Dear ladies and gentlemen,

I am delighted to present you with the International Academic Conference on Social Innovation and Education. This conference brings together researchers, educators, and practitioners from around the world to discuss the latest developments in these fields.

Today, in the era of globalized education, innovation is the key to success. We are proud to have participants from over 30 countries, each bringing their unique perspectives and experiences. I hope you find the conference as enriching as we do.

I would like to express my deepest gratitude to everyone involved in making this conference a success. Many thanks to the organizing committee, special session organizers, and of course, to all the contributing authors who will be sharing the results of their research.

I hope that everyone will have a wonderful and successful conference. Let's continue to learn from each other and make a positive impact on education.

Dr. Pramot Thongwong
Director of Office of General Education and Innovation, Khon Kaen University, Bangkok, Thailand

Dr. Lamadee Ghiwattini, Professor of Education, Thammasat University, Bangkok, Thailand

Please accept our best wishes for a wonderful stay in Italy!
Dear friends and colleagues!
This conference is a meaningful crystallization of international initiatives among the number of institutions towards practical cooperation in interdisciplinary studies, which will 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 Zolochevskaya
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 patterns 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. Nattapon Techaratanawat
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 Nokkhong
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. Apiwat Rasitaratamarak
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 Vici museum and listen magic opera in La-Scala!

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

---

Dr. Prechea Pongpeng (Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University, Bangkok, Thailand)

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

Dr. Nattapong Techarattanased (Office of General Education and Innovative Electronic Learning Suan Sunandha Rajabhat University, Bangkok, Thailand)

Hathaipan Soonthornpiti (College of Innovations and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand)

Dr. Rudolf Kucharik (University of economics in Bratislava, Slovakia)

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. Parimal Chandra Biswas (Adamas University, Kolkata, India)

Dr. Shieh, Chih - Jen (Huaqiao University, China)

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

Dr. Frank Ebinger (Nuremberg Institute of Technology, Germany)

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

Dr. Muhammad Intiaz Subhani (Director Research Innovation & Commercialization, Iqra University, Pakistan)

Dr. Blanka Pocztakova (VŠB -Technical University Ostrava, Czech Republic)

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, Azerbaijan)

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

Dr. Rami Dwi Santy (University Komputer, Bandung, Indonesia)

Dr. Aleksey Arkhipov (South Federal University, Rostov-on-Don, Russia)
AGENDA=

Day 1  07 May 2018
Venue: Sheraton Milan Malpensa Airport Hotel, Italy

13.00 Registration open  Foyer
Participants arrival, registration

14.00 Organizational meeting  Meeting Room
Networking

15.00 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

9.00 Opening ceremony  Meeting Room
Welcome speeches:
Dr. Preecha Pongpeng
Director of Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University, Bangkok, Thailand

Dr. Zolotchevskaya Elena
Dean of faculty of Public Administration, South Russia Institute of Management of Russian Presidential Academy of National Economy and Public Administration

Dr. Bundit Pungrirund
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
Director of Omsk Humanitarian Academy, Omsk, Russia

Dr. Denis Ushakov
Organizational board of AC-ESI – 2018

09.40 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

10.40 Coffee-break  Foyer

11.00 Formation of the Social Successfulness of Students with Disabilities in the System of Continuous Inclusive Education
Key-note speech by Dr. Preecha Pongpeng
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, Mexico

12.20 Educating Young People in Multicultural Environment of Higher Education Institution
Key-note speech by Dr. Natapong Techurattianased
Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University, Bangkok, Thailand

13.00 Lunch  Restaurant
14.00 Session 1 – Environmental education: ways and challenges of implementation
14.00 Sinchai Poolklai & 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  Foyer
16.00 Pawinee Ratabakorn & Urniwan Tumukul
16.20 Anosha Rojanapanich & Prem Thanatripop
16.40 Pachara Wangnuee & Worakam Jantharsinghram
17.00 Unnop Panpuang & Saysunee Sangphueak
18.00 Dinner Restaurant

Day 3  09 May 2018
Venue: Sheraton Milan Malpensa Airport Hotel, Italy
08.30 Registration open Foyer
09.00 Session 2 – Human capital: educational and managerial issues of formation and development
09.00 Pramsuk Huanprapai & Sasinna Prajongjai
09.20 Ria Mardiana Yusuf
09.40 Nattaporn Srichana & Warawut Chuenkrat
10.00 Pordee Sukpu & Pawena Sribunrueng
10.20 Aekaphob Intarapoo & Pattiya Traiteepung
10.45 Coffee – break Foyer
11.00 Burdit Pungmirund
11.20 Sarawut Yandee & Supas Amornchanthanakorn
11.40 Mahir Pradana
12.00 Pimpon Thongmuang
12.20 Larisa Nevskaya & Svetlana Akhmetova
12.40 Lunch Restaurant
13.30 Session 3 – Modern teaching: modern technologies and practical methods
13.30 Ketum Saraburin & Narasak Phunaploy
13.50 Zhang Li-Ping
14.10 Watchara Sungkobol & Sasiwimon Maneewong
14.30 Awad Soliman Keshta
14.50 Kampech Saranontawat & Pimpon Thongmuang
15.10 Torutane Munegumi
15.30 Coffee – break Foyer
15.50 Arias Sinthu & Aknarin Piyaphanyamongkol
16.10 Nutch Phasuk & Natwalun Wangnil
16.30 Krit Chaisengduean, Tospon Pimpa
16.50 Farangis Saeedi
17.10 Anurroong Wongkungwan & Sathiya Phunaploy
18.00 Dinner Restaurant
Day 4 10 May 2018
Venue: Sheraton Milan Malpensa Airport Hotel, Italy
08.30 Registration open Foyer
09.00 Session 4 – Management in educational institutes: modern issues and future prospects
09.00 Pennapha Meeto & Raweewan Khankham
09.15 Amber Osman & Muhammad Imtiaz Subhani
09.30 Bundit Phnpraptampon & Kulnidaowan Dumkum
09.45 Vera Gnevashova
10.00 Yuttana Rattanasuwan & Pyaanun Thanchai
10.15 Ratanaporn Sukserm & Thidarat Choknakawaro
10.30 Juan Francisco Aguirre Chavez
10.45 Coffee – break Foyer
11.00 Supaporn Wimonchailer & Rutchanewan Panbua
11.15 Runglaksamee Rodkam & Paphitchaya Silpaksa
11.30 Vanhangpui Khobung
11.45 Aina Jacob Kola
12.00 Paapoomi Klaythong & Patcharida Wisaiyet
12.15 Arun Sundee & Anusara Chantrapras
12.30 Lunch Restaurant
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 Meemman & Nuruecha Narapong
14.50 Atif Abuhmaid
15.10 Pirawat Chaiyaphoomsakul, Sawitree Charnaporn & Apisit Rattanaranurak
15.30 Coffee – break Foyer
15.50 Nuntiya Noichun
16.10 Nuntinee Nakdomtee & Patompong Punnabhum
16.30 Sudarat Srims & Krisana Aree
16.50 Vasyuta Eugenia
17.10 Grigoryeva Natalya & Kolycheva Zhanna
17.30 Dinner Awards and closing ceremony
Restaurant

INTERNATIONAL ACADEMIC CONFERENCE ON EDUCATIONAL & SOCIAL INNOVATIONS

LIST OF SESSIONS:

Day 2 14.00-17.30

Session 1

Environmental education: ways and challenges of implementation
Chairman: Dr. Jürgen Drissner

1 Sinchai Poolkai
Adisak Chuchat
Suan Sunandha Rajabhat University, Bangkok, Thailand

Environmental education and behavioral change

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 Chaichan
Kittipat Bualek
Suan Sunandha Rajabhat University, Bangkok, Thailand

Considering students’ environmental self determination

5 Kvetoslava Reletová
Slovak University of Technology in Bratislava, Slovakia

Publishing opportunities of doctoral candidates

6 Pawinee Ratabakorn
Uraiwan Tumnakul
Suan Sunandha Rajabhat University, Bangkok, Thailand

Educational environment for teenagers’ moral relations development

7 Anosha Rojanapanich
Prem Thanatirpop
Suan Sunandha Rajabhat University, Bangkok, Thailand

Analyzing business factors of students’ environmental attitudes

8 Puchara Wangmee
Worakarn Jantarasinham
Suan Sunandha Rajabhat University, Bangkok, Thailand

Conceptual model for teaching the relationship of daily life and human environmental impact

9 Unnop Pupuang
Sayyuna Sangphueak
Suan Sunandha Rajabhat University, Bangkok, Thailand

Sustainable development and teaching perspectives

www.conference.com
Day 3  
09.00-12.30  
**Session 2**  
**Human capital: educational and managerial issues of formation and development**  
Chairman: Dr. José G. Vargas-Hernández

1. **Pramuk Huanprapai**  
   **Social capital and knowledge management in the context of staff empowerment**  
   **Suan Sunandha Rajabhat University, Bangkok, Thailand**

2. **Ria Mardiana Yusuf**  
   **The practice of human resource strategic roles by “ulrich” model**  
   **Hannamukti University, Mataram, Indonesia**

3. **Nattaporn Siricha**  
   **Student’s research work as the condition of professional education**  
   **Suan Sunandha Rajabhat University, Bangkok, Thailand**

4. **Pordee Sukpun**  
   **University students’ entrepreneurial intentions: ways for in-study implementation**  
   **Paweeon Srivunakan**  
   **Suan Sunandha Rajabhat University, Bangkok, Thailand**

5. **Aekkaphob Intarapoo**  
   **Strengthening the basic competence of sciences for master students**  
   **Pattiya Traiteepung**  
   **Suan Sunandha Rajabhat University, Bangkok, Thailand**

6. **Bundit Pungnirund**  
   **Interpersonal intelligence: how gender difference impacts?**  
   **Suan Sunandha Rajabhat University, Bangkok, Thailand**

7. **Sarawut Yandee**  
   **Egoctenism and development of students identity**  
   **Supas Amornchatamanon**  
   **Suan Sunandha Rajabhat University, Bangkok, Thailand**

8. **Mahir Pradana**  
   **Do employees' performances depend on their motivations? (case study at Indonesian National bureau of plantation)**  
   **Fallborn University, Bandung, Indonesia**

9. **Pimporn Thongmuang**  
   **Self-health care behaviors of elderly**  
   **Suan Sunandha Rajabhat University, Bangkok, Thailand**

10. **Larisa Nevska**  
    **Current trends in the development of innovative activeness of enterprise personnel**  
    **Svetlana Akhmetova**  
    **Perm National Research Polytechnic University, Russia**

---

Day 3  
13.30-17.30  
**Session 3**  
**Modern teaching: modern technologies and practical methods**  
Chairman: Dr. Bundit Pungnirund

1. **Ketum Saranbu**  
   **Problem based learning (PBL-civics) model development to improve the motivation and learning outcomes**  
   **Narasak Phunaploy**  
   **Suan Sunandha Rajabhat University, Bangkok, Thailand**

2. **Zhang Li-Ping**  
   **Study of cooperative education pattern**  
   **Te Zhu Shanghai University of Engineering Science, Shanghai, China**

3. **Watchara Sungkobol**  
   **Analysis of mathematical education on economics specialty**  
   **Sasiwimon Maneewong**  
   **Suan Sunandha Rajabhat University, Bangkok, Thailand**

4. **Awad Soliman Keshia**  
   **The effectiveness of a blended learning program on developing palestinian tenth graders english writing skills**  
   **Islamic University of Gaza (IUG), Gaza, Palestine**

5. **Kanpetch Saranontawat**  
   **Innovative methods of teachers' practice-orientation development**  
   **Pimporn Thongmuang**  
   **Suan Sunandha Rajabhat University, Bangkok, Thailand**

6. **Toratane Munegami**  
   **Considering future directions for the specialized evaluation of educational programs for science teachers**  
   **Naruto University of Education, Naruto, Tokushima, Japan**

7. **Arias Sinha**  
   **Dialogue-based teaching model in college English teaching**  
   **Aknarin Piypamonyongkol**  
   **Suan Sunandha Rajabhat University, Bangkok, Thailand**

8. **Nutch Phasuk**  
   **Business field trips impact on education processes**  
   **Natwulan Wangnil**  
   **Suan Sunandha Rajabhat University, Bangkok, Thailand**

9. **Krit Chaisaengduan**  
   **Project-based hybrid business education of graduate and undergraduate group**  
   **Tospon Pampa**  
   **Suan Sunandha Rajabhat University, Bangkok, Thailand**

10. **Farangis Saeedi**  
    **The effect of negotiation on second language acquisition**  
    **Gilan University, Rast, Iran**

11. **Aruroong Wongkungwan**  
    **Environmentors: mentoring at-risk through university partnerships**  
    **Sathiya Phunaploy**  
    **Suan Sunandha Rajabhat University, Bangkok, Thailand**
## Day 4  
**Meeting room**

### Session 4  
**Management in educational institutes: modern issues and future prospects**  
Chairman: Dr. Muhammad Imtiaz Subhani

1. Pennapna Meeto  
Raweeewan Khankham  
Suan Sunandha Rajabhat University, Bangkok, Thailand

2. Amber Osman  
Muhammad Imtiaz Subhani  
Iqra University, Karachi, Pakistan

3. Bundit Phraratanporn  
Kulnidanaw Dumkum  
Suan Sunandha Rajabhat University, Bangkok, Thailand

4. Vera Gnesheva  
Hacettepe University for the Humanities, Moscow, Russia

5. Yuttana Rattanuasuan  
Pyaman Thanachai  
Suan Sunandha Rajabhat University, Bangkok, Thailand

6. Ratanaporn Sukserm  
Thidarat Choknawaro  
Suan Sunandha Rajabhat University, Bangkok, Thailand

7. Juan Francisco Aguirre Chavez  
Autonomous University of Chihuahua, Chihuahua, Mexico

8. Supaporn Wimonchailerk  
Ruchanewa Panbua  
Suan Sunandha Rajabhat University, Bangkok, Thailand

9. Rungklaksamee Rodkarn  
Paphittechaya Silpoksak  
Suan Sunandha Rajabhat University, Bangkok, Thailand

10. Vanthangnui Khoburg  
Educational Research and Training NCERT, Bhopal, India

11. Aina Jacob Kola  
College of Agriculture, Igbaza, Oyo State, Nigeria

12. Paakpoom Klaythong  
Patcharida Wisaiket  
Suan Sunandha Rajabhat University, Bangkok, Thailand

13. Arun Sumdee  
Anutsara Chanprapas  
Suan Sunandha Rajabhat University, Bangkok, Thailand

---

### Session 5  
**Usage of ICT and social networking in educational process**  
Chairman: Dr. Atef Abuhmaid

1. Kiattiphoon Phachuen  
Suan Sunandha Rajabhat University, Bangkok, Thailand

2. Chun-Pei Lin  
Hongxiao University, Quanzhou, China

3. Piched Girdwichai  
Suan Sunandha Rajabhat University, Bangkok, Thailand

4. Siriporn Meenan  
Naruecha Narapong  
Suan Sunandha Rajabhat University, Bangkok, Thailand

5. Atef Abuhmaid  
Middle East University, Amman, Jordan

6. Pirawan Chaiyaphoomsakul  
Sawitree Charampon  
Apisit Ratanatran Erik  
Suan Sunandha Rajabhat University, Bangkok, Thailand

7. Nuntiya Noichun  
Suan Sunandha Rajabhat University, Bangkok, Thailand

8. Nantinee Nakloot  
Patompong Punnabhum  
Suan Sunandha Rajabhat University, Bangkok, Thailand

9. Sudarat Srima  
Krisana Aree  
Suan Sunandha Rajabhat University, Bangkok, Thailand

10. Natalya Grigoryeva  
Southern University (DUBL), Russia

11. Zhanna Kolycheva  
Novosibirsk State Technical University, Russia

12. Vasyuta Eugenia  
The Russian Presidential Academy Of National Economy And Public Administration, South Russia Institute of Management, Rostov-on-Don, Russia

---

**www.euraseans.com**  
**www.conferace.com**
# TABLE OF CONTENT

## Conference program

3

## Chapter 1

**Environmental education: ways and challenges of implementation**

- Sustainable Development and Teaching Perspectives
  - Unnop Panpuang, Saysunee Sanghувeak

- Considering Students' Environmental Self Etermination
  - Wipada Chaiwanch, Kittiapat Buaelek

- Environmental Education Outside School: Effects of a Half-Day Teaching Programme
  - Jürgen Drissner

- Publishing Opportunities of Doctoral Candidates
  - Kvetoslava Rešetová

- Educational Environment for Teenagers' Moral Relations Development
  - Pawince Ratabakorn, Uraiwan Tunmuakul

- Environmental Education and Behavioral Change
  - Sinchati Poolklae, Adisak Chuchat

- "Public-Based-Learning": Environmental Controversies for Pedagogical Purposes
  - Pattamaporn Kaewkongkha, Apirati Triyawat

- Conceptual Model for Teaching the Relationship of Daily Life and Human Environmental Impact
  - Pachara Wangmee, Worakarn Jantarasingharn

- Analyzing Business Factors of Students' Environmental Attitudes
  - Anosha Rojanapanich, Preem Thanatripop

## Chapter 2

**Human capital: educational and managerial issues of formation and development**

75

- Human Capital and Decentralization of Education (The Case of Tlaajomulco de Zuniga Jalisco, Mexico)
  - José G. Vargas-Hernández

- University Students' Entrepreneurial Intentions: Ways for In-Study Implementation
  - Pordee Sulpun, Paeewana Sribunrueng

- Do Employees' Performances Depend on Their Motivations? (Case Study at Indonesian National Bureau of Plantation)
  - Mahir Pradana

## Chapter 3

**Modern teaching: modern technologies and practical methods**

139

- Social Capital and Knowledge Management in the Context of Staff Empowerment
  - Pramsuk Huanprapai, Sasissan Prasongwiny

- Interpersonal Intelligence: How Gender Difference Impacts
  - Budi Punguirdik

- The Practice of Human Resource Strategic Roles by "ULRICH" Model
  - Ria Mardiana Yusuf

- Strengthening the Basic Competence of Sciences for Master Students
  - Akkaphob Intarapoo, Pattaya Traiteepung

- Ego-centricism and Development of Students' Identity
  - Sarawut Yasdee, Supas Amornchantaanakorn

- Student's Research Work as the Condition of Professional Education
  - Nattapon Sirichana, Warawut Suenkruit

- Current Trends in the Development of Innovative Activeness of Enterprise Personnel
  - Larisa Nevskaya, Svetlana Akhmetova, Irena Esaulova

- Self-Health Care Behaviors of Elderly
  - Pipomporn Thongmuang

- Environmentors: Mentoring At-Risk Through University Partnerships
  - Arunroong Wongkungwan, Sathiya Phunaploy

- Considering Future Directions for the Specialized Evaluation of Educational Programs for Science Teachers
  - Toratane Munegumi

- Project-Based Hybrid Business Education of Graduate and Undergraduate Group
  - Krit Chaisangduean, Tospon Pimpang

- Study of Cooperative Education Pattern
  - Zhang Li-Ping

- Dialogue-Based Teaching Model in College English Teaching
  - Aries Sintiu, Akrinari Piyaphanyanorangkol

- The Effect of Negotiation on Second Language Acquisition
  - Farangis Saeedi

- Analysis of Mathematical Education on Economics Speciality
  - Watchara Sungkobol, Sasiwimon Maneewong

---

336 www.euraaseans.com

---

337 www.conferace.com
INNOVATIVE METHODS OF TEACHERS’ PRACTICE-ORIENTATION DEVELOPMENT
Kanpetch Saranontwat, Pimporn Thongmuang

THE EFFECTIVENESS OF A BLENDED LEARNING PROGRAM ON DEVELOPING PALESTINIAN TENTH GRADERS ENGLISH WRITING SKILLS
Awad Soliman Keshta

BUSINESS FIELD TRIPS IMPACT ON EDUCATION PROCESSES
Nutch Phasuk, Nutwulan Wangnil

PROBLEM BASED LEARNING (PBL-CIVICS) MODEL DEVELOPMENT TO IMPROVE THE MOTIVATION AND LEARNING OUTCOMES
Ketum Saraburin, Narasak Phunaploy

EDUCATING YOUNG PEOPLE IN MULTICULTURAL ENVIRONMENT OF HIGHER EDUCATION INSTITUTION
Nattapong Techarattanased

FORMATION OF THE SOCIAL SUCCESSFULNESS OF STUDENTS WITH DISABILITIES IN THE SYSTEM OF CONTINUOUS INCLUSIVE EDUCATION
Preecha Phongpheng

Chapter 4
Management in educational institutes: modern issues and future prospects

EDUCATIONAL PEDAGOGY FOR SUSTAINABILITY: DEVELOPING PROGRAMS TO TRANSFORM BEHAVIOR
Ratanaporn Sukserm, Thidarat Choknakawaro

REPOSITIONING SCIENCE EDUCATION IN NIGERIAN COLLEGES OF EDUCATION THROUGH PUBLIC-PRIVATE PARTNERSHIP (PPP)
Aina, Jacob Kola

SCHOOL-COMMUNITY PARTICIPATION IN DEVELOPING A LOCAL SUSTAINABILITY AGENDA
Runglaksamee Rodkam, Paphitchaya Silpaksa

A GENDER STUDY ON COLLEGE STUDENTS’ ACADEMIC SELF-EFFICACY
Juan Francisco Aguirre Chavez

VOCATIONAL EDUCATION BY TRANSFERRING NOTIONS AND ALL-ROUND CULTIVATION
Paakpoom Klaythong, Patcharida Wisaiket

EXTENSION ANALYSIS OF EMPLOYEE MANAGEMENT BASED ON SOCIAL NETWORK MODEL
Bundit Phraratanpor, Kalindawan Dumkum

THE FUNCTION OF PHYSICAL EDUCATION FOR BUILDING SOCIAL VALUES
Arun Sundee, Anutsara Chanprapas

Chapter 5
Usage of ICT and social networking in educational process

APPLICATION OF CLASSROOM ASSISTANT SOFTWARE BASED ON ANDROID
Kiattiphoon Phachuen

INFORMATION AND COMMUNICATION TECHNOLOGY INTEGRATION WITHIN THE PRACTICUM
Atef Abuhmaid

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

COLLEGE STUDENTS’ INFORMATION QUALITY AND STUDY ON CORRESPONDENCE AND EDUCATION SYSTEM IN “INTERNET+” ERA
Siriporn Meenan, Naruecha Narapong

TREND OF VISUAL COMMUNICATION DESIGN EDUCATION IN THE CULTURAL AND CREATIVE INDUSTRIES
Sudarat Srima, Krisana Aree

APPLICATIONS AS IT-ELEMENT OF SPECIAL DISCIPLINES TEACHING
Nantiyaa Noichun

AN EFFECT OF EXISTING KNOWLEDGE ASSETS TO INBOUND/OUTBOUND DISRUPTIVE INNOVATION
Chunpei Lin

www.conferace.com
DESIGNING OF INDIVIDUAL EDUCATIONAL PATH OF TEACHER'S PROFESSIONAL DEVELOPMENT IN CONDITIONS OF INFORMATION EDUCATIONAL ENVIRONMENT
Nuntinee Nakdonte, Patompong Punnabhum

TAXATION AND EMPLOYMENT: CONSIDERING RELATIONSHIPS AND FACTORS OF EFFICIENCY
Natalya Grigoryeva, Zhanna Kolycheva

MEDICAL TOURISM IN RUSSIA: GROWTH POTENTIAL AND COMPETITIVENESS ISSUES
Vasyuta Eugenia

VIDEO CONVERTER USING GPU ON WEB APPLICATION
Prawat Chaiyaphoomsakul, Sawitree Charanporn
Apisit Rattanatrurak
APPLICATION OF CLASSROOM ASSISTANT SOFTWARE BASED ON ANDROID

Kiattiphon Phachuen
Siwan Saranaphat (University Bangkok, Thailand)

In society, the use of mobile technology as a link for efficient transmission of knowledge to achieve the time and geographical restrictions on the education model has become important and urgent task combined with the development needs of Thailand contemporary education with the popular application of mobile information technology and rapid development of mobile phone software. Development and application of class assistant software based on Android technology connects the application design techniques of the mobile phone with the current classroom management to provide a real-time communication platform between teachers and students. Our results show that the program exerts a significant effect in the online study. The platform is convenient for teachers and students to effectively teach and study to cause high efficiency development in the modernized education. The results suggest that platform in classroom assistant related mobile software may make the breakthrough progress in sight.

Keywords: Android; classroom assistant; software; a real-time communication platform

Introduction

The traditional teaching mode is not only inefficient but also a waste of time. Teachers usually have a lot of work tasks, if not recorded in time for some of the usual thought of teaching content, there are some teaching information omitted. In addition, students and teachers after the class when the contact is not convenient. In other words, the teacher is also difficult to contact all the students.

There are some important information which is not promptly distributed to the hands of students on the class. Students gradually raise the awareness of active learning. They need a more free time and space constraints of free learning. Class teaching transform a simple teaching methods, for example, books or blackboard, into teaching mode combined with modern computer technology in the development of information technology.

The teaching mode enhance the interest of the classroom by the expression of the rich content and the vivid picture. The mode based on mobile technology can also improve the flexibility of teaching and the teaching method combining classroom teaching and mobile equipment has attracted gradually attention with the development of mobile communication technology. Therefore, the widespread application and rapid development of mobile communication devices have also made it possible for the development of mobile-based learning. The development of mobile application software provides a real-time communication platform for students and teachers to help them to maintain the exchange of information. The platform can improve the efficiency of modern teaching.

Functional Requirement

Understanding the analysis of mobile phone software for users of the demand is mainly concentrated in two aspects: First of all, the teachers often prepare some of the class materials and other materials that students prepare or prepare things before the class. It is difficult for teachers to contact all students under the circumstances. The teachers always have some test question to need to answer for students.

The traditional way of sending papers is a waste of time. However, the use of mobile phone software can automatically determine whether students correctly answer questions by conveniently and fast. Secondly, because of the complexity of the course, students may be confused about the course time and place. Students often do not prepare enough contents to learn and the teachers often reminds the class to prevent the students from forgetting the materials before the class, or they sometimes do not remember or forget the homework. In addition, it is boring for students to accept the traditional and simple teaching methods.

Function Module

The platform is based on the development technology of Android and the concept of PBL[4] approach. The project use the database of MySQL[5] to store data and Web Service[6] to achieve data transmission. The system is divided into two clients: teachers and students. On the one hand, the teachers as clients includes the timetable query, add questions, send and receive papers, check the students answering the question, the issuance of notice, classroom assessment and personal information management functions. On the other hand, the students as clients includes curriculum query, online answers, scanning the wrong topic analysis, asking the teachers, receive notifications, classroom assessment and personal information management functions.

A. Login function module In different client login page, students and teachers log in with their own account. They can manage their own information. If you were new user, you can register in the page.

B. "Schedule inquiry" function module In the schedule inquiry module, teachers and students can individually check their information today including class time and classrooms. They can also view the information of this semester to avoid information forgotten.

C. "Paper" function module Teachers can view the history of the papers added, including a detailed description of each paper. They can not only view the information of the paper and scores and the appropriate content for the examination papers. They choose the existing papers issued to the students, so that students to answer. The teachers can see the situation and scores of students answer and reply to the questions of the students. Students will receive the questions in the form of the message after teachers sending the test paper. They can answer questions directly and store own situation of answer. Students can view their own history of the problem scores and their own wrong questions.

Teachers can help in time for the problem students not solved. In the examination papers module, the teacher can usually think of meaningful topics to record and even promptly issue to the students to do. Teachers will send the papers to students in the form of short messages, therefore students can do their homework at any time. At the same time you can view your answer records and wrong questions, and observe their own learning situation.

www.eurasians.com
also ask questions to the teachers at any time. They teachers can also understand the situation students turn over the papers and get the scores. It is an effective cycle for teachers to carry out the next phase of the design of teaching work basing on the data.

D. Notification module Notification module can develop to interactive between teachers and students. Teachers can send to students in the form of notice that students need to prepare the information before the class so that teachers can easily contact all the students. There will also be emergency situations, such as temporary changes to class locations or adjustment of class time. The information can be sent to all students in the form of a notice so that each student is notified to guarantee the course to go well on.

E. "Comment" function module The teacher can initiate a topic discussion for a specific performance of a classmate in the classroom. The students can express their views on the topic and can also express their views on the teacher's performance. They can also view others' evaluation of themselves. The interactive activities of classroom not only increase the interest of the classroom, but also mobilize the enthusiasm of the students, so that everyone can participate in classroom teaching to improve learning efficiency.

F. "Personal information" function module Students and teachers can manage personal information in the module. The mode provide convenience to the users.

Summary

Personal wireless networks, mobile data and multimedia technology base on the basis of mobile education. Teachers and students more easily achieve interactive teaching activities through the use of mobile devices to assist teaching. The classroom-assisted software of basing on Android technology development and application platform plays an important role in the teaching process. The mobile application provides students and teachers with a real-time communication platform to help teachers and students keep the information exchange conveniently. The project can meet the needs of students online learning. The platform not only facilitate the teaching of teachers, and students can also learn whether anytime or anywhere. It is significant to greatly improve the efficiency of modern teaching.

References:

INTERNATIONAL ACADEMIC CONFERENCE ON EDUCATIONAL & SOCIAL INNOVATIONS

INFORMATION AND COMMUNICATION TECHNOLOGY INTEGRATION WITHIN THE PRACTICUM

Atef Abuhammad
Middle East University, Amman, Jordan

This study aimed at exploring the extent of Information and Communication Technology (ICT) utilization by Classroom Teacher program at the faculty of education at Isra University during the practicum. The sample of the study consisted of 77 student teachers who had made been enrolled and participated in field visits as part of the practicum as well as the five supervisors at Isra University. The findings of the study illustrate weaknesses in both student teachers' preparation courses on how to use ICT effectively across the curriculum, and ill-execution of the practicum.

Keywords: Practicum, Pre-service Teacher Education, ICT Training, Professional Development, Educational Technology

Introduction

Information and Communication Technology (ICT) revolution has impacted every facet of education as well as all other social sectors. Rapidly, ICT is gaining ground in all aspects of education leaving no choice for schools and educational institutions but to try to find their ways in the face of this technological onslaught. However, education systems, as well as educational sectors within them, are widely varied in their responses and paces of adaptation.

As pressure has been mounting on education systems to respond effectively to technological changes happening beyond school walls, initiatives have been pouring into schools aiming to improve educational practices and outcomes to meet the demands and needs of the 21st century. In this context, over the last two decades teacher training has attracted more attention due to firstly, the failure of early attempts of excessive emphasis on technology itself to improve education, and secondly, the mounting literature stressing that educational improvement should go through teachers' consent, willingness, and competence [1, 36] as they are the primary agents of any educational change and the final arbiters of classroom practice [8, 13, 17, 47].

There has been increasing realization among educators and policy makers that teacher training - both pre and in-service - on ICT integration across the curriculum is an essential component for ICT integration into education. In Jordan, schools countrywide have been provided with computer labs as part of the educational system's move to reforming schooling for the knowledge-based economy[1].

In parallel to the Ministry of education's efforts to empower schools with new technologies, teacher training has also attracted increasing appreciation and more emphasis. Several ICT-related training courses were adopted by the education system for in-service teachers. Nevertheless, in general teachers need not have adequate knowledge and skills of how to integrate ICT in the curriculum [1].