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13	CHALLENGES AND OBSTACLES OF SMALL AND MEDIUM ENTERPRISES UNDER A CREATIVE ECONOMY: THE CASE OF THAILAND	Piriya Pholphirul, Veera Bhatiasevi	Business Administration	International Presentation

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34	GLOBALIZATION, TECHNOLOGY, AND INCOME INEQUALITY: NEW EVIDENCE	Chordokrak,C., Chintrakarn, P.	Business Administration	International Publication
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39	IN VITRO STUDY OF THE SBF AND OSTEOBLAST-LIKE CELLS ON HYDROXYAPATITE/CHITOSAN-SILICA NANOCOMPOSITE	Jongwattanapisan,P., Charoenphandhu,N., Krishnamra,N., Thongbunchoo, J., Tang, I.-M., Hoonsawat, R., Smith, S.M.f,Pon-On, W.	The Office of the Dean	International Publication

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41	LABOR UNIONS AND INCOME INEQUALITY: EVIDENCE FROM US STATES	Pandej Chintrakarn	Business Administration	International Publication
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48	PARTICIPATORY MANAGEMENT PROCESS IN LOCAL TOURISM DEVELOPMENT: A CASE STUDY OF FISHERMAN VILLAGE IN SAMUI ISLAND, THAILAND	Kannapa Pongponrat	Tourism and Hospitality Management	International Publication
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51	PRO-POOR TOURISM AT SAMUI ISLAND, THAILAND: A CASE STUDY OF LOCAL GOVERNANCE	Kannapa Pongponrat	Tourism and Hospitality Management	International Publication
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55	RELATIONSHIPS WITHIN LENTINUS SUBG. LENTINUS (POLYPORALES, AGARICOMYCETES), WITH EMPHASIS ON SECTS. LENTINUS AND TIGRINI	Grand, E.A., Hughes, K.W., Petersen, R.H.	Science	International Publication
56	SPATIAL DISTRIBUTION OF BETA GLUCAN CONTAINING WILD MUSHROOM COMMUNITIES IN SUBTROPICAL DRY FOREST, THAILAND	Boonyanuphap,J., Hansawasdi, C.	Science	International Publication
57	STIMULANT METHAMPHETAMINE AND DEXTROMETHORPHAN USE BY THE THAI YOUTH	Chulathida Chomchai	Science	International Presentation
58	SUSTAINABLE TOURISM RESOURCES MANAGEMENT IN THAILAND	Asst. Prof. Dr. Sompong Amnuay-ngerntra	Tourism and Hospitality Management	Academic Product
59	SUSTAINING AND MARKETING COMMUNITY-BASED TOURISM: SOME OBSERVATIONS AND LESSONS LEARNED FROM THAILAND	Ramesh Boonratana	Tourism and Hospitality Management	National Publication
60	THAI AND INDIAN CULTURAL LINKAGE: THE RELIGIOUS FESTIVITIES	Ruchi Agarwal	Social Sciences	National Publication
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63	THAI GLOBALIZATION THROUGH POSTCOLONIAL LENS.	Walter H. Persaud	Humanities and Language	International Presentation
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68	THE DETERMINANT OF STOCK INVESTMENT BY FOREIGN INVESTORS: A CASE STUDY OF EMERGING STOCK MARKETS IN ASIA	Mr. Sasi Sriwasuta, Mr. Rattakarn Komonrat, Dr. Pandej Chintrakarn	Business Administration	National Publication
69	THE EFFECT OF INFORMATION TECHNOLOGY SUPPORT, SOCIAL NETWORK, INTERNAL COMMUNICATION, AND TEAMWORKING ON KNOWLEDGE MANAGEMENT CAPABILITIES AT THE BANK BRANCH LEVEL	Chanin Yoopetch	Tourism and Hospitality Management	National Publication
70	THE FORMATION OF POWER RELATIONSHIPS IN ENTERTAINMENT MEDIA: GENDER AND THE ROLE OF IMAGINATION IN LINDSAY ANDERSON'S IF...	Paul Cornelius	Fine and Applied Arts	International Presentation, Academic Product
71	THE IMPACTS OF CUSTOMER-BASED BRAND EQUITY ON REVISIT INTENTIONS: AN EMPIRICAL STUDY ON BUSINESS AND LEISURE TRAVELER AT FIVE SHANGHAI BUDGET HOTELS	Jun Jiang, Yaqian Zhou	Business Administration	International Publication
72	THE INDOCHINESE SILVERED LEAF MONKEY TRACHYPITHECUS GERMAINI (SENSU LATO) IN LAO PDR	R. J. Timmins, R. Steinmetz, M. K. Poulsen, T. D. Evans, J. W. Duckworth and R. Boonratana	Tourism and Hospitality Management	International Publication
73	THE INVESTIGATION OF DESTINATION CHOICE, SATISFACTION AND LOYALTY INTENTIONS OF INTERNATIONAL TOURISTS	Chanin Yoopetch	Tourism and Hospitality Management	International Presentation, Academic Product
74	THE PRECARIOUS STATUS OF THE WHITE-HANDED GIBBON HYLOBATES LAR IN LAO PDR	Ramesh Boonratana, J.W. Duckworth, Phaivanh Phiapalath, Jean-Francois Reumaux, Chaynoy Sisomphane	Tourism and Hospitality Management	International Publication
75	THE RELATIONSHIP OF EMPLOYEE KNOWLEDGE, EMPLOYEE CREATIVITY AND EMPLOYEE PERFORMANCE: AN EMPIRICAL INVESTIGATION OF HOTEL INDUSTRY IN THAILAND	Chanin Yoopetch	Tourism and Hospitality Management	International Presentation, Academic Product
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77	THE USE OF 9-ENDING PRICES AMONG MODERN RETAIL CHAIN STORES IN THAILAND	Chompunuch Pongjit	Business Administration	International Publication
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81	TRIGONICA: AN INTERACTIVE IOS APPLICATION FOR LEARNING TRIGONOMETRY	Pattapol Kongwattananon, Lavalin Kanjanabose, Krittaya Leelawong, and Chinda Tangwongsan	Science	International Presentation
82	TRUE BLOOD STAKES NEW GROUND IN TV SERIES PROGRAMMING	Charles H. Harpole	Fine and Applied Arts	International Presentation
83	USING POSITIVE PSYCHOLOGY CONCEPTS TO IMPROVE STUDENT WELL-BEING	Ian McDonald	Humanities and Language	International Presentation
84	VISITOR MANAGEMENT FOR ECOTOURISM DEVELOPMENT AT WORLD HERITAGE SITE CASE STUDY OF KHAO YAI NATIONAL PARK, THAILAND	Wiwik Mahdayani, Kaewta Muangasame	Tourism and Hospitality Management	Academic product
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86	หน่วยที่ 9 การพัฒนาและส่งเสริมทรัพยากรการท่องเที่ยว UNIT 9 : TOURISM RESOURCES DEVELOPMENT	Asst. Prof. Dr. Chanin Yoopetch	Tourism and Hospitality Management	Academic product
87	หน่วยที่ 10 การสื่อความหมายทรัพยากรการท่องเที่ยว UNIT 10 : TOURISM RESOURCE INTERPRETATION	Asst. Prof. Dr. Sompong Amnuay-ngerntra	Tourism and Hospitality Management	Academic product
88	หน่วยที่ 12 การจัดการธุรกิจตัวแทนท่องเที่ยว UNIT 12 : TRAVEL AGENCY MANAGEMENT	Asst. Prof. Dr. Sompong Amnuay-ngerntra	Tourism and Hospitality Management	Academic product
89	ความก้าวหน้าของนักศึกษาในการใช้สื่อเสริมบทเรียนผ่านระบบ เครือข่ายอินเทอร์เน็ตวิชา Intensive Mathematics (ICNS 100) ที่เหมาะสมกับวิทยาลัยนานาชาติ มหาวิทยาลัยมหิดล	Mr. Thammachart Kanjanapinyo Ms.Yubol Boonjaran Mr.Chayanon Poonthong	AV	National Presentation, Academic product

**A FIRST OBSERVATION ON THE SEXUAL BEHAVIOUR OF THE  
CRITICALLY ENDANGERED TONKIN SNUB-NOSED MONKEY  
(RHINOPITHECUS AVUNCULUS) IN NA HANG NATURE RESERVE,  
VIETNAM**

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**ABSTRACT NOT AVAILABLE**

# **ACCEPTANCE OF E-LEARNING FOR USERS IN HIGHER EDUCATION: AN EXTENSION OF THE TECHNOLOGY ACCEPTANCE MODEL**

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The emergence of e-learning has been possible due to the use of Information and Communication Technologies (ICT) which enables the creation, fostering, delivering and the facilitation of learning, anytime and anywhere. The Thai government has been the driving force behind the growth of e-learning as evident by the national ICT plans. However, although there has been initiatives by the government and adoption by universities very few studies have been conducted about e-learning in Thailand and little of which is known to the international field of e-learning. It is therefore, interesting to understand the level of adoption made by these universities and what factors affect acceptance of the e-learning systems. The study proposes the following variables an extension to the Technology Acceptance Model (TAM); Computer Self-efficacy (CSE), System Functionality (SF) and Teaching Materials (TM). Data was collected from 207 participants in Thailand in an undergraduate program. Satisfactory reliability and validity checks were performed followed by the testing of the structural model using AMOS. Results indicate that CSE, SF and TM have a positive effect with Perceived Ease of Use (PEOU) while TM also has a positive effect with Perceived Usefulness (PU). PU positively effects Intention to Use (ITU) while PEOU posits a positive effect with PU. Suggestions for researchers and practitioners are discussed.

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## ACETAMINOPHEN PSI PARAMETER: A USEFUL TOOL TO QUANTIFY HEPATOTOXICITY RISK IN ACUTE ACETAMINOPHEN OVERDOSE

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**Keywords:** Analgesics; Gut and hepatotoxicity; Paracetamol

**Context.** The risk of hepatotoxicity secondary to acute acetaminophen overdose is related to serum acetaminophen concentration and lag time from ingestion to N-acetylcysteine (NAC) therapy. Psi (Greek letter  $\psi$ ) is a toxicokinetic parameter that takes the acetaminophen level at 4 h post-ingestion ([APAP]4 h) and the time-to-initiation of NAC (tNAC) into account and was found to be significantly predictive of hepatotoxicity in Canadian patients with acetaminophen overdose treated with intravenous NAC. **Objective.** We report the relationship of psi and hepatotoxicity in a Thai population with acute acetaminophen overdose. **Methods.** This is a retrospective study of patients with acute paracetamol overdose during January 2004 to June 2009 at Siriraj Hospital. Patients were treated with the standard 21-h intravenous NAC regimen. Univariate analyses were performed with logistic regression to assess the relationships of psi, [APAP]4 h, and tNAC, and hepatotoxicity. **Results.** A total of 127 patients were enrolled. The median (interquartile range; IQR) of [APAP]4 h was 267.8 (196.0-380.0) mg/L. The median (IQR) of tNAC was 8.5 (6.2-12.0) h. Thirteen patients (10.2%) developed hepatotoxicity. Univariate analysis revealed [APAP]4 h, tNAC, and psi as statistically significant predictors of hepatotoxicity. **Discussion and conclusion.** The psi parameter is a reliable prognostic tool to predict hepatotoxicity secondary to acute acetaminophen overdose treated with intravenous NAC. Our evidence shows that psi may be a more superior tool than either acetaminophen level or time-to-initiation of NAC at predicting hepatotoxicity.

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**ACHIEVING EXCELLENCE IN LIBERAL ARTS EDUCATION: SOME  
ISSUES, CONSTRAINTS AND LESSONS LEARNED**

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**ABSTRACT NOT AVAILABLE**

## ALPHA-AMYLASE INHIBITORS FROM THAI MEDICINAL HERBS FOR TREATMENT OF DIABETS

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**Keywords:** Alpha-amylase inhibitors, diabetes, *Psidium guajava*

Alpha-amylase inhibitors have been known as one of potent therapeutic drugs for treatment of non-insulin dependent diabetes mellitus (NIDDM). Thai medicinal herbs samples were extracted with aqueous methanol (10 ml/g fr.wt.) for 24 h at room temperature and subjected to porcine pancreatic  $\alpha$ -amylase (PPA) inhibitory activity determination. Twenty-one of the 37 tested herb samples showed PPA inhibitory activity more than 50% and among these, 4 herb samples gave 90-100% PPA inhibition including leaves of guava, *Psidium guajava* L., (91.10%). The ethyl acetate partitioned fraction of guava leaves extract was purified using HPLC column: Inertsil PREP-ODS and the active fractions were structurally identified by FD-MS and <sup>1</sup>H-NMR and proven to be tannins and catechin. In addition, 3-arabinopyranoside was also obtained from HPLC column: Develosil C-30 and its structure was identified by FAB-MS and <sup>1</sup>H-NMR. The PPA inhibitory activity of tannin isolated from guava leaves extract was the most effective PPA inhibitor (100% PPA inhibition) while less activities were obtained from catechin (8% PPA inhibition) and 3-arabinopyranoside, respectively. This leads to potential possibility to develop the pharmaceutical products from guava leaves for treatment of NIDDM.

*(Presented at: The 22nd Pacific Science Congress, 14-17 Jun. 11, Kuala Lumpur, Malaysia)*

# **AN ATTEMPT TO CLOSE SERVICE QUALITY GAPS IN HIGHER EDUCATION OF THAILAND: A CASE OF MAHIDOL UNIVERSITY INTERNATIONAL COLLEGE**

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**Keywords:** ServQual Model, Service Quality Gap, Moments-of-Truth, Mahidol University International College, ASEAN

Since education is the highest spectrum of service product in the product classification (Hoffman, 2009), its service quality is not easy to control. Due to rising opportunity of economic integration, particularly the promising full integration of ASEAN in 2015, international education is quite unavoidable. However, threats also emerge in managing and standardizing educational services to meet with regional customers' expectation, let alone the global ones.

Mahidol University has been one of the oldest educational institutions in Thailand (IR 2010). Its strengths are in scientific and musical educations. It is our clear goal to become a 'world class' university and 'the choice' of international education in Thailand for the university as a whole, and for International College, respectively. Although QS ranking is our benchmark for external and internal quality improvement, most of which criteria do not extend to the area of service quality. Therefore, it should be appropriate to explore our brand promise through analyzing "moments-of-truth" for the first time.

Thus, this study attempts to identify service gaps from the quality provided and expected by our consumers, and provide suggestions on closing the gaps by using SERVQUAL model (Parasuraman, Zeithaml, & Berry, 1985). Despite several arguments in using the model, the research would serve as a rare marketing insight to our educational administrators, rather than relying totally on their won generated Key Performance Indices (KPIs)

Scale-questions from SERVQUAL model will be adapted to ask proportionate groups of undergraduate and graduate students of International College (IC). Total respondents are expected to be about 200, based on non-probabilistic quota sampling, demographic, and disciplines. Service blueprint, with clear and exact touch points, would be the result of this study. Eventually, service gaps should be minimized and moments-of-truth (MOT) should be discussed and improved in Thai educational context.

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**AN INVESTIGATION OF INDIVIDUAL ATTITUDES TOWARD THE  
IMPLEMENTATION OF CORPORATE SOCIAL RESPONSIBILITY  
PROJECTS IN THAI FIRMS**

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**ABSTRACT NOT AVAILABLE**

**AUTHORITARIANISM, TOTALITARIANISM AND THE BAHAI  
FAITH**

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**ABSTRACT NOT AVAILABLE**

## **BABI AND BAHA'I MILLENNIALISM**

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**ABSTRACT NOT AVAILABLE**

## **BETA GLUCAN, ANTIOXIDANTS AND SELECTED NUTRIENTS IN WILD MUSHROOMS FROM THAILAND**

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**Keywords:** mushroom, beta glucan, antioxidants, nutrients

Mushrooms have been known to possess numerous health benefits and used as dietary nutraceuticals and in traditional medicine. Numbers of wild mushrooms contain various bioactive components with potential health promoting functions including beta glucan (a modulator of the immune system), nutraceutical properties and other medicinal qualities with antioxidant activities. This study explores the interspecific differences in health beneficial functions of various species of wild mushrooms collected from Thung Salaeng Luang National Park, the largest protected area for forest resource conservation in the Lower North of Thailand. Our finding revealed that mushrooms in the families Russulaceae and Polyporaceae in this study were mostly found to have relatively high beta glucan content. Among those, *Russula delica* Fr., widely consumed in local foods of Lower Northern Thailand, shows relatively high beta glucan content (0.38%, by weight) compared to *Lentinula edodes* (0.34%). *Russula cyanoxantha* (Schaeff.) Fr., *Russula alboareolata* Hongo and *Amanita princeps* Corner & Bas contain high contents of nutrients including protein, carbohydrates, dietary fiber and essential fatty acids namely linoleic acid and arachidonic acid. The antioxidants, phenolics, flavonoids, beta carotene and lycopene, were also found in high amount and resulted in high antioxidant activity tested by DPPH radical scavenging and Ferric reducing antioxidant power (FRAP) assays. It suggests that wild mushrooms have significant quantities of beta glucan and provide other nutritional compositions which benefit in human diets and therapeutic uses.

*(Presented at: IUMS Congresses 2011, 6-10 Sep. 11, Sapporo, Hokkaido, Japan)*

## **BILATERAL FTAS AND INTERNATIONALISATION ADJUSTMENTS**

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This article investigates and analyses internationalisation adjustments of Thai multinational enterprises (MNEs). It is based on 10 case studies of Thai MNEs in the food-processing sector. The results highlight how bilateral FTAs can influence developing-country MNEs, based on a micro-level analysis. The empirical evidence indicates that Thai MNEs, in order to internationalise successfully, responded to FTAs by developing towards hybrid competitive strategies. These findings are integrated into a single conceptual framework for analysing the influence of bilateral FTAs on firms internationalisation. This offers a basis for further empirical investigation of the dynamics of internationalisation by firms based in emerging economies.

*(Published in: Asian Business and Management, Vol. 10, Issue 4, November 2011, page 555-578)*

## **BIOMAGNETIC OF APATITE-COATED COBALT FERRITE: A CORE-SHELL PARTICLE FOR PROTEIN ADSORPTION AND PH- CONTROLLED RELEASE**

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**Keywords:** Apatite; Bovine serum albumin (BSA); Cobalt ferrite; Protein release

Magnetic nanoparticle composite with a cobalt ferrite ( $\text{CoFe}_2\text{O}_4$ , (CF)) core and an apatite (Ap) coating was synthesized using a biomineralization process in which a modified simulated body fluid (1.5SBF) solution is the source of the calcium phosphate for the apatite formation. The core-shell structure formed after the citric acid-stabilized cobalt ferrite (CFCA) particles were incubated in the 1.5 SBF solution for 1 week. The mean particle size of CFCA-Ap is about 750 nm. A saturation magnetization of  $15.56 \text{ emug}^{-1}$  and a coercivity of 1808.5 Oe were observed for the CFCA-Ap obtained. Bovine serum albumin (BSA) was used as the model protein to study the adsorption and release of the proteins by the CFCA-Ap particles. The protein adsorption by the CFCA-Ap particles followed a more typical Freundlich than Langmuir adsorption isotherm. The BSA release as a function of time became less rapid as the CFCA-Ap particles were immersed in higher pH solution, thus indicating that the BSA release is dependent on the local pH.

*(Published in: Nanoscale Research Letters 6 (1), pp. 1-10)*

# CAPITAL STRUCTURE, CEO DOMINANCE, AND CORPORATE PERFORMANCE

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**Keywords:** Agency costs; Capital structure; CEO dominance; CEO power; Leverage

We use agency theory to investigate the influence of CEO dominance on variation in capital structure. Due to agency conflicts, managers may not always adopt leverage choices that maximize shareholders' value. Consistent with the prediction of agency theory, the evidence reveals that, when the CEO plays a more dominant role among top executives, the firm adopts significantly lower leverage, probably to evade the disciplinary mechanisms associated with debt financing. Our results are important as they demonstrate that CEO power matters to critical corporate outcomes such as capital structure decisions. In addition, we find that the impact of changes in capital structure on firm performance is more negative for firms with more powerful CEOs. Overall, the results are in agreement with prior literature, suggesting that strong CEO dominance appears to exacerbate agency costs and is thus detrimental to firm value.

*(Published in: Journal of Financial Services Research, 2011, Pages 1-20)*

# CHALLENGES AND OBSTACLES OF SMALL AND MEDIUM ENTERPRISES UNDER A CREATIVE ECONOMY: THE CASE OF THAILAND

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**Key words:** Creative Economy, Small and Medium Enterprises, Thailand

Most small and medium enterprises (SMEs) have acquired the status of being either “creators” or “outsourcers”, the latter referring to SMEs that are part of the production chain of large companies. Different roles in the production value chain lead to business strategies that vary for each type of creative industry. Those SMEs face many obstacles and challenges, such as an inability to meet the needs of the consumer, reliance on large companies for the distribution or delivery of their products to the market (The Humdrum Factor); problems adapting existing products to suit the needs of some markets; overlooking the importance of intellectual property (IP) registration for creative products; and not being able to obtain adequate sources of funding, especially for those that do not have the necessary collateral. Therefore, the following strategies have been proposed in order to develop SMEs into becoming creative enterprises namely: modifying the organizational structure; creating a business network; creating unique business strategies; focusing on public relations; market development by utilizing electronic commerce; and by creating strong commitment within the organization. Business strategies that suit a creative economy are different for each type of organization; different for each organizations role in the production chain; and as mentioned above, different for each type of creative industry. The challenge for an entrepreneur is to develop the organization towards becoming a creative enterprise that has been able to find a structure that is a perfect fit.

*(Presented at: The International Journal of Arts & Sciences Conference for Academic Discipline, 31 Oct. - 3 Nov. 11, Rome, Italy)*

**CHALLENGES CONFOUNDING THE DEVELOPMENT OF WORLD-  
CLASS UNIVERSITIES IN THAILAND**

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**ABSTRACT NOT AVAILABLE**

## CINEMATIC FORMS IN THE FICTION OF THOMAS WOLFE

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For several decades, now, studies of Thomas Wolfe have tended to be bibliographic in nature, centering upon Wolfe's literary relationship with his editors at Scribners, Maxwell Perkins, and especially at Harpers, Edward Aswell. In fact, an army of material on this subject has found its way into print. Ranging from Leslie Field's defense of Wolfe's authorship, *Thomas Wolfe and His Editors*, to John Halberstadt's controversial assertion that Wolfe's posthumous novels were essentially the product of Aswell, with various scholars staking out positions in between, argument over Wolfe's fiction have turned towards the study of his manuscripts and correspondence.<sup>1</sup> Such is as it should be, for few works can match Wolfe's for the argumentation over authorship they provide. And certainly the wealth of material available through Wolfe's papers and manuscripts allows for continuing studies in this area. What seems to have been lost amidst these concerns, however, is an exploration into recurring forms in Wolfe's fiction. Especially neglected, has been the study of what can be termed as cinematic forms, which appear to be major structures in his novels. (There are more details in the proceeding)

*(Presented at: Hawaii International Conference on Arts Humanities, 9-12 Jan. 2011, USA, page 1610-1626)*

**CONTESTING NATIONAL 'TRUTHS': NEW ACADEMIC WRITING  
ON THAILAND**

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**ABSTRACT NOT AVAILABLE**

# **CRITICAL THINKING IN HIGHER EDUCATION**

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**ABSTRACT NOT AVAILABLE**

## **CYANIDE POISONING**

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**ABSTRACT NOT AVAILABLE**

**CYBER-LEARNING: THAI UNIVERSITY USES NEW MEDIA TOOLS  
TO TEACH ENGLISH MORE EFFECTIVELY**

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**ABSTRACT NOT AVAILABLE**

## DIETARY PSIDIUM GUAJAVA SUPPLEMENTATION REDUCING FERRIC NITRILOTRIACETATE TOXICITY IN PUNTIUS ALTUS

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**Keywords:** Food supplementation; Herb; Histopathology; Psidium guajava; Puntius altus; Toxicology

The efficiency of Psidium guajava was studied to illustrate the reduction of ferric nitrilotriacetate (Fe-NTA) toxicity in Puntius altus via the histopathology analysis. The fish (n = 40) were randomly divided into four groups. Each fish was transferred to each aquarium as follows: G1 and G2 were obtained normal fish food; G3 and G4 were obtained guava leaf extract 60 mg g<sup>-1</sup> fish food. After 28 days dietary supplement, fish in G2 and G4 were injected intraperitoneal of 9 mg Fe kg<sup>-1</sup> b.wt. Twenty-four hour after injection, lesions were especially most evident in the G2. The gills were observed epithelial lifting, lamellar cell hyperplasia. Blood congestion was seen in sinusoids and hepatocytes necroses were also observed. Renal tubular swelling and necrosis were seen. Some areas were found hemosiderin pigment accumulation. Fish with guava pre-treatment (G4) showed slightly alteration when compare those of G2 group. The results suggested that P. guajava leaf extract pre-obtained may play an important role in the reduction of Fe-NTA toxicity in fish.

*(Published in: Research Journal of Medicinal Plant 5 (6), pp. 764-771)*

## **DO UNIONS IMPACT EFFICIENCY?: EVIDENCE FROM THE U.S. MANUFACTURING SECTOR**

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This study investigates the impact of labor unions on productivity and technical inefficiency of the U.S. manufacturing sector, using state-level panel data on 48 states from 1983 to 1996. The results indicate that while labor unions reduce firms' technical progress, they improve firm efficiency in utilizing the existing technology. The findings also suggest that the decline of unionization rate in the sample period impaired firms' technical efficiency by 2.4 percentage points. (JEL C33, C51, O51, J51)

*(Published in: Contemporary Economic Policy 29 (3), pp. 431-440)*

# **EDUCATION AND INCOME INEQUALITY: EVIDENCE FROM US STATES**

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**Keywords:** Education; Income Inequality

This paper presents empirical evidence on how education is related to income distribution in a panel data set of US states from 1988-2003. Utilizing two-way fixed effects model, the results suggest that education measured by the proportion of the population with at least a collage degree has negative and statistically significant effects on all U.S. States' income inequality measures. Thus our findings indicate that increased education plays a significant role in making income distribution more equal.

*(Published in: International Research Journal of Finance and Economics 61, pp. 15-19)*

# **EDUCATIONAL INFRASTRUCTURE AND WORKFORCE DEVELOPMENT IN TOURISM AND HOSPITALITY INDUSTRY: THE CASE OF THAILAND**

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The purpose of this paper is to discuss educational infrastructure and key factors relating workforce development in the tourism and hospitality industry in Thailand. The tourism and hospitality industry is one of the most important industries to the Thai economy. To support the development in this sector, the educational infrastructure is the key element and similar to other service sectors knowledgeable and skillful human resources are highly important for the success of the industry. The conceptual model was proposed and highlighted the collaboration among public sectors, private sectors and educational institutions for the success of workforce development in the long run.

*(Presented at: The International conference on Vocational Education and Training (ICVET) 2011, theme of The Roles of Vocational Education in the Preparation of Professional Labor Force, 9 Jul. 11, pp.170-178)*

## **EDUCATIONAL LEADERSHIP**

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**ABSTRACT NOT AVAILABLE**

## EFFECTS OF BAND GAP OPENING ON AN NPN BILAYER GRAPHENE JUNCTION

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**Keywords:** Band gaps; Bi-layer; Current flows; Electrons and holes; Energy dispersions; NPN junctions; Transmission probabilities

The energy dispersion relations for the electrons and holes in bilayer graphene are parabolic in shape, i.e., they are non relativistic, and they touch at the K and K' points. A (band) gap between the two relationships can be easily induced, which converts the bilayer graphene from being a zero-gap semiconductor into a gapped semiconductor. The changes in several of the transport properties of a bilayer graphene-based npn junction are simulated. It is seen that the presence of a band gap in the p-region leads the dependence of the transmission probabilities on the parameters of the junction to be different from those in the absence of the gap. It becomes possible to control the current flow in the npn junction by adjusting the thickness and height of the p-region. Increasing the band gap makes the control more sensitive to these adjustments.

*(Published in: Physica E: Low-Dimensional Systems and Nanostructures 43 (5), pp. 1061-1064)*

## EFFECTS OF SOIL AMENDMENTS ON GROWTH AND METAL UPTAKE BY OCIMUM GRATISSIMUM GROWN IN CD/ZN-CONTAMINATED SOIL

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**Keywords:** Cadmium; Cow manure; Hydroxyapatite; Ocimum gratissimum; Zinc

Hydroponic and pot experiments were conducted to assess the uptake of heavy metals (Cd and Zn) by a common crop plant, African basil, *Ocimum gratissimum*. In addition, the effects of soil amendments, hydroxyapatite (HA) and cow manure on plant growth and metal accumulations were compared. In the hydroponic study, plants were exposed to various concentrations of Cd (2.5 and 5 mg L<sup>-1</sup>) and Zn (10 and 20 mg L<sup>-1</sup>) for 15 days. *O. gratissimum* was shown to be a Cd accumulator more than a Zn accumulator. Cadmium concentration in its shoots exceeded 100 mg kg<sup>-1</sup>. In the pot experiments, soils from a heavily Cd-contaminated site (Cd 67.9 mg kg<sup>-1</sup> and Zn 2,886.8 mg kg<sup>-1</sup>) were treated with cow manure and HA at the rates of 10% and 20% (w/w), and 0.75 and 1.5% (w/w), respectively. Plants were grown in the greenhouse for 3 months. The addition of cow manure resulted in the highest biomass production and the lowest accumulations of Cd in plant parts, while HA was more efficient than cow manure in reducing Zn uptake. Leaves of African basil showed a decreased Cd concentration from 1.5 to 0.3 mg kg<sup>-1</sup> (cow manure) and decreased Zn concentration from 69.3 to 34 mg kg<sup>-1</sup> (HA). This clearly demonstrates the efficiency of HA and cow manure in reducing metal content in leaves of plants grown on high metal-contaminated soil to acceptable or close to acceptable values (0.2 mg kg<sup>-1</sup> for Cd, 99.4 mg kg<sup>-1</sup> for Zn).

*(Published in: Water, Air, and Soil Pollution, Volume 214, Issue 1-4, January 2011, Pages 383-392)*

## **ENGLISH FOR LIBERAL ARTS: TOWARD A NEW PARADIGM**

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This forum will explore--and elaborate upon--the enriched context that the liberal arts provide for language teaching and language learning. It will begin by briefly re-tracing the rise and principles of liberal arts education, the founding of liberal arts colleges in Japan, and their recent expansion at some of the nation's top universities (including ICU, Keio, and Waseda), as well as new universities. The panel members will then in turn focus upon specific curricular aspects of liberal arts language-teaching: (1) Reading for Liberal Arts (constructing theme-based content topics such as "Race" or "Ethics"), (2) Writing for Liberal Arts (appropriate genre and evidence use for intellectual inquiry), (3) Lectures for Liberal Arts (meaningful listening practice through engagement of important contemporary or classical issues), and (4) Testing for Liberal Arts (the use of exams which promote the kinds of critical thinking advocated by a liberal arts mission.)

The aim of the forum is to show how English for the Liberal Arts potentially poses a paradigm that moves beyond the confines of more purely communicative, skill-based, content-based and EAP approaches by organizing instruction around more liberal principles and purpose, such as capacity for critical thinking, problem-solving, curiosity, self-reflection, and global citizenship.

*(Presented at: JALT 2011 Annual Conference, 18-21 Nov. 11, Tokyo, Japan)*

# **ETHNOBOTANICAL STUDY AND USES OF MEDICINAL PLANTS IN COMMUNAL AREAS OF KHAO LUANG FOREST PARK, NAKHONSAWAN AND UTHAITHANI PROVINCES**

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An ethnobotanical survey was carried out to identify and record the indigenous knowledge and significance of medicinal plants used by the local people living surround Khao Luang Forest Park. Medicinal Plants have mainly been used in this area not only for primary healthcare but also some types of critical illnesses. Data on the traditional ethnobotanical use of plants was collected from 68 key informants (traditional herbal healer, herbalists, herbal users, and collectors) through the participatory rural appraisal method involving in-depth interview, focus group discussion, and overt participant observation using semi-structured questionnaires. The ethnobotanical knowledge and uses of medicinal plants were recorded. Total 73 medicinal plants species comprising 58 genera and 42 families were reported in this study. Most of surveyed medicinal plants were found to apply for treatment relevant to herbal tonic, musculoskeletal body system (rheumatism, gout, contusions, and sprains), antidote, and fever and pain reliever. The stem and root were the most commonly used plant parts while the most common method of preparation was decoction for oral consumption. Most remedies were prepared from single species, however some were prepared as medicinal plants recipe using mixture of plants, such as traditional herbal beverages for tonic and musculoskeletal disorders. The rural communities surrounding Khao Luang Forest Park is endows with a rich culture of traditional knowledge of medicinal plant usage. The present traditional phytotherapy represents a medicinal alternative to treat major health problems in regard to the cultural and social context of this society.

*(Presented at: The 1<sup>st</sup> National Biological Diversity Management Conference, 12-14 October 2011, Patumthani, Thailand)*

**EXPERIENCES OF BEING TRAINED IN CHINA: A CASE STUDY OF  
CHINESE-LANGUAGE TEACHERS FROM THAI ELEMENTARY  
AND SECONDARY SCHOOLS**

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**ABSTRACT NOT AVAILABLE**

## **EXPLORING THE LIMITS OF CATHARSIS IN TRANSITIONAL JUSTICE: THE KHMER ROUGE TRIBUNAL, VICTIM ELITISM, AND THE RECONFIGURATION OF CAMBODIAN MEMORYSCAPES**

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The Khmer Rouge tribunal is expected to bring to justice former Khmer Rouge leaders and those “most responsible” for crimes committed during the Democratic Kampuchea regime, and by doing so to contribute to national reconciliation. During the 2009 proceedings of the Extraordinary Chambers in the Courts of Cambodia (ECCC), civil party lawyers have frequently invoked the importance of the public acknowledgment of their clients suffering to “heal the wounds of the past”. However, it is doubtful whether the selective acknowledgement of suffering is capable of initiating a wider process of catharsis in Cambodia society. The number of civil parties admitted to the proceedings is limited, and, more importantly, the number of indictments has been minimized by procedural considerations and repeated political interference from the Cambodian government. The ECCC’s Case 001 tries Kaing Guek Eav alias ‘Duch’, the director of the notorious Khmer Rouge security centre S-21, but other S-21 staff, including his deputy, have merely been summoned as witnesses. Moreover, S-21, despite its notoriety, was only one out of nearly 200 Khmer Rouge detention centres, some of them with notably greater number of executions. Its elevated position in the Cambodian memoryscape was fostered by its preservation during the Vietnam-backed People’s Republic of Kampuchea and its transformation into the Tuol Sleng Genocide, a fate denied to other former prisons which have been leveled and disappeared from the visible memoryscape of contemporary Cambodia. Although their significance is implicitly denied by the current Khmer Rouge Tribunal, they continue to exist in the memory of a large number of survivors and the family members of those who disappeared.

This paper argues that reconfigurations of the Cambodian memoryscape since 1979 have contributed to the creation of two categories of victims, an “elite” whose suffering is publicly acknowledged, and a traumatized “mass” which is poorly served by the workings of the ECCC. Consideration that S-21 mostly detained former Khmer Rouge cadres from leading positions, often themselves involved in crimes against humanity prior to their detention, contributes further to the dilemma of transitional justice in contemporary Cambodia.

*(Presented at: ASEAS-UK Conference 2011 at Magdalene College, 9-11 Sep. 11, University of Cambridge, UK)*

# **FACTORS EFFECTING CONSUMERS' PURCHASING DECISIONS ON CSR BANKING: A CASE OF COMMERCIAL BANK IN THAILAND**

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**Keywords:** Corporate Social Responsibility (CSR), Theory of planned behavior, Thai commercial banking sector, purchasing decisions

Corporate Social Responsibility (CSR) has become significantly important to corporations worldwide. In Thailand, awareness of social responsibility is increasing drastically. There are a number of research examined CSR effects in various sectors in Thailand, but no studies have been undertaken in the banking sector to date. This research aims to assess factors that affect consumers' purchasing decision on CSR banking by applying the "Theory of Planned Behavior", a widely applied psychological theory which predicts a single human behavior. It consists of attitudes, subjective norms and perceived behavioral controls, and in this case, the Universal Selection Criteria has been applied. An additional factor, moral obligation has been included to increase the explanatory power of the model. The methodology applied to this research is a consumer survey. Four hundred and ten questionnaires were distributed to commercial banks users in Bangkok who had purchased bank products or services and/or had made transactions at the banks at the time when the questionnaires were distributed. Descriptive statistics and stepwise regression analysis were applied to the analysis. The results show that there are three significant factors affecting customers' purchase intentions namely moral obligation, attitude, and subjective norms.

*(Published in: Rangsit Journal of Arts and Sciences (RJAS) Vol. 1, No. 1, June 2011)*

# **FINANCIAL PREFERENCES OF LISTED FIRMS IN EMERGING MARKET: THEORY AND PRACTICE IN THE CASE OF THAILAND**

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**Keywords:** Capital Structure, tax shield, financial leverage

The study aims to identify the determinants of Thai listed firms' capital structure using derived theoretical-based models from CAPM and Hamada equations, which incorporate the control variables, i.e. company's operating performance and capital size, with time-invariant and random effects, for improving the explanatory power of the model. The empirical test employs the quarterly data covering the year 2006 to 2010 from the Stock Exchange of Thailand. The results showed that the tax shield and industry classification explicitly demonstrate material relevance to the alteration of the firm's degree of financial leverage. The results also showed that the fixed assets merely exert moderate influences on the firm's willingness to implement a policy of increasing financial leverage. Conclusively, none other relevant factors possess a significant impact on the choice of capital structure, in the case of Thailand.

*(Published in: Australian Journal of Business and Management Research, Vol. 1 No. 6, September 2011, p. 134-142)*

## **GENDER REPRESENTATION THAI ADVERTISING**

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Advertising and the portrayal of gender roles has long been the subject of much debate among researchers of communications. This study seeks to determine the extent that gender representation exists in Thai television advertising by using content analysis, the method commonly used in previous studies conducted on gender and advertising. A longitudinal content analysis was performed (2005 and 2010) in an attempt to establish continuity in gendered representations in Thai television advertising.

*(Presented at: MediAsia 2011 (The Asian Conference on Media & Mass Communication), 4-6 Nov. 2011, Osaka, Japan)*

## **GLOBALIZATION, TECHNOLOGY, AND INCOME INEQUALITY: NEW EVIDENCE**

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**Keyword:** Globalization; Income inequality; Technological progress

Employing state-level panel data on 48 states from 1988-2003, we estimates the impact of globalization and technology advances on U.S. states' income inequality. The results obtained from using various econometrics models reveal that inward FDI measured by FDI-related employment has positive and statistically significant effects on five out of six U.S. States' income inequality measures. With first difference estimator, we find some evidence that trade has positive and statistically significant effect on top-income shares though there is no evidence on the impact of technology on income inequality.

*(Published in: International Research Journal of Finance and Economics 62, pp. 7-14)*

**HINDAWI PUBLISHING CORPORATION  
SPECIAL ISSUE: DRUGS OF DEPENDENCY: THE PREGNANT  
WOMAN AND HER INFANT**

Chulathida Chomchai

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**ABSTRACT NOT AVAILABLE**

## **HISTOPATHOLOGICAL EFFECTS OF CONTAMINATED SEDIMENTS ON GOLDEN APPLE SNAIL (POMACEA CANALICULATA, LAMARCK 1822)**

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**Keywords:** Contaminated sediments; Heavy metals; Histopathology; Pomacea canaliculata

Pomacea canaliculata were exposed experimentally to contaminated sediments from a tributary of the Mae Klong River, Thailand, for 3 months. The highest concentration of Cr, Zn and Fe accumulated in the digestive gland while the gill exhibited the highest concentration of Cu. In addition, histopathological changes (increased mucus vacuoles, loss of cilia, dilation of cells in the epithelial cells of digestive tract organs, and an increase in the number of dark granules in the digestive cells) were observed. The gill exhibited loss of cilia, wider hemolymph space, and degeneration of columnar epithelial cells.

*(Published in: Bull Environ Contam Toxicol (2011), 86, pp 610-614)*

**IMMANUEL NESS AND DARIO AZZELLINI, OURS TO MASTER  
AND TO OWN, CHICAGO: HAYMARKET**

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**ABSTRACT NOT AVAILABLE**

# IMPLEMENTATION OF THE VALUE-BASED MANAGEMENT FOR SMES IN THAILAND

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**Key words:** Value Creation, Value-base Management, Shareholder Value, Value for SMEs

Value-based management (VBM) is a set of management tools which relies on value creation concept in maximizing wealth or value for shareholders. Popularized tools under VBM are such as Economic Value Added (registered trademark), Cash Flow Return on Investment, and Shareholder Value Added. In this paper, shareholder value concept is discussed for small to medium-size companies in Thailand. These companies became more important after the Thailand economic crisis in 1997. Small and Medium-Sized Enterprises (SMEs) in Thailand account approximately for 78.2% of all enterprises in the country and bring in about 38% of the country's GDP (Office of SMEs Promotion, 2011). Hence, Thai SMEs are a crucial part of the Thai economy. Value-orientation of the management of SMEs has not been subject of sufficient research. This research, therefore, examines the importance of the VBM tools for SMEs which typically do not have access to the capital market, and explores the motivation and benefits for SMEs managers to implement the VBM.

A qualitative method was applied in this research in an attempt to find out why and how VBM was implemented in Thai SMEs to create value. The researchers examined whether the management of SMEs focused on creating value and explored the motive for managers to manage based on value creation. This research was conducted using focus group interviews and in-depth interviews with some Thai SMEs managers who participated in the 2011 Thai SMEs Expo. In this research, 30 SME companies participated in focus group interview. Out of these, 26 of them were family-owned business.

The result identified internal and external factors for the implementation of VBM in Thai SMEs. Internal factors were personal financial coverage of the entrepreneur and successor problem. External factors were scarcity of capital, equity-deficit, company's credit quality for bank loan, and other risks due to dynamic of changing global markets. Further the researchers analyzed the possibilities of implementing the VBM in small and medium enterprise by indentifying important value drivers. This analysis was conducted because of the unique characteristics of Thai SMEs. The SMEs managers were aware of shareholder value creation but they focused on a stakeholder value orientation, a broader perspective than a shareholder value orientation. This was due to the high interaction of SMEs with their environment. Researchers suggest more research on social aspects of value creation and their effect on the VBM for Thai SMEs.

*(Presented at: The 1st ASEAN+C Symposium on Business Management Research, 15 Jun. 11)*

## IN VITRO STUDY OF THE SBF AND OSTEOBLAST-LIKE CELLS ON HYDROXYAPATITE/CHITOSAN-SILICA NANOCOMPOSITE

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**Keywords:** Biocomposites; Cell adhesion; Chitosan; Hydroxyapatite; Osteoblast

Hydroxyapatite/chitosan-silica (HApCSi) nanocomposites were synthesized by co-precipitated method and their potential application as filler materials for bone regeneration were investigated in simulated body fluid (SBF). To study their biocompatibility, they were cultured with rat osteoblast-like UMR-106 cells for 3, 7, 14, and 21 days. Studies of the silica contents in chitosan matrix showed the presence of silanol (Si-OH) groups in CSi hybrid and their decrease after being composited with calcium phosphate (CaP) which is desirable for the formation of the apatite. XRD and TEM studies showed that the HAp formed in the CSi matrix were nanometer (20-40 nm) in size. Nanocomposites of HApCSi20 processed with 20%v/v silica whisker showed a micro hardness of  $84.7 \pm 3.3$  MPa. Mineralization study in SBF showed the formation of apatite crystals on the HApCSi surface after being incubated for 7 days. In vitro biocompatibility, cell morphology, proliferation, and cell adhesion tests confirmed the osteoblast attachment and growth on the HApCSi20 surface. The density of cells and the production of calcium nodules on the substrate were seen to increase with increasing cultured time. The mechanical evaluation and in vitro experiment suggested that the use of HApCSi composite will lead to the formation of new apatite particles and thus be a potential implant material.

*(Published in: Materials Science and Engineering C, Volume 31, Issue 2, 12 March 2011, Pages 290-299)*

# ISOLATION AND CHARACTERIZATION OF LEAD-TOLERANT OCHROBACTRUM INTERMEDIUM AND ITS ROLE IN ENHANCING LEAD ACCUMULATION BY EUCALYPTUS CAMALDULENSIS

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**Keywords:** Eucalyptus camaldulensis; Lead; Membrane fluidity; Ochrobactrum intermedium; Phytoremediation; Rhizospheric bacteria

In this study, the potential of rhizospheric bacteria in promoting the growth and Pb accumulation by the woody plant Eucalyptus camaldulensis under hydroponic conditions was investigated for the first time. Three Pb-tolerant bacteria were isolated from the rhizosphere of E. camaldulensis grown in Pb-contaminated soils in the Bo Ngam Pb mine, Thailand. Based on analysis of partial 16S rRNA gene sequence, the three isolates were identified as Microbacterium paraoxydans BN-2, Ochrobactrum intermedium BN-3, and Bacillus fusiformis BN-4. Among these strains, O. intermedium BN-3 showed the highest tolerance to not only Pb but also Cd and Zn. After growth in the presence of Pb, the membranes of O. intermedium BN-3 cells exhibited an increase in unsaturated fatty acid levels but a decrease in fluidity. In hydroponic studies, inoculation of O. intermedium BN-3 significantly increased the biomass and Pb accumulation by E. camaldulensis compared to the uninoculated control. The results suggested the role of the natural rhizospheric bacteria localized to the root surface of E. camaldulensis in promoting Pb accumulation and plant growth. Our results indicate that O. intermedium BN-3 and other indigenous rhizospheric bacteria have the potential to improve the efficiency of phytoremediation of Pb-contaminated sites.

*(Published in: Chemosphere, Volume 85, Issue 4, October 2011, Pages 584-590)*

# **LABOR UNIONS AND INCOME INEQUALITY: EVIDENCE FROM US STATES**

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**Keywords:** Economic development labor economics; Fixed effects model; Income inequality; Labor unions; Random effects model

The United States witnessed two interesting distinctions. Labor union rates fell sharply in the 1980s while income inequality has been increasing since the 1980s. Understanding the underlying causes contributing to the marked increase in income inequality in U.S. is an important research and policy question. To analyze these phenomena, the paper employed state-level panel data on 48 states from 1988-2003 to estimate the impact of labor unions on U.S. states' income inequality. The results from using various econometrics models suggested that U.S. states' labor unionization rates defined as percent of employed workers covered by a collective bargaining agreement had negative and statistically significant effects on U.S. States' income inequality measure. The findings indicated that increased labor unions played a significant role in making income distribution more equal.

*(Published in: Journal of Applied Sciences 11 (20), pp. 3530-3533)*

# **LANGUAGE LEARNING BELIEFS OF THAI EFL UNIVERSITY STUDENTS: DIMENSIONAL STRUCTURE AND CULTURAL VARIATIONS**

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The objectives of this study were (a) to investigate the dimensional structure of the language learning beliefs of Thai learners of EFL, (b) to determine if the conceptually developed categories were empirically identifiable, and (c) to examine the cultural variations of language learning beliefs. Horwitz's Beliefs About Language Learning Inventory (BALLI) was administered to Thai EFL university students (N = 542). Through factor analysis, a five-factor structure was identified. This structure was similar to the Horwitz model with five categorical dimensions. Yet, some items clustered under a different category from that proposed in the BALLI model. Similarities were identified between Thai students and Taiwanese students in terms of the beliefs' structure at the dimensional level and the strength of the beliefs at each item level. Seventeen BALLI items were both conceptually and empirically identified as constituting subcategories of the beliefs, representing the commonality of the language learning beliefs.

*(Published in: Electronic Journal of Foreign Language Teaching, June 2011, Vol. 8, No. 1, pp. 87-107)*

**LEARNING FIELD-SPECIFIC JAPANESE KANJI VIA READING  
SHORT MESSAGES FROM TWITTER SOCIAL NETWORK**

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**ABSTRACT NOT AVAILABLE**

**MEASUREMENT OF CRITICAL THINKING AND PERSONAL  
EPISTEMOLOGY STUDY**

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**ABSTRACT NOT AVAILABLE**

**NON-TRANSFERABILITY AND EPISTEMOLOGICAL CONFLICT:  
CURRICULUM DISSONANCE IN LIBERAL ARTS COLLEGES FROM  
THE PERSPECTIVE OF GENERAL EDUCATION**

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**ABSTRACT NOT AVAILABLE**

# **OBSERVATIONS ON THE SEXUAL BEHAVIOR AND BIRTH SEASONALITY OF PROBOSCIS MONKEY (*NASALIS LARVATUS*) ALONG THE LOWER KINABATANGAN, NORTHERN BORNEO**

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**Keywords:** birth seasonality, mating behavior, *Nasalis larvatus*, proboscis monkey, sexual behavior, sexual harassment.

Sexual behavior of *Nasalis larvatus* was observed along the Lower Kinabatangan River in eastern Sabah, Bornean Malaysia, during a two-year field study. Eight sexual mounts and two non-sexual mounts in one-male groups were recorded using scan sampling and event sampling. All observed copulations comprised single mounts, with copulatory bouts averaging 25 seconds. The adult female was the solicitor when solicitations were observed with certainty. Sexual harassment by older infants and young juveniles of copulating pairs was also observed. *Nasalis larvatus* infants were observed almost throughout the study. No correlation could be established between birth dates and environmental parameters, although there appeared to be more births during the wet season.

*(Published in: Asian Primates Journal, Vol. 2 (1):36-41)*

## OPTIMISATION OF EXTRACTION CONDITIONS OF VOLATILE COMPOUNDS IN 'NAM DOK MAI' MANGOES

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**Keywords:** 'Nam Dok Mai' mangoes, extraction, volatile compounds, optimisation

The Thai mango cultivar 'Nam Dok Mai' was extracted using modified Likens-Nickerson's simultaneous distillation-extraction (LNSDE) apparatus. The most appropriate type of solvents and the extraction time were determined. The extraction time varied between 1, 2, 4 and 6 hours. Dichloromethane, hexane and pentane were used as solvents for this experiment. Twenty-nine volatile compounds were identified from 'Nam Dok Mai' mangoes which included aldehydes, alcohols, monoterpene hydrocarbons, sesquiterpene hydrocarbons and non-terpene hydrocarbons. Among the volatile compounds found, *trans*-ocimene; *cis*-ocimene;  $\beta$ -elemene;  $\alpha$ -guaiene;  $\alpha$ -cubebene; germacrene D; furfural; (*z*)-3-hexen-1-ol;  $\beta$ -cubebene and  $\alpha$ -cadinene were mentioned in previous studies. Dichloromethane was determined as the most efficient solvent in terms of the number and concentration of volatile compounds identified. The 4 hour extraction resulted in a similar number and concentration of the volatile compounds as 6-hour extraction and hence 4 hours was considered as an optimum extraction time.

*(Published in: International Food Research Journal 18 (3): 1000-1006 (2011))*

# **PARTICIPATORY MANAGEMENT PROCESS IN LOCAL TOURISM DEVELOPMENT: A CASE STUDY OF FISHERMAN VILLAGE IN SAMUI ISLAND, THAILAND**

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**Keywords:** Community participation; Local development; Samui island; Thailand; Tourism development

This paper explores, assesses and discusses a community participation approach in local tourism development planning initiated by the small local community of Samui Island, southern Thailand, in order to understand the pattern of the participatory management process in local tourism development after tourist development has had a significant effect on the local community on the island. The research was conducted in Fisherman Village, Bo Phut Sub-district on Samui Island using both qualitative and quantitative data collection and analyses. This research successfully described the process of socioecological interaction on local tourism development. The results show the innovative approach of adapting the community participation concept to diversified local conditions. The process of community participation was assessed to understand the pattern and practice of local community for their tourism development. Factors associated with people's participation were also analyzed. The paper concludes that, along with the participatory management process, there was a significant role played by the local leader and by cooperation among tourism stakeholders in the planning and implementation that led the community to pursue local tourism development.

*(Published in: Asia Pacific Journal of Tourism Research, Vol. 16, No. 1, February 2011, page 57-73)*

**PERSONALIZED INSTRUCTION AND THE ART OF MAIEUTICS:  
HISTORICAL DEVELOPMENTS AND CONTEMPORARY  
SIGNIFICANCE**

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**ABSTRACT NOT AVAILABLE**

## **PRODUCTION AND CHARACTERIZATION OF ASPARAGINASE FROM BACILLUS SUBTILIS STRAIN BNT ISOLATED FROM NATTO**

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**Keywords:** asparaginase, *Bacillus subtilis*, asparaginase purification, asparaginase characterization

*Bacillus subtilis* strain BNT, isolated from Japanese fermented soybean (natto), was found to produce asparaginase. The supernatant of the BNT culture grown in nutrient broth at 37°C for 24 hours was purified and characterized for the general properties. It was found that BNT asparaginase worked best at 50°C and pH8.0. The enzyme activity remained unchanged after 2 hours of incubation at 60°C and pH7.0, respectively. From SDS-PAGE, it was 45.6 kDa in size. The enzyme could tolerate NaCl up to a concentration of 5% where its activity was reduced by approximately 11% after 2 hours exposure. A low cost medium was developed which was composed of 2% (v/v) molasses, 1% soybean meal, 0.2% (w/v) CaCl<sub>2</sub>, 0.05% (w/v) KCl, 0.05% (w/v) MgSO<sub>4</sub>.7H<sub>2</sub>O, 0.5% (w/v) NH<sub>4</sub>NO<sub>3</sub>, 0.001% (w/v) FeSO<sub>4</sub>.7H<sub>2</sub>O and 0.001% (w/v) MnSO<sub>4</sub>.H<sub>2</sub>O in distilled water. The crude enzyme produced from the newly developed medium was found to retain its properties in terms of the optimum temperature and pH for its activity as well as the stability pattern towards various temperatures and pHs. BNT asparaginase was found to deaminate glutamine at more than 10 times lower than its activity towards asparagines substrate.

*(Published in: International Journal of Biotechnology & Biochemistry, Vol. 7 No. 4 (2011) pp. 429-437)*

# **PRO-POOR TOURISM AT SAMUI ISLAND, THAILAND: A CASE STUDY OF LOCAL GOVERNANCE**

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**Keywords:** Community involvement, local government, pro-poor tourism, Thailand

To many nations, especially developing ones, tourism is an important industry that contributes significantly to their economic growth, while simultaneously providing both direct and indirect income and employment opportunities to many. Pro-poor tourism as a concept is a means for improving the livelihoods and socio-economy of the stakeholder communities. In recent years, it is increasingly applied to developing countries with the aim to alleviate poverty, while simultaneously maintaining a balance and linkage between tourism businesses and the local people. One strategy is through the active involvement of the local people with the business sector either through formal and informal employment, or supporting micro-entrepreneurship for them. Rather than focusing on the economic aspect of pro-poor tourism studies as they are frequently implemented, instead this paper places more emphasis on the socio-cultural aspect of the concept. It aims to explore and discuss the patterns of community involvement in pro-poor tourism project initiated by the local government at Samui Island, Thailand. This study targeted street-vendors, abundantly found throughout the study area, who maintain their livelihoods by selling foods and other goods to tourists. This study describes the manner in which the local government, employing the pro-poor tourism concept, involved the people in the local tourism development. Both quantitative method through questionnaire survey and qualitative methods through focus group discussion and key informants interview were employed. Results of the study shows the confusing used of the PPT concept by local government. This leads to poor application of PPT based on problems identification in the study area. Meanwhile, this study provides lesson learn for other tourist destinations that willing to apply PPT.

*(Published in: Journal of Ritsumeikan Social Sciences and Humanities, Vol. 3, 2011, pp. 93-108)*

**QUALITY OR CASH? MATTERS NOT CONSIDERED IN THE  
GRADING OF HIGHER EDUCATION**

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**ABSTRACT NOT AVAILABLE**

## **RANKING AND THE GLOBALIZATION OF HIGHER EDUCATION**

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The academic world has experienced a number of profound changes over the past two decades, making the experiences of teaching and learning at most postsecondary institutions significantly different now than in the period prior to the 1990s. Three major changes of particular importance have been (i) the enormous expansion of higher education (HE), especially in terms of student numbers; (ii) the growing impact of ‘academic capitalism’ and the ‘audit culture’; and (iii) the recent focus/ obsession with university ranking and branding. The paper will examine aspects of this third theme.

*(Presented at: The XXIX International Conference - Information and Communication Networks: Innovations in Education, 31 Jul. - 4 Aug. 11, Miami, USA)*

# **REASSESSING THE IMPACT OF GLOBALIZATION ON HEALTH: CROSS-COUNTRY EVIDENCE**

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**Keywords:** Globalization; Health; International technology diffusion

This study reassesses the impact of globalization on population health using a sample of 76 countries over the period 1970-2008. The empirical evidence supports the positive effect hypotheses that globalization produces favorable influence in health. The main effect of globalization is primarily contributed by social globalization and global medical technology diffusion. To be specific, the most robust finding is that social globalization and imported medical products have significant and negative impact on infant mortality rate, under-5 mortality rate and maternal mortality ratio.

*(Published in: European Journal of Scientific Research, Vol. 60, No. 2 (2011), pp. 280-284)*

## **RELATIONSHIPS WITHIN LENTINUS SUBG. LENTINUS (POLYPORALES, AGARICOMYCETES), WITH EMPHASIS ON SECTS. LENTINUS AND TIGRINI**

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**Keyword:** Mating systems; Panus; Phylogeography; Pleurotus; Pleurotus sajor-caju; Systematics

Representatives of Lentinus subg. Lentinus sensu Pegler (sects. Lentinus and Tigrini) were evaluated using ribosomal ITS-1-5.8 S-ITS2 sequence data, sexual intercompatibility studies and morphological analysis. Members of sects. Dicholamellatae, Rigidi and Lentodiellum sensu Pegler were also included in the study, but in much smaller numbers. All included sections were shown to be monophyletic with respect to the taxa sampled. While no biogeographical pattern was observed in sect. Lentinus, *L. tigrinus* (sect. Tigrini) produced a strong phylogeographic signal. Taxa of the related Polyporus "group Polyporellus" sensu Nuñez and Ryvar den representing two clades were included in this study. Synonymy of *Lentinus lindquistii* under *L. tigrinus* is suggested based on sexual intercompatibility studies and molecular data.

*(Published in: Mycological Progress Volume 10, Issue 4, November 2011, Pages 399-413)*

# **SPATIAL DISTRIBUTION OF BETA GLUCAN CONTAINING WILD MUSHROOM COMMUNITIES IN SUBTROPICAL DRY FOREST, THAILAND**

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**Keywords:** Beta Glucan; Canonical correspondence analysis; Mushroom; Spatial distribution; Subtropical dry forest; Thung Salaeng Luang National Park

In addition to their use as food, mushrooms have been gaining importance in medicinal practices. Beta glucan, known as a modulator of the immune system, is one of the bioactive compounds of interest. This study explores the relationship between environmental variables and spatial distribution of mushroom communities containing betaglucan using Canonical Correspondence Analysis. Mushroom samples were collected for study from 125 sampling points within three sites in seven subtypes of subtropical dry forest along elevational gradients with a variety of ecosystems and climates from Thung Salaeng Luang National Park in the lower North of Thailand. Most mushrooms in the family Russulaceae, growing in deciduous dipterocarp forests and mixed deciduous forests with bamboo in the northern and the central-western parts of the park, and Polyporaceae, found in dry evergreen forests, were found to have relatively high beta glucan content. Mushroom communities could be categorized into five groups by cluster analysis using the Sorensen (Bray- Curtis) distance technique with remaining information of 75%; the groups were named according to altitude and forest type. It was found that the high beta glucan content mushroom community consisting of *Pycnoporus cinnabarinus*, *P. coccineus*, and *P. sanguineus* mostly occurred in the highland dry evergreen forest habitat. It is also shown that the occurrence of high beta glucan content mushroom communities is correlated with the specific habitat characteristics of high altitude, high crown cover percentage and high rainfall.

*(Published in: Fungal Diversity (2011) 46: 29-42)*

## STIMULANT METHAMPHETAMINE AND DEXTROMETHORPHAN USE BY THE THAI YOUTH

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Recreational use of stimulants in Thailand has been widespread for the past 2 decades. Beginning in the mid 1990s, methamphetamine has made its appearance and since has replaced other illicit drugs such as heroin as the street drug of choice for addicts. Recently, recreational use of dextromethorphan has been gaining enormous popularity among experimenting teens as well. Overdoses and adverse effects resulting from these two drugs have helped to characterize the nature of the drugs' usages, their toxicology and pharmacology in the Thai population, and their widespread psychosocial implications for Thailand.

In Thailand, methamphetamine is available in several forms. The cheapest and by far the most popular form is that of the methamphetamine tablets. Other forms also include methamphetamine crystals (ICE), Methylene-dioxymethamphetamine or MDMA (ecstasy), or legal prescription drugs such as dextroamphetamine (Ritalin®). In 1996, the former Prime Minister Dr. Taksin Chinnawatr has instituted a radical drug war. Possession of more than a few tablets of methamphetamine is considered trafficking and the suspects can be executed. As a result, the price of tablet methamphetamine skyrocketed from 50 THB to 200THB and there have been a few cases of Ritalin® intoxication seen in the ED during that time. Users are usually young men and their wives and use during pregnancy is common.

Since Dr. Taksin's political exile, methamphetamine usage among youths has once again shown a steady increase. The group of pregnant women who uses the drug during pregnancy often admits to concurrent abuse with other substances such as alcohol and inhalants. Accidental poisoning in children is seen occasionally in the ED. Some case examples of methamphetamine poisoning in different population is given.

In contrast, Dextromethorphan is a drug of mainly young early and middle adolescence. It is available in Thailand as an over-the-counter 5 mg. pill of dextromethorphan hydrobromide at approximately 1 THB per tablet. Its use seems to be purely recreational because of its reputation for giving a good 'high' that is short-lived and cannot be detected by parents. It also shows a social component with usually a few friends using the drug together. In a large poisoning in Bangkok, Thailand where the drug is distributed at school and more than 50 students have taken it, the milligram per kilogram of drug taken does not seem to coincide with the clinical symptoms seen. Although in such a case, it is hard to discern the real from the socially-induced symptoms. The details of dextromethorphan poisoning and its proposed pharmacology and toxicology are presented.

There are also many more stimulants made, at least partly, from legal substances. Those which have been widely distributed in Thailand include;

- '4x100': a concoction of cough medicine which are sold as stimulants in Southern Thailand
- 'Pocodyl': a combination cough medication with promethazine, ephedrine and codeine. It is now all the rage among teenagers because of its supposed 'high'.

**Conclusion:** Stimulant use among Thai teenagers is on the rise. Merely making outlawing the drugs involved cannot solve the entire problem. An active community, cyber and hospital-based surveillance needs to be instituted in order to educate and prevent dangerous uses of these chemicals.

*(Presented at: Asian Congress of Medical Toxicology, 11-14 November 2011, Penang, Malaysia)*

**SUSTAINABLE TOURISM RESOURCES MANAGEMENT IN  
THAILAND**

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**ABSTRACT NOT AVAILABLE**

## **SUSTAINING AND MARKETING COMMUNITY-BASED TOURISM: SOME OBSERVATIONS AND LESSONS LEARNED FROM THAILAND**

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In Thailand, despite having the products and services that are of interest to consumers, many community-based tourism destinations have difficulty in economically sustaining themselves, primarily due to poor or lack of marketing capacity. Most have relied on visitors' words-of-mouth, the occasional coverage in local media, and on being included in tour operators' packages. Nevertheless, observations and findings show that destinations can overcome this deficit by securing support and business partnerships, and diversifying their products and services. Observations and findings further show that study groups, mostly from local educational institutions, make the bulk of the visitors to community-based tourism destinations. Hence, these destinations should work towards securing this target group, thereby potentially securing some economic sustainability. On the contrary, community tourism that takes the form of floating markets and community markets, which depends on word-of-mouth and occasional mention in local media, does not run short of visitors. This is partly due to the inherent nature of Thais having a strong affinity for shopping. Furthermore, visitations to floating and community markets require little effort and resource.

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**THAI AND INDIAN CULTURAL LINKAGE: THE RELIGIOUS FESTIVITIES**

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**ABSTRACT NOT AVAILABLE**

# THAI CONSUMERS WILLINGNESS TO PAY FOR FOOD PRODUCTS WITH GEOGRAPHICAL INDICATIONS

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**Keywords:** Geographical Indication, Food Label, *n*th Price Auction, Willingness to Pay

Geographical Indication (GI) is a name, or sign, that refers to a specific characteristic of geographical location or origin. GI is used to both protect and guarantee that the product has a unique characteristic, resulting from being qualifiedly produced in a specific place. There are many products in Thailand that have been certified by the Ministry of Commerce, carrying the GI label. The purpose of conducting this research is to study Thai consumers' willingness to pay (WTP) for products with GI labels. This experiment was carried out under the *n*th price auction method on Doi Tung coffee, Tung Kula Ronghai Thai Hom Mali rice, and Chaiya salted eggs. Sixty participants were asked to offer bids for three products each with different types of labels, a normal label; a label stating the product's origin; and a label which stated the product's origin and contained a GI sign. The results show that Thai consumers' WTPs are influenced by the origin of the product. However, the WTPs of GI labels do not significantly differ from the WTPs of labels which state the product's origin. This implies that Thai consumers value the product's origin, but do not recognize the importance of the GI label.

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# THAI CONSUMER WILLINGNESS TO PAY FOR GENETICALLY MODIFIED RICE

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**Key Words:** genetically modified organism, jasmine rice, nth price auction, willingness to pay

Even though rice is the most important staple food in Thailand, to date research on genetically modified (GM) rice has not been allowed in field trials. Nevertheless, certain countries currently allow the production of GM rice, in order to prepare themselves for increasing domestic consumption. In the future, imported GM rice could potentially compete with Thai rice in both the international and domestic markets. This paper attempts to quantify Thai consumers' willingness to pay (WTP) for GM rice. Sixty representative consumers were selected by convenient sampling to participate in the experiment. The demand-revealing mechanism chosen was the nth price auction. Subjects were asked to bid for GM rice and GM rice with additional advantages, namely additional nutritional value, herbicide-tolerance, longer shelf life, and no environmental hazards. The results show that Thai consumers are generally averse to GM rice, as the WTP for GM rice was discounted by 18.73%. However, Thai consumers do perceive GM rice with additional advantages indifferently from non-GM Jasmine rice; whilst the no environmental hazards GM rice received the highest premium.

*(Published in: Thai Journal of Agricultural Science, Vol. 44, No. 5, 2011, Page. 563-569)*

## **THAI GLOBALIZATION THROUGH POSTCOLONIAL LENS.**

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Over the last two decades Thailand has witnessed a rapid globalizing of its culture, economy and society. This presentation deals with some of the cultural and representational aspects of this process from a post colonial perspective. In particular, it pays attention to the impact of the dissemination of stereotypical racialized concepts of modernity and civilization in the Thai body politic and cultural economy and the way in which Thai scholars have addressed this. The second sub-theme of the presentation is a critique of the work of Kasian Tejapira and Craig Reynolds in terms of their handling of the postcolonial question as it relates to the nature of cultural globalization in Thailand. It suggests that while Kasian overlooks the postcolonial question altogether, Reynolds sets up a spurious dichotomy in trying to make sense of postcolonial scholarship and the representational politics of *luk kruengs* in Thai society. The presentation ends by calling for the racialized politics of representation at work in the Thai cultural economy to be given more attention in Thai scholarship.

*(Presented at: The 11th International Conference on the Thai Studies, 26-28 Jul. 11, Siam City Hotel Bangkok)*

# **THE ASEAN ECONOMIC COMMUNITY AND NEW REGIONALISM: A NEOREALIST ANALYSIS**

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**Keywords:** New Regionalism, AFTA, ASEAN Charter, regional integration, neorealism, ASEAN Economic Community

The ASEAN Charter proposed by the Eminent Persons Group in 2006 and drafted by the High-Level Task Force is seen as a progressive step forward in the deepening and evolution of ASEAN regional integration. With its signing and ratification, ASEAN will attempt to transform its character to be a regional institution in form and function both within the region and internationally. The purpose of this paper is to assess the development of the ASEAN Economic Community (“AEC”) to see if it intends to build a community or is a neorealist extension of traditional practice by ASEAN’s member states by assessing the AEC from a “new regionalism” perspective. It is the view of this writer that the ASEAN Economic Community as currently structured is used to keep and/or increase national order and interests in the face of destabilizing forces of globalization. This critique will assess the ASEAN Economic Pillar as a component of New Regionalism from a theoretical neorealist perspective, thereby attempting to identify components which have contributed to an economic community forming in ASEAN in the post-Cold War period and to possibly identify some critical factors indicating where ASEAN regionalism will lead.

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**THE BAHAI FAITH'S IN GRAHAM HARVEY (ED.)  
RELIGIONS IN FOCUS (LONDON, EQUINOX)**

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**ABSTRACT NOT AVAILABLE**

# **THE BATTLE FOR WORLD WIDE WEB DOMINANCE: IN SEARCH OF NETWORK EXTERNALITIES**

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**Keywords:** Email; Market leader; Network externalities; Search engine; Thailand; World wide web

The purpose of this study is to test for the existence of network externalities and to identify possible sources of network externalities in the 3 leading search engine and web-based email providers namely Google, Microsoft and Yahoo. A product creates direct network externalities when the utility that an agent derives from consuming the product increases with the number of other agents consuming the same product. When a market exhibits network externalities, winner takes all or winner takes most is usually the consequence. Data was collected from 449 university students in Thailand. Participants completed a 20 question survey conducted by trained administrators. The binary logit model was applied to test for the adoption and network externalities in or with respect to search engines and web-based email. The study indicates that network externalities do not exist in the selection of a search engine. Google is chosen because of two factors, its features and reputation. The results show that the only web-based email service that exhibits traits of network externalities is Hotmail, the market leader. This means that users choose Hotmail as their primary web-based email because others are also using it. Recommendation by others is not the source of network externalities for web-based email. The study provides an enhanced understanding of how firms dominate and sustain their lead in the world wide web. Furthermore, this research also helps us to understand future trends in the cyber world. A limitation of this study is that other services such as Google talk, Windows Live Messenger and Yahoo Messenger were not considered in measuring network externalities. Thus, future research could usefully include these services. Although the topic of network externalities has been studied previously, this is the first that attempts to identify the traits of network externalities in the search engine and web-based email market.

*(Published in: International Business Management, Vol. 5, Issue 2, page 66-75, 2011)*

# **THE DETERMINANTS OF INBOUND TOURISM IN THAILAND: A GRAVITY MODEL ANALYSIS**

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**Keywords:** Gravity model, inbound tourism, Thailand

Tourism is widely recognized for its important role in generating income and employment for regional and national economic development. The purpose of this study is to determine the effect of political incidents on inbound tourism in Thailand. The analysis is based on the gravity model and a quarterly dataset of inbound tourism from 46 countries over the decade 1999-2009. The empirical results reveal that political crises including violent riots, a closure of Suvarnabhumi Airport and the invasion on the East Asia Summit negatively affected the inbound tourism in Thailand. This paper also examines the influence of variables such as Gross Domestic Product (GDP) which represent the living standard of countries and also foreign exchange rates which represent the purchasing power of their income. This study finds that the length and degree of political crisis significantly affected the number of inbound tourists.

*(Published in: International Journal of Asian Tourism Management, Vol. 2 No. 2, Sep. 2011, p.183-193 (by Majeo University))*

# THE DETERMINANT OF STOCK INVESTMENT BY FOREIGN INVESTORS: A CASE STUDY OF EMERGING STOCK MARKETS IN ASIA

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**Keywords:** Emerging Markets, Foreign Investor, Stock Market

This research analyzes factors that influence stock investment by foreign investors, focusing on stock trading behaviors of foreign investors in the Asian emerging stock markets which are Thailand, South Korea, Taiwan, Philippines, India and Indonesia. The main objective of the study is to investigate a relationship between stock trading behaviors of foreign investors in the Asian emerging markets and changes in the MSCI Index, a benchmark developed for investors around the world to use as a standard in measuring investment returns in different regions. In this study, MSCI North America, which indicates market conditions of major stock markets in North America, has been adopted. The relationship may exist due to the role of international funds, especially an increasing size & number the Hedge Fund in the global financial system. Therefore the relationship between stock trading behaviors of foreign investors in the Asian emerging markets and changes in the MSCI Index can be explained by the fact that foreign investors need to sell stock in emerging markets after they sustain losses from their investments in major markets to compensate the lack of liquidity. On the contrary, foreign investors resume their investments in the Asian emerging markets when their accumulated returns in major markets are positive. Analyses by two econometrics models show that changes in accumulated returns of MSCI North America statistically influence trading behaviors of foreign investors in emerging markets in terms of net foreign outflow on the following day and the probability to sell stock in several countries in the emerging markets simultaneously on the following day. In other words, if the accumulated returns of MSCI North America are highly negative, the *net foreign outflow* in emerging markets will be highly positive (model 1) or the probability of investors selling stock simultaneously in many countries (model 2) on the following day will be high. In contrast, if the accumulated returns of MSCI North America are highly positive, the *net foreign inflow* in emerging markets will be highly positive (model 1) or the probability of investors buying stock simultaneously in many countries (model 2) on the following day will be high. Findings show that changes in market conditions of major stock markets influence stock trading behaviors of foreign investors on Asian emerging markets.

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**THE EFFECT OF INFORMATION TECHNOLOGY SUPPORT,  
SOCIAL NETWORK, INTERNAL COMMUNICATION, AND  
TEAMWORKING ON KNOWLEDGE MANAGEMENT CAPABILITIES  
AT THE BANK BRANCH LEVEL**

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**ABSTRACT NOT AVAILABLE**

## **THE FORMATION OF POWER RELATIONSHIPS IN ENTERTAINMENT MEDIA: GENDER AND THE ROLE OF IMAGINATION IN LINDSAY ANDERSON'S IF...**

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Appearing in 1968, Lindsay Anderson's milestone feature release, *If...* Seemingly reflected the cultural currents of the Western world at that time. A reaction to the demands for a stifling conformity in society, *If...* presented an alternative vision of life in which an anarchic revolt against authority reached through the institutions of politics, religion, and education and finally found a place to thrive in that most subversive of all places, the imagination. Academic and popular studies have long focused on the roles of the three main youthful protagonists, all men, forced to adhere to the rules and regulations of an English public school. Less realized has been a proper analysis of the role of "the girl" in contributing to *If...*'s psycho-social metaphor of revolution. Without even an identifying name for the role, "the girl" instead offers the ultimate contrast to the structure of the school/society. While being an outsider in terms of social class and formal educational achievement, it is her sex/gender that provides the greatest contrast to the all male environment of the public school. This paper, therefore, first of all seeks to examine the dislocation the girl's insertion causes for the institution culturally and socially. But second, and of even more significance, the study looks at the girl as an important feature in creating a psycho-sexual balance that restores the imaginative act and intellectual "sanity" to the metaphorical family represented in *If...*'s public school. In effect, this paper posits that *If...* is an exploration of a maladjusted and schizophrenic world that can only be righted through the application of "revolutionary" therapy and that the therapy most closely aligns with the radical principles of psychotherapy first developed by the filmmaker's contemporary, R.D. Laing, in *The Divided Self*

*(Presented at: PSU-USM International Conference on Humanities and Social Sciences 2011 "Transforming Research for Sustainable Community" 3-4 Oct. 2011)*

# THE IMPACTS OF CUSTOMER-BASED BRAND EQUITY ON REVISIT INTENTIONS: AN EMPIRICAL STUDY ON BUSINESS AND LEISURE TRAVELER AT FIVE SHANGHAI BUDGET HOTELS

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**Keywords:** Customer-based brand equity, brand loyalty, perceived quality, brand awareness/brand association

The study aims to explore how the brand equity influences the budget hotel revisit intentions from the customers' point of view. The results show that, in sequence of the degree of significance, brand loyalty, brand awareness/brand association and perceived quality as brand equity sub-dimensions have positive relationships with perceived value and revisit intention, based on a convenience sample of 400 respondents who had stayed at top-5 budget hotels in Shanghai in year 2010. Additionally perceived value plays an increasingly important role in budget hotel revisit intentions. By adopting the approaches of multiple regression with dummy interaction regressors to the difference analysis based upon the aforementioned relationships, it was discovered that the effect of brand loyalty on revisit intention is greater for business travelers than for leisure travelers and there are no differences between business travelers and leisure travelers on the impact of brand awareness/brand association, perceived quality, perceived value on revisit intentions. As a whole, this study highlights that perceived quality was a direct determinant of revisit intentions in budget hotel segment, that's effect was no longer mediated by the perceived value.

*(Published in: Research Journal of International Studies, Issue 22 (2011), pp. 110-119)*

## THE INDOCHINESE SILVERED LEAF MONKEY *TRACHYPITHECUS GERMAINI* (SENSU LATO) IN LAO PDR

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**Key Words:** Conservation status, distribution, habitat, Laos, *Trachypithecus margarita*, *Trachypithecus villosus*

The Indochinese silvered leaf monkey *Trachypithecus germaini* (perhaps comprising two species, *T. germaini* [*sensu stricto*] and *T. margarita*) is probably the rarest and most threatened monkey in Lao PDR. It has received less conservation-related attention in the country, however, than have the primates endemic to Indochina east of the Mekong because until recently it was generally considered conspecific with the widespread *T. cristatus* of Sundaic South-east Asia. All Lao records with firm locality details are from south of 16°23'N (in Dong Phou Vieng National Protected Area) and in lowland forests (up to 550 m above sea level), with many from near waterbodies. The predominant habitat seems to be semi-evergreen forest as patches and strips within a mosaic of more deciduous forest types, especially semi-evergreen forest in riparian and other waterside situations. Occupied semi-evergreen forest seems generally at the dry end of its spectrum, with a high deciduous tree component (this is the predominant type in interior plains-level Indochina), where this forest type grades to what some call mixed deciduous forest. Few if any records come from the interior of extensive unbroken semi-evergreen forest, or from highly-deciduous mixed-deciduous forest. Occupied areas include narrow stands flanking watercourses in deciduous dipterocarp forest, but there are no records from the more extensive deciduous dipterocarp forest matrix itself. Vague reports suggest occurrence up to 1,200 m, but given the high survey effort in such habitat, the species is at best very rare above the lowlands. Lao villager reports, and comparison with its status in similar habitats in adjacent Cambodia, suggest steep declines in Lao PDR. Suitable habitat (as profiled above) naturally covers only a small part of the southern Lao landscape, is among Lao PDR's most threatened habitats, and bears heavy hunting. Hence the great rarity of Indochinese silvered leaf monkeys compared with sympatric monkeys and gibbons, which inhabit the more extensive hill forests. There are records of the Indochinese silvered leaf monkey from only one Lao site since 2001. Although appropriate surveys during the 2000s have been limited, the species may now be extremely rare in the country and should join other, better publicized, bird and mammal species of these southern lowland plains landscapes as in need of urgent conservation action.

(Published in: *Primate Conservation* 2011 Vol. 26, page 1-12)

# **THE INVESTIGATION OF DESTINATION CHOICE, SATISFACTION AND LOYALTY INTENTIONS OF INTERNATIONAL TOURISTS**

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**Keywords:** Destination Choice, Loyalty Intentions, Structural Equation

This paper investigated the relationship of destination choice criteria, tangible and intangible choices, satisfaction, and loyalty intentions of international tourists visiting Thailand. The results of the research show that there is positive relationship between tourist satisfaction and loyalty intentions. The findings suggested that destination managers should focus more on intangible aspects of the destinations, because intangible choice criteria have positive relationships with both tourist satisfaction and loyalty intentions of the international tourist, while tangible choice or dimension of the destination have no significant influence on loyalty intentions and tourist satisfaction. The discussions of research findings are provided and directions for further research are suggested.

*(Presented at: The 2011 Barcelona European Academic Conference & Mediterranean Cruise Program, 6-9 June 2011 and 11-18 June 2011, Spain pp. 277-284)*

**THE PRECARIOUS STATUS OF THE WHITE-HANDED GIBBON  
HYLOBATES LAR IN LAO PDR**

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**ABSTRACT NOT AVAILABLE**

# **THE RELATIONSHIP OF EMPLOYEE KNOWLEDGE, EMPLOYEE CREATIVITY AND EMPLOYEE PERFORMANCE: AN EMPIRICAL INVESTIGATION OF HOTEL INDUSTRY IN THAILAND**

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The purpose of the study was to explore and investigate the relationships among employee knowledge, employee creativity and employee performance in the context of hotel industry. A survey was conducted using structural equation modeling method with the data collected from 461 hotel employees of several hotels. The results indicated that both employee knowledge and employee creativity had significantly positive association with employee performance. The implications of the study and directions for further research were also discussed in more details.

*(Presented at: ABMC 2011 (The Asian Business and Management Conference Proceedings 2011), Osaka, Japan, 2011, pp.278-28)*

# **THE TYPES AND NATURE OF QUESTIONS VIS-À-VIS STUDENTS' TEST-TAKING SKILLS AS SIGNIFICANT INDICATORS OF SECOND LANGUAGE EXAMINEES' PERFORMANCE ON THE TOEFL-ITP READING COMPREHENSION SUB-TEST**

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**Keywords:** TOEFL, reading skills, test-taking

This study examines the reading performance of selected students at the Pre-College program of the Mahidol University International College (PC-MUIC) as they are required to attain a score of 520 in the TOEFL-ITP (or equivalent performance in IELTS) to enter MUIC. Specifically, this research aims to evaluate whether the reading skills that examinees possess correlate with successful performance on the Reading Comprehension sub-test of the TOEFL-ITP. Only TOEFL-ITP Reading Comprehension Sub-test performance has been considered in this study as IELTS is not taught or administered in the Pre-College program. This study makes use of descriptive qualitative-quantitative design relying heavily on the following instruments for data collection: Commercial-based test-prep texts (Reading Comprehension Sub-section), Schraw and Roundel's Levels of Difficulty (1994), the researcher's modification of said band, the respondents' scores per question type, tabulations of the respondents' scores based on the levels of difficulty of the items and the question types used in the test, focused interviews with the respondents, and retrospective journal entries of the researcher. This study aims to shed light on issues surrounding how second language learners' reading skills affect performance on standardized tests such as TOEFL. This study specifically seeks to provide MUIC PC instructors empirical data that would help them understand their own students' reading difficulties which, consequentially, will aid them address teaching learning issues.

*(Published in: The International Journal of Research and Review, Vol. 6, Issue. 2, April 2011, pp. 39-56)*

# **THE USE OF 9-ENDING PRICES AMONG MODERN RETAIL CHAIN STORES IN THAILAND**

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**Keywords:** Psychological pricing, 9-ending prices, reference price, odd prices, price promotion

The purpose of this study was to investigate the retailers pricing practice and the use of psychological pricing, particularly the prevalence of 9-ending prices, in a non-Western market. Prices, a total of 4,788 prices from 13 modern retail chain stores in Bangkok, Thailand, altogether with low-price cues, collected from retailers' in-store promotional brochures are analyzed and tested for their relationships. Findings indicate that the use of 9-ending prices dominates the retailers pricing decision. The 9-ending prices are used to communicate low-price appeal as the relationship between the use of 9-ending prices and discount claims is positive. However, not all low-price claims required the use of 9-ending prices, a negative relationship between 9-ending prices and reference prices is reported in this study. As several pricing research has been conducted in Western markets, this research expands our understanding of the retailer's pricing practices and the use of 9-ending prices with different low-price cues in the Asian context.

*(Published in: Asian Journal of Marketing, Volume 5, Number 1, 31-38, 2011)*

## TOXICITY FROM INGESTION OF JATROPHA CURCAS ('SABODUM') SEEDS IN THAI CHILDREN

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**Keywords:** *Jatropha curcas* seeds, toxicity, children

*Jatropha curcas* is widely cultivated in Thailand, the seeds of which yield high quality oil used for biodiesel production. Toxicity due to ingestion of *Jatropha curcas* has become more common among children due to the close proximity between cultivation and residential areas. We report 10 calls made over a 40-month period to the Siriraj Poison Control Center involving 75 children ages 2-14 years who experienced toxicity after ingesting various amounts of *Jatropha* beans. The amounts ingested, presenting symptoms, pertinent laboratory findings and their collective dispositions are reported. A brief review of recent published literature on toxicity due to ingestion of *Jatropha curcas* was also done.

*(Published in: Southeast Asian Journal of Tropical Medicine and Public Health, Vol. 42, No. 4, July 2011, pp. 946-950)*

**'TRANSFER' S ASCENDANCY IN HIGHER EDUCATION:  
A CULTURAL CRITIQUE**

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**ABSTRACT NOT AVAILABLE**

## **TRANSPLACENTAL TRANSMISSION IN CATTLE: IS TOXOPLASMA GONDII LESS POTENT THAN NEOSPORA CANINUM**

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We compared the transplacental-transmission ability of *Toxoplasma gondii* and *Neospora caninum* in cattle. One uninfected pregnant heifer served as control, while three were inoculated with *N. caninum* K9WA strain and four with *T. gondii* RH strain at their midgestational period. Both infected groups showed clinical signs and antibodies either to *N. caninum* or *T. gondii*, while the control animal was normal. Two (50%) *Toxoplasma* dams aborted on days 6 and 11 postinoculation. *T. gondii* tachyzoites were found in various organs of those dams that had abortions but not in their fetuses. Two *Neospora* dams did not abort but gave birth to subclinically infected calves. The remaining two *Toxoplasma* dams and one from *Neospora* group became recumbent. Those two dams and their fetuses showed disseminated *Toxoplasma* DNA, but no *Neospora* DNA was found. Our findings suggest that maternal toxoplasmosis could be a cause of abortion and congenital toxoplasmosis in cattle, especially when they are infected by virulent strains.

*(Published in: Parasitology Research, Volume 108, Issue 5, May 2011, Pages 1235-1241)*

## **TRIGONICA: AN INTERACTIVE IOS APPLICATION FOR LEARNING TRIGONOMETRY**

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**Key words:** trigonometry, m-learning, iOS learning app

Fitting a whole lesson in a mobile phone is not easy, especially when we wish to enhance the user's experience to motivate his or her learning. The application has to provide contents and assessments in a way that is attractive to the user and digested enough to be used in a short time frame while waiting for friends or bused but also can be used for a full review of the materials. Trigonica introduces the concepts of trigonometry in three short lessons with hand-on activities. The learner can take a dynamic quiz after each lesson and also a comprehensive quiz. The user can also share their experience with his or her community via Facebook posts after finishing a quiz.

*(Presented at: ICCE 2011: 19th International Conference on Computers in Education, 28 Nov. - 2 Dec. 11, Chiang Mai, Thailand)*

## **TRUE BLOOD STAKES NEW GROUND IN TV SERIES PROGRAMMING**

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Now in its third season, the television series, TRUE BLOOD, has broken new ground in the creation and presentation of multiple characters and multiple stories briskly intercut within each episode and between shows. This pattern of narrative presentation requires a quite modern ability to follow the stories and characters that goes well beyond the patterns of more traditional television series dramas (such as CSI and LAW AND ORDER). The extensive fracturing of narrative continuity combined with the popularity of the series indicates a new jump in the ability of audiences to cope with such extensive disjunction, and even audiences' desire for such a presentational pattern.

By close analytic comparison, the author demonstrates this new pattern in comparison with other popular, multi-season dramatic narrative shows. Further, a content analysis reveals the ability of this pattern to interweave fantasy and whimsy within a high degree of presentational realism with very limited special effects (F/X) that, for example, extends fantasy totally within the context of traditional realistic depictions.

*(Presented at: Hawaii International Conference on Arts Humanities, 9-12 Jan. 2011, USA)*

## **USING POSITIVE PSYCHOLOGY CONCEPTS TO IMPROVE STUDENT WELL-BEING**

Mr. Ian McDonald

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Stress, anxiety and depression are common experiences that can and do affect academic performance, as well as mental and physical health. The field of positive psychology has grown in recent years and its interventions have received empirical support in increasing happiness and decreasing symptoms of depression and anxiety. This workshop examines some of the techniques used in positive psychology and considers the value of using them in the classroom.

*(Presented at: The 7th CamTESOL Conference on English Language Teaching "English for Mobility", 26-27 Feb. 2011)*

**VISITOR MANAGEMENT FOR ECOTOURISM DEVELOPMENT AT  
WORLD HERITAGE SITE CASE STUDY OF KHAO YAI NATIONAL  
PARK, THAILAND**

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**ABSTRACT NOT AVAILABLE**

## **UNIT 5 :TOUR OPERATOR AND TOUR GUIDE**

หน่วยที่ 5 การปฏิบัติการนำเที่ยว

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**ABSTRACT NOT AVAILABLE**

## **UNIT 9 : TOURISM RESOURCES DEVELOPMEN**

หน่วยที่ 9 การพัฒนาและส่งเสริมทรัพยากรการท่องเที่ยว

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**ABSTRACT NOT AVAILABLE**

## **UNIT 10 : TOURISM RESOURCE INTERPRETATION**

หน่วยที่ 10 การสื่อความหมายทรัพยากรการท่องเที่ยว

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**ABSTRACT NOT AVAILABLE**

## **UNIT 12 : TRAVEL AGENCY MANAGEMENT**

หน่วยที่ 12 การจัดการธุรกิจตัวแทนท่องเที่ยว

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**ABSTRACT NOT AVAILABLE**

ความก้าวหน้าของนักศึกษาในการใช้สื่อเสริมบทเรียนผ่านระบบเครือข่ายอินเทอร์เน็ตวิชา  
Intensive Mathematics (ICNS 100) ที่เหมาะสมกับวิทยาลัยนานาชาติ มหาวิทยาลัยมหิดล

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