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A COMPARATIVE STUDY ON LONG-TERM VOCABULARY RECALL: WORD LISTS AND A VOCABULARY TRAINER

Thomas Krey

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Key words: long-term memory, retrieval, spacing effect

This study was conducted in order to examine recall rates on previously learned vocabulary. The 2 methods investigated were word lists for exams and a vocabulary trainer using flashcards. In order to gain better insights in the effectiveness of these methods the participants, 32 students of 2 intact foreign language classes in Thailand, were tested for both treatments in a repeated measure, within-participant design over a period of 6 months. The main focus was on recall rates for previous recall failures. Results show significantly higher recall scores for the vocabulary trainer-method at every stage. The gap in recall scores between both methods was most noteworthy in the field of never accurately recalled items (both systemic recall failures and persistent wrong recall). Percentages of omission errors were also remarkably higher on word lists, though by a smaller margin. However, the gap in interference errors (both semantic and lexical) was less significant. The implementation of special mistake review sessions for the vocabulary trainer-method after the previous trial, an indispensable element of this method, appears to have influenced the differences. The conscious raising self production of cards for test items seem to have contributed to the outcome as well. Overall, the study indicates increased retention through the vocabulary trainer-method above the word list-method.


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Reading is a critical skill for accessing and analyzing the vast quantities of information available via the Internet or in print. Those who are unable or unwilling to read extensively in their free time will not be able to participate effectively in the new knowledge economy, or take advantage of the new opportunities on offer. Thus, reluctant readership has implications for personal as well as national development, and may condemn individuals and societies to live on the fringes of the global economy, with all the negative potential this has for self-determination and basic human rights.

An unwillingness to read extensively in one’s own first language (L1) also has repercussions for the acquisition of a second language (L2) such as English. Those with poor reading habits and attitudes in their L1 are unlikely to read extensively in an L2. Reading is widely recognized as a key facilitator in promoting vocabulary development, and for improving grammatical range and accuracy. Therefore, those who do not read in an L2 will reduce their rate of L2 development. A lack of fluency in an L2 such as English will also have major economic implications for individuals and societies in the global economy.

This paper will investigate the phenomenon of reluctant readership in the Thai context by reporting on the findings of two studies which investigated the rates of extensive reading in L1 of two different student populations. Results indicate that Thai university students may have daily reading rates half that of high school students in some parts of the developed world, and that to some extent this may be due to students’ home background. Though the size effects were small, parental reading to children, book ownership in the home, and past reading rates of parents, were all found to have significant associations with students’ present day reading frequencies and attitudes in L1. Implications for reading strategies in the L2 classroom will be discussed, as will the role of schools in promoting literacy.

(Presented at: The 3rd International Malaysia-Thailand Conference on Southeast Asian Studies, 29 November – 1 December 2007, Mahidol University International College, Thailand)
A COMPARISON OF THE IMPACT OF THE HOME LITERACY ENVIRONMENT ON THE READING FREQUENCIES OF TWO GROUPS OF THAI UNIVERSITY STUDENTS.

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Key words: reading habits, free reading, home literacy environment

Objective: to determine to what extent parents affect the reading habits of their children. More specifically, this study investigated whether parental reading to children influences the amount of free reading time these children engage in as university students. Methods: Over 600 MUIC students completed a four-page questionnaire in January 2006 investigating their present reading habits, and their home literacy environment as children. An almost identical questionnaire was used to survey over 300 students in a university in Lampang in September 2007. Both sets of data were entered into SPSS, and descriptive and inferential statistics were calculated. Results: There were significant differences in the home literacy environments of these two sets of students. 60% of MUIC households have 50 or more books in the house, compared to only 15% in Lampang. 73% of MUIC students saw their parents read more than once a week as children, compared to only 33% of the students in Lampang. However, though Lampang parents had half the educational levels of their counterparts in Bangkok, they read to their children more often. Over 60% of MUIC students were never read to at home, compared to just under 50% for the Lampang students. The average reading rate of both sets of students was between 20-30 minutes a day. Conclusion: The two university populations sampled in this survey read on average only half as much as the average 15-year old female high school student in the UK. There were significant associations between the amount students read today and how often they were read to as children at home; though the effect sizes were small. The number of parents in this survey who read to their children three of more times a week as children was half the rate of the lowest socio-economic groups in the US. Some of the explanations for the lower “literacy fitness” rates of Thai students could therefore be attributed to a poorer home literacy environment. Despite the lack of support in the home, there is evidence to suggest that schools and colleges have a major role to play in promoting and developing good reading habits. Without these good habits, it will be exceedingly difficult for Thais to compete successfully in the Information Age.

ADJUSTING TOWARD THE APPROPRIATE UNDERPRICING OF INITIAL PUBLIC OFFERINGS: EVIDENCE FROM STOCK EXCHANGE OF THAILAND

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Key words: underpricing, initial public offerings, ex ante uncertainty

In general, initial public offerings (IPO) stocks are underpriced as documented in numerous studies, mostly from the U.S. As documented by Ritter (1984), the average IPO stocks were underpriced at 18.8 percent or higher. This paper is not aiming at proving that Thai IPO stocks are underpriced. Instead the objective of this paper is to show that investment banks did not set the price appropriately or did not leave any money for the investors to compensate the ex ante uncertainty of IPO stocks in the sample of before crisis. The result form the test of Proposition II indicates that most of the time during before crisis period investment banks underpriced too little and even overpriced in many cases. The result from the study shows that investment banks underpriced the IPO at 0.77 percent which is insignificant different from zero before crisis. However, the study finds that during crisis the investment bank did leave more money on the table for the investors compensating for the ex ante uncertainty at 12.29 percent. There is significant relation between ex ante uncertainty and initial return during crisis. Moreover, the relation between change in market share of the investment and mispricing set by investment banks was found but it is insignificant. The results from this study are to support two statements:

1. The underpricing in Thai stock market facilitated by the investment banks will be appropriately enforced once there are more institutional investors participate in the market. There is strong evidence of the positive relation between ex ante uncertainty and initial return during crisis and total sample whereas such strong evidence did not found during before crisis period.

2. There is weak evidence on the penalty impounded on the underwriters who try to cheat on the investors and issuing firms by underpriced by too much or too little by the market.

AN ASSESSMENT AND EVALUATION OF COMMUNITY-BASED TOURISM’S CONTRIBUTION TO SUSTAINABLE LIFESTYLES AND LOCAL SOCIOECONOMIC DEVELOPMENT

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**Key words:** Community-based Tourism, Sustainable Lifestyles, Socioeconomic Development

**Objective:** i. To assess and evaluate community-based tourism’s contribution to the sustainable lifestyles of the participating communities; ii. To assess and evaluate community-based tourism’s contribution to the socioeconomic development of the participating communities; iii. To assess and evaluate the tourism (including potential) resources (attractions, facilities, products, services, and activities) at the community-based tourism destinations; and iv. To begin developing a database listing the various forms of community tourism.

**Methods:** The study employed a combination of quantitative and qualitative approaches using a combination of structured, semi-structured, and unstructured questions. Target groups for data collection included focus groups from the participating community, a sample of individual employees who are residents of the participating community, the partner agencies (if existing), and a sample of individual visitors. In addition, an assessment and evaluation on the community-based tourism destination, and a sample of the attractions, facilities, products, services, and activities.

**Results:** Only two sites, Baan Mae Lai and Baan Mae Kampong in Chiang Mai Province, could be visited since project inception. In addition, very little data could be gathered from these two sites. This was because of the teaching commitments of the principal researcher, and the time available for research did not coincide with the availability of the respondents. Nevertheless these visits allowed the principal researcher to make initial contacts and establish rapport with key individuals at the two sites. However, limited observations have shown that community-based tourism is viewed by all stakeholders as an important vehicle for income generation (and possibly poverty alleviation). Moreover, it was perceived that there is a strong tendency for the participating communities to expand their businesses.

**Conclusion:** No conclusions can be drawn at the moment as the study is still in its preliminary stages

AN INTRODUCTION TO THE BAHÁ’Í FAITH

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ABSTRACT NOT AVAILABLE
BELIEFS ABOUT KNOWLEDGE AND KNOWING OF THAI UNIVERSITY STUDENTS: PERSONAL EPISTEMOLOGY AND THE UNDERGRADUATE EDUCATION

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Objective: This research investigates how students develop their beliefs about knowledge and knowledge acquisition during their undergraduate education. Method: Two groups of students in a Thai university completed a questionnaire: first-year students \((n = 1,755)\) and students finished their undergraduate study \((n = 1,767)\). Results: A five-factor structure is identified for their beliefs. Significant differences are identified between the first-year and the graduates in four factors out of the five identified factors. The differences are more noticeable in some majors than others. Conclusions: The undergraduate education could have an influence on students’ epistemological development in some aspects.

BELIEFS ABOUT MATHEMATICS AND MATHEMATICAL PROBLEM SOLVING OF THAI STUDENTS: RELATIONSHIPS TO STUDENTS' GIFTEDNESS AND SUBJECT MAJOR

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Key words: Beliefs about mathematics, mathematical problem solving, giftedness in science

Objectives: The objective is to investigate the beliefs about mathematics and mathematical problem solving of Thai students at the high school and the university levels. This study also examines whether students’ giftedness in science and their subject major is related to the mathematics-related beliefs. Methods: Undergraduate first-year students at a Thai university (n = 232) and students at a Thai high school (n = 197) were asked to complete a questionnaire, adapted from the Indiana Mathematics Beliefs Scales Coupled with the Fennema-Sherman Usefulness Scale. Results: Scale reliability analysis conducted separately for the two groups indicates similar results as the past studies validated the scales. The mean score of the scales were similar to those form the past published studies, except two scales. Through two-way between-participants ANOVAs, significant differences are identified between the university students and the high school students in three scales. The high school students who are very gifted in science and studying at a special science high school scored significantly higher in two beliefs scales but lower in one scale than the college students majoring in engineering at one of the top universities in the country. Significant differences are found between the male and female students in the other three scales. Conclusions: This research demonstrates the reliability of the measurement and its applicability to non-Western population. The findings also suggest some characteristics of mathematics-related beliefs of Thai students. It appears that both students’ giftedness in science and their subject major are related to mathematics-related beliefs.

BRAND VALUATION OF HIGH-TECHNOLOGY PRODUCTS: A HEDONIC APPROACH

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Key words: Brand valuation, high-technology products, hedonic price

Amongst a number of existing methodologies of valuing brands, this paper has adopted the hedonic price approach to quantify the brand’ values of high-technology products. High-technology products being narrowed down here to laptop computers, laser printers, liquid crystal display (LCD) computer screens, digital cameras, and mobile phones. The data was restricted to the Thailand market, and was obtained from the SiS Dealer Price List, ECS Dealer Price List, and the First Mobile Buyer Guides during the period of September 2004 to January 2006. In most of the price and log price models, brand dummies were found to be significant, and positively linked to the consumers’ willingness to pay. Nevertheless, among the five high-technology products in this study, only the laptop brands showed positive values. Negative but significant brand dummies suggest that brands are undoubtedly important, but other features exhibit higher value to consumers. The relative rankings of brand premiums can therefore be easily constructed, which should prove beneficial to firms wishing to evaluate their current position against other competitors. Regarding the products’ features, the results suggest that consumers generally focus their decision to purchase a particular brand on its basic or core features.

BURMA IN INDIGENOUS AND COLONIAL HISTORIOGRAPHY

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Key words: Historiography, Orientalism, Ethnicization

The paper looks critically in Burmese indigenous and colonial historiography from the late colonial period to the early years of independence. Burmese historiography has been dominated by English-speaking authors; first by the British colonial scholars and after the Second World War by the Anglo-American authors. Scholars like G.E. Harvey, Gordon Luce and D.G.E. Hall have dominated our views on colonial and pre-colonial Burma, whereas authors like John S. Furnivall discuss the transition period from colonialism to independence. Very few indigenous voices have been heard; most noteworthy in the elder generation are Maung Htin Aung for the pre-colonial history and Maung Maung covering particularly the crucial years of early independence. The paper compares historiography as presented by Western and indigenous scholars and emphasizes legacies and myths created by the scholarship.

(Presented at: The 8th ASEAN Inter-University Conference on Social Development, 28 - 30 May 08, Manila, Philippines)
CHANGES IN THE STABILITY AND KINETIC PARAMETERS UPON GLYCATION OF THERMOSTABLE ALPHA-AMYLASE FROM BACILLUS SUBTILIS

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ABSTRACT NOT AVAILABLE
CREATIVE WRITING CLASS EXPERIENCE

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ABSTRACT NOT AVAILABLE
CULTURAL ENRICHMENT THROUGH CONFLICTS AND CRISSES

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Study abroad at a partner university or at any selected destination overseas has become an essential part of education for college students who wish to become global citizens. There are successful programs that have produced a new generation of graduates who are employed by multinational firms or work in overseas organizations. The Erasmus Program, established for European students to study in other European countries, has been highly regarded. However, when students travel farther to other continents where there are strong differences in culture, values, and up-bringing of fellow students of the host country, certain conflicts arise which often turn into crises.

Since 2002, Mahidol University International College (MUIC) has become a popular destination for students not only from the Asia Pacific Region but also from Northern America, Europe, Australia, and Africa. In addition to full-time international students, the college welcomes over 200 exchange and visiting students each academic year. Prior to their arrival, the college has made the incoming students aware of our book “MUIC Welcome Guide for International Students” which contains crucial information to avoid conflicts, there are however, unexpected cultural conflicts that can lead to emotional crises if not properly managed. This presentation will describe few examples, incidents, the impact of such crises and how they can be turned into positive experiences that enrich understanding between host and foreign students.

\textit{(Presented at: The 3rd APAIE Conference 2008, 26 - 28 March 2008, Waseda University, Tokyo, Japan)}
DEVELOPMENT OF PERSONAL EPISTEMOLOGY DURING THE UNDERGRADUATE EDUCATION: DISCIPLINARY VARIATIONS OF BELIEFS ABOUT KNOWLEDGE AND KNOWLEDGE ACQUISITION

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Key words: beliefs about knowledge, personal epistemology, student learning

Objectives: The main purpose of the research is to investigate the discipline-specific nature of students’ beliefs about general knowledge and knowledge acquisition (i.e., personal epistemology). The study examines how students develop epistemologically during the undergraduate education, and whether this epistemological development is different among students in different faculties. Methods: Two groups of undergraduate students (N = 3,050) from various faculties in a Thai university completed a questionnaire: first-year students who were about to begin studying in the university (n = 870) and students who had just graduated from the university (n = 2,180). Results: Through a principal component analysis, a five-factor structure is identified for the personal epistemology of the students. Two-way between-participants ANOVA indicates significant differences between the first-year students and the graduates in four out of the five factors. Further separate breakdown analyses within the groups of students studying or studied in a same faculty indicate that the discrepancies between the first-year and the graduates are more noticeable in some majors than others. Conclusions: The research results provide a global picture of the beliefs about general knowledge held by Thai university students. Moreover, they also suggest that undergraduate university education has an impact on the students in developing their epistemological viewpoints in certain aspects. It also appears that general epistemological development is discipline-specific and could be subject to the nature of the students’ subject majors.

(Oral Presented at: The 2nd Asean Regional Union of Psychological Societies Congress (ARUPS) Psychology for the Well-being of Humanity, 11-13 February 2008, Chulalongkorn University, Bangkok, Thailand)
DYNAMIC PHOTOCHEMICAL INHIBITION OF PHOTOSYNTHESIS OF A LARGE PORITES LOBATA COLONY, SAMAE SAN, THAILAND

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Key words: Porites lobata, Chlorophyll a fluorescence, Rapid light curves,

The north, south, east and west facing sides of a Porites lobata colony, at a depth of 4.5m, experience differing intensities of light relative to each other and to the top, upward facing surface of the coral which is at a depth of 2m. Photosynthetic response to irradiance was measured as rapid light curves (RLCs) using the underwater Diving-PAM fluorometer (Walz Gmbh, Germany). Measurements were carried out at 1000hrs, 1300hrs and 1600hrs over a three day period. Photochemical efficiency of photosystem 2 at ambient light intensity (Fq′/Fm′), maximum relative rate of electron transport (rETRmax), the initial slope of the RLC (α) and the minimum saturating irradiance (Ek) were derived from RLCs. The top surface of the coral showed the lowest values of Fq′/Fm′ (eg 0.49 on day 1 at 1300hrs) with the north-facing side showing highest values (eg 0.69 on day 1 and 2 at 1300hrs). Although Fq′/Fm′ showed consistent decreases according to orientation and time of day, with lower values at 1300hrs compared to 1000hrs and 1600hrs, rETRmax, α and Ek showed less consistent variation with time or orientation. The top surface of the coral was investigated further by measuring the same parameters every hour from 0700 – 1800hrs over a 2 day period. Values ranged from a maximum 0.59 at 0700hrs to a minimum 0.35 at 1200hrs. Values recovered in the late afternoon, indicating dynamic photoinhibition. This will have implications for corals exposed to warmer waters because of climate change.

(Presented at: The 12th Biennial Symposium on Microbial Ecology (ISME-12), 17 - 22 August 2008, Cairns, Australia)
EAP: ENGLISH FOR ANY PURPOSE?

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Key words: Higher Education, English for Academic Purposes, Language Education

EAP (English for Academic Purposes) explicitly aims to support students’ learning tasks in other English-medium academic courses—from writing papers in Anthropology to giving presentations in Zoology. Are EAP courses in fact serving these goals? What, if any, benefit do college students believe they are getting from their English courses? Do instructors in the other disciplines, like Anthropology, perceive students using skills, whether grammar or referencing, they have learnt in the English class? This paper reports on a pilot questionnaire, conducted in an international college in Thailand, for a full study that will attempt to answer these questions. The presentation focuses on preliminary findings as to students’ perceptions of what kind of transfer occurs and how it occurs. It raises some concerns that the full study will need to take into account, such as the role of the learner in a transfer framework.

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ENHANCING STUDENT ESSAYS THROUGH ON-LINE BULLETIN BOARDS

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ABSTRACT NOT AVAILABLE
EPISTEMOLOGICAL DEVELOPMENT DURING THE UNDERGRADUATE EDUCATION: VARIATIONS AMONG STUDENTS MAJORING IN DIFFERENT ACADEMIC DISCIPLINES

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Key words: beliefs about knowledge, personal epistemology, student learning

Objectives: The main purpose of the research is to investigate the discipline-specific nature of students’ beliefs about general knowledge and knowledge acquisition (i.e., personal epistemology). The study examines whether students’ epistemological development during their undergraduate education vary among students in different faculties.

Methods: Two groups of undergraduate students from various faculties in a Thai university were asked to complete a questionnaire: first-year students who were about to begin studying in the university ($n = 870$) and students who had just graduated from the university ($n = 2,180$).

Results: Through a principal component analysis, a five-factor structure is identified for the personal epistemology of the students. Two-way between-participants ANOVAs indicate significant differences between the first-year students and the graduates in four out of the five factors. Separate breakdown analyses within the groups of students studying or studied in a same faculty indicate that the discrepancies between the first-year and the graduates are more noticeable in some majors than others.

Conclusions: The research results provide a global picture of the beliefs about general knowledge held by Thai university students. Moreover, they also suggest that undergraduate university education has an impact on the students in developing their epistemological viewpoints in certain aspects. It also appears that general epistemological development is subject to the nature of the academic discipline of students’ majors.

FACILE SYNTHESSES OF 3-HALO AND MIXED 3,5-DIHALO ANALOGUES OF N-ACETYL-L-TYROSINE VIA SULFONIC ACID-CATALYSED REGIOSELECTIVE MONOHALOGENATION

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Key words: p-toluenesulfonic acid, N-halosuccinimide, N-acetyl-L-tyrosine

The combination of catalytic amounts of p-toluenesulfonic acid and 1 equiv of N-halosuccinimide afforded highly selective ring-halogenation of N-acetyl-L-tyrosine, furnishing either N-acetyl-3-halo-L-tyrosine analogues or mixed 3,5-dihalo derivatives in a one-pot reaction with excellent yields at room temperature.

(Published in: Tetrahedron Letters 49, (49), 1 December 2008, 7008-11)
FAT, BLACK, AND THAT’S ALL RIGHT: ENCOURAGING FEMALE THAI STUDENTS TO CHALLENGE DESTRUCTIVE BEAUTY IDEALS

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Key words: critical pedagogy, Thai body idealisation, ideological hegemony

Mass culture in Thailand creates idealizations about female beauty which cause many women to engage in destructive behavior such as starvation dieting and forced vomiting. In this presentation I describe efforts to develop awareness among a group of predominately female students at a rural Thai university about the ideological purposes of these idealizations. Using a CD based multimedia research template, the students reported the "common sense" beliefs which help create the beauty ideal and the effects of these beliefs on their own lives and the lives of other women. The major finding of their research was that mass culture creates beauty ideologies to maintain social stratification, in that those women who are made to feel "ugly" because they do not resemble the white skinned underweight ideal tend not to be members of the elite social class which has the resources and time to achieve these ideals. The significance of the project lies in the emancipatory effects that it produced; although a Critical Discourse Analysis showed that the students continued to assimilate some of the values and interests which they had identified as "oppressive", they also demonstrated to varying degrees that they had ceased to think and behave in ways which had caused them mental and physical damage in the past.

(Presented at: The 23rd Annual Western Australian Institute of Education Research Forum at Edith Cowan University, 9 August 2008, Edith Cowan University, Perth, Australia).
HISTOPATHOLOGICAL ALTERATIONS OF NILE TILAPIA, OREOCHROMIS NILOTICUS IN ACUTE AND SUBCHRONIC ALACHLOR EXPOSURE

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Key words: Acute exposure, Alachlor, Histopathological alterations

Histopathological alterations in Nile tilapia, Oreochromis niloticus, aged 3 months and subjected to acute and subchronic alachlor exposure were studied by light microscopy. LC50 values of alachlor for 24 hr, 48 hr, 72 hr and 96 hr were 963.6, 563, 448, and 381.9 μg l⁻¹, respectively and the maximum acceptable toxicant concentration (MATC) was 350 μg l⁻¹. Fish were exposed to 381.9 (acute) and 35 μg l⁻¹ (sub-chronic) of alachlor for 24, 48, 72 and 96 hr and 90 days, respectively. Gill lamellae and kidney tubules were the primary target organs for the acute toxic effect of alachlor while in the subchronic exposure, the toxic effect on the gills was less marked than that of the kidneys and liver. Gill alterations included edema of the epithelial cell system, aneurisms with some ruptures, hypertrophy and hyperplasia of epithelial cells. The liver showed hydropic swelling of hepatocytes and vacuolation. Lipid vacuoles were observed in hepatocytes in the second and third month of subchronic exposure. The kidney showed hydropic swelling of tubular cells, lipid vacuole accumulation in many tubules, and nuclear pyknosis. The findings of this study could be used as a guideline for biomonitoring programs on populations of Nile tilapia cultured near alachlor contaminated areas.

(Published in: Journal of Environmental Biology, Volume 29, Issue 3, May 2008, Pages 325-331)
IMPACT OF INTRODUCTION OF FUTURES ON UNDERLYING STOCK INDEX RETURN AND VOLATILITY: EVIDENCE FROM THAILAND.

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Key words: Index futures, Volatility, GARCH

Objective: 1) To investigate whether the introduction of Index Futures contracts trading has changed return and volatility structure of the underlying SET50 index
2) To compare our evidence to previous findings in other emerging and developed markets. Methods: Analysis of Variance, GARCH. Results: The CUSUM plot for the SET50 squared daily returns and the homoskedastic variance show that volatility in the spot market has increased after index futures is introduced. Note that we are testing on the heteroskedastic (time-varying) variance which is more concrete. Conclusion: If there are evidences of increasing volatility in spot market resulting from the introduction of the futures trading, the Securities and Exchange Commission (SEC) should impose new rules and regulations to reduce speculative trading which will, in turn, protect market participants for such increasing risk.

ISOLATION OF PHYTASE AND BACTERIOCIN PRODUCING
LACTIC ACID BACTERIA FROM FERMENTED FOOD FOR
POTENTIAL USE AS PROBIOTICS.

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Key words: Phytase, Bacteriocin, Lactic acid Bacteria, Probiotics

Altogether 13 strains of bacteria were isolated from different kinds of fermented food products; i.e. 2 isolates from kimji, 2 isolates from fermented wild spider flower, 2 isolates from fermented Chinese cabbage 1 isolate from yogurt and 6 isolates from 2 samples of yogurt drink. Biological plate assay toward growth of Lactobacillus platarum TISTR850, a nisin-sensitive strain, revealed that only 4 isolates can produce obvious clear zone around their colonies. Others were grown with either narrow clear zones or none at all. From Gram staining, all four strains were G(+) rod. Comparison of the nisin-like activity among the 4 isolates showed that strains KV1 and YT contained similar level of activities. KV1 reduced growth of TISTR850 down by 63% while YT did so by 65%. However, testing for the ability in producing phytate digesting enzyme clearly showed that only KV1 harbored such a function. The strain was found to have optimum growth at 35°C and pH 6.0. The phytase enzyme produced under such a condition was 0.15 unit. Growth as well as bacteriocin and phytase production of the strain KV1 under various conditions were determined. This strain was shown to be a good candidate for use as probiotic, especially in animal feed.

J.M.R. LENZ-EIN VERKANNTER UND VERGESSENER AUTOR
IM SCHATTEN GOETHES

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ABSTRACT NOT AVAILABLE
MEDIA FACTORS INFLUENCING THE PERCEPTIONS OF NEWLY-ADMITTED STUDENTS IN SELECTING AN INTERNATIONAL PROGRAM AT MAHIDOL UNIVERSITY INTERNATIONAL COLLEGE

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Key words: Media Factor

The study aim was to determine newly-admitted student perceptions towards Mahidol University International College (MUIC), and influencing factors to apply. Data were gathered via self-administered questionnaire with 200 MUIC newly-admitted students. The majority were female, enrolled in the BBA program with family incomes over 50,000 baht per month. The finding revealed the most effective media was the internet due to frequent usage and usefulness. Factors that newly accepted students considered important when selecting an international program in Thailand are professional advancement, curriculum standard, educational preparation communication improvement, social contact, and family in descending order. Reason for selecting MUIC included English medium of instruction, numerous academic choices, and high quality of lecturers in descending order. The main reason for deterrents to apply was lack of language proficiency. They reported that the most effective advertising channels were the Internet. Media should be used principally to the personal and electronic influence students seeking to enroll in international program in Thailand.

MODEL FOR EFFECTIVE INTERNATIONAL EDUCATION

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Key words: Assessment, Cooperative Education, International Partnerships

Globalization of education is not just about providing a literate workforce, rather it is about the reorganization process to deliver services that are better and that render boundaries irrelevant. In the first part of the paper, the principles of the International Partnership Model (IPM) will be discussed. In the second part, the paper will focus on the international education model of Mahidol University International College (MUIC) which is of particular relevance to universities in Thailand and to agencies and schools in other countries that send students to international partner institutions.

(Presented at: The 8th ASEAN Inter-University Conference on Social Development, 28 - 30 May 08, Manila, Philippines)
MOTIVATING WRITERS: THE POWER OF CHOICE

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Key words: EFL, Motivation, Action Research

Motivation plays a key role in education. This action research study evaluated the effectiveness of the power of choice of proximal academic goals as a strategy for boosting student motivation in an undergraduate composition and rhetoric course. Students were given choices to select easier or more difficult assessment tasks prior to essay examinations. The results indicated that more students in this sample group selected the most challenging tasks when given the choice. The implications of this study suggest that this approach has the potential to be a valuable motivational strategy in academic writing courses.

NETWORK EXTERNALITIES AND SPILLOVERS IN THE EMAIL CLIENT SOFTWARE

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ABSTRACT NOT AVAILABLE
ON MEMORY AND HISTORY IN THAI ARTS; REFLECTIONS AT AN EXHIBITION

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Since the death of Rama V, Thai artists have been increasingly questioning their artistic traditions. Where Thai art had once received both its inspiration and patronage from religion and monarchy, it is today being thrust onto a more internationalized stage. While Thai ‘neo-traditionalisms’ still flourish, where past themes, motifs, and crafts are quoted and revitalized, many young Thai artists now see such traditional Thai arts as belonging to the past, or to a largely tourist market still hungry for the exotic, the decorative, and the strangely beautiful. In what can only be described as a complex and diverse matrix of activities and directions, many new Thai artists are seeking new ways of engagement with their culture and its history. Some have done so by making the relation of art, memory and history their central theme. In this way, they have sought not only a new art, but a better political and educational future for their country, as well.

The proposed essay explores this situation by focusing on an art exhibition entitled History and Memory, shown at the Chulalongkorn University Gallery in August 2001. The exhibition featured works in three different media by three different artists: Manit Sriwanichpoom, photography, Sutee Kunavichayanont (installation), and Ing K (painting). How did their work pose the question of the relation of the present to the past and how did each pursue in their works of art the work of memory and history?

(Presented at: The 10th International Conference on Thai Studies, January 9-11, 2008, Thammasat University, Bangkok, Thailand)

(Published in: Thai Societies in a Transnationalized World, The 10th International Conference on Thai Studies Proceeding, January 9-11, 2008, 71)
PCR-BASED COPRODIAGNOSTIC TOOLS REVEAL DOGS AS RESERVOIRS OF ZOONOTIC ANCYLOSTOMIASIS CAUSED BY ANCYLOSTOMA CEYLANICUM IN TEMPLE COMMUNITIES IN BANGKOK

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**Key words:** Ancylostoma ceylanicum, PCR technique, Zoonosis

A survey of gastrointestinal parasites of dogs and humans from temple communities in Bangkok revealed that 58\% of dogs and 3.4\% of humans, among those sampled, were infected with hookworms utilising faecal flotation techniques and microscopy. A previously established polymerase chain reaction (PCR)-RFLP approach was utilised to determine the species of hookworms infecting dogs found positive for hookworm eggs. Single infections with *Ancylostoma ceylanicum* and *Ancylostoma caninum* were recorded in 77\% and 9\% of hookworm positive dogs, respectively and mixed infections with both species of *Ancylostoma* were recorded in 14\% of dogs. A single-step PCR for the multiplex detection of *Ancylostoma* species and *Necator americanus* DNA in human faeces was developed and applied to characterize the species of hookworms in microscopy positive individuals. Single infection with *N. americanus* was recorded in five and *A. ceylanicum* infection in two, out of seven individuals positive for hookworm. This study demonstrates that humans are at risk of acquiring infection with *A. ceylanicum* in communities where this species of hookworm is endemic in dogs.

POSTMODERNISM AS A REACTIONARY INTELLECTUAL MOVEMENT

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Key words: Postmodernism, Derrida, Reactionary

Postmodernism emerged in the 1970s as a movement in art, music, architecture, social theory and Philosophy. In the areas of social theory and Philosophy it is often criticized as either being so mundane and simplistic as to be useless or so meaningless as to be total nonsense. Yet postmodernism managed to gain such access to academia as to determine the direction of the fields of Sociology, Political Theory, Literature and Philosophy. While agreeing with the criticism that postmodern works are so meaningless as to be nonsensical, I believe that the real dangers of postmodern writers are the degrading and reactionary tendencies that they engender.

After demonstrating the meaninglessness of works by Jacques Derrida and other postmoderns, I argue that this meaninglessness is important to academia because in an environment of publish or perish, academicians are so desperate for publications that they find it easy to offer interpretations of these works. Obviously works that have no internal meaning, such as those of Derrida, can be interpreted in anyway and seem reasonable. Some of these interpretations actually contradict one another. Therefore postmodernism is popular just because its nonsensical nature allows for equally meaningless publications.

Postmodernism is also reactionary. After the social revolutions of the 1960s and the turn to the left of academia with the rise of such schools as neo-Marxism and Critical Theory, those who had power in academia and political society welcomed a movement that would use up intellectual energy in useless exercises, futile interpretations of pointless publications or pursuits of mundane social phenomena.

(Presented at: The 8th ASEAN Inter-University Conference on Social Development, 28 - 30 May 08, Manila, Philippines)
QUESTIONS IN ACADEMIC SELECTION INTERVIEWS

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This study examines the types of questions employed in academic selection interviews at an English-language tertiary education institution in Thailand (Mahidol University International College). Questions drawn from a transcript of an interview were analyzed, and then discussed with one of the interviewers. The data collected suggest that questions asked by interviewers in selection interviews are perceived by the interviewers to be either ritual questions which reveal little but have to be asked (in effect, being 'required' behavior for an interview), or substantive ('real') questions which reveal more about an interviewee.

RETAIL PROPINQUITY: A LOCATION STRATEGY FOR SUCCESS?

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Key words: Retail propinquity, Location, Strategy

Introduction and Objective: In the last decade, Bangkok has witnessed a phenomenal growth of clustered retail establishments selling same or similar goods and services. This phenomenon is termed by the study as ‘retail propinquity’. The work reports key motives for such location choice as compared to the opposite type, stand-alone format. Methods: This study employs triangulation methods in various phases. At the beginning, qualitative field survey or store count was conducted to identify the number of retail propinquities in Bangkok and each individual member stores. Then, expert and in-depth interviews of five retail products were completed to gain insight on possible drivers of the location choice and its outcomes. It followed by literature search on supported location decision models. Several economic and retail marketing decision theories have been explored to conceive the conceptual model for the study and its causal paths. The main methodology for this multivariate data analysis is the Structural Equation Modeling, using AMOS statistical package.

Results: Six personality types were suggested by the analysis to be antecedences of the retailer’s location decision. The outcomes of this decision model are twofold. One is based on sales performance, while the other is measured through consumer perception. The two mediating factors in location decision model are factors relating to the location itself and the competitive environment of such location. The data collected from propinquitous group shows higher degree of success, expressed in terms of sales and consumer perception, than that from stores located otherwise. Conclusion: The retail propinquity phenomenon that has been growing rapidly in Thailand is indeed a survival strategy based on location or place marketing alone. The research also indicates that retail propinquity works better for shopping types of products than specialty services.

(Presented at: The Royal Golden Jubilee-PhD Academic Congress IX, 4 - 5 April 2008, Pattaya, Thailand)
RT-PCR ASSAY: A DIAGNOSTIC TOOL FOR TOXOPLASMA REACTIVATION IN IMMUNOCOMPROMISED HOST

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Key words: Toxoplasma gondii, RT-PCR assay, immunocompromised host

Although Toxoplasma gondii infects human and warm-blooded animal worldwide, there is non specific sign and symptom. Majority of the cases thus always unrecognized such infection, whilst the bradyzoites maintain in infected host life long. However, when host immunity is impaired the quiescence bradyzoites will be reactivated into rapidly dividing tachyzoites causing Toxoplasmic encephalitis (TE), a life threatening disease. Definite diagnosis could not be made by only one method. Presumptive diagnosis is mainly based on central nervous system manifestations, suggestive neuro-imaging features, sero- positive T. gondii antibodies and therapeutic response to anti-toxoplasmic drugs.

Over three decades, PCR-based techniques have been introduced and found to be useful for the diagnosis of parasitic infections including Toxoplasma. However, it could not differentiate between bradyzoite and tachyzoite state. Recently, many stage specific genes of T. gondii have been identified along with the development of molecular technologies.

Our laboratory have developed the Reverse transcriptase-polymerase chain reaction (RT-PCR) in order to detect the expression of Toxoplasma bradyzoite (BAG1) and tachyzoite (SAG1) specific genes during stage conversion in immunocompromised patients. It was found that RT-PCR is an efficient assay which high sensitivity and specificity. In addition, this assay could identify the process of re-differentiation from bradyzoites into tachyzoites at the earliest stage, enabling the prophylaxis or treatment of patients in time before the occurrence of severe clinical manifestations. Moreover, the duplex RT-PCR could be further developed to offer a rapid, sensitive, easy-to-handle and reproducible method. Thus the RT-PCR technique may serve as an alternative tool to diagnose TE in severely immuno-compromised patients in the next decade.

(Presented at: Annual Congress and Expo of Molecular Diagnosis-2008, 22-28 October 2008, Beijing, China)
SEROPREVALENCE OF TOXOPLASMA GONDII ANTIBODY IN VIETNAMESE VILLAGERS.

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Key words: Toxoplasma gondii, antibody, Vietnam villagers

Toxoplasmosis caused by Toxoplasma gondii is a protozoan infection found worldwide. It usually produces non-specific symptoms, but in pregnant women and immunocompromised individuals, it may cause severe and fatal illness. Many serological studies have been done in various parts of the world, but information is lacking for Vietnam. A seroprevalence study of \textit{T gondii} antibodies in Vietnamese villagers (n = 650) was performed using the Sabin-Feldman dye test. The average seroprevalence was 4.19\% (95\% CI = 1.78-4.62), including 6.36\% (95\% CI = 3.22-11.09), 4.73\% (95\% CI = 1.92-9.50) and 1.09\% (95\% CI = 0.23-3.15) from Nghe An, Lao Cai and Tien Giang provinces, respectively. This study confirmed the low prevalence of toxoplasmosis in Vietnam similar to other countries in the region. Further studies are necessary in order to provide a complete picture for the country.

SHRINKAGE BAYESIAN PORTFOLIO INCORPORATING FACTOR MODEL IN OPTIMAL PORTFOLIO SELECTION: AN EMPIRICAL STUDY

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Key words: Estimation risk, Bayesian, Optimal portfolio

Parameter estimation based on shrinkage estimation under empirical Bayesian analysis has been proven by previous studies to outperform the maximum likelihood estimator (MLE). This study extends previous works by incorporating both the single index and the three-factor models in an empirical Bayesian approach to estimate grand mean. Six alternative strategies are employed to explore ex post portfolio performance when estimation risk is incorporated. These strategies are: naïve (equal weighted), passive (value weighted), mean-variance, Bayes-Stein, Bayes-CAPM, and Bayes-3-Factors portfolios. Among the six alternative strategies, the traditional, naïve, and passive portfolio strategies are outperformed by the shrinkage estimators because sample or historical averages seem to contain little useful information in the context of portfolio selection. However, shrinkage estimators incorporating the single index model have shown a noticeable improvement over optimized portfolios based on historical estimates. The result suggests that it is not necessary to include more explanatory factors in a shrinkage Bayesian incorporating factor model. Therefore, the shrinkage Bayesian portfolio, incorporating single index model or Bayes-CAPM seems to be an appropriate portfolio selection strategy.

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SILENT NO MORE

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ABSTRACT NOT AVAILABLE
SPATIAL AND SEASONAL VARIATIONS IN LEAD CONTENT OF PLANTS COLONIZING THE BO NGAM LEAD MINE, THAILAND

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Key words: Contaminant seasonal variation; Contaminant spatial variation; Translocation factor; Lead contaminated soil

Seasonal and spatial variations in lead concentrations in soil and plants and lead-tolerant plant species diversity were studied in a closed open-pit Bo Ngam lead mine area. Two different sampling sites at the open pit mine area, the pond site and land site, were observed. Lead content in soil and plants was seasonally dependent. The lowest lead concentrations in soils were found in July during the wet season (0.6%) and highest in October during the dry season (> 11%). Most plants had the highest lead content during the wet season (May to September) and the lowest during the dry season (October to April). Most plants examined were perennials (16 species) with some annuals (6 species). Twelve species were common to both sampling sites. There were a total of 17 plant species that had lead accumulation in shoots > 1 g/kg, though only six species (Ageratum conyzoides, Buddleja asiatica, Chromolaena odoratum, Conyza sumatrensis, Mimosa pudica, and Sonchus arvensis) showed a translocation factor > 1. These plant species have a high potential for remediating the lead mine area.

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STUDY OF STUDENT'S BELIEFS ABOUT KNOWLEDGE AND KNOWING, LEARNING AND STUDYING AT THE UNIVERSITY LEVEL

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ABSTRACT NOT AVAILABLE
SYNTHESSES OF BIOLOGICAL ACTIVE 5-HALOURACIL AND 5-HALOURIDINE VIA FACILE CATALYTIC α-HALOGENATION METHODOLOGY

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Key words: α-iodination, α-bromination, α-chlorination

In a prior report, α-iodination of cyclic and linear enones was found to be effected by pyridine and stoichiometric iodine. However, with the same combination of iodine and pyridine, refluxing was necessary for reactions of linear enones. For example, (Z)-4-iodo-4-hexen-3-one was obtained from trans-4-hexen-3-one in 62% yield in boiling acetonitrile. Other α-iodinations of cyclic and linear enones include the use iodine and excess quantities of pyridine, iodine and morpholine, pyridinium dichromate (PDC) with iodine and IN$_3$, prepared \textit{in situ} from ICl and NaN$_3$. Extending the aforementioned reactions to the bromination of enones is not practical due to the handling difficulties of bromine, and its oxidative nature. Thus milder conditions are required that will tolerate sensitive groups such as an aldehyde in α-bromination reactions. Previous examples of α-bromination involve synthesis of α-bromo analogues of flavones using a combination of iodobenzene diacetate and tetrabutylammonium bromide. Another bromination method involves the use of a rhodium (III) complex and acid halides or benzyl halides, via halogenation of diazodicarbonyl analogues. The same combination was also effective for α-chloroenones.

Herein we report a methodology for the formation of cyclic α-bromo enones and linear enals, which are useful templates for synthesis. Enones or enals are converted directly to their respective α-bromoenones or α-bromoenals using a combination of pyridine-N-oxide and N-bromosuccinimide (NBS) by stirring in typical organic solvents at room temperature. Unlike the previously reported iodination methodology, which gave excellent yields with pyridine as catalyst, α-bromination is more effective with pyridine-N-oxide.

α-Halogenations of linear enals were found to proceed with double bond geometry retention.

THE EFFECT OF THE COMPUTER-BASED SELF-REGULATED-LEARNING FEEDBACK SYSTEM ON LEARNING BY TEACHING

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ABSTRACT NOT AVAILABLE
THE PESSIMISTIC AND OPTIMISTIC VIEW OF POPULATION GROWTH

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Key words: Economic development, Economic growth, Population growth

Economists are divided over the impact of labor growth on economic growth. According to the pessimistic view, population growth could result in a negative impact on economic growth because an increase in labor could lower the economy’s steady state and the labor productivity. On the other hand, the optimists would argue that a rapid population growth quickens the pace at which the new technology can be incorporated into production, and provides the opposite consequence. The panel data of 109 countries from 1947 to 1997 are used to analyze the impact of population growth on GDP growth. The main findings provide a strong support for the optimists. The results also suggest that, population or labor force in developed countries seem to do a better job in bringing about the economic growth of a country than those in less-developed ones.

THE PROTECTIVE INFLUENCE OF ASCORBIC ACID AGAINST THE GENOTOXICITY OF WATERBORNE LEAD EXPOSURE IN NILE TILAPIA OREOCHROMIS NILOTICUS (L.)

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Key words: Ascorbic acid, Lead; Micronucleus test, Nile tilapia

The present study investigated the effects of lead (Pb) and ascorbic acid (AA) on Nile tilapia Oreochromis niloticus using the micronucleus (MN) and nuclear abnormality (NA) tests for periods of 7, 14 and 21 days. The MN frequencies in the erythrocytes, gill, liver and fin cells were analysed comparatively to evaluate the sensitivity and suitability of these different cell types. The NA shapes in erythrocytes were scored into blebbed nuclei (BL), lobed nuclei (LB), notched nuclei (NT) and binuclei (BN). It was observed that fish showed significant sensitivity to the different treatments. In general, the highest value of both MN and NA cells were significantly increased in the Pb-treated group followed by the combination of the Pb and AA-treated group. On the other hand, the MN and NA frequencies in erythrocytes were the most sensitive to the treatment and could provide more valuable information than those in gill, liver and fin cells. The frequencies of each NA shape in erythrocytes of all treatments were observed in the following ranked order NT > LB > BN > BL. The results demonstrated the efficacy of AA in reducing genotoxicity in fish induced by Pb. They showed the sensitivity and suitability of MN and NA frequencies in erythrocytes as pollution biomarkers.

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THE SATISFACTORY LEVEL IN THE COMPUTER ROOM SERVICES AT MAHIDOL UNIVERSITY INTERNATIONAL COLLEGE

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Key words: Computer Room

Objective: 1) To study and examine the satisfactory level of the computer room users. 2) To study and examine the data, problems, obstacles and suggestions in the use of the computer room services. 3) To get suggestions from users for improving computer services. Methods: The research is conducted by examining the opinion of users using a questionnaire as a mean of survey. The sample group is the current students of Mahidol University International College of all Divisions and level which comprises of 501 students. The calculated percentage of the people who responds to the questionnaire is 26.10%. Data collection and analyses were performed. Results: The outcome of the analysis reveals that 83.6% of students make used of the computer room services and 1.3% has never come to use its services. Among people who use computer room, 46.4% is MBA students, 19.9% is science students, 36.1% is in senior-year (4th-year students), second to it is sophomore-year (2nd-year) students which accounts to 16.4%. From the survey using the satisfactory level in the scale of 5 sorting from the issue receiving the most satisfaction to the lowest of the top 3 levels of each topic, we found that students have the satisfactory level in the following: 1) About the staff members of the computer service (by mean, the level of satisfaction is high) 2) Service Management (by mean, the level of satisfaction is in average) 3) The security and support system (by mean, the level of satisfaction is in average). Conclusion: Although the personnel service is considered in the high satisfactory level, there is still room for improvement in the instant service of staff. In the aspect of service procedure, the level of satisfaction is in average which some students comment on the need to keep computer up-to-date and the deficient of the computers to comply with the number of users by suggesting that there should provide more computers or computer rooms to meet the demand of the rising number of students. For the security and facilities, the level is an average satisfaction where the cable should be kept under the floor as to avoid the accident that could happen from the disorganized cable alignment, and the computer table should be the one that could encloses the desktop and monitor properly where no cable or wire should be seen coming from it. Moreover there should be back up power supply in case of the power failure.

THE STUDY OF STUDENT’S PROGRESS IN USING ADDITIONAL LESSON VIA INTERNET OF INTENSIVE MATHEMATICS (ICNS100) COURSE OF MUIC

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Key words: additional lesson via internet

Objective: 1) To study the student progress on those who use the additional lesson via internet in intensive mathematics (ICNS100) course of MUIC, comparing to those do not use it. 2) To get comments and ideas of students who use the additional lesson, which will help developing and enhancing this project.

Methods: The lessons were designed and posted on the website and questionnaire. Results: 1) Chapter 1 Lines, Parabolas, and Systems Each topic of Chapter 1 includes content, objective, pre-test and post-test. Lessons are designed to be an interactive communication. 2) Chapter 2 Exponential and Logarithmic Functions Each topic of Chapter 2 include content, objective, pre-test and post-test. Lessons are designed to be an interactive communication.

THE TAO OF CROCODILES

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ABSTRACT NOT AVAILABLE
THE 9-ENDING PRICING STRATEGY WITH THE EXISTENCE OF LOW-PRICE CUE

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Key words : Pricing, 9-ending price, Low-price cue, Reference price

The study investigates the relationship between the 9-ending price and two different low-price cues, the price promotional message and the reference price, used in the retailers’ brochures. From a binary logistic regression, the author found that there is a positive correlation between the 9-ending price and the price promotional message, whereas the relationship between the 9-ending price and the reference price was found to be negatively correlated. The findings confirm a relationship between the 9-ending price and the low-price cue as found in previous research, and expands the understanding of the nature of the 9-ending price with the different low-price cues used by retailers.

Toxoplasmic encephalitis (TE), a life threatening disease in immuno-compromised hosts, is caused by reactivation of dormant bradyzoites into rapidly dividing tachyzoites of *Toxoplasma gondii*. Definite diagnosis could not be made by only one method. Presumptive diagnosis is mainly based on central nervous system manifestations, suggestive neuro-imaging features, sero-positive *T. gondii* antibodies and therapeutic response to anti-toxoplasmic drugs.

Over three decades, PCR-based techniques have been introduced and found to be useful for the diagnosis of parasitic infections including *Toxoplasma*. However, it could not differentiate between bradyzoite and tachyzoite state. Recently, many stage specific genes of *T. gondii* have been identified along with the development of molecular technologies.

Reverse transcriptase-polymerase chain reaction (RT-PCR) is an efficient assay to detect the expression of bradyzoite (BAG1) and tachyzoite (SAG1) specific genes during stage conversion. In addition, this assay could identify the process of re-differentiation from bradyzoites into tachyzoites at the earliest stage, enabling the prophylaxis or treatment of patients in time before the occurrence of severe clinical manifestations. Moreover, the duplex RT-PCR could be further developed to offer a rapid, sensitive, easy-to-handle and reproducible method. Thus the RT-PCR technique may serve as an alternative tool to diagnose TE in severely immuno-compromised patients in the next decade.

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UNDERSTANDING CENTENNIAL TOXOPLASMA GONDII BY HIGH TECHNOLOGY METHODS

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Key words: Toxoplasma gondii, technology

Toxoplasma gondii, a protozoan known to human for hundred years, is highly successful once infected being harbored in the hosts for life-long. Rapidly dividing tachyzoites cause acute infection with non-specific and often unnoticed clinical manifestations, whilst bradyzoite stage is short after transformed and cause unrecognized chronic infection. Toxoplasmic encephalitis (TE) occurs in immune suppressed individuals due to reactivation of quiescent bradyzoites. Up to now, diagnosis need clinical and laboratory criteria. Immunohistochemistry and RT-PCR assay were developed to detect tachyzoite/bradyzoite stage-specific expressions during acute, chronic and immunosuppressed period in experimental Toxoplasma infected mice.

The immunohistochemical technique enhanced visualization of parasites enabling their number and distribution to be accurately measured. In addition, double immunocytochemical labelling confirmed the exclusive presence of tachyzoites during the acute phase and bradyzoites during the chronic phase.

RT-PCR assay showed that tachyzoites were transformed from bradyzoites since the first week of suppression period and were more apparent at the second and third weeks in the cerebrum, cerebellum, eye, heart, lung, diaphragm, liver, spleen and kidney. Bradyzoites were also found in nearly all organs at the end of this study. Results obtained from our study suggested that during suppression period, bradyzoites were not only transformed to tachyzoites, but also caused new bradyzoite development.

Both high technology immunohistochemistry and RT-PCR could be further developed as alternative methods for the prognosis and diagnosis of the centennial Toxoplasma gondii infection leading to better and appropriate chemoprophylaxis or treatment.

(Presented at: International Congress for Tropical Medicine and Malaria, 29 September – 3 October 2008, JeJu, Korea)
USE OF SMS/MMS FOR ADVERTISING – A CONSUMER CURSE OR BLESSING?

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Key words: SMS/MMS, Advertising, Usage

To date, the cellular or mobile phones had dramatically impacted on our daily lives. The mobile phone had not only changed the way of communications but also the manner of which to communicate. Youths, especially teenagers, who had being exposed to the mobile phone services, are using more and more text and multimedia messaging services than compared to a decade ago. Even young adults are getting into the game. Nevertheless, such activities had not escaped the notice of marketers and advertisers alike. Thus, this research set out to explore the preferred exposure rate and acceptance level of mobile advertising together with the opinions of consumers toward such advertising efforts. On the onset, this qualitative investigation had been geared towards a more quantitative study in an attempt to discover if mobile advertising would be a curse or blessing for such consumers. As such, from the findings it was shown that though consumers welcomed such forms of advertising, they were apprehensive about being overly overwhelmed by the advertisements. In that respect, the research concluded that consumers neither viewed mobile advertising as a curse or blessing but rather that moderation would be much favored. Afterall, as the saying goes “too much of a good thing is not always good for you”

VULNERABILITY ASSESSMENT OF TSUNAMI AFFECTED TOURISM COMMUNITY: A CASE STUDY OF KOH PHI PHI, THAILAND

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Key words: Impact of tsunami, Vulnerability assessment, Tourism community

This paper aims to assess vulnerability in selected tsunami affected area. It covers analysis of level of recovery process after tsunami, vulnerability of livelihood and factors influencing vulnerability including multi-dimensions of social, institutional, economic, and environment. Institutional analysis for recovery programmes provided by different agencies was also explored along with assessment of level of recovery in study area. The necessary information was collected from both primary and secondary sources. We selected Koh Phi Phi as a case study, which is a top ranking world tourism destination situated in Krabi province. Koh Phi Phi was considered as the second worst hit area by tsunami as the wave struck the island in its heart leading to the death of 753 people and at least 1,000 more are missing.

The findings showed that tourism in Phi Phi has come back to normal situation with large number of tourists visiting the Island. However, Phi Phi tourism business is still facing difficulty with government’s rules and regulations related to rebuilding process, especially for hotels and resorts those destroyed by the wave. This leads to lack of sufficient rooms for tourists during high season of tourism. Beside this problem, there is also need for consideration about environmental condition since there is no provision of effective concrete community planning in Phi Phi such as town planning and waste management.

The key factors influencing the level of vulnerability in Koh Phi Phi after tsunami disaster were roles of relief volunteers and support organizations, capacity of influential groups in community, roles of local leaders, social network, financial capacity of tourism community, livelihood options, level of people's participation in recovery process, and roles of government bodies and its related organizations.

(Presented at: The 2nd International Colloquium on Tourism and Leisure Conference, 5-8 May 2008, Chiang Mai, Thailand)
WHERE IS THAT PALESTINIAN STATE

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ABSTRACT NOT AVAILABLE
WHY THAI SMES DO NOT REGISTER FOR IPRS?:
A COST-BENEFIT COMPARISON AND PUBLIC POLICIES

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**Key words:** Intellectual Property Rights, Small and Medium Enterprises, Thailand

Intellectual property (IP) refers to an intellectual creation of human beings which are manifested in any form or manner. Intellectual property right is the rights to reap economic benefits from inventions, technologies, products and services constructed based on a producer’s intellect and ability. Nevertheless, the Thai business sector, especially small and medium enterprises (SMEs) usually lack the understanding of how intellectual property constitutes competitive advantage. It has been found that SMEs are threatened to lose their stand in the international trade platform. As witnessed, a large number of Thai SMEs do not apply for intellectual property protection. In order to clarify why the Thai SME do not register intellectual property, our analysis is categorized by cost and benefit. Based on the findings, policy recommendation proposed here will touch upon strategic management of intellectual property, how to drive performance at a policy level, and the role of other agencies relevant to SME intellectual property.
