

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@icbttconference.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
Bahadır Gulsun, Yıldız Technical University, Turkey
Ali Fuat Guneri, Yıldız Technical University, Turkey
Hen Friman, Holon Institute of Technology, Israel
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 PROPECT-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 PROCESS DEVELOPMENT: INFORMATION RESOURCES CLASSIFICATION AND CATALOGING IN THE LIBRARY OF SUAN SUNANDHA RAJABHAT UNIVERSITY

Supaporn Wongsu*, **Supaporn Jaisook****,
Dr. Ganratchakan Ninlawan*** and **Asst.Prof. Dr. Sirilak Ketchaya******

****,**** Academic Resource Center, Suan Sunandha Rajabhat University, Bangkok, Thailand*
*E-Mail: *supaporn.wo@ssru.ac.th, **supaporn.ja@ssru.ac.th, ***ganratchakan.ni@ssru.ac.th,*
*****sirilak.ke@ssru.ac.th*

ABSTRACT

Knowledge management for process development is used for information resources classification and cataloging in the library of Suan Sunandha Rajabhat University. The purpose of this study were to investigate the current situation of working process and finding method to reduce working time for establish effectively work. In order to, support lecturers and students to use moderately information resources and materials. This will be beneficial for teaching and learning in the university. To get some information and methods from cataloging librarians who have been doing classification and cataloging. Studied the process development including; Information resources classification and cataloging, knowledge management; knowledge extracting and experience sharing, current situation analysis and result. The result of this study show the effectively method is retrieved resource information from other library database. This practice will be transferred information resources and materials to library user on time.

Keyword: Classification and cataloging, Information resources, Knowledge management, Process development

INTRODUCTION

Recently, many countries around the world are changing and developing themselves to achieve global competitiveness and to become knowledge-based societies. [1] The paradigm for libraries and librarianship shifted radically in the 20th century with the advent of new information technologies. [2] Most people spend a considerable time acquiring information and learning new skill. The rapidity of change, the creation of new knowledge, much of this learning takes place at the learner's initiative, even if available through formal setting. [3] There is not only the content but space is also the factor which make people learning. Nearly every campus library today is transforming the longstanding model of housing collections into a thriving and open-ended learning hub. [4] The library as an information provider needs to adjust its services to the diverse needs of its users brings together information, engagement, and technology.

According to [5] separate library user into 4 types;

1) Unskilled user/computer illiterate user, they will not be able to use the resources of the library because of lack of ICT skills.

2) Semi-skilled user/semi-computer literate user, they can effectively use the basic search facilities such as the basic search engine (information literacy), but cannot effectively use the advanced search engine features and operators which have the capacity to retrieve only relevant information from the library's collections.

3) Skilled user/computer literate user, those people are able to break their information needs into searchable units, translate them into keywords, search by using basic or advanced search technologies, and retrieve up-to-date, relevant, and adequate information.

4) Users and Abusers describe people are very crafty in gaining illegitimate access to library resources available online.

At present, the library users are skilled user/computer literate user. People use the library for various reasons and to satisfy different needs. Some use the virtual library specifically to read, others use it

for research, and some others use it to communicate and share information. The most crucial component of the 21st century library is the user. [5], [6] Every effort put into the establishment of library will be wasted if the library is not encounter to the user satisfy his information need. According to [6] currently library users need space for their technology specifications, strong wireless signals throughout and content providing. Library should adapt study need dedicated to users.

Suan Sunandha Rajabhat University library is provided learning space, computers, online resources, and database online to encourage students learning. However, it cannot be argued that books are a factor in the library. According to the book borrowing statistics in the SSRU library between 1st September 2015 – 31st August 2017, books were check out of the library more than 5,000. Some student use the library space to read the content, there were more than 170,000 books out of their shelf according shelving statistics in the same time as above. Besides, there were book requesting from lecturers and students that they need to use in every semester. Thus library still need to provide books for these users.

In every physical year, there will be many books come to the library while there are limited cataloging librarians. Cause these books are waiting for organizing. For most librarians, the ideal is providing the physical and virtual learning, research, and teaching needs of an entire user with immediately resources. [4] In addition, the library is offered an urgent book request service. If there are books which is in the cataloging process, but user need that book. User can fill in the urgent book form. It will be taken 3 working days for the book to get ready for the user. That is the later problem solving. Therefore, the cataloging librarians need to develop a faster book delivery process by using knowledge management approach.

INFORMATION RESOURCE CLASSIFICATION AND CATALOGING

The university library will be providing several resources such as books, audio visual, database online, to provide the different of user need. As there are many resources, library will be organized the materials to be classified. Classification systems in libraries generally play two roles.

Firstly, to classify, it is a system of coding and organizing library materials according to their subject and allocating a call number to that information resource. [2] In libraries where the collection is arranged through accession subject books on the similar subject will be stacked throughout the collection. [7] There is some general classification system using around Thailand such as Library of Congress Classification (L.C.), which is use in the large library where many material has. Dewey Decimal Classification (D.C. or D.D.C) which is use in the middle size of library. Each of them has different symbol. Library will be chosen the classification system by their size and number of book. [8] SSRU library is used Dewey Decimal Classification (D.C.) which is analyzing by content or subject to classify the book together with author number. Author Number is given by the first letter of the author's name with 3 digits, following the Thai Author Table of the National Library of Thailand manual, and then follows by the first letter of the book's title, called "call number". It is important to note that each work can only be placed in one class. This is due to shelving purposes: A book can have only one physical place. [9]

Secondly, to catalog, bibliographic cataloging is to define details of the book, such as the author's name, title, call number, publication, subject, etc., following the standards of Anglo-American bibliography, the 2nd edition (AACR2) and MARC rules (Machine Readable Cataloging) to make the listing standard. This is a great way for users to find the information they need through the online search. [10]

In the work process found that librarian use search engine for seeking resources catalogue such as OhioLINK, OCLC WorldCat, and WebOPAC for retrieving their resources analyze and catalog. [11] There are service from OCLC (Online Computer Library Center) held by the Library of Congress where provides a gateway for searching OCLC WorldCat. Which is nearly 1.5 million catalog records describing archival and manuscript collections and individual manuscripts in public, college and university, and special libraries located throughout North America and around the world. [12]

Even there are gateways to get the material information. In the practice, SSRU library provide a number of Thai books, so we could not be able to use those information. In addition, books are classified not so much by their characteristics as by the degree, may be classified by their varying hardness rather than by the characteristic of hardness itself. [2] Due to classification and cataloging is important procedure for

bringing the currently book to users. So that, cataloging librarians have done knowledge extracting and experience sharing to investigate the current situation and finding practice by knowledge management.

KNOWLEDGE MANAGEMENT FOR PROCESS DEVELOPMENT

Knowledge management is essentially about getting the knowledge from person. It implies understanding of where and in what forms knowledge exists, creating planning, organizing, motivating, and controlling of people, processes and systems in the organization to ensure that its knowledge-related assets are improved and effectively employed and supported by organizational members. [3], [13]

Knowledge management for information resources classification and cataloging process development is a practice that getting the knowledge from cataloging librarians who related in this work. To get that knowledge, implemented the knowledge management process to extract the necessary knowledge and apply it to the information resources classification and cataloging process development of SSRU library.

CURRENT SITUATIONS AND RESULT

According to knowledge determined, created and seek information by knowledge sharing and focus groups of cataloging librarians. Cataloging librarians were discussing to understand the process of classifying and cataloging. According to the discussion, the current situation can be summarized as follows.

- 1) Each book has several contents. Some of them have more than one subject / not individual. Make it difficult to perform category classification.
- 2) There are a lot of Thai and English books in the library, while there are not many catalogers. Books are waiting for classify and posting then it cannot be able to serve the needs of users.

To find out, how to develop the process that suitable for the context of the SSRU library. Establish as a guideline for implementing process development is used for information resources classification and cataloging. In this study we found some condition and solution as follow;

Table 1

Condition	Solution	Score
SSRU library has a number of Thai book which cannot use the international cataloging search	Need to find Thai library database online to retrieve the classification	3
Each book has different content	Considers the resources content, which is nearby topics that can be analyze and catalog in the same time	2
	Fiction books will assign alphabetical letters for their call number. They are no need to classify by subject	2
	Create ad hoc information, the resources are similar content can be use those ad hoc data, and then make a copy in the database	1
	Create a bibliography template instead of creating a new page in the library automation	1

The study of classification and cataloging process, found that each cataloging librarian has the same speculation. That is SSRU library has a number of books are waiting for classification and cataloging process which we cannot use the international cataloging search. From the results of knowledge management implementation, we got some solution by sharing knowledge and weighting score for that. According to the

score show, retrieving resources from other library database is the highest score. This solution can streamline the classification and cataloging process by reduce working time. The practice are as follows:

1. Select a library database using the Dewey Decimal Classification (D.C.) which is the same system as SSRU library
2. Search for titles/author names
3. Check the international standard book number (ISBN) of the resources. If the data is match, then duplicate that data and add to the SSRU library automation according to the Marc Tag
4. Re-authenticate and save data

In addition, the study found, to consider the resource content which is nearby topics that can be analyze in the same time and to assign alphabetical letters to fiction books for their call number have the second same score. Then create ad hoc information and create a bibliography template are the lowest same score.

CONCLUSION

This study can be concluded that cataloging librarians who perform the classification and cataloging have similar approach to operate quickly work. Include, searching resources from other library databases. From the original process, cataloging librarians need to read the content to perform the classification, determine the category number according to DDC classification which is take time as said above. Adaptation a new process by selecting the library where is used the DDC classification system. Searching for materials information, check the matching information by the international standard book number (ISBN). In case the data is match, then apply that data and add to the SSRU library automation according to the Marc Tag. Validate and save the data. This practice seem cataloging librarians could transfer the currently resources to users on time. Not only to support teaching, studying and reach the user satisfied but also reduce working time. Those cataloging librarians can spend the rest of the time by benefit to the library.

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 them invaluable help and constant encouragement throughout this study. Finally, I most gratefully acknowledge my parents and my friends for all their support throughout the period of this study.

REFERENCES

- [1] Siriporn Poolsuwan and Kanyarat Bussaban. (2014). Analyzing Behaviour of the Utilization of the Online News Clipping Database: Experience in Suan Sunandha Rajabhat University. *International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering*, 8(5), 1333-1336.
- [2] Encyclopedia Britannica. (2017). *Library: Later development*. Retrieved August 30, 2017, from <https://www.britannica.com/topic/library/17th-and-18th-centuries-and-the-great-national-libraries#toc62022>.
- [3] Hiemstra, R. (1999). Self-Direct Learning. In Rithwell, William J. and Sensenig, Kevin J. (ed.), *The Sourcebook for Self-directed Learning*. Amherst, Mass: HRD Press, 9 - 20.
- [4] Head, Alison J. (2016). *Planning and Designing Academic Library Learning Spaces: Expert Perspectives of Architects, Librarians, and Library Consultants*. Washington: The university of Washington information school.
- [5] Anyira, Isaac Echezonam, (2011). The Anatomy of Library Users in the 21st Century. *Library Philosophy and Practice (e-journal)*. 535. From <http://digitalcommons.unl.edu/libphilprac/535>.

- [6] Gibbons, Susan. (2012). Techniques to Understand the Changing Needs of Library Users. *World library and information congress: 78th IFLA General Conference and assembly*, 1-11.
- [7] Rai Technology University Campus. (0000). *Library Classification Theory*. Bangalore: University, 26.
- [8] Wachira Lorpradid. (n.d.). Classification. Retrieved August 30, 2017, from http://wachira.lpc.rmutl.ac.th/ir/ir_classification.pdf.
- [9] Chan, Lois Mai. (1994). *Cataloging and Classification: An Introduction*, second ed. New York: McGraw-Hill. Retrieved August 28, 2017, from https://en.m.wikipedia.org/wiki/Library_classification.
- [10] New World Encyclopedia. (2014). *Library Classification*. Retrieved August 30, 2017, from http://www.newworldencyclopedia.org/entry/Library_classification.
- [11] Yupin Sukum and Kwanchalit Pisarnpong. (2014). The Performance of Classification and Cataloging of Information Resources of Governmental and Private University Libraries in Bangkok. *Humanity and social science academic journal*, 22(38), 225-244.
- [12] The Library of Congress. (2011). *Search OCLC WorldCat (Manuscript materials)*. Retrieved August 30, 2017, from <http://www.loc.gov/coll/nucmc/oclcsearch.html>.
- [13] King, William R. (2009). *Knowledge Management and Organizational Learning*, *Annals of Information Systems* 4, DOI 10.1007/978-1-4419-0011-1_1.