

## **International Conference on eLearning for Knowledge-Based Society**

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**Tuesday August 3, 2004 at TOT Academy, Ngam Wong Wan Road**

**Preconference Workshop “How to make good eLearning work?”**

**Kanchanapisek Building, Meeting Room 2, Floor 3**

08:15-08:40 Registration and Refreshments

08:40-09:00 Official Opening - **Prof. Srisakdi Charmonman, Ph.D.**

President of Thailand Chapter of the Internet Society

09:00-10:30 eLearning workshop:

“eLearning Standards and their uses” by **Kim Chew Lim, eLearning Competency Centre, Singapore.**

10:30-10:50 Coffee Break

10:50-12.20 eLearning workshop:

“Designing for quality eLearning” by **Jonathan Darby, University of Southampton, UK.**

12:20-13:30 Lunch Break

13:30-14:30 eLearning workshop:

“Developing High Quality eLearning Contents and Learning Objects” by **Thanomporn Laohajaratsang, Ph.D., Chiang Mai University, Thailand.**

14:30-15:30 eLearning workshop:

“Developing a successful strategy for corporate-wide eLearning programme implementation” by **Alexander Kibanoff, Philippine Long Distance Telephone Company, Philippines.**

15:30-15:50 Coffee Break

15:50-16:45 Panel discussion:

**Mr. Alexander Kibanoff, Virach Sornlertlamvanich, D.Eng., Arthur Morse, Ph.D., Zaid Ali Alsagoff, Choonhapong Thaiupathump, Ph.D., Mr. Kazuyuki Shinkai.**

16:45-17:00 Concluding remarks and initiatives for follow-up **Professor Srisakdi Charmonman, Ph.D., Virach Sornlertlamvanich, D.Eng., Arthur Morse, Ph.D.**

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**Tentative Program**  
**International Conference on**  
**eLearning for Knowledge-Based Society**

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**Wednesday August 4, 2004 at Impact Muang Thong**  
**International Conference on eLearning for Knowledge-Based Society**

- 9:00-10:15 **Official Inauguration (Grand Diamond Ballroom)**  
by **H.E. Prime Minister Thaksin Shinawatra,**  
Telecommunication Ministers Meeting  
& eLearning Conference at Impact Muang Thong  
**(eLearning participants in Meeting Room 4)**
- 10:15-10:45 Keynote Address by **Wanda Miles, MicroSoft Corporation**  
**(Meeting Room 4)**  
“Delivering Effective and Measurable eLearning”
- 10:45-11:00 Coffee Break
- 11:00-11:30 Keynote Address by **Datuk Syed Othman Alhabshi,**  
President of **UNITAR, Malaysia (Meeting Room 4)**  
“Content Development”
- 11:30-12:00 Keynote Address by **Prof. Kesav V. Nori, Tata, India**  
**(Meeting Room 4)**  
“Some Lessons from an Experiment in eLearning”
- 12:00-13:30 Luncheon Talk by ShinSat (Meeting Room 5)**
- 13:30-14:00 Keynote Address by **Tomas Berns, Ph.D. Ergolab,**  
**Sweden. (Meeting Room 4)**  
“Usability and User-centered Design”
- 14:00-14:30 Keynote Address by **Prof. Srisakdi Charmonman, Ph.D.**  
CEO of the College of Internet Distance Education  
**Assumption University of Thailand. (Meeting Room 4)**  
“Accreditation of eLearning Degree”
- 14:30-15:00 Coffee Break
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**PARALLEL SESSION I**

**Parallel Session IA. (Meeting Room 4)**

- 15:00-15:30 “Process of Learning and eLearning”  
by **Professor Toni Ivergard Ph.D., and Professor Brian Hunt, Mahidol U.**
- 15:30-16:00 “Lifecycle Management for eLearning Applications”  
by **Nick Jackson, Borland Asia-Pacific**

### **Parallel Session IB. (Meeting Room 7)**

- 15:00-15:30 “eLearning: the Experience on Consulting”  
by **Lord John E. Shazell**  
Teleconsult International Pte. Ltd., **Singapore**
- 15:30-16:00 “Issues of International Distance Learning: Lessons Learned from the Experience of Osaka University”  
by **Professor Masatsugu Tsuji Ph.D., Osaka University, Japan**

### **Parallel Session IC. (Meeting Room 8)**

- 15:00-15:30 “Online Content-Based Learner System”  
by **Supaporn Bundasak and Anongnart Srivihok**  
**Kasetsart University, Thailand.**
- 15:30-16:00 “Next-Generation eLearning: Sharing and Re-Use Digital Learning Resources with Pedagogically-Sound eLearning Tools”  
by **Assoc. Prof. Thanomporn Laohajaratsang**  
**Chiang Mai University, Thailand.**

### **Parallel Session ID. (Meeting Room 9)**

- 15:00-15:30 “UNITAR's Experience with Online Live Tutorials”  
by **Zaid Ali Alsagoff,**  
**UNITAR, Malaysia**
- 15:30-16:00 “eLearning: A Process that Must be Well Planned”  
by **Somkuan Bruminhent, Ph.D.**  
**TOT Corporation Public Company, Limited, Thailand**

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## **PARALLEL SESSION II**

### **Parallel Session IIA. (Meeting Room 4)**

- 16:00-16:30 “eLearning plus facilitation – a novel approach for developing countries”  
by **Arthur Morse, Ph.D., Special Adviser to the Permanent Secretary, MICT, Thailand, Montra Leoseng, Ph.D. Candidate, Asian Institute of Technology, Thailand and Soonthorn Vassana, Vice President, Corporate Business, CAT Telecom, PLC, Thailand**
- 16:30-17:00 “Trends and Forces for eLearning in Thailand”  
by **Phongchai Sirinaruemitr, Ph.D., Ericsson Thailand**
- 17:00-17:30 “Distance learning for rural population”  
by **Subramaniam Janakiram, World Bank**

### **Parallel Session IIB. (Meeting Room 7)**

- 16:00-16:30 “eService to Citizens in Rural Area”  
by **Prof.Karl W. Sandberg, Mid Sweden University,**  
**Stig Vinberg, Ph.D., NIWL, Sweden.**
- 16:30-17:00 “An eLearning Project for 100,000 Students Per Year”  
**Natanicha Chorpothong, Ph.D. and Prof. Srisakdi Charmonman,**  
**Ph.D., Assumption University of Thailand**
- 17:00-17:30 “Strategic eLearning: A Framework for Achieving Sustainable Results”  
by **Samir Patel, Principal Consultant, Knowledge Director, Singapore.**

### **Parallel Session IIC. (Meeting Room 8)**

- 16:00-16:30 “Techniques for Assessing Students’ eLearning Achievement”  
by **Prof. Utumporn Jamornmann, Ph.D.**  
**Assumption University of Thailand.**
- 16:30-17:00 “Using E-Learning Contents for IT Examination:  
Development and Evaluation”  
by **Thatsanee Charoenporn, Pornchai Tummarattananont,**  
**Virach Sornlertlamvanich, and Hitoshi Isahara**  
**National Institute of Information and Communications**  
**Technology, Thailand**
- 17:00-17:30 “eLearning Business in Singapore”  
by **Alex Siow, Strategic Relations, Singapore.**

### **Parallel Session IID. (Meeting Room 9)**

- 16:00-16:30 “EmpowerICT™: eLearning for In-Service Teacher  
Education and Support”  
by **Charalambos Vrasidas, Ph.D., Michalinos Zembylas,**  
**Intercollege, Cyprus, Europe and Jose Marie B. Legaspi,**  
**Philippines - EmpowerICT™.**
- 16:30-17:00 Introducing eLearning Opportunities to School Teachers (k-12)  
by **Chris Smith, The Education Project Asia, Chiang Mai.**
- 17:00-17:30 “The Barriers and Solutions for E-Learning Systems  
to Provide Equal Access to Educational Content”  
by **John Hawker, Sat-Ed Pte Ltd, and International Datacasting**  
**Singapore and Canada**
- 19:30-20:30 **Welcome Gala Dinner (TOT, Chaeng Wattana Road, Building 9)**

### **Thursday August 5, 2004 at Shangri-La Hotel**

#### **International Conference on eLearning for Knowledge-Based Society**

- 9:00-11:30 **Ministerial Roundtable (Ballrooms 2&3, 200 participants)**  
Prof. Srisakdi Charmonman, Ph.D., Moderator  
(Closed Circuit TV to general participants in Rattanakosin, Thonburi,  
and Ayudhaya, 50 participants each; coffee served inside.)
- 11:30-12:00 Keynote Address by **Mr. Khwankeo Vajarodaya, Chairman,**  
**Distance Learning Foundation (Ballrooms 2&3)**  
“The Wang Klaikangwon School, Hua Hin Model: Moving Ahead  
Together through Distance Education, the Way Forward”
- 12:00-13:30 **Luncheon Talk (Ballrooms 2&3)**  
12:30-12:50 Presentation by NICT  
13:00-13:15 Presentation by MCS
- 14:00-14:30 Keynote Address by **Jonathan Darby, University of Southampton, UK**  
**(Ballrooms 2&3)**  
“UkeU Experiences in Delivery of eLearning”
- 14:30-15:00 Keynote Address by **Professor Zhiting Zhu, East China Normal University,**  
**Shanghai, China (Ballrooms 2&3)**  
“Experiences and Lessons of eLearning Development in Higher  
Education of China”

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### **PARALLEL SESSION III**

#### **Parallel Session IIIA. (Ballrooms 2&3)**

- 15:00-15:30 “International ICT Cooperation on e-learning in Asia”  
by **Professor Toshio Obi Nakamura**  
**Waseda University, Japan.**
- 15:30-16:00 “The NICT JLE Corpus: Exploiting the language learners’  
speech database for research and education”  
by **Mr.Emi IZUMI, Kiyotaka UCHIMOTO, and**  
**Hitoshi ISAHARA, NICT, Japan.**
- 16:00-16:30 “System Control with the Security, Making Questions and Answering  
Build the Computer Class Using Server-Based Computing (SBC).  
by **Mr.Hiroyuki Terashima, MCS, Japan.**

#### **Parallel Session IIIB. (Rattanakosin)**

- 15:00-15:30 “PLDT's eLearning Experience: Riding the Wave with LearNET”  
by **Alexander S. Kibanoff, PLDT, Philippines.**
- 15:30-16:00 “Guidelines for Internet-Based Distance Education in Colleges and  
Universities in Thailand” by **Prof.Chaiyong Brahmawong, Ph.D.**  
**Assumption University of Thailand.**
- 16:00-16:30 “Science and Technology Human Resource Development:  
E-learning initiative for ASEAN”  
by **Kanchana Kanchanasut, Akraya Nualchawee, and**  
**Pensri Arunwatanamongkol, AIT;NSTDA, Thailand.**

#### **Parallel Session IIIC. (Thonburi)**

- 15:00-15:30 Theoretical-Based on Learning Goal in E-Learning System  
by **Thepchai Supnithi**  
**National Electronics and Computer Technology Center, Thailand.**
- 15:30-16:00 “Use of Interactions in eLearning:  
A Study of Undergraduate Courses in Thailand”  
by **Sawai Siritongthaworn and Donyaprueth Krairit, Ph.D.**  
**Rajabhat University and Asian Institute of Technology.**
- 16:00-16:30 “Developing an Effective and Efficient eLearning Platform”  
by **Firouz Anaraki,**  
**Assumption University of Thailand.**

#### **Parallel Session IIID. (Ayudhaya)**

- 15:00-15:30 “eLearning as Change Agent”  
by **Jonathan Darby, University of Southampton, UK**
- 15:30-16:00 “Some Corporate eLearning Case Studies in Singapore”  
by **Lim Kin Chew, eLearning Competency Centre, Singapore.**
- 16:00-16:30 “Building ICT Capacity to Reduce Poverty in the Northeast of Thailand”  
by **Devapoj Sambandaraksa and Rattanawan Rattakul,**  
**Office of the Permanent Secretary, MICT, Thailand.**

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## **PARALLEL SESSION IV**

### **Parallel Session IVA. (Ballrooms 2&3)**

- 16:30-17:00 “The Development and Application of eLearning Technology Standards in China”  
by **Prof. Zhu Zhiting, East China Normal University, Shanghai, China**
- 17:00-17:30 “eLearning: A Heuristic Approach to Learn in the New Century”  
by **Ramnath Srinath, Assumption University of Thailand**

### **Parallel Session IVB. (Rattanakosin)**

- 16:30-17:00 “How Application Lifecycle Management can address eLearning Software Challenges”  
by **Karen Lee, Borland Software, USA.**

### **Parallel Session IVC. (Thonburi)**

- 16:30-17:00 “The Transformation of eLearning to Integrated and Sharable eEducation System”  
by **Bundit Manoonkulachai, Samart Telcoms, Thailand**
- 17:00-17:30 “Developing an Inventory of Companion Website Materials for Introduction to Computer Literacy”  
by **Donald Fricker, Ph.D.**  
**Saint Xavier University, Chicago, IL USA**

### **Parallel Session IVD. (Ayudhaya)**

- 16:30-17:00 “Usability and Efficiency of eLearning - "Quality the Buzz Word"”  
by **Joseph George, Ph.D., St Theresa International College, Thailand.**

(16:30-17:30 TELMIN Joint Ministerial Press Conference)

17:30-18:00 **Launch of the Virtual Institute of eLearning**