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A BRIDGE TOO FAR? THE RELATIONSHIP BETWEEN STUDENTS’ PERCEPTIONS OF TRANSFER OF LEARNING AND INSTRUCTIONAL STRATEGIES IN AN ACADEMIC LITERACY PROGRAM IN THAILAND

Jonathan H. Green

Humanities and Language Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Transfer of learning has long been foremost goal of education; this goal is explicit in English for Academic Purpose (EAP) and academic literacy courses that, by their nature, aim to support learning by providing students with language and literacy skill and knowledge that may be transferred to the disciplines. Perceivably, the south- after transfer of learning often fails to occur; cognitive-based theorists believe that this is because educators frequently neglect to attend explicitly to metacognitive strategies and method that promote transfer, expecting it rather, to occur spontaneously. Amongst prominent advocates of explicit strategies to address transfer of learning. Perkins and Solomon (1989) promote “hugging” and “bridging” strategies to address, respectively, “low-road” and “high-road” transfer, with the practical implementation of these strategies having been articulated by Forgarty, Perkins and Barell(1992) and customized to English Language Teaching (ELT) and, by implication, to EAP, by James(2006)

This study adopts the hugging-bridging framework in an effort to understand their elation between instructors’ classroom methods and the transfer of learning from an EAP-based academic literacy course to the disciplines in an international undergraduate programme in a university in Thailand.

(Presented at: The 2nd International Conference on Leadership in Pedagogies Learning, 4-5 August 2012, Brisbane, Australia)
A DYNAMIC ANALYSIS OF MARKET POWER IN THE U.S. MORTGAGE LENDING MARKET

Pandej Chintrakarn¹ and Paan Jindapon²

¹Business Administration Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

²School of Economics, Bangkok University, Klong-Toey, Bangkok 10110, Thailand

Key Words: Market power, Industrial organization

This paper examines market power in mortgage lending market in the U.S., applying a dynamic reformulation of the Breznahan-Lau model in an error correcting framework. The most common motivation for using this model is to solve the inference problem when using non-stationary data, and to incorporate dynamic factors such as habit formation from the demand side and adjustment costs for the producer. The results suggest that commercial banks exercise market power in mortgage loan market in the long run. The estimated markup of 82% is statistically significant at the 1% level.

A NEW ROUTE IN DEVELOPING A SOCIAL NETWORK WEBSITE LOYALTY (มุมมองใหม่ต่อการพัฒนาความภักดีต่อเว็บไซต์เครือข่ายสังคม)

Dissatat Prasertsakul and Ms. Tira Thipsook

Business Administration Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

ABSTRACT NOT AVAILABLE
A PHASE-SEPARABLE SECOND-GENERATION HOVEYDA-GRUBBS CATALYST FOR RING-OPENING METATHESIS POLYMERIZATION


Science Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

ABSTRACT NOT AVAILABLE
ACCEPTANCE OF OPEN SOURCE SOFTWARE: THE CONTEXT OF THAILAND

Veera Bhatiasevi and Donyaprueth Krairit

Business Administration Division, Mahidol University International College, Salaya, Buddhhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: Open Source Software, Technology Acceptance, Innovation Diffusion

Open Source Software (OSS), a computer software development model has existed since the late 1960s. The growth of OSS in recent years is most evident among organizations and users as it offers several advantages compared to proprietary software. OSS activity began in Thailand as early as in 1995 with various Linux distributions such as Kaiwal Linux, Burapha Linux, Linux School Internet Server (SIS), Linux Thai Language Extension (TLE). Although government efforts have been made to promote OSS in Thailand, many Thai users are still unaware of its impact and how it can improve their business. The benefits of using OSS such as lowering costs and improved access to software, adaptation to local needs, locally retaining a higher share of the value added and developing local skills is essentially critical to the economy. However, although there has been initiatives by the government and adoption by state agencies, very few studies have been conducted about OSS in Thailand and little of which is known to the international field of OSS. It is therefore interesting to understand the level of adoption made and what factors affect acceptance of the OSS. The study proposes a hybrid model combining the extended technology acceptance model (TAM2), the innovation diffusion theory (IDT), and software characteristics. Using AMOS, data collected were tested against the structural model. The implications of this study for researchers, policy makers and practitioners are discussed.

(Presented at: International Conference for Academic Disciplines, 27-31 May 2012, Harvard University, USA)
ABSTRACT NOT AVAILABLE
ANALYST FOLLOWING, STAGGERED BOARDS, AND MANAGERIAL ENTRENCHMENT

Pornsit Jiraporn\textsuperscript{1,2}, Pandej Chintrakarn\textsuperscript{3}, Young S. Kim\textsuperscript{4}

\textsuperscript{1}School of Graduate Professional Studies, Pennsylvania State University, 30 E. Swedesford Road, Malvern, PA 19355, United States

\textsuperscript{2}Thammasat Business School, Thammasat University, 2 Prachan Road, Bangkok, Thailand

\textsuperscript{3}Business Administration Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

\textsuperscript{4}Northern Kentucky University, Nunn Drive, Highland Heights, KY 41099, United States

**Key Words:** Staggered boards; Classified boards; Analyst following; Analyst coverage; Corporate governance; Governance mechanisms

We use agency theory to explore how analyst coverage is influenced by the managerial entrenchment associated with the staggered board. The evidence suggests that firms with staggered boards attract significantly larger analyst following. We also document that firms with staggered boards experience less information asymmetry. Staggered boards insulate managers from the discipline of the takeover market. Entrenched managers are well-protected by the staggered board and have fewer incentives to conceal information, resulting in less information asymmetry. The more transparent information environment facilitates the analyst’s job. As a consequence, more analysts are attracted to firms with staggered boards. We also document the beneficial role of analyst coverage in improving firm value. Our results confirm the notion that analysts, as information intermediaries, provide oversight over management and thus help alleviate agency conflicts. The positive effect of analyst coverage, however, is severely reduced when the firm has a staggered board in place.

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ANALYZING LONG AND SHORT-RUN RELATIONSHIPS BETWEEN COMEX GOLD AND SILVER FUTURES

W. Pipattadanukul\textsuperscript{1} and P. Chintrakarn\textsuperscript{2}

\textsuperscript{1,2}Business Administration Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

\textbf{Key Words:} Gold and silver futures price, co-integration, co-movement, error correction model

The objective of this research was to study the relationship between gold and silver futures in COMEX market by using daily data from 6th of May, 1991 to 6th of May, 2011. There were 5520 observations. To investigate the short run and long run relationships between gold and silver futures price, this study employed unit root test, co-integration test and error correction model. If there are short-run and long-run relationships between gold and silver futures prices, it implied that gold can be used as a predictor to forecast the silver as well. It will provide an opportunity to market participants, investors, hedgers, arbitragers and speculators. The traders can use this relation between gold and silver futures price as trading strategy in order to diversify risk in the portfolio. Speculators can use this information to predict returns and make the investment strategies. Hedgers can use these markets as substitutes against the similar type of risks in a period of time. The empirical results revealed that there is a robust positive relationship between gold and silver future prices in the long run. For the short run relationship, change in the silver futures price significantly affects the gold futures price and vice versa.

\textit{(Published in: Journal of Applied Sciences, Vol. 12, No. 7, 2012, Page. 668-674)}
ANTIMICROBIAL PROPERTIES AND MUTAGENICITY OF SAPPAN WOOD (CAESALPINIA SAPPAN L.) WATER EXTRACTS

Valeeratana Sinsawasdi, Wei-Yea Hsu, Amarat H. Simonne

Science Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

ABSTRACT NOT AVAILABLE
AUTHORITARIANISM, TOTALITARIANISM AND THE BAHAI FAITH

Eugene Jones

Social Sciences Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: authoritarianism, Bahai, covenant, Enlightenment, totalitarianism, voluntarism

As the Baha’i religion has become better known, it has been the target of numerous attacks as well as rational criticisms by non-Baha’is, former Baha’is and by Baha’is who remain in the community but feel that their religion is becoming more authoritarian or even totalitarian. These criticisms need to be addressed as they are quite valid to those who accept the ideas and institutions of the European Enlightenment. The disparagement tends to fall into three general categories: personal, political and academic. This paper presents a discussion of the meaning of the terms ‘authoritarianism’ and ‘totalitarianism’ from the point of view of political theory, then lays out arguments that the Baha’i Faith does not fit either of those classifications but rather that the Baha’i Faith in every way conforms to the Weberian concept of voluntarism. Further, the relation of the individual Baha’i with his community is a form of social contract predicated on freedom of choice with the responsibility to abide by the conditions of that contract as they are expressed by the institutions of that Faith. Only those who have freely chosen to enter that community by way of the contract are subject to the laws and ordinances of that community; there is no intention of imposing them on humanity at large.

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BUILDING THAILAND’S TALLEST GANESH
CAD/CAM INTEGRATION IN CONVENTIONAL METAL FABRICATION

Surapong Lertsithichai

Fine and Applied Arts Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: CAD/CAM; 3D scanner; CNC milling; metal fabrication.

Ganesh (Ganesa or Ganesha) is a Hindi god well known for his distinguishable elephant head and widely revered as the god of success or remover of obstacles. Patrons in Thailand have worshipped Ganesh and respected him by means of erecting statues of Ganesh in various poses and sizes throughout the country. In late 2008, the people of Chacheongsao, a province located east of Bangkok, decided to create Thailand’s tallest standing Ganesh statue made with bronze reaching height up to 39 meters and situated on the bangpakong river bank overseeing the city and its people. The author and design team was approached by representatives from Chacheongsao and commissioned to advise the process from conception to construction. The challenge started with seeking appropriate computer-aided design and manufacturing technologies and innovative process to guide the design team throughout the production. The 0.60–meter bronze cast sculpture of the Ganesh was scanned using 3D optical scanner to generate a solid model of the statue. A surface model was then extracted from the 3D model to firstly determine the most efficient structural support within the statue and secondly to generate surface strips for the foundry to create actual bronze casts.

The construction of the project began early 2009 and the statue has since been erected from its base to currently its head. During construction, the author and design team has encountered several problems translating pixels to parts. Several errors have occurred during the mould and cast production process as well as construction errors on site causing mismatches of the structure and surface, misalignments, and protruding structural supports and joints. The lessons learned from this project is documented and analysed with hopes to create a more effective process for future projects with similar requirements.

(Presented at: The CAADRIA2012 Conference, 25-28 April 2012, Chennai, India)
CHALLENGES AND OBSTACLES OF SMALL AND MEDIUM ENTERPRISES UNDER A CREATIVE ECONOMY: THE CASE OF THAILAND

Piriya Pholphirul\textsuperscript{1} and Veera Bhatiasevi\textsuperscript{2}

\textsuperscript{1}School of Development Economics, National Institute of Development administration (NIDA)
\textsuperscript{2}Business Administration Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

\textbf{Key Words}: Creative economy, small and medium enterprises, organization, industry, status, 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 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 before, 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.

COMMUNITY SERVICE LEARNING: A CASE OF TOURISM EDUCATION IN THAILAND

Sompong Amnuay-ngerntra

Tourism and Hospitality Management Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: service learning, community engagement, tourism education

University students nowadays prefer an authentic learning experience by participating in problem-solving activities of real world events rather than learning from traditional classroom experience. It is essential for faculty members to connect “theory and practice” so as to enhance student interest and knowledge. One of the innovative ways proposed is Community Service Learning, a method of teaching and learning which integrates community services with academic content designed to promote community responsibility.

Although service learning potentially empowers students to become more thoughtful and contribute to a sense of civic responsibility, faculty members have encountered difficulties in achieving service learning programs. This article discusses the unique challenges posed by incorporating service learning into academic courses and processes strategies for successful implementation. A case study of service learning project that has been developed by tourism students at Mahidol University International College, Thailand, is presented.

(Presented at: Asia-Pacific Association for International Education (APAIE) 2012 Conference and Exhibition, 4-6 April 2012, Bangkok, Thailand)
CONTOUR, MOTION AND GESTURE IN ABSTRACT SCORE
ANIMATION: A FIRST APPROACH

Gerald Moshammer

Humanities and Language Division, Mahidol University International College, Salaya, Buddhhamonthon 4, Nakhon Pathom, 73170, Thailand

ABSTRACT NOT AVAILABLE
COUNTRY OF ORIGIN AND THAI CONSUMER VALUATION OF FRUITS AND VEGETABLES UNDER FREE TRADE AGREEMENTS

Maneenuch Korbenjawan\(^1\) and Yingyot Chiaravutthi\(^2\)

\(^1,2\)Business Administration Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

**Key Words:** Country-of-origin, willingness to pay, free trade agreement, nth price auction, vegetables, Thailand

Trade barriers provided Thai fruit and vegetable producers protection against imported fruits and vegetables until the advent of Free Trade Agreements (FTAs). Whilst FTA benefits in terms of lowering prices to consumers and opening opportunities for local producers to penetrate foreign markets are often cited, FTAs allow imported goods and services to compete freely with domestic production. This study adopts the nth price auction method in order to elicit the Willingness to Pay (WTP) of Thai consumers for fruits and vegetables which have different Countries of Origin (COOs). About 60 subjects particulates in the experiment. Fruits and vegetables used in this experiment included strawberries, kiwifruits and carrots from China, the United States, New Zealand, Japan and Thailand. Three of these countries currently have FTAs with Thailand, except for the United States where the process is still under negotiation. FTAs eliminate trade barriers and as a result intensify price competition. The results show that Thai consumers gave COO valuations with the highest average WTP to the United States, followed by Japan, New Zealand, China and Thailand, respectively. WTPs of fruits and vegetables grown in Thailand and imported from China are statistically not different which implies that Thai fruits and vegetables are overpriced and cannot compete with import from China. On the other hand, the WTPs of fruits and vegetables imported from the United States, New Zealand and Japan are within the same range.

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CULTURE OF MICROALGAL STRAINS ISOLATED FROM NATURAL HABITATS IN THAILAND IN VARIOUS ENRICHED MEDIA

Sudarat Chaichalerm\textsuperscript{1,2,3}, Prayad Pokethitiyook\textsuperscript{1,3}, Wenqiao Yuan\textsuperscript{2}, Metha Meetam\textsuperscript{1,3}, Kamolwan Sritong\textsuperscript{1,3}, Wanvisa Pugkaew\textsuperscript{1,3}, Kunn Kungvansaichol\textsuperscript{4}, Maleeya Kruatrachue\textsuperscript{1,3,5}, Praneet Damrongphol\textsuperscript{1,3}

\textsuperscript{1}Department of Biology, Faculty of Science, Mahidol University, Bangkok 10400, Thailand

\textsuperscript{2}Department of Biological and Agricultural Engineering, Kansas State University, Manhattan, KS 66506, USA

\textsuperscript{3}Center for Environmental Health, Toxicology and Management of Chemicals, CHE: 3328 Si Ayutthaya Road, Bangkok 10400, Thailand

\textsuperscript{4}PTT Research and Technology Institute, Phra Nakhon Si Ayutthaya 13170, Thailand

\textsuperscript{5}Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: Microalgae Species screening Lipid Culture medium Chlorococcum humicola

Six freshwater microalgal strains in the class of Chlorophycea, including Chlorococcum humicola, Didymocystis bicellularis, Monoraphidium contortum, Oocystis parva, Sphaerocystis sp., and Scenedesmus acutus were isolated from natural habitats in Thailand. The six strains were compared for their biomass yield, lipid content, and lipid productivity in four enriched culture media in batch mode. Significant differences were found across algal strains and culture media. The best strain was found to be C. humicola, which had the highest biomass yield of 0.113 g/l/d (in Kuhl medium), the highest lipid content of 45.94\% (in BG-11 medium), and the highest lipid yield of 0.033 g/l/d (in 3NBBM medium). The 3NBBM medium, which has the lowest nitrogen concentration among the four culture media, was considered the optimal culture medium for C. humicola for lipid production. The fatty acid profile of C. humicola was also found to be affected by the culture medium. More oleic acid (C18:1) but less linolenic acid (C18:3) was accumulated in BG-11 and 3NBBM than in Kuhl and N-8 media. Lipid profiles of C. humicola were comparable to palm oil in the percentage of palmitic acid and the total amount of saturated fatty acids; however, C. humicola made more poly-unsaturated fatty acids such as linoleic (C18:2) and linolenic (C18:3) acids than oil palms. Lipids from C. humicola were believed to be acceptable for biodiesel production.

DEMAND OF MUIC STUDENTS ON THE USAGE OF E-LECTURE FOR REVIEWING LESSONS

Thammachart Kanjanapinyo¹, Chayanon Poonthong², Yubol Boonjaran²

¹,²,³Audio-Visual unit, Education technology Section, Mahidol University International College, Salaya, Buddhhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: e-Learning, e-Lecture, m-Learning

The aim of this research is to (1) study the students’ opinion on e-Lecture in order to (2) develop and design instructional multimedia (e-Lecture), (3) to revise the lessons of the courses taught in Mahidol University International College (MUIC), and (4) enhance e-Learning and m-Learning to be more suitable and match the needs of users. The population of MUIC students is 2.824, according to information on January 6th, 2011. 300 MUIC students are selected as samples by simple random sampling. The research found that 35.67% of sample students are interested to highly interested in using e-Lecture to review MUIC lessons. 43.67% of sample students are found to be interested in reviewing lessons from the courses of Business Administration, followed by the lesson of Humanities and Language Division. 66.67% of sample students want to use e-Lecture at home and dormitory, followed by using it within the college. 63.33% of sample students will use e-Lecture via laptop, followed by PC computer and mobile phone respectively. More than 50% of the sample group expected e-Lecture to be designed in such a way that it would provide reviews of the lessons learnt. Also, they expected that e-Lecture must have high speed of retrieving information, comprehensive content, clear menu, easy and convenient access, good quality lesson content, and good information connection and contain a lot of lessons for reviewing. However, less than 50% of the sample group expected that the e-Lecture must be colorful, has a beautiful layout appearance and also has social media and games for relaxation. Moreover, they expected that after using e-Lecture, they will obtain better grades in different courses and become an up-to-date person. The subjects that students are interested to use e-Lecture to review lessons are varied and from every Division. The subjects that have a lot of frequency of students’ nomination are mathematics, Finance, English Communication and Principle of Marketing.

(Published in: The 4th TCU International e-Learning Conference, Smart Innovations in Education and Lifelong Learning, 2012, Page. 351-358)
DEVELOPMENT OF E-LEARNING INSTRUCTIONAL MATERIALS FOR THE ICNS152 SOUTHEAST ASIA ECOLOGY COURSE

Ramesh Boonratana

Science Division, Mahidol University International College, Salaya, Buddhhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: e-Learning, instructional materials, Mahidol University International College, Southeast Asia Ecology

Electronic learning or e-Learning instructional materials were developed for the ICNS152 Southeast Asia Ecology course, a natural science course offered at the Mahidol University International College, Thailand. The course provides an overview of the ecological systems of Southeast Asia and the current impacts and potential threats to them; the protected area system and their roles in protecting intact ecosystems, in conserving biological diversity, in providing ecological services, and as a key component of ecotourism; and the course looks at the relationship between ecosystem protection and sustainable development, and the international conventions that relate to ecosystem protection. The nature and scope of the course and the diversity of topics and sub-topics offered therein therefore allows for numerous opportunities in the development of e-Learning instructional materials for the course, and some of these are presented here.

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DISTRIBUTION AND STATUS OF NON-HUMAN PRIMATES IN LAO PDR: 2012 UPDATES

Ramesh Boonratana

Science Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

The countrywide distribution and status of non-human primates in Lao PDR was last reported at the 20th IPS Congress in Turin in 2004. Since then there have been a number of notable surveys and reviews, and these have somewhat improved our knowledge on species distribution and their conservation status, and some findings were reported at latter IPS congresses. In addition, although long overdue, the few recent and ongoing long-term studies and efforts have yielded or promise to yield information significant toward their conservation efforts. However, as emphasized at the 20th IPS Congress, the overall picture is far from complete. Neither population sizes nor density estimates are available for many of the primate of the genera. In addition, there is still minimal knowledge on the behavior and ecology of Lao PDR’s non-human primates. The overall scenario is further hurdled by the fact that some survey results may by subject to doubt given the methodology or assessment employed, and permissions to conduct rigorous scientific surveys and study are still bogged down by bureaucracy. Nevertheless, this paper will present a review of existing published and unpublished information on the non-human primate populations in Lao PDR, and provide and updated assessment of their distribution and status. This paper will also identify gaps, and where appropriate make recommendations to narrow those gaps and to assist with their conservation efforts.

(Presented at: The XXIV Congress of the International Primatological Society, 12-17 August 2012, Cancun, Mexico)
DIVERSIFYING OVER AMBIGUITY: HOW PEOPLE EVALUATE MULTIPLE UNCERTAIN PROSPECTS

Dolchai La-ornual

Business Administration Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

In this essay, I examine whether individuals perceive benefits from diversification when prospects are ambiguous and how those benefits compare to analogous situations under risk. Based on Gilboa and Schmeidler’s(1989) maxmin expected utility model, I hypothesize that only risk-seeking individuals would receive non-zero diversification benefits. In particular, these decision-makers would receive negative benefits from diversification and as the degree of ambiguity increases, these negative benefit would be ameliorated for potential gains, but further exacerbated for potential losses. Results from a series of experiments suggest that people may perceive less benefit from diversification under ambiguity than under risk. However, individuals tend to diversity over a greater number of prospects when the prospects are ambiguous than when they are risky. This may be due to people’s attempt to compensate for the lower marginal benefit of diversifying under ambiguity than under risk. It also implies a decrease in tolerance toward aleatory uncertainty in presence of epistemic uncertainty.

(Presented at: FUR XV International Conference, 30 June-3 July 2012, Campus of Georgia State University, Atlanta, Georgia, U.S.A.)
EFFECT OF CORN PLANT ON SURVIVAL AND PHENANTHRENE DEGRADATION CAPACITY OF PSEUDOMONAS SP. UG14LR IN TWO SOILS

Chouychai W, Thongkukiatkul A, Upatham S, Pokethitiyook P, Kruatrachue M, Lee H.

The office of the Dean, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

ABSTRACT NOT AVAILABLE
EFFECTS OF STUDY ACTIVITIES ON ACADEMIC ACHIEVEMENT AT UNIVERSITY LEVEL IN THAILAND

John Brain Power

Humanities and Language Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

In this paper the influence of study activities on academic achievement at university level in Thailand examined. Furthermore, the extent to which multitasking and the use of technology have now become determining factors in students’ study behavior is explored. The study concentrated on a group of 318 students (131 males and 187 females) in their final year at Mahidol University International College (MUIC) in Thailand. Results of this research demonstrate that, of the 57 factors assessed, 51 showed no correlation between activities that student engage in while studying and academic achievement, while 6 factors showed a correlation (Criteria: Sig.< 0.05 Reject null hypotheses). The conclusion highlighted the level to which multitasking, social networking and technology play a role in study activities at tertiary level.

(Presented at: Asia-Pacific Association for International Education (APAIE) 2012 Conference and Exhibition, 4-6 April 2012, Bangkok, Thailand)
EFFECTS OF THE HOME LITERACY ENVIRONMENT ON THAI UNIVERSITY STUDENTS’ LEISURE READING HABITS: A 5-YEAR LONGITUDINAL SURVEY

Nicholas Ferriman

Humanities and Language Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: literacy practices, pleasure reading, free reading, free voluntary reading, reading attitudes

This study investigated the long-term impact of the Home Literacy Environment (HLE) on Thai leisure reading rates using an adapted version of a questionnaire from the Programme for International Student Assessment (PISA). Though size effects are generally small, result from the responses of 475 university students at a college in the north of Thailand indicate that five of the key HLE parameters are significantly associated with respondents’ present reading rates. This was little different to the findings of a similar survey conducted five years earlier on a similar group of students (N=275) at the same university. The implications for Thailand’s participation in the ‘Information age’ are discussed.

(Presented at: The 19th International Conference on Learning, 14-16 August 2012, University of London, London, UK)
EXTRACTION OF VOLATILE COMPOUNDS FROM 'NAMDOKMAI' AND 'MAHA CHANOK' MANGOES

Nirutchala Laohaprasit

Science Division, Mahidol University International College, Salaya, Buddhhamonthon 4, Nakhon Pathom, 73170, Thailand

ABSTRACT NOT AVAILABLE
FDI AND INCOME INEQUALITY: EVIDENCE FROM A PANEL OF U.S. STATES

Pandej chintrakarn¹, Dierk Herzer and Peter Nunnenkamp

¹Business Administration Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: FDI; Inequality; Panel Cointegration; United States.

This study employs state-level panel data to explore the relationship between inward foreign direct investment (FDI) and income inequality in the United States. Using panel cointegration techniques that allow for cross-sectional heterogeneity and crosssectional dependence, we find that, in the long run, FDI exerts a significant and robust negative effect on income inequality in the United States. This result for the United States as a whole does not imply that FDI narrows income gaps in each individual state. There is considerable heterogeneity in the long-run effects of FDI on income inequality across states, with some states (21 out of 48 cases) exhibiting a positive relationship between FDI in income inequality. (JEL F21, D31, C23)

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FROZEN IN TIME: AMERICA, SOUTHEAST ASIA, AND THE VIETNAM WAR FILM

Paul Cornelius

Fine and Applied Arts Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

ABSTRACT NOT AVAILABLE
GLOBAL GOVERNANCE: A CRISIS OF LEGITIMACY

Nicholas Ferriman

Humanities and Language Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

ABSTRACT NOT AVAILABLE
GOVERNANCE AND HEALTH: CROSS-COUNTRY EVIDENCE

Adem Kalkan¹ and Pandej Chintrakarn²

¹,² Business Administration Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: Governance, Public Health

This study assesses the impact of governance on population health in 126 countries over the period 1996–2008. In contrast to previous studies where corruption is used as a sole indicator for governance, this study investigates various aspects of governance and their impacts on population’s health by employing six measures of governance from the Worldwide Governance Indicators: Voice and Accountability, Political Stability, Government Effectiveness, Regulatory Quality, Rule of Law, and Control of Corruption. Among our results, the most robust finding is the negative and statistically significant impact of six measures of governance on infant mortality, under-5 mortality rates and maternal mortality ratio. Results suggest that it is important to institute health governance which concerns the actions and means adopted by a society to organize itself in the promotion and protection of the health of its population.

HUMAN DEVELOPMENT, CORRUPTION AND ECONOMIC DEVELOPMENT: CROSS-COUNTRY EVIDENCE

Watsarat Wisitsuwan¹ and Pandej Chintrakarn²

¹Corresponding author, Mahidol University International College, Salaya, Buddhhamonthon 4, Nakhon Pathom, 73170, Thailand

²Business Administration Division, Mahidol University International College, Salaya, Buddhhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: Human Development, Corruption Control, Economic Development

In recent years, many countries have invested in human capital to develop skills needed for work, improve health, and raise earnings through schooling, training courses, medical services, etc., in order to encourage long term economic development. On the other hand, control of corruption is also important because this index could imply the misuse of public authority for personal benefit and affect economic activities. In this research, the author collected empirical data from trusted international organization sources such as United Nations Development Programme (UNDP), World Bank, and International Monetary Fund (IMF). The results of multiple regression analysis showed statistically significant positive impacts of human development and negative impacts of corruption on economic development.

IDENTIFICATION OF PROHIBITIN AS A CHIKUNGUNYA VIRUS RECEPTOR PROTEIN


Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

ABSTRACT NOT AVAILABLE
IMPACT OF STRATEGY IMPLEMENTATION ON PERFORMANCE OF GENERIC STRATEGY: EVIDENCE FROM THAILAND

Dissatat Prasertsakul and Mayookapan Chaimankong

Business Administration Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

ABSTRACT NOT AVAILABLE
INITIATIVES TO DEVELOP STUDENT INTERCULTURAL EXPERIENCES: STUDENT-GROUP EXCHANGE PROGRAM BETWEEN MAHIDOL UNIVERSITY AND KYUSHU UNIVERSITY

Takayoshi Fujiwara

Humanities and Language Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: Student group exchange, short-term study aboard programs, intercultural experiences, partner universities.

This study examines two Asian universities, unique initiatives to create and develop opportunities for students to have intercultural experiences. Over the past five years, Mahidol University, Thailand and Kyushu University, Japan have been organizing student “group” exchange programs. Each year a group of 10 to 15 students stay at the partner university for a period of two weeks to learn more about Japan and Thailand, including the Japanese and Thai languages. The major cost of the program, such as the accommodation and class fees, is paid by the host universities, making this program financially very attractive. The programs have been very successful, receiving highly positive feedback from the participants. Furthermore a number of the participants of the “group” exchange programs subsequently decided to study aboard for a longer period, as initially expected as an explicit successful indicator of the short-term programs. As a case study, this study explores factors contributing the success of the “group” exchange programs. The functional values and meaning of the exchange activities are also discussed, together with the challengers and issues relating to organizing this type of activities for a university.

(Presented at: Asia-Pacific Association for International Education (APAIE) 2012 Conference and Exhibition, 4-6 April 2012, Faculty of Medicine, Siriraj Hospital, Mahidol University, Thailand)
INTERNATIONAL EDUCATION IN A POSTCOLONIAL WORLD: FOR OR AGAINST THE BENEFIT OF MANKIND?

Walter H. Persaud

Humanities and Language Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

This presentation interrogates the claim that international education exercises and cultivates “social responsibility for the benefit of mankind” from a postcolonial perspective. It situates this discourse within a liberal humanist perspective of international cooperation working in tandem with processes of neoliberal globalization and suggests that contrary to its liberal humanist claims, international education overtly and covertly endorse, normalize and distribute privilege according to race/nationality. The presentation examines these issues with reference to the practices of international education in Thailand by focusing on the forms of citizenship subjectivity that is cultivated and the racialized recruitment patterns of recognition and recruitment at work in a variety of international educational setting this Southeast Asian country. It ends by calling for the multiculturization of international education to address the reproduction of class and racial inequalities, marginalization and exclusion in international education, and for better state supervision of private international educational institutions.

(Presented at: Asia-Pacific Association for International Education (APAIE) 2012 Conference and Exhibition, 4-6 April 2012, Bangkok, Thailand)
INTERNATIONAL INVESTMENT POLICY AND THAILAND’S FOOD PROCESSING SECTOR

Nipawan Thirawat

Business Administration Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: FDI, Investment Policy, Food Processing, International Investment, Developing country policy

This paper employs Thailand as a case for the analysis of developing country foreign direct investment (FDI) policy in the food processing sector. Thailand’s investment policies include FDI promotion and liberalization policies. These undoubtedly help generate sound and favorable investment environment for the international investors seeking attractive investment opportunities in the food processing industry. There are larger investment opportunities to be tapped by foreign firms doing business in the food processing industry than primary agricultural production, especially through joint ventures. Nevertheless, inefficient public services, ambiguous regulations and complex administration processes are major hindrances to maximizing profits. Thailand definitely needs to strengthen its government transparency and improve competitiveness through economic reforms in order to increase FDI inflows and enhance food processing performance and development.

INTERNATIONAL TOURISTS' PERCEPTION OF ETHNIC FOOD AT WELL-DEFINED RESTAURANTS IN YOGYAKARTA, INDONESIA

Chanin Yoopetch, Dewi Eka Murniati, Veerades Panvisavas

Tourism and Hospitality Management Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

ABSTRACT NOT AVAILABLE
INTERNATIONALIZATION FACTORS OF THAI MULTINATIONALS AND THAILAND’S BILATERAL TRADE POLICY.

Nipawan Thirawat

Business Administration Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: FTAs, internationalization, multinational enterprises,

This article investigates the impact of Thailand’s recent bilateral free-trade agreement (FTAs) on the internationalization of Thai multinational enterprises (MNEs). The results highlight the relative importance of internal and external factors in the internationalization of developing country MNEs. The empirical evidence indicated that Thai MNEs judged bilateral FTAs as a critical facilitator of internationalization success. The FTAs facilitated firms’ exports to a certain degree and marginally expedited firms’ international purchasing activities, the influence of FTAs on firms’ foreign investment was not discernible.

INTERPRETIVE THEMES: MAKING MESSAGES MEANINGFUL

Sompong Amnuay-ngerntra

Tourism and Hospitality Management Division, Mahidol University International College, Salaya, Buddhhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: Creating meaningful themes, heritage interpretation, Deep Meaning Approach, and Phra Ram Ratchanivej Palace

One of the challenges faced by interpreters is to craft a meaningful interpretive theme so as to provide visitors with provocative messages of heritage buildings (resources) which have an abstract and complex concept embedded in static buildings in an entertaining approach. A meaningful theme is an essential component for interpretive programs which significantly help visitors understand, focus, and memorise messages associated with the resources. Having a meaningful theme almost guarantees an interesting and successful heritage interpretation. Within this paper, we will discuss how to create a meaning theme for heritage interpretation at visitor attractions by using a critical analysis of Phra Ram Ratchanivej Palace to support the concept of Deep Meaning Approach.

(Presented at: Asian Conference on Arts and Cultures 2012, 9-10 August 2012, Bangkok, Thailand)
INVOKING NE' RAKE: AN CESTRAL COMRADES IN CONTEMPORARY BORNEAN WARFARE

Christian Oesterheld

Social Sciences Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

ABSTRACT NOT AVAILABLE
IS GOLD A HEDGE OR SAFE HAVEN? A CASE STUDY OF THAILAND

Piti Pasutasarayut\textsuperscript{1} and Pandej Chintrakarn\textsuperscript{2}

\textsuperscript{1,2} Business Administration Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

\textbf{Key Words:} Gold, Hedge, Safe haven, Stock markets

This paper aims to analyze the relationship between gold in Thai market and stock exchange of Thailand (SET). Specifically, we test the hypothesis that gold behaves as a hedge or a safe haven for SET. The econometric analysis for a sample spanning almost 11 year period from 2001 to 2011 reveals that Thai gold is not a hedge or a strong safe haven for SET.

\textit{(Published in: European Journal of Scientific Research, Vol.74, No. 1, 2012, Page. 90-95)}
MAHIDOL UNIVERSITY VISUAL IDENTITY GUILDLINE
(โครงการออกแบบและจัดทำคู่มือเอกลักษณ์องค์กรสำหรับมหาวิทยาลัยมหิดล)

Dynaya Bhutipunthu

Fine and Applied Arts Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

ABSTRACT NOT AVAILABLE
MECHANISM OF SOCIAL CAPITAL IN COMMUNITY TOURISM PARTICIPATORY PLANNING IN SAMUI ISLAND, THAILAND

Pongponrat K, Chantradoan N.J.

Tourism and Hospitality Management Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

ABSTRACT NOT AVAILABLE
MEDIA USAGE BY THAI INTERNATIONAL STUDENTS – AN EMPIRICAL SURVEY

Michael Grosch ¹ and Brian Philips²

¹Karlsruhe Institute of Technology
²Science Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: media, e-learning, higher education, tertiary education, web 2.0, learning media

The rise of the web 2.0 led to fundamental changes in the media usage behavior of students in higher education. As participants of international programs adopt new technologies very early, changes in media usage behavior should occur first among this group. To investigate these changes, a representative survey was carried out at Mahidol University International College (MUIC) in Bangkok, Thailand: using a fully standardized print questionnaire, 542 students were asked 143 questions about their media use for learning and close-by topics. Statistical analysis of the data included analysis of variance and comparing mean values by creating rankings of the different media services. It was aimed to find out, which services are used to what extent. It also was of interest if - due to their cultural background - Thai students prefer social and formal media services and on the other hand are averted to self-controlled learning with media. The results showed that web 2.0-media such as Google, Instant Messengers and Youtube are most often used by students not only during free time but also for learning. At the same time, traditional learning media such as printed handouts from teachers still form basic pillars in the learning environment of the students. Thai students seem to use social media for learning on a high level. But they also accept information media such as Wikipedia or online dictionaries, which support informal self-learning. The survey is part of an international research project. Currently 13 surveys are being carried out throughout Europe and Asia.

MODERNITY AND MODERNISM: SOCIETY AND THE INDIVIDUAL IN LINDSAY ANDERSON'S O DREAMLAND

Paul Cornelius

Fine and Applied Arts Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

ABSTRACT NOT AVAILABLE
MORE INEQUALITY, MORE CRIME? A PANEL COINTEGRATION ANALYSIS FOR THE UNITED STATES

Pandej Chintrakarn¹ and Dierk Herzer²

¹Business Administration Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

²Department of Economics, Helmut-Schmidt-University Hamburg, Holstenhofweg 85, 22043 Hamburg, Germany

Key Words: Inequality; Crime; Panel cointegration

This study employs state-level panel data to examine the effect of income inequality on crime in the United States. Using panel cointegration techniques, we find a significant negative effect of inequality on crime.

MUSEUM ARE PLACES OF VISITOR ATTRACTIONS

Ka Tat Nixon Chen

Tourism and Hospitality Management Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: Museum, learning, consumption, discourse

Museums are places of visitor attractions. Some museums can attract of visitors annually. To become visitor attractions, it is essential for museums to have a well-defined discourse which is the core of museums to attract visitors. A discourse is to give direction and meaning to museums. Through this discourse, visitors conceptualise and understand the world by large. To convey this discourse, museums have to look into the intra-relationship between the dual identities of museums: places of consumption and places of learning. These two identities do not contradict with each other, but supplement one another. As places of consumption, museums are to provide informal education to visitors. The significance of this paper is to illustrate the importance of museums to define a clear discourse which has to be relevant to their temporal and spatial context; in particular social and knowledge context of today’s visitors.

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MUSEUM ARE PLACES OF VISITOR ATTRACTIONS

Ka Tat Nixon Chen

Tourism and Hospitality Management Division, Mahidol University International College, Salaya, Buddhhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: museum, discourse, consumption and education

Museums are visitor attractions. Some museum can attract millions of visitors annually. In the fiscal year of 2010, more than 5.9 visitors visited the British Museum in London (British Museum, 2011) and more than 5.6 visitors visited the Metropolitan Museum of Art in New York (Metropolitan Museum of Art, 2011). To become visitor attractions, museums have to have a well-defined discourse which is the core factor to attract visitors. To convey this discourse, museums have to look into the intra-relationship between its dual identifies: museums as place of consumption and place of education.

A discourse is to give direction and meaning to museum. Through this discourse, visitors conceptualise and understand the world by large. This discourse shapes the vision, the mission and eventually the meaning of museum to societies. As places of consumption, museums have to look into their quantitative output: visitation rate. The visitation rate of museums is an important output which indicates the popularity of museum, the opportunity for museum to get more funds from government and sponsorship from charity organizations and the possibility of museum to appropriate facilities and features for their further development. To know factors which affect the visitation rate, museums have to know their consumptive nature. As place of education, museums have to look into their qualitative outcome; the diffusion of knowledge. Museums have long been compared to education institutes and libraries for their education role. Museum professionals, administrators, scholars and researchers commonly agree the importance of museums is to enhance the diffusion of knowledge. To facilitate learning of visitors while visiting museums, several models and theories were developed. To ensure visitors gained knowledge after visiting museums, museums ask visitors to fill in questionnaires of their learning experience after the visit.
These two identities do not contradict with each other; but supplement one another. As place of consumption, museums are not to become theme parks or entertainment centres. As places of education, museums are not to replace schools; but to provide informal education to visitors. To be place of consumption and education simultaneously, museums employ different tactics. Some emphasise on collecting and displaying masterpieces; some emphasise on installing digital interpretation techniques and some emphasise on involving the participation of visitors. These are to facilitate the conveyance of the discourse of museums to visitors.

This paper is not a benchmark study and it not to ask museums to adopt the tactics of other museums. Museums are different in background, nature scale, funding, structures and personnel. Museums are “impresarios of meaning performances” (Hein, 2000, p.65). Same object bears different meaning in museums of the same nature. A tribute can be labeled as a sign of friendship in history museum of the offered country or a sign of lost of dignity in a history museum of the offering country. An object can be adorned with new meaning in museum of different nature. In an art museum, the display of terra-cotta warriors which were ordered to sculpture by the first emperor of China can be praised for their cultural and artistic greatness; while in a history museum the same warriors can be instruments for museum and visitors to comment on the rule of the emperor. It is the discourse of museums that makes museums unique.

The research methodology used for this study was purely qualitative. The validity of this paper lays in those primary data collected through personal interviews with Directors and administrators of renowned museums such as the British Museum in London, the Victoria and Albert Museum in London, the Metropolitan Museum of Art in New York and the Asian Civilisation Museum in Singapore, and to be supported by secondary data from books. The data were related to the reasons of existence of museum and the core factor to make museums visitor attractions. The limitation of this paper was that this paper was written from the perspective of museums while not from the perspective of visitors. The significance of this study is to illustrate the importance of museum to define a clear discourse. This discourse acts as guidelines for museums to know its pedagogic and consumptive nature to design and to present its discourse. They form the basis foundation for museums to
be visitor attractions. Through these museums can communicate and inspire visitors.

(Presented at: The 5th International Colloquium on Tourism & Leisure, 9-12 July 2012, Bangkok, Thailand)
N-ACETYL-3, 5-DIBROMO-L-TYROSINE HEMIHYDRATE

Pakorn Bovonsombat¹, John Snyder², Francesco Caruso³ and Miriam Rossi²

¹Science Division, Mahidol University International College, Salaya, Buddhhamonthon 4, Nakhon Pathom, 73170, Thailand
²Department of Chemistry, Vassar College, Poughkeepsie, NY 12604-0484, USA
³Istituto Chimica Biomolecolare CNR, P.Ie Aldo Moro 5, 00185, Rome, Italy

Key Words: single-crystal X-ray study; T = 125K; mean a(C-C) = 0.004 Å; R factor =0.022; wR factor = 0.048; data-to-parameter ratio = 19.6

The title compound, C₁₁H₁₁Br₂NO₄·0.5H₂O, was prepared by an electrophilic bromination of N-acetyl-L-tyrosine in acetonitrile at room temperature. The two independent molecules do not differ substantially and a molecule of water completes the asymmetric unit. The synthesis of the title compound does not modify the stereochemical center, as shown by the absolute configuration found in this crystal structure. Comparison with the non-bromo starting material differs mainly by rotation features. For instance the H(methane)-C(chiral center)-C(methylene)-C(ipso) is 173.0(2)° torsion angle in one molecule and 177.3(2)° in the other, indicating a trans arrangement. This is in contrast with approximately 50° in the starting material. A short intermolecular Br...Br separation is observed [3.2938(3)Å]. The molecules in the crystal are connected via a network of hydrogen bonds through an N-H...O hydrogen bond between the hydroxyl group of the phenol of the tyrosine and the N-H of the amide of the other molecule and an O-H...O hydrogen bond between the hydroxyl group of the carboxylic acid and the oxygen of the carbonyl of the amide.

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NAVIGNATING THE CALL CENTRE SERVICESCAPE: PROBLEMATIC IVR SYSTEM USE & ITS IMPACT UPON THE SERVICE SYSTEM

Benjamin P.W. Ellway

Business Administration Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: Call Centre, IVR System, Servicescape, Spatial Metaphors, Customer Contact

Purpose- This paper is an exploratory investigation into confusion arising from customers’ use of the IVR system using the conceptual framework of the servicescape, and an examination of the resulting implications for the efficiency of the service system from the perspective of customer contact.

Design/ Methodology/ Approach- The paper draws upon observational evidence of live encounters between employees and customers from an interpretive study of work and service in a UK call centre. The language used by both customers and employees is examined with reference to the notion of spatial metaphors to interpret how the IVR system and service process are experienced.

Finding- Despite the absence of actual physical movement within the service process, customers appear to experience orientation and navigation. Yet, as an aural servicescape, the IVR system lacks physical or visual attributes that would normally enable a spatial representation of layout and signs to support purposeful movement through the service process. Incorrectly routed calls represent incorrect inputs into the highly decoupled front-office operations of the call centre, which in practice reconfigures planned pooled interdependence patterns into sequential ones.

Research limitation- Despite observing lives calls, direct interaction with customers, which would have enabled more detailed investigation into the phenomenon of technologically mediated virtual navigation, was not possible.

Practical implication- The use of IVR system must be acknowledged as potentially complex activity of orientation and navigation through a technological
system. Call centre must recognize the effects of problematic call routing (where calls arrive) upon the efficiency of service operations and service equality.

Originality/Value- The paper extends the servicescape framework to the domain of call centre service provision. While customers are not immersed in a physical or visual) servicescape, a preliminary theorization of their experience of the voice-to-technology interaction reveals the activity of navigation found in more conventional servicescape settings. The paper also offers a modest contribution to interdisciplinary service research by demonstrating how theoretical ideas originating from the fields of marketing and operations can be used in conjunction to analyse a service management problem.

(Presented at: The 3rd International Research Symposium in Service Management, 3-7 July 2012, University of International Business & Economics, Beijing, China)
ORAL HISTORY, MYTHOLOGY AND PERCEPTIONS OF THE WILDERNESS IN THE CONSTRUCTION OF ETHNIC IDENTITY IN NORTH-EAST KALIMANTAN

Christian Oesterheld

Social Sciences Division, Mahidol University International College, Salaya, Buddhhamonthon 4, Nakhon Pathom, 73170, Thailand

Considering the hybrid ethic labels of North-East Kalimantan with a particular focus on a variety of “Basap” groups, this paper addresses constructions of culture and wilderness in the self-perception of contemporary forest dwellers and settled Dayak groups in the region. Oral history accounts, as well as a number of paradigmatic mythologems in the coastal areas and the Mangkalihat Mountains indicate dynamic patterns of ethnic identity formation vis-à-vis historical and/or contemporary others whose savage features reassure one’s own ethnic groups’ cultural advantages.

Ever since their first mention in colonial ethnography, the “Basap” have been conceptualized as a distinct group of forest nomads, usually subsumed under the category of “Punans”, and a near lack of cosmological perceptions and religious practice has been noted. However, my paper argues that a wide rage of ethno-linguistic fragmentation among “Basap” groups can be demonstrated and a variety of ritual practices are observed by several of these groups, often rooted in fragile cosmologies, which transform recent historical developments into mythical realms. Tracing these processes of myth-making sheds new light on processes of (re)constructing ethnicity in East Kalimantan, as well as the dynamic intersection of myth and history in the region.

(Presented at: The 11th Borneo research Council conference, 25-27 June 2012, Universiti Brunei Darussalam, Bandar Seri Begawan, Brunei Darussalam)
PEDIATRIC FATALITY FROM GUN BLUING SOLUTION: THE NEED FOR A CHEMICAL EQUIVALENT OF THE ONE-PILL-CAN-KILL LIST

Chulathida Chomchai¹, Thanakorn Sirisamut², Uraiwan Silpasupagornwong³

¹,²,³ Science Division, Mahidol University International College, Salaya, Buddhhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: Gun Blue, Selenius acid, Fatal ingestion

Gun bluing solution is commonly used to polish guns and prevent rusting. The authors report a case of a 2-year-old boy who inadvertently ingested approximately 15 ml of his father’s Fox Gun Blue solution. The patient subsequently developed acidosis, hypotension, and coma. He died within four hours after ingestion. His plasma selenium level was 857 ng/ ml. A brief review of other reported ingestion of gun bluing liquid in both adult and children id also included.

(Published in: Journal of the Medical Association of Thailand, Vol.95, No.6, 2012, Page. 821-824)
PERSONAL EPISTEMOLOGY OF THAI UNIVERSITY STUDENTS AND THEIR PAST LEARNING EXPERIENCES

Takayoshi Fujiwara

Humanities and Language Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

The purpose was to explore the relationship between individuals’ personal epistemology and their past learning experiences. This study investigated the dimensional structure of the beliefs about knowledge and knowledge acquisition held by Thai university students. It further examined whether their epistemic beliefs were significantly different among the group of the Thai students with different educational experiences. The participants of this study (N=608) completed the 32-item Epistemic Belief Inventory (Shraw, bendixen, & Dunkle, 2002), by indicating how they agreed or disagreed with the statements about domain-general epistemic beliefs. The participants were undergraduate students studying in a Thai university, and they were all Thai native speakers and of Thai nationality. A five-factor structure was identified for the epistemic beliefs through a principal component analysis of the participants’ responses to the 32 items in the questionnaire. MANOVA identified a significant difference among the groups of students educated in different systems of secondary education in terms of three of the five identified factors. A significant difference was also identified between the two groups of students differing in their previous English language learning experience in terms of three of the five factors. No significant difference was identified among different age groups. The results suggest that students might have different epistemic beliefs if they received different education, even if they all share the same cultural backgrounds, including the native language. Thus, it is likely that education could make an impact on the development of the personal epistemology.

(Presented at: The 30th International Congress of Psychology, 22-27 July 2012, Cape Town, South Africa)
PHYTOSTABILIZATION OF A PB-CONTAMINATED MINE TAILING BY VARIOUS TREE SPECIES IN POT AND FIELD TRIAL EXPERIMENTS

Weeradej Meeinkuirt¹, Prayad Pokethitiyook¹, Maleeya Kruatrachue¹,², Phanwimol tanhan³, and Rattanawat Chaiyarat⁴

¹Department of Biology, Faculty of Science, Mahidol University, Bangkok, Thailand
²Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand
³Department of Pharmacology, Faculty of Veterinary Medicine, Kasetsart University, Bangkok, Thailand
⁴Faculty of Environment and Resource Studies, Mahidol University, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: phytostabilization, tree species, Pb, sand tailing, pot experiment, field trial experiment

The potential of 6 tree species (Leucaena leucocephala, Acacia mangium, Peltophorum pterocarpum, Pterocarpus macrocarpus, Lagerstroemia floribunda, Eucalyptus camaldulensis) for phytoremediation of Pb in sand tailings (total Pb>9850 mg kg⁻¹) from KEMCO Pb mine in Kanchanaburi province, Thailand, were investigated employing a pot experiment (3 months) and field trial experiment (12 months). In pot study E. camaldulensis treated with Osmocote fertilizer attained the highest total biomass (15.3 g plant⁻¹) followed by P. pterocarpum (12.6 g plant⁻¹) and A. mangium (10.8g plant⁻¹) both treated with cow manure. Cow manure application resulted in the highest root Pb accumulation (>10000 mg kg⁻¹) in L. floribunda and P. macrocarpus. These two species also exhibited the highest Pb uptake (85-88 mg plant⁻¹). Result from field trial also showed that Osmocote promoted the best growth performance in E. camaldulensis (biomass 385.7 g plant⁻¹, height 141.7 cm) followed by A. mangium (biomass 215.9 plant⁻¹, height 102.7 cm), and they also exhibited the highest Pb uptake (600-800 µg plant⁻¹). A. mangium with the addition of organic fertilizer was the best option for phytostabilization of Pb-contaminated mine tailing because it retained higher Pb concentration in the roots.

POSITIVE PSYCHOLOGY FOR STUDENT DEVELOPMENT: CROSS-CULTURAL CONSIDERATIONS

Ian McDonald

Social Sciences Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

The field of positive psychology has important implications for educators. There are simple exercises that increase student well-being and buffer against anxiety, depression and physical health problems. This presentation will describe the most effective interventions, review the research supporting their efficacy, give examples as to how they are being used, and discuss issues related to their use in non-Western cultures.

(Presented at: Asia-Pacific Association for International Education (APAIE) 2012 Conference and Exhibition, 4-6 April 2012, Bangkok, Thailand)
Aspergillus niger strain AK10 was found to efficiently produce mannanase on solid state culture. The cultivation was carried out on RBSM medium, composing of 250 gm of soybean meal, 250 gm of rice bran and 500 ml of mineral salt solution [0.1% K$_2$HPO$_4$, 0.02% MgSO$_4$, 0.01% CaCl$_2$ and 0.25% (NH$_4$)$_2$SO$_4$], and incubated at 35º C for 3 days. After the crude extract was purified through two steps of column chromatography; i.e. CM-Sephadex C50 ion-exchange and Sephadex G-100 gel filtration, the partial purified AK10 mannanase showed a single band on SDS-PAGE with a molecular weight of 83.4 kDa. The enzyme worked best when the reactions were carried out at temperatures of 60-70ºC or at pH6-7, respectively. After 1-hr storage at various temperatures and pHs, 80% of the original activity was retained when stored under the conditions of either 40-60ºC or pH5-7. The activity of AK10 mannanase slightly decreased when exposed to 1 mM of each of Co$^{2+}$, Cu$^{+}$, Fe$^{2+}$, K$^+$, Mn$^{3+}$, or Mg$^{2+}$ ions. On the contrary, Zn$^{2+}$ ion was found to slightly enhance both the activity and stability of the enzyme. Digestion of plant raw materials used as animal feed ingredients with the crude enzyme extract from the AK10 solid culture could help increasing the available nutrients for animal intestinal absorption.

REASSESSING THE DETERMINANTS OF VIOLENT CRIME RATES: NEW EVIDENCE

Rattakarn Komonrat

Business Administration Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: Crime, Development economics, Fixed effects model, Human resource management, Labor economics, Welfare economics

The objective of this study is to reassess the determinants of crime rates using panel data on 48 U.S. states from 1982-2003. These factors are income inequality, per capital gross state product, the proportion of the population with at least a college degree, per capita expenditure on police protection and unemployment rate. The results indicated that income inequality index had positive and statistically significant impacts on violent crime rate while per capita expenditure on police protection had negative and statistically significant impacts on violent crime rate.

REASSESSING THE IMPACT OF THREE-STRIKES LAWS ON CRIME RATES IN U.S. STATES

Pandej Chintrakarn

Business Administration Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: Crime, Development economics, Fixed effects model, Human resource management, Labor economics, Welfare economics

Understanding the underlying causes contributing to crime is an important research and policy question. The three-strike laws have been in effect in 24 U.S. states and the federal government since their passage between December 1993 and January 1996. The objective of this study is to explore the impact of three-strikes laws on crime rates using panel data on 48 U.S. states from 1982-2003. Controlling the effects of per capital gross state product, the proportion of the population with at least a college degree, per capita expenditure on police protection and unemployment rate, the results indicated that three strikes laws had no statistically significant impact on crime rates. The results implied three-strikes laws failed to reduce crime in U.S.

RECREATIONAL DRUG ABUSE IN THAI TEENAGERS

Chulathida Chomchai

Science Division, Mahidol University International College, Salaya, Buddhhamonthon 4, Nakhon Pathom, 73170, Thailand

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. The most popular are methamphetamine or “Ya ba” and the over-the-counter cough suppressant, dextromethorphan. Both of these stimulants have gained enormous popularity among Thai teenagers, because of their availability and affordability. Their use among young, adolescent females have resulted in unwanted pregnancy, as well as peri-and post-partum complications for both mother and child. The long term medical, social and emotional ramification of such cases is far-reaching and difficult to mitigate.

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 Chinnawat 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 200 THB and there have been a few case of Ritalin® intoxication seen in the ED during that time. Users are usually young men and their wives and use during pregnancy is common.

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 were 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 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 supported ‘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 chemical.

RE-MAKING THE MEMORY OF BOGYOKE AUNG SAN OF BURMA

Marja-Leena Heikkilä-Horn

Social Sciences Division, Mahidol University International College, Salaya, Buddhhamonthon 4, Nakhon Pathom, 73170, Thailand

ABSTRACT NOT AVAILABLE
SENSITIVITY ANALYSIS ON THE IMPACT OF GLOBALIZATION ON HEALTH

Pandej Chintrakarn

Business Administration Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

**Key Words:** International technology diffusion, globalization, health

This study checks the robustness of Chintrakarn (2011)’s finding. Using larger set of control variables, the impacts of social globalization and global medical technology diffusion on several population health measures become statistically insignificant except for the case of infant mortality rate where the global medical technology diffusion continues to exert a significant, negative effect.

*(Published in: European Journal of Scientific Research, Vol.69, No. 1, 2012, Page. 87-90)*
SOUTH ASIAN INFLUENCE ON THAI CULTURE AS EXEMPLIFIED BY SACRED DECORATIONS IN BANGKOK TAXICABS

Dale Konstanz

Fine and Applied Arts Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: Thailand, Cultural Influences, Taxis

Background: Today, much of what we consider to be Thai has been adopted from neighbors, including India and Sri Lanka, and then transformed to become distinctively Thai. Much of the decorative art, including religious icons inside Bangkok taxis, have their origins in South Asia. In Thai cabs, you will find images of Ganesh, Hanuman, Garuda, Brahma, and the Buddha in the Gandhara style, as well as incantation cloths in the tantric tradition and Hindu-looking festoons of yellow marigolds.

Methods and Conclusions: Over the past four years, the objective of my research has been to document the religious, superstitious, and popular culture paraphernalia inside Thai taxis. I have done extensive fieldwork related to this subject, including taking thousands of photographs of the various charms and talismans that Thai taxi drivers believe bring them luck, protection, and prosperity. My research methodology included taking innumerable taxis, questioning Bangkok cabbies about the objects in their cabs, interviewing experts in the fields of Thai archaeology and art history, and studying books and articles related to the topic. My presentation would include visuals highlighting my own photographs of good luck charms in Thai taxis and would be augmented with background information based on my findings about the talismans in the photographs.

SPECIAL CONSIDERATIONS IN THE MANAGEMENT OF SNAKE BITE PEDIATRIC PATIENTS

Chulathida Chomchai

Science Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

ABSTRACT NOT AVAILABLE
STIMULANT METHAMPHETAMINE AND DEXTROMETHORPHAN USE AMONG THAI ADOLESCENTS: IMPLICATIONS FOR HEALTH OF WOMEN AND CHILDREN

Chulathida Chomchai & Boonying Manaboriboon

Science Division, Mahidol University International College, Salaya, Buddhhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: Methamphetamine. Dextromethorphan. Adolescent. Recreational drugs. Thailand

For over a decade, amphetamine-type stimulants have made their way into the adolescent culture of Thailand. Coupled with the more recent emergence of the legal, over-the-counter cough medicine dextromethorphan (DM), they represent the most commonly abused substances among Thai youths today. Methamphetamine is the second most popular drug of abuse in Thailand, the first being cannabis. It is available in the crystalline version, ICE, and the less pure methamphetamine tablets. The tablets are frequently crushed and smoked. Its use has gained enormous popularity among teenagers and young adults, including women of child-bearing age. As such, it has become the most common drug being detected in the urine of peripartum women, resulting in peripartum and postpartum complications for both mother and child. DM is a newer drug which has gained popularity among middle school and high school students due to its easy availability as a single product over the counter. It is usually taken with soft drinks at parties and gathering. It is metabolized by CYP4502D6 to dextrorphan, the substance responsible for the feeling of euphoria. Consequently, those who are poor metabolizers often experience the “negative” effects associated with the drug. The recreational use of methamphetamine and dextromethorphan in teenagers and young adults in Thailand is a serious problem. Recognizing not only the toxicological but also the emotional and psychosocial impacts of these drugs on Thai youth is an integral part of approaching the problem.

(Published in: Journal of Medical Toxicology, Official Journal of the American College of Medical Toxicology, Vol. 5, No. 3, 2009)
STIMULANT METHAMPHETAMINE AND DEXTROMETHORPHAN USE BY THE THAI YOUTH

Chulathida Chomchai

Science Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Introduction - 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 Chinnawat 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: The 10th Scientific Congress of the Asia Pacific Association of Medical Technology, 12-14 November 2011, Penang Malaysia)
This study explored the turn-of-the-year and portfolio-rebalancing effect in emerging markets by forming twenty equally weighted portfolios ranked by market equity and firm’s risk. The medium-size firm quintile was the least risky and was strongly positively significant in risk-return relationship. Moreover, even in those Januaries for which the market return was negative, small firm returns were positive and they were more positive the lower the beta. However, there is no supportive evidence that portfolio-rebalancing effect occurs during the period.

(Published in: Journal of Applied Sciences, Vol. 12, No. 8, 2012, Page. 761-767)
SURFACE-MODIFIED POLYETHYLENE FILM AS AN INDICATOR FOR HEAVY METAL CONTAMINANTS

Chayanant Hongfa

Science Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

ABSTRACT NOT AVAILABLE
SUSTAINING THE PULSE

Ramesh Boonratana, John R. Fellowes, Michael W.N. Lau, Ng Sai Chit, Bosco P.L. Chan, Andy Brown

Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

ABSTRACT NOT AVAILABLE
THAI UNIVERSITY STUDENTS’ BELIEFS ABOUT CHEMISTRY AND LEARNING CHEMISTRY RELATIONSHIPS BETWEEN EPISTEMIC BELIEFS AND PAST LEARNING EXPERIENCES

Takayoshi Fujiwara

Humanities and Language Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: Epistemic beliefs, beliefs about chemistry, learning experiences, Thai university students

Short Description- A questionnaire survey demonstrated that students’ past learning experiences were related to the formation and development of their epistemic beliefs about chemistry and learning chemistry.

Longer Description- The purpose of this study was to examine how similar Thai university students were to the experts in chemistry in terms of their beliefs about chemistry and learning chemistry. The study was also identify the relationships between the epistemic beliefs and individuals’ characteristics. The participants (N=319) were undergraduate students studying in a Thai university. They were all Thai native speakers and of Thai nationality. The participants completed 50-item questionnaires, the chemistry version of Colorado Learning Attitudes about Science Survey (CLASS-Chem) developed by Barbera, Adams, Wieman and Perkins (2008). The Thai students were less expert-like than the American students in terms of their beliefs about chemistry and learning chemistry. The levels of similarity were significantly different among the groups of the Thai students differing in their subject majors and high school type. Through principal component analysis, a three-factor structure was identified for the beliefs. At those three identified dimensional levels, the beliefs were significantly different only among the students majoring in different subject areas. It appears that the students’ past learning experiences in chemistry, science, and also in general, could be the key factor for the formation and development of their beliefs about chemistry and learning chemistry. It is likely that education could make an impact on the development of the epistemic beliefs about the subject area.

THAILAND'S HUMAN RESOURCE COMPETENCIES IN AIRLINE SERVICE QUALITY: VOICES FROM THE AIRLINE INDUSTRY

Walanchalee Wattanacharoensil\textsuperscript{1} and Chanin Yoopetch\textsuperscript{2}

\textsuperscript{1,2}Tourism and Hospitality Management Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

**Key Words:** Airline industry, human resources, service quality, competencies

Service quality is one of the major factors in obtaining a competitive advantage for airlines and is achieved by fostering highly competent human resources in all operations. Through this article the authors explore Thai competencies in human resources and service quality on the airline industry's ground operations at Suvarnabhumi International Airport in Thailand. The Employment and Training Administration competency model developed by the United States Department of Labor, SERVQUAL, airline surveys, and academic articles about airlines were used to frame the scope of questions on service quality competencies. The results highlight many high competencies of participating Thai employees, but also indicated certain competencies that require improvement and attention from managers to improve airline service quality. The findings also identified the use of handling agents as a major factor that potentially limits airline service quality. On the basis of the findings, it is suggested that (a) to make employees aware of their outstanding performance, managers should show appreciation to and encourage employees; (b) to enhance service quality performance, effort is needed to improve discipline and communication; and (c) handling agents should provide necessary training to their staffs.

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THAKSIN

William J. Jones

Social Sciences Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

ABSTRACT NOT AVAILABLE
The Sky Train in Bangkok, opened in 1999, was developed in response to the city’s dire traffic and pollution problems. Jenks (2003) argues that this has created two separate worlds—the global one above the transit lines with connections to international facilities and the local one below. In terms of living spaces, these connections are to the many exclusive condominiums that have been built close to the Sky Train stations. These transit orientated developments are often built, particularly in light of the recent extension of the train lines into more peripheral and working class areas, in locations with little aesthetic value to attract buyers apart from the fact that they are close to the Sky Train. Given these circumstances, this paper aims, by making reference to those developments now being built further away from popular leisure and work destinations and facilities in the center of the city, to assess how place-identity is constructed by the developers for these condominiums, and to explore the extent to which this identify fosters either a ‘separation’ or ‘connection’ with the local area. As a first step in this process, an attempt is made to conceptualize the link between home, journey and destination and its ‘separateness’ from the surrounding environment by drawing on what Atkinson and Flint (2004) term ‘time-space trajectories of segregation’. Following this, an analysis is made of the narratives contained in the marketing websites of the condominium developments in order to examine the connections that are promoted within this material. The paper concludes that the local environment is neglected in favour of emphasizing connections to the cultural, business and financial icons of the central city and this may have implications for the extent to which the new residents have a connection to the locality.

(Presented at: The 3rd International Academic Consortium for Sustainable Cities Symposium, 8 September 2012, Faculty of Architecture and Planning, Thammasat University (Rangsit Campus))
THE CONTRIBUTION OF SOLUTIONS TO THE CHINESE LANGUAGE POLICY PROBLEMS IN THAILAND TO THE GLOBALIZATION OF CHINESE LANGUAGE

Prateep Wongverayut

Humanities and Language Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: Thailand; Chinese language promotion; problems; solving method

This article’s objective is to examine the current situation of the promotion of Chinese language in Thailand, such as the storage of qualified Chinese teachers, old teaching method, and lack of good Chinese textbooks. The main reason is the lack of unity in promoting Chinese instruction among various educational government agencies that fall under purview of the Ministry of Education in Thailand. This has caused the Ministry to create a policy that is both fragmented and ineffective. In addition, this paper will suggest solutions to these problems, such as the centralization of all Chinese language policy decisions into one governmental organization, the training of local Chinese teachers, the development of quality Chinese language textbooks that target Thai learners, and the encouragement of educational cooperation between Thai and Chinese governments, which will strengthen the promotion of Chinese language in Thailand. Finally, it proposes some recommendations which will strengthen the global Chinese language promotion in an international arena.

(Presented at: The 10th International Conference on Chinese Language Pedagogy, 27-29 June 2012, Zhejiang University, Hangzhou, Chinese)
THE EDUCATION ROLE OF MUSEUMS: FROM LEARNING CENTRES TO VISITOR ATTRACTIONS

Ka Tat Nixon Chen

Tourism and Hospitality Management Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Museums are learning centres. Ever since the second half of the 20th century, most museums started to see the importance of their role was to enhance the diffusion of knowledge. In 1974, The international Council of Museums defined education was an important function of museum (Hein, 2000). In 1992, the landmark report of the American Association of Museums, Excellence and Equity confirmed the importance of educational role of museums (Roberts, 1997). Museum researchers, Dierking and Falk (2000), and scholars, Hein (1998) and Hooper-Greenhill (2004) commonly stated that museums were important centres for learning. Museums are to satisfy the learning needs of people (Dierking and Falk, 2000). Museums are not to provide formal education to visitors. Museums are to provide informal education to visitors. Owning to visitors are not obliged to visit museums; visitors are free to visit any section that they are interested in while they visit museums, and visitors are flexible in spending their time inside museums, museums are not to provide formal education to substitute school education.

Museums being learning centres which aim to provide informal education to visitors, some can attract millions of visitors annually. In the fiscal year of 2010, more than 5.9 visitors visited the British Museum in London (British Museum, 2011), more than 5.6 million visitors visited the Metropolitan Museum of Art in New York (Metropolitan Museum of Art, 2011), and the actual visit to the collections of Victoria and Albert Museums at the site of the museum in London and to the touring exhibitions organized by the museum within and without the United Kingdom were around 5.1 million (Victoria and Albert Museum, 2011). The visiting rate of museums is an important yardstick for people to measure the popularity of museums, for government and charity organizations to provide funding to museums and for museums to appropriate facilities and features for further development.

This paper is to look into the nature and role of education in museum that contributes to museums as places of visitor attractions.

(Presented at: The 18th Asia Pacific Tourism Association 2012, 25-28 June 2012, Taiwan)
THE EDUCATIONAL ROLE OF MUSEUMS: FROM LEARNING CENTRES TO VISITOR ATTRACTIONS

Ka Tat Nixon Chen

Tourism and Hospitality Management Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: museums, education, entertainment, involvement, decipherment

Museums are to educate. They are learning centres to provide informal education to satisfy learning needs of people. The common challenges of today’s museums are the massive changes in the environment within which museums work, the complex social and cultural context of museum visitors, and increased competitions from centres and activities of amusement such as theme parks, playgrounds and digital games. To meet these challenges, museums have to keep abreast with new ideas and new practices to appropriate their educational context. This paper is to look into the appropriation of museum education to the current temporal and spatial context of museums to uphold their educational role and to make museums visitor attractions. To be learning centres and to attract visitors, current museum education has to be entertaining, to involve visitors as co-owners of the process of learning and to decipher relevant meaning of museums to visitors, societies and the world.

(Published in: The 18th Asia Pacific Tourism Association Conference, 2012, Page. 44-53)
THE EFFECT OF AN AUDIT FIRM'S BRAND ON SECURITY PRICING

Thanyawee Pratoomsuwan

Business Administration Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: Underpricing; Audit quality; Initial public offerings; Emerging markets; Auditing; Brands; Thailand.

Purpose – The purpose of this paper is to examine the demand for high quality auditors and the effect of their brand names on a security's pricing at the time of its initial public offering. Because the Thai capital market is highly regulated, especially in terms of auditor selection (i.e. the Thai Security and Exchange Commission provides a list of individually qualified auditors and underwriting firms that the issuing firms have to choose from), it is therefore of interest to look at the demand for reputable audit firms and the importance of reputation capital in the signaling mechanism.

Design/methodology/approach – Data were collected from 100 issuing firms that went public between 2003 and 2008. Logistic regression and OLS regression were applied to test the relationship between the use of reputable audit firms and the level of underpricing of new issues. The demand for reputable audit firms in this highly regulated capital market is also examined.

Findings – The results suggest that only the newer large firms will select the higher quality audit firms, namely the Big Four. Furthermore, the role of the audit firms in the signaling model is also examined. The findings illustrate that new security issues are underpriced less when they engage Big Four audit firms, but there is no significant association between the underwriter and the level of underpricing. However, this relationship becomes more negative when Big Four audit firms and prestigious underwriters are both employed.

Research limitations/implications – The findings confirm the auditor's significant signaling role. Therefore, when the choice of an auditor and underwriter is restricted, the issuing firms should consider hiring reputable audit firms, rather than prestigious underwriters, at the time of the initial public offering. Potential investors could also use the interpretations of these findings to make rational investment decisions.

THE FOREIGN EXCHANGE RATE EXPOSURE AND THE VALUE OF THAI FIRMS

Patchara Niyomsub¹ and Pandej Chintrakarn²

¹,² Business Administration Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: Exchange Rate, Firm Value, Thai Firms

In contrast to previous studies of advanced economies, the relationship between Thai firms value and contemporaneous exchange rate was strong. We found that model improved when the interval of analysis horizon sample was longer. Inclusion of lagged effective exchange rate improved the model fitness. Characteristics of each individual firm did have the implication on the level of exchange rate exposure.

THE GLOW SHORT FILM

Bryan Ott and Aaron Schmidt

Fine and Applied Arts Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

ABSTRACT NOT AVAILABLE
THE IMPACT OF BLENDED E-LEARNING ON UNDERGRADUATE ACADEMIC ESSAY WRITING IN ENGLISH (L2)

Nicholas Ferriman

Humanities and Language Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: computer-mediated communication; cooperative/collaborative learning; country-specific developments; improving classroom teaching; post-secondary education

This paper describes a quasi-experimental study into the impact of a blended e-learning environment on academic writing assignments in English (L2) at a Thai international college. An experimental group of 15 students used an on-line bulletin board, as well as face-to-face (F2F) communication in class, to share information for essay topics they were preparing. The control group of 15 students, constituted from two smaller classes, used only F2F for the same task. The experimental and control groups were then compared on three variables for each of the three essays they wrote: number of references used; word count; essay score. The research hypothesis was that the use of the bulletin board would compensate for the larger class size of the experimental group and result in no difference in performance between the two groups. Results indicated that the experimental group had higher means on six of the nine outcomes, though these were not statistically significant, suggesting that the bulletin board may have more than compensated for the larger class size. The discussion includes consideration of how better control over the experimental conditions might lead to greater leverage of an on-line bulletin board as part of a blended learning environment.

(Published in: Articles in press, Computers and Education, 2012)
THE IMPACT OF REGULATION ON ANTI-TAKEOVER DEFENSES: AN EMPIRICAL STUDY

Pornsit Jiraporn\textsuperscript{1} and Pandej Chintrakarn\textsuperscript{2}

\textsuperscript{1}School of Graduate Professional Studies, Pennsylvania State University

\textsuperscript{2}Business Administration Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

We investigate the impact of regulation on anti-takeover defenses for a large sample of U.S firms. We document that financial firms deploy significantly fewer anti-takeover defense mechanisms than do industrial firms. On the contrary, utility firms employ just as many defense mechanisms as industrial firms. Although both financial and utility firms are regulated, it appears that the effects of their regulations on takeover defenses are dissimilar.

THE INTERPRETATION OF NATIONAL HISTORY THROUGH TWO NATIONAL MUSEUMS IN SOUTH EAST ASIA: WHAT HISTORY? WHOSE HISTORY?

Ka Tat Nixon Chen

Tourism and Hospitality Management Division, Mahidol University International College, Salaya, Buddhhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: National history, national museums and memory

Museums have long been compared to universities and libraries for their educational role. The role of a national museum as an educational institute becomes sensitive because a national museum bears two special missions simultaneously. On the one hand, a national museum has to foster a sense of belonging of local visitors towards their nation. On the other hand, a national museum has to introduce and to formulate an identity of its nation to foreign visitors. To interpret the national history of its country is a common means through which a national museum tries to fulfill these missions. A national museum is a mnemonic site. It is to select and to interpret historical events of its nation so as to influence and to ignite the memory of visitor. A national museum is a time builder. It is to build a trinity of time to link visitor with the past, the present, and the future of its nation. This paper is to look into the way Malaysia and Thailand interpret their national history through their national museums respectively. The two museums select and interpret historical events to mould the knowledge, the understanding, the cognition and eventually the memories of visitors. Based on a situation that these national museums deliberately influence the memory of visitors, this paper raises the concern of the role of these national museums as interpreters of their national history, and questions the validity of these national museums as mediators of past and future.

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THE MEMORY MACHINE

Millie Young

Fine and Applied Arts Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

This Abstract aims to explore the mechanisms employed in recording and collating stories from material gathered during the floods in Thailand 2011 and the processes used to create an animated documentary piece.

It will explore issues of:

i) Materiality in terms of personal oral history with regard to memory. Authentic representation and accountability.

ii) Materiality- with regard to issues of actual material loss and memorial loss caused by the events

iii) Materiality- and the regard of construction medium being representative of the message

iv) The mechanics of creating a narrative from memories

Oral History, and History itself, is merely a selective interpretation of factual events reproduced with a bias. Oral history is conventionally the domain of the poor, often illiterate and uneducated. Their personal experiences, which often are shaped by the factual historical events, are often not considered or attractive in the conventional Historical account.

Thailand’s annual monsoon floods in 2011 created an unprecedented disaster with an estimated 800 million cubic metres of flood-water displacing millions of people. The events unfolded over three months, yet the media focus only brought attention to it when the capital itself was inundated. The recorded history will no doubt focus on the mismanagement of the water flow through Bangkok, as well the political repercussions resulting from this.

I too was displaced and ended up camping in Ayutthaya with 70 elephants and mahouts and their families. Their personal experiences are both epic and exhausting, as well as inventive and enduring. A microcosm of the macro events.

THE NATURE OF THE HOTEL MANAGEMENT CONTRACT (HMC) OPERATIONS IN THAI HOTEL INDUSTRY

Veerades Panvisavas

Tourism and Hospitality Management Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: hotel management, hotel management contract, Thai hotel industry

Currently the use of management contracts is popular throughout not only the world but also in Thailand, as a mechanism for separating the ownership of hotel properties and their management. This research examines the issues associated with management contracts, in particular, concerns with the nature of the hotel management contract operations in the post-contract signing stage. From the extant literature, a research question is identified and subsequently investigated. The perceptions of Thai hotel owners and/or their representatives, hotel general managers and exclusives of the head/regional office of the hotel management company had been explored though the semi-structure interview. The research findings suggest many of the issues are broadly in line with those reported in previous studies undertaken. However, there is evidence of some important variations and these would appear to be driven by the Thai cultural context which places greater emphasis upon relational and subjective factors than typically found in traditional hotel markets such as the USA.

(Presented at: The 1st Contemporary Tourism and Hospitality Research Conference, 9-10 August 2012, Pullman Raja Orchid Hotel, Khon Kaen, Thailand)
THE RESEARCHER YOU ARE IS THE PERSON YOU ARE

Douglas Rhein

Humanities and Lague Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

The misguided polarization of research, the quantitative vs. qualitative debate in academia, is just as divisive and unnecessary as the nature vs. nurture debate among psychologists. More introspection and analysis of the factors which influence our composition of self and similar analysis of research goals or our intended research path are crucial for academics publishing today. This presentation will begin with a discussion of the quantitative and qualitative approaches to research, the paradigm wars, and our understanding of knowledge and then introduce theoretical approaches and paradigms to educational research which are most applicable to modern research interests.

(Presented at: Asia-Pacific Association for International Education (APAIE) 2012 Conference and Exhibition, 4-6 April 2012, Bangkok, Thailand)
THE ROLES OF EMPLOYEE LEARNING, EMPLOYEE CREATIVITY ON JOB SATISFACTION: EVIDENCE FROM THE AIRLINE INDUSTRY

Chanin Yoopetch

Tourism and Hospitality Management Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

This study examined the vital roles of employee learning and employee creativity on job satisfaction. Data were collected from 405 employees working in the airline companies in Thailand. The construct validity of the measures was assessed through the use of confirmatory factor analysis. The results of the study revealed the significant relationships among employee learning, employee creativity and job satisfaction. Practical implications for the airline industry were provided and directions for further research studied were also discussed.

(Presented at: The International Journal of Arts & Sciences, 1-5 April 2012, Austria Trend Hotel Ananas, Sonnenhofgasse 8-10, 1050 Vienna, Austria)
TOWARDS A GREATER UNDERSTANDING OF THE EFFECTIVENESS OF REFLECTIVE JOURNALS IN A UNIVERSITY LANGUAGE PROGRAM

John Brain Power

Humanities and Language Division, Mahidol University International College, Salaya, Buddhhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: student feedback, critical reflection, defining reflection, scaffolding assessment

This paper investigates the effectiveness of using reflective journals in a university language program, through written student feedback, in-class discussion, and the author’s observations and experience of their use over a period of three college semesters. Students in the English Language Studies Program at Mahidol University International College primarily had used journals for recording course content with a view to revision for the final exam and journal entries were therefore mainly descriptive. The paper assesses the lessons learned from incorporating reflection into the curriculum during this period and the author’s attempts to provide a more effective framework for critical reflection during this time. Factors that may contribute to the quality of student reflection include defining reflection and clarifying its purpose, and providing scaffolding, such as feedback and guidelines on assessment. Teachers need to apply flexible frameworks for reflection depending on the contexts.

TRANSFER OF LEARNING AND ITS ASCENDANCY IN HIGHER EDUCATION: A CULTURAL CRITIQUE

Jonathan H. Green

Humanities and Language Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: higher education; transfer of learning; cultural diversity; social equity

Transfer of learning has long been posited as a goal of education. Recent ideological developments have raised transfer’s prominence in higher education: increasingly, universities measure their success by the transferability of graduates’ skills and knowledge to the workplace. A cultural matrix of social psychology provides an alternative discourse, holding that many psychological characteristics and values that underpin transfer are based on assumptions that may not apply universally and that, accordingly, transfer may not be the central goal that it is frequently assumed to be. This discussion presents a critique on an adherence to transfer that ignores values that may be equally important to students’ personal and social development. In so doing, it advocates the application of the cultural matrix to the theory of transfer of learning. It concludes that, paradoxically, recognition of divergent cultural values from around the globe, including the East, may guide universities back to the western cultural tradition of a liberal education.

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UNDERMINING UNIVERSALISTIC PRECONCEPTIONS OF THE HERO AND MORALITY

Paul Cornelius

Fine and Applied Arts Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

ABSTRACT NOT AVAILABLE
UNIVERSITY SOCIAL RESPONSIBILITY: MORE THAN JUST GIVING

Ramesh Boonratana

Science Division, Mahidol University International College, Salaya, Buddhhamonthon 4, Nakhon Pathom, 73170, Thailand

In the last two decades or so, there have been much discussions and emphasis on the roles and obligations of business, especially large corporations, in their contributions to the well-being of their employees and their employees’ families, the local communities, and the wider society. These obligations and commitments are referred to as the Corporate Social Responsibility (CSR). In some countries, CSR is mandatory by law, while in other CSR is mostly voluntary. A university, in many ways can be likened to a corporate, likewise obligated to fulfill its social responsibility. In fact, universities have always been fulfilling this role, primarily through the provisioning of knowledge and skills to their students, and through their research outputs. However, a University’s Social Responsibility (USR) goes beyond these, and many universities have implemented measures and activities aiming to contribute further to a better society. In addition, a university is unique in the sense that its large body or employees and students has frequently made, on their own initiatives, contributions to the society. Furthermore, while most tend to view social responsibility as ‘giving’, it is also important to include ‘preventing’ into one’s social responsibility, i.e. measures put into place to mitigate, or ideally avoid, one’s existing or potential negative impacts. Hence, for social responsibility to be truly effective and beneficial to all, it is imperative that a university (or even a corporate) reduces or avoids its negative impacts, here typically grouped into social, cultural, economic, and environmental impacts. Drawing from personal observations and experience, and those arising from discussions with colleagues, this paper aims to outline and discusses the negative impacts and aspects of its overall functioning and practices that likely hinder a university from fully realizing its potential USR contributions.

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UNIVERSITY SOCIAL RESPONSIBILITY THROUGH PARTICIPATORY RESEARCH APPROACH: WHEN ‘ACADEMIC’ MEET ‘COMMUNITY’

Kannapa pongponrat

Tourism and Hospitality Management Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Providing knowledge to people is a major role for the university as people are one of the most important resources to invest for country’s sustainable development. However, knowledge should not be provided only in classroom within a campus but also extended to community-wide as social responsibility.

Participatory development approach, a major approach for sustainable development, is recently implemented in various action research projects launched by different universities. This is to transfer knowledge from academic world into real-life circumstance, focusing on better quality of life of people by putting theories into action.

This paper address a case study of participatory research project of wastewater management in Phi Phi Island, Thailand. This project is carried out by multi-expert in one research team from different universities. The case study mentions on participatory processes and techniques used. Factors that help to generate effective participatory approach are identified. The case study emphasizes on how ‘academic’ work with ‘community’ to generate significant knowledge and practices that really meet the needs of people and their community. Lessons learned are also provided for future improvement.

(Presented at: APAIE 2012 Conference and Exhibition, 4-6 April 2012)
USING POSITIVE PSYCHOLOGY EXERCISES IN THE ESL CLASSROOM TO IMPROVE STUDENT WELL-BEING

Ian McDonald

Social Sciences Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

ABSTRACT NOT AVAILABLE
UTILIZING SOCIAL CONSTRUCTIVISM IN AN E-LEARNING ENVIRONMENT TO DEVELOP HIGHER ORDER COGNITION IN MONOLINGUAL ASIAN CLASSROOMS

Edward Rush and Andrew Matthews

Preparation Center for Languages and Mathematics, Mahidol University International College, Salaya, Buddhhamonthon 4, Nakhon Pathom, 73170, Thailand

This paper will argue that widely accessible forms of collaborative writing technology such as “Google Docs” can facilitate the social constructivist approach to learning. These applications can be of particular use in monolingual Asian classrooms where students tend to exhibit low level of engagement and interaction in classrooms. Traditionally, even in “international” programs where constructivist approaches are valued, writing is an independent act, which only employs technology as method of input. Where peer editing does occur, it tends to be delayed and involves relatively little interaction. However, interactive writing technology affords students a crucial opportunity to write publicly in “real time” so that they can negotiate understanding and meaning during the act of creation. An important difference between traditional “group writing” activities and this approach is that the whole class is able to participate at the same time and receive constant individualized and targeted feedback from the teacher and from peers. The suggested framework is not limited to writing but can be extended to activities like discussion and pronunciation. This paper will demonstrate an approach that has been used at a Thai university preparation center with regard to a task concerning the ethics of safe injecting rooms.

(Presented at: The 2nd International Conference on Leadership in Pedagogies and Learning 2012, 4-5 August 2012, Brisbane, Australia)
VALUE-DRIVERS FOR ELECTRIC AND ELECTRONIC COMPANIES IN THAILAND

Benjalux sakunasingha

Business Administration Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Value-based management (VBM) is a set of management tools which relies on value creation concept in maximizing wealth or value for shareholders. In this paper, business value-oriented concept is studied in Electric and Electronic companies in Thailand. The Electric and Electronic industry in Thailand account approximately for 1993 companies in year 2011, and brings in about 15% of the country’s export value (Office of Export Promotion, 2011). Hence, electric and electronic products are a crucial part of the Thai economy. Value-orientation of the management is this industry has not been sufficiently researched. This paper summarizes a research which examined the importance of the VBM tools for Electric and Electronic firms and explored the motivation and benefits for managers to implement such tools in conducting their business.

A qualitative (field study) method was used in this research in an attempt to find out why and how VBM was implemented in Thai Electric and Electronic companies to create value. The researchers examined whether the management focused on creating value and explored their motives for value creation. The research was conducted using in-depth interviews with some Thai Electronic firms’ managers who participated in the NEPCON Thailand 2011. The NEPCON Thailand 2011 was arranged in June 2011 and approximately 350 brand-name companies from 22 countries participated in this event. The researcher interviewed only six Thai participants, some were top managers of corporations and some were entrepreneurs.

The result identified some internal and external factors as value-drivers for the implementation of VBM in Thai Electric and Electronic companies. This research found that managers are aware of the significance of implementing value-oriented strategies and integrated value creation concepts into their strategic planning process. In addition, this research also found out the three key value drivers in Thai electric and electronic companies, which are, sales growth, operating effectiveness, and green productivity, respectively. Researchers suggest more research on value-drivers and their effect on Thai Electric and Electronic companies.

(Presented at: The 12th International Conference on Knowledge, Culture and Change in Organizations, 6-8 July 2012, University Center, Chicago, USA)
VERTICAL INTEGRATION IN THE U.S. PAPER INDUSTRY

Pandej Chintrakarn¹ and Paan Jindapon²

¹ Business Administration Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

² School of Economics, Bangkok University, Klong-Toey, Bangkok 10110, Thailand

Key Words: Vertical Integration, Paper Industry

This study finds an evidence of the effect of transaction costs on vertical integration. Based on data on paper mill capacity in 11 states in 1982 and 1992, transaction costs have a positive effect on vertical integration if the resources for producing pulp are relatively limited, and the effect is smaller as the resources increase. These results are consistent in both OLS and logit estimation in which continuous measure and discrete measure of vertical integration are used as dependent variables, respectively.

VIETNAM’S COLD WAR HERITAGE, WORKERS’ STATE IDEOLOGY AND WORKER PROTECTION

Eugene Jones

Social Sciences Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

ABSTRACT NOT AVAILABLE
WHY THAI STUDENTS CHOOSE TO STUDY IN INTERNATIONAL PROGRAMS IN THAILAND: AN ANALYSIS OF APPLICANT MOTIVES FROM ENTRANCE EXAM ESSAYS FOR MAHIDOL UNIVERSITY INTERNATIONAL COLLEGE, THAILAND

Charles E. Windish
Humanities and Language Division, Mahidol University International College, Salaya, Buddhamonthon 4, Nakhon Pathom, 73170, Thailand

Key Words: Globalization and international higher education, internationalization of the curriculum, strategic institutional management of internationalization

In some Asian countries, including Thailand, international programs as both the secondary and tertiary levels have acquired the specific meaning that English is the medium of instruction for the classes offered. In the past decade, there has been a significant increase in these programs in Thailand with a corresponding increase in the number of students enrolled in these programs. Little attention has been paid to these students, and this investigation examined applicants’ motives to study in international programs at the undergraduate level in Thailand. Motives identified in applicant writing samples were analyzed and matched with factors identified in Boshier’s Educational Participation Scale (1982), and similarities and differences were identified and discussed.

(Presented at: The 8th QS-APPLE Conference, 14-16 November 2012, Bali)