

# Conference Proceedings 2018



**THE ICBTS**  
Research Conference Proceedings 2018

**International Academic Multidisciplinary Research Conference 2018**

**Proceeding of**

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

*Vienna, Austria  
1-3 March, 2018*

**THE 2018 ICBTS**



**Edited by Kai Heuer, Wismar University, Germany  
Hiromi Ban, Nagaoka University of Technology, Japan  
Ali Fuat Guneri, 1Yildiz Technical University, Turkey  
Vipin Nadda, University of Sunderland, United Kingdom  
Chayanan Kerdpitak, ICBTS Conference & Publication, USA.**

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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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## THE 2018 ICBTS

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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 Education Social Sciences Humanities Tourism Transport Technology Research Conference. It is the nine series in 2017 of Conference on Business Tourism and Apply Sciences was held in Paris. As always many members of the ICBTS 2017 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 October between Europe and the rest of the world is now well established. This year's event in Madrid (Spain) London (UK) Las Vegas (USA) Munich (Germany) Amsterdam (Netherlands) Zurich (Switzerland) London (United Kingdom) Berlin (Germany) Paris (France) and another continues with the cultural following the very successful and productive event held in London in February 2018 in the field of various types for international academic research conference on Business Education Social Sciences Humanities and Technology. As usual The ICBTS 2018 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 2017 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 Paris 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
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## **SPEAKER BACKGROUND**



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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.

# **International Academic Multidiscipline Research Conference in Vienna 2018**

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## 2018 ICBTS CONFERENCE VIENA PROGRAM

<b>The 2018 ICBTS International Multidiscipline Research Conference</b>	
<b>1 March 18</b> 9.00- 09.30 (TH)	<b>REGISTRATION &amp; WELCOME</b> Welcome meeting at The Roomz, Vienna, Australia
	<b>Academic Advisory &amp; Session Chair</b> Professor Dr. Kai Heuer, Germany Professor Dr. Hiromi Ban, Japan
<b>1 March18(M)</b>	<b>Session A</b>
<b>1 March 18 (TH)</b> 09.00-10.30 (TH)	<p><b>Session A1</b></p> <p><b>Paper 1(2)</b> STRENGTHENING OF LEG MUSCLES WITH SELF STIMULATES MASSAGE IN THAI TRADITIONAL MEDICINE IN SCHOOL AGE CHILD <i>NATSINEE SANSUK</i></p> <p><b>Paper 2(23)</b> THE UNIVERSITY STAFF SURVEY: NUTRITIONAL STATUS AND FOOD CONSUMPTION BEHAVIOR <i>KANIT NGOWSIRI AND KUNYA NAPAPONGSA</i></p> <p><b>Paper 3(412)</b> COGNITIVE, PHYSICAL, SOCIAL AND EMOTIONAL DEVELOPMENT OF A CHILD <i>DR. REHAB BEGUN</i></p> <p><b>Paper 4(31)</b> THE ROLE OF SUPERVISOR ON PERCEPTION OF GENERATION Y NURSING STUDENTS ON THEIR NURSING SKILLS AFTER THEIR FIRST CLINICAL PRACTICE <i>KANCHANAKIATKANON AND WARUNSIRI PRANEETHAAM AND ORATHAI RUNGVACHIRA AND NAPISSARADHIRANTHARA AND PETCHARAT TACHATHAWEWON</i></p> <p><b>Paper 5(35)</b> SELF AWARENESS OF BLOOD SUGAR CONTROLL FOR THAI COMMUNITY DM. AT PREMRUTHAI PRAVATE COMMUNITY BANGKOK TIPAPAN SUNGKAPONG AND BOONSRI KITTICHOTTIPANICH AND CHANTANA CHANGCHENVATE</p> <p><b>Paper 6(32)</b> SELF-ASSESSMENT OF NURSING PRACTICES AND MIDWIFERY OF GRADUATES IN COLLEGE OF NURSING AND HEALTH, SUAN SUNANDHA RAJABHAT UNIVERSITY <i>KANYA NAPAPONGSA AND KANIT NGOWSIRI</i></p>
10.31 - 10.45	Morning Break
10.46 - 12.00	<p><b>Session A 2</b></p> <p><b>Paper 1(18)</b> FACTORS PERSUADING IMPRESSION OF PREGNANT WOMEN ATTENDING AT HIGH RISK PREGNANCY CLINIC <i>BOONSRI KITTICHOTTIPANICH AND SUWANMANEE WUTTI AND PRAPAIWAN DANPRADIT AND CHANTANA CHANGCHENVATE</i></p> <p><b>Paper 2(20)</b> A STUDY ON HAND HYGIENE COMPLIANCE FOR EDUCATION AMONG VISITORS IN MEDICAL UNIT <i>ORATHAI RUNGVACHIRA AND APINYA KOONTALAY AND WARUNSIRI PRANEETHAM AND KANCHANA KIATKANON AND MANEERAT PAKTOOB</i></p>

	<p>Paper 3 (33) ISSUES AFFECTING ADOPTION OF PERSONALIZED MEDICINE <i>Dr. Shehla Shehla</i></p> <p><b>Paper 4(22)</b> EFFECTS OF EMPOWERMENT PROGRAM ON DEMENTIA PREVENTIVE BEHAVIOR IN ELDERLY <i>CHOTISIRI, L AND TECHAPONGVORACHAI, K</i></p> <p><b>Paper 5(30)</b> THE MODEL TO STRENGTHEN THE MORAL AND THE BASIC FOR THE FORTH YEAR NURSING STUDENTS IN COLLEGE OF NURSING AND HEALTH, SUAN SUNANDA RAJABHAT UNIVERSITY <i>CHANTANA CHANGCHENVATE</i></p>
12.01-13.00	<b>Lunch Break</b>
13.01-14.15	<p><b>Session A 3</b></p> <p><b>Paper 1 (15)</b> MARKER-LESS BASED DETECTION OF REPETITIVE AWKARD POSTURES FOR CONSTRUCTION WORKERS <i>Ren-Jye Dzung and Yi-Pin Chiang and H.H. Hsueh</i></p> <p><b>Paper 2 (9)</b> DOES RAIN WASH OUT PARTICULATE MATTER? AN APPLICATION TO THE EFFECT OF AIR POLLUTION ON INFANT MORTALITY <i>Mehreen Mookerjee</i></p> <p><b>Paper 3 (42)</b> ELECTROHYDRODYNAMIC STRUCTURES FOR SURFACE ENHANCED RAMAN SCATTERING BASE POINT-OF-CARE DIAGNOSTICS <i>Professor Dr Pola Goldbregg Oppenheimer and Dr JJ Rickard</i></p> <p><b>Paper 4 (37)</b> THE DEVELOPMENT OF THAI ENGINEERS' POTENTIALS FOR AEC <i>NATNAPORN AEKNARAJINDAWAT</i></p> <p><b>Paper 5 (45)</b> METRICAL FEATURE EXTRACTION OF ENGLISH TEXTBOOKS IN FINLAND <i>Professor Dr. Hiromi Ban and Takashi Oyabu</i></p>
14.16-15.30	<p><b>Session A4</b></p> <p><b>Paper 1(9)</b> DEVELOPMENT OF CAVENDISH BANANA CAKE FROM JUSMINE RICE FLOUR REPLACING WHEAT FLOUR <i>NUNYONG FUENGAJORNFUNG</i></p> <p><b>Paper 2(24)</b> EXPLANATORY MODEL BASED ON PERSPECTIVES OF DIABETIC PATIENTS IN NORTHERN THAILAND <i>SUKANYA BOONVARASATIT, WANICH SUKSATHAN, KANTAPONG PRABSANGOB</i></p> <p><b>Paper 3(26)</b> PERCEPTION OF HEALTH STATUS AND SELF-EFFICACY OF AGING: SAMUT SONGKHRAM PROVINCE <i>WIPAKON SONSNAM AND MUNTHANAWADEE MAYTAPATTANA</i></p> <p><b>Paper 4(7)</b> THE NEED FOR FDI INVESTMENT OF LATEX RUBBER IN THAILAND <i>PICHET TREEWAI AND HATHAIKAN CHOOTRAKOOL</i></p> <p><b>Paper 5(8)</b> PRODUCT DEVELOPMENT OF BREAD WITH SANGYOD RICE FLOUR SUBSTITUTED FOR WHEAT FLOUR <i>JIRAPORN WEENUTTRANON</i></p>
15.31- 15.45	Afternoon Break
15.46 - 17.45	<p><b>Session A</b></p> <p><b>Paper 1 (27)</b> THE ANALYSIS OF KNOWLEDGE AND ABILITY OF UNDERSTANDING KANJI IN THAI STUDENTS AT THE BEGINNING LEVEL: THE CASE STUDY OF THE KANJI PROFICIENCY TEST AMONG</p>

	<p>UNDERGRADUATE STUDENTS AT SUAN SUNANDHA RAJABHAT UNIVERSITY  <i>RUDEEMAD RODSUK</i>  <b>Paper 2 (33)</b> E-BOOK USAGE BEHAVIOR OF UNDERGRADUATE STUDENTS  <i>RATANA VADEE TAKERNGSUKVATANA</i>  <b>Paper 3 (2)</b> INTERPRETING THE ONE-CHINA PRINCIPLE CROSS-STRAIT RELATIONS AND THE DEVELOPMENT OF CONFIDENCE-BUILDING MEASURES  <i>Chiashing Wu</i>  <b>Paper 4 (4)</b> DESIGN THINKING: AN APPROACH THAT SHAPED BANDUNG INTO CREATIVE CITY  <i>Zahra Syifa and Abubakar Ahmad</i>  <b>Paper 5 (40)</b> THE DEVELOPMENT OF TOURISM LOGISTICS AND SUPPLY CHAIN MANAGEMENT OF LAMPAYA FLOATING MARKET, BANGLEN, NAKHON PATHOM, THAILAND  <i>WATANYU CHOOPAK</i>  <b>Paper 6 (3)</b> EFFECTIVENESS OF SELF-HELP GROUP PROGRAM FOR IMPROVING HEALTH LITERACY AMONG TYPE 2 DIABETIC PATIENTS RECEIVING SERVICES AT SUB-DISTRICT HEALTH PROMOTION HOSPITALS IN BANGKONTHEE DISTRICT, SAMUT SONGKRAM PROVINCE, THAILAND  <i>KANTAPONG PRABSANGOB</i>  <b>Paper 7 (21)</b> THE ENHANCEMENT OF THE FACILITIES FOR THE DISABLED OR HANDICAPPED AND THE ELDERLY, STATE ENTERPRISE BUILDINGS  <i>Jitravadee Roongin Kunkar and Auntita Pankosol</i>  <b>Paper 7 (23)</b> THE PHYSICAL APPLICATION OF CERAMICS GLAZE FROM AGRICULTURE WASTE: ORANGE PEEL ASH  <i>Suraphan Rattana vadi</i></p>
<p><b>1 March 18 (TH)</b></p>	<p><b>Session B</b></p>
<p><b>1 March 18 (TH)</b>  09.00-10.30 (TH)</p>	<p><b>Session B1</b>  <b>Paper 1 (1)</b> ENHANCING LANGUAGE COMPETENCY OF HUMAN RESOURCES AS A BUSINESS COMPETITIVE ADVANTAGE VIA ENGLISH FOR BUSINESS PURPOSES  <i>DUANGKAMOL THITIVESA</i>  <b>Paper 2 (44)</b> RESEARCH AND DEVELOPMENT OF READING LITERACY FOLLOW THE PISA TEST USING BY READING APPRENTICESHIP APPROACH  <i>TASANEE SATHAPONG</i>  <b>Paper 3 (28)</b> INTERDISCIPLINARY COLLABORATION BETWEEN FACULTY MEMBERS AND INSTRUCTIONAL DESIGNERS  <i>Fatimah Albrahim</i>  <b>Paper 4 (43)</b> STUDY OF CONDITIONS AND PROBLEMS OF ADMINISTRATIVE COMPETENCE OF SCHOOL PRINCIPALS ACCORDING TO PROFESSIONAL STANDARDS  TUANJAI DONPRASIT  <b>Paper 5 (12)</b> THE ADAPTATION OF THAI TRADITIONAL MEDICINE AND HERBS ENTREPRENEUR TO BECOME CULTURAL HEALTH SUPPLEMENTARY PRODUCTS: A CASE STUDY OF U-THAI PRASIT CORPORATION, MUANG DISTRICT, PRACHIN BURI PROVINCE  SAOWAPA PHAITHAYAWAT AND TIKHAMPORN PUNLUEKDEJ AND SUWAREE YODCHIM</p>

	<p><b>Paper 6 (6)</b> HOW DEVELOP TRADITIONAL TEXTILE TO MAKE THEM MODERN TO THE CONTEMPORARY WORLD THROUGH THE USE OF DIGITAL TECHNOLOGY <i>USAINI ALIYU</i></p>
10.31 - 10.45	<b>Morning Break</b>
10.46 - 12.00	<p><b>Session B 2</b></p> <p><b>Paper 1 (11)</b> ENGLISH INFLECTION IN PLURAL NOUNS WITH -O, -OO, -OE, -OU -OW, AND -EAU ENDING <i>SUWAREE YORDCHIM</i></p> <p><b>Paper 6 (42)</b> THE EFFECTS OF PROJECT-BASED LEARNING ON STUDENTS' ENGLISH LANGUAGE ABILITY <i>ABIGAIL MELAD ESSIEN</i></p> <p><b>Paper 3 (16)</b> PROFESSIONAL LEARNING COMMUNITY OF TEACHERS: A HYPOTHESIS MODEL DEVELOPMENT <i>SUCHEERA MAHIMUANG</i></p> <p><b>Paper 4 (28)</b> LESS IS MORE: CASE OF TEACHING JAPANESE CULTURE THROUGH PERFORMANCE-BASED LEARNING <i>PREMVADEE NA NAKORNPANOM</i></p> <p><b>Paper 5 (44)</b> GRASSROOTS HIGHER EDUCATION RESEARCH AND SUSTAINABLE DOCUMENTATION OF MINORITY LANGUAGES FOR REGIONAL ENTREPRENEURIALISM <i>Professor Francien Herlen Tomasowa</i></p>
12.01- 13.00	<b>Lunch Break</b>
13.01-14.00	<p><b>Session B 3</b></p> <p><b>Paper 1 (3)</b> SEEKING RELEVANCE: SHOULD A DIAGRAM BE NOTICED WHEN SOLVING A MATHEMATICS PROBLEM? <i>Professor Dr. Brian D. Beitzel</i></p> <p><b>Paper 2 (32)</b> BEYOND THE DISCIPLINE: DIALOGUES ON INTERDISCIPLINARY LEARNING AND TEACHING IN THE HUMANITIES <i>Professor Nuria Alonso García Prof.</i></p> <p><b>Paper 3 (41)</b> CLASSROOM ACTION RESEARCH FOR TEACHING MATHEMATICS IN SECONDARY SCHOOLS <i>KANOKRAT KUNASARAPHAN</i></p> <p><b>Paper 4 (17)</b> FLOOR PLAN-ANALYSIS, LIGHTING AND PHYSICAL ENVIRONMENT OF CLASSROOM DESIGN CORRESPONDING IN THE 21<sup>ST</sup> CENTUR EDUCATION <i>Dr. Preechaya Krukaset</i></p>

14.01-15.15	<p><b>Session B 4</b></p> <p><b>Paper 1 (13)</b> NETWORK INTERACTION IN THE HOSPITALITY INDUSTRY AND ITS IMPACT ON THE FINANCIAL CONDITION OF THE HOTEL COMPANY <i>Natalia Baranova and Liudmila Bogatyreva and Marina Efremova</i></p> <p><b>Paper 2 (14)</b> SECONDARY TOURISM DESTINATION WITH HERITAGE POTENTIALS, KHIRIWONG COMMUNITY, NAKHON SI THAMMARAT, THAILAND <i>NUNTANA LADPLEE</i></p> <p><b>Paper 3 (13)</b> INTENTION TO VISIT GREEN HOTEL: A CASE STUDY OF THAI TRAVELERS <i>KANYAPILAI KUNCHORNSIRIMONGKON</i></p> <p><b>Paper 4 (10)</b> SECONDARY AND FRINGE TOWNS ALONG THE NORTHERN THAILAND ROUTE FOR SELF-DRIVE TOURISM: AN INVESTIGATION OF TOURISTS' PERCEIVED SOUVENIR QUALITIES AND ATTRIBUTES PREDICTING DECISION MAKING TO PURCHASE <i>SIRIPEN YIAMJANYA</i></p> <p><b>Paper 5 (17)</b> THE STUDY OF CLIENT REQUIREMENTS IN CHOOSING ACCOMMODATION IN SURIN PROVINCE <i>KANAMON SUWANTADA</i></p>
15.16- 15.30	<b>Afternoon Break</b>
15.31- 17.45	<p><b>Session B 5</b></p> <p><b>Paper 1(10)</b> THE BELIEF OF HOLY MAN AND ITS INFLUENCE IN THAI SOCIETY: PAST AND THE PRESENT <i>Dr.Siriporn Dabphet</i></p> <p><b>Paper 2 (4)</b> PROBLEMS AND METHODS OF DEVELOPING THE ENTERPRISE RESOURCE PLANNING SYSTEM OF SUAN SUNANDHA RAJABHAT UNIVERSITY <i>PIYARAT SAWETTADUL AND TEERAWIT TINPRAPA</i></p> <p><b>Paper 3 (5)</b> THE STUDY OF MANAGING THE FACTORS OF STUDENT TRANSPORTATION TO ATTEND THEIR CLASSES ON SCHEDULE <i>TANYALUK SUPHANATE AND CHATTRARAT HOTRAWAISAYA</i></p> <p><b>Paper 4 (11)</b> THE EFFECT OF MICE STAKEHOLDERS' PERCEPTION ON DECISION MAKING: Aqaba City as a Potential MICE Destination <i>Dr. Omar Alananzeh</i></p> <p><b>Paper 5 (6)</b> THE STANDARD OF MONITORING THE PERFORMANCE OF SUAN SUNANDHA INTERNATIONAL SCHOOL OF ART <i>NATTACHA LEEPANYAPORN</i></p> <p><b>Paper 6 (45)</b> SAFETY BEHAVIORS OF EMPLOYEES IN MANUFACTURING OPERATIONS <i>NATAWADEE PUTTAWONG AND ASST. PROF. DR. WITTHAYA MEKHUM AND WUTTHIKORN MALIKONG</i></p> <p><b>Paper 7 (36)</b> THE QUALITY ENHANCEMENT OF COMPETITIVE POTENTIALS FOR THAI ENTREPRENEURS <i>KANITTHA SESKHUMBONG AND SOMDECH RUNGSRISAWAT</i></p> <p><b>Paper 8 (19)</b> COMMUNICATION DESIGN PROJECT FOR PROMOTING THE IDENTITY OF KLONG YONG DISTRICT, NAKHON PATHOM <i>Supatra Lookraks and Preechaya Krukaset and. Suraphan Rattanavadi and. Jitravadee Roongin Kunkar and Khwanchai Sukkon and Jitima Seutong</i></p>

	<p><b>Paper 9 (20)</b> QUEER IMAGES IN THAI CONTEMPORARY DANCE: A CASE STUDY OF 18 MONKEYS DANCE THEATRE <i>Sun Tawalwongsri</i></p>
<b>2 March 18 (F)</b>	<b>Session C</b>
2 March 18 (F) 09.30 - 10.30	<p><b>Session C1</b></p> <p><b>Paper 1(7)</b> THE DETERMINATION OF BODY IMAGE AND LIFE SATISFACTION OF DISABLED WOMEN <i>EDA PURUTÇUOĞLU and CEMİLE AKSEL</i></p> <p><b>Paper 2 (35)</b> MEDICAL AND PUBLIC HEALTH SECRETARY IN THAILAND'S PRIVATE HOSPITALS <i>Pongsak JAROENNGARMSAMER</i></p> <p><b>Paper 3 (36)</b> THE RESULT OF WATER FLOW AND SETTLE ON FERROUS ION REMOVAL EFFICIENCY IN AQUEOUS SOLUTION <i>Mr. Thanya Promsorn</i></p> <p><b>Paper 4 (12)</b> Evaluation of the levels of heavy metals, Dissolved Organic Phosphorus (DOP) and Nitrogen (DON) in three Wetlands of Northern Nigerian <i>Shaibu Yusuf and Audu, A. A. And Waziri, M. K. Jigawa</i></p>
10.31 - 10.45	<b>Morning Break</b>
10.46 - 12.00	<p><b>Session C2</b></p> <p><b>Paper 1(38)</b> THE ENHANCED ACTIVITIES SKILL AFFECT READING ENGLISH LANGUAGE OF EARLY CHILDHOOD <i>Phanee Rojanabenjakun</i></p> <p><b>Paper 2 (14)</b> Legal education to support social evaluation in Pakistan <i>Riaz Pervez</i></p> <p><b>Paper 3 (25)</b> Teaching English to students with autism: Montessori-Oriented versus Audio-Lingual Method <i>Mahsa Rezvani</i></p> <p><b>Paper 4 (26)</b> A Practical Guide to Collaborative Writing Assignments as a Pedagogical Technique in Higher Education Implemented in an Economics Course <i>Bahia Braktia and Belkacem Braktia</i></p> <p><b>Paper 5 (31)</b> Initiatives towards peace process in the jammu and kashmir state in the post kargil era <i>Pinki maurya</i></p> <p><b>Paper 6 (15)</b> CUSTOMER AIRLINES' EXPECTATION AND SATISFACTION ON CARGO GROUND SERVICE: A CASE STUDY OF CARGO GROUND SERVICE IN THAILAND <i>KANGWARN PHOTHONG AND KORAWIN KUNGWOLA</i></p>
<b>2 March 18(F)</b>	<b>Session E</b>

<p>2 March 18 (F) 09.30 – 10.30</p>	<p><b>Session E1</b>  <b>Paper 1(46)</b> The stability Study of Clinacanthus nutans or Prayayor cream declared in National List of essential Medicines B.E.2560  <i>Dr. Nophadon Luangpirom</i>  <b>Paper 2 (47).</b> Accepting Factors on Uterine Firming Massage in Thai Traditional Medicine Services  <i>Wannee Promdao</i>  <b>Paper 3 (40)</b> ELECTRONIC SPREADSHEET PACKAGE IN OFFICE MANAGEMENT: A KEY DRIVE FOR SECRETARIES AND ADMINISTRATION DUTIES  <i>Chibuzo Emmanuel Amah N.</i>  <b>Paper 4 (41)</b> Integrating receptive and productive language skills in ESP courses on the Moodle platform  <i>Orit Zeevy-Solovey</i></p>
<p>10.31 - 10.45</p>	<p>Morning Break</p>
<p>10.46 - 12.00</p>	<p><b>Session E2</b>  <b>Paper 1 (43)</b> ROYAL THAI CUISINE OF SUAN SUNANDHA PALACE FOR HEALTH ON THE THEORY OF THAI TRADITIONAL MEDICINE  <i>Dr. Supalak Fakkham</i>  <b>Paper 2(33)</b> The Impact of Quality Information on the Environmental Accounting Disclosure: A Case study for the Arabian Gulf Oil Company in Libya.  <i>Associate Prof.Dr. Eltayeb M. Elgobbi and Assistant Eltaib E. E. El-Ghannai</i>  <b>Paper 3 (34)</b> India's Act East Policy: Strategy for Economic integration with Southeast Asia  <i>Binit lal</i>  <b>Paper 4 (37)</b> India's Role in the Geopolitics of Indo-Pacific: Opportunities and Challenges  Vivek Kumar Saurabh  <b>Paper 5 (39)</b> The effect of Project - Based Learning on Undergraduate Students English for Specific Purposes (ESP) Courses  Aziza Kavlu</p>
<p>12.01</p>	<p>Conference Close</p>
<p><b>1 -2 March 18</b></p>	<p><b>Participation and Discussion</b></p> <ol style="list-style-type: none"> <li>1. Dr. Mustafa Arslan., Georgia,</li> <li>2. Dr. Dr Olufemi Aramide, Nigeria</li> <li>3. Dr. Asif Iqbal, China</li> <li>4. Professor Wang Zhuquan, China</li> <li>5. Dr. Sumit Kumar dey, India</li> </ol>
<p><b>3 March 2018</b></p>	<p><b>Free day for Participants</b></p>

# ENHANCING LANGUAGE COMPETENCY OF HUMAN RESOURCES AS A BUSINESS COMPETITIVE ADVANTAGE VIA ENGLISH FOR BUSINESS PURPOSES

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## ABSTRACT

This research intends to answer the following two questions: 1). What are the training topics provided by vendors from, either in-house or outside training providers, perceived to be in need for the employees' job performance in terms of English speaking skill? and 2). To what extend is the employees' English speaking skill at certain electronics companies improved via the implementation of English for Business Purposes (EBP) program? The sample of the study was on voluntarily basis comprising of 23 staff in an electronic company in Bangkok, Thailand. Data collection tools included: a questionnaire on language needs; an indirect academic achievement test on speaking; and a module to enhance their level of English fluency in agreement with the participants' needs. The collected data were analyzed using percentage and frequency count. The study found that: 1) Skills most needed were English speaking skill followed by reading and listening skills, respectively. Writing and structures were ranked the least. The five training topics perceived to be most needed ranked in descending order were verbal presentation, the revision of English structures, basic pronunciation, electronic mail writing, and negotiation skill. 2) 20 of the participants (or 85% of them) earn academic achievement scores that met the 80% target attainment.

**Keywords:** English for Specific Purposes, English for Business, Human Resources Development and Training

## INTRODUCTION

There is no denying that English has become recognized as a lingua franca for communication among countries speaking languages other than English. The language is used as a second/foreign language in quite a few countries or used for a number of purposes such as business, politics, education and entertainment in many other countries. Thai government realizes its role and considers the language proficiency one of the educational commonalities needed to move the country upward in economic achievement. They launched the Eleventh National Development Plan (2013 - 2015). The plan was bases on the holistic and "people-centered development" approaches with broad-based participation. Developing human quality is emphasized as a key factor for strengthening competitiveness and country development. Human resources are an efficient production factor and a crucial input for increasing national competitiveness in the global market [1]. The mastery of English is seen as one of the essential qualifications of Thais to keep compete in the word arena.

The industrial and service sectors are the main sectors in the Thai gross domestic product, and employ the largest portion of Thai workforce at all levels of education both skilled and unskilled workers. The former accounts for 39.2% of national gross product domestic, and shares the national exports value of manufactured goods up to 86 percent of total shipments with electrics (14%), vehicles (13%), machinery and equipment (7.5%) and foodstuff (7.5%) [2]. The volume of foreign direct investment (FDI) (e.g., 52.41, 57.7, and 97.72 million dollars from Australia, Sweden and Switzerland, respectively, during January 2005 to August 2015) has been moved to the sector. According to the UNCTAD World Investment Report 2014, the country is the 7th largest FDI recipient in East and South-East Asia [3].

English is the prime medium language used in the Thai businesses with foreign owners, and also increasingly used as the global language among businesspersons [4][5][6]. The 38.32 million of Thai employed

workforce were, however, reported unskilled and graduated lower than secondary education. Responsibility, problem-solving skill, determination, English communication proficiency, and enthusiasm for work were most wanted by Thai employers, but found short in the workforce [7]. English is the essential skill for effective communication proficiency in businesses, but reported needed for Thai senior managers, managers and staff engineers in small and medium enterprises (SMEs) [8].

Human resource training and development helps to train and educate employees to increase competency and develop career actions. It facilitates changes and improvement as a combination function and provides marketing and promotion for organizational development. The new skills (e.g., computer literacy, English proficiency, teamworking) and timely knowledge proves the value of the employees within the organization's needs. Human resources development should not be considered as an unimportant expense to organizations, nor was it an immediate remedy that can be occasionally conducted to solve short-term problems [9]. Human resource training and development helps to train and educate employees to increase competency and develop career actions. It facilitates changes and improvement as a combination function and provides marketing and promotion for organizational development. Instead, Gilley and Egglund (1992) and Sirapatthada (2015) recommended training be as a long-term strategy for organizational development, achieving client satisfaction, and satisfying developmental needs [10][11]. English for Business Purposes (EBP) refers to English for Specific Purposes (ESP) in the context of business. The terms are used interchangeably in the article when ESP principles are described and discussed as sets of methodology design to be followed to get the study results. EBP is characterized by hand-on, communicative approach to language teaching. Learners are taught to accomplish tasks that they perform in their professional environment. This kind of language teaching and learning brings the tasks to the forefront of the language training [12][13]. The concept of EBP explains and accounts for the needs of a specific group of learners, and based on such specifications, the design of a syllabus, always keeping in mind the resources available, in terms of both availability of time and teaching expertise. After designing the syllabus, one can go on to develop instructional materials, make a decision on appropriate language teaching methodology, and then make choices of testing and assessment procedures [14].

## METHODOLOGY

This study utilized quasi-experimental (One-group Post-Test Only) design with its aim to enhance English speaking skills of the Thai workforce working in electronics industry. A causal link between the treatment condition, namely the training activities, and observed outcomes, namely English speaking skill, was examined. Communicative situations in which language use takes place were explored to find out particular context of communication in occupation. Keeping that in mind, the researcher constructs two following research questions designed to guide this study: 1). What are the training topics provided by vendors from, either in-house or outside training providers, perceived to be in need for the employees' job performance in terms of English speaking skill?, and 2). To what extent is the employees' English speaking skill at certain electronics companies improved via the implementation of English for Business Purposes (EBP) program?

### *Participants*

The participants in this study were 23 employees from an electric company voluntarily taking part in the study. Details of the workshop itinerary were given to all working units via company news circular by HR of the company. 23 of them were interested, and they were from varieties of units - human resources, regional quality assurance, and engineer, and possess bachelor degree the most, followed by the higher ones. They attended the workshop for two days in two consecutive weeks.

### *Research instruments*

The instruments used in this study were:

1) A language module with the emphasis on manipulation of the taught language form (vocabulary and structure) and role playing requiring participants to manipulate the taught form in situations found in working context;

2) A questionnaire survey on the participants' perception of language needs; and 3) An indirect academic achievement test on speaking (in the form of multiple-choice questions). This indirect assessment method has been found reliable and valued in a previous study by Clark (1980) [15]. The test assessed the principle of language usage (i.e., linguistic competence) and functional knowledge of language use (i.e., sociolinguistic competence -- knowing how to use and respond to language appropriately).

**Research procedure**

The process in which the study was implemented is presented in Figure 1.

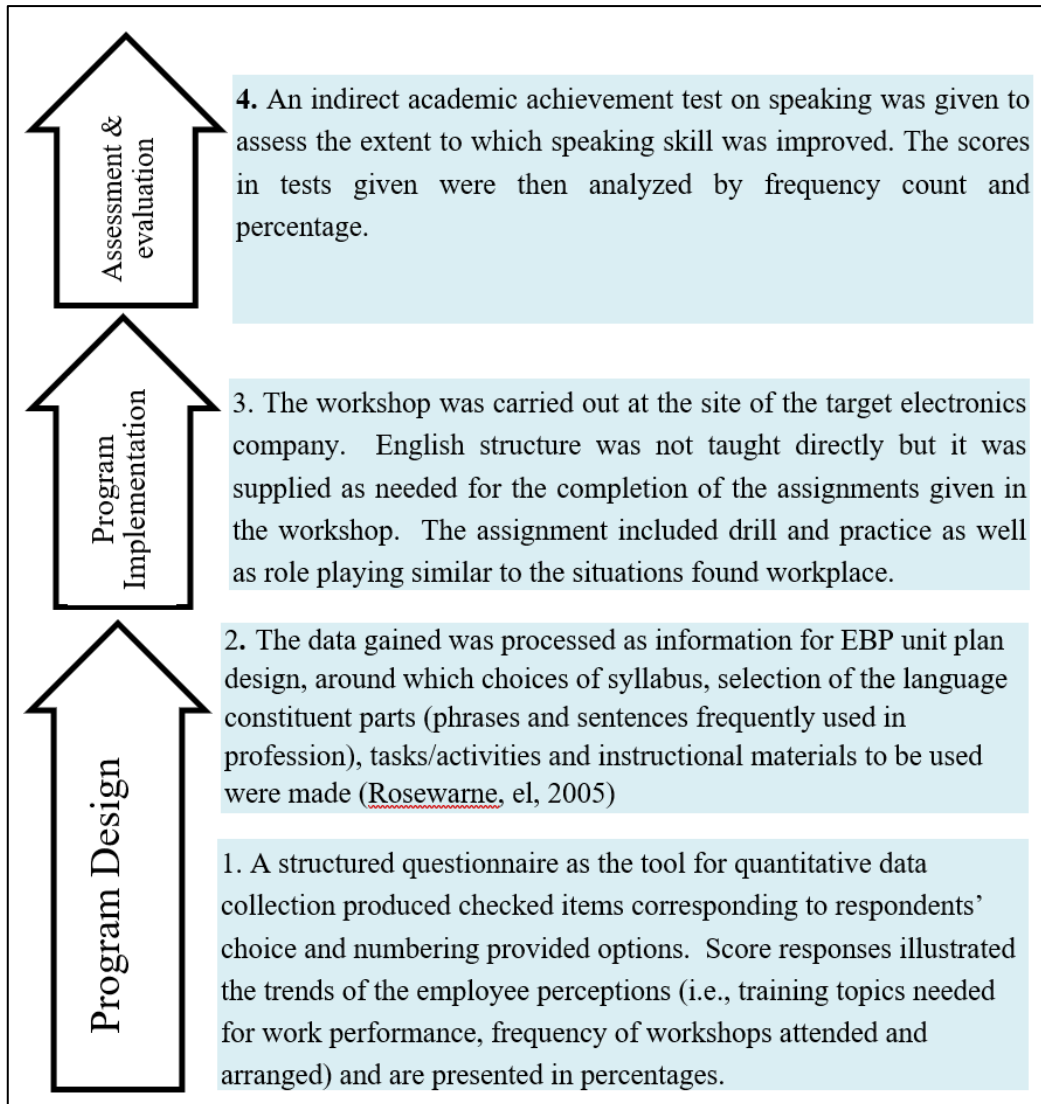


Figure 1: Diagrammatic representation of the process in which the study was implemented

**RESULTS**

The results of the study are presented according to the two research questions set to guide this study: Q1: What are the training topics provided by vendors from, either in-house or outside training providers, perceived to be in need for the employees' job performance in terms of English speaking skill?

To find out what training topics are in need for the job performance in terms of English speaking skill, 23 self-reported questionnaires were mailed to an electronics company, all of which were returned to the researcher. It was found that, among the four communicative skills, the skills most needed were English speaking skill followed by reading and listening skills, respectively. From Table 1

**Table 1**  
**Most needed communicative skills and structure and number of the respondents in percentage**

Communicative Skills and Structure	Number of Respondents (N=23)	Percentage
Speaking	8	34.78
Reading	5	21.73
Listening	4	17.39
Writing	3	13.04
Structure	3	13.04

Writing and structures were ranked the least. Five training topics perceived to be most needed were listed in consequence as follows: verbal presentation, the revision of English structures, basic pronunciation, electronic mail writing, and negotiation skill. From Table 2

**Table 2**  
**Training topics in need for respondents' job performance in term of English speaking skill**

Training Topics	Number of Respondents (N=23)	Percentage
Verbal presentation	16	69.56
The revision of English structure	15	65.21
English Basic pronunciation	13	56.52
Electronic mail writing	12	52.17
Negotiation skill	10	43.47

Q2: To what extend is the employees' English speaking skill at certain electronics companies improved via the implementation of English for Business Purposes (EBP) program?

The respondents were from varieties of units - human resources, regional quality assurance, and engineer, and possess bachelor degree the most, followed by the higher ones. Among 23 respondents attending the workshop for two days in two consecutive weeks at their working site, it was reported that 20 out of 23 respondents earn academic achievement scores that meet the 80% target attainment. From Table 3.

**Table 3**  
**Academic achievement of the respondents' English speaking skill against the 80% target attainment**

No.	Academic achievement scores (N=20)	Percentage 100%	80% target attainment*
1	8	40	Fail
2	18	90	Pass
3	12	60	Fail
4	19	95	Pass
5	17	85	Pass
6	20	100	Pass
7	17	85	Pass
8	19	95	Pass
9	14	70	Fail
10	20	100	Pass
11	18	90	Pass
12	20	100	Pass
13	19	95	Pass
14	20	100	Pass
15	20	100	Pass
16	20	100	Pass
17	20	100	Pass
18	20	100	Pass
19	20	100	Pass
20	20	100	Pass
21	20	100	Pass

22	20	100	Pass
23	20	100	Pass

Note: \*The scores that are 16 or greater than that are considered "pass".  
The scores that are 15 or less than that are considered "fail".

Table 3 illustrates academic achievement of the respondents' English speaking skill against the 80% target attainment. They are assessed on the principle of language usage (i.e., linguistic competence) and functional knowledge of language use (i.e., sociolinguistic competence -- knowing how to use and respond to language appropriately). Out of 23 respondents, 20 respondents (85% of the total participants) earn the scores of 16 or greater, and only 3 of the 23 (15% of the participants) earn less than 16. To be specific, there are 1 respondent (4.34%) whose scores are within the range of 25-50; 2 respondents (8.69%) whose scores are within a range of 51-75, and 20 (86.95%) whose scores are within the range of 76-100.

### CONCLUSION AND SUGGESTIONS

Based on the findings, the conditions enhancing business competitive advantage via language development program for Thai electronic industry are as follow:

1. The effectiveness of language development program hinges on knowing which tasks (i.e., workshop activities) are relevant to which professional situations (e.g., factory hosting for potential customers, technical engineering manuals, quality assurance staff and state safety auditor). It involves consideration of not just one perspective, or one context, but multiple perspectives and multiple contexts. Needs may be investigated from the perspectives of company policy makers (e.g., rules of conduct within an organization -- the duties and responsibilities employee must adhere to, business interests of employers, expectations customers have), that of the workshop attendants (e.g., what can be learned, what should be learned, what differs from learner to learner), and company reports and documents (e.g., sale/marketing report, profit and loss statements, customer service logs).

2. In order for developing successful English for business purpose program, a possible solution lies in arrangements of procedural relationships between HR, training unit in particular, and company board/executive officers. A shift of emphasis is needed from episodic events (e.g., submission of request for budgets, external evaluations for intermittent progress) to a regular interpersonal process of communication. Collaboration in the form of meetings to share events for the coming year, sharing/collocating of resources to make information on innovation practices available, for instance would be ideal.

3. There should be action aiming at the production of comprehensive, realistic and practical guidelines and plans for language development program, English for business purposes in particular, for human resource training and development in factory. A planning pro forma (a framework or draft plan) should be developed to help HR professionals to think about language in an additional way, in factory contexts in particular. The pro forma could serve as a practical completed plan for developing units, identifying linguistic structures and features HR professionals wants employees to develop, the use and usage of the language constituents frequently used in a professional context, texts and materials appropriate during the course of units.

4. Training should be task-centered; a range of workshop activities are designed to required learners to process language pragmatically in order to learn a language. Via tasks, learners concentrate on understanding and conveying meanings (in composition writing) and strongly felt of getting round words and phrases they do not know (and make use language repertoire they own to maximum) so as to get across the intended message. Language is used and learned by means of task accomplishment.

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