



13TH INTERNATIONAL CONFERENCE

AC-ESI-2018

ACADEMIC
CONFERENCE ON
EDUCATIONAL &
SOCIAL INNOVATIONS



**AC-ESI
@2018
MILAN.IT**

CO-ORGANIZED BY:

CO-SPONSORED:
"THE EURASEANS -
JOURNAL ON GLOBAL SOCIO-ECONOMIC DYNAMICS"

OFFICE OF GENERAL EDUCATION AND INNOVATIVE
ELECTRONIC LEARNING, SUAN SUNANDHA
RAJABHAT UNIVERSITY, BANGKOK, THAILAND

RUSSIAN PRESIDENTIAL ACADEMY OF NATIONAL
ECONOMY AND PUBLIC ADMINISTRATION
SOUTH RUSSIA INSTITUTE OF MANAGEMENT,
ROSTOV-ON-DON, RUSSIA



**INTERNATIONAL ACADEMIC
CONFERENCE ON
EDUCATIONAL & SOCIAL
INNOVATIONS**

AC-ESI-2018

PROCEEDINGS

MILAN, ITALY

MAY, 2018

Dear ladies and gentleman, participants of International Academic Conference on Educational & Social Innovations, academics and scholars, presenters of research centers, educational institutes and business!

Today, in the era of global innovatization, spreading of modern forms of business and public administration, the social and economic role of education for increasing global management competitiveness and self-sufficiency becomes a most important determinant, an effectiveness of international collaboration in discussing on actual educational issues and challenges is timely increasing.

And I would like to express my deep gratitude to partnered journals, educational institutions of Thailand, Russia, Indonesia, Germany, Iran, India, China whose efforts made possible this meeting of scholars and educators, interested in effective solution of global and national economy challenges using powerful resources of social, cultural and innovative success.

And, of course, I would like to thank all participants for coming here, for their wonderful and useful research.

I want to say, that Suan Sunandha Rajabhat University – as a leading public University of Thailand – is very proud to be an organizer of this significant and important conference.

To each participant I wish success, finding a new colleagues and friends, development of scientific and business contacts, new scientific discoveries that are benefit for society, business and government. And also enjoy your time in fashion and design capital of the world.



*Dr. Luedech Girdwichai, professor
President of Suan Sunandha Rajabhat University
Bangkok, Thailand*

On behalf of the Organizational Committee, I welcome you to International Academic Conference on Educational & Social Innovations, in Milan!

AC-ESI-18 attracts researchers, educators and practitioners in all fields of modern education and education institutes management.

Participants have found in these meetings an excellent opportunity to share their experiences with colleagues from distance places and often continued to cooperate with them on their subjects of interest.

AC-ESI – 2018 has been established on a global basis.

We have received more than 80 submissions from 12 countries, each submission was peer-reviewed by at least two anonymous reviewers and a total of 51 papers were accepted for presentation in the conference.

Accepted papers are scheduled for presentation in 5 big sessions.

We would like to express our sincere appreciation to all the reviewers and chairs and members of various committees of AC-ESI -2018 conferences for their precious time and expertise.

I would like to express our sincere gratitude to everyone involved in making the joint conference a success. Many thanks go to the organizing committee, special session organizers, and the organizational committees and reviewers, the conference participants, and of course, to all the contributing authors who will be sharing the results of their research.

It is our great pleasure to have you with us at the joint conference, where I hope new ties will be made and existing ones renewed and strengthened.

Please accept our best wishes for a wonderful stay in Italy!
Grazie !



Dr. Preecha Pongpeng

*Director of Office of General Education and Innovative Electronic Learning
Suan Sunandha Rajabhat University, Bangkok, Thailand*

Dear friends and colleagues!

This conference is a meaningful crystallization of international initiatives among the number of institution towards practical cooperation in interdisciplinary studies, which will be contribute to the strengthening of the national educational systems.

The characteristic of the education in our era is change at the speed of light, which led us to the consensus that experts from many countries and many different disciplines must meet and discuss the phenomena, and then suggest solutions. We should be able to delve deeper by discussing problems across different disciplines as widely as possible, and thus grasping more profound solutions and suggestions.

The motivation for this conference is to help one's country through offering individual expertise and point of view based on one's individual discipline. As we gather from many different countries and many different disciplines, I believe that we should be able to expand the scope of our efforts and must aim at more challenging global contributions.

I hope all the participants of this conference will enjoy and get opportunities to enhance relationships of knowledge exchange.

I would like to extend my sincere gratitude to the organizing committee and especially to my Thai colleagues for given abilities to be a co-organizer and member of organizational board of AC-ESI – 2018, to be involved in the process of new international tradition formation!



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

Welcome to International Academic Conference on Educational & Social Innovations!

As a co-organizer of AC-ESI-2018 we tried to make a conference aimed to create a strong platform for academic and educational international collaboration.

Sustainable economical development always requires a breaking of any boundaries between scientists, an increasing of international informational and technological exchange, new forms of cross-cultural and transnational collaboration.

Due to this I am very glad to see here, in hospitable Italy, presenters of dozens countries from four continents. It proves that our activity in a direction of common, global study of patters for effective, competitive and successful development of educational practices is important, is required by society, science and business.

Suan Sunandha Rajabhat University is strongly related with educational and science provision for progress of Thailand and AEC. Academics of our university conduct research in all areas of economical and social development of Thailand and ASEAN.

We are science partners with Thai Government, presenters of Thai and international business and non-governmental organizations. Active external collaboration of SSRU with educational and research centers of ASEAN, Europe, Australia and USA opens huge prospects of international science collaboration and science exchange.

Furthermore, for making our conference work more effective and memorable, we tried to provide maximum comfortable conditions for all our delegates.

Therefore, I hope that the AC-ESI-2018 will achieve all set objectives to provide our delegates with education, networking, leadership enhancement and sweet memories.



Dr. Nattapong Techarattanased

*Deputy director of Office of General Education
and Innovative Electronic Learning
Suan Sunandha Rajabhat University,
Bangkok, Thailand*

In the modern conditions world transfers from the multilevel system of national social systems with strictly identified boundaries of economical interests and kinds of international collaboration to the absolutely complicated mix of transnational business, national states and international organizations whose interests are actively interact, intersect, overlap and even conflict each other's! Private sector is effectively using advantages of educational and cultural globalization, is mostly able to create multilevel markets and complex market strategies, to spread internal corporative net-work outside – to the directions of states, customers of educational products, institutes and competitors.



It shows how important and how significant is international science collaboration, international research and discussions on different issues of actual education and social development. Practical experience in economical stimulation, reformation of educational systems, regional integration, governmental support of educational and research institutes, increasing of national external competitiveness is very difficult to over-evaluate.

Being an educational and science leader of Thailand and ASEAN, an effective example of business-government-science collaboration, Office of General Education and Innovative Electronic Learning at Suan Sunandha Rajabhat University is really appreciated to be a co-organizer and informational partner of Academic Conference on Educational & Social Innovations, to be involved in the processes of international science collaborations and innovative ideas' transfer! Hope these collaborations will have bright and significant prospects.

Finally, I would like to welcome all participants of AC-ESI – 2018 and to wish new science results and findings, ideas and conclusions!

Dr. Jarumon Nookhong
Deputy Director of Office of
General Education and Innovative Electronic Learning
Suan Sunandha Rajabhat University,
Bangkok, Thailand

As a Member of Editorial board of Academic Conference on Educational & Social Innovations - 2018 I am delighted to welcome all participants in Milan!

The aim of AC-ESI- 2018 is to serve as a primary channel of knowledge sharing and the promotion of educational and social innovations internationally.

An important goal of the conference is to encourage learning from each other by exchanging ideas and views, and building networks.

A successful conference cannot be organized without the effort of many persons.

I would like to thank both working teams from the Office of General Education and Innovative Electronic Learning Suan Sunandha Rajabhat University and South Russia institute of management of Russian Presidential Academy of National Economy and Public Administration for their enormous contribution towards the detailed arrangement of this conference.

Furthermore, I would like to express my gratitude to the authors who submitted their papers to the AC-ESI 2018 as well as reviewers for their contributions and effort to an excellent conference proceeding.

Finally, I hope you will enjoy the conference and have a wonderful time during your stay in Italy.



Warmest Regards,

Mr. Apisit Rattamatamurak
Deputy director of office of
General Education and Innovative Electronic Learning
Suan Sunandha Rajabhat University,
Bangkok, Thailand

Warm greetings from AC-ESI – 2018 organizing committee!

As a coordinator of our International conference organization I tried to do everything for making this year conference the best one!

We spent many hours for choosing venue; we spent gigabytes of internet traffic sending mails and calls for papers!

Hope, all these spent were not useless. And our conference will be very successful, productive and important for society, science and business.

I am glad to note, that a number of AC-ESI – 2018 participants is still high!

Geography of our conference is covered 9 countries from Asia, East Europe, Middle East and even Africa!

Enjoy Italian natural and cultural heritage, world most famous outlets and restaurants! Don't forget to taste risotto with local wine, visit Da Vinci museum and listen magic opera in La-Scala!

And to get new knowledge, new ideas and new friends from AC-ESI-2018!!!



*Dr. Denis Ushakov, professor
AC-ESI – 2018 coordinator
International college
Suan Sunandha Rajabhat University,
Bangkok, Thailand*

AC-ESI-2018

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**INTERNATIONAL ACADEMIC CONFERENCE ON
EDUCATIONAL & SOCIAL INNOVATIONS**

AC-ESI - 2018 @ MILAN.IT

=AGENDA=

- Day 1** 07 May 2018
 Venue: Sheraton Milan Malpensa Airport Hotel, Italy
 Registration open Foyer
 Participants arrival, registration Meeting Room
 Organizational meeting
 Networking
Seminar "International publishing: guidelines to success"
 By Ms. Darina Prokhorova
 Editor-in - chief of Journal of International Studies, Poland
 17.00 Welcoming dinner Restaurant

- Day 2** 08 May 2018
 Venue: Sheraton Milan Malpensa Airport Hotel, Italy Meeting Room
 9.00 Opening ceremony
 Welcome speeches:
 Dr. Preecha Pongpeng
*Director of Office of General Education and Innovative Electronic Learning,
Suan Sunandha Rajabhat University, Bangkok, Thailand*
 Dr. Zolochevskaya Elena
*Dean of faculty of Public Administration,
South Russia Institute of Management of
National Economy and Public Administration*
 Dr. Bundit Pungnirund
*Dean of College of Innovations and Management, Suan Sunandha Rajabhat
University, Bangkok, Thailand*
 Ms. Darina Prokhorova
*Editor-in - chief of Journal of International Studies,
Poland*
 Dr. Oleg Patlasov
Omsk Humanitarian Academy, Omsk, Russia
 Dr. Denis Ushakov
Organizational board of AC-ESI- 2018
University's Management And Students' Satisfaction: An Empirical Study
 Through Structural Equation Modelling
 Key-note speech by Dr. Johan W de Jager
 Tshwane University of Technology,
Pretoria, South Africa
 10.30 Group photo Foyer
10.40 Coffee-break
 11.00 **Formation of the Social Successfulness of Students with Disabilities in the
System of Continuous Inclusive Education**
 Key-note speech by Dr. Preecha Phongpheng
*Office of General Education and Innovative Electronic Learning Suan Sunandha
Rajabhat University, Bangkok, Thailand*
 11.40 **Human capital and decentralization of education (the case of Tlajomulco de
Zuniga Jalisco, Mexico)**
 Key-note speech by Dr. José G. Vargas-Hernández
*University Center for Economic and Managerial Sciences,
University of Guadalajara, México*
 12.20 **Educating Young People in Multicultural Environment of Higher
Education Institution**
 Key-note speech by Dr. Nattapong Techarattanasak
*Office of General Education and Innovative Electronic Learning Suan Sunandha
Rajabhat University, Bangkok, Thailand*
 13.00 **Lunch** Restaurant

Session 1 – Environmental education: ways and challenges of implementation

- 14.00 Sinchai Poolkhai & Adisak Chuchat
 14.20 Jürgen Drissner
 14.40 Pattamaporn Kaewkongka & Apirati Triyawat
 15.00 Wipada Chaiwchan & Kittipat Bualek
 15.20 Kvetoslava Rešetová
 15.45 **Coffee break**
 16.00 Pawinee Ratabakorn & Uraivan Tunmukul
 16.20 Anosha Rojanapanich & Prem Thanatripop
 16.40 Pachara Wangmee & Worakarn Janiarasingham
 17.00 Unnop Panpuang & Saysunee Sangphueak

Foyer

18.00 Dinner

Restaurant

Day 3

09 May 2018

Venue: Sheraton Milan Malpensa Airport Hotel, Italy

Foyer

08.30 Registration open**09.00 Session 2 – Human capital: educational and managerial issues of formation and development**

09.00 Pramsuk Huanprapai & Sasinan Prajongjai

09.20 Ria Mardiana Yusuf

09.40 Nattaporn Srichana & Warawut Chuenkrut

10.00 Pordee Sukpun & Paweena Sribunrueng

10.20 Aekaphob Intarapoo & Pattiya Traiteepung

10.45 **Coffee – break** Foyer

11.00 Bundit Pungnirund

11.20 Sarawut Yamdee & Supas Amornchantanakorn

11.40 Mahir Pradana

12.00 Pimporn Thongmuang

12.20 Larisa Neyskaya & Svetlana Akhmetova

12.40 Lunch

Restaurant

Session 3 – Modern teaching: modern technologies and practical methods

13.30 Ketum Saraburin & Narasak Phunaploy

13.50 Zhang Li-Ping

14.10 Watchara Sungkabol & Sasiwimon Maneewong

14.30 Awad Soliman Keshta

14.50 Kanpetch Saranontawat & Pimporn Thongmuang

15.10 Toratane Muneegumi

15.30 **Coffee – break** Foyer

15.50 Arias Sinthu & Aknarin Piyaphanyamongkol

16.10 Nutecha Phasuk & Natwalun Wangnil

16.30 Krit Chaisaengducan, Tospon Pimpa

16.50 Farangis Sacedi

17.10 Arunroong Wongkungwan & Sathiya Phunaploy

18.00 Dinner Restaurant

- Day 4** 10 May 2018
Venue: Sheraton Milan Malpensa Airport Hotel, Italy
Foyer
- 08.30 Registration open**
- 09.00 Session 4 – Management in educational institutes: modern issues and future prospects**
- 09.00 Pennapha Meeto & Raweevan Khankham
- 09.15 Amber Osman & Muhammad Imtiaz Subhani
- 09.30 Budit Phraprataporn & Kulnidawan Dumkum
- 09.45 Vera Gnevasheva
- 10.00 Yutana Rattanasuwan & Piyanun Thanchai
- 10.15 Ratanaporn Sukserm & Thidarat Choknakawaro
- 10.30 Juan Francisco Aguirre Chavez
- 10.45 **Coffee – break**
- 11.00 Supaporn Wimonchalerk & Rutchanewan Panbua
- 11.15 Runglaksamee Rodkam & Paphitchaya Siipaksa
- 11.30 Vanthangpui Khobung
- 11.45 Aina Jacob Kola
- 12.00 Paakpoom Klaythong & Patcharida Wisaitket
- 12.15 Arun Sumdee & Anutsara Chanprapas
- 12.30 Lunch**
- 13.30 **Session 5 – Usage of ICT and social networking in educational process**
- 13.30 Kiatiphoom Phachuen
- 13.50 Chun-Pei Lin
- 14.10 Piched Girdwichai
- 14.30 Siriporn Meenanan & Naruecha Narapong
- 14.50 Atef Abuhmaid
- 15.10 Pirawat Chaiyaphoomsakul, Sawitree Charaporn & Apisit Rattananurak
- 15.30 **Coffee – break**
- 15.50 Nuntiya Noichun
- 16.10 Nuntinee Nakkontee & Patompong Punnabhum
- 16.30 Sudarat Srirama & Krisana Aree
- 16.50 Vasyuta Eugenia
- 17.10 Grigoryeva Natalya & Kolycheva Zhanna
- 17.30 Dinner**
- Awards and closing ceremony**
- Restaurant

LIST OF SESSIONS:

- Day 2 Meeting room
14.00-17.30
- Session 1**
- Environmental education: ways and challenges of implementation**
Chairman: Dr. Jürgen Drissner
Environmental education and behavioral change
- 1 Sinchai Poolklai
Adisak Chuchat
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*
- 2 Jürgen Drissner
*University of Ulm,
Germany*
Environmental education outside school: effects of a half-day teaching programme
- 3 Pattamaporn Kaewkongka
Apirati Triyawat
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*
"Public-based-learning": environmental controversies for pedagogical purposes
- 4 Wipada Chaiwchan
Kittipat Bualek
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*
Considering students' environmental self determination
- 5 Kvetoslava Rešetová
*Slovak University of Technology
in Bratislava, Slovakia*
Publishing opportunities of doctoral candidates
- 6 Pawinee Ratabakorn
Uraivan Tunmukul
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*
Educational environment for teenagers' moral relations development
- 7 Anosha Rojanapanich
Prem Thanatripop
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*
Analyzing business factors of students' environmental attitudes
- 8 Pachara Wangmee
Worakarn Jantarasingharn
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*
Conceptual model for teaching the relationship of daily life and human environmental impact
- 9 Unnop Panpuang
Saysunee Sangphueak
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*
Sustainable development and teaching perspectives

Day 3
09.00-12.30

Day 3
13.30-17.30

Session 2

Human capital: educational and managerial issues of formation and development

Chairman: Dr. José G. Vargas-Hernández

Social capital and knowledge management in the context of staff empowerment

1 Pramsuk Huanprapai
Sasinan Prajongjai
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*

2 Ria Mardiana Yusuf
*Hasanuddin University,
Makassar, Indonesia*

3 Nattaporn Srichana
Warawut Chuenkrut
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*

4 Pordee Sukpun
Paweena Sribunrueng
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*

5 Aekkapob Intarapoo
Pattiya Traiteepung
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*

6 Bundit Pungnirund
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*

7 Sarawut Yamdee
Supas Amornchantanakorn
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*

8 Mahir Pradana
*Telkom University, Bandung
Indonesia*

9 Pimporn Thongmuang
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*

10 Larisa Nevskaya
Svetlana Akhmetova
*Perm National Research Polytechnic University,
Russia*

Meeting room

Session 3

Modern teaching: modern technologies and practical methods

Chairman: Dr. Bundit Pungnirund

Problem based learning (PBL-civics) model development to improve the motivation and learning outcomes

1 Ketum Saraburin
Narasak Phunaploy
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*

2 Zhang Li-Ping
*Yu Qi, Shanghai University of
Engineering Science,
Shanghai, China*

3 Watchara Sungkobol
Sasiwimon Maneewong
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*

4 Awad Soliman Keshia
*Islamic University of Gaza (IUG),
Gaza, Palestine*

5 Kametch Saranontawat
Pimporn Thongmuang
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*

6 Toratane Munegumi
*Naruto University of Education,
Naruto, Tokushima, Japan*

7 Arias Sinthua
Aknarin Piyaphanyamongkol
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*

8 Nutchha Phasuk
Natwalun Wangnil
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*

9 Krit Chaisaengducan
Tospon Pimpa
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*

10 Farangis Saeedi
Gulran University, Rasht, Iran

11 Arunroong Wongkungwan
Sathiya Phunaploy
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*

Day 4 Meeting room

Session 4
09.00-12.30
Management in educational institutes: modern issues and future prospects

Chairman: Dr. Muhammad Imtiaz Subhani

- 1 Pemnapha Meeto
Raweevan Khankham
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*
- 2 Amber Osman
Muhammad Imtiaz Subhani
Iqra University, Karachi, Pakistan
- 3 Buntit Phrapratanom
Kulnidawan Dumkum
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*
- 4 Vera Gnevashveva
*Moscow University for the Humanities,
Moscow, Russia*
- 5 Yuttana Rattanasuwann
Piyanun Thanchai
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*
- 6 Ratanaporn Sukserm
Thidarat Choknakawaro
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*
- 7 Juan Francisco Aguirre Chavez
*Autonomous University of Chihuahua,
Chihuahua, Mexico*
- 8 Supaporn Wimonchaitlerk
Rutchanewan Panbua
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*
- 9 Runglaksamee Rodkarn
Paphitchaya Silpaksa
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*
- 10 Vanthangpui Khobung
*Educational Research and Training, NCERT
Bhopal, India*
- 11 Aima Jacob Kola
*College of Agriculture, Igbokra,
Oyo State, Nigeria*
- 12 Paakpoom Klaythong
Patcharida Wisaikeit
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*
- 13 Arun Sumdee
Anutsara Chamrapras
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*

Day 4 Meeting room

Session 5
13.30-17.30
Usage of ICT and social networking in educational process

Chairman: Dr. Atef Abuhmaid

- ✓ 1 Kiattiphoom Phachuen
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*
- 2 Chun-Pei Lin
Huaqiao University, Quanzhou, China
- ✓ 3 Piched Girdwichai
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*
- 4 Siriporn Meenanon
Naruecha Narapong
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*
- 5 Atef Abuhmaid
*Middle East University,
Amman, Jordan*
- 6 Pirawat Chaiyaphoomsakul
Sawitree Charamporn
Apisit Rattanarunak
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*
- 7 Nuntiya Noichun
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*
- 8 Nuntinee Nakdongee
Patompong Pumabhum
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*
- 9 Sudarat Srirama
Krisana Aree
*Suan Sunandha Rajabhat University,
Bangkok, Thailand*
- 10 Natalya Grigoryeva
Zhamna Kolycheva
Southern University (IMBL), Russia
- 11 Vasyuta Eugenia
Don State Technical University, Russia
*The Russian Presidential Academy Of
National Economy And Public Administration,
South Russia Institute of Management,
Rostov-on-Don, Russia*

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ANALYTICAL STUDY ON IMPROVING EXPERTISE OF UNIVERSITY STUDENTS THROUGH INNOVATIVE TRAINING PROJECT

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In this paper, the detailed process of college students' innovative training programs is introduced, including the application, initiation and completion. Game design and production is a long, complicated and hard process after which users are brought into a brand new electronic entertainment world by innovative elements. Innovative programs for game design majors are mainly analyzed. Three program cases are specially introduced and explained. The approaches and procedures of designing innovative programs for game design majors are summarized to expound and prove the importance of innovative programs in improving college students' professional and practical abilities. Based on the teaching features of the game design major as well as the concrete process and implementation requirements of innovative training project themed with game design, in combination with the generalization and summarization of actual innovative training project cases of several groups of university students, the significant role of innovative training project themed with game design in the practicable ability of university students is demonstrated.

Keywords: innovative training program; game design; game character design; game scene design; practical ability; design style.

Introduction

The innovative training project for university students refers to the independent completion of the innovative research project design, preparation for the research, project implementation, research report writing, result (academic) communication, and other relevant work fulfilled by university students in the form of individual or team, under the guidance of faculty advisors.

The innovative training project is designated to cultivate and strengthen the independent innovation. Cultivate consciousness, innovation spirit, practical ability, team cooperation ability and communication ability of university students. Currently, the innovative training project for university students mainly consists of three categories, municipal innovative training project, key scientific research platform-based innovative training project for university students, and campus-level innovative training project. Universities and colleges require the selected topic in the application form of innovative training project for university students to be creative, independent and exploratory, with novel ideas and clear goals.

University students are encouraged to discover problems in life, present topics, and make inventions, innovations, research and development of practical application value. The project research scheme shall be advanced, reasonable, and feasible, with verifiable expected results. The game design is an important approach for human being to popularize, understand, and even further the future culture. To cultivate the expertise of game designer, the relevant theory and practice of literature, art, design, and other subjects shall be

reasonably complemented, so as to lay a solid foundation for the personal career development of students in the future.

These innovative training projects strongly support for the theoretical foundation and practical ability of the students of colleges and universities. Since the topic selection, students give play to different cognitions and design thinking to the fullest possible extent under the guidance of teachers, and embody different imaginations and creativities, regardless of collaboration between team members or the design style and presentation of the projects.

Concrete Process And Implementation Requirements Of Game Design Projects

The innovative training practice project for university students themed with game design aims to build up the independent artistic thinking, fully creative artistic expression and solid artistic practice of students in line with the principle of being dominated by the professional learning interest and enthusiasm of students and supplemented with the guidance of specialized teachers.

From the very beginning of the innovative training project, namely, the project initiation, students independently determine the project topics, project approval basis, implementation scheme and the project innovation, and formulate the detailed experimental scheme and implementation plan. Students can gain deep insight into the complete process of projects through a series of professional practical training from project topic selection, project application to project production. Prior to the submission of formal application, faculty advisers shall repeatedly organize the applicant students to receive the guidance on the topic selection, distribute the application template to students as required, and guide their standardized completion of the application form.

The applied topics of innovative training projects present a diversified trend, which applies the creative elements to all aspects of game design. The project involves the game design, game character design, 3D game scene design, Flash mini-game production, game programming and many other aspects. The concluding results of innovative training project are usually dominated by the game design paper, game image design works, game source file, and project research report published by students.

Moreover, some characters and scene design works completed in certain projects also declare the design patent. In the process of implementation of innovative training project, the role of faculty adviser mainly embodies in the supervision and guidance of innovative project, while the concrete implementation process is still oriented in students and dominated by the self-supervision between project team members, for the purpose of developing the self-learning and control ability of students over the game design.

The effective guidance of academic advisers throughout the project implementation allows students of each team to clearly understand and know the contents and targets of their respective projects. All of team members can smoothly complete the project schedule by carefully listening to the organization and arrangement of the project leader. The implementation of innovative training project requires a great deal of patience and perseverance. At the preliminary stage of the project, for instance, the collection and collation of relevant data, consultancy with design literature, as well as calculation and analysis of data in the game planning are required. In addition to the division of labor and project arrangement, it is required to constantly enhance the self-learning, deliberation on the

cultural content and true translation of design originality into game design work in the process of project.

Design And Analysis Of Project

The innovative training project themed with game design for university students shall adopt the heuristic method of teaching. The faculty adviser shall guide students to establish the implementation method of project under the premise of reasonable and effective thinking. The application and concrete production of project shall also proceed in combination with the prevailing advanced digital game production technology, popular film, television and animation works, and literary works to reflect the humanity and cultural lives of different ethnic groups and folk customs. The game design-oriented innovative training project seeks to cultivate the habit of students to carefully experience and observe lives, broaden students' thinking, and develop students' ability of thinking.

Analysis On The Cultivation Of Students' Ability

The game design is eventually the perfect combination of art and technology. Both the design ideas and technique of expression are important to game designers. The game design is mainly centered on the learning of game art production, especially the concept art design, game character design, game scene design, 3D game production, special game effects rendering and other knowledge. The teaching shall focus on the cultivation of students' practical ability. In spite of the practical teaching, the skill of student to grasp and use the software of game image production often need to build on the good cognition and understanding of art, design theory, and design methods. If students blindly pursue for the operation of game software but ignore the learning of art and design theory, training of basic art skills, or the accumulation of literature, history and life common sense, such blind pursuit is bound to produce the illogical or unreasonable results notwithstanding many unrestrained ideas come up in the process of creation.

The innovative training project for university students motivate the passion of students to quickly engage in the specific production, and also impose the theoretical thinking requirements on students regarding the project production background, production process, production rationality, and the market research of design. Students gradually accumulate the cultural and artistic knowledge, train the logical thinking, and improve the comprehensive expertise through the deepening investigation of project contents and topics.

The constant production and perfection of projects help students to develop a good professional self-study habit to the benefit of expanding personal professional learning space. The innovative training project for university students is not only to create new things, but also to ponder over problems from a new perspective, and discover the root behind the appearance of each thing. Innovative thinking can broaden the horizon of students, and also bring with unceasing surprises to the work and study of students.

The project is common to team members. Everyone has the same goal. In the cooperation, collision is inevitably because of the different views. In such a case, students shall attach most importance to the team and give priority to the project to fully dedicate to the project and sufficiently respect for every team member. Although many students are unfamiliar with each other at the beginning of the project establishment, they develop into

good teammates or friends due to the participation in the innovative project for university students, which also witnesses the purpose of innovative project for university students - teamwork. The strength of every person is limited, but the team can gather up and maximize the energy of everyone.

Conclusion

The creativity of game design comes from life. University students are good at capturing the emerging things and giving play to creativity and imagination. They can gain various benefits from the practice of innovative activities, such as promoting the organization ability, improving the innovative thinking ability, establishing friendship through exchanges and communications, enriching themselves in the process of busy study and obtaining a lot of theoretical and practical knowledge outside of the classroom teaching. The production of innovative project allows students to learn about the basic project production process, master the preparation of project contract and project cost accounting, experience each link of project production and harvest fruitful project results. The innovative training project for university students enables students to foster the ability not only to acquire a large number of information resources, but also to reasonably and effectively integrate such information resources. they know how to present the creativity by use of technology and establish the ideal of becoming game artistic designers.

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