



CONFERENCE PROGRAM
International e-Learning Conference
November 20 – 21, 2008
IMPACT, Muang Thong Thani (Hall 9)

November 20, 2008

Main Sessions (9.00 - 12.20)
(Venue: Grand Ballroom)

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| 7.30 - 8.30 | Registration |
| 8.30 - 9.00 | Opening Address |
| 9.00 - 9.40 | Keynote Speaker 1
Prof. Dr. Pavich Tongroach |
| 9.40 - 10.10 | Refreshment Break |
| 10.10 - 11.00 | Keynote Speaker 2
<i>“Global Policy Challenges in Generation 2.0: A USA Perspective”</i>
Prof. Dr. Bruce N. Chaloux
President, The Sloan Consortium, USA |
| 11.00 - 11.40 | Keynote Speaker 3
<i>“Teacher Professional Development for e-Learning Generation”</i>
Dr. Tinsiri Siribodhi
Deputy Director, The Southeast Asian Ministers of Education
Organization, SEAMEO, Thailand |
| 11.40 - 12.20 | Keynote Speaker 4
<i>“Cooperation Models for National e-Learning Development in
Estonia”</i>
Ms. Ene Tammeoru
Head of Center, The Estonian e-Learning Development Centre, Estonia |
| 12.20 - 13.30 | Lunch |

Breakout Session (13.30 - 16.30)

Session A1: Invited Guest Speakers *

(Venue: Meeting Room 1)

13.30 -14.20	<i>“Sectoral Analysis of e-Learning in Korea”</i> Prof. Dr. Dae-Joon Hwang Professor, Sungkyunkwan University, South Korea	A1_1
14.20 - 14.40	Refreshment Break	
14.40 - 15.30	<i>“ICT for all Education”</i> Mr. Angsumal Sunalai Deputy Permanent Secretary, Ministry of Information and Communication Technology, Thailand	A1_2
15.30 - 16.20	<i>“Long Wireless Connection with 802.11g to Offer Broadband to Rural Schools”</i> Prof. Dr. YOSHIDA massami Professor, Chiba University, Japan	A1_3

Session B1: Invited Guest Speakers

(Venue: Meeting Room 2)

13.30 -14.30	<i>“Future of Learning Management System and Moodle 2.0”</i> Mr. Martin Dougiamas Moodle	B1_1
14.30 - 14.50	Refreshment Break	
14.50 - 15.10	<i>“UE-learning – The Fusion of U-learning and E-learning for Sanook and Serendipity”</i> Asst. Prof. Supanee Sombuntham Thailand Cyber University Project Mr. Stephen Pinder Continuing Education Centre	B1_2
15.10 -15.30	<i>“The Study and Modification of Open Source Game-Based Learning Engines with the Development of Game-Based Learning Prototypes for Higher Education”</i> Assoc. Prof. Dr. Thanomporn Laohajatsang Mr. Natanun Kanjanakuha Information Technology Service Center, Chiang Mai University	B1_3

15.30 - 15.50	<i>“e-Learning Pedagogy in Social Administrative Pharmacy Graduate Curriculum”</i> Asst. Prof. Dr. Anuchai Theeraroungchaisri Faculty of Pharmaceutical Sciences, Chulalongkorn University	B1_4
15.50 - 16.10	<i>“Expanding Education Opportunity through e-learning for Underprivileged Students in 3 Border Provinces of Southern Thailand”</i> Dr. Charuwan Kritpracha Prince of Songkla University, Thailand	B1_5
16.10 - 16.30	<i>“An Analysis of the Factors Affecting e-Learning: A Case Study of Thailand Cyber University Project, Commission on Higher Education”</i> Ms. Maneerat Manyuen Thailand Cyber University Project	B1_6

Session C1: Paper Presentation1 *

(Venue: Meeting Room 3)

13.30 - 13.50	<i>“Blended Learning Models in Workplace Learning”</i> Murali Padmanabhan (India)	C1_1
13.50 - 14.10	<i>“A Framework for an Online Forum for a Writing Course”</i> Mei-Yuit Chan (Malaysia) Ngee-Thai Yap (Malaysia)	C1_2
14.10 - 14.30	<i>“Towards Self-Access CALL: What Students Say”</i> Nyuk-Lan Liew (Malaysia) Geok-Imm Lee (Malaysia) Mei-Yuit Chan (Malaysia)	C1_3
14.30 - 14.50	Refreshment Break	
14.50 - 15.10	<i>“Management Games: e-Learning Tools for Application of Management Techniques”</i> Nitin Garg (India)	C1_4
15.10 - 15.30	<i>“Designing Criterion-Based Assessment in a Way That Emphasizes the Development of Professional Judgment and Can Be Incorporated in a Criterion-Based e-Learning Tool”</i> Bruce Moulton (Australia)	C1_5
15.30 - 15.50	<i>“Innovation in e-Learning Through Sponsored Project Based Learning”</i> Ashok Banerji (United States) Barbara Orr (United States)	C1_6

15.50 - 16.10	<i>“Electronic Lesson”</i> Johnson Odharo (Ethiopia) Daniel Teklu (Ethiopia) Kidist Woldemariam (Ethiopia)	C1_7
16.10 - 16.30	<i>“SMILE! Students Meeting for Intercultural Learning and Exchange”</i> George Robert MacLean (Japan) Abdullah Adnan Mohamed (Malaysia)	C1_8
16.30 - 16.50	<i>“Mobile-learning in Thai Universities: Potential Technological Impacts”</i> Paul TJ James (Thailand)	C1_9

Session D1: Paper Presentation2

(Venue: Meeting Room 7)

13.30 - 13.50	<i>“A Development of Instructional Model Using Collaborative Learning on Computer Network Based Learning for Undergraduate Student Based on Constructivist Theory”</i> Prawit Simmatun (Thailand) Charun Sanrach (Thailand) Wittaya Arreerard (Thailand)	D1_1
13.50 - 14.10	<i>“The Activity Model and Components to Support Collaborative Learning Using JIGSAW Technique on Computer Online System”</i> Monchai Tiantong (Thailand) Supot Nitsuwat (Thailand) Ajcharee Pimpimool (Thailand)	D1_2
14.10 - 14.30	<i>“Second Life : New Dimension of Online Learning Resource”</i> Patchara Pipitkul (Thailand)	D1_3
14.30 - 14.50	Refreshment Break	
14.50 - 15.10	<i>“The Self-Studied Achievement by Using “Moral and Life” e-Learning in Undergraduate Curriculum of the Institute of Physical Education Year 2005”</i> Suwalaiporn Panyotee (Thailand)	D1_4
15.10 - 15.30	<i>“A Creation of Virtual Classroom for Teaching and Learning Management with e-Learning”</i> Suriyong Lertkulvanich (Thailand) Nithi Buranajant (Thailand) Suwanna Sombunsukho (Thailand)	D1_5

15.30 - 15.50	<i>“Benefits and Barriers Through e-Learning Among Nursing Students in The Introduction to Nursing Profession Course”</i> Cattaliya Siripattarakul Sanluang (Thailand) Udomrat Sngounsiritham (Thailand) Adisak Pongsombat (Thailand) Judarad Chittong (Thailand)	D1_6
15.50 - 16.10	<i>“Development of a Knowledge Sharing Process using CSCL based on PAL Approach to Enhance Knowledge Creation Behaviors of Graduate Students”</i> Jaitip Na-Songkla (Thailand) Onjaree Natakatoong (Thailand) Siwanit Auttawutikul (Thailand)	D1_7
16.10 - 16.30	<i>“The Teaching Model to Create Systems Thinking by Using Webquest Instructional Process for Master’s Degree in Education”</i> Dr. Jaruwan Ployduangrat Faculty of Education, Srinakharinwirot University	D1_8

Session E1: Paper Presentation3

(Venue: Meeting Room 8)

13.30 - 13.50	<i>“The Study of Guideline to Enhance Ethics of e-Learning among University Students”</i> Eknarin Bangthamai (Thailand)	E1_1
13.50 - 14.10	<i>“Experimental an E2.0 Model: To Sustain Business Process in Quality Assurance Problem Solving of Electronic Manufacturing Companies”</i> Narongrit Phuangphairot (Thailand) Kittima Mekhabanchakij (Thailand)	E1_2
14.10 - 14.30	<i>“Design of Intelligent Tutoring System for Collaborative Problem Based Learning”</i> Chitaya Tuaksubun (Thailand) Surasak Mungsing (Thailand)	E1_3
14.30 - 14.50	Refreshment Break	
14.50 - 15.10	<i>“The Development of e-Learning on Satellite Orbit Design”</i> Prasert Kenpankho (Thailand) Amphon Thongra-ar (Thailand)	E1_4
15.10 - 15.30	<i>“The Design of Online Learning Community Using Web 2.0”</i> Thanakorn Wangpipatwong (Thailand) Suparoek Piamsakkamol (Thailand)	E1_5

15.30 - 15.50	<i>“Knowledge and Comprehension of Online Courses among CMU Nursing Students”</i> Cattaliya Siripattarakul Sanluang (Thailand) Treeyaphan Supamanee (Thailand)	E1_6
15.50 - 16.10	<i>“How Ready Are Distance Education Learners at Chulalongkorn University? – An Experience of Learning at the Work Place Program at the College of Public Health Sciences”</i> Prathurrg Hongsrnagon (Thailand) Sathirakorn Pongpanich (Thailand) Wachara Eamratsameekool (Thailand) Piyalamporn Havanond (Thailand) Nathawan Deelertyuenyong (Thailand)	E1_7
16.10 - 16.30	<i>“The Design of Learning Management System that Adapt Content Learning Path and Learning Task According to Learner”</i> Panarat Sangvigit (Thailand) Surasak Mungsing (Thailand) Anuchai Theeraroungchaisri (Thailand)	E1_8

Session F1: Paper Presentation4

(Venue: Meeting Room 9)

13.30 - 13.50	<i>“Effects of Problem-Based Learning Activities via Internet on “Law and Ethics in the Use of Information Technology” that Affects for Self-Directed Learning and Achievement of Higher Education Students”</i> Anirut Satiman (Thailand) Surapon Boonlear (Thailand) Thiparat Sittiwong (Thailand)	F1_1
13.50 - 14.10	<i>“Collaborative Project-Based Learning and Blended Learning According to the Principle of Edutainment of Participants in the APEC Edutainment Exchange Program”</i> Nammon Ruangrit (Thailand)	F1_2
14.10 - 14.30	<i>“Designing Learning Objects for Teaching and Learning Mathematics for Students in Secondary School”</i> Sarawut Jaijadee (Thailand) Thanomporn Laohajaratsang (Thailand)	F1_3
14.30 - 14.50	Refreshment Break	
14.50 - 15.10	<i>“Borderless e-Learning: HITS Model for Web 2.0”</i> Poonsri Vate-U-Lan (Thailand)	F1_4

15.10 - 15.30	<p><i>“I POD-Based Learning System on “Advertising Design” for Communication Art-Digital Media Students at Siam Technology College”</i> Pornphisud Mongkhonvanit (Thailand) Sasithorn Chookaew (Thailand) Sunisa Saiouparat (Thailand)</p>	F1_5
15.30 - 15.50	<p><i>“Trend and Future of Thailand e-Learning Strategy”</i> Buntita Pravalpruk (Thailand) Narasak Apitiwongmanit (Thailand) Neetiwit Buasroung (Thailand) Orrawin Mekpiroon (Thailand) Pornchai Tummarattananont (Thailand) Thatsanee Charoenporn (Thailand)</p>	F1_6
15.50 - 16.10	<p><i>“Development of AAA Model for Blended Learning based on the Philosophy of Sufficiency Economy”</i> Asst. Prof. Tuangrat Sriwongkol King Mongkut’s University of Technology North Bangkok</p>	F1_7

Session G1: New Technology

(Venue: Meeting Room 10)

13.30 -14.30	<p><i>“Microsoft’s Learning Technology Innovation“</i> Mr. Supoet Srinutapong Microsoft Thailand</p>	G1_1
14.30 - 14.50	Refreshment Break	
14.50 - 15.50	<p><i>“e-Learning Project Management in Higher Education of Thailand”</i> Miss Thanyada Nanthaphan Samart Telcoms Public Co., LTD.</p>	G1_2

November 21, 2008

Main Sessions (9.00 - 12.20)

(Venue: Grand Ballroom)

- 8.00 - 9.00 Registration
- 9.00 - 9.40 **Keynote Speaker 5**
“Open to the net? Exploring pedagogy, pragmatics and rationales”
Dr. Peter Twining
Head of Department, The Department of Education
The Open University, England
- 9.40 - 10.20 Refreshment Break
- 10.20 - 11.00 **Keynote Speaker 6**
“Generation 2.0 and e-Learning: A Framework for Decision-Making”
Dr. Ian Robertson
Senior Lecturer, RMIT University, Australia
- 11.00 - 11.40 **Keynote Speaker 7**
“e-QA”
Prof. Dr. Myunhee Kang
Chair, Educational Technology Department,
Ewha Womans University, Korea
- 11.40 - 12.20 **Keynote Speaker 8**
“The European University Reform: Knowledge Society & Innovation & e-Learning”
Mr. Markku Markkula
Director, Lifelong Learning Institute Dipoli,
Helsinki University of Technology, Finland
- 12.20 - 13.30 Lunch

Breakout Session (13.30 - 16.30)

Session A2: Invited Guest Speakers *

(Venue: Meeting Room 1)

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| 13.30 -14.20 | <i>“GLOBE 2.0: Toward the New Frameworks for International Sharing and Reuse of Quality Learning Resources”</i>
Prof. Dr. Tsuneo YAMADA
Professor and President's Advisor, National Institute of Multimedia Education (NIME) | A2_1 |
| 14.20 - 14.40 | Refreshment Break | |
| 14.40 - 15.30 | <i>“Education, Leadership and Future with U-Edutainment”</i>
Prof. Dr. YoungHwan Kim
President, The Institute of APEC Collaborative Education, Korea | A2_2 |
| 15.30 - 16.20 | <i>“Learning Object Repository”</i>
Prof. Dr. Vilas Wuwongse
Professor, Asian Institute of Technology, Thailand | A2_3 |

Session B2: Invited Guest Speakers

(Venue: Meeting Room 2)

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|---------------|---|------|
| 13.30 -14.10 | <i>“Dynamic Online Learning Module: Spherical Astronomy”</i>
Asst. Prof. Dr. Krisanadej Jaroensutasinee
School of Science, Walailak University | B2_1 |
| 14.10 - 14.30 | Refreshment Break | |
| 14.30 - 15.10 | <i>“Thailand Knowledge Center, The Knowledge Management Portal for Thai Community”</i>
Assoc. Prof. Dr. Poonpong Boonbrahm
Advisor to the project of Thailand Knowledge Center, Ministry of Information and Communication Technology | B2_2 |
| 15.10 - 15.50 | <i>“A Study of Lurkers in a Knowledge Management Online Community : A Case Study of GotoKnow.org”</i>
Ms. Soontree Sae-Tun
GotoKnow.org | B2_3 |
| 15.50 - 16.30 | <i>“Toward the NECTEC e-Learning Roadmap”</i>
Mr. Pornchai Tummarattananont
National Electronics and Computer Technology Center, Thailand | B2_4 |

Session C2: Paper Presentation1 *

(Venue: Meeting Room 3)

13.30 - 13.50	<i>“Multi-Dynamic Documentation and Miestro: Innovations for Education”</i> Kim Sangtae (Japan) George Robert MacLean(Japan)	C2_1
13.50 - 14.10	<i>“Assessing the Acceptability of Adaptive E-Learning System”</i> Vianny Tobing (Malaysia) Hanudin Amin(Malaysia) Muzaffar Hamzah(Malaysia)	C2_2
14.10 - 14.30	<i>“Roles for New Technologies in Mitigating the Detrimental Effects of Poor Integration and Other Issues that are Connected with the Curriculum-Development and Provision of Double Degrees”</i> Bruce Moulton (Australia)	C2_3
14.30 - 14.50	Refreshment Break	
14.50 - 15.10	<i>“Going Mobile: New Technologies and Their Implications for Education”</i> George Robert MacLean (Japan) James Andrew Elwood (Japan)	C2_4
15.10 - 15.30	<i>“Classroom Feedback Systems Their Implications for Education”</i> George Robert MacLean (Japan) James Andrew Elwood (Japan)	C2_5
15.30 - 15.50	<i>“Process of Adaptation of the Activities and the Documents in a Course On line”</i> Bekkaoui Mokhtaria (Algeria)	C2_6
15.50 - 16.10	<i>“Issues and Challenges in Courseware Development: A Project Manager’s Perspective”</i> Mee-Ling Chow (Malaysia) Mei-Yuit Chan (Malaysia) Ngee-Thai Yap (Malaysia)	C2_7
16.10 - 16.30	<i>“e-Learning and Libraries: Collaborative Services under a User – Centered Option”</i> Antonia Arahova (Greece)	C2_8
16.30 - 16.50	<i>“Evaluation of e-Learning Program at the College of Internet Distance Education (CIDE), Assumption University of Thailand”</i> Firouz B. Anaraki (Thailand)	C2_9

Session D2: Paper Presentation2

(Venue: Meeting Room 7)

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| 13.30 - 13.50 | <i>“The Vender Managed Inventory Knowledge Management for Thai Retailer-Based Brand Equity Model”</i>
Prin Laksitamas (Thailand)
Sivarat Na Pathum (Thailand)
Suthep Mearsa (Thailand) | D2_1 |
| 13.50 - 14.10 | <i>“A Model for the Development of e-Learning by the Role Model Teachers of the Office of Vocational Education Commission, Thailand”</i>
Prachyanun Nilsook (Thailand)
Porntip Arkmaharat (Thailand)
Kanutta Chumlongkul (Thailand)
Muttana Takianthon (Thailand) | D2_2 |
| 14.10 - 14.30 | <i>“The Development in Router Configuration Learning using e-Learning”</i>
Amphon Thongra-ar (Thailand)
Prasert Kenpankho (Thailand) | D2_3 |
| 14.30 - 14.50 | Refreshment Break | |
| 14.50 - 15.10 | <i>“Development of a Problem-Based Blended Learning Model to Develop Undergraduate Student’s Critical Thinking”</i>
Panita Wannapiroon (Thailand) | D2_4 |
| 15.10 - 15.30 | <i>“Factors Influencing Consumer Expectations Through Learning Content Management System on Brand Extension for Cosmetic Products among Thai Consumers”</i>
Prin Laksitamas (Thailand)
Sivarat Na Pathum (Thailand)
Voravut Charusomboon (Thailand) | D2_5 |
| 15.30 - 15.50 | <i>“Re-designing and Re-developing e-Learning Programs within the University System Increasing their Competency Level and Effectiveness”</i>
Arwut Puttarach (Thailand)
Nopasit Chakpitak (Thailand) | D2_6 |
| 15.50 - 16.10 | <i>“Designing and Implementing a Blended Content Instrument for Blended Learning”</i>
Samrit Sankas (Thailand)
Kuntpong Woraratpanya (Thailand)
Soradech Krootjohn (Thailand) | D2_7 |

16.10 - 16.30 ***“The Impact of Corporate Leaders Attitudes on e-Learning in Sri Lanka”*** D2_8
Kennedy D Gunawardana (Sri Lanka)

Session E2: Paper Presentation3

(Venue: Meeting Room 8)

13.30 - 13.50 ***“The Study of Television Exposure Behaviors and Program Styles Required by Thai Children in Bangkok Metropolitan”*** E2_1
Pornpapatsorn Princhankol (Thailand)
Kuntida Thamwipat (Thailand)
Apipong Wongkiattikul (Thailand)

13.50 - 14.10 ***“The Study of Internet Exposure Behavior, Problems and Social Effect of Teenagers: A Case Study of Surattani” Vocational College”*** E2_2
Kuntida Thamwipat (Thailand)
Sorakrit Maneewan (Thailand)
Nakorn Usayphan (Thailand)

14.10 - 14.30 ***“The Development of Computer Multimedia Edutainment Instructional Package Entitled “Introduction to Statistics””*** E2_3
Pornpapatsorn Princhankol (Thailand)
Sunisa Saiuparad (Thailand)

14.30 - 14.50 Refreshment Break

14.50 - 15.10 ***“The Development of Computer Multimedia Training With the Demonstration Process and the Following Practice Entitled “The Creation of Public Relations Website”: A Case Study of Khlung Sumphun Clustering Schools”*** E2_4
Kuntida Thamwipat (Thailand)
Sopon Meejaleurn (Thailand)
Chutamas Kanjanatham (Thailand)

15.10 – 15.30 ***“Effects of Web-Based English Reading Instruction Using Project-Based Language Learning on Reading Comprehension Ability of Phetchaburi Rajabhat University Students”*** E2_5
Nantarat Kongkapet (Thailand)

15.30 - 15.50 ***“Building a Critical Components for Successful a Multimedia-Based Collaborative e-Learning Design Framework”*** E2_6
Manit Asanok (Thailand)
Pachoen Kittrakhan (Thailand)
Chaiyong Brahmawong (Thailand)

15.50 - 16.10 ***“The Incremental of Teaching Efficiency in Linux Server Configuration using Flash Drive”*** E2_7
Pongkiat Chedpitaksakul

16.10 - 16.30 ***“Development of Tutorial Web-Based Instruction in Electric Circuit Analysis”*** E2_8
Piya Supavarasuwat

Session F2: New Technology

(Venue: Meeting Room 9)

13.30 -14.20 ***“Classroom in the Future”*** F2_1
Mr. Arkom Suwansiri
Mr. Alogkorn Suwan
IMI Edutech

14.20 - 14.40 Refreshment Break

14.40 - 15.30 ***“Long Distance Learning Technology”*** F2_3
Mr. Piyachart Pornissaraseri
Sony Thai Co., Ltd.

15.30 - 16.20 Sun Microsystems (Thailand) Ltd. F2_4

Session G2: Workshop

(Venue: Meeting Room 10)

9.00 -16.30 **Workshop: *“Teacher Training for QFD(Quality Function Deployment)”*** G2_1
Prof. Dr. YOSHIDA massami
Professor, Chiba University, Japan
Miss Piyawan Pengtham

The schedule is subject to change.

* A room with simultaneous interpretation