

International Academic Multidisciplinary Research Conference 2017

Proceeding of

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

*Berlin, Germany
23 – 25 October, 2017*

THE 2017 ICBTS



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

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Conference Proceedings

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HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE**

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Conference Three Themes

The International Business Tourism and Applied Sciences Research Conference

The International Education Social Sciences and Humanities Research Conference

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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

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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
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- Tourism Development Policy and Planning
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- Health care Management
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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).

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2017 ICBTS CONFERENCE BERLIN PROGRAM

The 2017 ICBTS International Multidiscipline Research Conference	
23 October 17 9.00- 09.30 (M)	REGISTRATION & WELCOME Welcome meeting at The Park Inn by Radisson Berlin City West, Germany
	Academic Advisory & Session Chair Professor Dr. Kai Heuer, Germany Dr. Hen Friman, Israel
23 October 17(M)	Session A
23 October 17(M) 09.00-10.30 (M)	<p>Session A1</p> <p>Paper 1(23) DEVELOPMENT FOR 21ST CENTURY SKILLS BY USING PROCESSES OF RESEARCH BASED LEARNING Asst. Prof. Poonyapon Chanfoy</p> <p>Paper 2(24) ACTIVE LEARNING BY USING PROCESSES OF PROBLEM BASED LEARNING Asst. Prof. Suphanwadee Waiyaroop</p> <p>Paper 3(27) ORGANIZED ACTIVE LEARNING BY INSTRUCTIONAL MODEL WITH PROJECT BASED LEARNING Asst. Prof. Sirimaneer Banjong</p> <p>Paper 4(29) PARTICIPATORY LEARNING: FROM THEORY TO PRACTICE IN PSYCHOLOGY FOR TEACHER COURSE Mr. Panuwat Sivaskunraj</p> <p>Paper 5(35) PROBLEM-BASED LEARNING WITH MATHEMATICS TEACHING: PRINCIPLES AND GUIDELINES Mr. Teerawit Tinprapa</p> <p>Paper 6(132) LANGUAGE TEACHING AND LEARNING OPINIONS ON CULTURAL DIVERSITY Awwal Ibrahim Dansadau</p>
10.31 - 10.45	Morning Break
10.46 - 12.00	<p>Session A 2</p> <p>Paper 1(36) RB : THE DEVELOPMENT OF LEARNERS' LEARNING SKILLS Mrs. Teeraporn Plailek</p> <p>Paper 2(37) THE NATURE AND USE OF RESEARCH-BASED LEARNING FOR ENHANCING PRE-SERVICE TEACHERS' RESEARCH SKILLS Dr. Sasiporn Phongploenpis</p> <p>Paper 3(33) TECHNIQUE OF FOLLOW UP ON WORK PROGRESS IN OFFICE ADMINISTRATION Miss Nipawan Tharasak</p> <p>Paper 4(39) THE STUDY OF TECHNOLOGY ASSISTED OFFICE ADMINISTRATION OF SUANSUNANDHARAJABHAT UNIVERSITY Miss Suntaree Patcharaprateep</p>

	<p>Paper 5(144) Examining Motivation to Teach Levels of Pre-Service Teachers in Terms of Some Variables Ipek Som Onal</p>
12.01-13.00	Lunch Break
13.01-15.00	<p>Session A 3</p> <p>Paper 1(9) ACTING AS A TOOL TO EXPRESS POWER OF MEDIUM Dr. Kusuma Teppharak</p> <p>Paper 2(10) EQUIPMENT DESIGN TO CREATE TIE-DYE FABRIC PATTERN Mr. Tanutpong Phriwanrat</p> <p>Paper 3(11) WICKERWORK PROCESS ANALYSIS APPLY FOR HOME DECORATION DESIGN: PRANEE HANDICRAFT SING BURI THAILAND Mr. Akapong Inkuer</p> <p>Paper 4(12) SOUVENIRS DESIGN FROM ARTS AND CULTURAL Mr. Noppadon Sangwalpetch</p> <p>Paper 5(13) THAI PERFORMING ARTS IN KING PRAJADHIPOK'S LAWS Asst. Prof. Manissa Vasinaron</p> <p>Paper 6(116) ESL Basic Learners: Personal Histories of Writing Ketskanda Jaturongkachoke and Supat Kookiattokoon and Supamit Chanseawrassamee</p> <p>Paper 7(150) Feasibility Study of Implementation of Coaching in Training of Nurses in Bahman hospital in Tehran (IRAN) Associate Prof. Dr. Mohammad Ghahramani and Fatemeh Hydari</p> <p>Paper 8(127) Renewable Energy by Project-based learning Hen Friman and Idan Halbi and Ifaa Banner and Bosmat Shalom-tuchin and Yulia Einav</p>
15.00- 15.15	Afternoon Break
15.16- 17.00	<p>Session A 4</p> <p>Paper 1(14) FABRIC PRINTING DESIGN OF SARONG AS A RESULT OF A STUDY OF TEXTILE PATTERNS OF LAO-SONG (THAI SONG DAM), SUPHAN BURI PROVINCE Mr. Suwit Sadsunk</p> <p>Paper 2(15) THE ART OF THE FABRIC PATTERN DESIGN BY STUDYING THE WOODEN CARVING ON GINGERBREAD IN VIMANMEK MANSION IN THAILAND Mrs. Chanoknart Mayusoh</p> <p>Paper 3(17) A WESTERN TREATMENT OF NONWESTERN NATIONAL IDENTITY: A CASE STUDY OF <i>THE KING AND I</i> Asst. Prof. Dr. Chutima Maneewattana</p> <p>Paper 4(16) MAINTAINING SIGNIFICANCE OF REALIA IN TRANSLATED PLAY Dr. Nataporn Rattanachaiwong</p> <p>Paper 5(40) THE EXPOSURE AND SATISFACTION OF THE GRADUATE STUDENTS FOR THE CHANNAL OF THE INFORMATION AT SUANSUNANDHA RAJABHAT UNIVERSITY Miss Netdao Yooyong</p> <p>Paper 6(128) AN EVOLUTION PERSPECTIVE ON THE ROLE OF UNIVERSITIES IN REGIONAL INNOVATION</p>

	Jong-Ho LEE Paper 7(124) PLANNING SCHOOL FEEDING POLICY TOWARDS ECONOMIC DIVERSIFICATION IN AFRICA Shuaibu Saminu
23 October 17(M)	Session B
23 October 17(M) 09.00-10.30 (M)	<p>Session B1</p> <p>Paper 1(1) “SPIRITUAL TOURISM” THE NEW TOURIST DESTINATION FOR THAI TOURISM CASE STUDY IN “WAT TATON” CHAING-MAI THAILAND Dr. Supakit Mulpramook</p> <p>Paper 2 (3) THE STUDY ON MEDIA EXPOSURE BEHAVIOR IN POLITICAL ISSUES OF UNIVERSITY STUDENTS Mr. Veerapon Vongprasert</p> <p>Paper 3 (5) THE STUDY OF THE PARTICIPATION OF THE PRESIDENT OF STUDENT COUNCIL ELECTION, UNDERGRADUATE PROGRAM, SUAN SUNANDHA RAJABHAT UNIVERSITY Asst. Prof. Dr. Sudabhorn Arundee</p> <p>Paper 4 (8) ROLE OF PROVINCIAL GOVERNOR IN CONTROL OF LOCAL ADMINISTRATION ORGANIZATIONS : CASE STUDY NONGBUALAMPHU PROVINCE Dr. Barameeboon Sangchan</p> <p>Paper 5 (18) FINANCIAL STABILITY IN SAMUT SONGKRAM FROM HOUSEHOLD SAVING POTENTIAL Dr. Krisada Sungkhamanee</p> <p>Paper 6 (104) THE IMPACT OF “PIPELINE DIPLOMACY” ON CONFLICT RESOLUTION IN THE CAUCASUS-CASPIAN REGION-THE CASE OF AZERBAIJAN AND AFGHANISTAN Dogan Girgin</p>
10.31 - 10.45	Morning Break
10.46 - 12.00	<p>Session B 2</p> <p>Paper 1 (21) HOTEL BUSINESS DEVELOPMENT WAY TO REACH SERVICE STANDARD FOR SUPPORTING SENIOR TOURISTS IN THE AREA OF AMPHAWA DISTRICT, SAMUTSONGKRAM Miss Benjaporn Yaemjamuang</p> <p>Paper 2 (22) KNOWLEDGEMANAGEMENT FOR WRITING RESEARCH PROPOSAL Miss Wanvisa Saisanan Na Ayudhaya</p> <p>Paper 3 (26) UNIVERSAL DESIGN FOR WARD PATIENTS GOVERNMENT HOSPITAL Mrs. Jitravadee Roongin Kunkar</p> <p>Paper 4 (2) THE DIFFERENCES OF SOCIAL AND POPULATION FACTORS TOWARDS TOURISTS’ ATTITUDES TO STAYING AT GREEN HOTELS IN BANGKOK Dr. Rumpapak Luekveerawattana</p> <p>Paper 5 (111) MEDIATISATION OF URBAN PLANNING AND THE PUBLIC SPHERE: TOWARDS ENABLING AND JUST PLANNING PROCESS CASE OF EGYPT Mennatullah Hendawy</p>

12.01- 13.00	Lunch Break
13.01-15.00	<p>Session B 3</p> <p>Paper 1 (30) THE DEVELOPMENT OF ONLINE ADMISSION FOR GRADUATE STUDENTS, SUAUN SUNANDHA RAJABHAT UNIVERSITY Miss Khatcharin Thapthimthet</p> <p>Paper 2 (28) ORGANIZED ACTIVE LEARNING BY CREATIVE BASED LEARNING Mrs. Chompunuj Limlertmonkol</p> <p>Paper 3 (31) KNOWLEDGE MANAGEMENT FOR THE GUIDELINES OF INFORMATION RESOURCE ACQUISITION: A CASE OF ACADEMIC RESOURCE CENTER, SUAN SUNANDHA RAJABHAT UNIVERSITY Acting Sub Lt. Nitima Kaewmanee</p> <p>Paper 4 (19) VITAL FACTORS OF RECENTLY GRADUATES FOR APPLYING JOBS IN ASEAN LABOR MARKET Dr. Natnaporn Aeknarajindawat</p> <p>Paper 5 (25) KNOWLEDGE MANAGEMENT: GUIDE TO WRITE A RESEARCH PROPOSAL Miss Yanika Chuentako</p> <p>Paper 6 (34) KNOWLEDGE ON FOLLOWING-UP AND RECORDING ACCORDING TO PERSONNEL DEVELOPMENT TRAINNING Miss Supassawee Morakul</p> <p>Paper 7 (114) AGRICULTURAL TRADE UNDER WTO REGIME: OPPORTUNITIES AND CHALLENGES Dr. MOHD ADIL</p> <p>Paper 8 (115) RACE OF RELIGIONS AND THE RICE OF RADICALISM IN WEST PAPUA INDONESIA Umar Werfete and Suparto Iribaram</p>
15.01 - 15.15	Afternoon Break
15.16 - 17.00	<p>Session B 4</p> <p>Paper 1(7) DEVELOPMENT OF A SOLUTION TO THE TRAFFIC ISSUES INSIDE SUAN SUNANDHA RAJABHAT UNIVERSITY Mr. Wichar Kunkum</p> <p>Paper 2 (6) THE STUDY OF SATISFACTION OF THE DEVELOPMENT OF GRADE VALIDATION SYSTEM BASED ON CURRICULUM STRUCTURE, UNDERGRADUATE STUDENTS, SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Wanwika Sattaworn</p> <p>Paper 3 (32) DEVELOPMENT OF THE “I” SYSTEM FOR THE CORRECTION OF INTERNET LEARNING VIA THE INTERNET SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Pinyaphat Kongsorn</p> <p>Paper 4 (38) KNOWLEDGE MANAGEMENT FOR PROCESS DEVELOPMENT: INFORMATION RESOURCES CLASSIFICATION AND CATALOGING IN THE LIBRARY OF SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Supaporn Wongsa</p> <p>Paper 5 (4) THE STUDY OF APPLICANTS’ SATISFACTION OF UNIVERSITY ADMISSION SYSTEM : UNDERGRADUATE LEVEL, SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Chontiya Ledanan</p>

	<p>Paper 6 (116) THE EFFECTIVENESS OF USING GAMES IN LEARNING ENGLISH VOCABULARY: AN ANALYTIC IN THE SAUDI ARABIAN CONTEXT Ayedh Dhawi Mohammed Almohanna, Saudi Arabia</p> <p>Paper 7 (133) SOCIAL MEDIA AND ARABIC: CODE-SWITCHING AMONGST ALGERIAN STUDENTS LIVING IN THE UK Linda Merzougui</p>
24 October 17(T)	Session C
24 October 17 (T) 09.30 – 10.30	<p>Session C1</p> <p>Paper 1(48) GERMAN LEADERSHIP IN EU FOREIGN POLICY AFTER EUROZONE CRISIS? Merve Yavuz</p> <p>Paper 2 (7) CULTURAL AND ART EDUCATION: A MEANS FOR SOCIAL STABILITY IN NORTHERN GHANA Dr. Eric Appau Asante and MAVIS DONKOR</p> <p>Paper 3 (53) INNOVATIVE ACADEMY PROJECT -DISINFECTION OF EFFLUENTS WITH RENEWABLE ENERGY Hen Friman and Faina Nakonechny</p> <p>Paper 4 (61) EDUCATION, BUSINESS AND AGRICULTURE: AN INTEGRATION FOR ECONOMIC TRANSFORMATION IN DEVELOPING NATIONS- THE NIGERIAN EXPERIENCE Dr. Matthew Ojong Achigbe</p>
10.31 – 10.45	Morning Break
10.46 - 12.00	<p>Session C2</p> <p>Paper 1(57) EXPLORING THE EFFECT OF TECHNOLOGY SUPPORTED COLLABORATIVE LEARNING ON CREATIVE THINKING SKILLS OF PRE-SERVICE TEACHERS Erhan ÜNAL and Fatih ÖZDİNÇ</p> <p>Paper 2 (64) ASTIN THEORY AND SOCIAL NETWORKS Dr Elham Akbari and prof Hamid Abdollahian</p> <p>Paper 3 (50) EFFECT OF PAUL THE PERSIAN'S LOGICAL WORKS ON AL-MANTIQ BY IBN AL-MUQAFFA Seyedmohammadreza Azarkasb</p> <p>Paper 4 (136) THE NECESSITY OF REGIONAL ECONOMIC INTEGRATION: A LESSON FOR SOUTH ASIA? Md. Rajin Makhдум Khan and Faizah Imam</p> <p>Paper 5 (137) AN INVESTIGATION OF SENSORY LEARNING STYLES USED BY KURDISH EFL STUDENTS AT UNIVERSITY LEVEL Dr. Hoshang Farooq Jawad and Mr. Salahaddin Saeed Khidr</p>
24 October 17(T)	Session E

<p>24 October 17 (T) 09.30 – 10.30</p>	<p>Session E1 Paper 1(141) TOURISM STRATEGY IN THE SUN TRIANGLE ANALYSIS WITH THE THEORY BASED ON RESOURCES AND INSTITUTIONAL THEORY José G. Vargas-Hernández and Lic. Ana Yanetly Arias Orozco, Mexico Paper 2 (144) CONTRADICTIONS AMONG STUDENTS OF BEING MALES AND FEMALES IN LEARNING ENGLISH AS A FOREIGN LANGUAGE. Amina Babou, Algeria Paper 3 (145) THE RELATIONSHIP BETWEEN SYSTEM OF SUGGESTIONS AND THE PRODUCTIVITY OF HUMAN RESOURCES: A CASE STUDY OF TEHRAN PROVINCE GASCO Ali Aolatshah, Iran Paper 4 (120) BLEMISHES IN SYLLABUS DESIGNING OF ENGLISH AT PRIMARY LEVEL OF EDUCATION IN PAKISTAN: AN OBSTACLE IN ATTAINING LANGUAGE PROFICIENCY Zohaib Zahid and Dr Mamuna Ghani, Pakistan</p>
<p>10.31 – 10.45</p>	<p style="text-align: center;">Morning Break</p>
<p>10.46 - 12.00</p>	<p>Session E2 Paper 1 (158) TRAVELING THROUGH THE TOURISM PROMOTION TERMINOLOGY: CONSIDERATIONS UPON THE ADOPTION OF ENGLISH TERMS IN THE OFFICIAL WEBSITES OF ROME, MILAN, LUGANO AND BELLINZONA. Claudia Maria ASTORINO Paper 2(31) ADVANCING SUSTAINABLE AGRO-TOURISM IN THE WESTERN BALKANS: INSIGHTS FROM THE KATUN PROJECT Djurdjica Perovic and Sanja Pekovic andTatjana Stanovcic andJovana Vukcevic, Montenegro Paper 3 (163) SHARING ECONOMY: THE ESTABLISHMENT OF ORGANIZATIONAL IDENTITY OVERTIME, CONSIDERING IDENTIFY CLAIMS AND LEGITIMACY GRANTING João Miguel O. Cotrim and Prof. Francisco Nunes Paper 4 (143) REGENERATING PATRIARCHY: A STUDY ON GEORGE ORWELL'S VIEWS ON WOMEN AND FEMALE CHARATER Khaled Zouaoui Paper 5 (154) SATISFACTION OF INDIVIDUAL LEARNING NEEDS IN THE INTEGRATED TEACHING/LERNING MODEL IN PRIMARY SCHOOL Professor Anita Petere</p>
<p>12.01</p>	<p style="text-align: center;">Conference Close</p>
<p>23 -24 October 17</p>	<p style="text-align: center;">Participation and Discussion</p> <ol style="list-style-type: none"> 1. Dr. Mustafa Arslan., Georgia, 2. Dr. Dr Olufemi Aramide, Nigeria 3. Dr. Asif Iqbal, China 4. Professor Wang Zhuquan, China 5. Dr. Sumit Kumar dey, India
<p>25 October 2017</p>	<p style="text-align: center;">Free day for Participants</p>

THE DEVELOPMENT OF ONLINE ADMISSION FOR GRADUATE STUDENTS, SUAUN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

In reference to the results of knowledge exchange among members of education service group including personnel responsible for student enrollment in such offices as Academic Services, College of Innovation and Management, School of Graduates, and Demonstration School, the online admission system for undergraduate students is a key factor for the increase of the number of student enrollment. The purpose of this study is, therefore, to develop the online admission system for graduate students to satisfy service users. Method of the study includes setting up knowledge exchange group including personnel responsible for student enrollment from Education Service Unit, and Faculties/Colleges to pass on experiences and exchange knowledge to gain techniques and knowledge for the efficient development of online admission system for graduate students satisfying service users. The research results include guidelines for administrators and related persons to make use of the innovation and technology for the improvement and development of efficient online admission system for graduate students which could increase the number of graduate students.

Knowledge Cycle Management Process From the production of knowledge. Bring knowledge to the store. Bring out And use that knowledge to benefit the organization as follows.

1. The system to recruit candidates. Graduate level Through the Internet. Can be a channel that applicants must access through the University website. To increase the number of visitors to the site, which affects the ranking of universities from the "Webometrics Ranking of World Universities" or "Ranking Web of World Universities" and meet the University's policy and direction. On the topic of being a university 1 of Rajabhat.

2. Admission System Graduate level Through the Internet, the database is designed to be used to plan student admissions. Plan the examination And can report the number of candidates immediately.

3. Admission System Graduate level Through the Internet. Where the agency can Bring knowledge to those who are interested in applying. Graduate level It is a better development process. From the original self-examination. Developed to use the Internet to help. Reduce the procedure. Reduce the length of your application. Quick and easy to pay. Both practitioners. And target customers Quick access to applicant information.

Keywords: Online Admission System, Graduate Level, Suan Sunandha Rajabhat University

INTRODUCTION

Educational Service Office includes 6 units, namely 1) Curriculum and Instruction, 2) Student Enrollment, 3) Registrar, 4) Internship Training, 5) Grade Results, and 6) Validation of the Educational Completion and Degree Approval including important educational documents. However, due to the needs to develop efficient online admission system for postgraduate level, Education Service Group is formed. The group members include personnel from 13 units, namely 1) Education Service Unit, 2) Faculty of Science and Technology, 3) Faculty of Humanities and Social Sciences, 5) Faculty of Fine Art, 6) Faculty of Management Sciences, 7) Faculty of Education, 8) College of Graduate Studies, 9) College of Innovation and Management, 10) International College, 11) College of Logistics and Supply Chains, 12) Learning Center, Nakhonpathom Province, and 13) Demonstration School, Suan Sunandha Rajabhat University. The members of the group have jointly uncovered lessons from members with high experiences and skills to gain tacit knowledge for knowledge exchanging, which is the development of the online admission system for postgraduate level. The screening of new students in postgraduate level is important to allow qualified candidates base on the curriculum to further their study at School of Graduate, Suan Sunandha Rajabhat University. The online admission system for postgraduate level is developed by using problems found in the online admission system for undergraduate level to improve the present function efficiently.

OBJECTIVE

1. To develop the online admission system for postgraduate level, Suan Sunandha Rajabhat University
2. To increase the efficient channel for student enrollment, postgraduate level, Suan Sunandha Rajabhat University
3. To employ knowledge gained from the development of online admission system for postgraduate level, Suan Sunandha Rajabhat University in further research

RESEARCH SCOPE

3.1 Scope of area includes the online admission system for postgraduate level, Suan Sunandha Rajabhat University @ www.reg.ssrui.ac.th

3.2 Scope of content include the overall development of the online admission system for postgraduate level, Suan Sunandha Rajabhat University. The details are as follows;

3.2.1 creating database of candidates for postgraduate level in the system

3.2.2 activating the online admission system

3.2.3 writing a report concluding the number of candidates paying for the admission fee to arrange written test, interview test, and practical test

3.2.4 conducting the interview test to screen new students

3.2.5 registering new students

3.3 Scope of time for knowledge exchanging concerning the online admission system for graduate level, Suan Sunandha Rajabhat University (From April – September 2017)

RESEARCH CONCEPT

To exchange knowledge concerning the development of online admission system for postgraduate level, Suan Sunandha Rajabhat University, group members have reviewed related literature, notions, theories, and researches to gain research guidelines as follows;

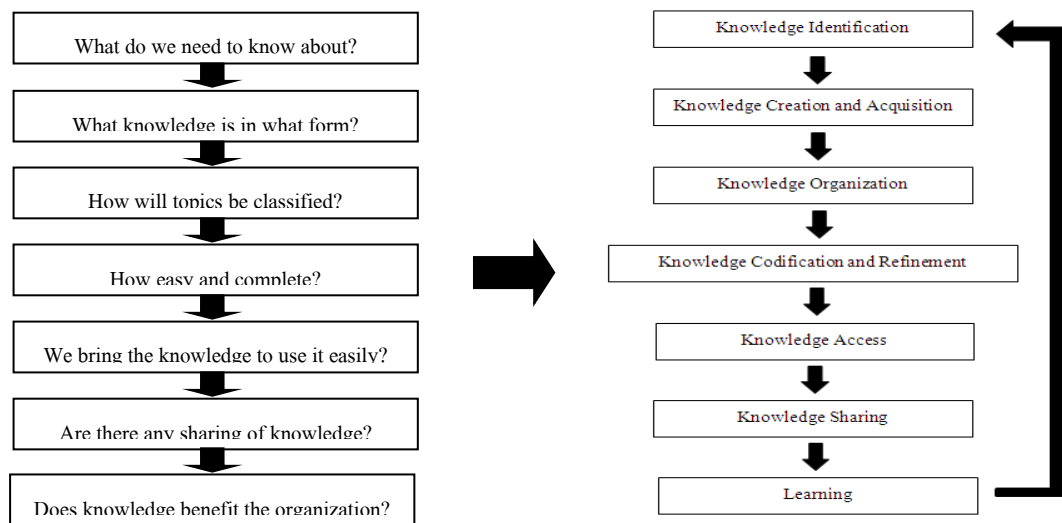


Figure 1. Knowledge Management Process [2]

The process is one that will help organizations understand the steps that caused the knowledge management process. Or for the development of knowledge that takes place within the organization consisting of seven steps.

1. Knowledge Identification - It is considered that the vision / mission / goal is to achieve a goal. We need to know, Now we know what, In any form, Is one.

2. Knowledge Creation and Acquisition - The creation of new knowledge, Knowledge from the outside, Keeping the old knowledge, Get rid of knowledge is no longer valid.

3. Knowledge Organization - A structured knowledge to prepare for the retention of knowledge. The future system

4. Knowledge Codification and Refinement - Improve the standard document format, Using the same language, Content update is complete.

5. Knowledge Access - It gives users access to the knowledge that they are looking for simple and easy as information technology (IT), Web board, The board's publicity.

6. Knowledge Sharing - How many cases are done by Explicit Knowledge may be documented, knowledge, information technology or may be made in case of Tacit Knowledge Systems. Cross-functional teams, quality and innovation activities, community learning, mentoring system, the switching tasks, Loans, the exchange of knowledge.

7. Learning - Should make learning part of the job. Causes the system to learn from Knowledge, the knowledge to use, to learn and experience new and renewable on an ongoing basis.

Admission system can be defined as follows;

Jaitip Cheauratanapong, (2007: p. 5) states that admission system can be defined as online admission system which is a complete system covering from student enrollment to reporting oneself as a student designed for university admission in various educational levels. [3]

Suwit Hirunkan and et al, (2008: p. 60-61) defines as the collection of various parts of the system with internal relationship and interaction, and the parts will work together as one to achieve the targeted goals. [4]

Related Research

Aphichart Kampoomprasert, (2015) conducted the research entitled the students' satisfaction of choice of study in undergraduate level, Faculty of Management Science, Suan Sunandha Rajabhat University (SSRU). The research purposes are to study and compare the students' satisfaction of choice of study in undergraduate level, Faculty of Management Science, SSRU. Samples selected by simple random sampling include 242 undergraduate level students, Faculty of Management Sciences, SSRU, academic year 2016 based on Krejcie and Morgan Table. Research tool is a questionnaire with Reliability Test using Cronbach's Alpha coefficient at .945. Statistics employed include Percentage, Mean, and S.D. The comparison of the students' satisfaction of choice of study in undergraduate level, Faculty of Management Sciences, SSRU classified by gender and educational qualifications, is analyzed by using Independent t-test, and One-way analysis of Variance, respectively.

The research findings are as follows;

1. The overall and item-analysis level of the students' satisfaction of choice of study in undergraduate level, Faculty of Management Sciences, SSRU, is in high level. The items with high mean scores ranging from high to low include the University's image, the welfare and services, public relation, and values, respectively.

2. The results of comparing the students' satisfaction of choice of study in undergraduate level, Faculty of Management Sciences, SSRU disclose that there is no statistical differences in overall level and item-analysis level of satisfaction among students with different gender and educational qualifications. [5]

METHODOLOGY

Data analysis

1. The process of online admission system of graduate level is refined and exchanged under the supervision of specialists by group members.



Figure 2. Focus group

2. Focus group was held for knowledge exchanging concerning the online admission of undergraduate students by group members.



Figure 3. Focus group

The results of focus group point out that the use of online admission system of undergraduate students for 3 years is convenient and fast. This leads to the increase of the applicants year after year. However, the traditional admission system of graduate students causes lots of problems. For example, the applicants who mostly are from upcountry spent more expenses on travel cost, and the lack of information about the university admission. This leads to the under-number of applicants which is behind the target. The online admission system for graduate students is, therefore, proposed to solve these problems. That is because the online system allows applicants to apply online by paying fees at any local bank, and this solve the problem concerning time and travel expenses.

Guidelines for the development of the online admission system for graduate students are as follows;

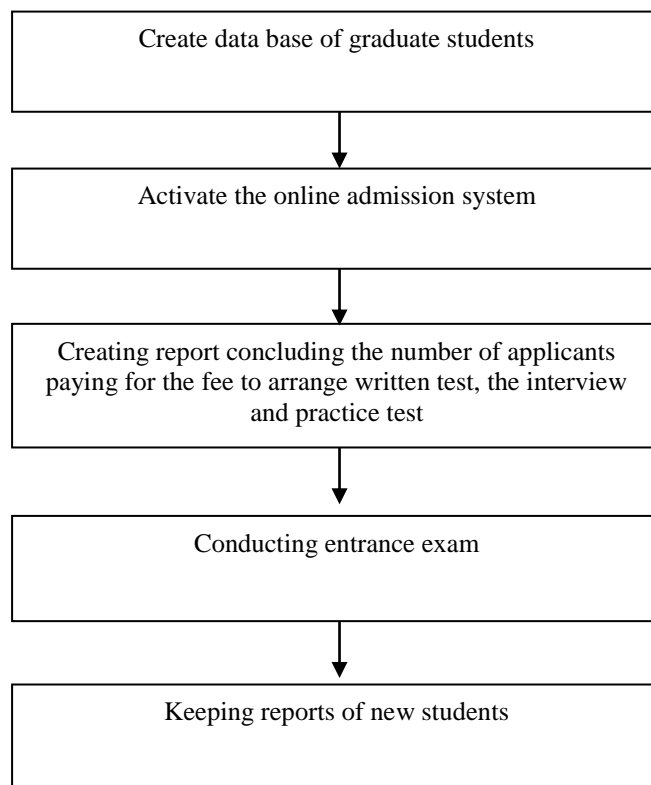
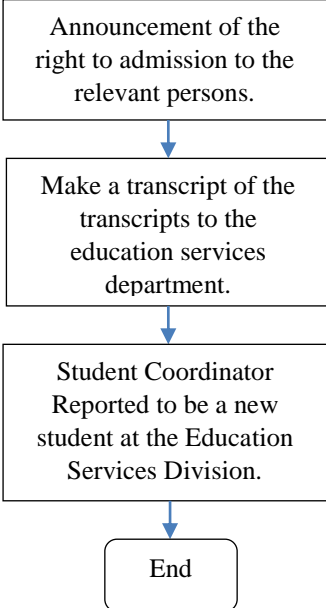


Figure 4. Guidelines for the development of the online admission system for graduate student

CONCLUSION

By exchanging lessons, the knowledgeable group has adopted the process / practice. In developing a new recruitment system. Graduate level (Via the Internet) can summarize the results of the exchange of learning in a new way.

The original process (Before learning)	New process (After learning)	Process Improvement Things
<pre> graph TD A[Begin] --> B[Make a calendar of admissions.] B --> C[New Student Recruitment Announcement] C --> D[Public relations] D --> E[Applying (apply by yourself)] E --> F[Summary Candidate List] F --> G[List of eligible candidates] G --> H[Report number of students to the subject. And a list of candidates for selection.] H --> I[Make a schedule for eligible candidates.] I --> J[Prepare documents for interview and practice exams.] J --> K[List of eligible applicants] </pre>	<pre> graph TD A[Begin] --> B[Make a calendar of admissions.] B --> C[New Student Recruitment Announcement] C --> D[Notify the applicant to apply.] D --> E[(Apply online.)] E --> F[Prepare a summary report on the number of applicants. And exam room] F --> G[List of eligible candidates on the Internet] G --> H[Take the examination] H --> I[List of eligible applicants] I --> J[Student Coordinator Reported to be a new student at the Education Services Division.] J --> K[End] </pre>	<ol style="list-style-type: none"> 1 . Create a database of graduate applicants in the system. <ol style="list-style-type: none"> 1.1. Applicant Type 1.2. Fields of application 1.3 Payment Information Transfer Menu 2. Report the number of applicants who pay the subscription fee. To arrange exam room and interview <ol style="list-style-type: none"> 2.1 Menu Room Interview Interview 2.2 Menu list of eligible candidates on the Internet. 3. Examination <ol style="list-style-type: none"> 3.1 Recording menu 3.2 Menu list of people eligible to study on the Internet. 4. Report the new student. <ol style="list-style-type: none"> 4.1 Menu Create a database to fill in the history of new students on the Internet.

The original process (Before learning)	New process (After learning)	Process Improvement Things
 <pre> graph TD A[Announcement of the right to admission to the relevant persons.] --> B[Make a transcript of the transcripts to the education services department.] B --> C[Student Coordinator Reported to be a new student at the Education Services Division.] C --> D([End]) </pre>		

Group members have made use of the procedure and problems found in the online admission system for undergraduate students as guidelines for the development of the online admission system for graduate students. However, problems found after the use of the system include the delay in completing the information, the instability of the system, the unqualified candidates whose educational qualifications are not in line with the criterion, and the unfinished data completion. These problems are improved and solved by Education Service Unit. For example, a new server is required for mass users to prevent delay of the system speed, and only candidates with suitable educational qualifications specified by the University will be allowed to access the system. Moreover, a user-friendly handbook for the system will be provided to facilitate users of the online admission system for graduate students.

ACKNOWLEDGMENTS

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