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Dear ladies and gentlemen, participants of Academic Conference on Educational & Social Innovations, academics and scholars, presenters of research centers, educational institutes and business!

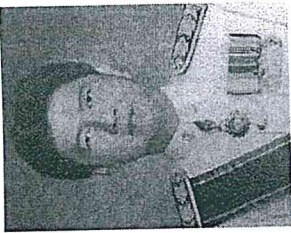
In the era of globalization, spreading of modern knowledge and forms of education, re-evaluation of human resources for global competitiveness and self-sufficiency, an effectiveness of international collaboration in discussing on actual educational and social issues and challenges, searching for maximum 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!

*Asst. 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 Zolochovskaya
Russian Presidential Academy of
National Economy and Public Administration,
South Russia institute of management,
Rostov-on-Don, Russia*

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A SURVEY OF STUDENT'S SATISFACTION TOWARD COOPERATIVE EDUCATION IN ASEAN COMMUNITY: A CASE STUDY OF THAILAND AND THE SOCIALIST REPUBLIC OF VIETNAM

Thanasit Suksutthi

International College, Suan Sunandha Rajabhat University, Bangkok, Thailand

This research aims to survey the student's satisfaction toward cooperative education in ASEAN community. And to gain the database for the study, development and finding solution for the cooperative education program in the future. The research is the mixed methods of quantitative research and qualitative research with the type of survey research. The author collects data by using the participative observation, in-depth interview, and questionnaire, are as the research tools, will be preferred to get deep detail of necessary data about the satisfaction toward cooperative education program of International College, Suan Sunandha Rajabhat University and MK Restaurant Group Public Company Limited. The period of data collection was on July to August 2015 with thirty (30) students of sample group. As a result, there are all thirty (30) questionnaires (representing 100 percentage) are returned to the author. It is used the statistical computer program for data analysis such as percentage, average score, standard deviation, two-sample test on means (t-test) and one-way analysis of variance (One-way ANOVA). From the study results, it is found that the overall student's satisfaction toward cooperative education program of International College, Suan Sunandha Rajabhat University is at the highest level, and the overall student's satisfaction toward cooperative education program of MK Restaurant Group Public Company Limited is at the highest level too. For the problems and recommendations, it is found that the preparation of accommodations should be considered about the distances between the participating enterprises in cooperative education and dormitories to be closer, as well as the project should be provided in every year.

Introduction

According to the government policy and Eleventh National Economic and Social Development Plan, they are specified about the guidelines to create readiness and accelerate immunization in the country to be more strengthen in order to prepare people, social and economic systems of the country for being able to adapt the effect of changed appropriately by giving priority to the quality development of Thai people and society, having access to resources, and getting benefit from the economic and social development fairly. International College, Suan Sunandha Rajabhat University has seen opportunities in the mentioned reform,

creative and people development, therefore, the university would agree to sign an agreement of cooperation with MK Restaurant Group Public Company Limited for developing the service industry personnel to have the ability at international level, and arranging the cultural exchange and cooperative education programs for students since 2012. It is with the collaboration of MK Restaurant Group Public Company Limited in receiving the students from Thailand and Vietnam to join the cooperative education program. This is for the benefit of educational and personnel development, and provide opportunities for students to learn the culture of the neighboring countries, adapt themselves and work together with the others, which is the way to cultivate skills in working with others for the students in order that they can use in their important functions in the future.

Working with people from different cultures may cause conflict and problems while on duty. From the mentioned problems, therefore, the study is conducted to survey the overall student's satisfaction toward cooperative education program by focusing on the case of cultural exchange students from Vietnam and Thailand to be the guidelines for developing and problem solving of the next programs. Moreover, it can be the way to cultivate a good working attitude and as a work guideline to the students in the future. In addition, it is also being the case study for entrepreneurs to study for management of labor personnel from ASEAN countries who would like to work in Thailand after the integration of ASEAN member countries.

Objectives

1. To survey the student's satisfaction toward cooperative education in ASEAN community, the case study of Thailand and the Socialist Republic of Vietnam.
2. To collect the database for study, development and solution of the cooperative education program of International College, Suan Sunandha Rajabhat University in the future.

Research Questions

1. What are the levels of student's satisfaction toward cooperative education in ASEAN community, the case study of Thailand and the Socialist Republic of Vietnam?
2. What are the problems that students experiencing during the cooperative education program?

Scope of Research

The research aims to study the satisfaction toward cooperative education program of International College, Suan Sunandha Rajabhat University and the satisfaction toward cooperative education program of MK Restaurant Group Public Company Limited by using questionnaires, participative observation and in-depth interview with thirty (30) students for those who participate in the cooperative education program are twenty (20) students from Hue University, the Socialist Republic of Vietnam and ten (10) students from International College, Suan Sunandha Rajabhat University, Thailand. There are six (6) places for data collection; one is at International College, Suan Sunandha Rajabhat University, and another five places are at MK Restaurant branches in Bangkok which are 1) MBK Shopping Center

Branch, 2) Central World Shopping Center Branch, 3) Terminal 21 Shopping Center Branch, 4) Central Plaza Grand Rama 9 Shopping Center Branch, and 5) Big C Extra Ratchadapisek Shopping Center Branch. The variables used in the study are personal factors, satisfaction toward cooperative education program of International College, Suan Sunandha Rajabhat University and satisfaction toward cooperative education program of MK Restaurant Group Public Company Limited.

Review of Literature

1) Concepts and Theories of Satisfaction

Rattana Prompap (2008) said the satisfaction is one of the abstract attitude, and personal positive and negative feelings based on receiving of response to define the behavior in the expression of individuals affecting the decision to treat the others, which Kotler & Keller (2006) said the satisfaction is the feelings of joy and happiness of one person for one thing related to the person's expectations after receiving a positive response, desire or goal achievement, but if the person cannot get the desire, (s)he will be unsatisfied. Moreover, Kingmanee Intharangsee (2006) classified three characteristics of satisfaction as 1) satisfaction to express emotions and feelings in a positive way, 2) satisfaction resulting from the assessment of the differences between what to expect and what has been in the situation, and 3) satisfaction change at any time based on environmental factors and situations.

2) Concepts of Cooperative Education

Kasetsart University (2013) found that the cooperative education program is the mixed teaching methods of studying in classroom and actual practice in the workplace. This system is so progressive due to the financial support from the government and the cooperation of enterprises. Nowadays, 33% of education institutions around the world are putting the cooperative education system and developing to the level of the exchange students working in the international level by having the objectives of adding more professional experience and personal development to students which is more valuable than the internship, providing opportunities for public and private sectors involved in improving the quality of graduates, developing a curriculum for teaching up to date at all times, promoting and building relationships between universities and enterprises through the students who work at the enterprises.

3) Background and Information of MK Restaurant Group Public Company Limited

MK Restaurant Group Public Company Limited initially was born as a small Thai restaurant in a one block commercial shop house in Siam Square, managed by Auntie Thongkam Mekto. She purchased the business from Miss Makong King Yee (MK as the initials) who is from Hong Kong. After that, in 1986 Mr. Samrit invited Auntie Thongkam to open her first branch of MK Suki Restaurant at Central Plaza Ladprao. And now, Auntie Thongkam's son, daughter and son-in-law have come to help managing by using the new strategy and continually expand the branches. On September 30, 2012, MK celebrated the opening of 339 MK Suki Restaurants for all around Thailand (including six branches of MK Gold Restaurant), eighty-one Yayoi Restaurants, two Le Siam Restaurants (Thai fine cuisine), one Na Siam Restaurant and one Le Petit Café. It has also sold the franchises to

enterprises in foreign countries such as Japan and Vietnam, and established a joint venture to operate a restaurant business in Singapore.

4) Relevant Researches and Articles

The study of Kangsadam Tangnoi (2012) was found the student's satisfaction toward student activities in all aspects at Suan Sunandha Rajabhat University was in the high level, and the female students were more satisfied with the activities than male students, and moreover students with different academic achievements and faculties were satisfied with the activities in different level too. The study of Research Committee, Policy and Planning Division, Chiang Mai Rajabhat University (2010) was found that the student's satisfaction toward teaching and learning was in the high level. Especially, the satisfaction toward lecturers of Pasiri Khepiyarat & Sineenart Wikromprasit's study (2010) was found the students were satisfied the most with courses that students could be applied in daily life or career. Also, the research of Siriwan Saksiruthai (2012) was found that a study using the method of case study make students more satisfied than teaching by lecturing in the class of strategy management. Moreover, the research of Wanwimon Jongjaruysakul (2008) was found that students of all faculties' satisfaction toward servicing of registration and education evaluation office were in the high level by having the highest average on welcome with great hospitality, polite and smiling, and found both male and female students were satisfied with servicing of registration and education evaluation office in different levels. Male students were more satisfied than female students in terms of great hospitality, polite and smiling, and accurate, up-to-date and serving on schedule appointments, but, female students were satisfied than male students in terms of knowledgeable and intelligent service providers with being able to provide advice and recommendations very well.

Research Methodology

The study is the survey research with the mixed methods by using the in-depth interview and questionnaire to thirty (30) students who participate in the cooperative education program from twenty (20) students of Hue University, the Socialist Republic of Vietnam and ten (10) students of International College, Suan Sunandha Rajabhat University. The data collection was on July to August 2015 with the cross-sectional approach.

The author processes and analyses data by SPSS program to clarify the frequency, percentage, mean and standard deviation to discuss all general information. And, it is used t-test and One-way ANOVA for hypothesis testing.

Research Results

The study is found that most of the students who participate in the cooperative education program are female as 80%. They are Vietnamese as 67%. Some of them are studying in the tourism industry as 29.7%, and about 79.2% are the third-year students.

The overall student's satisfaction toward International College, Suan Sunandha Rajabhat University is in the highest level, and can be clarified in detail as follows.

The overall student's satisfaction toward cooperative education program is in the highest level. For cooperative education program: 1) Collaboration between International College, Suan Sunandha Rajabhat University and Hue University, Vietnam is in the highest level, 2)

One week activity at International College, Suan Sunandha Rajabhat University is in the highest level, 3) Demand for the cooperative education program in the next year is in the highest level, 4) Facilities preparation such as accommodation, travel and transportation is in the highest level, 5) Application of knowledge from International College, Suan Sunandha Rajabhat University's activities such as Thai art, culture and food is in the highest level, 6) Knowledge arranging about Thailand is in the highest level, and 7) Knowledge about Rattanakosin Island arranging is in the high level.

The overall student's satisfaction toward MK Restaurant Group Public Company Limited is in the highest level, and can be clarified in detail as follows.

1) Collaboration for the cooperative education program is in the highest level. For Benefits and welfare are in the highest level, for instance, working experience and compensation, 2) Place and equipment for activities are in the highest level, 3) Development of professional skill and readiness of actual practice are in the highest level, 4) Training, welfare, assistance and facilities are in the highest level, and 5) Demand for the cooperative education program in the next year is in the highest level.

The study is also found the problems from students' feedback are: the locations of accommodation that university provided are far from the main road, and the communication and use of English language between students and MK staffs are also in trouble when they are working together. Another suggestion is that there is a demand for the cooperative education program in every year.

Research Discussions

The research of "A Survey of Student's Satisfaction toward Cooperative Education in ASEAN Community: A Case Study of Thailand and the Socialist Republic of Vietnam" can be discussed as follows.

The student's satisfaction toward cooperative education program of International College, Suan Sunandha Rajabhat University is in the highest level which can be shown that the students are satisfied with the activities. The students give the highest level to the collaboration between International College, Suan Sunandha Rajabhat University and Hue University, Vietnam. Next is one-week activity at International College, Suan Sunandha Rajabhat University which is suitable time before getting start the cooperative education program. And following with the demand for the cooperative education program in the next year which corresponds to the research of Kangsadam Tangnoi (2012) said student's satisfaction toward student activities in all aspects at Suan Sunandha Rajabhat University was in the high level, and also Rattana Prompap (2008) said the students satisfaction toward teaching and learning of curriculum was in the high level, sorting by average rank from highest to lowest as namely, lecturer, subject, teaching method and learning activity, learning support, and learning assessment, respectively.

For facilities preparation such as accommodation, travel and transportation, the student's satisfaction is in the highest level which corresponds to the research of Kingmanee Intharagsee (2006) said most of the students were satisfied with the operation of the university which facilitate students in various ways.

For application of knowledge from International College, Suan Sunandha Rajabhat University's activities such as Thai art, culture and food, and knowledge about Thailand, the student's satisfaction is in the highest level which corresponds to the research of Pasiri

Khetpiyarat & Sineenart Wikromprasit (2010) said the students were satisfied in the highest level with the course that students can be applied in daily life or career.

The study is found that the student's satisfaction toward MK Restaurant Group Public Company Limited is in the highest level which the students give the highest satisfactions in all aspects for example, collaboration for cooperative education program such as experience, compensation, place and equipment for activities, development of professional skill and readiness of actual practice, training, welfare, assistance and facilities, and demand for the cooperative education program in the next year which corresponds to the research of Kangsadam Tangnoi (2012) said the student's satisfaction toward of student activities in all aspects at Suan Sunandha Rajabhat University was in the high level, and the research of Wipa Prapinauksorn (2011) said the most student's satisfaction activities were group presentation, participation in creative thinking work and working in team, as well as the research of Pasiri Khetpiyarat & Sineenart Wikromprasit (2010) said the students were satisfied in the highest level with the course that students can be applied in daily life or career. All these correspond to the concept of cooperative education program which is said it is an education program focuses on actual practice in the enterprises with systematic by having a class in the university together with practice at the workplace which this is the way to connect between the academic world and the world of work where the students can learn from operational experience and to acquire the qualifications as follows the enterprise requirements

Recommendations

From the research results, it can be suggested the results of this study are as follows.

1. For International College, Suan Sunandha Rajabhat University, the study is found that student's satisfaction toward the preparation of cooperative education program for collaboration between International College, Suan Sunandha Rajabhat University and Hue University is in the highest level because it is the exchange program under Memorandum of Understanding (MOU) that let the students to have the opportunities to apply their knowledge to working life. Therefore, the universities should provide projects based learning to focus on the students practice, make the group activities in order that students can propose and criticize concept and create work within their group, as well as add more activities apart from teaching and learning in a classroom and from textbook in order to make the learning of students more effectively.

2. In addition to the activities, to facilitate students in various ways, it is resulted in the student's satisfaction as well, which from the study is found that student's satisfaction toward the facilities preparation such as accommodation, travel and transportation is in the highest level, but there is some comment about the locations of accommodation and restaurants in the cooperative education program which the university should be considered for the distance because this is to concern about saving time for travelling and the safety reasons of the students.

3. For application of knowledge from International College, Suan Sunandha Rajabhat University's activities such as Thai art, culture and food, and knowledge of Thailand and Rattanakosin Island, the study is found that student's satisfactions are in the highest and high levels, respectively. The students gain knowledge about Thai art, culture and food from International College, and they will try to apply them to their country. Moreover, the students

also learn Thai art, culture, tradition and attitude of Thai people which make them more understand about Thailand, and this will be good for the future work of the students.

4. For MK Restaurant Group Public Company Limited, the study is found that student's satisfactions are in the highest levels at all aspects, because of the operation and management of the company, then it should be maintained the quality of management in all aspects which will result in the employee satisfaction, organizational commitment, and organizational development as well.

5. Examples of students' suggestion and problem are: it should be trained staff in English language, service and teamwork skills in order that the staff will be service minded persons and able to help each other. And to create a good atmosphere in the workplace, the staff should not gossip the others because this can lead to a misunderstanding and disagreement, and it can also make negatively affect cooperation to work as well.

Further Study Recommendations

1. It should be developed and revised the curriculum to provide projects and activities that students can act, be more modern, and meet the needs of students.
2. It should be done the research about the use of English among the staff in workplaces where participating in the cooperative education program by having aims of measuring the level of using English and improving their skills to be better. This will be good for the students in term of communication to make it easier to understand.
3. The further research should be increased the sampling quantity to get more information and various problems which theses can be used to improve quality of the other projects to have better development for the effectiveness of student learning.

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