AC-ESI-2017
ACADEMIC CONFERENCE ON EDUCATIONAL & SOCIAL INNOVATIONS
AC-ESI @2017 PRAGUE.CZ

CO-SPONSORED: "THE EURASEANS - JOURNAL ON GLOBAL SOCIO-ECONOMIC DYNAMICS"

CO-ORGANIZED BY:
INTERNATIONAL COLLEGE
SUAN SUNANDHA RAJABHAT UNIVERSITY, BANGKOK, THAILAND
RUSSIAN PRESIDENTIAL ACADEMY OF NATIONAL ECONOMY AND PUBLIC ADMINISTRATION, SOUTH RUSSIA INSTITUTE OF MANAGEMENT, ROSTOV-ON-DON, RUSSIA
Dear ladies and gentlemen, participants of Academic Conference on Educational & Social Innovations, academics and scholars, presenters of research centers, educational institutes and business!

In the era of globalization, spreading of modern knowledge and forms of education, re-evaluation of human resources for global competitiveness and self-sufficiency, an effectiveness of international collaboration in discussing on actual educational and social issues and challenges, searching for maximum effective solutions of local, regional and global development is timely increasing.

And I would like to express my deep gratitude to partnered journals, educational institutions of Thailand, Russia, Ukraine, Indonesia, Hungary and other countries whose efforts made possible this meeting of scholars and businessmen, interested in effective solution of global economy challenges using local resources of competitiveness and economical, social, cultural and innovative success.

And, of course, I would like to thank all participants for coming here, for their wonderful and useful research. I want to say, that Suan Sunandha Rajabhat University – as a leading public University of Thailand – is very proud to be an organizer of this significant and important conference.

To each participant I wish success, finding a new colleagues and friends, development of scientific and business contacts, new scientific discoveries that are benefit for society, business and government. And also enjoy your time in “golden city of Prague”.

Dr. Luadphot Girdwicthai, professor
President of Suan Sunandha Rajabhat University
Bangkok, Thailand

ACADEMIC CONFERENCE ON EDUCATIONAL & SOCIAL INNOVATIONS

On behalf of the Organizational Committee, I welcome you to the 2017 Academic Conference on Educational & Social Innovations, in the world most beautiful and interest city of Prague! Our conference always attracts researchers, educators and practitioners in all economic fields and related disciplines in the world.

Participants have found in these meetings an excellent opportunity to share their experiences with colleagues from distance places and often continued to cooperate with them on their subjects of interest.

The AC-ESI – 2017 has been established on a global basis. We have received more than 90 submissions from 7 countries, each submission was peer-reviewed by at least two anonymous reviewers and a total of 55 papers were accepted for presentation in the conference.

Accepted papers are scheduled for presentation in 6 sessions. We would like to express our sincere appreciation to all the reviewers and chairs and members of various committees of AC-ESI -2017 conferences for their precious time and expertise. The welcoming dinner provides the opportunity to honor the best papers and to recognize the contributions of many of the people who made this meeting possible.

Lastly, I would like to express our sincere gratitude to everyone involved in making the joint conference a success. Many thanks go to the organizing committee, keynote speaker and special session organizers, and the organizational committees and reviewers, the conference participants, and of course, to all the contributing authors who will be sharing the results of their research. It is our great pleasure to have you with us at the joint conference, where I hope new ties will be made and existing ones renewed and strengthened.

Please accept our best wishes for a wonderful stay in Prague!

Asst.Prof.Dr. Krongphong Khairirree
Director (Dean) of International college
Suan Sunandha Rajabhat University
Bangkok, Thailand
Dear friends and colleagues!

This conference is a meaningful crystallization of international initiatives among the number of institution towards practical cooperation in interdisciplinary studies, which will be contribute to the strengthening of the national educational systems.

The characteristic of the education in our era is change at the speed of light, which led us to the consensus that experts from many countries and many different disciplines must meet and discuss the phenomena, and then suggest solutions. We should be able to delve deeper by discussing problems across different disciplines as widely as possible, and thus grasping more profound solutions and suggestions.

The motivation for this conference is to help one’s country through offering individual expertise and point of view based on one’s individual discipline. As we gather from many different countries and many different disciplines, I believe that we should be able to expand the scope of our efforts and must aim at more challenging global contributions.

I hope all the participants of this conference will enjoy and get opportunities to enhance relationships of knowledge exchange.

I would like to extend my sincere gratitude to the organizing committee and especially to my Thai colleagues for given abilities to be a co-organizer and member of organizational board of AC-ESI – 2017, to be involved in the process of new international tradition formation!
# TABLE OF CONTENT

<table>
<thead>
<tr>
<th>Chapter 1</th>
<th>Modern Methods of Evaluation and Quality Assurance in Education</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Does Organizational Studying Affect the Performance of Higher Education Lecturers? The Mediating Role of Teaching Competence</td>
</tr>
<tr>
<td></td>
<td>Akaphon Thamahut, Takzina Bunbut</td>
</tr>
<tr>
<td></td>
<td>Career Opportunities in the Process of Human Reserve Management</td>
</tr>
<tr>
<td></td>
<td>Luedech Girdwichai</td>
</tr>
<tr>
<td></td>
<td>Assessment Method for Image of Regional Educational Institutions</td>
</tr>
<tr>
<td></td>
<td>Kataeva Natalya, Sysoyatin Alexey, Kuporov Jury</td>
</tr>
<tr>
<td></td>
<td>Factors Determining the Quality of Life for Students</td>
</tr>
<tr>
<td></td>
<td>Adam Depta, Iwona Staniec</td>
</tr>
<tr>
<td></td>
<td>An Investigation of Language Learning Strategy Use and Its Impact of Language Proficiency in University Students</td>
</tr>
<tr>
<td></td>
<td>Rojanard Waramontri</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chapter 2</th>
<th>Information and Communication Technologies in Education</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Lecturers' Demographic and Professional Characteristics and ICT Utilization</td>
</tr>
<tr>
<td></td>
<td>Jintana Tipratana, James Todd Whitaker</td>
</tr>
<tr>
<td></td>
<td>Teacher Opinion on Barriers to the Integration of ICT in Thailand University Teaching</td>
</tr>
<tr>
<td></td>
<td>Akechai Doung-Eang, Yanika Chuentako</td>
</tr>
<tr>
<td></td>
<td>Digital Platform as a Staff Training Base</td>
</tr>
<tr>
<td></td>
<td>Suntaree Patcharpiratee, Srayut Kuammuang</td>
</tr>
<tr>
<td></td>
<td>Misuse of Higher Education</td>
</tr>
<tr>
<td></td>
<td>Amber Osman, Muhammad Imtiaz Subhani, Syed Afif Hasan</td>
</tr>
<tr>
<td></td>
<td>Organizational and Economic Aspects of Introducing Trilingual Education in Kazakhstan</td>
</tr>
<tr>
<td></td>
<td>Galina Konopyanova, Yuliya Novitskaya, Zhassulan Idikenov</td>
</tr>
</tbody>
</table>

www.conferace.com
CHAPTER 3
HRM AND CORPORATIVE CULTURE IN MODERN UNIVERSITIES

ANALYSIS OF LEADERSHIP THEORIES IN ORGANIZATIONS TODAY: IS THERE A BETTER WAY?

Pattawat Seravisut
Pat Vivatpanakul

82

CHANGING THE ORGANIZATIONAL SUBCULTURE OF THE UNIVERSITY SUBDIVISION

Kritthaneth Makkapawethawat
Supakiri Prakancharoen

88

MONITORING OF FLEXIBLE TECHNOLOGIES OF PERSONNEL MANAGEMENT IN PROJECTS AS A NEW FORM OF SOCIAL-LABOR RELATIONS IN RUSSIA

Apënko Svetłana
Romanenko Mikhail

93

STAFF INCENTIVES EDUCATIONAL ORGANIZATION IN EFFICIENCY

Vinichenko Mikhail

99

THE ANALYZE OF THE EMPLOYEES MOTIVATION METHODS IN SMALL AND MEDIUM-SIZED COMPANIES

Sulawan Pansri
Chatcharin Saksorn

102

THE INFLUENCE OF UNIVERSITY'S MANAGEMENT ON ACADEMIC FACTORS AND STUDENTS' SATISFACTION: AN EMPIRICAL STUDY THROUGH STRUCTURAL EQUATION MODELLING

Johan W de Jager
Tahir Jan

107

MALE AND FEMALE STUDENT REASONING PROFILES IN SOLVING FRACTIONAL PROBLEMS: COMPARATIVE ANALYZE

Ratchatasorn Chandrenvorrasit
Kanyapitil Kunchornsirimongkol

111

CHAPTER 4
CULTURAL, ECONOMICAL AND ENVIRONMENTAL ISSUES OF THE MODERN EDUCATION

HIGHER SCHOOLS ECO-FRIENDLY EDUCATION IN THE FRAME OF CONCEPT OF SUSTAINABLE DEVELOPMENT

Yothin Chokrua
Yingsak Tampetch

115

TEACHERS' ATTITUDES TOWARDS THE ENVIRONMENTAL EDUCATION: AN EMPIRICAL ISSUES

Sarasak Dowraung
Somnaya Prachyangbrecha

116

EXPLORING RELATIONSHIPS AMONG AMATEUR ATHLETES, CO-CREATION, MOTIVATION, INVOLVEMENT AND DESTINATION CHOICE FOR SMALL SCALE SPORT EVENTS

Shang-Pao Yeh
Anestis Fotiadis

120

INFLUENCE OF CULTURAL DIMENSIONS "INDIVIDUALISM" AND "POWER DISTANCE" ON ENTREPRENEURIAL ACTIVITY

Kovaleva E.A.
Bogacheva T.V.
Kulyeva G.M.

124

PROACTIVE BUDGETING IS THE TOOL TO INCREASE EDUCATIONAL PROGRAMS EFFICIENCY

Chaoyi Pint
Kanokrat Kunjaraparan

131

PUBLIC FUNDING OF CIVIL SOCIETY ORGANIZATIONS IN LATIN AMERICA: HOW DO WE EVALUATE PROFITABILITY?

Stephen John Beaumont

133

SUBTLE FACTORS INFLUENCING MARKETING MANAGEMENT FUNCTIONS IN CONSTRUCTION BUSINESS ENTERPRISES

Jonas Ekwon Yankah
Clinton Aghavbo

137

A PARADIGM SHIFT IN RUSSIA'S INDUSTRIAL POLICY: FROM A RAW MODEL TO INNOVATION - TECHNOLOGICAL GROWTH POINTS

Tatiana V. Skryl

145

GOVERNMENT FUNDING OF EDUCATION: FACTORS OF RATIONALITY IN THE XXI CENTURY

Ushakov Denis

148

TESTING MASS MEDIA COMMUNICATIVE EFFICIENCY IN ENVIRONMENTAL MOTIVATION DEVELOPMENT (THE CASE STUDY OF BANGKOK, THAILAND)

Panprae Bunyapikook

149

THE FACTOR AFFECTING SRSUIC'S STUDENTS CULTURAL QUOTIENT

Kannapat Kankaew

161
CHAPTER 5
INNOVATIVENESS AND CREATIVITY: NEW PRIORITIES OF EDUCATION PROCESSES

BRIDGING THE GAP BETWEEN THEORY AND PRACTICE THROUGH CREATIVITY AND INNOVATION
Janchai Yingraypoon 185

INNOVATIVE CLIMATE AS A FACTOR FOR NATIONAL EDUCATION SYSTEM PROGRESS (THE CASE OF THAILAND)
Chutikarn Sriviboon 190

INNOVATION IN THE MANAGEMENT OF MODERN UNIVERSITIES
Chantanon Aruleecharan 199

ROLE OF SPECIALIZED KNOWLEDGE SEARCH IN PROCESS OF INNOVATIONS’ MANAGEMENT
Surachai Noikhammuang
Boonthong Boontawee 203

INTERRELATION OF INFORMATION, RESEARCH AND INNOVATION IN REGIONS OF RUSSIA
Yulia A. Antokhina
Liudmila A. Guzikova
Aleksandr M. Kolosnikov 209

EDUCATIONAL-INNOVATIVE PLATFORM OF BUSINESS-KNOWLEDGE AS FUNDAMENTALLY NEW APPROACH TO CLUSTER COOPERATION AND AN INTERACTIVE TOOL FOR INNOVATIVE RESEARCH NETWORK
Lyudmyla Ganushchak-Efimenko 211

ANALYSIS OF NATIONAL MEASURES FOSTERING INNOVATIONS IN DEVELOPED COUNTRIES AND ADAPTABILITY TO THEIR CURRENT SOCIAL AND ECONOMIC CONDITIONS IN UKRAINE
Marjana S. Shkoda 214

ACADEMIC CONFERENCE ON EDUCATIONAL & SOCIAL INNOVATIONS

EDUCATION INNOVATIVE APPROACH TO IMPLEMENTATION OF CLUSTER COOPERATION WITHIN THE INNOVATIVE EDUCATION CHAIN
Valeriya G. Shecherbak 216

CHAPTER 6
EDUCATION AS A FACTOR FOR TOURISM AND SERVICE INDUSTRY DEVELOPMENT

THE STREET FOOD CONSUMPTION AND FOOD SAFETY IN BANGKOK, THAILAND
Thanongsak Saksiriwutho 222

PASSENGER’S HALLUCINATION THROUGH AIRLINE’S COMMUNICATION
Theppaluk Komolvanij 230

PERCEPTION AND UNDERSTANDING OF PICTOGRAMS STUDY FOR THE AGED PEOPLE AND LOW-VISION PEOPLE
Tippaluk Komolvanij 235

YOUTH ENTREPRENEURSHIP AS A PLATFORM FOR THE STUDENTS’ PROFESSIONAL COMPETENCE FORMATION
Methawat Sangsai
Jeffrey Dickie 240

ENTREPRENEURSHIP POTENTIAL AND STUDENT PERSONALITY: NEW TEACHING TECHNOLOGIES IN HIGHER EDUCATION
Alisa Putjanart
Robert Henry Heathfield 244

THE EFFECT OF THE KOREAN WAVE ON CONSUMERS’, BRAND EQUITY MODEL
Renee B. Kim 250

ACADEMIC PROMOTION PROCEDURE OF UNIVERSITY LECTURERS: A CASE STUDY OF INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJAPHAT UNIVERSITY, THAILAND
Nantapat Leelaumpornsin
Chaweewan Keawaiha 254

FLIPPED CLASSROOM AND COOPERATIVE LEARNING METHOD IN BUSINESS STATISTICS
Krongthong Kairieree 259
YOUTH ENTREPRENEURSHIP AS A PLATFORM FOR THE STUDENTS' PROFESSIONAL COMPETENCE FORMATION

Methawat Sangrai
Jeffrey Dickie

International College
Suan Sunandha Rajabhat University,
Bangkok, Thailand

Nowadays, in conditions of radical modernization of the higher education system, one of the most important problems is preparing competent, competitive specialists who are fluent in the practical skills of their profession, and able to operate efficiently at the level of world standards. The solution of this problem becomes possible when the high school graduate have all the necessary competences and capable to provide a productive professional activity by the time of graduation. The article presents the theoretical and practical aspects of students’ self-determination and their readiness to professional activity. Also the article has a proof that formed at the University youth entrepreneurial environment provides an additional opportunity to develop students’ professional competencies. The results of a research conducted with the help of questionnaires of the students involved in the innovation – entrepreneurship University’s track are described.
Overall, currently, there are different approaches to understanding youth entrepreneurship as a socio-economic phenomenon. This concept considers the entrepreneurial activities of students, individual entrepreneurs, active youth entrepreneurship (project) teams. It should be noted that youth entrepreneurship is at the stage of formation and requires further study and formation of the conceptual apparatus. There is no integrated system contributing to the formation of the youth innovative projects and unified communication space among the active youth in Thailand. In this situation Universities cannot be closed institutes, producing specialists, knowledge, R&D results. They should form the good environment, helpful for economy development.

Universities are looking for new ways of integration into the modern economic system. They strive to create consortia with business and government, to take effective entrepreneurial and leadership programs for students, gives graduates the unique competitive competencies, to build a new type of teaching students, giving them an understanding of how to be an effective person and to benefit society, etc.

Conclusions

Information obtained as the result of interviews, helped to find out basic motives and students’ attitude to their current specialization; explore the plans and the readiness of students for future professional activities; find out the most relevant results obtained in the process of learning in Suannandha Rajabhat University (SSRUI), Bangkok, Thailand. According to the results, key factors influence students’ choice of faculty, are the prestige and reputation of the University, interest in the chosen specialty, the level of education quality. Other factors are the possibility of studying in the University with highly qualified staff and the opportunity to get a well-paid job. The majority of students (61%), despite the various motives of choice, satisfied with it.

To answer the question: "What are your plans after studying at the University?" about 67% of 4th year students remarked that they plan to find a job. To work in the major field plan 43%, and about 35% of students have plans to continue their education, including other specialty 15% and postgraduate school - 18%. The results of the study showed that students from all faculties to a greater or lesser extent, expect to find a job in the specialty they have chosen. To answer the question: "What results You have received while studying at the University, are the most significant?" the students defined the most important factors. The data obtained after processing the responses indicate that, according to students, the most important result is to receive theoretical training. Other important results are - obtaining practical skills and skills of working with information.

Besides, students noticed that they learned to organize their work, to achieve goals, acquired personal and business contacts and learned to work in a team. At last, there also was noticed that they realized their creative potential and leadership skills.

In order for the students to have the opportunity to develop additional professional competence in the University, innovative entrepreneurship infrastructure for youth entrepreneurship development is required.

In this article the results of current helpful programs in questions of youth entrepreneurship are shown in Table 1.

<p>| Table I – Comparative analysis of support forms for the business environment in SSRU |</p>
<table>
<thead>
<tr>
<th>Way of support</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Innovative-technological business-incubator of SSRU</td>
<td>• material support; • educational events; • support for the project; • mentoring; • expertise</td>
<td>• only innovative projects can become residents; • all of the event – for residents only, there is no attracting mass student audience to the creation of business</td>
</tr>
<tr>
<td>Park of socio-humanitarian technologies (platform for the development of innovative activities aimed at the development and implementation of social and humanitarian technologies)</td>
<td>• involvement masses into issues of social entrepreneurs; • developed and tested scheme of bringing the idea to reality; • conducting educational events</td>
<td>• only informative stage; • increase in ideas, not implementation; • narrow specifics</td>
</tr>
<tr>
<td>School of action (educational service that helps students turn their ideas into projects)</td>
<td>• trainings; • from an idea to a project</td>
<td>• learning without practice; • only social projects</td>
</tr>
<tr>
<td>Rector's grants (support for innovative and meaningful projects with great public response)</td>
<td>• financial support; • administrative support</td>
<td>• only innovative or social projects; • no mentoring</td>
</tr>
</tbody>
</table>

Analysis of programs and centers, which today contribute to the formation and development of youth business environment at the University showed that the University is already in the development program of entrepreneurial and design thinking, which allows finding new forms of cooperation with businesses, authorities and non-profit organizations to implement projects aimed at territory development of the University. The results of the program are not only interesting for entrepreneurial projects and existing business, but also for the formation of a community of young people with a new entrepreneurial mindset and the desire to influence the development of the site.

Based on the research we may say that youth entrepreneurship environment is forming in SSRU, although it is kind of narrow and has a focus on the social projects more than the creation business, and also does not mean systematic work on development of continuity.

However, despite the disadvantages identified, such projects and programs are already geared to meet the challenges of the times. This means the training of graduates demanded by the labor market, graduates with unique competences and is able not only to enter in the labor force both as wage earners and as business owners. The formation and development of youth business environment leads not only to involvement young people into the business community. Not every member of the youth business areas, projects, forums will become the owner of your own business. However, such conditions favor the formation of a new personality type, a young entrepreneur who is not afraid of the challenges of the world and is a valuable personnel resource for organizations of any sphere of activity. This approach will form the leader of the new level, capable of independent creative work.

References
ENTREPRENEURSHIP POTENTIAL AND STUDENT PERSONALITY: NEW TEACHING TECHNOLOGIES IN HIGHER EDUCATION

Alisa Putjanin
Robert Henry Heathfield

International College Suan Sunandha Rajabhat University,
Bangkok, Thailand

This research aims to explore and describe the correlation analysis between entrepreneurial potential with the personality of students in science and technology for the implementation of entrepreneurship in higher education. The correlation analysis is to be obtained.