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

Berlin, Germany
23 – 25 October, 2017

THE 2017 ICBTS

Edited by
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Kai Heuer, Wismar University, Germany
Ebrahim Soltani, Hamdanbin Smart University, UAE
Gilbert Nartea, Lincoln University, New Zealand
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International Academic Multidisciplinary Research Conference 2017

Conference Proceedings

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The International Business Tourism and Applied Sciences Research Conference
The International Education Social Sciences and Humanities Research Conference

Conference Proceedings

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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
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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.
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.

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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## The 2017 ICBTS International Multidiscipline Research Conference

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**Paper 2 (24)** ACTIVE LEARNING BY USING PROCESSES OF PROBLEM BASED LEARNING Asst. Prof. Suphanwadee Waiyaroop  
**Paper 3 (27)** ORGANIZED ACTIVE LEARNING BY INSTRUCTIONAL MODEL WITH PROJECT BASED LEARNING Asst. Prof. Sirimanee Banjong  
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**Paper 5 (35)** PROBLEM-BASED LEARNING WITH MATHEMATICS TEACHING PRINCIPLES AND GUIDELINES Mr. Teerawit Tinprapa  
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### Morning Break

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**Paper 2 (37)** THE NATURE AND USE OF RESEARCH-BASED LEARNING FOR ENHANCING PRE-SERVICE TEACHERS’ RESEARCH SKILLS Dr. Sasiporn Phongploenpis  
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Mr. Tanutpong Phriwanrat |
|            | **Paper 3** (11) WICKERWORK PROCESS ANALYSIS APPLY FOR HOME DECORATION DESIGN: PRANEE HANDICRAFT SING BURI THAILAND  
Mr. Akapong Inkuer |
|            | **Paper 4** (12) SOUVENIRS DESIGN FROM ARTS AND CULTURAL  
Mr. Noppadon Sangwalpetch |
|            | **Paper 5** (13) THAI PERFORMING ARTS IN KING PRAJADHIPOK’S LAWS  
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|            | **Paper 8** (127) Renewable Energy by Project-based learning  
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|            | **Paper 2** (15) THE ART OF THE FABRIC PATTERN DESIGN BY STUDYING THE WOODEN CARVING ON GINGERBREAD IN VIMANMEK MANSION IN THAILAND  
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|            | **Paper 3** (17) A WESTERN TREATMENT OF NONWESTERN NATIONAL IDENTITY: A CASE STUDY OF THE KING AND I  
Asst. Prof Dr. Chutima Maneewattana |
|            | **Paper 4** (16) MAINTAINING SIGNIFICANCE OF REALIA IN TRANSLATED PLAY  
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<td>Spiritual Tourism: The New Tourist Destination for Thai Tourism Case Study in 'Wat Tatong' Chiang Mai, Thailand</td>
<td>Dr. Supakit Mulpramook</td>
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<td>23 October 17(M)</td>
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<td>Paper 2 (3)</td>
<td>The Study on Media Exposure Behavior in Political Issues of University Students</td>
<td>Mr. Veerapon Vongprasert</td>
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<td>The Study of the Participation of the President of Student Council Election, Undergraduate Program, Suan Sunandha Rajabhat University</td>
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<td>Paper 4 (8)</td>
<td>Role of Provincial Governor in Control of Local Administration Organizations: Case Study Nong Bualamphu Province</td>
<td>Dr. Barameeboon Sangchan</td>
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<td>Paper 5 (18)</td>
<td>Financial Stability in Samut Songkram from Household Saving Potential</td>
<td>Dr. Krisada Sungkhamanee</td>
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<td>23 October 17(M)</td>
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<td>Paper 6 (104)</td>
<td>The Impact of 'Pipeline Diplomacy' on Conflict Resolution in the Caucasus-Caspian Region: The Case of Azerbaijan and Afghanistan</td>
<td>Dogan Girgin</td>
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| Session B 2 | Paper 1 (21) | Hotel Business Development Way to Reach Service Standard for Supporting Senior Tourists in the Area of Amphawa District, Samut Songkram | Miss Benjaporn Yaemjumuang |
| Session B 2 | Paper 2 (22) | Knowledge Management for Writing Research Proposal | Miss Wanvisa Saisanan Na Ayudhaya |
| Session B 2 | Paper 4 (2) | The Differences of Social and Population Factors Towards Tourists' Attitudes to Staying at Green Hotels in Bangkok | Dr. Rumpapak Luekveerawattana |
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**Morning Break**

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<td><strong>Paper 1 (30)</strong> THE DEVELOPMENT OF ONLINE ADMISSION FOR GRADUATE STUDENTS, SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Khatcharin Thapthimthet</td>
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<td><strong>Paper 2 (28)</strong> ORGANIZED ACTIVE LEARNING BY CREATIVE BASED LEARNING</td>
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<td>Mrs Chompunuj Limlertmonkol</td>
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<td><strong>Paper 3 (31)</strong> KNOWLEDGE MANAGEMENT FOR THE GUIDELINES OF INFORMATION RESOURCE ACQUISITION: A CASE OF ACADEMIC RESOURCE CENTER, SUAN SUNANDHA RAJABHAT UNIVERSITY Acting Sub Lt Nitima Kaewmanee</td>
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<td><strong>Paper 4 (19)</strong> VITAL FACTORS OF RECENTLY GRADUATES FOR APPLYING JOBS IN ASEAN LABOR MARKET Dr. Natnaporn Aeknarajindawat</td>
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<td><strong>Paper 5 (25)</strong> KNOWLEDGE MANAGEMENT: GUIDE TO WRITE A RESEARCH PROPOSAL Miss Yanika Chuentako</td>
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<td><strong>Paper 6 (34)</strong> KNOWLEDGE ON FOLLOWING-UP AND RECORDING ACCORDING TO PERSONNEL DEVELOPMENT TRAINNING Miss Supassawee Morakul</td>
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<td><strong>Paper 7 (114)</strong> AGRICULTURAL TRADE UNDER WTO REGIME: OPPORTUNITIES AND CHALLENGES Dr. MOHD ADIL</td>
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<td><strong>Paper 8 (115)</strong> RACE OF RELIGIONS AND THE RICE OF RADICALISM IN WEST PAPUA INDONESIA Umar Werfete and Suparto Iribaram</td>
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<td><strong>Paper 3 (32)</strong> DEVELOPMENT OF THE &quot;I&quot; SYSTEM FOR THE CORRECTION OF INTERNET LEARNING VIA THE INTERNET SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Pinyaphat Kongsoorn</td>
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<td><strong>Paper 4 (38)</strong> KNOWLEDGE MANAGEMENT FOR PROCESS DEVELOPMENT INFORMATION RESOURCES CLASSIFICATION AND CATALOGING IN THE LIBRARY OF SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Supaporn Wongsa</td>
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<td>Paper</td>
<td>Title</td>
<td>Author(s)</td>
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<td>6 (116)</td>
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<td>Ayedh Dhawi Mohammed Almohanna, Saudi Arabia</td>
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<td>7 (133)</td>
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<td>Linda Merzougui</td>
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### Session C

**24 October 17 (T)**<br>**Session C**

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### Session E

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<th>Time</th>
<th>Session E1</th>
<th>Session E2</th>
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</table>
| 09.30 - 10.30| **Paper 1 (141)** TOURISM STRATEGY IN THE SUN TRIANGLE ANALYSIS WITH THE THEORY BASED ON RESOURCES AND INSTITUTIONAL THEORY  
Jose 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 | **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 and Tatjana Stanovcic and Jovana Vukcevic, Montenegro  
**Paper 3 (163)** SHARING ECONOMY: THE ESTABLISHMENT OF ORGANIZATIONAL IDENTITY OVER TIME, 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 CHARACTER  
Khaled Zouaoui  
**Paper 5 (154)** SATISFACTION OF INDIVIDUAL LEARNING NEEDS IN THE INTEGRATED TEACHING LEARNING MODEL IN PRIMARY SCHOOL  
Professor Anita Petere |
| 10.31 - 10.45| Morning Break                                   | Morning Break                                   |
| 10.46 - 12.00| **Conference Close**                            | **Conference Close**                            |

**23-24 October 17**

**Participation and Discussion**

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

**25 October 2017**

**Free day for Participants**
THE STUDY OF TECHNOLOGY ASSISTED OFFICE ADMINISTRATION OF SUAN SUNANDHA RAJABHAT UNIVERSITY

Suntaree Patcharaprateep*, Pornkiat Phakdeewongthin**, Wannee Sutthachaidee***

*,**,*** "College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Thailand
E-mail: *suntaree.pa@ssru.ac.th, **pornkiat.ph@ssru.ac.th, ***wannee.su@ssru.ac.th

ABSTRACT

Technology assisted office administration in terms of follow up on work progress in office administration can be conducted by using lots of techniques, namely via social media including Line Group and Facebook, verbal follow up, follow up via meeting, telephone, memo, e-office, follow up sheet, documents and filing. However, lots of problems found in the use of these techniques include the delay in operation, the lack of follow up and documents, and time consumption leading to the delay of work submission or the ignorance of work. The purposes of this study are to find out technology assisted office administration in follow up on work progress, and to study the effectiveness of this technique. Samples include 22 Chiefs of Office from 22 offices in Suan Sunandha Rajabhat University.

Research tool is Knowledge Management procedures including knowledge exchange, extraction, and refinement conducted among members of Chief of Office Group. The research result discloses follow up on work progress technique by using Excel Form. Moreover, the results of the implementation of the Excel Form in follow up on work progress, prior to using the follow-up form, it is presented for 24.90 % from the comparison of the recording results. The utilization of follow-up form has assisted in work procedures and accounted for 2.70 % as reductions. The work errors are 18.60 % before using the follow-up form and 5.60 % after using the follow-up form. And another the late in informing report is 8.20 % before the follow-up form and 2.20 % after using the follow-up form, respectively.

Keywords: office administration, technology

INTRODUCTION

Knowledge Management Process is one of the important elements of the development of Thai government system. In reference to Royal Decree of Principles and Procedures of Good Governance, 2003 A.D., no. 11, it is stated that government units are required to develop knowledge in terms of continuous and sustainable learning organization so that the awareness of the latest information and news including the precise, and quick implementation of such information and news in the government units in line with the situation should be emphasized. Moreover, the support and development of the civil servants’ abilities including creating of their vision, and changing their attitudes should be conducted to increase their performance and continuous cooperative learning. In addition, based on the guidelines concerning the annual Performance Commitment Report and the follow up on the performance commitment, Knowledge Management in Organization is included as an aspect of the officials’ performance evaluation in dimension no. 4 concerning organization development. The new government administration pays vital emphasize on knowledge management process which can be used for collecting and developing knowledge systematically, and used as a tool for the development of humans, work, and organization.

Suan Sunandha Rajabhat University has administrated the institution in line with the principles of Good Governance with 22 offices of supportive personnel, namely 1) Faculty of Management Science, 2) Faculty of Humanities and Social Sciences, 3) Faculties of Industrial Technologies, 4) Faculty of Fine Arts, 5) Faculty of Education, 6) College of Allied Health Science, 7) College of Innovation and Management, 8) Suan Sunandha International School of Art, 9) College of Architecture, 10) College of Logistics and Supply Chains, 11) International College, 12) Learning Center, Samutsongkram, 13) Learning Center, Nakhorn Pathom, 14) Graduate School, 15) Institute of Research and Development, 16) Art and Culture Center, 17) Center of Information Technology Resource Center, 18) Office of General Education and Innovative Electronic Learning, 19) Office of Property and Revenue, 20) Office of Student Affairs, 21) Office of Education Services, and 22) Office of Treasury.
Members of Chief of Office Group, Office Administration Unit, organized Knowledge Management based on the University’s guidelines by organizing knowledge management, knowledge extraction, and knowledge implementation in follow up on work progress in office administration. The goals in knowledge management plan specified by the members include identifying necessary knowledge for knowledge exchange serving the University’ strategies and missions.

**RESEARCH PURPOSES**

1) To find out technology assisted office administration in follow up on work progress  
2) To study the effectiveness of this technique.

**RESEARCH SCOPE**

Scope of Contents include techniques of follow up on work progress of office administration

**RESEARCH PROCEDURE**

Population and Samples  
22 members of Chief of Office from 22 government units in Suan Sunandha Rajabhat University

**RESEARCH TOOLS**

Knowledge management processes employed in identifying needed knowledge for the improvement of the operation include knowledge exchange meeting among group members to find out problems and needed methods for knowledge extraction. The processes include identifying lessons learned from each individual member by allowing each member to tell the methods used as tacit knowledge which enable the reduction of time and steps in operation and to write his/her own methods in work sheet no. 2: core knowledge necessary for knowledge exchange based on job responsibility for further knowledge extraction. These sources from research tools are produced for the purpose of transmitting information to be used in the study. Also, tools facilitate access to holdings or collections, the development of work process and special indexes for its improving competencies.

**RESULTS**

Table 1 Problems of using technologies

<table>
<thead>
<tr>
<th>Procedure needed to be changes</th>
<th>Problems found in the use of technologies</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Follow up on work progress</td>
<td>- The receivers do not read the messages leading to the delay of</td>
</tr>
<tr>
<td>through social media: Group</td>
<td>operation</td>
</tr>
<tr>
<td>Line and Facebook</td>
<td>- time consumption due to the large numbers of documents and</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>- Follow up through telephone</td>
<td>documents and the delay of operation</td>
</tr>
<tr>
<td>- Follow up through memo</td>
<td>- time consumption</td>
</tr>
<tr>
<td>- Follow up through e-office</td>
<td>- time consumption, the ignorance of receivers leading to the delay of</td>
</tr>
<tr>
<td></td>
<td>operation</td>
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</table>

Table 1 shows the problems of technology assisted office administration based on knowledge extraction. The problems are caused by 4 techniques of follow up on work progress through social media, verbal follow up, telephone, memo, and e-office. These problems lead to the delay in operation, the lack of follow up and proof of documents, time consumption, and the ignorance of work. The group members, therefore, conducted knowledge exchange to find out new technique of follow up on work progress in office administration, and the result of the knowledge exchange discloses the new technique supposed to solve the above problem which is the use of Excel Form in follow up on work progress in office administration.
Follow-up on Office Administration
Assignment and Office Administration
Office…………………………
Department…………………………

<table>
<thead>
<tr>
<th>Name</th>
<th>Assignment Date</th>
<th>Assignment Due Date</th>
<th>Work Procedure</th>
<th>Performance Outcome</th>
<th>Problems and Obstacles</th>
<th>Remark</th>
<th>Acknowledgement</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Numbers of Follow-up</td>
<td>Work Errors</td>
<td>Late in Information Report</td>
<td>Success</td>
<td>Failure</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Total</td>
<td></td>
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</table>

Fig 1. Excel Form for follow up on work progress

The result of the trial of Excel Form for follow up on work progress can be concluded as shown in table 2

Table 2  The Results of the trial of Excel Form for follow up on work progress

<table>
<thead>
<tr>
<th>Problems found from using original techniques</th>
<th>Results of the trial of Excel Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>- the delay in operation</td>
<td>- The reduction of the delay in operation</td>
</tr>
<tr>
<td>- the lack of follow up due to the lack of proof of documents</td>
<td>- The convenience of follow up based on Clear proof of documents</td>
</tr>
<tr>
<td>- time consumption in follow up</td>
<td>- time saver due to the use of IT</td>
</tr>
<tr>
<td>- time consumption in producing</td>
<td>- time saver due to the continuous process no need to reproduce</td>
</tr>
</tbody>
</table>

After that the results of the 2 processes; the original techniques and the use of Excel Form in follow up on work progress in office administration are compared. It is found that the use of improved process or using Excel Form in follow up can reduce the delay of operation. Moreover, the Excel Form can assist the validation of the completeness of work and the Prior to using the follow-up form, it is presented for 23.90 % from the comparison of the recording results. The duration of the operation and this lead to the reduction of follow up duration, the errors, and the delay in information submission. In addition, the use of the Excel Form in place of the original techniques results progress, prior to using the follow-up form, it is presented for 23.90 % from the comparison of the recording results. The utilization of follow-up form has assisted in work procedures and accounted for 2.70 % as reductions. The work errors are 18.60 % before using the follow-up form and 5.60 % after using the follow-up form. And another the late in informing report is 8.20 % before
the follow-up form and 2.20 % after using the follow-up form, respectively. As the bar graph has demonstrated.

Overall, this study is to improve the office management process. The technology as innovative tool used in the job tracking of the office. Using the Microsoft Excel to develop information systems, the study has demonstrated the outcome in terms of assistive technology to monitor the management of work process. And using the form instead of tracking the job with the same process, the study has also demonstrated the supportive sources of innovative tool. The result presented reducing the number of follow-up tasks of job process, job errors, and delays in delivery.

![Fig. 2 Graph representing the comparative results of the reduction of problems in office administration](image)

**ACKNOWLEDGMENT**

The author would like to thank Faculty of Humanities and Social Science, College of Innovation and Management, Suan Sunandha Rajabhat University (www.ssr.ac.th), Bangkok, Thailand for financial support.

**REFERENCES**