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

CO-SPONSORED:
"THE EURASEANS JOURNAL ON GLOBAL SOCIO-ECONOMIC DYNAMICS"
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 innovation, 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. Lueedch Girivichai, 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, 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 Zolotytskaya
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 Techaratananved
Deputy director of Office of General Education and Innovative Electronic Learning
Suan Sunandha Rajabhat University,
Bangkok, Thailand

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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. Aphisit Rattanatramtrak
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. Preeccha 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)
Hathaijan Soonthornpipit (College of Innovations and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand)
Dr. Rudolf Kucharčík (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 Imtiaz 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. Raemi Dwi Santy (University Komputer, Bandung, Indonesia)
Dr. Aleksey Arkhipov (South Federal University, Rostov-on-Don, Russia)
INTERNATIONAL ACADEMIC CONFERENCE ON EDUCATIONAL & SOCIAL INNOVATIONS

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=AGENDA=

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

13.00 Registration open  
14.00 Organizational meeting  
15.00 Seminar “International publishing: guidelines to success”
   By Ms. Darina Prokhorova  
17.00 Welcoming dinner

Day 2 08 May 2018
Venue: Sheraton Milan Malpensa Airport Hotel, Italy

9.00 Opening ceremony  
Welcome speeches:
   Dr. Preecha Pongpung  
   Dean of faculty of Public Administration, South Russia institute of Management of Russian Presidential Academy of National Economy and Public Administration
   Dr. Zolochevskaya Elena  
   Director of Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University, Bangkok, Thailand

Meeting Room

10.30 Group photo
10.40 Coffee-break

09.40 University’s Management And Students’ Satisfaction: An Empirical Study Through Structural Equation Modelling
   Key-note speech by Dr. Johan W de Juger
   Tshwane University of Technology, Pretoria, South Africa

11.00 Formation of the Social Successfulness of Students with Disabilities in the System of Continuous Inclusive Education
   Key-note speech by Dr. Preecha Pongpung
   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 Tlaülmulco 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. Nattapon Techurattanased
   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  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 Sriancha & Warawut Chuenkrut
10.00 Pordee Sukpun & Paweena Sribunrueng
10.20 Aekaphob Intarapoo & Pattiya Traiteepung
10.45 Coffee – break  Foyer
11.00 Burdit Pungmorund
11.20 Sarawut Yandee & 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 Ketum Saraburin & Narasak Phunaploy
13.50 Zhang Li-Ping
14.10 Watchara Sungkobol & Sasiwimon Maneewong
14.30 Awad Soliman Keshta
14.50 Kamjitch Saranontawat & Pimporn Thongmuang
15.10 Toritane Munegumi
15.30 Coffee – break  Foyer
15.50 Arias Sinthu & Akmarin Piyaphanyamongkol
16.10 Nutcha Phassuk & Natwalun Wangnil
16.30 Krit Chaisaengdueng, Tospon Pimp
16.50 Farangis Saeedi
17.10 Arunroong Wongkungwan & Sathiya Phunaploy
18.00 Dinner  Restaurant
Day 4 10 May 2018
Venue: Sheraton Milan Malpensa Airport Hotel, Italy

08.30 Registration open
09.00 Session 4 – Management in educational institutes: modern issues and future prospects
09.00 Pennapa Meeto & Raweewan Khankham
09.15 Amber Osman & Muhammad Intiaz Subhani
09.30 Bundit Phnapataporn & Kulnidaowan Dumkum
09.45 Vera Gnevasheva
10.00 Yuttana Rattanasaw & Piyanun Thanchai
10.15 Ratanaaporn Sukserm & Thidarat Choknakawaro
10.30 Juan Francisco Aguirre Chavez
10.45 Coffee – break
11.00 Supaporn Wimonchailer & Rutchanewon Panbua
11.15 Runglaksamee Rodkam & Paphichaya Silpaksa
11.30 Vanhhamg Phubong
11.45 Aina Jacob Kola
12.00 Paapoom Klaythong & Patcharida Wisaiket
12.15 Arun Samdee & Anutsara Chanrapas
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13.30 Session 5 – Usage of ICT and social networking in educational process
13.30 Kiatthipoom Phachuen
14.00 Chaiwut Lin
14.10 Piched Girdwichai
14.30 Siriporn Meenan & Narusecha Narapong
14.50 Atef Abuhmaid
15.10 Pirawat Chaiyaphoomsakul, Sawitree Charamporn & Apisit Rattanaratupak
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15.50 Nuntiya Noichun
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16.50 Vasyuta Eugenia
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Meeting room

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Chairman: Dr. Jürgen Drissner
1. Sinchai Poelkhai
   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. Pattanaaporn Kaewkongka
   Apirat Triyawat
   Suan Sunandha Rajabhat University, Bangkok, Thailand
   “Public-based-learning”: environmental controversies for pedagogical purposes

4. Wipada Chaiwachan
   Kittipat Buulek
   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 Tumakul
   Suan Sunandha Rajabhat University, Bangkok, Thailand
   Educational environment for teenagers’ moral relations development

7. Anousha Rojanapanich
   Prem Thanatipop
   Suan Sunandha Rajabhat University, Bangkok, Thailand
   Analyzing business factors of students’ environmental attitudes

8. Pachara Wangmeec
   Worakarn Jantarasingham
   Suan Sunandha Rajabhat University, Bangkok, Thailand
   Conceptual model for teaching the relationship of daily life and human environmental impact

9. Unnop Panphuang
   Suyasenee Sangphueak
   Suan Sunandha Rajabhat University, Bangkok, Thailand
   Sustainable development and teaching perspectives

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Chairman: Dr. José G. Vargas-Hernández |
| 1 | Pramsuk Huampaipai  
Suan Sunandha Rajabhat University, Bangkok, Thailand |
| 2 | Ria Mardiana Yusuf  
Hannamkade University, Makasar, Indonesia |
| 3 | Nattaporn Srichana  
Warawat Chuenkrut  
Suan Sunandha Rajabhat University, Bangkok, Thailand |
| 4 | Pordee Sukpun  
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| 5 | Akkaphob Intarapoo  
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| 7 | Sarawut Yandee  
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Suan Sunandha Rajabhat University, Bangkok, Thailand |
| 8 | Mahir Pradana  
Yllkopi University, Bandung, Indonesia |
| 9 | Pimporn Thongmuang  
Suan Sunandha Rajabhat University, Bangkok, Thailand |
| 10 | Larisa Nevskaia  
Svetlana Akhmetova  
Perm National Research Polytechnic University, Russia |

**Session 3**  
**Modern teaching: modern technologies and practical methods**  
Chairman: Dr. Bunrit Pungirunrd |
| 1 | Ketum Sarabarun  
Narasak Phuneploy  
Suan Sunandha Rajabhat University, Bangkok, Thailand |
| 2 | Zhang Li-Ping  
Te Qiu Shanghai University of Engineering Science, Shanghai, China |
| 3 | Watchara Sungkobol  
Sasiwimon Maneewong  
Suan Sunandha Rajabhat University, Bangkok, Thailand |
| 4 | Awaid Soliman Keshtah  
Islamic University of Gaza (IUG), Gaza, Palestine |
| 5 | Kanpetch Saranontawat  
Pimporn Thongmuang  
Suan Sunandha Rajabhat University, Bangkok, Thailand |
| 6 | Toratake Munegumi  
Namuro University of Education, Namuro, Tochihama, Japan |
| 7 | Arias Sinhu  
Aknarin Piapharyamongkol  
Suan Sunandha Rajabhat University, Bangkok, Thailand |
| 8 | Nutcha Phayuk  
Natwahan Wangnil  
Suan Sunandha Rajabhat University, Bangkok, Thailand |
| 9 | Krit Chaisangduean  
Tospon Pampa  
Suan Sunandha Rajabhat University, Bangkok, Thailand |
| 10 | Farangis Saeedi  
Giilan University, Raste, Iran |
| 11 | Arunroong Wongkungwan  
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Suan Sunandha Rajabhat University, Bangkok, Thailand |

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**Session 3**  
**Modern teaching: modern technologies and practical methods**  
Chairman: Dr. Bunrit Pungirunrd  
*Problem based learning (PBL-civics) model development to improve the motivation and learning outcomes*  
*Study of cooperative education pattern*  
*Analysis of mathematical education on economics specialty*  
*The effectiveness of 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*  
*Environment mentors: mentoring at-risk through university partnerships*
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1. Kiattiphoon Phachuen
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   Bangkok, Thailand

2. Chun-Pei Lin
   High school students' conceptions of learning in different domains
   Hsinchu University, Taiwan, China

3. Piched Girdwichai
   Educational pedagogy for sustainability; developing programs to transform behaviors
   Suan Sunandha Rajabhat University,
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4. Siriporn Meenanon
   A gender study on college students' academic self-efficacy
   Naruecha Narapong
   Suan Sunandha Rajabhat University,
   Bangkok, Thailand

5. Atef Abuhmaid
   Multi-subject incentive cooperation of students' network entrepreneurial education
   Middle East University,
   Amman, Jordan

6. Pirawat Chaiyaphoomsakul
   School-community participation in developing a local sustainability agenda
   Sawitree Charaporn
   Apsit Rattanatarmurak
   Suan Sunandha Rajabhat University,
   Bangkok, Thailand

7. Nutrinya Noichun
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   Autonomous University of Chihuahua,
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   Multi-subject incentive cooperation of students' network entrepreneurial education
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   Suan Sunandha Rajabhat University,
   Bangkok, Thailand

9. Runglaksamee Rodkam
   School-community participation in developing a local sustainability agenda
   Paphitchaya Silpapak
   Suan Sunandha Rajabhat University,
   Bangkok, Thailand

10. Vanthangui Khoburg
    Colleage of Agriculture, University of Benguet
    Bongao, Philippines

11. Aina Jacob Kola
    Positioning science education in Nigerian colleges of education through public-private partnership (PPP)
    College of Education, Nigeria

12. Paakpoom Kiyatthong
    Vocational education by transferring notions and all-round cultivation
    Patcharida Wisaiyak
    Suan Sunandha Rajabhat University,
    Bangkok, Thailand

13. Arun Sumdee
    The function of physical education for building social values
    Anutara Chmprepun
    Suan Sunandha Rajabhat University,
    Bangkok, Thailand

Chairman: Dr. Muhammad Imtiaz Subhani

1. Pennapa Meeto
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   Bangkok, Thailand

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3. Bundit Phiprapatanporn
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   Suan Sunandha Rajabhat University,
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4. Vera Gnevashova
   Student's view of education as the merit and private economic goods
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5. Yuttana Rattanasuan
   High school students' conceptions of learning in different domains
   Piyamun Thanchai
   Suan Sunandha Rajabhat University,
   Bangkok, Thailand

6. Ratnaporn Sukserm
   Educational pedagogy for sustainability; developing programs to transform behaviors
   Thidarat Choknawaro
   Suan Sunandha Rajabhat University,
   Bangkok, Thailand

7. Juan Francisco Aguirre Chavez
   A gender study on college students' academic self-efficacy
   Autonomous University of Chihuahua,
   Chihuahua, Mexico

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   Ratchanawan Panbua
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    Suan Sunandha Rajabhat University,
    Bangkok, Thailand

13. Arun Sumdee
    The function of physical education for building social values
    Anutara Chmprepun
    Suan Sunandha Rajabhat University,
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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 practicability of 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 uncasing 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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