

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**

ISBN 978-616-406-740-6 (electronic book)

International Academic Multidisciplinary Research Conference 2017

Conference Proceedings

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

*Berlin, Germany
23 – 25 October, 2017*

THE 2017 ICBTS



Conference Three Themes

The International Business Tourism and Applied Sciences Research Conference

The International Education Social Sciences and Humanities Research Conference

ISBN 978-616-406-740-6

Conference Proceedings

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

*Berlin, Germany
23 – 25 October, 2017*

THE 2017 ICBTS

Organised by

ICBTS Institute Conference Center & IJBTS International Journal of Business Tourism and Applied Sciences

In Academic Scholars Cooperation with



Wismar University



Lincoln University



Hamdan Bin Smart University



Suan Sunandha Rajabhat University

Sponsored by



Ryerson University



University of Sunderland



Thai Airways International

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

Published by Chayanan Kerdpitak (ICBTS Institute Conference Center & CK research)
Phaholyothin Road, Klongnuang, Klongnuang
Pathumtani 12120, Thailand: Tel 087 0287 287, Fax +662 994 5021

Abstracting and nonprofit use of the material is permitted with credit to the source. Instructors are permitted to photocopy isolated articles for noncommercial use without fee. The authors have the right to republish, in whole or in part, in any publication of which they are an author or editor, and to make other personal use of the work. Any republication or personal use of the work must explicitly identify prior publication in Proceedings of Abstracts and Papers (on CD-ROM or flash drive) of the International Business and Economics Research Conference, International Social Sciences Humanities and Education Research Conference, International Tourism Transport and Technology Research Conference (C.Kerdpitak, K. Heuer, E. Soltani, G. Nartia Editors) including the page numbers.

Proceedings of Abstracts and Papers (on CD-ROM or flash drive) of The International Business Economics Tourism Transport Technology Social Sciences Humanities and Education Research Conference

Copyright©2017

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

All rights reserved.

All papers in the proceedings have been peer reviewed by experts in the respective fields responsibility for the contents of these papers rests upon the authors.

ISBN: 978-616-406-740-6 (electronic book)

Published by Chayanan Kerdpitak (ICBTS Institute & CK Research)

Pramsiri Boutique Park, 18/83 Building A, Prasertmanukid Rd. Bangkok, 10900, Thailand

Plum Condo Park Rangsit, 91/194 moo4, Phaholyothin Road, Klongnung Klongluang Pathumtani 12120, Thailand

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

INTERNATION ADVISORY COMMITTEE

Academic Advisory Chairs

Prof. Dr. Ebrahim Soltani

Hamdan Bin Mohammed Smart University
Dubai, United Arab Emirate
Phone. +44(0) 1227 827405

Academic Advisory Chairs

Prof. Dr. Kai Heuer

Wismar University of Business School, Germany
Studiengangleiter Master Betriebswirtschaft
ABWL/Controlling
Hochschule Wismar
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

INTERNATIONAL COMMITTEE

INTERNATIONAL ADVISORY COMMITTEE

Wittaya Makkham, Suan Sunantha Rajabhat University, Thailand

Gilbert Nartea, Lincoln University, New Zealand

Lee Li, York University, Canada

Susan L. Solis, Asian Institute of Tourism, University of the Philippines

Kamon Budsaba, Thammasart University, Thailand

Aruna Apte, Naval Postgraduate School, USA

Hiromi Ban, Fukui University of Technology, Japan

Vipin Nadda, University of Sunderland, London UK

Bahadir Gulsun, Yıldız Technical University, Turkey

Ali Fuat Guneri, Yıldız Technical University, Turkey

Hen Friman, Holon Institute of Technology, Isreal

Mohammad Bader Al-Badarneh, Amman University Jordan

Douglas J Marshall, USA, Southern University, New Orleans, USA.

Raef Jiries Assaf, Devry University, Corona USA.

Cormac Doran, Institute of Technology Blanchardstown, Ireland

ACADEMIC REVIEW COMMITTEE

Chayanan Kerdpitak, CK Research, Thailand

Kai Heuer, Wismar University of Business School, Germany

Ebrahim Soltani, University of Kent, Canterbury, UK

Tariq Khan, Brunel University, London, UK

Gilbert Nartea, Lincoln University, New Zealand

Marian S. Stachowicz, University of Minnesota, USA

Per Engelseth, Molde University College, Norway

Phaopak Sirisuk, King Mongkut's Institute of Technology Ladkrabang, Thailand

Susan L. Solis, Asian Institute of Tourism, University of the Philippines

Kamon Budsaba, Thammasart University, Thailand

Aruna Apte, Naval Postgraduate School, USA

Vinod Singhhal, Georgia Institute of Technology, USA

Hiromi Ban, Fukui University of Technology, Japan

Vipin Nadda, University of Sunderland, London UK

ORGANIZING BY

ICBTS Conference Center & CK Research Thailand

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).

CONTENT

INTRODUCTION	
COMMITTEE	
Conference Program	
RENEWABLE ENERGY BY PROJECT-BASED LEARNING	1
Idan Halbi, Ifaa Banner, Bosmat Shalom-tuchin, Yulia Einav, Hen Friman	
INTEGRITY OF COUNSELLING INTERVIEW AND PERCEPTION OF CLIENT’S DIGNITY AMONG EDUCATION FACULTY MEMBERS OF THE UNIVERSITY OF CALABAR, NIGERIA	8
Matthew Ojong Achigbe	
“SPIRITUAL TOURISM” THE NEW TOURIST DESTINATION FOR THAI TOURISM CASE STUDY IN “ WAT TATON” CHAING-MAI THAILAND	19
Supakit Mulpramook	
THE DIFFERENCES OF SOCIAL AND POPULATION FACTORS TOWARDS TOURISTS’ ATTITUDES TO STAYING AT GREEN HOTELS IN BANGKOK	25
Rumpapak Luekveerawattana	
THE STUDY ON MEDIA EXPOSURE BEHAVIOR IN POLITICAL ISSUES OF UNIVERSITY STUDENTS	32
Veerapon Vongprasert	
THE STUDY OF APPLICANTS’ SATISFACTION OF UNIVERSITY ADMISSION SYSTEM : UNDERGRADUATE LEVEL, SUAN SUNANDHA RAJABHAT UNIVERSITY	39
Aphichart Kampoomprasert & Chontiya Ledanan	
THE STUDY OF THE PARTICIPATION OF THE PRESIDENT OF STUDENT COUNCIL ELECTION, UNDERGRADUATE PROGRAM, SUAN SUNANDHA RAJABHAT UNIVERSITY	47
Sudabhorn Arundee & Barameeboon Sangchan	
EVALUATION OF TWO FACTORS ON BEGINNER LEARNERS’ FLUENCY	52
Alireza Behfar, Meira Levinson, Nancy Hill	
BOROBUDUR TEMPLE WORLD HERITAGE SITE AUDIT	61
Anggi Marisa Lubis	
9/11 THE DOMESTICS CRUSADERS REGISTERS VIOLENCE AGAINST MUSLIMS FOLLOWING 9/11	73
Rehab Farouk and Mona Anwar	
THE STUDY OF SATISFACTION OF THE DEVELOPMENT OF GRADE VALIDATION SYSTEM BASED ON CURRICULUM STRUCTURE, UNDERGRADUATE STUDENTS, SUAN SUNANDHA RAJABHAT UNIVERSITY	104
Aphichart Kampoomprasert & Wanwika Sattaworn	
DEVELOPMENT OF A SOLUTION TO THE TRAFFIC ISSUES INSIDE SUAN SUNANDHA RAJABHAT UNIVERSITY	111
Wicha Khankham & Dr.Komol Paisan	
ROLE OF PROVINCIAL GOVERNOR IN CONTROL OF LOCAL ADMINISTRATION ORGANIZATIONS: CASE STUDY NONGBUALAMPHU PROVINCE	119
Barameeboon Sangchan & Sudabhorn Arundee	
ACTING AS A TOOL TO EXPRESS POWER OF MEDIUM	127
Kusuma Teppharak	
EQUIPMENT DESIGN TO CREATE TIE-DYE FABRIC PATTERN	132
Tanutpong Phriwanrat	
WICKERWORK PROCESS ANALYSIS APPLY FOR HOME DECORATION DESIGN: PRANEE HANDICRAFT SING BURI THAILAND	138
Akapong Inkuer	
SOUVENIRS DESIGN FROM ARTS AND CULTURAL	142
Noppadon Sangwalpetch	
GERMAN LEADERSHIP IN EU FOREIGN POLICY AFTER EUROZONE CRISIS?	147
Merve Yavuz	

ESL BASIC LEARNERS: PERSONAL HISTORIES OF WRITING	161
Ketkanda Jaturongkachoke, Supath Kookiattikoon and Supamit Chanseawrassamee	
THE INFLUENCE OF AN INTERVENTION PROGRAM IN THE FIELD OF TIME MANAGEMENT, AMONG STUDENTS WITH LEARNING DISABILITIES AND ADHD-STRATEGIC VIEW	169
Anat Frishman Shitrit and Ofira Tykochinsky	
THAI PERFORMING ARTS IN KING PRAJADHIPOK'S LAWS	170
Manissa Vasinaron	
FABRIC PRINTING DESIGN OF SARONG AS A RESULT OF A STUDY OF TEXTILE PATTERNS OF LAO-SONG (THAI SONG DAM) , SUPHAN BURI PROVINCE	176
Suwit Sadsunk	
THE ART OF THE FABRIC PATTERN DESIGN BY STUDYING THE WOODEN CARVING ON GINGERBREAD IN VIMANMEK MANSION IN THAILAND	185
Chanoknart Mayusoh	
MAINTAINING SIGNIFICANCE OF REALIA IN TRANSLATED PLAY	194
Nataporn Rattanachaiwong	
A WESTERN TREATMENT OF NONWESTERN NATIONAL IDENTITY: A CASE STUDY OF <i>THE KING AND I</i>	200
Chutima Maneewattana	
FINANCIAL STABILITY IN SAMUT SONGKRAM FROM HOUSEHOLD SAVING POTENTIAL	205
Krisada Sungkhamanee & Piyadhida Sungkhamanee	
VITAL FACTORS OF RECENTLY GRADUATES FOR APPLYING JOBS IN ASEAN LABOR MARKET	213
Natnaporn Aeknarajindawat	
TOURISM STRATEGY IN THE SUN TRIANGLE ANALYSIS WITH THE THEORY BASED ON RESOURCES AND INSTITUTIONAL THEORY	217
José G. Vargas-Hernández and Lic. Ana Yanetly Arias Orozco	
CULTURAL AND ART EDUCATION: A MEANS FOR SOCIAL STABILITY IN NORTHERN GHANA	226
Eric Appau Asante and Mavis Donkor	
EXAMINING MOTIVATION TO TEACH LEVELS OF PRE-SERVICE TEACHERS IN TERMS OF SOME VARIABLES	227
Ipek Som Onal	
FEASIBILITY STUDY OF IMPLEMENTATION OF COACHING IN TRAINING OF NURSES IN BAHMAN HOSPITAL IN TEHRA (IRAN)	228
Mohammad Ghahramani	
EXPLORING THE EFFECT OF TECHNOLOGY SUPPORTED COLLABORATIVE LEARNING ON CREATIVE THINKING SKILLS OF PRE-SERVICE TEACHERS	229
Erhan ÜNAL, Fatih ÖZDİNÇ	
ASTIN THEORY AND SOCIAL NETWORKS	230
Elham Akbari and Hamid Abdollahian	
FACTORS DEVELOPMENT OF PHYSICAL ABILITY OF STRIKER FOOTBALL PLAYER: A CASE STUDY OF THAILAND	245
AVM. Adinan Jarayapan & Bhasana Soraphetphisai	
HOTEL BUSINESS DEVELOPMENT WAY TO REACH SERVICE STANDARD FOR SUPPORTING SENIOR TOURISTS IN THE AREA OF AMPHAWA DISTRICT, SAMUTSONGKRAM	249
Benjaporn Yaemjamuang, Monrat Jaiuea & Tassanee Naksanee	
KNOWLEDGE MANAGEMENT FOR WRITING RESEARCH PROPOSAL	253
Wanvisa Saisanan Na Ayudhaya	
DEVELOPMENT FOR 21st CENTURY SKILLS BY USING PROCESSES OF RESEARCH BASED LEARNING	258
Poonyapon Chanfoy	
ACTIVE LEARNING BY USING PROCESSES OF PROBLEM BASED LEARNING	263
Suphanwadee Waiyaroop & Bhanit Yenkhæ	
KNOWLEDGE MANAGEMENT: GUIDE TO WRITE A RESEARCH PROPOSAL	270
Yanika Chuentako, Tassanee Siriwan, Taksina Bunbut, Nalin Simasathaiansophon, Supaksiri Prakarncharoen	

UNIVERSAL DESIGN FOR WARD PATIENTS GOVERNMENT HOSPITAL Jitravadee Roongin Kunkar & Niafifah Tohsareh	274
ORGANIZED ACTIVE LEARNING BY INSTRUCTIONAL MODEL WITH PROJECT BASED LEARNING Sirimanee Banjong, Kannikar Bhiromrat and Teerarat Tipjaradmetha	281
AMERICA FIRST, WHO IS SECOND? MEDIATION OF A DESTINATION IMAGE THROUGH HUMOR AND POLITICAL SATIRE Maja Turnsek Hancic and Petr Janecek	287
DESIGNING A SUITABLE E-LEARNING SYSTEM BASED ON A SURVEY OF THE USE OF SYSTEMS AT TOP UNIVERSITIES FROM THE ARWU RANKING Viktoria Fabusova, Juraj Fabus, Maria Matuskova	296
INNOVATIVE ACADEMY PROFFECT-DISINFECTION OF EFFLUENTS WITH RENEWABLE Hen Friman, Faina Nakonechny	307
HOW PARTICIPATION IN CAMPUS RECREATION PROGRAMMING IMPROVES STUDENT RENTETION James G. Archibald	312
SPANISH FRANCHISING: EXPLAINING OWNERSHIP Rosa M, Mariz Pérez	313
ORGANIZED ACTIVE LEARNING BY CREATIVE BASED LEARNING Chompunuj Limlertmonkol & Weerapoj Ruttanawarn	322
PARTICIPATORY LEARNING: FROM THEORY TO PRACTICE IN PSYCHOLOGY FOR TEACHER COURSE Panuwat Sivaskunraj	327
THE DEVELOPMENT OF ONLINE ADMISSION FOR GRADUATE STUDENTS, SUAUN SUNANDHA RAJABHAT UNIVERSITY Somdech Rungsisawat & Khatcharin Thapthimthet	331
KNOWLEDGE MANAGEMENT FOR THE GUIDELINES OF INFORMATION RESOURCE ACQUISITION: A CASE OF ACADEMIC RESOURCE CENTER, SUAN SUNANDHA RAJABHAT UNIVERSITY Nitima Kaewmanee, Ganratchakan Ninlawan & Prapat Pawinun	337
DEVELOPMENT OF THE “I” SYSTEM FOR THE CORRECTION OF INTERNET LEARNING VIA THE INTERNET SUAN SUNANDHA RAJABHAT UNIVERSITY Somdech Rungsisawat & Pinyaphat Kongsorn	343
TECHNIQUE OF FOLLOW UP ON WORK PROGRESS IN OFFICE ADMINISTRATION Nipawan Tharasak & Sittichai Thammasane	348
KNOWLEDGE ON FOLLOWING-UP AND RECORDING ACCORDING TO PERSONNEL DEVELOPMENT TRAINNING Khwanchai Sukkon & Supassawee Morakul	354
PROBLEM-BASED LEARNING WITH MATHEMATICS TEACHING : PRINCIPLES AND GUIDELINES Teerawit Tinprapa	359
MERITS AND DEMERITS OF DECENTRALISATION IN HIGHER EDUCATION: A CASE STUDY OF ONE HIGHER EDUCATION INSTITUTION IN SOUTH AFRICA Cishe, Elphinah Nomabandla	364
CHANGES OF NATIONALISM AND WORLD ORDER IN LANGUAGE POLICY: MANDATORY SWEDISH LANGUAGE STUDY IN FINLAND Janne Väistö, PhD-student	365
THE EFFECT OF JOINT AUDIT ON AUDIT QUALITY: EMPIRICAL EVIDENCE FROM COMPANIES LISTED ON THE EGYPTIAN STOCK EXCHANGE Mahmoud Ghanem Mahmoud, Abd El Wahab Nasr Ali and Hebatallah Abd El Salam Badawy	366
PARENTAL EDUCATION BACKGROUND AND STUDY MATERIALS AS CORRELATES OF ACADEMIC PERFORMANCE OF SECONDARY STUDENTS IN ABIA STATE Beatrice Okore Ogbonnaya	367
THE EFFICACY OF EXPLICIT INSTRUCTION ON IMPLICIT AND EXPLICIT KNOWLEDGE OF ENGLISH ARTICLES Faten A. Alarjani	368
RBL : THE DEVELOPMENT OF LEARNERS' LEARNING SKILLS Teeraporn Plailek	378

THE NATURE AND USE OF RESEARCH-BASED LEARNING FOR ENHANCING PRE-SERVICE TEACHERS' RESEARCH SKILLS	384
Sasiporn Phongploenpis	
KNOWLEDGE MANAGEMENT FOR PROCESS DEVELOPMENT: INFORMATION RESOURCES CLASSIFICATION AND CATALOGING IN THE LIBRARY OF SUAN SUNANDHA RAJABHAT UNIVERSITY	390
Supaporn Wongsa, Supaporn Jaisook, Ganratchakan Ninlawan and Sirilak Ketchaya	
THE STUDY OF TECHNOLOGY ASSISTED OFFICE ADMINISTRATION OF SUAN SUNANDHA RAJABHAT UNIVERSITY	395
Suntaree Patcharaprateep, Pornkiat Phakdeewongthep & Wannee Sutthachaidee	
THE EXPOSURE AND SATISFACTION OF THE GRADUATE STUDENTS FOR THE CHANNAL OF THE INFORMATION AT SUANSUNANDHA RAJABHAT UNIVERSITY	399
Phakit Treesakult & Netdao Yooyong	
FLIP IT AROUND: THE POSITIVE IMPACT THAT THE REFINED FLIPPED CLASSROOM MAY HAVE ON REDUCING THE BLACK ASIAN MINORITY ETHNIC (BAME) ATTAINMENT GAP	404
Charles Wild	

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
23 October 17(M) 09.00-10.30 (M)	<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 Wongsa</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>

KNOWLEDGE MANAGEMENT FOR THE GUIDELINES OF INFORMATION RESOURCE ACQUISITION: A CASE OF ACADEMIC RESOURCE CENTER, SUAN SUNANDHA RAJABHAT UNIVERSITY

Nitima Kaewmanee*, Dr. Ganratchakan Ninlawan** & Asst. Prof. Dr. Prapat Pawinun***

**Academic Resource and Information Technology, Suan Sunandha Rajabhat University, Bangkok, Thailand*

****Department of Library Science, Faculty of Humanities, Ramkhamhaeng University, Bangkok, Thailand*

Email: nitima.ka@ssru.ac.th, ganratchakan.ni@ssru.ac.th, pawinun@yahoo.com

ABSTRACT

Knowledge management for the guidelines of information resource acquisition to support the teaching and learning of Suan Sunandha Rajabhat University is a key factor to motivate faculty members to involve in providing suggestion of new information resources to the Center, and to allocate budget effectively for purchasing new resources. The process of knowledge management is conducted for knowledge and experience exchange among personnel responsible for information resource acquisition and the Center's users. The findings disclose guidelines for suitable information resource acquisition for the Academic Resource Center which can be divided into 2 aspects, namely 1) providing more channels for users to propose information resource to the Center, and 2) allocating budget covering expenses of all faculties in the university.

Keyword: acquisition, guideline development, information resource, knowledge management

INTRODUCTION

Since Higher Education has been responsible for developing work force, academic and careers as well as conducting research, Higher Education Institutions include learning resources in different fields of study. [1] University libraries as learning resources provide services, and support the teaching and learning of faculty members and students to produce the graduates with quality. Higher Education Institutions should, therefore, pay great emphasis on library operation in terms of providing up-to-date academic resources with modern and various information resources and speedy services for library's users. [2] Libraries are regarded as learning resources supporting formal education both in curriculum and extra-curricular activities paying attention to fostering and encouraging reading habits, and information retrieval skills. Libraries in Higher Education Institutions are, therefore, responsible for supporting learning and instruction, conducting researches, preserving art and culture and providing academic services for Higher Education Institutions and society including self-studying and life-long learning. [3] University libraries, therefore, pay vital role in developing educational institutions, and learning and teaching to achieve target goals.

In Suan Sunandha Rajabhat University, the Academic Resource Center is under Office of Academic Resource and Information Technologies responsible for supporting learning and instruction, and acquiring information resources as required by Thailand Quality Framework of various curriculums of the University. [4]

The acquisition of information resources is important to support the teaching and learning so that various text books, journals, and information resources in required fields of study based on the curriculums of the University are available for faculty members as well as students to use in teaching, learning conducting researches, and writing academic text books.

However, in the past 3 years, there have been 2 channels of information resource acquisition, namely

1) by e-office, and 2) by direct contact at the Librarians. It is found that there are very few cases of the acquisition by direct contact at the Librarians comparing to the budget allocated for the purchase of information resources for all faculties in the University. The cause could be the library users' unaware of the channel of the information resource acquisition leading to the lack of cooperation from the users, and the users' dissatisfaction of resources available in the Academic Resource Center because the acquisition is not from the users' needs. Moreover, in terms of the proposal of the acquisition of information resources by users, incomplete information of the resources, namely the lack of book titles, writers, ISBN no. and too broad topics of books leads to the delay of the acquisition and the acquisition of books not needed by users.

It is therefore necessary to solve these problems by using the process of knowledge management to find out necessary knowledge concerning the library's information resource acquisition.

KNOWLEDGE MANAGEMENT FOR GUIDELINES OF LIBRARY'S INFORMATION RESOURCE ACQUISITION

Knowledge management is a process of gathering knowledge available in the organization separately in particular persons or documents so that everyone in the organization can access to the knowledge for self-development including efficient working operation leading to the organization performance's best practice. Knowledge management, a process enabling knowledge development or knowledge management in the organization, includes 7 steps as follows [5],

1. Knowledge Identification is the consideration of the vision, mission, strategies, and goals of the organization, and methods to achieve the goals, the available knowledge at present with its form and its location.

2. Knowledge Creation and Acquisition is the creation, acquisition of both internal and external knowledge, the preservation of the original knowledge, and the extraction of the unused knowledge.

3. Knowledge Organization is the specification of the knowledge structure classified by its types for convenient information retrieval and access.

4. Knowledge Codification and Refinement is the improvement of the document forms in the same standard and language with complete contents.

5. Knowledge Access is enabling knowledge users to access to the knowledge easily and conveniently by using IT system, Web Board, and PR board, etc.

6. Knowledge Sharing is sharing which can be done in many different ways. In terms of explicit knowledge, this knowledge could be in the form of documents, and IT database, while in terms of tacit knowledge, the knowledge could be in the form of cross work-line team system, quality and innovation group activities, learning community, mentor system, exchanging job, visiting personnel, knowledge exchanging stage, etc.

7. Learning is the use of knowledge in decision making, solutions to problems, and making the knowledge as part of work leading to the continuous cycle of learning from knowledge creation, knowledge application, and insight into learning as well as new experiences.

The 7-step knowledge management process has been employed in creating the guidelines for Information Resource Acquisition of SSRU Academic Resource Center by specifying knowledge, creating and acquiring knowledge through various activities, namely Knowledge Share, Focus Group. In terms of Focus Group, the meeting of group members of Knowledge Management, and the library users including the faculty members is organized to analyze and find out guidelines for information resource acquisition suitable for the context of the Academic Resource Center, SSRU. The guidelines can be divided into 2 parts as follows;

1) The addition of survey channels of the needs of books

This enables the faculty members to easily and conveniently propose lists of more and more required books. In the past, 2 channels of information resource acquisition of the Academic Resource Center, namely

1) e-office, and 2) direct contact with the librarians, are available. However, the new process of the acquisition include 5 channels as follows;

1. Users' need analysis through e-office system
2. Users' need analysis through online web sites system
3. Users' proposal of the required books at book shops. In this way the needed lists of books will be passed on to the librarians for validation. In case the lists are already available in the center, the lists will be rejected and the notification of rejection will be forwarded to the sender. However, in case the lists are not available in the center, the purchase will be conducted in the near future.
4. Users' proposal of the needed books submitted at library@ssru.ac.th
5. Users' direct contact at the librarians to find out the available lists of books before proposing the needed books to the center.

2) Budget allocation covering all faculties in the University

This kind of budget allocation includes notification to all faculties through circulation letters, e-office, e-mail concerning budget allocation based on the numbers of students and the allocated budget together with requirements, namely 1) duration of the proposal of the needed book lists, and 2) in case of no proposal of the needed books, the Center will purchase other suitable books instead. This enables faculty members of each faculty to be aware of the amount of the allocated budget so that the estimated costs of the needed books could be considered, and details of the channels of information resource acquisition allow the faculty members as well as the librarians to manage the acquisition conveniently and cost-effectively.

The guidelines of information resource acquisition through knowledge management with its outcome are shown in Table 1 as follows;

Table 1

The guidelines and outcomes of the use of knowledge management for information resource acquisition

Knowledge of information resource acquisition	Outcome
1. The addition of channels for book proposal for acquisition <ol style="list-style-type: none"> 1) Users' need proposal via e-office 2) Users' need proposal via online websites 3) Users' need proposal at book shops before the book shops' proposal to the librarians 4) Users' need proposal via library@ssru.ac.th 5) Users' direct need proposal at the librarians 	<ol style="list-style-type: none"> 1) Faculty members can propose lists of needed books to the librarian in different channels depending on their preference and convenience. 2) The increase of book proposals for acquisition based on needs 3) The faculty members gain the books they really need. 4) The increase of books serving the needs of faculty members 5) Chances for every faculty member to propose the needed books for acquisition are open freely.

<p>2. Specifying methods and requirements of budget allocation for each faculty</p> <ol style="list-style-type: none"> 1) Allocating budget based on the numbers of students in each faculty 2) Estimating percentage of allocated budget for each faculty 3) Notifying the approval of budget for the purchase of books and textbooks to each faculty by circulation letters with requirement and duration of the submission of book proposals 	<ol style="list-style-type: none"> 1) The efficiency of budget management for information resource acquisition in the center 2) The coverage of budget allocation in all faculties 3) The prevention of the lack of coverage of budget allocation in all faculties 4) The faculty members' awareness of the budget approved for the purchase of the needed books and textbooks
--	--

CONCLUSION

In the past 3 years, there have been problems concerning the acquisition of information resource in the Academic Resource Center, SSRU. The causes of problems include the lack of cooperation from faculty members in proposing lists of needed books and text books for the librarians to continue the information resource acquisition. Moreover, the incomplete proposal of the needed lists of books and information resources leads to the delay of the acquisition and the users' dissatisfaction of the available resources. However, the use of Knowledge Management for guidelines of information resource acquisition has been conducted by group members of Knowledge Management and the Center's users including faculty members through Knowledge Share and Focus Group activities. The outcome of Knowledge Management includes guidelines for the information resource acquisition consisting of 2 aspects, namely 1) to increase the survey channel of the needs of information resources, and 2) to find out effective ways to allocate budget covering all faculties in the University. Knowledge Management can, therefore, be used to solve the operating problems in the University.

ACKNOWLEDGMENTS

The authors would like to thank Suan Sunandha Rajabhat University for scholarship support. I would like to thank my director for suggestions and all their help. The study is not possible without the data from librarian, library's staff and library users. In addition, I am grateful for my co-worker for their invaluable help and constant encouragement throughout this of study Finally, I most gratefully acknowledge my parents, my teacher and my friends for all their support throughout the period of this study.

REFERENCE

- [1] Benjaporn Boonchai. (2010). The organization is a learning attitude of the staff in higher education institutions of Thailand. *Journal of Eastern Asia University*, 4(1), 47.
- [2] Namtip Wipavin. (2009). *Library of librarian and informatics education in the age of change*. Bangkok: Library Association of Thailand.
- [3] Kridsava Yoopuang, Nitima Kaewmanee, Pijitra Jomsri and Supayotinna Songkhla. (2015). Knowledge management for processing of Green Library: A case study of Suan Sunandha Rajabhat University, *Proceedings of IASTEM International Conference*. (pp.115-120). Berlin: IASTEM International Conference.
- [4] Prapat Pawinun. (1998). Information service direction of Rajabhat Institute Library. *Library Journal*, 42(2), 37-45.
- [5] Thaiiall.com. (2017). *Knowledge management*. Retrieved September 20, 2017, <http://www.thaiiall.com/km/indexo.html>