

THE DEVELOPMENT OF ORGANIZING ONLINE CONFERENCE PROCESS OF THE GRADUATE SCHOOL, SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

This research study aimed to develop an efficient system for organizing online conferences at the Graduate School of Suan Sunandha Rajabhat University. A questionnaire was used to collect information from the 120 individuals who registered for the 12th National and International Conference organized by the Graduate School, and the data were analyzed using a statistical program.

The results revealed that:

1. The sample group consisted of 100 people, of which 65 were female, representing 65.0 percentage and 35 were male, representing 35.0 percentage. The majority of the participants were graduate students (78 people, 78.0 percentage), while the remaining 22 participants (22.0 percentage) were teachers and staff members.

2. The participants' level of satisfaction with the organization of academic conferences and research presentations at the national level was measured, and the results showed that the overall satisfaction level in all aspects was high, with an average score of 4.15. The benefits received from the event had the highest mean value ($\bar{X} = 4.68$), followed by the overall satisfaction of the participants ($\bar{X} = 4.42$). The website's ease of access and recognition was rated as moderate ($\bar{X} = 3.19$).

Keywords: Development of organizing, Online conference process

INTRODUCTION

Currently, communication in the field of information technology has been rapidly evolving. The internet is widely accessible to everyone, resulting in a significant surge in the number of users. Individuals have the freedom to share knowledge, express their ideas and utilize various tools to disseminate information without any hindrance. The advent of online social networking has made communication more convenient and prompt. Consequently, the utilization of social media has witnessed a substantial growth in the number of users, with many opting to even make online purchases [1]. Furthermore, social media platforms are employed as effective mediums for learning and teaching

management, public relations, and keeping abreast of the latest developments, enabling individuals of all ages to stay connected with ease.

In accordance with the 2005 Standard Criteria for Graduate Programs, announced by the Ministry of Education (OHEC), item 13 stipulates that the Criteria for Graduation of Master's degree programs (Plan A, Type A2) mandate the publication of thesis work, or at a minimum, the acceptance of the work or a portion thereof for publication in an academic journal or publication, or its presentation at an academic meeting with minutes of meeting (Proceeding). Similarly, at the doctoral level, the thesis work must be published, or at the very least, a portion of it must be accepted for publication in an academic journal or publication attended by external committees (Peer Review), and must be recognized in the relevant field. Consequently, it is the researcher's opinion that the organization of national and international research conferences serves to support students' research presentations as part of their graduation requirement on an annual basis. Moreover, for researchers, this serves as the primary objective of the Graduate School in motivating students to complete the program in accordance with the prescribed schedule and also serves as an indicator of educational quality assurance.

Organizing a large-scale academic conference requires comprehensive and efficient collaboration in various areas to uphold the university's reputation. The conference planning process encompasses four stages, namely, (1) the planning stage; (2) preparation stage; (3) operational stage; and (4) post-operation stage.

To ensure successful execution of each stage, committees or departments with clearly defined responsibilities should be established. These committees consists of (1) the Academic Conference Management Committee; (2) the Academic Conference Committee; (3) Secretariat and Coordination Committee; (4) Divisional Committees; (5) Public Relations Committee; (6) Registration and Reception Committee; (7) Measurement and Evaluation Committee; (8) Documentation Committee; (9) Venue or Facilitation Committee; (10) Directory Committee; (11) Food and Banquet Committee; (12) Ceremonies and Speakers Committee; and (13) Finance Committee. Hence, gathering relevant information concerning the organization of large academic conferences is beneficial in facilitating the preparation of all parties involved to ensure a convenient and complete meeting. Regarding the target audience, namely the participants who will present research findings, it is imperative that they receive a cordial and remarkable welcome from the registration process to the conclusion of the conference.

Organizing academic symposiums to present research results is another mission of the Graduate School of Suan Sunandha Rajabhat University. Suan Sunandha Rajabhat University has developed comprehensive guidelines aimed at preventing and surveilling the transmission of the novel coronavirus infection 2019 (COVID-19). These measures prioritize the safety and observance of social distancing protocols by organizers, personnel, and participants of academic conferences. Furthermore, the university has adapted to the evolution of communication technology by transforming the process of organizing national and international academic conferences to an online format, resulting in enhanced efficiency. This transformation is anticipated to yield favorable outcomes, such as the presentation of research findings on a national and international level, thereby enabling Suan Sunandha Rajabhat University to achieve its objectives while upholding its esteemed reputation.

RESEARCH OBJECTIVE

To develop a format for organizing academic conferences to present research findings online for the Graduate School of Suan Sunandha Rajabhat University.

LITERATURE REVIEW

Research is one of the most important missions of higher education institutions. The effective and successful implementation of this mission can be determined by the high quality and wide dissemination of research and creative work, as evidenced by the number of research papers and works published nationally or internationally by full-time professors and resident researchers. In the case of a professor's research article published jointly with graduate students, it will be counted when the professor is the owner of the research project [2]. Therefore, organizing academic symposia to present research results is an important part of encouraging researchers to have a forum for disseminating their research.

The COVID-19 pandemic has led to significant changes in the work processes of both government agencies and private sectors. One of these changes is the way agency meetings are conducted. There is a great deal of concern over the legality of remote meetings and how effective they can be. In response to this, the Royal Decree on Electronic Meetings B.E. 2563 was announced on April 18, 2020 [3]. with the following essence:

Conferencing through electronic media means that the meeting is required by law to have a meeting conducted via electronic media, whereby the attendees not being in the same place and able to meet, discuss and express their opinions through electronic media.

Purpose of use

1. To be used in organizing interactive online teleconferencing immediately (Real-Time).
2. To be able to extend the scope of the meeting to various points both inside and outside the organization that can be connected to Intranet or Internet.
3. For use in organizing seminars or teleconferences online using computers, smartphones or tablets.
4. To use existing computers and internet networks for greater benefit.

Benefits of online meetings

1. Reduce meeting expenses and coordinating appointments
2. Reduce travel expenses to come to the meeting.
3. Safe from risks from both traveling accidents and exposure to germs
4. Multiple meetings can be held at the same time.
5. Increase the utilization of Internet network investments.

Scenarios in which online meetings are used

1. Education: Teachers and students from different areas or from different countries can join online classes to share knowledge and discuss topics.
2. Distance or work from home (work from home): Video conferencing will help your work at home go smoothly, there will be a discussion to resolve problems immediately, without affecting the work.
3. Business: Network conferencing can be used to quickly discuss hot issues with relevant people who may not be in the same area. In addition, it can be used as a channel to teach employees easily instead of traveling to teach.

4. Judgment in court: With video conferencing system, witnesses can testify in court without walking into court and plaintiffs can testify to lawyers, which facilitates safe court work. and cost savings
5. Medical Consultation: Video conferencing solves the problem of inadequate medical services by enabling patients to seek advice from a specialist from anywhere in the world.

RESEARCH METHODS

Step 1: Study information and procedures from relevant personnel in order to design the questionnaire. Then, propose the questionnaire to the executives for their consideration, inspection, and suggestions.

Step 2: Prepare a format for organizing an academic seminar to present research results online.

Step 3: Distribute questionnaires to 100 participants presenting their research findings.

Step 4: Analyze and calculate the data collected from the questionnaires using a statistical package.

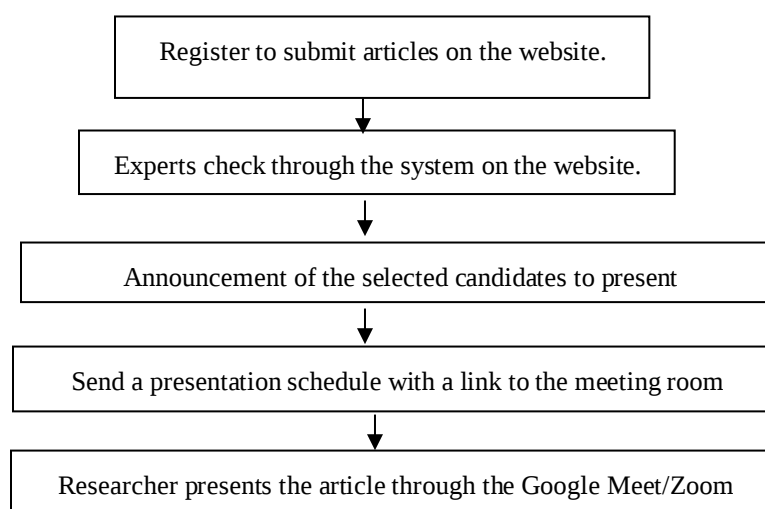
Step 5: Present the desirable form of organizing the meeting by applying the results of the research. These results will be used to organize the next meeting.

RESULTS

From organizing academic symposiums to presenting research results online, the process involves:

Figure 1

The process of organizing an academic symposium to present research results online



The researcher distributed questionnaires to 120 participants who presented their research results at the academic conference. Of the respondents, 65 people were female, representing 65 percent and 35 people were male, representing 35 percent. Additionally, 78 respondents were graduate students, representing 78 percent, while 22 people were faculty and staff, representing 22 percent.

Table 1
Presents the satisfaction levels of participants in online national research conferences

Satisfaction Issues	$\bar{X}$	S.D.
1. The ease of accessing/recognizing website information	3.19	.555
2. The knowledge and competence of the speakers/critics.	4.47	.607
3 The appropriateness of proceeding documents.	4.11	.515
4. The staff's courtesy, enthusiasm, and useful advice	3.58	.630
5. The suitability of online programs.	4.34	.510
6. The appropriateness of online meeting forms.	4.18	.722
7. The appropriateness of the training program duration.	4.38	.663
8. The benefits received from the project.	4.68	.467
9. The overall satisfaction of project participants.	4.42	.544
Total	4.15	.190

The analysis of the satisfaction level of the participants in the national research conference presentation found that their overall satisfaction was at a high level ($\bar{x} = 4.15$). The findings also found that the benefit received from project was rated at the highest level ($\bar{x} = 4.68$) followed by the overall satisfaction of project participants ($\bar{x} = 4.42$), the knowledge and competence of the speakers/critics ($\bar{x} = 4.47$), the appropriateness of the training program duration ($\bar{x} = 4.38$), and the suitability of the online programs ($\bar{x} = 4.34$), respectively. The issues with a high average level were the appropriateness of the online meeting format ($\bar{x} = 4.18$), followed by the appropriateness of proceeding documents ($\bar{x} = 4.11$), The staff's courtesy, enthusiasm, and useful advice ($\bar{x} = 3.58$), and the ease of accessing/recognizing website information was rated at a moderate ($\bar{x} = 3.19$).

DISCUSSION

According to this research, participants in academic conferences reported the highest level of satisfaction with organizing academic conferences and presenting research results at the national level due to the benefits received from the project arrangement. This can be explained by the fact that Suan Sunandha Rajabhat University is an educational institution that promotes and develops readiness for success in academic work. Therefore, it is expected that research development, along with knowledge management through teaching and learning systems, both within and outside the classroom, will serve as an important foundation for applying academic knowledge to community development, based on the philosophy of sufficiency economy, and for adapting to changes at the local, community, and regional levels. Disseminating research results is one of the missions of research management under the strategy of research excellence. As such, project participants shared knowledge and experiences on research results among students, faculty members, and various scholars from both public and private sectors. This will lead to research guidelines for successfully developing the country and solving problems, as well as further developing research to achieve greater efficiency. Moreover, these results can be utilized for graduation as well.

The issue with moderate levels of satisfaction with academic conferences and research presentations at the national level was that the website information was easy to access/perceive. Therefore, it is crucial for the organizers to provide complete and detailed steps for the registration process, article uploading, correct article examples, sending proof of money transfer, checking registration status, event schedules, and at least two responsible persons who can provide accurate information. This is in line with the techniques for organizing a national academic conference suggested

by Phranakhon Si Ayutthaya Rajabhat University [4], and consistent with the findings of Thongpool Heepthaisong [5], who studied the management system of national academic conferences. According to Heepthaisong, an academic conference system organized through the internet supports users by providing them with convenient and efficient access to information. This approach reduces the need for direct contact between system users and organizers, enabling them to work efficiently and conveniently.

ACKNOWLEDGEMENTS

I would like to express my sincere thanks to Suan Sunandha Rajabhat University for invaluable help throughout this research.

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