

**The development of the process of organizing
a national academic conference of the Graduate School
of Suan Sunandha Rajabhat University**

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Abstract

The purpose of this study was to investigate and design an efficient and methodical blueprint for hosting a national academic conference under the aegis of the Graduate School of Suan Sunandha Rajabhat University. Data was collected from 120 registrants of the event, namely the 3rd National Conference on Research Presentation, through a questionnaire. The information gathered was analyzed employing statistical tools. The results revealed that 75 of the respondents (62.0 percent) were female and 45 (37.0 percent) were male. Further analysis of the participants' status disclosed that 88 of them (73.0 percent) were graduate students, while 32 (26.0 percent) were instructors and staff. Subsequently, the research explored the participants' level of satisfaction regarding the organization of academic conferences and the presentation of research outcomes at the national level. The data indicated an overall high level of satisfaction in all areas ($\bar{x} = 4.15$). The most significant benefit gained from the project was ranked at the highest level ($\bar{x} = 4.68$), followed by the overall

satisfaction of the project participants at an average level ($\bar{x} = 4.42$). Finally, the website's accessibility was found to be at a moderate level ($\bar{x} = 3.19$).

Keywords: Process/ National and International Conferences

INTRODUCTION

The Bureau of Higher Education Standards and Evaluation Office of the Higher Education Commission at the Ministry of Education (OHEC) refers to the Ministry of Education's announcement on Standard Criteria for Graduate Studies Programs 2005. Item 13 Criteria for Graduating a Master's Degree (Plan A, Type A 2) must include a published thesis, or at least that the work or part of the work be accepted for publication in a journal or academic publication, or presented to an academic conference with proceedings (Proceeding). At the doctoral level, the thesis must be published, or at least the work or part of the work has been accepted for publication in a journal or academic publication attended by external committees (Peer Review) before publication and is recognized in that field. Therefore, the researcher considers that organizing national and international research conferences can help support the presentation of research by students as part of graduation, including researchers. It can be said that this is the main mission of the Graduate School in pushing students to graduate according to the course schedule and is also an indicator in terms of educational quality assurance (Office of Higher Education Evaluation and Assessment, Office of the Higher Education Commission, Ministry of Education, July 2010). The Graduate School of Suan Sunandha Rajabhat University has therefore realized this important mission and formulated a policy to be a higher education institution under the key strategy of developing research quality standards, creative work,

and intellectual property for the development of organizations and local communities, and disseminated it to the national and international public.

The researcher believes that organizing a large academic conference requires a comprehensive and effective coordination of all departments to enhance the university's reputation. The process should consist of four stages: planning, preparation, operational, and post-operation. Committees or departments should have clearly defined responsibilities, including an Academic Conference Management Committee, Academic Conference Organizing Committee, Secretary and Coordination Committee, Academic Division Committee, Public Relations Committee, Registration and Reception Committee, Measurement and Evaluation Committee, Documentation Committee, Venue or Facilities Committee, Exhibition Committee, Food, Beverage and Catering Committee, Ceremony Committee, and Finance Committee. Collecting information on the organization of a large academic conference would be useful in promoting efficient preparation and convenience for all parties. The target audience, research presentation participants, should be welcomed and impressed from conference registration to the end of the conference.

To achieve more efficient management and planning, the researcher believes that developing a process for managing and organizing a national academic conference is necessary. This will result in the efficient organization of academic conferences that present research results at the national level, contributing to the objectives and reputation of Suan Sunandha Rajabhat University in the future.

RESEARCH OBJECTIVE

To prepare plans for organizing the National Academic Conference of the Graduate School Suan Sunandha Rajabhat University systematically and efficiently

Literature review

1. Meaning and Importance

Conference proceedings are a printed document produced after a conference that records details about the event, including the schedule, list of participants, speeches, financial reports, resolutions, meetings, and proposed documents, such as articles, research reports, and summaries.

Conference papers are a crucial source of primary knowledge, presenting new articles and research by specialists in the field or scholars who have not published or presented before. This is useful for tracking academic progress or searching for new techniques, enhancing the learning experience, and broadening one's vision in all disciplines. Additionally, the content of academic conferences disseminates ideas, solutions, or knowledge, benefiting society as a whole.

Research results presented at academic conferences (proceedings) refer to academic works presented orally or in poster form at national or international academic conferences.

An academic article is a work written and published in an academic paper or journal with a clear issue, analysis of the issue according to academic principles, and a summary of the issue. It may involve synthesizing knowledge from various sources, enabling the author to express their academic views clearly.

Types of Minutes:

Piggot (1990:160) classifies minutes of a meeting into two types based on the nature of the meeting:

1) Definite or Singular Conference Proceedings: This type of minute is a memorandum or summary of matters discussed, opinions expressed, reasons given, and resolutions made during a one-time academic conference. Such meetings usually have a specific topic, for instance, "Conference on..." or "Symposium on...". Examples of this type of meeting include "Proceedings of the Conference on a Comparative Study of the History of Rural Development in Japan and Thailand" and "Resolutions of the workshop on Lanna Indigenous Writing Standards". If there are many supporting documents included in the conference minutes, an editor or a one-time conference reporter may publish more than one volume.

2) Ongoing or Regularly-held Conference Proceedings: This type of minute is a note or summary of matters discussed, opinions expressed, reasons given, and resolutions made during academic conferences held continuously. Such meetings use the same name every time they are held and may have words that indicate the continuity of the meeting, such as "First...Annual...", "No....Annual...". For example, the "18th Clay Minerals Conference". Most ongoing academic conferences usually change the editor or reporter each time they are organized and may also change the topic every time they are held.

2. Fundamental knowledge in organizing academic symposia

Organizing national and international symposia is a complex task that involves the preparation, execution, and conclusion of the event. Hosts must take full responsibility for the successful organization of the symposium and secure the necessary approval for its implementation. The main objective of the

symposium is to provide a platform for the exchange of ideas and research findings among attendees. To ensure its success, the following details must be included in the supporting documents for approval:

Conference General Information: Several important details require attention, including the name and date of the symposium, the duration of the event, the venue, the type of meeting, the sponsor, the topics of interest, the invited speakers, the selection of articles, special training or tutorials, the publication of seminar documents, the number of pages in each document and article, the maximum number of articles, the distribution of documents, the copyrights in seminar documents, and the recording and measurement of audio and video.

Conference Revenue: A comprehensive estimate of the expected income from the symposium must be made in advance. Potential sources of revenue include registration fees, special events, merchandise sales, exhibition booth fees, and other sources such as donations.

Conference Expenses: A detailed estimate of the anticipated expenses is crucial to the successful organization of the symposium. The expenses may include document production costs, advertising expenses, postage, on-site registration, board meeting arrangements, thank-you banquets, labor costs, computer and equipment rentals, telephone charges, material costs, wastage, and room charges.

Criteria for Organizing National and International Academic Conferences

Research is a critical component of higher education institutions, and the quality and widespread publication of research and creative works is crucial for the effective and successful implementation of this mission. In order to assess the quality of research and creative works, the number of research papers published and the number of works published by full-time professors and resident researchers at the national and international levels are compared. For joint research articles published by a professor and a graduate student, they will only be counted if the professor is the owner of the research project.

1. Research published at national academic conferences refers to research articles presented at academic conferences, and full papers published in the proceedings of the national conference. The editors of these proceedings are responsible for preparing reports or convening committees comprising professors, doctoral experts, or experts with recognized work in the field, at least 25% of whom should come from outside the host institution.

2. Research published at international conferences refers to research articles presented at academic conferences, and full papers published in the proceedings of international conferences. The editors of these proceedings are responsible for preparing reports or convening committees comprising professors, doctoral experts, or experts with recognized work in the field, at least 25% of whom should come from abroad.

Articles submitted for selection to be presented at the conference must be submitted in full upon acceptance and publication. Publications must be published in full, which can be in hard copy or electronic media.

3. Research published in national academic journals refers to articles published in academic journals listed in the Thai-Journal Citation Index Center database (TCI), or national academic journals announced by ONESQA.

4. Research published in international academic journals refers to articles published in academic journals listed in international databases such as SJR journal ranking database (SCImago Journal Rank: www.scimagojr.com), or ISI Web of Science database (Science Citation Index Expanded, Social Sciences Citation Index, Art and Humanities Citation Index), or Scopus database, or international academic journals announced by ONESQA (Manual for Internal Educational Quality Assurance Higher Education, Education Edition 2014).

Research Methodology

This study employed a quantitative research approach using purposive random sampling. The aim of this research was to develop guidelines for the organization of academic symposiums to present national research results of the Graduate School of Suan Sunandha Rajabhat University. Data was collected through a questionnaire survey.

Population and Sample:

The population for this study was comprised of 120 individuals who presented academic works in 2019.

Data Collection Methods and Procedures:

Step 1: The research team gathered information and operational procedures from various departments to design the questionnaire. The questionnaire was then presented to the executives for consideration, examination, and feedback.

Step 2: The questionnaire was distributed to the participants to gather

their research results.

Step 3: The data collected was analyzed and calculated using statistical software.

Step 4: The results of the research were applied to develop a desirable form of organizing future academic symposiums.

Data Analysis:

Part 1: Descriptive Data Analysis

The personal information of the 120 respondents was analyzed. The results revealed that 75 of the participants were females, representing 62.0%, and 45 were males, representing 37.0%. In terms of status, 88 participants were graduate students, representing 73.0%, while 32 were instructors and staff, representing 26.0%.

Part 2: Satisfaction Level Data on Organizing Academic Conferences and Presenting National Research Results

The satisfaction level of the participants in the National Research Conference was analyzed. The overall satisfaction in all aspects was found to be high ($\bar{x} = 4.15$). The analysis of each issue showed that the highest average satisfaction was related to the benefits received from project management ($\bar{x} = 4.68$), followed by overall satisfaction of the participants in the project ($\bar{x} = 4.42$), knowledge of speakers (critics) ($\bar{x} = 4.47$), appropriateness of the duration of the training program ($\bar{x} = 4.38$), and appropriateness of the location/audio-visual equipment ($\bar{x} = 4.34$). The issues with a high average level of satisfaction were the suitability of food and snacks ($\bar{x} = 4.18$), followed by the suitability of the proceedings ($\bar{x} = 4.11$), and the staff's ability to clarify and provide useful advice with politeness and enthusiasm ($\bar{x} = 3.58$). The proportion at a moderate level

was that the website information was easy to access/perceive ($\bar{x} = 3.19$).

Conclusion

The findings show that participants in academic conferences had the highest level of satisfaction with organizing academic conferences and presenting research results at the national level were the benefits received from the project arrangement. It can be inferred that Suan Sunandha Rajabhat University values the development of research along with knowledge management through the teaching and learning system, both inside and outside the classroom. This is an important foundation for applying academic knowledge for local community development based on the Sufficiency Economy Philosophy and being ready for changes that occur at both the local and regional levels through dissemination of research results, which is one of the missions of research management under the strategy of research excellence. Participants in the project exchanged 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 developing the country and solving problems successfully, as well as extending research that will lead to more efficient research that can be used for graduation.

The study identified a moderate level of satisfaction regarding the accessibility and ease of accessing website information. This indicates that attendees want to know more details by accessing a website that is easy and hassle-free to access various information each time they register or check the status of an article. Therefore, the organizer should take into account the information that tells the complete steps by ordering the registration process, uploading articles and examples of articles that are correct, submitting proof of money transfer, checking registration status, scheduling activities, including the

assignment of at least 2 persons responsible for providing clear information. This is consistent with the technique of organizing national academic conferences at Phra Nakhon Si Ayutthaya Rajabhat University (p.8-9), and Thongpool Heepthaisong's (2009) who studied on the national academic conference management system also supports the use of the Internet to support users related to the system, which can work conveniently and quickly, as well as reducing the time of contact between system users and organizers so that they can work conveniently and efficiently.

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