



13<sup>TH</sup> INTERNATIONAL CONFERENCE

# AC-ESI-2018

ACADEMIC  
CONFERENCE ON  
EDUCATIONAL &  
SOCIAL INNOVATIONS



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

CO-ORGANIZED BY:

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

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

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



INTERNATIONAL ACADEMIC  
CONFERENCE ON  
EDUCATIONAL & SOCIAL  
INNOVATIONS

AC-ESI-2018

PROCEEDINGS

MILAN, ITALY

MAY, 2018

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



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

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

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

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

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

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

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

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

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

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

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

Accepted papers are scheduled for presentation in 5 big sessions.

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

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

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

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

Grazie !



*Dr. Preecha Pongpeng*

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

Dear friends and colleagues!

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

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

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

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

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

*Dr. Elena 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 patters for effective, competitive and successful development of educational practices is important, is required by society, science and business.

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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



*Warmest Regards,*

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

AC-ESI-2018

## ORGANIZATIONAL BOARD

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

**AC-ESI – 2018 @ MILAN.IT**

**=AGENDA=**

- Day 1** 07 May 2018  
Venue: Sheraton Milan Malpensa Airport Hotel, Italy
- 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. Zolocheskaya 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  
*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 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

|              |   |            |
|--------------|---|------------|
| <b>14.00</b> | <b>Session 1 – Environmental education: ways and challenges of implementation</b> |            |
| 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        | <b>Coffee break</b>   | Foyer      |
| 16.00        | Pawinee Ratabakorn & Uraiwan Tunmukul   |            |
| 16.20        | Anosha Rojanapanich & Prem Thanatripop  |            |
| 16.40        | Pachara Wangmee & Worakarn Jantarasingharn  |            |
| 17.00        | Unnop Panpuang & Saysunee Sangphueak  |            |
| <b>18.00</b> | <b>Dinner</b>   | Restaurant |

|              |  |            |
|--------------|--|------------|
| <b>Day 3</b> | <b>09 May 2018</b>   |            |
|              | Venue: Sheraton Milan Malpensa Airport Hotel, Italy  |            |
| <b>08.30</b> | <b>Registration open</b>   | Foyer      |
| <b>09.00</b> | <b>Session 2 – Human capital: educational and managerial issues of formation and development</b> |            |
| 09.00        | Pramsuk Huanprapai & Sasinan Prajongjai  |            |
| 09.20        | Ria Mardiana Yusuf   |            |
| 09.40        | Nattaporn Srichana & Warawut Chuenkrut   |            |
| 10.00        | Pordee Sukpun & Paweena Sribunrueng  |            |
| 10.20        | Aekkaphob Intarapoo & Pattiya Traiteepung  |            |
| 10.45        | <b>Coffee – break</b>  | 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   |            |
| <b>12.40</b> | <b>Lunch</b>   | Restaurant |
| 13.30        | <b>Session 3 – Modern teaching: modern technologies and practical methods</b>                    |            |
| 13.30        | Nuntiya Noichun & Narasak Phunaploy  |            |
| 13.50        | Zhang Li-Ping  |            |
| 14.10        | Watchara Sungkobol & Sasiwimon Maneewong   |            |
| 14.30        | Awad Soliman Keshta  |            |
| 14.50        | Kanpetch Saranontawat & Pimporn Thongmuang   |            |
| 15.10        | Toratane Munegumi  |            |
| <b>15.30</b> | <b>Coffee – break</b>  | Foyer      |
| 15.50        | Arias Sinthu & Aknarin Piyaphanyamongkol   |            |
| 16.10        | Nutcha Phasuk & Natwalun Wangnil   |            |
| 16.30        | Krit Chaisaengduean, Tospon Pimpa  |            |
| 16.50        | Farangis Saeedi  |            |
| 17.10        | Arunroong Wongkungwan & Sathiya Phunaploy  |            |
| <b>18.00</b> | <b>Dinner</b>  | Restaurant |

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

## LIST OF SESSIONS:

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

Day 3 Meeting room  
09.00-12.30

Session 2

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

Chairman: Dr. José G. Vargas-Hernández

- 1 Pramsuk Huanprapai  
Sasinan Prajongjai  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand*  
Social capital and knowledge management in the context of staff empowerment
- 2 Ria Mardiana Yusuf  
*Hasanuddin University,  
Makassar, Indonesia*  
The practice of human resource strategic roles by "ulrich" model
- 3 Nattaporn Srichana  
Warawut Chuenkrut  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand*  
Student's research work as the condition of professional education
- 4 Pordee Sukpan  
Paweena Sribunrueng  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand*  
University students' entrepreneurial intentions: ways for in-study implementation
- 5 Aekkaphob Intarapoo  
Pattiya Traiteepung  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand*  
Strengthening the basic competence of sciences for master students
- 6 Bundit Pungnirund  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand*  
Interpersonal intelligence: how gender difference impacts
- 7 Sarawut Yamdee  
Supas Amornchantanakorn  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand*  
Egocentrism and development of students identity
- 8 Mahir Pradana  
*Telkom University, Bandung  
Indonesia*  
Do employees' performances depend on their motivations? (case study at Indonesian National bureau of plantation)
- 9 Pimporn Thongmuang  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand*  
Self-health care behaviors of elderly
- 10 Larisa Nevskaya  
Svetlana Akhmetova  
*Perm National Research Polytechnic University,  
Russia*  
Current trends in the development of innovative activeness of enterprise personnel

Day 3 Meeting room  
13.30-17.30

Session 3

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

Chairman: Dr. Bundit Pungnirund

- 1 Nuntiya Noichun  
Narasak Phunaploy  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand*  
Problem based learning (PBL-civics) model development to improve the motivation and learning outcomes
- 2 Zhang Li-Ping  
*Yu Qiu Shanghai University of  
Engineering Science,  
Shanghai, China*  
Study of cooperative education pattern
- 3 Watchara Sungkobol  
Sasiwimon Maneewong  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand*  
Analysis of mathematical education on economics specialty
- 4 Awad Soliman Keshta  
*Islamic University of Gaza (IUG),  
Gaza, Palestine*  
The effectiveness of a blended learning program on developing palestinian tenth graders english writing skills
- 5 Kanpetch Saranontawat  
Pimporn Thongmuang  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand*  
Innovative methods of teachers' practice-orientation development
- 6 Toratane Munegumi  
*Naruto University of Education,  
Naruto, Tokushima, Japan*  
Considering future directions for the specialized evaluation of educational programs for science teachers
- 7 Arias Sinthu  
Aknarin Piyaphanyamongkol  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand*  
Dialogue-based teaching model in college English teaching
- 8 Nutch Phasuk  
Natwalun Wangnil  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand*  
Business field trips impact on education processes
- 9 Krit Chaisaengduean  
Tospon Pimpa  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand*  
Project-based hybrid business education of graduate and undergraduate group
- 10 Farangis Saeedi  
*Guilan University, Rasht, Iran*  
The effect of negotiation on second language acquisition
- 11 Arunroong Wongkungwan  
Sathiya Phunaploy  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand*  
Environentors: mentoring at-risk through university partnerships

## Day 4 Meeting room

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

Chairman: Dr. Muhammad Imtiaz Subhani

- |    |   |  |
|----|---|--|
| 1  | Pennapha Meeto<br>Raweewan Khankham<br><i>Suan Sunandha Rajabhat University,<br/>Bangkok, Thailand</i>          | Academic freedom and leadership in modern academic institutions  |
| 2  | Amber Osman<br>Muhammad Imtiaz Subhani<br><i>Iqra University, Karachi, Pakistan</i>                             | Misuse of higher education   |
| 3  | Bundit Phrapratanporn<br>Kulnidawan Dumkum<br><i>Suan Sunandha Rajabhat University,<br/>Bangkok, Thailand</i>   | Extension analysis of employee management based on social network model                                    |
| 4  | Vera Gnevasheva<br><i>Moscow University for the Humanities,<br/>Moscow, Russia</i>                              | Student's view of education as the merit and private economic goods  |
| 5  | Yuttana Rattanasuwan<br>Piyanut Thanchai<br><i>Suan Sunandha Rajabhat University,<br/>Bangkok, Thailand</i>     | High school students' conceptions of learning in different domains   |
| 6  | Ratanaporn Sukserm<br>Thidarat Choknakawaro<br><i>Suan Sunandha Rajabhat University,<br/>Bangkok, Thailand</i>  | Educational pedagogy for sustainability: developing programs to transform behaviors                        |
| 7  | Juan Francisco Aguirre Chavez<br><i>Autonomous University of Chihuahua,<br/>Chihuahua, México</i>               | A gender study on college students' academic self-efficacy   |
| 8  | Supaporn Wimonchailerk<br>Rutchanewan Panbua<br><i>Suan Sunandha Rajabhat University,<br/>Bangkok, Thailand</i> | Multi-subject incentive cooperation of students' network entrepreneurial education                         |
| 9  | Runglaksamee Rodkam<br>Paphitchaya Silpaksa<br><i>Suan Sunandha Rajabhat University,<br/>Bangkok, Thailand</i>  | School-community participation in developing a local sustainability agenda                                 |
| 10 | Vanthangpui Khobung<br><i>Educational Research and Training NCERT<br/>Bhopal, India</i>                         | Tribal self-help groups in Manipur: a gender perspective   |
| 11 | Aina Jacob Kola<br><i>College of Agriculture, Igboora,<br/>Oyo State, Nigeria</i>                               | Repositioning science education in nigerian colleges of education through public-private partnership (PPP) |
| 12 | Paakpoom Klaythong<br>Patcharida Wisaiket<br><i>Suan Sunandha Rajabhat University,<br/>Bangkok, Thailand</i>    | Vocational education by transferring notions and all-round cultivation                                     |
| 13 | Arun Sumdee<br>Anutsara Chanprapas<br><i>Suan Sunandha Rajabhat University,<br/>Bangkok, Thailand</i>           | The function of physical education for building social values  |

## Day 4 Meeting room

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

Chairman: Dr. Atef Abuhmaid

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| 1  | Kiattiphoom Phachuen<br><i>Suan Sunandha Rajabhat University,<br/>Bangkok, Thailand</i>   | Application of classroom assistant software based on Android  |
| 2  | Chun-Pei Lin<br><i>Huaqiao University, Quanzhou, China</i>  | An effect of existing knowledge assets to inbound/outbound disruptive innovation  |
| 3  | Piched Girdwichai<br><i>Suan Sunandha Rajabhat University,<br/>Bangkok, Thailand</i>  | Analytical study on improving expertise of university students through innovative training project                                  |
| 4  | Siriporn Meenanon<br>Naruecha Narapong<br><i>Suan Sunandha Rajabhat University,<br/>Bangkok, Thailand</i>   | College students' information quality and study on correspondence and education system in "Internet+" era                           |
| 5  | Atef Abuhmaid<br><i>Middle East University,<br/>Amman, Jordan</i>   | Information and communication technology integration within the practicum   |
| 6  | Pirawat Chaiyaphoomsakul<br>Sawitree Charamporn<br>Apisit Rattanatanurak<br><i>Suan Sunandha Rajabhat University,<br/>Bangkok, Thailand</i>                                       | Video converter using GPU on web application  |
| 7  | Nuntiya Noichun<br><i>Suan Sunandha Rajabhat University,<br/>Bangkok, Thailand</i>  | Applications as IT-element of special disciplines teaching  |
| 8  | Nuntinee Nakdonte<br>Patompong Punnabhum<br><i>Suan Sunandha Rajabhat University,<br/>Bangkok, Thailand</i>   | Designing of individual educational path of teacher's professional development in conditions of information educational environment |
| 9  | Sudarat Srma<br>Krisana Aree<br><i>Suan Sunandha Rajabhat University,<br/>Bangkok, Thailand</i>   | Trend of visual communication design education in the cultural and creative industries  |
| 10 | Natalya Grigoryeva<br><i>Southern University (IMBL), Russia</i><br>Zhanna Kolycheva<br><i>Don State Technical University, Russia</i>  | Taxation and employment: considering relationships and factors of efficiency  |
| 11 | Vasyuta Eugenia<br><i>The Russian Presidential Academy Of<br/>National Economy And Public Administration,<br/>South Russia Institute of Management,<br/>Rostov-on-Don, Russia</i> | Medical tourism in Russia: growth potential and competitiveness issues  |

## PROBLEM BASED LEARNING (PBL-CIVICS) MODEL DEVELOPMENT TO IMPROVE THE MOTIVATION AND LEARNING OUTCOMES

Nuntiya Noichun  
Narasak Phunaploy

Suan Sunandha Rajabhat University  
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*This study aimed to obtain pictures in learning about Citizenship Education (Civics) and obtain the Valid PBL-Civics model, practical and effective way to improve motivation and learning outcomes of students who programmed the Civics course. This type of research is the study of education with the approach of Research and Development which refers to the development of learning model. This study was analyzed quantitatively to determine whether the model developed already meet the criteria for effective learning to improve student learning motivation. Products developed comprising: a model of books, textbooks, lesson plans, MFI. The learning model is implemented as a whole and has met the criteria effectively to improve student learning motivation. Mastery learning is very good as well as the management of learning very well that this model is considered effective.*

**Keywords:** Model Development, Valid, Practical and Effective

### Introduction

Citizenship Education goal is formulated in the vision, namely, a source of values and guidelines for the development and implementation of programs of study, in order to deliver the student in alleviating his personality as a whole person.

Citizenship Education Mission in college is to help students establish his personality, in order to consistently be able to comprehend the basic values, to master a sense of nationalism and patriotism, apply and develop science, technology and art with a sense of responsibility and morality.

A Successful Citizenship Education will produce intelligent mental attitude, a sense of responsibility of the learner, this attitude is accompanied by behavior:

- (1) appreciate the values of the nation philosophy;
- (2) virtuous noble character, discipline in the society, nation and state;
- (3) rational, dynamic, and aware of their rights and obligations as citizens;
- (4) professional Characteristically, animated by the State Defense awareness;
- (5) Active in harnessing science and technology and the arts to benefit the humanity

the nation and the State. (Kaelan, 2007).

Based on observations at Suan Sunandha Rajabhat University (SSRU) shows that students' low motivation, because students do not participate in the Civics learning process that makes student results not optimal. Student academic year 2015 - 2016 as many as nine rooms were programmed Civics subjects, an average class filled with ± 40 students, only 4 to 6 people are seen as active students, the rest almost no learning interaction.

Learning by lecture method, the students looked apathetic and do not have the spirit of learning, because there is no motivation grow from inside the students, that makes students are not active in learning session.

The main focus of the student in the Civics learning are the passing grade and receive the learning quality. Looking at the conditions above, indicated that the lecturing method applied by civics lecturers are ineffective. This is very worrying, because in order to develop the knowledge, values, attitudes and skills in teaching civics is indeed very difficult to achieve. Based on the problems above, the authors are motivated to do the research and development of problem-based learning model for the Civics learning process that can cause learning motivation for students who are enlisting the Civics class at SSRU that aimed for the students study results can be increased.

This problem is very interesting to study in order to know the cause of the situation and Civics learning conditions as where described above, and also can be used as a reference in order to find a solution so that the learning model in the civics subject can be effective in the end it can improve motivation and learning outcomes.

According to Smith in Amir (2009), the benefits of Problem Based Learning (PBL), its learners will: improve troubleshooting skills, easier to remember, increase in understanding, increasing knowledge relevant to the world practice, encourage them thoughtful, build leadership skills and cooperation, learning skills, and motivate learners.

In Uno (2006), The term motivation comes from the word motive which can be interpreted as the power contained within the individual, which causes the individual act or response. The motive cannot be observed directly, but can be interpreted in behavior, a stimulus, encouragement, or a power plant the appearance of a certain behavior. In the context of the study of psychology, in Majid (2013), suggests that in order to understand the motivation of individuals can be seen from several indicators, including:

- 1) the duration of the activity;
- 2) the frequency of the activity;
- 3) the persistence of the activity;
- 4) fortitude, tenacity and ability in the face of obstacles and difficulties;
- 5) devotion and sacrifice to achieve goals;
- 6) the level of aspirations to be achieved by the activities carried out;
- 7) the level of achievement or product qualification is achieved from the activities carried out;
- 8) directions attitudes toward the goals and activities. Motivation and Learning are the two things that affect each other.

Learning is a change in behavior of a relatively permanent and potentially occur as a result of a practice or reinforcement that is based on the aim to achieve certain goals. Aliah (2012), one of the factors within that determine success or failure in the learning process is motivation to learn.

Joyce & Weil (2010), argues that the learning model is a plan or pattern that can be used to shape the curriculum, designing learning materials, and guiding learning clearly. In component model learning PBL-Civic Education to improve motivation and learning outcomes, referring to the components mentioned Joyce & Weil (2009), includes:

- (1) syntax, which is a sequence of activities,
- (2) social system, namely the role of lecturers and students and types of rules required,
- (3) reaction principle, which gives an idea to the teachers about how to view or respond to the questions students,
- (4) support system, the means or materials are required by the model, and

(5) the impact of instructional, that is learning outcomes are achieved directly by learning students to the desired objectives and impact Bridesmaids / followers are other learning outcomes produced by a process of learning, as a result of the creation of a learning atmosphere that is experienced directly the student without direct guidance of lecturer.

Development of a PBL-Civics model consists of 11 phases in the syntax, namely: (1) student orientation to the problem, (2) Organize the students in learning, (3) Identification of the problem, (4) Conducting investigations, (5) Formulate the problem, (6) develop a hypothesis, (7) discussions to develop to produce the work, (8) to analyze and evaluate the problem-solving process that has been synthesized, (9) Make a report of the discussion, (10) Evaluation, (11) Giving Award.

### Conclusions

The conclusions that can be drawn from this study are as follows:

(1) Students are programmed SSRU civics courses after following study with Model PBL-Civics increased motivation and learning outcomes.

(2) Model PBL-Civic Education to improve motivation and results of student learning valid criteria based on aspects of components Model PBL-Civics and learning tools that have been validated by experts and practitioners as well as meet the criteria effective for student activities implemented in full, in response to the positive model, increase student learning motivation, as well as increased student achievement test.

(3) Model PBL-Civics based solutions to enhance learning motivation and learning outcomes meet practical criteria for all components of the model PBL-Civics fully implemented and faculty response to the application of the model PBL-Civics positive.

(4) Learning model PBL-Civic Education to improve student motivation and learning outcomes meet the criteria effective for increasing student learning motivation, as well as increased student learning outcomes.

Advice can be given is as follows:

(1) Suggested to the lecturers / teachers Civic Education to implement the Model PBL-Civics widely.

(2) Aspects of learning in each of the components can be modified by professors who are interested in using the Model PBL-Civics.

(3) Suggested to the lecturers / teachers to be able to reward / praise to the student students who have attempted to show the action.

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## EDUCATING YOUNG PEOPLE IN MULTICULTURAL ENVIRONMENT OF HIGHER EDUCATION INSTITUTION

Nattapong Techarattanased

Suan Sunandha Rajabhat University,  
Bangkok, Thailand

This issue is relevant today because there is the formation of culture of international relations between students in a multicultural educational environment. The article is aimed at multicultural education, which can minimize culture shock, increase and diversify the experience of cross-cultural communication between countries and peoples who are actively operating in all spheres of life. A leading approach to the study of this problem is a systematic approach which allows you to identify, justify and group theoretical and practical prerequisites of the formation of cultural and interethnic relations between students in a multicultural educational environment of higher education institution. The research has shown that familiarizing with the cultural heritage, the student learns the experience of many generations, and perhaps, of the whole mankind. The article records may be useful for experts in improving the quality of intercultural communication.

**Keywords:** tolerance, readiness, ability, educational process, multicultural educational environment

### Introduction

Problems of education of younger generation in the 21st century make us analyse and interpret all that has been developed in the past experience of educational activities of educational institutions and select everything which is significant and positive for the current generation, and for society in whole. Today, an integral feature of the modern world is a multicultural environment of human life and activities.

(5) the impact of instructional, that is learning outcomes are achieved directly by directing students to the desired objectives and impact Bridesmaids / followers are other learning outcomes produced by a process of learning, as a result of the creation of a learning atmosphere that is experienced directly the student without direct guidance of lecturer.

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### Introduction

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DESIGNING OF INDIVIDUAL EDUCATIONAL PATH OF  
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INFORMATION EDUCATIONAL ENVIRONMENT

Nuntinee Nakdontee, Patompong Punnabhum

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VIDEO CONVERTER USING GPU ON WEB APPLICATION

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