

RCGR^{5th} 2020

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PROCEEDINGS OF THE 5th REGIONAL CONFERENCE ON GRADUATE RESEARCH

THEME "SUSTAINABLE BUSINESS GROWTH, CHALLENGES,
MEASURES AND SOLUTIONS IN GLOBAL SCENARIO"

18 January 2020

Sripatum University, Khon Kaen Campus, Khon Kaen, Thailand



Editors:

Vichit U-on

George C. Hadjinicola



มหาวิทยาลัยศรีปทุม
SRIPATUM UNIVERSITY

GRADUATE COLLEGE OF MANAGEMENT

วิทยาลัยบัณฑิตศึกษาด้านการจัดการ



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Proceedings of
The 5th Regional Conference on Graduate Research

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2020

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Measures and Solutions in Global Scenario”

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Prof. Dr. George C. Hadjinicola, University of Cyprus, Cyprus

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Welcome Address from Conference Honorary Chairs

It is a great pleasure and honor for us, on behalf of *The 5th Regional Conference on Graduate Research*, to welcome you all to the world famous festival. First of all, we would like to thank the co-organizers, namely 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 Khon Kaen as a conference venue due to it is one of the four major cities of Isan, Thailand, also known as the “big four of Isan”, the others being Udon Thani, Nakhon Ratchasima, and Ubon Ratchathani. Thailand’s 2014 EU Film Festival also included Khon Kaen, together with Chiang Mai and Bangkok, as host locations.

To conclude my address, we 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 Khon Kaen to our delegates and guests.

We wish good results in your deliberations.



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



Asst. Prof. Dr. Janya Pookayaporn
Assistant to the President, Sripatum University, Thailand
RCGR 2020’s Honorary Chair

Welcome Address from Conference General Chairs

On behalf of Sripatum University, Khon Kaen Campus (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 5th Regional Conference on Graduate Research* which will take place at Sripatum University on 18 January, 2020 in Khon Kaen, 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 “Sustainable Business Growth, Challenges, Measures and Solutions in Global Scenario”. 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 5th Regional Conference on Graduate Research* in Khon Kaen, 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 5 countries have submitted their papers to the 5th RCGR 2020 international conference. After a careful review process by members of the international program committee, 113 quality papers have been accepted for presentation at the conference. We thank all authors who dedicated a particular effort to contribute to the conference.

We wish you a pleasant stay in Khon Kaen, 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

Speaker Background



Dr. Maarten Pieter Roderik Tau

Dr. Maarten graduated Bachelor of Arts (B.A.) from University of Amsterdam (2001). He is currently Teacher of English for Business Communication Department, Sripatum University Khonkaen. Prior to his appointment as Teacher of EBC department, he had served as a lecturer of English at various schools and colleges for several years in Thailand. He also had worked for over 10 years as a Financial Consultant at leading banks e.g. ABN AMRO, ING and Rabobank in the Netherlands. He had trained many young financial professionals during his career in the banking sector in The Netherlands. He had also worked as a Financial Advisor at Welten Consultancy and at Slegt Financial Services in The Netherlands.

Speaker Background



Tomas Lars Planberg

Tomas graduated B.Sc. Social Work, specialized in the Intercultural and International Social Work in 2003 from the Mid University in Östersund, Sweden. He is currently working as an English teacher in English for Business Communication Department, Sripatum University Khonkaen since February 2019. Before that he has been working as an English teacher for different English institutes in Thailand. In his work as a social worker, he has a widespread experience working with teenagers and families from different countries who have moved to Sweden. Moreover, he has been living in U.S.A, Ecuador, Israel, Sri Lanka and worked as a supervisor and coordinator for youth group in culture study. With his interests in culture, education, business and political issues, his main focus is to work with young people by education.

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Session Schedule

RCGR^{5th}
2020

**The 5th Regional Conference on Graduate Research
Sripatum University, Khon Kaen Campus, Khon Kaen, Thailand
Theme: Sustainable Business Growth, Challenges, Measures and Solutions in Global Scenario**

Saturday (S) 18 January 20	Room	Floor 3, Room 206 – Pookayaporn Auditorium									
		Floor 2, Room 301	Floor 2, Room 302	Floor 2, Room 303	Floor 2, Room 304	Floor 2, Room 305	Floor 2, Room 306	Floor 2, Room 307			
	08:00 – 09:00	REGISTRATION									
	09:00 – 09:15	<p style="text-align: center;">OPENING ADDRESS: Asst. Prof. Dr. Junya Pookayaporn, Honorary Chair Sripatum University, Thailand</p>									
	09:15 – 09:30	<p style="text-align: center;">WELCOME ADDRESS: Assoc. Prof. Dr. Vichit U-on, General Chair Sripatum University, Thailand</p>									
	09:30 – 10:45	<p style="text-align: center;">KEYNOTE ADDRESS: “Sustainable Business Growth Towards Global Economy” Dr. Tau Maarten Pieter Roderik, The Netherlands Tomas Lars Planberg, Sweden</p>									
	10:45 – 11:00	SATURDAY AM BREAK									
	11:00 – 12:20	SA1 Educational Administration and Planning 1	SB1 Educational Administration and Planning 2	SC1 Educational Administration and Planning 3	SD1 Business and Marketing Management 1	SE1 Accounting, Finance, and Banking 1	SF1 Operation and Supply Chain Management	SG1 Laws and Public Administration 1			
	12:20 – 13:20	SATURDAY LUNCH BREAK									
	13:20 – 15:00	SA2 Educational Administration and Planning 4	SB2 Educational Administration and Planning 5	SC2 Educational Administration and Planning 6	SD2 Business and Marketing Management 2	SE2 Accounting, Finance, and Banking 2	SF2 Communication Arts	SG2 Laws and Public Administration 2			
15:00 – 15:20	SATURDAY PM BREAK										
15:20 – 18:20	SA3 Educational Administration and Planning 7	SB3 Educational Administration and Planning 8	SC3 Educational Administration and Planning 9	SD3 Business and Marketing Management 3	SE3 Accounting, Finance, and Banking 3	SF3 Accounting, Finance, and Banking	SG3 Organization and Human Resource Management				
19:00 – 21:00	<p style="text-align: center;">WELCOME DINNERS: Authentic Chinese Food, Kosa Hotel, Khon Kaen, Thailand</p>										
21:00 – 21:15	<p style="text-align: center;">CLOSING ADDRESS: Asst. Prof. Dr. Ungul Leptaned, Program Chair Thai Researchers' Consortium of Value Chain Management and Logistics, Thailand</p>										

Saturday, 18 January 2020

Code	Session	Chair	Room	Start	Finish
SRE	Registration Saturday	Yongyut Homthong	Floor 3, Room 206	08:00	09:00

Code	Session	Chair	Room	Start	Finish
SOA	Opening Addresses	Asst. Prof. Dr. Ungul Laptaned	Floor 3, Room 206	09:15	09:30
	09:00	09:15	Opening Address: Asst. Prof. Dr. Junya Pookayaporn, Honorary Chair Sripatum University, Thailand		
	09:15	09:30	Welcome Address: Assoc. Prof. Dr. Vichit U-on, General Chair Sripatum University, Thailand		

Code	Session	Master of Ceremonies	Room	Start	Finish
SKA	Keynote Addresses	Assoc. Prof. Dr. Vichit U-on	Floor 3, Room 206	09:30	10:45
	09:30	10:45	Sustainable Business Growth Towards Global Economy		

Code	Session	Room	Start	Finish
SAB	Saturday AM Break	Hall	10.45	11:00

Code	Session	Chair	Room	Start	Finish
SA1	Educational Administration and Planning 1	Dr.Cherdsak Srisangchai	Floor 2, Room 301	11:00	12:20
0001	11:00	11:20	Information System Development for Education Loan in Rajamangala University of Technology Isan, Nakhonratchasima (e-RMUTI Education Loan) <i>Apiradee Muankhamla and Yaowaret Jantakat</i>		
0020	11:20	11:40	The Development of Thai Vocabulary Reading Skill by Using the Thai Reading Supplementary Exercises for Grade 2 Students' of Banphukambao School Khonkaen Primary Educational Service Area Office 4 <i>Penprapa Anuntapum, Chakkaphan Chancharoen, and Supachai Janpum</i>		
0022	11:40	12:00	A Feasibility Study of the Bachelor of Arts Curriculum Development Tourism Department, 2020 <i>Saowanee Thapphet</i>		
0025	12:00	12:20	Development of Problem Solving Skills on Multiplication by Using Multimedia for Grade 2 Students from Intornwittaya School <i>Nantawan Kumbua, Suphat Punpattanakul, and Pannapa Songsangkaew</i>		

Code	Session	Chair	Room	Start	Finish
SB1	Educational Administration and Planning 2	Dr.Chakkaphan Chancharoen	Floor 2, Room 302	11:00	12:20
0050	11:00	11:20	The Effects of Learning Using Graphic Organizers in the Topic of Personal and Family Laws on Learning Achievement and Critical Thinking Ability of Mathayom Suksa II Students at Chaiya Wittaya School in Surat Thani Province <i>Naiyane Krainara</i>		

0054	11:20	11:40	The Development of Spelling Skill Achievement Using TGT Cooperative Learning Technique for Grade 4 Students BanNaAngkam School Loei Primary Educational Service Area Office 2 <i>Prapassara Junpae, Supachai Janpum, and Pimpilai Saengtup</i>
0056	11:40	12:00	Cooperative Learning Technique Learning Together With Social Media. to Promote Teamwork in Physics Subject Mechanical Balance. for Grade 10 Students <i>Natcha Bubpamalo, Paisarn Worakham, and Natchanok Jansawang</i>
0057	12:00	12:20	Subtitling Swear Words in Netflix Series from English into Thai: A Case Study of "The End of the F***ing World" <i>Tareerat Hirunnukroa and Boonlert Wongprom</i>

Code	Session	Chair	Room	Start	Finish
SC1	Educational Administration and Planning 3	Dr.Sanae Komsommai	Floor 2, Room 303	11:00	12:20
0089	11:00	11:20	The Development of E-Book Instructional Media Fundamental Knowledge about Computer for M.1 of Khaokaewittayasan School, the Secondary Educational Service Area Office 19 <i>Dolnapha Polpan, Jirayu Srisangachai, and Jiraporn Loonprom</i>		
0090	11:20	11:40	Developing Reading Skills of Early Childhood by Using Multimedia of Inthornsuksa's Students in Office of the Private Education Commission <i>Jaruwan Kumbua, Pitak Polkacha, and Weeradet Xata</i>		
0092	11:40	12:00	The Development of Division Skill through Activity Packages for Grade 3 Students at Ban Kokklang School, Khonkaen Primary Educational Service Area Office 4 <i>Krittiya Phetnak, Chakkaphan Chanchaen, and Virat Chareonchua</i>		
0093	12:00	12:20	STEM Education Enhances Problem Solving Abilities and Learning Achievement on Motion and Force of Grade 8 Students <i>Jinthanath Makchit, Paisan Worakham, and Nukool Kudthalang</i>		

Code	Session	Chair	Room	Start	Finish
SD1	Business and Marketing Management 1	Assoc. Prof. Dr.Vichit U-on	Floor 2, Room 304	11:00	12:20
0007	11:00	11:20	Risk Management for Reducing Electric Energy Costs with Balanced Scorecard <i>Pichai Triasom and Marut Khotphan</i>		
0027	11:20	11:40	Factors Affecting The Decision To Join The OCS / PCS Company in Bangkok Metropolitan Region <i>Nutawoot Thoanon</i>		
0037	11:40	12:00	The Relation Between Marketing Mix and Acceptance of Using MYMO Application by GSB in Kamalasai District, Kalasin <i>Chinapa Issaradeth and Nontipan Prayurhong</i>		
0045	12:00	12:20	Modern Management Approach of Restaurant Business in Khon Kaen Province <i>Nisarawan Piboonpornpong</i>		

Code	Session	Chair	Room	Start	Finish
SE1	Accounting, Finance, and Banking 1	Dr.Sumana Chantharat	Floor 2, Room 305	11:00	12:20
0018	11:00	11:20	A Study of the Problems in Using Accounting Software Packages for Small and Medium Business in Khon Kaen Province <i>Goraphan Duangjaidee, Kittitat Kiattikhunnawong, Ratcharat Satittayasat, Kanchana Inphaen, Saowanee Lapitakchai, and Palakorn Wiangtai</i>		
0019	11:20	11:40	Readiness of SMEs Accountants in Accession to the ASEAN Economic Community in the Upper Northeastern Region <i>Duenchai Sonklang</i>		
0035	11:40	12:00	A Study of Demand of Knowledge on Accounting and Laws with a Good Life of Old People in Nong Daeng Chomphu District, Khon Kaen Province <i>Kanjana Promsoda, Kamontip Kumpaiwongpitug, Aphichaya Boonsri, Butsaba Kummanechan, Jiraporn Pralubruksa, and Palakorn Wiangtai</i>		

0036	12:00	12:20	The Effects of Economic News On Stock Returns in Thailand <i>Phattharawadee Saelee, Wanvilai Chulaphan, Jorge Fidel Barahona Caceres, and Tanchanok Bejrananda</i>
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Code	Session	Chair	Room	Start	Finish
SF1	Operation and Supply Chain Management	Dr.Virat Chareonchua	Floor 2, Room 306	11:00	12:20
0003	11:00	11:20	A Material Handling System Design in Rice Milling Process: A Case Study of Maekaew Rice Milling <i>Seksan Winyangkul, Nuttawat Taerin, Nakorn Chaiwongsakda, Prawet Anan-uea, Chayakorn Putakammerd, Kwanruen Sinnarong, Watchara Watanarawee, and Wipobh Jaikhang</i>		
0004	11:20	11:40	Transportation Routing: A Case Study of Thanapiriya Public Company Limited <i>Seksan Winyangkul, Puoyanud Kornkaew, Nakorn Chaiwongsakda, Prawet Anan-uea, Chayakorn Putakammerd, Kwanruen Sinnarong, Watchara Watanarawee, and Wipobh Jaikhang</i>		
0010	11:40	12:00	Analysis of the Supply Chain Management of Fresh-Cut Vegetable Packing House for Export to the United Kingdom <i>Kunrarat Worathatkitikun and Parthana Parthanadee</i>		
0068	12:00	12:20	Waste Reduction in Trailer Maintenance Process: A Case Study of Deuan Sawanh (thailand) Co., Ltd. <i>Jirachai Kulliab, Khunnapat Assawapritipong, and Sittichai Waengern</i>		

Code	Session	Chair	Room	Start	Finish
SG1	Laws and Public Administration 1	Ms.Nisarawan Piboonpornpong	Floor 2, Room 307	11:00	12:20
0011	11:00	11:20	The Role of Lawyers and the Postmortem Examination <i>Santiphong Kumansing and Lert Thueaksaeng</i>		
0012	11:20	11:40	Professional Compulsory Liability Insurance Medical <i>Santiphong Kumansing and Porntap Aonrat</i>		
0013	11:40	12:00	The People Opinions of the Practices Good Governances Principle of the Government Offices of Loei Province and Nongbualamphu Province <i>Kalaya Yotcamlue</i>		
0014	12:00	12:20	The Security of the State above the Right to Privacy of Citizens: A Case Study of Chinese Facial Detection Technology <i>Najaree Chayaboot</i>		

Code	Session	Room	Start	Finish
SLB	Saturday Lunch Break	Food Court	12:20	13:20

Code	Session	Chair	Room	Start	Finish
SA2	Educational Administration and Planning 4	Dr.Chersak Srisangchai	Floor 2, Room 301	13:20	15:00
0026	13:20	13:40	The Development of Achievement in Solving Multiplication Problems by Using the Skill Practice Prathom 4 School under Loei Primary Education Service Area Office 1 <i>Santipron Puttathongsri, Jirayu Srisangachai, and Ngamprom Onbuakhao</i>		
0028	13:40	14:00	The Development of English Word Reading Ability by Using Phonics Method of grade 1 students at Banphailomnonsombut School Under Udon Thani Primary Education Service Area Office 3 <i>Chollada Suksamran, Chakkaphan Chancharoen, and Thanu Vongjinda</i>		

0031	14:00	14:20	The Development of Learning Activities Based on Geo-Literacy on Human-Environmental Interactions for Mattayomsuksa 1 at Nongbuadaeng Wittaya School the Secondary Educational Service Area Office 30 <i>Chakkrit Tophan, Chakkaphan Chanchareon, and Sanae Komsommai</i>
0032	14:20	14:40	The Development of Practice Skills about Human and Environment by Using CIPPA Model For Student In Prathomsuksa 3 at Banphonhong School under Loei Primary Education Service Area Office 1 <i>Jeeraphan Kanpakse Chotwattananusorn, Chakkaphan Chanchareon, and Virat Chareonchua</i>
0034	14:40	15:00	Student Team Achievement Division Together with Education Applications <i>Attapon Jaiwong, Paisarn Worakham, and Panwilai Dokmai</i>

Code	Session	Chair	Room	Start	Finish
SB2	Educational Administration and Planning 5	Dr.Chakkaphan Chanchareon	Floor 2, Room 302	13:20	15:00
0062	13:20	13:40	Development Quality of Education to be Effective and Sustainable Focus on Classroom-Based by Using PLC Process: Lessons Learned from Study Visit to Japan <i>Theerapong Sangsit and Oratai Santimataneedol</i>		
0063	13:40	14:00	The Development of Skill Practice Packages on Mathematic Problem Solving for Prathom Suksa 4 at Ban Nongyaplong School <i>Natnichanan Sriphum, Rakkiet Srisunthorn, and Adul Pimthong</i>		
0066	14:40	15:00	Development of Digital Media Innovation of Science Learning on Nutrients in Food for Prathomsuksa 6 at Nongyaplong School Khon Kaen Primary Educational Service Area Office 2 <i>Sayumporn Khachareon, Chakkaphan Chanchareon, and Adul Pimthong</i>		
0070	14:00	14:20	Learning Management by Online Lessons for Subject of Website Creation by HTML, Mathayom Sueksa 1 <i>Pirada Malam</i>		
0075	14:20	14:40	The Development of Analytical Thinking Abilities of the Fifth Grade Students by Using the Six Thinking Hats Technique <i>Maneerat Kamseekaeo, Cherdasak Srisangachai, and Chakkaphan Chanchareon</i>		
0078	14:40	15:00	The Administrative Standard of the Upright School Project in Educational Institutions under the Sisaket Primary Education Service Area Office 3 <i>Thitimar Taosiri and Surasak Srikrachang</i>		

Code	Session	Chair	Room	Start	Finish
SC2	Educational Administration and Planning 6	Dr.Sanae Komsommai	Floor 2, Room 303	13:20	15:00
0094	13:20	13:40	Organized Active Learning with Multimedia Technology to Promote Teamwork Skills in Biology on Plant Photosynthesis for Grade 11 Students <i>Pirada Thanatka, Somsanguan Passago, and Paisarn Worakham</i>		
0097	13:40	14:00	The Development of English Vocabulary Reading Skill by Using the English Song Activities for grade 1 students' of Bandonklet School Nong Bua Lamphu Primary Educational Service Area Office 1 <i>Nalinrat Kompai, Virat Chareonchua, and Pannapa Songsangkaew</i>		
0099	14:00	14:20	The Development of Mental Calculation by Using Calculator Skills of 6st Year Kindergarten Students At Anubanchuenchom School in Mahasarakham Primary Educational Service Area Office 3 <i>Phumin Duayseedum and Chakkaphan Chanchareon</i>		
0101	14:20	14:40	The Development of Speaking Skill of Early Childhood by Story Telling at Bannachumchang School in Nong Khai Primary Educational Service Area Office 2 <i>Thanvarath Khamsing, Chakkaphan Chanchareon, and Pitak Polkacha</i>		
0103	14:40	15:00	Discovery Learning Process and use of Simulation Scenarios to Develop Learning Achievement Learning Retention through Student-Centered Approach in the Safety and Chemistry Laboratory Skill for Grade 10 Students <i>Woranut Koengsanthia, Natchanok Jansawang, and Thanawat Somtua</i>		

Code	Session		Chair	Room	Start	Finish
SD2	Business and Marketing Management 2		Assoc. Prof. Dr.Vichit U-on	Floor 2, Room 304	13:20	15:00
0049	13:20	13:40	The Relationship between Marketing Mix and Financial Investment Behaviors of Senior Citizens in Nong-Rua, Chumpae, and Sichomphu District, Khon Kaen Province <i>Natda Chaichawakooop and Nontipan Prayurhong</i>			
0055	13:40	14:00	The Relationship between Marketing Mix and Purchase Decision of Fresh Coffee at the Gas Station in Nong Ruea and Chum Phae Districts in Khon Kaen Province <i>Tuntigon siritepsongklod and Nontipan Prayurhong</i>			
0059	14:00	14:20	Relation between the Marketing Mix and Quality of Thai traditional Therapeutic Massage Service for the Elder in Mueang District, Khon Kaen Province <i>Patrawadi Sripolleh and Nontipan Prayurhong</i>			
0060	14:20	14:40	Factors Influencing Foods Purchase through Applications Grab Food and Food Panda in the Mueang District, Khon Kaen Province <i>Juthatip prachachai, Waraporn Seetha, Panadda Sannupap, Niphaphon Waithaisong, Sapatra Pimson, Montatip Singasalang, Panchita Chainasup, and Palakorn Wiangtai</i>			
0064	14:40	15:00	A Correlation between Change of Economic Condition and Competency in Adaptation of Silk Community Enterprise in Ban Phai Sub District, Khaen Nuea District, Khon Kaen Province <i>Galayarat Wamjid and Nontipan Prayurhong</i>			

Code	Session		Chair	Room	Start	Finish
SE2	Accounting, Finance, and Banking 2		Dr.Sumana Chantharat	Floor 2, Room 305	13:20	15:00
0047	13:20	13:40	Guidelines for the Internal Control of the Financial and Accounting of Veterinary Clinics in Muang Khonkaen <i>Siriprapa Jampee, Kanyarat Jungpantaw, Sudduangkamon Buatik, Supakan Siriod, Pancheewa Chomphuphuen, and Palakorn Wiangtai</i>			
0058	13:40	14:00	Factors That Influence The Performance of Accountancy Strategic Management of SME Business in The Province Khon Kaen <i>Amornrat Sanpanna, Thidarat Kengthon, Tanaporn Prapun, Muttika Onapai, Pornpimon Moonrat, and Palakorn Wiangtai</i>			
0061	14:00	14:20	The Causal Relationship between Financial Development, Energy Consumption and Economic Growth in South East Asia <i>Noppadol Senken, Jorge Fidel Barahona Caceres, Wanvilai Chulaphan, and Tanchanok Bejrananda</i>			
0065	14:20	14:40	A Study of the Accounting Problem of Small and Medium Business in Khon Kaen Province <i>Tutsanee Hadkhunthod, Chirawan Singkong, Ruttikal Saisopa, Apinya Jomtong, Pawarisa Buanong, and Palakorn Wiangtai</i>			
0069	14:40	15:00	A Study of Factor Analysis of Accounting Major at Sripatum University, Khon Kaen Campus <i>Charinthip Khammaphan, Nisachon Keawpanya, Pattamalak Leakarchok, Varisara Asawapattanakun, Wilasinee Singkornkaew, and Palakorn Wiangtai</i>			

Code	Session		Chair	Room	Start	Finish
SF2	Communication Arts		Dr.Virat Chareonchua	Floor 2, Room 306	13:20	15:00
0072	13:20	13:40	Ethics in Presenting Entertainment News in the Digital Age <i>Athit Kamultra and Trirath Pluempitchaikul</i>			
0073	13:40	14:00	A Study of Thai Film Marketing Communication Strategy at Sahamongkol Film International Co., Ltd. and M Pictures Entertainment Public Co., Ltd. <i>Chonticha Kingkwai and Ongart Singhalumpornng</i>			
0077	14:00	14:20	The Impacts of Social Media Marketing Activities on Brand Awareness of Hair Care Brands <i>Patnarin Manokum, Wanvilai Chulaphan, Jorge Fidel Barahona Caceres, and Tanchanok Bejrananda</i>			
0080	14:20	14:40	Ethics on Online Media Creation <i>Monchaya Sabuar and Karatploy Thamkaew Sillapaurai</i>			

0109	14:40	15:00	Practical Use of Designing Cover Pages for Publishing on Websites, Digital Image, and Video Exchange Services <i>Thapanapong Sararat, Jiranai Yoddee, and Wassana Yuttachum</i>
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Code	Session		Chair	Room	Start	Finish
SG2	Laws and Public Administration 2		Ms.Nisarawan Piboonpornpong	Floor 2, Room 307	13:20	15:00
0015	13:20	13:40	Legal Issues Protecting the Safety by Injecting Body Fillers <i>Noppornsiri Lueangam</i>			
0016	13:40	14:00	The Role of Lawyers and Natural Resources and the Environment <i>Kusol Sangkananta and Santiphong Kumansing</i>			
0017	14:00	14:20	Environmental Governance and Design Principles in Decentralized Common Pool Resource Management: The Preliminary Study on Thailand's Local Government Initiatives <i>Pawinee Chuayprakong</i>			
0030	14:20	14:40	Legal Issues of Peer to Peer Lending <i>Kanyanat Supin</i>			
0098	14:20	14:40	The Relationship between Good Governance Management of Administrators and Job Satisfaction of Teachers under Office of the Vocational Education Commission in Udonthani <i>Pronphaka Pokhao, Yuenyong Thajjaidee, and Prayad Ruechakul</i>			
0106	14:40	15:00	Administrative Strategies School Based Management for Local Development of School Under the Sisaket Provincial Administrative Organization <i>Rattanaporn Setkhumbong and Surasak Srikrachang</i>			

Code	Session		Room	Start	Finish
SPB	Saturday PM Break		Hall	15:00	15:20

Code	Session		Chair	Room	Start	Finish
SA3	Educational Administration and Planning 7		Dr.Cherdsak Srisangchai	Floor 2, Room 301	15:20	17:20
0038	15:20	15:40	Development of Drawing and Applying Light and Shadow Skills by using skill Exercise of Secondary Student 1/1, Srisangwan Khon Kaen School, Office of Special Education Administration <i>Kritsana Seechat, Chakkaphan Chanchaoren, and Sanae Komsommai</i>			
0040	15:40	16:00	Knowledge Management of Internal Education Quality Assurance in Sisaket Provincial Administration Organization <i>Surasak Yuanchit and Surasak Srikrachang</i>			
0041	16:00	16:20	The Development and Management of Learning in Resources and Local Wisdom of English Major Level 3's Students for Enhance the Competencies in the 21st century, Learning and Innovation Skills by Research Based Learning <i>Khobfa Chanchaoren and Pitak Polkacha</i>			
0043	16:20	16:40	A Study of Critical Thinking on Cell and Cell functions of Grade 10 Students Learned by Mental Model Building <i>Chainarong Rahothan, Somsanguan Passago, and Panwilai Dokmai</i>			
0044	16:40	17:00	Scientific Concepts Study Education in Studying Chemistry on Acid-Base for Grade 11 Students by Organizing Activities using Submicroscopic Diagrams <i>Araya Klinrsisuk, Phanwilai Dokmai, and Thanawat Somtua</i>			
0046	17:00	17:20	Factors Affecting Admission to the Faculty of Accountancy, Sripratum University, Khon Kaen Campus <i>Sirwat Khailammao, Sunisa Sasirath, Oraya Chaken, Matawee Preesit, Sawitri Khamthanee, Sudarat chapa, Lalintip kulanam, Kanokwan khoksathan, and Palakorn Wiangtia</i>			

Code	Session		Chair	Room	Start	Finish
SB3	Educational Administration and Planning 8		Dr.Chakkaphan Chancharoen	Floor 2, Room 302	15:20	17:20
0079	15:20	15:40	The Development of Keyboard Skills by Using Computer Games of Prathomsuksa 6 Students at Bannonsamransansanook School in Nongbualamphu Primary Educational Service Area Office 1 <i>Eakkalak Thongkot, Navarat Saekhow, and Pitak Polkacha</i>			
0081	15:40	16:00	The Development of Grade 8 Students' Learning Achievement in The Science Subject of Mineral Resources Muang Phayalae Wittaya School <i>Teemaporn Mobkhunthod, Chakkaphan Chanchareon, and Jiraporn Loonprom</i>			
0084	16:00	16:20	Reading Diphthongs by Using the Exercise of Reading Diphthong Words with Images with Prathom Suksa 2 Students for Ban Phong Nhib School Under the Office of Loei District 2 <i>Prab Haewchan, Chakraphan Chancharoen, and Pannapa Songsangkaew</i>			
0085	16:20	16:40	The Development of English Reading Skill by Using the English Fable for Grade 4 Students' of Thairatwittaya 105 (Chueakmuay Wittaya) School Nongkhai Primary Educational Service Area Office 1 <i>Dararat Ketkaew, Cherdasak Srisangachai, and Chakkaphan Chancharoen</i>			
0087	16:40	17:00	The Development of Reading Thai Words Spelling Skill Based on the Final Consonant Sound by Using Color Theory for Prathomsuksa 1 Ban E-Lers School Loei Primary Educational Service Area Office 2 <i>Apisit Simmalee, Chakkaphan Chancharoen, and Thanu Vongjinda</i>			
0088	17:00	17:20	A Development of Instructional Materials by Using Augmented Reality about Hydrocarbon Compounds for Grade 12 Students of Kongsarnwitthayakom School under Secondary Educational Service Area Office 30 (SESAO) <i>Phuricha Phonthapthim, Navarat Saekhow, and Jiraporn Loonprom</i>			

Code	Session		Chair	Room	Start	Finish
SC3	Educational Administration and Planning 9		Dr.Sanae Komsommai	Floor 2, Room 303	15:20	16:40
0110	15:20	15:40	A Development of a Model of Teaching and Learning Activities by Using Basic Coding Knowledge Games of Grade 5 Student Computational Science of Anubankhonkaen School under Khon Kaen Primary Educational Service Area Office 1 <i>Chanchai Pommalong, Chakkaphan Chancharoen, and Thanu Vongjinda</i>			
0111	15:40	16:00	The Development of Computer Skills using Computer Assisted Instruction of Ban Nong Hai Wang Khon Yom School under Khon Kaen Primary Educational Service Area 5 <i>Ariyaphap Diloklap, Chakkaphan Chancharoen, and Cherdasak Srisangachai</i>			
0112	16:00	16:20	English Vocabulary Writing Ability Development by Using Games For Mathayom Sueksa 2 Students, Anukoolnaree School, Muang District, Kalasin Province <i>Nattaporn Phutong</i>			
0113	16:20	16:40	The Development of Student's Chinese Speaking Skill Using Collaborative Activities in Satriwithaya High School <i>Ouyang Tianting and Kanyarat Sriwisathiyakun</i>			

Code	Session		Chair	Room	Start	Finish
SD3	Business and Marketing Management 3		Assoc. Prof. Dr.Vichit U-on	Floor 2, Room 304	15:20	17:20
0067	15:20	15:40	The Relationship between Marketing Mix and Its Effects on Dietary Supplement Products Buying Decision of the Elderly in Chum Phae Sub District, Nong Rue Districts, Khon Kaen Province <i>Sasirapa Khunprathum and Nontipan Prayurhong</i>			
0071	15:40	16:00	Factors Affecting the Decision Making on Purchasing Products from the Online Application in Mueang District, Khon Kaen Province <i>Jiraporn Samranwong, Duangkamon Phanwong, Suparat Dipaen, Boonyanoot Thepwoong, Sajjai Mueangson, and Palakorn Wiangtai</i>			

0076	16:00	16:20	The Factors Influencing to Decision Making in Selecting the Elderly Nursing Home Care in Khon Kaen Province <i>Pimyada Punbang and Nontipan Prayurhong</i>
0082	16:20	16:40	The Influence of Perceived Brand Equity on Decision to Buy Maternity and Baby Products VIA Online Catalogue of Consumer in Bangkok Metropolitan Region <i>Pinyada Tampol and Prerapha Taweasuk</i>
0096	16:40	17:00	The Effect of the Customer's Satisfaction on Loyalty Towards Using Karaoke in Muang District, Khon Kaen Province <i>Nattapat Hongsapin and Nontipan Prayurhong</i>
0107	17:00	17:20	Characteristics of Highly Successful Members of the Multi-Level Marketing Company, Kangzen-Kenko International Co., Ltd. <i>Taradol Akkarapattananon and Nontipan Prayurhong</i>

Code	Session		Chair	Room	Start	Finish
SE3	Accounting, Finance, and Banking 3		Dr.Sumana Chantharat	Floor 2, Room 305	15:20	18:00
0074	15:20	15:40	Relationship between Book Value, Basic Earnings Per Share, and Diluted Earnings Per Share with the Stock Price of Listed Companies in the Stock Exchange of Thailand: The Case of Complex Structure Companies in SET50 Index <i>Yodsawinkan Kobkanjanapued, Molsikarn Tripattanasit, and Phatnatcha Chotkunakitti</i>			
0086	15:40	16:00	Research of Mudmee Thai Silk Production Group: the Cost and Return of Mudmee Silk Production Podaeng Sub District, Chonnabot District, Khon Kaen Province <i>Patimakorn Khummetta, Sirawit SrangNa, Apinya Pimsamran, Narin Tanasri, Raksina Pobwandeetragoon, and Palakorn Wiangtai</i>			
0091	16:00	16:20	The Comparison of the Cost and the Return of Organic Vegetable Planting in Ban Sumrong, Ban Kham Sub District, Nam Phong District, Khon Kaen Province <i>Salisa Thuphom, Thanannapat Budda, Intraporn Sudtasorn, Sudarat Bunput, Jutatip Tanwisai, and Palakorn Wiangtai</i>			
0095	16:20	16:40	The Effect of the Customer's Satisfaction on Loyalty Towards Using Karaoke in Muang District, Khon Kaen Province <i>Nattapat Hongsapin and Nontipan Prayurhong</i>			
0102	16:40	17:00	Factors for Consideration of Accounting Office Operations in Khon Kaen Province <i>Wanchai Roengchaiyaphum, Siriwimon Saetia, Philaiwan Sonwa, Panida Sammalee, Sudarat Wisethum, and Palakorn Wiangtai</i>			
0104	17:00	17:20	Success Factors of Accounting Information System in the Department of Local Administration, Khon Kaen Province <i>Amaralak Sirithongsook</i>			
0105	17:20	17:40	A Study of the Cost and Return from Rice Cultivation for Farmers, Mueang District, Khonkaen Province <i>Krittitya Songkarak, Theeraporn Srijanthao, Thippa chaipromkhieo, Pornnapa Kaewkhamkong, Netnapha Kanpuksee, and Palakorn Wiangtai</i>			
0108	17:40	18:00	The Relationship between Financial Management and Lifestyle Planning for Retirement By Court of Justice Officials in Khon Kaen Province <i>Orawan Kanpudsa and Nontipan Prayurhong</i>			

Code	Session		Chair	Room	Start	Finish
SF3	Applied Science and Computer Technology		Dr.Virat Chareonchua	Floor 2, Room 306	15:20	18:00
0002	15:20	15:40	The Study of Plant Community Structure Discovered Melientha Suavis Pierre in Chiang Muan District Phayao Province <i>Anuwat Anawat and Sitthisak Pinmongkolgul</i>			
0005	15:40	16:00	Design and Construction of Disassembling Tools for Shaft, Pickup And Multipurpose Vehicles <i>Amnuay Kamincruae, Virote Singmanee, Anucha Srithamma, Pongsak Yoisertsut, and Choosak Ranongthai</i>			

0006	16:00	16:20	Application of Geographic Information System for Monitoring Land Use Changes in Nakhonratchasima City Municipality <i>Yaowaret Jantakat and Pongpun Juntakut</i>
0008	16:20	16:40	Biological Activities and Anthocyanin Determination of Eleutherine Americana Extract <i>Pahol Sansomchai and Onuma Chansatein</i>
0009	16:40	17:00	Effect of N ₂ Gas Flow Rate on Structure of Zirconium Nitride Thin Films Deposited by DC Magnetron Sputtering <i>Jindawan Thammapreecha and Aram Chanachot</i>
0023	17:00	17:20	The Development of GSP Application for Computer-Assisted Instruction of Mathematics Teaching in Quadrilateral area unit of Prathom Suksa 6 at Ban Thatum Donrua School, under Maha Sarakham Primary Educational Service Area Office 1 <i>Aemorn Aupata, Chakkaphan Chancharoen, and Navarat Saekhow</i>
0024	17:20	17:40	The Development of Applied High Speed Multiplication Techniques (Vedic Mathematics) for Computer-Assisted Instruction of Mathematics Teaching for Prathom Suksa 4 at Ban Mabo School under Maha Sarakham Primary Educational Service Area Office 2 <i>Phansak Uppate, Suphat Punpattanakul, and Ngamprom Onbuakhao</i>
0053	17:40	18:00	Impact of Nutritional Information on Consumer Healthy Food Choices <i>Sukanya Damkrut, Wanvilai Chulaphan, Jorge Fidel Barahona Caceres, and Tanchanok Bejananda</i>

Code	Session	Chair	Room	Start	Finish
SG3	Organization and Human Resource Management	Ms.Nisarawan Piboonpornpong	Floor 2, Room 307	15:20	18:20
0021	15:20	15:40	A Study of the Relationship between Work Factors and Performance of Employees at DokKhun Industrial Group in KhonKaen and NongBuaLamphu Province <i>Kritchada Duangtaecha and Nontipan Prayurhong</i>		
0029	15:40	16:00	Correlation between Personnel Development and Competency in Operation of Government Officers and Personnel under the Court of Justice Office, Khon Kaen Province <i>Jirapant Raknui and Nontipan Prayurhong</i>		
0033	16:00	16:20	A Study of Factors Effecting to The Organizational Commitment of Vocational Teachers in Udonthani Province <i>Juthamat Saikew and Vorapon Klongcherngsorn</i>		
0039	16:20	16:40	Motivation Factors and Transformational Leadership Affecting Organizational Commitment of the Construction Business in Bangkok <i>Jirapach Pongsunont and Natsapun Paopun</i>		
0042	16:40	17:00	A Study of the Relationship between Work Motivation and Work Efficiency of the Court Officials in the KhonKaen District <i>Chanaporn Khadun and Nontipan Prayurhong</i>		
0048	17:00	17:20	The Cost and Compensation of Broiler Raising Nong Bua Subdistrict, Ban Fang District, Khon Kaen <i>Ploynaphat Nonting, Nilubon Wongwan, Areeya Sasim, Thidarat Sirima, Jirapa Sadraksa, and Phatsarawan Duangthipjan</i>		
0052	17:20	17:40	A Study of the Relationship between the Transformational Leadership of School Administrators and School Effectiveness under Secondary Educational Service Area Office 20 <i>Yuenyong Thajjaidee, Vitorn Vipahot, Vorapol Klongchongsol, and Prayad Ruechakul</i>		
0083	17:40	18:00	The Evaluation of Occupational Support Community Enterprise, Koh Kok Community, Rayong Province <i>Phatnatcha Chotkunakitti, Yodsawinkan Kobkanjanapued, Molsikarn Tripattanasit, and Ittidej Seangpuang</i>		
0100	18:00	18:20	A Study of the Relationship between Stress, Quality of Life and Work Efficiency of Personnel Roi-Et Area Revenue Office <i>Punthararat Nachaichot and Nontipan Prayurhong</i>		

Code	Session		Chair	Room	Start	Finish
SWD	Welcome Dinners		Asst. Prof. Dr. Ungul Laptaned	Kosa Hotel	19:00	21:00
	19:00	21:00	Welcome Dinners: Authentic Chinese Food, Kosa Hotel, Khon Kaen, Thailand			

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Accounting, Finance, and Banking

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A Study of the Problems in Using Accounting Software Packages for Small and Medium Business in Khon Kaen Province

by

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Abstract

This study aims to study the problems in using accounting software packages for Small & Medium Enterprises in Khon Kaen province. The sample group consisted of 400 accountants in Small & Medium Enterprises group in Khon Kaen province by using questionnaires as a tool for data collection. Data retention period Between September - November 2019, the statistics used were percentage, average, standard deviation and statistical data. Problems in using business accounting software packages which measure in 4 aspects which are 1) personnel or human resources 2) operation 3) materials and 4) machinery. Found that personnel issues Employees still lack knowledge about the operating system of the program. Lack of ongoing training regarding program use Regarding operational and material problems resulting from the use of the program, the level is low or there are not many problems. As for the problems in the machinery or equipment in supporting that program Found that the lack of ongoing maintenance The equipment used is not supported by the program and the equipment is still out of date. Cause not agility. Suggestions for the next study were: 1) manufacturers and distributors should have a training program for accounting software and provide assistance when problems occur, and 2) buyers of accounting software packages The potential of computers and related equipment should be improved to be up to date and quality for quick use and always have reports that are up to date.

Keywords: Accounting Software, Small & Medium Enterprises, Accounting Staff

Readiness of SMEs Accountants in Accession to the ASEAN Economic Community in the Upper Northeastern Region

by

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Abstract

This study, readiness of SMEs accountants in accession to the ASEAN economic community in the upper northeastern region, aimed to 1.) study of the readiness of SMEs accountants in accession to the ASEAN economic community in the upper northeastern region 2.) compare the readiness of SMEs accountants in each business, with 364 representative samples from SMEs accountants in the upper northeastern region. Stratified random sampling was used as a sampling method. For this study, it was expected to be useful for further study, improvement of changed management, accomplishment of running a SMEs business in the upper northeastern region.

Keywords: Readiness, Accountants, ASEAN Economic Community

A Study of Demand of Knowledge on Accounting and Laws with a Good Life of Old People in Nong Daeng Chomphu District, Khon Kaen Province

by

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Abstract

Research regarding to study in wanting of knowledge about accounting and laws with a good life of old people in Tumbol Hnong sang so that has objective for studying demand knowledge about Financial Accounting and demand knowledge about laws of old people for studying the ways that right with advice to old people has knowledge about financial accounting and promote them understanding laws to has a good life for who related with them can using caring and look after benefits for them about management economics. Case study in this studying be data collection from old people who had age 60 up and live in Tumbol Hnongdang by the population example the quantitative amount 200 random. The tool which used collective data from questionnaire. Analysis data statistics by frequency Distribution, average, Standard deviation and percentage. Processing by computer program statistical package research as result the case study most being female They have age 60-70 y. Number of people 118 person live at home which they has ownership 173 person. They have income 176 person. The income and expenses lower or equal 1,000 bath per month. Most of them no have saving money and then who has saving money lower or equal 1,000 bath. Because of spent be finished 82 persons and no have income 34 persons. They paid about personals possession daily 124 persons. Most of them has debt but who has debt from themselves and is debt in the system and think that income, expenses and saving money has affect with comfortable life and good 196 persons and old people want to know about laws level middle 62 persons as want to know civil laws and commercial law. The penal law, property law they know level middle 63 persons 64 persons and 70 persons in order. The law of legal right. They want government give them the knowledge in level middle for a good living. Cheating in the most level has 89 persons 62 persons and 61 persons. Finding old people has management economic all system as a part of Saving money by deposit bank. The bank for Agriculture and Agricultural cooperatives keep by bank.

Keywords: Knowledge, Accounting, Laws

The Effects of Economic News on Stock Returns in Thailand

by

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Abstract

This study examines the effect of economic news on stock returns in Thailand, we collected monthly data of economic news from January 2012 to October 2018 and classified into four groups including GDP, employment, energy market and monetary conditions. Our results showed that stock returns have significant on negative GDP news, positive energy news, and negative monetary news. On the other hand, we found that employment news are not significant on stock returns. Future study should find out other economic variables and data collection from other platforms.

Keywords: Economic News, Stock Return

Guidelines for the Internal Control of the Financial and Accounting of Veterinary Clinics in Muang Khonkaen

by

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Abstract

The purpose of this study is to study practical guidelines for clinical financial and accounting control of veterinary clinics in Muang Khon Kaen. The goal of this study is to collect data through questionnaires from 48 accountants in veterinary clinics, the questionnaires were used to collect data and collected during the period of August - December 2562 which is the 5-month statistical data analysis, percentage, mean and standard deviation were used for data analysis. The results showed that the majority of accountants are women for 53.5% and in the age of 30 or less for 48.8%, in the bachelor's degree level for 95.3%, not over than 10 people for 95.3%, in the period of building clinic for 6-10 years for 66.8%, the clinic that has the accountant for 77%. There's a guideline about controlling the internal financial and accounting in 7 ways and the results showed at the highest level in each way as follow, 3 ways in the highest are (1) Financial control, the average is 3.5721. (2) Environmental control, the average is 3.5442. (3) Risk assessment, the average is 3.6698 and (4) Accounting control, the average is 3.4442.5. (5) Activity control, the average is 2.92096. (6) Communication control, the average is 2.8372. (7) Assessment tracking, the average is 2.82595 in the middle level.

Keywords: Guidelines, Internal Control Financial and Accounting, Veterinary Clinic

Factors That Influence the Performance of Accountancy Strategic Management of SME Business in the Province Khon Kaen

by

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Abstract

This study aimed to investigate the factors that influence the efficiency of accounting strategic management of SME business in the province. Population and sample used in this study is the small and medium business sector output in Khon Kaen. According to data from the Department of Commerce with a total area of 3663 for the research. Including small and medium-sized enterprises. Group production in the province. The questionnaire was used to collect data. Time spent on data collection in September 2562 - the month of December 2562, based on the statistical methods used to analyze data. As of the average and percentage, the study showed that respondents in this research were mostly female, 76.25 percent, aged in the range of 25-30, 42.25 percent, at a level of 68.75%, experience less than 5 years, 56.25% and average monthly income of under 15,000 per cent 49.00.

Keyword: Performance, Account Management, Strategic Business, SME

The Causal Relationship between Financial Development, Energy Consumption and Economic Growth in South East Asia

by

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Abstract

The impact of development in the financial and energy sector on the economic growth have garnered much attention. This is the case in South East Asia, where energy consumption and financial development have experienced a rapid growth. The aim of this study is to investigate the causal link between financial development, energy consumption and economic growth using panel data of Singapore, Thailand, Malaysia and Philippines from 1971 to 2014. Our models are panel ordinary least square with auto regressive based on the growth model. Our results show that there is evidence of unidirectional causality running from energy consumption to economic growth and unidirectional causality running from financial development to economic growth. These findings provide insight into the policy recommendation which is making research and development more accessible for renewable energy in the future.

Keywords: Financial Development, Energy, Growth, Auto Regressive

A Study of the Accounting Problem of Small and Medium Business in Khon Kaen Province

by

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Abstract

The researchers studied the problem of accounting for small and medium-sized enterprises in the province. The objectives are to: 1) study the problems and difficulties in the preparation of the accounts of the employees, accounts of small and medium-sized enterprises in the province, and 2) to propose to the problems and difficulties in the preparation of the accounts of accountants of small and medium-sized enterprises. The samples used in the study. Practitioners in accounting and business owners, small and medium-sized enterprises in the province, 400 of the statistical methods used to analyze data were frequency, percentage, mean, standard deviation, median to study differences mean that there is a difference from the median much. Coefficient alpha (Alpha Coefficient) by way of Akron BAC (Cronbach) study found. Most respondents were female, over the age of 30 years but not more than 40 years, most of the business owners. Educational Courses Business Trading the preparation of accounts by using the tool for the preparation of accounting. Notes by hand and computer workers in accounting or business owners trained accountants. Problems encountered in the preparation of the accounts of small and medium-sized enterprises in the province to a lesser degree. The respondents are of the opinion that. Efficacy Issues Paperwork and accounting methods. The instruments used in the performance. Cooperation and coordination A lesser degree, with an average total on each side were 2.44 2.29 2.14 and 2.23 respectively.

Keywords: Accounting SMEs, Barriers

A Study of Factor Analysis of Accounting Major at Sripatum University, Khon Kaen Campus

by

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Abstract

This studying is for study factor that effect to choosing place for cooperative education practice of faculty of accounting students, Sripathom university, khon kaen campus. Objective is investigated factor that effect to picking place for cooperative education practice to prepare before cooperative education practice. Study population is 3rd and 4 rd year undergraduate student 91 students by using interview to be tool in collect information, collecting information time length between September-November 2562. Basic statistics that use to analyze information include average standard deviation and percentage of independent variables include bachelor in accounting effect to picking place for cooperative education practice workplace representative such as leader owner variable include diligent behavior, academic achievement, research methodology is diagnostic research use assessment research methods by collect information quantitative studying from data source use information collective methods from result of this research operations is diagnostic research use assessment research methods by collect information quantitative studying from data source use information collecting methods from resulting of operations to need to know student's opinion in research that effect to choosing place for cooperative education practice to know about preparing in study practice. There are objective to investigated factor that effect to choosing place for cooperative education practice to prepare before cooperative education practice for understand the principle and know to collect experience to use in real work in the future and cope with problem that will happen in the future

Keywords: Cooperative Education, Internship

Relationship between Book Value, Basic Earnings Per Share, and Diluted Earnings Per Share with the Stock Price of Listed Companies in the Stock Exchange of Thailand: The Case of Complex Structure Companies in SET50 Index

by

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Abstract

This study aims to explore the relationship between the stock price from the listed companies with the complex structure in SET50 index with book value, primary earnings per share, and the diluted earnings per share. This study collects the data from those companies between 2013 and 2018 which are 108 samples. This study employs descriptive statistics, correlation analysis, and multiple regression analysis. The results from these analysis reveal that book value, basic earnings per share, and diluted earning form the direct relationship with the stock price of the complex structured companies listed in the SET50 index, moreover, the comparison of the relationship size found that basic earnings per share is able to explain the changed in the stock price of those companies more than diluted earnings per share.

Keywords: Basic Earnings Per Share, Diluted Earnings Per Share, Book Value, Stock Price

Research of Mudmee Thai Silk Production Group: the Cost and Return of Mudmee Silk Production Podaeng Sub District, Chonnabot District, Khon Kaen Province

by

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Abstract

This study aims at 1) examining the cost and benefits of Silk Weaving. Case Study Community Enterprise Silk Weaving Hua Fai Po District red rural district of Khon Kaen, and 2) analyzing the cost and benefits of Silk Weaving. Case Study Community Enterprise silk Mud House District Fai Po Daeng District Rural province. The sample tubes community enterprise group Mudmee Ban Hua Fai Po Daeng district rural district of Khon Kaen 78 instruments were structured interview was used statistical descriptive statistics described by frequency, percentage, and display tables. The study found that case study community enterprise silk Mud House District Fai Po Daeng District Rural province. Community enterprise group pipe Mudmee Hua Fai Po Daeng district rural district of Khon Kaen province, 78 people can be seen that in the first month of the investments made Mudmee. Production costs 6160.98 baht wage 1534.47 baht cost production totaled 10,656.36 baht total cost of 18,351.80 baht per household, so the cost per piece of 1529.32 baht cost of production of the Group of 1,431,440.78 baht revenue equals. 1,299,598.56 yields, production is -10.14% net loss for the first month of production was 131,842.22 baht. Later in the second month of the investments made Mudmee. Production costs 6160.98 baht wage 1534.47 baht depreciation in the double 165.99 baht cost production totaled 10,490.37 baht total cost of 18,185.82 baht per household, so the cost per piece equal to 699.38 baht cost of production. group's revenue was 654,615.55 baht 1,299,598.56 equal to the rate of return is 49.63% net profit growth in the production of the second month of production was 644,983.01 baht.

Keywords: Mudmee Thai Silk, Cost and Benefit

1. Introduction

Silk history with evidence and the oldest discoveries were found in China about 4,700 years ago. With evidence that can be referenced, such as an ancient Chinese book called Kai-khek that mentions Nang Nguan Hui. The wife of God Ung Ti Who was the pioneer of silk weaving from silkworms that he had accidentally noticed And spread to various districts, including neighboring kingdoms

For Thailand Found evidence relating to the oldest silk weaving around 3,000 years ago. By found silk fragments of Ban Chiang culture at Ban Na Di, Nong Han District, Udon Thani Province. And other areas in the northeastern region, which is assumed to have been raised and weaving silk as clothing distributed throughout the northeast region And the silk species that are used as native

The Comparison of the Cost and the Return of Organic Vegetable Planting in Ban Sumrong, Ban Kham Sub District, Nam Phong District, Khon Kaen Province

by

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Abstract

This research aims to study the cost and the return of organic vegetable planting. Population of this research is the members Moo 11 and Moo 12 in Ban Sumrong, Ban Kham Sub-district, Nam Phong District, Khon Kaen about 184 people. The data collecting has been conducted by interviewing during September to December in 2019. Also, statistics for data analysis concludes percentage and mean. The result has shown that organic vegetable planting's cost, including the raw material is approximately 20,892 Baht. The wage is around 89,000 Baht. The manufacturing overhead is 15,958 Baht, divided into fixed cost for 3,000 Baht and variable cost 3,000 Baht. Those costs are calculated as total raw materials + total wage + total manufacturing overhead around 125,808 Baht. Also, selling and service expenses equate to 1,500 Baht. The net profit per year is 20,892 Baht and rate of return of selling is 14.10% Suggestion: 1) Researcher should study the cost and the return of organic vegetable planting of other samples in order to compare the cost and the return as the model to further develop. And 2) Researcher should study the development guideline in organic vegetable planting to outside of the community or the nation.

Keywords: Production Cost, Return on Production, Organic Vegetable

Opinions about the Characteristics of Desirable Accountants of Business Entrepreneurs in Mueang District, Khon Kaen Province

by

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Abstract

The objective of this study (1) to study opinions on the characteristics of desirable accountants of business entrepreneurs in Khon Kaen province, and (2) to compare the characteristics of desirable accountants Of business operators in Khon Kaen Province With business type The business model and registered capital are different with the assumption of research which are business operators in Khon Kaen province. There are opinions about the bookkeeper feature. And the business entrepreneurs with different types of businesses, business models and registered capital, have different opinions about the characteristics of desired accountants, determine the group size. Samples based on the principles of Taro Yamane received a sample of 217 people. Tools used in Data collection was a questionnaire. Polling using the ELFA license (Coefficient) obtained .9581 confidence statistics for data analysis. By finding the frequency, percentage, mean and standard deviation, test the difference by using t-test (Independent Samples T-test) and the method of analysis One-way Analysis of Variance and Least Square Difference (LSD) tests. According to the study, it was found that females were more female than most males aged 25-35 years, with a bachelor's degree in Most establishments, positions, managing partners, managing directors, and most of their work experience 6-10. Most of the business information and accounting operations are Service business more than business Commerce and industry. There are more types of businesses as limited companies. limited partnership Most of the samples have registered capital of more than 20 million baht, followed by more than 10 million baht. The operation of the business does not have an accountant. (No own account preparation but using office services Accounting) Most accountants have a bachelor's degree in accounting. Most of the accounting features of The business is to do it yourself together with the use of accounting services. Next is to prepare yourself, the program used in the business to Most of the bookkeeping was done by Express for Windows.

Keywords: Characteristics, Desirable Accountants, Business Entrepreneurs

Factors for Consideration of Accounting Office Operations in Khon Kaen Province

by

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Abstract

The purpose of this study was to study the factors of considering the accounting work of the accounting office in Khon Kaen province. The objective is to study the factors in considering the accounting work of the accounting office in Khon Kaen province. To be a guideline to improve and improve the quality of the accounting firm in the future. This research is a quantitative research. The data were collected from a questionnaire consisting of 43 accounting firms in Khon Kaen province. Research was done using statistical software for data processing. The results of general data analysis revealed that 1) general data analysis found that most of the sample groups are female. Between 31-40 years old, master's degree with office ownership position most of the 10-20 years working experience in the accounting firm have never been an auditor. 2) be the decision maker for the job there is an office location in Khon Kaen province. There is a period that the registered accounting firm has established since 11-15 years to establish an office with the registered capital. Less than or equal to 1,000,000 baht. There are 6-10 accounting staff in the office and more than 50 customers.

Keywords: Accounting, Auditor

Success Factors of Accounting Information System in the Department of Local Administration, Khon Kaen Province

by

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Abstract

The objectives of the study were to examine the level of utilizing Accounting Information System (AIS) in the department of local administration, Khon Kaen and to compare factors towards success of using AIS in the department of local administration, Khon Kaen. The study was classified into individual information (genders, ages, educational status, fields of study, a position, and years' experience). The data derived from a survey which was used for employees in the department of local administration. The subjects consisted of 341 employees whose work was associated with AIS. Based on Krejcie and Morgan's approach, the multi-stage sampling was applied for a sample size. It revealed that the reliability was at .907. The data were analyzed, using frequency, percentage, mean, standard deviation, t-test, independent sample, and one way ANOVA. The findings showed that overall, there was a moderate level of factors towards success of using AIS in the department of local administration, Khon Kaen. In reference with the classifications, it was found that it showed the high level of personnel, the moderate level of the development of structure, and the low level of technology. In addition, concerning the comparison of factors towards success of AIS in the department of local administration, the result revealed that the subjects with different personalities showed that their attitudes towards success of AIS were not significantly different at level of .05.

Keywords: Accounting Information System, Local Administration

A Study of the Cost and Return from Rice Cultivation for Farmers, Mueang District, Khonkaen Province

by

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Abstract

The objective of study was to analyze cost and return from rice cultivation for farmers at moo.22, Sila Sub-District, Mueang District, Khonkaen Province. The population of this research was the farmers at Ban Nong Hin, Sila Sub-District, Mueang District, Khonkaen Province. This survey used quantitative research as an instrument by interviewing a group of farmers at Moo.22, Sila Sub-District, Mueang District, Khonkaen Province. The average rice field was 1-15 Rai. The majority of the research population was made up from 194 households. Purposeful sampling allowed consideration that the way they cultivate is not dissimilar. The data was collected during the period of cultivation from September to December 2019. The results of the study showed that the major costs of rice farming comprised of ฿385.06 for raw material costs, followed by ฿701.03 for labor costs, and ฿4100.00 of overhead costs. The research shows that the production cost is the maximum, which does not relate to the analysis of the production cost structure of rice planting at office of Agricultural Economics.

Keywords: Cost and Return, Rice Cultivation, Farmer

The Relationship between Financial Management and Lifestyle Planning for Retirement By Court of Justice Officials in Khon Kaen Province

by

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Abstract

The objectives of this study were: 1) to study the financial management plans of the court officials. 2) to study the life after retirement plans of the court officials. 3) To study the relationship between financial management and life after retirement plans of the court officials by comparing data classified by personal factors. The researcher used questionnaires as the data collection tool. The sample consisted of 149 civil servants from the Courts of Justice in Khon Kaen Province. The sample size was selected according to Yamane's formula at 95% confidence level and acceptable tolerances, set equal to 0.05 using statistics for social science research. The study used the following basic statistics; frequency, percentage, average (A), and standard deviation (S.D), to test the hypothesis; comparing the mean values of 2 groups using T-test statistics, comparing the average of 3 groups or more using F-test statistics, and One-Way ANOVA. When significant differences were found at the level of .05, the paired mean scores were analyzed for testing by the Scheffe's Post hoc Comparison method. The Pearson Product Moment Correlation Coefficient was analyzed. The study found that: The court officials had moderate levels of financial management, with an average of 3.11. The highest level was for incomes, followed by; expenditures, savings, and investments, in descending order. Court officials had plans for life after retirement, at a high level, with an average of 3.49. Most had a plan for their lifestyle after retirement, followed by physical, then financial plans, in descending order. Financial management related to the planning of the retirement lifestyle of the court officials in the same direction, with statistical significance at the level of 0.05. When analyzed for each aspect, it was found that financial management in every aspect was related to their planning for life after retirement in the same direction, with statistical significance at the level of 0.05.

Keywords: Financial Management, Lifestyle Planning for Retirement

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The Study of Plant Community Structure Discovered *Melientha Suavis* Pierre in Chiang Muan District Phayao Province

by

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Abstract

The study of plant community structure discovered *Melientha suavis* Pierre in Chiang Muan District, Phayao Province. Aimed to investigate physical factors and vegetation diversity that influenced *Melientha suavis* Pierre in study area. The study was conducted from September to November 2018 at 4 stations. Results showed that physical factors affection each station were temperature ranged from 24.62 - 30.13 °C, humidity ranged from 66.95 - 87.17 %, light intensity ranged from 1,106.4 – 3,756.6 lux, and soil texture which was sandy loam. Soil pH showed medium acidity, strong basicity, and neutral. Vegetation diversity showed 20 families and 30 species classified to 19 families and 32 species of large tree and 8 families and 14 species of young trees. Predominant trees affecting ecology of *Melientha suavis* Pierre were *Dipterocarpus obtusifolius* Teijsm ex Miq., *Shorea obtusa* Wall, *Shorea siamensis* Miq., respectively. Shannon-Wiener Diversity Index from 4 stations were 2.35, 2.26, 2.55, 2.21, respectively. Evenness Index from 4 stations were 0.75, 0.75, 0.89, 0.73, respectively.

Keywords: Plant Communities, *Melientha Suavis* Pierre

Design and Construction of Disassembling Tools for Shaft, Pickup And Multipurpose Vehicles

by

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Abstract

The aims of this research were to design and construction of disassembling tools for shaft, pickup and multi-purpose vehicles and effectiveness tools for shaft, pickup and multi-purpose vehicles. A framework for research is construction of disassembling tools for shaft, pickup and multi-purpose vehicles and effectiveness tools for shaft, pickup and multi-purpose vehicles. The sampling used in this research was 6 people in Tripetch Isuzu Service. Data analysis is percentage of received values Mean (\bar{x}) and Standard deviation (S.D.). The statistical result of study effectiveness tools for shaft, pickup and multi-purpose vehicles is overall effectiveness tools for shaft, pickup and multi-purpose vehicles is very good with Mean (\bar{x}) is 4.55 and Standard deviation (S.D.) is 0.30 .

Keywords: Propeller Shaft and Universal Joint, Slip Joint, Universal Joint

Application of Geographic Information System for Monitoring Land Use Changes in Nakhonratchasima City Municipality

by

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Abstract

Urban environment is essentially key one in Nakhonratchasima City Municipality (NCM) that is caused by land use changes particularly changing from green areas to any sort of housing construction, shopping mall, roads and streets, and other infrastructures. In NCM area, it will affect to in low-lying areas and then occurs water pollution if it happens severe flooding from stormwater in 2010. The data shows spatiotemporal land use changes of NCM in this paper. The available land use data from Land Development Department (LDD) in 2007, 2011 and 2015 and 2019 (was loaded from satellite images in Google Earth and analysed by digital image processing) were analyzed changing of urban land use for this study using open source Quantum GIS (QGIS) software. The results indicate that urban and built-up lands is the dominated land use in NCM. Urban and built-up lands have increased in year 2007 accounted by 31.60 sq.km (83.64%), in 2011 accounted by 32.22 sq.km (85.28%), in 2015 accounted by 32.06 (84.86%) and in 2019 accounted by 33.12 sq.km (87.67%). For other NCM land uses, agricultural lands decreased from 3.7 sq.km (9.79%) in 2007 to 3.24 sq.km (8.58%) in 2011 and continuously stable until 2019, as same as the miscellaneous lands. Water bodies have not been changed. As conclusion, urban growth of NCM could not stop while greenness of NCM areas are still stable. We suggest that official of NCM should suitable implementation of different strategies together with local agencies and communities for adding urban green spaces.

Keywords: Geographical Information System, Land Use Change, Quantum GIS, Nakhonratchasima City Municipality

Biological Activities and Anthocyanin Determination of Eleutherine Americana Extract

by

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Abstract

Eleutherine americana (*E. americana*) known as Wan-Hom-Deang, is herbal plant that its red blub have been used for traditional medicine. This study was aimed to measure its antioxidant activities, antimicrobial activities, and anthocyanin content in *E. americana* extract by ethanol. The 95% ethanol crude extract of *E. americana* showed IC₅₀ to scavenge DPPH and ABTS radicals at 254.79±4.63 and 182.23±1.43 µg/ml, respectively. Whereas Trolox (positive control) equivalent antioxidant capacity of extract was 8.60±0.23 mg/mg and 16.30±0.19 mg/mg extracts. The inhibition zone to *Staphylococcus aureus* (*S. aureus*), *Escherichia coli* (*E. coli*), *Pseudomonas* sp. and *Salmonella typhimurium* (*S. typhimurium*) in the medium was measured and compared to sterile distilled water (negative control) and vancomycin (positive control). The IC₅₀ value of extracted *E. americana* for inhibiting to *S. aureus*, *E. coli*, *Pseudomonas* sp. and *S. typhimurium* were 9.33 ± 0.58 mm, 8.00 ± 1.00 mm, 7.50 ± 1.00 mm, and 9.00 ± 0.58 mm, respectively ($p < 0.05$). The negative control was 0.40 ± 0.00 mm and positive control was 10.00 ± 0.50 mm. The total anthocyanin content (TAC) was measured by the pH-differential method. The amount of TAC at pH 1 gave the highest amount of TAC at 774.83 ± 5.84 mg/100g extract. It can be concluded that the *E. americana* extract showed the biological activities against to radicals and gave good inhibition to bacteria. The antioxidant substance such as anthocyanin was found in the extract. This study could be developed as a composition of cosmetic formulation such as color cosmetic.

Keywords: Eleutherine Americana, DPPH, ABTS, Microbial Inhibition, Anthocyanin

Effect of N₂ Gas Flow Rate on Structure of Zirconium Nitride Thin Films Deposited by DC Magnetron Sputtering

by

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Abstract

The present work investigates structural of zirconium nitride (ZrN) thin films deposited on glass and silicon wafers substrates by DC magnetron sputtering of a zirconium target in an argon-nitrogen mixture. In order to study the effect of N₂ gas flow rate on structure of ZrN thin films. The as-deposited films were characterized by XRD, AFM and FE-SEM, and Raman Spectroscopy. The results show that the ZrN thin film has golden yellow color. The structural of ZrN at N₂ gas flow rate during 1.0 sccm to 2.0 sccm have the crystal structure of the face centered cubic (fcc) the plane (111), (200), (220), (311) and (222) respectively, with the plane (111) with preferred orientation. The N₂ gas at a flow rate of 2.0 sccm have the highest crystals. When N₂ gas flow rate increased from 1.0 sccm to 2.0 sccm found that a thin film coating thickness was decreased from 1.256 μm to 0.774 μm . The color, Structure and thickness of film depending on the N₂ gas flow rate.

Keywords: N₂ Gas Flow Rate, Thin Films, Zirconium Nitride, Sputtering

The Development of GSP Application for Computer-Assisted Instruction of Mathematics Teaching in Quadrilateral Area Unit of Prathom Suksa 6 at Ban Thatum Donrua School, under Maha Sarakham Primary Educational Service Area Office 1

by

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Abstract

The objectives of this research were 1) to compare student study results in Mathematics with pre-test and post-test in application of GSP program as computer-assisted instruction in Quadrilateral areas unit of Mathematic department, Prathom Suksa 6 at Thatum Donrua School 2) to investigate the student's satisfaction toward teaching administration with GSP computer-assisted instruction. The research acquired sampling from fourteen students in Prathom Suksa 6 at Thatum Donrua School who enrolled in the 1st semester, the sampling was purposive sampling for data collection. The research instruments used questionnaire to investigate the student's satisfaction in application of GSP computer-assisted instruction of Mathematic department in Quadrilateral areas unit for Prathom Suksa 6 students. The study results employed statistical data from mean (\bar{x}), standard deviation, and dependent t-test. The finding indicated that 1) an application of GSP computer-assisted instruction of Mathematic department in Quadrilateral areas unit for Prathom Suksa 6 at students at Thatum Donrua School has significantly increased at 0.01 and 2) student's satisfaction toward teaching administration with GSP computer-assisted instruction of Mathematic department in Quadrilateral areas unit for Prathom Suksa 6 at students at Thatum Donrua School were at the most satisfied level.

Keywords: Quadrilateral Areas Unit, GSP Computer-Assisted Instruction

The Development of Applied High Speed Multiplication Techniques (Vedic Mathematics) for Computer-Assisted Instruction of Mathematics Teaching for Prathom Suksa 4 at Ban Mabo School under Maha Sarakham Primary Educational Service Area Office 2

by

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Abstract

The purposes of this research were 1) to compare Mathematics study results before and after teaching High Speed Multiplication Techniques (Vedic Mathematics) for Computer-Assisted Instruction of Mathematics Teaching for Prathom Suksa 4 at Ban Mabo School 2) to study the learners' satisfaction with the learning and teaching by using High Speed Multiplication Techniques (Vedic Mathematics) for Computer-Assisted Instruction of Mathematics Teaching for Prathom Suksa 4 at Ban Mabo School. The target group was Prathom Suksa 4 students whom study in the first semester in 2019 at Ban Mabo School under Maha Sarakham Primary Educational Service Area Office 2: 28 students by using simple random sampling. The research instrument was applied high speed multiplication techniques (Vedic Mathematics) for Computer-Assisted Instruction of Mathematics Teaching for Prathom Suksa 4 and satisfaction questionnaire. The statistics of research used average, standard deviation and dependent t-test. The research found that 1) the result of Mathematics study result after learning with High Speed Multiplication Techniques (Vedic Mathematics) for Computer-Assisted Instruction of Mathematics Teaching for Prathom Suksa 4 at Ban Mabo School was higher than before learning by the statistical significance at the level of .01 and 2) the students' satisfaction to learning by using High Speed Multiplication Techniques (Vedic Mathematics) for Computer-Assisted Instruction of Mathematics Teaching for Prathom Suksa 4 students at Ban Mabo School was the highest level.

Keywords: Multiplication Skills, High Speed Multiplication Techniques

Impact of Nutritional Information on Consumer Healthy Food Choices

by

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Abstract

Nutrition information on food products has become a tool to communicate and educate consumers. This paper examines the link between nutrition label use and consumers' healthy food choices. There are three types of labels; Guideline Daily Amount (GDA) label, healthier choice symbol and nutrition/health claims. The results indicate that the use of nutrition information label was the most influenced consumers to buy healthier food products following by GDA label, healthier choice symbol and nutrition/health claims respectively. Future study should be targeted to consumers in other group and the factors that explain consumers' use of each nutrition labels should be considered.

Keywords: Nutrition Label Use, GDA Label, Healthier Choice Symbol, Nutrition Claims, Health Claims, Healthy Food Choice

Business and Marketing Management

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Risk Management for Reducing Electric Energy Costs with Balanced Scorecard

by

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Abstract

This research aims to manage risk to reduce the cost of electricity by Balance Scorecard. COSO ERM (The Committee of Sponsoring Organizations of the Treadway Commission : COSO (2012)). Consists of searching for risks, Risk assessment, Risk management, Monitoring risk management results and finding ways to reduce risks. the area 5118 Is a class size room 148.92 Square meter Average energy consumption per term is equal to 55,455.15 KWh, the area 5202 High power consumption Is a class size room 130.81 Square meter Average energy consumption per term is equal to 32,713.96 KWh, the area 5213 High power consumption Is a class size room 129.20 Square meter Average energy consumption per term is equal to 31,679.46 KWh, the area 5103 High power consumption Is a class size room 201 Square meter Average energy consumption per term is equal to 26,670.54 KWh, the area 5216 Moderate power consumption Is a class size room 129.20 Square meter Average energy consumption per term is equal to 16,711.05 KWh, the area 5208-1 Moderate power consumption Is a class size room 32.95 Square meter Average energy consumption per term is equal to 16,419.89 KWh, the area 5109 Moderate power consumption Is a class size room 147.46 Square meter Average energy consumption per term is equal to 14,066.30 KWh.

Keywords: Risk Management, Electricity Cost Reduction, Balance Scorecard

Factors Affecting The Decision To Join The OCS / PCS Company in Bangkok Metropolitan Region

by

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Abstract

The following purposes of this research, 1) Population Factors, such as gender, education, salary per month and years' experience which affect consideration to work for OCS/PCS Company in Bangkok Metropolitan Region. 2) Strategy of Proactive Recruitment, for instances Human Resource Plan, Recruitment, Selection, Training including Performance Assessment which affect consideration to work for OCS/PCS Company in Bangkok Metropolitan Region. 3) Motivation Factors as follows: compensation, privilege, security, health, labor relation together with relationship which affect consideration to work for OCS/PCS Company in Bangkok Metropolitan Region. There are 90 candidates for representative sample that has been recruited by specific random sampling complies with proportion of company, 3 branches, 30 sets per branch. The instrumentation of research is questionnaire. Statistic which has been used in data analysis consists of Percentage, Frequency, Standard deviation and analyzing data from questionnaires by t-test, F-Test (One way ANOVA) and Multiple Regression Analysis. When considering perspective, the research has found that there are male personnel for 67.78 percent, at the age of 40 years old or above for 30.00 percent, educational background in grade 9 – 12 for 35.56 percent, monthly income between 10,001 – 30,000 Baht for 73.33 percent, 3 – 6 years' experience for 42.22 percent, including different genders affect consideration to work for OCS/PCS Company in Bangkok Metropolitan Region. The Strategy of Proactive Recruitment Factors has effect for consideration to join OCS/PCS Company in Bangkok Metropolitan Region with high level of perspective. The research found that Strategy of Proactive Recruitment Factors in Recruitment, and Selection have relation for personnel to consider joining work, with high level and unidirectional relation. Motivation Factors affect consideration to work for OCS/PCS Company in Bangkok Metropolitan Region with high level of perspective. The research found that Motivation Factor in compensation and privilege have relation for personnel to consider joining work, with high level and unidirectional relation.

Keywords: Decision Making, OCS, PCS

The Relation between Marketing Mix and Acceptance of Using MYMO Application by GSB in Kamalasai District, Kalasin

by

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Abstract

This objectives of this study are 1) to study the acceptance of using MYMO in Kamalasai district, Kalasin 2) to study the factors which are related to the acceptance of using MYMO in Kamalasai district, Kalasin 3) To compare the acceptance of using MYMO in Kamalasai district, Kalasin individually. The sample is 300 people who is the Government savings bank's customer in both credit and deposit segment. Data collected by the questionnaire with 5 likert scale and the methods used to analyze the data are frequency, percentage, mean and Standard deviation. Hypotheses tested by 3 methods consist of 1) Independent t-test for the sample with 2 factors (Gender) 2) One way ANOVA for the sample with more than 2 factors (age, education, occupation and income) 3) Nonparametric Statistics Chi-square for differentiating the marketing mix and requirement of using the application MYMO. The result demonstrated that the most responses of the sample is female who is 15-24 years old in married status, graduated in bachelor degree, works as the government officer/ government enterprise, the income is less than 10,000 baht per month. The marketing mix that affects to the acceptance of using MYMO by GSB is in the level of 4 in 5 likert scale included product price place and promotion and the level of acceptance of using MYMO in 5 likert scale is 4 for all factors included capability, timeliness of information and systems reliability. The individual factors consist of gender, age, marriage status, education, occupation and income affect the acceptance of using the application differently but significantly. The different factors in Marketing mix affect the acceptance of using the application differently.

Keywords: Acceptance, Application, Marketing Mix, MYMO by GSB

Modern Management Approach of Restaurant Business in Khon Kaen Province

by

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Abstract

This study aimed to investigate the modern management approach of restaurant business in Khon Kaen province using qualitative inquiry design. The sample group were local entrepreneurs who have 20 years of experiences in the restaurant business. The purposive sampling was employed and in-depth interview was conducted as a tool for data collection. Regarding data analysis, content analysis was done based on the twelve disciplines of intelligent organizational culture theory. The findings indicated that modern management concepts of restaurant business in Khon Kaen province have been successful for more than 10 years by adopting the concept into their organization to be ready for economic, social, cultural fluctuations and increase the capability of 12 factors, namely confidence, carelessness, strategic planning, possessing leadership in building relationships in the organization, employees equipped with basic skills, skills for using assistants, participating in sharing opinions, providing freedom of thought, talent management, having recording system, promoting the use of ICT in all employees for academic excellence and professionalism, and living a happy life. The research methodology in this study used the qualitative inquiry model which requires an in-depth interview. The sample group consisted of 20 restaurant entrepreneurs in Khon Kaen province who have had experience in restaurant business for over 10 years with the total of 20 people. The researchers employed purposive sampling and used the interview form as a tool for data collection. Validation was performed by 3 experienced experts in modern management and scholars in community business development; IOC = 1.00. Data analysis was using analytical method or content analysis based on the related theory. These research findings are suitable to adopt as a guideline for operating a restaurant business. Entrepreneurs can manipulate the potentials to apply in their business management by observing the principles that focus on quality, value, and morality which will be leading to sustainable development in the business.

Keywords: Modern Management, Restaurant, Approach, Business, Entrepreneurs

The Relationship between Marketing Mix and Financial Investment Behaviors of Senior Citizens in Nong-Rua, Chumpae, and Sichomphu District, Khon Kaen Province

by

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Abstract

The objectives of this research were 1) to study marketing mix which influence decision of senior citizens on financial investment in Nong-Rua, Chumpae, and Sichomphu District, Khonkean 2) to study behaviors that had an impact on financial investment of senior citizens in Nong-Rua, Chumpae, and Sichomphu District, Khonkean and 3) to examine the relationship between marketing mix and financial investment behaviors of senior citizens in Nong-Rua, Chumpae, and Sichomphu District, Khonkean. The research setting focused on 400 samples who were senior citizens. Questionnaires were collected in this study. Descriptive statistics and Chi-Square test were used to preform research hypothesis testing. The results of this research indicated that most of senior citizen in the study area were female, 60-70 years old, married status, earned bachelor degree, former occupation was in government organization, monthly income 5,000 baht. The marketing mix that influence decision of senior citizens on financial investment was in high level ($X=3.71$). When considering the factors of the marketing mix, people had the highest score from the samples ($X=4.50$). The factors with high score were product ($X=4.36$), place ($X=3.55$), Physical ($X=3.53$), and promotion ($X=3.50$). The factors with medium score were price ($X=3.37$) and process ($X=3.16$). The sample group decided to have financial investment in high level ($X=4.11$). The result of hypothesis testing was the sample group with different education, former occupation, and monthly income had different decision on financial investment. The factors of marketing mix including product, price, place, promotion, process and physical had relationship with the decision on financial investment. Whereas, the factor of people has no relationship with decision on financial investment of senior citizens in Nong-Rua, Chumpae, and Sichomphu District, Khonkean based on statistical significance (p -value 0.05).

Keywords: Marketing Mix, Financial Investment Behaviors, Senior Citizens

The Relationship between Marketing Mix and Purchase Decision of Fresh Coffee at the Gas Station in Nong Ruea and Chum Phae Districts in Khon Kaen Province

by

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Abstract

The objective of this research is 1) to study the marketing mix of purchasing fresh coffee in the gas stations; 2) to study the purchase decision of fresh coffee at the gas station; and, 3) to examine the relationship between the marketing mix and the purchase decision of fresh coffee at the gas station. The samples consisted of 400 people in Nong Ruea and Chum Phae districts in Khon Kaen. The instrument used in data collection was a questionnaire. Percentage, mean, standard deviation (SD), t-test, One-way ANOVA, and multiple regressions were used in data analyses. The study indicated that the samples' opinions on the marketing mix of fresh coffee at the gas stations were overall at a high level. The scores were at a high level in all aspects: ranging from high to low scores, product, people, process, place, price, physical evidence, and promotion respectively. The samples' opinions on the purchase decision of fresh coffee at the gas stations were overall at a high level. After testing the research hypotheses, it found that the different age, education, and careers of the sample were different at the 0.05 level of significance of purchasing fresh coffee at the gas station. There was no difference of significance of purchasing fresh coffee at the gas station of gender, monthly income, and work status. There was different at the 0.05 level of significance of the marketing mix of price, purchasing channel, personnel, physical characteristics, service processing related to decision of purchasing fresh coffee at the gas station. The products and sales promotion were no relationship with the decision to purchase fresh coffee at the gas station.

Keywords: Marketing Mix, Purchase Decision, Fresh Coffee, Gas Station

Relation between the Marketing Mix and Quality of Thai Traditional Therapeutic Massage Service for the Elder in Mueang District, Khon Kaen Province

by

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Abstract

This study, the learner aims to: 1) study the quality of Thai traditional therapeutic massage service for the elder in Mueang, Khon Kaen, 2) for the person who runs the business about the service of Thai traditional therapeutic massage for the elder in Mueang, Khon Kaen to apply the result of the study to be used in marketing planning about the marketing mix in order to build the quality in service through classifying by personal factors such as gender, age, average monthly salary, marriage status, number of family member and lifestyle. The learner randomized the sample by chance, it is choosing the sample by independent of the principle which surveying the opinions of 120 elders who received the service of Thai traditional therapeutic massage in Mueang, Khon Kaen. The learner used the questionnaire as a learning tool to collect the data by collecting from the elders who received the service of Thai traditional therapeutic massage. The result of relation between the marketing mix and quality of Thai traditional therapeutic massage service for the elder in Mueang, Khon Kaen found that the service receiver who is different in gender expressed their opinions upon the quality of service similarly. For the service receivers who are different in age, average monthly salary, marriage status, number of family member and lifestyle expressed their opinions upon the quality of service about product, price, place, promotion, people, physical evidence and presentation and process differently statistically significance at level .05.

Keywords: Marketing Mix, Therapeutic Massage, Elder

Factors Influencing Foods Purchase through Applications Grab Food and Food Panda in the Mueang District, Khon Kaen Province

by

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Abstract

The purpose of this research is to analyze data between demography and service behavior, food ordering via Grab Food and Food Panda's applications to study the attitudes that affect the use of food ordering services through the Grab Food and Food Panda applications of customers. in the Mueang District Khon Kaen and for comparison Food ordering through Grab Food and Food Panda's applications. This research is qualitative research. By conducting a questionnaire. The sample consisted of 400 people, male and female, who studied in 5 educational institutions, which are Sriprathum university Khon Kaen Campus Rajamangala University of Technology Isan Khon Kaen Campus Graduate university of asia Khon Kaen Vocational College Kaen Nakorn Wittayalai School Who use food ordering services through Grab Food and Food Panda applications. The results showed that those who responded to this questionnaire Most of them are 227 females and 173 males. Most are 15-20 years old. The total number of 222 people was followed by 21 - 30 years of age and 31 - 35 years of age with 161 undergraduate educations, followed by Diploma / high vocational education, 90 people, followed by high school / vocational education, 70 people, followed by junior high school, 68 people and masters, 11 people, career students are 374 people. Followed by general employment, with 17 people, followed by civil servant / state enterprise employees with 5 people, followed by company and personal business, equal 2 people, with 350 people without income. Followed by 5,000 - 10,000 baht, 22 people, followed by 10,000 - 15,000 baht, 11 people, followed by 15,000 - 20,000 baht - 10 people, followed by under 5,000 baht, 5 people and followed by more than 20,000 Baht 2 persons

Keywords: Grab Food, Panda Food, Attitude, Ordering Service

A Correlation between Change of Economic Condition and Competency in Adaptation of Silk Community Enterprise in Ban Phai Sub District, Khaen Nuea District, Khon Kaen Province

by

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Abstract

This research has two objectives: 1) to study the change of economic condition in Khaen Nuea District, Ban Phai Subdistrict, Khon Kaen province, 2) to study the competency in adaptation of silk community enterprise in Khaen Nuea District, 3) to compare the correlation between change of economic condition and competency in adaptation of silk community enterprise in Khaen Nuea District, and 4) to compare the adaption competency based on personal factors through the use of quantitative research and sampled groups of silk community enterprise in Khaen Nuea District, total of 50 persons. Collection data is conducted through questionnaire with five levels of scaling. Statistical. Methods used for the data analysis are frequency, percentage, mean standard deviation. Statistics used for proving hypothesis are as followed, or comparison of mean values of 2 groups, T-test method, comparison of 3 groups, F-test method, analysis of variance, One Way ANOVA method in order to find discrepancy with significant value of 0.05, respectively. The analysis of pair comparison of mean value is then used to verify Scheffe's Post hoc Comparison.

Keywords: Change, Alternation, Adaptation, Silk Community Enterprise

The Relationship between Marketing Mix and Its Effects on Dietary Supplement Products Buying Decision of the Elderly in Chum Phae Sub District, Nong Rue Districts, Khon Kaen Province

by

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Abstract

The purposes of this study were 1) to study the marketing mix factors that affect dietary supplement products buying decision of the Elderly in Chum Phae and Nong Rue districts; 2) to examine dietary supplement products buying decision of the Elderly in Chum Phae and Nong Rue districts; and, 3) to investigate the relationship between marketing mix and its effects on dietary supplement products buying decision of the elderly in Chum Phae and Nong Rue districts. The samples were 400 old people in Chum Phae and Nong Rue districts. The instrument used in data collection was a questionnaire. Percentage, mean, standard deviation (SD), t-test, ANOVA, and multiple regression were used in data analyses. The results show that the overall scores of samples' opinion towards the marketing mix factors that affect dietary supplement products buying decisions are at a high level ($\bar{X}=4.11$). When considering each aspect, it is found that the scores are at a high level in all aspects: product ($\bar{X}=4.21$), promotion ($\bar{X}=4.12$), place ($\bar{X}=4.07$), and price ($\bar{X}=4.05$), respectively. The overall scores of the samples' dietary supplement product buying decision are at a high level ($\bar{X}=4.11$). After the hypotheses were tested, it is found that the samples who are differed in marital status, education degree, occupation, and monthly income also buy different dietary supplement products. In other words, the different background is related to and influences the dietary supplement products buying decision at the 0.05 level of significance.

Keywords: Buying Decision, Dietary Supplement Products, Elderly People

Factors Affecting the Decision Making on Purchasing Products from the Online Application in Mueang District, Khon Kaen Province

by

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Abstract

The objective of this research is to examine factors affecting the decision making on purchasing products from the online application in Mueang Khon Kaen district by using questionnaires as a tool to collect data from 400 consumers who have made payments by online applications in Mueang Khon Kaen District. The statistics used in the analysis were survey factor analysis using the Varimax axis rotation method. It can be divided into 6 factors: product and technology acceptance factor, safety and reliability factor, a factor of price, quality, variety of product in an application and on-time delivery, a factor of personal service and the beauty of the application, marketing promotion factor, and a factor of public relations and communication with consumers. It was found that different occupations differently affect the decision making on purchasing products from the online application of the sample in Mueang Khon Kaen district. The group of students had a higher average of purchasing decisions more than those who were employed by private companies.

Keywords: Application, Online Product

The Factors Influencing to Decision Making in Selecting the Elderly Nursing Home Care in Khon Kaen Province

by

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Abstract

The objectives of this research were 1) to study attitudes towards the use of the elderly nursing home in Khon Kaen; 2) to study the marketing mix factors that influence the decision making in selecting the elderly nursing home in Khon Kaen; and, 3) to examine the influences of factors affecting the selection of the elderly nursing home in Khon Kaen. The samples consisted of 400 old people in Khon Kaen selected by convenience sampling. The instrument used in data collection was a questionnaire. Percentage, mean, standard deviation (SD), correlation, and multiple regression were used in data analyses. Results show that: 1) the majority of samples were female aged 60-69 years old, got married, had two children, held undergraduate degrees, worked as housewives, and had a monthly income between 1-10,000 Thai baht, 2) the level of the samples' attitudes towards the use of the elderly nursing home services in Khon Kaen was overall at a high level. The scores were at a high level in all aspects: ranging from high to low scores, behavioral, feeling, and understanding aspects, respectively, 3) the level of samples' opinions towards marketing mix factors that influence the decision making in selecting the elderly nursing home in Khon Kaen was at a high level. The scores were at a high level in all aspects: ranging from high to low scores, people, product, physical evidence, price, process, place, and promotion, respectively, 5) the level of samples' decision to select the elderly nursing home in Khon Kaen was at a high level. The scores were at a high level in all aspects: ranging from high to low scores, post-purchase behavior, evaluation of alternatives, purchase decision, information search, and problem recognition, respectively, and 5) after testing the research hypotheses, it showed that the attitude factors are positively correlated with the decision to select the elderly nursing home ($r=0.659 - 0.694$) and the marketing mix factors are also positively correlated with the decision to select the elderly nursing home ($r=0.553-0.728$). The variables that are correlated with and can predict the decision to select the elderly nursing home services including physical evidence, people, behavior, feeling, and promotion, respectively; besides, all of which can predict people's decision making in selecting the elderly nursing home at 72.5%. The other factors such as understanding, product, price, place, and process, are not correlated with the decision to select to the elderly nursing home.

Keywords: Decision Making, Elderly Nursing Home Care

The Influence of Perceived Brand Equity on Decision to Buy Maternity and Baby Products VIA Online Catalogue of Consumer in Bangkok Metropolitan region

by

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Abstract

The objective of this research was to study the influence of Perceived brand equity on decision to buy maternity and baby products via online catalogue of those who resided in Bangkok Metropolitan Region. The sample group in this study included 400 Bangkok Metropolitan residents who used to purchase maternity and baby products via online catalogue. A study was carried out using a questionnaire. The statistical data analysis was conducted using Multiple Regression Analysis. The results from the study showed that perception of brand equity had an influence on the desire of the sample group to buy maternity and baby products via online catalogue at a statistically significant level of 0.05. Other proprietary brand assets has the most influence on decision to buy maternity and baby products via online catalogue ($\beta = 0.281$), follow by brand awareness ($\beta = 0.259$) and brand association ($\beta = 0.203$) respectively. The equation illustrated that brand equity has influence on decision to buy maternity and baby products via online catalogue with 52.3 percent.

Keywords: Brand Equity, Buying Decision, Maternity and Baby Products, Online Catalogue

The Effect of the Customer's Satisfaction on Loyalty Towards Using Karaoke in Muang District, Khon Kaen Province

by

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Abstract

The objective of this research are 1) to study customer satisfaction on the marketing mix of karaoke bars, 2) to study the loyalty of customers using karaoke bars, 3) to test the influence of marketing mix satisfaction which affects the loyalty of customers' service selection in karaoke bars in the Muang District, Khon Kaen Province. The sample group is the customer of karaoke bars in Muang District. The research instruments are questionnaires, percentage, average, standard deviation, t-test, One-way ANOVA and multiple regression analysis. The study indicate that customers are satisfied with the marketing mix of karaoke bars. The overview is in a high level. For each aspect of the consideration, it find that the employees has the highest mean, then the product, process, place, physical evidence, price, and promotion respectively. The customers had total loyalty at a high level, it find that the love of the brand has the highest mean, then it is word of mouth and repeat service respectively. According to the research hypothesis testing, it shows that customers with different gender, age, education level, occupation, and monthly income had different in their loyalty to karaoke services which statistically level at 0.05. Customer satisfaction in terms of; products, place, promotion, people, process and physical evidence aspects, which influenced the loyalty of customers of karaoke bars in Muang District, Khon Kaen Province with statistical significance at the level of 0.05.

Keywords: Decision Making, Elderly Nursing Home Care

Characteristics of Highly Successful Members of the Multi-Level Marketing Company, Kangzen-Kenko International Co., Ltd.

by

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Abstract

The objectives of this study were 1) to study characteristics of highly successful members at the multi-level marketing business (MLM); and, 2) to examine characteristics of highly successful members of the MLM Company from the Kangzen-Kenko executives' experiences. The samples consisted of 25 Kangzen-Kenko members, who received the rank entitled 'Royal Crown Star Director' and two executives. The instrument used in data collection was semi-structured interviews. Percentage and frequency were used in data analyses. The results showed that highly successful members of the Kangzen-Kenko company possess ten unique characteristics as follows: 1) faithfulness 2) perseverance 3) ambition 4) goal setting and achieving 5) leadership 6) positive thinking 7) passionate desire 8) self-determination 9) love the job; and, 10) dare to fail. These characteristics are consistent with the executives in that it needs seven characteristics to succeed in this business as follows: 1) faithfulness 2) perseverance 3) ambition 4) goal setting and achieving 5) leadership 6) love the job; and, 7) positive thinking.

Keywords: Characteristics, Highly Successful Members, Multi-Level Marketing

Communication Arts

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Ethics in Presenting Entertainment News in the Digital Age

by

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Abstract

Presenting information is an important tool in creating understanding, relationships, and connections among people in a society. However, issues in the media are also very common, especially the ethical issues in presenting entertainment news. Due to entertainment news is popular among the people and has a great influence on them as the recipient. In many cases, the message from the content may contain both positive and negative effects. However, oftentimes that the current trend in borderless communication has brought about changes in entertainment news presentation by focusing on profits and popularity, rather than sticking to the rules, which should be a framework for ethical standards. For this reason, the search for forms, guidelines, and measures for solving ethical problems in entertainment news presentations will lead to the development of creative news presentations in the future.

Keywords: Media Ethics, Entertainment News, Digital Age

A Study of Thai Film Marketing Communication Strategy at Sahamongkolfilm International Co., Ltd. and M Pictures Entertainment Public Co., Ltd.

by

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Abstract

This study aimed to analyze the communication strategy of Thai film marketing. It includes analyzing the tools that are used for communication in Thai film marketing by choosing to study from Sahamongkolfilm International Co.,Ltd. and M Pictures Entertainment Public Co.,Ltd. by selecting 3 successful films in 2018 which is achieved revenues reach 100 million Baht. This research uses qualitative research methods. Analysis of the movie marketing communication strategy of both the case study and the concept of the analytical approach, including the film industry concept, film marketing concept, administration and public relations, advertising film business, and documents related research. The research found that Thai film marketing communication strategy of Sahamongkolfilm International Co.,Ltd. and M Pictures Entertainment Public Co.,Ltd. found that there are similarities in the strategy formulation used in marketing communications, but different with the presentation strategy to create awareness of each movie, which occurs, from that movie that wants the audience of the target audience to recognize and remember the type of movie. Therefore, the presentation strategy of each film is unique, because each movie has a theme, target group, and the different presentation periods. Although each movie presented to create awareness will be from the same company or different companies, different strategies will be presented.

Keywords: Thai Film Strategy, Marketing Communication, Thai Films

The Impacts of Social Media Marketing Activities on Brand Awareness of Hair Care Brands

by

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Abstract

This study analyzes the effects of social media marketing activities on brand awareness of hair care brands. This research classified social media marketing activities into five elements that are entertainment, interaction, trendiness, customization and word of mouth. The survey was conducted with a sample of 129 people who likes and follows social media of three hair care products brands and analyzed data by using multiple regression analysis. The results showed that entertainment, interaction, trendiness and word of mouth had a significant positive effect on brand awareness in every brand. The results from this study are able to utilize to create social media marketing strategies by focusing in the strength area of each brand.

Keywords: Social Media, Marketing Activities, Brand Awareness, Hair Care

Ethics on Online Media Creation

by

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Abstract

The media has played the crucial role on the nation's driven, since it is used to exchange both internal and external data within the governmental sector and private sector by using the variety forms of communication, such as still photography, video, graphic design and writings. Media creators have to pay attention on the mass media ethics because of its mass communication attributes, unless it produces fallacy on news and beliefs to the society. Especially on the online media, smartphones are nowadays the fastest communication instruments using a tip of finger. They therefore have pros and cons in communication method. The online media creators are to communicate with responsibility to provide accurate and credible information to the public critically.

Keywords: Online Media, Media Ethics

Practical Use of Designing Cover Pages for Publishing on Websites, Digital Image, and Video Exchange Services

by

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Abstract

This paper presents the process of designing cover pages for publishing on websites, digital photo and video exchange services. For the most effective communication, it also meets the needs of the digital age audience. The continuous expansion of today's online society is a direct result of the context of information communication. Resulting in competition in the information to communicate the meaning according to specific objectives. Aside from providing information, the communicator needs to create other incentives to get the attention of the media users. Digital media design, therefore, plays an important role in this fierce competition in online communication. In which, media designers need to have many skills, including knowledge in media design. Proficiency in using a variety of software packages for designing Knowledge and skills in using colors meaning to communicate critical thinking skills, data screening. The author has introduced the theory of concepts, related research as well as the process in which the author has crystallized the idea to explain and synthesize it to be a cover design process for publishing on the website, exchange images and video exchange service in the digital age.

Keywords: Design Process, Exchange Images, Videos, Digital Age

Educational Administration and Planning

**RCGR^{5th}
2020**

Information System Development for Education Loan in Rajamangala University of Technology Isan, Nakhonratchasima Province (e-RMUTI Education Loan)

by

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Abstract

Education is an important root for development in many countries therefore, education loan is an important function for supporting undergraduates who have little or no money. The objective of this study is to develop an RMUTI-Education Loan Information System or “e-RMUTI Education Loan” The methodology included 4 steps: (1) to study the current working system for the submission of loan documents in form of handing-based papers, (2) to study requirements of the concerned users. (3) to develop e-RMUTI Education Loan NK including testing in terms of technical system. The e-RMUTI education loan NK was developed with Rapid Prototyping Model (RPM). The researcher selected RPM because the prototype program allows the user to visualize the work that changes the format from paper to system to avoid misunderstandings between users and system developers. In this developed software system, the users are divided into 5 levels: undergraduates, advisors, fund officers, and executives and system administrators in RMUTI NK. The developed software system was tested by black box testing. For future work, we will evaluate efficiency and effectiveness-based questionnaires for the developed software system. Consequently, the developed software system will be implemented in RMUTI NK and extend results to the RMUTI campuses.

Keywords: Information System Development, e-RMUTI Education Loan, SDLC, Rapid Prototyping Model

The Development of Thai Vocabulary Reading Skill by Using the Thai Reading Supplementary Exercises for Grade 2 Students of Banphukambao School Khonkaen Primary Educational Service Area Office 4

by

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Abstract

The objectives of this study were 1.to compare the reading achievement by using the Thai reading supplementary exercises. 2. to study the satisfaction of the students who learning by using the Thai reading supplementary exercises. The sample were selected 7 students from grade 2 students' of Banphukambao School academic year 2019 cases were included as a Purposive Sampling, experimental research as One Group Pretest-Posttest Design. Research Instruments were 1.Thai reading supplementary exercises 2.Lesson plan to use together with Thai reading exercises 3. Reading achievement test 4. The Rating Scales satisfaction surveying. Statistics used in the research were standard deviation (S.D.), paired sample t-test and analyzing of the satisfaction surveying with teaching by using the Thai reading supplementary exercises by using the mean (\bar{x}) and standard deviation (S.D.). The results of the study were as follows: 1) Compared the reading achievement by using the Thai reading supplementary exercises of students from grade 2 students' of Banphukambao School, high quality as the value of significant different of .05, and 2) The satisfaction of the students who learning by using the Thai reading supplementary exercises pointed out most at all.

Keywords: Reading, Thai Language, Supplementary Exercises

A Feasibility Study of the Bachelor of Arts Curriculum Development Tourism Department, 2020

by

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Abstract

Feasibility study of the Bachelor of Arts, Tourism Program, B.E. 2020, has the objective of research is to survey the opinions of entrepreneurs and those who will use graduates to develop tourism courses The sample consists of groups 28 experts. The research tools were interview form by data analysis using frequency and descriptive research. The results showed that 1) should open a liberal arts curriculum Tourism Appropriate for the development of teaching and learning at the College of Innovation and Management, Songkhla Rajabhat University, Satun Campus, with the students having the following desirable characteristics: 1) Moral, honesty, readiness to be a service provider, and loyalty to the organization and locality. 2) Knowledge: Students should have knowledge in tourism. Conservation of tourism resources and sustainable tourism management under the community. Knowledge of technology, professional knowledge and local knowledge, knowledge of foreign languages 3) Intellectual skills must develop the students to have knowledge in knowledge that is up to date with changes in the world in every dimension emotional intelligence, solve problems based on theories and practices based on organizational and local culture, and appropriate under the combination of wisdom and modern innovation. 4) In relation to interpersonal and responsibility: students should have the ability to perform duties and responsibilities appropriately assigned to their duties and roles in the work group; 5) Numerical analysis and communication and the use of technology: student should have the ability to use Thai and foreign languages for listening, speaking, reading, writing and summarizing issues efficiently.

Keywords: Feasibility Study, the Bachelor of Arts, Tourism Program, B.E. 2020

Development of Problem Solving Skills on Multiplication by Using Multimedia for Grade 2 Students from Intornwittaya School

by

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Abstract

This research aims to the comparison of learning achievement from grade 2 students by using multimedia and study the satisfaction of students on multimedia in multiplication. The group sample in this research is from grade 2 students of Intornwittaya School, Si Chomphu District, Khon Kaen, in semester 2 in 2019, with a total of 30 students. The method that used in this research consists of multimedia lessons on multiplication, achievement test on multiplication, and questionnaire the student satisfaction on multimedia, for analyze statistical data by using mean (\bar{X}), standard deviation (S.D), and dependence t-test. According to the research found that the achievement after-learning management for development of problem-solving skills on multiplication from grade 2 students by uses multimedia was higher than pre-learning management with statistical significance at the level of .01, and the result of the evaluation of student satisfaction on multimedia for development of problem-solving skills from grade 2 students found that overall were at a high level.

Keywords: Problem Solving Skills, Multimedia, Multiplication

The Development of Achievement in Solving Multiplication Problems by Using the Skill Practice Prathom 4 School under Loei Primary Education Service Area Office 1

by

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Abstract

The purpose of this research was to develop mathematical skills on problem solving by using skill training of prathom sukxa students. 4 and use the learning achievement to find the quality of the math skills practice on solving multiplication problems. The population is Prathom Sukxa 4 students at Ban Phon Thong School. The sample group that was selected by simple random sampling was 17 excellent quality students, 7 students with good quality, 10 students with quality that passed the evaluation criteria. The research instruments were the tests for solving multiplication problems. And practice exercises for solving multiplication problems in the amount of 10 sets, using scores obtained from testing the difference between scores before and after using the math skills practice Subject: Solving the problem of multiplication and calculation (T - test) to compare the academic achievement. The results of the research revealed that the use of skill training exercises Math story Solving multiplication problems Causing students to have higher academic achievement, with an average of 17.00 which is higher than the set criteria The standard deviation equals 4.67. When used to calculate the T value in that table, the test scores after study are greater than Test before class With the statistical value of 7.50

Keywords: Skill Development, Training

The Development of English Word Reading Ability by Using Phonics Method of grade 1 students at Banphailomnonsombut School Under Udon Thani Primary Education Service Area Office 3

by

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Abstract

The purposes of this research were: 1) to compares the learning achievement on phonics of grade 1 students showed that their posttest scores were higher than their pretest and 2) to compare student satisfaction towards learning through Phonics Method. The target group was 22 grade 1 students studying the fundamental English subject (ENG 11101) at Ban Phailomnonsombat School, Bandung district, Udon Thani Under Udon Thani Primary Education Service Area Office 3 by sample random sampling. The study was a one group pretest posttest design. The instruments employed in this study were: 8 lesson plans, an English pronunciation ability test, learning plan and a satisfaction questionnaire. The experiment lasted 8 weeks, 2 hours a week, and 16 hours for all. Statistics employed were mean, standard deviation. The research results showed that: 1) The comparison of the learning achievement on phonics of grade 1 students at Ban Phailomnonsombut School. Under Udon Thani Primary Education Service Area Office 3 showed that their posttest scores were higher than their pretest scores at significant difference level of .05, and 2) the students' phonics of grade 1 students at Ban Phailomnonsombut School. Under Udon Thani Primary Education Service Area Office. The students satisfaction towards learning by using Phonics Method overall was at a high level.

Keywords: Phonics Instruction, Pronunciation, Reading Skills

The Development of Learning Activities Based on Geo-Literacy on Human-Environmental Interactions for Mattayomsuksa 1 at Nongbuadaeng Wittaya School the Secondary Educational Service Area Office 30

by

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Abstract

The research objectives were 1) to study efficiency of learning activities based on Geo-literacy concept. 2) To develop learning achievement in social studies based on Geo-literacy learning activities. 3) To study recommendations for learning management based on Geo-Literacy concept. The samples were used in the study consisted of Mattayomsuksa 1 at Nongbuadaeng Wittaya School, the secondary educational service area office 30. The samples were 67 Mattayomsuksa 1 students. The research tools are 2 packs of learning activities based on Geo-literacy concept on human-environmental interactions. The tools were used for 2 groups of samples. The data of learning achievement were analyzed by frequency (f), percentage (%), mean (\bar{x}), Standard Deviation (S.D.), IOC, and t-test. The findings were as follows 1) the efficiency of learning activities based on Geo-literacy concept was 80.06/81.18, which met the prescribed criterion at 80/80, and 2) The development of learning achievement in social studies based on Geo-literacy learning activities found that the achievement in social studies after using Geo-literacy learning activities was significantly higher than the previous at the .05 level ($t=50.692$; $p < .05$). The result showed that Geo-literacy learning activities improved learning achievement in social studies higher. 3) Recommendations for learning management based on Geo-Literacy concept, the satisfaction of Mattayomsuksa 1 students was high. The mean was 4.45.

Keywords: Learning Management, Geo-Literacy

The Development of Practice Skills about Human and Environment by Using CIPPA Model For Student In Prathomsuksa 3 at Banphonhong School under Loei Primary Education Service Area Office 1

by

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Abstract

The purpose of this research were to 1) Develop and find the effectiveness of the skill development exercise 2) Comparison of academic achievement between before and after studying by using the skill development exercise according to the criteria 80/80 And 3) study the satisfaction of Prathom Suksa 3 students towards the use of human and environmental skill development exercises. By using the CIPPA Model teaching process. Sample groups include Prathomsuksa 3 students at Banphonhong School Under Loei Primary Education Service Area Office 1, consisting of 7 people, by specific selection. The research instrument included Skill Practice, The learning activities using the form CIPPA Model ,The achievement test and the satisfaction questionnaire. The statistics used in the research are the mean, standard deviation and compare t-test statistics (Dependent Sample). The results of the research revealed that 1) the skill training on human and environment. Has an efficiency of 87.78/82.10 which is higher than the specified criteria. 2) The learning achievement by using the CIPPA Model skill training program with the mean after learning was significantly higher than before learning at the .05 level. 3) Prathomsuksa 3 students were satisfied with the use of human and environmental skill training. By using the CIPPA Model teaching process in the overall, the highest level of satisfaction (= 4.52)

Keywords: Skill Training, CIPPA Model

Student Team Achievement Division Together with Education Applications

by

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Abstract

The purpose of this research were to 1) study the teamwork of students who received the learning student team achievement division together with educational applications, 2) compare the learning achievement of the students who received the learning student team achievement division together with educational applications with the criteria of 70 percent. The participants were 34 grade 11/4 students in Demonstration School of Maha Sarakham University (Secondary), under the Faculty of Education in the first semester of the academic year 2019. The instruments used in this study were 1) 15 teamwork skills evaluation forms, 2) 30 items of achievement tests on “Light and Optical Devices” with 5 multiple-choice options. The research results show that students who received the learning student team achievement division together with educational applications had 1) a high level of teamwork skills, with an average of 4.19 (S.D.=.32), 2) with an average learning achievement of 21.82 from 30 points (S.D.= 3.73) which is not different from the criteria of 70 percent.

Keywords: Student Team Achievement Division, Education Applications, Teamwork

**Development of Drawing and Applying Light and Shadow
Skills by using skill Exercise of Secondary Student 1/1, Srisangwan
Khon Kaen School, Office of Special Education Administration**

by

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Abstract

The objectives of this research were to: 1) compare the academic achievement of drawing and light-shadow applying skills by using the skill exercise, and 2) study the student's satisfaction toward the drawing and light-shadow applying skills. The sample of this study was 7 people of secondary student 1/1, at Srisangwan Khon Kaen School, the academic year 2019, under the Office of Special Education Administration. Simple Random Sampling Method was used. Research tools used were: 1) the exercise of drawing and light-shadow applying, and, 2) the questionnaire for student satisfaction toward drawing and light-shadow applying. The statistics used in the research were a mean and standard deviation. The result of the research found that 1) academic achievement of drawing and light-shadow applying skills by using skills exercise of secondary student 1/1, in Srisangwan Khon Kaen School, under the Office of Special Education Administration, after the learning, the students had a higher score than before learning. Average score of before learning was 20.86 ($\bar{x}=20.86$) with standard deviation of 2.04 (S.D. = 2.04), and after learning the average score was 41.14 ($\bar{x}=41.14$) with standard deviation of 1,86 (S.D. =1.86). As well as 2) the secondary student 1/1, Srisangwan Khon Kaen School, Under the Office of Special Education Administration, satisfied with the learning management by using the exercises of drawing and light-shadow applying skill with overall at a good level.

Keywords: Drawing, Line, Value

Knowledge Management of Internal Education Quality Assurance in Sisaket Provincial Administration Organization

by

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Abstract

The objectives of this research were: 1) to study the states of knowledge management of internal education quality assurance in Sisaket Provincial Administration Organization 2) to compare the perspectives of school administrators, teachers applying opinion about knowledge management of internal education quality assurance in Sisaket Provincial Administration Organization classified by positions, qualifications and work experiences and 3) to study suggestions and development guidelines for knowledge management of internal education quality assurance in Sisaket Provincial Administration Organization. The sample of this research included school administrators and teachers under the Provincial Administration Organization of Sisaket which consists of 59 school administrators and 278 teachers. The research instruments used for data collection followed by Linkert five-scale interval design and opened questions. Statistics used in data analysis was percentage, mean, standard deviation in comparison of differences between variables using statistical analysis T-test and F-test. The research findings were as follows 1)The states of knowledge management of internal education quality assurance in Sisaket Provincial Administration Organization was overall at high level of performance which the top three scores are processing and filtering followed by knowledge sharing, the knowledge management systematically and the aspect with the lowest average value was creation and search for knowledge. 2) The comparison result of applying opinion about knowledge management of internal education quality assurance in Sisaket Provincial Administration Organization classified by positions and experiences found that the overall aspects were not significantly different. As for qualifications were found that the overall aspects were not different, but bachelor's degree had different opinions with the higher level than bachelor's degree. In the systematization of knowledge was statistical significance at the level of 0.01. In terms of knowledge processing and knowledge sharing was statistically significant difference at the 0.05 level. 3) Suggestions and development guidelines of knowledge management of internal education quality assurance in Sisaket Provincial Administration Organization were as follows. School administrators should be the leaders of internal quality assurance.

Keywords: Knowledge Management, Internal Education Quality Assurance, Sisaket Provincial Administration Organization

The Development and Management of Learning in Resources and Local Wisdom of English Major Level 3's Students for Enhance the Competencies in the 21st century, Learning and Innovation Skills by Research Based Learning

by

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Abstract

The purposes of this research were to the development for management of learning in Resources and Local Wisdom of English major level 3's students for enhance the competencies in the 21st century, Learning and innovation skills by Research Based Learning. The population of this research study is 3rd years students of English major, Faculty of Education, Roi Et Rajabhat University who is enrolled the subject in Resources and Local Wisdom in second semester of 2018 academic year were 95 people. The tools used in this research were lesson plans which integrated the contents of local wisdom by using Research Based Learning for development and management of learning and innovation skills and the assessment form of lesson plan. Statistics used to analyze data include the percentage, mean and standard deviation. The results of this study indicated that The result of the competencies of lesson plan designed through learning and innovation skills by using the techniques taught by Research Based Learning were 10 students in fair level gained 10.52 percent of the average score, 68 students have good level gained 71.58 percent of the average score, and 17 students have very good level gained 17.90 percent of the average score.

Keywords: Learning Management, Research Based Learning, Learning and Innovation Skills, Local Wisdom

A Study of Critical Thinking on Cell and Cell Functions of Grade 10 Students Learned by Mental Model Building

by

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Abstract

The objective of this research was to study and compare critical thinking in grade 10 students before and after learning by Mental Model Building on the topic of Cell and Cell Functions. The sample of this research were grade 10 students at Yangtaladwittayakarn school in 1st Semester, 2019 Academic year, included 32 students which selected by Cluster random sampling. The research tools were 1) Mental Model Building learning management totally 10 learning management, 20 hours 2) The critical thinking test based on the concept of Watson & Glaser with five multiple choices, 20 items.

Keywords: Mental Model Building, Critical Thinking

Scientific Concepts Study Education in Studying Chemistry on Acid-Base for Grade 11 Students by Organizing Activities using Submicroscopic Diagrams

by

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Abstract

The purpose of this research was to study the scientific concepts of Grade 11 Students by using learning management using diagrams. The subjects in this study were Grade 11 Students at the Mahasarakham University Demonstration School (Secondary) under the Faculty of Education, Maha Sarakham University. 38 people in the first semester of the academic year 2019, which were acquired by Cluster Random Sampling, the tools used in this study were 1) the scientific conception test about subject-acid type 7 items 2) Learning management plans using diagrams There are 7 submicroscopic plans for a total of 14 hours. The evaluation results of the conformity index (IOC) of the learning plan have an average score of 4.62 (S.D = 0.54). The quality is very appropriate. The research found that Students have scientific concepts that are divided into 4 groups which are 27.38% complete science understanding, 29.37% complete science understanding, and 29.37% scientific understanding. Some parts and misunderstandings were 29.76 percent and groups that didn't understand were 13.49 percent.

Keywords: Submicroscopic Diagrams, Scientific, Acid-Base

Factors Affecting Admission to the Faculty of Accountancy, Sripatum University, Khon Kaen Campus

by

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Abstract

The university is an important part in enhancing the quality of life for young people. This research is survey research. The purpose of this study was to study the selection of the Faculty of Accountancy, Sripatum University, Khon Kaen Campus, by 300 accounting students of Sripatum University, Khon Kaen Campus, by using questionnaire methods. By using decision theory and selection factors as a research framework Data were collected by using the questionnaire constructed by the researcher, most of the sample were 254 female 84.7% live in Khon Kaen province, with 126 people representing 42.0%, with a cumulative GPA of 2.51-3.00, 108 people, representing 36.0%. The total monthly family income is between 10,001-15,000 baht, 112 persons or 37.3%. Data were analyzed using descriptive statistics. It consists of Mean and Standard Deviation in order to analyze the information about the opinions about the factors affecting the decision to study in the Faculty of Accounting at Sripatum University, Khon Kaen Campus. The results showed that the students of the Faculty of Accountancy, Sripatum University, Khon Kaen Campus, Khon Kaen Province chose to study at the Faculty of Accountancy with the highest expenses ($\bar{X} = 4.06$, $SD = 0.79$). In relation to the selection of the Faculty of Accountancy, Sripatum University, Khon Kaen Campus, Khon Kaen Province.

Keywords: Admission, Accountancy

The Effects of Learning Using Graphic Organizers in the Topic of Personal and Family Laws on Learning Achievement and Critical Thinking Ability of Mathayom Suksa II Students at Chaiya Wittaya School in Surat Thani Province

by

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Abstract

The purposes of this research were (1) to compare the pre-and post-learning achievements of Mathayom Suksa II students at Chaiyawittaya school who were taught by Graphic organizer, (2) to compare the pre-and post-learning critical thinking ability of Mathayom Suksa II students who were taught by Graphic organizer, (3) to compare the post learning achievements of Mathayom Suksa II students who were taught by Graphic organizer with that of students who were taught by traditional teaching method; and (4) to compare the post learning critical thinking ability of Mathayom Suksa II students who were taught by Graphic organizer with that of students who were taught by traditional teaching method. The research sample consisted of 2 classes of Mathayom Suksa II students at Chaiyawittaya school. The research instruments were (1) learning management plans using Graphic organizer; (2) learning management plans for traditional teaching method; (3) learning achievement tests; and (4) an assessment scale for critical thinking ability. The statistics used for data analysis were average, standard deviation, and t-test. The research revealed that (1) the post learning achievement of Mathayom Suksa II students who were taught by Graphic organizer was significantly higher than their pre-learning counterpart at .05 level; (2) the post learning critical thinking ability of students who were taught by Graphic organizer was significantly higher than their pre-learning counterpart at .05 level; (3) learning achievement of Mathayom Suksa II students who were taught by Graphic organizer was significantly higher than of the students who were taught by traditional teaching method at .05 level; and (4) critical thinking ability of students who were taught by Graphic organizer was significantly higher than of the students who were taught by traditional teaching method at .05 level.

Keywords: Graphic Organizer, Critical Thinking Ability, Learning Achievement

A Development Mathematic Skills by Designing the Cover Page with Presentation Program and STEM Education Principle

by

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Abstract

Developing mathematical skills by designing the front cover with a presentation program And the principles of stem education this objective is to study and research as follows 1.To study methods that promote knowledge, understanding And skills in the process of designing cover art by using knowledge Mathematical principles and education 2.To create design work which are creative, beautiful and diverse, suitable for students by using a presentation program 3.To study the satisfaction of the dissemination and presentation of methods and the design process using knowledge Mathematical principles And the principles of stem studies on presentation program. The operating procedure starts with the operation procedure. Consultation meeting with group members Study and find relevant information. Consult with teachers Design work using knowledge of mathematical content and principles. Integrate education the students with the highest level of opinions were 92.65.Practicing cover art design skills that are outstanding and diverse, and students have the lowest level of opinions, 79.67. Practicing concentration and planning skills in the process of stem studies Have studied methods that promote knowledge, understanding and skills in the design process according to mathematical principles And the education Can help increase problem solving skills And skills in designing and creating one's own work

Keywords: Mathematical Skills, Cover Design

**The Development of Spelling Skill Achievement Using TGT
Cooperative Learning Technique for Grade 4 Students
BanNaAngkam School Loei Primary Educational Service Area Office 2**

by

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Abstract

The purpose of this research was to. 1) To develop spelling achievement By using TGT teaching techniques. 2) To study the satisfaction of Primary 4 students towards learning management by using TGT teaching techniques. The samples used in the research include Grade 4 Students BanNaAngkam School Loei Primary Educational Service Area Office 2. In the second semester of the academic year 2019, 15 students. By using a simple random sampling. Tools used in the research were Learning Management Plan by TGT, spelling practice exercises, Test to assess the spelling achievement of learning before and after learning, Questionnaire Satisfaction in Spelling Achievement Development By using TGT teaching techniques. Data analysis was done by using statistical analysis of mean, standard deviation (S.D.) and dependent t-test. The research found that 1) Literacy achievement of Grade 4 Students BanNaAngkam School Loei Primary Educational Service Area Office 2 After learning management by using TGT techniques Learn statistically significant .05. And 2) Students satisfaction with learning management by using TGT teaching techniques was at a high level.

Keywords: Skill Achievement, Cooperative Learning, Primary Educational Service

Cooperative Learning Technique Learning Together with Social Media to Promote Teamwork in Physics Subject Mechanical Balance for Grade 10 Students

by

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Abstract

The purposes of this research were: 1) to develop Learning Activity Plans through the cooperative learning, Learning Together (LT) Technique with Social Media to promote teamwork in Physics entitle; Mechanical Balance; and 2) to study the teamwork performance of the students learned via Learning Activity Plans through LT Techniques with Social Media to promote teamwork in Physics entitle; Mechanical Balance. Subjects were 34 students of Mathayomsuksa 4 enrolled in the first semester of the academic year 2019 at Maha Sarakham University (Secondary) Demonstration School, gained by using Cluster Random sampling technique. Research tools used were: 1) Six of Cooperative Learning Activity Plans through LT Technique with Social Media to promote teamwork, and 2) A Teamwork Evaluation form with 3 aspects 12 articles. The research found that 1) the learning management plan is at a high level. With an average of 4.30 - 4.53, and 2) Students learned via Learning Activity Plans through the cooperative learning, Learning Together (LT) Technique with Social Media to promote teamwork in Physics entitle; Mechanical Balance showed the development of teamwork performance in all aspects. The students showed the highest level of teamwork performance in team members (4.58 0.42), high level in leadership and teamwork process (4.50, 0.42 and 4.40, 0.21), respectively.

Keywords: Learning Together, Social Media, Teamwork, Mechanical Balance

Subtitling Swear Words in Netflix Series from English into Thai: A Case Study of “The End of the F***ing World”

by

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Abstract

Swear words are claimed as a bad language and the translator tends to avoid conveying them into the target language. However, swear words have consistently existed in language and they are constantly present in our ordinary conversation spoken by every one in every language. The aim of this study is to investigate how swear words found in a series on Netflix, *The End of the F***ing World*, are translated into Thai. A coding scheme on swear words translation strategies was derived from Venäläinen (1992). The result shows that the most commonly used translation strategy is translating a swear word with a weakened meaning word (38 times). The second most used strategy is followed by a swear word to swear word translation (33 times). And the omission of swear word strategy is the least commonly used in this series (11 times). Moreover, it has been found that no omission of the clause containing swear words strategy is applied in Thai subtitles. The results suggest that the translator employed words that can be compared to the meanings of swear words from the original version, and attempted to maintain swear words in subtitles in order to convey meaning and emotions of the characters in the series.

Keywords: Subtitling, Translation, Swear Words

Development Quality of Education to be Effective and Sustainable Focus on Class Room-Based by Using PLC Process: Lessons Learned from Study Visit to Japan

by

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Abstract

This study has a purpose, to lessons learned and offers guidance the Development Quality of Education to be Effective and Sustainable Focus on Classroom-Based by Using PLC Process: Lessons Learned from Study Visit to Japan. Then adapted and applied in the Thai educational context, the result is as follows: The first finding point is the 5 + 3 Principles for organizing learning activities; from observing the Active Learning classroom in Japan. The second finding point is the 4 Must, 2 Not - the principles be achieved to improve the quality of education; lessons learned from study visit to Japan. The third finding point is the 5 Steps, 4 Conditions of Professional Learning Community or PLC; lessons learned from study visit to Japan. The model has been developed to meet the challenging new context and collaborative learning cultures to be the model of PLC driven process to teacher professional development focused on the learners in School include: 1) PLC process planning in schools, 2) PLC process implementation, 3) Examine the characteristics of the PLC in the school, 4) Review the PLC's performance in the school, and 5) Develop the PLC to practice in a sustainable school.

Keywords: Development Quality of Education, Effective, Sustainable, Class Room-Based, Professional Learning Community (PLC)

The Development of Skill Practice Packages on Mathematic Problem Solving for Prathom Suksa 4 at Ban Nongyaplong School

by

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Abstract

The purposes of this research were 1) to study the students' learning achievement of Prathom Suksa 4 students at Ban Nongyaplong school in the Mathematic problem solving before and after learning through skill practice packages, 2) to study the effectiveness of skill practice packages on Mathematic problem solving for Prathom Suksa 4 students at Ban Nongyaplong school in order to meet the efficiency criteria set 80/80, 3) to explore the students' satisfaction of Prathom Suksa 4 students towards skill practice packages on Mathematic problem solving. The samples of the study were five students of Prathom Suksa 4 studying at Ban Nongyaplong school, Ban Phai District, Khon Kaen Province, The Primary Educational Service Area Office 2, in the first semester of academic year 2019. The research instruments were consisted of 1) skill practice packages on Mathematic problem solving, 2) the students' learning achievement test on Mathematic problem solving, and 3) rating scale satisfaction questionnaire of students towards skill practice packages on Mathematic problem. The statistics used for analyzing the collected data were percentage, mean, and standard deviation. The findings were as follows: 1) the students' learning achievement of Prathom Suksa 4 students before and after learning through skill practice packages on Mathematic problem solving was higher than those before learning at 55.00 which the average score of pre-test and post-test were 25.00 and 80.00 respectively, 2) the development of skill practice packages on Mathematic problem solving for Prathom Suksa 4 students had an efficiency of (E_1/E_2) 94.88/80.88 which was higher than the criteria set at 80/80, and 3) the students' satisfaction of Prathom Suksa 4 students towards skill practice packages on Mathematic problem solving was at high level which its μ was 4.04 and σ was 0.41.

Keywords: Skill Practice, Mathematic Problem Solving

Development of Digital Media Innovation of Science Learning on Nutrients in Food for Prathomsuksa 6 at Nongyaplong School Khon Kaen Primary Educational Service Area Office 2

by

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Abstract

The purposes of this research were 1) to compare achievement in Science learning on nutrients in food by using digital media innovation. 2) To study the satisfaction of students toward using digital media innovation teaching. The samples were 11 Prathomsuksa 6 students of Academic year 2019 at Nong Ya Plong School Khonkaen Primary Educational Service Area Office 2. They were selected by using simple random sampling. The research instruments consisted of 1) digital media on Nutrients in food, 2) an academic achievement test on Nutrients in food and 3) the students Satisfaction questionnaire. The data analysis and statistics were mean, standard deviation and dependent t-test. The result found that 1) the effect of comparison achievement in Science learning on nutrients in food by using digital media innovation found that the mean (\bar{x} = 9.30) was higher than the previous (\bar{x} = 5.82). The achievement in Science learning on nutrients in food by using digital media innovation was higher than the previous at the .05 level of significance. 2) A study of the satisfaction of Prathomsuksa 6 students toward using digital media innovation teaching was highest at the level.

Keywords: Digital Media, Science, Nutrien

Learning Management by Online Lessons for Subject of Website Creation by HTML, Mathayom Sueksa 1

by

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Abstract

The objective of this research was to develop online lessons for Subject of Website Creation by HTML of Mathayom Sueksa 1. This was to have quality and efficiency. The data was evaluated by comparison of subject learning achievement of website creation by HTML of Mathayom Sueksa 1 during pre-study and post-study by using online lessons. The research was also to study satisfaction of Mathayom Sueksa 1 students in the first semester, academic year 2019 of Kalasin Pittayasan School, Muang, Kalasin, Secondary Educational Service Area 24, Career and Technology, Subject of Website Creation by HTML. The samples were selected by cluster sampling which was 41 students in Mathayom Sueksa 1/11 Online lessons for Subject of Website Creation by HTML, quality evaluation of online lessons for subject of website creation by HTML, learning achievement for Subject of Website Creation by HTML, and satisfaction evaluation for Subject of Website Creation by HTML were the tools in this research. Statistics used in this study consisted of percentage, average, standard deviation, and t-test statistic (Dependent Sample). The study results identified that: 1) the efficiency of online lessons for Subject of Website Creation by HTML was 80.55/84.02 which was higher than the criteria, 2) the learning achievement of post-study was higher than pre-study statistical significantly at 0.05, and 3) student satisfaction toward Subject of Website Creation by HTML was at the highest suitability; ($\bar{X}=4.95$, S.D.=0.19).

Keywords: Development, Online Lessons, Development of Online Lessons

The Development of Analytical Thinking Abilities of the Fifth Grade Students by Using the Six Thinking Hats Technique

by

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Abstract

Critical thinking is one of the most important bases of students' learning and conducting their way of life. One of the methods which the teacher could use to improve student's critical thinking skill is to conduct the learning activity by using the question according to the six thinking hats idea. This idea aims to improve the learner to be able to think systematically and thoroughly with the creative thinking process. This research aimed to develop the 10 of Prathom 5 students in of Phukambao School's critical thinking skills by using the question according to the six thinking hats method as the pre-experimental research. The One Group Post-test Only design method was used in this research. The target group was 10 of Prathom 5 students in of Phukambao School, Ubonrat district, Khon Kaen Province. The research tools were 1). 5 plans of the critical reading and thinking by six thinking hats method learning plan 2). The analytical Thinking Test to analyze the quantitative data by using the basic statistics which were mean, standard deviation and percentage. Analyzed the qualitative data by using the descriptive analysis method from the learning process which were the post-teaching notes and class observation notes. The result had shown that the ability of students' critical thinking skills improving received the average score at 7.39 equivalents to 73.9 percent and there were 7 students who could pass, accounting for 78.57 percent, which was higher than the specified criteria which was 70/70. The result had shown that the target group students who had been learning by using the six thinking hats method could pass the average critical thinking criteria has passed the specified criteria in managing by using questions based on the idea of a six thinking hats method could help students to think thoroughly

Keywords: Critical Thinking, Six Hats Method

The Administrative Standard of the Upright School Project in Educational Institutions under the Sisaket Primary Education Service Area Office 3

by

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Abstract

The purpose of this research was to study the state and problems of the administrative standard of the upright school project in educational institutions. Under the Sisaket Primary Education Service Area Office 3 , to compare opinions of school administrators and teachers in The administrative standard of the upright school project Under the Sisaket Primary Education Service Area Office 3 classified by position, work experience, School size And to study suggestions for the development of The administrative standard of the upright school project in educational institutions under the Sisaket Primary Education Service Area Office 3. The samples used in the studied consisted of 107 schools Under the Sisaket Primary Education Service Area Office 3, classified as 705 school administrators and teachers. The tools used for data collection. was a questionnaire with 5 rating scales of 84 items with the reliability at the level to 0.98. The statistics used for data analysis were percentage, mean, standard deviation. Hypotheses were tested by t-test and F-test. When statistically significant differences were found, paired differences were tested using Scheffe's methods.

Keywords: Standard, Project Administration, Upright School

The Development of Keyboard Skills by Using Computer Games of Prathomsuksa 6 Students at Bannonsamransansook School in Nongbualamphu Primary Educational Service Area Office 1

by

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Abstract

The purposes of this study were: 1) to develop keyboard skills by using computer games of Prathomsuksa 6 students at Bannonsamransansook school in Nongbualamphu primary educational service area office 1, and 2) to compare the development of keyboard skills by using computer games of Prathomsuksa 6 students at Bannonsamransansook school in Nongbualamphu primary educational service area office 1. The samples were 20 students academic year 2019. The tools for collecting data were computer games and Keyboard Practice Recording form. The data analyses were percentage, mean, and t-test (One Sample T-test). The result of the study were as follows: 1) The percentage of using computer games progress from 40.00, 50.00, 57.50, 66.50 and 80.5 respectively, 2) the comparison of the development of keyboard skills by using computer games before and after using computer games showed that the posttest score was higher than the pre-test score at the .05 level of significance.

Keywords: Keyboard Skills Development, Computer Games, Pathom Suksa 6

The Development of Grade 8 Students' Learning Achievement in the Science subject of Mineral resources Muang Phayalae Wittaya School

by

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Abstract

The purpose of this research were: 1) to develop of learning achievement in The Science subject of Mineral resources 2) develop and determine the efficiency of the learning activity package by using inquiry process for promoting critical thinking and scientific mind to meet the hypothetical criterion of 80/80 and comparison of achievement in science of students before and after they were taught by science learning Package of Mineral resources The sample consisted of 30 students grade 8 students of Muang phayalae wittaya school during the first semester the academic year 2019 in Chaiyaphum province choose by random of groups. This research is experimental research by plan. One group pre - test post - test design. The instrument used in the student were science activities of Mineral resources and test achievement learning of Mineral resources 4 choice 30 items The statistic used in the study was a data were analyzed by using frequency, percentage, mean and standard deviation , t-test The research finding were as follows: science learning packages of Mineral resources in grade 8 students has efficacy as 89.73/88.78 that higher than standard 80/80 Achievement in The Science subject of Mineral resources The post-test as 11.10 score and pre-test as 26. is more than pre-test score, a statistical significance level of 0.05.

Keywords: Academic Achievement Development, Science Teaching Kit

Reading Diphthongs by Using the Exercise of Reading Diphthong Words with Images with Prathom Suksa 2 Students for Ban Phong Nhib School Under the Office of Loei District 2

by

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Abstract

The purpose of this research was to: 1) to increase the achievement of Thai language on reading diphthongs by using diphthongs reading exercises, and 2) to study the students' satisfaction with teaching by diphthongs reading exercises. The sample consisted of students grade 2 Ban Phong Nhib school, Office of Primary Educational Service Area 2 year of education 2562, 6 people using simple random sampling (Simple Random Sampling) used in the research are: 1) test for reading words with the diphthongs, and 2) the satisfaction of students towards teaching by using diphthongs. The statistics used in the research were mean, standard deviation. And compare the statistics (Dependent t - test). The results of the research are as follows: 1) a comparison of increasing achievement in Thai language on reading diphthongs. By using exercises to read diphthongs After learning management by using Exercise to read diphthongs Found that the average ($\bar{x} = 9.30$) is higher than the average Prior to the curriculum by using a reading diphthongs ($\bar{x} = 5.8$), 2) to compare the achievement of an increase in Thailand's reading diphthongs. By using exercises to read diphthongs After learning management by using Exercise to read diphthongs Higher learning significantly important statistical level. 05, and 2) results of the study, satisfaction of students to use exercise to read diphthongs Prathom Suksa 2, Ban Phong Nhib School At a very good level.

Keywords: Reading, Achievement, Diphthongs

The Development of English Reading Skill by Using the English Fable for Grade 4 Students' of Thairatwittaya 105 (Chueakmuay Wittaya) School Nongkhai Primary Educational Service Area Office 1

by

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Abstract

The objectives of this study were 1.to compare the English reading achievement by using the English fable for grade 4 students' before and after applying. 2.to study the satisfaction of the students who learning by the English fable, the sample selected by purposive sampling was 31 students in grade 4 students' of Thairatwittaya 105 (Chueakmuay Wittaya) School in Nongkhai Primary Educational Service Area Office 1 , semester 2 in academic year 2019 based on One group pretest-posttest design research. Research Instruments were 1.Lesson plan 2.English Reading exercises 3. The rating scales satisfaction surveying of applying English fable, the statistics used in the research were means (\bar{x}), standard deviation (S.D.), and compared the English reading achievement before and after applying English fable. The results of the study were as follows: 1) comparing the English reading achievement by using the English fable for grade 4 students' of Thairatwittaya 105 (Chueakmuay Wittaya) School in Nongkhai Primary Educational Service Area Office 1 was significantly higher at level 0.05 after applying the English fable, and 2) the satisfaction of the students who learning by using the English fable was high levels.

Keywords: Reading, English Language, Fable

The Development of Reading Thai Words Spelling Skill Based on the Final Consonant Sound by Using Color Theory for Prathomsuksa 1 Ban e-lers School Loei primary Educational Service Area Office 2

by

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Abstract

The study aimed 1) to compares reading Thai words spelling based on the final consonant sound achievement by using color theory. 2) to study satisfice of Prathomsuksa 1 for using color theory. The samplings were 25 Prathomsuksa 1 students at Ban E-lers school, Loei primary educational service area office 2. The samplings were selected by using simple random sampling. The tools used were two packs of reading Thai words spelling based on the final consonant sound exercises, which consisted of black and white exercises and colored exercises. The data were analyzed mean and Standard deviation (S.D.). The results of this study were 1) after using colored exercises, the achievement in reading Thai words spelling based on the final consonant sound were higher than using black-and-white exercises at the .05level of significance. 2) A study of the satisfaction of Prathomsuksa 1 students toward using colored exercises was high at the level

Keywords: Reading, Final Consonant Sounds, Color Theory

A Development of Instructional Materials by Using Augmented Reality about Hydrocarbon Compounds for Grade 12 Students of Konsarnwitthayakom School under Secondary Educational Service Area Office 30 (SESAO)

by

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Abstract

This research had its aims 1) to develop of instructional materials by using augmented reality about Hydrocarbon compounds with efficiency of 80/80 2) to compare pretest and posttest learning achievement of the students, and 3) study satisfaction of the users to instructional materials by using augmented reality. The populations was 33 of Grade 12 students of Konsarnwitthayakom school. The tools used in this research were teaching instructional materials by using augmented reality, an learning achievement test and satisfaction test. The results showed that 1) the efficiency of learning and teaching. was 94.10/84.24, 2) the students showed gain in learning achievement before leaning at the .05 level of significance and 3) the satisfaction of the users. Satisfaction is at the highest level.

Keywords: Augmented Reality, Hydrocarbon Compounds, 3-Dimensional Structure, Application

The Development of E-Book Instructional Media Fundamental Knowledge about Computer for M.1 of Khaokaewwittayasan School, the Secondary Educational Service Area Office 19

by

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Abstract

The purpose of this research was to 1. To create and develop learning and teaching media in the form of E-Book Computer Courses D 21101 Introduction to Computers Grade 1 2. To find the efficiency of E-Book teaching and learning by using criteria 80/80 3. To compare the learning achievement before use and after using the instructional media. E-Book Computer Course D 21101 Introduction to Computers Sample is The subjects were 39 Mathayomsuksa 1 students in KhaoKaeoWittayasarn School in the academic year 2019. The research instruments were the teaching media in the computer course D 21101 1, an introduction to computers in the form of E-Book, which was developed from the program. FlipAlbum 5 Pro The statistics used for data analysis are Mean, Standard Deviation, Distribution Coefficient. (Co-efficient variation), t-test (Dependent). The research found that 1. Analytical results of learning achievement from pre-school and post-test tests Computer Course D 21101 Introduction to Computer Basics By using E-Book teaching media of mathayom suksa 1 students, it was found that the pre-test and post-test tests were significantly different at the level of 0.01. 2. The pre-test test has an average score of 6.15, while the pre-test test has a mean of 13.66 which is a higher average. 3. The standard deviation of the pre-test, which has a value of 1.24, while the standard deviation of the post-test, which is 1.65, which is an increase in the standard deviation

Keywords: Instructional Media, Computer Knowledge, Secondary Educational Service

Developing Reading Skills of Early Childhood by Using Multimedia of Inthornsuksa's Students in Office of the Private Education Commission

by

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Abstract

This research aims to (1) study the reading behavior of early childhood is receiving from multimedia activities consist of; before the experiment, during the experiment, and after the experiment. (2) To compare reading behavior development of early childhood who received multimedia activities before and after the experiment. The group sample in this research is the early childhood in male and female at age 5-6 years, studying in kindergarten 3, amount of 14 people in semester 1 in the academic year in 2019 from Inthorn Suksa School. There are choosing the group sample in type of purposive sampling, the researcher experimented by himself, which experimenting for 8 weeks, 3 days a week, 45 minutes a day, at total 24 times. The result was as follow: Studying on the reading behavior of early childhood is receiving from multimedia activities consist of; before the experiment, during the experiment, and after the experiment, with score value is changing in statistical significance at the level of .01. There was an increase in score values before observation during 1-3 times, and the fourth time has mean value equal 5.35, 11.10, 13.75, 14.75 and 15.65 respectively. Comparing on reading behavior development of early childhood who received multimedia activities before and after the experiment. There is a difference is statistically significant at the .01 level, with the developmental level of 64.38 percent.

Keywords: Multimedia Activity, Developing Reading Skills, Early Childhood

The Development of Division Skill through Activity Packages for Grade 3 Students at Ban Kokklang School, Khonkaen Primary Educational Service Area Office 4

by

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Abstract

The purposes of the research were 1) to investigate the effectiveness of the activity packages on the development of division skill for grade 3 students, 2) to study the learning achievement of grade 3 students before and after learning through activity packages, 3) to explore the satisfaction of grade 3 students towards activity packages on the development of division skill. The population of the study were 10 students of grade 3 studying at Ban Kokklang school, Kranuan district, Khon Kaen province, The Primary Educational Service Area Office 4. The research instruments were composed of 1) activity packages on the development of division skill, 2) pre-test and post-test on the topic of division, 3) rating scale satisfaction questionnaire of students towards activity packages. The statistics used in the research were mean and standard deviation. The mean was tested by dependent samples t-test. The results of research were 1) the activity packages on the development of division skill for grade 3 students had an efficiency of (E1/E2) 77.55/79.50 which passed the criteria set at 75/75, 2) the learning achievement on division skill of grade 3 students before and after learning through activity packages was higher than those before learning with statistically significant difference at .05, 3) the satisfaction of grade 3 students towards activity packages on the development of division skill which its average score was at the high level.

Keywords: Development, Activity package, Division

STEM Education Enhances Problem Solving Abilities and Learning Achievement on Motion and Force of Grade 8 Students

by

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Abstract

The objectives of this research were 1) to compare problem-solving abilities of the sample before and after learning STEM education of grade 8 students. 2) to compare learning achievement after STEM learning management on motion and force for grade 8 students with the criteria of 70 percent 3) to find the relationship between problem solving and learning achievement for grade 8 students according to the STEM education. The sample of this study was grade 8, 30 students, at Yangtaladwittayakarn School under Kalasin Secondary Education Service Area Office 2. The sample was selected by cluster random sampling. Research instruments were 1) STEM learning management 2) a problem-solving ability test. The results of this research were indicated as follows: 1) After STEM learning management to the sample had higher problem-solving abilities than before with a statistical significance level of .05. 2) After STEM learning management on motion and force of grade 8 students with academic achievement higher than the criteria of 70 percent of the full score with statistical significance at the level of .05. 3) The relationship between problem solving and the learning achievement of students was related.

Keywords: STEM Education, Problem-Solving Abilities, Learning Achievement, Motion and Force

Organized Active Learning with Multimedia Technology to Promote Teamwork Skills in Biology on Plant Photosynthesis For Grade 11 Students

by

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Abstract

The objectives of this research were 1) To develop the learning plan in biology on plant photosynthesis using organized active learning with multimedia technology to promote teamwork skills for grade 11 Students. 2) To study the teamwork skills of students studying with organized active learning with multimedia technology. The samples were of grade 11 students at Roi-Et Wittayalai School. Roi-Et Province, 1st semester, the academic year 2019 of 35 people, which were obtained by the cluster random sampling method. Tools used in the study case were 1) organized active learning plan with multimedia technology 8 learning management plan for a total of 12 hours. 2) Teamwork skills evaluation forms of 12 articles. The results of this research indicated as follows 1) the learning management plan is at a high level. 2) Students studying with organized active learning with multimedia technology have a high level of teamwork skills. With an average of 4.03 - 4.24.

Keywords: Active Learning, Multimedia Technology, Teamwork Skills

The Development of English Vocabulary Reading Skill by Using the English Song Activities for grade 1 students' of Bandonklet School Nong Bua Lamphu Primary Educational Service Area Office 1

by

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Abstract

The objectives of this study were 1.to compare the English reading achievement by using the English song activities for grade 1 students' before and after applying. 2.to study the satisfaction of the students who learning by using the English song activities, the sample selected by purposive sampling was 35 students in grade 1 students' of Bandonklet School Nong Bua Lamphu Primary Educational Service Area Office 1, semester 2 in academic year 2019. Research Instruments were 1.Lesson plan 2.Reading vocabularies Test 3. The rating scales satisfaction surveying of applying English song activities for students, the statistics used in the research were means (\bar{x}), standard deviation (S.D.), and compared the English reading achievement before and after applying English song activities for students by dependent samples t-test. The results of the study were as follows: 1) to compare the English reading achievement was significantly higher at level 0.05 after applying the English song activities, and 2) The satisfaction of the students who learning by using the English song activities was most levels.

Keywords: Reading, Skill, English Language, Song

The Development of Mental Calculation by Using Calculator Skills of 6st Year Kindergarten Students At Anubanchuenchom School in Mahasarakham Primary Educational Service Area Office 3

by

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Abstract

The purposes of this study were: 1) The Development of Mental Calculation by Calculator Skills of 6st year kindergarten students 2) to compare Development of Mental Calculation by Calculator Skills of 6st year kindergarten students at Anubanchuenchom shool in Mahasarakham primary educational service area office 3. the samples consisted of early childhood totally 22 students Semester, 2019 academic year. The tools for collecting data was Calculator Skills and Achievement Measurement Form. Statistics used in data analysis composed of percentage, mean, t-test (One Sample T-test). The result of the research were as follows; 1) The Development of Mental Calculation by Calculator Skills of 6st year kindergarten students The percentage of progress from 38.64 and 70.23 there are improvement respectively. 2) to compare Development of Mental Calculation by Calculator Skills before and after the treatment by using Calculator Skills the posttest score was higher than the pre-test score statistically significance at a degree of freedom of .05.

Keywords: Fast Numeracy Skills, Skill Practice, Grade 6

**The Development of Speaking Skill of Early Childhood
by Story Telling at Bannachumchang School in Nong Khai
Primary Educational Service Area Office 2**

by

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Abstract

The purposes of this study were: 1) The Development of Speaking Skill of Early Childhood by Story Telling 2) to compare the spoken skill of preschool children before and after the treatment by story telling the samples consisted of early childhood totally 17 students Semester, 2019 academic year. The tools for collecting data were story telling, Experience plan and speaking observation form. Statistics used in data analysis composed of percentage, mean, t-test (One Sample T-test). The result of the research were as follows; 1) The Development of Speaking Skill Of Early Childhood By Story Telling The percentage of progress from **83.84**, **90.82** and **96.00** there are improvement respectively. 2) to compare the spoken skill of preschool children before and after the treatment by story telling the posttest score was higher than the pre-test score statistically significance at a degree of freedom of .05.

Keywords: Improve Speaking Skills, Early Childhood, Storytelling Activities

Discovery Learning Process and use of Simulation Scenarios to Develop Learning Achievement Learning Retention through Student-Centered Approach in the Safety and Chemistry Laboratory Skill for Grade 10 Students

by

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Abstract

The objectives of this research were 1) To compare the learning achievement of Grade 10 students who received learning management together with the use of simulation on safety and skills in chemical laboratories with 80% of criteria. 2) To study the Learning Retention of Grade 10 students who received learning management using discovery and using simulation. Safety and skills in chemistry laboratories. The sample of this study was 37 grade 10 students at Anukoolnaree School under Kalasin Secondary Education Service Area Office 24. The sample was selected based on a Cluster Random Sampling. A research instruments were 1) 4 Lesson plans, 2) a Learning achievement test. The results of this research indicated as follows: 1) Learning achievement of Grade 10 students who received learning management together with the use of simulations about safety and skills in chemical laboratories. The mean score after the test was 34.16, the standard deviation was 3.40 and the students had scores higher than the criteria of 80 percent with statistical significance at the level of .05. And 2). After learning the “Discovery Learning Process and use of simulation scenarios” program, the sample had The achievement scores before and after learning were significantly different at the .05 level and the post-2 week post-learning achievement was not significantly different at the .05 level.

Keywords: Learning Achievement, Learning Retention

**A Development of a Model of Teaching and Learning Activities
by Using Basic Coding Knowledge Games of Grade 5 Student
Computational Science of Anubankhonkaen School under
Khon Kaen Primary Educational Service Area Office 1**

by

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Abstract

The study aimed 1) To compares reading Thai words spelling based on the final consonant sound achievement by using color theory. 2) To study satisfice of Prathomsuksa 1 for using color theory. The samplings were 25 Prathomsuksa 1 students at Ban E-lers school, Loei primary educational service area office 2. The samplings were selected by using simple random sampling. The tools used were two packs of reading Thai words spelling based on the final consonant sound exercises, which consisted of black and white exercises and colored exercises. The data were analyzed mean and Standard deviation (S.D.). The results of this study were 1) after using colored exercises, the achievement in reading Thai words spelling based on the final consonant sound were higher than using black-and-white exercises at the .05level of significance. 2) A study of the satisfaction of Prathomsuksa 1 students toward using colored exercises was high at the level

Keywords: Reading, Final Consonant Sounds, Color

The Development of Computer Skills using Computer Assisted Instruction of Ban Nong Hai Wang Khon Yom School under Khon Kaen Primary Educational Service Area 5

by

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Abstract

The purpose of this research were to 1) compare the achievement of students in computer usage by using computer assisted instruction (CAI) and 2) study the satisfaction of students with computer assisted instruction (CAI) in order to develop skills. Using computer The sample consisted of 14 prathom Suksa 2 students in Ban Nong Hai School, Wang Khon Yom, under the Office of Khon Kaen Primary Educational Service Area 5 by using a simple random sampling method. The tools used in this research are Computer Assisted Instruction (CAI), Computer Uses and the satisfaction questionnaire using computer assisted instruction (CAI). The statistics used in this research were mean, standard deviation and compare the dependent t-test values. The results showed that 1) Computer using achievement of Prathom Suksa 2 students at Ban Nong Hai School. Wang Khon Yom, Khon Kaen Primary Educational Service Area Office, Area 5, after receiving learning management by using computer-assisted instruction (CAI) higher than before learning management with statistical significance level at .05. 2) Prathom Suksa 2 students at Ban Nong Hai School, Wang Khon Yom, Khon Kaen Primary Educational Service Area Office 5 were satisfied with the learning management by using computer assisted instruction (CAI) as a whole in much level.

Keywords: Computer Skills Development, Computer Assisted Instruction

English Vocabulary Writing Ability Development by Using Games For Mathayom Sueksa 2 Students, Anukoolnaree School, Muang District, Kalasin Province

by

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Abstract

The study objective was to compare English vocabulary writing ability between pre-study and post-study by using games. The result was evaluated by using pre-test and post-test. The samples consisted of 40 Mathayom Sueksa 2 students in first semester, academic year 2019, Anukoolnaree School, Muang, Kalasin, Secondary Educational Service Area 24, Foreign Languages, and Subject of Basic English. The samples were selected by cluster sampling which was class 2/11 for 40 students. The research methodology was instructional plan by using vocabulary games, spelling exercises, and vocabulary learning achievement. Statistics used in this research was percentage, average and standard deviation. To use games as instructional media helped students to have more accurate and correct English vocabulary spelling. According to the implementation of using games to student English vocabulary spelling development, it was found that students' post-test score was higher than pre-test score. The average pre-test learning achievement was 16/30. The standard deviation was 4.02. The average percentage was 53.33%. The average post-test learning achievement was 23.83/30. The standard deviation was 4.11. The average percentage was 79.4%. These results indicated that student had better learning achievement after using games as instructional media and using games to develop vocabulary spelling skills for class 2/11 students.

Keywords: Development, Vocabulary Spelling, Game

The Development of Student's Chinese Speaking Skill Using Collaborative Activities in Satriwithaya High School

by

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Abstract

Collaborative learning is a new teaching method, which is student-centered. It is also a new teaching model to apply it in teaching Chinese as a foreign language class. This research will be conducted in the Chinese class of Satriwithaya high school. The purpose of this study is twofold: to study the collaborative activities in Chinese speaking class, and to evaluate students' Chinese speaking skill after using collaborative activities in the Chinese speaking class. In teaching experiments, this teaching experiment is based on a review of the literature. This paper selected three collaborative activities for teaching experiments, namely outdoor practice (Chinese interview), business talk (role play) and Chinese tongue twister. Using the results of teaching experiments and classroom observation methods, students' vocabulary learning, grammar learning, and oral expression are used to evaluate whether collaborative activities can help students improve their oral skills in the Chinese as a foreign language. In the discussion section, the paper will also analyze the results of the experiment and the results of classroom observations, and put forward corresponding suggestions for the application of collaborative activities in the classroom of Chinese as a foreign language.

Keywords: Chinese Speaks Skill, Chinese Teach as a Foreign Language, Collaboration Activity

Laws and Public Administration

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The Role of Lawyers and the Postmortem Examination

by

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Abstract

The purpose of this article is to study the post-mortem examination in the investigative process, which is the legal death process that causes the problem from the joint autopsy authority, which includes police, prosecutors, public health officers and deceased relatives. By affecting the dead and relatives of the dead from the performance of official duties according to the statutory provisions Therefore, in performing duties as a duty, the people who are dead relatives and lawyers should play a legal role. The purpose of this research is to find measures to encourage lawyers to participate in the post-mortem examination and to support people to be protected in life, body, property by exercising the power of officials and to provide fair treatment for the dead. In this paper, the author studied the Universal Declaration of Human Rights (UDHR) 6 (Minnesota Protocol on the Investigation of Potentially Unlawful Death (2016), the Constitution of the Kingdom of Thailand 2017, and legal autopsy measures such as National Human Rights Act 1999, Criminal Procedure Code, B.E. 2477, Lawyer Act B.E. 2528. The study found that the law relating to lawyers and the autopsy laws of Thailand There is only the Act to use the Criminal Procedure Code, B.E. 2477, Section 129, Section 131 and Section 148-156, etc. It is a law aimed at the protection of post-mortem examination. But since the said principle is still the same principle that uses the mechanism of the police Public health officials Prosecutors and dead relatives By neglecting the schedule of the lawyer's participation in the postmortem examination But according to the principles of the constitution which gives priority to the protection of rights and freedoms Equality in accessing justice is therefore not clearly defined. Resulting in a conflict of laws in the implementation of the right to participate in an autopsy lawyer. The author offers legal advice about the rules, procedures, conditions, or legislative bodies regarding the role of lawyers and their involvement in post-mortem examinations where death occurs unnaturally. That there should be laws and rules to lead to amendments to the law to be comprehensive and in accordance with the real intentions

Keywords: Defining Rules, Procedures, Conditions, Draft Law

Professional Compulsory Liability Insurance Medical

by

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Abstract

People around the world are facing health damage in many ways, including personal health. And to enter the society of the elderly, which humans need to receive health care by having specialized knowledge to take care, which means medical professionals Practicing or providing medical services may pose a risk due to duty which may result from a mistake. Defective or negligence causing the user to damage the life, body, health, freedom, property or rights of the user The physicians who violate must use the compensation which causes the legal liability which leads to the problem of the complaint and the prosecution of the medical profession and the problem of insufficient in the healing of the patients who receive the medical service. physician Making the liability insurance in the medical profession in Thailand important Because the liability insurance in the medical profession will provide true remedies for patients who have suffered damage from their medical services. In this study, qualitative research methods were used to gather and analyze data, including document research, brainstorming through group discussions and in-depth interviews. Apply insurance law to compulsory liability insurance in the medical profession The study found that doctors in Thailand do not have a law specifically, requiring those who practice medicine to have liability insurance in the profession, only the liability insurance for medical professionals who are voluntary, causing There is a very small amount of liability insurance, even though promoted by the government by the Office of Consumer Protection Board Resulting in high insurance premiums Therefore applied the Micro-insurance under the Civil and Commercial Code, Book 3, Title 20, Chapter 2, Part 3, Section 887, paragraph one, to apply to the said matter, which can be adjusted but still lack some important details In addition, the form of insurance policies for medical liability is still small. And the nature of liability insurance only has insurance with private insurance companies There is no grouping of associations like in other countries that have developed in this regard. This study suggests that Thailand should enforce compulsory liability insurance laws in the medical profession in the specific professional act, such as the Thai Traditional Medical Profession Act 2013, the Medical Practice Act. B.E. 2525. In the case of damage caused by errors in treatment, it will benefit both the doctor himself and the patients who receive medical services. The doctor, a result of legal measures to rehabilitate the victims in a timely manner and reduce medical lawsuits.

Keywords: Health, Damage, Heal, Compulsory Liability Insurance

The People Opinions of the Practices Good Governances Principle of the Government Offices of Loei Province and Nongbualamphu Province

by

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Abstract

The study was carried out with 2 objectives: 1) study and compare the people opinions of the practices good governances principle of the government offices of Loei Province and Nongbualamphu Province and 2) The development guidelines of the practices good governances principle of the government offices of Loei Province and Nongbualamphu Province. There was mixed research. The quantitative research samples composed of 400 people in Loei Province and Nongbualamphu Province during January to June 2019 to be taken by Taro yamae and the qualitative research 38 government offices Loei and Nongbualamphu to be taken by purposive sampling. The quantitative research instruments were questionnaire rating scale. The questionnaire have reliability situations .971. The data were analyzed by frequency, means, standard deviation and independent sample t-test. The qualitative research instruments was interview and descriptive analysis. The results of this research indicated as follows: (1) the opinions of people towards the application of good governances in government of Loei and Nongbualamphu Province were high rank follow: rule of law, morality, participation and decentralization, accountability, responsibility and investigate and value of budgets. None significant as a whole of the opinions of people towards the application of good governances of government difference province. Found significant level .01 on rule of law and level .05 on responsibility and investigate. (2) The development guidelines of the practices good governances principle of the government offices of Loei Province and Nongbualamphu Province were give opportunity to people and stakeholders in the administration, setting new information to public and review investigate and value of budgets. I have new concepts: government must increase the efficiency of the job, self-assessment, system monitor, audit standard of operation and performance management system. The ability to apply the policy to practical, as a result, the people in the area provide good quality of life.

Keywords: Opinion, People, Good Governances, Government

The Security of the State above the Right to Privacy of Citizens: A Case Study of Chinese Facial Detection Technology

by

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Abstract

The objectives of this research were to study the theory of rights in privacy and security and compare the importance of privacy rights and security in accordance with the rule of law Rechtsstaat. Principle analysis with the case of face detection camera technology in the People's Republic of China. The findings indicated that the importance between the security of the state and the right to privacy of the people Depends on the governing of each country. The concept of state policy towards the people that the state sees the importance of the right to privacy of the people more than domestic security or not. Which varies in each country, such as in European countries such as Germany, France, Austria, the government protects the privacy rights of people very much. Photographing people in public places in Germany is prohibited by personal data protection laws. Even images from car cameras are forbidden to be distributed. Except for using as evidence in the court only. United States Country that is governed by an authoritarian regime Until that China The government gives more importance to state security than protecting the rights and freedom of the people. Especially, the right to privacy, which is a fundamental right that all humans must be certified and protected from birth. The finding of this research found that to protect the rights of privacy, which are basic human rights and in the near future Technology will play an important role in every part of life. For this reason, the government should increase measures to protect the rights of private citizens and does not violate it.

Keywords: Security, Privacy, Facial Recognition, China

Legal Issues Protecting the Safety by Injecting Body Fillers

by

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Abstract

This article aims to study the theoretical concepts about health-related activities that are harmful to health, the study found that Thailand has a law on regulating the activities that are harmful to health, including Public Health Act, B.E. 2535, enacted for the purpose of protecting public health and the quality environmental. And corporate control that affect people's health. This Act provides the minister of health to announce the ministry of public health matters that are harmful to health, which is posted on the ministry of public affairs about the health hazards B.E. 2558. The decrees are harmful to health must be regulated by law. The Ministry of Health announced that in matters that are harmful to health under article 9, B.E. 2558. Business-related services did not mention the operation of the injectable fillers. Fat injections to the face of the researchers mentioned above about the injections, fillers and fat injections such an impact on the health of the public service, which is injected into facial skin health hazards. For solutions to the legal issues relating to public health. The injection of fillers and fat injections to the face. The authors agreed to add the operation to inject dermal fillers and fat injections to the face. In the Ministry of public Health, Matters that are harmful to health, B.E. 2558 Article 9. Related to the business service.

Keywords: Legal Defense, Fat Injections, Face

The Role of Lawyers and Natural Resources and the Environment

by

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Abstract

The objective of this article is to study natural resources and the environment that cause human problems. Which has a severe impact on humans and the environment From human activities that contribute to greenhouse gas emissions in the environment, such as carbon dioxide, methane, nitrous oxide and sulfur hexafluoride carbon (PFCs), global warming Therefore, it is the duty of people in all sectors to reduce greenhouse gas emissions. The purpose of this research is to find measures to support and encourage lawyers to participate in mitigation of global warming. In this article, the author studies the United Nations Framework Convention on Climate Change (UNFCCC), the Constitution of the Kingdom of Thailand B.E. 2560, and social control measures for the prosecution of natural resources and the environment, with relevant laws. Is a large number and is still being continuously improved to encourage the participation of lawyers People in Thailand and in the importance of natural resources and the environment by motivating people to engage in the desired behavior, and by creating legal awareness. Being aware of problems and impacts on future generations In addition, social measures include the elimination of problems that prevent natural and environmental offenses. The study found that this method allows lawyers to participate in appropriate natural and environmental resources activities, which is to educate the public on natural resources and the environment through legal measures such as Lawyers Act, B.E. 2528 (1985) Promotion and Conservation of National Environmental Quality Act, B.E. 2535 Public Health Act B.E. 2535 Forest Act, B.E. 2484 (1941) National Reserved Forest Act, B.E. 2507 (1964) Forest Plantation Act, B.E. 2535 Electrical Saw Act B.E. 2545 (2002) Wild Animal Reservation and Protection Act, B.E. 2535 Anti-Money Laundering Act, B.E. 2542 Beast of Burden Act, B.E. 2482

Keywords: Establishing Rules, Procedures, Conditions, or Draft Laws

Environmental Governance and Design Principles in Decentralized Common Pool Resource Management: The Preliminary Study on Thailand's Local Government Initiatives

by

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Abstract

After the promulgation of the Decentralization Act 1998, the local governments in Thailand take significantly more part in common pool resource (CPR) management in local areas. With the innovative-hybrid environmental governance and the design principles, some of localities can sustainably and effectively manage their CPR. As exploratory research, this study illustrates how these environmental governances and the design principles lead the small local governments in Thailand to have sustainable CPR management. Based on the results, the study suggests how other local governments should consider and apply these experiences from the case studies. However, in order to increase generalizability and methodological rigor, the future research should include more cases and apply classical content analysis, respectively.

Keywords: Common Pool Resource, Environmental Governance, Design Principle

Legal issues of Peer to Peer Lending

by

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Abstract

Fintech is not an emerging and new technology. It is a technology that has been around for a long time. It provides new financial and investment services that are different and meet the needs of people's today which is more convenient, faster, safer, and more efficient than the financial transactions in the original formats. One form of the popular Fintech is Peer to Peer lending that helps to loan the money online which used to happen via the loaning platform or to the bank in the old days. In the old days, the borrowers had to meet the lenders who used to release the loans. Cutting the traditional intermediary banking system from the equation by causing both borrowers to pay less interest, the Fintech Technology has become very easier to both lenders and investors get money faster and easier. However, borrowing money from Peer to Peer Lending also may cause legal problems since the Bank of Thailand has issued a regulation called Sor Nor Sor 4/2562 regarding the determination of rules, procedures and conditions for conducting business because the systems or Peer to Peer lending platforms which does not specify level of lenders whether they have to be entrepreneurs or the small and medium-sized enterprises. As well as not allowing loans to conduct business this is contrary to the objectives of borrowing money between individuals who want small and medium business entrepreneurs to have access to capital. And according to the announcement, the interest rate under the Civil and Commercial Code is 15 percent, which is therefore a problem that the loan between individuals to individuals may not be effective for borrowers to pay different interest rates Therefore, studying the laws related to Peer to Peer Lending is one of the most important part of education to help answer any questions that may arise.

Keywords: Fintech, Peer to Peer Lending, Technology, Banking System

The Relationship between Good Governance Management of Administrators and Job Satisfaction of Teachers under Office of the Vocational Education Commission in Udonthani

by

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Abstract

This research aimed to study good governance of administrators and job satisfaction of teachers, to compare good governance management of administrators and job satisfaction of teachers classified by work experience and school sizes and to study the relationship between good governance management of administrators and job satisfaction of teachers under Office of the Vocational Education Commission in Udonthani. The research samples were 302 administrators and teachers. The statistics for analyzing the data were frequency, percentage, mean, standard deviation, t – test (Independent samples) and F - test (One- way ANOVA) and Pearson’s correlation coefficient analysis. The findings of this research found as follows: 1) Good governance management of administrators and job satisfaction of teachers was in ‘much’ level in overall and individual aspect. 2) Comparing good governance management of administrators, classifying by work experience and school sizes revealed that it was not different in overall and individual aspect. 3) Comparing job satisfaction of teachers, classifying by work experience found that it was not different in overall and individual aspect. And classifying by school sizes showed that it was not different in overall. 4) The relationship between good governance management of administrators and job satisfaction of teachers revealed that there was a positive relationship at a high level and the level of the significance is at .01.

Keywords: Good Governance Management, Job Satisfaction, Relationship

Administrative Strategies School Based Management for Local Development of School Under the Sisaket Provincial Administrative Organization

by

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Abstract

Administrative Strategies School Based Management for Local Development of School under the Sisaket Provincial Administrative Organization aimed to 1) to study the states of operation as Administrative Strategies School Based Management for Local Development of School under the Sisaket Provincial Administrative Organization 2) to compare the perspectives of school administrators, teachers and head of the basic education committee on the operating conditions according to the administrative strategies school based management for local development under the Sisaket Provincial Administration Organization classified by positions, qualifications and work experiences and 3) to study problems and guidelines for the development of operational conditions according to the school-based administrative strategies school based Management for local development under the Sisaket Provincial Administration Organization. The sample of this research included school administrators, teachers and head of the basic education committee under the Sisaket Provincial Administration Organization which consists of 373. The research instruments used for data collection followed by Linkert five-scale interval design and opened questions. The reliability of the questionnaire is 0.98. Statistics used in data analysis was percentage, mean, standard deviation in comparison of differences between variables using statistical analysis T-test and F-test. When the statistical differences were found, Scheffe 'Method was conducted to figure out double differences.

Keywords: Strategies, School based Management, Local Development

Operation and Supply Chain Management

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A Material Handling System Design in Rice Milling Process: A Case Study of Maekaew Rice Milling

by

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Abstract

A Material handling system design in rice milling process in case study of Maekaew rice milling for objective to study material handling system in rice milling process with to develop and Increase the efficiency for expand overall productivity in this study to consolidate data include to power of motors, Pulley dimension, Flow pattern of rice and time for milling process to analysis with calculation value of round speed pulley, rice density, weight lading, speed flow, belt speed, capacity of material handling, area of rice flow in pipe and mass flow rate. The results indicated that Normal production rates Is lower than the ability of the equipment that cause is The problem of overflowing rice in the bucket elevators tube 2 due to the constricted entrance. Resulting in bucket elevators cannot work at full capacity and another reason that the production rate is lower than the capability of the equipment is The size of pipes and valves is small. Providing the highest flow rate at 0.273 tons per hour Which is less than the loading capacity of the bucket elevators tube. Resulting in the overall production rate to be less than it should be The solution to the problem of overflowing rice at the bucket elevators tube 2 is to expand the entrance to solve the bottleneck problem that helps to work at full efficiency. For problems with pipes and valves in the rice bowl in the case of wanting to double the production rate, this can be done by increasing the size of pipes and valves in the rice bowl. In the past, 3-inch pipes were changed to 6-inch pipes, which will provide a flow rate of 0.546 tons per hour. (Half valve opening), when looking at the flow rate of the 6-inch pipe is considered to double.

Keywords: Material Handling System, Bucket, Rice Milling

Transportation Routing: A Case Study of Thanapiriya Public Company Limited

by

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Abstract

Transportation routing a case study for Thanapiriya Co., Ltd. by consideration a total distance of each truck to transport goods for shortest total transportation distance by using the company's freight information, case studies in duration 1 month. Analysis from the study in Part 1, grouping the branches that have the same transport routes, and then consider selecting the grouping that is suitable for the number of products that need to be delivered, considering in 2 cases is the case of having a high and low volume of products. The case of having a high volume of average products, the distance has decreased from 2,599.986 km. or 21.14%. In the case of a low volume of average products with distance reduced from the present 3,390.291 km. or 27.57%. It can be seen that when changing from the present, using 1 car per 1 branch to be grouped before delivery, will help reduce the total distance. In part 2 of the 12 routes of product transportation to customer shops, the saving method has been reduced from 95.352 km. or 2.29% and different evolution methods have reduced distance about 102.818 km. or 2.47%. It shows that the using of saving methods and different evolution methods help calculate the appropriate route, shortening the overall distance from choosing a route based on the experience of the driver. In conclusion, they give a better solution for routing that can reduce the distance and provide improved transportation sequencing solutions.

Keywords: Transportation, Vehicle Routing, Saving Methods, Different Evolution Methods

Analysis of the Supply Chain Management of Fresh-Cut Vegetable Packing House for Export to the United Kingdom

by

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Abstract

This research intended to study the supply chain system of a case-study fresh-cut vegetables packing house for export to the United Kingdom and to propose approaches to improve its supply chain processes. Data collections were conducted by in-depth interviews with stakeholders in the supply chain, including the packing house and the supplier who sources raw materials from the central wholesale markets for the packing house. It was found that the operation of each activity in each supply-chain process has not yet been effective. These include Plan, Source, Make, Deliver and Enable processes. On the other hand, proper actions were taken on the Return process. However, each process can be improved for better efficiency by appropriately applying the supply chain management approaches of the model company.

Keywords: Supply Chain Management; Packing House; Fresh-Cut Vegetables; Export

Waste Reduction in Trailer Maintenance Process: A Case Study of Deuan Sawanh (Thailand) Co., Ltd.

by

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Abstract

Report of CO-Operative Education was made for developing skills of students to have a real work experiences, expanding knowledge which learned from class to the work place, Deuan Sawanh (Thailand) Co., Ltd., Nong Khai Province. The purposes of research are to decrease lateness of repairing trailers, decrease opportunity cost of repair procedures, including apply knowledge from class to use at establishment. Study methods are from interviews, researching related documents, and collecting data from CO-Operative Education. Study results found that methods of analysis solutions follow AHP, it found that from experts interviews of Maintenance Department, score result of order of magnitude by section chief and personnel regarding solution to the concordance of comparison is more than 0.52, it is in unacceptable level, CR is over because criterion which was made, it was not accordant.

Keywords: Lateness, Opportunity Cost, Maintenance

Organization and Human Resource Management

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A Study of the Relationship between Work Factors and Performance of Employees at DokKhun Industrial Group in KhonKaen and NongBuaLamphu Province

by

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Abstract

The purposes of this research were 1) 1. To study the level of work factors of operation employees in the DokKhoon industry group in KhonKaen Province And in NongBuaLamphu province. 2) To study work factors related to job performance of employees at the operation level in the DokKhoon industry group in Khon Kaen Province And NongBuaLamphu province, 3) To study the personal factors that are related to the performance of employees at the operational level in the DokKhun industry group in KhonKaen Province And NongBuaLamphu province. The sample used in the research Are employees who work in the Dokkhoon industry group In KhonKaen provinces and NongBuaLamphu province. The research instrument used for data collection was a questionnaire. Data were analyzed by using SPSS for Windows. The frequency, percentage, means and standard deviation of independent variables were analyzed. Hypotheses were tested by t-test, Pearson's correlation coefficient, Multiple Correlation Coefficient and Stepwise Multiple Regression Analysis. Results showed that most of the respondents were males, marital status, age between 30-39 years, have a secondary education level/vocational certificate, duration of work in the organization is between 1 to 3 years and being a full-time daily employee.

Keywords: Work Factors, Performance

Correlation between Personnel Development and Competency in Operation of Government Officers and Personnel under the Court of Justice Office, Khon Kaen Province

by

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Abstract

An independent study about correlation between personnel development and competency in operation of government officers and personnel under the court of justice office, Khon Kaen province, has following objectives; 1. To study factors regarding personnel development of government officers and personnel under the court of justice office, Khon Kaen province 2. To study competency in work operation of government officers and personnel under the court of justice office, Khon Kaen province 3. To study correlation between factors regarding personnel development which affects the competency in work operation of government officers and personnel under the court of justice office, Khon Kaen province. The sampled group for this independent study are government officers and personnel under the court of justice office, Khon Kaen province, total of 175 persons. The study method is conducted via utilization of questionnaires and use of QR Code for data analysis. The independent researcher used statistical method and calculation to find results, which are, frequency value, percentage value, mean value and deviation value, experiment to find discrepancy and analysis of personnel factor comparison and factors regarding personnel development which affects the competency in work operation of government officers and personnel under the court of justice office, Khon Kaen province. The statistical tools used in this study are t-test, One-way ANOVA: F-test and Pearson Correlation, which are used to testify assumption at significant level 0.05 or confident level of 95%. The result of an independent is concluded by studying majority of sample group of females, aged between 31 - 40 years, graduated with bachelor degree and have served government service up to 11-15 years, with salary ranging from 25,001 - 30,000 Baht. After analysis of associated factors, the finding suggests that the most optimum opinion towards personnel development by method of self development. After analysis of capacity of the working unit, the finding suggests that priority number one for development of organization comes from individual efficiency in every single aspect of personnel themselves.

Keywords: Personnel Development, Competency, Work Operations

A Study of Factors Effecting to the Organizational Commitment of Vocational Teachers in Udonthani Province

by

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Abstract

This research aimed to study personal factors and operational factors of teachers, to study organizational commitment of teachers, to compare operational factors of teachers classified by gender and duration of work, to compare organizational commitment of teachers classified by gender and duration of work, to analyze the relationship between personal factors, operational factors and organizational commitment of teachers and to study personal factors and operational factors effecting to organizational commitment of vocational teachers in Udonthani Province. The research samples were 294 vocational teachers which were obtained by Stratified random sampling. The instrument used was a questionnaire with five rating scale. The statistics used for analyzing the data were frequency, percentage, standard deviation (S.D.), t – test (Independent sample), F-test (One – way ANOVA and Pearson’s correlation coefficient analysis and Step wise multiple regression analysis. The research findings found as follows: 1) operational factors of vocational teachers in Udonthani province were in much level in overall and individual aspect. The relationship with colleagues was in the highest level but income and welfare was in the lowest level; 2) Organizational commitment of vocational teachers in Udonthani province was in much level in overall and individual aspect. Willingness and the best effort to work for benefit of the organization were in the highest level but high confidence in acceptance of goal and values of organization was in the lowest level; 3) Comparing of operational factors of teachers, classifying by gender was different in overall and the level of significance is at .01, and classifying by duration of work was different in overall and the level of significance is at .01; 4) Comparing organizational commitment of teachers, classifying by gender was different in overall and the level of significance is at .01. And classifying by duration of work was different in overall and the level of significance is at .01; 5) The relationship between personal factors, operational factors and organizational commitment of teachers revealed that there was a positive relationship in moderate level and the level of significance is at .01 in overall; and 6) Personal factors and operational factors effected to organizational commitment of vocational teachers and the level of significance is at .01.

Keywords: Organizational Commitment, Personal Factor, Operational Factor

Motivation Factors and Transformational Leadership Affecting Organizational Commitment of the Construction Business in Bangkok

by

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Abstract

The purposes of this research were to study: 1) influences of motivation factors that affect organization commitment of the construction business in Bangkok. 2) influences of transformational leadership that affect organization commitment of the construction business in Bangkok. 3) influences of motivation factors and transformational leadership that affect organization commitment of the construction business in Bangkok., The research methodology is the sample consisted of 400 random sampling. The instruments of research tools used questionnaires. The questionnaires were verified for content validity by experts and tried out the reliability by using Cronbrach's alpha coefficient was 0.97. The statistical used in analysis data were frequency, percentage, mean, standard deviation, multiple regression analysis. The results of this research were: 1) influences of motivation factors was statistical significantly at level of 0.05, 2) influences of transformational leadership was statistical significantly at level of 0.05, 3) influences of motivation factors and transformational leadership was statistical significantly at level of 0.05.

Keywords: Motivation Factors, Transformational Leadership, Organizational Commitment

A Study of the Relationship between Work Motivation and Work Efficiency of the Court Officials in the KhonKaen District

by

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Abstract

The purposes of this research were 1) to study the comparison of personal factors affecting the level of work performance of judicial officials of the Courts of Justice in Mueang District, Khon Kaen Province 2) to study the relationship between work motivation and work performance of civil servants. Court of Justice in Khon Kaen District The sample group used in the study was 120 civil servants of the Courts of Justice in Khon Kaen District. The instrument used for data collection was a questionnaire. The data were analyzed by using spss package. The frequency, percentage, the mean and standard deviation of independent variables and hypothesized variables were tested by t-test, One-way ANOVA and Pearson's product-moment correlation coefficient. The results showed that most of the respondents were single women and aged between 30-40 years. Most of the respondents graduated with a bachelor's degree and were in academic positions, in the civil servant years, on average. Between 6 years and monthly income between 20,000 - 30,000 baht, The results of the analysis of the relationship between work motivation and work efficiency of the court officials in Khon Kaen district found that There is a high level of work motivation in relation to quality, methods, and costs. And the relationship between work motivation and workload And the expenditures are at a high level The hypothesis testing found that the relationship between work motivation and work efficiency. The positive relationship was found in the same direction with statistical significance at the 0.001 level.

Keywords: Motivation at Work, Work Efficiency, Civil Servants, Courts of Justice

The Cost and Compensation of Broiler Raising Nong Bua Subdistrict, Ban Fang District, Khon Kaen

by

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Abstract

The purpose of the cost and compensation of broiler raising research Nong-Bua Sub-District, Fang District, Khon Kaen were: 1) to study the broiler raising cost and chicken coop, 2) to study the compensation, profit and loss in raising broiler investment, and 3) to study the problem and obstruction in raising broiler investment. This research was a survey research with a group sample that there were 25 farms where lived in Nong-Bua Sub-District, Ban Fang District, Khon Kaen by random sampling method. Researcher used questionnaire for keep a data correction and data analysis for using statistic, percentage, average and standard deviation. Researcher found the research result from questionnaire as follows. The result indicate that most of the questionnaires in this research were Male 56 %, Aged over 50 years 60 %, education level under than senior high school or vocational school 72 %, farm standard has 100 % benefit, type pure-blooded broiler 68 %, with knowledge of farm standards 52 %, the number of chicken not more than 5 people 88%, the area of the house not over 16,000 square meters 84%, there were raised chickens up to 5 years, and 36% of farms, accounting 92%. Overall of broiler management in great level was in line with hypothesis setting when consider , it was found that 5 items were studied at a high level, 1 item was at a medium level and 3 items were at the highest level which does not follow the research hypothesis set.

Keywords: Cost of Production, Compensation, Investment

A Study of the Relationship between the Transformational Leadership of School Administrators and School Effectiveness under Secondary Educational Service Area Office 20

by

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Abstract

These research objectives were to study the transformational leadership of school administrators, to study the effectiveness of schools and to study the relationship between transformational leadership of school administrators and school effectiveness under the Secondary Educational Service Area Office 20. This study was carried out with 342 administrators and teachers which were obtained by Stratified random sampling with positions and school sizes. The instrument used for collecting the data was a five point rating scale questionnaire with the reliability at 0.95. The statistics used for analyzing the data were frequency, percentage, mean, standard deviation, and Pearson's moment product correlation coefficient. The results showed that transformational leadership of school administrators was in 'much' level in overall and individual aspect. And school effectiveness was in 'much' level in overall and individual aspect. The transformational leadership of the school administrators and school effectiveness of schools under Secondary Educational Service Area Office area 20 revealed that there was a positive relationship in 'moderate' level ($r_{xy} = .623$) and the level of significance is at .01.

Keywords: Correlation, Transformational Leadership, School Effectiveness

The Evaluation of Occupational Support Community Enterprise, Koh Kok Community, Rayong Province

by

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Abstract

This article aims to evaluate the outcome of occupational support community enterprise established by Koh Kok community, Rayong province, Thailand. The evaluation employs Stufflebeam's CIPP Evaluation Model as a framework. The evaluation consists of context evaluation, input evaluation, process evaluation, and product evaluation. Data was collected by focus groups and in-depth interviews from 12 members of Koh Kok community enterprise. The context evaluations reveal that 12 samples, as the community representatives, need to build-up the reputation of Koh Kok community as an excellent example of dynamic development community. According to the cooperation of the community leaders that brought the knowledge and ideas about farming and livestock of the community members as an initiation for occupational support projects and this initiative has been developed into the form of community enterprise. The input evaluation found that the Koh Kok community enterprise is supported by external organizations such as "Samakhom Puen Chum Chon" (Community Friends Society) and "Kong Thun Fifah Rob Rong Ngarn" (Power plant surrounding area development fund). The supports come in form of monetary funding, building and equipment, and knowledge supports. The community members also involved in community activity in forms of community enterprise committees and cooperation in community activities, these create the social capital which is another form of investment. The process evaluation points out that Koh Kok community have its own community enterprise committee and open for community members to apply with a selection process. The committee acts as an agent for seeking to the investment fund from external supporters and manage the community fund. Finally, the product evaluation reveals that the number of community enterprise and the employment rate in community are increased. Out of these outcomes, community enterprise is also able to reduce its operating costs by the volunteering members and external supporters who come to share their techniques and knowledge without asking for any compensation. All in all, Koh Kok community enterprise acts as a center of knowledge and creates a value added for community product by develop the production process of local products and these lead to the increasing in community's members income.

Keywords: Community Enterprise, CIPP Evaluation Model

A Study of the Relationship between Stress, Quality of Life and Work Efficiency of Personnel Roi-Et Area Revenue Office

by

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Abstract

Nowadays, Thailand has rapidly developed and reformed which have academic technology, economy, politics, and society. The changing economy has highly competitive, the advancement of communication technology and the rushing lifestyle, resulting in people in both urban and rural areas who confront stress unconsciously and unavoidable. The purpose of this research was to study the level and correlation of stress, quality of work-life, and efficiency of personnel performance in the Roi-Et area revenue office. The quantitative case study was used for research instruments. Samples consist of 142 personnel in the Roi-Et area revenue office. The stratified random sampling method was conducted in proportion by the group position of the divided population as the academic government employee, the general government employee, and the employee. The research instruments are standard questionnaires with five levels. The statistical tools used in data analysis, which were Percentage, Mean, Standard Deviation, T-test, F- test (One Way ANOVA), Sheffie's method, and Pearson product-moment correlation coefficient. The results of the study are as follow, Roi Et Area Revenue Office, most of the personnel are female, aged between 36-46 years, bachelor degree education Income of more than 30,000 baht, Working period of 15 years or more, Work in general positions And working at the Area Revenue Branch Office. Personnel with gender, age, educational level The monthly income and position types are different, their working efficiency is not different. Except personnel who have different working periods with different organizations and departments have significantly different work efficiency 0.05. From the correlation analysis, it was found that stress relates negatively to work efficiency. And the quality of working life positively correlated with work efficiency.

Keywords: Personal, Stress, Quality of Life and Work Efficiency

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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.

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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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