film Dampers For High Speed Machines | 142-146 |
| | | ➤ <i>L.Rasidhar, Aaditya Vikas Rawat, Sai Ankit Tripathi, Sk.Roshan Zameer</i> | |
| 90-91 | | | |

40. **Estimation of Mental States Using Facial Features to Improve a Student's Performance in E-Learning** 147-152
➤ *Abdulkareem Al-Alwani*
41. **A Kind of Tracker Stabilizer System** 153-157
➤ *Abbas Aghajani Kalkhouran*
42. **A New Design of Check Valve** 158-160
➤ *Abbas Aghajani Kalkhouran*
43. **A Mobility Management Architecture For Internet of Things Using Coap** 161-167
➤ *Brian Oryema, Seungman Chun, Jongtae Park*

STRATEGY FORMULATION PLANNING FOR ADMINISTRATION AND DEVELOPMENT OF PROFESSIONAL FOOTBALL IN THAILAND

SRIPARINYATOOPGRAJANK

Graduate School Suan Sunandha Rajabhat University, Thailand
Email: sriparinya.to@ssru.ac.th; ²pewsriparinya@yahoo.com

Abstract: This paper aims at studying the current scenario of professional football in Thailand, the problems and setbacks faced by the management, and the emergence of professional football careers in Thailand, with a look at the strategy formulation plan for administration and development of this career drafted during the period 2017-2021. This study utilized the qualitative method with in-depth interviews as data collection technique, with 26 key informants related to professional football development. The findings reported an increase in the number of professional football teams and professional footballers in Thailand, while professional coaching and management were enhanced at the same time. Some setbacks impeding the development of professional football included lack of concrete development strategies, inadequate financial support, bureaucratic style of management and non-utilization of sport science and technology.

Keywords: Professional Football, Strategic Plan.

I. INTRODUCTION

Football has been a popular sport among Thai people since its introduction in Thailand in 1897 [1]. The current trend of football has been influencing interests of more men across different ages, and even among women. Despite records of unlikely successful performance of the national football team at international matches during the past years, there has been a period called the time of 'restoring the trust' during 2013-2014 of the national football teams, in which transparency of their administration has been emphasized and revealed to public. It is notable that football as a sport has gradually become popular from local to national level. This popularity has extended into other areas of interest, for instance education. Football has now been included as a course in curriculums from kindergarten to degree level, while being played as a university and school sport traditionally held each year. Moreover, the sport is also viewed as a business opportunity on which the government is placing great importance for policy and strategy formulation for further development [2]. This study aimed to study the current situation of professional football team in Thailand, problems and setbacks of the management and the development of professional football career in Thailand, and the strategy formulation plan for administration and development of this career during 2017- 2021.

II. LITERATURE REVIEW

The Football Association of Thailand is the governing body; it has been conducting professional football matches since 1996. The 2014 AFF Championship, sponsored by Suzuki was held during November 22- December 20. This international football tournament consisted of national teams of member nations of the ASEAN Football Federation

(AFF). Eight teams faced off during the quarterfinals for the Asian winner. Two teams were selected to compete with six teams with higher scores, which included Singapore, Indonesia, Malaysia, Philippines, Thailand and Vietnam. Thailand debuted in international football in 1974 and has been playing for the last 40 years now. The most impressive performance by the Thai national football team so far was during the World Cup 2002 when it advanced to the Round of 16.

The heart of this sport is team spirit since it is a team sport, requiring each player's aptitude and contribution for glory. New patterns and techniques of playing have been developed, which require individual players to maximize their skills, physical fitness and capabilities. However, it must be pointed out that the management of football matches in Thailand has met with failure while laying out systematic planning of the matches with lack of clear vision. In spite of 18 years in professional football development, the national football association has not been able to truly make its mark in the professional arena internationally. Despite strict rules and regulations, with punishment system thrown in, there haven't been concrete strategies that could assist in directing the game to the professional stage. Some of the major setbacks seen here include gambling, partisan behavior and unfair judges. Currently, there are both public and private agencies working both directly and indirectly in association with the development of football profession. The main public organizations include Ministry of Tourism and Sports, Sports Authority of Thailand, Department of Physical Education and Institute of Physical Education. Other organizations indirectly involved in the developmental activity include Ministry of Education, Ministry of Interior, Ministry of Labour, Ministry of Public Health, The Prime Minister's Office, Royal Thai Police and Bureau of

the Budget. Some other agencies taking charge of facilitation and public services, and publicity are police stations, Bangkok Metropolitan Administration, Provincial and Sub-District Administration Organizations and Town Municipality, other private companies and press. Other groups associated with professional football development are clubs and associations active in the country, some of which include various football clubs and the Asian Football Confederation or AFC [3].

Among the abovementioned, the cooperation of various agencies of the public sector is to an extent critical in directing the vision of the national football professional development through its effective and clear management and administration for further public policy formulation and public services. An early sign of efficiency found in the national administration in this aspect involves absence of integration across different related agencies and desertion of concrete strategies.

III. DETAILS EXPERIMENTAL

3.1. Materials and Procedures

The study utilized the qualitative method through in-depth interviews with 26 key informants related to football professionally. These informants included management board taking charge of football matches, Thai Football League managers, football coaches, professional football players and football fans. The collected data was analyzed and discussed along with the literature from secondary sources.

IV. RESULTS AND DISCUSSION

4.1. Current Situation of Professional Football Team in Thailand

The study found that football as a profession was set as a degree curriculum at universities in Thailand, and partially as a physical health subject and activity taught in primary and secondary schools. Local authorities have also been promoting football as a recreational activity to unite various communities and as part of youth campaigns against drug abuse in three age groups, namely between 6-11 year olds, 12-22 year olds and 22-60 year olds. Public promotions motivating people to play football in daily life and as a profession and to watch football matches have also been carried out. The finding also revealed that football had increasingly become a popular profession with attractive paychecks for not just football players, but people involved with the sport outside the field as well. Skills of football players and coaches, football play standard, team play and on-field goal scoring skills have also been levied in accordance with the Asian Football Confederation. Finally, professional football teams are at present mostly financially supported by large private companies, which in turn influences the players to improve their skills and capabilities just for rewards.

4.2. Problems and Setbacks of the Management and the Development of Professional Football Career in Thailand

The study found that there was still shortage of skillful and professional human resources associated with football in Thailand. Also, power and authority in football management depend mostly on the Football Association of Thailand, whereas the actual management has been carried out mostly in ways that emphasize on profit seeking, thereby portraying an image of conflict of interests. Sports science has not been properly applied in improving the basic skills of football players, neither has team and unity building been emphasized really. Another setback is the fact that strategic development has not been concretely advocated by public agencies in encouraging the profession to be successful, even though there have been academic studies continuously delivered by universities. The situation seems to impede long-term developmental planning. Socially given, international football culture has not still been well cultivated and understood among Thai audiences, which from time to time, can be seen in the form of fights among football fans. Financially, the Thai professional football leagues have been faced with inadequate financial support and restrictions concerning regulations of Thai bureaucracy, resulting in an inconvenience of spending budget. Other setbacks include lack of professional experience of international football leagues and strong public relations and communication on the international stage.

4.3. Strategy Formulation Plan for Administration and Development of Professional Football Career in Thailand

The recommended strategies during 2017- 2021 can be planned into 3 phases in an integrated manner: one-year urgent plan, a 3-year plan and a 5-years plan, with the vision aiming at presenting professional football on the world stage. The missions to be accomplished include hiring and developing professional football coaches with international experience in accordance with the AFC and FIFA standards, preparation of football clubs and associations for professional football for business purpose, and stronger and effective marketing and public relations. Through these missions, the three strategic plans will be delivered. The first strategy as one-year urgent plan concerns education of professional football by opening a curriculum in which professional football is taught in accordance with the international methods and techniques. Outstanding football players may be encouraged with scholarships as a reward for studying in the area of professional football, and can become a coach with an A license. Youth must be educated in sport culture and ethics, so that they will be interested in forming

F
T
re
ir
Su
th
se
re
acl
cor
cul
priv
club
foot
The
toda
appr
foot
deve
findi
[4] e
with
curre
Nonth
develc
footba
studies
investi
develo
football
similar
Financi
finding
develop
Anupoth
that stan
the 5th
concerne
financial

The findi
for footb
unveiled
football T
4P market
successful

their own football team. This can be promoted as One Province One Team.

The second strategic plan, the 3-year plan would stress unsustainable business development of professional football clubs and associations. Recommended strategies include development of facilities and infrastructure that support football match and training, strategic marketing, tax reduction or exemption for football players and professional personnel with recognized and outstanding performance, merchandizing through different channels, for instance football souvenirs, and arranging matches between host and visiting teams to promote tourism.

The last strategic plan involves promotion and public relations for Thai professional football for international recognition, set within a five-year term. Some strategies include PR activities to be made through different channels of international audiences, setting concrete coaching strategies, rules and regulations for international standard and professional achievement, involving football fans through communication for more understanding of football culture, cooperation across different public and private organizations in supporting the Thai football clubs and associations to experience international football matches.

The findings of this study conveyed that football is today recognized as a lucrative profession with appropriate payment. The skills and techniques of football coaches and players have gradually been developed in accordance with the AFC standards. The findings agreed with the study of Hall and Szyanski [4] examining potential of football as a profession with business profitability. The findings of this current study also concurred with the study of Nonthachai Santibut [5] who studied about football development models, addressing the potential of football not only as a sport but also a business. The studies of Charnwit Pholcheewin et al [6] investigating success factors for the football development, and of Sitthi Rattanasri [7] examining football profession in Thailand, also addressed similar limitations and obstacles found in this study. Financial limitation was found to be a common finding of the studies concerning football profession development in Thailand. For instance, the study of Anupoth Sukhonpanit revealed that the main factors that stand as an obstacle in football team training for the 5th Thailand league football match concerned inadequacy as well as irregularity in financial support [8].

The finding related to public relations and marketing for football profession coincided with the findings unveiled in the study of marketing structure of football TV programs in Thailand. It found that the 4P marketing mix was highly required in order to be successful as a sport business.

CONCLUSIONS

Some suggestions for concerned public organizations were made as follows:

1. Ministry of Tourism and Sports, Sports Authority of Thailand, Institute of Physical Education, Football Association of Thailand, and other related organizations should carry out research and development, in particular those concerning professional standards and ethics of football players and related personnel, and strategy development of football profession.
2. Educational institutes and involved third parties should integrate the sport with degree curriculums and certificate courses. Additionally, various academies and training centers can also be established.
3. Foundations can also be set up in order to provide social welfare and support in other areas for football players and involved people.
4. Future studies can be extended to football team development in communities from sub-district to district and provincial level, and development of One Province One Team strategy.

ACKNOWLEDGMENTS

The author would like to thank the Research and Development Institute, Suan Sunandha Rajabhat University, Bangkok, Thailand for financial support. Also, the researcher would like to thank Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity for proof reading this research paper.

REFERENCES

1. Wikipedia, "Football in Thailand", retrieved on April 7, 2014 from <http://th.wikipedia.org/wiki/>
2. Sripariya, T., "Supporting factors influencing the administration of youth professional football development", Doctoral Dissertation, Suan Sunandha Rajabhat University, 2016.
3. Treeloo, T., "Public strategies for professional football team development in Thailand", Doctoral Dissertation, Taksin University, 2015.
4. Charnwit, P., "Strategic development for success: a case study of professional football team in Thailand", Doctoral Dissertation, Sripatum University, 2012.
5. Nonthachai, S., "Development model for professional football team in Thailand", Doctoral Dissertation, Chulalongkorn University, 2007.
6. Charnwit, P. et al., "Success strategies for professional football development in Thailand", 2012.
7. Sitthi, R., "The study of professional football in Thailand", Master Dissertation, Chulalongkorn University, 1997.
8. Anupoth, S., "Problem of team preparation for participating in the 5th Football Thailand League Prince", Master Dissertation, Srinakharinwirot University, 2000.

JOURNAL PUBLICATION PARTNER

IRAJ INTERNATIONAL JOURNALS



IJMPE

www.ijmpe.iraj.in

International Journal of Mechanical and Product Engineering

ISSN(P):2320-2092
ISSN(e):2321-2071



IJEEDC

www.ijeedc.iraj.in

International Journal of Electrical, Electronics and Data Communication

ISSN(P):2320-2084
ISSN(e):2321-2950



IJACEN

www.ijacen.iraj.in

International Journal of Advance Computational Engineering and Networking

ISSN(e):2320-2106
ISSN(P):2320-2106

Journal indexed in



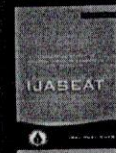
International Journal of Soft Computing And Artificial Intelligence (IJSCAI)

ISSN(P):2321-404X
ISSN(e):2321-4384
www.ijsc.ai.iraj.in



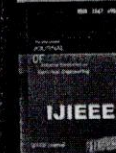
International Journal of Advances in Computer Science and Cloud Computing (IJACSCC)

ISSN(P):2321-4058
ISSN(e):2321-4392
www.ijacsc.ai.iraj.in



International Journal of Advances in Science, Engineering and Technology(IJASEAT)

ISSN(P):2321-8991
ISSN(e):2321-9009
www.ijaseat.iraj.in



International Journal of Industrial Electronics and Electrical Engineering(IJIEEE).

ISSN(P):2347-6982
ISSN(e):2349-204X
www.ijieee.iraj.in



International Journal of Advances in Mechanical and Civil Engineering(IJAMCE)

ISSN(P):2394-2827
www.ijamce.iraj.in



International Journal of Management and Applied Science (IJMAS)

ISSN(P):2394-7926
www.ijmas.iraj.in



International Journal of Advance in Electronics and Computer Science (IJAECs)

ISSN(P):2393-2835
www.ijaecs.iraj.in

IRAJ Journals Listed in University Library
MIT, University of California Berkeley, Stanford, Cambridge, Oxford, Harvard
Visit for Upcoming Conferences- www.academicworld.org



This book will be available online at
WORLD RESEARCH LIBRARY
www.worldresearchlibrary.org

ISBN

