

# Conference Information & Collection of Abstracts



# The 8<sup>th</sup> ICADA 2019 – SSIS

The Eighth International Conference on Advancement of Development Administration 2019 — Social Sciences and Interdisciplinary Studies

**“The Multidisciplinary Edge in the Disruptive World”**

**May 23 – 25, 2019**

National Institute of Development Administration (NIDA), Thailand



o

# Conference Information & Collection of Abstracts

*The Eighth International Conference on Advancement of Development Administration 2019—  
Social Sciences and Interdisciplinary Studies  
(The 8<sup>th</sup> ICADA 2019—SSIS)*

## CONTENTS

*(By an alphabetical order of the first author's last name)*

<b>I. Applied Statistics &amp; Information and Technology (AS).....</b>	<b>1</b>
COLLECTION MANAGEMENT PRACTICES OF ACADEMIC LIBRARIES IN NUEVA VIZCAYA .....	3
by Di-at, Francis Appatan .....	3
USE OF MULTI DISCIPLINARY CROSS EDGE TECHNOLOGY FOR DECISION MAKING DURING DISRUPTIVE SITUATIONS IN CONNECTION WITH QUICK RESPONSE AND RECOVERY.....	4
by Ganapathy, Ganapathy Pattukandan, Ph.D. ....	4
CYBERSECURITY DEVELOPMENT FOR INDONESIA'S INDUSTRIAL REVOLUTION 4.0 .....	5
by Rizky, Sandika Al .....	5
and Rahmansyah, Irfan F. ....	5
NULLOMER ANALYSIS ON GOOGLE CLOUD PLATFORM.....	6
by Saengamnatdej, Somchai, Ph.D. ....	6
and Warnnissorn, Prateep, M.D., Ph.D. ....	6
<b>II. Business Administration (BA).....</b>	<b>7</b>
ROLE OF BRANDS AND BRANDING FOR CUSTOMER DELIGHT IN MADHYA PRADESH PROVINCE OF INDIA.....	9
by Bargal, Hitendra, Ph.D. ....	9
Sharma, Ashish, Ph.D. ....	9
and Gupta, Prashant, Ph.D. ....	9
IMPLIMENTATION AND CHALLENGES OF GOODS AND SERVICES TAX (GST) OF INDORE, INDIA.....	10
by Bargal, Priyanka.....	10
Acharya, Rekha, Ph.D. ....	10
and Bargal, Hitendra, Ph.D. ....	10
FACTORS AFFECTING THE PURCHASE INTENTION IN SHARIN ECONOMY: THE CASE OF UBER IN SRI LANKA .....	11
by Harshana, M.K.L.....	11
and Rathnayake, D.T.....	11
PRODUCT INNOVATION PERFORMANCE IN MALAYSIAN MANUFACTURING FIRMS: THE FINANCIAL AND NON-FINANCIAL OUTCOMES .....	12
by Kah Choon, Low, Ph.D. ....	12
and Say Lee, Chong, Ph.D. ....	12
EXAMINING STUDENTS DISSATISFACTORY INCIDENTS IN HIGHER EDUCATION..	13
by Msosa, Steven Kayambazinthu .....	13
and Govender, Jeevarathnam P. ....	13
ATTITUDES OF BUSINESS ADMINISTRATION STUDENTS AND THE IMPACT ON ENTREPRENEURIAL INTENTION .....	14
by Poolsawat, Pimpika .....	14
and Supanti, Daraneekorn, Ph.D. ....	14

MARKETABILITY OF TARO CUPCAKES BASED ON APPEARANCE, AROMA, TASTE, AND TEXTURE .....	15
by Santos, Maureen P.....	15
Layno, Eldy Owen T. ....	15
Alarcon, Christel May S.....	15
Maglaque, Robert R. Jr. ....	15
Mallari, Pialyn M. ....	15
and Sagad, Anne Nichole D. ....	15
SENSORY EVALUATION OF AN OKRA LOAF WITH SEEDS AND WITHOUT SEEDS ..	17
by Santos, Maureen P.....	17
TOP MANAGEMENT CHANGES AND FIRM STOCK PERFORMANCE.....	18
by Taechapiroontong, Nareerat, Ph.D.....	18
and Chanttasahawat, Sasiyakarn .....	18
REGIONAL INNOVATION SYSTEM IN JAPAN .....	19
by Taher, Sheikh Abu, Ph.D. ....	19
Matsuzaki, Taisuke, Ph.D. ....	19
and Tsuji, Masatsugu, Ph.D. ....	19
RISE AND FALL OF UBER: SERVICE QUALITY AND IMPLICATION OF TRUST .....	20
by Tansitpong, Praowpan, Ph.D.....	20
THE TRANSITION OF INDONESIA’S CONSUMER MEGATREND FROM OFFLINE TO ONLINE SHOPPING: THE CASE OF TOKOPEDIA AND LAZADA.....	21
by Usman, Firas .....	21
and Amany, Carissa Hana Mega.....	21
TRAVELERS’ PERCEPTION TOWARD THAILAND PEACEFULNESS AND SAFETY PLACES FOR LEISURE ATTRACTIONS OF THEIR CHOICES .....	22
by Wadecharoen, Wanida, Ph.D. ....	22
and Ongkasuwan, Metta.....	22
JAPANESE INTERPRETATION IMPROVEMENT IN THAILAND MANUFACTURING AND SERVICE SECTORS .....	23
by Wadecharoen, Wanida, Ph.D. ....	23
and Tregasornnoppamas, Piromesiri.....	23
INDUSTRIALISATION AND TRANSITION IN THE THAI SUGARCANE INDUSTRY ....	24
by Wannaree, Pipattawade .....	24
Gekara, Victor.....	24
and Snell, Darryn .....	24
<b>III. Communication Arts &amp; Management Innovation (CM).....</b>	<b>25</b>
INTERCULTURAL COMMUNICATION APPREHENSION AND THE COMMUNICATION SKILLS OF INDIGENOUS COMMUNITIES IN A STATE UNIVERSITY OF SOUTHERN NUEVA VIZCAYA .....	27
by Aguila, Mary Gay T., Ph.D.....	27
QUESTIONS OF GLOBAL LEARNING AND VIRTUAL EXCHANGE PEDAGOGY IN A HIGHER EDUCATION CLASSROOM .....	28
by DeWees, Mari A., Ph.D. ....	28
EXAMINING CORPORATE IMAGE THROUGH STUDENTS’ PERCEPTIO AND SATISFACTION IN A UNIVERSITY IN MINDANAO, PHILIPPINES.....	29
by Nason, Maria Bella V., D.M. ....	29

THE PORTRAIT OF FILIPINAS IN SELECTED PHILIPPINE FOLKSONGS.....	30
by Sabio, Divina Gracia S., Ph.D.....	30
COMPARATIVE STRUCTURAL ANALYSIS OF NEWS HEADS AND LEADS USING SYSTEMIC FUNCTIONAL LINGUISTICS (SFL).....	31
by Tallungan, Jenifer Raymond R., Ph.D. ....	31
and Basconcillo, Eva Liza D., MAT .....	31
APPLYING CUSTOMER RELATIONSHIP MANAGEMENT (CRM) STRATEGY TO SOCIAL MEDIA USES IN MUSIC INDUSTRIES.....	32
by Tan-intaraarj, Peerawat .....	32
<b>IV. Development Economics (DE).....</b>	<b>33</b>
THE EVOLUTION OF FINANCIAL TECHNOLOGY: EVALUATING THE PROGRESS OF CASHLESS SOCIETY IN INDONESIA .....	35
by Ambarsari, Yeny Novita .....	35
and Suri, Zulfa Permata.....	35
EARLY CHILDH HEALTH OUTCOME INEQUALITY IN NEPAL .....	36
by Chanwongpaisarn, Lalita, Ph.D. ....	36
and Khand, Purna Bahadur .....	36
THE BENEFITS OF FULL TRADE LIBERALIZATION AND ACCESSIBILITY IN RCEP FOR THAILAND’S EXPORT POTENTIALS .....	37
by Cuyvers, Ludo, Ph.D.....	37
RATERS' PERCEIVED INFORMATION ADEQUACY OF PERFORMANCE APPRAISAL SYSTEM AND PERFORMANCE MONITORING IN THE FOURTH INDUSTRIAL REVOLUTION .....	38
by Kah Choon, Low, Ph.D. ....	38
and Muhamad Ali, Embi, Ph.D.....	38
TRANSNATIONALISM IN THE SOUTHERN MEKONG SUB-REGION: A STUDY OF THE IMPACT OF ECONOMIC DEVELOPMENT .....	39
by Owen, David A., Ph.D. ....	39
TRAIN STATIONS AND NIGHT MARKETS: A SOCIOLOGICAL PERSPECTIVE ON THE SUCCESS OF THAILAND’S “TALAD ROD FAI” .....	40
by Tan, Kevin S.Y.....	40
and Chan, Steve K.L., Ph.D. ....	40
OPTIMAL BOOK-VALUE DEBT RATIO .....	41
by Tharavanij, Piyapas, Ph.D. ....	41
COW MILK COOPERATIVES: 50 YEARS DAIRY DEVELOPMENT IN THAILAND .....	42
by Wittayakorn-Puripunpinyoo, Anucha, Ph.D. ....	42
ECONOMIC EFFICIENCY OF AGRICULTURAL COOPERATIVES IN THAILAND.....	43
by Wittayakorn-Puripunpinyoo, Anucha, Ph.D. ....	43
THE ROLE OF SAVINGS AND CREDIT COOPERATIVES OPERATIONAL EFFICIENCY IN THAILAND .....	44
by Wittayakorn-Puripunpinyoo, Anucha, Ph.D. ....	44

<b>V. Environmental/Social Development (EnD/SD)</b> .....	<b>45</b>
SCIENTIFIC LITERACY AND INQUIRY IN THE 21 <sup>ST</sup> CENTURY AMONG THE BIOLOGY MAJORS AT A STATE UNIVERSITY IN SOUTHERN NUEVA VIZCAYA .....	47
by Cardona Jr., Noel C., M.A. (Bio) .....	47
and Aguila, Mary Gay T., Ph.D. ....	47
COMPARISON OF COLOR ELEMENTS IN HISTORIC TOWNSCAPE OF NAN AND PHAYAO .....	48
by Jirawongsapan, Watcharawich .....	48
and Tachakitkachorn, Terdsak .....	48
FACTORS AFFECTING CORPORATE SOCIAL RESPONSIBILITY BEHAVIOR OF SMALL AND MEDIUM SIZE ENTERPRISE ENTREPRENEURS IN THAILAND .....	49
by Julintron, Anuwat .....	49
Yolao, Dusadee, Ph.D. ....	49
and Saisombut, Petcharat, Ph.D. ....	49
MOTIVATION BEHIND THE ESTABLISHMENT OF THE US – MEXICO BORDER WALL AT THE ERA OF PRESIDENT DONALD TRUMP .....	51
by Nurhasanah, Siti .....	51
SELF IDENTITY AND CONTINGENCIES OF SELF WORTH AMONG FRESHMEN AT A STATE UNIVERSITY IN NUEVA VIZCAYA .....	52
by Ocampo, Imelda S., Ph.D. ....	52
Aguila, Mary Gay T., Ph.D. ....	52
and Tallungan, Jenifer Raymond R., Ph.D. ....	52
AUTOMATION BASED-DEVELOPMENT FOR AGING POPULATION COUNTRIES: CASE STUDY OF JAPAN .....	53
by Rizky, Sandika Al .....	53
and Susetyo, Dibyo .....	53
EXPLORING THE FACTORS ASSOCIATED WITH DEPRESSIVE SYMPTOMS AND QUALITY OF LIFE IN OLDER ADULTS LIVING IN CARE HOMES IN THAILAND .....	54
by Tosangwarn, Suhathai, Ph.D. ....	54
21 <sup>ST</sup> CENTURY SKILLS OF INDIGENOUS STUDENTS AMIDST CHALLENGES OF ASEAN INTEGRATION AND BEYOND .....	55
by Vadil, Carlo F., D.P.A. ....	55
<b>VI. Human Resource Development (HRD)</b> .....	<b>57</b>
INSTRUCTIONAL COMPETENCIES AND PSYCHOLOGICAL TRAITS OF SECONDARY SCIENCE TEACHERS OF SOUTHERN NUEVA VIZCAYA .....	59
by Adais, Nessa Charlemae L. ....	59
and Las Marias, Mercy T. ....	59
IGOROT TEACHER EDUCATION STUDENTS: THEIR ETHNOCENTRIC ACUITY AND MANIFESTATIONS .....	60
by Bancual, Marita F., Ed.D. ....	60
Guyong, Fernando L., M.A.Ed.-SS .....	60
and Salas, Girlie F., M.A.Ed.-SS .....	60
DESIRED LEARNING MEANS OF THE MILLENNIALS AT AN INSTITUTE OF TEACHER EDUCATION .....	61
by David, Arvina S., M.A.Ed, LPT .....	61

SCIENTIFIC EPISTEMOLOGICAL BELIEFS, TEACHING APPROACHES, ATTITUDE AND PERFORMANCE IN K TO 12 CHEMISTRY .....	62
by Derilo, Reymund C., MAT .....	62
and Carreon, Jennylin B., M.A. ....	62
SECONDARY SCHOOL SCIENCE TEACHERS’ PEDAGOGICAL CONVICTIONS AND REPERCUSSIONS IN THE TEACHING-LEARNING PROCESS AND PHILIPPINE BASIC SCIENCE EDUCATION CURRICULUM .....	63
by Derilo, Reymund C., MAT .....	63
and Carreon, Jennylin B., M.A. ....	63
UNDERGRADUATE RESEARCH EXPERIENCES: PERSONAL AND SOCIAL-CONTEXTUAL FACTORS OF PRESERVICE TEACHERS’ RESEARCH SKILLS.....	64
by Derilo, Reymund C., MAT .....	64
Carreon, Jennylin B., M.A. ....	64
Margarette, Laguerta G., MAT .....	64
and Mejia, Hana Gay D.....	64
TRAINING NEEDS OF STAKEHOLDERS OF SECONDARY TEACHER EDUCATION DEPARTMENT OF NVSU-BAMBANG: CREATING EXTENSION ROADMAP.....	66
by Hernandez, Laila G., Ph.D. ....	66
Tallungan, Jenifer Raymond R., Ph.D. ....	66
and Apostol, Elma P., Ed.D. ....	66
THE ESTABLISHMENT OF WORKLOAD, DESIGNATION AND WORK STATUS AS CONTRIBUTING FACTORS OF TEACHING PERFORMANCE.....	67
by Lampa, Loviegie G.....	67
EMOTIONAL INTELLIGENCE: ITS INFLUENCE ON DECISION MAKING PRACTICES AND CHANGE MANAGEMENT APPROACHES AMONG GRADUATE STUDENTS OF A STATE UNIVERSITY .....	68
by Ocampo, Imelda S., Ph.D.....	68
THE PUNONG BARANGAY IN SOUTHERN NUEVA VIZCAYA PHILIPPINES: THEIR LEADERSHIP BEHAVIOR AND COMPETENCIES .....	69
by Ordoñez, Arcadia Alice T., D.P.A. ....	69
THE CONNECTION BETWEEN FACEBOOK MONITORING BEHAVIOR, RELATIONAL UNCERTAINTY, RELATIONAL SATISFACTION, AND RELATIONSHIP QUALITY AT WORKPLACES: IS FACEBOOK A BAD GUY? .....	70
by Panyachatpond, Prapak, M.B.A. ....	70
QUALITY OF WORK LIFE AS A PREDICTOR ON ORGANIZATIONAL COMMITMENT: EMPIRICAL EVIDENCE FROM SRI LANKA RAILWAYS .....	71
by Ramawickrama, J. ....	71
and Pushpakumari, M.D., Ph.D. ....	71
EVIDENCE OF GEOLOGIC HAZARDS: INTEGRATING THE SHSCORE SUBJECTS IN AN UPLAND KALANGUYA COMMUNITY .....	72
by Rojas, Nick Infante.....	72
and Las Marias, Mercy T. ....	72
ELDERLIES’ HUMAN CAPITAL NEEDS ON HOTEL BUSINESS EMPLOYMENT IN BANGKOK .....	73
by Sunanta, Piyawat .....	73
Kanchanawong, Paisarn, Ph.D. ....	73
Trakarnvanich, Keerati, Ph.D.....	73
and Waiapa, Yuttakan, Ph.D. ....	73



EFFECTIVENESS OF STUDENT WELFARE AND DEVELOPMENT PROGRAMS AND SERVICES OF NVSU-SOUTHERN CAMPUS: HINDSIGHT FOR KAIZEN.....	74
by Taguiam, Andres Z., Ed.D. ....	74
and Vadil, Carlo F., D.P.A. ....	74
PROFESSIONAL CONSTRUCTS CORRELATED WITH REGISTRY OF QUALIFIED APPLICANTS (RQA) ASSESSMENT: A MATHEMATICAL MODEL.....	75
by Tallungan, Jenifer Raymond R., Ph.D. ....	75
Olonan, Sheila Amor S., MAT.....	75
Domagas, Araceli V., Ph.D. ....	75
and Dallego, Marvin C.....	75
<b>VII. Law .....</b>	<b>77</b>
LEGAL IMPLICATION OF DIGITAL MUSIC SAMPLING TECHNOLOGY: COPYRIGHTABLE OR NOT? .....	79
by Mansnit, Attapol.....	79
Phanitchai, Rattaya.....	79
and Yenbutra, Pattaraporn.....	79
THE PROBLEMS WITH THE ENFORCEMENT OF THE THAI DATA PRIVACY LAW: THE OBLIGATIONS AND THE LIABILITY OF CLOUD SERVICE PROVIDERS.....	80
by Na Pibul, Auntika, Ph.D.....	80
COMBATING PUBLIC SECTOR’S CORRUPTION IN THAILAND: THE NEED TO LEGISLATING THE SPECIAL INVESTIGATIVE TECHNIQUES FROM ARTICLE 50 OF THE UNCAC INTO THE ORGANIC ACT ON COUNTER CORRUPTION B.E. 2561 OF THAILAND .....	81
by Tianprasit, Tanatthep, Ph.D. ....	81
<b>VIII. Language and Communication (LC).....</b>	<b>83</b>
CULTURE AND VALUES AMONG GADDANGS OF NUEVA VIZCAYA.....	85
by Aguila, Mary Gay T., Ph.D. ....	85
TRANSFORMATIVE KNOWLEDGE IN PROJECT INTERPRETATION OF UNIVERSITY’S STUDENTS MAJORING IN EVENT MANAGEMENT IN MULTICULTURAL EDUCATION.....	86
by Chanthaphan, Sharintip .....	86
THE INTERREGIONAL TRADE BETWEEN LATIN AMERICA AND THE CARIBBEAN AND ASIA-PACIFIC: THE EAST ASIAN PERSPECTIVES .....	87
by Chaowsangrat, Chaowarit .....	87
GRAMMATICAL CHALLENGES IN ENGLISH WRITING OF BILINGUAL SCHOOL STUDENTS IN BANGKOK.....	88
by Koomsuan, Witchayapong .....	88
and Rojjanaprapayon, Rujira, Ph.D.....	88
READING COMPREHENSION OF GRADE III PUPILS IN A PUBLIC ELEMENTARY SCHOOL IN NUEVA VIZCAYA .....	89
by Layno, Evelyn R., MAT- English .....	89
USAGE OF POLITENESS IN ENGLISH CONVERSATION IN THE PODCAST PROGRAM “WE NEED TO TALK” .....	90
by Limwattanaphan, Matcharindhorn .....	90
and Rojjanaprapayon, Rujira, Ph.D.....	90

THE LEVEL OF WRITING APPREHENSION AND WRITING PERFORMANCE OF SELECTED THIRD YEAR HIGH SCHOOL STUDENTS.....	91
by Marquez, Joyce Cristene C. ....	91
EXPLORING THAI STUDENTS’ PERCEPTIONS OF PROJECT-BASED LEARNING IN A TRANSLATION COURSE .....	92
by Prapunta, Sudatip, Ph.D. ....	92
TRANSLATION TECHNIQUES IN ANTIBIOTICS PATIENT INFORMATION LEAFLETS.....	93
by Prempraphan, Nantanat .....	93
and Rojjanaprapayon, Rujira, Ph.D.....	93
ENGLISH LANGUAGE AND CRITICAL THINKING SKILLS AS REQUISITES TO PROBLEM SOLVING.....	94
by Tallungan, Jenifer Raymond R., Ph.D. ....	94
and Olonan, Sheila Amor S., MAT.....	94
LITERACY NEEDS ASSESSMENT OF ELEMENTARY TEACHER EDUCATION STAKEHOLDERS: BASIS FOR EXTENSION FRAMEWORK .....	95
by Tallungan, Jenifer Raymond R., Ph.D. ....	95
Fragata, Remedios L., MA.Ed. ....	95
Hongo, Maria Corazon Francia S., MA.Ed.....	95
and Bullecer, Wilhelmina C., Ph.D.....	95
SOCIOCULTURAL PARADIGMS IN THE WORKS OF 21 <sup>ST</sup> CENTURY ILOCANO WRITERS OF SOUTHERN NUEVA VIZCAYA .....	96
by Tallungan, Jenifer Raymond R., Ph.D. ....	96
Salas, Girlie F., M.A.Ed. ....	96
and Taguiam, Andres Z., Ed.D. ....	96
IMPORTANCE OF INDIVIDUAL AND SOCIAL FACTORS INFLUENCING .....	97
CHINESE STUDENTS’ ENGLISH EFFICIENCY .....	97
by Tantong, Kewarin.....	97
and Manomat, Tatphichar .....	97
EMPLOYABILITY OF MAJORS IN ENGLISH GRADUATES IN A STATE UNIVERSITY OF NUEVA VIZCAYA .....	98
by Valdez, Rosalie R., Ph.D.....	98
TEACHING ENGLISH-LANGUAGE METAPHORS TO THAI STUDENTS .....	99
by West, Andrew J. ....	99
<b>IX. Public Administration (PA).....</b>	<b>101</b>
THE ADVANTAGE OF MULTIDISCIPLINARY IN THE DIGITAL ERA: GEORGIA CYBERATTACK 2008.....	103
by Aprilani, Neng Ad’ha.....	103
and Lesmana, Dandy Brahim.....	103
SKILLS TRAINING NEEDS OF PUBLIC HIGH SCHOOL STUDENTS: BASIS FOR AN EXTENSION PROGRAM .....	104
by Guillermo, Ronie G.....	104

THE RELATIONSHIP OF THE NATIONAL ELDERLY PLAN AND THE AGING SOCIETY .....	105
by Gen. Keokajee, Saroj, M.D. ....	105
Maj. Gen. Samothan, Nimit, M.D. ....	105
and Thongkong, Maniga .....	105
CHALLENGING INEQUALITY IN INDONESIA .....	106
by Lindawati.....	106
AN ANALYSIS OF FARMERS' COMPETENCIES IN PREPARATION FOR A SMART FARMER .....	107
by Prasertkhorawong, Kanlayanee .....	107
Kanchanawong, Paisarn, Ph.D. ....	107
Ariyadet, Chalinda, Ph.D. ....	107
and Saengsupho, Sathaporn, Ph.D. ....	107
THE RELATIONSHIP BETWEEN CULTURAL INTELLIGENCE AND JOB PERFORMANCE: THE MEDIATING EFFECTS OF CULTURE SHOCK AND CULTURAL ADJUSTMENT       108	
by Tantong, Kewarin.....	108
and Rojjanaprapayon, Rujira, Ph.D.....	108

# **I. Applied Statistics & Information and Technology (AS)**



**COLLECTION MANAGEMENT PRACTICES  
OF ACADEMIC LIBRARIES IN NUEVA VIZCAYA**

by  
**Di-at, Francis Appatan**  
*School Librarian I  
Nansiakan National High School  
Nueva Vizcaya, PHILIPPINES  
E-mail: francis.diat@deped.gov.ph*

**ABSTRACT**

The study employed the quantitative-qualitative method to examine the level of collection management practices of the academic libraries in Nueva Vizcaya. The selected components included type of school, school population and number of courses offered. It also dealt with the problems encountered in collection management and solicited recommendations in evaluating library collection practices. The study used a researcher-made survey checklist (*validated by research experts and underwent pilot testing*) to gather the quantitative data on management practices among the 24 (*only available academic librarians in the province*) librarians of colleges and universities in the province. Meanwhile, substantial analyses with document scanning and follow-up questions from the information gathered were used to suffice the data. The results revealed that the library collections of the academic libraries in Nueva Vizcaya were strong in Applied Sciences and Social Sciences. Also, the same collection management practices were seen among the cited schools regardless of their school profile. Furthermore, the academic librarian experienced and encountered problems on the areas of collection management. Subsequently, each academic library had its own unique best practices and challenges in some areas of collection management. Thus, collection management practices have apparently contributed in enhancing the collection management of the academic libraries.

**KEY WORDS:** Best practices in collection, collection development, collection evaluation, library collection, library resources

**USE OF MULTI DISCIPLINARY CROSS EDGE TECHNOLOGY FOR  
DECISION MAKING DURING DISRUPTIVE SITUATIONS IN  
CONNECTION WITH QUICK RESPONSE AND RECOVERY**

by

**Ganapathy, Ganapathy Pattukandan, Ph.D.**

*Professor*

*Centre for Disaster Mitigation and Management*

*Vellore Institute of Technology (VIT)*

*Tamil Nadu, INDIA*

*E-mail: seismogans@yahoo.com*

**ABSTRACT**

The response time to rescuing people in the disaster affected areas is a big challenge to reach them in time. The present paper is on how to simplify the raw image data received from satellites and how the data can be effectively used for quick response such as rescue, distribution relief in the disaster affected areas with the help of social media. A simplified framework developed for this purpose in connection with the effective communication during the disasters and the framework tested during December 2015 South in Flood in parts of Chennai City, India in real time. The sentinel satellite images have been used to interpret the damages and inundation areas by floods and rains. The satellite images analyzed based on unsupervised classification method to easily differentiate the damaged and non-damaged areas using change detection method by comparing before and after the flood situations. Inundated areas were extracted using Arc GIS Software and converted in to a map format which shows the flood affected areas, blocked roads, and other lifeline facilities. These maps were disseminated with local officials and volunteers groups involved in rescue operations using social media like face book, twitter, WhatsApp and the maps were updated time to time based on availability of cloud free data. The present framework research helped to make quick decisions in the flood affected areas immediately after the disaster occurrence and reduced the time taken to reach the affected areas and relief centers.

**KEY WORDS:** Response, disruptive, satellite data, disaster, information technology

**CYBERSECURITY DEVELOPMENT FOR  
INDONESIA'S INDUSTRIAL REVOLUTION 4.0**

by

**Rizky, Sandika Al**

*Department of International Relations*

*Airlangga University*

*Surabaya, INDONESIA*

*E-mail: sandikaa52@gmail.com*

and

**Rahmansyah, Irfan F.**

*Department of International Relations*

*Airlangga University*

*Surabaya, INDONESIA*

*E-mail: olcirffan@gmail.com*

**ABSTRACT**

This paper discusses the development of cybersecurity and the challenges that Indonesia must face in developing digital-based development in the era of the Industrial Revolution 4.0. The development of cyberspace security is important for Indonesia, which is seen as one of the highest potential entrants in the Industrial Revolution 4.0. Despite that, Indonesian government is unprepared in strengthening its cybersecurity. This can be seen through the absence of regulations on personal data protection, lack of coordination between existing regulations, and the lack of private security agencies. Through information security development theory, the authors found that the development of cybersecurity in Indonesia today is not compatible with the development of digital information in Indonesia. The lack of cybersecurity capacity makes Indonesia become the second country with the world's highest cybercrime rate after China with 36.6 million cybercrimes each year and even can surpass it in the future. Therefore, the authors argue that the development of cyber security is important for Indonesia in order for it to gain benefit from the Industrial Revolution 4.0.

**KEYWORDS:** Indonesia, cybersecurity, cyber-crime, industrial revolution 4.0,  
digital information



## **NULLOMER ANALYSIS ON GOOGLE CLOUD PLATFORM**

by

**Saengamnatdej, Somchai, Ph.D.**

*Assistant Professor*

*Department of Microbiology and Parasitology*

*Faculty of Medical Science*

*Naresuan University*

*Phitsanulok, 65000 THAILAND*

*E-mail: somchais@fwd.nu.ac.th*

and

**Warnnissorn, Prateep, M.D., Ph.D.**

*Assistant Professor*

*Department of Medicine*

*Faculty of Medicine*

*Naresuan University*

*Phitsanulok, 65000 THAILAND*

*E-mail: prateepw@nu.ac.th*

### **ABSTRACT**

Recently emerging cloud computing might overcome the limited resource of high speed computers. Our objective was to examine the cost and obstacles in using Google Cloud Platform (GCP) to search for a specific DNA sequence in a human genome. Data collection was done from January through March 2019 by keeSeek, a computer program, and the cost was reported by GCP. The results were that, during the time, the program processed about 0.05 percentages of data and the time used per pair of sequence ranging from 54202 to 63098 milliseconds. The cost per day was almost 2 US dollars. The connection to GCP was simple with few problems, such as denied accession permission. There were good support and no security issues. Thus, GCP is a good alternative to the high speed computers to search for the desired DNA sequence but the daily cost should be considered.

**KEY WORDS:** Cloud computing, bioinformatics, Google Cloud platform, nullomer, keeSeek

## **II. Business Administration (BA)**



**ROLE OF BRANDS AND BRANDING FOR CUSTOMER DELIGHT  
IN MADHYA PRADESH PROVINCE OF INDIA**

by

**Bargal, Hitendra, Ph.D.**

*Professor*

*Patel Group of Institutions*

*DA University*

*Indore (MP), INDIA*

*E-mail: pcstmba@gmail.com*

**Sharma, Ashish, Ph.D.**

*Senior Assistant Professor*

*University Institute of Management*

*Rani Durgavati University*

*Jabalpur (MP), INDIA*

*E-mail: dr.ashu72@gmail.com*

and

**Gupta, Prashant, Ph.D.**

*Associate Professor*

*Universal Business School*

*Karjat (Maharashtra), INDIA*

*E-mail: prashantpggupta5@gmail.com*

**ABSTRACT**

This study aims to identify role of branding by customer delight. This research was conducted in Madhya Pradesh province of India and was descriptive in nature. The data were collected from 375 respondents of Madhya Pradesh by using a structured questionnaire. The respondents of the study were the customers using various brands and were selected through a random sampling technique. Hypotheses chosen are (1) there is no significant relationship among branding, competitive pricing, promotional strategies and customer delight, (2) there is no significant impact of branding, competitive pricing and promotional strategies on the customer delight. Hypotheses testing were done using a correlation and multiple regression model. The results revealed that all the variables were related with each other and brands had positive impact on customer delight while other variables like competitive pricing had no impact on customer delight. Implications are that branding develops the customer delight and is very important for customers.

**KEY WORDS:** Branding, customers delight, multiple regression.

**IMPLIMINATION AND CHALLENGES OF GOODS AND  
SERVICES TAX (GST) OF INDORE, INDIA**

by

**Bargal, Priyanka**

*School of Economics*

*Devi Ahilya University*

*Indore (MP), India*

*E-mail: priyankabargal2005@gmail.com*

**Acharya, Rekha, Ph.D.**

*School of Economics*

*Devi Ahilya University*

*Indore (MP), India*

*E-mail: mailforrekha@gmail.com*

and

**Bargal, Hitendra, Ph.D.**

*Patel Group of Institutions,*

*Devi Ahilya University,*

*Indore (MP), India*

*E-mail: pcstmba@gmail.com*

**ABSTRACT**

This study aims to identify the factors affecting businessmen awareness on the implementation of Goods and Services Tax (GST) and challenges they may likely encounter with the implementation of GST in India. This research was conducted in Indore, India and was descriptive in nature. The data were collected from 100 respondents in Indore by using a structured questionnaire. The respondents of the study were the businessmen selected through simple random sampling technique. Hypotheses included (1) There is no relationship between business experience and GST awareness, and (2) There is no relationship between business size and GST issues. Hypotheses testing were done by using regression analysis for this research. The result revealed that respondents were aware of the GST mechanism and issues. The majority of the respondents also agreed that to comply with GST legislations, businessmen needed to have sufficient knowledge on appropriate and adequate documentation thus leading to increased compliance costs. Implications are that Goods and Services Tax (GST) plays an important role for the business activities.

**KEY WORDS:** Goods and Services Tax (GST), implementation, challenges, awareness, issues

**FACTORS AFFECTING THE PURCHASE INTENTION IN SHARIN ECONOMY:  
THE CASE OF UBER IN SRI LANKA**

by

**Harshana, M.K.L.**

*Department of Marketing Management  
University of Sri Jayewardenepura  
Nugegoda, 10250 SRI LANKA*

and

**Rathnayake, D.T.**

*Lecturer  
Department of Marketing Management  
University of Sri Jayewardenepura  
Nugegoda, 10250 SRI LANKA  
E-mail: dilan@sjp.ac.lk*

**ABSTRACT**

The main purpose of this study was to examine the factors affecting purchase intention in Sharing Economy with special reference to Uber Sri Lanka. The study was quantitative while the cross-sectional (survey) design was chosen as the overall research design. Data were collected using a structured questionnaire and purposive sampling technique was employed. The sample consisted of 300 Uber consumers and data were analyzed by using regression analysis. The results indicated that reputation, perceived benefits and quality of platform have a positive impact on intention of participation. However, perceived risk and sustainability were found to have a negative impact intention of participation which could be expected due to the lack of awareness on sharing economy concept in Sri Lanka. The results provide practitioners with insights into enhancing users' intention to participate in the sharing economy by prioritizing the factors that positively affect the purchase intention and reducing the negative factors that affect the purchase intention of customer on shared economy. The study can be extended in to other sharing economy services, such as peer-to-peer short-term lodging or services.

**KEY WORDS:** Peer to peer car sharing, sharing economy, sustainability, valence framework

**PRODUCT INNOVATION PERFORMANCE IN  
MALAYSIAN MANUFACTURING FIRMS:  
THE FINANCIAL AND NON-FINANCIAL OUTCOMES**

by

**Kah Choon, Low, Ph.D.**

*Senior Lecturer*

*School of Government*

*Universiti Utara Malaysia*

*06010 UUM Sintok, Kedah, MALAYSIA*

*E-mail: kahchoon@uum.edu.my*

and

**Say Lee, Chong, Ph.D.**

*Independent Researcher*

*06010 UUM Sintok, Kedah, MALAYSIA*

*E-mail: chongsaylee@gmail.com*

**ABSTRACT**

The fourth industrial revolution requires more focus on product innovation. In order to ensure the effectiveness of firms' investment in product innovation, there is a need for firms to measure product innovation performance (PIP). However, there is no consensus on the indicators used for PIP. Based on the knowledge-based view theory, what are the dimensions used to measure PIP in Malaysian manufacturing firms? This research employed the cross-sectional survey design and the questionnaires were distributed to 137 Malaysian manufacturing firms. The factor analysis results showed that the PIP were distinguished in four dimensions, namely (1) financial performance, (2) product innovativeness, (3) product performance, and (4) product development speed and cost performance. This research provided insights for (1) practitioners regarding the strengths and weaknesses of their product innovation and (2) academicians in mapping effective practices or processes that contributed to PIP.

**KEY WORDS:** Product innovation performance, product innovation financial outcome, product innovation non-financial outcome, Malaysian manufacturing firms

## **EXAMINING STUDENTS DISSATISFACTORY INCIDENTS IN HIGHER EDUCATION**

by

**Msosa, Steven Kayambazinthu**

*Doctoral Researcher*

*Department of Marketing and Retail Management*

*Durban University of Technology*

*Durban, SOUTH AFRICA*

*E-mail: kayambazinthu@gmail.com*

and

**Govender, Jeevarathnam P.**

*Associate Professor*

*Department of Marketing and Retail Management*

*Durban University of Technology*

*Durban, SOUTH AFRICA*

*E-mail: govendej@dut.ac.za*

### **ABSTRACT**

In recent times, higher education institutions are grappling with the challenge of meeting students ever changing needs. As a result, service failure complaints emanating from students dissatisfaction of the services rendered are numerous. This study examines students' dissatisfactory incidents at a selected higher education institution in South Africa. The critical incident technique was used to analyse all dissatisfactory encounters. Employee response to service delivery system failure, employee response to customer needs and requests and unprompted and unsolicited employee actions were used to categorise 45 dissatisfactory incidents. The findings of this study show that service delivery system failure accounted for the majority of the dissatisfactory incidents. This study could prove useful to higher education institutional managers to understand the problems students encounter in institutions of higher learning. Furthermore, the study could be used as a mirror and launchpad for designing and altering institutional policies and procedures.

**KEY WORDS:** Service failure, student dissatisfaction, higher education, critical incidents



**ATTITUDES OF BUSINESS ADMINISTRATION STUDENTS AND  
THE IMPACT ON ENTREPRENEURIAL INTENTION**

by

**Poolsawat, Pimpika**

*Ph.D. Student*

*Faculty of Management Sciences*

*Prince of Songkla University*

*Songkla, 90110 THAILAND*

*E-mail: ppk.psw@gmail.com*

and

**Supanti, Daraneekorn, Ph.D.**

*Lecturer*

*Faculty of Management Sciences*

*Prince of Songkla University*

*Songkla, 90110 THAILAND*

**ABSTRACT**

The aim of this article is to investigate the factors influencing entrepreneurial intention. The conceptual framework adopted in this study is the theory of planned behavior and personality entrepreneurship. The hypotheses of the study are (1) attitude towards entrepreneurship positively influences entrepreneurial intention, (2) positive psychological capital positively influences entrepreneurial intention, and (3) risk taking propensity positively influences entrepreneurial intention. A total of 206 responses were collected from business administration students of colleges and universities in Phuket. Questionnaires were utilized to collect the data. Data were analyzed by a multiple regression model. The results revealed that the first and the second hypotheses were confirmed significantly. Attitude towards entrepreneurship was very important to explain the entrepreneurial intention, followed by the positive psychology capital. The third hypothesis was confirmed that risk taking propensity had no significant positive influence on the entrepreneurial intention. This model can be employed as a guideline for educational institutions to design the effective business administration course focused on the attitudinal and personality for increasing new entrepreneurs.

**KEY WORDS:** Attitudes of business administration students, entrepreneurship intention

**MARKETABILITY OF TARO CUPCAKES BASED ON  
APPEARANCE, AROMA, TASTE, AND TEXTURE**

by

**Santos, Maureen P.**

*Instructor and Faculty Researcher*

*Mabalacat City College*

*Mabalacat City*

*Pampanga, PHILIPPINES*

*E-mail: santosmaureen11@yahoo.com.ph*

**Layno, Eldy Owen T.**

*Instructor and Faculty Researcher*

*Mabalacat City College*

*Mabalacat City*

*Pampanga, PHILIPPINES*

*E-mail: owen\_layno@yahoo.com*

**Alarcon, Christel May S.**

*Undergraduate Students*

*Mabalacat City College*

*Mabalacat City*

*Pampanga, PHILIPPINES*

**Maglaque, Robert R. Jr.**

*Undergraduate Students*

*Mabalacat City College*

*Mabalacat City*

*Pampanga, PHILIPPINES*

**Mallari, Pialyn M.**

*Undergraduate Students*

*Mabalacat City College*

*Mabalacat City*

*Pampanga, PHILIPPINES*

and

**Sagad, Anne Nichole D.**

*Undergraduate Students*

*Mabalacat City College*

*Mabalacat City*

*Pampanga, PHILIPPINES*

**ABSTRACT**

This study presents the marketability of taro cupcakes based on appearance, aroma, taste, and texture. The respondents were 53 Grades 11 and 12 Senior High School students who took up Cookery class in 2019 and their four (4) teachers. The study is based on the concept that taro is consumed as food, is prepared like potatoes, and is considered as a good source of starch (for baby food) from its flour (Mare, 2009). The study used sensory

evaluation in food research (Kemp, 2008) to elicit key reactions from the respondents through subjective testing. The seven-point Likert-type scale response (Vagias, 2006) on acceptability was used to look at the marketability of the taro cupcakes. Results revealed that the majority of the respondents found the taro cupcakes highly acceptable in terms of appearance, aroma, taste, and texture. Furthermore, the respondents highly recommended the price of PHP 12.00 for the taro cupcakes should they be made available in the local market. The implications of the study lie on the premise that taro may be used as flour for healthy baking purposes (specifically) and on the fact that taro is a food security crop (generally).

**KEY WORDS:** Marketability, acceptability, taro, cupcakes

**SENSORY EVALUATION OF AN OKRA LOAF  
WITH SEEDS AND WITHOUT SEEDS**

by

**Santos, Maureen P.**

*Graduate Student*

*Technology and Livelihood Education*

*Tarlac State University*

*Tarlac City, PHILIPPINES*

*E-mail: santosmaureen11@yahoo.com.ph*

**ABSTRACT**

This research was conducted to perform a sensory evaluation on an okra loaf with seeds and without seeds to examine whether the respondents will consider purchasing the product should it become available in the market. This concept was based on Steph Garside's (2013) analysis of Beattie's Model of Health Promotion which cited Will and Earle's (2007) work claiming a wider social and cultural responsibility for a successful health promotion. The study established significant differences between an okra loaf with seeds and an okra loaf of bread without seeds. The developmental stages, the sensory attributes, and the overall acceptability of the okra loaf with and without seeds were presented to the respondents. Two treatments were developed and fifty (50) respondents did a sensory evaluation of the product by using the nine-point hedonic scale. Statistical tools such as mean, ranking and T-test of difference were used to analyze and interpret data. The results revealed that out of 50 respondents, 40% of them would consider purchasing the okra loaf with seeds and the remaining 60% could or could not purchase either the okra loaf with seeds and without seeds. The implications of this study lie in the promotion of healthy alternatives in the preparation and consumption of a loaf as well as the possible inclusion of cooking or baking alternatives in the Technology and Livelihood Education (TLE) curriculum. There are also implications to business enterprises that venture to the promotion of health products.

**KEY WORDS:** Acceptability, sensory evaluation, sensory attributes

## **TOP MANAGEMENT CHANGES AND FIRM STOCK PERFORMANCE**

by

**Taechapiroontong, Nareerat, Ph.D.**

*Assistant Professor*

*College of Management*

*Mahidol University*

*Bangkok, 10400 THAILAND*

*E-mail: nareerat.tae@mahidol.edu*

and

**Chanttasahawat, Sasiyakarn**

*College of Management*

*Mahidol University*

*Bangkok, 10400 THAILAND*

*E-mail: sasiyakarn@gmail.com*

### **ABSTRACT**

Top management is responsible for the success and failure of the entire business performance. The purpose of this research is to examine the relationship between the changes of top managers and firm stock return. A total sample of 1,268 effective start dates and end dates of top managers from 602 firms listed in the Stock Exchange of Thailand (SET) during the years 1999 to 2014 were collected from SETSMART database. Event study methodology was employed to investigate reaction of stock returns around each event. After every effective start date and resignation date was obtained as a center date or event window, daily stock prices of 756 trading days (three years) prior to and after each event were retrieved and calculated as daily returns. The stock returns over short and long periods ranging from 3-day, 1-week, 2-week, 3-week, 1-month, 2-month, 3-month, 4-month, 5-month, 6-month, 1-year, 2-year and 3-year returns surrounding the each event window were estimated and further used to computed abnormal return; and the difference between the actual and normal return. The results revealed two main issues. Firstly, firms' stock returns were unfavorable prior to the entering of new manager and significantly improved and turned to positive after two years later. Secondly, on average, following the firms with one-year decline in stock return, the managers were likely to resign and stock return remained unfavorable for years. The results implied that investors could gain favorable returns from investing in firms associated with new top manager but should avoid firms associated with top management resignation.

**KEY WORDS:** Top management change, stock return, abnormal return,  
event study method

## **REGIONAL INNOVATION SYSTEM IN JAPAN**

by

**Taher, Sheikh Abu, Ph.D.**

*Associate professor*

*Department of Finance and Banking*

*Jahangirnagar University*

*Dhaka, BANGLADESH*

*E-mail: knipuljp@yahoo.co.jp*

**Matsuzaki, Taisuke, Ph.D.**

*Researcher*

*Graduate School of Applied Informatics*

*University of Hyogo*

*Kobe, JAPAN*

*E-mail: sumataisuke@gmail.com*

and

**Tsuji, Masatsugu, Ph.D.**

*Professor*

*Faculty of Economics*

*Kobe International University*

*Kobe, JAPAN*

*E-mail: mtsuji@kobe-kiu.ac.jp*

### **ABSTRACT**

This study aims to assess the determinant factors for promoting regional innovation in Hyogo prefecture, Japan. Data were collected through mail survey among 220 SMEs (Small-and Medium Sized Enterprises) located in the Hyogo area and an econometric model was performed to identify factors of innovation. The model explains how SMEs achieve innovation by collaborating with external linkages such as local firms, universities, and public research organizations and assimilating information obtained on technology and market with indigenous resources, such as technology and human resources. The results revealed that establishing the regional open innovation system consisting of all regional entities was essential to promote innovation and vitalize the regional economy. In sum, the paper provides recommendations for other regions in Japan and to the world to follow the open innovation system.

**KEY WORDS:** Open innovation, external linkages, internal innovation capability, regression analysis, regional development

## **RISE AND FALL OF UBER: SERVICE QUALITY AND IMPLICATION OF TRUST**

by

**Tansitpong, Praowpan, Ph.D.**

*Assistant Professor of Business Administration*

*Graduate School of Business Administration*

*National Institute of Development Administration (NIDA)*

*Bangkok, 10240 THAILAND*

*E-mail: praowpan.tan@nida.ac.th*

### **ABSTRACT**

This study focuses on the service quality factors which influence customer satisfaction in regular taxis and mobile application-based taxis (Uber) in Thailand. Our proposed research model assesses how trust, perceived from secured transactions, and service quality, perceived from experiences, impact customer satisfaction in taxi services. We hypothesized that service quality of Uber should be superior than regular taxis, and satisfaction is moderated by trust. We conducted a survey on 500 respondents who had experiences with both regular taxis and those of Uber in the Bangkok metropolitan area. Multiple regression results suggested positive impact of tangibles, empathy, reliability, assurance, and trust on overall satisfaction for regular taxis, while tangibles, empathy, reliability, and assurance were significant predictors of satisfaction for those of Uber. The results confirmed that service quality of Uber was superior than regular taxis; however, trust did not have an effect on customer satisfaction for the users of those of Uber. This study should help identify gaps of the missing qualities for those of taxi industry of Thailand. Also, this study proposes a tool to solve fundamental issues by suggesting an improvement plan to the current regulations (The Road Traffic Act BE2522).

**KEYWORDS:** Service quality, application service providers, transportation

**THE TRANSITION OF INDONESIA'S CONSUMER MEGATREND FROM  
OFFLINE TO ONLINE SHOPPING: THE CASE OF TOKOPEDIA AND LAZADA**

by

**Usman, Firas**

*Undergraduate Student*

*Department of International Relations*

*Airlangga University*

*Surabaya, INDONESIA*

*E-mail: firasfrs12@gmail.com*

and

**Amany, Carissa Hana Mega**

*Undergraduate Student*

*Department of International Relations*

*Airlangga University*

*Surabaya, INDONESIA*

*E-mail: carissahana23@gmail.com*

**ABSTRACT**

This paper aim to discuss the reshuffle of offline to online shopping in Indonesia. 21st century is the digitization era where everything is available online, especially in Indonesia online shopping represent a popular activity. The existence of digital technology and connectivity play an important role in the way consumers make decisions. According to a survey in 2017 by ShopBack Indonesia, 42.2% of women and 40.7% of men indicate they have seen the commodity directly in the offline store first, then decide to buy online. This fact shows that Indonesian consumers are more comfortable about online shopping than offline shopping because e-commerce platforms often offer discounts and sometimes free shipping. As tangible evidence, this paper uses case study Indonesian e-commerce companies such as Tokopedia and Lazada. Based on technological determinism theory, the authors argue that technology and connectivity can change the pattern of consumers in Indonesia. Therefore, the significant increase of technology and digitization shopping online becoming a new-age trends in the contemporary era.

**KEY WORDS:** Online shopping, Lazada, Tokopedia



**TRAVELERS' PERCEPTION TOWARD THAILAND PEACEFULNESS AND  
SAFETY PLACES FOR LEISURE ATTRACTIONS OF THEIR CHOICES**

by

**Wadecharoen, Wanida, Ph.D.**

*Lecturer*

*Business Japanese Administration Program (MBJ)*

*Faculty of Business Administration*

*Thai-Nichi Institute of Technology (TNI)*

*Bangkok, 10250 THAILAND*

*E-mail: wanida@tni.ac.th*

and

**Ongkasuwan, Metta**

*Lecturer and ABLE Advisor*

*Department of Management Information Systems*

*Martin de Tour School of Management and Economics*

*Assumption University*

*Bangkok, 10540 THAILAND*

*E-mail: drmettaong@yahoo.com*

**ABSTRACT**

Thailand medical tourism has been growing over a decade and continues to attract more tourists from around the world. The number of tourists from Britain and Australia was 946,919 in 2015 with an increasing rate of four percent per year. The objective of this study was to study British and Australian tourists' perception toward Thailand as a wellness destination of their choices. A questionnaire survey was administered with samples of 550 British tourists and 570 Australian tourists at Suvarnabhumi Airport over a period of three months. The results suggested that 28% of British tourists and 31% of Australian tourists perceived Thailand as their wellness destination. Recommendations for further studies include (1) improvement of selection of multidisciplinary treatments with international standard quality, such as a sought-after destination for dental care, vision correction, fertility care, and spine surgery, (2) collaboration with leading insurances worldwide to facilitate the insured and the direct billing agreements, and (3) promotion of multilingual to reduce language barriers.

**baS:** Medical tourism, wellness destination, British, Australian, Thailand

**JAPANESE INTERPRETATION IMPROVEMENT IN  
THAILAND MANUFACTURING AND SERVICE SECTORS**

by

**Wadeechooen, Wanida, Ph.D.**

*Lecturer*

*Business Japanese Administration Program (MBJ)*

*Faculty of Business Administration*

*Thai-Nichi Institute of Technology (TNI)*

*Bangkok, 10250 THAILAND*

*E-mail: wanida@tni.ac.th*

and

**Tregasornnoppamas, Piromesiri**

*Graduate Student*

*Business Japanese Administration Program (MBJ)*

*Faculty of Business Administration*

*Thai-Nichi Institute of Technology (TNI)*

*Bangkok, 10250 THAILAND*

*E-mail: neko-3-chan@hotmail.com*

**ABSTRACT**

Thailand manufacturing and service sectors have been Japanese favorite investments for decades. One big challenge is an increasing demand for high quality interpretation of Japanese language in the manufacturing and service sectors. The objective of this study was to study factors affecting Japanese interpretation in manufacturing and service sectors in Thailand. A semi-structured interview was applied in this qualitative study by administered with 30 samples from 2017 Japanese Interpreter Alumni Directory. Data interviews were analyze with content analysis method with theoretical background. The findings suggested that the Japanese interpreters' communication skills, attitude, knowledge, social system, culture and environment affected the quality of the Japanese interpretation. Recommendations include further studies on (1) simultaneous interpretation and (2) humor and delay interpretation on improvement of the Japanese interpretation in various industries in Thailand.

**KEY WORDS:** Thai and Japanese interpreter, manufacturing and service sectors, simultaneous interpretation

## **INDUSTRIALISATION AND TRANSITION IN THE THAI SUGARCANE INDUSTRY**

by

**Wannaree, Pipattawade**

*Ph.D. Candidate*

*College of Business IT and Logistics*

*RMIT University*

*Melbourne, 3000 AUSTRALIA*

*E-mail: s3557679@student.rmit.edu.au*

**Gekara, Victor**

*Associate Professor*

*College of Business IT and Logistics*

*RMIT University*

*Melbourne, 3000 AUSTRALIA*

*E-mail: victor.gekara@rmit.edu.au*

and

**Snell, Darryn**

*Associate Professor*

*College of Business IT and Logistics*

*RMIT University*

*Melbourne, 3000 AUSTRALIA*

*E-mail: darryn.snell@rmit.edu.au*

### **ABSTRACT**

The processes of industrialisation and globalisation have had a huge impact on the organisation, productivity and profitability of many local industries. This study was designed to understand the way in which industrialisation and globalisation has impacted the Thai sugarcane industry, and how the state has responded to protect the domestic industry and secure its socio-economic benefits for the local communities. It has drawn upon the accounts of a wide range of industry stakeholders, including growers, harvesters, millers, government officials and local community representative, regarding practices, experiences and implications, to develop an in-depth understanding of the industry's developments and challenges. A qualitative case study method was adopted, involving semi-structured interviews, documentary content analysis, and observational notes. The study involved three regional case studies developed around the supply chains of three key sugar milling companies. The three were chosen to represent the diversity of the sugar producing regions in the country in order to highlight the wide range of challenges encountered and the regional impact. The findings show that the Thai sugarcane industry faced significant threat from forces of industrialization and globalization. Some of the key affected aspects include the workforce, capital investment, and diminishing availability of farming land, all of which undermine the industry's overall performance and its future.

**KEY WORDS:** Industrialization, globalization, trade liberalization, case study, sugarcane industry, Thailand

### **III. Communication Arts & Management Innovation (CM)**



**INTERCULTURAL COMMUNICATION APPREHENSION AND  
THE COMMUNICATION SKILLS OF INDIGENOUS COMMUNITIES IN  
A STATE UNIVERSITY OF SOUTHERN NUEVA VIZCAYA**

by

**Aguila, Mary Gay T., Ph.D.**

*Nueva Vizcaya State University (Bambang Campus)*

*Nueva Vizcaya, PHILIPPINES*

*E-mail: mgbt\_aguila@yahoo.com*

**ABSTRACT**

Apprehension jeopardizes effective communication in an intercultural context. The study examined the intercultural communication apprehension and communication skills of indigenous communities in a state university of southern Nueva Vizcaya. Specifically, the study looked at the respondents' profile, their intercultural communication apprehension, the factors causing this apprehension and their communication skills. It further examined the significant relationship between intercultural communication apprehension and communication skills. The study made use of descriptive research with 118 respondents who were chosen by using a purposive random sampling. Data were gathered through questionnaires and were analyzed using frequency, percentage, mean and correlation procedures. Results revealed that Kalanguyas comprised the majority of indigenous community in the campus, of female dominance. They had moderate intercultural communication apprehension and perceived that certain factors fairly often caused their apprehension while they had moderate level of communication skills. Results further revealed that intercultural communication apprehension was related with communication skills. The results of this study will provide benchmarking reference for academic institutions to assist students of diverse culture overcome their apprehension and harness their communication skills in spite of their cultural distinctiveness.

**KEY WORDS:** Intercultural communication apprehension, communication skills,  
indigenous communities

## **QUESTIONS OF GLOBAL LEARNING AND VIRTUAL EXCHANGE PEDAGOGY IN A HIGHER EDUCATION CLASSROOM**

by

**DeWees, Mari A., Ph.D.**

*Assistant Professor of Sociology*

*Florida Gulf Coast University*

*Florida 33965, U.S.A.*

*E-mail: mdewees@fgcu.edu*

### **ABSTRACT**

Global learning skills are becoming increasingly valued in contemporary institutions of higher education and the labor market. At the same time, a number of students in colleges and universities remain unable to afford the time and cost of study abroad experiences offered through these institutions. Collaboration through virtual exchange offers a cost effective format to increase students' intercultural awareness, development as global citizens, and ability to connect individual issues to larger global phenomena. The purpose of this study is to examine the impact of virtual exchange activities in a social science higher education classroom on student learning outcomes and experiences. Based on information from 205 social science student surveys, exploratory data analysis was conducted in SPSS with tests for significance of key bivariate relationships. Results indicated that intercultural knowledge and awareness significantly increased for students engaging in virtual exchange as predicted in study hypotheses but the need for pedagogy on virtual exchange to take into account personal and emotional factors which may affect the productivity of these types of activities in the classroom is highlighted as well. This work informs research on global learning, virtual exchange pedagogy, and the area of Scholarship of Teaching and Learning (SOTL) in its implications that global learning through virtual exchange is a continuing, evolving process to be evaluated through mixed method approaches over time.

**KEY WORDS:** Virtual exchange, pedagogy, global learning

## **EXAMINING CORPORATE IMAGE THROUGH STUDENTS' PERCEPTIO AND SATISFACTION IN A UNIVERSITY IN MINDANAO, PHILIPPINES**

by

**Nason, Maria Bella V., D.M.**

*Faculty of Management and Administration*

*Misamis University*

*Ozamiz City, PHILIPPINES*

*E-mail: maribelnason@gmail.com*

### **ABSTRACT**

Satisfied students may give any school a positive corporate image that becomes the latter's edge in a competitive market. In responding to the issue of corporate image (CI), this study explored the impact of the university services by investigating the level of students' perception and satisfaction on the variables: Vision Mission Objectives Core Values (VMOC), Outcomes-Based Education (OBE), Students' Satisfaction (SS), and Service Quality (SQ). These variables were investigated using CONTEXT INPUT PROCESS PRODUCT (CIPP) program evaluation model to find their correlation to corporate image. This study employed questionnaires for data collection from 455 students of a university in Ozamiz City who were graduating from college in March 2015. Cronbach Alpha addressed the issues of validity and reliability of the measurements. Multiple regression analysis and correlation coefficients established the correlation of the variables. Results showed that student's satisfaction affected the corporate image of the university. For academic institutions to have an advantage over its competitors, it is suggested that a satisfying service must always be upheld.

**KEY WORDS:** Corporate image, Outcomes-based education, service quality, students' satisfaction



## **THE PORTRAIT OF FILIPINAS IN SELECTED PHILIPPINE FOLKSONGS**

by

**Sabio, Divina Gracia S., Ph.D.**

*Quirino State University*

*Quirino, PHILIPPINES*

*E-mail: divina\_gracia18@yahoo.com*

### **ABSTRACT**

This study aimed to draw the portrait of the Filipinas through folksongs from the different regions of the Philippines. Specifically, this study was conducted to answer the questions: (1) What are the characteristics of Filipinas based on the folksongs? (2) Why was Filipina defined as maid in the 1990s? This study utilized retrieval process, Functional-Flexible translation approach (Sabio, 2016) and Reflexive-Refraction Theory (Hosillo, 2006), textual, extra-textual and textual-historical analyses of the folksongs. Five (5) folksongs retrieved from different parts of the Philippines were used in the analysis. The folksongs represented five indigenous and ethnic groups from Southern Tagalog, Nueva Ecija, Bohol, Antique and Echague. They were chosen for their themes and topics focusing on women characteristics. The Functional-Flexible approach of translation used to translate the folksongs had six (6) steps, namely, source language, the texts, transferring, transposition, restructuring and target language. The lyrics of the folksongs were analyzed and common themes were extracted. It was gleaned from the study that Filipinas possessed the same general characteristics regardless of ethnicity. Simplicity, honesty, integrity, industry, hard-work, sincerity among other virtues worthy of emulation were the general descriptions of Filipinas based on the results of the study. These innate nature of Filipinas were also the qualifications that made them in demand as maids during the influx of domestic helpers abroad in the 1990s which led to the definition of the word Filipina as maid by an Italian dictionary.

**KEY WORDS:** Feminism, Filipinas, folksongs, regional literature

**COMPARATIVE STRUCTURAL ANALYSIS OF NEWS HEADS AND  
LEADS USING SYSTEMIC FUNCTIONAL LINGUISTICS (SFL)**

by

**Tallungan, Jenifer Raymond R., Ph.D.**

*Nueva Vizcaya State University*

*Nueva Vizcaya, PHILIPPINES*

*E-mail: jenz2319@gmail.com*

and

**Basconcillo, Eva Liza D., MAT**

*Nueva Vizcaya State University*

*Nueva Vizcaya, PHILIPPINES*

*E-mail: evaliza\_basconcillo@yahoo.com*

**ABSTRACT**

This descriptive study aimed at finding out if correlations exist among patterns used in leads and heads of model news articles, news outputs of a university publication, and student writers in the Regional Higher Education Press Conference, an annual convergence of student scribes in Region 02, Philippines. The data collected from three sets of sources were subjected to Systemic Functional Linguistics (Li & Mahboob, 2012) which yielded that most common pattern used among news heads and leads under study was Participant<sub>1</sub>-Process-Participant<sub>2</sub>, and the most common placement for a circumstance was at the end of the sentence. Further, the most common function assumed by a participant was being an actor, the most common process was material, and the most common circumstance was location. After analysis of data using Chi-square, there was a significant relationship among the functional patterns used by the three sources. The results imply that campus writers may be honed in writing news for national publications by adopting functional language used by expert news writers. This could be realized by substantial engagement in the school organ as component of the extra-curriculum.

**KEY WORDS:** News heads, news leads, structural analysis, systemic functional linguistics

**APPLYING CUSTOMER RELATIONSHIP MANAGEMENT (CRM)  
STRATEGY TO SOCIAL MEDIA USES IN MUSIC INDUSTRIES**

by

**Tan-intaraarj, Peerawat**

*Ph.D. Student*

*Faculty of Journalism and Mass Communication*

*Thammasat University*

*Bangkok, 10200 THAILAND*

*E-mail: peerawat2000@hotmail.com*

**ABSTRACT**

This review paper aims to construct a preliminary customer relationship management (CRM) model of social media use in music industries. Therefore, this review article discusses the current situation of music industries, and how social media have an impact on it. Previous studies, including primary sources which are related to CRM and social media were reviewed and synthesized. Thanks to the advancement in technology, music industries receive consequences following the change. Social media are one of interactive communication tools used. These technological advances provide convenience in interaction between fans and artists, as well as a record company. From this point, social media may enhance this relationship and create loyalty. According to primary and secondary source reviewed in this paper, social media have supported customer engagement, commitment, and trust. CRM have been inputted to be considered and analyzed to create and maintain customer relationship. A further research in the marketing communication field may apply this preliminary model to be a part of conceptual framework, especially music or entertainment industries. Also, music industries also get the idea about social media uses to enhance customer relationship.

**KEY WORDS:** Music industries, social media, customer relationship management, fans

## **IV. Development Economics (DE)**



**THE EVOLUTION OF FINANCIAL TECHNOLOGY:  
EVALUATING THE PROGRESS OF CASHLESS SOCIETY IN INDONESIA**

by  
**Ambarsari, Yeny Novita**  
*Undergraduate Student  
Department of International Relations  
Airlangga University  
Surabaya, INDONESIA  
E-mail: novitadarwis@gmail.com*

and  
**Suri, Zulfa Permata**  
*Undergraduate Student  
Department of International Relations  
Airlangga University  
Surabaya, INDONESIA  
E-mail: zulfapermata@gmail.com*

**ABSTRACT**

This paper discusses the transformation of Indonesian people becoming a cashless society. It is based on the in-depth of how the idea about a cashless society is implemented by electronic financial service provider. Indeed in the context of Indonesia, the consumer payment transaction using cashless methods covered only approximately 0.6% in 2013. This fact leads Indonesia categorized in the inception stage. Besides, the analysis point out that the advantages of a cashless society in Indonesia outweigh the disadvantages. Therefore, financial service providers are competing to develop non-cash financial application in order to increase the ratio of non-cash transactions. This paper uses case study of Go-pay and Ovo, which both are the cashless payment providers based in Indonesia. The authors argue that those providers are potential to increase cashless transaction in Indonesia. Based on technology development theoretical framework, the authors conclude that the progress of cashless transaction grows rapidly only after the emergence of providers in 2017.

**KEY WORDS:** Financial technology, Ovo, Go-pay, cashless payment

## **EARLY CHILDH HEALTH OUTCOME INEQUALITY IN NEPAL**

by

**Chanwongpaisarn, Lalita, Ph.D.**

*School of Economics*

*University of the Thai Chamber of Commerce*

*Bangkok, 10400 THAILAND*

and

**Khand, Purna Bahadur**

*Ph.D. Candidate*

*School of Economics*

*University of the Thai Chamber of Commerce*

*Bangkok, 10400 THAILAND*

*E-mail: purnabahadurkhand@gmail.com*

### **ABSTRACTS**

Despite the significant reductions in early childhood mortality, many low-income and middle-income countries, there are still persistent mortalities, particularly in disadvantaged populations. This study aimed to quantify child health outcome inequality measured in infant death and explore major contributors to the inequality for the periods 2011-2015 in Nepal using data from Nepal Demographic and Health Survey conducted in 2016. Concentration index was used to measure the inequality and decomposition of the index was performed to explore major sources of the inequality. Although, Nepal achieved MDG's target4, our result showed that there were substantial infant death inequalities between the poor and better-off which concentrated more on disadvantaged groups in spite of highly prioritized newborn policies. Decomposition analysis evidenced that mother education is the largest contributor to the inequality though there was an increasing trend of women literacy rate. Other major contributors are birth order and ecological zones. Results obtained from this study would be useful information for policymakers in Nepal.

**KEY WORDS:** Infant death, health outcome inequality, concentration index, decomposition analysis, disadvantaged group

## **THE BENEFITS OF FULL TRADE LIBERALIZATION AND ACCESSIBILITY IN RCEP FOR THAILAND’S EXPORT POTENTIALS**

by

**Cuyvers, Ludo, Ph.D.**

*Professor Emeritus of Economics*

*Director of Centre for ASEAN Studies, University of Antwerp, BELGIUM*

*Extraordinary Professor, North-West University (Potchefstroom Campus), SOUTH AFRICA*

*E-mail: ludo.cuyvers@uantwerpen.be*

### **ABSTRACT**

This paper aims to investigate Thailand’s export potentials in the ASEAN+6 countries, because of a “full liberalization and accessibility scenario” within the Regional Comprehensive Economic Partnership (RCEP). The methodology used was that of “filtering” statistical country data on macro-economic performance and imports following the Decision Support Model (DSM). The macro-economic data used were from the World Bank and the countries’ imports data were from the 2017 CEPII *BACI* data set. The export potentials thus identified were the base line in the further analysis. Next, potential exports under a “full liberalization and accessibility scenario” were calculated and compared with the base line export potentials. The results revealed that when all entry and accessibility barriers for traded goods were removed under RCEP, the most interesting realistic export opportunities (REOs) were in countries where they would increase most (Cambodia and Vietnam). In countries where the potential export revenue was high, like in China, Korea and Japan, the export potential value would increase less than the number of REOs, but would lead to a large export revenue. Thus, the Thai exporters and Thailand’s export promotion agency should concentrate on the REOs in the RCEP countries offering the higher export revenue.

**KEY WORDS:** Export potential; decision support model; ASEAN, RCEP



**RATERS' PERCEIVED INFORMATION ADEQUACY OF  
PERFORMANCE APPRAISAL SYSTEM AND PERFORMANCE MONITORING IN  
THE FOURTH INDUSTRIAL REVOLUTION**

by

**Kah Choon, Low, Ph.D.**

*Senior Lecturer*

*School of Government*

*Universiti Utara Malaysia*

*Kedah, MALAYSIA*

*E-mail: kahchoon@uum.edu.my*

and

**Muhamad Ali, Embi, Ph.D.**

*Professor*

*School of Government*

*Universiti Utara Malaysia*

*Kedah, MALAYSIA*

*E-mail: ali@uum.edu.my*

**ABSTRACT**

In the disruptive world, the challenges of the fourth industrial revolution demand raters to have adequate information to assess the rates' performance. Therefore, what types of information do the raters need and to what extent do the raters have adequate performance-related information? Based on the information adequacy framework, this research employed the cross-sectional survey design by using questionnaires as the research instrument. The data collected among 488 first rater officers of the management and professional group servicing in federal ministries and departments. The factor analysis results showed that raters needed two types of information, namely information related to (1) performance appraisal system and (2) performance monitoring. The results implied that the majority of raters had adequate information for both types. This study has provided significant implications toward human resource managers and raters on the types and adequacy level of information so that the objectivity, fairness, and transparency of appraisal can be achieved.

**KEY WORDS:** Raters, information adequacy, performance appraisal system, performance monitoring, fourth industrial revolution

**TRANSNATIONALISM IN THE SOUTHERN MEKONG SUB-REGION:  
A STUDY OF THE IMPACT OF ECONOMIC DEVELOPMENT**

by

**Owen, David A., Ph.D.**

*Associate Professor*

*Department of Government*

*International (Interdisciplinary) Studies Program*

*Millersville University of Pennsylvania*

*Millersville, PA 17551, U.S.A.*

*E-mail: David.Owen@millersville.edu*

**ABSTRACT**

Economic development impacts and even improves the lives of people in many ways, including raising standards of living, in addition to increasing awareness and connectivity across national and regional borders. Therefore, economic development is oftentimes viewed as a cause of transnationalism, the attitudes of interconnectivity that transcend borders. In this study, the researcher examined specifically transnational attitudes in the southern Mekong sub-region by answering the question of what do transnational attitudes look like in the southern Mekong sub-region. Data were employed from the Asian Barometer to test the hypothesis gauging transnational attitudes in Cambodia, Laos, Myanmar, Thailand, and Vietnam. The findings indicated that even though transnational attitudes have been prominent, the relationship between economic development and transnationalism has been quite complex. The results have important implications for understanding economic prosperity and transnationalism in the southern Mekong sub-region in an every-changing Southeast Asian landscape.

**KEYWORDS:** ASEAN, economic development, economic prosperity, transnationalism

**TRAIN STATIONS AND NIGHT MARKETS:  
A SOCIOLOGICAL PERSPECTIVE ON THE SUCCESS  
OF THAILAND’S “TALAD ROD FAI”**

by

**Tan, Kevin S.Y.**

*Senior Lecturer*

*S.R. Nathan School of Human Development*

*Singapore University of Social Sciences*

*Clementi Road, SINGAPORE*

*E-mail: kevintan@suss.edu.sg*

and

**Chan, Steve K.L., Ph.D.**

*Assistant Professor*

*Department of Sociology*

*Keimyung University*

*Daegu, SOUTH KOREA*

*E-mail: stevec@kmu.edu.kr*

**ABSTRACT**

In recent years, the growing popularity of “Talad Rod Fai”, or literally “Train Station Night Markets”, has become a highly visited site in Bangkok. Drawn from on-site ethnographic observations on non- or pseudo-purchasing interactions between visitors and vendors, as well as qualitative interviews with working adult visitors and vendors, this research project addresses the research question of how young working adults spend their leisure and construct their identity in alternate spaces. A conceptual framework connecting alternate space, informality and liminality among young adults was built based on our findings. In this respect, “Talad Rod Fai” represented the emergence of an urban Thai sub-culture, particularly among working-class youths, who were drawn to alternate spaces possessing a liminoid character that enabled a temporary retreat from daily routines, social hierarchies and the competition for urban spaces.

**KEY WORDS:** Thailand, night markets, urban development, informal economy, precariat

## **OPTIMAL BOOK-VALUE DEBT RATIO**

by

**Tharavanij, Piyapas, Ph.D.**

*Assistant Professor of Finance*

*College of Management*

*Mahidol University*

*Bangkok, 10400 THAILAND*

*E-mail: piyapas.tha@mahidol.ac.th*

### **ABSTRACT**

When a firm has a target capital structure, it is usually in a book-value term rather than a market-value term as presumed by capital structure theories or finance textbooks. In large part, this is because it is a book-value debt ratio that bankers, creditors and rating agencies pay attention to and even put in their loan covenants. The objective of this paper is to provide a systematic and practical method to determine the optimal corporate book-value debt ratio. The proposed method balances both the tax benefit of debt and its associated bankruptcy cost and more importantly incorporate the aims to maintain a good credit rating, financial robustness in times of adverse shocks and financial flexibility to seize good investment opportunities. The method could be applied by corporate finance managers to approximate the optimal book-value debt ratio to maximize a firm value.

**KEY WORDS:** Capital structure, cost of capital, debt ratio, leverage ratio

## **COW MILK COOPERATIVES: 50 YEARS DAIRY DEVELOPMENT IN THAILAND**

by

**Wittayakorn-Puripunpinyoo, Anucha, Ph.D.**

*Associate Professor*

*School of Agriculture and Cooperatives*

*Sukhothai Thammathirat Open University*

*Nontaburi, 11120 THAILAND*

*E-mail: puanucha@windowslive.com*

### **ABSTRACT**

Over 50 years, dairy industry in Thailand has contributed producing and selling secured farm income for Cow Milk Cooperatives (CMCs) members. Also, cow milk processing industry has been a source of income and employment in agricultural sector. This research aimed to examine the operational performance of CMCs in the area of Nakhon Ratchasima province which is an important dairy farming in Thailand. The primary data were collected from nine CMCs members in Nakhon Ratchasima province while the secondary data were collected from cooperative auditing department. Panel Data Model (PDM) was applied to investigate the operational performance of CMCs. The research results expressed factors affecting CMCs operation performance which were expenditures, loans and CMCs lending to members. According to the research results, CMCs in Nakhon Ratchasima province operated in a good shape. Over 50 years, CMCs have been adjusted themselves to internal and external operation factors.

**KEY WORDS:** Cow milk cooperatives, dairy development

## **ECONOMIC EFFICIENCY OF AGRICULTURAL COOPERATIVES IN THAILAND**

by

**Wittayakorn-Puripunpinyoo, Anucha, Ph.D.**

*Associate Professor*

*School of Agriculture and Coopeartives  
Sukhothai Thammathirat Open University  
Nontaburi, 11120 THAILAND*

*E-mail: puanucha@windowslive.com*

### **ABSTRACT**

Agricultural Cooperatives (ACs) in Thailand is a long-term economic aspiration which laid out in Thailand's recent 20-year strategic plan for attaining a developed country status. The research objectives were to (1) study the ACs situation and (2) measure economic efficiency of ACs in the upper-middle region of Thailand. The study population was the total number of 197 numbers of ACs. With the purposive sampling technique, it turned out of 86 ACs as a sample size. Data collection was administered from the department of Cooperative Auditing which were asset, debt, and capital from 1999 to 2018. The Economic Efficiency (EE) was measured by Data Envelopment Analysis Model (DEA Model). With hypothesis of this study, ACs obtained EE score equalized to 1.00. The research results expressed (1) the number of ACs has been increased for 20 years. The number of the ACs members has been increased, and (2) there were 46 ACs met the EE score while 40 ACs did not meet EE score.

**KEY WORDS:** Economic efficiency, Agricultural Cooperatives

**THE ROLE OF SAVINGS AND  
CREDIT COOPERATIVES OPERATIONAL EFFICIENCY IN THAILAND**

by

**Wittayakorn-Puripunpinyoo, Anucha, Ph.D.**

*Associate Professor*

*School of Agriculture and Cooperatives  
Sukhothai Thammathirat Open University  
Nontaburi, 11120 THAILAND*

*E-mail: puanucha@windowslive.com*

**ABSTRACT**

Savings and Credit Cooperatives (SCCs) in Thailand is the biggest one in terms of business volume. The research objectives were to study (1) the situation of SCCs operation (2) the Operational Efficiency (OE) of SCCs, and (3) the role of SCCs Operational Efficiency in northeastern Thailand. The secondary data were collected from the Department of Cooperatives Auditing database. Nine SCCs were selected as sample size by a purposive technique. Primary data were collected from 1,230 SCC members. The research results were (1) all of nine SCCs made their own profit from business operation, (2) there were six out of nine SCCs acquired the operational efficiency while three of them faced with the operational inefficiency, and (3) SCCs operational efficiency made the high confidence to their members. SCCs are the democratic institutes operated by people to solve financial problems for themselves. Also, it is an economic driver for local social economies.

**KEY WORDS:** Savings and credit cooperatives, Operational Efficiency

## **V. Environmental/Social Development (EnD/SD)**





**SCIENTIFIC LITERACY AND INQUIRY IN THE 21<sup>ST</sup> CENTURY AMONG  
THE BIOLOGY MAJORS AT A STATE UNIVERSITY  
IN SOUTHERN NUEVA VIZCAYA**

by

**Cardona Jr., Noel C., M.A. (Bio)**

*Nueva Vizcaya State University (Bambang Campus)*

*Nueva Vizcaya, PHILIPPINES*

*E-mail: noelcardonajr.@gmail.com*

and

**Aguila, Mary Gay T., Ph.D.**

*Nueva Vizcaya State University (Bambang Campus)*

*Nueva Vizcaya, PHILIPPINES*

*E-mail: mgbt\_aguila@yahoo.com*

**ABSTRACT**

Scientific literacy and scientific inquiry describe students' competencies required for living in the global society. Academic institutions thrive to prepare 21<sup>st</sup> century individuals with the core ideas of science, scientific reasoning and practices which include values, morals, and world views that can lead people to make appropriate choices and decisions. This study therefore ventures on ascertaining the scientific inquiry skills and scientific literacy among the Biology at a state university of Southern Nueva Vizcaya. Descriptive method using quantitative research was used and survey questionnaires were adopted to gather data. Particularly, mean and pearson moment correlation were utilized to analyze data gathered. Thirty-three respondents representing the different year levels of the program were considered. Results disclosed that the respondents manifest a very high level of scientific literacy along habits of mind, character or values, spirit of science, metacognition and self- direction. Significantly, spirit of science surfaced with the highest mean while character or values emerged with the least. Strong ability in respondents' scientific inquiry was further revealed the study further unveils significant relationship between scientific literacy and scientific inquiry. The results provide a baseline reference for academic institutions to harness students' scientific skills and competencies needed in this scientific and technological age.

**KEY WORDS:** Scientific literacy, scientific inquiry, habits of mind, character or values, spirit of science, metacognition and self- direction

**COMPARISON OF COLOR ELEMENTS IN  
HISTORIC TOWNSCAPE OF NAN AND PHAYAO**

by

**Jirawongsapan, Watcharawich**

*Graduate Student*

*Faculty of Architecture*

*Chulalongkorn University*

*Bangkok, 10330 THAILAND*

*E-mail: watcharawich.j@gmail.com*

and

**Tachakitkachorn, Terdsak**

*Lecturer*

*Faculty of Architecture*

*Chulalongkorn University*

*Bangkok, 10330 THAILAND*

*E-mail: terdsak@gmail.com*

**ABSTRACT**

As cities develop, the sceneries became modernized in different ways with no particular direction and start to lose a sense of culture and harmony. After the Office of National Resources and Environmental Policy and Planning declared areas in Nan and Phayao as old towns in 2006 and 2014, respectively, it is important to collect data and establish ways for old town scenery preservation. The objective of this thesis is to investigate the color elements between the old towns in Nan and Phayao. From fieldworks, color data from 261 samples of buildings were collected using ‘Natural Color System’ and organized by the building types and elements. The data of each individual old town elements were analyzed and compared with statistics. Despite the fact that both of the old towns situated close to one another, the results show clearly that both of them has its own unique colors of architectural characteristics.

**KEY WORDS:** Scenery preservation, old town, natural color system

**FACTORS AFFECTING CORPORATE SOCIAL RESPONSIBILITY BEHAVIOR  
OF SMALL AND MEDIUM SIZE ENTERPRISE ENTREPRENEURS IN THAILAND**

by

**Julintron, Anuwat**

*Graduate Student*

*Behavioral Science Research Institute*

*Srinakharinwirot University*

*Bangkok, 10110 THAILAND*

*E-mail: julintron@gmail.com*

**Yolao, Dusadee, Ph.D.**

*Associate Professor*

*Behavioral Science Research Institute,*

*Srinakharinwirot University*

*Bangkok, 10110 THAILAND*

*E-mail: dusadeeyolao@gmail.com*

and

**Saisombut, Petcharat, Ph.D.**

*Assistant Professor*

*Faculty of Social Sciences,*

*Srinakharinwirot University*

*Bangkok, 10110 THAILAND*

*E-mail: petcharatsb@gmail.com*

**ABSTRACT**

Corporate Social Responsibility (CSR) is a practice that reflects the idea of fulfilling both economic and social goals of business. While performing CSR activities incurs costs to companies, appropriate CSR activities can be simultaneously beneficial to both company and society. The objective of this research is to examine the corporate social responsibility (CSR) behavior of small and medium sized enterprises (SMEs) in Thailand utilizing models based on the Icek Ajzen's Theory of Planned Behavior with causal determinants including intention to conduct CSR, attitude towards CSR, subjective norm and perceived control behavior. The samples of 510 SMEs were randomly selected from the Ministry of Industry's database. The questionnaire was employed to collect the data which were analyzed by the Structural Equation Model. The results of the study indicated that the CSR activities adopted by SMEs in Thailand still focused on a few aspects of CSR especially philanthropic and environmental activities. From the causal structure analysis, the factors affecting CSR implementation were attitude towards CSR and perceived behavior control. In terms of attitude, the beliefs about benefits of CSR such as company image, product differentiation and prevention of resistance from the community, as well as belief about merit act of CSR were important factors affecting to good attitude towards CSR. For the perceived control behavior, beliefs about budget limitation and size of the company were obstacles to the adoption or increment of CSR activity. The results suggested that (1) the CSR promotion policy in Thailand should target at encouraging a wider range of CSR

activities and (2) to formulate effective CSR promotion plan, policymakers should pay attention to improving attitude of SMEs, the most influence factor of CSR behavior, by educating the entrepreneurs about the various benefits of CSR.

**KEY WORDS:** CSR, theory of planned behavior, SMEs

**MOTIVATION BEHIND THE ESTABLISHMENT OF  
THE US – MEXICO BORDER WALL AT THE ERA OF  
PRESIDENT DONALD TRUMP**

by

**Nurhasanah, Siti**

*Department of American Studies*

*Universitas Indonesia*

*Jakarta, INDONESIA*

*E-mail: snurha.2893@gmail.com*

**ABSTRACT**

This paper discusses nativism that has a long history in the US since 1870-1930 period when directed against European, Asian, and Mexican migrants. Nativism does not fade away completely, it rather declines. The major context of this paper suggests that nativism in today's period rather sees Mexican and Muslim own more possibility in threatening the native-born population from terror and from taking over their job. Trump has reappeared nativist sentiment by the idea of establishing the border wall. This paper discusses the border wall in frame of xenophobia and nativism which proposes that Trump's efforts to expel immigrants from the US is based on fear of foreigners. This paper will be divided into three main parts. The first section discusses the history of nativism in the US, reviewing 1870-1930's nativism and today's nativism. The second section discusses the sentiment escalation towards illegal immigrants from Latin America. The third section discusses the wall establishment as Trump's attempt in realizing "Make America Great Again". On March 2018, Pentagon sent Congress list of projects that could be cut to pay for Trump's wall. It indicates that the wall construction sacrifices many things and will be a mammoth that would have little impact on illegal immigration. As implication in global scale, Trump offensive policies create a new image of the US that is very protectionist compared to the US in the past.

**KEY WORDS:** US – Mexico border wall, Donald Trump, motivation, xenophobia, nativism

**SELF IDENTITY AND CONTINGENCIES OF SELF WORTH AMONG  
FRESHMEN AT A STATE UNIVERSITY IN NUEVA VIZCAYA**

by

**Ocampo, Imelda S., Ph.D.**

*Nueva Vizcaya State University (Bambang Campus)*

*Nueva Vizcaya, PHILIPPINES*

*E-mail: imelda\_ocampo68@yahoo.com*

**Aguila, Mary Gay T., Ph.D.**

*Nueva Vizcaya State University (Bambang Campus)*

*Nueva Vizcaya, PHILIPPINES*

*E-mail: mgbt\_aguila@yahoo.com*

and

**Tallungan, Jenifer Raymond R., Ph.D.**

*Nueva Vizcaya State University (Bambang Campus)*

*Nueva Vizcaya, PHILIPPINES*

**ABSTRACT**

This study ventured on investigating the self- identity and contingencies of self-worth among freshmen at a state university in Nueva Vizcaya. Specifically, it assessed the respondents' self-identity orientation along personal, relational, social, collective identities, as well as special features which was adopted from the concept of Cheek, J. M. & Briggs, S. R. (2013). It further scrutinized their contingencies for self-worth along family support, competition, appearance, God's love, academic competence, virtue and approval from others as adopted from the concept of Crocker, J., Luhtanen, R. K., Cooper, M. L., & Bouverette, A. (2012). This study also examined the relationship between self- identity and self- worth. The descriptive research was used and adopted questionnaires were administered to the 84 freshmen who were neophytes in their tertiary education. Results of the study revealed that personal identity orientation in self-identity had the highest mean while social identity orientation as the least. It revealed further that on contingencies of self-worth. God's love surfaced the highest mean while approval from others has the least. Generally, there was no significant relationship between personal identity and contingencies of self –worth, hence, the null hypothesis is accepted. However, God's love as a component of contingencies correlate significantly with self-identity along personal, relational and special features. Results of this study will provide referential information for higher educational institutions to assist and guide freshmen in their self-identity and self-worth.

**KEY WORDS:** Self- identity, contingencies of self-worth

**AUTOMATION BASED-DEVELOPMENT FOR  
AGING POPULATION COUNTRIES:  
CASE STUDY OF JAPAN**

by

**Rizky, Sandika Al**

*Department of International Relations*

*Airlangga University*

*Surabaya, INDONESIA*

*E-mail: sandikaa52@gmail.com*

and

**Susetyo, Dibyo**

*Department of International Relations*

*Airlangga University*

*Surabaya, INDONESIA*

*E-mail: susetyo.dibyo@gmail.com*

**ABSTRACT**

This paper discusses the opportunities and challenges of automation-based development between countries that face the problem of an aging population such as Japan. Japan as one of the countries facing problems related to the phenomenon of an aging population, sees automation as a solution to a high lack of labor and national expenditure. This can be seen with the number of jobs or industries with low-middle skills such as telemarketers or data entry keyers that already emphasize automation as part of efforts to address the issue. Despite promising, automation also faces challenges especially related to the ethical and social problems that exist in Japan society today. Through the theory of modernization, the authors argue that automation in Japan is actually the right way to overcome the problem of an aging population, but there will be further consequences on the long-term social aspects especially for Japanese people who have strict social values.

**KEY WORDS:** Japan, automation, aging population, development, modernization



**EXPLORING THE FACTORS ASSOCIATED WITH  
DEPRESSIVE SYMPTOMS AND QUALITY OF LIFE IN  
OLDER ADULTS LIVING IN CARE HOMES IN THAILAND**

by

**Tosangwarn, Suhathai, Ph.D.**  
*Boromarajonani College of Nursing  
Nakhonratchasima, 30000 THAILAND  
E-mail: suhathai@knc.ac.th*

**ABSTRACT**

The purpose of the study was to explore the factors associated with quality of life and depressive symptoms among this population. A cross-sectional questionnaire study was conducted among older adults residing in two care homes in Nakhon Ratchasima, Thailand between October 2018 and March 2019. Eligible participants with absence of severe cognitive impairment and absence of severe psychological symptoms were recruited to participate the study. Data were collected using the 15-Item Thai Geriatric Depression Scale, the World Health Organization Quality of Life Brief Scale and the Barthel Activity of Daily Living Index. The data were analyzed using the Statistical Package for Social Science (SPSS). Descriptive statistics (means, standard deviations and frequency distributions) and Inferential statistics were used to analyze the data. The results illustrate that the majority of participants were female (63.5 per cent), aged between 60 and 92 years old ( $M=75.95$ ,  $S.D. 7.70$ ). Most residents self-reported having one or more following problems: pain (41.2%), difficulties in seeing (30.6%), and difficulties in hearing (18.8%). The results of the study also highlight that depressive symptoms were prevalent in this sample (32.9 per cent reported mild, moderate or severe depressive symptoms). However, over half of the older adults perceived a good level of quality of life. Depressive symptoms reportedly were significantly correlated with quality of life ( $r=-0.567$ ,  $p< 0.001$ ). Quality of life is important factor associated with depressive symptoms and health care professional should consider to promote this factor in order to prevent or treat depressive symptoms among this population.

**KEY WORDS:** Care home, depressive symptoms, long-term care, older adults, quality of life, Thailand

**21<sup>ST</sup> CENTURY SKILLS OF INDIGENOUS STUDENTS AMIDST  
CHALLENGES OF ASEAN INTEGRATION AND BEYOND**

by

**Vadil, Carlo F., D.P.A.**

*Nueva Vizcaya State University (Bambang Campus)*

*Nueva Vizcaya, PHILIPPINES*

*E-mail: drvadil888@yahoo.com*

**ABSTRACT**

Using the descriptive method of research, this study focused on how indigenous people (IP) students of a state university in Nueva Vizcaya, Philippines, assessed their 21<sup>st</sup> century skills. In describing the data gathered from a total of 650 student respondents, means were utilized to describe their 21<sup>st</sup> century skills, while ANOVA I, independent t-test, and Pearson-r were used for the inferential statistical treatment. Results revealed that, firstly, IP student-respondents had a very good level of life and career skills. Secondly, they also manifested good level along learning and innovation skills, and information, media, and technology skills. Thirdly, their knowledge on ASEAN Economic Community and its challenges is average. Fourthly, gender and ethnic origin caused significant variation in their 21<sup>st</sup> century skills. Finally, the respondent's learning and innovation skills; information media, and technology skills; and knowledge on ASEAN Economic Community and its challenges were significantly correlated, using a 0.05 level of significance. The results implied that the respondents may be involved in curricular and co-curricular activities that may improve their learning and innovation skills, and information, media, and technology skills. As well, they may be oriented to the theories and practice pertinent to the ASEAN Economic Community.

**KEY WORDS:** 21<sup>st</sup> century skills, ICT skills, learning and innovation, life and career skills



## **VI. Human Resource Development (HRD)**



## **INSTRUCTIONAL COMPETENCIES AND PSYCHOLOGICAL TRAITS OF SECONDARY SCIENCE TEACHERS OF SOUTHERN NUEVA VIZCAYA**

by

**Adais, Nessa Charlemae L.**  
*SHS-STEM Teacher II*  
*Sta. Fe National High School*  
*Integrated Senior High School*  
*Sta. Fe, Nueva Vizcaya, PHILIPPINES*  
*E-mail: pink21\_nezza@yahoo.com*

and

**Las Marias, Mercy T.**  
*Department Chair (Biological Sciences)*  
*College of Arts and Sciences*  
*Nueva Vizcaya State University (Bambang Campus)*  
*Nueva Vizcaya, PHILIPPINES*  
*E-mail: mercytamtaman@yahoo.com*

### **ABSTRACT**

This study aimed to examine the relationship between the instructional competencies by using the results of the respondents' individual performance commitment review ratings, and psychological traits as to self-efficacy, resilience and human relations of secondary science teachers in southern Nueva Vizcaya. Adopted questionnaires were distributed through a purposive sampling (85 secondary public science teachers) technique after getting permission from the Division Office of Nueva Vizcaya. Descriptive statistics was used to determine the level of perceived psychological traits and the level of competencies in their overall Individual Performance Commitment Review ratings. Correlation coefficients were determined to identify the relationships between the said variables. The results revealed that the levels of psychological traits of the respondents was on "very good" and their instructional competencies ratings were qualitative described as "satisfactory." The three psychological traits of the respondents showed that human relations had an assumed effect on their level of self-efficacy and level of resilience in terms of vision and determination, instructional and disciplinary self-efficacy, and human relations had effect on their level of performance. To help achieve good performance of science teacher in their field, an educational plan should be developed to discuss the components of Individual Performance Commitment Review.

**KEY WORDS:** Instructional competencies, psychological traits, self-efficacy, resilience, human relations

**IGOROT TEACHER EDUCATION STUDENTS:  
THEIR ETHNOCENTRIC ACUITY AND MANIFESTATIONS**

by

**Bancual, Marita F., Ed.D.**

*Nueva Vizcaya State University (Bambang Campus)*

*Nueva Vizcaya, PHILIPPINES*

*E-mail: jenz2319@gmail.com*

**Guyong, Fernando L., M.A.Ed.-SS**

*Nueva Vizcaya State University (Bambang Campus)*

*Nueva Vizcaya, PHILIPPINES*

and

**Salas, Girlie F., M.A.Ed.-SS**

*Nueva Vizcaya State University (Bambang Campus)*

*Nueva Vizcaya, PHILIPPINES*

*E-mail: girliesalas@yahoo.com*

**ABSTRACT**

This descriptive study primarily focused on how sixty randomly selected indigenous students of a state university in Nueva Vizcaya, Philippines, evaluated their level of ethnocentrism and its influencing factors through the use of the Ethnocentrism Scale adopted from Neuliep and McCroskey (1997). Means and frequencies were used to describe their responses of the respondents, who were selected through the use of the fishbowl technique, yielding the results firstly that most of the respondents were born in the municipality of Sta. Fe, Nueva Vizcaya, Kalanguya in ethnicity and Roman Catholic in religion. Secondly, the respondents had a moderate degree of manifestation of ethnocentrism. Finally, family orientation ranked as the most influential component on ethnocentrism followed by environment, media, members of the tribe and peers in that order. This study then prompted better perspectives on balanced ethnocentrism and cultural relativism, lessened manifestation of ethnocentrism, respect for other cultures and more efficient interaction to bring about a better and more harmonious relationship among learners.

**KEY WORDS:** Ethnocentrism, culture, education, college of teacher education

**DESIRED LEARNING MEANS OF THE MILLENNIALS AT  
AN INSTITUTE OF TEACHER EDUCATION**

by  
**David, Arvina S., M.A.Ed, LPT**  
*Instructor II*  
*FOSH Elementary Education*  
*ITE Research Coordinator*  
*Mabalacat City College*  
*Pampanga, PHILIPPINES*  
*E-mail: inadavid@rocketmail.com*

**ABSTRACT**

This study focused on the learning means of the Millennials in the most comfortable manner of acquiring knowledge. Generations of misunderstood learners have the additional challenge of being taught in college by instructors who do not understand them. This paper address the question, if there is a significant difference between the respondents' preference on learning means between sex, year level, program, family monthly income and availability of electronic materials. Purposive samples of the study were the third year, fourth year and irregular students. Data was obtained through the conduct of the survey questionnaire that included the adapted items of Arlene Nichlolas (2008) on the college students' preferences of active learning, yet additional related items were created to make it more culture specific and relevant. Data were tabulated through frequency and percentage, Mann–Whitney U and Kruskal-Wallis One-Way ANOVA. The results revealed that there was a significant difference between sex and preferred learning means of the respondents in study methods that helped in understanding a course topic (.013<sup>b</sup>) and types of electronic materials used (.015<sup>b</sup>). This greatly contributed to the teacher education instructor to understand the specific learning needs and most effective methods of teaching the diversity of students likewise be useful to provide insights and guide in preparing instructional materials that would answer the needs of students to make studying easier and to make the lessons comprehensible.

**KEY WORDS:** Millennials, preferences, learning means, electronic materials



**SCIENTIFIC EPISTEMOLOGICAL BELIEFS, TEACHING APPROACHES,  
ATTITUDE AND PERFORMANCE IN K TO 12 CHEMISTRY**

by

**Derilo, Reymund C., MAT**

*Instructor, College of Teacher Education  
Nueva Vizcaya State University  
Nueva Vizcaya, PHILIPPINES  
E-mail: rcderilo@nvsu.edu.ph*

and

**Carreon, Jennylin B., M.A.**

*Research Coordinator, College of Teacher Education  
Nueva Vizcaya State University  
Nueva Vizcaya, PHILIPPINES  
E-mail: jennylincarreon@gmail.com*

**ABSTRACT**

This study examined the relationship of teachers' scientific epistemological beliefs, approaches to teaching, and their students' attitude and achievement in K to 12 Chemistry. Twenty-eight teachers and 133 students from four secondary schools in Nueva Vizcaya, Philippines were randomly selected to participate in the study. The teacher-participants were requested to complete the Scientific Epistemological Belief Questionnaire (SEBQ) and Approaches to Teaching Inventory (ATI). On the other hand, the student-participants were asked to complete the SEBQ, Attitude in Chemistry Survey (ACS) and Chemistry Achievement Test (CAT). The Pearson Product-Moment Correlation Coefficient was applied in the analysis of the data. Results revealed that a moderate, positive correlation existed between teachers' SEBs and their teaching approaches. Likewise, there was a moderate correlation between teachers' SEBs and their students' achievement in the CAT. However, the research has determined a low correlation between the teachers' SEBs and their students' attitude towards chemistry was reported. The strong correlation between students' SEBs and their performance in the CAT also indicated that students with contemporary epistemological beliefs had better performance in the achievement test. It was concluded that teachers' and students' scientific epistemological beliefs are significant factors to consider in elevating students' performance in the subject.

**KEY WORDS:** Scientific epistemological beliefs; approaches to teaching; K to 12 chemistry; nature of science

**SECONDARY SCHOOL SCIENCE TEACHERS' PEDAGOGICAL CONVICTIONS  
AND REPERCUSSIONS IN THE TEACHING-LEARNING PROCESS AND  
PHILIPPINE BASIC SCIENCE EDUCATION CURRICULUM**

by

**Derilo, Reymund C., MAT**

*Instructor*

*College of Teacher Education  
Nueva Vizcaya State University  
Nueva Vizcaya, PHILIPPINES  
E-mail: rcderilo@nvsu.edu.ph*

and

**Carreon, Jennylin B., M.A.**

*Research Coordinator*

*College of Teacher Education  
Nueva Vizcaya State University  
Nueva Vizcaya, PHILIPPINES  
E-mail: jennylincarreon@gmail.com*

**ABSTRACT**

This study examined the pedagogical beliefs of 28 secondary school science teachers of Nueva Vizcaya, Philippines. Qualitative and quantitative data collection and analysis techniques were employed. A beliefs tool was adapted from Luft and Roeghrig's (2007) Teacher Belief Interview (TBI). The teachers were asked seven interview questions. The captured responses were coded by using the TBI Maps with five belief category descriptions, namely traditional, instructive, transitional, responsive, and reform-based. The classification of teachers' beliefs was validated by independent raters with deep understanding of teachers' pedagogical convictions. In case of differences, the experts reached agreement by consensus. The findings revealed that most teachers had the following: (1) transitional beliefs in maximizing classroom learning, (2) reform-based beliefs on the teachers' role, (3) instructive beliefs on knowing when students have understood their lesson, (4) traditional beliefs on deciding what to teach, (5) instructive beliefs on deciding when to move on to a next topic, (6) transitional beliefs on how students learn best, and (7) responsive beliefs on how to determine that learning has taken place. Consequently, this study provides challenge to educational leaders to create future professional development opportunities to better prepare Basic Science Education teachers in implementing reformed instructional strategies in their classrooms.

**KEY WORDS:** Teaching beliefs, pedagogical beliefs, basic science education

**UNDERGRADUATE RESEARCH EXPERIENCES:  
PERSONAL AND SOCIAL-CONTEXTUAL FACTORS OF  
PRESERVICE TEACHERS' RESEARCH SKILLS**

by

**Derilo, Reymund C., MAT**

*Instructor*

*College of Teacher Education  
Nueva Vizcaya State University  
Nueva Vizcaya, PHILIPPINES  
E-mail: rcderilo@nvsu.edu.ph*

**Carreon, Jennylin B., M.A.**

*Research Coordinator*

*College of Teacher Education  
Nueva Vizcaya State University  
Nueva Vizcaya, PHILIPPINES  
E-mail: jennylincarreon@gmail.com*

**Margarette, Laguerta G., MAT**

*Instructor*

*College of Teacher Education  
Nueva Vizcaya State University (Bambang Campus)  
Nueva Vizcaya, 3702 PHILIPPINES  
E-mail: lady20doll@yahoo.com*

and

**Mejia, Hana Gay D.**

*Instructor*

*College of Teacher Education  
Nueva Vizcaya State University (Bambang Campus)  
Nueva Vizcaya, 3702 Philippines  
E-mail: hanagaymejia21@yahoo.com*

**ABSTRACT**

This study examined the factors that influence preservice teachers' research skills, namely interest in research, research self-efficacy, and research training environment. The first two variables were categorized as personal factors and the latter as social-contextual factors. Fifty-three Bachelor of Secondary Education (BSEd) students in a state university who were enrolled in Action Research subject during the second semester, SY 2017-2018, were requested to complete the Interest in Research Questionnaire (IRQ), Research Self-efficacy Scale (RSES), and Research Training Environment Scale (RTES-R). Four research skills, namely data, communication, literature review and laboratory, were identified using the Research Skills Questionnaire (RSQ). Correlational-predictive research method was employed using Multiple Linear Regression and Canonical Correlation analyses. The regression analysis revealed that students' interest, self-efficacy and training environment were significant factors of their overall research skills. Moreover, examination of the canonical functions revealed that students' high interest in research and self-efficacy, were related to efficient data, communication, literature review and laboratory skills.

Consequently, this study provides challenge to improve students' personal and social-contextual factors to better guide students in their research endeavors. It is recommended that an integrated perspective that students' personal factors as well as their social-contextual environment have to work in concert to produce optimal undergraduate research experiences.

**KEY WORDS:** Undergraduate research experiences (UREs), interest in research, research training environment, research skills

**TRAINING NEEDS OF STAKEHOLDERS OF  
SECONDARY TEACHER EDUCATION DEPARTMENT OF NVSU-BAMBANG:  
CREATING EXTENSION ROADMAP**

by

**Hernandez, Laila G., Ph.D.**

*College of Teacher Education  
Nueva Vizcaya State University  
Nueva Vizcaya, PHILIPPINES  
E-mail: jenz2319@gmail.com*

**Tallungan, Jenifer Raymond R., Ph.D.**

*College of Teacher Education  
Nueva Vizcaya State University  
Nueva Vizcaya, PHILIPPINES*

and

**Apostol, Elma P., Ed.D.**

*College of Teacher Education  
Nueva Vizcaya State University  
Nueva Vizcaya, PHILIPPINES  
E-mail: gemjmeg\_jelma@yahoo.com*

**ABSTRACT**

This descriptive study was conducted primarily to identify the training needs of the stakeholders of the secondary teacher education department of a state university in the Philippines, as basis for extension roadmap. This quantitative study which involved 75 respondents specifically sought answers pertinent to how the selected respondents from a high school in the province evaluated their needs along basic education/functional literacy, livelihood education/ program, and society, sports and recreation. It also ventured on what specific training proposal could be developed by the secondary teacher education department to address the immediate needs of the extension area. The results revealed that respondents considered trainings on campus journalism, writing, reading, livelihood education/program along basic cooking and food preparation (fruits and vegetables, cakes and decoration) and arts and crafts along painting and drawing as *most preferred*. With these, a training proposal was developed by the extensionists of the department aptly dubbed as *Extension Activity on Campus Journalism* to hone journalistic skills of the students of the research setting.

**KEY WORDS:** Extension roadmap, secondary teacher education department, stakeholders, training needs

**THE ESTABLISHMENT OF WORKLOAD, DESIGNATION AND  
WORK STATUS AS CONTRIBUTING FACTORS OF  
TEACHING PERFORMANCE**

by

**Lampa, Loviegie G.**

*Instructor and Researcher  
Mabalacat City College  
Pampanga, PHILIPPINES  
E-mail: llampa02@gmail.com*

There have been many studies about the teaching performance, only a few tried to examine the factors that contribute in the performance of the teachers. The main objective of this study was to determine the factors that contributes to the teaching performance specifically the work load, designation and work status. It was assumed from the stated objective that there was no significant difference between the demographic profile of the respondents and teaching performance. IPO was used to show the conceptual framework these consist the inputs, process and the output. The study utilized the comparative method of research to ascertain the difference between the demographic profile of the respondents and teaching performance to answer the existing problem. Results revealed that (1) work status and teaching performance had no significant difference between the variables ( $U=259.5$ ,  $p>0.05$ ), (2) designation and teaching performance had no significant difference between the variables ( $U= 285$ ,  $p>0.05$ ), and (3) workload and teaching performance had no significant difference between the variables ( $X^2 = 0.679$ ,  $p>0.05$ ). Therefore, it was concluded that work status, designation and workload was not a contributing factor to teaching performance of the teachers in the college. Thus, increase of salary became the motivating factor why teachers wanted to have more teaching overloads. The implications are to lessen the hiring of part-time teaching staff, and then the office/institute will not encounter difficulties in collecting the required documents or requirements of the part-timers.

**KEY WORDS:** Teaching performance, workload, designation, work status

**EMOTIONAL INTELLIGENCE:  
ITS INFLUENCE ON DECISION MAKING PRACTICES AND  
CHANGE MANAGEMENT APPROACHES AMONG  
GRADUATE STUDENTS OF A STATE UNIVERSITY**

by

**Ocampo, Imelda S., Ph.D.**

*College of Arts and Sciences*

*Nueva Vizcaya State University (Bambang Campus)*

*Nueva Vizcaya, PHILIPPINES*

*E-mail: imelda\_ocampo68@yahoo.com*

**ABSTRACT**

This study, which was anchored on the claim of sociologist Emil Durkheim (n.d.) that change is inevitable, investigated on how emotional intelligence was correlated with decision making practices and change management approaches of randomly selected graduate school students of a state university using the fishbowl technique. This descriptive research used means and Pearson-r at 0.05 level of significance to process the data which were collected through the use of questionnaires. Results revealed that firstly the respondents' level of emotional intelligence was high. Secondly, their levels of decision-making practices and change management approaches were high. Thirdly, all components of decision making except for routine decision-making were significantly correlated with change management approaches. Finally, the respondents' emotional intelligence was correlated with the components of decision making practices and change management approaches. Therefore, the results prompted better insights on the conduct of events and inclusion of case studies and case analysis in their syllabus to develop their emotional intelligence and decision-making skills and practices.

**KEY WORDS:** Change management approaches, decision-making practices,  
emotional intelligence

**THE PUNONG BARANGAY IN SOUTHERN NUEVA VIZCAYA PHILIPPINES:  
THEIR LEADERSHIP BEHAVIOR AND COMPETENCIES**

by

**Ordoñez, Arcadia Alice T., D.P.A.**

*Assistant Professor*

*Nueva Vizcaya State University*

*College of Arts and Sciences*

*Nueva Vizcaya, PHILIPPINES*

*E-mail: arcadia\_nvsu@yahoo.com.ph*

**ABSTRACT**

The Punong Barangay are agents of development in the national government and they play a vital role in the development and progress of our country through a strong barangay local government. The study conducted used the descriptive approach and utilized a validated survey instrument on leadership behavior and competencies. The cluster random sampling using the proportional allocation was utilized to gather data from 234 samples. The data analysis showed that the respondents were predominantly male, married, about 45 years old, high school graduates, with low annual income and with 5-9 dependents. Their leadership behavior and competencies were found as very satisfactory. There was no significant relationship between leadership behavior and profile variables. The study will serve as benchmarking reference to further improve punong barangays' leadership behavior and competencies for good local governance.

**KEY WORDS:** Punong Barangay, leadership behavior, and competencies



**THE CONNECTION BETWEEN FACEBOOK MONITORING BEHAVIOR,  
RELATIONAL UNCERTAINTY, RELATIONAL SATISFACTION, AND  
RELATIONSHIP QUALITY AT WORKPLACES: IS FACEBOOK A BAD GUY?**

by

**Panyachatpond, Prapak, M.B.A.**

*Ph.D. Student*

*International College of NIDA*

*National Institute of Development Administration (NIDA)*

*Bangkok, 10240 THAILAND*

*E-mail: prk923@gmail.com*

**ABSTRACT**

This quantitative study aims to investigate the dynamism of interpersonal relationship in workplace context in evolving environment of the social networking service (SNS), particularly Facebook. Therefore, the major research question was “What are the influences of Facebook monitoring of others’ activity on relationship quality at workplaces?”. Conceptual frameworks included (1) uncertainty reduction, (2) usage of Facebook, and (3) relationship quality. Samples, selected by a snowball-sampling technique, included more than 225 people who (1) were currently employed and operating in any workplace, (2) had a Facebook account with at least 5 or more of their colleagues in their friend list, and (3) lived in Bangkok. Questionnaires were distributed on-line, and the data were statistically analyzed. Results indicated that the main independent variable was measured by Facebook monitoring scale or the so-called “partner surveillance scale” ( $\alpha = .84$ ). Three main dependent variables including (1) relationship satisfaction, (2) relational uncertainty and (3) relationship quality were measured. The results also revealed that, first, the relation satisfaction scale ( $\alpha = .86$ ) reflected reliability. Second, the results from relational uncertainty scale were reportedly reliable ( $\alpha = .90$ ). Third, the relationship quality scale, originally created as “quality marriage index” and later modified to examine all forms of relationship quality, was reportedly reliable ( $\alpha = .95$ ). Implications are that Facebook has enormous influences, positively and vice versa, in relationship quality at workplaces and needs to be further studied.

**KEY WORDS:** Facebook, relationship quality, interpersonal communication, social networking service (SNS), relational communication, workplace, uncertainty reduction theory.

**QUALITY OF WORK LIFE AS A PREDICTOR ON  
ORGANIZATIONAL COMMITMENT:  
EMPIRICAL EVIDENCE FROM SRI LANKA RAILWAYS**

by

**Ramawickrama, J.**

*Ph.D. Student*

*Faculty of Management Studies & Commerce*

*University of Sri Jayewardenepura*

*Nugegoda, 10250 SRI LANKA*

*Senior Lecturer*

*Faculty of Management and Finance,*

*University of Ruhuna*

*Matara, SRI LANKA*

*E-mail: jayarani@yahoo.com*

and

**Pushpakumari, M.D., Ph.D.**

*University of Sri Jayewardenepura*

*Nugegoda, 10250 SRI LANKA*

*E-mail: pushpakumarimd@sjp.ac.lk*

**ABSTRACT**

Quality of work life and organizational commitment are major issues in modern organizations. If organizations facilitate a high quality of work life, it helps to achieve organizational objectives well. It means that employees are highly committed to the organization. This study based on hypothetico deductive method was carried out to find out empirical evidence from Sri Lanka Railways setting with regard to quality of work life as a predictor of organizational commitment. This study was correlational, cross-sectional in the time horizon and unit of analysis was individual. A stratified random sample of 280 Station Masters was selected from the Railways in Sri Lanka. A pre-tested structured self-administered questionnaire (with 5-point Likert scale) was used to collect primary data. SPSS version 23.0 was applied, correlation and regression analysis were conducted. Results were consistent with the formulated five hypotheses. The results concluded that quality of work life is a significant predictor on organizational commitment of Station Masters who work in Sri Lanka Railways. Further findings highlighted that affective commitment is the major influencer than continuous and normative commitment. Theoretical and managerial implications of the findings and directions for further research are discussed.

**KEY WORDS:** Quality of work life, organizational commitment, railways, station masters, Sri Lanka

**EVIDENCE OF GEOLOGIC HAZARDS:  
INTEGRATING THE SHSCORE SUBJECTS IN  
AN UPLAND KALANGUYA COMMUNITY**

by

**Rojas, Nick Infante**

*SHS-STEM Teacher II*

*Nansiakan National High School*

*Integrated Senior High School*

*Kapapa, Nueva Vizcaya, PHILIPPINES*

*E-mail: nickrojas119@yahoo.com.ph*

and

**Las Marias, Mercy T.**

*Department Chair (Biological Sciences)*

*College of Arts and Sciences*

*Nueva Vizcaya State University (Bambang Campus)*

*Nueva Vizcaya, PHILIPPINES*

*E-mail: mercytamtaman@yahoo.com*

**ABSTRACT**

This qualitative study was designed to identify relationship of the Senior High School core subjects using a content standard in Earth and Life Science (Documenting Geologic Hazards) based on the provided curriculum guides of the K-12 program of the Department of Education in one of the high schools of Kayapa, Nueva Vizcaya during the school year 2016-2017. It was also aimed at identifying common hazards in the cited community and associated local terms. The researchers integrated other content standards from other subjects to facilitate the learning task in Earth and Life Science among the Grade 11 students. The documentation included 2-day survey in selected sitios of Nansiakan, Kayapa. The students were asked to interview five key informants per group to gather data on common experienced hazards and to identify local terms describing these hazards. The study revealed that all core subjects in the senior high school were related based on the integration of content standards in these learning areas. The survey showed probable geologic hazards in the community validated by the responses of the informants during the guided interview. Some local terms were associated to typhoon, landslide, forest fire and others, which were indicative of hazards' vulnerability in the locality.

**KEY WORDS:** Geologic hazards, integration, documentation, local terms

**ELDERLIES' HUMAN CAPITAL NEEDS ON  
HOTEL BUSINESS EMPLOYMENT IN BANGKOK**

by

**Sunanta, Piyawat**

*Research Scholar*

*School of Tourism Development*

*Maejo University*

*Chiang Mai, 50290 THAILAND*

*Email: Piyawat.a.su@gmail.com*

**Kanchanawong, Paisarn, Ph.D.**

*Assistant professor*

*School of Tourism Development*

*Maejo University,*

*Chiang Mai, 50290 THAILAND*

**Trakarnvanich, Keerati, Ph.D.**

*School of Tourism Development*

*Maejo University,*

*Chiang Mai, 50290 THAILAND*

and

**Waiapa, Yuttakan, Ph.D.**

*School of Tourism Development*

*Maejo University*

*Chiang Mai, 50290 THAILAND*

**ABSTRACT**

The number of global elderlies in developed countries have nowadays risen up substantially; moreover, the number of Thai elderlies leading to no labor forces in governmental organizations and non-governmental organizations, as well as labor market impacts have risen dramatically in Bangkok. As a qualitative study, the purpose of this study was to investigate the elderlies' human capital needs on their working in five Centara Grand hotels in Bangkok, according to the framework of human resources management 4.0. Structured in-depth interviews were all conducted with five hotel executive boards and chiefs of different departments selected by a purposive sampling technique. It revealed that the elderlies' working experiences were required the most for the hotel's employment; moreover, their English and Chinese language skills, as well as their technological skills supported their work in hotels the most. In order to upgrade the elderlies' competencies on their working performances, however, a practical guidebook on elderlies' effective hotel management should also be created.

**KEY WORDS:** Human capital, elderlies, hotel, human resource management 4.0

**EFFECTIVENESS OF STUDENT WELFARE AND  
DEVELOPMENT PROGRAMS AND SERVICES OF  
NVSU-SOUTHERN CAMPUS: HINDSIGHT FOR KAIZEN**

by

**Taguiam, Andres Z., Ed.D.**  
*Nueva Vizcaya State University  
Nueva Vizcaya, PHILIPPINES  
E-mail: info@nvsu.edu.ph*

and

**Vadil, Carlo F., D.P.A.**  
*Nueva Vizcaya State University (Bambang Campus)  
Nueva Vizcaya, PHILIPPINES  
E-mail: drvadil888@yahoo.com*

**ABSTRACT**

This descriptive research endeavored to find out how the student-respondents evaluated the student welfare and development services of a state university along guidance, religious and spiritual development, student government organizations, and student publication, as well as other institutional student programs and services along health services, food services, recreational and athletic, socio-cultural affairs, housing facilities, and transportation facilities. This study employed a structured questionnaire as the main data-gathering tool. It involved fact finding or information gathering with analytical interpretation involving 200 randomly selected graduating students of batch 2015 coming from the four colleges of the university. The collected data which were analyzed and interpreted using appropriate statistical tools yielded that the student welfare programs and services of the campus were very effective except for student publication with a qualitative rating of effective. Further, the institutional student services along health, food, cultural affairs, recreational and athletics were very effective while the dormitory services were effective and transportation services are rated as satisfactory. The general impressions of the respondents with the student welfare and development programs and services in the campus was very positive. Findings lent to expanding services along identified areas needing improvement.

**KEY WORDS:** Student development, student programs and services, student welfare

**PROFESSIONAL CONSTRUCTS CORRELATED WITH REGISTRY OF  
QUALIFIED APPLICANTS (RQA) ASSESSMENT:  
A MATHEMATICAL MODEL**

by

**Tallungan, Jenifer Raymond R., Ph.D.**

*Nueva Vizcaya State University*

*Nueva Vizcaya, PHILIPPINES*

*E-mail: jenz2319@gmail.com*

**Olonan, Sheila Amor S., MAT**

*Nueva Vizcaya State University*

*Nueva Vizcaya, PHILIPPINES*

*E-mail: cyelayvrille0401@yahoo.com*

**Domagas, Araceli V., Ph.D.**

*Nueva Vizcaya State University*

*Nueva Vizcaya, PHILIPPINES*

*E-mail: aracelivdomagas@yahoo.com*

and

**Dallego, Marvin C.**

*Nueva Vizcaya State University*

*Nueva Vizcaya, PHILIPPINES*

*E-mail: redvin\_14284070@yahoo.com*

**ABSTRACT**

Since teachers are the direct agents for the delivery of educational services in the classroom, it is imperative for them to possess the professional and personal qualities that will make them effective catalysts of change (Basadre, 2001). This descriptive study was conducted to investigate which professional constructs of public elementary teachers in the Northern Province of the Republic of the Philippines correlate significantly with their overall Registered Qualified Applicants (RQA) rating. The needed data were extracted from the division office and were organized using frequencies, percentages, means and regression analysis to develop a mathematical model. Results showed that the applicants were at their late 20's when they filed for a teaching position, and their number of training days, and demonstration of skills were qualitatively described as very satisfactory, while satisfactory along PSEF experience, private teaching experience, public teaching experience and teaching demo skills, good along GWA, MSEF experience, interview and English proficiency, and fair LET rating. Further, the applicants' overall performance in the assessment was qualitatively described as good. Among the constructs significantly correlated with RQA rating of the applicants at 0.05 level were GWA, PSEF experience, MSEF experience, private teaching experience, public teaching experience, LET rating, demo of skill, interview skills, teaching demo skills and English proficiency. Finally, a mathematical model was developed to present the influence of the said constructs.

**KEY WORDS:** Mathematical Model, Professional Constructs,  
Registry of Qualified Applicants (RQA)



## **VII. Law**





**LEGAL IMPLICATION OF DIGITAL MUSIC SAMPLING TECHNOLOGY:  
COPYRIGHTABLE OR NOT?**

by

**Mansnit, Attapol**

*Lecturer*

*Faculty of Business Administration*

*Panyapiwat Institute of Management (PIM)*

*Nonthaburi, 11120 THAILAND*

**Phanitchai, Ratthaya**

*Lecturer*

*Faculty of Business Administration*

*Panyapiwat Institute of Management (PIM)*

*Nonthaburi, 11120 THAILAND*

*E-mail: ratthayapha@pim.ac.th*

and

**Yenbutra, Pattaraporn**

*Independent Researcher*

*E-mail: paewsak@gmail.com*

**ABSTRACT**

This study was aimed to clarify and analyze the current copyright rules and their application with respect to music sampling in this disruptive technology, in order to determine the extent to which music sampling may be used in accordance with applicable laws. The methods used to analyze legal implication on music sampling was critical law and black-letter analysis, which meant that the analysis was based on the law and case-law. In the findings, music sampling issues were part of an important general debate on copyright and whether copyright should maintain these unnecessary barriers to sampling the creativity of artists. Evidently, copyright laws in the UK and Thailand have not kept pace with technological developments. There is a need to ensure that legislation reflects these changes through amendments to these two current copyright laws or its interpretation, as the US has already done. The findings indicate that the practice of licensing agreements, which is the industry norm, is the optimal policy for maximizing creativity. Implications are that, a written authorization from the copyright holders of the musical composition (often a music publisher), as well as the copyright holders of the sound recording (often a record company) is considerably needed to avoid any claim of copyright infringement.

**KEY WORDS:** Copyright law, music sampling, copyright infringement, disruptive technology, licensing agreement

**THE PROBLEMS WITH THE ENFORCEMENT OF  
THE THAI DATA PRIVACY LAW:  
THE OBLIGATIONS AND THE LIABILITY OF CLOUD SERVICE PROVIDERS**

by  
**Na Pibul, Auntika, Ph.D.**  
*Lecturer*  
*Graduate School of Law*  
*National Institute of Development Administration (NIDA)*  
*Bangkok, 10240 THAILAND*  
*E-mail: auntika.n@nida.ac.th*

**ABSTRACT**

Cloud computing has become a popular way to offer Information Technology resources over the Internet. The Thai Data Privacy law imposes many obligations on a particular party, including a data controller and a data processor to take care of personal data of several cloud users. However, it is, in practice quite difficult to identify whether many kinds of cloud service providers are obliged to comply with the data protection obligations imposed by the Thai Data Privacy Law and whether they are liable for non-compliance. These situations seem to pose a serious threat to the privacy of cloud users. This study aims to suggest the practical approaches, e.g., providing the new provisions and some guidelines to help identify the data controller and the data processor in the cloud. The EU data protection law is examined to find out any appropriate provisions to improve the privacy protection of cloud users in this situation.

**KEY WORDS:** Data protection, cloud computing, obligations, liability,  
cloud services providers

**COMBATING PUBLIC SECTOR'S CORRUPTION IN THAILAND:  
THE NEED TO LEGISLATING THE SPECIAL INVESTIGATIVE TECHNIQUES  
FROM ARTICLE 50 OF THE UNCAC INTO THE ORGANIC ACT ON  
COUNTER CORRUPTION B.E. 2561 OF THAILAND**

by

**Tianprasit, Tanatthep, Ph.D.**

*Lecturer*

*Graduate School of Law*

*National Institute of Development Administration (NIDA)*

*Bangkok, 10240 THAILAND*

*E-mail: nat\_qmul@yahoo.com*

**ABSTRACT**

This research article aims to encourage the legislating of the special investigative techniques from Article 50 of the UN Convention against Corruption (UNCAC) into the Organic Act on Counter Corruption B.E. 2561 of Thailand. It aims to answer the following research questions: (1). Why must the special investigative techniques be used as legal instruments to obtain criminal evidence in public sector's corruption cases in Thailand?, (2) What are the limitations and problems of the use of special investigative techniques in prosecuting public sector's corruption cases in the domestic law of Thailand?, and (3). How can Thailand develop the use of the special investigative techniques into the domestic law(s) to comply with the international's standard? To answer these questions, a doctrinal research methodology was used by conducting a comprehensive analysis of the obligations under Article 50 of the UNCAC. Further, the domestic laws of England and Wales relating to the issues would be critical analysis to compare with the domestic laws of Thailand. Consequently, the findings of this research should contribute to the development of the use of special investigative techniques, as legal instruments to combat public sector's corruption in Thailand. Eventually, this research had concluded that the special investigative needed to be legislating into the Organic Act on Counter Corruption B.E. 2561 of Thailand to successfully combat public sector's corruption in Thailand because the conventional investigative techniques were not sufficient to obtain criminal evidence in these cases. Nonetheless, this research also noted that there must be a strike balance between the imposing of the special investigative techniques and the violation of individual's human rights.

**KEY WORDS:** Corruption, Criminal investigation,  
Organic Act on Counter Corruption B.E. 2561 of Thailand,  
Special investigative techniques, UNCAC



## **VIII. Language and Communication (LC)**



## **CULTURE AND VALUES AMONG GADDANGS OF NUEVA VIZCAYA**

by

**Aguila, Mary Gay T., Ph.D.**

*Nueva Vizcaya State University (Bambang Campus)*

*Nueva Vizcaya, PHILIPPINES*

*E-mail: mgbt\_aguila@yahoo.com*

### **ABSTRACT**

Literary genres serve as an expression of life and self-expression is manifested in any language and in various medium. The songs and sayings or “lalenut” of the Gaddangs as literary genres serve as a receptacle of culture. This study therefore examined the culture and values among the Gaddangs in Nueva Vizcaya manifested in their songs and “lalenut”. Specifically, it sought to answer the following questions: What are the common cultural characteristics manifested in their songs and “lalenut”? What are the dominant values of the gaddangs manifested in their literary genres? What is the prevailing style of expression in the literary genres along atmosphere, tone and literary devices used? This study made use of descriptive qualitative method wherein 20 Gaddang songs and 10 “lalenut” were gathered through documentary review and these were subjected to literary analysis using the formalist approach. Each of the song and “lalenut” were paraphrased and analyzed in terms of common cultural characteristics as well as dominant values. The literary style used was further explored. Findings revealed the following cultural characteristics: Gaddangs were very passionate and loving people, they were very sentimental and emotional and religious people. They had high regards on the welfare of others and they placed high value on family. Other cultural characteristics were their superstitions, self-awareness, positive viewpoint and value system. Values embodied consisted of the elements of love, faith, hope, industry, hard work and humility. They possessed hope despite hardships in life while the style of most of their literary genres reflected humor and metaphors to express love and disappointments. Findings of this study will further provide invaluable insights for the Gaddangs, a vanishing ethnic group, and other cultural communities to appreciate, treasure and preserve their cultural heritage.

**KEY WORDS:** Literary genres, gaddangs, songs, lalenut,



**TRANSFORMATIVE KNOWLEDGE IN PROJECT INTERPRETATION OF  
UNIVERSITY'S STUDENTS MAJORING IN EVENT MANAGEMENT IN  
MULTICULTURAL EDUCATION**

by

**Chanthaphan, Sharintip**

*Department of English for Communication*

*Kasem Bundit University*

*Bangkok, 10210 THAILAND*

*E-mail: sharintip.cha@kbu.ac.th*

**ABSTRACT**

The purpose of this research is to identify the key elements of transformative knowledge applying to project interpretation of university students majoring in Event Management in Multicultural Education. The concept of transformative knowledge has been applied to guide this analysis by examining five project management features (integration management, time management, quality management, risk management and communications management) related to cultural contexts and considering two sets of questions: (1) What have been the (intended or unintended) effects of project's interpretation and events project activities aimed at indigenous cultures?, and (2) Conversely, how have indigenous project's interpretation in event management in Thailand affected the educational curriculum in event management and educational practices in multicultural education? This research employed a mixed method approach, using a set of survey questionnaires and interviews to collect the data from 100 international program university students and 20 university's lecturers in Bangkok. After the data were analyzed, transformative knowledge and key elements related to project's interpretation were identified. Then, the results indicated that (1) the enhancement of Event Management students' ability on applying critical reflection and discourse prior to implementing innovation concepts of Events Management was the highest feature, and (2) the usage of transformative knowledge and event management skills were employed as a goal to cultivate projects' interpretation, and (3) the creativity mindset of students was the most significant elements mingled with multicultural management capability. Implications include that (1) the preparation features for the Event Management lecturers obtain transformative knowledge, skills, competencies, and to work with others are extremely important and (2) lecturers who cannot only teach skillfully but who also demonstrate vision about event management's creativity should influence students' performance to create the event trends in the multicultural scenario.

**KEY WORDS:** Transformative knowledge, project interpretation, event management, multicultural education

**THE INTERREGIONAL TRADE BETWEEN LATIN AMERICA AND  
THE CARIBBEAN AND ASIA-PACIFIC: THE EAST ASIAN PERSPECTIVES**

by

**Chaowsangrat, Chaowarit**

*Division of History*

*Department of History*

*Philosophy and English Literature*

*Thammasat University*

*Bangkok, 10200 THAILAND*

*E-mail: m\_chaowarit@hotmail.com*

**ABSTRACT**

The economic success of the East Asian region in the past decades shows that regional cooperation and integration, supported by both open trade and regional cooperation, is a key factor for sustained growth and development. East Asia's phenomenal rise makes it a model for economic success in developing economies. It also showed that closed cooperation with neighbours could be beneficial to member economies as regional integration facilitates specialization and economies of scale. Regional cooperation is also a critical force in addressing common issues such as energy security, food security, environmental degradation, and human security issues, among others. Latin American and the Caribbean, on the other hand, did not display the same success as the Asia and the Pacific Region in integrating their economies and securing a stronger role in the global economy. The idea of linking the dynamic Asia and Pacific region with Latin America and the Caribbean had been explored in various fora. The main challenge for establishing this connection is how to strengthen trade and investment links between the two regions. Lack of coherent and sustained policies, poor infrastructure support, and high transportation costs have also dampened previous attempts to integrate the two regions. This article explores the potential for regional cooperation between the Asia and Pacific region and Latin America and the Caribbean from the perspective of East Asia. The first section provides a brief background on changing patterns of regionalism. The second section gives a background on Asian regionalism and the factors for its success. The third section deals with prospects for interregional cooperation between the Asia Pacific region and Latin America and the Caribbean. The fourth section provides the conclusion and some recommendations to strengthen partnership and cooperation between the two regions.

**KEY WORDS:** East Asia, Latin America, interregional cooperation

**GRAMMATICAL CHALLENGES IN ENGLISH WRITING OF  
BILINGUAL SCHOOL STUDENTS IN BANGKOK**

by

**Koomsuan, Witchayapong**

*Graduate Student*

*Graduate School of Language and Communication  
National Institute of Development Administration (NIDA)  
Bangkok 10200 THAILAND  
E-mail: wachirakornaubdul@gmail.com>*

and

**Rojjanaprapayon, Rujira, Ph.D.**

*Assistant Professor of Communication*

*Graduate School of Language and Communication  
National Institute of Development Administration (NIDA)  
Bangkok 10200 THAILAND  
E-mail: rujira2@yahoo.com>*

**ABSTRACT**

This research aims to examine grammatical challenges in English writing at a bilingual (English-Thai) school in Bangkok and the characteristics of such challenges. Research questions included: (1) What are the English grammar errors occurring in this writing assignment? and (2) What are the characteristics of these errors? Data were collected from an English essay assignment given to 36 intermediate-level students at a private bilingual school. Then, each submitted essay was assessed by the researchers according to the grammatical correctness, and the assessment results were reported in terms of frequency and its percentage. The findings indicated that ten types of grammatical errors occurred, including (1) vocabulary spelling in sentences, (2) selection of words in sentences, (3) accuracy in sentences, (4) usage of punctuation marks, (5) topic inclusiveness, (6) sufficiency of description, (7) content validity, (8) subject and verb agreement, (9) body arrangement, and (10) content conclusion. The two most frequently occurring errors were (1) accuracy in sentences and (2) selection of words in sentences. Overall, the findings indicated an inferior quality of the sample students' competence. Implications are that such students are expected to be better trained by qualified instructors of English and be dedicated to their writing practices.

**KEY WORDS:** Grammar, English writing, bilingual school

**READING COMPREHENSION OF GRADE III PUPILS IN  
A PUBLIC ELEMENTARY SCHOOL IN NUEVA VIZCAYA**

by

**Layno, Evelyn R., MAT- English**

*Nueva Vizcaya State University (Bambang Campus)*

*Nueva Vizcaya, PHILIPPINES*

*E-mail: nyelevlayno@gmail.com*

**ABSTRACT**

Extension, through its literacy program, plays a significant role in the knowledge-creation process and therefore is instrumental in shaping communities. This study examined the reading comprehension skills of Grade III pupils in a public elementary school, an adopted school for the literacy program of the Bachelor of Arts in English program of the College of Arts and Sciences in a state university of Southern Nueva Vizcaya. Specifically, the study looked at the reading comprehension skills of the pupils before and after the conduct of the literacy program. The literacy program comprised of reading comprehension lectures, strategies and activities. The study further looked at the significant difference in their reading performance through their pre-test and post- test mean scores. Hence, the experimental method of research was employed to the 11 female and 14 male grade III pupil-respondents for a period of six months. Results revealed a low pre- test mean scores in reading and a high mean scores in their post- test showing a significant difference. This indicates that the respondents' reading comprehension skills were improved after the conduct of reading literacy extension program which reflects an effective literacy program. Therefore, when pupils are given continuous technical support in their reading comprehension, they will become more efficient which gives more satisfactory results on their achievement. Results of this study will provide reference for strengthening the school and the community to collectively re-shape the community through knowledge creation in literacy programs.

**KEY WORDS:** Reading comprehension skills, literacy extension program, adopted school

**USAGE OF POLITENESS IN ENGLISH CONVERSATION IN  
THE PODCAST PROGRAM “WE NEED TO TALK”**

by

**Limwattanaphan, Matcharindhorn**

*Graduate Student*

*School of Language and Communication*

*National Institute of Development Administration (NIDA)*

*Bangkok, 10240 THAILAND*

*E-mail: l.matcharindhorn@gmail.com*

and

**Rojjanaprapayon, Rujira, Ph.D.**

*Assistant Professor of Communication*

*School of Language and Communication*

*National Institute of Development Administration (NIDA)*

*Bangkok, 10240 THAILAND*

*E-mail: rujira2@yahoo.com*

**ABSTRACT**

This research aims to investigate how politeness strategies (Brown & Levinson, 1987) used by the host and the guests in the podcast program entitled "We Need to Talk." In this study, three episodes with different guests were selected, transcribed and analyzed by using textual analysis in order to answer two research questions which were (1) What are the politeness strategies used by the host and the guests in "We Need to Talk" program? and (2) What are the characteristics of the politeness strategies used by the host and the guests? Findings revealed that (1) positive politeness strategy, (2) bald on record, (3) negative politeness strategy, and (4) off record were identified in the conversation. Among the four politeness strategies, both the host and the guests used positive politeness strategy the most by (1) including speakers and hearers in the activities and (2) giving gifts to the hearers. Using these strategies helped both mitigate the degree of face-threatening and gain a positive face of the hearers. Therefore, a positive atmosphere during interactions and a good relationship among interlocutors were established and maintained. This study should help readers better understand the concept of politeness theory and be able to use appropriate politeness strategies when they have an interaction in real life.

**KEY WORDS:** Politeness, podcast, textual analysis

**THE LEVEL OF WRITING APPREHENSION AND WRITING PERFORMANCE  
OF SELECTED THIRD YEAR HIGH SCHOOL STUDENTS**

by

**Marquez, Joyce Cristene C.**

*Graduate Student/Special Science Teacher*

*Angeles University Foundation/Philippine Science High School-Central Luzon Campus*

*Pampanga, PHILIPPINES*

*Email: joycecmarquez@gmail.com*

**ABSTRACT**

The study examined the relationship between the level of writing apprehension and writing performance of 25 third year high school students. The Writing Apprehension Test survey questionnaire designed by Daly and Miller (1975) was the instrument used in testing the level of writing apprehension of the respondents. Their writing performance, on the other hand, was gauged using a standardized rubric to assess their required written output in their English subject, which was a literary essay. The results suggested that 72% of the respondents had average level of writing anxiety while 28% of them were highly apprehensive writers. The results also delineated that there were no significant correlation between the students' writing apprehension and writing performance.

**KEY WORDS:** Writing apprehension, writing performance

**EXPLORING THAI STUDENTS' PERCEPTIONS OF  
PROJECT-BASED LEARNING IN A TRANSLATION COURSE**

by

**Prapunta, Sudatip, Ph.D.**

*Lecturer*

*Prince of Songkla University (Trang Campus)*

*Trang, 92000 THAILAND*

*Email: sudatip.p@psu.ac.th*

**ABSTRACT**

Drawing on the student-centered constructivist approaches, the study aims to explore the Business English students' attitudes toward project-based learning (PBL) in a translation course. Research questions are: (1) To what extent did they regard PBL as an effective way to improve their English skills?, (2) Did they advocate the idea that a native speaker would be part of editing and revising their Thai-English translation projects?, and (3) Did they considered PBL challenging approaches?. In the Thai-English translation course, they were assigned in a small group to do out-of-class translation projects promoting local businesses. During their translation process, the Thai and native-speaking teachers guided them and grammatically checked their translation works. After completing the course, thirty-two sophomore students were asked to do the online questionnaires as part of the PBL evaluation process. The findings indicated that the majority of students perceived that the project-based learning was fruitful to their English skills. In addition, most respondents believed that the native speakers played an important role in editing and making some comments on their initial, second drafts and translation projects. Furthermore, the findings indicated that PBL was challenging. By applying such findings, the study would be beneficial to teachers, students, educator, and curriculum designers interested in the field of translation. Pedagogical implications and recommendations are indicated.

**KEY WORDS:** Project-based learning (PBL), translation teaching, Thai students

**TRANSLATION TECHNIQUES  
IN ANTIBIOTICS PATIENT INFORMATION LEAFLETS**

by

**Premraphan, Nantanat**

*Graduate Student*

*School of Language and Communication*

*National Institute of Development Administration (NIDA)*

*Bangkok, 10240 THAILAND*

*E-mail: nantanat\_tam@hotmail.com>*

and

**Rojjanaprapayon, Rujira, Ph.D.**

*Assistant Professor of Communication*

*School of Language and Communication*

*National Institute of Development Administration (NIDA)*

*Bangkok, 10240 THAILAND*

*E-mail: rujira2@yahoo.com>*

**ABSTRACT**

This study aims at investigating the English into Thai translation of information leaflets which were intended for antibiotics patients whose native language is Thai. This is also a qualitative analysis based on the translation techniques suggested by Larson's translation theory (1998); therefore, the strategies and techniques employed were expected to be identified and described, accordingly. The purposive samples were drawn from the Thai market, including 15 antibiotics patient information leaflets available in the market. In findings, eleven techniques were identified: (1) lexical translation, (2) loan word, (3) addition, (4) omission, (5) synonym, (6) antonym, (7) generic to specific, (8) specific to generic, (9) active to passive, (10) passive to active, and (11) passive to passive. The prominent technique found in the leaflets was form based or literal translation. Recommendations on the use of other translation techniques will be given.

**KEY WORDS:** Patient information leaflets, Larson's translation theory,  
translation techniques



## **ENGLISH LANGUAGE AND CRITICAL THINKING SKILLS AS REQUISITES TO PROBLEM SOLVING**

by

**Tallungan, Jenifer Raymond R., Ph.D.**

*College of Teacher Education  
Nueva Vizcaya State University  
Nueva Vizcaya, PHILIPPINES  
E-mail: jenz2319@gmail.com*

and

**Olonan, Sheila Amor S., MAT**

*College of Teacher Education  
Nueva Vizcaya State University  
Nueva Vizcaya, PHILIPPINES  
E-mail: cyelayvrille0401@yahoo.com*

### **Abstract**

Language is the primary means with which people communicate and relate with each other (Richard & Renandya, 2003). This study aimed to find out if there is a significant correlation of English language and critical thinking skills with problem solving skills of secondary teacher education students of a state university in Nueva Vizcaya, Philippines. The descriptive-correlational technique was utilized using survey questionnaires and data were analyzed using descriptive and inferential statistics. Results showed that most of the respondents were female in majority, belonging mostly to families with monthly income between P5,0001 – P10,000, mostly in second year college level, and affiliated with diverse cultural groups. The respondents had a high proficiency in English language and problem solving skills while their critical thinking skill was low. Using 0.05 level of significance, sex and ethnicity were socio-cultural constructs correlated significantly with English language skill while monthly family income and year level were otherwise, selected socio-cultural constructs were not correlated significantly with critical thinking and problem solving skills, and the respondents' English language skill was significantly correlated with their problem solving skill, while the level of the respondents' critical thinking skill was otherwise. The results indicated better perspectives on learning diagnosis, pedagogy, integration and differentiated learning.

**KEY WORDS:** Critical thinking skills, English language and problem solving skills

**LITERACY NEEDS ASSESSMENT OF  
ELEMENTARY TEACHER EDUCATION STAKEHOLDERS:  
BASIS FOR EXTENSION FRAMEWORK**

by

**Tallungan, Jenifer Raymond R., Ph.D.**

*College of Teacher Education  
Nueva Vizcaya State University  
Nueva Vizcaya, PHILIPPINES  
E-mail: jenz2319@gmail.com*

**Fragata, Remedios L., MA.Ed.**

*College of Teacher Education  
Nueva Vizcaya State University  
Nueva Vizcaya, PHILIPPINES*

**Hongo, Maria Corazon Francia S., MA.Ed.**

*College of Teacher Education  
Nueva Vizcaya State University  
Nueva Vizcaya, PHILIPPINES*

and

**Bullecer, Wilhelmina C., Ph.D.**

*College of Teacher Education  
Nueva Vizcaya State University  
Nueva Vizcaya, PHILIPPINES*

**ABSTRACT**

This descriptive study was conducted to investigate the literacy needs of the stakeholders of the elementary teacher education department of a state university in the Philippines, as an extension framework. This quantitative study which involved 100 pupil-respondents specifically sought answers pertinent to how the respondents from selected elementary schools of Nueva Vizcaya assessed their literacy needs along listening, speaking, reading, writing, campus journalism, numeracy, science education, social science/civic education, gender and development education. Further, it also unveiled what specific program could be designed to address the immediate needs of the extension areas. The results revealed that elementary schools considered reading, writing and listening as the top three priority areas for literacy enhancement. Further, considering literacy along reading, writing and listening as an immediate need of the schools involved, the extension center of the department developed the literacy program dubbed “*Munting Paaralan: Panghabangbuhay na Kaalaman*” which focuses on the literacy development of the pupils along problem areas. This result prompted administrator to support the literacy program in the said extension areas.

**KEY WORDS:** Extension, literacy needs, stakeholders

**SOCIOCULTURAL PARADIGMS IN THE WORKS OF  
21<sup>ST</sup> CENTURY ILOCANO WRITERS OF SOUTHERN NUEVA VIZCAYA**

by

**Tallungan, Jenifer Raymond R., Ph.D.**

*Nueva Vizcaya State University  
Nueva Vizcaya, PHILIPPINES  
E-mail: jenz2319@gmail.com*

**Salas, Girlie F., M.A.Ed.**

*Nueva Vizcaya State University  
Nueva Vizcaya, PHILIPPINES  
E-mail: girliesalas@yahoo.com*

and

**Taguiam, Andres Z., Ed.D.**

*Nueva Vizcaya State University  
Nueva Vizcaya, PHILIPPINES  
E-mail: info@nvsu.edu.ph*

**ABSTRACT**

This qualitative study aimed to name and divulge the literary works of *Ilokano* writers coming from Southern Nueva Vizcaya, Philippines, likewise to carry out critical discourse analysis (CDA) of the selected literary short stories. Through the CDA, sociocultural constructs were identified as well as their implications to education, economy and environment. The short stories subjected to analysis were “*Dagiti Pasugnod ni Angelo*” (The Grievances of Angelo) by Sherma E. Benasa from Bambang, and “*Ta Ay-ayatenka La Ngamin*” (Because I love you) by Roy V. Aragon from Dupax del Norte. As findings, sociocultural devices were ascertained as modern courtship wherein gender is no longer an issue in courtship and qualities of love interest which are conservatively observed in the Philippine setting. Other constructs include sex education, teenage pregnancy, abortion and respect for the dead which may educate young learners on social issues that mar the life of youth nowadays. The extracted themes served as conduit of social and cultural ideals that hand in meaning to education, economy and environment. The findings put emphasis on how education in the city compared with education in the province, and the importance of diligence and involvement in extra-curricular activities in school. Further, the short stories relayed the role of economic status in choosing future partners as well as in defying poverty in education. Lastly, the stories included ecological efforts to address issues on climate change. This study hence prompted efforts for appreciation of *Ilokano* literature used as a local icon in teaching language subjects.

**KEY WORDS:** 21<sup>st</sup> Century *Ilokano* Writers, Sociocultural Paradigms,  
Southern Nueva Vizcaya

**IMPORTANCE OF INDIVIDUAL AND SOCIAL FACTORS INFLUENCING  
CHINESE STUDENTS' ENGLISH EFFICIENCY**

by

**Tantong, Kewarin**

*Lecturer*

*Faculty of Communication Arts and Design*

*Stamford International University*

*Bangkok, 10250 THAILAND*

*E-mail: kewarin.tantong@stamford.edu*

and

**Manomat, Tatphichar**

*Faculty of Communication Arts and Design*

*Stamford International University*

*Bangkok, 10250 THAILAND*

*E-mail: tatphichar.manomat@stamford.edu*

**ABSTRACT**

The objective of this study is to investigate some important factors influencing the efficiency of second language learning in Chinese students. This research aims to answer the following questions: (1) To what extent do individual and social factors affect second language learning in Chinese students? (2) What are the relationships between these factors and students' English proficiency? The data were collected from in-depth interviews with 12 Chinese students who were studying in an international university in Bangkok. Thematic analysis was utilized to identify similar patterns of students' perception of second language learning. The finding indicated that both individual factors and social factors had an influence on Chinese students' English efficiency. However, the university has played an important role to reinforce the students' learning strategies, change their attitude towards learning English, and to provide necessary facilities to improve their English skills.

**KEY WORDS:** Individual factor, social factor, language efficiency

**EMPLOYABILITY OF MAJORS IN ENGLISH GRADUATES IN  
A STATE UNIVERSITY OF NUEVA VIZCAYA**

by

**Valdez, Rosalie R., Ph.D.**

*Nueva Vizcaya State University (Bambang Campus)*

*Nueva Vizcaya, PHILIPPINES*

*E-mail: rosalie12rv@yahoo.com*

**ABSTRACT**

Much that schools give premium on producing a number of graduates each year; not many have looked into how and to what extent they manage to examine their program offerings against standards to produce quality graduates. This study therefore looked at the employability of major in English graduates in a state university of Nueva Vizcaya for the past three years. Specifically, the study looked at the graduates' demographic profile, relevance of their degree to present work, the reasons for staying on their job and the competencies learned in college which are useful in their jobs. Descriptive method of research was used and data were gathered through survey questionnaires which were sent and collected through email and social networking sites. Data were analyzed using frequency and percentage. Results revealed that majority comprised of female, mostly single, employed in private firms and in business processing outsourcing. The results further revealed that majority find their degree relevant to their present work, respondents stay in work for compensation and relations of work to their field. The competencies learned in college are communication skills, critical thinking and leadership skills.

**KEY WORDS:** Employability, majors in English, relevance, competencies

## **TEACHING ENGLISH-LANGUAGE METAPHORS TO THAI STUDENTS**

by

**West, Andrew J.**

*Instructor*

*Graduate School of Language and Communication  
National Institute of Development Administration (NIDA)  
Bangkok, 10240 THAILAND  
E-mail: andrewj\_west@hotmail.com*

### **ABSTRACT**

This paper assesses the benefits of giving an introductory-level lesson on English-language metaphors and how the lesson can increase students' knowledge and understanding of metaphors as well as assesses students' attitudes and perceptions toward the lesson. The instruments used were a pretest and posttest to ascertain if there is a significant difference in the students' knowledge and understanding of the lesson before and after the lesson, and a five-point questionnaire with open-ended questions to measure attitudes and perceptions. The subjects of the study were 70 students in three classes in the Integrated English Language Skills Development course held at a graduate university in Bangkok, Thailand in 2019. It was found that a need existed for the lesson. Students' knowledge and understanding was higher in the post-tests than in the pretests with a statistical significance below .05. The mean scores of students' perceptions and attitudes were at agree to strongly agree level. This research should benefit other pedagogues who may be considering the teaching of metaphors and it is recommended that an introductory lesson explaining the fundamentals of the theory and practice of metaphors be included in similar courses.

**KEY WORDS:** Metaphor; Teaching English as a foreign language (TEFL);  
teaching metaphor comprehension



## **IX. Public Administration (PA)**





**THE ADVANTAGE OF MULTIDISCIPLINARY IN THE DIGITAL ERA:  
GEORGIA CYBERATTACK 2008**

by

**Aprilani, Neng Ad'ha**

*Undergraduate Student*

*Department of International Relations*

*Airlangga University*

*Surabaya, INDONESIA*

*E-mail: neng\_adha@yahoo.com*

and

**Lesmana, Dandy Brahim**

*Undergraduate Student*

*Department of International Relations*

*Airlangga University*

*Surabaya, INDONESIA*

*E-mail: dandibrahimlesmana@gmail.com*

**ABSTRACT**

Cyberattack is an action that attacks computer networks. In 2008, one of the European countries suffered this cyberattack that comes from another country. The country which suffered this attack is Georgia. Cyberattack which occurs in Georgia was a national scale attack and was carried out by Russia. There were two phases of this attack, the first phase used DDoS or Distributed Denial of Service, and the second phase not only using DDoS but also the department's website. In addition, Russia also uses another attack known as SQL injection that can exploit vulnerabilities in web applications. The attack shows that the use of information and technology today is very important to be studied by every nation in the world. In the current digital era, the use of technology and information are needed for every discipline, especially for the ones that maintain the security and defense. Based on international security politics, we argue that individuals have an important role in using technological equipment so that multidisciplinary are needed to enable the states developed individuals or groups that are useful for maintaining state security, especially its cyber security. From the case of cyberattacks on Georgia, we found that the actor involved in cyberattack is an individual who directed by his country to attack other countries or attack personally without being directed by his country. Therefore, we conclude that multidisciplinary has advantages for information and technology, such as increasing individual skills to protect state information networks, useful for developing individual careers, increasing professionalism, and enhancing insight. Multidisciplinary in the field of information and technology that is carried out effectively can improve many individuals, so that if an attack occurs it can minimize the impact.

**KEYWORDS:** Georgia cyberattack 2008, multidisciplinary, technology and information

**SKILLS TRAINING NEEDS OF PUBLIC HIGH SCHOOL STUDENTS:  
BASIS FOR AN EXTENSION PROGRAM**

by

**Guillermo, Ronie G.**

*Assistant Professor III*

*College of Teacher Education*

*Quirino State University*

*Quirino, PHILIPPINES*

*E-mail: ronie.guillermo@qsu.edu.ph*

**ABSTRACT**

This quantitative-qualitative research was designed to: (1) identify the subjects of skills training which a state university would offer to the students in a public high school, and (2) elicit justifications on the needs of the respondents for skills training through their personal views and experiences. Three hundred and four student-respondents were chosen through random sampling and were surveyed by using a questionnaire. The data gathered were computed by using frequencies and mean percentages. Top ranking areas of skills training needed by the respondents were identified including performing arts, livelihood education, and oral reading. In order to verify the data, some of the respondents were also interviewed for them to share their views, experiences, and reasons on their choice of areas of skills training that they needed. The interviews were recorded and transcribed and were used as indispensable part of the study. This part brought about the qualitative aspect of the study. Capitalizing on the findings of this study, the teachers and students of a state university have conceptualized a school-based extension program on skills training. This study contributed to research on analysis of skills training needs and protocol in the conduct of extension programs among state universities, particularly, in the Philippine context.

**KEY WORDS:** Extension program, livelihood education, oral reading, performing arts, skills training needs

**THE RELATIONSHIP OF THE NATIONAL ELDERLY PLAN AND  
THE AGING SOCIETY**

by

**Gen. Keokajee, Saroj, M.D.**  
*Senior Expert, Royal Thai Army  
Phramongkutklo Hospital  
Bangkok, 10400 THAILAND  
E-mail: saroj.keo@gmail.com*

**Maj. Gen. Samothan, Nimit, M.D.**  
*Director of Phramongkutklo College of Medicine  
Director of Phramongkutklo Hospital  
Bangkok, 10400 THAILAND  
E-mail: phasit999@gmail.com*

and

**Thongkong, Maniga**  
*Faculty of Business Administration  
Institute Technology of Ayothaya  
Phra Nakhon Si Ayutthaya Province, 13000 THAILAND  
Email: maniga999@gmail.com*

**ABSTRACT**

This study aimed to examine the relationship of the national elderly plan and aging society, including (1) the important measures, and (2) the relationship of the important measures of the national elderly plan and the aging society. A total of samples was 218 elders in Prasat Tong Municipal District. Questionnaires were used as a data collection tool. Statistics used in data analysis included frequency, percentage, standard deviation and those to support multiple regression analysis. The results revealed that (1) the important measures to support the implementation of the National Elderly Plan was at the high level ( $x = 4.175$ , S.D. = .582) and the important measures of the National Elderly Plan and the aging society was at a high level ( $x = 4.254$ , S.D. = .615); and (2) strategies on the social safeguards for the elders were positive factors to the level of advancement into aging society.

**KEY WORDS:** The relationship, the national elderly plan, aging society

## **CHALLENGING INEQUALITY IN INDONESIA**

by

**Lindawati**

*Researcher*

*Center for Innovation in Public Administration*

*National Institute of Public Administration (NIPA)*

*Jakarta, INDONESIA*

*E-mail: lindafasya85@gmail.com*

### **ABSTRACT**

Indonesia is the largest archipelagic country that consists of 17,000 islands and the world's fourth most populous country. With this condition, addressing inequality is a national priority issue. These are parts of vision and mission of the President ("Nawacita") and the RPJMN 2015-2019. This study aims to overview the current discrepancy between regions in Indonesia, especially in terms of local government capabilities. This study shows that three-quarter of districts/cities in Eastern Indonesia is disadvantaged areas, with low to moderate Human Development Index. Nationally, Gross Regional Domestic Product and Original Local Government Revenues in this region are the lowest with the highest transfer of fund from the central government to local government. Fifteen of the eighteen lowest performing local governments are in the eastern regions. The ratio of civil servants to the population in this region is the highest but the lowest based on the ratio of the number of civil servants to the total area and number of villages. The proposed strategy to overcome the discrepancies is by strengthening the local governments' capabilities, so they can manage and develop their resources. In this case, the form of assistance initiated by the National Institute of Public Administration (NIPA) to encourage innovative local governments (namely Innovation Laboratories) can be a model for strengthening the local governments' capabilities, especially among the various limitation of available resources.

**KEY WORDS:** Inequality, local government capability, innovation laboratory

**AN ANALYSIS OF FARMERS' COMPETENCIES IN  
PREPARATION FOR A SMART FARMER**

by

**Prasertkhorawong, Kanlayanee**

*Research Scholar*

*Interdisciplinary Agriculture Program*

*Maejo University*

*Chiang Mai, 50290 THAILAND*

*E-mail: dkd.prasertkhorawobg@gmail.com*

**Kanchanawong, Paisarn, Ph.D**

*Assistant Professor*

*Interdisciplinary Agriculture Program*

*Maejo University*

*Chiang Mai, 50290 THAILAND*

**Ariyadet, Chalinda, Ph.D.**

*Assistant Professor*

*Interdisciplinary Agriculture Program*

*Maejo University*

*Chiang Mai, 50290 THAILAND*

and

**Saengsupho, Sathaporn, Ph.D.**

*Assistant Professor*

*School of Administrative Studies*

*Maejo University*

*Chiang Mai, 50290 THAILAND*

**ABSTRACT**

Based on the quantitative research, the main purposes of this study was to investigate the farmers' basic information, as well as analyze their competencies related to the smart farmers' six major qualifications set up by the Ministry of Agriculture and Cooperatives. For research methodology, an open-ended questionnaire and an aptitude test on smart farmer's competencies were both conducted with 400 farmers in Phrae province. Statistical descriptions used in this study included Percentage, Max, Min, Standard Deviation, Mean, and Chi-Square. The results revealed that no correlations on the farmers' basic information and their level of competencies were mostly found, meanwhile the farmers' competencies with its minimum (4 points), its maximum (23 points), and its mean (11.98 points) were mostly rated. Also, the applications of information technology and innovations to effectively managing agricultural products, supply chains, as well as other agricultural standards were all supported for the consumers' life security.

**KEY WORDS:** Curriculum development, farmers development, smart farmers, training course, agricultural extension work

**THE RELATIONSHIP BETWEEN  
CULTURAL INTELLIGENCE AND JOB PERFORMANCE:  
THE MEDIATING EFFECTS OF CULTURE SHOCK AND  
CULTURAL ADJUSTMENT**

by

**Tantong, Kewarin**

*Lecturer*

*Faculty of Communication Arts and Design*

*Stamford International University*

*Bangkok, 10250 THAILAND*

*E-mail: kewarin.tantong@gmail.com*

and

**Rojjanaprapayon, Rujira, Ph.D.**

*Assistant Professor of Communication*

*Graduate School of Language and Communication*

*National Institute of Development Administration (NIDA)*

*Bangkok, 10240 THAILAND*

*E-mail: rujira2@yahoo.com*

**ABSTRACT**

In recent years, many expatriates have been relocating to work and live in Thailand because of globalization and a distributed workforce. To work efficiently, an ability to adjust themselves in diverse culture is crucial. Many factors that affect how well they perform in their job, so this study focuses on how cultural intelligence (CQ), cultural adjustment, and culture shock affect their job performance. Also, this study aims to investigate cultural adjustment and culture shock as mediator on the relationship between CQ and job performance. A self-evaluated questionnaire online survey, with a return rate 71%, was distributed and collected from 92 foreign faculty and staffs. In data analysis, the bivariate Pearson and Ordinary Least Squares regression (OLS) was computed by IBM SPSS Statistics. The results showed that cultural intelligence had a positive effect on job performance and on cultural adjustment. However, cultural intelligence negatively affected culture shock. Also, culture shock reportedly had a negative affected on job performance, whereas cultural adjustment was positively related job performance. Finally, cultural adjustment and culture shock fully mediated the positive effect of cultural intelligence on job performance. The revealed direction of each relationship is consistent with previous studies. For future research it should collect data from a larger group of selected randomly so that the results will get more valid and reliable.

**KEY WORDS:** Cultural intelligence (CQ), cultural adjustment, culture shock,  
job performance

*The Eighth International Conference on Advancement of Development Administration 2019—  
Social Sciences and Interdisciplinary Studies  
(The 8<sup>th</sup> ICADA 2019—SSIS)*





## National Institute of Development Administration (NIDA)

118 Serithai Road, Klong Chan, Bangkok, Bangkok 10240 THAILAND

Tel: (66)2 727-3325-6, (66)2 727-3612; Fax: (66)2 375-3985

E-mail: icada4papers@gmail.com, nida\_gcass@hotmail.com

[www.nida.ac.th](http://www.nida.ac.th)