



รายงานการนำเสนอผลงานวิจัยในการประชุมวิชาการระดับนานาชาติ

ACE- 2017

Actual Economy: Local Solutions for Global Challenges

27 November – 2 December, 2017

Paris, France

อาจารย์ ดร.สมศักดิ์ คล้ายสังข์

Faculty of Management Science
Suan Sunandha Rajabhat University



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คำนำ

ตามที่ คณะวิทยาการจัดการ ได้รับการสนับสนุนจากทางคณะกรรมการบริหาร กองทุนพัฒนาบุคลากร เพื่อเข้าร่วมนำเสนอผลงานวิจัย ACE- 2017 Actual Economy: Local Solutions for Global Challenges ซึ่งจัดโดย South Russia institute of management, Rostov-on-Don, Russia และคณะวิทยาการจัดการ มหาวิทยาลัยราชภัฏสวนสุนันทา ระหว่างวันที่ 27 พฤศจิกายน - 2 ธันวาคม 2560 ณ กรุงปารีส สาธารณรัฐฝรั่งเศส เป็นที่เรียบร้อยแล้วนั้น

การเผยแพร่ผลงานวิจัยนับเป็นประสบการณ์ในการนำเสนอผลงานที่เป็นประโยชน์ต่อผู้วิจัย เนื่องจากได้รับข้อเสนอแนะแนวคิดในการทำงานวิจัยที่เป็นประโยชน์กับผู้วิจัยอีกทั้งยังช่วยพัฒนาการใช้ภาษาอังกฤษ เพื่อการสื่อสารซึ่งสามารถนำมาพัฒนาการเรียนการสอนแก่นักศึกษาได้เป็นอย่างดี จึงขอขอบคุณคณะวิทยาการจัดการและคณะกรรมการบริหารกองทุนพัฒนาบุคลากร มหาวิทยาลัยราชภัฏสวนสุนันทา ที่ให้การสนับสนุนการเข้าร่วมนำเสนอผลงานวิจัยในครั้งนี้ด้วย

ลงชื่อ อาจารย์ ดร.สมศักดิ์ คล้ายสังข์

คณะวิทยาการจัดการ

มหาวิทยาลัยราชภัฏสวนสุนันทา

รายงานการนำเสนอประกอบด้วยส่วนต่างๆ ดังนี้

1. ข้อมูลที่เกี่ยวข้องกับการประชุมวิชาการระดับนานาชาติ “ACE- 2017 Actual Economy: Local Solutions for Global Challenges”

- 1.1 หน่วยงานจัดการประชุม
- 1.2 เอกสารประชาสัมพันธ์การจัดการประชุม
- 1.3 คณะกรรมการดำเนินงาน/Committee
- 1.4 กำหนดการนำเสนอผลงานวิจัยฯ

2. บทความวิจัย

3. เอกสารประกอบการนำเสนองานวิจัย

4. ประโยชน์ที่ได้รับจากการนำเสนอผลงานวิจัย ในการประชุมวิชาการระดับนานาชาติ

ภาคผนวก

1. หนังสือตอบรับเข้าร่วมการนำเสนอผลงานวิจัย (Acceptance Letter)
2. เกียรติบัตร (Certificate)
3. รูปเล่มรายงานการประชุมวิชาการระดับนานาชาติ (Proceedings)
4. ภาพกิจกรรมการนำเสนอผลงานวิจัย

1. ข้อมูลที่เกี่ยวข้องกับการประชุมวิชาการระดับนานาชาติ

งานประชุมวิชาการระดับนานาชาติ ACE- 2017 Actual Economy: Local Solutions for Global Challenges

1.1 หน่วยงานจัดการประชุม

Faculty of Management Science, Suan Sunandha Rajabhat University

South Russia institute of management, Rostov-on-Don, Russia

สถานที่จัดการประชุมนำเสนอ

Hyatt Regency Charles de Gaulle Hotel, Paris, France

1.2 เอกสารประชาสัมพันธ์การจัดการประชุม



Main

ACE-2017

ACE pride

Archive

The EUrASEANS

01.07.17 New conference - ACE-2017 - announced on 27-29 November 2017 in Paris.FR. See you in Europe!
10.05.17 Great news! 12 papers presented in ACE.EA-2017 (Baku) were just published in our partnered journals! Waiting for indexation!

Actual Economy: LOCAL SOLUTIONS FOR GLOBAL CHALLENGES ACE-2017

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Faculty of Management Science Suan Sunandha Rajabhat University, Bangkok, Thailand

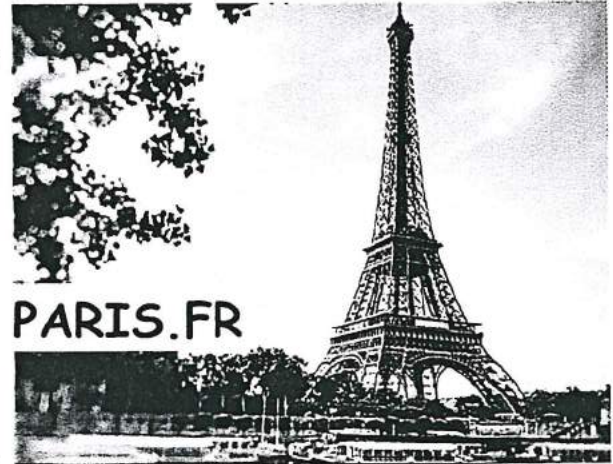


Faculty of International Relations, University of economics in Bratislava, Slovak republic

Dear colleagues! We are pleased to invite you to submit research article and to present your findings and achievements in our international conference: "Actual Economy: Local solutions on global challenges (ACE:2017)" in Hyatt Regency Paris Charles de Gaulle, France organized by - Faculty of Management Science at Suan Sunandha Rajabhat University (Bangkok, Thailand) - Faculty of International Relations, University of economics in Bratislava, (Slovak republic)

27-29 November 2017 @ PARIS.FR

ONLY



LEFT

The aim of upcoming conference is to facilitate exchange of information and networking among scholars and practitioners for future research in all fields of economic and social development, searching for solutions of actual socio-economic problems and adequate responds for globalization and post-industrialization challenges.

Conference info

Conference fees

Accepted and personally presented papers will be recommended for publishing (within 1 year) in peer-reviewed, high-ranked journals and indexed by Global Databases

Organizational board

Potential Topics and Sessions:

- National economic and social processes development in context of globalization and integration
Modern business: paces of development, sources for competitiveness
World trade and world markets dynamic
Modern Social theories, concepts and approaches
Marketing issues for economic progress provision
Social and humanitarian sources of efficiency and competitiveness
Government, business and society: collaborate for progress
Informatization, automatization, virtualization: new requirements of business & management development
Labor potential for global and local economies
Financial findings for economy sufficiency and global positioning
Education issues and market of education services
Environmental and Geographical factors for economic and social development
Modern technologies and social progress
Teaching and coaching in the modern world
Management and HRM: historical and cultural impacts

Registration

ACE: 2017 venue

1.3 คณะกรรมการดำเนินงาน/Committee

ACE - organizational board



Dr. Prateep Wajeetongratana
Faculty of Management Science
Suan Sunandha Rajabhat
University, Bangkok, Thailand



Dr. Rudolf Kucharcik
University of economics in
Bratislava, Slovakia



Dr. Elena Zolochevskaya
Russian Presidential Academy of
National Economy and Public
Administration,
South Russia institute of
management, Rostov-on-Don, Russia



Dr. Ludmila Lipkova
University of economics in
Bratislava, Slovakia



Dr. Katarina Brockova
University of economics in
Bratislava, Slovakia



Dr. Sergey Ivanov
University of the District of
Columbia,
Washington, DC, USA



Dr. Pavlína Křibíková
VŠB –Technical University
Ostrava
Czech Republic



Dr. Koh Noi Keng
National Institute of
Education, Singapore



Dr. Blanka Pocztaková
VŠB –Technical University
Ostrava
Czech Republic



Dr. Muhammad Imtiaz Subhani
Director Research Innovation
& Commercialization,
Iqra University, Pakistan



Dr. Tatiana Podolskaya
Russian Presidential Academy of
National Economy and Public
Administration,
South Russia institute of
management, Rostov-on-Don, Russia



Dr. Frank Ebinger
Nuremberg Institute of
Technology,
Germany



Dr. Evelyn Chiloane-Tsoka
University South Africa,
South Africa



Dr. Parimal Chandra Biswas
Adamas University
Kolkata, India



Dr. Vladimir Bandurin
State Science-Research
Institute of system analyze of
Account Chamber of the
Russian Federation, Moscow,
Russia



Dr. Yusifov Sabuhi,
Azerbaijan Technology
University



Dr. Denis Ushakov
International college,
Suan Sunandha Rajabhat
University
Bangkok, Thailand



Dr. Eteri Rubinskaya
Russian Presidential Academy of
National Economy and Public
Administration,
South Russia institute of
management, Rostov-on-Don,
Russia



Dr. Shieh, Chih - Jen
Huaqiao University,
China



Dr. Raeni Dwi Santy
University Komputer,
Bandung, Indonesia



Dr. Serhiy Yerokhin
Rector (acting President)
of National Academy
of Management
Kyiv, Ukraine



Dr. Aleksey Arkhipov
High Business School,
South Federal University,
Rostov-on-Don, Russia



Amber Osman
Senior Manager Research &
Development
Iqra University, Pakistan

1.4 กำหนดการนำเสนอผลงานวิจัยฯ

ACTUAL ECONOMY:
LOCAL SOLUTIONS FOR GLOBAL CHALLENGES

ACE- 2017 @ PARIS. FR

=AGENDA=

- Day 1** Venue: Hyatt Regency Charles de Gaulle Hotel, Paris, France
- 8.30 Registration open Meeting Room
- 9.00 Opening ceremony Meeting Room
- Welcome speeches:
- Dr. Prateep Wajeetongratana
*Dean of Faculty of Management Science
Suan Sunandha Rajabhat University, Bangkok, Thailand*
- Dr. Zolochevskaya Elena
*Dean of faculty of Public Administration,
South Russia institute of Management of
Russian Presidential Academy of National Economy and Public Administration*
- Dr. Rudolf Kucharcik
*Dean of the Faculty of International Relations
University of economics in Bratislava,
Slovakia*
- Dr. Denis Ushakov
Organizational board of ACE- 2017
- 09.30 Economic Issues In Political Platforms Of Political Parties In Czech Election In 2017
Key-note speech by Karol Janas
Alexander Dubcek University of Trencin, Slovakia
- 10.00 Evaluation Of Sustainable Water Consumption In The Selected Administrative Regions Of Water Intensive Economy: Integral Criterion Of Sustainability
Key-note speech by Mykhailo Kunychka and Leonid Raneta
University of Economics in Bratislava, Slovak republic
- 10.30 Group photo
- 10.40 Coffee-break
- 11.00 The use of European experience in mortgage lending in Russian conditions
Key-note speech by Dr. Maria Ermilova
*Plekhanov Russian University of Economics,
Moscow, Russia*
- 11.30 The modernization of pension systems in the context of ensuring financial sustainability
Key-note speech by Andrej Privara, Eva Rievajová
*University of economics in Bratislava,
Slovakia*
- 12.00 Lunch

ACE-2017 @ HYATT REGENCY CHARLES DE GAULLE HOTEL.PARIS.FR

- 13.00 Analyzing of macro-regional competitiveness and Economic growth correlation
Key-note speech by Dr. Somdech Rungsisawat
*Faculty of management science, Suan Sunandha Rajabhat University,
Bangkok, Thailand*
- 13.30 Analyzing tourists' inflows distribution impact on national tourism
competitiveness
Key-note speech by Dr. Pisit Potjanjaruwit
*Faculty of management science, Suan Sunandha Rajabhat University,
Bangkok, Thailand*
- 14.00 Enron's Of Saudi Arabia: Corporate Accounting And Auditing Failures
Key-note speech by Ayman Mohamed Zerban
*University of Business and Technology
Jeddah, Saudi Arabia*
- 14.30 Coffee-break
15.00 Session 1
Session 2
17.30 First day finishing

Day 2 Venue:
Hyatt Regency Charles de Gaulle Hotel, Paris, France

- 08.30 Registration open
09.00 Session 3
10.30 Coffee-break
10.45 Session 4
12.00 Lunch
13.00 Session 5
14.45 Coffee-break
15.00 Session 6
17.30 First day finishing

Day 3 Venue:
Hyatt Regency Charles de Gaulle Hotel, Paris, France

- 08.30 Registration open
09.00 Session 7
10.30 Coffee-break
10.45 Seminar "To be internationally published!"
12.00 Lunch
13.00 Conference closing ceremony

LIST OF SESSIONS:

- Day 1 Meeting room
15.00-17.30
Session 1 **Priorities of national economy development in XXI century**
Chairman: Dr. Prateep Wajeetongratana
- 1 Prateep Wajeetongratana
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Liberal reforms and economic growth:
analyzing global scale correlations
 - 2 N. Grigoryeva
*Southern University (IVBL),
Rostov-on-Don, Russia* Budgetary administration and macroeconomic
systems' social effectiveness
 - Z. Kolycheva
*Don State Technical University,
«Rostov State Transport University»
Rostov-on-Don, Russia*
 - 3 Charawee Butbumrung
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Lending in Global Economic Instability: SME's
Peculiarities and Development Prospects
 - 4 V. Samarina
*Staryy Oskol Technological Institute,
branch of National Research Technological University
"MISIS", Russia* Alternative energy sources: opportunities,
experience and prospects of the Russian regions
in the context of global trends
 - T. Skufina
*Luzin Institute for Economic Studies of the Kola Science
Centre, Russian Academy of Sciences,
Apatity, Russia*
 - A. Samarin
*Belgorod State National Research University,
Staryy Oskol Branch, Staryy Oskol, Russia*
 - 5 Nattapong Techarattanased
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Stimulating national business competitiveness:
regional, urban and clusters approaches
 - 6 Pittaya Klongkratoke
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Modern principles of the state macroeconomic
plans development
 - 7 Muryani
*Universitas Airlangga,
Surabaya - Indonesia* Natural externalities of economic growth
stabilization in XXI century: geography seeking
revenge
 - 8 Khajeerat Phumphurk
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Qualifications Independent Modern
Assessments: Implementation of Project
Approach
 - 9 Nititorn Ounpipat
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Information technologies impact on market
economy transforming
 - 10 Thidarath Rungruangchaikongmi,
Pannarungsri Inpayung
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* The Role Of Urban Economies In World
Business Transnationalization

Day 1.
15.00-17.30

Session 2 Tourism and service markets' development: issues, problems and solutions

Chairman: Dr. Pisit Potjanajaruwit

- 1 Pat Vivatpattanakul
*International college,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Cashless payment in tourism: current problems and prospects of development
- 2 Thammamonr Khunrattanaporn
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Transnationalization of international tourism: stages, modern meaning and opportunities
- 3 Nantida Otakum
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Countries Global Competitiveness on the World Tourist Market: Cluster Approach
- 4 Johan W de Jager
*Tshwane university of Technology, Pretoria,
South Africa* Pre-flight expectations in the air transportation industry of South Africa: a confirmatory factor analytical approach
Tahir Jan
*International Islamic University
Malaysia*
- 5 Mahachai Sattayathamrongthian
*Rajamangala University of Technology Ratanakosin,
Bangkok, Thailand* Exploration of practicality of small scale cultural tourism business in Ayutthaya, Thailand
Yingsak Vanpetch
*International college,
Suan Sunandha Rajabhat University,
Bangkok, Thailand*
- 6 Mananya Meenakorn
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Promoting Hospital Competitiveness: directions, principles, solutions (experience of Taiwan)
- 7 Malaiphan Pansap,
Surasit Vithayarath
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Analyzing Simulation Approach For Decision-Making Process In Tourism Industry

Day 2.

09.00-10.30

Session 3

Innovations as factors for modern economy development

Chairman: Dr. Igor Ilin

- 1 Wanida Suwunniponth
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Specialized knowledge searching in process of innovative management
- 2 Somsak Klaysung
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* ICT usage in teaching process: an impact of lecturers' demographic and professional characteristics (the case of Thailand universities)
- 3 Somtop Keawchuer
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Analyzing advanced methods for industrial sector innovativeness evaluation
- 4 Somchai Buarooong
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Knowledge Platform For Inbound/Outbound Disruptive Innovative Processes
- 5 Pacharaporn Lekyan
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Analyzing Guanxi approach for mid-management effectivization (the case of Taiwan enterprises)
- 6 Vithaya Intaraphimol
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Electronic Banking Service's Impact on Bank Activity performance
- 7 Prem Thanatripop
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Survey of organizational subculture changes in the university subdivision
- 8 Serzhanov V.V., Kostov'yat A. I.
*Uzhgorod National University,
Ukraine* Strategic and economic disproportions in national socio-economic policy formation and development (the case of Ukraine)
- 9 I.V. Ilin, O.Ju. Iliashenko,
K.M. Makov
*Peter the Great St. Petersburg
Polytechnic University,
St. Petersburg, Russia* Crowdsourcing technology in test phase of software development projects

Day 2
10.45-12.00

Session 4 New sources for effective economic and social development
Chairman: Maria Ermilova

- 1 Duangsamorn Rungsawanpho
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Re-industrialization: new opportunities for Indonesian economy
- 2 N. V. Afanasieva
Institute for Regional Studies of Russian Academy of Science, Saint- Petersburg, Russia System of indicators of coal enterprise competitiveness assessment
D.G. Rodionov
*Peter the Great Saint-Petersburg Polytechnic University
St.Petersburg, Russia*
Y.N.Vasilev
Faculty of economics, Saint-Petersburg Mining University, Saint-Petersburg, Russia
- 3 Bundit Pungnirund
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Sufficiency economy as an alter-globalist development concept
- 4 Phakit Treesukol
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Corruption And Leadership: New Challenges And Opportunities For West Africa
- 5 Ratsamee Ratana-u-bol
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Financing Sustainable Development of Small and Medium Enterprises: African challenges
- 6 Vladimir S. Osipov
*Moscow State University,
Moscow, Russia* On the way to ecological agriculture: decision-making in agrarian state policy
Tatiana M. Vorozheykina
*Russian State Agrarian University,
Moscow, Russia*
Tatiana V. Skryl
*Plekhanov Russian University of Economics,
Moscow, Russia*
- 7 Maria Ermilova
*Plekhanov Russian University of Economics,
Moscow, Russia* The use of european experience in mortgage lending in Russian conditions
- 8 Nipawan Tharasak
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Fiscal Policy In Country's Welfare Supporting
- 9 Songserm Wajeetongratana
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Fuel Subsidies as a factor of Malaysia Macroeconomic Performance and Employment
- 10 Hussein Zeaiter
*Lebanese American University,
Lebanon* The determinants of sovereign default in developed economies: a sensitivity analysis

Day 2
13.00-14.45

Session 5

Modern issues on HRM practice and theorizing

Chairman: Dr. Andrej Privara

- | | | |
|----|--|--|
| 1 | Chanpen Meenakorn
<i>Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Privara
Evaluation Of Professors' Professional
Activities: New Approaches For University
HRM |
| 2 | Zyabko Oksana
<i>Rostov State Transport University,
Rostov-on-Don, Russia</i> | Personnel reserve in management efficiency
stimulation |
| 3 | Siri-orn Champatong
<i>Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Analysis of modern leadership theories
application in international business
organizations |
| 4 | Andrej Privara
Eva Rievajová
<i>University of economics in Bratislava,
Slovakia</i> | The modernization of pension systems in the
context of ensuring financial sustainability |
| 3 | Nawaporn Thongnut
<i>Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Islamic Work Ethics and Job Satisfaction:
Study on Indonesian Professional Accountants |
| 4 | Routsukol Sunalai
<i>Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Implementation of project approach in human
resources management: XXI century prospects |
| 5 | Supattra Kanchanopast
<i>Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Educational System Modernization Following
the requirements of "Economy of Knowledge |
| 6 | Sawitree Suvanno
<i>Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Government Expenditures On Education:
Conditions Of Growth |
| 7 | Preecha Pongpeng
<i>Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | "Ulrich" model as a principle of human
resource strategies implementation |
| 8 | Ladaporn Pithuk
<i>Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Digital Platform for Staff Training e efficiency |
| 9 | Chin Tangtarntana
<i>Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Professionals' Training in foreign economic
activity: theory and practice |
| 10 | Punrapha Praditpong,
Supaporn Wimonchailerk
<i>Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Innovativeness as a factor of National
Economy Progress (The Case Of Thailand) |
| 11 | Kawinphat Lertpongmanee
<i>Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Students Entrepreneurial Intention as A
Priority for Educational Reform (the case
study of Thailand) |

Day 2

15.00-17.30

Session 6

Marketing in global economy: new challenges and solutions

Chairman: Dr. Dmitry Rodionov

- 1 Chutima Klaysung
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Factors of Marketing Management Functions
in Construction Business Enterprises
- 2 Narong Anurak
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Media Environment as a factor of Personal
and Social Risk increasing
- 3 Rewadee Waiyawassana
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Transformation and prospects of Marketing
Mix using in E-commerce
- 4 Wipanee Maen-in
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* CSR in Thailand: analysing top companies
- 5 Suwimol Apapol
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Indicators and prospects of advertising market
development: Thailand features
- 6 Krisana Chueachainat
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Political Facebook Posts as instruments for
anti-Russia marketing
- 7 Ekapon Thienthaworn
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Innovation Adoption In Data Journalism Of
Communication Arts Students
- 8 Suvimon Wajeetongratana
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Customer satisfaction on food delivery
mechanisms of Public Distribution System in
Punjab (India)
- 9 Tuwanku Aria Auliandri
Armanu Armanu
Fatchur Rohman
Ainur Rofiq
Andhy Setyawan
Universitas Brawijaya Indonesia Gender and green-packaged product:
examining antecedents of intention to
purchase green-packaged product among
young consumer in an developing country

Day 3

09.00-10.30

Session 7

Modern issues on labor markets dynamics

Chairman: Dr. Denis Ushakov

- 1 Aphichart Kampoomprasert
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Formalization And Administration Of
International Migration Processes
- 2 Kanokwan Kaewprasert
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Modernizing principles of Foreign Workers
Requirement in ASEAN: Malaysian
experience
- 3 Yuthapoom Thanakijborisut
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Migration Regimes' Efficiency And Super-
National Priorities For Their Modernization
(The Case Of The EU)
- 4 Autjira Songjan
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Taxation As A Factor Of Macroeconomic
Systems' Dynamics
- 5 Kanmanas Muensank
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Efficiency of Staff Incentives in Educational
Organizations
- 6 Kunphattra Patarapongsathon
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Macroeconomic Factors of Real Estate and
Property Companies prices (the case of
Indonesia)
- 7 Tanit Pruktara
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* University Positioning at the Educational
Services Market: modern factors and
challenges
- 8 Ushakov Denis
*International college,
Suan Sunandha Rajabhat University,
Bangkok, Thailand* Taxation and Employment: The Factors of
Today's Correlation
- 9 Olga Sivash
Crimean Federal University, Russia Modeled system of investment process
management in the agrarian sector

2. บทความวิจัย

Camisón, C. & Villar-López, A. (2014). Organizational innovation as an enabler of technological innovation capabilities and firm performance. *Journal of Business Research*, 67(1): 2891-2902.

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**ICT USAGE IN TEACHING PROCESS: AN IMPACT OF LECTURERS'
DEMOGRAPHIC AND PROFESSIONAL CHARACTERISTICS
(THE CASE OF THAILAND UNIVERSITIES)**

Somsak Klaysung

*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand*

The ICT (Information & Communications Technology) utilization in instruction among university and college lecturers is gaining in prominence in many countries in the world, including Thailand, for the purpose of globalization and enhancing the quality of instruction and learning. The purpose of the study was to examine the benefits of ICT utilization, the extent of success factors, problems and constraints encountered in ICT utilization in instruction among lecturers in universities of Bangkok. A cross-sectional questionnaire survey was used to find out the level and extent of ICT utilization in universities of Bangkok.

The sample from the study consisted of 260 lecturers drawn from the 14 universities. The data was analyzed using descriptive and inferential statistics such as Pearson correlation, and chi square. Results of the study shows that there are significant relationships among the 14 areas of ICT utilization, significant relationships between ICT utilization and lecturers' characteristics, and significant relationships between ICT utilization and university demography.

Also there are positive correlations between ICT utilization and some demographics such as lecturers' age, working experience, personal experience of computer using, frequency of ICT using, computer using at home, ICT training duration, extent of ICT knowledge, awareness of ICT and ICT written / published in university. The findings of this study could be used to improve quality of teaching among lecturers and to design a training model for instruction among lecturers in the pursuit of enhancing excellence and quality of universities education

Key Words: university, Pakistan, information and communication technologies

Research Methodology

The subjects for this study were the lecturers working in universities of Bangkok, Thailand. The lecturers were chosen to complete the questionnaire because they were assumed to be the most influential personnel involved in decision-making, obtaining funds, devising ICT innovations, initiating ICT in instructional proposals and implementing ICT utilization and technology developments in their universities. It has also been acknowledged the lecturers' key role in initiation, getting resources and utilizing ICT in instruction in universities. A comprehensive questionnaire was developed to answer the research question. The questionnaire was designed using mostly closed-ended/structured questions, check boxes and Likert type rating scale. ICT is easy for respondents to answer the structured questions and easy for the researcher to analyze and interpret. A perception rating scale yields a single score that indicates both the direction and intensity of a person's perception. ICT helps to differentiate those respondents with strongly agree perception from those with strongly disagree perception. These categories enable the users to make a choice from a range of possible values in questionnaires (Henerson et al., 1987). Likert's perception measuring technique helps to represent an individual's perception toward an object, using one preference score or average "most acceptable" position on a continuum of positions, which range from strongly agree to strongly disagree.

Data Collection

A survey questionnaire was used as an instrument to obtain primary data from the lecturers of 17 sampled universities of Bangkok. The survey questionnaire method is commonly used to investigate the status of tools, techniques and applications, changes over a certain period of time, opinions and characteristics of individuals and characteristics of universities. After pre-testing and pilot study in December 2009, the final questionnaire was prepared and mailed in December 2009 to 850 sampled lecturers working in universities in Bangkok.

The questionnaire was accompanied by a cover letter as well as a self-addressed return envelope requesting completion and return of the questionnaire as soon as possible. Given the low response rate in mail surveys, a number of steps were taken to improve the response rate. These steps included:

- Two reminders were made, using email / telephone.
- The target respondents were also reminded personally as well as through professional colleagues and friends across Bangkok.
- Personal visits and follow-up calls were also made to some respondents for confirmation of some of the information they provided in the questionnaire and to ensure that the questionnaire was filled by the intended respondents.

Out of 850 questionnaires administered, 269 (31.64%) completed questionnaires were received. However, in 9 questionnaires, a major part of the ICT utilization and demographic information was incomplete. Finally, 260 (30.58%) questionnaires were used for data analysis and interpretation.

Discussion

As for research question mentioned above, the role of professional qualification and the year of professional qualification of the instruction among lecturers towards ICT utilization, this study found that lecturers' qualification was significantly associated with aspects of ICT utilization such as use of Internet, technology enhanced and database.

This shows that the lecturers with high professional qualification were very good to use search engines and logical operators for information in their instruction. They were effectively practicing discussion, instructional strategies online, web-based meeting tools to facilitate instruction in universities of Bangkok.

The analysis indicated that a statistically significant positive correlation exists among the lecturers' qualifications and using of ICT in teaching, lecturers' use of internet at home and the overall ICT utilization among lecturers in order to facilitate the instruction through using different ICT tools and other internet websites.

This shows that those lecturers, who have high professional qualification, use ICT in teaching, use internet at home were good in using overall ICT in their instruction like search engines, logical operators for information in their instruction. They were effectively practicing discussion, instructional strategies online and web based meeting tools to facilitate instruction in universities of Bangkok.

The analyses also suggest that other factors, such as high cost of ICT tools and expenditure for ICT had affected the lecturers' ability to use new technologies in instruction in universities.

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ANALYZING ADVANCED METHODS FOR INDUSTRIAL SECTOR INNOVATIVENESS EVALUATION

Somtop Keawchuer

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Bangkok, Thailand*

Paper considers modalities for the operation of industrial sector, analyses the level of innovative development in industry. To determine the new step the radical transformation of industrial policy is needed. To address this issue, the methods of evaluation of the level of innovative development for industrial sector proposed by the authors of the article provided by the description of this methodology. This requires accomplishing such objectives as: 1. To consider the scientific researches in recent researches and publications in the innovative development area. 2. To submit the methods of evaluation of the level of innovative development for industrial sector. 3. To provide recommendations for practical application and further use of methodology of the innovative development administration for industrial sector.

Keywords: innovative development, industry, methods of evaluation, economic development.

Introduction

For the current period of development a considerably amount of works is dedicated to evaluation of the level of innovative development countries and regions. The analysis in that area started recently, and a number of methodological approaches for accomplishing that issue started together with it. Nowadays, unified evaluation in formation and development of

3. เอกสารประกอบการนำเสนองานวิจัย

ICT USAGE IN TEACHING PROCESS: AN IMPACT OF LECTURERS' DEMOGRAPHIC AND PROFESSIONAL CHARACTERISTICS (THE CASE OF THAILAND UNIVERSITIES)

Somsak Klaysung

Faculty of Management Sciences
Suan Sunandha Rajabhat University
Bangkok, Thailand

Introduction

- This study endeavors to measure the extent of available ICT, levels of its utilization, to determine the relationship between extents of technology utilization with university characteristics and instruction among lecturers' characteristics, amount of budget spent and factors affecting ICT utilization in instruction among lecturers of Thailand capital universities.

Research Methodology

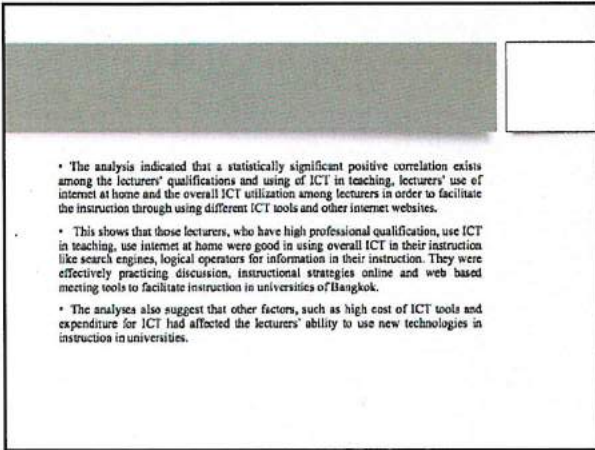
- This study discovered the overall positive perceptions of ICT utilization in education processes in universities. Most of the demographic variables such as gender, age, highest degree obtained, functional areas of instruction among lecturers, and length of experience were not significantly related to individuals' perceptions toward computers.
- The transfer from print to online education formats was inevitable but would take place gradually, because of the shortage of trained human resources, and ICT tools. Chen (1995) suggested that lecturers training keep pace with ICT developments and changes. He stated that lecturers should not fear computers and should take them as tools to help in different operations. Lecturers' training should shift to computer science and application of computer technology in universities.

- The subjects for this study were the lecturers working in universities of Bangkok, Thailand. The lecturers were chosen to complete the questionnaire because they were assumed to be the most influential personnel involved in decision-making, obtaining funds, devising ICT innovations, initiating ICT in instructional proposals and implementing ICT utilization and technology developments in their universities. It has also been acknowledged the lecturers' key role in initiation, getting resources and utilizing ICT in instruction in universities. A comprehensive questionnaire was developed to answer the research question.

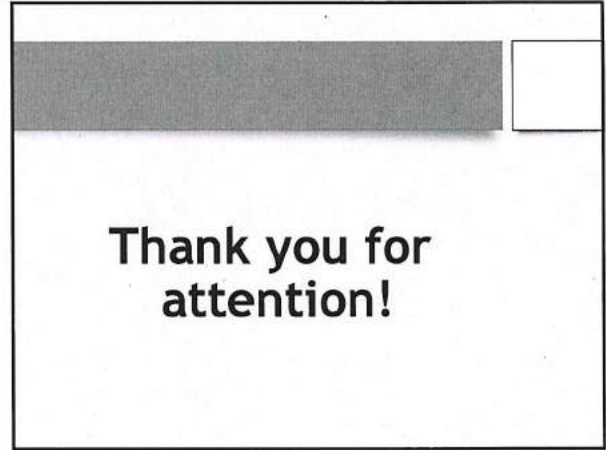
- The questionnaire was designed using mostly closed-ended/structured questions, check boxes and Likert type rating scale. ICT is easy for respondents to answer the structured questions and easy for the researcher to analyze and interpret. A perception rating scale yields a single score that indicates both the direction and intensity of a person's perception.
- ICT helps to differentiate those respondents with strongly agree perception from those with strongly disagree perception. These categories enable the users to make a choice from a range of possible values in questionnaires (Hemerson et al., 1987). Likert's perception measuring technique helps to represent an individual's perception toward an object, using one preference score or average "most acceptable" position on a continuum of positions, which range from strongly agree to strongly disagree.

Discussion

- As for research question mentioned above, the role of professional qualification and the year of professional qualification of the instruction among lecturers towards ICT utilization, this study found that lecturers' qualification was significantly associated with aspects of ICT utilization such as use of Internet, technology enhanced and database.
- This shows that the lecturers with high professional qualification were very good to use search engines and logical operators for information in their instruction. They were effectively practicing discussion, instructional strategies online, web-based meeting tools to facilitate instruction in universities of Bangkok.



- The analysis indicated that a statistically significant positive correlation exists among the lecturers' qualifications and using of ICT in teaching, lecturers' use of internet at home and the overall ICT utilization among lecturers in order to facilitate the instruction through using different ICT tools and other internet websites.
- This shows that those lecturers, who have high professional qualification, use ICT in teaching, use internet at home were good in using overall ICT in their instruction like search engines, logical operators for information in their instruction. They were effectively practicing discussion, instructional strategies online and web based meeting tools to facilitate instruction in universities of Bangkok.
- The analysis also suggest that other factors, such as high cost of ICT tools and expenditure for ICT had affected the lecturers' ability to use new technologies in instruction in universities.



**Thank you for
attention!**

4. ประโยชน์ที่ได้รับจากการนำเสนอผลงานวิจัย ในการประชุมวิชาการระดับนานาชาติ

จากการประชุมวิชาการการนำเสนอผลงานวิจัยครั้งนี้ ประโยชน์ที่ได้รับในด้านต่างๆ มีดังนี้

1. ได้พัฒนาบทความเป็นภาษาอังกฤษ
2. ได้พัฒนาศักยภาพในการนำเสนองานวิจัยเป็นภาษาอังกฤษและความร่วมมือในการทำงานวิจัย
3. ได้แลกเปลี่ยนข้อคิดเห็นและประสบการณ์ในงานวิจัยกับนักวิจัยจากประเทศต่าง ๆ
4. ได้รับประสบการณ์ในการนำเสนองานวิจัยในระดับนานาชาติและแนวทางในการทำงานใหม่ๆ

ภาคผนวก

1. หนังสือตอบรับเข้าร่วม
การนำเสนอผลงานวิจัย (Acceptance Letter)



27-29 NOVEMBER 2017
@ PARIS.FR

INTERNATIONAL CONFERENCE:
"ACTUAL ECONOMY:
LOCAL SOLUTIONS FOR GLOBAL CHALLENGES
ACE - 2017"

ACCEPTANCE LETTER

16 July 2017

To: **Mr. Somsak Klaysung**

Faculty of Management Science,
Suan Sunandha Rajabhat University
Bangkok, Thailand

Based on the recommendation of the peer reviewers, we are pleased to inform you that your paper titled:

**ICT usage in teaching process: an impact of lecturers' demographic and professional characteristics
(the case of Thailand universities)**

has been accepted for presentation at the International conference
"Actual Economy: Local Solutions for Global Challenges – ACE - 2017"

Your paper has been assigned a submission number of **ACE17-015**.

Please use this number for all future correspondence regarding your submission.

The conference will be held on **27-29 November, 2017** in **Hyatt Regency Charles de Gaulle Hotel, Paris, France**.
This notification email serves as our formal acceptance of your paper as well as an invitation to present your research at ACE- 2017.

All registered papers will be published in the conference proceedings and recommended for publishing in
"International Journal of Ecological Economics and Statistics" or "International Journal of Statistics &
Economics" (India, SCOPUS) within 1 year after the conference dates.

We kindly ask you to make a payment for your participation and future publication **495** (four hundred and ninety five) Euro before 15 October 2017 (for early birds) to:

Beneficiary:

Mr. Ushakov Denis,
18/143, Wish@Samyan Condo, Si Praya rd, Mahaputharam, Bangrak,
Bangkok, 10500, Thailand

Account Name: Mr. Ushakov Denis

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(payment by PayPal is also acceptable)

Dr. Denis Ushakov
Coordinator of International Conference ACE:EU -2017
International College,
Suan Sunanadha Rajabhat University
Bangkok, Thailand

2. เกียรติบัตร (Certificate)



@ Paris.FR

27-29 NOVEMBER
2017

certificate of participation

THIS CERTIFICATE IS AWARDED TO

Somsak Klaysung

Faculty of management science, Suan Sunandha Rajabhat University, Bangkok, Thailand

in technical presentation, recognition and appreciation
of research contribution to **9th International Conference**

**Actual economy: Local Solutions for
Global Challenges”**
ACE – 2017

Co-organized by:

Faculty of Management Science Suan Sunandha Rajabhat University (Thailand)
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Dr. Rudolf Kucharčík

Dean of the Faculty of International Relations,
University of economics in Bratislava, Slovakia



Dr. prof. Prateep Wajeetongratana
Dean of the Faculty of Management Science
Suan Sunandha Rajabhat University, Thailand

3. รูปเล่มรายงานการประชุมวิชาการระดับนานาชาติ
(Proceedings)



Actual Economy

LOCAL SOLUTIONS FOR GLOBAL CHALLENGES



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Potential Topics and Sessions:

- National economic and social processes development in context of globalization and integration
- Modern business: paces of development, sources for competitiveness
- World trade and world markets dynamic
- Modern Social theories, concepts and approaches
- Marketing issues for economic progress
- Social and humanitarian sources of efficiency and competitiveness
- Government, business and society: collaborate for progress
- Informalization, automatization, virtualization: new requirements of business & management development
- Labor potential for global and local economies
- Financial findings for economy sufficiency and global positioning
- Environmental and Geographical factors for economic and social development
- Modern technologies and social progress
- Teaching and coaching in the modern world

IMPORTANT DATES:

topic & abstract submission before 22 January, 2018
acceptance notification – in 5 days after submission
full paper submission – 07 March, 2018
agenda proof – 15 March, 2018
registration open in venue – 22 March, 2018

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