



## FOREWORD

I am very pleased to see that the Volume 25, Number 1 of IJCIM includes selected papers as proof of our ongoing commitment to serve the community of researchers. We will continue to collaborate to making our journal better. Please carefully look at guidelines about paper format at [www.ijcim.th.org](http://www.ijcim.th.org) and send your papers on topics of current interest in computer sciences, Internet technologies and management for the upcoming issues to me ([charmonman@gmail.com](mailto:charmonman@gmail.com)). I will get your paper reviewed by experts in your field. If the initial response is favorable, I will request you to submit your camera-ready final paper as soon as possible for publication in the next edition of IJCIM.

The first paper titled “A Study of Accessible Game Applications on Smartphone for Visually-Impaired Users” is written by **Pisit Prougestaporn from Thailand and Nutsiri Kidkul from USA**. This paper presented about the concept of accessible smartphone application for visually-impaired users by focusing on game applications and review the types of accessible game application on smartphone for visually-impaired users and overview guidelines to generate accessible game application on smartphone.

The second paper titled “E-Learning as a Supplementary Learning Method” is written by **Peter Teranet Sethabuttra, Punprapa Sripusitto from Thailand, and Ya Huei Wang from Taiwan**. This paper done to figure out whether eLearning should be managed as supplementary or substitute learning method by applying quantitative method to conduct the research which examined on m-learning approach.

The third paper titled “Internet Financial Reporting (IFR): the Role and its Impact on Firm Value” is written by **Linda Agustina, Kuat Waluyo Jati, and Dhini Suryandari from Indonesia**. This paper conducted to analyzed the effect of Internet Financial Reporting on Firm Value by selecting manufacturing companies listed in Indonesia Stock Exchange as the sample population to investigate.

The fourth paper titled “Improvement Efforts in Marketing Value Drivers through E-Marketing for Small and Medium-Sized Enterprises (SMEs) in Superior Processed Products in Semarang Regency, Indonesia” is written by **Rini Setyo Witiastuti, Vini Wiratno Putri, Andhi Wijayanto, and Ketut Sudarma from Indonesia**. This paper done to analyse the marketing value driver for Small and Medium-Sized Enterprises in Semarang region of Indonesia through Online Social Networking by conducting through qualitative method, which also described and illustrated the problems and solution.

The fifth paper titled “Improving Institutional Performance of Study Program Based on Knowledge Management Roles and Academic Information System Mediated by Strategic Planning” is written by **Andhi Wijayanto, Sri Wartini, and Rini Setyo Witiastuti from Indonesia**. This paper done to find out the influences of knowledge management roles and academic information system on institutional performance of Study Program mediated by strategic planning, which conducted through all department/Study Program heads of Universitas Negeri Semarang as the research population.

The sixth paper titled “The Use of Information and Communication Technology in Economics Teaching and Learning” is written by **Kardoyo, Ahmad Nurkhin, Radiana Setiyani, and Ratieh Widhiastuti from Indonesia**. This paper proposed the innovation of lecturers to use

ICT for teaching and learning in economics subjects in order to improve quality of learning activities.

The seventh paper titled “Behaviors in Using Social Networks and Application on Business Learning Enhancement for the Marketing Students” is written by **Chusak Narkprasit from Thailand**. This paper proposed to study students’ behaviors in using social networks and application on business learning enhancement for the marketing students from Kasetsart University, Kamphaeng Saen Campus through the third and fourth year of the marketing students as research sample, and comprised development of business learning enhancement through Facebook and questionnaire as research instrument.

The eighth paper titled “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” is written by **Surin Cortong and Sirinan Thanadca from Thailand**. This paper proposed to Develop the Innovative Learning on the Computer Network via the Constructivist Theory of Local Wisdom based on Study of Lemongrass Plants by conducting through 3 phases include: 1) study the urban context, local wisdom of lemongrass plants to develop innovative classes on computer networks via the constructivist theory of local wisdom in Chowraka Village of Chaiyaphum Province, 2) to create a local science lesson on the computer network via the constructivist theory 2 levels, including higher education and basic education, and 3) to study the satisfaction of students after learning the lessons on a computer network via the constructivist theory of quality for life sciences subject and group of learning science subject.

The ninth paper titled “The Development of the Flipped Classroom Model Integrated with the Facebook-Based Learning Platform to Enhance Lifelong Learning Skills for Undergraduate Physical Education Majors” is written by **Narumon Rodniam from Thailand**. This paper was proposed to design the flipped classroom model integrated with Facebook-Based learning platform to enhance lifelong learning skills for undergraduate physical education majors, to examine the feasibility of using the developed model, and to study students’ opinion toward the flipped classroom and Facebook-Based learning, and the new developed model was reviewed by 5 experts and conducted pilot test from students majoring in physical education.

The tenth paper titled “Ontology of Encourage Knowledge Sharing Factors Align with Theory of Planned Behavior in Virtual Learning Communities” is written by **Patarawat Pitawan and Narongrit Phuangphairot from Thailand**. This paper presented the contributed factors of the sharing of knowledge of students on Social Network using the Theory of Planned Behavior, TPB and encourage the transfer of skills, their knowledge and their experiences to others in the VLCs.

The eleventh paper titled “A Face Characteristic Detection System Using Ontology and Supervised Learning” is written by **Chayapol Khoonnaret and Supot Nitsuwat from Thailand**. This paper presented a capable computer system to describe face characters from an image to assist on the task, and features of the face such as: eyes; nose; mouth; and skin were extracted to create classification model for different types, which used for setting up rules to work along with ontology based inference engine for generating human-understandable face description.

The twelfth paper titled “Factors of Professional Accountants’ Capability that are Expected in Small and Medium-Sized Enterprises (SMEs) from a Perspective of Executives” is written by **Chatsayan Thanunjirachote, Chanidapa Deesukanan, and Natcha Krimjai from Thailand**. This paper proposed to study the expected factors of professional accountants’ capability in Small and Medium-Sized Enterprises (SMEs) by conducting survey through executives from Small and Medium-Sized Enterprises.

The thirteenth paper titled “An Ontological Content-Based Filtering for Book Recommendation” is written by **Patamaporn Taophan and Phayung Meesad from Thailand**. This paper proposed to describe the automatic book recommendation pattern and to review concepts in book recommendation by using an ontology to represent book attributes in three aspects: common, content, and style detail.

The fourteenth paper titled “A Development of Prototype System for Support End-User Training” is written by **Sirikorn Krompho, Nalinpat Porrawatpreyakorn, and Montean Rattanasiriwongwut from Thailand**. This paper proposed a framework of hybrid self-regulated and collaborative learning for EUT which aims at contributing to the improvement of EUT performance, and the framework emphasized on five EUT dimensions.

The fifteenth paper titled “An Automatic Ontology Matching Using Similarity of Components and Synonym” is written by **Akkarat Boonyapalanant and Supot Nitsuwat from Thailand**. This paper presented a new method to detect same ontological class using components within Ontology including label and property, also this paper described about an Automatic Ontology Matching.

The sixteenth paper titled “Finding the Pulse on Value of Pulse-Jamming Wireless Attacks Based on Time Series Forecasting Using the ARIMA Model” is written by **Aekkarat Lorphichian and Pongpisit Wuttidittachotti from Thailand**. This paper proposed to find the Pulse on Value of Pulse-Jamming Wireless Attacks and use it to forecast the time intervals by using the Time Series Forecasting simulation model to investigate.

The seventeenth paper titled “Students’ Perceptions of Problem Solving through a Pair Instruction Technique in Calculus Class” is written by **Yuwanuch Gulatee from Thailand**. This paper proposed to study in three things: 1) The integration of the instruction of a calculus class of Information Technology Department, the Faculty of Management Sciences and Information Technology from Nakhon Phanom University (NPU); 2) the improvement of instructional process efficiency; and 3) students’ satisfaction of Pair Instruction Technique (PIT), by conducting the research with students in third and fourth year as the sample.

The eighteenth paper titled “The Development of Schools and the Quality of the Teachers’ Lives under Municipalities in Thailand” is written by **Sarayuth Sa-ngiam from Thailand**. This paper proposed to study and analyze the effecting factors for the development of schools and how this development is reflected in the Quality of the Teachers’ Lives under Municipalities in Thailand by collecting data through teachers from the schools managed under Municipalities in Thailand.

The nineteenth paper titled “DDoS Attack Detection Using Moment in Statistics with Discriminant Analysis” is written by **Pradit Pitaksathienkul and Pongpisit Wuttidittachotti from Thailand**. This paper first to create Discriminant Analysis functions using moment of aggregate traffic packets on victims to classifying attack situations and detect DDoS attacks on the network, second to simulate the network model, while the DDoS attack simulation model over wired networks was conducted to keep data packets from the victim, and analyze to find the attributes from the attack.

The twentieth paper titled “Study of Brand Love as Consequence of Virtual Brand Community Engagement” is written by **Marissa Chantamas and Kriengsin Prasongsukarn from Thailand**. This paper explored the role of identification, psychological sense of community, and engagement on brand love, which was a new construct that is better suited for explaining consumers’ commitment to the relationship with the brand by collecting data through interview via online survey.

The twenty-first paper titled “The Synthesis Model of Knowledge Management System Using Rapid Application Software Development” is written by **Watcharin Warinthaksa, Montean Rattanasiriwongwut, and Monchai Tiantong from Thailand**. This paper proposed to study about elements and the Knowledge Management System (KMS), in order to bringing about a tendency of building a synthesis model of knowledge management system in the information technology services at higher education.

The twenty-second paper titled “A Comparison of Professional Skills of Accountants at the Certified Accounting Practice in Thailand” is written by **Chalida Linjee, Supatra Chantanasiri, and Nongluk Siripis from Thailand**. This paper proposed the compare professional skills among the accountants at the Certified Accounting Practice in Thailand from Executive Accounting Office by using questionnaire survey as the research tool and descriptive analyse was selected to analyse the result.

The twenty-third paper titled “Digital Business Model on Internet Governance” is written by **Natthaphong Luangnaruedom, Narongrid Yimcharoenpornsakul, Wannaluk Apinawin, Thijsanu Rodruksa, and Manyad Limiransuksakul from Thailand**. This paper proposed the Digital Business Model on Internet Governance as well as review the concept and trend of Digital Business.



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