



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

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

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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 Nutchaphasuk  
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  
Raweewan Khankham  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand* Academic freedom and leadership in modern academic institutions
- 2 Amber Osman  
Muhammad Imtiaz Subhani  
*Iqra University, Karachi, Pakistan* Misuse of higher education
- 3 Bundit Phrapratanporn  
Kulnidawan Dumkum  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand* Extension analysis of employee management based on social network model
- 4 Vera Gnevasheva  
*Moscow University for the Humanities,  
Moscow, Russia* Student's view of education as the merit and private economic goods
- 5 Yuttana Rattanasuwan  
Piyanut Thanchai  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand* High school students' conceptions of learning in different domains
- 6 Ratanaporn Sukserm  
Thidarat Choknakawaro  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand* Educational pedagogy for sustainability: developing programs to transform behaviors
- 7 Juan Francisco Aguirre Chavez  
*Autonomous University of Chihuahua,  
Chihuahua, México* A gender study on college students' academic self-efficacy
- 8 Supaporn Wimonchailerk  
Rutchanewan Panbua  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand* Multi-subject incentive cooperation of students' network entrepreneurial education
- 9 Runglaksamee Rodkam  
Paphitchaya Silpaksa  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand* School-community participation in developing a local sustainability agenda
- 10 Vanthangpui Khobung  
*Educational Research and Training NCERT  
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- 13 Arun Sumdee  
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## 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  
*Suan Sunandha Rajabhat University,  
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- 2 Chun-Pei Lin  
*Huaqiao University, Quanzhou, China* An effect of existing knowledge assets to inbound/outbound disruptive innovation
- 3 Piched Girdwichai  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand* Analytical study on improving expertise of university students through innovative training project
- 4 Siriporn Meenanon  
Naruecha Narapong  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand* College students' information quality and study on correspondence and education system in "Internet+" era
- 5 Atef Abuhmaid  
*Middle East University,  
Amman, Jordan* Information and communication technology integration within the practicum
- 6 Pirawat Chaiyaphoomsakul  
Sawitree Charamporn  
Apisit Rattanatanurak  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand* Video converter using GPU on web application
- 7 Nuntiya Noichun  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand* Applications as IT-element of special disciplines teaching
- 8 Nuntinee Nakdonte  
Patompong Punnabhum  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand* Designing of individual educational path of teacher's professional development in conditions of information educational environment
- 9 Sudarat Srma  
Krisana Aree  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand* Trend of visual communication design education in the cultural and creative industries
- 10 Natalya Grigoryeva  
*Southern University (IMBL), Russia*  
Zhanna Kolycheva  
*Don State Technical University, Russia* Taxation and employment: considering relationships and factors of efficiency
- 11 Vasyuta Eugenia  
*The Russian Presidential Academy Of  
National Economy And Public Administration,  
South Russia Institute of Management,  
Rostov-on-Don, Russia* Medical tourism in Russia: growth potential and competitiveness issues

Recently, amid the national population decline, higher mortality rate versus birth rate and higher overall sick rate among adults and children, it would stimulate development of the industry that might be possible, mainly, through creation of the health and recreation service quality control system. As already mentioned, creation of a mechanism like this would allow to assess the degree of patients' satisfaction and analyze how promptly the medical personnel could respond to patients' feedback regarding servicing and quality of services provided.

To resolve issues associated with provision of preventive care, treatment of the number of diseases and recreation of Russian population, the bigger emphasis should be on expansion and active development of the health resort network at various levels (federal, regional and municipal).

Medical tourism has drastically changed through the divergent role played by stakeholders over the years. Augmented competition has pulled various other stakeholders into the trade. Principally, policymakers, community and other private participants have played noteworthy roles in globalizing healthcare systems. Proficiency in delivering healthcare services and lesser perplexity in the healthcare network can enhance the capacity building process. Quality and standard assurance are prime parameters in benchmarking medical hubs to prosper.

The domestic sanatorium and health resort complex can drive the tourist flow thanks to diverse quality improvements such as development of the health resort infrastructure, informing tourists themselves and tourist business participants on the improved recreation conditions and new health procedures, etc.

One should also focus on improvement of transport accessibility, development of necessary natural therapeutic factors, continuous improvement of the servicing levels and infrastructure quality.

Summing up the above, one can conclude that effective implementation of competitive advantages of domestic health and recreation compounds both by the government and other participants in this market would allow creation of a competitive tourist product.

Moreover, implementation of the above initiatives would allow the tourist attractiveness and competitiveness of the domestic health and recreation complex to be improved and, in doing so, retain our compatriots in Russian health resorts as well as engage and attract tourists from abroad.

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## VIDEO CONVERTER USING GPU ON WEB APPLICATION

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*This paper presents video converter web application using Graphics Processing Unit. This paper aims to develop the web application used to convert video files using Graphics Processing Unit. Firstly, user can upload video from client to server. Then, the uploaded video is parallel decoded by Graphics Processing Unit. After that, the video can be downloaded to client side. In the experiments, AMD A10 is implemented with NVIDIA GTX 1050 as Graphic Processing Unit. The .mkv, .webm, .mov, and .avi files with 1920x1080 pixel, 1280x 720 pixel, and 640x480 pixel are parallel decoded to .mp4 video file. The results show that GPU speedup is up to 13.65, 10.74, and 9.73 times, respectively.*

**Keywords:** Graphic Processing Unit, Video converter, Web application, Parallel Programming, CUDA.

#### Introduction

Nowadays, smartphone is very important thing in our lives. There are several screen sizes that the user will convert video file to smartphone. To convert the video, there are video converter applications which can run on some platform and consume run time significantly. This is the important problem to convert the video files.

Web application is the technology that can be used in every platform. It can be run on any platform by user install web browser. Moreover, manufacturers produce Graphic Processing Unit (GPU)(Brodtkorb, 2013) that can execute program in parallel. The GPU consists of many cores and its cores are greater than the CPU significantly. Therefore, we have the idea to develop video converter application on web that can convert video using GPU in parallel. We test our application on CPU, GPU(Sanders, 2010) that can execute converter in parallel and measure runtime and analysis speedup of our results.

In this paper, CUDA(NVIDIA, 2011) is used to implemented on our web application. CUDA is the Application Program Interface: API that can be used to execute the data in NVIDIA GPU in parallel. It can be implemented on C/C++ language. This API can use to improve the data parallelism in the application.

There are several works that video file converter in parallel. Dean (Dean, 2010) optimized handbrake which is converter on desktop in parallel. Blake et al.(Blake, 2010) analyzed the desktop software which use thread level parallelism and explore the GPU impact which can be used in the software.

Our research aims to design the video converter on web browser. Furthermore, the video converter application in parallel using GPU on server side that can achieve its speedup. Moreover, to compare the efficiency between CPU and GPU.

### GPU Video converter

In our work, we develop web application and measure run time in each file extensions such as .mp4, .mkv, webm and .mov. The video is tested in each resolution and convert the video to each extension. Our work starts with installing FFMPEG(Tomar, 2006)(Bellard, 2012) to the server [4], installing LAMP(Dvorski, 2007) which is Apache, MySQL(Mysql, 2001) and PHPmyadmin(Delisle, 2005) package on Linux systems. Next, we develop shell script to run FFMPEG on web server. Our work is illustrated as shown in Figure 1.

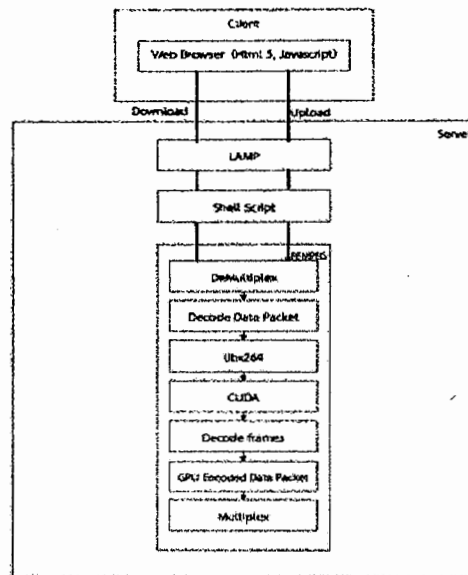


Figure 1 - GPU Video converter diagram (Based on data from the Census of Population and Housing in 2010)

In Figure 1, user uploads the video to web browser then the developed shell script is executed and run the FFMPEG that can execute CUDA that can run the data using GPU in parallel to decode each frame. Note that, our work FFMPEG is converted from CPU source code to GPU source code that can be run on CUDA framework in parallel.

On the FFMPEG module, the video file is sent to demultiplex and decoded into libx264. The data from CPU is sent to GPU using CUDA library to decode frames and then the data packet is encoded by GPU. After that, it is sent to multiplex for the user to download the video file to the client side.

### Experiments & Results

We measure the run time in our experiments after we develop the web application and use input and output as shown in Table 1 and environments of our work are shown in Table 2.

Table 1 - Files extension used to convert to mp4 at 1920x1080, 1280x720, and 640x480 pixels, respectively.

| Input | Output |
|-------|--------|
| .mkv  | .mp4   |
| .webm |        |
| .mov  |        |
| .avi  |        |

Table 2 - The environment of the experiment

| Environment      | Value                                 |
|------------------|---------------------------------------|
| CPU              | AMD Athlon(tm)ll x4 645 3.1GHZ        |
| GPU              | NVIDIA GeForce GTX 1050 2048 MB GDDR5 |
| RAM              | 4096MB RAM Single Channel             |
| Operating System | Ubuntu 16.04 64 bit                   |
| Web Browser      | Mozilla Firefox 55.03                 |

Run time of our work is measured by converted the input file type in Table 1. In the first experiment, we convert the .mp4 video file in 1920x1080, 1280x720 and 640x480 pixel, respectively. The result of the first experiment is shown in Figure 2 and Table 3.

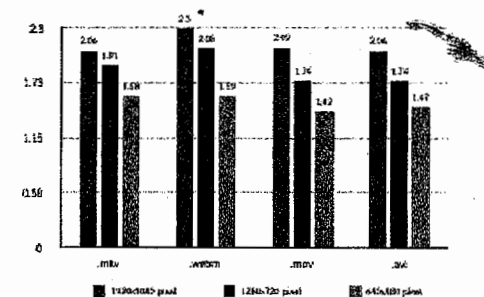


Figure 2 - Run time of converting file to mp4 extension using CPU

Table 3 - Run time of Video converter using CPU

| Input | 1920x1080p (s) | 1280x720p (s) | 640x480p (s) |
|-------|----------------|---------------|--------------|
| .mkv  | 116.398        | 82.841        | 38.825       |
| .webm | 200.421        | 120.722       | 38.909       |
| .mov  | 124.256        | 55.378        | 26.902       |
| .avi  | 117.345        | 55.592        | 27.012       |

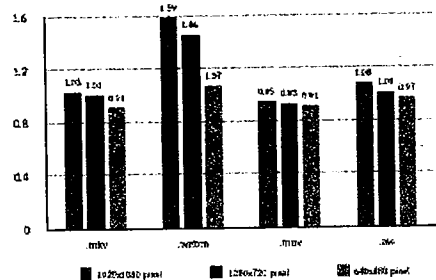


Figure 3 - Run time of converting file to mp4 extension using GPU

Table 4 - Run time of Video converter at 1920x1080 pixel using GPU

| Input | 1920x1080p (s) | 1280x720p (s) | 640x480p (s) |
|-------|----------------|---------------|--------------|
| .mkv  | 10.833         | 10.303        | 8.280        |
| .webm | 39.451         | 29.371        | 11.954       |
| .mov  | 9.100          | 8.688         | 8.086        |
| .avi  | 12.055         | 10.394        | 9.514        |

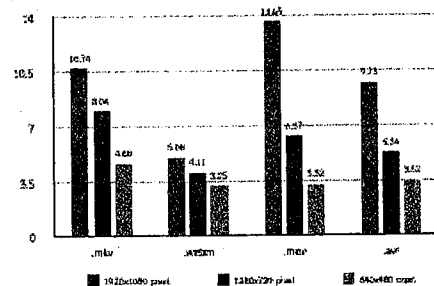


Figure 4 - Speedup of Video converter using GPU

Table 5 - Speedup of Video converter

| Input | 1920x1080p (s) | 1280x720p (s) | 640x480p (s) |
|-------|----------------|---------------|--------------|
| .mkv  | 10.74          | 8.04          | 4.68         |
| .webm | 5.08           | 4.11          | 3.25         |
| .mov  | 13.65          | 6.37          | 3.32         |
| .avi  | 9.73           | 5.34          | 2.83         |

In Figure 4, we can notice that Speedup of mkv, avi and mov file at 1920x1080 pixel are greater while GPU is activated. Therefore, their speedup are the same in webm extension. Decoding of webm extension is compressed by vp9 codec into libx264 codec that is using the greatest time while compare with mkv, avi and mov extensions that is libx264 codec which is the same codec with mp4.

Conclusions

In this paper, video converter web application using GPU is developed and compared the efficiency with CPU version. The GPU version of decoder is developed on the server side and can be executed on the web browser. User can upload video file from client side to server side. while it executed successfully, user can download it back to the client. AMD Atlon CPU with NVIDIA GTX 1050 GPU machine is implemented as server and GPU Speedup is up to 13.65, 10.74, and 9.73 times, respectively.

In the future work, we have the idea to run the Video converter in parallel on the heterogeneous system which can be implemented using OpenCL library(Munshi, 2009).

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