



The Royal Golden Jubilee International Seminar Series LXX

การสัมมนาวิชาการระดับนานาชาติโครงการปริญญาเอกกาญจนาภิเษก (คปก.) ครั้งที่ 70

Integrated Cross-Disciplinary

การวิจัยเชิงบูรณาการข้ามศาสตร์เพื่อนวัตกรรมสังคม

Research for Social Innovation

สำนักวิชาศิลปศาสตร์

School of Liberal Arts, Walailak University

มหาวิทยาลัยวลัยลักษณ์

February 19, 2010

วันศุกร์ที่ 19 กุมภาพันธ์ 2553

The Royal Golden Jubilee International Seminar Series LXX

Organized by

School of Liberal Arts

In collaboration with

Research and Development Institute, Walailak University

Supported by

The Royal Golden Jubilee Scholarship Network

Thailand Research Fund, Thailand

Conference Program

Morning Sessions

Conference Room 1-219, Research Building, 2nd Floor

ห้องประชุม 1-219 อาคารวิจัยและพัฒนา ชั้น 2

Masters of Ceremonies:

Assist. Prof. Dr. Pragasit Sithitikul

Assist. Prof. Dr. Pornbhasra Subhakorn

8:00-8:30 a.m.

Registration

8:30-8:40 a.m.

Opening Speech: Assoc. Prof. Dr. Thai Thipsuwannakul
President, Walailak University (or Representative)

8:40-8:50 a.m.

Welcoming Address: Assoc. Prof. Dr. Kosan Kusamran
Deputy Director, RGJ-Ph.D. Program, Thailand Research Fund

8:50-9:15 a.m.

Prelude: Prof. Dr. Cholthira Satyawadhna
Dean, School of Liberal Arts, Walailak University
RGJ-ISS LXX Organizer

9:15-9:45 a.m. **Keynote Speech:** Assoc. Prof. Dr. Marc Askew
Senior Fellow, Anthropology Program, University of Melbourne, and
Senior Research Fellow, Center for Conflict Studies and Cultural Diversity,
Prince of Songkhla University, Pattani Campus, Thailand

*“Lost in Translation: The Gap between Official Transcripts of
‘Justice’ and Local Experiences in Thailand’s Troubled South”*

9:45-10:00 a.m. **Question & Discussion**

Lobby, Research Building, Ground Floor

ห้องโถงกลาง อาคารวิจัยและพัฒนา ชั้นล่าง

10:00-10.15 a.m. **Coffee Break**

Poster Presentation:

1. Ms. Phacharakamon Amnuay [Graduate Student]
Faculty of Science, Prince of Songkhla University, Hatyai Campus,
Thailand
“Vocal Communication of Captive Male Zebra Dove”
2. Mr. Phirabun Phromchan [Graduate Student]
Faculty of Science, Prince of Songkhla University, Hatyai Campus,
Thailand
*“Sexual Selection Mechanism in Zebra Dove Geopelia
Striata L.”*

Seminar Rooms, Research Building, 2nd Floor

ห้องประชุม 1-2-3 ชั้น 2 อาคารวิจัยและพัฒนา

10:15-12:00 a.m. **Oral Presentation**

**Session 1: Critical Literacy, Languages, Cultural Diversities, Ethnicity,
and Trans-Nationalism**

Seminar Room 1-No. 219 Research Building 2nd Floor

ห้องประชุม 1-219 อาคารวิจัยและพัฒนา ชั้น 2

Chair: Mr. John Zinck [Lecturer, Dept. of English, Walailak University]

1. Assoc. Prof. Yeonkwon Jung [Senior Lecturer]
School of English Language and Communication,
Kansai Gaidai University, Japan
“The Function of Cross-cultural Communication Knowledge in Intercultural Communication: A Methodological Approach”
2. Mr. Tu Keqin [Lecturer]
Department of Chinese Language, School of Liberal Arts,
Walailak University, Thailand
“Life-styles of Single Women in Big Cities of China: Cross-disciplinary Study in Gender and Cultural Perspectives”
3. Assoc. Prof. Peng Yilin [Senior Research Fellow]
Faculty of Liberal Arts, Chong Qing University,
The People’s Republic of China;
Visiting Research Fellow, Walailak University, Thailand
“Distorted Spaces and Wandering Scene: Humanistic Introspection on Chinese Contemporary Arts and Aesthetic Education under the Trend of Postmodernism”
4. Dr. Adcharawan Buripakdi [Lecturer]
Department of English, School of Liberal Arts
Walailak University, Thailand
“World Englishes in Thai Media: A Case of Thailand”
5. Mr. Thanik Khachonkittisakul
[RGJ-Ph.D. Scholar, Mahidol University]
Research Institute for Languages and Cultures of Asia,
Mahidol University, Thailand
“A Social Semiotics Study of the Emerald Buddha Temple”
6. Mr. Amnuayvit Thitibordin [Lecturer]
Department of Regional Studies, School of Liberal Arts,
Walailak University, Thailand
“The Dynamics of Capitalism in Northern Thailand after World War II”
7. Assist. Prof. Dr. Lawan Sangkhaphanthanon [Senior Lecturer]
Department of Thai and Oriental Languages, Faculty of Social Sciences
and Humanities, Mahasarakham University, Thailand
“The Identity Construction in Lowland Laotian's Folk Tale”
8. Mrs. Navafon Leesinsawat [Ph.D. Candidate, Thammasat University]
Faculty of Sociology and Anthropology, Thammasat University,
Thailand
“Imaginary of Nationalism through Recorded Speech of Field Marshall P. Pibulsongkram”

10:15-12:00 a.m.

Session 2: Ecology, Eco-Informatics, and Computational Sciences

Seminar Room 2-No. 203 Research Building 2nd Floor

ห้องประชุม 2-203 ชั้น 2 อาคารวิจัยและพัฒนา

Chair: Mr. Robert J. Santos [Lecturer, Dept. of English, Walailak University]

1. Mrs. Premrudee Noonsang [Ph.D. Candidate, Walailak University]
School of Science, Walailak University, Thailand
“Developing Business Intelligent Tools for NBIDS Coral Database System”
2. Ms. Sirilak Chumkiew [RGJ-Ph.D. Scholar, Walailak University]
School of Science, Walailak University, Thailand
“Sea Surface Temperature and Its Anomaly at 20 Coral Reef Sites”
3. Mr. Phusit Horpet [Lecturer]
School of Engineering and Resource Management,
Walailak University, Thailand
“Managing Long-term Area Study in Coastal Management Course at Walailak University, Thailand”
4. Ms. Puangrat Jinpon [Ph.D. Candidate, Walailak University]
School of Science, Walailak University, Thailand
“Developing Decision Support System Using Dashboard and OLAP for Subdistrict Administration Organization Network”
5. Ms. Nathigan Raknak [Ph.D. Candidate, Chulalongkorn University]
Faculty of Education, Chulalongkorn University, Thailand
“Development of an Instructional Model Based on the Transfer of Learning Approach to Enhance Mathematical Skills and Processes in Problem-solving, Reasoning, and Connections of Seventh Grade Students”
6. Ms. Pantipa Promarak [Ph.D. Candidate, Chulalongkorn University]
Faculty of Education, Chulalongkorn University, Thailand
“Development of an Instructional Process by Using the process of Generalization to Enhance Algebraic Reasoning Ability and Mathematical Communication of Ninth Grad Students”
7. Ms. Sukanya Chaemchoy [Ph.D. Candidate, Chulalongkorn University]
Faculty of Education, Chulalongkorn University, Thailand
“Proposed Educational Administration Strategies for Schools Transferred from the Office of the Basic Education Commission to Sub-district Administration Organization”

8. Assist. Prof. Chalongchai Teevasuthornsakul [Lecturer]
Burapha University, Thailand
*“Instructional System of Computer Programming for
Secondary School: Case Study from School Encouraging
Student to Continually Pass the First Round of Thailand
Olympiad”*

10:15-12:00 a.m.

**Session 3: Thai Wisdom and Its Role in Arts, Literature, Eco-criticism,
Gender, and Society**

Seminar Room 3-No. 211 Research Building 2nd Floor

ห้องสัมมนา 3-211 อาคารวิจัยและพัฒนา ชั้น 2

Chair: Assist. Prof. Dr. Pornbhasra Subhakorn [Head, Dept. of English, WU]

1. Assoc. Prof. Cholada Ruengruglikit
[Senior Lecturer/RGJ-Ph.D. Advisor]
Department of Thai, Faculty of Arts, Chulalongkorn University,
Thailand
*“Kap He Chom Khrueng Khao Wan, Kap He Nirat Raem Rot
Rang (The Absence of the Taste of Passion and the Taste of
Exquisite Court Cuisine)”*
2. Dr. Wattana Boonjub [Senior State Executive Officer]
Office of Literature and History, Ministry of Culture, Thailand
*“Traditional Thai Architectural Character in Contemporary
Thai Building Design”*
3. Assist. Prof. Dr. Anchalee Chayanuvat [Senior Lecturer]
Department of English, School of Liberal Arts, Walailak University,
Thailand
*“Pranang Leudkhaw: A Legendary Royal Figure of Southern
Thailand Who Took an Outstanding Role in Community
Building”*
4. Assoc. Prof. Dr. Suebpong Thammachat [Senior Lecturer]
Department of Thai Studies, School of Liberal Arts,
Walailak University, Thailand
“Women in Southern Thai Local History and Legendary Tales”
5. Ms. Taweeluck Pollachom [Lecturer]
School of Liberal Arts, Walailak University, Thailand
*“Women and ‘Development’: Critique of Women’s Knowledge
Construction Paradigm in Thai Society”*

6. Mr. Keerati Dhanachai
[RGJ-Ph.D. Scholar, Chulalongkorn University]
Department of Thai, Faculty of Arts, Chulalongkorn University,
Thailand
*“Creation of ‘Konlabot Yatiphang’ in Thai Poetry:
Concepts and Relations to Literary Convention”*
7. Assist. Prof. Thanya Sangkhaphanthanon
[RGJ-Ph.D. Scholar, Naresuan University]
Department of Thai and Oriental Languages, Faculty of Social Sciences
and Humanities, Mahasarakham University, Thailand
*“Uttarakurutavipa - Buddhist Ecotopia: An Eco-criticism
on a Thai Buddhist Text-Tribhumikatha”*
8. Dr. Paphatsaun Thianpanya [Lecturer]
Department of Political Science, Ubon Rachathani University, Thailand
*“Siamese Cosmology and Siamese Kingship in the Three Seals
Law”*
9. Mr. Polprut Panasathit [Ph.D. Candidate, Thammasat University]
College of Integrated Science, Thammasat University, Thailand
*“Critique of Thai Spatial Planning: the Production and
Control of Space by State through Power & Spatial Science”*

Research Building, Ground Floor

อาคารวิจัยและพัฒนา ชั้นล่าง

12:00-1:00 p.m.

Luncheon

Exhibition: Dean’s Award for Chinese Calligraphy

Conference Room 1-219, Research Building, 2nd Floor

ห้อง 1-219 อาคารวิจัยและพัฒนา ชั้น 2

Masters of Ceremonies:

*Assist. Prof. Dr. Pragasit Sithitikul
Assist. Prof. Dr. Pornbhasra Subhakorn*

1:00-2:30 p.m.

Plenary Sessions

1:00-1:20 p.m.

Plenary Speaker: Venerable Dhammananda
(Assoc. Prof. Dr. Chatsumarn Kabilsingh)
“Dipavamsa: The Earliest Buddhist Chronicle by Women”

1:20-2:00 p.m.

Special Panel:
“Integrated Cross-disciplinary Research for Social Innovation”

Moderator: Assoc. Prof. Dr. Michael Montesano
[Senior Lecturer, University of Singapore]

1:20-1:35 p.m.

“*Cross-disciplinary Research and Education Post Copenhagen 2009*”
by Dr. Philip Nicholls [Senior Lecturer]
Graduate School of Business, Assumption University, Thailand

1:35-1:50 p.m.

“*University Social Responsibility Alliance: Collaboration Foundation to the New Era of University Social Responsibility for Sufficiency Economy, Green Technology, Sustainable Environment and Sustainable Development*”
by Ms. Saninuj Sawasdikosol (P. Moral) [Founder/President]
University Social Responsibility (USR) Alliance, San Francisco, USA

2:00-2:15 p.m.

Plenary Speaker: Ms. Julie S. Hunter
[Ph.D. Candidate, Yale Law School, USA]
Secretariat Office, International Criminal Court Coalition, United Nations, USA
“*Ratification of the International Criminal Court in Asia*”

2:15-2:30 p.m.

Discussion

Afternoon Sessions

(Moving to Academy Building 1)

Seminar Room No. 1 - 2 - 3, Academy Building 1, 1st and 2nd Floors

ห้องประชุม 1 - 2 - 3 อาคารวิชาการ 1 ชั้น 1 - 2

2:40-4:30 p.m.

Oral Presentation

Session 4:

Human Rights, Politics of Peace, and Justice in Local and International Contexts

Seminar Room A:

Seminar Room 1, Academy Building 1, 1st Floor

ห้องสัมมนา 1 อาคารวิชาการ 1 ชั้น 1

Chair:

Dr. Wararat Whanchit [Lecturer, Dept. of English, Walailak University]

1. Ms. Longgina Novadona Bayo [Research Fellow]
Gajamatha University, Indonesia
“*The Hegemony of Tradition in Eastern Indonesia Politics*”
2. Mr. Pichet Sangthong [RGJ-Ph.D. Scholar, Chulalongkorn University]
Prince of Songkhla University, Thailand
“*War and Peace: The Masjid Kresik Legends and Ethnic Identity in Pattani*”

3. Ms. Chutimas Suksai [Ph.D. Candidate, Thammasat University]
College of Integrated Science, Thammasat University, Thailand
“Unprovable Truth’: Narratives of Ambiguities and Human Rights Knowledge in Michael Ondaatje’s Anil’s Ghost”
4. Ms. Padtheera Narkurairatana
[Ph.D. Candidate, Thammasat University]
College of Integrated Science, Thammasat University, Thailand
“Living with violence: A Preliminary Study of ‘Sub-minority Group’, the Catholic, in Three Southernmost Provinces of Thailand”
5. Solatun Bin Dulah Sayuti [Senior Research Fellow]
Department of Social Culture-Academy of Malay Studies,
University of Malaya-Kuala Lumpur, Malaysia
“Empathetic Communication in Peace Making and Conflict Resolution”
6. Ms. Attama Pocapanishwong
[Ph.D. Candidate, Thammasat University] Interdisciplinary Studies
Program, Thammasat University, Thailand
“Diasporic Workers from Burma: The Social Construction of ‘The Alien Workers’ in Thai State and Society”
7. Mr. Rheinhard Sirait [Lecturer]
Department of Regional Studies, School of Liberal Arts,
Walailak University, Thailand
“Unpunished Crimes: How the Gross Human Rights Violation Perpetrators Were “Pardoned” in Indonesia Post-Soeharto?”

2:40-4:30 p.m.

Session 5: Science, IT, Education, Tourism: Cross-disciplinary Research towards Sufficiency Economy, Green Technology, and Sustainable Environments

Seminar Room B: Seminar Room 2, Academy Building 1, 1st Floor
ห้องสัมมนา 2 อาคารวิชาการ 1 ชั้น 2

Chair: Assoc. Prof. Dr. David Harding [Lecturer, School of Science, WU]

1. Dr. Ladda Thiamwong [Lecturer]
School of Nursing, Walailak University, Thailand
“The Art of Gerontological Nursing: Educating Nursing Students about Caring for the Elderly through Connecting Them with Their Own Family Experiences”

2. Mr. Sunthorn Boonkaew [Lecturer]
School of Management, Walailak University, Thailand
“The Certification and Standard Mania: the Future of the Tourism Industry in Thailand”
3. Dr. Upsorn Boonyang [RGJ-Ph.D. Scholar, Kasetsart University]
School of Science, Walailak University, Thailand
“Economical Way of Synthesizing Synthetic Bone and its Application as a Drug Delivery”
4. Mrs. Kaori Akama [Lecturer]
School of Liberal Arts, Walailak University, Thailand
“Use of Remote Sensing and GIS for Assessing Changes in Coastal Environmental Conditions in Nakhon Si Thammarat Province”
5. Ms. Siriya Thammachat [RGJ-Ph.D. Scholar, Mahidol University]
Faculty of Chemistry, Mahidol University
“Functional Role of Amino Acids at C-Terminal Fragment of Cyt2Aa2 Toxin”
[to be confirmed from University of Berkeley]

2:40-4:30 p.m.

Session 6: Ongoing Research in Teaching (Language), Humanities, Social Sciences, and Science

Seminar Room B: Seminar Room 3 (No. 124), Academy Building 1, 1st Floor
ห้องสัมมนา 3 (ห้องวัฒนธรรมศึกษา - 124) อาคารวิชาการ 1 ชั้น 1

Chair: Assist. Prof. Dr. Anchalee Chayanuvat
[Senior Lecturer, Dept. of English, Walailak University]

1. Ms. Parichart Phadungsat [Graduate Student/Teaching Assistant]
[Ph.D. Candidate, Ramkhamhaeng University]
School of Liberal Arts, Walailak University, Thailand
“New Paradigm of Public Administration: Decentralization of Thai Public Health Policy”
2. Ms. Yao Xiaoling [Lecturer]
Department of Chinese Language, School of Liberal Arts
Walailak University, Thailand
“My Way in Teaching Oral Chinese to Non-background Southern Thai Students”
3. Mrs. Panatda Siriphanich [Graduate Student/Lecturer]
Faculty of Liberal Arts, Prince of Songkhla University, Thailand
“Use of Mind Mapping to Improve Reading Comprehension of EFL University Students”

4. Mr. James P. Kaadd [Graduate Student/Lecturer]
Department of English, School of Liberal Arts, Walailak University,
Thailand
*“Thai Culture Training Course: Attitudes and Perceptions of
Native English Speaking Teachers”*
5. Mr. Robert J. Santos [Graduate Student/Lecturer]
Department of English, School of Liberal Arts, Walailak University,
Thailand
*“Peer Assessment in Thai University Health Science Students
in Cooperative Education Groups: A Qualitative Study”*
6. Mr. Weerayoot Sirifeen [Graduate Student/Teaching Assistant]
Department of English, School of Liberal Arts, Walailak University,
Thailand
*“A Study of WU Freshmen English Improvement: Self-Access
Materials Learning”*
7. Dr. Patcharee Prasretthasute [Senior Lecturer]
Department of English, School of Liberal Arts, Walailak University,
Thailand
*“Thai EFL Learners’ Cognitive Processes in Listening
Comprehension”*

Lobby, Academy Building 1, Ground Floor: School of Liberal Arts

ห้องโถงกลาง อาคารวิชาการ 1 ชั้นล่าง: สำนักวิชาศิลปศาสตร์

Masters of Ceremonies:

Assist. Prof. Dr. Pornbhasra Subhakorn

Mr. John Zinck

- | | |
|----------------|---|
| 4:30-4:40 p.m. | Coffee Break |
| 4:40-4:45 p.m. | Book Launch:
<i>Poet Laureate Angkarn Kalyanapongsa (ปรีชญากวี อังคาร กัลยาณพงศ์)</i>
<i>by Editors: Cholthira Satyawadhna, Suebpong Thammachat</i> |
| 4:45-5:00 p.m. | Poetry Recital: Selected Poems of Angkarn Kalyanapongsa
[in Thai/English /Chinese /Japanese/Malay]
<i>by Dr. Wattana Bunjap & Dr. Taywee Bunjap; and
Lecturers/Students of School of Liberal Arts, Walailak University</i> |
| 5:00-5:15 p.m. | Closing Remarks
<i>by Prof. Dr. Naksit Koowatanachai (or Representative)
Director, RGJ-Ph.D. Program, Thailand Research Fund</i> |

Evening Sessions

5:30-9:00 p.m.

RGJ-ISS LXX Reception/Dean's Seminar Series III
at Walailak University Guest-House

Remark:

**Shuttle Bus Service at 5:15 p.m. from *Academy Building 1*
to *Walailak University Guest-House* at 5:20 p.m.**
(เคลื่อนย้ายไปต้นทนาการที่ เรือนพักรับรองริมอ่างเก็บน้ำ)

you are cordially invited to attend

**THE RGJ-ISS LXX RECEPTION
&
DEAN'S SEMINAR SERIES III**

Hosted by

Prof. Dr. Cholthira Satyawadhna
Dean, School of Liberal Arts

February 19, 2010
5:30-9:00 p.m.

Walailak University Guest-House
เรือนพักรับรองริมอ่างเก็บน้ำ

Masters of Ceremonies:
Dr. Wararat Whanchit
Assoc. Prof. Dr. Suebpong Thammachat

- 5:30-6:00 p.m. **Site-seeing**
Unplugged Concerto
Soft drinks/Snacks/Entrée
- 6:00-7:00 p.m. **Buffet Dinner**
International food courts
KOPI: Southern Thai coffee/tea
- 7:00-7:45 p.m. **Dean's Seminar Series III** (Dinner Talk in Thai)
"Are We Still Fighting with Ghosts? The Continuing Conflict over the 'Problem' in Southern Thailand"
by Assoc. Prof. Dr. Marc Askew
(ความขัดแย้งเรื่อง 'ปัญหา' สามจังหวัดชายแดนภาคใต้)
เสวนาพาที่เป็นภาษาไทย โดย รศ.ดร.มาร์ค แอสคิว นักวิจัยอาวุโส
สถานวิจัยความขัดแย้งและความหลากหลายทางวัฒนธรรม
มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตปัตตานี
- 7:45-8:00 p.m. **Discussion**
ร่วมเสวนาโดยผู้สนใจ
- 8:00-9:00 p.m. **Musical Poetry Recital**
ลำนำกวี ผสาน คีตศิลป์ : สืบพงศ์ ธรรมชาติ และทีมงานอาศรมวัฒนธรรม
ศิลปินรับเชิญ: ดร.วัฒน์ บุญจับ และ ดร.เทวี บุญจับ
นักดนตรีรับเชิญ: Julie S. Hunter
และแขกผู้ร่วมงานเข้าร่วมวงตามอัธยาศัย