



## The Royal Golden Jubilee ↔ e International Seminar Series LXX

การสัมมนาวิชาการระดับนานาชาติโครงการปริญญาเอกกาญจนาภิเษก (คปก.) ครั้งที่ 70

**Integrated Cross-Disciplinary Research  
for Social Innovation**  
*School of Liberal Arts, Walailak University*  
*February 19, 2010*  
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การวิจัยเชิงบูรณาการข้ามศาสตร์เพื่อนวัตกรรมสังคม  
สำนักวิชาศิลปศาสตร์ มหาวิทยาลัยวลัยลักษณ์  
วันศุกร์ที่ 19 กุมภาพันธ์ 2553  
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*The Royal Golden Jubilee ↔ e International Seminar Series LXX,*  
organized by School of Liberal Arts, in collaboration with  
Research and Development Institute, Walailak University,  
with supports from the Royal Golden Jubilee ↔ e Scholarship Network,  
Thailand Research Fund, Thailand.

### Morning Schedule

**Conference Room 1-219, Research Building, 2<sup>nd</sup> Floor**  
ห้องประชุม 1-219 อาคารวิจัยและพัฒนา ชั้น 2

#### *Masters of Ceremonies:*

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

- 8:00-8:30 a.m.      **Registration**
- 8:30-8:40 a.m.      **Opening Speech** by Assoc. Prof. Dr. Thai Thipsuwannakul  
President, Walailak University (or Representative)
- 8:40-8:50 a.m.      **Welcoming Address** by Assoc. Prof. Dr. Kosan Koosamran  
Deputy Director, RGJ-Ph.D.Program, Thailand Research Fund
- 8:50-9:15 a.m.      **Prelude** by Prof. Dr. Cholthira Satyawadhna  
Dean, School of Liberal Arts, Walailak University  
RGJ-ISS LXX Organizer
- 9:15-9:45 a.m.      **Keynote Speaker:** 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., 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**

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**Lobby, Research Building, Ground Floor**  
ห้องโถงกลาง อาคารวิจัยและพัฒนา ชั้นล่าง

9:45-10:00 a.m.

**Coffee Break**  
**Poster Presentation:**

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

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**Seminar Rooms, Research Building, 2<sup>nd</sup> Floor**  
ห้องประชุม 1-2-3 ชั้น 2 อาคารวิจัยและพัฒนา

10:00-12:00 a.m.

**Oral Presentation**

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

**Seminar Room 1-No. 219 Research Building 2<sup>nd</sup> Floor**  
ห้องประชุม 1-219 อาคารวิจัยและพัฒนา ชั้น 2

**Chair:**

Assist. Prof. Dr. Pragasit Sitthitikul

1. 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”*
2. 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”*
3. Dr. Adcharawan Buripakdi [Lecturer]  
Department of English, School of Liberal Arts  
Walailak University, Thailand  
*“World Englishes in Thai Media: A Case of Thailand”*
4. 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”*

5. Mr. Amnuayvit Thitibordin [Lecturer]  
Department of Regional Studies, School of Liberal Arts,  
Walailak University, Thailand  
*“The Dynamics of Capitalism in Northern Thailand after WW II”*
6. 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”*
7. Mrs. Navafon Leesinsawat  
Faculty of Sociology and Anthropology, Thammasat University, Thailand  
*“Imaginary of Nationalism through Recorded Speech of Field  
Marshall P. Pibulsongkram”*

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**10:00-12:00 a.m.**

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

**Seminar Room 2-No. 203 Research Building 2<sup>nd</sup> Floor**

ห้องประชุม 2-203 ชั้น 2 อาคารวิจัยและพัฒนา

**Chair:**

Mr. Robert J. Santos

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  
*“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 Subdistrict 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”*

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**10:00-12:00 a.m.**

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

**Seminar Room 3-No. 211 Research Building 2<sup>nd</sup> Floor**

**ห้องสัมมนา 3-211 อาคารวิจัยและพัฒนา ชั้น 2**

**Chair:** Assist. Prof. Dr. Pornbhasra Subhakorn

1. Assoc. Prof. Cholada Ruengruglikit [Senior Lecturer/RGJ-Ph.D. Advisor]  
Department of Thai, Faculty of Arts, Chulalongkorn University, Thailand  
*“Kap He Chom Khrueang 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”*

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### Research Building, Ground Floor

อาคารวิจัยและพัฒนา ชั้นล่าง

12:00-1:00 p.m.

### Luncheon

### Exhibition: Dean’s Award for Chinese Calligraphy

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### Afternoon Schedule

### Conference Room 1-219, Research Building, 2<sup>nd</sup> Floor

ห้อง 1-219 อาคารวิจัยและพัฒนา ชั้น 2

#### *Masters of Ceremonies:*

*Assist. Prof. Dr. Pragasit Sitthitikul*

*Assist. Prof. Dr. Pornbhasra Subhakorn*

1:00-2:00 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”***

1:20-2:30 p.m.

Panel Discussion:

***“Integrated Cross-disciplinary Research for Social Innovation”***

Moderator:

Assoc. Prof. Dr. Michael Montesano

[Senior Lecturer, University of Singapore]

- 1:20-1:35 p.m.

***“The Function of Cross-cultural Communication Knowledge in Intercultural Communication: A Methodological Approach”***

by Assoc. Prof. Yeonkwon Jung (15 minutes)

School of English Language and Communication,

Kansai Gaidai University, Japan

- 1:35-1:50 p.m.  
“Cross-disciplinary Research and Education Post Copenhagen 2009”  
by Dr. Philip Nicholls [Senior Lecturer]  
Graduate School of Business, Assumption University, Thailand
- 1:50-2:05 p.m.  
“University Social Responsibility Alliance: Responsibility for Sufficiency Economy, Green Technology, and Sustainable Environments”  
by Ms. Saninuj Sawasdikosol (P. Moral) [Founder/President]  
University Social Responsibility (USR) Alliance, San Francisco, USA
- 2:05-2:20 p.m.  
“Military Vulnerability, Ideology, and Ratification of the International Criminal Court in Asia”  
by Ms. Julie S. Hunter [Ph.D. Candidate, Yale Law School, USA]  
Secretariat Office, International Criminal Court Coalition, United Nation. USA
- 2:20-2:30 p.m. Discussion

**Afternoon Schedule  
(Moving to Academy Building 1)**

**Seminar Room No. 1 - 2 - 3, Academy Building 1, 1<sup>st</sup> and 2<sup>nd</sup> 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, 1<sup>st</sup> Floor**

ห้องสัมมนา 1 อาคารวิชาการ 1 ชั้น 1

**Chair:**

Dr. Wararat Whanchit

1. Ms. Longgina Novadona Bayo [Research Fellow]  
Gajamadha 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?”*

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**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, 1<sup>st</sup> Floor**

ห้องสัมมนา 2 อาคารวิชาการ 1 ชั้น 2

**Chair:** Assoc. Prof. Dr. David Harding

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 U.of Berkeley]

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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, 1<sup>st</sup> Floor**  
ห้องสัมมนา 3 (ห้องวัฒนธรรมศึกษา - 124) อาคารวิชาการ 1 ชั้น 1

**Chair:** Assist. Prof. Dr. Anchalee Chayanuvat

1. Ms. Parichart Phadungsat [Ph.D. Candidate, NIDA]  
School of Liberal Arts, Walailak University  
*“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. Dr. Patcharee Prasretthasute [Lecturer]  
Department of English, School of Liberal Arts,  
Walailak University, Thailand  
*“Thai EFL Learners’ Cognitive Processes in Listening  
Comprehension”*
4. Mr. James P. Kadd [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 [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 [Teaching Assistant]  
Department of English, School of Liberal Arts,  
Walailak University, Thailand  
*“A Study of WU Freshmen English Improvement:  
Self-Access Materials Learning”*
7. Mrs. Panatda Siriphanich  
Faculty of Liberal Arts, Prince of Songkhla University, Thailand  
*“Use of Mind Mapping to Improve Reading Comprehension  
of EFL University Students”*
8. Mr. Abdul Razak Panaemalae [Lecturer]  
Department of Regional Studies, School of Liberal Arts,  
Walailak University, Thailand  
*“เขียน ‘ความรู้’ และเลิก ‘เรื่อง’ การปฏิรูปวรรณกรรมตามแนวคิด Genuine  
Literature” (to be confirmed)*

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**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/ Recreation
- 4:40-4:45 p.m. **Book Launch:**  
***Poet Laureate Angkarn Kalyanapongsa*** (ปรัชญากวี อังคาร กัลยาณพงศ์)  
*by Editors: Cholthira Satyawadhna, Suebpong Thammachat*
- 4:45-5:00 p.m. **Poetry Recital** [in Thai/English /Chinese /Japanese/Malay/Japanese]  
***Selected Poems of Angkarn Kalyanapongsa***  
*by Dr. Wattana Bunjap & Dr. Taywee Bunjap; and*  
*Lecturers/Students of School of Liberal Arts, Walailak University*
- 5:00-5:10 p.m. **Closing Remarks**  
*by Prof. Dr. Naksit Koowatanachai (or Representative)*  
*Director, RGJ-Ph.D. Program, Thailand Research Fund*

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- 5:10-5:30 p.m. Move to Walailak University Guest-House  
for Reception/Dean's Seminar Series  
(เคลื่อนย้ายไปสันตนาการที่ เรือนพักรับรองริมอ่างเก็บน้ำ)

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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

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**Master of Ceremonies:**  
*Dr. Wararat Whanchit*  
*Assoc. Prof. Dr. Suebpong Thammachat*

5:30-6:00 p.m.

**Site-seeing/chit-chat/at leisure  
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

8:00-8:30 p.m.

**Musical Poetry Recital**  
ลำนำกวี ผสาน คีตศิลป์ : สืบพงศ์ ธรรมชาติ และทีมงานอาศรมวัฒนธรรม  
ศิลปินรับเชิญ: ดร.วัฒน์ บุณย์จับ และ ดร.เทวี บุณย์จับ

8:30-9:00 p.m.

**Quartet String Concerto (to be confirmed)**  
วงดนตรี.....  
นักดนตรีรับเชิญ: Julie S. Hunter  
และแขกผู้ร่วมงานเข้าร่วมวงตามอัธยาศัย

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