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

Conference Proceedings

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THE 2017 ICBTS

Conference Three Themes

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

Conference Proceedings

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HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE

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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

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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

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Plum Condo Park Rangsit, 91/194 moo4, Phaholyothin Road, Klongnang 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
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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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**Paper 2(3)** THE STUDY ON MEDIA EXPOSURE BEHAVIOR IN POLITICAL ISSUES OF UNIVERSITY STUDENTS (Mr. Veerapon Vongprasert)

**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)

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VITAL FACTORS OF RECENTLY GRADUATES FOR APPLYING JOBS IN ASEAN LABOR MARKET

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ABSTRACT
The aim of this research paper was to study the important success factors for newly graduates in Thailand for applying jobs in ASEAN Economic Community labor market. Two main purposes of this research paper were to examine the level of importance of each success factor for applying jobs in AEC labor market and to search for the favorite ASEAN country that newly graduates wanted to apply for a job. The population of this study included all the faculty members and staff of Thai and ASEAN Universities who were selected and participated in the training and activities of the ASEAN camps during the years of 2016. A total of 400 faculty and staff members who answered the English questionnaire, the data was collected and processed by using SPSS program. Percentage, Mean and Standard Deviation, t-test were utilized in analyzing the data. The findings of this research revealed that English skill, communication skill & personality, and information technology skill were the three most important factors of success. Moreover, the mean average can be used to rank the level of important labor market from each of the following countries: Singapore, Malaysia, Thailand, Indonesia, and the Philippines.

Keywords: Jobs, Labor Market, Success Factors

INTRODUCTION
One of the important question: What is key success factor? The idea is based on the concept that there are a few factors which are decisive for the success of activity, project, and organization [1]. In this study, the key success factors are in about the ability to get a job and maintain a job in the ASEAN labor market. Every year there are a large number of newly graduate in Thailand. These large supply are looking for a job in Thai labor market as well as ASEAN labor market. ASEAN itself hosts 600 million people. In fact, in terms of population, ASEAN is larger than EU or North America but smaller than China and India. Human capital is considered as the major driving force of ASEAN. The good news is there is a trend of decreasing in unemployment rate and increasing in labor participation rate. High quality and low cost of labor makes ASEAN market very attractive to international investors which would provide high demand for ASEAN labors. Every day toward the ASEAN Economic Community (AEC) from 2007 to 2017, there is a continuously rise in an economic power of almost in every ASEAN country. Human resources factor has been improved by the improvement of education system and it is very important for all member countries to catching up with each other. Therefore, it is imperative for all ASEAN nation to have a national policy to provide a significant human capital training in order to make certain that each country will be able to reap the benefit of single ASEAN market. Ministry of Education of Thailand has a general policy to enhance all higher educational institutions to provide high quality of education and aimed that faculty and staff members of many universities of Thailand fully take advantages of this vital educational opportunity and be able to pass the educational advantages to newly graduate to gain the jobs in the ASEAN labor market as much as possible [2]. These higher educational institutions are an essential human capital that must have a priority of training in order to capture the opportunity in the open ASEAN labor market as well as in order to train other people such as staff and students to take full advantage of the single market of AEC. English skill and ability to communication are important factors for Thai students and Thai faculty members. However, there were at least eight factors of success which...
had been study in this research: English skill, communication skill, leadership, teamwork, Job knowledge, international experience, understanding different culture, and information technology skill.

From this general fact of demand and supply of ASEAN labor market, it is imperative that Thailand should be improved in terms of the quality of higher level of education and the ability to understand the opportunity of ASEAN labor market in order to compete head on with ASEAN neighbors. The improvement and development of knowledge of information technology will assist Thai newly graduate to enter the ASEAN labor market with confidence [3]. Ministry of Education of Thailand had a long policy to promote the movement of job opportunity in ASEAN market and has been assigned to set up many agencies to train Thai people to understand about the future of ASEAN community and most importantly to be able to take advantage of the large single economic and big market in the near future. There are many benefits of implement the key success factors, For instance, if the newly graduates understand the importance of key success factors it can reduce cost and time to obtain a proper job in ASEAN labor market [4]. This paper was aimed to focus on the level of importance of key success in order to use the research findings to improve the chance of getting jobs in ASEAN labor market of Thai newly graduates.

METHODOLOGY

Because the focus of this research was to study the level of importance of key success factors in applying for a job in the ASEAN labor market and the significance of the nation of the particular job, the quantitative research method technique is suitable to search for the findings of the research. The two purpose of this research paper were to investigate the level of importance of each success factors for applying jobs in AEC labor market as well as to examine for the main ASEAN country that newly graduates preferred to apply for a job. The population of this study included all the faculty members and staff of Thai and ASEAN Universities who were selected and participated in the training and activities of the ASEAN camps during the years of 2016. A total of 400 faculty and staff members who answered the English questionnaire, the data was collected and processed by using SPSS program. The sample size of 400 respondents was determined by Taro Yamane table with a 0.05 level of significance [5]. Since there were limited budget, the number of respondents was chosen from the ASEAN member who lived in Thailand. The data collation was performed via an English questionnaire to elicit respondents’ opinion, comments, and experience. There are three major parts to the English questionnaire. Part one was aimed to collect the demographic information. Part two was aimed to collect level of importance of key factors and favorite job destinations and part three was aimed to let respondents to provide their comments freely. The validity of each question in the questionnaire was tested by using Item-Objective Congruency or IOC index [6]. Also, 30 respondents were collected to perform a pretest as a pilot study in order to improve and make a proper adjustment to each question and to earn an acceptable Cronbach Alpha Coefficient of more than 0.75.

Table 1

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<th>Importance</th>
<th>Mean</th>
<th>S.D.</th>
<th>Rank</th>
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<tr>
<td>1. Singapore</td>
<td>4.89</td>
<td>0.9740</td>
<td>1</td>
</tr>
<tr>
<td>2. Malaysia</td>
<td>4.72</td>
<td>0.9917</td>
<td>2</td>
</tr>
<tr>
<td>3. Thailand</td>
<td>4.61</td>
<td>0.8741</td>
<td>3</td>
</tr>
<tr>
<td>4. Indonesia</td>
<td>4.41</td>
<td>0.6745</td>
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<tr>
<td>All categories</td>
<td>4.66</td>
<td>0.8786</td>
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The findings of this study revealed that the first three most importance key success factors for applying a job in the AEC market were English skill, communication skill, and information and technology skill & personality. The mean for English skill was 4.79 with 1.1740 SD, the mean for communication skill was 4.74 with 0.5817 SD, and the mean for information and technology skill was 4.71 with 0.5796 SD. The overall mean for all eight variables was 4.49 with 0.7887 SD. This can be considered as good news for Thai newly graduates because most of higher education in Thailand have been focused on both English and information technology before any student graduated from university. In fact, it is a requirement for many universities that students have to pass both competency English skill and Information Technology in order to be able to graduate. However, other key success factors are also importance for the success of applying job in the AEC market both in short term and long term such as leadership, teamwork, job knowledge, international experience, and understanding of different culture. In addition, the findings also revealed that Singapore had been rated with the highest mean as the nation that newly graduates would like to apply for a job. This is understandable because Singapore, as an advance nation, offer the highest salary and benefits to newly graduates when compare with other nations in the AEC market.

DISCUSSION

From the research findings, it can be concluded that the three most important key success factors for newly graduates were English skill, Communication skill & Personality, and Information technology skill. Moreover, from the research findings key success factors had three important characteristics. First, a key success factor is a casual relationship. It expresses a relationship between the special skill newly graduates have and the success in applying for a job in the ASEAN job market. Second, Key success factors are market specific, therefore, each market, each activity, or each project may not have the same key success factors. Third, key success factors should be small in number, therefore, three key success factors is appropriated (Wongleedee, 2012).

LIMITATION AND FUTURE STUDIES
The main limitation of this paper came from sampling of 400 respondents who are living in Thailand, not included the population who are living in other ASEAN nations. As a consequence, the findings may not be proper to generalize to represent the other ASEAN nations. Therefore, future research should use 400 respondents from 10 ASEAN nations with random sampling to gain more variety of representatives. Also, future studies should cover not only the level of importance but also the reasons behind each key success factors.

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