



ACADEMIC CONFERENCE ON  
EDUCATIONAL & SOCIAL INNOVATIONS  
AC-ESI- 2017

PROCEEDINGS OF INTERNATIONAL CONFERENCE

PRAGUE, CZECH REPUBLIC

DECEMBER, 2017

Dear ladies and gentleman, 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.Luedech Girdwichai, professor  
President of Suan Sunandha Rajabhat University  
Bangkok, Thailand*

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. Krongthong Khairiree  
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!



*Dr. Elena Zolocheskaya  
Russian Presidential Academy of  
National Economy and Public Administration,  
South Russia institute of management,  
Rostov-on-Don, Russia*

Warm greetings from AC-ESI – 2017 organizing committee!

As a coordinator of our International conference organization I tried to do everything for making this year conference the best one!

We spent many hours for choosing venue; we spent gigabytes of internet traffic sending mails and calls for papers!

Hope, all these spent were not useless. And our conference will be very successful, productive and important for society, science and business.

I am glad to note, that a number of AC-ESI – 2017 participants is still high!

Geography of our conference is covered 7 countries from Asia, Russia and Europe!

Enjoy Czech hospitality and history, world most famous historical sites and cultural background! Don't forget to drink wonderful Czech beer with fresh sausages at the Old City Square, take a small boat along the Vltava river and to get lost between magic buildings, temples, narrow streets and cozy shops in Prague historic center.

And to get new knowledge, new ideas and new friends from AC-ESI–2017!!!



*Dr. Denis Ushakov, professor  
AC-ESI – 2017 coordinator  
International college  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand*

ACADEMIC CONFERENCE ON  
EDUCATIONAL & SOCIAL INNOVATIONS

=AGENDA=

**21 December**

Venue: Pyramida Hotel, Prague

14.00	Registration open	Foyer
18.00	Registration closed	

**22 December**

Venue: Pyramida Hotel, Prague

9.00	Opening ceremony	Room 7 LABE
	Welcome speeches:	
	Dr. Luedech Girdwichai	
	<i>President of Suan Sunandha Rajabhat University, Bangkok, Thailand</i>	
	Dr. Zolochevskaya Elena	
	<i>Dean of faculty of Public Administration, South Russia institute of Management of Russian Presidential Academy of National Economy and Public Administration</i>	
	Dr. Krongthong Khairiree	
	<i>Dean of International College Suan Sunandha Rajabhat University, Bangkok, Thailand</i>	
	Dr. Denis Ushakov	
	<i>Organizational board of AC-ESI- 2017</i>	
09.30	Smart city - city of systems	
	Key-note speech by Alidiya Zamit, Fisnik Shaqiri	
	<i>Szent Istvan University, Godollo , Hungary</i>	
10.00	Thailand and technological products: a social sciences case study	
	Key-note speech by Darma R. Khairiree	
	<i>International College Suan Sunandha Rajabhat University, Bangkok, Thailand</i>	
10.30	Group photo	Foyer
10.40	Coffee-break	Foyer
11.00	Role of Higher Education Commission (HEC) of Pakistan in promoting research culture across the Universities of Pakistan	
	Key-note speech by Dr. Muhammad Imtiaz Subhani	
	<i>Iqra University, Karachi, Pakistan</i>	
12.00	Lunch	
13.00	Session 1	Room 7 LABE
15.00	Coffee-break	Foyer
15.15	Session 2	Room 7 LABE
17.00	Second day finished	

**23 December**

Venue: Pyramida Hotel, Prague

09.00	Session 3	Room 7 LABE, floor 2
10.30	Coffee-break	Foyer
10.45	Session 4	Room 7 LABE, floor 2
12.00	Lunch	
13.00	Session 5	Room 7 LABE, floor 2
14.45	Coffee-break	Foyer
15.00	Session 6	Room 7 LABE, floor 2
17.30	Third day finishing	

**24 December**

Venue: Pyramida Hotel, Prague

09.00	Seminar "To be internationally published!"	Room 7 LABE, floor 2
10.30	Coffee-break	Foyer
12.00	Conference closing ceremony	

LIST OF SESSIONS:

Day 2  
13.00-15.00

**Session 1**

**Modern methods of evaluation and quality assurance in education**

Chairman: Dr. Luedech Girdwichai (Thailand)

- 1 Nantapat Leelaumpornsin ,  
Chaweewan Keawsaiha  
*International College Suan Sunandha  
Rajabhat University, Bangkok,  
Thailand* Academic Promotion Procedure of University  
Lecturers: A Case Study of International  
College, Suan Sunandha Rajaphat University,  
Thailand
- 2 Akaphon Thamabut ,  
Taksina Bunbut  
*International College Suan Sunandha  
Rajabhat University, Bangkok,  
Thailand* Does organizational studying affect the  
performance of higher education lecturers? The  
mediating role of teaching competence
- 3 Luedech Girdwichai  
*Suan Sunandha Rajabhat University,  
Bangkok, Thailand* Career opportunities evaluation as a tool to  
modernize human reserve management
- 4 Kataeva Natalya  
*Vyatka State University, Russia* Assessment Method for Image of Regional  
Educational Institutions  
Sysolyatin Alexey  
Kuporov Jury  
*Peter the Great St. Petersburg  
Polytechnic University, Russia*
- 5 Adam Depta  
Iwona Staniec  
*Lodz University of Technology,  
Lodz, Poland* Factors determining the quality of life for  
students
- 6 Rojanard Waramontri  
*International College Suan Sunandha  
Rajabhat University, Bangkok,  
Thailand* An Investigation of Language Learning  
Strategy Use and its impact of Language  
Proficiency in University Students



Day 2.  
15.15-17.00

**Session 2 Information and communication technologies in education**

Chairman: Dr. Muhammad Imtiaz Subhani (Pakistan)

- 1 Jintana Tiptatana ,  
James Todd Whitaker  
*International College Suan Sunandha  
Rajabhat University, Bangkok,  
Thailand* Lecturers' demographic and professional characteristics and ICT utilization
- 2 Akechai Doung-Eang ,  
Yanika Chuentako  
*International College Suan Sunandha  
Rajabhat University, Bangkok,  
Thailand* Teacher opinion on barriers to the integration of ict in Thailand university teaching
- 3 Suntaree Patcharaprteep ,  
Srayut Kuanmuang  
*International College Suan Sunandha  
Rajabhat University, Bangkok,  
Thailand* Digital platform as a staff training base
- 4 Nalin Simasathiansophon  
*International College Suan Sunandha  
Rajabhat University, Bangkok,  
Thailand* Implementation of electronic marketing on Thai businesses
- 5 Amber Osman  
Muhammad Imtiaz Subhani  
Syed Akif Hasan  
*Iqra University, Karachi,  
Pakistan* Misuse of Higher Education
- 6 Galina Konopyanova  
Yuliya Novitskaya  
Zhassulan Baikenov  
*Kazakh American free university,  
Ust-Kamenogorsk, Kazakhstan* Organizational and Economic Aspects of Introducing Trilingual Education in Kazakhstan
- 7 Darma R. Khairiree  
*International College Suan Sunandha  
Rajabhat University, Bangkok,  
Thailand* Thailand and technological products: a social sciences case study
- 8 Richard Stechow  
Magdalena Mißler-Behr  
*Brandenburg University of  
Technology Cottbus-Senftenberg,  
Cottbus, Germany* State-of-the-Art and further developments in Business Model Research for Industry 4.0

Day 2  
10.45-12.00

**Session 3 HRM and corporative culture in modern universities**

Chairman: Svetlana G. Akhmetova (Russia)

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|---|--|--|
| 1 | Patrawut Seravisut ,<br>Pat Vivatpattanakul<br><i>International College Suan Sunandha<br/>                 Rajabhat University, Bangkok,<br/>                 Thailand</i>                         | Analysis of leadership theories in<br>organizations today: is there a better way?  |
| 2 | Kritthaneth Makkapaweethawath<br>Supaksiri Prakanchaen<br><i>International College Suan Sunandha<br/>                 Rajabhat University, Bangkok,<br/>                 Thailand</i>              | Changing the organizational subculture of the<br>university subdivision  |
| 3 | Larisa V. Nevskaya<br>Svetlana G. Akhmetova<br><i>Perm National Research Polytechnic<br/>                 University, Russia</i>   | Modern Approach to Innovative Companies'<br>Staff Formation and Use  |
| 4 | Apenko Svetlana<br>Romanenko Mikhail<br><i>Dostoevsky Omsk State University,<br/>                 Omsk, Russia</i>   | Monitoring of flexible technologies of<br>personnel management in projects as a new<br>form of social-labor relations in Russia                            |
| 5 | Vinichenko Mikhail<br><i>Russian State Social University,<br/>                 Moscow, Russia</i>  | Staff Incentives Educational Organization in<br>Efficiency   |
| 6 | Johan W de Jager<br><i>Tshwane university of Technology,<br/>                 Pretoria, South Africa</i><br><br>Tahir Jan<br><i>International Islamic University<br/>                 Malaysia</i> | The Influence of University's Management on<br>Academic Factors and Students' Satisfaction:<br>An Empirical Study through Structural<br>Equation Modelling |
| 7 | Muhammad Imtiaz Subhani<br>Syed Akif Hasan<br><i>Iqra University, Karachi, Pakistan</i>  | Role of Higher Education Commission (HEC)<br>of Pakistan in promoting research culture<br>across the Universities of Pakistan                              |
| 8 | Sulawan Pansri,<br>Chatcharin Sadserm<br><i>International College Suan Sunandha<br/>                 Rajabhat University, Bangkok,<br/>                 Thailand</i>                               | The analyze of the employees motivation<br>methods in small and medium-sized<br>companies  |
| 9 | Ratchatasorn Chandraworrasit<br>Kanyapilai Kunchornsirimongkol<br><i>International College Suan Sunandha<br/>                 Rajabhat University, Bangkok,<br/>                 Thailand</i>      | Male and female student reasoning profiles in<br>solving fractional problems: comparative<br>analyze   |

**Day 2**

13.00-14.45

**Session 4**

**Cultural, economical and environmental issues of the modern education**

Chairman: Shang-Pao Yeh (Taiwan)

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| 1 | Kannapat Kankaew<br><i>International College Suan Sunandha<br/>Rajabhat University, Bangkok,<br/>Thailand</i>                                 | The Perception of SSRUIC's Students on Cultural Quotient   |
| 2 | Benjapol Worasuwanarak<br><i>International College Suan Sunandha<br/>Rajabhat University, Bangkok,<br/>Thailand</i>                           | Culture and social norm perception, Thai culture and opportunities of marketing  |
| 3 | Yothin Chokrua ,<br>Yingsak Vanpetch<br><i>International College Suan Sunandha<br/>Rajabhat University, Bangkok,<br/>Thailand</i>             | Higher schools eco-friendly education in the frame of concept of sustainable development   |
| 4 | Surasak Dowruang<br>Sommaya Prachyangprecha<br><i>International College Suan Sunandha<br/>Rajabhat University, Bangkok,<br/>Thailand</i>      | Teachers' attitudes towards the environmental education: an empirical issues   |
| 3 | Shang-Pao Yeh<br>Anestis Fotiadis<br><i>I-Shou University, Taiwan, ROC</i>  | Exploring Relationships among amateur athletes, co-creation, motivation, involvement and destination choice for Small scale sport events           |
| 4 | Kovaleva E.A.<br>Bogacheva T.V.<br>Kutlyeva G.M.<br><i>Peoples' Friendship University of<br/>Russia (RUDN University),<br/>Moscow, Russia</i> | Influence of Cultural Dimensions "Individualism" and "Power Distance" on Entrepreneurial Activity  |
| 5 | Thanasit Suksutdhi<br><i>International College Suan Sunandha<br/>Rajabhat University, Bangkok,<br/>Thailand</i>                               | A Survey of Student's Satisfaction toward Cooperative Education in ASEAN Community: A Case Study of Thailand and the Socialist Republic of Vietnam |
| 6 | Supotch Chaiyasang<br><i>International College Suan Sunandha<br/>Rajabhat University, Bangkok,<br/>Thailand</i>                               | Levels Of Geometric Thinking And Proof Abilities Of Thai Lower Secondary Students  |
| 7 | Chaorit Pinit ,<br>Kanokrat Kunasaraphan<br><i>International College Suan Sunandha<br/>Rajabhat University, Bangkok,<br/>Thailand</i>         | Proactive budgeting is the tool to increase educational programs efficiency  |

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| 8  | Stephen John Beaumont<br><i>Centro de Tecnología para el<br/>Desarrollo (CENTED)<br/>Buenos Aires, Argentina</i>  | Public funding of Civil Society Organizations<br>in Latin America: How do we evaluate<br>profitability?            |
| 9  | Jonas Ekow Yankah<br><i>University of Johannesburg,<br/>Johannesburg, South Africa</i>                            | Subtle Factors Influencing Marketing<br>Management Functions in Construction<br>Business Enterprises               |
|    | Clinton Aigbavboa<br><i>Department of Building Technology,<br/>Cape Coast Polytechnic, Cape Coast,<br/>Ghana.</i> |  |
| 10 | Tatiana V. Skryl<br><i>Plekhanov Russian University of<br/>Economics, Moscow, Russia</i>                          | A Paradigm Shift in Russia's Industrial<br>Policy: from a Raw Model to Innovation -<br>technological Growth Points |
| 11 | Ushakov Denis<br><i>International College Suan Sunandha<br/>Rajabhat University, Bangkok,<br/>Thailand</i>        | Government funding of education: factors of<br>rationality in the XXI century                                      |

**Day 3**

09.00-10.30

**Session 5 Innovativeness and creativity: new priorities of education processes**

Chairman: Krongthong Khairiree (Thailand)

*Szent Istvan University,  
Godollo, Hungary*

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| 2  | <p>Janchai Yingprayoon<br/><i>International College Suan Sunandha<br/>Rajabhat University, Bangkok,<br/>Thailand</i></p>  | <p>Bridging the Gap between Theory-Practice through Creativity and Innovation</p>   |
| 3  | <p>Chutikarn Sriviboon<br/><i>International College Suan Sunandha<br/>Rajabhat University, Bangkok,<br/>Thailand</i></p>  | <p>Innovativeness as a priority of Thailand education system modernization</p>  |
| 4  | <p>Chantana Anuleechan<br/>Tassanee Siriwan<br/><i>International College Suan Sunandha<br/>Rajabhat University, Bangkok,<br/>Thailand</i></p>                   | <p>Innovation in the management of modern universities human capital</p>  |
| 5  | <p>Surachai Noikhammueang<br/>Boonthong Boontawee<br/><i>International College Suan Sunandha<br/>Rajabhat University, Bangkok,<br/>Thailand</i></p>             | <p>Role of specialized knowledge search in process of innovations' management</p>   |
| 6  | <p>Marjana S. Shkoda<br/><i>Kiev National University of<br/>Technology and Design<br/>Ukraine</i></p>   | <p>Analysis of National Measures Fostering Innovations in Developed Countries and Adaptability to Their Current Social and Economic Conditions in Ukraine</p>             |
| 7  | <p>Lyudmyla Ganushchak-Efiimenko<br/><i>Kyiv National University of<br/>Technologies and Design, Ukraine</i></p>  | <p>Educational-Innovative Platform of Business-Knowledge as Fundamentally New Approach to Cluster Cooperation and an Interactive Tool for Innovative Research Network</p> |
| 8  | <p>Valeriya G. Shcherbak<br/><i>Kyiv National University of<br/>Technologies and Design, Ukraine</i></p>  | <p>Education Innovative Approach to Implementation of Cluster Cooperation within the Innovative Education Chain</p>   |
| 9  | <p>Yulia A. Antokhina<br/>Liudmila A. Guzikova<br/>Aleksandr M. Kolesnikov<br/><i>Peters the Great Polytechnic<br/>University, Saint Petersburg, Russia</i></p> | <p>Interrelation Of Information, Research And Innovation In Regions Of Russia</p>   |
| 10 | <p>Krongthong Khairiree<br/><i>International College Suan Sunandha<br/>Rajabhat University, Bangkok,<br/>Thailand</i></p>                                       | <p>Flipped Classroom and Cooperative Learning Method In Business Statistics</p>   |

**Day 3**  
09.00-10.30

**Session 6 Education as a factor for tourism and service industry development**

Chairman: Renee B. Kim (Korea)

- 1 **Renee B. Kim**  
*School of Business, Hanyang University, Seoul Korea* The Effect of the Korean Wave on Consumers' Brand Equity Model
- 2 Theppaluk Komolvani  
*International College Suan Sunandha Rajabhat University, Bangkok, Thailand* Passenger's Hallucination through Airline's Communication
- 3 Thanongsak Saksiriwuttho  
*International College Suan Sunandha Rajabhat University, Bangkok, Thailand* The street food consumption and food safety in Bangkok, Thailand
- 4 Methawat Sangsai ,  
Jeffrey Dickie  
*International College Suan Sunandha Rajabhat University, Bangkok, Thailand* Youth entrepreneurship as a platform for the students' professional competence formation
- 5 Alidiya Zamit  
Fisnik Shaqiri  
*Szent Istvan University, Godollo, Hungary* Smart city - city of systems
- 6 Alisa Putjanart  
Robert Henry Heathfield  
*International College Suan Sunandha Rajabhat University, Bangkok, Thailand* Entrepreneurship potential and student personality: new teaching technologies in higher education
- 7 Tippaluk Komolvani  
*Dhurakij Pundit University Bangkok, Thailand* Perception and Understanding of Pictograms for Aged People and Low-Vision People