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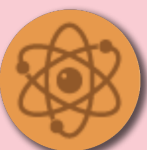
PROCEEDINGS OF

THE 6th REGIONAL CONFERENCE ON GRADUATE RESEARCH

THEME “CREATING A UNIFIED FOUNDATION FOR
THE SUSTAINABLE DEVELOPMENT”

23 August 2020

Sripatum University, Bangkok, Thailand



Editors:

Vichit U-on

George C. Hadjinicola



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SRIPATUM UNIVERSITY

GRADUATE COLLEGE OF MANAGEMENT

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Proceedings of
The 6th Regional Conference on Graduate Research

**RCGR^{6th}
2020**

Theme “Creating a Unified Foundation for
the Sustainable Development”
23 August 2020
Sripatum University, Bangkok, Thailand

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In Cooperation with



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Edited by Assoc. Prof. Dr. Vichit U-on, Sripatum University, Thailand
Prof. Dr. George C. Hadjinicola, University of Cyprus, Cyprus

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Welcome Address from Conference Honorary Chair

It is a great pleasure and honor for me, on behalf of *The 6th Regional Conference on Graduate Research 2020* to welcome you all to the world famous festival. First of all, I would like to thank the co-organizers, namely Academic Service Center, Sripatum University (Thailand); Graduate College of Management, Sripatum University (Thailand); University of Cyprus (Cyprus); and University of Wollongong in Dubai (United Arab Emirates) for organizing this conference, which is a major multidisciplinary regional platform and important event in the Asean region.

To support the Asean destination for international visitors, the organizers selected Bangkok as a conference venue due to its capital and most populous city of Thailand. Bangkok is a city of contrasts with action at every turn. Marvel at the gleaming temples, catch a tuk tuk along the bustling Chinatown or take a longtail boat through floating markets. Food is another Bangkok highlight, from local dishes served at humble street stalls to haute cuisine at romantic rooftop restaurants.

To conclude my address, I would like to thank Sripatum University, University of Cyprus, and University of Wollongong in Dubai that have assisted in the organization to this conference to promote a tourist destination in Bangkok to our delegates and guests.

I wish good results in your deliberations.



Dr. Rutchaneeporn Pookayaporn Phukkamarn
President, Sripatum University, Thailand
RCGR 2020's Honorary Chair

Welcome Address from Conference General Chairs

On behalf of Sripatum University (Thailand); Graduate College of Management, Sripatum University (Thailand); University of Cyprus (Cyprus); and University of Wollongong in Dubai (United Arab Emirates), we would like to welcome you to participate in *the 6th Regional Conference on Graduate Research 2020* which will take place at Sripatum University on 23 August, 2020 in Bangkok, Thailand.

The conference will be an exciting event bringing international and interdisciplinary expertise in a rapidly developing field together for one day. It will provide an opportunity for experts in business, management, marketing, accounting, communication arts, social sciences, humanities, science, and engineering from worldwide to exchange and discuss ideas and information.

In a present and future issue, we will cover more on the following topic as “Creating a Unified Foundation for the Sustainable Development”. This Conference delivers the most up-to-date issues, and also provides opportunity for CIOs, CEOs, industry leaders, managers, academics, and government officials to exchange ideas on future business co-operation trends and best practices. This one day conference is an excellent opportunity for you to meet with other professional members from all over the world, share the view of graduate research internationally.

We would also like to take this opportunity to express our sincere thanks to all the presenters, delegates, reviewers, advisory committee members, local organization committee members, and guest speakers for their interesting and valued contributions. On behalf of the organizers, we would like to personally apologize for any difficulties you might have encountered while attending this conference and wish all of you a very successful and fruitful deliberations.



Assoc. Prof. Dr. Vichit U-on
Sripatum University, Thailand
RCGR 2020's General Chair



Prof. Dr. George C. Hadjinicola
Lecturer, University of Cyprus, Cyprus
RCGR 2020's General Chair



Assoc. Prof. Dr. Ioannis Manikas
University of Wollongong in Dubai, United Arab Emirates
RCGR 2020's General Chair

Welcome Address from Conference Program Chairs

Welcome to the 6th Regional Conference on Graduate Research 2020 in Bangkok, Thailand. This professional meeting is thought to provide an excellent opportunity for faculty, scholars, Ph.D. students, administrators, and practitioners to meet well-known experts from all over the world and to discuss innovative ideas, results of research, and best practices on various topics of Business, Management, Marketing, Accounting, Communication Arts, Social Sciences, Humanities, Science, and Engineering, and many other related issues.

The RCGR conference continues to be highly competitive and very well perceived by the international community, attracting excellent contributions and active participation. This year, researchers from more than 6 countries have submitted their papers to the 6th RCGR 2020 international conference. After a careful review process by members of the international program committee, 147 quality papers from 2 different countries (China and Thailand) have been accepted for presentation at the conference. We thank all authors who dedicated a particular effort to contribute to the conference.

Each submitted paper has been reviewed by several members of the international program committee and international external referees. We would like to thank all of them for their help with review process of submitted papers. We expect the RCGR 2020 international conference to be an outstanding international forum for the exchange of ideas and results on management, business, economics, tourism, transport, logistics, production, operations, and supply chain, and provide a baseline of further progress in such areas.

We wish you a pleasant stay in Bangkok, and a successful conference.



Asst. Prof. Dr. Ungul Laptaned
Thai Researchers' Consortium of Value Chain Management and Logistics, Thailand
RCGR 2020's Program Chair



Prof. Dr. Andreas C. Soteriou
Lecturer, University of Cyprus, Cyprus
RCGR 2020's Program Co-Chair

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Session Schedule

RCGR^{5th}
2020

**The 6th Regional Conference on Graduate Research
Sripatum University, Bangkok, Thailand
Theme: Creating a Unified Foundation for the Sustainable Development**

Sunday (S) 23 August 20		Zoom							
		Zoom #1	Zoom #2	Zoom #3	Zoom #4	Zoom #5	Zoom #6	Zoom #7	Zoom #8
Platform									
08:30 – 09:15	REGISTRATION								
09:15 – 09:30	<p>WELCOME ADDRESS: Assoc. Prof. Dr. Vichit U-on, General Chair Sripatum University, Thailand</p>								
09:30 – 10:45	<p>KEYNOTE ADDRESS: “Asean Economy in a Multi-Polar World” Assoc. Prof. James Robert Haft United States of America</p>								
10:45 – 11:00	SUNDAY AM BREAK								
11:00 – 12:30	SA1 Business and Marketing Management 1	SB1 Business and Marketing Management 2	SC1 Business and Marketing Management 3	SD1 Business and Marketing Management 4	SE1 Accounting, Finance, and Banking	SF1 Operation and Supply Chain Management 1	SG1 Organization and Human Resource Management 1	SH1 Organization and Human Resource Management 2	
12:30 – 13:30	SUNDAY NOON BREAK								
13:30 – 15:00	SA2 Business and Marketing Management 5	SB2 Business and Marketing Management 6	SC2 Business and Marketing Management 7	SD2 Business and Marketing Management 8	SE2 Educational Administration	SF2 Operation and Supply Chain Management 2	SG2 Organization and Human Resource Management 3	SH2 Organization and Human Resource Management 4	
15:00 – 15:15	SUNDAY PM BREAK								
15:15 – 17:30	SA3 Business and Marketing Management 9	SB3 Business and Marketing Management 10	SC3 Business and Marketing Management 11	SD3 Business and Marketing Management 12	SE3 Communication Arts / Information Technology	SF3 Operation and Supply Chain Management 3	SG3 Organization and Human Resource Management 5	SH3 Aviation Management	
17:30 – 17:45	<p>CLOSING ADDRESS: Asst. Prof. Dr. Ungul Laptaned, Program Chair Thai Researchers' Consortium of Value Chain Management and Logistics, Thailand</p>								

Sunday, 23 August 2020

Code	Session	Chair	Platform	Start	Finish
SRE	Registration Sunday	Khotchaporn Moonthichan	Zoom	08:30	09:15

Code	Session	Chair	Platform	Start	Finish
SOA	Opening Addresses	Asst. Prof. Dr. Uthairat Muangsan	Zoom	09:15	09:30
	09:15	09:30	Welcome Address: Assoc. Prof. Dr. Vichit U-on, General Chair Sripatum University, Thailand		

Code	Session	Master of Ceremonies	Platform	Start	Finish
SKA	Keynote Addresses	Asst. Prof. Dr. Uthairat Muangsan	Zoom	09:30	10:45
	09:30	10:45	Asean Economy in a Multi-Polar World		

Code	Session		Platform	Start	Finish
SAB	Sunday AM Break		Zoom	10:45	11:00

Code	Session	Chair	Platform	Start	Finish
SA1	Business and Marketing Management 1	Asst. Prof. Dr. Nilubon Sivabrovornvatana	Zoom	11:00	12:30
0001	11:00	11:15	Factors Affecting The Selection of Movie Theaters; Case Study of Major Cineplex Cinema <i>Atchara Jittra and Kanchanik Kumnerdpetch</i>		
0009	11:15	11:30	The Consumer Behavior Affecting The Choice of Used Cars In Bangkok <i>Arun Seubsai and Nontipan Prayurhong</i>		
0011	11:30	11:45	Motivation Factor that Affects to the Civil Servants' Level of Competence in Directorate of Joint Logistics Officials <i>Suthawan Sitthimetharuk and Sukunya Thipha</i>		
0012	11:45	12:00	Consumer Behavior Affect Delivery Ordering Application in Bangkok <i>Anchana Changkam and Supin Chaisiripaibool</i>		
0016	12:00	12:15	Marketing Mix Factors Affecting Client Decision-Making on Purchasing Frozen Seafoods in Bangkok <i>Rachapat Riddon and Nontipan Prayurhong</i>		
0017	12:15	12:30	The Study of EVEANDBOY Cosmetics Consumer Buying Behavior in Bangkok Metropolitan Area <i>Phiraya Varin and Nontipan Prayurhong</i>		

Code	Session	Chair	Platform	Start	Finish
SB1	Business and Marketing Management 2	Asst. Prof. Dr. Natsapun Paopun	Zoom	11:00	12:30
0018	11:00	11:15	Behavior Reader's Following and Utilization of Facebook Fan page "Brand Inside" in Bangkok <i>Nutthaya Sutthicharoen and Niwat Chantharat</i>		
0019	11:15	11:30	Consumer Behavioral Intention on Online Electronic Payment in Bangkok And Metropolitan Region <i>Jakkit Tongkal and Natsaphan Phaophon</i>		

0020	11:30	11:45	Factors Affecting Consumers' Purchasing Decision for Organic Vegetables in Tha Sala District, Nakhon Si Thammarat <i>Nisachon Promkird and Niwat Chantharat</i>
0021	11:45	12:00	Factors Influencing the Satisfaction on Buying Brand Name Bag of Private University Students according to Marketing Mix Concept <i>Chanida Tapsa and Supin Chaisiripaibool</i>
0023	12:00	12:15	Factors Affecting to Behavior of the Food Delivery Application within Bangkok Area <i>Pakchanya Phatchanonkom, Uthairat Muangsan, and Mukdashine Sandmaung</i>
0024	12:15	12:30	Marketing-Mix Affecting Decision-Making of Purchasing Durian <i>Kunyarat Jattawanit and Praphan Chaikidurajai</i>

Code	Session		Chair	Platform	Start	Finish
SC1	Business and Marketing Management 3		Asst. Prof. Dr. Uthairat Muangsan	Zoom	11:00	12:30
0025	11:00	11:15	Factors Affecting Satisfaction of People Using General Examination Rooms Outside Office Hours, Fort Suranari Hospital <i>Chakkraphun Kruesang and Sukunya Thipha</i>			
0028	11:15	11:30	Factors Affecting Generation Decision Making (Freelance) of Generation Y-People Business of Architecture Design <i>Chatchai Jun-Um, Uthairat Muangsan, and Mukdashine Sandmaung</i>			
0030	11:30	11:45	Service Quality Affecting the Satisfaction of Credit Customers Mit Kua Charoen Company Group <i>Jiraporn Limpananakhong and Praphan Chaikidurajai</i>			
0031	11:45	12:00	Factors in Choosing to Buy Cosmetics via Social Media of Employees of Premacare International Company Limited: A Case Study of IMIN Brand <i>Ratchaneekorn Thitasan and Sukanya Thipha</i>			
0033	12:00	12:15	Factors Affecting the Use of Shabu Restaurants in Nakhon Pathom City <i>Waranya Plabpla and Nilubon Sivabrovornvatana</i>			
0034	12:15	12:30	Factors Affecting Online Clothing Shopping Behavior of Gen Y Consumers in Bangkok <i>Prapatsarin Sriprariyawat and Uthairat Muangsaen</i>			

Code	Session		Chair	Platform	Start	Finish
SD1	Business and Marketing Management 4		Assoc. Prof. Dr. Vichit U-on	Zoom	11:00	12:30
0035	11:00	11:15	Causal Factors Affecting Attitude in of Isaan Country music of Undergraduate Students in Sripatum University, Bang Khen <i>Amonrat Wongsa and Uthairat Muangsaen</i>			
0038	11:15	11:30	Factors Marketing Mix Affecting Choice of Online Purchasing Behavior on the Consumer in Navanakorn Industrial Estate <i>Suthida Sriwatthana and Niwat Chantharat</i>			
0039	11:30	11:45	A Study of Management and Satisfaction for Nation Sports Competition <i>Monthakarn Kotchaborrarak, Anupong Aviruthaanupong, and Natsapan Phaopan</i>			
0040	11:45	12:00	A Study of Behavior Affecting the Selection of Low-Cost Airlines for Domestic Services in the Event of an Epidemic Disease Infection with the Coronavirus (Covid-19) <i>Paipipat Chaichofa and Nilubon Sivabrovornvatana</i>			
0042	12:00	12:15	Factors Influencing Purchase Decisions for Clothing from Vendors on Online Channels of the Population in Bangkok <i>Wanvisa Thepouychai, Anupong Aviruthaanupong, and Natsapan Phaopan</i>			
0043	12:15	12:30	Marketing Mix Affecting Decision Making to Buy Concert Tickets of Korean Artist <i>Nipahathai Aksonchai and Praphan Chaikidurajai</i>			

Code	Session		Chair	Platform	Start	Finish
SE1	Accounting, Finance, and Banking		Dr.Sumana Chantharat	Zoom	11:00	12:30
0013	11:00	11:15	The Satisfaction Behavior for Using Online Banking of Collegian in Bangkok <i>Wilairat Songsaengchan and Natsapun Paopun</i>			
0052	11:15	11:30	Factors Affecting Earnings Management and Financial Performance of Companies Listed on the Stock Exchange of Thailand <i>Pitan Sanpakdee and Vichit U-on</i>			
0060	11:30	11:45	Factors Affecting the Decision to Invest in the Stock Exchange of Thailand via Internet Channel for Retail Investors in Bangkok <i>Phuedsacha Suwanmalee and Natsaphan Phaophan</i>			
0079	11:45	12:00	A Study of Knowledge and Understanding on Income Tax Loss of People in Bang Khen District, Bangkok <i>Pranpriya Juengjalern and Praphan Chaikidurajai</i>			
0085	12:00	12:15	Key Factors in Working Capital Management in Small and Medium Enterprises in Thailand <i>Narada Kaewsup and Vichit U-on</i>			
0094	12:15	12:30	Factors Affecting the Retirement Financial Planning of Government Officials in the Electronic Communication Sector Communication <i>Kunthida Inkhong and Natsaphan Phaophan</i>			

Code	Session		Chair	Platform	Start	Finish
SF1	Operation and Supply Chain Management 1		Asst. Prof. Dr. Ungul Laptaned	Zoom	11:00	12:30
0006	11:00	11:15	The Order Purchasing Method to Find the Economic Quantity by Applying The EOQ Model: A Case Study of Roasted and Ground Coffee Company <i>Shirinapatson Boonyoh, Niwat Chantharat, and Supalux Chaiyasit</i>			
0007	11:15	11:30	Expectations of Service Quality that Affect the Decision Making Behavior of Momo Home Nursery <i>Renu Aukraektalin and Niwat Chantharat</i>			
0014	11:30	11:45	Factors of Logistics Management and Service Quality Affecting Satisfaction Towards Cold Chain Logistics of JWD Express Company Limited <i>Pimpat Weerakulkriangkrai, Supin Chaisiripaibool, and Suratin Tunyaplin</i>			
0027	11:45	12:00	Forecasting of Mango Order Volume by Time Series Models Case Study: XXX Public Company Limited <i>Chonthicha Chaiyachet, Ungul Laptaned, and Chatchai Raka</i>			
0036	12:00	12:15	The Logistics Costs Analysis of Coconut business by Using Activity Base Costing: A Case Study of Thong Noppakhun Coconut Garden, Bang Saphan District, Prachuap Khiri Khan Province <i>Nuttharikar Wongmarsaen, Nilubon Sivabrovornvatana, and Phanumas Thongsukdee</i>			
0041	12:15	12:30	Factors Affecting Warehouse Management Efficiency Case Study Logistics Company in Bangkok Industrial Estate, Pathum Thani Province <i>Jaruwan Daradad, Ungul Laptaned, and Sasithorn Kocharoen</i>			

Code	Session		Chair	Platform	Start	Finish
SG1	Organization and Human Resource Management 1		Asst. Prof. Niwat Chantharat	Zoom	11:00	12:30
0005	11:00	11:15	Causal Relationship of Factors Influencing Human Resource Management of Educational Institutions under Thai-Tech Group <i>Lisi Liu and Vichit U-on</i>			
0010	11:15	11:30	Leadership and Government Support to Government Officer's Achievement Work in Lopburi Province Area <i>Nattha Kraisawas, Anupong Avirutha, and Natsapun Paopun</i>			
0022	11:30	11:45	Factors Affecting Frequent Job Change Behaviors of Working People Private Company Employees Bangkok <i>Ruttanakorn Lapi and Sukanya Thipha</i>			

0026	11:45	12:00	Motivation Factors Affecting Organizational Commitment of Private Sector Employees in Bangkok <i>Naiyana Maimad, Uthairat Muangsan, and Mukdashine Sandmaung</i>
0029	12:00	12:15	Factors Affecting Trend to Transfer of Civil Servants in Office of the Permanent Secretary <i>Konkanok Thiprak and Sukunya Thipha</i>
0032	12:15	12:30	The Comparison Degree of Organization Commitment of Government Officials in Generation X and Generation Y in the Department of International Trade Promotion <i>Pancharat Pattakul, Anupong Avirutha, and Natsapun Paopun</i>

Code	Session	Chair	Platform	Start	Finish
SH1	Organization and Human Resource Management 2	Dr. Nontipan Prayurhong	Zoom	11:00	12:30
0037	11:00	11:15	The Factors Affecting Job Satisfaction in: A Case Study of the Headquarter State Enterprise Employees of Nonthaburi District <i>Prapapan Theangma and Uthairat Muangsaen</i>		
0047	11:15	11:30	Factors Affecting Job Satisfaction of Employees of the War Veterans Organization of Thailand (The Central Administration) <i>Nopparust Thiyajai and Sukunya Thipha</i>		
0049	11:30	11:45	Factors Affecting Job Satisfaction Among Directorate of Joint Logistics Officials <i>Akaris Thaikum and Sukunya Thipha</i>		
0051	11:45	12:00	The Factors of Perceived Organizational Support to Organizational Citizenship Behavior of the Personnel of the K. P. Kyo-Phuket Construction Co. Ltd. <i>Manud Saengow, Uthairat Muangsan, and Mukdashine Sandmaung</i>		
0053	12:00	12:15	Work Motivation Among Employees of Provincial Electricity Authority Head Office <i>Aviruth Phaphui and Mukdashine Sandmaung</i>		
0055	12:15	12:30	Organizational Commitment Contributing to Organizational Citizenship Behavior of the Members in 2nd Army Support Command <i>Saran Khakhao and Sukunya Thipha</i>		

Code	Session	Platform	Start	Finish
SNB	Sunday Noon Break	Zoom	12:30	13:30

Code	Session	Chair	Platform	Start	Finish
SA2	Business and Marketing Management 5	Asst. Prof. Dr. Nilubon Sivabrovomvatana	Zoom	13:30	15:00
0044	13:30	13:45	Consumer Behaviors in Choosing to Use Mobile Application Services of the Siam Commercial Bank Public Company Limited <i>Jittima Pinkaeng, Anupong Avirutha, and Natsapun Paopun</i>		
0046	13:45	14:00	Exposure Behaviour Towards Infographic Media Effects on Decision Making of Social Media User to Follow Facebook Page "BrandThink" <i>Raijanun Wihok and Kanchanik Kumnerdpetch</i>		
0048	14:00	14:15	Factors Influencing Consumer Buying Decisions on Savings Bank's Lottery of Government Housing Bank in Bangkok Metropolitan Region <i>Ratchanigul Suwakorn and Nontipan Prayurhong</i>		
0050	14:15	14:30	Factors Affecting the Motivation of Police Service of the Royal Thai Police <i>Yosawat Wongsearaya and Sukanya Thipha</i>		
0057	14:30	14:45	Factors Affecting Attitude and Lifestyle Affecting Consumption Behavior of Online Games in Bangkok <i>Anurak Wongwing and Nontipan Prayurhong</i>		
0061	14:45	15:00	Factors Related to Pre-Retirement Saving Behavior of Commissioned Officers under the Directorate of Personnel Department <i>Chutikan Sodsai and Sukunya Thipha</i>		

Code	Session		Chair	Platform	Start	Finish
SB2	Business and Marketing Management 6		Asst. Prof. Dr. Natsapun Paopun	Zoom	13:30	15:00
0062	13:30	13:45	Marketing-Mix Affecting the Decision-Making of Selecting Fitness Centers by People in Samut Sakhon Province <i>Kornchanok paksuphan and Praphan Chaikidurajai</i>			
0063	13:45	14:00	A Study of Factors Influencing Consumer Decisions on Housing Loan of Government Housing Bank in Bangkok Metropolitan Region <i>Phongbandit Chobkhay and Nontipan Prayurhong</i>			
0064	14:00	14:15	Service Quality Affecting Customer Satisfaction of Bangkok Care Service Company <i>Kewarin Srinakhaluthai and Praphan Chaikidurajai</i>			
0065	14:15	14:30	Marketing Mix Factor and Food Ordering Behavior through Electronic Food Ordering Application <i>Praewwanit Wattanakittikul, Anupong Avirutha, and Natsapun Paopun</i>			
0066	14:30	14:45	Factors for Deciding to Use Shabu Restaurant Service of Consumers in Bangkok <i>Sunisa Kongkaew, Anupong Avirutha, and Natsapun Paopun</i>			
0068	14:45	15:00	Factors Affecting the Decision to Purchase Energy Drink of Consumers in Nonthaburi <i>Teatamait Dahnthiparak, Anupong Avirutha, and Natsapun Paopun</i>			

Code	Session		Chair	Platform	Start	Finish
SC2	Business and Marketing Management 7		Asst. Prof. Dr. Uthairat Muangsan	Zoom	13:30	15:00
0069	13:30	13:45	Studying the Influence of Japanese Cartoon Characters on the Perception of Advertisements for Products and Services <i>Soraya Musicawat and Nilubon Sivabrovornvatana</i>			
0074	13:45	14:00	Service Quality Factors that Affect Consumers' Decision to Choose Van Rental Agent in Bangkok <i>Siwaporn Menaium, Ungul Laptaned and Bhanarunn Youngsook</i>			
0076	14:00	14:15	Management Influencing on Motivation in the Pali Lessons of Monks and Novices in Bangkok <i>Pathomphong Si Nonsung, Anupong Avirutha, and Natsapun Paopun</i>			
0077	14:15	14:30	Market Factors Influencing the Decision to Buy Electric Vehicles EV in Bangkok and Metropolitan Areas <i>Athit Buarat and Nontipan Prayurhong</i>			
0078	14:30	14:45	Marketing Mix Affecting Decision Making to Buy Brand Perfume at Central Department Store, Ladprao <i>Phot Thipjanyawat and Praphan Chaikidurajai</i>			
0081	14:45	15:00	Causal Factors Affecting the Satisfaction of the Ordained Participants on the Training of Chollapraphanrangsarit Royal Monastery Temple <i>Piyapong Klinchan, Anupong Avirutha, and Natsapun Paopun</i>			

Code	Session		Chair	Platform	Start	Finish
SD2	Business and Marketing Management 8		Assoc. Prof. Dr. Vichit U-on	Zoom	13:30	15:00
0082	13:30	13:45	Factors Influencing Behavior of Purchasing Film Camera via Online Social Network of Facebook Film Camera Lovers Market Group Members <i>Samaporn Poomtanpong and Nilubon Sivabrovornvatana</i>			
0083	13:45	14:00	Factor of Consumer Behavior in Purchasing Fashion Clothes Online <i>Phatthanan Seansuk and Nilubon Sivabrovornvatana</i>			
0088	14:00	14:15	Marketing Mix Factors (4Cs') Affecting Consumers' Online Buying Behavior during the Pandemic Outbreak of COVID-19, Sumut Sakhon Province <i>Benyapa Soontornchatchavet and Nontipan Prayurhong</i>			
0090	14:15	14:30	Marketing Mix Factors Affecting the Decision of Studying Thai Language Subject with Tutoring Institute <i>Thanatchaporn Tanawat and Kanchanik Kumnerdpetch</i>			

0092	14:30	14:45	Technological Factor Affecting the Decision to Buy Sports Shoes Online of Consumers in Bangkok <i>Yossapol Wattana, Natsapun Paopun, and Kingkeaw Pornapiraksakul</i>
0093	14:45	15:00	Factors Affecting on Consumer Behavior Purchasing Insurance COVID-19 in Bangkok <i>Sumeree Sangla and Nontipan Prayurhong</i>

Code	Session		Chair	Platform	Start	Finish
SE2	Educational Administration		Dr.Sumana Chantharat	Zoom	13:30	14:30
0002	13:30	13:45	The Suggestions for the Anxiety of College Students during Covid-19 <i>Hao Yu and Waraporn Thaima</i>			
0003	13:45	14:00	A Study of Students' Achievement in Teaching Chinese Vocabulary for Thai students Using Teaching Media <i>Xue lian Gong and Waraporn Thaima</i>			
0004	14:00	14:15	A Study of Active Learning Activities in Teaching Chinese Vocabulary in Beaconhouse Yamsaard Rangsit School <i>Lin Liling and Waraporn Thaima</i>			
0097	14:15	14:30	Causal Relationship of Factors Influencing Good Membership of Private Vocational Education Institutions in the Education Area of Bangkok and Perimeter <i>Thanaya Hongsakrai and Vichit U-on</i>			

Code	Session		Chair	Platform	Start	Finish
SF2	Operation and Supply Chain Management 2		Asst. Prof. Dr. Ungul Laptaned	Zoom	13:30	15:00
0054	13:30	13:45	Relationship Between the Factors of Supply Chain Management Affecting to Use the Boat Service to Pattaya-Koh Lan of Tourist <i>Siriporn Phomane, Supin Chaisiripaibool, and Wanwisa Duantrakoonsil</i>			
0056	13:45	14:00	Factors Affecting the Efficiency of Warehouse Management: A Case Study of Retail Warehouse in Bangkok <i>Thodsaphon Madla, Niwat Chantharat and Suwat Janyapoon</i>			
0059	14:00	14:15	Prioritizing Barriers by Using Analytic Hierarchy Process (AHP) for Baggage Handling System of Suvarnabhumi Airport <i>Kachit Boonchuay and Ungul Laptaned</i>			
0073	14:15	14:30	Developing Framework for Supplier Selection: An Analytical Hierarchy Process Approach <i>Onwika Sritong</i>			
0075	14:30	14:45	Factors of Logistics Service Quality, Price and Online Reviews Affecting the Choice of Food Delivery Services by Restaurant Entrepreneurs in Bangkok <i>Ailada Rungreangrum, Ungul Laptaned, and Sorapol Buranakul</i>			
0084	14:45	15:00	Collaborative Management in Supply Chain between Suppliers and Manufacturers of Milk Pasteurized Business in Lopburi Province <i>Usanee Jittimane, Niwat Chantharat, and Worrapon Wangkananon</i>			

Code	Session		Chair	Platform	Start	Finish
SG2	Organization and Human Resource Management 3		Asst. Prof. Niwat Chantharat	Zoom	13:30	15:00
0058	13:30	13:45	Factors of Work Motivation and Job Satisfaction Affecting Corporate Engagement of the Employees of the Office of the Permanent Secretary for Higher Education, Science, Research and Innovation <i>Kerdpiti Sittikit and Sukunya Thipha</i>			
0070	13:45	14:00	Causal Factors Affecting Knowledge Management and Learning Organization of the Office of the Prime Minister <i>Vatinee Visesmeemun and Vichit U-on</i>			
0072	14:00	14:15	Factors Related to Accident Prevention Behaviors in the Operational Performance of Operational Staff: A Case Study of Diebold Nixdorf (Thailand) Co., Ltd. <i>Nisarat Taosuwan and Kanchanik Kumnerdpetch</i>			

0080	14:15	14:30	The Causal Factor that Influences the Personal Retirement Planning of People in Thailand <i>Pracha Bunma and Vichit U-on</i>
0091	14:30	14:45	Causal Factors Influencing Satisfaction and Work Motivation of Generation Y in Lak Si District <i>Sukuma Klinsakron, Anupong Avirutha, and Natsapun Paopun</i>
0095	14:45	15:00	Factors for Increasing Operational Efficiency of Officers of the Office of Public Sector Anti-Corruption Commission (PACC) <i>Naratnan Umuaythanakool and Sukunya Thipha</i>

Code	Session		Chair	Platform	Start	Finish
SH2	Organization and Human Resource Management 4		Dr. Nontipan Prayurhong	Zoom	13:30	15:00
0102	13:30	13:45	Quality of Work Life Factors Affecting the Organizational Commitment of Commissioned Officers in Armed Forces Security Center, Royal Thai Armed Forces Headquarter <i>Montira Mungsing, Uthairat Muangsan, and Mukdashine Sandmaung</i>			
0103	13:45	14:00	Organizational Commitment of Personnel Working in the District Administration Office and Provincial Administrative Office, Rayong Province <i>Sirimongkol Ongarjithichai and Sukunya Thipha</i>			
0111	14:00	14:15	Motivations Affecting the Performance of the Employees, Thai Takenaka Construction Site <i>Siratphimon Wongphatcharadecha, Uthairat Muangsan, and Mukdashine Sandmaung</i>			
0113	14:15	14:30	Quality of Work Life Effecting Organizational Citizenship Behavior of Government Teacher Department of Education in Bangkok <i>Jedsarid Vinaithum and Praphan Chaikidurajai</i>			
0114	14:30	14:45	A Study of Organizational Culture of Employees in the Automotive Industry Group <i>Praphan Chaikidurajai</i>			
0122	14:45	15:00	Influence of Organizational Climate on Organization Communication of Employees in a Company <i>Nittcha Boonlue and Praphan Chaikidurajai</i>			

Code	Session		Platform	Start	Finish
SPB	Sunday PM Break		Zoom	15:00	15:15

Code	Session		Chair	Platform	Start	Finish
SA3	Business and Marketing Management 9		Asst. Prof. Dr. Nilubon Sivabrovornvatana	Zoom	15:15	16:45
0096	15:15	15:30	Factors That Cause Customers in Health and Beauty Food Industry Switching Their Current Brand <i>Hatairat Poupunsri and Vichit U-on</i>			
0098	15:30	15:45	Marketing Factors Influencing Trust to Make a Decision Buying Food via FacebookLive <i>Nutupsorn Katerut and Kanchanik Kumnerdpetch</i>			
0100	15:45	16:00	Factors Influencing Decision to Use Car Accessory Services of on Automax 999 Ltd.,Part <i>Phanatchakorn Kaewprachu and Sukunya Thipha</i>			
0104	16:00	16:15	Online Marketing Mix Affecting Consumers' Decision Making on Hiring House Constructor through Social Network (Facebook) <i>Thanadech Hensawang and Praphan Chaikidurajai</i>			
0105	16:15	16:30	Marketing Mix Factors Influencing the Purchasing Decision of the products at Moshi Moshi, Siam Square One <i>Natthapat Sutthiruk and Praphan Chaikidurajai</i>			
0106	16:30	16:45	The Study of Fanclub's Attitude and Behavior of CP Brand Products: A Case Study of Bambam GOT7 <i>Khaimuk Sudwisai and Nontipan Prayurhong</i>			

Code	Session		Chair	Platform	Start	Finish
SB3	Business and Marketing Management 10		Asst. Prof. Dr. Natsapun Paopun	Zoom	15:15	16:45
0107	15:15	15:30	Factors Affecting the Confidence in Using Mobile Banking Application of Service Users in Bangkok Area <i>Wanvarat Dissamarn, Uthairat Muangsan and Mukdashine Sandmaung</i>			
0109	15:30	15:45	Factors Impacting of Mobile Application for Food Ordering of Consumers in Chonburi Province <i>Siriporn Mekdee and Uthairat Muangsan</i>			
0110	15:45	16:00	Services Marketing Factors Affecting Decision Making of Online Shopping Customers: Tops Online Case Study <i>Preeya Phomma and Nontipan Prayurhong</i>			
0115	16:00	16:15	Social Media Presenter Factors Affecting Brand Image: A Case Study of Dr. Khemanit Jamikom <i>Suthapisagorn Unhapipat and Kanchanik Kumnerdpetch</i>			
0116	16:15	16:30	How Product Design and Packaging Factors and Marketing Mix Impact on Consumer Behavior? <i>Chanoksuda Raksanaves and Praphan Chaikidurajai</i>			
0117	16:30	16:45	Exposure Behavior in Relation to the Satisfaction on Facebook Fanpage NRsportsRadio <i>Anuson Ngamsub and Kanchanik Kumnerdpetch</i>			

Code	Session		Chair	Platform	Start	Finish
SC3	Business and Marketing Management 11		Asst. Prof. Dr. Uthairat Muangsan	Zoom	15:15	17:00
0118	15:15	15:30	Behavior, Exposure, Attitude, and Decision-Making to Watch Youtube on the Taryut Chaisoro Channel of Gen Y Group <i>Pemiga Veeraplin and Kanchanik Kumnerdpetch</i>			
0119	15:30	15:45	Satisfaction Factors of Fitness Center Users in Bangkok and Metropolitan Areas <i>Sirithep Pussadu, Natsapun Paopun, and Kingkeaw Pornapiraksakul</i>			
0120	15:45	16:00	Marketing Mix Factor Affecting the Consumers' Decision Making in Purchasing an I-Phone in Bangkok <i>Naphak Malawan and Praphan Chaikidurajai</i>			
0121	16:00	16:15	Marketing Mix Factor Affecting the Consumer Behavior of the ShabuShabu Nangnai, Union Mall Branch <i>Napaporn Prempoonborvorn and Praphan Chaikidurajai</i>			
0123	16:15	16:30	Demographic Factors Influencing on Choosing Services of Night Markets in Bangkok <i>Sittichok Jintanawetchakul and Nontipan Prayurhong</i>			
0126	16:30	16:45	Factors in Choosing to Buy Housing for the Elderly <i>Warakorn Jintawong, Anupong Avirutha, and Natsapun Paopun</i>			
0127	16:45	17:00	Factors Affecting on Making a Decision to Buy an Online Smartphone in Bangkok <i>Akekalak Lolohakul and Nontipan Prayurhong</i>			

Code	Session		Chair	Platform	Start	Finish
SD3	Business and Marketing Management 12		Assoc. Prof. Dr. Vichit U-on	Zoom	15:15	17:30
0128	15:15	15:30	Factors Influencing Decision to Learn Driving at Advance Rama 2 School <i>Weeraya Ruwicha and Kanchanik Kumnerdpetch</i>			
0129	15:30	15:45	Actors That Affect the Decision to Choose Get the Services of Dental Clinic of the Customers in Area Watthana, Bangkok <i>Rathee Meechat, Uthairat Muangsan, and Mukdashine Sandmaung</i>			
0130	15:45	16:00	Factors Affecting Decision Services of Automatic Toll Collection System (Easy Pass) <i>Sutasinee Jamroensan and Supin Chaisiripaibool</i>			

0132	16:00	16:15	Factors Affecting the Decision to Use Private Shipping Company: A Case Study of Flash Express (Thailand) Company <i>Suchanard Riangsanon, Niwat Chantharat, and Phanumas Thongsukdee</i>
0135	16:15	16:30	The Marketing Mix Satisfaction of Vitamins Water Product <i>Kamonruethai Mongthong, Anupong Avirutha, and Natsapun Paopun</i>
0136	16:30	16:45	Causal Relationship of Factors Affecting Accounting Quality for Small and Medium Enterprises in Thailand <i>Jittikan Kaewngam and Vichit U-on</i>
0140	16:45	17:00	Factors Affecting the Use of Fitness Service of the Royal Thai Fleet's Health Clubby <i>Kitti Duangjinda, Anupong Avirutha, and Natsapun Paopun</i>
0141	17:00	17:15	Factors Influencing Decision to Learn Driving at Advance Rama 2 School <i>Weeraya Ruwicha and Vichit U-on</i>
0143	17:15	17:30	Causes of Factors Affecting Cosmetic Surgery Decisions of Users In the Bang Khen Area Bangkok <i>Nuttapanita Rapeepongpatana, Uthairat Muangsan, and Mukdashine Sandmaung</i>

Code	Session		Chair	Platform	Start	Finish
SE3	Communication Arts / Information Technology		Dr.Sumana Chantharat	Zoom	15:15	17:15
0067	15:15	15:30	Influencing Factors Towards Crime-News Presentation From Viewers Perspective for Improvability in Digital Broadcasting Era <i>Siranphon Moolutoke and Kanchana Meesilapavikkai</i>			
0071	15:30	15:45	The Format of Disaster News Reporting on Television in the Digital Age <i>Nantipat Pothapan and Wilaiphorn Chirawattanasate</i>			
0101	15:45	16:00	Strategies Impacting the Success of Star Artist in the Entertainment: The Case of Star Artist Manager in the Entertainment <i>Ukrit Phonphibun and Kanchanik Kumnerdpetch</i>			
0108	16:00	16:15	Behavior and Factors Affecting Choosing to Listen to Thai International Music in the Digital Age of Generation Z in Bangkok <i>Jirayu Laongmanee and Tanachart Junyaraj</i>			
0008	16:15	16:30	The Consumer Buying to Decision Making on E-Commerce Platform System in Bangkok <i>Ingfa Thamsarnsombat, Anupong Avirutha, and Natsapun Paopun</i>			
0015	16:30	16:45	Digital Generation Influencing Business Transformation and New Venture's Business for Health Care Center in Thailand <i>Chanaporn Kittiphitchayangkul and Vichit U-on</i>			
0045	16:45	17:00	Online Communication that Influences the Decision to Enter a Coffee Shop of Gen Y in Bangkok <i>Sarisa Tantayotin and Niwat Chantharat</i>			
0112	17:00	17:15	The Factors of Innovation Affecting the Performance of Cosmetic Manufacture in Thailand <i>Kitkanya Benjatikul and Vichit U-on</i>			

Code	Session		Chair	Platform	Start	Finish
SF3	Operation and Supply Chain Management 3		Asst. Prof. Dr. Ungul Laptaned	Zoom	15:15	16:45
0086	15:15	15:30	Causal Factors Affecting the Distribution Channel to Achieve Business Results <i>Kulnipa Poobt and Ungul Laptaned</i>			
0087	15:30	15:45	Optimized Order Quantity Analysis for Raw Materials in Precast Concrete Slabs Production: A Case Study of Construction Company in Bangkok <i>Muanfan Thuamcharoen, Niwat Chantharat, and Tassanee Meesiri</i>			
0089	15:45	16:00	Creating Gamification in Education Supply Chain: A Case Study of College of Logistics and Supply Chain, Sripatum University <i>Matee Vicheansan, Nilubon Sivabrovornvatana, and Tharinee Manisri</i>			

0099	16:00	16:15	Increasing Efficiency of Products Delivery with Barcode Technology: A Case study of the Norme IDM Company Limited Warehouse <i>Kotchapak Tharaseth Ungul Laptaned, and Tassanee Meesiri</i>
0133	16:15	16:30	Application of an Activity Based Costing in Analyzing the Unit Cost of Installation Segment: A Case Study of 1234 Company Limited <i>Nutcha Saengsakus, Ungul Laptaned, and Suwat Janyapoon</i>
0134	16:30	16:45	Factors Affecting Fuel Management Optimization: A Case Study of the Management of Empty Bus Transportation <i>Nattharin Songmanee, Niwat Chantharat, and Wanwisa Duantrakoonsil</i>

Code	Session		Chair	Platform	Start	Finish
SG3	Organization and Human Resource Management 5		Asst. Prof. Niwat Chantharat	Zoom	15:15	17:30
0124	15:15	15:30	Factors Affecting Organizational Citizenships Behavior in the Jewelry Import-Export Business Group in Bangkok Metropolitan <i>Wasana Udompark and Praphan Chaikidurajai</i>			
0125	15:30	15:45	Factors Affecting the Participation that Focusing on Public Sector Management Quality Award (PMQA) of the Bureau of Technology Transfer Development Staff Department of Agriculture Extension <i>Ratthapon Padpon and Sukunya Thipha</i>			
0137	15:45	16:00	Management Effectiveness of Nakhon Ratchasima Provincial Administrative Organization <i>Yupa Sanitklang and Natsapun Paopun</i>			
0138	16:00	16:15	Commitment to an Organization on Work Effectiveness: A Specific Study Civil Servant Case Office of Inspector General Royal Thai Armed Forces Headquarters <i>Salinkate Kiatesongkram and Uthairat Muangsaen</i>			
0139	16:15	16:30	Causal Factors for the Development of Coaching Process for Increasing Work Efficiency in the Organization <i>Thunyaphat Phuhead and Vichit U-on</i>			
0142	16:30	16:45	The Employee's Organizational Engagement Factors that Affect Productivity Operation of the Construction Business in Khon Kaen Province <i>Wanmongkol Silaprasert, Uthairat Muangsan, and Mukdashine Sandmaung</i>			
0144	16:45	17:00	Affective Management the Motivation of the Competent Performance of Sawang Daen Din District Administrative Organization, Sakon Nakhon Province <i>Wanida Kotruang and Natsapun Paopun</i>			
0146	17:00	17:15	The Human Resources Management of Small and Medium Enterprises in Thailand <i>Xinchun Zahng</i>			
0147	17:15	17:30	The Evaluation of Occupational Support Community Enterprise, Koh Kok Community, Rayong <i>Yodsawinkan Kobkanjanapued, Phatnatcha Chotkunakitti, Molsikarn Tripattanasit, and Ittdej Seangpuang</i>			

Code	Session		Chair	Platform	Start	Finish
SH3	Aviation Management		Dr. Nontipan Prayurhong	Zoom	15:15	15:45
0131	15:15	15:30	The Factor which Effect on Causing of Accident and Incident of Thai Registered Airline and Aircraft <i>Chananthorn Tantiwirachakul and Ungul Laptaned</i>			
0145	15:30	15:45	The Analysis of Military Safety Management Using ICAO Gap Analysis Guidance <i>Pittaporn Glinfuang, Ungul Laptaned, and Waraporn Thaima</i>			

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0004

**A Study of Active Learning Activities in Teaching
Chinese Vocabulary in Beaconhouse Yamsaard
Rangsit School**



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**A STUDY OF ACTIVE LEARNING ACTIVITIES IN TEACHING
CHINESE VOCABULARY IN BEACONHOUSE YAMSAARD
RANGSIT SCHOOL**

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ABSTRACT

The objectives of this research were: 1) to study the active learning activities in kindergarten teaching Chinese vocabulary, and 2) to compare students' achievement in active learning activities before and after teaching Chinese vocabulary. This study included 65 kindergarten students by using cluster sampling from 200 third grade kindergarten students in Beaconhouse Yamsaard Rangsit School. Students learned Chinese vocabulary through multiple active learning activities, and conducted Pre-test and Post test to determine the effectiveness of active learning activities. Data analysis of this research were used mean, standard deviation, percentage, frequency, t-test and the statistical significance to compare the achievement differences between pre-test and post-test.

The results of this study found that: 1) the use of active learning activities is conducive to improving students' achievement teaching Chinese vocabulary, and 2) comparison of students' achievement in active learning activities before and after teaching Chinese vocabulary, revealed the students' Initiative and positive after teaching were higher than before they were taught Chinese vocabulary.

Keywords: Active Learning Activities , Chinese Vocabulary, Kindergarten Teaching

INTRODUCTION

In recent years, the exchanges between China and Thailand have become closer and closer. The Thai government also attaches great importance to Chinese teaching and has issued a number of auxiliary policies to promote the development of Chinese teaching in Thailand. According to the survey, the number of volunteers sent by Hanban to Thailand each year is the largest. Not only that, the Thai Ministry of Education has included Chinese in the college entrance examination subjects, and students actively sign up for the Chinese test, HSK, SHKK, YCT and other related Chinese proficiency tests. Examination rooms are set up all over Thailand, and the corresponding Chinese courses are offered in all primary and secondary schools in Thailand. Under such a momentum of development, China and Thailand have cooperated in more fields and developed coordinated development to jointly write a new chapter of "China and Thailand as one family". The Thai people have shown a stronger interest in learning Chinese. It can be said that Thailand is the country that best reflects the "Chinese fever".

With the prevalence of the global "Chinese fever", the teaching of Chinese as a foreign language is gradually showing a trend of younger age. As far as Thailand is concerned, Chinese language teaching has run through primary schools, middle schools, high schools, and universities, and has gradually become a basic education program, showing a trend of younger age. Most schools have set up Chinese classes from kindergartens to popularize Chinese teaching. As a new Chinese learning group, Thai children whose native language is not Chinese, and they are active, weak understanding, emotional in easy, concentrate in a short time. This is undoubtedly a huge problem for teachers of Chinese as a foreign language. How can we effectively solve this problem? As Scientist Einstein said: "Interest is the best teacher." This means that once a person has a strong interest in something, he will actively seek knowledge, explore, and practice, and seek knowledge, exploration, and practice. Pleasant emotions and experiences in the process. It is the child's nature to love to play. They are learning by playing and playing while learning.

Therefore, the researcher expects conduct a simple research and discussion on a study of active learning activities in teaching Chinese vocabulary to kindergarten, in order to solve the teaching problems and provide reference for the majority of preschool teachers who are engaged in teaching Chinese as a foreign language. This study based on the research results of the predecessors summarizes the actual teaching situation of the kindergarten where the school the researcher teach in Thailand. Some effective strategies and active learning activities would be used for Chinese vocabulary teaching as a foreign language in Kindergarten of Beaconsfield Yamsaard Rangsit School Thailand. The researcher hope this paper can be great useful to Chinese teachers who are teaching Chinese as a foreign language in kindergarten

level.

Research Questions

1. Which active learning activities can be used in kindergarten Chinese vocabulary teaching?
2. What are the differences between using active learning activities in kindergarten before and after teaching Chinese vocabulary?

Research Objectives

There are two objectives as follows:

1. To study the active learning activities in kindergarten teaching Chinese vocabulary.
2. To compare students' achievement using active learning activities in kindergarten teaching before and after teaching Chinese vocabulary.

Conceptual Framework

In this research, Active learning activities is independent variables, and the dependent variable is students' achievement in active learning activities teaching Chinese vocabulary in kindergarten. The relationship between the two is the active learning activities whether effective on the Chinese vocabulary teaching in kindergarten. Namely, if the students' scores doesn't improve, students' achievement is unsucceed. It's indicate that the active learning activities not is suitable for children's Chinese vocabulary teaching.

This research expects to apply active learning activities to Chinese vocabulary teaching to improve students' achievement.

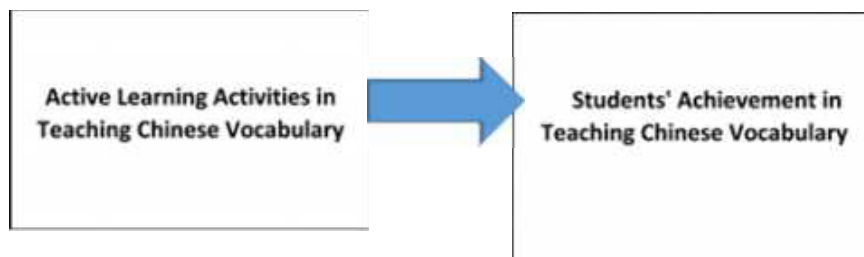


Figure 1.1 Conceptual Framework

REVIEW OF LITERATURE

The definition of keyword and related research

1. Active learning

Active learning is based on a theory of learning called constructivism, which emphasizes the fact that learners construct or build their own understanding. Learning is a process of making meaning. Learners replace or adapt their existing knowledge and understanding (based on their prior knowledge) with deeper and more skilled levels of understanding. Skilled teaching is therefore active, providing learning environments, opportunities, interactions, tasks and instruction that foster deep learning. The theory of social constructivism says that learning happens primarily through social interaction with others, such as a teacher or a learner's peers. One prominent social constructivist, Lev Vygotsky (1896–1934), described the zone of proximal development (ZPD). (Cambridge Assessment International Education,2017)

2. Early childhood education (kindergarten teaching)

Early childhood education is tasked with making young children ready to learn in a school setting, taking advantage of their natural inclination at this stage to learn quickly in order to adapt them to newfound conditions. Therefore, this initial step of education is critically important in the development of an individual, as it is the foundation upon which further learning and personal growth are built (Sumit & Niyomka, 2012).

3.related research

Li, (2013) explores the rules of children's language acquisition from a cognitive perspective, and draws lessons from international children's Chinese teaching.

Yao, (2012) analyzed the current situation of Chinese teaching for children in St. Francis Mission School in Tak Province, Thailand, and obtained one A practical survey report, which also covers some Chinese classroom teaching content and methods;

Yuan, (2013) positioned Chinese teaching for Thai preschool children as enlightenment teaching, focusing on cultivating students' interest in learning. The content of Chinese teaching should be mostly daily necessities vocabulary, and Chinese skills should be mainly based on cultivating listening and speaking, and the design is more flexible. Fun classroom activities, entertaining and entertaining. Based on the principle of teaching Chinese as a second language, combined with linguistics, preschool education, child psychology and other disciplines, the basic principles of Chinese teaching for Thai preschool children are discussed, and the teaching objectives, teaching content, and teaching methods are discussed. Various suggestions for Thai children's Chinese teaching.

Jiang, (2009) believes that in the process of Chinese teaching, especially those

with children In Chinese teaching activities, teachers make full use of teaching in fun, teaching in action, and situational teaching to help improve Children's interest in learning Chinese makes the children's Chinese classroom full of vigor and vitality.

Liu, (2013) believes that "Chinese teaching to Thai children belonging to the category of enlightenment teaching should be based on their physical and mental development level and language. The law of acquisition, in terms of teaching objectives, attention should be paid to children's experience-based acquisition in Chinese classroom activities. The primacy of emotional goals; in terms of teaching content, daily life, listening and speaking. First; in terms of teaching methods, it should be vivid, flexible, diversified, entertaining and entertaining, highlighting interest and interaction"

RESEARCH METHODOLOGY

Research design

This study is an experimental design, as it is a type of quantitative research. The research were aim: 1) to study the active learning activities in kindergarten teaching Chinese vocabulary, and 2) to compare students' achievement using active learning activities in kindergarten teaching before and after teaching Chinese vocabulary.

The survey was selected by cluster sampling 65 students in two classes from 200 students of kindergarten in grade 3, which is divided into 7 classes of Beaconhouse Yamsaard School in Thailand.

Teaching experiment is mainly composed of classroom teaching plans and speaking test. The experiment uses the active learning activities in kindergarten Chinese vocabulary teaching. In this study, 5 fruit words and 5 color words were selected to use active learning activities in kindergarten Chinese vocabulary teaching. It used 160minutes to teaching experiment.

Before starting the experiment, the students are tested Chinese vocabulary speaking, and after the experiment they will be tested again. After the experiment, the students are requested to answer the questionnaire according to the picture. The test results will be analyzed by using the mean, the mean difference, student deviation, t-test the significance to compare the achievement differences between pre-test and post-test.

Population

The population of this research are third grade kindergarten students of Beaconhouse Yamsaard School in Thailand. There are 200 students in the third grade of kindergarten who is divided into 7 classes.

Sampling

The sample was selected by cluster sampling 65 third grade kindergarten students

in two classes as a sample from Beaconhouse Yamsaard Rangsit School Thailand in a population of 200 students.

Research Instruments and Data analysis

The current research adopts two quantitative research tools available to collect data. These are lesson plans, pre-test and post-test. Data analysis of this research were used mean, standard deviation, percentage, frequency, t-test to compare the achievement differences between pre-test and post-test.

RESEARCH RESULTS

1. To study the active learning activities in kindergarten teaching Chinese vocabulary.

This research mainly used active learning activities such as pictures, games, songs and dances to teach Chinese in kindergartens. As Zhang,(2014) presents, the specific activities are as follows the teachers need to be sure to give students opportunities to develop both their understanding (comprehension) and their ability to express (production) new knowledge or skill during the teaching.

Firstly, the activity in class teaching is 1) use the flashing cards to teaching fruits/colors vocabulary and practice the pronunciation, Zhang,(2014) points out using pictures or simulations to represent feelings is a common strategy for language teaching for support class students. According to the thinking characteristics of kindergarten students, they have intuitive thinking, and focus on the image things that they see, hear, and touch. When the students saw the picture they were interested in learning and would like to say following teacher, and curious about these picture.

Secondly, Sing a song as a useful method to apply in teaching. Howard Gardner's "Psychological Framework" puts forward the theory of multiple intelligences, which believes that "the acquisition of a language is the result of the comprehensive effects of the learner's multiple senses." This theory is applied to Chinese classes teaching. In the process of learning to sing Chinese songs, students use musical intelligence to mobilize the heart, eyes, mouth, hands and other senses and even the whole body, so that they can devote themselves to Chinese learning, forget the external learning form, and gain the best learning effect is the purpose of truly internalizing the language learned. Therefore, after teaching the vocabulary, the researcher taught students to sing a fruit song 《水果歌Fruit song》 / a color song 《彩色的地球Color Earth》 that students to better practice the pronunciation of related words, and to achieve the purpose of consolidating words.

Moreover, this research also used dance activities to Chinese teaching. Yuan (2013) emphasized the use of dance for language teaching conforms to the characteristics of children's liveliness and love to imitate. Dance uses a series of body language combinations to simulate characters, the things and stories, providing a rich imagination space, allowing children to perceive and experience life through the connotation of dance, and then acquire relevant knowledge. The researcher taught students to rap and sing words, let them read the lyrics in the rhythm of the music, and cooperate with the related body movements to organically combine Chinese learning and dance learning, and memory vocabulary through dance. The coherent movement of dancing, understanding and memorizing lyrics, so as to improve coordination,

imitation and imagination, and achieve Chinese learning.

Most of all, Games is one of the most used activities in this teaching research. It runs through almost every age teaching, especially early childhood teaching. Shao, (2010) pointed out the application of game teaching method in oral Chinese teaching as a foreign language. This provides certain enlightenment for children's Chinese learning, such as the important achievement of play teaching method in the fine shaping of classroom teaching. When play the game "Drive the train" ,"Hide and Seek "were the most active moments of classroom teaching atmosphere. Every student is eager to participate in the game, they look forward to their turn soon. Because of the game, they showed great interest in Chinese learning.

In the game classroom, the important point that cannot be ignored is that teachers should pay attention to the praise of children after winning the game, award winning students small prizes, stamps, stickers and other commendatory rewards, and give positive reinforcement to learning behavior in time , Through the reward measures after the game to maintain the learning motivation of students. Xue (2019) stated that the end of each class, the researcher arranged a "Prize contest", not only tested the learning effect of the students, but also a positive affirmation of the students' learning achievements, which would make them more active and interested in the next learning.

2. To compare students' achievement using active learning activities in kindergarten teaching before and after teaching Chinese vocabulary.

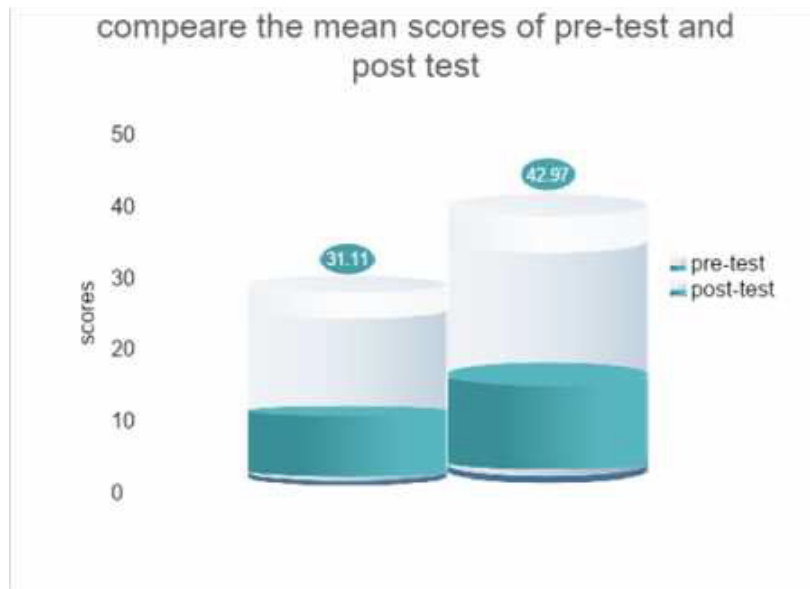


Figure 4.1 Comparison of the students' mean score before and after

From figure 4.1, Compare the mean scores of students before and after the experiment, the mean score of pre-test is 31.11 and the post-test's mean score is 42.97. It shows that the scores after the experiment are higher than those before the experiment.

Table 4.1 Analysis Scores' Growth Percentage (GP) of Pre-test and Post test

ID	scores		GP	ID	scores		GP	ID	scores		GP
	pre-test	post test			pre-test	post test			pre-test	post test	
1	26	42	0.62	23	27	40	0.48	45	40	50	0.25
2	28	46	0.64	24	33	49	0.48	46	30	39	0.30
3	37	50	0.35	25	26	39	0.50	47	35	46	0.31
4	34	35	0.03	26	27	37	0.37	48	38	47	0.24
5	28	43	0.54	27	36	50	0.39	49	19	41	1.16
6	28	38	0.36	28	28	35	0.25	50	33	48	0.45
7	28	36	0.29	29	29	42	0.45	51	42	50	0.19
8	29	41	0.41	30	27	39	0.44	52	32	45	0.41
9	22	32	0.45	31	21	26	0.24	53	24	37	0.54
10	31	41	0.29	32	25	36	0.44	54	31	43	0.39
11	39	49	0.26	33	32	47	0.47	55	28	35	0.25
12	31	42	0.35	34	34	50	0.47	56	31	43	0.39
13	34	42	0.24	35	33	46	0.39	57	33	46	0.39
14	34	48	0.41	36	38	49	0.29	58	23	32	0.39
15	24	40	0.67	37	41	50	0.22	59	31	47	0.52
16	34	48	0.41	38	34	43	0.26	60	25	35	0.40
17	30	46	0.53	39	30	40	0.33	61	32	46	0.44
18	40	50	0.25	40	30	43	0.43	62	29	40	0.38
19	37	47	0.27	41	35	46	0.31	63	33	46	0.39
20	31	44	0.41	42	40	50	0.25	64	23	36	0.57
21	33	47	0.42	43	31	41	0.32	65	29	41	0.41
22	32	47	0.47	44	34	48	0.41				

According to growth percentage formula as below:

$$\text{Growth Percentage} = \frac{\text{post test} - \text{pretest}}{\text{pretest}} \times 100\%$$

From table 4.1: The percentage of each student is increases and the growth percentage of student is between 0.19~1.16.It's indicate that the active learning activities was effectiveness for Chinese vocabulary teaching in kindergarten.

Showing form the table 4.1, the post-test scores of 65 students higher than pre-

test scores. It means that All the students' achievement is better. The highest score for pre-test was 42 and the lowest score for pre-test was 19; The highest score for post-test was 50 and the lowest score for post-test was 26.

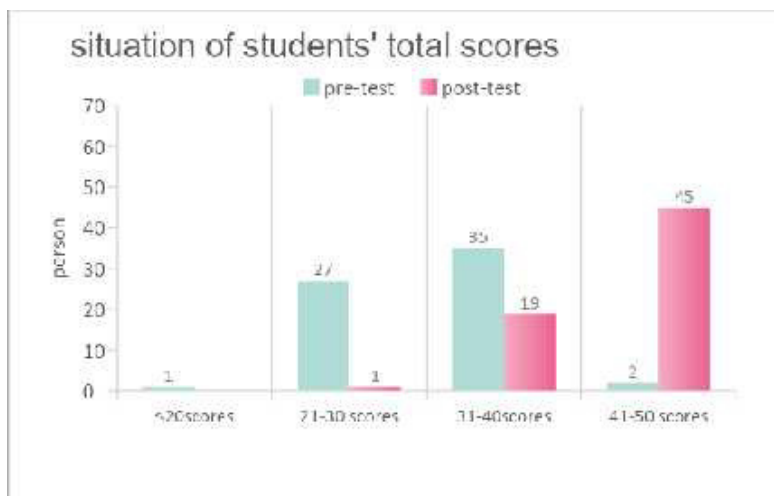


Figure 4.2 Comparison of before and after of the students' total scores

From figure 4.2, It's clearly show that the achievement of all students has improved as a whole, the students's total scores of pre-test there is 1 person's ≤ 20 ; 27 person's score in 21-30; 35 person' scores in 31-45; only 2 person's scores in 41-50; but the students's total scores of post test there is no one ≤ 20 ; only 1 person's score in 21-30; 19 person' scores in 31-45; mostly, 45 person's scores in 41-50.

Table.4.2 Compare the Mean Pre-test and Post-test Scores

	Mean (Total scores 50)	N	Std.Deviation	t	P-Value
Post test	42.9692	65	5.46571	29.562	.000
Pre-test	31.1077	65	5.06249		

From table 4.2 shows that comparison results scores of active learning activities from kindergarten student between pre-test and post-test, scores of post-test are higher than pre-test at statistical significant at a level of .01 ($t = 29.562$). The mean and standard deviation of pretest scores before (Mean = 31.1077, SD = 5.06249) and post test scores after (Mean= 42.9692, SD = 5.46571) teaching Chinese vocabulary.

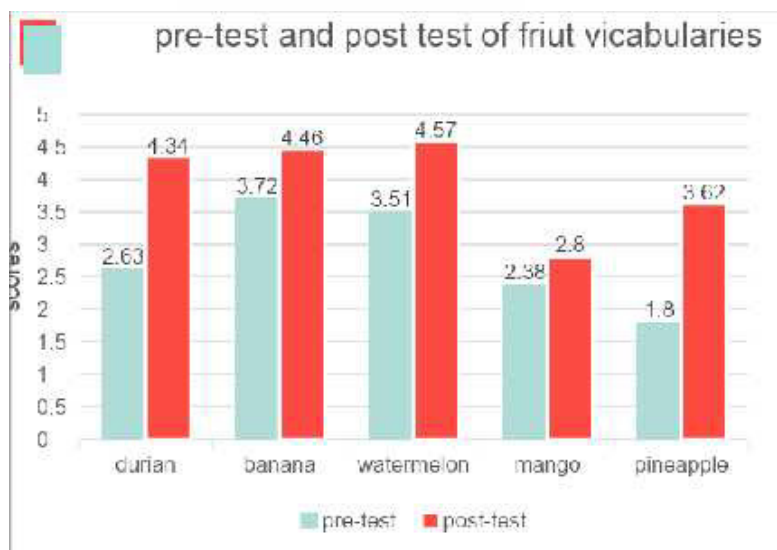


Figure 4.3 Comparison mean scores of pre-test and post test of fruit vocabularies

The mean scores of pretest scores before (durian=2.63, banana=3.72, watermelon=3.51, mango=2.38, pineapple=1.8) and post test mean scores after (durian=4.34, banana=4.46, watermelon=4.57, mango=2.8, pineapple= 3.62) teaching Chinese vocabulary.

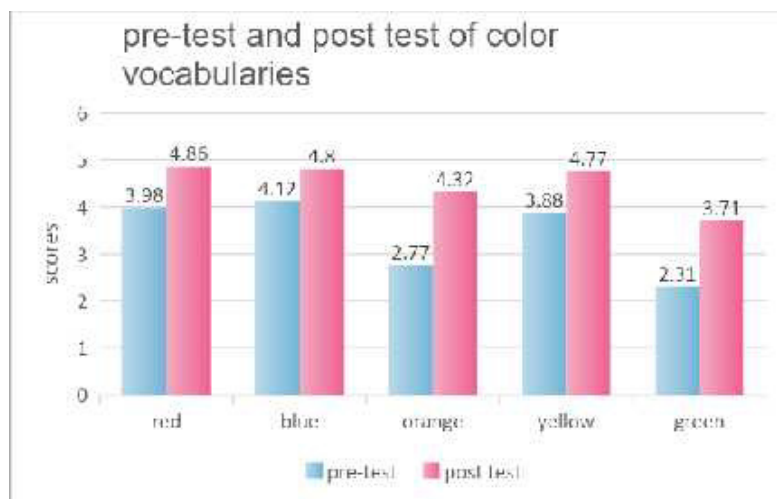


Figure 4.4 Comparison mean scores of pre-test and post test of fruit vocabularies

The mean scores of pretest scores before (red=3.98, blue=4.12, orange=2.77, yellow=3.88, green=2.31) and posttest mean scores after (red=4.86, blue=4.8, orange=4.32, yellow=4.77, green=3.71) teaching Chinese vocabulary.

Can be seen from figure 4.3 and figure 4.4, After using active learning activities in Chinese vocabulary teaching, the scores of each vocabulary is better than before learning.

CONCLUSIONS, DISCUSSION AND RECOMMENDATIONS

Conclusion

Active learning activities is a student-centered and teacher-led teaching method. It mainly uses pictures, songs, dances, games and other methods to stimulate students' learning motivation, so that they have a great interest in Chinese, and actively participate in classroom learning. This paper mainly used active learning activities such as pictures, games, songs and dances to teach Chinese vocabulary in Thai kindergarten.

First of all, using pictures, games, songs and dances to teaching Chinese vocabulary can improve students' interest in learning Chinese, increase students' motivation, and increase the efficiency of students' Chinese vocabulary learning.

Secondly, this paper conducts a survey on compare students' achievement using active learning activities in kindergarten teaching before and after teaching Chinese vocabulary. The scores of post-test are higher than pre-test at statistical significant at a level of .01 ($t= 29.562$). The mean and standard deviation of pretest scores before (Mean = 31.1077, SD = 5.06249) and post test scores after (Mean= 42.9692, SD = 5.46571) teaching Chinese vocabulary. The percentage of each student is increases and the growth percentage of student is between 0.19~1.16. After using active learning activities in Chinese vocabulary teaching, the scores of each vocabulary is better than before learning. It shows that the scores after the experiment are higher than those before the experiment. And the active learning activities was effectiveness for Chinese vocabulary teaching in kindergarten.

This study found that active learning activities play a pivotal role in children's Chinese teaching. Active learning activities can stimulate children's interest in Chinese learning, cultivate their active learning motivation, and improve children's enthusiasm for Chinese learning.

Discussion

The active classroom teaching Chinese vocabulary by using games and music referred to "Investigation and Practice of Thai Children's Chinese Teaching Classroom Activities-Taking Thailand Manthanothai School as an Example" the research of Yuan, L. (2013) Her believe that participating in game activities is a main way for children to understand the world. It meets the needs of children's psychological development and conforms to the level of children's psychological development.

And also the comparison of students' achievement, the post-test scores is higher than pre-test scores that related to Sun (2017). He compared the two classes K1/5 and K1/1, focusing on the application of picture teaching method, song teaching method, and body movement teaching method in K-level class. By comparing the teaching cases of the same teaching method in different classes, judge whether this kind of teaching method is suitable for similar groups of children, and use it as a teaching method for certain types of students and fine-tune it according to group differences to improve lesson preparation efficiency and teaching effect.

The case analysis in this article is the teaching strategy adopted by the researcher in combination with her own teaching. It has a certain degree of authenticity, but it is limited to the analysis of the school, not universal, and may not be suitable for all Thai children's Chinese teaching situations. The researcher hopes that these empirical

summaries based on international Chinese pedagogy can provide some teaching suggestions for other Chinese teachers.

Recommendations

Teachers are the leaders of teaching activities. They play an important role of inspiring and educator in the teaching process. They play a vital role in stimulating children's interest in learning Chinese. The following are my suggestions for Chinese teaching in kindergartens:

1. Strengthen the learning of professional knowledge related to Chinese teaching in kindergartens, taking into account the fun and practicality, time rationality, and classroom discipline.

2. Strengthen body language and movement guidance, get closer to children, reduce students' tension, and narrow the distance between teachers and students.

3. Use games, songs, pictures, multimedia, etc. active learning activities to assist in Chinese teaching, familiar to the development characteristics of children, design appropriate teaching activities, enrich teaching methods, increase their interest, and improve children's teaching efficiency.

4. Teaching content design should moderate difficulty, replace some old words with the new words, reduce forgetting.

5. Establish a reward mechanism and appropriately praise the child. In the teaching process, cultivate children's learning motivation, appropriately reward some small prizes, increase their enthusiasm for the classroom, let them engage in learning independently, and experience the fun of participating in classroom activities.

6. Make a record of classroom teaching. "Teaching" and "learning" in the classroom are an interactive process. Therefore, carefully observe the reaction and state of students during the classroom teaching process, and then record the situation of each class in time is necessary. Find problems and solve them in time to improve classroom teaching efficiency.

This research teaching is relatively brief, in order to better reflect the effect of active learning activities on Chinese vocabulary teaching, there will be tried by the researcher in future teaching like these:

- 1) Teaching more vocabularies;
- 2) Change active learning activities;
- 3) Change the sample to use active learning activities for primary students.

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Sripatum University, Thailand

Sripatum University is one of the oldest and most prestigious private universities in Bangkok, Thailand. Dr. Sook Pookayaporn established the university in 1970 under the name of "Thai Suriya College" in order to create opportunities for Thai youths to develop their potential. In 1987, the college was promoted to university status by the Ministry of University Affairs, and has since been known as Sripatum University. "Sripatum" means the "Source of Knowledge Blooming Like a Lotus" and was graciously conferred on the college by Her Royal Highness, the late Princess Mother Srinagarindra (Somdet Phra Srinagarindra Baromarajajanan). She presided over the official opening ceremony of SPU and awarded vocational certificates to the first three graduating classes. Sripatum University is therefore one of the first five private universities of Thailand. The university's main goal is to create well-rounded students who can develop themselves to their chosen fields of study and to instill students with correct attitudes towards education so that they are enthusiastic in their pursuit of knowledge and self-development. This will provide students with a firm foundation for the future after graduation. The university's philosophy is "Education develops human resources who enrich the nation" which focuses on characteristics of Wisdom, Skills, Cheerfulness and Morality.

University of Cyprus, Cyprus

The University of Cyprus was established in 1989 and admitted its first students in 1992. It was founded in response to the growing intellectual needs of the Cypriot people, and is well placed to fulfill several aspirations of the country. The University is a vigorous community of scholars engaged in the generation and diffusion of knowledge. Despite its brief history, the University of Cyprus has earned the appreciation of Cypriot society. Admission for the majority of undergraduate students is by entrance examinations organized by the Ministry of Education and Culture of the Republic of Cyprus.

University of Wollongong in Dubai, United Arab Emirates

The University of Wollongong in Dubai, abbreviated as UOWD, is a private university located in Dubai, United Arab Emirates. The University is one of the UAE's oldest universities, having been founded in 1993. The Campus has over 3,500 students from more than 108 countries. UOWD is one of the UAE's oldest and most prestigious universities. Established in 1993 by the University of Wollongong in Australia - currently ranked in the top 2% of universities in the world (QS World University Rankings 2018) – UOW in Dubai represents a pioneering Australian initiative in the Gulf region.

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