



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

- |    |   |   |
|----|---|---|
| 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  |
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## COLLEGE STUDENTS' INFORMATION QUALITY AND STUDY ON CORRESPONDENCE AND EDUCATION SYSTEM IN "INTERNET+" ERA

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*This article pays attention to the basal connotation of information quality and did plenty surveys and analyses about the contemporary undergraduates. Base on the new requests training the information quality of college students in the age of "Internet+", it explains the necessity of creating a new kind of education system of the information quality for students in some advanced colleges and the possibility to start rebuilding the education system of information quality. Besides, it brings up some recapitulative strategies. incorporates the education of information quality into the system of training comprehensive quality of the college students and divides it into three stages including adaptation education, general education and practice experience, which is creative.*

**Keywords:** "Internet+"; college student; information quality

### Introduction

The age of "Internet+" refers to a generation in which information production and technology are totally advanced. Its feature can be called Mobile Communication & Internet. In 2015, Premier Li proposed the concept of "Internet+" in the report on the work of the government for the first time. It can be generalized as follows: To facilitate the combination between mobile Internet, Cloud Computing, massive data, Internet of Things and modern manufacturing industry as well as to facilitate the healthy development of the e-business, industrial Internet and Internet finance. It means "Internet+" has been incorporated into top-level design and has become a significant strategy of the development of state economy and society. "Internet+" depends on the accumulation and application of information knowledge and Internet technology, so it requests contemporary college students to have relevant information quality[10]. In the university, fasting education of information quality is supposed to be an important part of strengthening comprehensive quality education towards college students[2].

### The Connotation Of Students' Information Quality

According to the definition from Wikipedia information quality is the ability to acquire, evaluate and use knowledge information resource. It's a new quality which develops based on the physical quality, psychological quality and sociocultural quality etc [1]. It's also a requirement towards human in the information age. It's a necessary skill that teaches modern talents how to acquire, process and take use of knowledge information in the information situation[3].

The information quality of college students is mainly reflected in three aspects.

#### A. Knowledge Awareness

As the most active and the most enthusiastic group in the society, the awareness of college students' information awareness is the updated informational idea and scope. It includes the positive competition awareness to obtain information resource, the awareness of hardship faced with the accelerating tendency of the world informational process and the awareness to learn constantly and learn for life on the condition that technology is increasing and knowledge is updating.

#### B. Information Ability

Information ability is the main aspect of information quality, including the gather and filter towards the information, the communication evaluation judgment and processing towards the information, the tracing and application towards the information technology, and the information security and protection[8]. As for the college students, different people may deal with the same information source in different ways[4]. Consequently, the quality quantity and usage effect they gained may badly differ.

#### C. Information Virtue

Information virtue refers to people's virtue and behavior in the information activity[9]. It is the sum of adjusting information process, information deliver, information usage and some relevant behavior rules. Along with the network technology, information is rapidly increasing. At the same time the laws and rules are not complete in the aspect of Internet, which comes into a rigid challenge towards young undergraduates. They may not know what they should do in the process of selecting a lot of information. Facing the Virtue question such as academic plagiarism and privacy security, they may do some careless behavior. We should pay attention to the education of information Virtue in order to make college students learn about the moral requirements and legal rules about this aspect, and increase the moral level of information work.

### Investigation And Analysis Of Information Quality Of Students

To understand the current situation of information quality of college students, we carried out a survey activity in the form of a random survey in Suan Sunandha Rajabhat University, Bangkok, Thailand. In this survey, first-year students as the main body account for 70.4%.

#### A. Situation and Results of Questionnaires

About the information consciousness, 75.9% of students had access to computers before entering the university, and 64.1% of students have strong senses of their own information. To obtain the required knowledge, they often actively search for information. In terms of the proportion of information access, network and library obviously have a large proportion, 47% and 32%, respectively. About the information ability, more than 50% of the students think that the library should be a major source of information and knowledge, but very few people are familiar with specific service projects and service functions of the library. 82% of people know bibliographic queries, but people know the inter library loan, the original transfer and other services are less than 7%. Besides, the number of people who use specialized databases in the library to retrieve information is very low.

About the Information morality, for solutions to the discovery process on a put computer virus file, 29.95% of people choose to notice the room administrator, 65.6% they will not copy or forward while 3.1% say they do not care, only 1.3% of people they may copy or forward. When it comes to attitudes of dealing with the hacker, 48.1% students say that if he is a computer expert, he is willing to participate to stop hacker attack. 13.5% of people said that, if possible, they will experience to be hackers, and another 38% of people do not care about that as long as they are not be attacked. For information on network problems, 50.1% of students say they know the problem exists, but there is no we have cited, only 13.5% of people expressed their concerns, others don't think about say that does not matter.

#### B. Analysis of the survey results

For current students, a large amount of information is always around them. Most of students have their own computers, the proportion of surfing the internet with cell phone almost 100%, many students' learning, living and the social life achieve full networking, they even form the network-dependent, there have been a number of "mobile phone over". However, owning computers but failing to dig a major role of the computer, and occupying the network rather than make full use of network information resources, which has become a common feature of many college students.

This survey clearly shows students basic information about the quality of health. In information awareness, as well as the improvement of universal primary and the popularity of middle and primary schools' IT curriculum, almost all students have demands in information area, more than 60% of the students show a keen interest on the information technology and the information knowledge. Nonetheless, for many people, the concept of information is too shallow, the role of the computer is to chat, play games, and watch films in addition to re-look common pages. In the information capacity, in view of the spread of information and network technology, accesses for college students to obtain professional information is very large.

Not only has been the construction of the library condition basically covered by network, but also its functions are improving gradually, and the library is also an information source that makes students willing to visit. But most students only have a primary retrieval capability, most people use online search engines to get information while students lack understanding of professional resources and means of the library, thus they seldom use them.

Of course, this is also concerned with the students surveyed who are mostly freshmen since literature retrieval course of many schools was opened in the second, or even the third year, so many students lack professional knowledge of the literature search. In terms of information morality[5], most of the students hold a clear attitude in dealing with hackers virus file, indicating that there is a strong self-discipline, but there are also a small amount of students with ambiguous attitudes. They even reveal adventurous psychology because of curiosity, which shows that their sense of responsibility and self-discipline is not strong enough. On the issue of intellectual property network, many students lack sufficient knowledge, and they seldom concern disputes triggered by online intellectual property.

Therefore, students need to strengthen the study of interpretation of relevant laws and regulations to increase their knowledge reserves. Overall, current students' information quality is not optimistic. The ordinary and general level of information needs is contrary to that of a stronger sense of information. Not only do students lack the initiative to enhance their social competitiveness by carrying out the study practice with network tools, but also

have strong abilities of obtaining information. Searching for professional information technology lacks of recognition, so that electronic resources of Library and Information Science schools have built with much money devoted are useless; college students' information consciousness has more obvious manifestations in the information morality and the information quality. Nearly 25% of the adults make a difference in some important issues which aren't related to them, and they lack a sense of responsibility.

#### Necessity And Feasibility Of "Internet +" For Students In The Information Literacy Education System Construction

A. "Internet +" Time Has Put Forward the New Demands for Students' Information Literacy "Internet +" is the new ecologically economic development model realized by the combination of the mobile communication and network as the main factor, and application developers are the protagonist of this model. "Internet +" has the characteristics as decentralized, open access, equality and cooperation, sharing boundlessly, multi-network, fast response.

It has low entry barriers, so that everyone can enter the era of entrepreneurial behavior and offer the opportunity to become a legend. Our age has brought up the opportunities and challenges sprang out. New Requirements of "Internet +" for Students Information Literacy are the following:

First, a strong and keen sense of information is needed, and sufficient sensitivity and attention are devoted to the information resources. With time rapidly changing, this sense will become the internal driving force for a person to adapt to environmental information, and realize personal values.

Second, a powerful information search and access capabilities for comprehensive and efficient use of various Internet searching engines, specialized search tools and a variety of information resources. Thus vast amounts of information can be searched, stored, and managed in a category.

Third, the ability to evaluate and organize good information resources in a broad array of information items is essential, as is to refine, implement effective screening and evaluation of information.

Fourth, the ability of excellent information processing, innovation and the ability to use information to fully exploit the information obtained, and digesting, making adjustment to the knowledge and resources reserves, while the relevant information processing, their creative ideas can be added, last but not the least, try to use the network interactive tools to share and exchange with others.

Fifth, good information quality, moral sense of responsibility, awareness of the law, and legitimate use of the network of information and knowledge resources, while respecting the shared rights and privacy of others. Dissemination of useful information, while resistance to unhealthy information, and maintain the information security.

B. "Internet +" Time for Students' Information Literacy Education proposed a task Miller in the book "Culture and Commitment", interpreted that the information age brought up the formation of a figurative culture and post-figurative culture, and the former refers to that learning metaphor occurs between peers, and the latter, it refers to the elders passing on from the younger generation in turn. This "Internet +" period has been revealed,

ultrafast updated information knowledge and technology inspire more and more young generation to lead the forefront of the trend and the era of advancement and development.

Thereby considering the university education which is facing, many new missions and tasks in the implementation of the Information Literacy Education.

First, on the target level of education adjustments is supposed to be made. Our course teaches literature retrieval which is the existed information and knowledge to enable students to learn, understand and apply knowledge and skills to search for information and documentation utilized; And now, on the basis of improving the basic knowledge, skills, information and moral culture, our educational goal is to teach students to collect, collect, evaluate, and produce innovative use of information and knowledge, the training aims to create innovative and informational quality.

Second, it is some adjustment in the educational content. Traditional library is a collection of traditional printed literature teaching students to use information resources focused on knowledge of the literature search and use. With the progress of network information technology, the information environment and resources reserves have changed fundamentally. We currently should make students master traditional literature via capabilities and have a good understanding of various electronic media information, particularly improve computer operation and application capacity, also to familiar and participate in Internet, the mobile Internet using process; Set information resources shared of concept, actively absorb and integrate into globalization network information resources system, using series information retrieved tool to get effective information and to solve their own problems.

C. "The Internet +" Time Vision of System Reconstruction for University Students' Information Quality Education Information quality education system should adapt to the current trend of information, network, mobile Internet, and fully embody the "Learn Center" scenarios; the combination of education and experience can establish a structure and interactive, flexible and open education teaching system. To sum up, the education system is divided into three parts: adaptation to the education, general understanding education, and practical experience. Adaptation of information quality education should start in the first year, which is quite different from the current standard sophomore or junior open practice of literature retrieval course, when students are enrolled at the beginning, they should learn about information platform and related resources, namely the use of library, network-center analysis and other forms so as to improve students' information consciousness and inspire their information needs. In this session, library Internet Center staff is that of lecturer, and platform is the classroom, designing and training need to be done in the educational processing order to bring the nonclassroom education classroom education. Information quality education should be started in grade one last second grade.

General education is to be improved on the basis of literature retrieval course is original, focuses on students' information literacy basic skills, information and information education, so that they have better access to information, preservation, management, organizational and communication skills, and can follow the laws and regulations of information dissemination, awareness of resisting crime and intellectual property protection will be formed eventually. In this section, the course content is highly important; Therefore it is necessary to reform the teaching content and methods. Information literacy practical experience should start in junior and senior grades.

Which can be realized by two article paths: one is to combine with the existing professional courses phase, to make the work like information searching, inquiry, and use of books professional data resources professional courses, cultivating students' ability to use information retrieval tools to make them understand the situation of library information resources in storage, master the law of global networks to connect to.

Second, combined with the practice of college students' innovation and entrepreneurship activities: according to the needs of scientific and technological innovation projects, the provision of targeted scientific and technical information, information gathering, opening, processing and utilization of guidance and services, such as helping students to apply for patents or publishing papers; and in the view of college students' need.

On entrepreneurial action in school, students should foster awareness of information, improve the skill of Internet+ service, + profession, thus to make good information quality become the big edge.

### Conclusion

"The Internet +" era of the University campus, is full of bad manufacture and dissemination of information, contains vast amounts of information, convenient resource high entrepreneurial passion and practice characteristic of the information age innovation, to adapt to the new situation and achieve self-development are the test for college students' information quality and consideration.

Combined with the features and requirements of the times, to understand the information quality education of college students, to reform and innovate the original mode of education, as is inevitable for higher education, and inspire students to lead the innovation entrepreneurship culture, which will be the effective ways to enhance the ability to adapt to economic and social development.

"Only through the direct participation of the young generation, and using their creative and novel knowledge, can we build a future full of vitality". This is Miller's conclusion in the Culture and Commitment. And our innovative information literacy education mode and enhancement of the level of university students' information quality will present our final aim.

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## TREND OF VISUAL COMMUNICATION DESIGN EDUCATION IN THE CULTURAL AND CREATIVE INDUSTRIES

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*From the theoretical evolution and practical development, the theoretical framework, development status and characteristics of the teaching reform of visual communication design are studied. The results shows, cultural and creative industries are the important factors that affect the development of visual communication design education, in order to meet the needs of modern society for visual communication design talents, need to change the teaching concept, and reform the curriculum, teaching methods and personnel training mode, emphasis on "experiment" and "practical". This research provides a full range of theoretical guidance and practical path for the educational development of visual communication design.*

**Keywords:** visual communication design; cultural and creative industries; educational development trend; research methodology

### Introduction

With the rapid development and transformation of the global economy and industry, "cultural and creative industries" not only bring about the changes in the form and pattern of culture, but also lead to the commercialization and consumption of culture, its development scale and level have become an important symbol to measure the level of comprehensive competitiveness of a country [1, 2].

Visual communication design is an important part of cultural and creative industries, its meaning and nature are also changing quietly, from the traditional arts and crafts, decorative and gradually develop, the formation of a more inclusive and rich content of a new category of subjects, extends to film and television, animation, advertising, video, digital, network, games and other emerging areas [3-5]. In essence, visual communication design is a kind of cultural practice mode relying on the modern high technology and media, it has become an important support force for the development and selection of creative industries. The development of cultural and creative industries put forward higher requirements

for modern art design education. Design education should be more open and flexible, in the teaching mode, actively explore and break the normal procedure, for the development of cultural and creative industries, to cultivate the creative awareness of the international technology talents [6, 7].

### Analysis And Practice Of Research Contents

The idea of visual communication design and the rise of subjects, is accompanied by the development of commercial economy, media technology innovation and progress, as well as social science, communication, semiotics and psychology and so on, it is a new emerging discipline, with a variety of professional division, have comprehensive and common characteristics. Diversified visual art concept, reveals a new way of visual communication, breaking the limits of traditional design categories, let visual communication design become a kind of subject carrier, it is free to merge with other disciplines, highlight the comprehensive, cross disciplinary background, in the development of visual culture and creative culture industry, has important significance and value.

The appearance and popularization of visual communication design, challenge the form of contemporary art design, enrich the extension of contemporary art and design, and to reform the division of traditional art design layout, showing the unique form and notation, expand the application field and category of traditional art design. Visual communication innovation design education is based on the form, aesthetic and expressiveness, the overall promotion of creative thinking and comprehensive quality, it is the study of visual and symbolic communication environment as the main body, and the comprehensive practice and exploration of visual language. We need to liberate the design education from the creative thinking training in the form of innovation, research on the education and training method of creative talent.

A. Deepen the Understanding of Art and Creative Industries. Deepen the understanding of art and creative industries, need to sort out the theoretical framework of the development of creative industries, the analysis of the history of the creation of the creative industries of activity and inevitability, and analysis of the nature of the art and creative industries and its functional role. The author put forward a more comprehensive definition of the concept and category of creative industries, to deepen understanding of the essence on the art of creative industry, understanding of the necessity and urgency on development, this study has an important significance for the development of creative industries.

At present, from the perspective of economics, the research of art creative industry is relatively lacking, analysis of the creative industries of the external, public goods and the chain, etc., to explore the new path of art creative industry from the perspective of economics, which has a certain theoretical significance to the study of the development of creative industries.

B. Provide Basis in Order to Improve the Policy System of the Development of Art Creative Industry A comprehensive review of the present situation of the development of art creative industry from the aspects of the development stage and the achievement, based on the industry itself, the market environment, government support and other perspectives, to find analysis of the existing problems in the art and creative industries, based on the industry itself, the market environment, government support and other perspectives, to find analysis of the existing problems in the art and creative industries, analyze and

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