CONFERENCE PROGRAM

7TH ANNUAL SEAAIR CONFERENCE

ON

SUFFICIENCY and SUSTAINABILITY IN HIGHER EDUCATION - AN AGENDA

Assumption University of Thailand
5-7 September 2007
Bangkok, Thailand

MESSAGE OF PRESIDENT OF SEAAIR

Dear delegates,

Welcome to the SEAAIR 2007 Annual Conference.   Held in the Land of Smiles, the conference seeks to bring together policy-makers, academics, researchers, practitioners and managers in higher education institutions from the Southeast Asian region and beyond.

The SEAAIR Executive Committee is pleased to bring you, together with the hosting and supporting institutions, to a conference that will expand your mind, provide new learning experiences and opportunities to network with colleagues from around world and the region in particular.

The conference this year brings almost 100 participants, keynote speakers and paper presenters from more than 10 countries. The theme, "Sufficiency and Sustainability in Higher Education: An Agenda " is timely and highly appropriate given the continuous changes and challenges higher education is faced with today. This not only requires competent leadership but effective management and efficient work processes as institutions strive to provide relevant education and meaningful learning so as to prepare graduates for a globalised society.

SEAAIR conferences have benefited more than 1,000 participants since the first conference in Kuching, Sarawak in 2001. The conferences have been held in Malaysia, Thailand, People's Republic of China and Indonesia. We believe the conferences will continue to benefit attendees who attend and actively participate.

We hope you will enjoy the conference as well as make time to visit some of the interesting places, savour some of the best Thai cuisine in and around Bangkok, the city of angels. We are pleased to note that the organizers have arranged to provide memorable trips to add to your experience at SEAAIR 2007. Do take some time to explore.

Lastly, we wish you an enjoyable conference and will plan to attend the 8th SEAAIR Conference in Surabaya in November 2008.

Sincerely,

Dr. Zoraini Wati Abas
President, SEAAIR
Professor, Faculty of Education and Languages
Open University Malaysia, Kuala Lumpur

MESSAGE OF PRESIDENT OF ASSUMPTION UNIVERSITY

Dear distinguished colleagues and friends,

It is my great pleasure, on behalf of the SEAAIR 2007 Conference Local Organizing Committee, to extend this invitation to attend the 7th Annual Conference of the South East Asian Association for Institutional Research (SEAAIR) to be held in Bangkok, Thailand, at the Suvarnabhumi Campus of Assumption University of Thailand from 5-7 September 2007.

The conference has been supported by a number of local organizations including the Commission on Higher Education (CHE), Office of National Education Standards and Quality Assurance (ONESQA), Association of Private Higher Education Institutions of Thailand (APHEIT), Bank of Ayudhya and a host of private company sponsors.

SEAAIR is a young but rapidly growing regional organization dedicated to the vital area of institutional research. In this year's event, we expect to build upon the successes of the previous SEAAIR annual conferences held in Kuching, Kuala Lumpur, Bangkok, Wenzhou, Bali and Langkawi thus further contributing to the enhanced planning and operation of institutions in the higher education sector. Under the main theme of 'Self-Sufficient and Sustainable Higher Education – An Agenda', we will address a wide range of pertinent issues through a series of keynote speeches, paper presentations and panel discussions to advocate H.M King Bhumibol Adulyadej's concepts on "Self Sufficiency" and in celebration of H.M. the King's 80th Birthday on 5th December 2007.

I know that we all share the goal of improving not only the effectiveness and efficiency but also the sufficiency and sustainability in higher education for the benefit of the citizens of our respective nations. With your active support and participation, I have no doubt that the 7th Annual SEAAIR Conference will prove to be a highly fruitful event. I very much look forward to welcoming you and hope that you will take the opportunity to explore the City and the adjoining environment.

With kindest regards,

Reverend Bro. Dr. Bancha Saenghiran
Chair, 7th Annual SEAAIR Conference 2007
President, Assumption University

SEAAIR EXECUTIVE COMMITTEE – 2007

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ABOUT SEAAIR

SEAAIR was established following a series of discussions between Dr Raj Sharma and senior officials of the Association for Institutional Research (the AIR). In early September 2000, an international group of senior academics from the region met at the International Medical University in Kuala Lumpur to discuss the possibility of forming a regional association for institutional research. The group decided the time was appropriate for the formation of such an organisation and undertook (i) to become the Interim Management Committee (see attached list of members) for the organisation and (ii) to organise a conference in late 2001 that would herald the birth of the organisation and would attract participants from education, government and public service and industry. Dr Zoraini Wati Abas, then Director, Centre for Medical Education & Media, International Medical University, Kuala Lumpur agreed to be the Chair of the Committee.

It was decided that the inaugural conference would be held in Kuching and Professor Ken Heskin, Deputy Vice-Chancellor and CEO of Swinburne Sarawak Institute of Technology agreed to be Conference Chair. Delegates to the conference will automatically become members of SEAAIR and the SEAAIR Executive Committee will be elected at the inaugural General Meeting to be held at the conference. At that point, the Interim Management Committee ceased to exist and was replaced by the SEAAIR Executive Committee.

The major purposes of the South East Asian Association for Institutional Research shall be to benefit, assist and advance research leading to improved understanding, planning and operations of institutions of post-secondary education in the region. Research focused on a single institution and also research that is concerned with groups of Institutions shall both falls within these purposes. In keeping with the dynamic nature of institutions of post-secondary education and the rapidly changing global environment in which they operate, the Association will encourage the application of appropriate methodologies and techniques from many disciplines. It will encourage comparative research into national higher education systems in South East Asia. It will publish and exchange information with respect to institutions of post-secondary education with a view to illuminating current and developing issues of common concern and raising the standard of post-secondary educational management, planning and policy development at all levels. Its aims shall include:

-       The advancement of research leading to improved understanding, planning, and operation of institutions of post-secondary education;

-       The dissemination of information and interchange of ideas on problems of common interest in the field of institutional research;

-       The continued professional development of individuals engaging in institutional research, institutional management and post-secondary planning and policy development;

-       The fostering of unity and cooperation among persons having interests and activities related to institutional research, management, policy and planning;

-       The advancement of post-secondary education and the improvement of the quality of post-secondary educational outcomes.

Since its inception in 2000, SEAAIR has organized six major Conferences, in Kuching, Kuala Lumpur, Bangkok, Wenzhou, Bali and Langkawi respectively. SEAAIR is expected to grow and become a much respected Association for Institutions Research and that will make waves not only in the region but globally.

LOCAL ORGANIZING COMMITTEE

Assumption University Order

No. 207/2006

Subject: Appointment of the Organizing Committee for the 7th Annual SEAAIR Conference.

The South East Asian Association for Institutional Research (SEAAIR) and Assumption University has agreed to host the "7th Annual SEAAIR Conference" on September 5-7, 2007 at Bang Na Campus of Assumption University".

The Rector of Assumption University empowered under the provisions in Article 43 (1) and (5) of the Private Higher Education Institutions Act B.E. 2546, has appointed the organizing committee as follows:

1. Rev. Bro. Bancha   Saenghiran   Organizing Chairman
2. Asst. Prof. Dr. Teay Shawyun   Deputy Organizing Chairman
3. Dr. Patricia   Arttachariya   Papers and publications
4. Dr. Preecha   Methavasaraphak   Conference Centre Management
5. Dr. Witchanee   Kuptawathin   Cultural and Off-site Visits
6. A. Sompol   Na-Songkhla   Logistics and Transports
7. A. Norranuch   Paikaew   Sponsorship and Finance
8. A. Sorana   Arunrat   Accommodation
9. A. Kanjanasit   Chinnapha   Registration, Reception and Food
10. Mr. Vrong   Chinvanthananond   Public Relations and Press
11. Ms. Samornsri   Takoulhwungvera   Secretariat Staff
12. Ms. Ratanaporn   Nokyou   Secretariat Staff
13. Ms. Chonlada   Bunaiunraksa   Secretariat Staff

Given on November 1, 2006

Rev. Bro. Bancha Saenghiran, f.s.g., Ph.D.
Rector

CONFERENCE THEME

"Self-Sufficient and Sustainable Higher Education- An Agenda"

Sub-themes:

- *Institutional Research*

- *Total Quality Assurance*

- *Institutional Resources based on Sufficiency & Sustainability*

- *Teaching & Learning Mechanisms*

- *Higher Education Management Practices towards Sufficiency and Sustainability*

Conference Program Schedule

7ᵗʰ Annual SEAAIR 2007 Conference
5-7 September 2007,
John XXIII Hall, Bang Na Campus,
Assumption University

Wednesday, 5 September 2007

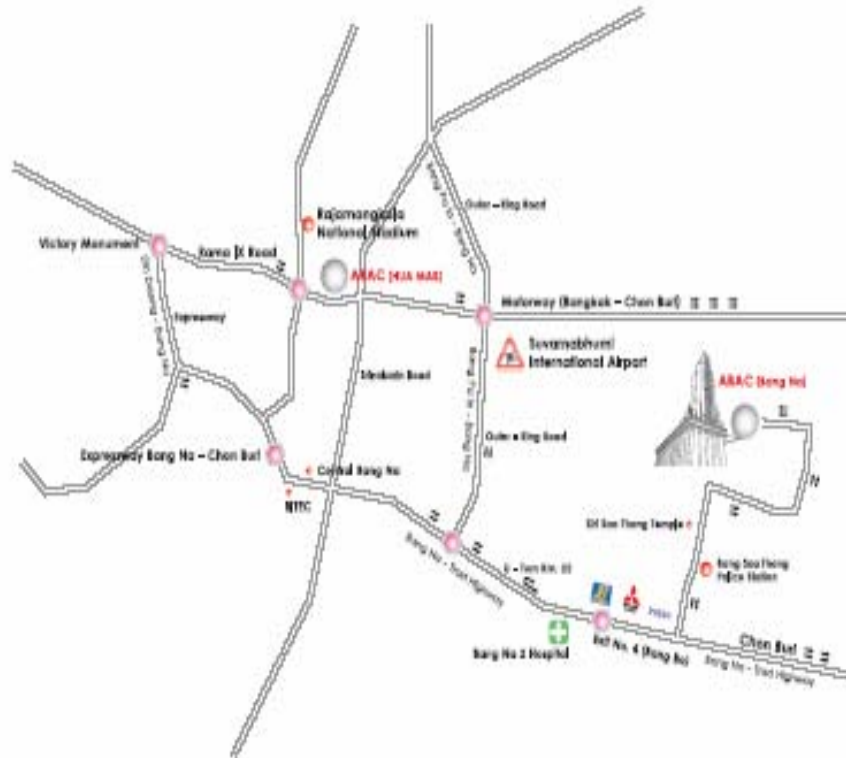|	
08.00 – 09.00	Registration
09.00 – 09.45	***Opening Ceremony***
09.00 – 09.10	Remarks by Chairman of the Organizing Committee, Rev. Bro. Dr. Bancha Saenghiran
09.10 – 09.20	Welcoming Address by SEAAIR President, Prof. Dr. Zoraini Wati Abas
09.20 – 09.50	Opening Address by Dr. Krisanapong Kirtikara, Secretary-General, Higher Education Commission
09.50 – 10.50	Keynote Address 1 on **"Sufficiency Economy Concept as Applied to Higher Education"** by Dr. Jirayu Issarangkoon Na Ayudthaya, Executive Director, The Crown Property Bureau
10.50 – 11.15	Refreshment
11.15 – 12.45	Parallel Sessions 1
12.45 – 14.00	Lunch
14.00 – 15.30	Parallel Sessions 2
15.30 – 16.00	Refreshment
16.00 – 17.30	Panel Discussion on **"QA: Through the Sufficiency and Sustainability Lens"** chaired by Prof. Dr. Somwang Pitiyanuwat, Director, Office of National Education Standards and Quality Assessment (ONESQA)
18.30 – 22.00	Conference Gala Dinner and Award presentation

Thursday, 6 September 2007

09.00 – 10.00	Keynote Address 2 on **"Towards a Sustainable Higher Education"** by Dr. Amphol Kittiamphol, NESDB Secretary General
10.00 – 10.30	Refreshment
10.30 – 12.00	Parallel Sessions 3
12.00 – 13.30	Lunch
13.30 – 15.00	Parallel Sessions 4
15.00 – 15.30	Refreshment
15.30 – 17.00	Campus Tour
17.00 – 17.30	Assemble at Thai Pavilion for Departure to Siam Niramit
17.30 – 21.30	Cultural Show and Dinner at Siam Niramit

Friday, 7 September 2007

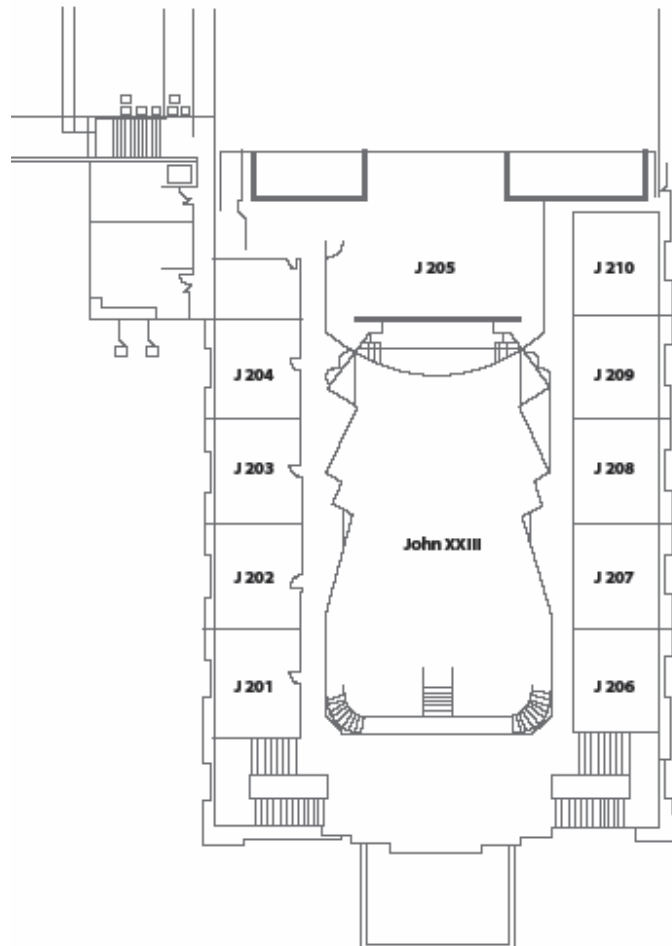|	
09.00 – 10.30	Parallel Sessions 5
10.00 – 10.30	Refreshment
10.30 – 12.00	Closing Ceremony
	- Best Paper Award
	- Conference Slide Show
	- SEAAIR Annual General Meeting
	- Presentation on SEAAIR 2008 by Indonesian Organizing Committee
	- Presentation on AAIR 2007 Forum by Ivan Skaines, President, Australasian Association for Institutional Research
	- SEAAIR Executive Committee 2008 – 2011 election
	- Closing Remarks:
	President of SEAAIR
	President of Assumption University
12.00 – 14.00	Lunch
14.00 – 18.00	Post-Conference Tour (Optional)

MAP TO ASSUMPTION UNIVERSITY, SUVARNABHUMI CAMPUS

MAP OF SUVARNABHUMI CAMPUS OF ASSUMPTION UNIVERSITY

MAP OF JOHN XXIII CONFERENCE CENTER

OUR BELOVED KING
H.M. King Bhumibol Adulyadej
Rama IX of Kingdom of Thailand
The World's Longest Serving Monarch

Source: http://www.chiangmai-chiangrai.com/hm_king_bhumibol.html

During the month of December 2007, on the 5th to be exact, Thailand's revered Monarch, His Majesty King Bhumibol, will celebrate H.M.'s 80th Birthday. It will be a day of national celebration, rejoicing, and prayers for such are the high esteem the Thai people hold for their King, His Majesty King Bhumibol, Rama IX the Great of the Chakri Dynasty of the Kingdom of Thailand.

King Bhumibol was born on 5 December 1927 in Massachusetts, U.S.A. At that time H.M's father and mother, Prince and Princess Mahidol of Songkhla (who was to become the Princess Mother), were both taking medical related degrees at Harvard University and Summons College respectively. He was the youngest of H.M's parents' three children so, as "baby of the family" he was welcomed by H.M's elder brother and sister as well as mother and father. At this time it was elder brother, Prince Ananda, who was destined to carry the heavy mantle of Kingship.

Sadly, young Prince Bhumibol's father, Prince Mahidol, prematurely passed away. That left H.M's mother, Princess Mahidol of Songkhla to raise the young family. She transferred her family to Switzerland where they lived while the children furthered their education.

And thus it happened, in 1935, the young Prince's elder brother became *H.M. King Ananda, Rama VIII*, of Thailand. This was after the abdication of his uncle, King Prajadhipok. So, when Prince Bhumibol was approximately 8 years old, his elder brother ascended the Thai Throne while the younger Prince continued his upbringing in Switzerland.

By this time, Prince Bhumibol was already multilingual and was showing great aptitude for, and displaying, other talents such as the enjoyment of music, nature and the environment and was a budding photographer -- now a lifetime's passion! The Prince, fast growing up, became fascinated by *"what makes things work"* and was studying engineering at a Swiss University when in 1946, an event happened which changed the course of the Prince's life and that of his nation, Thailand. His elder brother, King Ananda, died in tragic circumstances and the Royal Robes of Kingship fell to the young shoulders of Prince Bhumibol. The Prince was 18 years of age when he became His Majesty, King Bhumibol Adulyadej, Rama IX, of the Kingdom of Thailand.
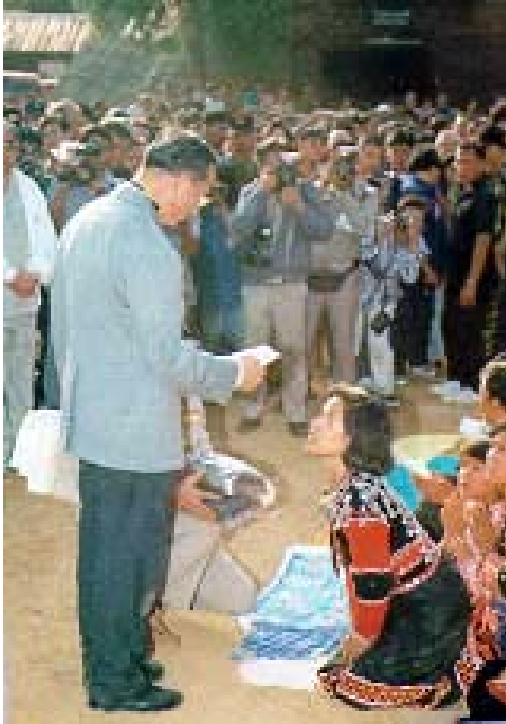
It was important, and eminently sensible, that the new King finished his formal education and so his Coronation was delayed some four years to allow this to happen. An engineering degree was superseded by political sciences major and, in other areas too. The new King had been busy. One year prior to his Coronation, King Bhumibol had become engaged to Mom Rajawongse Sirikit Kittiyakara, daughter of a Thai diplomat and herself of Royal Blood. On the 28th April 1950 the Royal Couple married and, one week later on the 5th May, King Bhumibol was crowned Monarch of the Kingdom of Thailand with full pomp and ceremony.

Now, some 50 years after his coronation, H.M. King Bhumibol, Rama IX of Thailand is the longest serving Monarch in the world. This was celebrated in great pomp in 2006 when the King celebrated his 6th cycle anniversary accession to the throne of the Kingdom of Thailand. Without saying, the Monarch is most respected by his subjects. King Bhumibol has carried the mantle of Kingship humanity. He is a Monarch not only of the Thai people but for the Thai people. He knows their needs and wants -- and has the perception to understand that they are not always the same.

As a Constitutional Monarch King Bhumibol has only three "rights": the right to encourage, the right to warn, and the right to be consulted. Within these parameters H.M. The King has led, helped and guided his people of Thailand -- be they military generals, governing politicians or rural farmers -- to a better understanding of each other and to a more wholesome future for all. The Thai upsets and blights, both political and natural, but thanks to the King's gentle--handed diplomacy, or firm warning when needed and, especially, his love of his people and nation, good order and sustainable growth are the hallmarks of Thailand today.

His Majesty King Bhumibol Adulyadej, Rama IX, is highly regarded by his subjects as **"The Light of Thailand."** As a young Prince, not expecting ever to be monarch, the King has displayed a most remarkable wisdom and talent for this most onerous of "jobs." One of the most significant is the "Self-Sufficiency Concept"" that has pervade from the top to the lowest hierarchies, the public to the private enterprises, and the most noble to the humblest, its omni-presence is pervasive throughout the lifeblood of Thailand.

In this year and many years to come, may H.M. reign long and may we, wish H.M. a Wonderful, Healthy and Happy 80th Birthday on the 5th December 2007.

LONG live the King. !

BANGKOK: GENERAL INFORMATION

Bangkok was founded in 1782 by the first monarch of the present Chakri dynasty. It is now the country's spiritual, cultural, diplomatic, commercial and educational hub. It covers an area of more than 1,500 square kilometers, and it is home to approximately ten million people or more than 10% of the country's population.

Over the last few decades, Thailand's capital city, Bangkok, has changed into a modern, exciting and sophisticated city. It offers to visitors not only the cosmopolitan amenities they would expect from other big cities, but also a unique treasure trove of cultural attractions. Thailand, in the heart of Southeast Asia, was never colonized and thus kept its unique culture and heritage intact. Bangkok offers visitors the opportunity to experience fascinating glimpse of Thailand's gentle culture amidst the bustle of a great and dynamic metropolis. This great city has had astounding success in combining the ancient and modern world.

For tourists, Bangkok has a feast of attractions to offer. The city is dotted with 400 glittering Buddhist temples of great beauty and fascination, magnificent palaces, classical dance extravaganzas, numerous shopping centers and traditional ways of life, especially along the "Venice of the East" timeless canals and the Chao Phraya River of the "River of Kings" winding through the city. It is worth taking a trip along its waters before exploring further into different canals to take a glimpse of old Bangkok.

Useful tourist information on Bangkok can be obtained from the official website of the Bangkok Tourism Division : www.bangkoktourist.com

HISTORY OF BANGKOK

Source: http://en.wikipedia.org/wiki/Bangkok

The town of Bangkok (บางกอก) began as a small trading center and port community on the west bank of the Chao Phraya River serving the Ayutthaya Kingdom, the precursor of modern Thailand which existed from 1350 to 1767. It is believed that the town's name derived from either *Bang Makok*, *bang* being the Central Thai name for towns or villages situated on the bank of a river, and *makok* (มะกอก) being the Thai name of either *Spondias pinnata* (L.f.) Kurz, *Spondias mombin*, or *Elaeocarpus hygrophilus* Kurz (both plants producing olive-like fruits), or *Bang Koh*, *koh* meaning "island," a reference to the area's landscape which was carved by rivers and canals.

King Mongkut

After the fall of Ayutthaya to the Burmese Kingdom in 1767, the newly declared King Taksin established a new capital in the area of then-Bangkok, which became known as Thonburi. When Taksin's reign ended in 1782, King Buddha Yodfa Chulaloke reconstructed the capital on the east bank of the river and gave the city a ceremonial name (see below) which became shortened to its current official name, Krung Thep Maha Nakhon (which means "city of angels")? The new city, however, also inherited the name Bangkok, which continued to be used by foreigners to refer to the entire city and became its official English name, while in Thai the name still refers only to the old district on the west bank of the river. The city has since vastly modernized and undergone numerous changes, including the introduction of transportation and utility infrastructure in the reigns of King Mongkut and King Chulalongkorn, and quickly developed into the economic centre of Thailand.

Part of the Bangkok skyline at night.

The full ceremonial name of the city given by King Buddha Yodfa Chulaloke, and later edited by King Mongkut, is *Krung Thep Mahanakhon Amon Rattanakosin Mahinthara Yuthaya Mahadilok Phop Noppharat Ratchathani Burirom Udomratchaniwet Mahasathan Amon Piman Awatan Sathit Sakkathattiya Witsanukam Prasit* (กรุงเทพมหานคร อมรรัตนโกสินทร์ มหินทรายุธยาม หาดิลกภพ นพรัตน์ราชธานี บุรีรมย์อุดมราชนิเวศน์มหาสถาน อมรพิมานอวตารสถิต สักกะทัตติยะวิษณุกรรมประสิทธิ์.) This ceremonial name is composed in combination of two ancient Indian languages, [Pāli](#) and [Sanskrit](#). According to the romanisation of these languages, it can actually be written as *Krung-dēvamahānagara amararatanakosindra mahindrayudhyā mahātilakabhava navaratanarājadhānī purīrāmasya utamarājanivēsana mahāsthāna amaravimāna avatārasthitya shakrasdattiya vishnukarmaprasiddhi*. It translates to "The city of angels, the great city, the eternal jewel city, the impregnable city of God [Indra](#), the grand capital of the world endowed with nine precious gems, the happy city, abounding in an enormous Royal Palace that resembles the heavenly abode where reigns the reincarnated god, a city given by [Indra](#) and built by [Vishnukam](#)".

Local school children are taught the full name, although few can explain its meaning because many of the words are archaic, and unknown to all but a few. Most Thais who do recall the full name do so as a result of its use in a [popular song](#) (กรุงเทพมหานคร/Krung Thep Mahanakhon by อัสนี-วสันต์ โชติกุล/[Asanee-Wasan Chotikul](#) 1989) and will often recount it by recalling the song at the same time, much in the same way that [English](#) speakers might sing the [alphabet song](#) while reciting the [English alphabet](#).

The full name of the city is listed by [Guinness Book of Records](#) as the [world's longest place name](#).

Economy

The [Baiyoke Tower II](#), Thailand's tallest building and hotel.

Bangkok is the [economic center](#) of Thailand, dominating the country's economy and dwarfing other urban centers. In 2005, it produced a [GDP](#) ([PPP](#)) of about [USD](#) 220 billion, which accounts for 43 percent of the country's GDP. Its GDP (PPP) per capita is roughly

USD 20,000, one of the highest in Southeast Asia. The [Stock Exchange of Thailand](#) is located in Bangkok with over 400 listed companies and combined market capitalization of about [THB](#) 5 trillion (USD 120 billion) as of [January 5](#), [2006](#). Due to the large amount of foreign representation, Thailand has for several years been a mainstay of the Southeast Asian economy and a key center in Asian business. In the recent mini-crash known as Black Tuesday, the [SET](#) lost over THB 800 billion or USD 25 billion in value, causing markets in the Asia-Pacific to fall and causing a global impact on [December 17](#), [2006](#). The loss of market valuation evoked fears of a repeat of the [Asian Financial Crisis of 1997](#); however, a partial policy reversal saw market gaining back nearly all of the value lost.

Bangkok is home to the headquarters of all Thailand's large commercial banks and financial institutions; 18 financial institutions hold at least USD 1 billion in total assets. Their bank deposits totaled approximately THB 7 trillion (USD 177 billion) at the end of the third quarter in 2005. Many [transnational](#) companies operate regional headquarters in Bangkok because the cost of operation in the city is less than in most rival cities in Asia. Thirteen Bangkok-based companies are on the [Forbes 2000](#) list, including the largest Thai bank, [Bangkok Bank](#), and the country's largest energy company [PTT](#).

Tourism is a significant contributor to Thailand's economy, providing about 5 percent of GDP. Bangkok is Thailand's principal international gateway, the major domestic hub, and a destination in its own right. Income inequality of Bangkok's residents is significant, especially between relatively unskilled lower-income immigrants from rural provinces in Thailand and neighboring countries and wealthier government officials, middle class professionals, business elite, and retired foreigners. About 7 percent of Bangkok's

population (excluding illegal immigrants who constitute about 5-8 percent of population) lives below the poverty line compared to the national average of 9 percent.

Demographics

As of the 2000 census, there were 6,355,144 registered residents in the city. However, this figure does not take account of the many unregistered residents and daytime visitors from the surrounding metropolitan area. Recently, Bangkok has experienced a large influx of foreign immigrants, long-term residents, and expatriates. The number of expatriate executives stood at 65,000 as of November, 2005, with an average of more than 1,800 permits per month. Long-term foreign residents include 250,000 mainland Chinese, 30,000 Japanese (the largest community in any Asian city outside of Japan),100,000 Indians (35,000 Sikh), of whom more than 80% have Thai citizenship, 6,000 Americans, 45,000 Europeans (the second largest number in any Asian city after Singapore), 15,000 Taiwanese, 7,000 South Koreans, 6,000 Nigerians, 8,000 people of Arabic speaking countries, 20,000 Malaysians, and 4,000 Singaporeans. There are approximately 400,000 - 600,000 illegal immigrants from Cambodia, Myanmar, Russia, Ukraine, Pakistan, Nigeria, India, Bangladesh, China, and other countries. A vast majority of the population, 92%, is Buddhist. The rest are Muslim (6%), Christian (1%), Jewish (300 residents), Hindu/Sikh (0.6%), and others. There are some 400 Buddhist temples, 55 mosques, 10 churches, 2 Hindu Temples, 2 synagogues and 1 Sikh gurudwara in Bangkok.

Date	Population
1880	255,000
1910	365,000
1 April 1919	437,294
15 July 1929	713,384
23 May 1937	890,453
25 April 1947	1,178,881

Date	Population
25 April 1960	2,136,435
1 April 1970	3,077,361
1 April 1980	4,697,071
1 April 1990	5,882,411
1 April 2000	6,320,174
1 January 2005	6,642,566
1 July 2007	8,160,522

Geography and climate
Topography and climate

Rama VIII Bridge

Bangkok province covers 1,568.7 km², making it the 68th largest province in Thailand. Much of the area is considered the city of Bangkok, therefore making it one of the largest cities in the world. The Chao Phraya River, Thailand's longest river which stretches 372 km, is Bangkok's main geographical feature. The Chao Phraya River basin, the area surrounding Bangkok, and the nearby provinces comprise a series of plains and river deltas that lead into the Bay of Bangkok about 30 km south of the city center. This gave rise to Bangkok's appellation as the "Venice of the East" due to the number of canals and passages that divide the area into separate patches of land. The city once used these canals, which were plentiful within Bangkok itself, as divisions for city districts. However, as the city grew in the second half of the 20th century, the plan was abandoned and a different system of division was adopted.

Bangkok Skyline at Night.

Bangkok lies about two meters above sea level. This low ground level causes problems for the protection of the city against floods during the monsoon season. Often after a downpour, water in canals and the river overflows the banks, resulting in massive floods. The Bangkok Metropolitan Administration (BMA) has recently installed higher planks alongside some canals to keep water levels from reaching street level. There is however some downsides for Bangkok's extensive canal routes, as the city is rumored to be sinking an average of two inches a year as it lies entirely on a swamp. Some reports say that the city is sinking as much as four inches a year, and this combined with the rising sea level will leave Bangkok under 50 cm to 100 cm of water by 2025.

Bangkok has a tropical monsoon climate under the Köppen climate classification system. Bangkok is said to have the highest average temperature of any city in the world. Average

temperatures in the city are about 2°C higher than the ones shown for the Don Muang Airport at 1960-1990 periods. Absolute maxima are 40.8°C and absolute minima are 10.0°C. The coldest temperatures were recorded in January 1924, January 1955, and January 1974.

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Avg high °C (°F)	32.0 (89.6)	32.7 (90.9)	33.7 (92.7)	34.9 (94.8)	34.0 (93.2)	33.1 (91.6)	32.7 (90.9)	32.5 (90.5)	32.3 (90.1)	32.0 (89.6)	31.6 (88.9)	31.3 (88.3)	32.7 (90.9)
Avg low temperature °C (°F)	21.0 (69.8)	23.3 (73.9)	24.9 (76.8)	26.1 (79.0)	25.6 (78.1)	25.4 (77.7)	25.0 (77.0)	24.9 (76.8)	24.6 (76.3)	24.3 (75.7)	23.1 (73.6)	20.8 (69.4)	24.1 (75.4)
Precipitation centimetres (inches)	1 (0.4)	2 (1.1)	3 (1.2)	7 (2.8)	19 (7.5)	15 (6.0)	15 (6.2)	18 (7.4)	32 (12.6)	23 (9.1)	5 (2.3)	1 (0.4)	145 (57.1)

Source: Weather base

Districts

Chinatown

Bangkok has 50 districts or *khets*, each with a distinct difference in governance. All however, are under the control and authority of the Bangkok Metropolitan Administration. Throughout the years, Bangkok has grown from a city scattered along the river to a metro area that spans as many as six provinces. The city's main business districts and residential areas are continuously expanding. The influx of foreigners from Western countries as well as immigrants from neighboring Laos, Myanmar, Cambodia and many other South Asian countries along with the growth of the Thai population has stemmed hundreds of housing projects around the metro area, developing communities along the outskirts. Within years,

these communities are engulfed by the greater Bangkok and become another part of this urban jungle.

The skyline of Silom.

The most important business districts of Bangkok include Silom, Bangrak, Pinklao, Sathon, Phra Ram 2, Petchaburi, Phra Nakhon, and Pathumwan.

Bangkok as seen from Baiyoke Tower II.

As the city expanded on the outskirts, the inner city has nowhere to grow but up. The city has a registered 1,000 skyscrapers and ranks 17th as the world's tallest city. This does not include hundreds of new buildings predicted as part of the construction boom in 2007 and the coming years. Areas such as Silom-Sathon and Asok have for decades been Thailand's business center. During the 1990s, Thailand experienced the world's highest growth rates and underwent an economic transformation, Bangkok went through dramatic changes. The Ratchadaphisek area was turned into a business district which continued through the Asok area up north for five km. The Sukhumvit area, stretching 15-20 km, gradually turned into a mixed commercial and residential area. Wireless Road and Chitlom are where some of Bangkok's most expensive land plots exist. Part of the British Embassy on the corner of Wireless and Rama I Roads, nine rai or approximately 14,400 m² in area, sold for USD 92 million or THB 3.24 billion, and is the most expensive single sale of land in Thai record.

Bangkok's Phra Nakhon district alongside Dusit is where most governmental agencies and ministries have their offices. Most of the well-known tourist attractions are also in this particular area due its age. It is a no-skyscraper designated zone to preserve the area where some buildings are as old as Thailand itself. This part of Bangkok is perhaps the most popular for tourists as most notable attractions such as the Grand Palace, Democracy Monument, Giant Swing, Sanam Luang and other venues are located here. Thon Buri also has its fair share of historic monuments mainly located near the river, such as Wat Arun. The Victory Monument in Bangkok is one of the city's biggest bus destinations. Although

not officially a bus depot, its location in the centre of city transits as many as 20 bus lines as well as a BTS Sky train station.

A satellite image of Bangkok's urban sprawl and its many suburbs.

Bangkok's north and eastern areas are primarily residential areas for middle class residents of Bangkok. Whereas the inner city often has small apartments and low rises for poor immigrants, Lad Prao and Sri Nakarin offer residential compounds and townhouses. The two areas cover as much as 100 km²-150 km² each, and have turned into what is now part of Bangkok as more suburban housing developments sprawl further out to the east and north. The west of Bangkok in Thon Buri is another growing area, approaching the degree of development experienced by the north and east. Suvarnabhumi Airport in the east is seen as a jump start for the eastern expansion of Bangkok as Don Muang was for the north.

Ratchaprasong is at the fore front of Bangkok's shopping scene. The newly renovated Central World Plaza intends to serve as a square to Bangkokians. Just up the street is Siam Square, similar to Shinjuku in Tokyo and Oxford Street and Picadilly Circus in London. The Sukhumvit area also serves as a shopping district for foreigners. The popular Chatuchak Weekend Market in the north of the city is where many people head for cheap, quality products.

Bangkok's poorest districts are spread throughout the city. However, the most concentrated area is just north of the Port of Bangkok at the turn of the Chao Phraya River. For an area of ten km², the Khlong Toei district houses one of the poorest areas in the country with half-built houses and mid-rise for immigrants and workers from the northeast Isan provinces.

Green zones and major parks

Bangkok has large sections of greenery either preserved by the Department of National Forestry or designated as green zones. The city however, continues to lack a green belt development as economic activity continues to pour into the capital, resulting in massive housing projects along the suburbs. However, in recent years, there has been a stronger voice towards preserving the environment containing population within the city.

Bangkok is known for its large green sections within the city centre, including the large forest park between Yannawa and Samut Prakan. This part of the city covers an area of over 50 km². and is intended to buffer the CBD from the large industries of the west and south of Metropolitan Bangkok. Other areas include Bung Makkasan, an urban city buffer for residences, sections of many major roads which have unbuilt swamps and green fields.

Some of these areas are intentionally undeveloped for protecting against urbanization, while others are land lost during the Asian Financial Crisis.

Lumphini Park is regionally famous. Renowned as Bangkok's Central Park, it was built in the early 1900s by Rama VI with this intent. It has since been used to hold grand pageants, ceremonies of the Thai constitution, and was a camp for Japanese soldiers during World War II. The park's primary function is now for recreational purposes, and it is one of the most visited parks, especially on weekdays. On Sundays, the western gates are open for runners to run on to Silom Road. It normally remains closed at night with police patrols due to the large amount of vandalism, robberies and murders reported. Chatuchak Park and Rama IX Park are two of Bangkok's largest parks. The two, built in the past 50 years cater to Bangkok's suburban population are enormous and include botanic gardens, sports clubs and complexes, English/French/Japanese gardens and parks as well as large ponds and lakes. Other famous parks include Queen Sirikit Park near Lad Yao, Benjasiri Park on Sukhumvit, Saranrom Park across the Grand Palace, Sanam Luang, Suan Romaneenat, and Dusit Park.

Administration

The old parliament.

Bangkok is one of two special administrative areas in Thailand, the other being Pattaya, in which citizens vote to choose their governor, unlike in Thailand's 75 other provinces (*changwat*). In the 2004 governatorial election, Apirak Kosayothin was elected governor.

The urban sprawl of the greater Bangkok Metropolitan Area extends beyond the borders of Bangkok province, spilling into the neighboring provinces of Nonthaburi, Samut Prakan, Pathum Thani, Nakhon Pathom and Samut Sakhon. The province as it is today was created in 1972 when the previous Bangkok province, *changwat Phra Nakhon*, merged with Thonburi province.

The seal of the city shows the god Indra riding in the clouds on Erawan, a mythological elephant-shaped creature. In his hand Indra holds a lightning bolt, which is his weapon to drive away drought. The seal is based on a painting done by Prince Naris. The tree symbol of Bangkok is *Ficus benjamina*.

Bangkok is subdivided into 50 districts (*khet*, also sometimes called *amphoe* in the other provinces), which are further subdivided into 154 *kwaeng* (แขวง, equivalent to *tambon* in other provinces). Each district is managed by a district chief appointed by the governor. District councils, elected to four-year terms, serve as advisory bodies to their respective district chiefs.

There is also an elected Bangkok Metropolitan Council, which has power over municipal ordinances and the city's budget. The last elections for local councils in Bangkok were held on July 23, 2006.

Tourism

A panoramic view of the Grand Palace

Bangkok is considered to be one of the world's top tourist hotspots and is currently Asia's top tourist destination - the third in the world according to Travel and Leisure magazine. Bangkok is Thailand's major tourist gateway, which means that the majority of foreign tourists arrive in Bangkok. An estimated 15 million foreigners arrive in Bangkok every year. The city boasts some of the country's most visited historical venues such as the Grand Palace, Wat Pho, and Wat Arun. There are numerous projects to maintain Bangkok's historic sites in the Rattanakosin area and river districts.

Palaces and Wats

Chakri Maha Prasat Throne Hall, a 19th century styled building with a traditional Thai stucco roof, located within the Grand Palace compound.

Wat Arun, one of the most visited temples in Bangkok.

The Bangkok Metropolitan Area is home to two capitals of Thailand: the area historically known as Rattanakosin, and the modern Bangkok. There are a large number of palaces in Bangkok. Several are still in use by the Thai Royal Family, while others are now open to the public and some have become government buildings or universities.

The King's official residence is the Grand Palace, which dates to 1782 and has housed Thailand's monarchs for over 150 years. Up to the early 20th century and before the 1932 Revolution, the complex was key in Thai government: it included royal courts, administrative branches, and was similar in layout to that of previous Thai capitals. Today, it is one of the most visited locations in Bangkok. Within the complex is the Chakri Mahaprasat Hall and Wat Phra Kaew, which houses the Emerald Buddha and is considered the most important temple in Thailand. Chitralada Palace is the Bangkok residence of King Bhumibol Adulyadej (Rama IX) and Queen Sirikit.

Of the hundreds of wats located in Bangkok, only a few are notable. When King Taksin led his troops out of Ayutthaya and into Thon Buri, they took refuge in Wat Arun. This pre-Thon Buri era structure rises to 85 meters and has held the status of tallest structure in Bangkok for longer than any other modern skyscraper.

Wat Pho, which houses the Temple of the Reclining Buddha or Wat Phra Chetuphon, is located behind the Temple of the Emerald Buddha in the Grand Palace. It is the largest temple in Bangkok and named for its huge reclining Buddha measuring 46 meters long and covered in gold leaf. The Buddha's feet alone are 3 meters long.

Wat Suthat is one of the oldest temples and the site of the original Giant Swing. A huge teak arch, all that remains of the original swing, lies on the grounds in front of the temple. The swing was used in a ceremony to give thanks for a good rice harvest.

Within Wat Saket is the Golden Mount, or *Phu Khao Thong*, an unusual temple that houses Buddha relics within its 58-metre-high chedi surmounted by a golden cupola. Built by King Rama I just outside the new city walls, the late-18th century temple served as the capital's crematorium. During the next hundred years, the temple became a dumping ground for some 60,000 plague victims

Transportation

Boats and ferries near the Rama VIII Bridge.

River and canals network

An elaborate network of canals known as *khlongs* gave Bangkok the nickname "Venice of the East" at a time when most transportation was by boat. Today, nearly all of the canals have been filled in and converted into streets. While many khlongs still exist with people living along them and markets often being operated along the banks, most are severely polluted. A notable khlong market is the floating market in Taling Chan district. Through downtown Bangkok runs the Khlong Saen Saeb, which has a canal boat service, the most extensive of which is the Chao Phraya Express Boat with as many as thirty stops along the both banks of the Saen Saeb. However, there are limitations as the further north the route is the farther apart the stations are, impeding the ability of this water taxi to function as a true mass transit system.

Roads

Several elevated highways, newly rebuilt intersections, and many partially finished road and rail projects dot the landscape around greater Bangkok, but have done little to overcome the notorious traffic jams on Bangkok's surface roads as private vehicle usage continues to outstrip infrastructure development. Many city residents complain that they spend more than half their waking day on the streets on an open-air city bus.

Bangkok also includes many shopping and business roads like the Sukhumvit Road which includes high-rise business buildings, apartments, and shopping malls, Sukhumvit Road is where many foreigners like to come shopping. The Wireless Road or Thanon Wittayu includes the Stock Exchange of Thailand and many business buildings like the All Seasons Place Complex which includes the Conrad Bangkok, a shopping mall, and many other business offices. The Thanon Khaosan or Khaosan Road is also well-known by foreigners. One of the popular shopping roads for teenagers is Rama I road, which has the Siam Paragon, Siam Square, and the Siam Discovery Center.

The Entertainment in Khaosan Road

Bangkok may be known as one of the worst cities in the world for traffic, but it has built an expressway or second-level road on almost every road in the city center, and there continue to be plans for new expressways monthly. The government has also tried many times to improve the state of the traffic in the city center, which can sometimes take an hour just to move one kilometer.

Rail systems

In 1999 an elevated two-line Sky train (officially called BTS) metro system was opened. The remains of a failed elevated railroad project (the Hopewell project) can still be seen all the way from the main railroad station out towards Don Mueang Airport. Due to the Asian financial crisis construction was halted and the concrete pillars were left unused. Expatriates call them "Hopehenge," Hopeless, or Stonehenge.

A Sky train approaching Sala Daeng Station.

The MRT subway system opened for use in July 2004. The MRT connects the northern train station of Bang Sue to the Hua Lamphong central railway station near the city center, while also going through the eastern part of Bangkok. It connects to the BTS system at BTS stations Mo Chit, Asok, and Sala Daeng. Many stations have various designs and concepts with many to install retail shops and transit malls to draw more income from commuters.

Political bickering and profiteering also has stalled many promised and planned urban rail projects including Sky train and subway extensions, initially planned to open by the end of 2002 (for Sky train), and projects that are completed often are very much delayed. Currently, transit and development projects initiated by ousted former Prime Minister are unpopular with the current administration, and have a high likelihood of being stalled or cancelled.

A new high speed elevated railroad called the Suvarnabhumi Express, currently under construction, will link the city with the new Suvarnabhumi Airport. The announced opening date has been pushed to back to 2009, but along with the airport itself, was a Thaksin pet project. The Airport Express railway is to be operated by the State Railway of Thailand. It

will provide a 28.5 km link between the new airport and the City Air Terminal (CAT) at Makkasan with connections to the BTS at Phaya Thai and MRT at Petchburi.

There are plans to extend the line to Don Mueang and Rangsit, but again, this is very dependent on the political situation.

The Chao Phraya River Skyline.

Plans have been approved for a further extension of the BTS Silom line from Wong Wian Yai to Bangwah (4.5 km), Sumrong to Samut Prakarn (8 km), Mo Chit to Saphan Mai (11.9 km) and the National Stadium to Phran Nok (7.7 km). This includes five underground stations in the Rattanakosin area. The State Railway of Thailand has also been given approval to complete the Dark Red and Light Green lines. Alongside, MRT has also begun construction on two new lines, the Purple line from Bang Yai to Bang Sue, and the Blue line from Hua Lampong to Bang Khae and Ta Pra. Much of this is part of a government effort to reduce reliance on personal vehicles in the hope of linking the city within ten years by a ring road of rail systems.

For intercity travel by train, most passengers begin their trips at Hua Lamphong at the southern end of the MRT. Here, trains connect Bangkok to Malaysia in the south, Chiang Mai and beyond to the north, and Nong Khai and beyond to the northeast.

Bus service

Virtually all cities and provinces are easily reached by bus from Bangkok. For destinations in the southwest and the west, buses leave from the Southern Bus Terminal, west of the city in the Thonburi area. For destinations in the southeast, such as Pattaya, Ko Samet and Ko Chang, buses leave from the Eastern Bus Terminal at Ekkamai. For all destinations north and northeast, the Northern Bus Terminal is at Mo Chit. Long distance bus service has become safer as drivers are changed and most no longer take methamphetamines such Ya Baa to stay awake, which often caused excessive speeding and passing on dangerous undivided roads. Bangkok's less accessible southern terminal was recently moved even farther out. Though Bangkok is well connected to other cities, getting to the bus terminals often are a challenge in themselves.

Airports

Concourse D at Suvarnabhumi International Airport as seen from a taxiing plane.

Don Mueang International Airport

Bangkok is one of Asia's most important air transport hubs. In 2005, more than ninety airlines served Don Mueang International Airport (IATA: **DMK**; ICAO: **VTBD**) and over 38,000,000 passengers, 160,000 flights and 700,000 tons of cargo were handled at this airport per year.[*citation needed*] It was the 18th busiest airport in the world, second busiest in Asia by passenger volume, 15th busiest in the world and fourth busiest in Asia in international passenger volume. Don Mueang consistently ranked 19th in the world in cargo traffic and seventh in the Asia-Pacific region. Don Mueang is considered to be one of the world's oldest international airports, its opening in March 1914 making it almost twenty years older than London Heathrow. It has three terminals and is located about 30 km north from the heart of Bangkok.

On September 28, 2006, Suvarnabhumi Airport (IATA: **BKK**; ICAO: **VTBS**), became Bangkok's official international airport, replacing Don Mueang. Pronounced Suwannaphum (RTGS), or loosely *Su-wan-na-poom*, the airport is located southeast of the city center in Bang Phli district, Samut Prakan Province.

The progress of Suvarnabhumi Airport dates back to the early 1970s when a large plot of land 8,000 acres (32 km²) was bought. A student uprising in October of the same year prevented further progress with the development when the military government of Thanom Kittikachorn was subsequently overthrown. After several military coups and the Asian financial crisis of 1997, construction finally began in 2002, after five years of clearing the site. The first flights landed in September 2006, shortly after another military coup. Its two parallel runways are connected by the five concourses of the main terminal building. The airport features a 132.2 meter-tall control tower, the tallest in the world and one meter taller than Kuala Lumpur International Airport control tower. Airports of Thailand Plc. (AoT)

have announced another terminal to accommodate a further fifteen million passengers. This will be part of Phase 2 of the airport, which is expected to begin construction in three to five years. The main airline of Suvarnabhumi is Thai Airways International.

Much of the construction of Suvarnabhumi Airport took place during the premiership of Thailand ex-prime minister, who took personal responsibility for its timely completion. Despite a "ceremonial" opening on the planned date, construction was over a year late. Continuing controversy surrounds the quality of planning and construction; accusations include cracks in the runway, overheated buildings, a severe shortage of toilet facilities and lengthy passenger walks to departure gates. The fact of the airport already being overcrowded and near its maximum capacity in less than a year of its opening is another concern.

Don Mueang remains in use as a base of the Royal Thai Air Force. Thai Airways and most of the low-cost airlines now use the airport for domestic flights, in an effort to ease congestion at Suvarnabhumi, until the next terminal is opened.

Culture

Media

Bangkok had been heralded for decades for the amount of free press coverage in Asia, but has seen a sharp decline of freedom since the Thaksin era and even more so with the current military junta. There is an average of four million readers for more than 25 Bangkok based newspapers, the largest claiming to be *Thai Rath*, one of the most acclaimed papers in Thailand, which sells over a million copies a day. Bangkok also has two major English-language dailies, the *Bangkok Post*, arguably the most famous, followed by *The Nation*. The *Asian Wall Street Journal* and *International Herald Tribune* are printed in Bangkok and have high distribution numbers. There are also a number of weekly publications normally published on Fridays that deal with political issues. Other publications, such as lifestyle and entertainment magazines are also plentiful.

Magazines have somewhat taken over the new generation and youth of the past few decades are turning to more Westernized publications dealing with issues such as fashion, the superstar life, and glamour. There are large amounts of paparazzi magazines and fashion publications, especially after the launch of the Bangkok Fashion City project in 2004. Since then, United Broadcasting Corporation (UBC, or now True Visions), the Thai cable operator, has launched a new channel devoted to Thai fashion as well as a Thai edition of E! Entertainment television.

There is a large amount of television media in Bangkok. Five television stations operated and controlled by the government and the UBC cable operator are based in Bangkok. They broadcast a total of 50 channels to viewers with gold edition including many Thai television stations such as TITV, six sports channels, and Channel V, among others. There are more than 30 FM radio stations within the Bangkok metro vicinity and 50 AM channels including international brands such as Virgin Radio. Radio stations mainly broadcast in Thai, although some broadcast solely in English due to the growing expat population.

There are a variety of ways to enjoy Bangkok through the performing arts. Clubs featuring jazz and other live music line major districts of town, Victory Monument, the entire BTS Sukhumvit line, and Phra Nakorn. Chalerm Krung Theater and the National Theater have been in operation since the early 20th century whereas the newer Thailand Cultural Center hosts a variety of plays and events.

The Bangkok Symphony Orchestra and Bangkok Opera are gradually earning recognition among international critics and regularly host performances of international performers. There is also a large number of "cafes", or nightclubs, which host comedy acts along Rama IX Road.

Bangkok has dozens of cinema multiplexes, and the city hosts two major film festivals annually, the Bangkok International Film Festival and the World Film Festival of Bangkok.

Arts

Bangkok is home to the National Gallery of Thailand as well as many museums, concert halls, theatres, and art galleries. It is home to the Thailand Cultural Centre and the National Theatre.

Nightlife

Bangkok offers a widely varied nightlife. Like nearby Pattaya, the city is notorious for some concentrations of massage parlours, go-go bars and karaoke places, with Patpong, Soi Cowboy and Nana Plaza being the main areas catering to male tourists. There are, however, many other venues available to enjoy other pursuits. There are Westernized clubs and cafes for the rich and lower-cost bars and pubs that are very popular with the locals. The city's Phra Nakhon district is home to probably the most profound worldwide example of a "backpackers' ghetto", Khaosan Road. Sukhumvit Road boasts some of Asia's most crowded clubs along the 5 km section between Ekamai and Withayu.

Urban lifestyle

MBK or Ma Bun Khrong, one of Bangkok's oldest shopping malls, has also been a tourist hotspot and a hangout for young Thais.

Although, it is one of Asia's most important cities economically, the urban pace of Bangkok is somewhat relaxed, as the city offers enormous amounts of getaway locations. Most residents tend to stress over the amount of traffic in the city. Peak hours are between 6:30 am to 9:30 am and 4:30pm to 8:00 at night on weekdays, with a general state of traffic on Fridays and Saturdays.

A good number of Bangkokians leave town on weekends to visit seaside resorts such as Hua Hin and Pattaya. Others return home to visit elderly relatives in Isan and the Northern provinces. Bangkokian youth tend to stay within the city and use the weekends to relax. A good majority of them however, utilize Saturdays like their parents as a work day, visiting a large amount of extra learning centers open on Saturdays as well as private tutors. Saturday is somewhat considered a work day to a good number of Bangkokians.

Religion does not play a very influential role in the capital as it would compare to other cities. However, a good proportion of the population remains devout and daily offers the monks who walk their neighborhoods alms. Muslims are often either assimilated entirely by the Thai or live in remote parts of the city such as the Nong Chok district where traditional Thai Muslims still live.
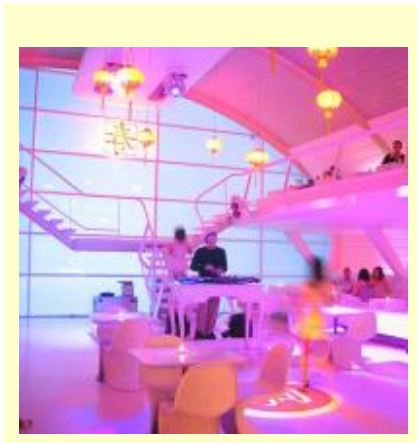
What's cool in Bangkok?

http://www.bangkok.com/a-z-of-bangkok/index.html

A to Z of Cool in Bangkok

In popular culture, 'cool' is defined as "and aesthetic of attitude, behavior, appearance and style." Bangkok is a city where all of these components can be found in abundance, which is probably what makes it one of the coolest cities in the world. From the odd to the opulent, the wacky to the wonderful, here's our exhaustive A-Z of all the things that give this sprawling metropolis its unique swagger. If it's something that makes Bangkok the unique, exciting, mystifying but always compelling place it is, then we've got it covered. Whether you're a first-time visitor or live in this magical city, this is the list you have to work your way through before you can buy the T-shirt...

A-C

A is for Attractions, Accommodation, Architecture, Amusement Parks, Aerobics, the Arts scene, Acupuncture and Afternoon Tea; **B** is for the BTS Sky train, Bars, Boutique Hotels, Baiyoke Tower, Butterfly Enclosure, Bowling Alleys, Big Wheel, Bargains, BITEC and Bed Supperclub; and **C** is for the Chao Phraya River, Chinatown, Clubs, Chatachuk Weekend Market, Culture, Cooking Classes, Cultural Shows, Crafts, Central World, Cinemas, Concerts, Crocodile Farms, Cycling and Condominiums.

D-F

D is for the Democracy Monument, Diamond Jubilee Celebrations, Dinner Cruises, Dim Sum, Dental Care, Detoxification, Dude/Sweet, Driving Ranges and Dream World; **E** is for the Erawan Shrine, Elephant Shrine, Events, Exhibitions and Embassies; and **F** is for Food, Food Halls, Floating Markets, Festivals, Foot Massage, Fashion, Family Fun and Fortune Tellers.

G-J

G is for the Grand Palace, Gay Scene, Galleries, Golf, Go-Go Bars and Gemstones; **H** is for History, Hualamphong Station, Horse Racing and House Cinema; **I** is for International Trade Fairs and Impact Muang Thong Thani; and **J** is for Joe Louis Puppet Theatre and Jim Thompson.

K-M

K is for Khao San Road, Katoeys, Khlongs and Koh Kret; **L** is for the Longest Name, Lumpini Park, Luxury Hotels, Ladyboy Shows, Live Music, Lovers Shrine and Lasik Eye Surgery; and **M** is for Malls, MBK, Museums, Muay Thai, MRT, Meditation and Mooncakes.

N-Q

N is for Nightlife and Nana Plaza; **O** is for Opticians and OTOP; **P** is for Patpong, Phallic Shrine, Palaces, Pagodas, Playground, Panthip Plaza, Pratunam, Phra Arthit Road, Private Hospitals, Polo Clubs and Parks; and **Q** is for Q Bar and the Queen Sirikit National Convention Centre.

R-S

R is for the Riverside, Rooftop Venues, Rose Garden, Restaurants, RCA, the Royal Barge Procession and the Royal Trophy Golf Tournament; and **S** is for Shopping, Suan Lum Night Bazaar, Siam Paragon, Siam Centre, Siam Discovery, Siam Square, Siam Ocean World, Street Culture, Street Food, Serviced Apartments, Survarnabhumi Airport, Soi Cowboy, Spirit Houses, Shrines and Silom.

T-Z

T is for Touts, Tailors, Transport, Tuk-Tuks, Taxis, Tennis, Temples, Tours, Thonglor, Trendy Venues, TCDC and Thai Massage; **U** is for Uniforms; **V** is for Vertigo, Views and Victory Monument; **W** is for Weird Places; **X** is for XXX Movies; **Y** is for Yoga; and **Z** is for Zoos.

CONCURRENT SESSIONS, SEPTEMBER 5 TO 7, 2007

SUFFICIENCY AND SUSTAINABILITY IN HIGHER EDUCATION – AN AGENDA

(Underlined names correspond to authors attending the Conference.)

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1. Institutional Research
ROOM: John XXIII
Date: September 5th, 2007
Time: 11:15 - 12:45 a.m.

Chair: Dr. Raj Sharma

Session 1

1.1. Using Performance Indicators to Assess Institutional Effectiveness in Higher Education – A Case Study. *Sutee Sujitparapitaya, Associate Vice President, San Jose State University, USA.*

1.2. Enhancing Employability of Under - graduate Alumni: A Study in Accounting Undergraduate Program in Indonesia. *R. Wilopo, Sekolah Tinggi Ilmu Ekonomi PERBANAS Surabaya, Indonesia.*

1.3. Perception on Nursing Profession and Course and Academic Performance. *Chong M.C., University of Malaya, Malaysia.*

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5. Higher Education Management Practices Towards Sufficiency and Sustainability
ROOM: J 205
Date: September 5th, 2007
Time: 11:15 - 12:45 a.m.

Chair: Prof. Dr. Zoraini Wati Abas

Session 1

5.1. Higher Education through the Sufficiency and Sustainability lens. *Teay Shawyun, Assumption University of Thailand.*

5.2. Sustainability through the Successful Development of Alternative Revenue Streams. *Kevin W. Prine, William Jewell College.*

5.15. Internationalisation of Higher Education: Assuring Reliability and Sustainability in Transnational Education (TNE) Programs. *Ian Charleson, Swinburne University, Australia.*

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4. Teaching and Learning Mechanisms
ROOM: J 210
Date: September 5th, 2007
Time: 11:15 - 12:45 a.m.

Chair: Prof. Dr. Nirwan Idrus

Session 1

4.1. Self-Evaluation of Thai University English Teachers in Their Teaching Practice. *Kasma Suwanarak, Kasetsart University, Thailand.*

4.2. Success Factors of Student's Webboard: Towards an On-line Community for Higher Education Institutions. *Krisda Tanchaisak, Assumption University of Thailand.*

4.3. Impact of COL on the Participation Behavioral Pattern of Learners and Tutors in the Online Discussion Forum. *Karl Wagner and Richard Ng, Open University Malaysia.*

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4. Teaching and Learning Mechanisms
ROOM: John XXIII
Date: September 5th, 2007
Time: 14:00 - 15:30 p.m.

Chair: Dr. Krisda Tanchaisak

Session 2

4.4. Contribution of Multimedia Courseware towards Learning in Open Distance Learning, *Zoraini Wati Abas, Rosliza Osman, Centre for Instructional Design & Technology, Santhanadass Thangapragasam, P.Rajesh Kumar Faculty of Science, Open University Malaysia, Kuala Lumpur, Malaysia.*
4.5. Feedback as a Mechanism for Teaching and Learning. *Mazirah Binti Yusoff, Sheila Rose d/o Darmaraj, and Yalini d/o Easvaralingam, INTI International University College.*
4.6. Exploring liaison: an Investigation into Roles of Relationship Building and Management between English Teaching Colleagues in a Thai Educational Institution. *Sureepong Phothongsunan, Assumption University, Thailand.*
4.7. Teacher Evaluation in Higher Education: Analysis of the current practices and proposals for future development. *Rashid Hammad Aldoseri, College of Education, University of Bahrain.*

1. Institutional Research
ROOM: J 205
Date: September 5th, 2007
Time: 14:00 - 15:30 p.m.

Chair: Prof. Dr. Karl Wagner

Session 2

1.4. The Skills and Competencies of De La Salle University - Dasmarinas SY 2003-04, Business Graduates as Perceived by Educators and the Industry. *Felda Olimpia V. Pena, Allied Business Department, College of Business Administration, De La Salle, University – Dasmarinas, Dasmarinas. Cavite, Philippines.*
1.5. Student Priority and Satisfaction with University Services in a Distance Education Institution. *Latifah Abdol Latif, Centre for Student Affairs, Open University Malaysia, Raj Shama, Swinburne University of Technology, Australia, Ramli Bahroom, Open University Malaysia.*
1.6. Generic Attributes: The Case of Missed Perceptions and Links. *Zarrin Seema Siddiqui / Tayyaba Khalil Sidiqui, Mohammed Emran, Tayyaba Bashir, The Education Centre, University of Western Australia.*

5. Higher Education Management Practices Towards Sufficiency and Sustainability
ROOM: J 210
Date: September 5th, 2007
Time: 14:00 - 15:30 p.m.

Chair: Dr. Don Malabanan

Session 2

5.3. Practising Sustainable Higher-Education and the Knowledge Economy: The Role of Private Higher Education Institutes in Malaysia**.** HE Management Practices towards Sufficiency and Sustainability. *Ruttigone Loh*, RMIT University, Melbourne.

4.19. Interlanguage Analysis of the Students in ESP Class. (A Case Study at STIE Perbanas Surabaya). *Sri Setiyani, Jakarta Indonesia. Djuwari, STIE Perbanas Surabaya, Indonesia.*

5.14. Staff Perceptions of Human Resources Services in a Technological University *Raj Sharma and Rebecca Munn, Swinburne University of Technology, Australia.*

4. Teaching and Learning Mechanisms
ROOM: John XXIII
Date: September 6th, 2007
Time: 10:30 - 12:00 a.m.

Chair: Dr. Malinee Ronapat

Session 3

4.8. Piloting Transformative Learning in Teaching Engineering. *Nirwan Idrus and Koh Yit Yan, INTI International University College Malaysia.*

4.9. The Worthiness and Effectiveness of Mathematics Remedial Courses: A Case

Study. *Ramzi Nasser, Notre Dame University, Leabanon. Diane Nauffal, University of Balamand, Lebanon.*

4.10. The Effect of Enhancing Nursing Students' Knowledge of the Nursing Care of Lung Cancer, Patients by using Computer Assisted Instruction lessons. *Niya Soaree, Department of Medical Nursing, Faculty of Nursing, Prince of Songkla University, Thailand.*

4.11. A Qualitative Study on the Use of Social Media in Higher Education. *Ben Len Chia Whey; Adeline Chong Hui Lee;/ Srikumar Ramayan, School of Communication, Taylor's College, Petaling Jaya.*

1. Institutional Research
ROOM: J 205
Date: September 6th, 2007
Time: 10:30 - 12:00 a.m.

Chair: Asst. Prof. Dr. Teay Shawyun

Session 3

1.7. The Study of Information Searching and Decision Making of New Students in Choosing Undergraduate Program in Surabaya, Indonesia. *Burhanudin, Sekolah Tinggi Ilmu Ekonomi Perbanas, Surabaya, Indonesia.*

1.8. The Development of Collaborative Strategies in Social Sciences Research in Thai Public Higher Education Institutions. *Sornnet Areesophonpichet, Chulalongkorn University, Thailand.*

1.9. The Motive of Higher Education to use Web as an Effort to Strengthen Institutional Position and Sustainability. *Luciana Spica Almilia, Perbanas Surabaya – Indonesia.*

3. Institutional Resources Based on Sufficiency & Sustainability
ROOM: J 210
Date: September 6th, 2007
Time: 10:30 - 12:00 a.m.

Chair: Prof. Dr. Kevin Prine

Session 3

3.1. Using the Economic Value added (eva®) as a financial management tool for a University: Case Study University in Thailand. *Nopadol Rompho, Faculty of Commerce and Accountancy, Thammasat University, Thailand.*
3.2. Delivering Academic Services at Regional Level: Perceptions from Thai Public Universities. *Suteera Chanthes; John Taylor, University of Southampton.*
3.6. Teaching and Learning Enhancement: UM Experience. *Huzalina Abdul Halim, Faculty of Education, University of Malaya, Kuala Lumpur, Malaysia.*
3.7. Making the Difference: A Case Study on Strategic Staff Planning. *Ivan Skaines and Susan Hudson, University of Western Sydney, Australia.*

2. Total Quality Assurance
ROOM: J 209
Date: September 6th, 2007
Time: 10:30 - 12:00 a.m.

Chair: Dr. Olimpia C. Racela

Session 3

4.12. Students' Perception Towards Accountant Personality in Accounting Department and Management Department (A Case Study at STIE Perbanas Surabaya). *Pepie Diptyana, Center for*

Research and Community Services, STIE Perbanas Surabaya. Djuwari, Management Department, STIE Perbanas Surabaya.
2.2. The Application of Data Envelopment Analysis (DEA) Model to Measure Efficiency and Productivity Change in Higher Education Institutions: A Case Study of Universiti Teknologi Mara, Malaysia. *Zalina Zahid and Rasimah Aripin, Faculty of Information Technology and Quantitative Sciences, Universiti Teknologi MARA, Shah Alam, Selangor. Mohd. Nasir Taib, Faculty of Electrical Engineering, Universiti Teknologi MARA, Shah Alam, Selangor.*
2.6. Principles, Means, and Forms, of Off-Campus Education Management Chandrakasem Rajabhat University: Chainat Campus. *Staporn Tawonatiwas / Phuangphet Tonawanik, Chandrakasem Rajabhat University of Thailand.*

5. Higher Education Management Practices Towards Sufficiency and Sustainability
ROOM: J 208
Date: September 6th, 2007
Time: 10:30 - 12:00 a.m.

Chair: Dr. Amonrat Thoumrungroje

Session 3

5.5. Poverty Alleviation of the Poor in Newly Urbanization Areas by Community Empowerment: Case Study of Bangplee District, Samut Prakarn Provice. *Niyom Boonpikum;Oratat Kusolkul; Wimolruedee Ponghirum, Chandrakasem Rajabhat University, Bangkok, Thailand.*
5.6. Construction of New Business Model for Higher Education Institution: The

Experience of Universitas Islam Indonesia. *Achmad Sobirin, Faculty of Economics, Universitas, Islam Indonesia.*

5.13. Teaching and Learning of English as A Foreign Language: A Study of Thai Students at Assumption University. *Kalpana Upadhya, Faculty of Arts, Assumption University, Thailand.*

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5. Higher Education Management Practices Towards Sufficiency and Sustainability
ROOM: John XXIII
Date: September 6th, 2007
Time: 13:30 - 15:00 p.m.

Chair: Prof. Dr. Ivan Skaines

Session 4

5.7. Implementing Balance Score-card in Higher Education. *Devie, Petra Christian University, Indonesia. Josua Tarigan, Petra Christian University, Indonesia.*

5.8. University Lecturers' Perceptions of an Innovative Instructional Element: Towards Self - Sufficiency and Sustainability. *Veronica Cahyadi, Physics & Astronomy Department, University of Canterbury, New Zealand. Lily Law, Centre for Language Studies, Universiti Malaysia Sarawak, Malaysia.*

5.11. Swot Analysis: A Management Tool for Assessing The Quality of Vocational and Technical Education: The College of Technological Studies, Kuwait. *Salah Al-Ali, College of Technological Studies, Kuwait.*

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4. Teaching and Learning Mechanisms
ROOM: J 205
Date: September 6th, 2007
Time: 13:30 - 15:00 p.m.

Chair: Prof. Dr. Nirwan Idrus

Session 4

4.13. Ethnicity and Gender Influences on Learning Styles Among Private College Students in Klang Valley. *Ponmalar N Alagappar and Srikumar Ramaan, School of Communication, Taylor's College, Petaling Jaya, Malaysia.*

4.14. Integrating Robotics Studies into Schools. *Vickneswari Durairajah and K.K.A.Devi, Faculty of Engineering and Technology, INTI International University College, Malaysia.*

4.15. Designing Online Learning and Creating ITS Community at Higher Education Institution: A Case in Stie Perbanas Surabaya. *Lindiawati and Tatik Suryani, Sekolah Tinggi Ilmu Ekonomi PERBANAS, Surabaya-Indonesia.*

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1. Institutional Research
ROOM: J 210
Date: September 6th, 2007
Time: 13:30 - 15:00 p.m.

Chair: Prof. Dr. Sutee Sujitparapitaya

Session 4

1.10. A Development of A Model and Mechanisms of The Dual Bachelor's Degree Program of Higher Education Institutions Under The Ministry of Public Health. *Chadawan Runlert, Chulalongkorn University, Bangkok, Thailand.*

1.11. A Study of The Evolution in Higher Education Cooperation Between The Federal Republic of Germany and The Kingkom of Thailand. *Surapee Sangkhapichai, Chulalongkorn University, Bangkok, Thailand.*

1.12. A Pilot Study on Woment's Involvement in Engineering. *Ni Lar Win and Khin Maung Win,* Faculty of Engineering and Technology, INTI International University College, Malaysia.

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2. Total Quality Assurance
ROOM: J 209
Date: September 6th, 2007
Time: 13:30 - 15:00 p.m.

Chair: Dr. Patricia Attachariya

Session 4

2.3. Effects of a New National Network on Values & Practices in Higher Education. *Fakhriya A. Al Habsi, Administrative Support of the Oman Quality Network. Martin Carroll, Oman Accreditation Council, Oman, Australian.*

2.4. Online Quality Analysis of the requirements specifications phase of the Software Development Cycle. *Hajar Mat Jani and Annette Lee, Universiti Tenaga Nasional, Selangor, Malaysia.*

2.5. Values Education Management in Assumption University of Thailand and Soochow University of China: A Comparative Study. *Yan Ye, Assumption University.*

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3. Institutional Resources Based on Sufficiency & Sustainability
ROOM: J 208
Date: September 6th, 2007
Time: 13:30 - 15:00 p.m.

Chair: Dr. Krisda Tanchaisak

Session 4

3.3. The Development of a Service Learning System to Enhance Civic Responsibility of Undergraduate Students in Business Adminintration Programs. *Wasalee Chatsuthipan, Assumption University, of Thailand.*

3.4. Curriculum Development of the Thai Art Wisdom Courses in Undergraduate, Art Education Programs Using Intergrated Learning Resources. *Watcharin Thitiadisai, Faculty of Education, Chulalongkorn University, Thailand.*

3.5. Student Development and Extra Curricular Activities: The Case of Assumption University. *Malinee Ronapat, School of Management, Assumption University, Thailand.*

5. Higher Education Management Practices Towards Sufficiency and Sustainability
ROOM: John XXIII
Date: September 7, 2007
Time: 09:00 - 10:30 a.m.

Chair: Dr. Saw Sor Heoh

Session 5

5.9. Beyond Quality – Towards Kinetics and Blue Ocean Management in Higher Education. *Nirwan Idrus, INTI Internaltional University College, Nilai, Negeri Sembilan, Malaysia.*

5.10. Developing the Whole Person: Can Service-Learning Help Increase the Ethics of Service in Asian Countries?, An Introduction to the Ethic of Service among Asian Buddhist Undergraduate Students. *Marcia Harr, Fordham University, New York, NY, USA.*

5.12. A Profitability Analysis of Degree Programs for De La Salle University Dasmarinas. *Don S. Malabanan, De La Salle University Dasmarinas, Philippines.*

4. Teaching and Learning Mechanisms
ROOM: J 205
Date: September 7, 2007
Time: 09:00 - 10:30 a.m.

Chair: Dr. Patricia Attachariya

Session 5

4.16. Social Interactions in Computer Mediated Education Environments: Review and Evaluation of Theories. *Babak Abedin, School of Information Systems, University of New South Wales,*

Australia. Farhad Daneshgar, School of Information Systems, Technology and Management, Australian School of Business, University of New South Wales, Australia.

4.17. The Effectiveness Outcomes of Student-Centered Approach Integration in Nursing Leadership and Management Practicum: Case Study in Assumption University Nursing Students. *Siriporn Poonruksa and Patra Pheakpan, Faculty of Nursing Science, Assumption University of Thailand.*

4.18. Assessing the Impact of a Guided Field Trip in Enhancing Students' Learning. *R.Ratneswary V. Rasiah, Taylor's Business School, Taylor's University College, Malaysia.*

1. Institutional Research
ROOM: J 210
Date: September 7, 2007
Time: 09:00 - 10:30 a.m.

Chair: Dr. Malinee Ronapat

Session 5

1.13. Higher Education Reforms in Pakistan: Issue of Access and Equity. *Zarrin Seema Siddiqui, The Education Centre, University of Western Australia, Australia.*

1.14. Differences between Anglophone and Francophone Higher Educational Models: Students' Perceptions of the Quality of Performance Outcomes. *Diane Issa Nauffal, University of Balamand, Lebanon. Ramzi Nasser, Notre Dame University, Lebanon.*

1.15. A World Class Public Research University in Thailand and its Success Stories. *Kampechara Puriparinya, Chankasem Rajabhat University, Thailand.*

SUB-THEME: INSTITUTIONAL RESEARCH

USING PERFORMANCE INDICATORS TO ASSESS INSTITUTIONAL EFFECTIVENESS IN HIGHER EDUCATION – A CASE STUDY

Sutee Sujitparapitaya

San José State University (SJSU) is an institution that strives to achieve a "culture of teaching and student learning", whereby, institutional data relating to how effectively the University is achieving its strategic goals of Vision 2010 becomes the basis for decision making and the impetus for improvement. The institution is developing performance indicators (PIs) as a means of demonstrating that the institution is using the resources wisely, whereas faculty and campus administrators are most supportive of learning outcome assessment and other data collection that will support the improvement of teaching and student learning, student success, and administrative process. Thus, strategies and initiatives could be given higher priority only if they are judged to make more substantial contributions to achieving the targets established for institutional level PIs.

In this study, we describe in detail about the development of PIs and a balanced scorecard system to support internal planning, and accountability and to continue improvement initiatives. Our goals are fourfold: 1) to examine the movement of PIs in the United States; 2) to provide a framework for defining and better understanding PIs and to identify a methodology for linking strategic decision making with these indicators; 3) to illustrate how internet based balanced scorecard system could dynamically monitor PIs and assess institutional performance; and 4) to describe the institutional research's role during the implementation process.

As colleges and universities in various South East Asian counties confront the need to realign themselves to dramatically changing environments and stakeholder expectations, they will come to appreciate the utility of PIs as a driver of decision-making and an essential element of transformation. Institutional researchers can play an important role in the development of PIs. By working closely with senior administrators, faculty and program managers, and by applying expertise in the areas of measurement and data analysis, the institutional research (IR) practitioner can serve as information broker in the development process. It is our hope that this study provides a context for understanding how best to deploy a PI development process, balanced scorecard systems, an example of methodologies and specific indicators to prepare readers to contribute to any such developmental effort within their own institution.

ENHANCING EMPLOYABILITY OF UNDERGRADUATE ALUMNI: A STUDY IN ACCOUNTING UNDERGRADUATE PROGRAM IN INDONESIA

R. Wilopo

In globalization era, alumni of undergraduate compete to get work in Indonesia or abroad. In this time the alumni of undergraduate program especially those of accounting program are difficult to get job and proper reward matching to their education level. Besides, the waiting time to obtain job is also quite long. It requires a substantial change in accounting undergraduate education system. This research aims to achieve the solution to the problem.

The population and respondents of this descriptive research are accounting managers of company, auditors of public accounting firms, and accounting undergraduate alumni. Questionnaire and intensive interview are used in the survey using one hundred and fifty six respondents. The research finds that enhancing employability of alumni of accounting undergraduate program in Indonesia needs six competencies namely knowledge and understanding skills, intellectual skills, practical skills, managerial and soft skills, competence in communication in English, and information technology awareness.

PERCEPTION ON NURSING PROFESSION AND COURSE AND ACADEMIC PERFORMANCE

Chong. Mei Chan

Majority of school leavers have negative perception towards nursing. They view nursing as low class job, doctor's handmaiden and low pay. They also negatively perceive nursing course as less theories input and merely emphasized on practical. Student's perception could affect their academic performance in nursing. The aim of this study is to examine the relationship of perception nursing profession and course and academic performance. A longitudinal study was carried out on the cohort of 185 first year pre registration Diploma Nursing Students. The sample was collected by mean of universal sampling. The qualitative data were collected based on interview using a semi-structured questionnaire on the second day of orientation. The finding on the perception was then correlated to the result of semester one final examination. Data collected were analyzed using descriptive statistic with SPSS package. The data was presented in table and the relation ship was tested using Pearson correlation. Majority of the student had negative perception on nursing, thus they view nursing as supportive staff that used to assist medical officer most of the time and attended to patient basic need. There was significant relation between student nurses perception and academic performance with p value < 0.05. The result indicated that it is important for young people to have positive though about nursing profession and course as it has positive impact towards the nursing education and produce quality nurse for the community.

THE SKILLS AND COMPETENCIES OF DE LA SALLE UNIVERSITY-DASMARINAS SY 2003-04 BUSINESS GRADUATES AS PERCEIVED BY EDUCATORS AND THE INDUSTRY

Felda Olimpia V. Pena

This study attempted to determine the existence of congruence or incongruence of what is taught to the business graduates and what is needed by business sector. Through the survey administration, the perceptions of business practitioners and educators with respect to issues such as the skills and competencies needed by business, the relevance of the following criteria in evaluating the business curriculum and criteria in recruiting business graduates were discussed.

T-tests performed on the mean differences in responses revealed that there exists an over-all congruence between the perceptions of the business sector and the business school on the competencies actually contributed by CBA graduates to their jobs and the competencies developed in DLSU-D. However, incongruence exists in certain knowledge/skills needed by the business sector and the knowledge/skills actually contributed by the DLSU-D CBA graduates to their jobs. The results of the Wilcoxon-Mann-Whitney Rank Sum test performed on business sector needs and CBA teachings do not support the research hypothesis of the study.

STUDENT PRIORITY AND SATISFACTION WITH UNIVERSITY SERVICES IN A DISTANCE EDUCATION INSTITUTION

Latifah Abdol Latif; Raj Sharma; Ramli Bahroom

A priority-satisfaction survey administered during the 2005 academic year provides a crucial foundation for Open University Malaysia (OUM) in its assessment of its ability to meet learner needs as it moves forward. Careful attention to addressing learner concerns regarding facilities, support services and the total educational experience should pay enormous dividends in enhancing learner satisfaction. Using the importance and satisfaction ratings from the survey results, a performance gap was computed for each item and dimension by subtracting the satisfaction from the priority rating. The performance gap provides a measure as to how well OUM is meeting its learner expectations for a quality educational experience. The larger the performance gap for a particular item or dimension (i.e. high importance and low satisfaction), the greater the concern for improvement so as to increase learner satisfaction. The results of the survey showed that the performance gap score ranged from 0.35 to 1.12, which corresponds to an 11 to 14 percent gap between student priority for services and their satisfaction. Six major areas considered in the priority-satisfaction study are Student Records Management, Registration and Orientation, Learner Centredness, Student Affairs, Assessment and Teaching and Learning.

GENERIC ATTRIBUTES: THE CASE OF MISSED PERCEPTIONS AND LINKS

Zarrin Seema Siddiqui; Tayyaba Khalil Siddiqui; Mohammed Emran; Tayyaba Bashir

Knowledge based economy is the new buzz – word in the higher education and a lot of investment in terms of resources both physical and human is made in Pakistan. It is essentially required that we produce graduates which can further the process of development of Pakistan and are equipped with necessary skills which are generic across different disciplines.

The objectives of this study were to;

- identify the generic attributes required for a university graduate in Pakistan.

- examine if these attributes are in line with the societal demands for a university graduate?

- identify where in the curriculum these attributes are incorporated? and

- how these are assessed?

In the first part of this study we ask university teachers from various disciplines to identify the generic characteristics they would like to see in a university graduate for 21st century. Later, we looked at different curricula to examine if these attributes are addressed in the revised curricula.

The identified attributes were ranked according to the priority assigned and categorised in major themes. Results show some misperceptions about the attributes considering the age and stage of learners and have implications for higher education. Similarly none of the examined curricula addresses these attributes in their outcomes so the question of assessment does not arise.

There is an urgent need to define the generic attributes of a University graduate and direct the learning outcomes in the curricula developed by the Higher Education Commission to inculcate these attributes.

THE STUDY OF INFORMATION SEARCHING AND DECISION MAKING OF NEW STUDENTS IN CHOOSING UNDERGRADUATE PROGRAM IN SURABAYA, INDONESIA

Burhanudin

Indonesia economic crisis has reduced universities budget, especially the private universities, in marketing their institutions. Due to this problem, private universities must have effort of finding ways so that they can still effectively and efficiently market their institutions by understanding the prospective students' pattern of behavior. This research aims at analyzing the prospective students' behavior of how they search information about universities they want to enter. Another attempt is to find the prospective students' process of decision making to choose the universities they want to apply. Survey is done in Surabaya city's private universities. Thus, this survey will provide us with information about sources of information for decision making, information seeker characteristics, information search process, and content of information analysis that are beneficial for the higher education institutions in designing the message of their promotion literatures (advertising, brochures etc). Furthermore, this survey also provides information about process of decision making, parties involved in decision making that are important in targeting and positioning the institution.

THE DEVELOPMENT OF COLLABORATIVE STRATEGIES IN SOCIAL SCIENCES RESEARCH IN THAI PUBLIC HIGHER EDUCATION INSTITUTIONS

Sornnet Areesophonpichet

The main purpose of this research is to develop collaborative strategies for Social Sciences research in public higher education institutions. The focuses of this research are on the collaboration both at the intra-nation and international levels among Thai public higher education institutions and (1) Thai/overseas public and private universities, (2) and Thai/oversea government organizations, and (3) private organizations or NGOs. The objectives are: 1) to study the present state and problems of Social Sciences research collaboration, 2) to analyze existing Social Sciences research collaboration, and 3) to develop collaborative strategies in social sciences research.

The research results will be presented in three phases. The first phase is about the present state and problems of R&D in Thailand. The result shows that Thailand rather lacks of cooperation in R&D management systems among universities, government sectors, and private sectors. The diffusion of research system is narrow and not effective. There is a small amount of interdisciplinary research.

The second phase is a study of Social Sciences collaborative research among Thai public higher education institutions and other organizations mentioned above. The research finding shows that the collaborative research type is only at the first stage (of the five collaboration stages): the research networking.

The final phase focuses on strategies enhancing Social Sciences research collaboration among Thai public higher education institutions and other organizations. There are six strategies: Tangible Research Policy, Effective Research Faculty Staff Development, Sufficient Research Allocation, Systematic Research Management, Diffusion of Research Outcomes, and Research and Development/ Research Adoptions.

THE MOTIVE OF HIGHER EDUCATION TO USE WEB AS AN EFFORT TO STRENGTHEN INSTITUTIONAL POSITION AND SUSTAINABILITY

Luciana Spica Almilia

IT/ICT using hopefully can give a great benefit to such a competitive world of education. One of technology implementations in terms of business competition improvement and products selling is to use Web to provide information about a university/higher education institution. The parties who are related to the university such as lecturers, staffs, students, parents of students, alumni, the employee of alumni, and the government will have their roles in the using of informatics technology at university. The objectives of this study are: (1) What motives that encourage a university/higher education institution to use Web for business interest, and (2) What benefits that have already been obtained when a university/higher education institution has used Web already for the sake of educational institution development.

The sample of this research contains of 85 universities. The result shows that, the most ten motives of universities to use web are: to access global information, to promote available facilities and

infrastructure, to build the image of university, to provide information for candidate students, to help competing with large universities, to give a positive image to the institution (Higher

Education), to help faster communication with the users of information at universities, to facilitate the communication of information users at universities, to be closer to the users of information at universities and to broaden the spread of students. The other findings of the research show that the three benefits of using Web at universities are: competitive strategy, an easy access to information and the satisfaction of information users at universities (student and their parents).

A DEVELOPMENT OF A MODEL AND MECHANISMS OF THE DUAL BACHELOR'S DEGREE PROGRAM OF HIGHER EDUCATION INSTITUTIONS UNDER THE MINISTRY OF PUBLIC HEALTH

Chadawan Runlert

This research study aimed to develop a curriculum model and management mechanisms suitable for the dual bachelor's degree program of higher education institutions under the Ministry of Public Health. The samples were directors of public and private hospitals in Bangkok and provincial areas, heads of professional health officials in Bangkok and provincial areas, and two groups of experts. The instruments included needs assessment questionnaires and interviews concerning curricula, instructions, and curriculum management. The modified Delphi Technique was used to create the model, which was subsequently brought to the first group of experts for their approval. The Future Wheel Technique conducted by means of the Focus Group method was carried out during a meeting with the second expert group to create suitable management mechanisms. Comparative analyses were also conducted to study the models of the dual bachelor's degree programs in nursing and health information technology in foreign countries. The result showed that the appropriate curriculum would be a combination of two degree programs from two disciplines, namely the Bachelor of Nurse and the Bachelor of Health Information Technology. The program had to be undertaken simultaneously and have one set of program rules. The program would require not less than 160 units of study, and each track would account for 50% of the total credits required to complete the degree program.

A STUDY OF THE EVOLUTION IN HIGHER EDUCATION COOPERATION BETWEEN THE FEDERAL REPUBLIC OF GERMANY AND THE KINGDOM OF THAILAND

Surapee Sangkhapichai

The aim of this study is to examine the evolution in higher education cooperation between the Federal Republic of Germany and the Kingdom of Thailand. It used historical research methodology to conduct documentary content analysis of primary and secondary source documents concerning higher education in Germany and in Thailand. This study focuses on four eras of the cooperation. The 1st Era: Beginning of Cooperation (1862-1916) (B.E. 2405-2459) examines the relationship

between the two governments and that between the people of the two countries. The 2nd Era: World Wars (1917-1945) (B.E. 2460-2488) examines how the two world

wars affected those who were studying in Germany during the wars. The 3rd Era: Restoration and Development (1946-1976) (B.E. 2489-2519) examines the cooperation between the two countries after World War II once agreements were signed by both governments. The 4th Era: Progression of Higher Education (1977-present (2006)) (B.E. 2520-present (B.E. 2549)) examines the benefits brought to the development of the country by a number of economic, technical and cultural agreements executed by the governments of Thailand and Germany.

Some of the key findings of this study are as follows: In the 1st Era, King Rama V sent his sons and some Thai students to Germany to study in German military schools. They helped with the improvement of Thai military schools and the armed forces upon their return. In the 2nd Era, the Kingdom of Siam joined the allies so her amity with Germany was temporarily suspended. The Thai-German commerce and the study of German technologies resumed after the wars. In the 3rd Era, the Thai-Germany amity was officially restored with the mutual assistance treaties and the establishment of Thai-German Technical School, presently known as King Mongkut's Institute of Technology North Bangkok. In the 4th Era, governmental agencies and the private sector engage in investment-related cooperation. DAAD, Goethe Institute and several German foundations offer Thailand assistance in the form of scholarships, German classes, seminars, teaching materials and career development programs.

A PILOT STUDY ON WOMEN'S INVOLVEMENT IN ENGINEERING

Ni Lar Win and Khin Maung Win

The under-representation of women in education generally, and in the wide field of engineering in particular, has been given deserved attention. As a result of this worldwide attention, varied efforts have been made to find solutions to the inadequate number of women in engineering professions. The aim of this pilot study is to explore the extent of women involvement in engineering education in Malaysia. This study consists of two parts: analysis of gender balance of academics, lab-assistants and students in the faculty; and perceptions of female and male students regarding women in engineering at the Faculty of Engineering and Technology, INTI International University College in Malaysia. The involvement of the female academics in the faculty over seven years does not show any significant variation. The percentage of women academics in the faculty is currently around 28% which is comparable to some universities in Malaysia. Based on this study, it is observed that there may be no gender equity in the near future although the proportion of female students is increasing in engineering degree courses. There is no definite trend observed in female enrollment in diploma programs. Currently female student enrollment is about 12% in engineering degree courses and 9% in engineering diploma courses. However, among all the engineering programs Electrical and Electronic Engineering is the most attractive program for female students as well as highest involvement of female academics in the faculty. Overall perception of female students is encouraging towards interaction between students as well as faculty although under-representation of female academics and students is observed in the faculty. Awareness of gender equity in engineering has to be enhanced in the faculty as well as the nation.

HIGHER EDUCATION REFORMS IN PAKISTAN: ISSUE OF ACCESS AND EQUITY

Zarrin Seema Siddiqui

With the inception of Higher Education Commission in 2002, higher education has been undergoing major structural change. To improve access to higher education a number of postgraduate scholarship programs have been introduced of which one is the award of indigenous postgraduate scholarships to meritorious students. A local Graduate Record Examination (GRE) type National Postgraduate Scholarship Examination is conducted countrywide to select the awardees.

This study was conducted to explore the socio-demographic profile and to investigate the reliability and validity of the examination and influence of gender on the results. The sample comprises 13,331 students who appeared countrywide at 15 centers for National GRE Type Postgraduate Scholarship examination in December 2003. Differences in fields of study and gender enrolment are observed. Similarly there is under and over representation of some fields of the study in the sample. When the examination results were analyzed gender differences were also observed in scores in two components i.e. quantitative and verbal domains. The results are discussed with recommendations and will be able to generate discussion on pertinent issues & trends in higher education for policy planners.

DIFFERENCES BETWEEN ANGLOPHONE AND FRANCOPHONE HIGHER EDUCATIONAL MODELS: STUDENTS' PERCEPTIONS OF THE QUALITY OF PERFORMANCE OUTCOMES

Diane Issa Nauffal and Ramzi Nasser

The article examines differences in students' perceptions of quality between two types of higher educational models, Anglophone and Francophone, in the Lebanon. The study explores the impact of the two educational models on a range of performance outcomes based on students' perceptions of their overall educational experience. More specifically, it examines the different modes of operation adopted by the universities to facilitate the realisation of tangible mission objectives reflected in demonstrable outcomes, such as the realization of democracy ideals, the effectiveness of teaching/learning experiences, the quality of services, and student destinations. The findings indicate that both Anglophone and Francophone institutions tend to support democracy and readily involve students in decision-making in both academic and non-academic activities. Anglophone institutions tend to provide a more liberal and student-centred mode of education than the Francophone institution. In both institutional types, however, students expressed satisfaction in the quality of the university in terms of teaching/learning experiences despite the considerable differences in the pedagogical approaches adopted by the institutions.

A WORLD CLASS PUBLIC RESEACH UNIVERSITY IN THAILAND AND ITS SUCCESS STORIES

Kampechara Puriparinya

The paper continues to study an institutional research on strategies towards the world class universities of Thai Higher Education Institutions (Kampechara, 2006). This study expanded dynamic changes of the world class universities rankings. The study aims to explore the positioning of Chulalongkorn university, a world class public research higher education institutions in Thailand. The study also proposes Chula's success stories. The research processes were focused on content analysis of the current updated to data and information, participation in Chula's national and international conferences, annual events, and so on. Direct observation, eavesdropping, computer search through internet, analytic induction, conceptual mappings, and descriptive statistics are the tools of the methodologies of the studies. The results of the studies; Chulalongkorn university identities are to remain public research university and plan to be autonomous university continuously, strong outreach and truly internationalization, excellence in cultural dimensions, good governance and integrity, enhancement of strategic initiatives on continuous quality improvement for sustainable development.

SUB-THEME: TOTAL QUALITY ASSURANCE

THE APPLICATION OF DATA ENVELOPMENT ANALYSIS (DEA) MODEL TO MEASURE EFFICIENCY AND PRODUCTIVITY CHANGE IN HIGHER EDUCATION INSTITUTIONS: A CASE STUDY OF UNIVERSITI TEKNOLOGI MARA (UiTM), MALAYSIA

Zalina Zahid; Rasimah Aripin;Mohd. Nasir Taib

Efficiency and productivity assessments are important activities in any organization including higher education institutions (HEIs). These activities are done specifically for performance evaluation and benchmarking purposes. Assessing how well the higher education institutions perform in their operation is crucial in terms of making these institutions more accountable in receiving public money by providing 'value for money' services. Many advanced methodological approaches have been developed and employed in order to assess the performance of such organizations. This study uses data envelopment analysis (DEA) and a distance function approach to derive Malmquist productivity indexes for 15 faculties and 10 branch campuses of Universiti

Teknologi Mara (UiTM) over the period 2000 to 2005. The results show that over the period of the study, UiTM has experienced an annual average increase in productivity of 19.9%. On investigating the components of this productivity change, however, it becomes apparent that UiTM has enjoyed an annual average increase of 32.5 % in technology change but a decrease in technical efficiency of 10.4%. In general, the results imply that the productivity growth is due to technological change only.

EFFECTS OF A NEW NATIONAL NETWORK ON VALUES & PRACTICES IN HIGHER EDUCATION

Fakhriya A. Al Habsi and Martin Carroll

The introduction of a new national quality network of higher education providers and government agencies to the Omani post-secondary education sector is transforming the way that quality assurance and quality enhancement initiatives are being addressed. This paper outlines the state of the sector prior to the establishment of the Oman Quality Network (OQN), as determined through a national needs analyses that was the precursor to the development of a new national quality management system. It sets out the public policy arguments for and against having such a network. These include the benefits of information sharing and attaining coordinated input into government initiatives, verses the competitive pressures of a sector which is about half privately owned. Then, the paper chronicles the establishment of the OQN and describes the network's purpose, structure and planned activities. While the OQN is new, already it has made a demonstrable impact on the sector as evidenced through the popularity of new types of information sharing activities within the sector (such as a National Training Program), but also through unanticipated difficulties in bedding down the network concept. This is analyzed and explained in terms of the cultural adjustments required to embrace a new type of sociopolitical structure.

ONLINE QUALITY ANALYSIS OF THE REQUIREMENTS SPECIFICATIONS PHASE OF THE SOFTWARE DEVELOPMENT CYCLE

Hajar Mat Jani and Annette Lee

Software quality assurance (SQA) is defined as a systematic approach to the evaluation of the software quality and adherence to software product standards, processes, and procedures. In short, SQA is the process of ensuring that the quality of a product or process is sufficient to meet the needs of the stakeholders. In this paper, the researchers intend to concentrate only on the requirements specifications phase of the software development cycle. It is a known fact that companies will pay less to fix problems that are found early in any software development cycle. A requirement is an objective that must be met, while a specification describes how the objective is going to be accomplished. Specific standards and procedures are established to provide the framework from which the software evolves. Standards are the set of criteria to which the software products are compared. Procedures are the established criteria to which the development

and control processes are compared. The SQA audit technique is used in this research to determine whether or not the required standards and procedures within the requirements specifications phase are being followed. The proposed online quality analysis system will assure that software requirements are complete, consistent, correct, modifiable, ranked, traceable, unambiguous, and understandable. The system interacts with the developer through a series of questions and answers session, and requests the developer to go through a checklist that corresponds to the list of desirable characteristics for requirements specifications. The audit results will be displayed at the end of the session.

VALUES EDUCATION MANAGEMENT IN ASSUMPTION UNIVERSITY OF THAILAND AND SOOCHOW UNIVERSITY OF CHINA: A COMPARATIVE STUDY

Yan Ye

The study was conducted to determine the selected instructors' perceptions of actual and expected values education management, including its planning, implementation, evaluation processes, in Soochow University in China and in Assumption University in Thailand; and to determine if significant differences of the instructors' perceptions on actual and expected values education management existed between the two universities.

The examined population was comprised of 345 randomly selected instructors from the two universities. The researcher used descriptive-normative and correlation methods of research. The primary source of the data was a questionnaire developed on the basis of *The Commonwealth Commissioned a National Values Education Study*, which was used to determine the respondents' perceptions of the actual and expected values education management on three corresponding aspects: planning, implementation, and evaluation in the two universities. The data obtained from the returned questionnaires was analyzed by using Means, Standard Deviations, and a t-test.

Analyses of the data indicated that: (1) The perceptions of actual values education management as described by the instructors in Soochow University and in Assumption University were "medium

practice", (2)The perceptions of expected values education management as described by the instructors in Soochow University and in Assumption University were "much practice", (3)There were significant differences the perceptions of actual values education management in Assumption University and in Soochow University, (4)There were significant differences between the perceptions of expected values education management in Assumption University and in Soochow University. The possible factors that may result in these differences and recommendations for both universities are also provided at the last part of the paper.

PRINCIPLES, MEANS, AND FORMS, OF OFF-CAMPUS EDUCATION MANAGEMENT CHANDRAKASEM RAJABHAT UNIVERSITY: CHAINAT CAMPUS

Staporn Tawonatiwas and Phuangphet Tonawanik

This qualitative research aimed to study the principles, means and forms of off-campus education management of Chandrakasem Rajabhat University in Chainat. The data was collected by conducting focus groups, in-depth interview and questionnaire. The subjects are the director who is in charge of Chandrakasem-Chainat Education Center, representatives of 1772 private sectors, education-related local government organizations, parents, secondary school teachers and students.

The results of the study reveal that
1. Regarding to Education Management Principles, off-campus education management in Chainat by Chandrakasem Rajabhat University conforms to the principles of education management that it provides people in the rural areas opportunities to further their study in their hometown, and also provides opportunities for students with lower-average educational achievement to do so. The curriculum should be developed according to local necessity, with co-operation with local entrepreneurs to offer short-term professional training. The education management and instruction have to be co-operated and exchanged with other universities. And the government should take part in the education management of regional universities.

2. Means of Education Management Initially, modern styled buildings should be urgently constructed in order to motivate, entrust and pride students. The university compound and environment should be properly managed. Educational equipment and computers need to be standardized and adequate. The university website should be up-to-date and interesting. There should be more public relations. A demonstration school may need to be established. The curriculums should be variedly developed according to local interests and necessity. Consciousness of morality has to be emphasized. Educational funds or scholarship should be provided. Education administration and supports should be the same as that of the main campus in Bangkok.

3. Forms of Education Management Both undergraduate and graduate programs should be provided full time and part time. As for non-formal education, there should be a research and rural development center. Establishment of training and academic exhibition center, local information center, and professional training center should be done.

Students, parents and teachers in Chainat all agree with Principles, Means, and Form of education management at the high and highest level.

SUB-THEME: INSTITUTIONAL RESOURCES BASED ON SUFFICIENCY AND SUSTAINABILITY

USING THE ECONOMIC VALUE ADDED (eva®) AS A FINANCIAL MANAGEMENT TOOL FOR A UNIVERSITY: A CASE STUDY UNIVERSITY IN THAILAND

Nopadol Rompho

This paper attempts to propose the uses of a financial management tool, the Economic Value Added (EVA®) for a university. Although there are reports of widespread use of the EVA® in many for-profit organisations, there is no evidence in literature that it has been adopted as a financial management tool for a university or any other type of nonprofit organisation. In this paper the application of the EVA® for a university is proposed. It shows how the EVA® can increase the awareness of the importance of asset utilisation in universities and guide universities to better resource management. The perception of academic staff in the case study university in Thailand with regards to the concept of applying the EVA® to a university is further investigated. The results indicate that most management staff do not oppose this concept if it is implemented in a proper way.

DELIVERING ACADEMIC SERVICES AT REGIONAL LEVEL: PERCEPTIONS FROM THAI PUBLIC UNIVERSITIES

Suteera Chanthes and John Taylor

The role of higher education institutions in making a major contribution to economic and social development has considerably increased in Thailand during the last decade. In addition to teaching and research, academic service to society and the promotion of artistic and cultural affairs have become important tasks of higher education institutions, especially public universities. Every institution interprets the term "academic service" and the scope of society to which that service is delivered in its own way. This paper looks at academic service undertaken in Thai public universities and the delivery of service to society at regional level. A region is defined as a direct environment of the university within which the university is located; the university is surrounded by the regional economy and society. This paper demonstrates that there can be a number of ways that public universities identify the region to which they belong and that perceptions towards performing and delivering academic service to the region can vary widely by institutional type and by academic discipline. The paper also discusses issues regarding academic management and the factors that influence the performance of academic services in public universities.

THE DEVELOPMENT OF A SERVICE LEARNING SYSTEM TO ENHANCE CIVIC RESPONSIBILITY OF UNDERGRADUATE STUDENTS IN BUSINESS ADMINISTRATION PROGRAMS

Wasalee Chatsuthipan

The purposes of this study were (1) to analyze corporate social responsibility for BBA students; (2) to analyze service learning in higher education; and (3) to develop service learning system to enhance civic responsibility of BBA students.

Service learning is a teaching and learning strategy that integrates meaningful community service with classroom learning, which focuses on critical, reflective thinking and civic responsibility. Students use their newly acquired classroom academic skills to help solve a real-life problem or meet a need in the community. Through hands-on experiences, students apply what they learn in the classroom to the real world.

Data collection for this study involved surveying one-hundred businesspeople and BBA instructors of fifty-four universities for corporate social responsibility; and interviewing advisors of six universities for service learning courses. Data analysis was based on qualitative-quantitative approach in order to develop a service learning system. A one-group pre-post test experimental design was used. Twenty BBA students participated in a course which was implemented a service learning system as a pilot study.

The findings indicated that students, who participated in the service learning process and underwent the entire process of preparation, action, reflection, evaluation, and celebration, improved their civic responsibility, academic skills, professional skills and life skills.

CURRICULUM DEVELOPMENT OF THE THAI ART WISDOM COURSES IN UNDERGRADUATE ART EDUCATION PROGRAMS USING INTEGRATED LEARNING RESOURCES

Watcharin Thitiadisai

The purposes of this research are to study Thai art wisdom courses of undergraduate art education curriculum of the public higher education institutes, to develop and implement curriculum, and to evaluate curriculum of Thai art wisdom courses which integrating learning resources. The research methodology are as followings: 1) studying Thai art wisdom courses of undergraduate art education curriculum of the four public higher education institutions; 2) interviewing the experts of Thai art, culture, and Thai wisdom; 3) holding the meeting among art teachers to brainstorming; 4) Developing Thai art wisdom courses using integrated learning resources; 5) implementing Thai art wisdom courses by integrating learning resources case study, which consisted of the objective of course, course content, management of instructional experience, evaluation the learning model usage; and, 6) evaluating curriculum.

The research sampling group is the second year students studying Thai art wisdom course in Art Education Program, Faculty of Education, Chulalongkorn University. The research instruments are 1) the survey questionnaire of self inquiry learning of students; 2) the learning achievement test of Thai art wisdom course; 3) the attitude test of learners concerning Thai art wisdom course using

integrated learning resources; and, 4) the survey questionnaire of student opinion concerning the curriculum of Thai art wisdom.

The research findings will be proposing the curriculum model of Thai art wisdom courses with integrated learning models.

STUDENT DEVELOPMENT AND EXTRA CURRICULAR ACTIVITIES: THE CASE OF ASSUMPTION UNIVERSITY

Malinee Ronapat

School of Management, Assumption University is one of the finest business schools in Asia. Not only providing excellent classroom education, the school is also famous for outside classroom activities: extra curricular activities. Through collaborations among universities, faculty members, businesses and government, the so-called student activities have been developed and the term expanded to "student development". This research defines and discusses extra curricular activities for students as well as divides activities into two main types. The researcher also distributed questionnaire to investigate characteristics of students participated in activities as well as their expectations. The result of this research helped us witness students' improvement in social skill and ability to manage time, study and life more through student development program. The result would also help and encourage stakeholders to understand students' perception and utilize students' comments to produce more innovative and contributing activities for new generation students.

TEACHING AND LEARNING ENHANCEMENT: UM EXPERIENCE

Huzalina Abdul Halim

University Malaya (UM) is committed to teaching excellence in every phase of teaching at both undergraduate and graduate levels. The university recognizes that teaching and learning can take place in many forms, which include classroom teaching, performance in the classroom, directing graduate theses, PBL projects and many more. All these forms contribute to the enrichment of the students and other faculty members as well. To ensure that the excellence can be maintained, several components have been high-lighted by the university, so that students and lecturers are aware of their importance. There are three components for teaching enhancement:
- Course evaluation
- Teaching evaluation
- Teaching facilities evaluation

Components for learning enhancement are:
- Individual Performance
- Group Performance
- Thinking and communication skills
- PBL projects

This paper delineates and discusses the above components and the impact to the students and lecturers performance upon implementation.

MAKING THE DIFFERENCE: A CASE STUDY ON STRATEGIC STAFF PLANNING

Ivan Skaines and Susan Hudson

The need for having the right people in place for the University of Western Sydney (UWS) to be the kind of University it wants to be by 2015 coupled with contemporary workforce planning issues including an ageing workforce and a "war for talent", led to the recognition of the need for a broader University staffing strategy to be developed to sustain UWS into the future.

The development of a new staffing strategy for UWS to the year 2015 has proceeded in the form of a project, titled *Our People 2015*. This paper will present the *Our People 2015* project as a case study and as such, works its way through each phase of the development and implementation of an astute staffing strategy.

A number of components have informed the development of the project, including the analysis of key data on workforce trends and forecasts affecting UWS and the higher education sector, the results of an on-line staff survey and consultation with staff through various forums. The feedback from the on line survey and staff campus forums has been invaluable in enabling us to develop action plans for implementation in 2007 and beyond.

This paper addresses the five key priority areas identified in *our people 2015* – employer of choice, workforce alignment, workforce continuity, rewards and career progression and organizational and leadership culture. In addressing these priority areas, *our people 2015* identifies nine strategic action items to be implement during 2007 and beyond. This paper gives an account of actions to date in progressing each of these items.

SUB-THEME: TEACHING AND LEARNING MECHANISMS

SELF-EVALUATION OF THAI UNIVERSITY ENGLISH TEACHERS IN THEIR TEACHING PRACTICE

Kasma Suwanarak

This research sits within the interpretive approach, taking into account a subjective meaning and its interpretation. The study investigates the self-evaluation of Thai English teachers in their context, regarding their teaching practice. In addition, it examines how the teachers evaluate themselves and what they have learned. The study finds that there are both advantages and disadvantages of teachers' self-evaluation. The investigation into the views of teachers regarding self-evaluation is also reported. From the subjective viewpoints according to the interpretive approach, it is found that teachers have diverse methods of self-evaluation, but slightly different recognitions of the importance of self-evaluation. Implications from the study have contributed to the professional development of the English teachers and the achievement of English language learners in the university and of others in similar contexts.

SUCCESS FACTORS OF STUDENT'S WEBBOARD: TOWARDS AN ON-LINE COMMUNITY FOR HIGHER EDUCATION INSTITUTIONS

Krisda Tanchaisak

Higher education institutions provide a large amount of formal information through various communication channels but informal or non-academic information are neglected. Students need to rely on colleagues for such information. The introduction of computer mediated communication system (CMC) or group support system (GSS) in the forms of email, chat room and webboard upgrade the communication flow among colleagues to a broader scope. This study aimed at investigating students' perceptions towards issues to be into covered in university's GSS, with the focus on student's webboard system. A content analysis of personal interviews with students in a university was performed to elicit the features required in a student's webboard. These were translated into an instrument and administered in four universities to measure the students' perceived importance of these factors. Results from the principal components analysis with varimax rotation revealed that webboard should be used to communicate with teachers and obtaining teaching materials; be organized for easy browsing through topics; include discussions about the university procedures and system; have timely responses; have up-to-date knowledge; have up-to-date information; be used as an open forum for expressing personal opinions; be regulated properly; have going on discussions and interactions; be used as a meeting place for those who have common interests; and be used for business purposes.

IMPACT OF COL ON THE PARTICIPATION BEHAVIORAL PATTERN OF LEARNERS AND TUTORS IN THE ONLINE DISCUSSION FORUM

Karl Wagner and Richard Ng

Besides the face-to-face tutorial session and self-managed learning mode, online discussion forum is the third essential pillar of Open University Malaysia's (OUM) blended learning approach. The state-of-the-art Learning Management System (LMS) helps its learners and tutors to extend classroom lesson into virtual learning environment without barriers in terms of time and space. Earlier research has shown that only 64% have participated from the LMS system and only 0.3% of the posting by tutors are considered excellent. In order to trigger online discussion, the system of Collaborative Online Learning (COL) makes the tutor create guided questions to set off a productive virtual dialogue amongst learners.

Our research investigates the impact of COL on the participation behavior of 135 tutors and 5903 students from one COL subject in the subject "Learning Skills" and three non-COL subjects in Mathematics, Marketing and Human Resources Development. The participation behavioral pattern refers to postings and responses made by learners and tutors in the online forum. The results of the research revealed that COL causes a significant increase in the participation of learners. Therefore, recommendations can be derived at how applied COL can manage to reduce the number of non-participation of both tutors and learners, increase satisfaction and improve performance.

CONTRIBUTION OF MULTIMEDIA COURSEWARE TOWARDS LEARNING IN OPEN DISTANCE LEARNING

Zoraini Wati Abas; Rosliza Osman; Santhanadass Thangapragasam; P. Rajesh Kumar

The use of interactive multimedia has been acknowledged as being able to help overcome some of the shortcomings in curriculum delivery. In Open Distance Learning institutions, where learners typically study in isolation and have reduced opportunities for direct instruction, interactive multimedia courseware appears to present itself as a useful method for instructing learners on topics which may be challenging otherwise. This paper highlights the use of an interactive multimedia courseware that had been specifically developed to teach a science course on basic techniques and laboratory safety at the Open University Malaysia (OUM). It also includes feedback from a pilot study designed to evaluate the effectiveness of the courseware. Conducted at the end of the semester, the feedback was obtained from three groups of learners. The questionnaire used was designed to collect feedback from learners on their understanding of the subject matter. The learners were asked to respond to the following aspects of the courseware: objectives, content and presentation; screen design, visual and technical elements, virtual lab content, and perceived added value. The learners responded to items based on a five-point Likert scale. Much has been learned from the pilot study. It was found that the usage of the multimedia courseware had helped learners achieve the learning outcomes and it is recommended that future learners be encouraged to use it.

FEEDBACK AS A MECHANISM FOR TEACHING AND LEARNING

Mazirah Binti Yusoff; Sheila Rose d/o Darmaraj; Yalini d/o Easvaralingam

Giving feedback to students promotes learning. Providing feedback will also help students to find the right path towards enhancing their performance. Feedback can be given in many forms but what value the feedback provides to the students is essential in enhancing the students' learning and the effect it has on students is an indicator to educators on how effective our teaching methods are. The aim of feedback is to enable room for improvement and thus the feedback we give our students should be able to initiate this improvement.

Hence, our research questions are as follows:
1. What sort of feedback provides a better mechanism for learning?
2. How do students react to different feedback?
3. How does students' feedback provide educators with a clear indicator on the effectiveness of teaching methods?

A quantitative study on a sample of 100 students and 50 lecturers will be used. A questionnaire probing the students' understanding on the feedback and their possible reaction is to be evaluated. The questionnaire distributed to the lecturers is intended to evaluate if students' feedback provide an indicator to educators to respond and change to students' needs. It will look into the educator's perception and course of action towards enhancing and improving their teaching methods. The results and findings from this research will be used to provide recommendations for better and effective usage of feedback as a teaching and learning mechanism.

EXPLORING LIAISON: AN INVESTIGATION INTO ROLES OF RELATIONSHIP BUILDING AND MANAGEMENT BETWEEN ENGLISH TEACHING COLLEAGUES IN A THAI EDUCATIONAL INSTITUTION

Sureepong Phothongsunan

This case study aims to examine the roles of relationship building and leadership of eight managerial and non-managerial academic personnel in a language institute at a university in Thailand. The study finds that relationship building is seen as an important factor that could contribute to effective teamwork, resulting in supportive role interactions. Investigation into the team approach and methods of enhancing it reveal considerable rapport between the participants, including sharing and giving ideas, conducting both formal and informal meetings and maintaining good working relationships. It was found that although the participants were highly committed to working as a team, they tended not to do it formally. They also remarked that more relationship building could be promoted and that there is a need to reduce the gap between the management and the academic staff in main decision-making by involving every team level and creating a similar culture. The process of investigation is carried out through interviews and documentary evidence. By comparing these two methods, greater insights are offered. Implications from the study have paved the way for proposing improvement planning by focusing on building relationships and team training in order to sustainably develop shared goals and sufficiently facilitate team functioning.

TEACHER EVALUATION AT HIGHER EDUCATION: ANALYSIS OF CURRENT PRACTICES AND PROPOSALS FOR FUTURE DEVELOPMENT

Rashid Hammad Aldoseri

The paper tackles the issue of teacher evaluation at higher education institutions from different aspects. It starts with a critical analysis of the current practices of teacher evaluation at the university level, then expands the analysis to include a thorough investigation of the traditional practices of teacher evaluation as highlighted by the current literature in the field, along with major psychometric and statistical problems that emerge from utilizing student-based teacher evaluation data in reporting, analysis, and decision making.

A representative sample of the faculty members at the College of Education were surveyed to draw on their experience in dealing with the currently used teacher evaluation form, and to explore their views about the problems and shortcoming of the form, as well as the validity of the form, and their suggestions for improvement. In addition, the faculty views would be used to see how far they are from similar practices as reflected by research in the area.

The paper concludes with some suggestions and proposals for future development that deal with psychometric issues, instrument construction, multiple measures of teacher performance, and the potential drawbacks related to such aspects.

PILOTING TRANSFORMATIVE LEARNING IN TEACHING ENGINEERING

Nirwan Idrus and Koh Yit Yan

Recent development in education pointed to the need for many Asian countries to revamp their education philosophy and delivery. In April 2007 the Deputy Prime Minister of Malaysia threw his very strong support behind this. The major impetus is overall global and economic competitiveness. This is underpinned by the rapidly increasing roles of a country's human capital in a K-based environment. This paper reports on an attempt at introducing a relatively new philosophy of learning that had eluded many Asian countries for a long time. The need to move from *Rote learning* to emphasizing *understanding* and from an *Acceptance* mindset to one that is able to *reconceptualise* is underlined. However, very few if any study programs and institutions of higher learning in Asia even begin to try implementing it. At the authors' faculty staff agreed that a change in philosophy is required in order to sustain global economic competitiveness. The authors contend that this could be done by implementing what is more popularly known as *Transformative Learning*. A Pilot Study on three Engineering classes during the May 2007 Semester will be conducted. Initial tests of the instrument were carried out on about 50 Engineering students in two classes that had already initiated aspects of *Transformative Learning*. The results from these initial tests showed that students also expected changes in their learning. The paper will report on both the initial tests results and the results of the three pilot studies.

THE WORTHINESS AND EFFECTIVENESS OF MATHEMATICS REMEDIAL COURSES: A CASE STUDY

Ramzi Nasser and Diane Nauffal

This study presents a formative model that assesses the worthiness and effectiveness of remedial math courses at a private university in Lebanon. The mathematics remedial courses were evaluated along three strategic features; enrollment, retention, and student academic achievement. The formative model was empirically validated, and findings report that those who had higher than one remedial math course were more inclined not to enroll than enroll. The finding also suggest, those who had one remedial course had higher attrition than retention rates. Finally, achievement in remedial courses appeared to reflect parallel and similar results with the first regular mathematics courses and students' cumulative GPA. The results are significant to the extent that mathematics remedial courses maybe a hindrance to the strategic development of the university and they may be hindrance evidence to subsistent intellectual and academic development. This study is illuminative given few studies have emerged to understand non-regular programs in their universities. The formative model presented in this study could be generalizable to studying the effectiveness and worthiness of courses/programs in higher education.

THE EFFECT OF ENHANCING NURSING STUDENTS' KNOWLEDGE OF THE NURSING CARE OF LUNG CANCER PATIENTS BY USING COMPUTER ASSISTED INSTRUCTION LESSONS

Niya Soaree

The objective of this quasi-experimental research was to investigate the effect of enhancing nursing students' knowledge of lung cancer patients by using Computer Assisted Instruction lessons. The subjects were 49 randomly selected first and second year nursing students. The findings showed that the effectiveness of CAI on the knowledge of nursing care of lung cancer patients was E1/E2 = 75.5/82.85. The students' knowledge of the nursing care of lung cancer patients increased significantly after studying the CAI lessons ($p < .001$). The average length of time for using the CAI lessons was 60.10 minutes. The students indicated a high level of satisfaction and perception of CAI quality. The results indicated that Computer Assisted Instruction Lessons could facilitate students' self learning efficiency.

A QUALITATIVE STUDY ON THE USE OF SOCIAL MEDIA IN HIGHER EDUCATION

Ben Len Chia Whey; Adeline Chong Hui Lee; Srikumar Ramayan

A new landscape for education is emerging as a result of advancement in information and communication technology (I.C.T) particularly social media. Malaysian education institutions are also now looking at how social media can be a mechanism for teaching and learning. Therefore, this study aims to

1. Find out the level of awareness and understanding of social media among the lecturers
2. Find out the level of awareness and understanding of social media among the undergraduates
3. Identify benefits of using social media as part of teaching and learning mechanism
4. Suggest the types of social media which can be incorporated as a supplementary teaching and learning aid

This qualitative paper employed a combination of in-depth and focus groups interviews to achieve the research aims. The in-depth interviews were conducted with 10 lecturers from the School of Communication of a private college. On the other hand, four focus groups interviews comprising eight Communication undergraduates were conducted.

This paper will serve as an avenue for the academic faculty and researchers to further expand the study on social media. Furthermore, this paper will enable the respondents to utilise social media as a part of teaching and learning mechanisms.

STUDENTS' PERCEPTION TOWARDS ACCOUNTANT PERSONALITY IN ACCOUNTING DEPARTMENT AND MANAGEMENT DEPARTMENT: (A Case Study at STIE Perbanas Surabaya)

Pepie Diptyana and Djuwari

Accounting is becoming more and more prospective in a college of economics, especially at STIE Perbanas Surabaya. This evidence is indicated by the bigger number of students who enter accounting department compared to those who enter management department recently. Knowing the accountant profession and accountant personality is important for them. However, research related to the perception towards accountant personality has not yet been conducted at this college. It is assumed that the accounting students have more positive perception towards accountant personality compared to management students. This paper is intended to provide evidence concerning the students' perception towards accountant personality. Using 167 respondents with 49 management students and 118 accounting students, the results show consistency with the previous studies, such as the accountant personalities as being *investigative* and *conservative*. Other findings concerning the differences among the accounting and management students' perception towards accountant personality are also revealed. Based on the results, suggestion and recommendations are also discussed.

ETHNICITY AND GENDER INFLUENCES ON LEARNING STYLES AMONG PRIVATE COLLEGE STUDENTS IN KLANG VALLEY

Ponmalar N Alagappar and Srikumar Ramayan

One of the most promising answers to more effective teaching is research on student learning styles (McCarthy, 1980). Studies have shown that the results of learning style inventories can be used to create profiles that can empower students to become more successful participants in their own education (Fritz, 2002). There is extensive literature linking academic success with learning style-based teaching.

Therefore, the objectives of this research paper are to identify the learning styles of undergraduates in a private college besides suggesting ways to enhance learning process from among the undergraduates. It is also to correlate the leaning styles with ethnicity and gender.

The researchers will employ quantitative method to collect data by adopting The Barsch Inventory. The Barsch Inventory is a 24 item-instrument which is experimented to identify learning styles from among the respondents. In this research study, the respondents whom will be chosen randomly will be 100 undergraduates from a private college in Klang Valley, Malaysia. They will consist of three main races mainly Malay, Chinese and Indian between the age ranges 18-23.

The numerical data or scores obtained will be tabulated and presented in tabular form. The findings of this research study will hope to report the three different learning styles which are visual, auditory and kinesthetic.

INTEGRATING ROBOTICS STUDIES INTO SCHOOLS

Vickneswari Durairajah and K.K.A.Devi

This paper reviews the need of robotics studies and implementing the use of robotics as an educational tool at all those age levels, and provides some useful tips and directions for facilitating robotics education. Robotics technology has explored into medical, industrial, military and space robots. As an introduction, some definitions and the rationale for types of robots are given. An introduction to transformation teaching and critical thinking in robotics studies will be highlighted. In other words, Robotics is a basic research field with a growing mandate to meet society's needs. An inadequate dependence on mimicking humans must be replaced by an outward looking, interdisciplinary effort that recognizes the importance of understanding the basic processes robots will do. Robotics restructured this way can overcome its focus on devices and become the technology that forces basic knowledge advances in processes, product design, manufacturing technology, and manufacturing organization. This paper will be concluded with the future development and benefits of robotics technology.

DESIGNING ONLINE LEARNING AND CREATING ITS COMMUNITY AT HIGHER EDUCATION INSTITUTION: A CASE IN STIE PERBANAS SURABAYA

Lindiawati and Tatik Suryani

As on-line learning opportunity increases in today's society, some universities need to consider how to design the model and how to create the online learning community in campus. The big problem for the university in developing countries, like Indonesia, is the low level of IT awareness, cultural constraints and the limited technical infrastructure. This paper will describe the case of one of university in Indonesia in developing online learning. There are three stages covered: firstly, set up the system that considers many constraints to minimize the barriers as well as training on preparing interesting materials of learning through internet. Secondly, socialization of e-learning as the alternative method to complete the existing conventional learning. The process involves not only the lecturers but also the students. In this step, policy and some standards for guidance should have been established first. Thirdly, implementing the e-learning system for the students. After the system is implemented, however, the following stage is evaluation of the system. This paper also describes factors having been strived and contributed to the success of the e-learning design.

SOCIAL INTERACTIONS IN COMPUTER MEDIATED EDUCATION ENVIRONMENTS: REVIEW AND EVALUATION OF THEORIES

Babak Abedin and Farhad Daneshgar

This paper presents and evaluates various theories in the fields of Computer Supported Collaborative Learning (CSCL) and Computer Mediated Communication (CMC) with specific focus on social issues. The authors then introduce a conceptual framework representing a continuum of perceived sociability of CMC as defined by various existing social theories in the above fields. This need is becoming more evident as more mixed findings are being reported in recent years. The paper also encourages theory developers to develop new theories to address current problems in sociability of online environments.

THE EFFECTIVENESS OUTCOMES OF STUDENT-CENTERED APPROACH INTEGRATION IN NURSING LEADERSHIP AND MANAGEMENT PRACTICUM: A CASE STUDY OF ASSUMPTION UNIVERSITY NURSING STUDENTS

Siriporn Poonruksa and Patra Pheakpan

This classroom action research aimed to explore the fourth year Assumption University nursing students' ideas, synthesize the inquired knowledge and skill, and explore the greatest benefit gained toward the implementation of student-centered approach in Nursing Leadership and Management Practicum at two hospitals. The data derived from three types of document comprising daily activity report; job analysis of unit manager's and charge nurse's responsibility reports; and incident case analysis report of forty students, focus group interview of twelve students and instructors' observation. Generic method of content analysis technique was applied for data analysis. The results showed that nursing students prepared themselves before studying by reviewing contents following instruction guideline. Students gained benefits from this style of teaching by receiving more knowledge than instructors' expectation, increasing management, analytical, problem-solving, and cooperative skills. But the most important benefit was they knew how to seek for knowledge and constructed it by themselves through CIPPA model which came from instructors changed their roles to be the encourager, facilitator, and coacher

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ASSESSING THE IMPACT OF A GUIDED FIELD TRIP IN ENHANCING STUDENTS' LEARNING

R.Ratneswary V.Rasiah

This study aims to assess the role of a guided field trip in enhancing students' learning. It provides an insight into the students' perception of whether their learning experience, as a result of the guided field trip, had enhanced their knowledge and skills. The study also explores whether or not guided field trips can be employed as a teaching and learning methodology in promoting deeper and more authentic learning. It is a quantitative study that uses a specifically-designed questionnaire to elicit information with regards to the overall effectiveness of the guided field trip, in terms of its organisation and the role played by the facilitators, on the learning experience and skills attained by the students. The findings show that the students perceive the guided field trip as an effective tool in increasing their ability to understand business theories and concepts taught in classrooms as well as in enhancing their skills and knowledge. The lecturers were also perceived to have played an effective role in enhancing students' learning during the field trip. This concurs with literature on the important role played by the facilitators of field trips in enhancing the potential for learning amongst students. It is hoped that the findings obtained from this study will provide institutions of higher learning and their respective faculty members a set of considerations for making guided field trips an integral part of the subject curriculum in business studies.

INTERLANGUAGE ANALYSIS OF THE STUDENTS IN ESP CLASS
(A CASE STUDY AT STIE PERBANAS SURABAYA)

Sri Setiyani and Djuwari

Second Language Acquisition (SLA), for Indonesian to learn English, is quite interesting to be researched. The students of English for Specific Purposes (ESP) class are mostly adults in the college of economics. Since English and Indonesian are very distinct languages both grammatically and phonologically, it is really a hard job for Indonesian students to acquire English. Therefore, looking at the errors of their English and the motivation to learn this language is important. This paper is a case study done at STIE Perbanas Surabaya using 21 students of ESP class as the respondents. It attempts to investigate the students' unique 'interlanguage' by means of analyzing their errors in their composition. It is assumed that their first language (L1) influences their English language (L2). Besides that, it also tries to investigate their attitude toward English and motivation by means of questionnaires. Implication for suggestion is also discussed.

SUB THEME: HIGHER EDUCATION MANAGEMENT PRACTICES TOWARDS SUFFICIENCY AND SUSTAINABILITY

HIGHER EDUCATION THROUGH THE SUFFICIENCY AND SUSTAINABILITY LENS

Teay Shawyun

There is a belief in the community as evidenced by researches that Higher Education in the pursuit of rapid commercialization and internationalization is done at the expense of quality that has sustained rapid deterioration. In the highly competitive business of education, the key question is a balance of the economics and sustainability while maintaining quality. This paper proposes a "sufficient and sustainable" model aimed at the core of HE success. In sufficiency, the key philosophy is a middle path that is moderating, reasonable and self-resilient that is based on knowledge and virtuous conditions. Sufficiency must be sustained through the institution and individual capacity and capability. It calls for the institutional transformation of learning aimed at the teaching of the transformation of the students. To create education value, 2 main sets of capacity is needed: the individual capacity which is the nuts and bolts of skills, knowledge, experience and personality and the non-individual capacity in the context of values, beliefs and ideals that influence the mind set. At the institutional level, institutional strengthening, procedural improvements and management and the 3 P's of capacity, product, performance and permanence are the imperatives of the capacity. In the capability aspects, the competency profiles of the teaching and learning must be defined as this forms the crux of quality that reflects real learning and transformation. The sufficiency and sustainability must also be viewed through the economics lens for long term sustainability based on quality.

SUSTAINABILITY THROUGH THE SUCCESSFUL DEVELOPMENT OF ALTERNATIVE REVENUE STREAMS

Kevin W. Prine

In the past, colleges and universities have been generally dependent upon three sources of revenues: tuition, governmental support, and donations from organizations and individuals. As the world continues to move through an era when technology, knowledge, and resources play an ever larger role, the ability for higher education to take advantage of entrepreneurial ventures to increase the diversification of their sources of revenue makes even greater sense. Using the work of Charles Koch, Carl Schramm, and other authors in the field of business and entrepreneurship, this paper attempts to provide a partial bridge between the gap of established theory in the field of business with the current practice of alternative revenue generation by colleges and universities.

PRACTISING SUSTAINABLE HIGHER EDUCATION AND THE KNOWLEDGE ECONOMY: THE ROLE OF PRIVATE HIGHER EDUCATION INSTITUTES IN MALAYSIA

Ruttigone Loh

This paper presents a study of the role of private higher education in Malaysia. Malaysian higher education has been through significant shifts in growth and direction since the 1997 regional crisis. Since 1997, Malaysia has embarked upon a quest to become a regional educational hub and a knowledge economy meaning that the state aims to increase the participation rate in the university age cohort and create an information communications technology (ICT) savvy labour pool in order to become globally competitive. The means to such aims has incrementally shifted the responsibility of training skilled graduates from public universities towards the private higher education sector. Based on current research being undertaken toward PhD candidature, this paper highlights some of the most pressing issues that face the private higher education sector in Malaysia and which can now be seen as a key factor in human capital development. This paper will chart the growth of the private higher education industry, by examining the aims of Malaysian government policy in relation to higher education, and mechanisms of implementation. The paper will also examine the conflicting dichotomy of industry demands and state limitations. These demands and limitations are crucial relationships that can significantly contribute to the ongoing viability of the higher education sector and towards the realisation of a Malaysian knowledge economy.

POVERTY ALLEVIATION OF THE POOR IN NEWLY URBANIZATION AREAS BY COMMUNITY EMPOWERMENT: CASE STUDY OF BANGPLEE DISTRICT, SAMUT PRAKARN PROVINCE

Niyom Boonpikum

This research provides information for setting a strategic mapping involved in academic service plan of the Chandrakasem Rajabhat University. It will enhance lifelong learning, effective use of information technology and ability of stakeholders cooperation and communities strengthening.

The research's purpose was to formulate a participatory model for poverty alleviation of the poor in the newly urbanization, Bangplee district, Samut Prakarn province. Learning process and community empowerment were utilized by analyzing the community master plan and potential development strategies are proposed using the qualitative research.

The targeted community was impacted by land-restoration for Suwannaphumi airport construction of the government. The life style and the occupation of people in Nongprue sub-district, Bangplee district, Samutprakarn province were primarily agriculturist with subsistent economy. Then, people seek to be employed in factories or in agricultural sector where the income is not consistent and sufficient to survive the family members. Some labors have to work in farther factories outside the Bangplee district.

The study reveals that the characteristics of the poor in newly urbanization are "more consumers than laborers". To solve the poverty problem are to establish occupation groups and saving groups in order to help oneself, each other and to the disadvantage.

The researchers had recommended model called "community empowerment" to be used for poverty alleviation of the poor. Tambol Administration Organization (TAO) needs to provide education, capital / inputs and business to the people to empower them. The existing empowerments such as man-power, association and co-operation empowerments can lighten the poverty to some extent. The researchers propose His Majesty the King's model of sufficiency economy to be implemented for sustainable poverty alleviation.

CONSTRUCTING NEW BUSINESS MODEL FOR HIGHER EDUCATION INSTITUTION OF UNIVERSITAS ISLAM INDONESIA

Achmad Sobirin

This paper aims at discussing the logic and the process of constructing business model for higher education institution as well as its consequences to the management practices of university adopting this model. This paper is based on a project initiated by and done in Universitas Islam Indonesia (UII) as a response to external pressures that have happened since the dawn of the 21st century such as: low student enrolment, privatization of state universities, the establishment of foreign universities, etc. The result indicates that Institution of higher eduction should have its own unique business model in order for this institution to survive and succeed.

IMPLEMENTING BALANCE SCORECARD IN HIGHER EDUCATION

Devie and Josua Tarigan

One of big organization's weaknesses on university context is lack of alignment between university and faculty or department. Alignment in this context is related to three elements: vision mission, strategy and performance measurement. Alignment is an important and significant issue in higher education, because commonly every faculty or department in university has vision-mission, strategy and performance measurement that are not align with university's. In implementing the three elements, a faculty or department will consume many resources. Thus, it is an irony when a faculty or department has spent effort on implementation while there is no alignment with university's elements. Balance Scorecard (BSC) was known by the business society in 1990 as strategy tools, especially in alignment. According to Indonesia's big university context, there are 20 until 50 units or departments in one university, in this situation BSC can be used as a tool to make the university more efficient and effective in implementing vision mission of organization, strategy and performance measurement on faculty, department or even supporting department strategic plan. The object of this paper is the economics faculty of one of outstanding universities in Indonesia.

UNIVERSITY LECTURERS' PERCEPTIONS OF AN INNOVATIVE INSTRUCTIONAL ELEMENT: TOWARDS SELF-SUFFICIENCY AND SUSTAINABILITY

Veronica Cahyadi and Lily Law

Resources in higher education institutions, particularly the faculty members, need to keep up with the progress of modern society and its increasing demands. To be self-sufficient and sustainable in the changing world, higher education institutions should have their academic staff constantly upgrade themselves in the subjects they teach as well as in the instructional strategies. Idrus (2006) and many others have suggested that students improve their learning approach from rote-learning to active engagement. In order to bring about this transformation, the role of instructors is pivotal. Instructors need to initiate the change in student learning by improving their teaching strategies. To do this, instructors ought to be open-minded and willing to explore new approaches. It is the focus of this paper to investigate how instructors in higher education institutions perceive the implementation of an innovative element in instruction. Data were collected from responses to a questionnaire distributed to two sample groups of lecturers in Malaysia and New Zealand. The instructional element was a web-based courseware called Moodle (Malaysia) and WebCT (New Zealand). The two groups of lecturers showed the same degree to which they used the system but perceived it at different extent to which the system was beneficial to their teaching. These findings are utilised to inform suggestions for lecturers to improve their skill and knowledge in pedagogy.

BEYOND QUALITY – TOWARDS KINETICS AND BLUE OCEAN MANAGEMENT IN HIGHER EDUCATION

Nirwan Idrus

Quality Management Systems in Higher Education institutions around the world are now increasingly becoming commonplace. The move from standard-based audits, using say the ISO 9000 series of standards, to fitness-for-use-based audits is beginning to take place in a number of countries. Some countries that started somewhat later than others, may still be conducting standard-based audits but they too are rapidly re-tooling and re-arranging their SOPs to move towards fitness-for-use-based audits. This paper reports on a number of investigations of management development generally and the potential application of the latest management philosophies to higher education specifically. The latter includes Kinetics Organization and the Blue Ocean Strategy.

This paper shows that higher education institutions are lagging behind industries in applying new management philosophies. This results in poor alignment between graduates' skills and industry requirements. Given the very rapid and pervasive expansion and application of technology, it is inevitable that higher education institutions seriously consider the adoption and adaptation of these new management philosophies. After all, the human capital of a country is pivotal to prosperity and economic survival of the country and the business of higher education institutions is indeed to provide relevant, up-to-date skilled and knowledgeable human capital.

The paper concludes with recommendations on applying these management philosophies to the various aspects of higher education and higher education institutions.

DEVELOPING THE WHOLE PERSON: CAN SERVICE-LEARNING HELP INCREASE THE ETHIC OF SERVICE IN ASIAN COUNTRIES? AN INTRODUCTION TO THE ETHIC OF SERVICE AMONG ASIAN BUDDHIST UNDERGRADUATE STUDENTS

Marcia Harr

Developing the whole person integrates respect for self and respect for community. The utilization of service-learning, a teaching method linking community service to curriculum, has grown substantially in higher education during recent years. The encouragement from national service programs in the United States (for example, Learn and Serve America and Campus Compact), and research based on additional successful programs, has propelled a shift in educational models towards this teaching philosophy and method. In addition to the benefits of increased interest and participation in the learning process, the growing body of research illustrates the importance of this learning model as a means of creating socially responsible members of society. Previous research clearly identifies benefits of service learning to both students and communities. Thus far, service-learning has been uncommon in Asian countries; examples of service-learning have typically come as a result of a study-abroad experience. Before an expansion of service-learning in Asia occurs, it is important to understand the cultural beliefs relating to service. This study investigates the current ethic of service among undergraduate students at an Asian international university. Exploration regarding where students volunteer and the value of service both personally and professionally helps provide further insight. Further, the research explores the differences between male and female participation in service, religious belief, and other demographics. This research informs how service learning can create an ethic of service in an Asian context. The study concludes with further implications and ideas for future research.

SWOT ANALYSIS: A MANAGEMENT TOOL FOR ASSESSING THE QUALITY OF VOCATIONAL AND TECHNICAL EDUCATION: THE COLLEGE OF TECHNOLOGICAL STUDIES, KUWAIT.

Salah Al-Ali

New workplace require broader knowledge, skills and attitudes than ever before and thus place intense pressures on both vocational and technical institution and industry to improve the competitiveness of local manpower. The SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis has been considered as a useful and highly rewarded tool for both vocational and technical institution and industry. It involves a comprehensive internal and external review of those factors that have an impact on the performance and capability of meeting the demand industry.

This paper examines the factors that have a direct impact on the quality of vocational and technical education at the College of Technological Studies, Kuwait. The research would be based on extensive field work that would encompasses a review of the related literature, questionnaires and personal interviews with selected deans, heads of departments, and staff. The outcomes of this research would propose the application of the SWOT analysis as a useful tool for decision making in assessing and enhancing the quality of vocational and technical education. Thus, providing local market with the needed skills that able to manage, maintain, adapt and develop the imported technology to suit local requirements.

A PROFITABILITY ANALYSIS OF DEGREE PROGRAMS FOR DE LA SALLE UNIVERSITY-DASMARIÑAS

Don S. Malabanan

As early as late 2002, a project was conducted (Comprehensive Cost Analysis of Degree Programs for Selected Higher Educational Institutions [in the Philippines]) sponsored by the Commission of Higher Education of the Philippines spearheaded by several academics based in De La Salle University-Manila (DLSU-M). The study meant to benchmark the spending and cost allocation patterns of private universities and colleges across the Philippines versus spending and cost allocation patterns of State Universities and Colleges.

De La Salle University-Dasmariñas (DLSU-D) was the selected private university in the Cavite Province. Furthermore, DLSU-D had its own team that conducted the gathering and report writing (Malabanan & Abiog, 2004) following the model and framework espoused by the DLSU-M proponents. Their output formed part of the final national summary report. The data used for the study was limited to the School Year which began in June 2000 to May 2001. Costs per university was divided into four main components: direct teaching, administrative costs, research, and extension services. After which, these cost were then broken down and distributed based on time allocation of faculty and number of students. The end goal of the study was to arrive at a "cost per student per degree" that could generally be used to assess which degree programs were relatively cost-efficient and cost-inefficient. This information would be highly valuable to administrators and university planners when they make project deliberations and budget approvals as well as capital expenditure allocations.

Using this study as a starting point, the author intends to determine the profitability of degree programs in DLSU-D for the same time period by first arriving at the revenues per student per degree and then subtracting from this amount the previously computed cost per student per degree. By doing so, university planners can better assess programs that are profitable versus those which are not. As such, they would be able to make the necessary changes to raise fees charged per degree, reduce the cost of a degree, and have a concrete basis for providing higher budgets to those programs that are profitable as compared to those which are highly subsidized (unprofitable). Given the historical nature of the data used, the study may not be readily used by the administrators of DLSU-D at present. But the end goal of the study is to provide a viable framework that can used by DLSU-D administrators and other institutions for general planning and budget allocation purposes.

TEACHING AND LEARNING OF ENGLISH AS A FOREIGN LANGUAGE: A STUDY OF THAI STUDENTS AT ASSUMPTION UNIVERSITY

Kalpana Upadhya

It has been apparent for quite sometime that little attention has been given to the needs of practicing, and student teachers of English as a second language. Learning English as a foreign language brings gain, better career opportunities, cultural enrichment and character development. When I first started teaching at Assumption University around more than twenty years ago, I was not aware that my students actually did not perceive certain English sounds with any accuracy, because those sounds don't exist in their language, and this led me to think of new ways/methods of making them understand the pronunciation along with my accent. Sometimes the foreign learners have difficulty with the sequences and sounds. This happens because the student is not used to the stress and intonation patterns of English. Knowing a language means knowing what sounds are there in that language, and what sounds are not. All educators must care deeply about learners and inculcate a deep desire in them to become life-long learners. From my experience I have learnt that educators must know their students cultural background and students' tacid knowledge as well. Children have diverse backgrounds, culture, language and educational profile, children by nature are curious explorers, its' the diverse background which hinders the students learning capacity. We educators, can develop new teaching strategies to help our students learn better. Teaching and learning are the core of education. Supporting learning is the purpose of all educators. According to Eric Hoffer "education should produce not learned, but learning people".

STAFF PERCEPTIONS OF HUMAN RESOURCES SERVICES IN A TECHNOLOGICAL UNIVERSITY

Raj Sharma and Rebecca Munn

It is important that institutional researchers widen their scope to cover the support units of higher education institutions. The literature suggests that there is a dearth of such published studies. Yet certainly in Australia, support areas consume around a third of the financial resources of the

institution. Accordingly it is important to inter alia study client satisfaction with service delivery by such units. This study reports on a survey of staff perceptions of service delivery and related issues concerning Human Resources department within an Australian technological University. It was found that the satisfaction rates for most of the services delivered by Human Resources were relatively high. Nevertheless some concerns were raised by respondents in certain areas requiring future action in the quest to improve the quality of the services.

INTERNATIONALISATION OF HIGHER EDUCATION: ASSURING RELIABILITY AND SUSTAINABILITY IN TRANSNATIONAL EDUCATION (TNE) PROGRAMS

Ian Charleson

This paper describes a collaborative strategy to develop learning and teaching resources for use in TNE twinning programs with partner institutions in China and Vietnam. These support materials not only provide the course content and guidelines for delivery, assessment and teaching strategies, but enable quality assurance to be maintained and benchmarking to take place to ensure the equivalence of the off-shore and on-shore delivered programs.

The paper demonstrates how complex planning and organisation is required to transform learning materials that have been designed and developed for on-campus delivery into a very flexible package that will allow extreme variation in the time and style of delivery while maintaining the same quality assured standards in each version and iteration. The very different characteristics of each partner university must be catered for without threatening the integrity and rigour of the program.

As there is a level of prestige in overseas study that motivates students to choose TNE programs. It is, however, an essential responsibility of the exporting university to control the academic standards and quality assurance requirements within the regulatory framework of

Awards harnesses the motivational, supportive and evaluative aspects of the learning to be gained from projects by focusing and reflecting on real world enquiry based approaches to practical research and development of design concepts and outcomes.

This unique national competition is used as a medium for benchmarking achievement on a national level and provides the opportunity so compare a vast range of approaches to solving similar problems. Assessment or judgement of outcomes is made more reliable by exposure to a greatly expanded expert panel of judges and mentors, many of whom are leading practitioners in the field and who are able to provide valuable feedback to students on their work and developmental needs.

Students are provided with the valuable experience of having their work benchmarked against that of their vastly extended cohort of peers and are given invaluable professional feedback that has proven to reinforce their understanding of the business of design and the importance of the graduate attributes that are built into each program

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Marcia Harr

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