

The 3rd International Conference on Applied Liberal Arts: ICAA2020



“Sustainability of Practice and Research in Liberal Arts”

2020
KMUTT
ICAA



Message from the Dean

The 3rd International Conference on Applied Liberal Arts (ICAA 2020) under the theme “Sustainability of Practice and Research in Liberal Arts” is organized as a forum for scholars, academic staff members, and students to exchange knowledge, skills, and experiences gained from conducting research in the field of languages, humanities, and social sciences.

I would like to thank our capable and engaging presenters for their contributions to the papers and presentations as well as the conference committee members for their support. I hope that this conference will provide our participants with a worthy experience through a variety of knowledge and perspectives.

Associate Professor Dr. Somyot Kaitwanidvilai
Vice President for Research and Innovation
and
Acting Dean of Faculty of Liberal Arts

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A Comparative Study of Linking Adverbials in Applied Linguistics
Research Articles Written by Thai and Native English-Speaking
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Abstract

Linking adverbials play a very significant role in textual cohesion. The chief function of linking adverbials is to provide cohesion in both speaking and writing. It is used for connecting and making the semantic connections between two units (Biber, 1999). In order to explore how professional writers use LAs, this study compares occurrences and semantic functions of linking adverbials used in different sections in applied linguistics research articles (RAs) written by Thai and native English-speaking researchers. An applied linguistics RAs corpus included 50 RAs international journals indexed in Scopus and issued during 2009 – 2018. Thai researchers wrote twenty-five RAs, and the others wrote by native English-speaking researchers. A model of IMRD patterns (Swales, 1990) was used to identify moves or different sections in the research articles. The semantic framework of Liu (2008) was used to classify the semantic functions of linking adverbials. The finding of the study shows that ‘*however*’ is the most frequently used linking adverbial in the two corpora. However, the occurrences of the semantic category in Thai RAs corpus and native RAs corpus were different. The similarities and differences of the semantic category used in each RA section are presented in this presentation. The study also suggests both pedagogical and research implications regarding using linking adverbials in writing applied linguistics research articles.

Keywords: Linking Adverbials, Research Articles, Applied Linguistic, Corpus Analysis

Instructional Organization to Enhance Thai Language Using Skills of
Teacher Students Majoring in Thai Teaching for Promoting 21st Century
Nonviolent Communication

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Abstract

This research was aimed at organizing instruction to enhance the skills in using Thai for non-violent communication in the 21st century for students majoring in teaching Thai in the Faculty of Education, Chiang Mai University, and studying the opinions of the students about the instruction. The research employed mixed methods consisting of quantitative and qualitative research methods. The sample included 34 second year undergraduate students majoring in teaching Thai in the Faculty of Education course number 067433 - Development of Teaching Skills in Thai Language. The sample was selected through purposive sampling. Research instruments included instructional plans for organizing activities to enhance the Thai language skills for nonviolent communication in the 21st century among students majoring in teaching Thai, reflection forms, students' classwork, and questionnaires asking students' opinions on the instruction to enhance Thai language skills for nonviolent communication. The quantitative data obtained were analyzed by using a descriptive statistical method to produce percentages, mean, and standard deviation. The qualitative data were analyzed through descriptive analysis. One outcome of the research was a model for organizing instructional activities to enhance skills in using Thai for nonviolent communication in the 21st century among students majoring in teaching Thai. The students' opinions of the instruction, in general, was at a high level with 4.42 mean and 0.65 standard deviation.

Keywords: Thai language skills, 21st century skills, Nonviolent
Communication

An Analysis of Stylistic Features of Commencement Addresses
Delivered by Technology Influencers

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Abstract

A commencement address is always delivered by a speaker being successful in his careers, such as a politician, a businessman, and a public figure. This kind of speech is so interesting that a number of previous studies analyzed commencement addresses with different approaches. However, there is still room for analyzing commencement addresses delivered by technology influencers using a stylistic approach. This study, therefore, aims to analyze the stylistic features of eight commencement addresses given by leading technology influencers in order to comprehend their styles of language use. By doing so, the study employed frameworks of Munir (2014) and Zheng (2014) together with the checklist of Linguistics and Stylistic categories (Leech & Short, 1981) to reveal the stylistic features of the commencement addresses. The analysis focused on language at the lexical level consisting of nouns, adjectives, and pronouns. The results reveal that dominant nouns used in the commencement addresses are related to technology business, time, and people. The majority of adjectives found in the commencement addresses have positive meanings to inspire and encourage the audience. Besides, personal pronouns are largely used in the commencement addresses to tell the stories and experiences of the speakers. This study concludes with the different styles used by the commencement speakers and their implications in the field of stylistics.

Keywords: stylistic features, commencement addresses, technology influencers

The Improvement of English Speaking Skill through Task- Based
Instruction for Secondary Students in the North East Region of
Thailand

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Abstract

To learn English, Thai students have been focusing much more on English grammar as a fundamental matter in English classrooms. From the class observations of elementary-level students at the Demonstration School of Khon Kaen University, the students had been learning a lot of English, but still could not apply it for their communication. The purpose of this study was to investigate the effects of Task-based Instruction on students' speaking skills. It is hypothesized that after receiving Task-based Instruction, 70% of the participants pass the criterion (get the scores on the test over 70%). The participants were 38 8th grade students at Demonstration School of Khon Kaen University, Thailand. The present study was pre-experimental research with a one-shot case study design. The research instruments included seven lesson plans using Task-based Instruction activities, scoring rubrics of student speaking performance, and an English speaking test. The research findings demonstrated that the average score of the students' English speaking test was 16.39 or 81.97% of the total scores (S.D. = 2.35). The percentage of the students who passed the determined criterion was 81.58%. In conclusion, the students had higher scores on the English speaking test than the determining criterion. This can

be claimed that Task-based Instruction is useful for improving secondary students' English speaking skill.

Keywords: English speaking skill, Task-based Instruction, English communication, secondary level.

The Use of Augmented Reality Technology to Enhance English
Pronunciation of English Teacher Students at Chiang Mai Rajabhat
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Abstract

This study aimed to develop pronunciation lessons using Augmented Reality (AR) technology to improve the problematic English pronunciation of English teacher students with a focus on stress and intonation, to compare students' pronunciation ability before and after learning with pronunciation lessons using AR technology, and to explore students' satisfaction with the developed pronunciation lessons. This study was a quasi-experimental design, with a single group pre-test, post-test design. The population in this study was 119 English teacher students at Chiang Mai Rajabhat University enrolling in the Phonetics course in the 2019 academic year. The sample group was 39 third-year English teacher students selected using the cluster sampling method. The AR software called "Zapwork" was used to design and generate the pronunciation lessons in the form of AR application. The lessons were developed into eight units, consisting of word stress and sentence stress, and English intonation patterns and discourse. The research instruments for data collection consisted of pronunciation tests, a questionnaire, and interview questions. The data were statistically analyzed for percentage, mean, standard deviation, and t-test. The results revealed that by using the AR English pronunciation application, the students' pronunciation ability was improved significantly. The efficiency of the pronunciation lessons using AR technology was 76.73/76.10 which was higher than a required efficiency criterion of 75/75. There was a statistically significant difference between the mean scores students obtained from the pronunciation pre-test

and post-test at a significance level of 0.05. Moreover, the students were satisfied with the developed pronunciation lessons.

Keywords: Augmented Reality (AR), Augmented Reality Application, English Pronunciation, English Teacher Students, Pronunciation Lessons

The Influence of Employer Branding of Luxury Hotels on Organizational Loyalty and Job Engagement Through Employee Satisfaction: A Proposed Model

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Abstract

This documentary research has two objectives. The first objective is to review the relevant literature regarding employer branding, employee loyalty, and job engagement in the hospitality industry. The second objective is to propose a causal relationship between each construct in the conceptual framework. Employer branding is one of the key factors that drive business performance, especially in high labor intensive business like hotels. They encapsulate the organizational culture, values, and beliefs of the employees and their experiences through communication and behavior at all levels, from front-line workers to top management teams. In addition, employee loyalty occurs when dedicated employees work more efficiently; this dedication not only provides better yields for an organization, but also creates customer satisfaction. On the other hand, job engagement captures the degree of employee absorption and dedication toward their job. Although many previous studies have shown a direct effect of employer branding on loyalty and engagement, this study introduces the mediating effect of employee satisfaction on this relationship. By reviewing and collecting evidence from previous research, this study contributes to a holistic perspective on why different employer branding strategies should influence employee loyalty and job engagement through employee satisfaction. The scope of future research is recommended in order to further explore the proposed relationship between the variables of this study.

Keywords: employer branding, employee loyalty, job engagement,
employee satisfaction, luxury hotel

Impact of Service Quality and Servicescape on Customer Loyalty
Through Satisfaction in Community Pharmacies in Thailand

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Abstract

Community pharmacies have been continuously growing in Thailand to provide convenient access to medications. This business focuses mainly on providing health care screening and referring patients to doctors. Since Thai society has shifted dramatically to include more and more elderly people, community pharmacies have emerged to respond to dynamic demand. This means customer loyalty has become a pivotal element for community pharmacies to achieve long term success and gain a competitive advantage. Loyal customers want to repurchase products and services and recommend them to others. Previous studies have focused on factors that affect customer loyalty in pharmacies. This research proposes a more comprehensive picture by investigating the impact of service quality and the servicescape on customer loyalty. Service quality is the ability of a service provider to satisfy customers' needs, whereas the servicescape includes the physical environment that enhances the customer experience. More specifically, the impact of service quality and the servicescape are proposed to be mediated by customer satisfaction. The scope of further research is recommended to test the relationships of the proposed variables in this study.

Keywords: Service Quality, Servicescape, Customer Loyalty, Customer Satisfaction, Community Pharmacy

Identifying Critical Factors in Subcontractor Success in Thai Petrochemical Construction

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Abstract

This research proposes a comprehensive model for subcontractor project management success in Thailand's petrochemical industry. Subcontractor performance measures such as time, cost, and quality are analyzed to identify the main problems that need to be addressed to improve subcontractor performance in petrochemical construction. Determining critical success factors is an important tool that leads to the efficiency of subcontractor success and yet too little attention has focused on this, particularly in Thailand's petrochemical construction context. This research fills this gap. A questionnaire was developed to distribute among Thai petrochemical subcontractors. This research applies qualitative (survey and interview) and quantitative methodologies to ascertain the dependent and independent variables necessary for developing an assessment system for successful subcontractor management. The research focuses on the link between critical success factors and effectiveness in construction management for Thai petrochemical subcontractors.

Keywords: Critical success factors, Subcontractors' success, Petrochemical construction, Petrochemical subcontractors

Factors Influencing Psychopaths in Thai Adolescents Under The Digital
Intelligence Quotient and Association Analysis with Data Mining
Techniques

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Abstract

The purposes of this research are 1) to analyze the factors influencing psychopaths in Thai adolescents under the digital intelligence quotient, and 2) to develop model of the factors influencing psychopaths in Thai adolescents under the digital intelligence quotient and association analysis with data mining techniques. The researcher studied the input factors through experts' points of view. The model was developed under the data mining process, including 1) Data cleaning, 2) Data integration, 3) Data selection and 4) Data transformation. The number of informants were 617 including 318 people who never underwent the psychopathic examination and confirmation, and 299 people who once underwent the psychopathic examination and confirmation. The ratio of the two groups of the informants equaled 1:1.06 which was considered comparable, reasonable, and acceptable. The research results were as follows; the model of the factors influencing psychopaths in Thai adolescents under the digital intelligence quotient resulted the correctly classified instances at 87.5% and the incorrectly classified instances at 12.5%. The values of the output units, including the accuracy at 0.87, the precision at 0.875, the recall at 0.875, the F-measure at 0.872, and the model is actually used with people other

than training set and test set. The accuracy at 82% and the error at 18%, were in accordance with the data mining method which should result the correctly classified instances at more than 80% in the research concerning the social science.

Keywords: Data Mining, Decision Tree, Digital intelligence quotient, Psychopaths

Study and Development of Water Hyacinths Utilization Process to
Design Products

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Abstract

The objective of this research is to develop the utilization process of water hyacinths to design products and conduct satisfaction assessment of customer groups. Moreover, it gathered information from the populations and thirty group samplings that are the rural development community located at Khlongsongtonnun of Ladkrabang District of Bangkok. With this case, this research used the five rating scale structured questionnaires to make analysis of Means, Standard Deviation and t-test Independent. It was found that the organic fertilizer was used for the mashed water hyacinths with 500 grams, EM with 50 milliliters and clean water with 5 liters. Thus, it gained nitrogen value with 3.15 percent, phosphorus value with 2.71 percent and potassium value with 4.50 percent as the standard from the Department of agriculture. Therefore, the welding biodegradable Polystyrene forming had the density of 0.27 g/cm³, the moisture of 17.23 percent, the thickness puffing of 11.39 percent, the bending strength of 5.0216 MPa, including of the modulus value of elasticity with 1288.845 MPa and the perpendicular tensile strength with the face skin as 0.2328 MPa. It was also found that the products made from the new materials had the most satisfaction level of beauty as (\bar{X} = 4.50, S.D. = 0.60), in the case of the strength it had the

excellent level of satisfaction as (\bar{X} =4.45, S.D. = 0.55) and in the case of the transportation it had the excellent level of satisfaction (\bar{X} = 4.10, S.D.=0.63). As the result, when comparing to the satisfaction level between the new products it showed the differences from the new products with significance of 0.05.

Keywords: Utilization Process, Product Design, Hyacinths, Design and Bonding Glue

The Development of Advanced Decision Techniques Based on
Artificial Neural Networks and Decision Tree Combination for the
Digital Intelligence Data

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Abstract

The purposes of this research is to develop the advanced decision techniques based on artificial neural networks and decision tree combination for the digital intelligence data, which can be developed under the concept of the “System Development Life Cycle” consisting of 7 steps including 1) Problem Recognition, 2) Feasibility Study, 3) Analysis, 4) Design, 5) Construction, 6) Conversion and 7) Maintenance. Research tools included the artificial neural networks and the decision tree. The research results were as follows; while developing the advanced decision techniques based on artificial neural networks and decision tree combination for the digital intelligence data resulted the advanced decision techniques, which were the classification of the similar attributes in the artificial neural networks. Then, gather output units of each group and calculate the value of the Decision Tree, resulting in the class or also called “the answer” which made the decision more precise. The advanced decision techniques were able to implement without any error and proved practical by nine experts: four Thais and five foreigners, with the average value at 4.56 (Very High). The effectiveness of the model while using to forecast the digital intelligence of students resulted 73.0% accuracy and 27.0% inaccuracy via the artificial neural networks; 87.5% accuracy and 12.5% inaccuracy via the decision tree;

and 92.5% accuracy and 7.5% inaccuracy via the advanced decision techniques - the method that provided the most accuracy value.

Keywords: Advanced Decision Techniques, Artificial Intelligence, Artificial Neural Networks, Data Mining, Decision Tree

A Framework for Hotel Sustainable Competitiveness in Thailand in a Post-COVID-19 World

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Abstract

The proposed study seeks to investigate the multidimensionality of sustainability and competitiveness and the latent variables contributing to a hotel's sustainable competitiveness (HSC) in Thailand in a post-COVID-19 environment. With the Thai government laying out very specific technological and procedural changes for travelers and hotel guests under "the new normal," the study will make use of an interdisciplinary approach involving six latent variables including an internal analysis (IA) (using the 7-S framework), an external analysis (EA) (using a 'PESTLE Analysis' (political, economic, social, technological, legal, and environmental factors), a task-technology fit (TTF) assessment, utilization (UTL), and a performance impact (PI). Seven hypotheses have thus far been proposed for the study. The population for the study is Thai Hotel Association (THA) members and government officials involved within the tourism & hospitality (T&H) sector. A questionnaire will be used as the primary measurement instrument, whose reliability and consistency will be assessed by experts before distribution. A minimum sample size of 200 is proposed, in which each individual will be given an opinion choice using a five-level scale. A confirmatory factor analysis (CFA) will be used to judge the model's fit along for a goodness-of-fit (GOF) assessment. LISREL 9.1 is the proposed software analysis tool for the structural equation modeling (SEM) and descriptive analysis (mean, standard deviation, skewness, and kurtosis). The proposed paper is groundbreaking in that it will be one of the first studies to evaluate HSC under what is described as "the new normal." The conclusions, therefore, will be helpful in returning

Thailand to 40 million visitors a year who contribute over \$62 billion a year to the local and national economies.

Keywords: COVID-19 pandemic, McKinsey 7-S model, PESTLE analysis, task-technology fit.

Study and Development of Padriew Ground to Design Pottery Products
According to the Economic Foundation Concept

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Abstract

This research aims to develop the soil body in Padriew by designing the pottery products according to the local economy concept using the physical property testing of the soil body based on the community products standard. Moreover, it evaluated the satisfaction of people interested in purchasing pottery products by using the group sampling of thirty informant tourists no matter of the producers and the sellers in Khlong Preng Sub-District, Muang District of Chachoengsao Province. On the same way, the research tools were the Mix Method research of the Purposive Sample containing of 5 levels rating scale structure questionnaires and descriptive statistics. According to the result, it was found that materials from the soil body in Padriew were in the high quality with the clear community identity creation. What's more, the comparison on the soil body quality in 4 areas of Padriew province was showing that the soil body formula from Preng district on the 4th point contained the most suitable quality for products. The triaxial blend result contained of the soil body in Preng with 70 percent per sand of 30 percent, contraction of soil after being burnt for 7 percent under 800 °C and 5 percent of water absorption. Besides, it contained the best property for pottery at 800 C° on 15th point including of 40 percent for the ratios of Preng soil body, 10 percent of silica, 50 percent of potassium feldspar with the best property for pottery at 1,200 °C. Similarly, the satisfaction of the

consumers group was at the highest level ($\bar{x} = 4.69$, S.D. = 0.62) when designed as new creative products.

Key words: Padriew Soil Body Development, Local Economy Concept



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