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A STUDY OF INFORMATION ACCESS FOR THE COLLEGE OF LOGISTICS AND SUPPLY CHAIN ACADEMIC CONFERENCES SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

Abstract—Academic conferences are activities that promote the dissemination and exchange of knowledge, providing opportunities to showcase quality research. The organization of academic conferences has many schedules and procedures, so communication and follow-up information are essential for a successful event. The objectives of *this* research 1. to study the behavior of participants in academic conferences of the College of Logistics and Supply Chain. 2. To study public relations sources, information and news and information of those who are interested in participating and 3. c The study found that the majority of users use their mobile phones the most, And the most used browser is Chrome, and sending email is important to know and access information. This research is to be a guideline for the development of both national and international academic conferences for those interested.

Keywords— System Development, Access to Information, College of Logistics and Supply Chain, Academic Conferences.

INTRODUCTION

At present, educational institutions have placed importance on revealing the work of both undergraduate and undergraduate students. Masters and Ph.D. This is a measure that shows the quality of education and student performance. It also shows the opportunity to exchange knowledge among students in different fields. One of the ways that have gained a lot of popularity is the dissemination of works through academic conference projects Its purpose is to make research published and accepted by the public at both national and international levels. In addition, organizing academic conferences also encourages the exchange of knowledge. from teachers who are experts in various sciences from oral presentations or promoters to open up new perspectives and increase knowledge on various issues for research results and academic cooperation It also encourages quality research. It is modern and suitable for solving problems in today's era. and helpful to the development of the country Implementation of the conference project is an activity that takes time to operate. Since setting guidelines for academic conferences Event time public relations Article exposure, coordination, and information sharing those who are interested can decide to choose an academic conference that is suitable for their research. lead to presentation and exchange ideas to make research more valuable

Suan Sunandha Rajabhat University is a well-known and recognized university both nationally and internationally (Webomatic, 2021). Whose mission is to promote and support the creation of research and innovation. (Research and Development Institute Suan Sunandha Rajabhat University, 2018) has pushed and encouraged students to disseminate knowledge in various presentation forums. The nation and internationally It also encourages departments in universities specializing in different science fields. Organize academic conference projects according to the department's expertise and build a network of university experts to be known amongst each other.

The College of Logistics and Supply Chain is an organization that places importance on producing qualified and skilled personnel, therefore, it has been pushing for the publication of works regularly. From expertise in logistics and supply chain which are specialized sciences and the push of the university The college, therefore, has organized an academic conference on logistics and supply chain since 2018 until now.

LITERATURE REVIEWS

1. Consumer Behavior

demography It is related to age, gender, family size, income, occupation, and education.

Popular Criteria for Market Segmentation Demographics are important and measurable statistics of populations that help determine target markets. It is also easier to measure than other variables. The important demographic variables (Gleebyeesoon, 2018) are as follows:

1. Age (Age) because the product will be able to meet the needs of consumers of different ages. Marketers, therefore, make use of age as a distinct demographic variable of market segments. has researched the difference between a niche market, focusing on that old market

2. Sex is also a variable in market share. Marketers must study this variable carefully because at present, gender variables have changed in consumption behavior. Such shifts may be caused by an increase in working women.

3. Marital Status From the past to the present, family traits have always been an essential target of marketing efforts and are especially important in relation to the consumer unit. Marketers are interested in the number and nature of people in the household who use a particular product. And also interested in considering demographic characteristics. and a media structure that involves decision-makers in the household to help them develop the right marketing strategy.

4. Income, Education and Occupation (Income, Education and Occupation) is an important factor in determining market segments. In general, marketers are attracted to affluent consumers, however, low-income families represent a larger market. The key problem in market segmentation based solely on revenue is that Income is a measure of your ability to pay for purchases. or do not have the ability to pay for purchases Therefore, it is considered a criterion, lifestyle, taste, occupation, and education. Although income is a very common variable, Most marketers associate revenue criteria with demographic variables. to define the target group more clearly

The Walton Quality of Work Life Indicators (1974) discussed the indicators of quality of working life. The job description consists of the following:

1. Adequate and Fair Compensation is compensation that is both monetary and non-monetary from work that must be sufficient to lead a daily life according to the current economic conditions and the area where they live appropriately. Fair compensation is the appropriateness of compensation received compared to skill responsibility, amount of work performed or the equality in comparison with the performance or not lower than what is required by law.

2. Concepts and theories about social networks

Social networks are the result of the development of web technologies in the second phase enables on interaction between groups of people gathered on the Internet. gathering of people. The structure of social relations according to the network theory is composed of a node and a relationship (Ties or Relationships). One of these networks may be characterized by many kinds of relationships with other people. The nature of relationships in online networks, known as social contacts, allows groups of people who form a social network to engage in activities together on the Internet. It is a form of data communication through the Internet resulting in an Internet network. become more social Currently, new communities are being created on the Internet. It is an important tool for communication. do activities Both for education, business and entertainment. Affects the lives of people in the networked society. Both advantages and disadvantages (Hotrawaisaya, 2021).

Forms of online media

There are many forms of online media, both types of tools and applications.

1. Blog (Blog) or Weblog (Weblog)

It is a personal media on the Internet that is used to disseminate information, news, knowledge, opinions and personal notes which can be shared for other people to know, read or comment further in terms of marketing Blogs may be used in one of two ways: a corporate blog to speak to customers; And blogs written by freelance bloggers who have the ability to write about their expertise and have a large number of followers. Until becoming a marketing influencer (Marketing Influencer).

2. Social Networking on the Internet (Social Networking)

Which is used for connecting individuals and groups of people, to form a social group (Social Community) together, exchange and share information with each other in business, politics and education, such as Facebook, Hi5, Ning, Linked In, My Space, Youmeo, Friendster, a marketer, use social networks to interact with customers, perhaps in the form of branding through games. or application or use it as a CRM tool via Pages. can join to gether to form a group.

3. Microblogging or (Micro Blogging or Micro Sharing)

Which is a web service or a website that provides services to the general public For service users to write a short message of approximately 140 characters, called “Status” or “Notice”, to show their own status on what they are doing or notify their friends in online social networks (Online Social Network) In this regard, the use of information in the form of short text is for users who are both authors and readers to understand easily. The most widely used is Twitter.

4. Media Sharing

It is a website that allows you to upload photos or videos. To share with family, friends or publicly. which marketers nowadays do not need to invest in creating high-cost advertising films May use a cheap digital camera. Convey your ideas in the video. Brought up on Media Sharing websites such as YouTube. or if your event sells products that focus on beautiful design Take photos and upload them to websites like Flickr for customers to see. Can be used as a tool for factory tours or working atmosphere Or, as in the case of Multiply, Thai people like to bring their own photos to be used as personal galleries. Allowing the employer to see the workmanship before hiring, etc.

5. Virtual Worlds

It to create an imaginary world by simulating part of life It is a social media that cyber people use to communicate with each other on the Internet in a virtual reality (Virtual Reality) manner. Those who will use the service may be companies or organizations in business, education, and media organizations such as Reuters news agency, CNN news agency Have to pay for the purchase of space for people in companies or organizations to have channels to present stories to the network of online media users. which may be a group all main customers and deputies or persons related to the business of the Company or organization Today, the most successful and famous Virtual Worlds website is Second Life.

6. Exchange of dialogue (Online Forum)

It is the oldest form of social networking, a place where people come to discuss topics that interest them. This could be about music, movies, politics, sports, health, books, investment, travel and many others. show news information As well as recommending products or services, marketers should be interested in the content discussed in these forums. Because sometimes it may be a criticism about our products and services. which we can understand, solve problems, and use to build good relationships with customers. And forum sites may be open to discussions exclusively or may be part of content sites such as Epinions, Moutshut, Yahoo! Answer, Pantip and Yelp.

Internet behavior today

At present, the use of the Internet is widely used and there is a tendency to grow due to the fact that accessing the Internet is becoming more and more easy. According to statistics on the number of internet users in Thailand in 2007, there were only 9,320,126 internet users, while the number of internet users in 2016 increased to 29,835,410 people, representing the highest growth rate of internet users in a decade. 220.1% with various factors that result in increased use of the Internet as follows (Ministry of Digital Economy and Society, 2017).

1. Development of a communication network

Mobile phone service providers of all camps They are competing to develop communication system technology to be up to date with clear signals so that all communications, both visual and sound, will not be interrupted. ready to spread the frequency Covering all service areas the most, especially the official launch of 4G technology in December 2015, resulting in intense competition among mobile operators in terms of service models and rates. serve By focusing on developing technology to provide services via mobile devices that can meet the needs of consumers. in every lifestyle and reduce the burden of consumers by setting appropriate service rates. with consumers at all income levels.

2. Mobile phone development

Manufacturers have developed products to have functions that meet a wide range of consumers. with the appearance of use that represents modernity Meet the needs of applications that change according to technology. that changes rapidly at a price that does not burden consumers until the price level of smartphones approaching feature phones, resulting in the number of Smartphone users are significantly higher than the number of feature phone users. From the proportion of the number of smartphone users in 2015, it was 61.2 percent and the proportion of the number of feature phone users was 38.8 percent.

3. The ratio of mobile phone numbers per total population (Mobile Penetration Rate)

The commission broadcasting business television business And the National Telecommunications Commission or NBTC shows the results of data analysis forecasting the number of mobile subscribers (Mobile Subscribers) as high as 93,662,821 numbers, while Thailand has a population of 65,931,550 people. The ratio of mobile numbers to the total population was 141.7 percent.

4. Changing government policies to focus on digital development plans for the economy and society.

The work plan was approved by the Cabinet on April 5, 2016, in line with the Thailand 4.0 strategy that emphasizes the use of digital technology as a key tool to drive national development with these factors all support the use/accessibility of the Internet in people at all levels And from having people interested and answering behavioral surveys Internet users in Thailand in 2017 up to 25,101 people. The survey is processed and analyzed. to present to readers the behavior of Internet users in various aspects, both in terms of the number of hours of Internet use current daily average The average number of hours spent using the internet per day has changed from the previous year, the place where the internet is used, the activities are done via the internet, some of the daily activities that are beginning to envision the shift from traditional lifestyles to digital ones. Increasing use of social media and problems arising from the use of the Internet.

METHODS

Population and sample

- Population Population in the College of Logistics and Supply Suan Sunandha Rajabhat University
- Features of the sample Academic attendees
- Sample size Number of accesses to the College of Logistics and Supply Academic Conference website Suan Sunandha Rajabhat University, period 1 October - 31 January (from public relations to the closing of the academic conference project)
- Sampling techniques The researcher collects data through the installation of Google Analytics code on the website of the conference to collect items directly from real users through the website.

Website page creation

Academic conferences have communication channels and update information on various activities through the website to communicate or search for relevant information in the same direction from sources directly supervised by the Research and Academic Service Department of the College with topics divided by activities so that article contributors can more conveniently find information that interests them.

Data collection and tools used

The researcher collects data through installing Google Analytic code on the website of the academic conference to collect items directly from real users through the website. Real-time data tracking and retrospective data collection the topic of data collection is divided into 6 parts as follows:

1. Demographics
2. Technology
3. Action
4. Participation
5. Monetization
6. User Retention

Data analysis

Due to the successful application of the program, the basic data analysis is consistent with the objectives. The researcher, therefore, divided the analysis into two parts:

1. The part obtained from the program has a data analysis presentation system with basic information on usage together with It uses data from three Google analytic components: demographics, technology, and actions.
2. The parts with other supporting activities such as sending E-mail to increase communication channels.

RESULTS

Organizing academic conferences have a clear schedule for operations and must always communicate and provide information to contributors. When there is relevant information, it is necessary to inform them as a common practice. From the study of behavioral research or information related to the participants of this project, he researches results from the use of Google Analytics and Google Sites tools can be divided according to the following issues:

Part 1 Information related to users

From the data, most of the people who participated in the academic conference were final-year students at the bachelor's degree level. followed by graduate students and teachers respectively from the analysis tool, it was found that there were 2,100 accesses from these people and 38,788 accesses during the academic conference period and the website was used the most during the announcement of outstanding articles on 15 December. of 244 times and has an average usage time of 1 minute 49 seconds.

Part 2 Technology

Technology has a great effect on usability because the website of the academic conference is an application of Google Sites, which is a ready-made tool. Although it is easy to use, it may have limitations. Based on the device tracking, it was found that mobile users were the most used, followed by computers and tablets, respectively, followed by the browsers used, Chrome was the most used, followed by Safari and Android respectively.

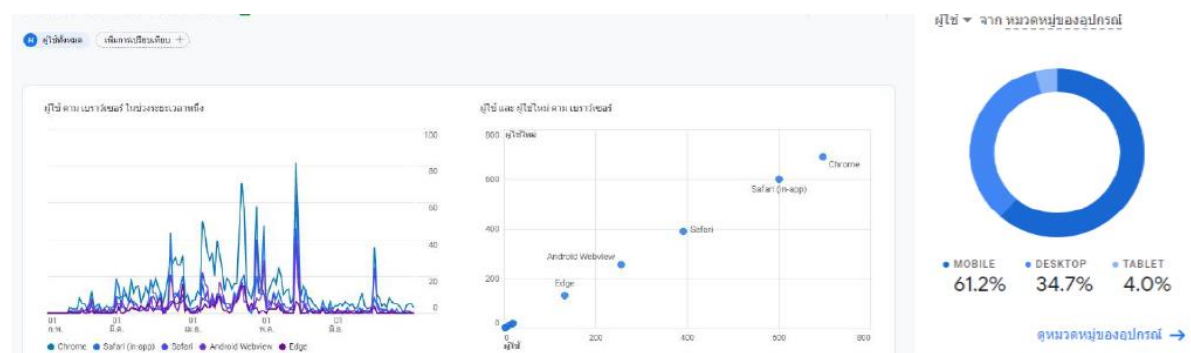


Fig. 1 Website visitors divided by browser and device used

Part 3 Action

From collecting information about website access, it was found that users accessed the website directly, followed by the conference website, respectively.

Part 4 Activities to support information awareness

In addition to creating a website to be the main channel for communicating or updating information to the author of the article, the notification is also very important so that the author of the article can plan their operations and notify them. Information around the world, where emails are used to reiterate schedules and provide instantaneous updates. which is considered an official tool and is accepted for use and is also used in correspondence Ask for information or coordinate on issues as asked continuously by sending an Email to be in line with scheduled activities.

CONCLUSION AND FUTURE WORK

Establishing a communication channel and providing information is essential for the approach to information and understanding to be aligned. Also, scheduled data updates make the application of Google site a convenient and appropriate alternative. In the part of collecting data for analyzing users who have used Google Analytics, it gives an overview of users by finding that During the study period, there were 2,100 users and 38,788 accesses. The average usage time of 1 minute and 49 seconds demonstrated data awareness tracking. And used to update information according to issues or scheduling of academic conferences due to the time used for a short time the number of hits is very high compared to the number of articles submitted. Also, from the application of the display window both from the mobile phone screen computers and tablets able to communicate, the user is easy to understand as well and can be applied to work with Google Analytics effectively as well.

From collecting data and studying website accessibility, the academic conference found that during the article opening, there were many visitors through the Website Conference in that, indicating a trusted public relations channel and a website. That has influenced us to submit articles to participate in the event. Therefore, choosing a public relations channel the next time, the organizer must pay attention to posting activities on this website in order to promote the conference to be widely known. And there must be a link to the college's website to build more credibility for the academic conference project. After publicizing the activities, the research department attaches great importance to Perceiving the information of the contributor Due to the academic conference project, there is an update on the progress of activities as well as the exchange of information related to the article. In addition to setting the website as the main communication channel for tracking information and updating activities, the organizer also sets Email as an activity that encourages article submitters to receive information immediately. After the information is updated on the website the article submitter has time to plan and manage the article with quality. From the analysis of data through Google Analytics, it was found that direct access to the website was the most during the event, which was in line with the guidelines for sending links to website data. Article submission is considered an extremely effective tool for communicating and exchanging information via email.

The study of information access behavior in this conference is very useful in evaluating the selection of effective tools. It also sees the behavior of the article submitter and those who are interested. It reveals the issues in improving and developing communication channels for academic conferences. And determine guidelines and policies for organizing the next event with efficiency and quality.

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