



**คณะกรรมการ**

รับเลขที่..... 1155

วันที่..... 13 พ.ย. 2561

เวลา..... 10.36

ที่ ศธ ๐๕๖๑.๖/ว ๑๔๒

สถาบันวิจัยและพัฒนา  
มหาวิทยาลัยราชภัฏสุราษฎร์ธานี  
อำเภอเมืองฯ จังหวัดสุราษฎร์ธานี ๘๔๑๐๐

๗ พฤศจิกายน ๒๕๖๑

เรื่อง ขอเชิญเข้าร่วมการประชุมวิชาการระดับนานาชาติ ราชภัฏสุราษฎร์ธานีวิจัย ครั้งที่ ๑๔

เรียน คณบดีคณะกรรมการ มหาวิทยาลัยราชภัฏนครศรีธรรมราช

สิ่งที่ส่งมาด้วย	๑. โครงการ	จำนวน ๑ ชุด
	๒. กำหนดการ	จำนวน ๑ ฉบับ
	๓. แบบตอบรับ	จำนวน ๑ ฉบับ

ด้วยมหาวิทยาลัยราชภัฏสุราษฎร์ธานี ร่วมกับสำนักงานกองทุนสนับสนุนการวิจัย เครือข่ายอุดมศึกษาภาคใต้ตอนบน มหาวิทยาลัยราชภัฏภาคใต้ และมหาวิทยาลัยเทคโนโลยีราชมงคลศรีวิชัย วิทยาเขตตรัง จะจัดโครงการประชุมวิชาการระดับชาติและนานาชาติ ราชภัฏสุราษฎร์ธานีวิจัย ครั้งที่ ๑๔ “นวัตกรรมการวิจัยแบบสหวิทยาการ” (Innovations in Interdisciplinary Research) วันที่ ๑๓ - ๑๔ ธันวาคม ๒๕๖๑ ณ มหาวิทยาลัยราชภัฏสุราษฎร์ธานี เพื่อเผยแพร่ผลงานวิจัยของนักวิจัย อาจารย์ และนักศึกษาระดับบัณฑิตศึกษา และเป็นเวทีแลกเปลี่ยนประสบการณ์ และพัฒนาเครือข่ายความร่วมมือด้านการวิจัยเพื่อพัฒนาชุมชนท้องถิ่น

สถาบันวิจัยและพัฒนา จึงขอเรียนเชิญบุคลากรในหน่วยงานของท่านเข้าร่วมการประชุมวิชาการระดับนานาชาติในครั้งนี้ โดยมีค่าลงทะเบียนสำหรับผู้เข้าร่วมงานคนละ ๕๐๐ บาท และส่งแบบตอบรับได้ที่ E-mail : iciir@sru.ac.th ทั้งนี้สามารถสอบถามรายละเอียดได้ที่ ดร.สุพรรณกริกา วัฒนบุญญ์ โทรศัพท์ ๐๘๑-๕๓๕๖๘๒๐

จึงเรียนมาเพื่อโปรดพิจารณาอนุเคราะห์ประชาสัมพันธ์ให้บุคลากรในหน่วยงานของท่านทราบโดยทั่วกันด้วย จักขอบพระคุณยิ่ง

ขอแสดงความนับถือ

เรียน คณบดี

- เพื่อโปรดทราบ *ทศพรพิศาล*
- เห็นควรมอบ..... *21/10/61*

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*สพ.นส*

13 พ.ย. 2561

(ผู้ช่วยศาสตราจารย์อภิชาติ พัฒนวิริยะพิศาล)

ผู้อำนวยการสถาบันวิจัยและพัฒนา

สถาบันวิจัยและพัฒนา  
โทรศัพท์ ๐๗๗-๙๑๓๓๔๐  
โทรสาร ๐๗๗-๙๑๓๓๔๑

*ดำเนินทรงหม. 1.๓๒*

13 พ.ย. ๖1



Suratthani Rajabhat University International Conference 2018  
"International Conference on Innovations in Interdisciplinary Research" (ICIIR)  
December 13<sup>th</sup> -14<sup>th</sup> , 2018  
Suratthani, Thailand

**Rational:** To foster our relationship with the wider global community, we will hold a conference in 2018. This international conference will discover how to best help our instructors and students to interact with speakers of other languages and cultures while sharing a mutual understanding. Another major focus of the conference will be areas of knowledge and understanding in various fields.

This conference will serve as a platform for academicians, researchers, and budding students around the world to share their research findings with the global experts, and participants to learn and exchange their ideas and research findings on selected topics of interest. Suratthani Rajabhat University, therefore, is pleased to invite researchers, educators and participants from all over the world to contribute their knowledge and wisdom with regards to research works. The contributions can include research activities, case studies or practices which will help to inspire interest in both the theory and practice of various themes. We welcome and invite presentations on any aspect of research.

#### The objectives

This conference aims to:

- provide an opportunity for academics to present papers on traditional and contemporary features of their various studies;
- promote academic research on traditional and contemporary features of their various studies,

- share knowledge of traditional and contemporary features of their various studies, and
- enhance cooperation and promote better understanding among people of different culture.

**Responsible Organizer**

Research Institute, Suratthani Rajabhat University, Suratthani, Thailand.

Email: [iciir@sru.ac.th](mailto:iciir@sru.ac.th)

The topics of interest in this conference include:

Area of Concentration

- Science and Technology
- Business and Management
- Linguistics, Culture and Education
- Tourism and Hospitality
- Social, Humanities and Liberal Arts
- Natural Resource and Environment
- Others

Presentation forms

- Oral presentation (15 minutes)
- Poster presentation (W=80 CM / H=160 CM)

Please check format guidelines and find the application form at

[www.conference.sru.ac.th/international2018](http://www.conference.sru.ac.th/international2018)

and submit your paper to ICIR team via email: [iciir@sru.ac.th](mailto:iciir@sru.ac.th)

Submission shall pass the double blind paper review first in order to be presented in the conference. Upon the registration payment, the presentation of one accepted submission will be confirmed.

**Paper submission due/important date**

Deadline for application and full paper:	Before October 15 <sup>th</sup> , 2018
Announcement of full paper selection outcomes:	October 30 <sup>th</sup> , 2018
Registration fee payment:	Before November 15 <sup>th</sup> , 2018
Conference Dates:	December 13 <sup>th</sup> -14 <sup>th</sup> , 2018

### Target Group

- Both Paper & Poster Presenters: 50 persons
- Participants/Conference listeners: 35 persons

### Registration fee:

- Oral presentation	USD 100
- Oral presentation with student ID card	USD 70
- Poster presentation	USD 60
- Poster presentation with student ID card	USD 50
- Participants / conference listeners	USD 50

\*\*\* Only participants/ conference listeners are allowed for on-site registration.\*\*\*

### This registration fee includes:

- lunch and coffee breaks
- conference materials (flash drive, bag, documents, and certificate of presentation/ attendance)
- an amazing free of charge one day trip to Aou Nang , Krabi on the final day, December 14<sup>th</sup> , 2018, of the conference

### Accommodation and Venue

The conference will be held from December 13<sup>th</sup>-14<sup>th</sup>, 2018 at Graduate Building, Suratthani Rajabhat University, Suratthani, Thailand.

A Suratthani Rajabhat University shuttle bus will transfer all participants in the morning and evening from the Wang Tai Hotel and the CBD Hotel. Please contact the hotels directly to make your own reservations. Participants who elect to stay at other hotels and guest houses will be responsible for their own transportation to and from the conference site at the university.

## Conference Schedule

### Education

13 December 2018 at 7<sup>th</sup> Floor Room G 705

Time	ID	Presenter	Research Title	Affiliation
1:00 p.m.	Welcome and introduction			
1:30-1:50	R-ICIIR101	Supot Thaisuriya	A Study of Students' Satisfaction in Learning and Teaching English for Tour Guide Course	Rajamangala University of Technology Rattanakosin, Bophitphimuk Chakrawat campus
1:50-2:10	R-ICIIR102	Pandate Romsaitong	A Quantitative Comparison between Single Gender and Co-Educational School	Rangsit University
2:10-2:20	Take a break for 10 minutes			
2:20-2:40	R-ICIIR104	Nerissa Soriano Tantengco	Enhancing Social Studies Teaching for 21st Century Learners in Secondary Education	Philippine Normal University
2:40-3:00	R-ICIIR111	Danai Wongsa	The Relationship between Attitudes toward the Test of English for International Communication (TOEIC) and Scores of Thai Test Takers	Chulalongkorn University
3:00 p.m.	Conference conclusion and certification			

Note: Schedule may be subject to change

## Conference Schedule

### Education

13 December 2018 at 7<sup>th</sup> Floor Room G 706

Time	ID	Presenter	Research Title	Affiliation
1:00 p.m.	Welcome and introduction			
1:30-1:50	R-ICIR114	Intira Charuchinda	A Comparison between Actual Conditions and Expectations of English Courses of General Education at Phranakhon Rajabhat University	Phranakhon Rajabhat University
1:50-2:10	R-ICIR115	Ketut Ary Sri Prawrethy	A Case Study if Differentiated Instruction in an IB PYP Classroom	Ganesha University of Education, Bali, Indonesia
2:10-2:20	Take a break for 10 minutes			
2:20-2:40	R-ICIR116	Maria Elvira A. Asuan	Internationalization of Teacher Education in Association of Southeast Asian Teacher Education Network (AsTEN) Universities: A Phenomenological Study	Philippine Normal University
2:40-3:00	R-ICIR117	Syaharom Abdullah	Fostering Academic Innovation and Creativity - An Interdisciplinary Approach	Universiti Malaysia Perlis (UniMAP)
3:00 p.m.	Conference conclusion and certification			

Note: Schedule may be subject to change

## Conference Schedule

### Business and Humanities

13 December 2018 at 7<sup>th</sup> Floor Room G 702

Time	ID	Presenter	Research Title	Affiliation
1:00 p.m.	Welcome and introduction			
1:30-1:50	R-ICIR105	Vương Quốc Đạt	The Antecedents of Intention to Shop on Mobile Devices: A Study among Vietnamese Young Consumers	Vietnam National University
1:50-2:10	R-ICIR106	Ratna Artha Windari	Neighboring Right on Performers of Balinese Dance Based on Copyright Act 28 of 2014	Universitas Pendidikan Ganesha Bali, Indonesia
2:10-2:20	Take a break for 10 minutes			
2:20-2:40	R-ICIR108	Nguyễn Thành Trí	Effects of Leadership Style on Frontline Employees' Commitment to Service Quality - A Study among Vietnamese Users	Vietnam National University
2:40-3:00	R-ICIR110	Tanyatorn Panyasopon	Analysis of Nose Surgery on Facebook Advertising and Consumers' Decision on Their Nose Operation	Bangkok University
3:00-3:20	R-ICIR112	Phimchanok Sangkaew	Survey of Tourists' Attitudes toward Sky Lantern Release in Chiang Mai, Thailand	Maejo University
3:20 p.m.	Conference conclusion and certification			

Note: Schedule may be subject to change

**Conference Schedule**  
**Science and Management**  
13 December 2018 at 7<sup>th</sup> Floor Room G 704

Time	ID	Presenter	Research Title	Affiliation
1:00 p.m.	Welcome and introduction			
1:30-1:50	R-ICIIR103	Joompon Bamrungwong	The Physical Study of Die Strength in IC Packaging	King Mongkut's University of Technology North Bangkok
1:50-2:10	R-ICIIR107	Sidthipong Sathawong	Enhancement of Pulp Sheet from OPEFB by Using Composite Latex for Packaging	Yala Rajabhat University
2:10-2:20	Take a break for 10 minutes			
2:20-2:40	R-ICIIR109	Jantawan Piyawat	Sustainable Development of a Knowledge Management Online Community: Lessons Learned from 13 Years of GotoKnow.org	Prince of Songkla University
2:40-3:00	R-ICIIR113	Yuwanuch Gulatee	Guidelines for Development and Inheritance of Pottery Production at Ban Klang, NonTarn Sub-district, ThaUthen District, Nakhon Phanom	Edith Cowan University, Australia Nakhon Phanom University, Thailand
3:00-3:20	R-ICIIR118	Sarwade Walmik K.	Women Entrepreneurs in 21st Century and Global Leadership	Dr.Babasaheb Ambedkar Marathwada University, India
3:20 p.m.	Conference conclusion and certification			

Note: Schedule may be subject to change



## Conference Schedule

### Poster Presentation

13 December 2018 at 7<sup>th</sup> Floor Room G 703

#### Science

Time	ID	Presenter	Research Title	Affiliation
1:00 p.m.	Welcome and introduction			
1:30-1:40	P-ICIR101	Warrapong Nalinanon	Effect of Dietary Salt (NaCl) Supplementation on Growth, Feed Utilization and Carcass Quality of Nile Tilapia ( <i>Oreochromis niloticus</i> )	King Mongkut's Institute of Technology Ladkrabang Prince of Chumphon campus
1:40-1:50	P-ICIR102	Puntip Tan-a-ram	Isolation and Determination of Antimicrobial Activity of <i>Bifidobacterium</i> spp. from Infant Feces	Nakhon Ratchasima Rajabhat University
1:50-2:00	P-ICIR106	Kanitta Muangngam	Synergistic Effect of Lupinifolin in Combination with Ethylenediaminetetraacetic Acid against Gram-negative Pathogenic Bacteria	Prince of Songkla University
2:00 p.m.	Conference certification			

Note: Schedule may be subject to change

## Conference Schedule

### Poster Presentation

13 December 2018 at 7<sup>th</sup> Floor Room G 703

#### Business and Education

Time	ID	Presenter	Research Title	Affiliation
1:00 p.m.	Welcome and introduction			
1:30-1:40	P-ICIR103	Lê Nguyễn Bảo	The Influence of Celebrity Endorsement in Advertisement on Consumer Purchase Intention – A Study among Vietnamese Users	Vietnam National University
1:40-1:50	P-ICIR104	Rujee Charupash	Learning Outcome of the Thai Qualifications Framework for Higher Education (TQF) by Problem-Based Learning in the Human Society and Environment Subject	Sirindhron College of Public Health Khon Kaen Province
1:50-2:00	P-ICIR105	Pornsini Supawan	Factors Affecting Academic Achievement of Students of Phranakhon Rajabhat University	Phranakhon Rajabhat University
2:00 p.m.	Conference certification			

Note: Schedule may be subject to change

**Suratthani Rajabhat University International Conference**  
**“International Conference on Innovations in Interdisciplinary Research”**  
**(ICIIR)**  
**December 13th , 2018**

Institute of Research and Development Suratthani Rajabhat University 272 Moo 9 Surat-Na San Road, T.KhunThale, Muang,  
SuratThani84100, Thailand Tel: +66 813 709 696 E-mail: [icjir@sru.ac.th](mailto:icjir@sru.ac.th) Website: <http://www.conference.sru.ac.th/international2018>

First Name: ..... Last Name: .....

Title:  Prof.  Dr.  Mr.  Mrs.  Ms. Job Title: .....

Organization: .....

Full Address: .....

Tel: ..... E-mail: .....

Please register me for

Participant / Listener

My choice for the parallel sessions

Science and Nursing

Education

Business and Humanities

Others .....

I undertake to make payment of the Participant/Listener **THB500**

Note

1. The payment should be before November 25th, 2018 in order to get acceptant invitation letter.
2. The registration fee includes: lunch and coffee breaks / conference materials (proceeding flash drive, proceeding text, documents, and certificate of presentation/ attendance)

I am paying by Krungthai Bank transfer to Account No. **670-0-44187-0** (Account Name: Suratthani Rajabhat University National and International Conference) Total of Payment THB .....

Please scan and return the registration and payment forms via email: [icjir@sru.ac.th](mailto:icjir@sru.ac.th)

I require a receipt (please collect at the registration desk)