AC-ESI-2017
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INTERNATIONAL COLLEGE SUAN SUNANDHA RAJABHAT UNIVERSITY, BANGKOK, THAILAND
RUSSIAN PRESIDENTIAL ACADEMY OF NATIONAL ECONOMY AND PUBLIC ADMINISTRATION SOUTHERN RUSSIA INSTITUTE OF MANAGEMENT, ROSTOV-ON-DON, RUSSIA
Dear ladies and gentleman, participants of Academic Conference on Educational & Social Innovations, academics and scholars, presenters of research centers, educational institutes and business!

In the era of globalization, spreading of modern knowledge and forms of education, re-evaluation of human resources for global competitiveness and self-sufficiency, an effectiveness of international collaboration in discussing on actual educational and social issues and challenges, searching for maximum effective solutions of local, regional and global development is timely increasing.

And I would like to express my deep gratitude to partnered journals, educational institutions of Thailand, Russia, Ukraine, Indonesia, Hungary and other countries whose efforts made possible this meeting of scholars and businessmen, interested in effective solution of global economy challenges using local resources of competitiveness and economical, social, cultural and innovative success.

And, of course, I would like to thank all participants for coming here, for their wonderful and useful research. I want to say, that Suan Sunandha Rajabhat University – as a leading public University of Thailand – is very proud to be an organizer of this significant and important conference.

To each participant I wish success, finding a new colleagues and friends, development of scientific and business contacts, new scientific discoveries that are benefit for society, business and government. And also enjoy your time in “golden city of Prague”.

Dr. Luedech Giridwichai, professor
President of Suan Sunandha Rajabhat University
Bangkok, Thailand

On behalf of the Organizational Committee, I welcome you to the 2017 Academic Conference on Educational & Social Innovations, in the world most beautiful and interest city of Prague! Our conference always attracts researchers, educators and practitioners in all economic fields and related disciplines in the world.

Participants have found in these meeting an excellent opportunity to share their experiences with colleagues from distance places and often continued to cooperate with them on their subjects of interest.

The AC-ESI – 2017 has been established on a global basis. We have received more than 90 submissions from 7 countries, each submission was peer-reviewed by at least two anonymous reviewers and a total of 55 papers were accepted for presentation in the conference.

Accepted papers are scheduled for presentation in 6 sessions. We would like to express our sincere appreciation to all the reviewers and chairs and members of various committees of AC-ESI – 2017 conferences for their precious time and expertise. The welcoming dinner provides the opportunity to honor the best papers and to recognize the contributions of many of the people who made this meeting possible.

Lastly, I would like to express our sincere gratitude to everyone involved in making the joint conference a success. Many thanks go to the organizing committee, keynote speaker and special session organizers, and the organizational committees and reviewers, the conference participants, and of course, to all the contributing authors who will be sharing the results of their research. It is our great pleasure to have you with us at the joint conference, where I hope new ties will be made and existing ones renewed and strengthened.

Please accept our best wishes for a wonderful stay in Prague!

Ass. Prof. Dr. Krongthong Khairtre
Director (Dean) of International college
Suan Sunandha Rajabhat University
Bangkok, Thailand
Dear friends and colleagues!

This conference is a meaningful crystallization of international initiatives among the number of institution towards practical cooperation in interdisciplinary studies, which will be contribute to the strengthening of the national educational systems.

The characteristic of the education in our era is change at the speed of light, which led us to the consensus that experts from many countries and many different disciplines must meet and discuss the phenomena, and then suggest solutions. We should be able to delve deeper by discussing problems across different disciplines as widely as possible, and thus grasping more profound solutions and suggestions.

The motivation for this conference is to help one’s country through offering individual expertise and point of view based on one’s individual discipline. As we gather from many different countries and many different disciplines, I believe that we should be able to expand the scope of our efforts and must aim at more challenging global contributions.

I hope all the participants of this conference will enjoy and get opportunities to enhance relationships of knowledge exchange.

I would like to extend my sincere gratitude to the organizing committee and especially to my Thai colleagues for given abilities to be a co-organizer and member of organizational board of AC-ESI – 2017, to be involved in the process of new international tradition formation!

Dr. Elena Zolochevskaya  
Russian Presidential Academy of National Economy and Public Administration, South Russia institute of management, Rostov-on-Don, Russia

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THAILAND AND TECHNOLOGICAL PRODUCTS: A SOCIAL SCIENCES CASE STUDY

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This abstract is regarding to new innovation and technological equipment that has influenced the new life style of Thai youth and also the Thai culture. Thailand is the land of contrast, for the first time traveler to Thailand; he or she may be lost in a world of contrast. From traditional temples to the high skyscraper of Bangkok. New innovation such as the smart phone, tablets, has found its way in to our lives. Little that we know it or realize it these new innovation change our lives completely. Product such as smart phone influence about 80% of our daily activity. Technologies shape how we live and learn. New innovation like smart phone and tablet set the social scene for Thai youth and also young working adult.

Student relied on innovation like these for their study and research. The Associate of Southeast Asian Nation (ASEAN) craze also plays many role on how Thailand is progressing. Currently the Thai government has emphasize the use of tablet in learning and teaching process in classrooms across the country. Innovation like this will change the Thai society and also the whole ASEAN. Thailand is now on the path of industrialization, the need of new innovation and technology product is a must the reach this goal.

This article will further examine on how innovation and new technology, like the tablet, smart phones, and computers influence Thai youth and also the Thai society as a whole.

Key Words: Innovations, technological product, Thai society, ASEAN and Social Sciences

Thai Society and New Innovation & Technology

To be called an innovation, an idea must be replicable at an economical cost and must satisfy a specific need. Innovation involves deliberate application of information, imagination and initiative in deriving greater or different values from resources, and includes all processes by which new ideas are generated and converted into useful products. In business, innovation often results when ideas are applied by the company in order to further satisfy the
needs and expectations of the user. In a social context, innovation helps create new methods for alliance creation.

Technology and innovation plays an important role in our life. It change the way we use our daily life. If you notice in just about any major city in the world and you'll see the same thing: slouched shoulders and down-turned faces staring glumly at Smartphone screens. Some people never look away, completely immersed in whatever is happening in the palm of their hands, while others get stuck in a loop of pulling phones from pockets or purses and popping on the screens for just a moment before putting them away again for just a minute or two.

Smartphone are amazing things, but for those who have become addicted to messaging instant gratification, they are a bit unwieldy. This annoyance gets even worse as these devices grow larger and larger. One approach would be to relax a little and stop feeling so compelled to check for Facebook notifications every 30 seconds. Those fully immersed in the information age, however, will be more than this.

Not long ago, notebooks computer replaced desktops computers, now tablets & Smartphone replace notebooks computers, with declining sales of notebook and desktop computers; the technology markets change quickly.

According to Setsa Sasanon (2010) "the use of wireless devices used to view media at home and on-the-go is proving a challenge for personal computer (PC) makers and changing the playing field for the overall information technology (IT) industry" This is so because desktop PC are become obsolete and old fashion. In a country like Thai land technology and fashion go hand in hand. And we cannot separate it from one another. Innovation like tablet could be said a new replacement for PC in our daily work. As more and more of us are drifting away from PCs and laptops, and toward mobile, touch-screen devices Communication Corporation in Thailand like True, Dtac and AIS uses tablet to their advantages in term of providing new services to customer.

On the social side this is also a show of a fashion statement. For both image and social status of a country like Thailand, this seems quite unique.

New innovation and technology namely Tablet, Smartphone, and new high technology products support the social status of people and their lives. Society in Thailand is strongly divided into various hierarchical levels. Each citizen has his or her own ancestral position. Due to the fact that everyone wants to be as high up in the hierarchy as possible, it is normal for people to try and positively affect their perceived social status. On a small scale, this is noticeable due to the well-maintained appearance of the people. It is not at all unusual for the poorest people to be extremely stylish with smart clothes. A large car or house is used to show off the status achieved. It is not important that this standard of living might have been achieved with loans because this cannot be seen by other people. Unfortunately, this type of behavior often leads to large proportions of the population having big debt problems. Being rich is a sign of prestige and how the wealth is achieved plays a lesser role.

New innovation influence the society in both positive and negative way, it could be said it be a new trend setter. New innovation and technology like High Definition Television, Blue Ray discs and 3D movies make entertainment change to a whole in Thailand. New innovations are improving lives, sharing Thai culture and language with the world, and creating economic opportunities.

If we look at the innovation and how; it impacts the social aspect of Thailand. The most obvious it was during the flood in Thailand in 2010 many new innovation was created such as home made raft that was made from water bottle and the famous floating tu-k tuk. In these
20th century, they promised a new age of information technology. But in order to reap the benefits, businesses needed to adapt and change their infrastructure. This is where ASEAN will play a very important role. For Thai society to adapt to this new technology, firstly most Thai people must be tech savvy and must have the proper education on ethical usage of this new innovation (Phalunnaphat Siriwongs 2012). Creativity is fundamentally a social process where new ideas are more likely to come through rest and relaxation rather than strenuous formal meetings. Consequently workplaces need to be redesigned so that an environment of serendipitous sharing becomes the norm. This must be supported by the correct motivation systems that reinforce and truly reward new ideas and promotes high productivity. In order for Thailand and ASEAN to become more progressive the Thai society need to change attitude towards new innovation and product.

Challenges for Thailand

Thailand could be considered a moderate advance country in Southeast Asia, which means it, is developed but not as much as Malaysia or Singapore. Thailand is going under much transformation in order to prepare and get ready for AEC 2015. Much new policy regarding technological advance for Thailand is in place for the development of the country. Thailand need to be involves more with the international community in terms technological development and the usage of technology. Most usage of technology is still limited to entertainment; if this was able to transfer to everyday usage it would be a positive outcome for Thailand.

Conclusion

Innovation and technology could be said is a trend and ‘in – thing’ for Thai society. Product like smart phone and tablet has become a fashion statement and social status symbol. This is so because Thai society loves to be different and be high above in the social hierarchy. In conclusion the technology and innovation does change and influence the Thai society. But what is needed is more education for Thai people regarding on to use this technology and innovation ethically. Thailand shows that during hard time like the flood of 2010, Thai society is able to produce a new product that most people never think about. While ASEAN is still a hot topic in Southeast Asia, Thailand is not far behind from other country in this region in term of development. More innovation can be made in Thailand and most importantly need to develop both socially and technologically in order to be a leader in this region.

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