

International Academic Multidisciplinary Research Conference 2017

Proceeding of

**INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE**

*Berlin, Germany
23 – 25 October, 2017*

THE 2017 ICBTS



**Edited by Chayanan Kerdpitak, CK Research, Thailand
Kai Heuer, Wismar University, Germany
Ebrahim Soltani, Hamdanbin Smart University, UAE
Gilbert Nartea, Lincoln University, New Zealand
Vipin Nadda, University of Sunderland, United Kingdom**

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Conference Proceedings

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Conference Three Themes

The International Business Tourism and Applied Sciences Research Conference

The International Education Social Sciences and Humanities Research Conference

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By Dr. Chayanan Kerdpitak & Professor Dr. Kai Heue & Professor Dr. Ebrahim Soltani, ICBTS Institute Conference Center & IJBTS International Journal of Business Tourism and Applied Sciences

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INTRODUCTION

We would like to welcome our colleagues to the International Business Tourism Transport Technology Social Sciences Humanities Education Research Conference. It is the seven series in 2016 of Conference on Business Tourism and Apply Sciences was held in Amsterdam. As always many members of the ICBTS 2016 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on April to November between Europe and the rest of the world is now well established. This year's event in London (UK) Paris (France) Munich (Germany) Amsterdam (Netherlands) Boston (USA) Toronto (Canada) London (United Kingdom) Zurich (Switzerland) Berlin (Germany) Tokyo (Japan) and another continues with the cultural following the very successful and productive event held in London-Zurich in August 2016 in the field of various types for international academic research conference on Business Economics Social Sciences Humanities Education and Apply Sciences. As usual The ICBTS 2016 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2016 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners a like, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Tokyo represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International review committee and final papers were further reviewed by this volume with 30 contributing authors coming from 18 countries. This book of proceedings has been organized according to following categories:

- Business
- Management
- Marketing
- Accounting
- Financial
- Banking
- Economic
- Education
- Marketing
- Logistics Management
- Social Sciences
- Supply Chain management
- Industrial Management
- Information Technology
- Sciences Technology
- Transport and Traffic
- Tourism Strategic
- Tourism Management
- Tourism Marketing
- Tourism Development Policy and Planning
- Technology Application
- Communication and Sciences
- Humanities
- Health care Management
- Hospitality Management
- Hotel Management

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Dubai, United Arab Emirate
Phone. +44(0) 1227 827405

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Fakultät für Wirtschafts wissenschaften
Philipp-Müller-Str. 14
23966 Wismar
Haus 19, Raum 113
phone.: +49 (3841) 753 - 7578

Conference Coordinator & Program Chair

Dr. Chayanan Kerdpitak

CK Research Consultant
Bangkok, Thailand
Tel.+66 087 0287 287
Email: icbts@icttconference.com
Email: conferenceteam@icbtsconference.com

Proceeding Editors

Prof. Dr. Gilbert Nartea

Lincoln University, New Zealand
Phone +64 3 4230233

Proceeding Editors & Program Chair

Dr. Vipin Nadda

University of Sunderland, United Kingdom
Phone 02075317333
Email: vipin.nadda@sunderland.ac.uk

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SPEAKER BACKGROUND



Professor Dr. Ebrahim Soltani

Prof. Dr. Ebrahim Soltani is a Professor of Business School at University of Kent Canterbury in England and he is Department Chair - Quality & Operations Management at Hamdan Bin Mohammed Smart University Dubai of United Arab Emirate. He was appointed associate professor in business management, total quality management, and operation management in 1989 at the University of Kent, he continued his research in the field of operation management, business management. He has published over 50 papers and reports in such journals as International Journal of Technology and Production Research. He supervised a considerable number of PhD theses and is a consultant on industrial and production industry in England and United Arab Emirate.

SPEAKER BACKGROUND



Professor Dr. Kai Heuer

Prof. Dr. Kai Heuer is full professor for business administration at the Business Faculty of Wismar University in Germany. Before, he served as a full professor at the Environmental Campus of Trier University of Applied Sciences. He studied business administration in Germany and the U.S.A. and holds an MBA and a doctoral degree. He has management experience from leading positions in different companies and as business consultant. His research areas are management accounting, organizational development, and international management where he has published numerous papers, reports and textbooks. He is the head of Master Program in Business at Wismar University and a member of the Schmalenbach-Society for Business Economics, Cologne; managing director of the Institute of Health-, Senior- and Social Management; and a former member of the board of the Centre for Aviation Law and Management.

SPEAKER BACKGROUND



Dr. Tariq Khan

Dr Tariq Khan is a Lecturer and Director of Postgraduate Programmes of Business School in Brunel University, Uxbridge, London, United Kingdom. He received his BEng in Aerospace Engineering from Kingston University, his MSc in Manufacturing Technology from University of Warwick, and his PhD in Intelligent Education Systems from University of Salford. He subsequently worked as a research associate in Heriot-Watt University Edinburgh and as a senior lecturer at London Metropolitan University. He has specialist teaching in Business Process Modelling, Web Programming, Software Engineering, Classical Logic, Human Computer Studies. He has Book and published over 20 papers and reports in such journals as Information Systems Evaluation and Integration (ISEing). He supervised a considerable number of PhD theses and is a consultant on business and supply chain and engineering industry in England and United Kingdom.

SPEAKER BACKGROUND



Dr. Chayanan Kerdpitak

Dr. Chayanan Kerdpitak is a Lecturer and management committee of Doctor of Business Administration Programmes of College Management Innovation in Valaya Alongkorn Rajabhat University in Thailand and a management committee of CK Research Consultant in Bangkok. I was a Lecturer of Principle Marketing, Sales Management, Consumer Behavior, and Marketing Research at The Suan Dusit University in Thailand. She received a Ph.D. in the field of Business Logistics within Industrial at Ramkhamhaeng University, Thailand. She has published over 20 proceeding paper and some reports in such journals as International Journal Business and Economics Research. She has been a consultant on Import Automobile Industry from Germany for International Marketing and Marketing Research. Chayanan graduated a B.B.A and M.B.A in Business Administration from The Ramkhamhaeng University, Bangkok, Thailand (Major in Marketing).

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2017 ICBTS CONFERENCE BERLIN PROGRAM

The 2017 ICBTS International Multidiscipline Research Conference	
23 October 17 9.00- 09.30 (M)	REGISTRATION & WELCOME Welcome meeting at The Park Inn by Radisson Berlin City West, Germany
	Academic Advisory & Session Chair Professor Dr. Kai Heuer, Germany Dr. Hen Friman, Israel
23 October 17(M)	Session A
23 October 17(M) 09.00-10.30 (M)	<p>Session A1</p> <p>Paper 1(23) DEVELOPMENT FOR 21ST CENTURY SKILLS BY USING PROCESSES OF RESEARCH BASED LEARNING Asst. Prof. Poonyapon Chanfoy</p> <p>Paper 2(24) ACTIVE LEARNING BY USING PROCESSES OF PROBLEM BASED LEARNING Asst. Prof. Suphanwadee Waiyaroop</p> <p>Paper 3(27) ORGANIZED ACTIVE LEARNING BY INSTRUCTIONAL MODEL WITH PROJECT BASED LEARNING Asst. Prof. Sirimaneer Banjong</p> <p>Paper 4(29) PARTICIPATORY LEARNING: FROM THEORY TO PRACTICE IN PSYCHOLOGY FOR TEACHER COURSE Mr. Panuwat Sivaskunraj</p> <p>Paper 5(35) PROBLEM-BASED LEARNING WITH MATHEMATICS TEACHING: PRINCIPLES AND GUIDELINES Mr. Teerawit Tinprapa</p> <p>Paper 6(132) LANGUAGE TEACHING AND LEARNING OPINIONS ON CULTURAL DIVERSITY Awwal Ibrahim Dansadau</p>
10.31 - 10.45	Morning Break
10.46 - 12.00	<p>Session A 2</p> <p>Paper 1(36) RB : THE DEVELOPMENT OF LEARNERS' LEARNING SKILLS Mrs. Teeraporn Plailek</p> <p>Paper 2(37) THE NATURE AND USE OF RESEARCH-BASED LEARNING FOR ENHANCING PRE-SERVICE TEACHERS' RESEARCH SKILLS Dr. Sasiporn Phongploenpis</p> <p>Paper 3(33) TECHNIQUE OF FOLLOW UP ON WORK PROGRESS IN OFFICE ADMINISTRATION Miss Nipawan Tharasak</p> <p>Paper 4(39) THE STUDY OF TECHNOLOGY ASSISTED OFFICE ADMINISTRATION OF SUANSUNANDHARAJABHAT UNIVERSITY Miss Suntaree Patcharaprateep</p>

	<p>Paper 5(144) Examining Motivation to Teach Levels of Pre-Service Teachers in Terms of Some Variables Ipek Som Onal</p>
12.01-13.00	Lunch Break
13.01-15.00	<p>Session A 3</p> <p>Paper 1(9) ACTING AS A TOOL TO EXPRESS POWER OF MEDIUM Dr. Kusuma Teppharak</p> <p>Paper 2(10) EQUIPMENT DESIGN TO CREATE TIE-DYE FABRIC PATTERN Mr. Tanutpong Phriwanrat</p> <p>Paper 3(11) WICKERWORK PROCESS ANALYSIS APPLY FOR HOME DECORATION DESIGN: PRANEE HANDICRAFT SING BURI THAILAND Mr. Akapong Inkuer</p> <p>Paper 4(12) SOUVENIRS DESIGN FROM ARTS AND CULTURAL Mr. Noppadon Sangwalpetch</p> <p>Paper 5(13) THAI PERFORMING ARTS IN KING PRAJADHIPOK'S LAWS Asst. Prof. Manissa Vasinarom</p> <p>Paper 6(116) ESL Basic Learners: Personal Histories of Writing Ketskanda Jaturongkachoke and Supat Kookiattokoon and Supamit Chanseawrassamee</p> <p>Paper 7(150) Feasibility Study of Implementation of Coaching in Training of Nurses in Bahman hospital in Tehran (IRAN) Associate Prof. Dr. Mohammad Ghahramani and Fatemeh Hydari</p> <p>Paper 8(127) Renewable Energy by Project-based learning Hen Friman and Idan Halbi and Ifaa Banner and Bosmat Shalom-tuchin and Yulia Einav</p>
15.00- 15.15	Afternoon Break
15.16- 17.00	<p>Session A 4</p> <p>Paper 1(14) FABRIC PRINTING DESIGN OF SARONG AS A RESULT OF A STUDY OF TEXTILE PATTERNS OF LAO-SONG (THAI SONG DAM), SUPHAN BURI PROVINCE Mr. Suwit Sadsunk</p> <p>Paper 2(15) THE ART OF THE FABRIC PATTERN DESIGN BY STUDYING THE WOODEN CARVING ON GINGERBREAD IN VIMANMEK MANSION IN THAILAND Mrs. Chanoknart Mayusoh</p> <p>Paper 3(17) A WESTERN TREATMENT OF NONWESTERN NATIONAL IDENTITY: A CASE STUDY OF <i>THE KING AND I</i> Asst. Prof. Dr. Chutima Maneewattana</p> <p>Paper 4(16) MAINTAINING SIGNIFICANCE OF REALIA IN TRANSLATED PLAY Dr. Nataporn Rattanachaiwong</p> <p>Paper 5(40) THE EXPOSURE AND SATISFACTION OF THE GRADUATE STUDENTS FOR THE CHANNAL OF THE INFORMATION AT SUANSUNANDHA RAJABHAT UNIVERSITY Miss Netdao Yooyong</p> <p>Paper 6(128) AN EVOLUTION PERSPECTIVE ON THE ROLE OF UNIVERSITIES IN REGIONAL INNOVATION</p>

	<p>Jong-Ho LEE</p> <p>Paper 7(124) PLANNING SCHOOL FEEDING POLICY TOWARDS ECONOMIC DIVERSIFICATION IN AFRICA Shuaibu Saminu</p>
23 October 17(M)	Session B
<p>23 October 17(M) 09.00-10.30 (M)</p>	<p>Session B1</p> <p>Paper 1(1) “SPIRITUAL TOURISM” THE NEW TOURIST DESTINATION FOR THAI TOURISM CASE STUDY IN “WAT TATON” CHAING-MAI THAILAND Dr. Supakit Mulpramook</p> <p>Paper 2 (3) THE STUDY ON MEDIA EXPOSURE BEHAVIOR IN POLITICAL ISSUES OF UNIVERSITY STUDENTS Mr. Veerapon Vongprasert</p> <p>Paper 3 (5) THE STUDY OF THE PARTICIPATION OF THE PRESIDENT OF STUDENT COUNCIL ELECTION, UNDERGRADUATE PROGRAM, SUAN SUNANDHA RAJABHAT UNIVERSITY Asst. Prof. Dr. Sudabhorn Arundee</p> <p>Paper 4 (8) ROLE OF PROVINCIAL GOVERNOR IN CONTROL OF LOCAL ADMINISTRATION ORGANIZATIONS : CASE STUDY NONGBUALAMPHU PROVINCE Dr. Barameeboon Sangchan</p> <p>Paper 5 (18) FINANCIAL STABILITY IN SAMUT SONGKRAM FROM HOUSEHOLD SAVING POTENTIAL Dr. Krisada Sungkhamanee</p> <p>Paper 6 (104) THE IMPACT OF “PIPELINE DIPLOMACY” ON CONFLICT RESOLUTION IN THE CAUCASUS-CASPIAN REGION-THE CASE OF AZERBAIJAN AND AFGHANISTAN Dogan Girgin</p>
10.31 - 10.45	Morning Break
10.46 - 12.00	<p>Session B 2</p> <p>Paper 1 (21) HOTEL BUSINESS DEVELOPMENT WAY TO REACH SERVICE STANDARD FOR SUPPORTING SENIOR TOURISTS IN THE AREA OF AMPHAWA DISTRICT, SAMUTSONGKRAM Miss Benjaporn Yaemjamuang</p> <p>Paper 2 (22) KNOWLEDGEMANAGEMENT FOR WRITING RESEARCH PROPOSAL Miss Wanvisa Saisanan Na Ayudhaya</p> <p>Paper 3 (26) UNIVERSAL DESIGN FOR WARD PATIENTS GOVERNMENT HOSPITAL Mrs. Jitravadee Roongin Kunkar</p> <p>Paper 4 (2) THE DIFFERENCES OF SOCIAL AND POPULATION FACTORS TOWARDS TOURISTS’ ATTITUDES TO STAYING AT GREEN HOTELS IN BANGKOK Dr. Rumpapak Luekveerawattana</p> <p>Paper 5 (111) MEDIATISATION OF URBAN PLANNING AND THE PUBLIC SPHERE: TOWARDS ENABLING AND JUST PLANNING PROCESS CASE OF EGYPT Mennatullah Hendawy</p>

12.01- 13.00	Lunch Break
13.01-15.00	<p>Session B 3</p> <p>Paper 1 (30) THE DEVELOPMENT OF ONLINE ADMISSION FOR GRADUATE STUDENTS, SUAUN SUNANDHA RAJABHAT UNIVERSITY Miss Khatcharin Thapthimthet</p> <p>Paper 2 (28) ORGANIZED ACTIVE LEARNING BY CREATIVE BASED LEARNING Mrs. Chompunuj Limlertmonkol</p> <p>Paper 3 (31) KNOWLEDGE MANAGEMENT FOR THE GUIDELINES OF INFORMATION RESOURCE ACQUISITION: A CASE OF ACADEMIC RESOURCE CENTER, SUAN SUNANDHA RAJABHAT UNIVERSITY Acting Sub Lt. Nitima Kaewmanee</p> <p>Paper 4 (19) VITAL FACTORS OF RECENTLY GRADUATES FOR APPLYING JOBS IN ASEAN LABOR MARKET Dr. Natnaporn Aeknarajindawat</p> <p>Paper 5 (25) KNOWLEDGE MANAGEMENT: GUIDE TO WRITE A RESEARCH PROPOSAL Miss Yanika Chuentako</p> <p>Paper 6 (34) KNOWLEDGE ON FOLLOWING-UP AND RECORDING ACCORDING TO PERSONNEL DEVELOPMENT TRAINNING Miss Supassawee Morakul</p> <p>Paper 7 (114) AGRICULTURAL TRADE UNDER WTO REGIME: OPPORTUNITIES AND CHALLENGES Dr. MOHD ADIL</p> <p>Paper 8 (115) RACE OF RELIGIONS AND THE RICE OF RADICALISM IN WEST PAPUA INDONESIA Umar Werfete and Suparto Iribaram</p>
15.01 - 15.15	Afternoon Break
15.16 - 17.00	<p>Session B 4</p> <p>Paper 1(7) DEVELOPMENT OF A SOLUTION TO THE TRAFFIC ISSUES INSIDE SUAN SUNANDHA RAJABHAT UNIVERSITY Mr. Wichar Kunkum</p> <p>Paper 2 (6) THE STUDY OF SATISFACTION OF THE DEVELOPMENT OF GRADE VALIDATION SYSTEM BASED ON CURRICULUM STRUCTURE, UNDERGRADUATE STUDENTS, SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Wanwika Sattaworn</p> <p>Paper 3 (32) DEVELOPMENT OF THE “I” SYSTEM FOR THE CORRECTION OF INTERNET LEARNING VIA THE INTERNET SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Pinyaphat Kongsorn</p> <p>Paper 4 (38) KNOWLEDGE MANAGEMENT FOR PROCESS DEVELOPMENT: INFORMATION RESOURCES CLASSIFICATION AND CATALOGING IN THE LIBRARY OF SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Supaporn Wongsu</p> <p>Paper 5 (4) THE STUDY OF APPLICANTS’ SATISFACTION OF UNIVERSITY ADMISSION SYSTEM : UNDERGRADUATE LEVEL, SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Chontiya Ledanan</p>

	<p>Paper 6 (116) THE EFFECTIVENESS OF USING GAMES IN LEARNING ENGLISH VOCABULARY: AN ANALYTIC IN THE SAUDI ARABIAN CONTEXT Ayedh Dhawi Mohammed Almohanna, Saudi Arabia</p> <p>Paper 7 (133) SOCIAL MEDIA AND ARABIC: CODE-SWITCHING AMONGST ALGERIAN STUDENTS LIVING IN THE UK Linda Merzougui</p>
24 October 17(T)	Session C
24 October 17 (T) 09.30 – 10.30	<p>Session C1</p> <p>Paper 1(48) GERMAN LEADERSHIP IN EU FOREIGN POLICY AFTER EUROZONE CRISIS? Merve Yavuz</p> <p>Paper 2 (7) CULTURAL AND ART EDUCATION: A MEANS FOR SOCIAL STABILITY IN NORTHERN GHANA Dr. Eric Appau Asante and MAVIS DONKOR</p> <p>Paper 3 (53) INNOVATIVE ACADEMY PROJECT -DISINFECTION OF EFFLUENTS WITH RENEWABLE ENERGY Hen Friman and Faina Nakonechny</p> <p>Paper 4 (61) EDUCATION, BUSINESS AND AGRICULTURE: AN INTEGRATION FOR ECONOMIC TRANSFORMATION IN DEVELOPING NATIONS- THE NIGERIAN EXPERIENCE Dr. Matthew Ojong Achigbe</p>
10.31 – 10.45	Morning Break
10.46 - 12.00	<p>Session C2</p> <p>Paper 1(57) EXPLORING THE EFFECT OF TECHNOLOGY SUPPORTED COLLABORATIVE LEARNING ON CREATIVE THINKING SKILLS OF PRE-SERVICE TEACHERS Erhan ÜNAL and Fatih ÖZDİNÇ</p> <p>Paper 2 (64) ASTIN THEORY AND SOCIAL NETWORKS Dr Elham Akbari and prof Hamid Abdollahian</p> <p>Paper 3 (50) EFFECT OF PAUL THE PERSIAN'S LOGICAL WORKS ON AL-MANTIQ BY IBN AL-MUQAFFA Seyedmohammadreza Azarkasb</p> <p>Paper 4 (136) THE NECESSITY OF REGIONAL ECONOMIC INTEGRATION: A LESSON FOR SOUTH ASIA? Md. Rajin Makhdum Khan and Faizah Imam</p> <p>Paper 5 (137) AN INVESTIGATION OF SENSORY LEARNING STYLES USED BY KURDISH EFL STUDENTS AT UNIVERSITY LEVEL Dr. Hoshang Farooq Jawad and Mr. Salahaddin Saeed Khidr</p>
24 October 17(T)	Session E

<p>24 October 17 (T) 09.30 – 10.30</p>	<p>Session E1 Paper 1(141) TOURISM STRATEGY IN THE SUN TRIANGLE ANALYSIS WITH THE THEORY BASED ON RESOURCES AND INSTITUTIONAL THEORY José G. Vargas-Hernández and Lic. Ana Yanetly Arias Orozco, Mexico Paper 2 (144) CONTRADICTIONS AMONG STUDENTS OF BEING MALES AND FEMALES IN LEARNING ENGLISH AS A FOREIGN LANGUAGE. Amina Babou, Algeria Paper 3 (145) THE RELATIONSHIP BETWEEN SYSTEM OF SUGGESTIONS AND THE PRODUCTIVITY OF HUMAN RESOURCES: A CASE STUDY OF TEHRAN PROVINCE GASCO Ali Aolatshah, Iran Paper 4 (120) BLEMISHES IN SYLLABUS DESIGNING OF ENGLISH AT PRIMARY LEVEL OF EDUCATION IN PAKISTAN: AN OBSTACLE IN ATTAINING LANGUAGE PROFICIENCY Zohaib Zahid and Dr Mamuna Ghani, Pakistan</p>
<p>10.31 – 10.45</p>	<p>Morning Break</p>
<p>10.46 - 12.00</p>	<p>Session E2 Paper 1 (158) TRAVELING THROUGH THE TOURISM PROMOTION TERMINOLOGY: CONSIDERATIONS UPON THE ADOPTION OF ENGLISH TERMS IN THE OFFICIAL WEBSITES OF ROME, MILAN, LUGANO AND BELLINZONA. Claudia Maria ASTORINO Paper 2(31) ADVANCING SUSTAINABLE AGRO-TOURISM IN THE WESTERN BALKANS: INSIGHTS FROM THE KATUN PROJECT Djurdjica Perovic and Sanja Pekovic andTatjana Stanovcic andJovana Vukcevic, Montenegro Paper 3 (163) SHARING ECONOMY: THE ESTABLISHMENT OF ORGANIZATIONAL IDENTITY OVERTIME, CONSIDERING IDENTIFY CLAIMS AND LEGITIMACY GRANTING João Miguel O. Cotrim and Prof. Francisco Nunes Paper 4 (143) REGENERATING PATRIARCHY: A STUDY ON GEORGE ORWELL'S VIEWS ON WOMEN AND FEMALE CHARATER Khaled Zouaoui Paper 5 (154) SATISFACTION OF INDIVIDUAL LEARNING NEEDS IN THE INTEGRATED TEACHING/LERNING MODEL IN PRIMARY SCHOOL Professor Anita Petere</p>
<p>12.01</p>	<p>Conference Close</p>
<p>23 -24 October 17</p>	<p>Participation and Discussion</p> <ol style="list-style-type: none"> 1. Dr. Mustafa Arslan., Georgia, 2. Dr. Dr Olufemi Aramide, Nigeria 3. Dr. Asif Iqbal, China 4. Professor Wang Zhuquan, China 5. Dr. Sumit Kumar dey, India
<p>25 October 2017</p>	<p>Free day for Participants</p>

THE STUDY OF APPLICANTS' SATISFACTION OF UNIVERSITY ADMISSION SYSTEM : UNDERGRADUATE LEVEL, SUAN SUNANDHA RAJABHAT UNIVERSITY

Aphichart Kampoomprasert* & Chontiya Ledanan**

*Academic Services Division, Suan Sunandha Rajabhat University, Bangkok, Thailand
E-Mail: *Aphichart.ka@ssru.ac.th, **Chontiya.le@ssru.ac.th*

ABSTRACT

The purposes of the research entitled 'The study of applicants' satisfaction of the university admission system; undergraduate level, Suan Sunandha Rajabhat University' are 1) to study the applicants' satisfaction of university admission system including Petsunandha Student Grants, Quota Students, and Direct Enrollment, undergraduate level, Suan Sunandha Rajabhat University, and 2) to create guidelines for the university admission system including Petsunandha Student Grants, Quota Students, and Direct Enrollment, undergraduate level, Suan Sunandha Rajabhat University, which could fully satisfy the applicants. ($\bar{x} \geq 4.50$) Samples include senior high school grade 6 students or the equivalence (Non-formal Education students, and vocational students) classified into 3 types; 474 students applying for Petsunandha Student Grants, 1,553 students applying for Quota Students, and 12,110 students applying for Direct Enrollment. (Applicants of the University Admission System, Academic year 2017) Research tools include an online questionnaire concerning the applicants' satisfaction of the University Admission System including Petsunandha Student Grants, Quota Students, and Direct Enrollment, undergraduate level, Suan Sunandha University. Statistics employed include Percentage, Mean, and Standard Deviation. The research findings are as follows;

1) The total level of the applicants' satisfaction of the online University Admission System, Petsunandha Student Grant, undergraduate level, Suan Sunandha Rajabhat University with 10 items is in highest level. ($\bar{x} = 4.39$) In terms of item analysis, it is found that all items of satisfaction are in highest level. The item with highest mean scores includes the data is correct, complete and up to date ($\bar{x} = 4.47$), followed by the convenience of the online application ($\bar{x} = 4.47$). However, the item with lowest mean scores includes the variety of Public Relation channels. ($\bar{x} = 4.19$)

2) The total level of the applicants' satisfaction of the online University Admission System, Quota Students, undergraduate level, Suan Sunandha Rajabhat University with 10 items is in highest level. ($\bar{x} = 4.41$) In terms of item analysis, it is found the item with highest mean scores includes the convenience of the online application system ($\bar{x} = 4.51$), followed by the data is correct, complete and up to date ($\bar{x} = 4.49$). However, the item with lowest mean scores include the variety of Public Relation channels ($\bar{x} = 4.27$).

3) The total level of the applicants' satisfaction of the online University Admission System, Direct Enrollment, undergraduate level, Suan Sunandha Rajabhat University with 10 items is in highest level. ($\bar{x} = 4.32$) In terms of item analysis, it is found most items are in highest level. Two items in high level include the payment of admission fee at counter service followed by the convenience of online application ($\bar{x} = 4.42$). However, the item with lowest mean scores includes the variety of Public Relation channels ($\bar{x} = 4.17$).

Keywords: Satisfaction, applicants, University Admission System, undergraduate level

INTRODUCTION

The policies of Educational Service Division include the determination to develop quality administrative system which satisfies customers in terms of educational services and to continuous development of the services by making use of new technology for such operation as Information System for administration, admission division, curriculum and teaching, registrar and possessing division in the academic year 2016. Moreover, the implementation of the education fee and university admission, undergraduate level fee payment at counter services available all around the country leads to the consumption that the university provides education in undergraduate level all over the country as well as

chances for people to further their education while nowadays there is strong competition in providing education in undergraduate level among both private and government higher education institutions under Ministry of Education. And this causes each educational institution to implement various strategies to attract students to take university admission with total number as target goal while it is regarded as provision of more educational opportunities for students, as well.

Furthering education in higher education level which is knowledge resources supporting academic progress is a factor for human resource development – a basic factor of the country development. People in general, therefore, pay vital emphasis on education with the thought that those with higher education will be progressive and prosperous in various ways and this is the reason why general people try their best to continue their study to highest level which is higher education level.

This leads to the saying; Thai society praises those with degrees or the value of getting degrees. That is because to get a job, one must have a degree, and most jobs in Thailand require degrees rather than experiences, knowledge, and abilities. Lots of people are therefore in need of furthering their education in higher education level.

In reference to the University Admission of Suan Sunandha Rajabhat University, there are three types of application, namely Petsunandha Students Grants, Quota Students, and Direct Enrollment. For Petsunandha Students Grants and Quota Students, applicants are not required to take entrance examination, but students' learning grades will be considered while for some programs practical tests will be required. For Direct Enrollment, applicants are required to take an online entrance examination with an interview exam. This is regarded as innovation in extending educational chances to students in various schools and supporting collaborations between the university and high schools or the equivalence. (Non-formal education and vocational schools) Up until now Suan Sunandha Rajabhat University has provided education in 6 faculties and 6 colleges. Based on the statistical survey from academic year 2012 to 2015, it is found that the number of new students enrolling in the university from academic year 2012 to 2015 includes 5,385, 6,761, 7,270, and 8,243 students respectively. (New Student Enrollment Division, Office of Educational Services, 2015. The new enrollment students from academic year 2012 to 2015, Suan Sunandha Rajabhat University) [1]

Due to the growing number of new enrollment students including Petsunandha Student Grants, Quota Students, and Direct Enrollment, undergraduate level, the New Student Enrollment Division, Office of Educational Services developed and changed the system and method of filling out application form manually to electronically (<http://www.reg.ssru.ac.th>) in the University Admission, Academic Year 2012. To enable the new student enrollment convenient, fast, and pleasant for the applicants, and to improve the system and the procedure of the university admission continuously up to now, the New Student Enrollment Office, Educational Service Division perceived the importance of education, and satisfaction of the university admission including Petsunandha Student Grants, Quota Students, and Direct Enrollment, undergraduate level, and would make use of the collected data for the improvement and development of the university admission system in accordance with the needs of the applicants.

OBJECTIVE

1. To study the applicants' satisfaction of the university admission system including Petsunandha Student Grants, Quota Students, and Direct Enrollment, undergraduate level, Suan Sunandha Rajabhat University

2. To create guidelines for the university admission system including Petsunandha Student Grants, Quota Students, and Direct Enrollment, undergraduate level, Suan Sunandha Rajabhat University in accordance with the applicants' satisfaction. ($\bar{x} \geq 4.50$)

RESEARCH CONCEPT

The definition of satisfaction

Siriwan Woonjina, 2554: 6, stated that satisfaction is humans' motivation based on basic needs, and it closely relates to achievements and incentive and the attempt to avoid unpleasant things. [2]

Saowaluk Boonchareon, and et al., 2552: 7 defined satisfaction as the act of being glad, and delighted when the goal is achieved or the pleasant feeling when the target goal is achieved. [3]

Janta Rattanapanee, 2548: 8 stated that satisfaction is the feeling when achievement is gained or end-state in feeling when the goal is achieved. [4]

University Admission System: The definition of University Admission System is clarified as follows;

Jaitip Cheaurattanapong. (2550: P 5) stated that the new student enrollment system could be defined as online new student enrollment system which is a complete-cycle system covering from student enrollment to candidates presenting themselves as new students, and serving educational management in a variety of educational levels. [5]

Suvit Hiranyakan and et al. (2551 : pp 60-61) defines as the combination of various parts of the system which include internal relationship and interact with one another, and these parts work collaboratively as a whole to achieve the target goals. [6]

Related Researches

Sumitra Nuanmeesri, 2012 Admission for new students to study at bachelor degree level in any institution is very important. This will directly affect to the education budget and planning for management of the curriculum. This research issue presents developing information system to forecast the student admission via the internet by rule of decision tree classification techniques to predict accurately and precisely student admission.

In the experiment, operation of a special issue made use of modeling and testing via model prediction for new students. Rules using decision tree techniques: k-fold cross-validation 3 models, percentage split 3 models, and a model from training set and test set were employed. The model was built and tested with 7 kinds of modeling. The experimental results for forecasting new students via rules using decision tree techniques, the model from training sets and test set which showed higher efficiency than the other model with correctly classified instant equal to 94%, precision was 94.30%, recall was 94% and F-measure was 93.70%. In conclusion, the model calculated data from each test accurately and forecasted efficiently the student admission.

Researchers have taken the decision tree classification rules to develop the information system to forecast the student admission via the internet. The efficient system was tested to use means and standard deviations by four specialists and forty personals. The results of the efficient system testing were averaged by the specialist 4.17 and the value of the personnel 4.34. The system performance is good satisfactory and can be applied to forecast the student admission. [7]

DEFINITION OF TECHNICAL TERMS

University Admission System can be defined as online student enrollment system in which high school students grade 6 or the equivalence (Non-formal education / vocational students) all around the country can fill out the information required for the new student enrollment online, namely Petsunandha Student Grants, Quota Students, and Direct Enrollment by accessing to the website of the Registrar and Processing Office, Suan Sunandha Rajabhat University.

Petsunandha Student Grants means a type of the students' qualification for University Admission System required for those studying in high school grade 6 (1st semester) with GPA of 2.75 or over. The accepted candidates are subjected to study in the University without having to pay for registration fees. This type excludes those in Non-formal education and vocational schools.

Quota Students means a type of the students' qualification for University Admission System required for those studying in high school grade 6 with some kinds of academic abilities and GPA of not less than 2.50 including those with special skills in music, Thai classical dancing, dramatic arts, arts, and sports together with GPA of not less than 2.00 from 1st semester of high school grade 4 to 1st semester of high school grade 6.

Direct Enrollment means a type of new student enrollment in which the candidates are required to take practical tests in the selected fields of study and then special tests and online entrance exam in which the results of the test – Pass or Fail will be revealed on the test date. For those who pass the test will be required to take an interview test. Criteria for these tests will be specified by the University, and those who pass the entrance exam and the interview test will be allowed to further their study in Suan Sunandha Rajabhat University.

METHODOLOGY

Population and Samples

Population

Students in high school grade 6 or the equivalence (Non-formal education / Vocational Students) all around the country who fill in the application form for University Admission including Petsunandha Student Grants, Quota Students, and Direct Enrollment, undergraduate level at website of the Registrar and Processing Division, Suan Sunandha Rajabhat University (<http://www.reg.ssrु.ac.th>) in the academic year 2017.

Samples

Samples in this study include students in high school grade 6 or the equivalence (Non-formal education / Vocational Students) who apply for the University Admission, Suan Sunandha Rajabhat University including 474 Petsunandha Students, 1,553 Quota Students, and 12,110 Direct Enrollment Students. (Samples taken from those accessing to the online University Admission System, academic year 2017)

Research Tools

Part 1 General information of the respondents including personal characteristic of the system users, namely gender, and education certificate, and check-list;

1.1 Gender

1.2 Education Certificate of Education Level

Part 2 Questions asking about the students' satisfaction of the University Admission System including Petsunandha Student Grants, Quota Students, and Direct Enrollment, undergraduate level, Suan Sunandha Rajabhat University.

Part 3 Open-ended question allows respondents to provide suggestions, opinions for improvement and development.

ANALYSIS CONCLUSION

Part 1 General information of the respondents of the questionnaire analyzed by using frequency and percentage. **Table 1** The amount and percentage of the respondents including Petsunandha Students, Quota Students, and Direct Enrollment Students classified by Gender and Certificate of Education Level

Personal Characteristics	Petsunandha Students		Quota Students		Direct Enrollment Students	
	Amount(students)	Percent	amount(students)	Percent	Amount(Student)	Percent
Gender						
Male	91	19.19	389	25.04	4,172	34.45
Female	383	80.81	1,164	74.95	7,938	65.54
Total	474	100.00	1,553	100.00	12,110	100.00
Certificate						
High School (G.6)	474	100.00	1,553	100.00	10,817	89.32
Vocational Certificate (Lower / Higher)	-	-	-	-	769	6.35
Non-formal education	-	-	-	-	524	4.32
Total	474	100.00	1,553	100.00	12,110	100.00

From Table 1 the findings reveal the followings;

1. The respondents in Petsunandha Student Grant include 474 students with certificates in high school grade 6 or 100 percent divided into 91 male of 19.19 percent, and 383 female or 80.81 percent.

2. The respondents in Quota Student Grant include 1,553 students with certificates in high school grade 6 or 100 percent divided into 389 male of 25.04 percent, and 1,164 female or 74.95 percent.

3. The respondents in Direct Enrollment include 12,110 students or 100 percent. In terms of Genders, male include 4,172 students or 34.45 percent, while female includes 7,938 students or 65.54 percent. In terms of certificates of education level, 10,817 students or 89.32 percent earn certificates in high school grade 6, and 769 students or 6.35 percent earn certificates in vocational level (lower and higher certificate level), while 524 students or 4.32 percent earn certificates in non-formal education.

Part 2 Level of the total students' satisfaction of the University Admission System including Petsunandha Student Grants undergraduate level, Suan Sunandha Rajabhat University

Table 2 Mean and S.D. of level of the students' satisfaction of the University Admission System including Petsunandha Student Grants, undergraduate level, Suan Sunandha Rajabhat University taken from 474 respondents of the online questionnaire

No.	Points of Satisfaction	Mean	S.D.	Meaning
1	Information is correct, complete and up to date	4.47	0.65	highest
2	The service of providing information about Direct Enrollment	4.37	0.65	highest
3	The variety of PR channels	4.19	0.77	high
4	The stability of the University Admission System which can be used continuously without any block	4.30	0.76	highest
5	The convenience of online application	4.47	0.68	highest
6	The form presenting data is suitable	4.45	0.66	highest
7	The speed of the online University Admission System	4.42	0.71	highest
8	The Handout showing how to access to the University Admission System is easy to understand	4.29	0.73	highest
9	The payment of the application fees at counter services	4.46	0.72	highest
10	The total use of the University Admission System	4.43	0.65	highest
Total		4.39	0.70	highest

Table 2 shows that the total level of the applicants' satisfaction of the online University Admission System including Petsunandha Student Grants, undergraduate level, Suan Sunandha Rajabhat University with 10 items of Satisfaction is in highest level ($\bar{x} = 4.39$). In terms of item analysis, it is found that the item with the highest mean scores includes the information is correct, complete and up to date ($\bar{x} = 4.47$) followed by the convenience of the online application ($\bar{x} = 4.47$). However, the item with the lowest mean scores includes the variety of PR channels ($\bar{x} = 4.19$).

Table 3 Mean and S.D. of level of the students' satisfaction of the University Admission System including Quota Students, undergraduate level, Suan Sunandha Rajabhat University taken from 1,553 respondents of the online questionnaire

No.	Points of Satisfaction	Mean	S.D.	Meaning
1	The information is correct, complete and up to date	4.49	0.62	highest
2	The service of providing information about Direct Enrollment	4.40	0.66	highest
3	The variety of PR channels	4.27	0.76	highest
4	The stability of the University Admission System which can be used continuously without any block	4.31	0.78	highest
5	The convenience of online application	4.51	0.69	highest
6	The form presenting the information is suitable	4.46	0.66	highest
7	The speed of the online University Admission System	4.41	0.72	highest
8	The Handout showing how to access to the University Admission System is easy to understand	4.31	0.73	highest
9	The payment of the application fees at counter services	4.48	0.69	highest
10	The total use of the University Admission System	4.49	0.66	highest
Total		4.41	0.69	highest

Table 3 shows that the total level of the applicants' satisfaction of the online University Admission System including Quota Students, undergraduate level, Suan Sunandha Rajabhat University with 10 items of Satisfaction is in highest level ($\bar{x} = 4.41$). In terms of item analysis, it is found that the item with the highest mean scores includes the convenience of the online application ($\bar{x} = 4.51$) followed by the information is correct, complete and up to date ($\bar{x} = 4.49$). However, the item with the lowest mean scores includes the variety of PR channels ($\bar{x} = 4.27$).

Table 4 Mean and S.D. of level of the students' satisfaction of the University Admission System including Direct Enrollment, undergraduate level, Suan Sunandha Rajabhat University taken from 12,110 respondents of the online questionnaire

No.	Points of Satisfaction	Mean	S.D.	Meaning
1	The information is correct, complete and up to date	4.38	0.66	highest
2	The service of providing information about Direct Enrollment	4.30	0.71	highest
3	The variety of PR channel	4.17	0.79	high
4	The stability of the online University Admission System which can be used continuously without any block	4.19	0.84	high
5	The convenience of online application	4.42	0.72	highest
6	The form presenting the information is suitable	4.37	0.70	highest
7	The speed of the online University Admission System	4.32	0.76	highest
8	The handout showing how to access to the online University Admission System is easy to understand	4.23	0.75	highest
9	The payment of the application fees at counter services	4.43	0.70	highest
10	The total use of the University Admission System	4.40	0.68	highest
Total		4.32	0.73	highest

Table 4 shows that the total level of the applicants' satisfaction of the online University Admission System including Direct Enrollment, undergraduate level, Suan Sunandha Rajabhat University with 10 items of Satisfaction is in highest level ($\bar{x} = 4.32$). In terms of item analysis, it is found that most items are in highest level, and 2 items are in high level. The item with highest mean scores includes the payment of application fees at counter services ($\bar{x} = 4.43$) followed by the convenience of online application ($\bar{x} = 4.42$). However, the item with the lowest mean scores includes the variety of PR channels ($\bar{x} = 4.17$).

CONCLUSION

1 . Based on general information of 474 respondents of the online questionnaire including Petsunandha Student Grants, it is found that 19.19 percent of the respondents are male, and 80.81 percent are female. All of the respondents or 100 percent get high school grade 6 certificates.

2. Based on general information of 1,533 respondents of the online questionnaire including Quota Students, it is found that 25.04 percent of the respondents are male, and 74.95 percent are female. All of the respondents or 100 percent get high school grade 6 certificates.

3. Based on general information of 12,110 respondents of the online questionnaire including Direct Enrollment, it is found that 34.45 percent of the respondents are male, and 65.54 percent are female. 89.32 percent of the respondents get high school grade 6 certificates, 6.35 percent get certificate in vocational education (Lower certificate / Higher certificate level), and 4.32 percent get certificate in non-formal education.

4. Based on the findings about the 10 items of the students' satisfaction of the online University Admission System including Petsunandha Student Grants, undergraduate level, Suan Sunandha Rajabhat University, it is found that the total level of the students' satisfaction is in highest level ($\bar{x} = 4.39$). In terms of item analysis, it is found that all of the 10 items are in highest level, and the item with highest mean scores include the information is correct, complete and up to date ($\bar{x} = 4.47$), followed by the convenience of the online application ($\bar{x} = 4.47$). However, the item with the lowest mean scores include the variety of PR channels ($\bar{x} = 4.19$).

5. Based on the findings about the 10 items of the students' satisfaction of the online University Admission System including Quota Students, undergraduate level, Suan Sunandha Rajabhat University, it is

found that the total level of the students' satisfaction is in highest level ($\bar{x} = 4.41$). In terms of item analysis, it is found that all of the 10 items are in highest level, and the item with highest mean scores include the convenience of the online application ($\bar{x} = 4.51$), followed by the information is correct, complete, and up to date ($\bar{x} = 4.49$). However, the item with the lowest mean scores include the variety of PR channels ($\bar{x} = 4.27$).

6. Based on the findings about the 10 items of the students' satisfaction of the online University Admission System including Direct Enrollment, undergraduate level, Suan Sunandha Rajabhat University, it is found that the total level of the students' satisfaction is in highest level ($\bar{x} = 4.32$). In terms of item analysis, it is found that most of the 10 items are in highest level, and 2 items are in high level, and the item with highest mean scores include the payment of admission fees at counter services ($\bar{x} = 4.43$), followed by the convenience of the online application ($\bar{x} = 4.42$). However, the item with the lowest mean scores include the variety of PR channels ($\bar{x} = 4.17$).

DISCUSSION

1. The respondents of the questionnaire are the applicants for the University Admission including Petsunandha Student Grants, Quota Students, and Direct Enrollment, undergraduate level, Suan Sunandha Rajabhat University, who reply to the online questionnaire at the end of the University Admission process so that the data would be taken from the applicants who really access to the online application system.

2. The applicants of the University Admission including Petsunandha Student Grants, Quota Students, and Direct Enrollment mostly perceive information concerning the university application through the university websites. To increase the students' perception of the information about the University Admission, it is, therefore, necessary to provide more PR channels which are the least channels reaching the target groups, namely Higher Education Market Activity, Booths, Magazines, Journals, TV, radios, and newspaper, etc.

3. Based on the item analysis findings concerning the students' satisfaction of the University Admission, including Petsunandha Student Grants, undergraduate level, Suan Sunandha Rajabhat University, the item with highest mean scores includes the information is correct, complete and up to date ($\bar{x} = 4.47$), followed by the convenience of the online application ($\bar{x} = 4.47$). However, the item with the lowest mean scores includes the variety of PR Channels ($\bar{x} = 4.19$). This is in line with the finding that the applicants mostly perceived the information of the University Admission from the University Websites in comparison with other channels. The New Student Enrollment Office will, therefore, provide more PR Channels to reach the target groups more efficiently.

4. Based on the item analysis findings concerning the students' satisfaction of the University Admission, including Quota Students, undergraduate level, Suan Sunandha Rajabhat University, the item with highest mean scores includes the convenience of the online application ($\bar{x} = 4.51$), followed by the information is correct, complete, and up to date ($\bar{x} = 4.49$). However, the item with the lowest mean scores includes the variety of PR Channels ($\bar{x} = 4.27$). This is in line with the finding that the applicants mostly perceived the information of the University Admission from the University Websites in comparison with other channels. The New Student Enrollment Office will, therefore, provide more PR Channels to reach the target groups more efficiently.

5. Based on the item analysis findings concerning the students' satisfaction of the University Admission, including Direct Enrollment, undergraduate level, Suan Sunandha Rajabhat University, the item with highest mean scores includes the payment of admission fees at counter services ($\bar{x} = 4.43$), followed by the convenience of the online application ($\bar{x} = 4.42$). However, the item with the lowest mean scores includes the variety of PR Channels ($\bar{x} = 4.17$). This is in line with the finding that the applicants mostly perceived the information of the University Admission from the University Websites in comparison with other channels. The New Student Enrollment Office will, therefore, provide more PR Channels to reach the target groups more efficiently.

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