



10TH INTERNATIONAL CONFERENCE

AC-ESI-2017

ACADEMIC
CONFERENCE ON
EDUCATIONAL &
SOCIAL INNOVATIONS



**AC-ESI
@2017
PRAGUE.CZ**

CO-ORGANIZED BY:

INTERNATIONAL COLLEGE
SUAN-SUNANDHA RAJABHAT UNIVERSITY,
BANGKOK, THAILAND

RUSSIAN PRESIDENTIAL ACADEMY OF NATIONAL
ECONOMY AND PUBLIC ADMINISTRATION
SOUTH RUSSIA INSTITUTE OF MANAGEMENT,
ROSTOV-ON-DON, RUSSIA

CO-SPONSORED:
"THE EURASEANS -
JOURNAL ON GLOBAL SOCIO-ECONOMIC DYNAMICS"

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 Girdwichai, 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 meetings 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!

*Assi. Prof. Dr. Krongthong Khairree
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*

AC-ESI-2017

ORGANIZATIONAL BOARD

Dr. Krongthong Khairiri (International College, Suan Sunandha Rajabhat University, Bangkok, Thailand)

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

Dr. Rudolf Kucharčík (University of economics in Bratislava, Slovakia)

Dr. Ludmila Lipkova (University of economics in Bratislava, Slovakia)

Dr. Katarina Brockova (University of economics in Bratislava, Slovakia)

Dr. Sergey Ivanov (University of the District of Columbia, Washington, DC, USA)

Dr. Parimal Chandra Biswas (Adamas University, Kolkata, India)

Dr. Shieh, Chih - Jen (Huaqiao University, China)

Dr. Serhiy Yerokhin (National Academy of Management, Kyiv, Ukraine)

Dr. Frank Ebinger (Nuremberg Institute of Technology, Germany)

Dr. Tatiana Podolskaya (Russian Presidential Academy of National Economy and Public Administration, South Russia institute of management, Rostov-on-Don, Russia)

Dr. Muhammad Imtiaz Subhani (Director Research Innovation & Commercialization, Iqra University, Pakistan)

Dr. Blanka Pocztková (VŠB – Technical University Ostrava, Czech Republic)

Dr. Vladimir Bandurin (State Science-Research Institute of system analyze of Account Chamber of the Russian Federation, Moscow, Russia)

Dr. Yusifov Sabuhi (Azerbaijan Technology University, Azerbaijan)

Dr. Evelyn Chiloane-Tsoka (University South Africa, South Africa)

Dr. Raeni Dwi Santy (University Komputer, Bandung, Indonesia)

Dr. Aleksey Arkipov (South Federal University, Rostov-on-Don, Russia)

TABLE OF CONTENT

Conference agenda	7
CHAPTER 1	
MODERN METHODS OF EVALUATION AND QUALITY ASSURANCE IN EDUCATION	19
DOES ORGANIZATIONAL STUDYING AFFECT THE PERFORMANCE OF HIGHER EDUCATION LECTURERS? THE MEDIATING ROLE OF TEACHING COMPETENCE	<i>Akaphon Thamabut Taksina Bumbut</i>
CAREER OPPORTUNITIES IN THE PROCESS OF HUMAN RESERVE MANAGEMENT	20
ASSESSMENT METHOD FOR IMAGE OF REGIONAL EDUCATIONAL INSTITUTIONS	<i>Luedech Girdwichai</i>
FACTORS DETERMINING THE QUALITY OF LIFE FOR STUDENTS	<i>Kataeva Natalya Sysolyain Alexey Kuporov Jury</i>
AN INVESTIGATION OF LANGUAGE LEARNING STRATEGY USE AND ITS IMPACT OF LANGUAGE PROFICIENCY IN UNIVERSITY STUDENTS	<i>Adam Depta Iwona Staniec</i>
CHAPTER 2.	41
INFORMATION AND COMMUNICATION TECHNOLOGIES IN EDUCATION	47
LECTURERS' DEMOGRAPHIC AND PROFESSIONAL CHARACTERISTICS AND ICT UTILIZATION	<i>Jintana Tipratana James Todd Whitaker</i>
TEACHER OPINION ON BARRIERS TO THE INTEGRATION OF ICT IN THAILAND UNIVERSITY TEACHING	48
DIGITAL PLATFORM AS A STAFF TRAINING BASE	<i>Akechai Doung -Eang Yanika Chuentako</i>
MISUSE OF HIGHER EDUCATION	<i>Suntaree Patcharaprateep Srayut Kuanmuang</i>
ORGANIZATIONAL AND ECONOMIC ASPECTS OF INTRODUCING TRILINGUAL EDUCATION IN KAZAKHSTAN	<i>Amber Osman Muhammad Imitiaz Subhani Syed Akif Hasan</i>
	60
	<i>Galina Konopyanova Yuliya Novitskaya Zhassultan Baitkenov</i>
	63

CHAPTER 4	115
CULTURAL, ECONOMICAL AND ENVIRONMENTAL ISSUES OF THE MODERN EDUCATION	
HIGHER SCHOOLS ECO-FRIENDLY EDUCATION IN THE FRAME OF CONCEPT OF SUSTAINABLE DEVELOPMENT	<i>Yothin Chokrua</i> <i>Yingsak Vanpetch</i> 116
TEACHERS' ATTITUDES TOWARDS THE ENVIRONMENTAL EDUCATION: AN EMPIRICAL ISSUES	<i>Surasak Dowruang</i> <i>Somnaya Prachyangprecha</i> 120
EXPLORING RELATIONSHIPS AMONG AMATEUR ATHLETES, CO-CREATION, MOTIVATION, INVOLVEMENT AND DESTINATION CHOISE FOR SMALL SCALE SPORT EVENTS	<i>Shang-Pao Yeh</i> <i>Anesis Fotiadis</i> 124
INFLUENCE OF CULTURAL DIMENSIONS "INDIVIDUALISM" AND "POWER DISTANCE" ON ENTREPRENEURIAL ACTIVITY	<i>Kovaleva E.A.</i> <i>Bogacheva T.V.</i> <i>Kutlyeva G.M.</i> 128
PROACTIVE BUDGETING IS THE TOOL TO INCREASE EDUCATIONAL PROGRAMS EFFICIENCY	<i>Chaorit Pinit</i> <i>Kanokrat Kunasaraphan</i> 131
PUBLIC FUNDING OF CIVIL SOCIETY ORGANIZATIONS IN LATIN AMERICA: HOW DO WE EVALUATE PROFITABILITY?	<i>Stephen John Beaumont</i> 133
SUBTLE FACTORS INFLUENCING MARKETING MANAGEMENT FUNCTIONS IN CONSTRUCTION BUSINESS ENTERPRISES	<i>Jonas Ekow Yankah</i> <i>Clinton Aigbavboa</i> 137
A PARADIGM SHIFT IN RUSSIA'S INDUSTRIAL POLICY: FROM A RAW MODEL TO INNOVATION - TECHNOLOGICAL GROWTH POINTS	<i>Tatiana V. Skryl</i> 145
GOVERNMENT FUNDING OF EDUCATION: FACTORS OF RATIONALITY IN THE XXI CENTURY	<i>Ushakov Denis</i> 148
TESTING MASS MEDIA COMMUNICATIVE EFFICIENCY IN ENVIRONMENTAL MOTIVATION DEVELOPMENT (THE CASE STUDY OF BANGKOK, THAILAND)	<i>Panprae Bunyapukna</i> 149
THE FACTOR AFFECTING SSRUIC'S STUDENTS CULTURAL QUOTIENT	<i>Kannapat Kankaew</i> 161

STATE-OF-THE-ART AND FURTHER DEVELOPMENTS IN BUSINESS MODEL RESEARCH FOR INDUSTRY 4.0	<i>Richard Stechow</i> 67
THAILAND AND TECHNOLOGICAL PRODUCTS: A SOCIAL SCIENCES CASE STUDY	<i>Magdalena Mijster-Behr</i> 73
IMPLEMENTATION OF ELECTRONIC MARKETING ON THAI BUSINESSES	<i>Darma R. Khairiree</i> 77
CHAPTER 3	
HRM AND CORPORATIVE CULTURE IN MODERN UNIVERSITITES	<i>Nalin Simasathiansophon</i> 82
ANALYSIS OF LEADERSHIP THEORIES IN ORGANIZATIONS TODAY: IS THERE A BETTER WAY?	<i>Patrawut Seravisit</i> <i>Pat Vivatpattanakul</i> 83
CHANGING THE ORGANIZATIONAL SUBCULTURE OF THE UNIVERSITY SUBDIVISION	<i>Kritthameth Makkapaweethawath</i> <i>Supaksiri Prakancharoen</i> 88
MONITORING OF FLEXIBLE TECHNOLOGIES OF PERSONNEL MANAGEMENT IN PROJECTS AS A NEW FORM OF SOCIAL-LABOR RELATIONS IN RUSSIA	<i>Apenko Svetlana</i> <i>Romanenko Mikhail</i> 93
STAFF INCENTIVES EDUCATIONAL ORGANIZATION IN EFFICIENCY	<i>Vinichenko Mikhail</i> 99
THE ANALYZE OF THE EMPLOYEES MOTIVATION METHODS IN SMALL AND MEDIUM-SIZED COMPANIES	<i>Sulawan Pansri</i> <i>Chatcharin Sadserm</i> 102
THE INFLUENCE OF UNIVERSITY'S MANAGEMENT ON ACADEMIC FACTORS AND STUDENTS' SATISFACTION: AN EMPIRICAL STUDY THROUGH STRUCTURAL EQUATION MODELLING	<i>Johan W de Jager</i> <i>Tahir Jan</i> 107
MALE AND FEMALE STUDENT REASONING PROFILES IN SOLVING FRACTIONAL PROBLEMS: COMPARATIVE ANALYZE	<i>Ratchatasmr Chandraworrasit</i> <i>Kanyapilai Kunchornsirmongkol</i> 111

- CULTURE AND SOCIAL NORM PERCEPTION, THAI CULTURE AND OPPORTUNITIES OF MARKETING
Benjapol Worasuwannarak 164
- A SURVEY OF STUDENT'S SATISFACTION TOWARD COOPERATIVE EDUCATION IN ASEAN COMMUNITY: A CASE STUDY OF THAILAND AND THE SOCIALIST REPUBLIC OF VIETNAM
Thanasit Suksutdhi 170
- LEVELS OF GEOMETRIC THINKING AND PROOF ABILITIES OF THAI LOWER SECONDARY STUDENTS
Supotch Chaiyasang 177
- CHAPTER 5**
INNOVATIVENESS AND CREATIVITY: NEW PRIORITIES OF EDUCATION PROCESSES
- BRIDGING THE GAP BETWEEN THEORY AND PRACTICE THROUGH CREATIVITY AND INNOVATION
Janchai Yingprayoon 185
- INNOVATIVE CLIMATE AS A FACTOR FOR NATIONAL EDUCATION SYSTEM PROGRESS (THE CASE OF THAILAND)
Chutikam Sriviboon 190
- INNOVATION IN THE MANAGEMENT OF MODERN UNIVERSITIES HUMAN CAPITAL
Chantana Anuleechan
Tassanee Siriwan 199
- ROLE OF SPECIALIZED KNOWLEDGE SEARCH IN PROCESS OF INNOVATIONS' MANAGEMENT
Surachai Noikhammueang
Boonthong Boontawe 203
- INTERRELATION OF INFORMATION, RESEARCH AND INNOVATION IN REGIONS OF RUSSIA
Yulia A. Antokhina
Lyudmila A. Guzikova
Aleksandr M. Kolesnikov 209
- EDUCATIONAL-INNOVATIVE PLATFORM OF BUSINESS-KNOWLEDGE AS FUNDAMENTALLY NEW APPROACH TO CLUSTER COOPERATION AND AN INTERACTIVE TOOL FOR INNOVATIVE RESEARCH NETWORK
Lyudmyla Ganushchak-Efimenko 211
- ANALYSIS OF NATIONAL MEASURES FOSTERING INNOVATIONS IN DEVELOPED COUNTRIES AND ADAPTABILITY TO THEIR CURRENT SOCIAL AND ECONOMIC CONDITIONS IN UKRAINE
Marjana S. Shkoda 214
- EDUCATION INNOVATIVE APPROACH TO IMPLEMENTATION OF CLUSTER COOPERATION WITHIN THE INNOVATIVE EDUCATION CHAIN
Valeriya G. Shcherbak 216
- CHAPTER 6**
EDUCATION AS A FACTOR FOR TOURISM AND SERVICE INDUSTRY DEVELOPMENT
- THE STREET FOOD CONSUMPTION AND FOOD SAFETY IN BANGKOK, THAILAND
Thanongsak Saksirivuttho 222
- PASSENGER'S HALLUCINATION THROUGH AIRLINE'S COMMUNICATION
Theppaluk Komolvanij 230
- PERCEPTION AND UNDERSTANDING OF PICTOGRAMS STUDY FOR THE AGED PEOPLE AND LOW-VISION PEOPLE
Tippaluk Komolvanij 235
- YOUTH ENTREPRENEURSHIP AS A PLATFORM FOR THE STUDENTS' PROFESSIONAL COMPETENCE FORMATION
Methawat Sangsai
Jeffrey Dickie 240
- ENTREPRENEURSHIP POTENTIAL AND STUDENT PERSONALITY: NEW TEACHING TECHNOLOGIES IN HIGHER EDUCATION
Alisa Pujanart
Robert Henry Heathfield 244
- THE EFFECT OF THE KOREAN WAVE ON CONSUMERS' BRAND EQUITY MODEL
Renee B. Kim 250
- ACADEMIC PROMOTION PROCEDURE OF UNIVERSITY LECTURERS: A CASE STUDY OF INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJAPHAT UNIVERSITY, THAILAND
Nantapat Leeaumpornsin
Chaweewan Keawsatha 254
- FLIPPED CLASSROOM AND COOPERATIVE LEARNING METHOD IN BUSINESS STATISTICS
Krongthong Khairiree 259

- <https://www2.deloitte.com/content/dam/Deloitte/ch/Documents/manufacturing/ch-en-manufacturing-industry-4-0-24102014.pdf>
- Teece, D. J. (2010). Business models, business strategy and innovation. Long range planning, 43(2), 172-194.
- Vandermerwe, S., and Rada, J. (1988). Servitization of business: adding value by adding services. European management journal, 6(4), 314-324.
- Weill, P., and Woerner, S. L. (2015). Thriving in an increasingly digital ecosystem. MIT Sloan Management Review, 56(4), 27-34.
- Implementation of electronic marketing on Thai businesses

THAILAND AND TECHNOLOGICAL PRODUCTS: A SOCIAL SCIENCES CASE STUDY

Darma R. Khairiree

*International College, Suan Sunandha Rajaphat University
Bangkok Thailand*

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. Form traditional temples too the high sky scraper of Bangkok. New innovation such as the smart phone, tables, 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

That 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 Setta Sasanan (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 Thailand 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 level 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 tuk-tuk. In these

situations creativity innovation means the form of survival. According to John Bessant & Keith Pavitt (2001 p.23) "Innovation is increasingly seen as a powerful way of securing competitive advantage and a more secure approach, but success is not always guaranteed. The history of product and process innovations is littered with examples of apparently good ideas which failed. But in other cases it was a case of an overnight success." For a country like Thailand innovation don't always means making profit, but it could be said is for survival at a lowest cost possible. At the same time product development is an important capability because the environment is constantly changing. New products are often seen as the cutting edge of innovation in the marketplace, technology and innovation plays just an important strategic role.

As we are stepping into the 21st century the role of technology, sciences and innovation will go side by side with religious believe. As stated by the President of Meajo University Thailand Thep Pongparnich (2007) "Technology, science and innovation at least seem to be very compatible with Buddhism, the oldest religion of Thailand. The principle of Science and Buddhism is definitely in common, but differences surely exist in the two disciplines regarding the way of attaining the goal. These differences, however, are rather complimentary than in opposition to each other. It could be said because of this factor at least, that the Thai people tend to accept Science and Technology readily, or in fact too quickly or even indiscriminately, the so-called pendulum phenomenon. What should happen though; is that Science and Technology for the Thai society should complement and be in accordance with Thai culture or original Thai way of life, which has been intrinsically and practically a Buddhist culture since times past."

Thailand and ASEAN

Beside this the Associate of Southeast Asian Nation (ASEAN) craze also plays many role on how Thailand is progressing, currently the Thai government has emphasis the use of tablet in learn and teaching process in classrooms across the country. Innovation like this will change the Thai society and also the whole ASEAN as a whole. Thailand is now on the path of industrialization, the need of new innovation and technology product is a must. Doing business among other ASEAN members use to be manually but now it is mostly all online and paperless. The use of tablet and online software we could transfer money without even going to the bank. While Thailand is preparing for the ASEAN Economic Community 2015 (AEC 2015); Thailand have uses a new policy of modernization in term of education, communication and transportation (ASEAN 2013). This is so because Thailand needs to be up to the ASEAN Standard if Thailand wants to achieve its goal for AEC 2015. With the exception of Singapore, which can be considered a developed city-state, most members of ASEAN are still developing nations, with a few still in the under-developed phase of growth. Economic development within the individual ASEAN states has been heavily dependent upon government infrastructure rather than private development, foreign direct investment, and the growth and diversification of local firms. This could be an obstacle for Thailand and ASEAN to grow in term of innovation and new technology.

As information travels faster and faster and more reliably, barriers of distance disappear, and businesses are realizing how easy it is to outsource jobs overseas, this is where Thailand will have the advantages. Businesses have been at the forefront of technology for ages. Whatever can speed production will draw in more business. As computers emerged in the

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 (Phalaunnaphat 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.

References

- ASEAN 2013, ASEAN Integration 2015, <www.asean.org/integration>
- John Bessant & Keith Pavitt 2001, *Managing Innovation: Interating Technological, Market and Organizational Change*, Wiley, West Sessex, England.
- Phalaunnaphat Siriwongs 2012, *Thai Social and Ethical Behaviour*, Thailand Social Science Journal, Bangkok Thailand.
- Setta Sasanan 2010, 'The Replacement of PC: Case Study of Tablet and Smartphone', Thailand Science & Technology News Journal, Bangkok, Thailand.