

**Tentative Program**  
**Second International Conference on**  
**eLearning for Knowledge-Based Society**  
**Thursday August 4, 2005**  
**Impact Muengthong Thani**

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- 09:00-09:45 Opening Ceremony  
Chaired by **H.E. Minister of Information and Communication Technology**
- 09:45-10:30 “His Majesty the King as the Teacher of the Country”  
Keynote Address by **Khwankeo Vajarodaya**
- 10:30-11:00 Coffee Break
- 11:00-11:30 “IMS Learning Desing Specification and eLearning”  
Keynote Address by **Lim Kin Chew**
- 11:30-12:00 “eLearning in South East Asia”  
By **Praveen Sahijwani, Jacqueline Sivalingam and Alex Roza**
- 12:00-13:30 Lunch
- 13:30-14:00 “The E-Learning Lifecycle and its Services: The Web Services Approach”  
By **Angad Grewal, Shri Rai, Rob Phillips and Chun Che Fung**
- 14:00-14:30 “Making Change Happen: A Problem-based Computer Simulation”  
Keynote Address by **Prof. Philip Hallinger**
- 14:30-15:00 “Developing Strategies to Implement Technological Innovation in Educational Institutions: Can Theories Inform Practice?”  
By **Kwansuree Jiamton and Dr. Margaret Sills**
- 15:00-15:30 Coffee Break
- 15:30-16:00 “E-Learning: A Learning Context in Context”  
Keynote Address by **Brian Hunt and Toni Ivergarn**
- 16:00-16:30 “Copyright Protection of e-Learning Contents”  
By **Settapong Malisuwan, Nisachol Channgern**
- 16:30-17:00 “The Challenges & Potential of Educational Gaming in Higher Education”  
By **Zaid Ali Alsagoff**
- 17:00-17:30 “Integrating Pedagogy and Instructional Design in the eLearning Approach for the Teaching of Mathematics”  
By **Narazah Mohd. Nordin, Halimah Badioze Zaman and Rosseni Din**
- 17:30-18:00 “E-Learning Courseware Production System: Underlying Principles, Major Components and Evaluation Criteria”  
By **Prof.Dr. Chaiyong Brahmawong**
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**Friday August 5, 2005**  
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- 09:00-09:45 “University-Level eLearning in ASEAN”  
Keynote Address by **Prof.Dr. Srisakdi Charmonman**
- 09:45-10:15 “Global Learning-Space”  
By **Lisa Becker, Andreas Becker**
- 10:15-10:45 Coffee Break
- 10:45-11:30 “E-Learning Experience in Malaysia”  
Keynote Address by **Dr. Syed Othman Alhabshi**
- 11:30-12:00 “Delivery eLearning through Technology”  
By **Suda Biyaem**
- 12:00-13:30 Lunch
- 13:30-14:00 “Ten Year of eLearning at The Wang Klaikangwon School”  
Keynote Address by **Khwankeo Vajarodaya**  
and **Dr. Nongnoch Chanpariyavateewong**
- 14:00-14:30 “Vision for an Innovative Information society- “E-Learning”- The Best Mode”  
By **Dr. Joseph George**
- 14:30-15:00 Coffee Break
- 15:00-15:30 “Instructional Design Principles in the Development of E-Learning Graduate Courses”  
Keynote Address by **Prof.Dr. John Arul Phillips, Prof.Dr. Ansary Ahmed**  
and **Assoc.Prof.Dr. Kuldip Kaur**
- 15:30-16:00 “E-Learning: The Best Human Development as Creator of Knowledge”  
By **Ai-lada Chotechuang**
- 16:00-16:30 “The Effective Courseware Production: A Lesson to Learn”  
By **Prof.Dr. Utumporn Jamornmann**
- 16:30-17:00 “The Use of IPTV Solutions to Provide Education on Demand”  
By **John Hawker**
- 17:00-17:30 “eLearning in Developing Countries: Challenges and Opportunities,  
Bangladesh Perspective”  
By **Shahid Uddin Akbar**
- 17:30-18:00 “A Study of Behavioral Intention for 3G Mobile Technology: Preliminary  
Research on Mobile Learning”  
By **Dulyalak Phuangthong and Settapong Malisuwan**
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**Saturday August 6, 2005**  
**John XXIII Internation Conference Center**  
**Assumption University, Bangna Campus**

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- 09:00-09:45 Opening Ceremony  
Chaired by **H.E. Ministry of Foreign Affairs, Kingdom of Thailand**
- 09:45-10:30 “Bridging International Boundaries through Inter-collegial  
Web-based Programs”  
Keynote Address by **Jeffrey L. Bailie**
- 10:30-11:00 Coffee Break
- 10:00-11:30 “e-Learning: Learning Led and Technology Enabled”  
Keynote Address by Dr. Ian Maxwell, **Dr. Iain Doherty** and **Nick Jones**
- 11:30-12:00 “Enhancing Remedial Learners Reading through e-Learning”  
By **Manisah Mohd Ali** and **Zawawi Zahari**
- 12:00-13:30 Lunch
- 13:30-14:00 “E-Learning Center in Ramkhamhaeng University”  
By **Prof. Rangsang Saengsook**
- 14:00-14:30 “Mobile Active Learning Training Simulation System (ALTS) Concept and its  
Role in Business Training”  
By **Dr. Christopher Johnson**
- 14:30-15:00 “empowerICT™: In-Service Teacher’s Learning to Teach with Technology”  
By **Supoet Srinutapong, Thanomporn Laohajaratsang, Praweenya  
Suwannatthacote** and **Charalambos Vrasidas**
- 15:00-15:30 Coffee Break
- 15:30-16:00 “Designing E-learning: Shouldn’t We Be Ready?”  
Keynote Address by **Paulina Pannen** and **Abubakar**
- 16:00-16:30 “Integrating E-Learning and Knowledge Management by Applying the New  
Information Economics (NIE) Model”  
By **Suratida Rotjanabamroongchai, Nisachol Changern  
and Settapong Malisuwan**
- 16:30-17:00 “Applying Research to Design Online Learning Environments”  
By Paul Ham
- 17:00-17:30 “A Tractable Approach of Constructing Fertile Multimedia Content”  
By **Orrawin Mekpiroon, Buntita Pravalpruk,  
Pornchai Tummarattananont** and **Thepchai Supnithi**
- 17:30-18:00 “Assessing Students Online”  
By **Dr. Jitlekha Teerajamorn**
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**Sunday August 7, 2005**  
**John XXIII Internation Conference Center**  
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- 09:00-09:45 “The Impact of E-Learning on China Education and Research Network (CERNET)”  
Keynote Address by **Ezendu Ariwa** and **Rui Li**
- 09:45-10:30 “Object-Based Learning with Concept Mapping Embodied Intelligent Agent”  
Keynote Address by **Goh Ong Sing, Chun Che Fung** and **Lau Siong Hoe**
- 10:30-11:00 Coffee Break
- 11:00-11:30 “Au-CIDE Plan: A Proposed Model for Assumption University’s Internet-Based Distance Education System”  
By **Prof.Dr. Chaiyong Brahmawong**
- 11:30-12:00 “Integrating Learning Technologies and Problem-based Learning: A Framework and Case Study”  
By **Prof.Dr. Philip Hallinger**
- 12:00-13:30 Lunch
- 13:30-14:00 “Delevering E-Learning through Technology in Open and Distance Learning”  
Keynote Address by **Dr. K.Parameswara Rao**
- 14:00-14:30 “An Empirical Study of Potential Challenges and Benefits of Implementing E-learning in Sri Lanka”  
By **Dr. Kennedy D. Gunawardana**
- 14:30-15:00 “Global Learning-Space”  
By **Lisa Becker** and **Andreas Becker**
- 15:00-15:30 Coffee Break
- 15:30-16:00 “The Impact of E-Learning on China Education and Research Network (CERNET)”
- 16:00-16:30 “An Assessment of eLearning Market Opportunities in the Government Sector in Thailand”  
Keynote Address by **Ms. Rattanawan Rattakul** and **Dr. Arthur Morse**
- 16:30-17:00 “E-Learning Didactics for Adults”  
By **Andreas Becker**
- 17:00-17:30 “TOT’s Experience in eLearning”  
By **Dr. Apiruck Preechayasomboon**  
and **Ms. Waraporn Tuntitornwanichkul**
- 17:30-18:00 “Au-CIDE Plan: A Proposed Model for Assumption University’s Internet-Based Distance Education System”  
By **Prof.Dr. Chaiyong Brahmawong**
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