

CONTENTS

Foreword	iii
A Study of Accessible Game Applications on Smartphone for Visually-Impaired Users By Pisit Prougestaporn (Thailand) and Nutsiri Kidkul (USA)	1
E-Learning as a Supplementary Learning Method By Peter Teranet Sethabuttra, Punprapa Sripusitto (Thailand), and Ya Huei Wang (Taiwan)	10
Internet Financial Reporting (IFR): the Role and its Impact on Firm Value By Linda Agustina, Kuat Waluyo Jati, and Dhini Suryandari (Indonesia)	17
Improvement Efforts in Marketing Value Drivers through E-Marketing for Small and Medium-Sized Enterprises (SMEs) in Superior Processed Products in Semarang Regency, Indonesia By Rini Setyo Witiastuti, Vini Wiratno Putri, Andhi Wijayanto, and Ketut Sudarma (Indonesia)	21
Improving Institutional Performance of Study Program Based on Knowledge Management Roles and Academic Information System Mediated by Strategic Planning By Andhi Wijayanto, Sri Wartini, and Rini Setyo Witiastuti (Indonesia)	25
The Use of Information and Communication Technology in Economics Teaching and Learning By Kardoyo, Ahmad Nurkhin, Rediana Setiyani, and Ratieh Widhiastuti (Indonesia)	29
Behaviors in Using Social Networks and Application on Business Learning Enhancement for the Marketing Students By Chusak Narkprasit (Thailand)	33
The Study of Lemongrass Plants to Develop the Innovative Learning on the Computer Network via the Constructivist Theory of Local Wisdom in Chowraka Village, Tambon Na-Fai, Mueang Chaiyaphum District, Chaiyaphum Province By Surin Cortong and Sirinan Thanadca (Thailand)	38
The Development of the Flipped Classroom Model Integrated with the Facebook-Based Learning Platform to Enhance Lifelong Learning Skills for Undergraduate Physical Education Majors By Narumon Rodniam (Thailand)	50
Ontology of Encourage Knowledge Sharing Factors Align with Theory of Planned Behavior in Virtual Learning Communities By Patarawat Pitawan and Narongrit Phuangphairot (Thailand)	58
A Face Characteristic Detection System Using Ontology and Supervised Learning By Chayapol Khoonnaret and Supot Nitsuwat (Thailand)	62

Factors of Professional Accountants' Capability that are Expected in Small and Medium-Sized Enterprises (SMEs) from a Perspective of Executives	70
By Chatsayan Thanunjirachote, Chanidapa Deesukanan, and Natcha Krimjai (Thailand)	
An Ontological Content-Based Filtering for Book Recommendation	75
By Patamaporn Taophan and Phayung Meesad (Thailand)	
A Development of Prototype System for Support End-User Training	83
By Sirikorn Krompho, Nalinpat Porrawatpreyakorn, and Montean Rattanasiriwongwut (Thailand)	
An Automatic Ontology Matching Using Similarity of Components and Synonym	90
By Akkarat Boonyapalanant and Supot Nitsuwat (Thailand)	
Finding the Pulse on Value of Pulse-Jamming Wireless Attacks Based on Time Series Forecasting Using the ARIMA Model	97
By Aekkarat Lorphichian and Pongpisit Wuttidittachotti (Thailand)	
Students' Perceptions of Problem Solving through a Pair Instruction Technique in Calculus Class	102
By Yuwanuch Gulatee (Thailand)	
The Development of Schools and the Quality of the Teachers' Lives under Municipalities in Thailand	109
By Sarayuth Sa-ngiam (Thailand)	
DDoS Attack Detection Using Moment in Statistics with Discriminant Analysis	115
By Pradit Pitaksathienkul and Pongpisit Wuttidittachotti (Thailand)	
Study of Brand Love as Consequence of Virtual Brand Community Engagement	120
By Marissa Chantamas and Kriengsin Prasongsukarn (Thailand)	
The Synthesis Model of Knowledge Management System Using Rapid Application Software Development	125
By Watcharin Warinthaksa, Montean Rattanasiriwongwut, and Monchai Tiantong (Thailand)	
A Comparison of Professional Skills of Accountants at the Certified Accounting Practice in Thailand	132
By Chalida Linjee, Supatra Chantanasiri, and Nongluk Siripis (Thailand)	
Digital Business Model on Internet Governance	136
By Natthaphong Luangnaruedom, Narongrid Yimcharoenpornsakul, Wannaluk Apinawin, Thijsanu Rodruksa, and Manyad Limiransuksakul (Thailand)	
Appendix A. Upcoming Conferences	141
Appendix B. About the Senior Editor-in-Chief	145
Appendix C. About the Editor-in-Chief	149
Appendix D. Call for Papers	152

Appendix E. Supporting Organizations	154
Appendix F. Editorial Board	157
Appendix G. Index Copernicus	159
Appendix H. Thai Citation Index	160
Appendix I. ASEAN Citation Index	161