

ICER 2013



The 6th International Conference
on Educational Research:
Challenging Education for Future Change



13-14

September, 2013

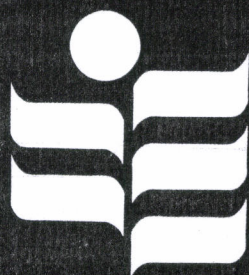
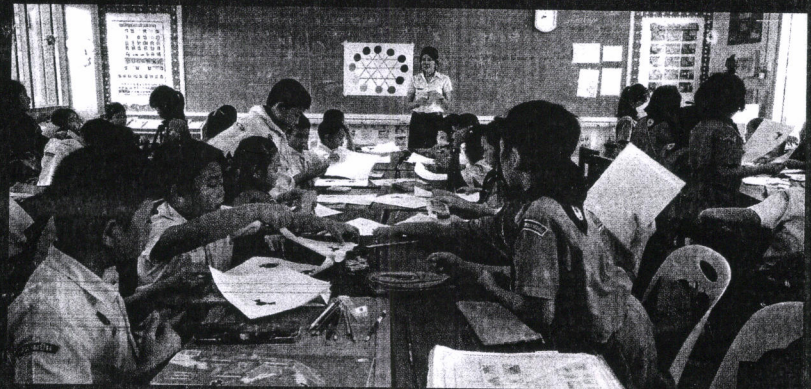


Faculty of Education, Khon Kaen University, Thailand

Khon Kaen University



Faculty of Education



The Hong Kong Institute
of Education, China



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**The 6th International Conference on Educational Research:
Challenging Education for Future Change**

Faculty of Education, Khon Kaen University, THAILAND
September 13-14, 2013

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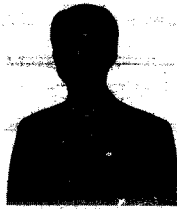
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Message from the Dean
Faculty of Education Khon Kaen University, THAILAND

Greeting to all participants and welcome to Faculty of Education, Khon Kaen University

The International Conference on Educational Research (ICER) 2013: *Challenging Education for Future Change* is the 6th annual conference to celebrate the 45th anniversary of the establishment of Faculty of Education, Khon Kaen University. The ICER 2013 is jointly organized by the Faculty of Education, Khon Kaen University of Thailand, The Hong Kong Institute of Education of China, Thailand Education Deans Council and the Consortium of Sixteen Education Dean of Thailand (Group 16).

The goals of this conference are to give international educators the opportunity to share ideas and form networks while working together on challenging education for future change. It is anticipated that the exchange of ideas and research findings will contribute greatly to future generations.

During the ICER 2013 event, the APEC-Khon Kaen International Symposium 2013 with its theme "*Innovation of Mathematics Education through Lesson Study - Challenging from Mathematics Education to Emergency Preparedness Education*" is also held at the Faculty of Education starting from September 13 to September 16, 2013. So the two events will share the plenary sessions during the first two days of APEC symposium.

On behalf of the Faculty of Education, Khon Kaen University, I would like to express my gratitude and my sincere appreciation to our co-host institutions, the guest speakers and the organizing committees for their efforts. I also would like to thank all delegations and participants who come from afar to join this event.

I hope the prosperous education will not stop developing as far as the network we form is concerned. The pace of growing should move through the fast changing world as we all expected.

Maitree Inprasitha

(Assistant Professor Maitree Inprasitha, Ph.D.)
Dean, Faculty of Education
Khon Kaen University
THAILAND



Message from Co-host
The Hong Kong Institute of Education (HKIED)

The Hong Kong Institute of Education is a multidisciplinary education focussed institution with a strong research emphasis. It has a growing international reputation for excellence in preparing globally aware professional educators, providing culturally enriched educational experiences, and producing research of distinction. Central to the Institute's values is a commitment to developing international and regional networks that will facilitate the integration of intercultural and global dimensions into its teaching, learning, and research.

At HKIED we particularly value collaborative research with international partners. We seek to understand better the contexts that influence people in the Asia Pacific region and to identify ways of improving social outcomes for all. We see international partnerships as important opportunities for enhancing the impact of our research.

HKIED is proud to join with Khon Kaen University to co-host the 2013 International Conference on Educational Research.



(Professor Allan Walker)
Joseph Lau Chair Professor of International Educational Leadership
Dean, Faculty of Education and Human Development
The Hong Kong Institute of Education
HONG KONG SAR
People's Republic of China



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A Survey of Business Administration Students' Satisfaction and Teaching-Aid Problems

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ABSTRACT

This study aimed to investigate undergraduate students' problem in using educational media and their needs of feature of educational media. The Research subjects were 191 undergraduate students in Business Administration Department. Research instrument was questionnaire investigating students' problem and satisfaction in using educational media. It was found that 70.70% revealed that number of classrooms were not enough for students, 64.90 revealed that number of desks and chairs were not enough for students, and 55.50 revealed that classroom environment was not appropriate for teaching and learning. Results found in the study can let the university be aware of problem in educational media. Also, it is able to let the university repair classrooms and other educational media for students.

Keywords: *Student's satisfaction*