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

**Thursday, August 3, 2006 @ IMPACT Challenger, Muang Thong Thani**

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<thead>
<tr>
<th>Time</th>
<th>Jupiter 15</th>
<th>Jupiter 16</th>
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<tbody>
<tr>
<td>08:00-09:00</td>
<td>Registration</td>
<td>Keynote Address <strong>“The New, New Internet IPv6: Technology’s Next Big Step”</strong> Latif Ladid President, IPv6 FORUM</td>
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<td>09:00-09:30</td>
<td>Keynote Address <strong>“Tenth Anniversary of the Distance Learning Foundation”</strong> Khwankeo Vajarodaya</td>
<td><strong>eCollaborative Projects for Better Learning</strong> Lim Kin Chew, Dnium Pte Ltd</td>
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<td><strong>Introducing eLearning into Secondary Schools in Thailand</strong> Arthur Morse, Suwat Suktrisul</td>
<td>Singapore</td>
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<td>09:30-09:50</td>
<td><strong>“Introducing eLearning into Secondary Schools in Thailand”</strong> Arthur Morse, Suwat Suktrisul</td>
<td><strong>Knowledge On-The-Move</strong> A. Noel Jones Ireland</td>
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<td>09:50-10:10</td>
<td><strong>“VEBA: Virtual Experience-Based Approach to eLearning Graduate Study”</strong> Prof.Dr. Chaiyong Brahmvawong Assumption University</td>
<td><strong>Types of Learning Objects</strong> Ion Mierlus – Mazilu Technical Universisty of Civil Engineering, Romania</td>
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<td>10:30-10:50</td>
<td><strong>“VEBA: Virtual Experience-Based Approach to eLearning Graduate Study”</strong> Prof.Dr. Chaiyong Brahmvawong Assumption University</td>
<td><strong>Designing Effective eLearning</strong> Titu Minhas Adobe Systems Inc.</td>
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<td>10:50-11:20</td>
<td><strong>Topic – TBA</strong> Prof. Pavich Tongoroach Thailand Cyber University</td>
<td><strong>To Develop or Not to Develop New Courseware for University-Level eLearning</strong> Prof.Dr. Srisakdi Charmonman CEO, CIDE, Assumption University</td>
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<td><strong>The Development of eLearning Methodology Degree Programs”</strong> Prof.Dr. Utumporn Jamormann, Assumption University</td>
<td>Dr.Natichana Chorpothong Manager, Thailand Internet Association, c/o Assumption University of Thailand</td>
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<td>11:20-11:40</td>
<td><strong>E-learning Pedagogical Design: TSOI© Model”</strong> Mun Fie TSOI, <em>et al</em> Nanyang Technological University, Singapore</td>
<td><strong>E-learning, a special breed of learners with Implicit learning Characteristics”</strong> Chao boon Teo, Robert kheng leng Gay Nanyang Technological University, Singapore</td>
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<td>11:40-12:00</td>
<td><strong>The Value of International Standardisation of Basic Computer Literacy and Online Testing”</strong> Colin Glass, Jonathan Khongwir SpringBoard4Asia Ltd.</td>
<td><strong>“iCamp: a cross-cultural research approach for a cross-cultural learning design”</strong> Barbara Kieslinger, Sebastian Fiedler Centre for Social Innovation, Austria</td>
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<tr>
<td>12:00-13:30</td>
<td><strong>“The Value of International Standardisation of Basic Computer Literacy and Online Testing”</strong> Colin Glass, Jonathan Khongwir SpringBoard4Asia Ltd.</td>
<td><strong>“Technology: Facilitating the Transformation of Learning”</strong> Rozhan M. Idrus, Karen McComas</td>
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<td>13:50-14:10</td>
<td><strong>“From Blended Learning to eLearning: Experience with the MScICT Program”</strong> Santithorn Bunchua Assumption University</td>
<td><strong>“Statistical Analysis of E-learning Usage in an University”</strong> Vajirasak Vanijja, Montri Supattatham King Mongkut's University of Technology Thonburi</td>
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<td>14:10-14:30</td>
<td><strong>“Instructional Design for eLearning Courseware: The IT-Plus System”</strong> Nuttaphong Kanchanachaya, Taminee Shinasharky Assumption University</td>
<td><strong>Technological Intelligent Agents [TIA]: A Stimulus for (e)Didactics?”</strong> Gerald Moshammer, Austria Benjamin P. W. Ellway, UK</td>
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<td>14:30-14:50</td>
<td><strong>“MySLU : A WEB Portal project to promote ICT and WEB Based Collaboration in Higher Education, Philippines Experience”</strong> Cecilia A. Mercado, Gerry Paul C. Genove Saint Louis University, Philippines</td>
<td><strong>“A study on relation between the attitude of department heads, faculty members, and general practitioners toward e-learning and record of service (age) …”</strong> Majid Rashid Torabi, Mohammad R. Ahanchian Iran</td>
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<td>15:00-15:20</td>
<td><strong>Coffee Break</strong></td>
<td><strong>Collaborative e-Testing Construction using Prediction Tools to improve test reliability”</strong> Pokpong Songmuang, Maomi Ueno, and Toshio Okamoto The University of Electro-Communications, Japan</td>
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<td>15:20-15:40</td>
<td><strong>A Methodology to Support Six Sigma Implementation in SMEs as E-Learning”</strong> Runchana Sinthavai Prince of Songkla University</td>
<td><strong>“A study on relation between the attitude of department heads, faculty members, and general practitioners toward e-learning and record of service (age) …”</strong> Majid Rashid Torabi, Mohammad R. Ahanchian Iran</td>
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### Third International Conference on eLearning for Knowledge-Based Society

**Friday, August 4, 2006 @ IMPACT Challenger, Muang Thong Thani**

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| **09:00-09:30** | Keynote Address  
“Learning Theories & e-Learning”  
Prof. Rangsan Saengsook  
President, Ramkhamhaeng University | Keynote Address  
“Solving Ethical Issues in eLearning”  
Kuldeep Nagi  
Fullbright Fellow-2006 @ Assumption University Seattle Communication College District, USA |
| **09:30-09:50** | “Synchronic Distance Learning: a Brief Review and Implications”  
David Bregman, Yossi Raanan, Yael Amitai  
The College of Management, Israel | “E-Learning and Knowledge Management, symptoms of a reality”  
Prasit Teekaput, Pairoj Waiwanijchakij  
Chulalongkorn University |
| **09:50-10:10** | “Flexible Learning: The Digital Engine of the Knowledge Economy”  
Christopher Johnson  
National Institute of Development Administration | “Developing an Effective and Efficient E-Learning Platform Using Open Source Software”  
Firouz Anaraki, Assumption University |
| **10:10-10:30** | “One Stop Services for E Learning Program”  
Prasitchai Veerayuttwilai  
Samart Telcom PCL | “Invitation Method Enhance Internet-based Survey Response Rates”  
Poonsri Vate-U-Lan, Assumption University |
| **10:30-10:50** | Coffee Break                                                                                           |                                                                                                       |
| **10:50-11:10** | “Cognitive Architecture for Affective E-Learning”  
H. Ekanayake, et al  
University of Colombo, Sri Lanka | “Interactive Distance Learning based on SIP”  
Sinchai Kamolphiwong, et al  
Prince of Songkla University |
| **11:10-11:30** | “Business Game - An Illustration of Intensive Web Based eLearning support Technologies Usage”  
David Bregman, Gila Keinan, Arik Korman, and Itamar Shabtai  
The College of Management, Israel | “Mobile Devices in eLearning”  
Rear Admiral Prasart Sribhadung  
Assumption University |
| **11:30-11:50** | “The Biggest and Best Schoolbook of the World: The Internet; Homeschooling and Global E-Learning Experiences”  
Andreas Becker, Lisa Becker, and Martina Heinze  
IMCT and LisAndi Co.,Ltd. | “Mobile Education Services Based on SMS and Their Architecture Comparison”  
Saranphong Pramsane, Assumption University  
Ridwan Sanjaya, Soegijapranata Catholic University, Indonesia |
| **12:00-13:30** | Lunch                                                                                                   |                                                                                                       |
Sathima Patomviriyavong, et al, Assumption University | “Reengineering UNITAR's Courseware Development Model”  
Zaid Ali Alsagoff  
Universiti Tun Abdul Razak, Malaysia |
| **13:50-14:10** | “A Learner Oriented Ontology of Metadata to Improve Effectiveness of Learning Management Systems”  
S.R. Heiyanthuduwage and D.D. Karunaratna  
Sri Lanka | “Thai Language E-Training for the Hard of Hearing”  
Nalinrat Witsawakiti, Atiwong Suchato, and Proadpran Punyabukkana, Chulalongkorn University |
| **14:10-14:30** | “Intelligent Instructional Resource Planning System for an Enterprise eLearning Management System”  
Thaveesak Ganjanasuwan and Charan Sanrach  
King Mongkut’s Institute of Technology North Bangkok | “RELAD: A Rapid e-Learning Authoring and Development Model”  
Proadpran Punyabukkana, et al  
Chulalongkorn University |
| **14:30-14:50** | “E-Learning Value Chain and Case Studies”  
Arisa Rojnuckarin  
Assumption University | “eLearning Courseware Development: Experiences and Lessons Learned from AU-PLUS System”  
Jintavee Monsakul, Assumption University |
| **15:00-15:20** | Coffee Break                                                                                           |                                                                                                       |
| **15:20-15:40** | “Typo-3 Goes E/B-Learning”  
Andreas Becker, LisAndi Co.,Ltd. |                                                                                                       |
| **15:40-16:00** | “eLearning Value Chain and Case Studies”  
Arisa Rojnuckarin  
Assumption University | “Web 2.0 and Its Implementation to E-Learning”  
Rear Admiral Prasart Sribhadung, Assumption University |
| **16:00-16:20** | “Typo-3 Goes E/B-Learning”  
Andreas Becker, LisAndi Co.,Ltd. | “Web 2.0 and Its Implementation to E-Learning”  
Rear Admiral Prasart Sribhadung, Assumption University |