

International Academic Multidisciplinary Research Conference 2017

Conference Proceedings

**INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE**

*London, United Kingdom
5 – 7 April, 2017*

THE 2017 ICBTS



Conference Three Themes

The International Business Tourism and Applied Sciences Research Conference

The International Education Social Sciences and Humanities Research Conference

ISBN 978-616-406-840-7

Conference Proceedings

INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE

*London, United Kingdom
5 - 7 April, 2017*

THE 2017 ICBTS

Organised by

ICBTS Institute Conference Center & IJBTS International Journal of Business Tourism and Applied Sciences

In Academic Scholars Cooperation with



Wismar University



Lincoln University



Hamdan Bin Smart University



Suan Sunandha Rajabhat University

Sponsored by



Ryerson University



University of Sunderland



Thai Airways International

Edited by Chayanan Kerdpitak, CK Research, Thailand
Kai Heuer, Wismar University, Germany
Ebrahim Soltani, Hamdan Bin Smart University, UAE
Gilbert Nartea, Lincoln University, New Zealand
Vipin Nadda, University of Sunderland, United Kingdom

Published by Chayanan Kerdpitak (ICBTS Institute Conference Center & CK research)
Phaholyothin Road, Klongnuang, Klongnuang
Pathumtani 12120, Thailand: Tel 087 0287 287, Fax +662 994 5021

Abstracting and nonprofit use of the material is permitted with credit to the source. Instructors are permitted to photocopy isolated articles for noncommercial use without fee. The authors have the right to republish, in whole or in part, in any publication of which they are an author or editor, and to make other personal use of the work. Any republication or personal use of the work must explicitly identify prior publication in Proceedings of Abstracts and Papers (on CD-ROM or flash drive) of the International Business and Economics Research Conference, International Social Sciences Humanities and Education Research Conference, International Tourism Transport and Technology Research Conference (C.Kerdpitak, K. Heuer, E. Soltani, G. Nartia Editors) including the page numbers.

Proceedings of Abstracts and Papers (on CD-ROM or flash drive) of The International Business Economics Tourism Transport Technology Social Sciences Humanities and Education Research Conference

Copyright©2016

By Dr. Chayanan Kerdpitak & Professor Dr. Kai Heue & Professor Dr. Ebrahim Soltani, ICBTS Institute Conference Center & IJBTS International Journal of Business Tourism and Applied Sciences

All rights reserved.

All papers in the proceedings have been peer reviewed by experts in the respective fields responsibility for the contents of these papers rests upon the authors.

ISBN: 978-616-406-840-7 (electronic book)

Published by Chayanan Kerdpitak (ICBTS Institute & CK Research)

Pramsiri Boutique Park, 18/83 Building A, Prasertmanukid Rd. Bangkok, 10900, Thailand

Plum Condo Park Rangsit, 91/194 moo4, Phaholyothin Road, Klongnung Klongluang Pathumtani 12120, Thailand

INTRODUCTION

We would like to welcome our colleagues to the International Business Tourism Transport Technology Social Sciences Humanities Education Research Conference. It is the seven series in 2016 of Conference on Business Tourism and Apply Sciences was held in Amsterdam. As always many members of the ICBTS 2016 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on April to November between Europe and the rest of the world is now well established. This year's event in London (UK) Paris (France) Munich (Germany) Amsterdam (Netherlands) Boston (USA) Toronto (Canada) London (United Kingdom) Zurich (Switzerland) Berlin (Germany) Tokyo (Japan) and another continues with the cultural following the very successful and productive event held in London-Zurich in August 2016 in the field of various types for international academic research conference on Business Economics Social Sciences Humanities Education and Apply Sciences. As usual The ICBTS 2016 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2016 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners a like, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Tokyo represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International review committee and final papers were further reviewed by this volume with 30 contributing authors coming from 18 countries. This book of proceedings has been organized according to following categories:

- Business
- Management
- Marketing
- Accounting
- Financial
- Banking
- Economic
- Education
- Marketing
- Logistics Management
- Social Sciences
- Supply Chain management
- Industrial Management
- Information Technology
- Sciences Technology
- Transport and Traffic
- Tourism Strategic
- Tourism Management
- Tourism Marketing
- Tourism Development Policy and Planning
- Technology Application
- Communication and Sciences
- Humanities
- Health care Management
- Hospitality Management
- Hotel Management

INTERNATION ADVISORY COMMITTEE

Academic Advisory Chairs

Prof. Dr. Ebrahim Soltani

Hamdan Bin Mohammed Smart University
Dubai, United Arab Emirate
Phone. +44(0) 1227 827405

Academic Advisory Chairs

Prof. Dr. Kai Heuer

Wismar University of Business School, Germany
Studiengangsleiter Master Betriebswirtschaft
ABWL/Controlling
Hochschule Wismar
Fakultät für Wirtschafts wissenschaften
Philipp-Müller-Str. 14
23966 Wismar
Haus 19, Raum 113
phone.: +49 (3841) 753 - 7578

Conference Coordinator & Program Chair

Dr. Chayanan Kerdpitak

CK Research Consultant
Bangkok, Thailand
Tel.+66 087 0287 287
Email: icbts@icittconference.com
Email: conferenceteam@icbtsconference.com

Proceeding Editors

Prof. Dr. Gilbert Nartea

Lincoln University, New Zealand
Phone +64 3 4230233

Proceeding Editors & Program Chair

Dr. Vipin Nadda

University of Sunderland, United Kingdom
Phone 02075317333
Email: vipin.nadda@sunderland.ac.uk

INTERNATIONAL COMMITTEE

INTERNATIONAL ADVISORY COMMITTEE

Gilbert Nartea, Lincoln University, New Zealand
Susan L. Solis, Asian Institute of Tourism, University of the Philippines
Kamon Budsaba, Thammasart University, Thailand
Aruna Apte, Naval Postgraduate School, USA
Dag Nastund, University of North Florida, USA
Anthony Beresford, Knn Toosi University of Technology, Iran
Erik J. de Bruijn, University of Twente, The Netherlands
Reza Lashkari, University of Winsor, Canada
Tore Markeset, University of Stavanger, Norway
Vinod Singhal, Georgia Institute of Technology, USA
Tariq Khan, Brunel University, United Kingdom
Hiromi Ban, Fukui University of Technology, Japan
Vipin Nadda, University of Sunderland, London UK

ACADEMIC REVIEW COMMITTEE

Chayanan Kerdpitak, CK Research, Thailand
Kai Heuer, Wismar University of Business School, Germany
Ebrahim Soltani, University of Kent, Canterbury, UK
Tariq Khan, Brunel University, London, UK
Gilbert Nartea, Lincoln University, New Zealand
Marian S. Stachowicz, University of Minnesota, USA
Per Engelseth, Molde University College, Norway
Phaopak Sirisuk, King Mongkut's Institute of Technology Ladkrabang, Thailand
Susan L. Solis, Asian Institute of Tourism, University of the Philippines
Kamon Budsaba, Thammasart University, Thailand
Aruna Apte, Naval Postgraduate School, USA
Vinod Singhal, Georgia Institute of Technology, USA
Hiromi Ban, Fukui University of Technology, Japan
Thanakorn Naenna, Mahidol University, Thailand
Vipin Nadda, University of Sunderland, London UK

ORGANIZING BY

ICBTS Conference Center & CK Research Thailand

SPEAKER BACKGROUND



Professor Dr. Ebrahim Soltani

Prof. Dr. Ebrahim Soltani is a Professor of Business School at University of Kent Canterbury in England and he is Department Chair - Quality & Operations Management at Hamdan Bin Mohammed Smart University Dubai of United Arab Emirate. He was appointed associate professor in business management, total quality management, and operation management in 1989 at the University of Kent, he continued his research in the field of operation management, business management. He has published over 50 papers and reports in such journals as International Journal of Technology and Production Research. He supervised a considerable number of PhD theses and is a consultant on industrial and production industry in England and United Arab Emirate.

SPEAKER BACKGROUND



Professor Dr. Kai Heuer

Prof. Dr. Kai Heuer is full professor for business administration at the Business Faculty of Wismar University in Germany. Before, he served as a full professor at the Environmental Campus of Trier University of Applied Sciences. He studied business administration in Germany and the U.S.A. and holds an MBA and a doctoral degree. He has management experience from leading positions in different companies and as business consultant. His research areas are management accounting, organizational development, and international management where he has published numerous papers, reports and textbooks. He is the head of Master Program in Business at Wismar University and a member of the Schmalenbach-Society for Business Economics, Cologne; managing director of the Institute of Health-, Senior- and Social Management; and a former member of the board of the Centre for Aviation Law and Management.

SPEAKER BACKGROUND



Dr. Tariq Khan

Dr Tariq Khan is a Lecturer and Director of Postgraduate Programmes of Business School in Brunel University, Uxbridge, London, United Kingdom. He received his BEng in Aerospace Engineering from Kingston University, his MSc in Manufacturing Technology from University of Warwick, and his PhD in Intelligent Education Systems from University of Salford. He subsequently worked as a research associate in Heriot-Watt University Edinburgh and as a senior lecturer at London Metropolitan University. He has specialist teaching in Business Process Modelling, Web Programming ,Software Engineering, Classical Logic, Human Computer Studies. He has Book and published over 20 papers and reports in such journals as Information Systems Evaluation and Integration (ISEing). He supervised a considerable number of PhD theses and is a consultant on business and supply chain and engineering industry in England and United Kingdom.

SPEAKER BACKGROUND



Dr. Chayanan Kerdpitak

Dr. Chayanan Kerdpitak is a Lecturer and management committee of Doctor of Business Administration Programmes of College Management Innovation in Valaya Alongkorn Rajabhat University in Thailand and a management committee of CK Research Consultant in Bangkok. I was a Lecturer of Principle Marketing, Sales Management, Consumer Behavior, and Marketing Research at The Suan Dusit University in Thailand. She received a Ph.D. in the field of Business Logistics within Industrial at Ramkhamhaeng University, Thailand. She has published over 20 proceeding paper and some reports in such journals as International Journal Business and Economics Research. She has been a consultant on Import Automobile Industry from Germany for International Marketing and Marketing Research. Chayanan graduated a B.B.A and M.B.A in Business Administration from The Ramkhamhaeng University, Bangkok, Thailand (Major in Marketing).

TABLE OF CONTENTS

ORGANIZE

INTRODUCTION

INTERNATION ADVISORY COMMITTEE

INTERNATIONAL COMMITTEE

SPEAKER

CROSS-SECTIONAL STUDY TO IDENTIFY THE PREVALENCE OF ABUSE AND ITS TYPES, ITS CAUSES AND ITS RESOURCES FOR A SAMPLE OF CHILDREN AND ADOLESCENTS	1
<i>Raghad Ibrahim, Mohammed Baqir</i>	
THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON EGYPTIANS' PURCHASE INTENTION "THE CASE OF TELECOMMUNICATION SECTOR IN ALEXANDRIA"	22
<i>Dina ElSalmy, Ahmed ElSamadicy, Mohamed Mostafa</i>	
DEVELOPMENT OF ANALYTICAL READING BASED ON THE TRANSACTIONAL STRATEGIES INSTRUCTION	33
<i>Tasanee Sathapong</i>	
BLENDED LEARNING MODEL AND ACHIEVEMENT IN A FOUNDATION OF MARKETING COURSE	39
<i>Narumon Chomchom</i>	
TOURISM LIFE CYCLE ANALYSIS AND SUSTAINABLE TOURISM MANAGEMENT FOR URBAN CULTURAL TOURIST ATTRACTION: A CASE STUDY OF KOH KRED, THAILAND	46
<i>Siripen Yiamjanya</i>	
OPPORTUNITY TO INCLUDE A SECONDARY DESTINATION FOR TOURIST EXPERIENCES WITH HERITAGE POTENTIALS THE CASE STUDY OF KHIRIWONG COMMUNITY, LANSKA DISTRICT, NAKHON SI THAMMARAT, THAILAND	56
<i>Nuntana Ladplee</i>	
GENERATION 'Y' (MILLIANIAL TOURIST) PERCEPTIONS AND VISITATION PATTERNS TOWARDS MUSEUMS	64
<i>Tran Trung Kien and Dr. Vipin Nadda</i>	
THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON CORPORATE REPUTATION CAPITAL	89
<i>Kritchana Santawee</i>	
MARKETING MIX OF OTOP: FROM THAI LOCAL WISDOM TO GLOBAL THROUGH THAI AIRWAYS INTERNATIONAL	99
<i>Krongthong Khairiree</i>	
THAILAND AND TECHNOLOGICAL PRODUCTS: A SOCIAL SCIENCES CASE STUDY	104
<i>Darma R. Khairiree</i>	
FACTORS RELATED TO SPORTS OR EXERCISE BEHAVIORS OF THAI PEOPLE	110
<i>Dr.Rattana Panriansaen, Dr.Kingkanok Saowapawong and Kantapong Prabsangoba</i>	
9/11 THE DOMESTICS CRUSADERS REGISTERS VIOLENCE AGAINST MUSLIMS FOLLOWING 9/11	116
<i>Rehab Farouk and Mona Anwar</i>	
THE CONTRIBUTIONS OF WOMEN ENTREPRENEURS IN SOCIOECONOMIC DEVELOPMENT (A STUDY OF SELECTED LOCAL GOVERNMENTS IN ANAMBRA STATE NIGERIA)	143
<i>Muogbo Uju .S. PhD</i>	
FACTORS AFFECTING TOURISTS DECISION MAKING IN CHOOSING HOMESTAY IN AMPHAWA DISTRICT, SAMUTSONGKRAM, THAILAND	154
<i>Kanamon Suwantada</i>	
INTENTION TO VISIT GREEN HOTELS OF THAI TOURISTS IN BANGKOK, THAILAND	159
<i>Kanyapilai Kunchornsirimongkon</i>	
NEW DIMENSIONS TO ADMINSTRATE HUMAN DEVELOPMENT TO CONSERVE BUDDHISM OF MAHAYANA CHINESE SECT: THE STUDY OF MUNGKORNKAMALAWAS CHINESE TEMPLE, BANGKOK	167
<i>Saowapa Phaitayawat, Suwaree Yodchim, Yaninie Phaitayawat</i>	
DEVELOPMENT OF STUDENT TEACHERS' REFLECTIVE THINKING ABILITIES	172
<i>Sucheera Mahimuang</i>	

SAFETY BEHAVIOR OF OPERATION STAFFS IN WATER PRODUCTION AND SUPPLY DEPARTMENT BANGKHEN WATER PLANT, BANGKOK, THAILAND <i>Pongsak Jaroengarmsamer, Wanwimon Mekwimon Kingkaew</i>	177
PROSPECTIVE STUDY OF RABIES ELIMINATION MODEL AND STRATEGY, FORMULATED BY THE PEOPLE IN 2-EPIDEMIC COMMUNITIES <i>Thavatchai Kamoltham, Wattanasak Sornrung, Chalatchawan Nanui</i>	184
JOB SATISFACTION AND EMPLOYEE PRODUCTIVITY IN THE NIGERIAN PUBLIC SECTOR (A STUDY OF ANAMBRA STATE UNIVERSITY) <i>Ezeamama Ifeyinwa G.</i>	191
AN OUTLOOK OF STOCK MARKET PERFORMANCE AND ITS CONTRIBUTION TO ECONOMIC GROWTH: BRICS AND MINT <i>Behiye Korpe</i>	202
DEMONETIZATION IN INDIA: AN OVERVIEW <i>Abhinav Singh Chandel</i>	203
EFFECT OF AROMA OIL MASSAGE AND HERBAL COMPRESSION WITH ANALGESIC DRUGS ON PAIN IN PERSONS WITH LOW BACK PAIN <i>Ladaval Ounprasertpong Nicharajana, Chanvate satthaputh MD</i>	205
THE APPLICATION OF PALMISTRY KNOWLEDGE IN THE DIAGNOSIS OF DISEASES FOLLOWING THE PRINCIPLES OF TRADITIONAL THAI MEDICINE <i>Phatphong Kamoldilok, Orawan Sinpaiboonlert, Mukda Tosang</i>	212
PIET MONDRIAN'S PAINTING INSPIRED YVES SAINT LAURENT, THE WORLD CLASS FASHION DESIGNER <i>Jaruphan Supprung</i>	217
SOCIAL SUPPORT OF POSTPARTUM MOTHERS BASED ON FOLK MEDICINE IN NAKORN PATOM PROVINCE, THAILAND <i>Supparas Oatsawaphonthanaphat, Wichai Srikam, Vichai Chokevivat</i>	223
DEA MODEL MEASURING AIRPORT PERFORMANCE IN THAILAND <i>Piyaon Sriwan</i>	231
COMMUNICATION BILINGUAL APPROACH IN A THAI SCHOOL ON VOCABULARY AT HOME AND AT SCHOOL <i>Suwaree Yordchim, Goragot Butnian, Palaunnaphat Siriwongs</i>	237
DIABETES CARE AND PATIENTS' PERSPECTIVES ON DIABETES MELLITUS IN RURAL THAILAND: A QUALITATIVE STUDY <i>Kantapong Prabsangob</i>	243
AN ANALYTICAL STUDY OF SOCIAL PROBLEMS OF WOMEN RELATED TO SPORTS <i>Shagufta Jahangir, Dr. Asma Manzoor, Dr. Nusreen Aslam Shah, Raisa Jahangir</i>	249
THE INVESTIGATION OF CLINICAL EXPERIENCE ON LEARNING BEHAVIORS AND STRESS FOR NURSING STUDENTS <i>Yen-ju Hou</i>	250
LONDON INTERBANK OFFER RATE VOLATILITY: THE US DOLLAR, THE BRITISH POUND, THE JAPANESE YEN AND THE EURO: HOW IT AFFECTS MULTINATIONAL COMPANIES (1986-2016) <i>Alhassan Ndekugri</i>	262
CORRUPTION, POLITICAL ACCOUNTABILITY AND THE CHALLENGES OF GOVERNANCE IN NIGERIA <i>Imoukhuede Benedict Kayode</i>	280
THE PARTICIPATION IN THE DEVELOPMENT OF PACKAGING AND LOGOS TO THE NEEDS OF THE CONSUMER PRODUCTS KHANEONGHIN COMMUNITY PERSONNEL BANGKOK <i>Jitima Suathong, Supassawee Morakul, Worraruethai Harnchotipan</i>	290
LIFE QUALITY PROMOTION FOR THE ELDERLY <i>Ponpun Vorasiha, Anchalee Jantapo</i>	295
FABRIC PRINTING DESIGN, AN INSPIRED FROM THAI TRADITIONAL TIN TOYS <i>Suwit Sadsunk</i>	301
THE ART OF DESIGNING, FABRIC PATTERN BY MOLD WITH NATURAL DYES <i>Chanoknart Mayusoh</i>	311
HEALTH PROBLEMS AND NEEDS FOR HEALTH SERVICE OF THE ELDERLY: A CASE STUDY OF ELDERLY IN TAMBON WANGTAKOO, NAKORN PATHOM PROVINCE, THAILAND <i>Prapaiwan Danpradit, Boonsri Kittichotipanich</i>	319

OUTCOME OF FOOT CARE EDUCATION PROGRAM IN DIABETIS MELLITUS AT PREMRUTHAI PRAVATE COMMUNITY BANGKOK	325
<i>Tipapan Sungkapong, Boonsri Kittichottipanich, Namthip Martkoksoong</i>	
TOURISM IMPACT ON DESTINATION ECONOMY: EVALUATING THE RELATIONSHIP BETWEEN TOURISM RECEIPTS AND ECONOMIC GROWTH IN THE UK	331
<i>Abimbola Alexandra Dada, Adenike Adebola Adesanmi, Dr. Vipin Nadda</i>	
MEDIA LITERACY: ADVANTAGES AND APPLICATIONS A CASE STUDY OF SRINAKHARINWIROT UNIVERSITY	343
<i>Sasithon Yuwakosol</i>	
ASSESSMENT OF THE RELATIONSHIP BETWEEN HUMAN RESOURCE MANAGEMENT PRACTICES AND PERFORMANCE OF HOTELS IN KENYA	354
<i>Owiti, Phelix Onyango, Erick Fwaya</i>	
PARENTAL EDUCATION BACKGROUND AND STUDY MATERIALS AS CORRELATES OF ACADEMIC PERFORMANCE OF SECONDARY STUDENTS IN ABIA STATE	355
<i>Beatrice Okore Ogbonnaya</i>	
THE CONSEQUENCES OF POOR CURRICULUM IMPLEMENTATION IN NIGERIA	356
<i>Okorafor philomena nmennaya (ph.d)</i>	
THE EFFECTS OF WORL CHARACTERISTICS AND SELF-ESTEEM ON WORK BURNOUT FOR ENTRY—LEVEL EMPLOYEES IN HOTELS	357
<i>Hany Hosny Sayed Abdelhamied</i>	
EMPOWERMENT PROGRAM ON PROMOTING PERCEIVED SELF-EFFICACY AMONGPREGNANT WOMEN FOR PREVENTING GESTATIONAL DIABETES MELLITUS	358
<i>Napissara Dhiranathara, Petcharat Techathawewon</i>	
THE STUDY OF SEXUAL HEALTH BEHAVIORS IN ADOLESCENT	364
<i>Boonsri Kittichottipanich, Udornporn Yingpaiboonsuk, Saree Dangtongdee, Ancha Dangtongdee</i>	
EDUCATION PROGRAM ON PROMOTING PERCEIVED SELF-EFFICACY IN PREGNANCY WOMEN FOR DIABETES MELLITUS PREVENTION	369
<i>Petcharat Techathawewon, Warunsiri Praneetham</i>	
THE EFFECTSOFT HAI MIND-BODY EXERCISE“RUSIE DUTTON” ON BODY WEIGHT AND BLOOD LIPID LEVEL INMENOPAUSAL WOMEN	374
<i>Kanit Ngowsiri, Assoc. prof. Suchitra Sukonthasab, Assoc. prof. Prasong Tunmahasamut</i>	
EDUCATION PROGRAM OUTCOMES IN PREGNANCY PREVENTION OF SEX-RISK FEMALE ADOLESCENTS:	380
A CASE STUDY OF STUDENTS IN S AMUT-SONGKRAM PROVINCE, THAILAND	
<i>Premwadee Karuehadej</i>	
STUDY OF SEX HEALTH KNOWLEDGE AND DEMAND OF SEX HEALTH CARE IN UNDERGRADUATE STUDENTS	386
<i>UdornpornYingpaiboonsuk, KanyaNapanglk, Boonsri Kittichottipanich, AnchaDangthongdee</i>	
ENVIRONMENTAL MANAGEMENT BEST-PRACTICE AND STRATEGIES WITHIN THE INSTITUTIONAL CONTEXT: THE CASE OF (UAE)	394
<i>Dr.Ahmed Zain Elabdin Ahmed</i>	
Activity-Based Costing of Library Services in Universities – A Case Study of a Private University	409
<i>Dr.Hala Elias</i>	
Influence of Cultural dimensions on Management practices in Hospitals: A Study of Indian Subcontinent	411
<i>Dr.Devjani Chatterjee</i>	
PROMOTION OF EXERCISE FOR THE ELDERLY	424
<i>Anchalee Jantapo, Ponpun Vorasiha</i>	
PATTERN DESIGN FROM THE CONCEPT OF THE CARP FISH WEAVE	430
<i>Siracha Samleethong</i>	
THE HISTORY OF THAI WOMEN LINGERIE	437
<i>Junjira Monnin</i>	
SATISFACTION OF URINATION PROMOTION IN BENIGN PROSTATIC HYPERPLASIA	446
<i>Kanya Napapongsa, Warunsiri Praneetham, Nopbhornphetchara Maungtoug, Kanit Ngowsiri</i>	
EXPLORING HEALTH STATUS AMONG OLDER ADULTS IN THE URBAN COMMUNITY OF BANGKOK, THAILAND	452
<i>Chotisiri, L, Charoonpongsak, A</i>	
Face-to-face learning, cross-cultural virtual teams and study abroad: Incorporating experiential learning into a multi-modal class	458
<i>Denise Luethge, Carole Cangioni</i>	

TOURISM REVENUES REGRESSION FOR TOURISM PROMOTION INVESTMENT DECISION– MADEIRA CASE STUDY <i>Élvio José Sousa Camacho</i>	460
Alauddin Malay King Mosque- searching for architectural symbols and identity <i>Roslan Bin Talib</i>	461
THE TEACHING OF ENGLISH LANGUAGE AS A MEANS TO AN END FOR BUSINESS TOURISM <i>Nande C.K. Neeta</i>	462
Dealing with Identity Loss and Stigma of Unemployment in Georgia - Perspective of Youth <i>Anastasia Kitiashvili</i>	468
The Portuguese Presence in the Arabian Gulf as Reflected in Local Omani Historical Narratives <i>Hasan Al Naboodah</i>	469
Antecedents of Customer Satisfaction Levels in UAE Museum Shops <i>Akin Fadahunsi and Salwa Osama</i>	470
COMPARISON OF SKIN APPEARANCE WITH APPROPRIATE TIME IN SELF REFLEXOLOGY AREA WITH THAI TRADITIONAL MEDICINE IN GERIATRICS <i>Natsinee Sansuk</i>	471
PEER OBSERVATION AND SELF-MONITORING IN PRE-SERVICE TEACHERS’ MICROTEACHING <i>Wipada Prasansaph</i>	476
ESL STUDENTS’ EXPERIENCE OF PROJECT-BASED LEARNING <i>Abigail Melad Essien</i>	483
THE EFFICACY OF EXPLICIT INSTRUCTION ON IMPLICIT AND EXPLICIT KNOWLEDGE OF ENGLISH ARTICLES <i>Faten A. Alarjani</i>	489
TOPSIS METHOD TO SELECT LOCATION OF GRASS FLOWER IN WAREHOUSE <i>Martusorn Khangkhan</i>	509
ONLINE MARKETING IMPLEMENTED ON HIGHER EDUCATION IN THAILAND: A CASE OF INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Nalin Simasathiansophon</i>	515
GUIDELINES FOR BUDDHIST ORGANISATION DEVELOPMENT IN THE PRESENT THAI SOCIETY <i>Cholvit Jearajit Ph.D</i>	523

ONLINE MARKETING IMPLEMENTED ON HIGHER EDUCATION IN THAILAND: A CASE OF INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY

Nalin Simasathiansophon*

**Nalin Simasathiansophon, Lecturer, International College, Suan Sunandha Rajabhat University,
Bangkok, Thailand,
E-mail: nalin.si@ssru.ac.th or nalin.sima@gmail.com*

ABSTRACT

Online marketing is becoming important tool for today's marketing technology. This mechanism helps marketers reach more target market while enhancing profit. For higher education, online marketing has been recently applied with office marketing tools in order to attract young students who like to search on online platform. The objective of this paper are to analyze online marketing environment of higher education in Thailand as well as to exploit strategy that best appropriated with improving online marketing in International College, Suan Sunandha Rajabhat University context. The sample in this study consists of 10 academic and supporting staffs currently working in International College and 5 students. The samples were obtained by using probability sampling method – samples were selected using population list then using simple random sampling. The instrument is interview questions. Data was analyzed using content analysis method.

The results illustrated that administrative environment could help the college to operate online marketing more efficient. Meanwhile external environment could facilitate the institute to effectively reach target market. To improve strategic environment, TOWS matrix model had been introduced. The college could maximize strengths in terms of creating reliable and attractive online marketing channels. They could also offset weaknesses by using opportunities to provide faster information with high level of accuracy. Moreover, threats could be avoid by providing up-to-date content in order to accomplish customer preferences. Finally, the interviews showed that students were likely to use social media to obtain information. Nevertheless, the usage of other online marketing channels, such as the college's website was quite low. Therefore, International College should promote the website through social media and provide clearer and deeper information in all channels.

Keywords—Higher education, Marketing strategy, Online marketing, TOWS analysis.

INTRODUCTION

Recently, marketing has proved to be important factor for a successful education institute. The high rate of competition has forced higher education to create strategic marketing plan for promote their institutes. One of the strategy includes Memorandum of Understanding or MOU with foreign universities to attract students who like to study abroad. This strategic plan is, indeed, a result from The General Agreement on Trade in Services (GATS). For Thai institutes, GATS put more pressure to them since it provides opportunity for foreign universities to open their education gate in Thailand. For instance, Thailand-Australia Free Trade Agreement (TAFTA), which is an agreement on high education between Thailand and Australia, provides a good chance for Thai students to get Australian degree while study in Thailand. Thus, Thai education institute should enhance their education standard to compete with these foreign education institutes [1].

To improve education quality, an institution should combine various inputs together, such as administration, management, human resource, skills of lecturer, capital as well as student [2]. Method of improvement must be flexible with the focus on process by adopting business model to manage budget and risk [3]. This is the concept of 'students are customers' which concentrates on customer-driven marketing strategy to maximize customers' satisfaction.

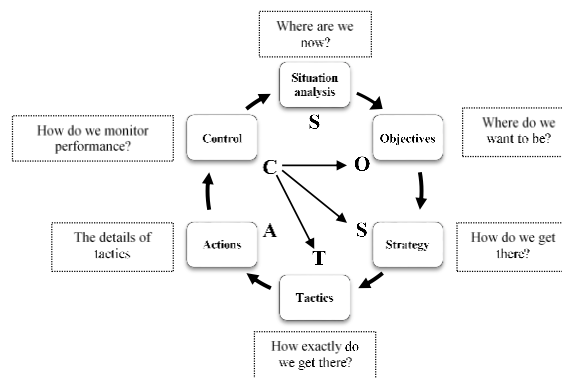
LITERATURE REVIEW

1.1 Online Marketing Concept

Traditionally, marketing means the way that a company uses to satisfy customers' wants or needs. However, the new trend of marketing has been focused on maximizing value of product or service to customers according to their preferences [4]. There is a gradually increase in the usage of marketing via online platforms. Online marketing is, therefore, combining technology with marketing strategy in order to distribute product or service to the hand of customers efficiently [5]. Normally, there are two types of online marketing used within a company: click-only and click-and-mortar. Click-only refers to companies that has established only on online platforms, no physical location. Click-and-mortar, on the other hands, means companies that a physical location for their operations. This type of online marketing allows firms to pursue a various marketing channels - applying online marketing with off-line marketing.

Lately, online marketing principles has put more focus on content and the process of creating online marketing. The process of identifying online strategy can be done through SOSTAC Model as the figure shown below [6].

Figure 1
SOSTAC Model



This model, firstly, requires a firm to evaluate their market situation, market positioning, and level of competition in order to specify marketing strategy. Secondly, objectives of doing a business need to be identified. Thirdly, analyze the target customers and marketing strategy according to the objectives. Then, the company need to find the tactics of pursuing marketing strategy and written it as a plan. Lastly, take action of the plan while controlling all functions of management as well as evaluate outcome and get the feedback from customers.

At the same time of setting a marketing plan, data collection and analysis method should also be set. There are many methods to collect data statistically, such as questionnaire, poll, log files, cookies, or web stat. As a result, this data would be analyzed to further generate appropriated online marketing channels for a firm.

1.2 SWOT Analysis

SWOT analysis is one of the method of collecting information from internal and external environment related with a company performance. Strength and weakness explain situation within the company while opportunity and threat refer to external changes outside the company that might affect the firm in the future. These information is required when a company identify its marketing strategy [7]. To develop online marketing strategy, TOWS matrix should be used to enhance weakness using strength, and resolve threat using opportunity. The TOWS matrix is illustrated in the table below [8].

Table 1
TOWS Matrix

Internal Environment External Environment	Strength	Weakness
Opportunity	SO - Matching Approach Using strength to obtain the new competitive opportunity	WO - Off-Set Approach Using existing opportunity to improve weakness
Threat	ST - Covering Approach Using strength to cover organizational objectives from threat	WT - Mitigation Approach Minimizing or mitigating threat that may affect organizational objectives

This TOWS matrix explains solution approach after doing SWOT analysis. It can tell how a company should maximize its strength through new opportunity as well as when a company should leave the market. Thus, a company can use this matrix to select the appropriate approach for their marketing strategy.

1.3 Marketing in Education Sector

The turning point of educational buyer behavior may, perhaps, come from the concept of 'student is customer.' This concept has increased a tension of competition in education sector. Reduction of budget supported by the government as well as education quality management are the main factors that forcing many institutes to promote their colleges or universities through modern marketing channels [9]. Nevertheless, understanding customers' preferences is important to identify their behaviors. Often, the customer who satisfy with product or service will recommend it to others [10]. Buyer behaviors also affect marketing activities, such as product features, and marketing strategy for a specific target group. Marketer will research these target market and identify marketing activity that satisfy customers' needs and wants.

In order to manage higher education system, administrative in terms of supporting function and academic function are needed [11]. Supporting function includes regulate code of conduct, manage internal administrative, writing a strategic plan, establish community relationship, deal with paper work, and manage budgeting and funding. Academic function refers to teaching standard, curriculum management, student enrolment, teaching and learning environment, lecturer management, student and academic affair, and organizational relation management. Marketing is used to support the main functions of education system, particularly finding fund and student enrolment. Due to the reduction of birth rate trend in Thailand, an institution needs to develop marketing strategy to attract more customers [12]. To develop marketing strategy, an institution can apply 4Ps of traditional marketing mix with 3Ps: producer, purchasers and probing [13]. To increase revenue, therefore, an institution should carefully design appropriated courses, budget, and marketing communication, in order to compete in high competitive market. In this case, applying online marketing would be an appropriated choice for an institute that has less investment. However, they still need to consider basic

infrastructure, such as Internet access, hardware and software for pursuing online marketing communication [14].

METHODOLOGY

This paper is based on a social science research using qualitative method. Data has been collected by interviewing from stakeholders; supporting staff, academic staff, and students. A sample group consists of 15 people and has been selected using simple random sampling from name lists of three stakeholders. The interview has been conducted using semi-structure interview questions. The questions had been divided into four main themes: internal environment, external environment, factors associated with online marketing communication channels, and factors associated with online marketing content. The data had been analyzed using content analysis.

RESULTS

2.1 Internal and External Environmental Analysis

The result of analysis in internal and external environment of online marketing is shown on the table below.

Table 2
Environmental Analysis

Type of environment	Summary of Finding
Internal Environment	
1. Online Marketing Administration	The administration of online marketing relies on Public Relation Division, which means it is easy to control and manage online marketing function. Information and data provided on the website must pass the permission from the head of PR Division.
2. Online Marketing Communication	It is the fastest way to communicate marketing with target market. Even though it is fast, an institute should increase a variety of choice of marketing communication to reach all targets at once.
External Environment	
1. Social factor	There is an increasing rate of adopting online marketing among higher education. The trend of connecting with others through online is an up-coming strategy that an institute can apply to reach the wide range of target group.
2. Economic factor	Applying online marketing gives a benefit to middle income families since it incurs lower cost for them to gather information about an institute when comparing with offline marketing.
3. Competition factor	Due to an increase in competition, education institutes should provide wide variety of marketing communication and public relation online. These channels should also be able to provide further information about course, program, tuition fee, etc. to students and parents.

According to the internal environmental assessment, managing online marketing system in International College is flexible because there is only one division control the system. However, in-depth information about programs or courses still needs to be enhanced. The program should take an information provider role while Public Relation Division should take only a publication role. On the other hands, external environment shown that middle income families can take benefit of online marketing to find information faster and lower cost than other methods.

2.2 SWOT Analysis

The environmental assessment can be summarized in SWOT analysis. The flexibility of system management and up-to-date information are the main strengths of online marketing strategy applied by International College. Using pictures and other graphics can attract young target market. Moreover, cost of online marketing is lower than other types of marketing communication. With the improvement of standard infrastructure in suburb areas, opportunity to introduce the college to wide range of customers is growing. Since the cost of internet is lower, customers can obtain information whenever and wherever they want. Although the college provides information on online channels, it could not cover all detail of each program. Furthermore, the variety of online marketing channels should be improved to reach the large number of customers. For threats, the competition has put more pressure on higher education institutes in terms of their marketing fund. To target more customers, they need to invest lots of money for marketing activities. This, in turn, increases cost of maintaining trust on the online marketing system to those institutes.

From the SWOT analysis, the author has developed TOWS Matrix to apply with marketing strategy of International College [15]. The TOWS Matrix can be concluded in the table below

Table 3
SSRUIC TOWS Matrix

<p>Internal Environment</p>	<p>Strengths</p> <ol style="list-style-type: none"> 1. Accuracy and flexibility of online marketing system 2. Control by Public Relation Division 3. Up-to-date information 4. Attractive graphics 5. Low cost when comparing with other marketing communication channels. 	<p>Weaknesses</p> <ol style="list-style-type: none"> 1. Too general detail of each program 2. Less variety of channels
<p>External Environment</p> <p>Opportunities</p> <ol style="list-style-type: none"> 1. Increase accessibility of infrastructure (i.e. internet) 2. Growth rate of online marketing users 	<p>SO - Matching Approach</p> <p>Use progressive marketing approach by put more pictures and graphics to attract potential customers.</p>	<p>WO - Off-Set Approach</p> <ol style="list-style-type: none"> 1. Expand channels of online marketing to cover wide range of customers. 2. Provide in-depth information for each program including activities, news, blog, and announcement
<p>Threats</p> <ol style="list-style-type: none"> 1. High competition within higher education market 2. Perception of trust on the online marketing system through the eyes of customers 	<p>ST - Covering Approach</p> <p>Due to high accuracy of the system controlled by Public Relation Division, information provided in all online marketing channels can gain high trust from customers.</p>	<p>WT - Mitigation Approach</p> <p>Minimize the effect of competition by promote each program progressively through wide range of marketing channels, including offline marketing channel.</p>

TOWS Matrix, therefore, provides alternative approach that International College can use to compete with other institutes. Increasing strengths while off-setting weaknesses could increase the chance that customers will know the college. High accuracy of system would increase trust from customers, which will lead to a high reputation in the future. Moreover, keeping information up-to-date is the most important task in promoting the college.

CONCLUSION AND RECOMMENDATION

From the SWOT analysis, the system has high accuracy rate because it is controlled by Public Relation Division. However, there should be more information provided in all marketing channels. Furthermore, high competition means customers have low switching cost of accessing information via online marketing channels. The results from TOWS Matrix shown that International College has an effective online marketing strategy. The college has adopted progressive approach to increase number of customers. Although there are threats from external environment, International College can minimize it with the strengths. Therefore, the college should promote the programs in a variety of channels, such as social media, website, as well as other offline channels in order to obtain more customers from this high competitive market.

ACKNOWLEDGEMENT

This research would not be possible without the support of many people. The author would like to thank Assistant Professor Dr. Krongthong Khairiree who were offered a valuable assistance, support and guidance with this paper. Special thanks also to Associate Professor Chaweewan Kaewsaiha for giving insightful suggestions on interview questions. I would also like to show the greatest appreciation to Ms. Naichanun Maneerat, owner of Chezmoi Handicraft and Homestay for giving information about online marketing strategy and business model. Furthermore, I would like to express gratitude to Suan Sunandha Rajabhat University to give me a supportive of both fund and suggestion in every step. Last but not least, I want to thank my parents for their endless love and support for this paper.

REFERENCES

- [1] United Nations Educational, Scientific and Cultural Organization (2006), "Higher Education in South-East Asia. Bangkok", *The UNESCO Asia and Pacific Regional Bureau for Education*.
- [2] Sjöholm, Fredrik (2002), "Educational Reforms and Challenges in Southeast Asia", *Stockholm School of Economics*, Sweden.
- [3] Simasathiansophon, Nalin (2016), "Challenges of e-marketing implementation on Thai SMEs", *4th International Conference on Actual Economy: Local Solutions for Global Challenges*, Pp. 99-102.
- [4] Chaffey, Dave (2009), "E-business and E-Commerce Management: Strategy, Implementation, and Practice", *Pearson Education*, 4th ed., Harlow, Pp. 418.
- [5] Kotler, Philip & Armstrong, Gary (2012), "Principles of Marketing", *Pearson Education*, 14th ed., New Jersey, Pp. 509.
- [6] Smith, P. Russell and Taylor, Jonathan (2004), "Marketing Communications: An Integrated Approach", *Kogan Page*, 4th ed., London, Pp. 33-50.
- [7] McDonald, Malcolm & Morris, Peter (2012), "Marketing Plans: A Complete Guide in Pictures", *Wiley*, Great Britain, Pp. 23.
- [8] Weilrich, Heinz (1982), "The TOWS Matrix - A Tool for Situational Analysis", *Journal of Long Range Planning*, Vol. 15, No. 2, Pp. 54-66.
- [9] Rangkasiri, Tippakorn, Sangsuwan, Tanawan & Nilasuk, Prutchayanan (2015), "Marketing Perspective: Student is customer", *Chulalongkorn Business Review*, Vol. 36, No. 141, Pp. 18-21.
- [10] Hawkins, Del I., Best, Roger J. & Coney, Kenneth A. (2004), "Consumer Behavior: Building Market Strategy", *McGraw-Hill*, 9th ed., New York, Pp. 27.
- [11] Knowles, J. P. (1970), "Handbook of College and University Administration", *McGraw-Hill*, USA.

- [12] Kotler, Philip & Armstrong, Gary (1994), "Marketing Management: Analysis, Planning, Implementation, and Control", *Prentice-Hill*, New Jersey, Pp. 31.
- [13] Fine, Seymour H. (1990), "Social Marketing: Promoting the Causes of Public and Nonprofit Agencies", *Allyn and Bacon*, MA, Pp. 4-5.
- [14] Gangeshwer, D. K. (2013), "E-Commerce or Internet Marketing: A Business Review from Indian Context", *International Journal of u-and e-Service*, Science and Technology, Vol. 6, No. 6, Pp. 187-194.
- [15] Simasathiansophon, Nalin (2016), "Guideline and Mechanism of Online Marketing Strategy Development in International College, Suan Sunandha Rajabhat University", *Suan Sunandha Rajabhat University*, Bangkok.