13th INTERNATIONAL CONFERENCE

AC-ESI-2018
ACADEMIC CONFERENCE ON EDUCATIONAL & SOCIAL INNOVATIONS

AC-ESI 2018
@ MILAN.IT

CO-ORGANIZED BY:

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
Dear ladies and gentlemen, 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

www.euraseans.com

www.conferace.com
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 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. 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 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 corporate 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 Rattanatranurak
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!!!

INTERNATIONAL ACADEMIC CONFERENCE ON EDUCATIONAL & SOCIAL INNOVATIONS

Dr. Preecha Pongpeng (Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University, Bangkok, Thailand)
Dr. Elena Zolochevskaya (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 Soonthornpipit (College of Innovations and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand)
Dr. Rudolf Kucharcik (University of economics in Bratislava, Slovakia)
Dr. Dudmila 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 (Huajiao University, China)
Dr. Serhiy Yerokhlin (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 Imtiaz - Subhani (Director Research Innovation & Commercialization, Iqra University, Pakistan)
Dr. Blanka Poczatková (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. Raeni Dwi Santy (University Komputer, Bandung, Indonesia)
Dr. Aleksey Arkhipov (South Federal University, Rostov-on-Don, Russia)

www.conferace.com
INTERNATIONAL ACADEMIC CONFERENCE ON
EDUCATIONAL & SOCIAL INNOVATIONS
AC-ESI - 2018 @ MILAN.IT

Day 1 07 May 2018
Venue: Sheraton Milan Malpensa Airport Hotel, Italy
13.00 Registration open  Foyer
14.00 Organizational meeting Meeting Room
15.00 Seminar “International publishing: guidelines to success”
   By Ms. Darina Prokhorova
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. Zolochevskaya Elena
Dean of faculty of Public Administration,
South Russia institute of Management of
Russian Presidential Academy 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
Dr. Denis Ushakov
Omsk Humanitarian Academy, Omsk, Russia
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 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 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 Techarattanased
Office of General Education and Innovative Electronic Learning Suan Sunandha
Rajabhat University, Bangkok, Thailand
13.00 Lunch Restaurant
Day 3 09 May 2018
Venue: Sheraton Milan Malpensa Airport Hotel, Italy
08.30 Registration open
09.00 Registration open Foyer

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 & Paweesa Sribunrueng
10.20 Aekkaphob 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 Nevskaya & Svetlana Akhmetova
12.40 Lunch Restaurant

13.30 Session 3 - Modern teaching: modern technologies and practical methods
13.30 Nuntiya Noichun & Narasak Phunploy
13.50 Zhang Li-Ping
14.10 Watchara Sungkobol & Sasiwimon Maneewong
14.30 Awad Soliman Keshta
14.50 Kanpetch Saranomtawat & Pimporn Thongmuang
15.10 Toraiime Munegumi
15.30 Coffee break Foyer
15.50 Arias Sinhu & Aknarin Piyaphanyamongkol
16.10 Nutcha Phusuk & Natwan Wangnil
16.30 Krit Chaisaengduean, Tospon Pimpa
16.50 Farangis Saeedi
17.10 Arunroong Wongkungwan & Sathiya Phunploy

18.00 Dinner Restaurant

www.conferace.com
**Day 4** 10 May 2018
Venue: Sheraton Milan Malpensa Airport Hotel, Italy

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>08.30</td>
<td>Registration open</td>
<td>Foyer</td>
</tr>
<tr>
<td>09.00</td>
<td>Session 4 - Management in educational institutes: modern issues and future prospects</td>
<td>Foyer</td>
</tr>
<tr>
<td>09.00</td>
<td>Pennapa Meeto &amp; Raweewan Khankham</td>
<td></td>
</tr>
<tr>
<td>09.15</td>
<td>Amber Osman &amp; Muhammad Imtiaz Subbani</td>
<td></td>
</tr>
<tr>
<td>09.30</td>
<td>Bundit Phraratanporn &amp; Kulnidanaw Dumkum</td>
<td></td>
</tr>
<tr>
<td>09.45</td>
<td>Vera Gnevasheva</td>
<td></td>
</tr>
<tr>
<td>10.00</td>
<td>Yuttana Rattanasuwon &amp; Piyanun Thanchai</td>
<td></td>
</tr>
<tr>
<td>10.15</td>
<td>Ratanaporn Sukserm &amp; Thidarat Choknakawaro</td>
<td></td>
</tr>
<tr>
<td>10.30</td>
<td>Juan Francisco Aguirre Chavez</td>
<td></td>
</tr>
<tr>
<td>10.45</td>
<td>Coffee break</td>
<td>Foyer</td>
</tr>
<tr>
<td>11.00</td>
<td>Supapin Wimonchailerk &amp; Ruchanewan Panbua</td>
<td></td>
</tr>
<tr>
<td>11.15</td>
<td>Rungtakamsae Rodkim &amp; Paphitaya Silpaksa</td>
<td></td>
</tr>
<tr>
<td>11.30</td>
<td>Vanhangpui Khabung</td>
<td></td>
</tr>
<tr>
<td>11.45</td>
<td>Aina Jacob Kola</td>
<td></td>
</tr>
<tr>
<td>12.00</td>
<td>Paakpoom Klaythong &amp; Patcharida Wisaiket</td>
<td></td>
</tr>
<tr>
<td>12.15</td>
<td>Arun Sundee &amp; Anutsara Chanprapas</td>
<td></td>
</tr>
<tr>
<td>12.30</td>
<td>Lunch</td>
<td>Restaurant</td>
</tr>
<tr>
<td>13.30</td>
<td>Session 5 - Usage of ICT and social networking in educational process</td>
<td>Restaurant</td>
</tr>
<tr>
<td>13.30</td>
<td>Kiattiphoom Phachuen</td>
<td></td>
</tr>
<tr>
<td>13.50</td>
<td>Chun-Pei Lin</td>
<td></td>
</tr>
<tr>
<td>14.10</td>
<td>Piched Girdwichai</td>
<td></td>
</tr>
<tr>
<td>14.30</td>
<td>Siriporn Meenan &amp; Naruecha Narapong</td>
<td></td>
</tr>
<tr>
<td>14.50</td>
<td>Atef Abuhmaid</td>
<td></td>
</tr>
<tr>
<td>15.10</td>
<td>Pirawat Chaiyaphoomsakul, Sawitree Charamporn &amp; Apisit Ratanathanurak</td>
<td></td>
</tr>
<tr>
<td>15.30</td>
<td>Coffee break</td>
<td>Foyer</td>
</tr>
<tr>
<td>15.50</td>
<td>Nuntiya Noichun</td>
<td></td>
</tr>
<tr>
<td>16.10</td>
<td>Nuntinee Nakdonteet &amp; Patompong Punnabhum</td>
<td></td>
</tr>
<tr>
<td>16.30</td>
<td>Sudarat Srima &amp; Krisana Aree</td>
<td></td>
</tr>
<tr>
<td>16.50</td>
<td>Vasyuta Eugenia</td>
<td></td>
</tr>
<tr>
<td>17.10</td>
<td>Grigoryeva Natalya &amp; Kolycheva Zhanna</td>
<td></td>
</tr>
<tr>
<td>17.30</td>
<td>Dinner</td>
<td>Restaurant</td>
</tr>
</tbody>
</table>

**List of Sessions:**

- **Day 2**
  - **14.00-17.30**
  - **Session 1**
    - Environmental education: ways and challenges of implementation
    - Chairman: Dr. Jürgen Drissner
    - Session 1
      1. Sinchai Poolkai
      2. Jürgen Drissner
      3. Pattamaporn Kaewkongka
      4. Wipada Chaiwchan
      5. Kvetoslava Resetova
      6. Pawinee Ratanakorn
      7. Anisha Rojanapanich
      8. Pachara Wangmee
      9. Unnop Panpuang

- **Day 3**
  - **10 May 2018**
  - **Session 2**
    - Environmental education and behavioral change
    - Dr. Jürgen Drissner
    - Session 2
      1. Environmental education outside school: effects of a half-day teaching programme
      2. “Public-based-learning”: environmental controversies for pedagogical purposes
      3. Considering students' environmental self-determination
      4. Publishing opportunities of doctoral candidates
      5. Educational environment for teenagers' moral relations development
      6. Analyzing business factors of students' environmental attitudes
      7. Conceptual model for teaching the relationship of daily life and human environmental impact
      8. Sustainable development and teaching perspectives

- **Day 4**
  - **10 May 2018**
  - **Session 3**
    - Environmental education: ways and challenges of implementation
    - Chairman: Dr. Jürgen Drissner
    - Session 3
      1. Sinchai Poolkai
      2. Jürgen Drissner
      3. Pattamaporn Kaewkongka
      4. Wipada Chaiwchan
      5. Kvetoslava Resetova
      6. Pawinee Ratanakorn
      7. Anisha Rojanapanich
      8. Pachara Wangmee
      9. Unnop Panpuang

**Venue:** Sheraton Milan Malpensa Airport Hotel, Italy

**Website:** www.euraseans.com

**Contact:**
- Conference: www.conference.com
<table>
<thead>
<tr>
<th>Day 3</th>
<th>Meeting room</th>
</tr>
</thead>
<tbody>
<tr>
<td>09.00-12.30</td>
<td>Human capital: educational and managerial issues of formation and development</td>
</tr>
<tr>
<td>Session 2</td>
<td>Chairman: Dr. José G. Vargas-Hernández</td>
</tr>
<tr>
<td>1</td>
<td>Pramsuk Huanrapai</td>
</tr>
<tr>
<td></td>
<td>Sasinan Prajongjai</td>
</tr>
<tr>
<td></td>
<td>Sunandha Rajabhat University, Bangkok, Thailand</td>
</tr>
<tr>
<td>2</td>
<td>Ria Mardiana Yusuf</td>
</tr>
<tr>
<td></td>
<td>Harasatuddin University, Makassar, Indonesia</td>
</tr>
<tr>
<td>3</td>
<td>Nattaporn Srichana</td>
</tr>
<tr>
<td></td>
<td>Warawut Chuenkrut</td>
</tr>
<tr>
<td></td>
<td>Sunandha Rajabhat University, Bangkok, Thailand</td>
</tr>
<tr>
<td>4</td>
<td>Pordee Sukprom</td>
</tr>
<tr>
<td></td>
<td>Paweena Sribunrueng</td>
</tr>
<tr>
<td></td>
<td>Sunandha Rajabhat University, Bangkok, Thailand</td>
</tr>
<tr>
<td>5</td>
<td>Aekkaphob Intarapoo</td>
</tr>
<tr>
<td></td>
<td>Pattiya Traiteepung</td>
</tr>
<tr>
<td></td>
<td>Sunandha Rajabhat University, Bangkok, Thailand</td>
</tr>
<tr>
<td>6</td>
<td>Bundit Pungnirund</td>
</tr>
<tr>
<td></td>
<td>Sunandha Rajabhat University, Bangkok, Thailand</td>
</tr>
<tr>
<td>7</td>
<td>Sarawut Yamdee</td>
</tr>
<tr>
<td></td>
<td>Supas Amornchantanakorn</td>
</tr>
<tr>
<td></td>
<td>Sunandha Rajabhat University, Bangkok, Thailand</td>
</tr>
<tr>
<td>8</td>
<td>Mahir Pradana</td>
</tr>
<tr>
<td></td>
<td>Telkomsa University, Bandung, Indonesia</td>
</tr>
<tr>
<td>9</td>
<td>Pimpon Thongmuang</td>
</tr>
<tr>
<td></td>
<td>Sunandha Rajabhat University, Bangkok, Thailand</td>
</tr>
<tr>
<td>10</td>
<td>Larisa Nevskaya</td>
</tr>
<tr>
<td></td>
<td>Svetlana Akhmetova</td>
</tr>
<tr>
<td></td>
<td>Pera National Research Polytechnic University, Russia</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Day 3</th>
<th>Meeting room</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.30-17.30</td>
<td>Modern teaching: modern technologies and practical methods</td>
</tr>
<tr>
<td>Session 3</td>
<td>Chairman: Dr. Bundit Pungnirund</td>
</tr>
<tr>
<td>1</td>
<td>Nuntiya Noichun</td>
</tr>
<tr>
<td></td>
<td>Narasak Phunaploy</td>
</tr>
<tr>
<td></td>
<td>Sunandha Rajabhat University, Bangkok, Thailand</td>
</tr>
<tr>
<td>2</td>
<td>Zhang Li-Ping</td>
</tr>
<tr>
<td></td>
<td>Yu Qiu Shanghai University of Engineering Science, Shanghai, China</td>
</tr>
<tr>
<td>3</td>
<td>Watchara Sungkobel</td>
</tr>
<tr>
<td></td>
<td>Sasiwimon Maneeuwong</td>
</tr>
<tr>
<td></td>
<td>Sunandha Rajabhat University, Bangkok, Thailand</td>
</tr>
<tr>
<td>4</td>
<td>Awad Soliman Keshta</td>
</tr>
<tr>
<td></td>
<td>Islamic University of Gaza (IUG), Gaza, Palestine</td>
</tr>
<tr>
<td>5</td>
<td>Kanpetch Saranontawat</td>
</tr>
<tr>
<td></td>
<td>Pimpon Thongmuang</td>
</tr>
<tr>
<td></td>
<td>Sunandha Rajabhat University, Bangkok, Thailand</td>
</tr>
<tr>
<td>6</td>
<td>Toratene Munegumi</td>
</tr>
<tr>
<td></td>
<td>Nusam University of Education, Naratu, Tokushima, Japan</td>
</tr>
<tr>
<td>7</td>
<td>Arias Sinthu</td>
</tr>
<tr>
<td></td>
<td>Aknarin Pyaphanyamongkol</td>
</tr>
<tr>
<td></td>
<td>Sunandha Rajabhat University, Bangkok, Thailand</td>
</tr>
<tr>
<td>8</td>
<td>Nutcha Phasuk</td>
</tr>
<tr>
<td></td>
<td>Natwalun Wangnil</td>
</tr>
<tr>
<td></td>
<td>Sunandha Rajabhat University, Bangkok, Thailand</td>
</tr>
<tr>
<td>9</td>
<td>Krit Chaisaengduan</td>
</tr>
<tr>
<td></td>
<td>Tospon Pimp</td>
</tr>
<tr>
<td></td>
<td>Sunandha Rajabhat University, Bangkok, Thailand</td>
</tr>
<tr>
<td>10</td>
<td>Farangis Sacedi</td>
</tr>
<tr>
<td></td>
<td>Gidel University, Rast, Iran</td>
</tr>
<tr>
<td>11</td>
<td>Arunroong Wongkungwan</td>
</tr>
<tr>
<td></td>
<td>Sathiya Phunaploy</td>
</tr>
<tr>
<td></td>
<td>Sunandha Rajabhat University, Bangkok, Thailand</td>
</tr>
</tbody>
</table>

Analysis of mathematical education on economics specialty

The effectiveness of a blended learning program on developing palestinian tenth graders english writing skills

Innovative methods of teachers’ practice-orientation development

Considering future directions for the specialized evaluation of educational programs for science teachers

Dialogue-based teaching model in college English teaching

Business field trips impact on education processes

Project-based hybrid business education of graduate and undergraduate group

The effect of negotiation on second language acquisition

Environmentors: mentoring at-risk through university partnerships
Day 4  Meeting room

Session 5  Usage of ICT and social networking in educational process
13.30-17.30
Chairman: Dr. Atef Abuhmaid

1 Kiattipoom Phuchuen
Swan Suan Sunandha Rajabhat University,
Bangkok, Thailand
Application of classroom assistant software based on Android

2 Chun-Pei Lin
HuaWu University, Quanzhou, China
An effect of existing knowledge assets to inbound/outbound disruptive innovation

3 Piched Girdwichai
Swan Suan Sunandha Rajabhat University,
Bangkok, Thailand
Analytical study on improving expertise of university students through innovative training project

4 Siriporn Meenanan
Naruecha Narapong
Swan Suan Sunandha Rajabhat University,
Bangkok, Thailand
College students’ information quality and study on correspondence and education system in “Internet+” era

5 Atef Abuhmaid
Middle East University, Amman, Jordan
Information and communication technology integration within the practicum

6 Pirawat Chaiyaphoomsakul
Sawitree Chavamporn
Apisin Rat atanatrnanaruk
Swan Suan Sunandha Rajabhat University,
Bangkok, Thailand
Video converter using GPU on web application

7 Nuntiya Noichun
Applications as IT-element of special disciplines teaching

8 Nuntinee Nakdongtee
Patompong Punnabhum
Swan Suan Sunandha Rajabhat University,
Bangkok, Thailand
Designing of individual educational path of teacher’s professional development in conditions of information educational environment

9 Sudarat Srima
Krisana Aree
Swan Suan Sunandha Rajabhat University,
Bangkok, Thailand
Trend of visual communication design education in the cultural and creative industries

10 Natalya Grigoryeva
Southern University (IMBL), Russia
Taxation and employment: considering relationships and factors of efficiency

11 Vasnyta Eugenia
The Russian Presidential Academy of National Economy and Public Administration,
South Russia Institute of Management, Rostov-on-Don, Russia
Medical tourism in Russia: growth potential and competitiveness issues
Dedicated training concerning educational theories and let the capable teachers pass on their experience to novice ones by solving practical problems.

Discussion

A. Knowledge Education and Cultural Education. From the perspective of education, knowledge and culture are usually treated as one subject. In fact, they have great differences. Knowledge, such as scientific or geographic knowledge, refers to the experience accumulated by human being in the daily social practice. On the other hand, culture is richer in content, referring to wisdom, literacy and spirit based on and distilled from knowledge. Culture without knowledge is like a tree without roots, while knowledge without culture is like a boat without a rudder [6]. The educational institutions' perceptions of these differences reflects various attitudes towards and levels of education.

B. The Library Educational Function. As the treasure of human knowledge and culture, library is an indispensable sphere of education. The full realization of its cultural function can achieve the purposes of arming students with scientific theories, guarding them with correct opinions, remodeling them with lofty ideals and inspiring them with excellent works [7]. Therefore, it is particularly significant for the vocational colleges to provide students' spiritual world with library.

C. The Educational Function of Campus Culture. Splendid campus culture has the functions of orientation, discipline, integration, inspiration, and radiation. From the aspects of spiritual culture, material culture and system culture, progressive spirit, scientific spirit, and democratic value system and correct public opinion orientation can be fostered by developing a beautiful campus environment, colorful cultural life, elegant artistic taste, dense atmosphere and scientific humanistic spirit [8]. Therefore, the psychological balance of students and staff can be achieved, campus activities and personality charm can complement each other and general quality education can be realized.

Conclusions

In conclusion, vocal colleges should adhere to the moral education-first principle and serve for the job-oriented education. And people at all levels should raise the awareness of moral education and do their utmost to implement it in teaching, managing and servicing process. Thus, the construction of all-round education can produce the qualified people with lofty aspiration, excellent skills and practical style, who can contribute to the social and economic development.

References:

each employee receives an annual assessment based on his or her performance, which is usually determined by the leader of the immediate supervisor.

4. The company realizes that mid-level cadres (junior managers, experienced managers, and inexperienced executives) often feel there is no opportunity for advancement, and if their jobs have reached bottlenecks, so if they find similar or better jobs, they are likely to resign. These mid-level positions tend to have high turnover rates (approximately due to those of other posts) and need to be replenished all the time.

In order to upgrade to a higher position, employees need to accumulate years of specific job experience, which is an essential prerequisite for employee promotion. A commitment to people, for some reason, the comments may be adopted by senior management; a commitment to people, for some reason, the comments may be adopted by senior management; a commitment to people, for some reason, the comments may be adopted by senior management; a commitment to people, for some reason, the comments may be adopted by senior management.

The company is concerned that employees are understaffed. Therefore some bad-qualified and unqualified employees are recruited for probationary periods to reduce staff turnover, so that few employees are dismissed. But this has led to some low-level employees often feel the attention of management, but no one has provided a definitive solution yet.

The Establishment Of Character Element

We can divide the description of things into three categories; that is physical, action and relation. In order to visualize the description of physical, action and relation, we respectively set up the concept of “matter-element”(physical existence), “affair-element”(events and actions) and “relation-element”. These are referred to as primitives.

Build Up Social Network Model

In this paper, a model is based on the establishment of the human resource base, which from the four major aspects of SPSS correlation analysis.

1. Basic qualities, including educational levels, seniority, academic structure, knowledge and health.
2. Mental, including ideas, concepts, mental state, personality traits, skills and spirit of cooperation.
3. Ability, including learning ability, adaptability, organizational skills, coordination, innovation and decisionmaking ability.
4. The level of communication, including language, word level, communication skills and interpersonal skills.

Conclusion

Model thinks that scientific team is vital for the whole enterprise. Understand the need for support, all teams are extremely need a network system. In the company at the networking can include a decision-maker, such as a top executive; An influential person comments may be adopted by senior management; One or more operations, their own work depends on how well team work; A commitment to people, for some reason, the completion of team work must pass a commitment for approval.

Both inside and outside the company to expand networks, make team need support to be able to work effectively. The team was established on the basis of a multi-level network.
# TABLE OF CONTENT

<table>
<thead>
<tr>
<th>Conference program</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Chapter 1</strong></td>
<td></td>
</tr>
<tr>
<td>Environmental education: ways and challenges of implementation</td>
<td>21</td>
</tr>
<tr>
<td>SUSTAINABLE DEVELOPMENT AND TEACHING PERSPECTIVES</td>
<td>22</td>
</tr>
<tr>
<td>Unnop Panpuang, Saysunee Sangphueak</td>
<td></td>
</tr>
<tr>
<td>CONSIDERING STUDENTS' ENVIRONMENTAL SELF ETHERMINATION</td>
<td>28</td>
</tr>
<tr>
<td>Wipada Chaiwchan, Kittipat Bualek</td>
<td></td>
</tr>
<tr>
<td>ENVIRONMENTAL EDUCATION OUTSIDE SCHOOL: EFFECTS OF A HALF-DAY TEACHING PROGRAMME</td>
<td>33</td>
</tr>
<tr>
<td>Jürgen Drissner</td>
<td></td>
</tr>
<tr>
<td>PUBLISHING OPPORTUNITIES OF DOCTORAL CANDIDATES</td>
<td>36</td>
</tr>
<tr>
<td>Kvetoslava Resetova</td>
<td></td>
</tr>
<tr>
<td>EDUCATIONAL OPPORTUNITIES FOR TEENAGERS' MORAL RELATIONS DEVELOPMENT</td>
<td>40</td>
</tr>
<tr>
<td>Pawinee Ratabakorn, Uraiwan Tunnukul</td>
<td></td>
</tr>
<tr>
<td>ENVIRONMENTAL EDUCATION AND BEHAVIORAL CHANGE</td>
<td>46</td>
</tr>
<tr>
<td>Sinchai Pooldpai, Adisak Chachat</td>
<td></td>
</tr>
<tr>
<td>&quot;PUBLIC-BASED-LEARNING&quot;: ENVIRONMENTAL CONTROVERSIES FOR PEDAGOGICAL PURPOSES</td>
<td>54</td>
</tr>
<tr>
<td>Pattamaporn Kaewkongka, Apirati Triyawat</td>
<td></td>
</tr>
<tr>
<td>CONCEPTUAL MODEL FOR TEACHING THE RELATIONSHIP OF DAILY LIFE AND HUMAN ENVIRONMENTAL IMPACT</td>
<td>62</td>
</tr>
<tr>
<td>Pachara Wangmee, Worakarn Jantarasinghum</td>
<td></td>
</tr>
<tr>
<td>ANALYZING BUSINESS FACTORS OF STUDENTS' ENVIRONMENTAL ATTITUDES</td>
<td>68</td>
</tr>
<tr>
<td>Anosha Rojanapanich, Prem Thanatripop</td>
<td></td>
</tr>
<tr>
<td><strong>Chapter 2</strong></td>
<td></td>
</tr>
<tr>
<td>Human capital: educational and managerial issues of formation and development</td>
<td>75</td>
</tr>
<tr>
<td>HUMAN CAPITAL AND DECENTRALIZATION OF EDUCATION (THE CASE OF TLAJOMULCO DE ZUNIGA JALISCO, MEXICO)</td>
<td>76</td>
</tr>
<tr>
<td>José G. Vargas-Hernández</td>
<td></td>
</tr>
<tr>
<td>UNIVERSITY STUDENTS' ENTREPRENEURIAL INTENTIONS: WAYS FOR IN-STUDY IMPLEMENTATION</td>
<td>82</td>
</tr>
<tr>
<td>Pordoe Sukpun, Pawena Sribunmueng</td>
<td></td>
</tr>
<tr>
<td>DO EMPLOYEES' PERFORMANCES DEPEND ON THEIR MOTIVATIONS? (CASE STUDY AT INDONESIAN NATIONAL BUREAU OF PLANTATION)</td>
<td>88</td>
</tr>
<tr>
<td>Mahir Pradana</td>
<td></td>
</tr>
<tr>
<td><strong>Chapter 3</strong></td>
<td></td>
</tr>
<tr>
<td>Modern teaching: modern technologies and practical methods</td>
<td>139</td>
</tr>
<tr>
<td>ENVIRONMENTORS: MENTORING AT-RISK THROUGH UNIVERSITY PARTNERSHIPS</td>
<td>140</td>
</tr>
<tr>
<td>Anurroong Kongkungwan, Sathiya Phunaploy</td>
<td></td>
</tr>
<tr>
<td>CONSIDERING FUTURE DIRECTIONS FOR THE SPECIALIZED EVALUATION OF EDUCATIONAL PROGRAMS FOR SCIENCE TEACHERS</td>
<td>144</td>
</tr>
<tr>
<td>Thanjane Munegumi</td>
<td></td>
</tr>
<tr>
<td>PROJECT-BASED HYBRID BUSINESS EDUCATION OF GRADUATE AND UNDERGRADUATE GROUP</td>
<td>147</td>
</tr>
<tr>
<td>Krit Chaisaengduean, Tospon Pimpa</td>
<td></td>
</tr>
<tr>
<td>STUDY OF COOPERATIVE EDUCATION PATTERN</td>
<td>151</td>
</tr>
<tr>
<td>Zhang Li-Ping</td>
<td></td>
</tr>
<tr>
<td>DIALOGUE-BASED TEACHING MODEL IN COLLEGE ENGLISH TEACHING</td>
<td>156</td>
</tr>
<tr>
<td>Arias Sinthu, Aknarin Piyanphanyamongkol</td>
<td></td>
</tr>
<tr>
<td>THE EFFECT OF NEGOTIATION ON SECOND LANGUAGE ACQUISITION</td>
<td>160</td>
</tr>
<tr>
<td>Farangis Saedi</td>
<td></td>
</tr>
<tr>
<td>ANALYSIS OF MATHEMATICAL EDUCATION ON ECONOMICS SPECIALTY</td>
<td>163</td>
</tr>
<tr>
<td>Watchara Sungkobol, Sasiwimon Maneewong</td>
<td></td>
</tr>
</tbody>
</table>
INNOVATIVE METHODS OF TEACHERS’ PRACTICE-ORIENTATION DEVELOPMENT
Kanpetch Saranontawat, Pimpom Thongmuang
THE EFFECTIVENESS OF A BLENDED LEARNING PROGRAM ON DEVELOPING PALESTINIAN TENTH GRADERS ENGLISH WRITING SKILLS
Awad Soliman Kosta
BUSINESS FIELD TRIPS IMPACT ON EDUCATION PROCESSES
Nutcha Phaauk, Natwulan Wangnil
PROBLEM BASED LEARNING (PBL-CIVICS) MODEL DEVELOPMENT TO IMPROVE THE MOTIVATION AND LEARNING OUTCOMES
Nuntiya Noichun, 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 BEHAVIORS
Ratanaporn Sukserm, Thidarat Choknalabaro
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 Rodkan, Papithisaya Silpaksa
A GENDER STUDY ON COLLEGE STUDENTS’ ACADEMIC SELF-EFFICACY
Juan Francisco Aguirre Chavez
VOCATIONAL EDUCATION BY TRANSFERRING NOTIONS AND ALL-ROUND CULTIVATION
Paakpoom Klaythung, Patcharinda Wisaiket
EXTENSION ANALYSIS OF EMPLOYEE MANAGEMENT BASED ON SOCIAL NETWORK MODEL
Bundit Piraparatanorn, Kulnidawan Dumkum
THE FUNCTION OF PHYSICAL EDUCATION FOR BUILDING SOCIAL VALUES
Arun Sumdee, Anusara Chantraprasad

STUDENT’S VIEW OF EDUCATION AS THE MERIT AND PRIVATE ECONOMIC GOODS
Vera Goevasheva
MULTI-SUBJECT INCENTIVE COOPERATION OF STUDENTS’ NETWORK ENTREPRENEURIAL EDUCATION
Supaporn Winmontraiker, Rutchanawan Paubua
TRIBAL SELF-HELP GROUPS IN MANIPUR: A GENDER PERSPECTIVE
Vanthangou Khobung
HIGH SCHOOL STUDENTS’ CONCEPTIONS OF LEARNING IN DIFFERENT DOMAINS
Yuttana Ratansawun, Piyanun ‘Thanchai
ACADEMIC FREEDOM AND LEADERSHIP IN MODERN ACADEMIC INSTITUTIONS
Amber Osman, Muhammad Imtiaz Subhas
UNIVERSITY’S MANAGEMENT AND STUDENTS’ SATISFACTION: AN EMPIRICAL STUDY THROUGH STRUCTURAL EQUATION MODELLING
Johan W de Jager

Chapter 5: Usage of ICT and social networking in educational process

APPLICATION OF CLASSROOM ASSISTANT SOFTWARE BASED ON ANDROID
Kiattipoom Phachuen
INFORMATION AND COMMUNICATION TECHNOLOGY INTEGRATION WITHIN THE PRACTICUM
Atif Abuhmaid
ANALYTICAL STUDY ON IMPROVING EXPERTISE OF UNIVERSITY STUDENTS THROUGH INNOVATIVE TRAINING PROJECT
Jiched Girdwichai
COLLEGE STUDENTS’ INFORMATION QUALITY AND STUDY ON CORRESPONDENCE AND EDUCATION SYSTEM IN “INTERNET+” ERA
Siriporn Meenanan, 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
Nuntiya Noichun
AN EFFECT OF EXISTING KNOWLEDGE ASSETS TO INBOUND/OUTBOUND DISRUPTIVE INNOVATION
Chun-Pei Lin
DESIGNING OF INDIVIDUAL EDUCATIONAL PATH OF
TEACHER'S PROFESSIONAL DEVELOPMENT IN CONDITIONS OF
INFORMATION EDUCATIONAL ENVIRONMENT
Nuntinee Nakdotsee, 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
Pirawat Chaiyaphoomsakul, Sawitree Charamporn
Apisit Ratanatranurak