GUIDELINES FOR THE PREPARATION OF INTERNATIONAL ACADEMIC CONFERENCE PROJECTS IN THE COVID-19 ERA CASE STUDY: COLLEGE OF INNOVATION AND MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

The aims of this research were to 1) study the organization of international academic conferences, 2) study the problems associated with international academic conference organization, and 3) study the development guidelines for international academic conferences. Suan Sunandha Rajabhat University's College of Innovation and Management conducted quantitative and qualitative research. Purposive sampling was used to select 6 College of Innovation and Management administrators, 28 College of Innovation and Management staff, and 3 organizers of international academic conferences, totaling 37 people. The results showed that Conditions for organizing international academic conferences, College of Innovation and Management, Suan Sunandha Rajabhat University Overall, the performance was at a high level in all 7 areas (mean = 4.47). Problems with organizing international academic conferences at the College of Innovation and Management Suan Sunandha Rajabhat University found that the staff had a vision. Always able to improve work and correct mistakes The staff has always worked to improve the service. However, the issue could be a lack of clearly defined duties or tasks. When there are issues in multiple steps, it is impossible to coordinate with those involved. A lack of personnel development due to a lack of time When considering the conclusion, it was found that the problem was caused by the management of collaboration between departments. As well as guidelines for the organization of international academic conferences at the College of Innovation and Management Suan Sunandha Rajabhat University a follow-up meeting should be held to update all departments on the status of the project. problems and solutions in order to handle work efficiently.

Keywords: Guidelines for the Preparation of Project, International Academic Conference, College of Innovation and Management

INTRODUCTION

College of Innovation and Management, Suan Sunandha Rajabhat University recognizes the significance of elevating the organization to the international level. In Strategy 3, the College

has set goals for expanding international recognition and building network relationships. The main goal is to establish a wide range of cooperation networks both within and outside the country. Participate in the development and cultivation of positive relationships with colleges and universities. Create an internal management system that is responsive to internationalization. And establish a reputation in order to be recognized and accepted on a global scale. Every year, the College of Innovation and Management hosts an international conference and invites Keynote speakers and Co-hosts from various agencies in the network to collaborate on developing and strengthening relationships with the organization. Furthermore, the organization of the aforementioned projects responds to Strategy 2 by fostering international research and innovation for better living conditions. Quality researchers are produced by a sustainable economy and society. Encourage and support the use of research findings or creative works in national or international publications.

The College of Innovation and Management has recognized that organizing international academic conferences is a critical mission of the organization. Furthermore, the professionalism with which the meeting was organized also demonstrates the potential and prestige of the host country. A large conference is an international academic conference. Because of the large number of participants, meeting preparation is critical, including project writing, operation planning, public relations, event layout design, and venue arrangement, among other things. In order to work efficiently, the project organizer must be as well-organized as possible. The outbreak of the Covid-19 outbreak, in particular, necessitated a change in the format of such meetings. The use of tools or equipment is important in preparing to deal with problems that will arise in order to be appropriate for the current situation and up to date with global changes. The impact of constantly changing job rotations is one of the most common operational challenges. This results in a scarcity of experienced and skilled individuals to organize international conferences and seminars. Furthermore, the most important factor in the development of work quality is the management of the international academic conference process, which will determine the direction and indicator of the quality of the college's conference management, and management will lead to management. department to be systematic and clear in their work by gathering information Examples of documents, photographs, and explanations of the process based on the experiences of all parties involved as a guideline for implementation the following year Reduce the time it takes for replacement/new staff to learn. And it can be disseminated to interested people who work in the same field.

Researchers as staff or as participants in an international academic conference of the College of Innovation and Management, Suan Sunandha Rajabhat University have a strong interest in conducting academic research in order to seek factual information that is the reality of organizing international academic conferences in order to seek answers that will lead to improvements. It will be a method for finding answers that will guide the development of an appropriate college international conference and a new body of knowledge that can be applied to the benefit of organizing international conferences at effective within the organization or various departments in today's society.

RESEARCH OBJECTIVE

1) study the organization of international academic conferences, College of Innovation and Management, Suan Sunandha Rajabhat University

2) study the problems associated with international academic conference organization, College of Innovation and Management, Suan Sunandha Rajabhat University

3) study the development guidelines for international academic conferences, College of Innovation and Management, Suan Sunandha Rajabhat University

SCOPE OF RESEARCH

Guidelines for the development of international academic conference projects in the COVID-19 era, case studies: College of Innovation and Management, Suan Sunandha Rajabhat University. The following is the scope of the research:

3.1 Scope of the Area

The College of Innovation and Management at Suan Sunandha Rajabhat University was used to collect data.

3.2 Scope of population and sample

A sample group was used in this study there were 6 College of Innovation and Management administrators, 28 College of Innovation and Management staff, and 3 international academic conference organizers, totaling 37 people chosen through purposive sampling.

3.3 Content Scope

International Academic Conference of Suan Sunandha Rajabhat University's College of Innovation and Management, according to the structure of the international academic conference process, which includes 8 aspects, namely

1) Approval for organizing an international academic conference

2) Issue an order for the formation of an international academic conference committee.

3) The process of developing a public relations website for an international conference

4) Attendance booklet production procedure

5) Article registration and consideration procedure

6) Registration and receipt issuance procedure

7) Procedure for organizing the actual day of an international academic conference and preparing a summary of the results.

3.4 Variable Scope

1) Independent variable Personnel from the College of Innovation and Management

2) The dependent variables are

- Conditions for organizing international academic conferences College of Innovation and Management Suan Sunandha Rajabhat University

- International Academic Conference Organizing Issues College of Innovation and Management Suan Sunandha Rajabhat University

- Guidelines for the Development of International Academic Conferences College of Innovation and Management Suan Sunandha Rajabhat University

LITERATURE REVIEW

Management with Participation

Another important management principle is to provide opportunities for all interested parties to benefit from or advance the administration. Having the opportunity to participate in

management together will be a more balanced complement to management work. Following are the scholars' perspectives on the concept of participatory management.

Chantranee Sanguannam（2002, 69）Expressed views about the meaning of participatory management, meaning that people were involved in the performance of opinions, decisions and operations as well as evaluation.

Somyot Naveekarn（2002, 1）Defined participatory management as "the process of involving subordinates in decision-making." Individuals are encouraged to participate actively. Use their creativity and expertise to solve important administrative problems, which are based on the concept of division of authority, which assumes that executives share administrative authority with those of their subordinates, and Want subordinates to be truly involved in the organization's critical decision-making process, rather than just mentioning a problem or expressing concern.
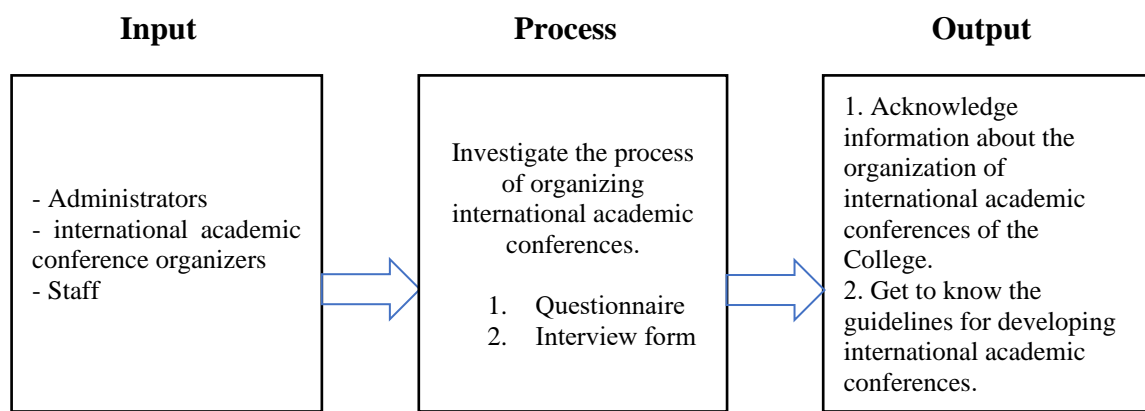
Conceptual Framework

Figure 1: Investigate the process of organizing international academic conferences

RESEARCH METHODOLOGY

Pattern of investigation

The purpose of this research is to Guidelines for the development of international academic conference projects in the COVID-19 era, case studies: College of Innovation and Management, Suan Sunandha Rajabhat University. It is a mixed-methods study.

Scope of population and sample

A sample group was used in this study there were 6 College of Innovation and Management administrators, 28 College of Innovation and Management staff, and 3 international academic conference organizers, totaling 37 people chosen through purposive sampling.

Data collection tools

The study's tools included two sets of questionnaires and interview forms. The following are the specifics for each type of tool.

1. In this operation, the researcher will study principles, concepts, theories, and concepts related to international academic conferences in accordance with the research principles. Then, divide the questionnaire construction into three steps to create a question that covers the research content:

1.1 The questionnaire was designed as a 5-level Rating Scale（Yaowapa Siriket, 2007, 45）.

5 means the majority of practices

4 means extensive practice.

3 means moderate practice.

2 means less practice

1 means the least amount of practice.

To collect information about the international academic conference of Suan Sunandha Rajabhat University's College of Innovation and Management, which was divided into 3 parts:

Part 1 Inquire about the respondents' status. It's a survey.

Part 2 Inquire about the terms of organizing international academic conferences, which are rated on a 5-point scale.

Part 3 is an open-ended questionnaire about the problem of organizing international conferences.

1.2 Present the questionnaire to advisors and experts for validation, consistency (IOC), and confidence finding (Cronbach's Alpha), and then use the feedback to improve and complete for action.

1.3 Completely revised questionnaires were collected to collect data from the target group, collecting data, analyzing conditions, and general administration problems at Suan Sunandha Rajabhat University's College of Innovation and Management.

1.4 Improving the questionnaire based on advice from experts Completely published and tried out (Try Out) with 34 administrators and staff of the College of Innovation and Management to test the reliability using Cronbach's Alpha method and the Alpha coefficient. (Cronbach). The first questionnaire's results were 6 administrators from the College of Innovation and Management, 28 College of Innovation and Management staff, and 3 international conference organizers chosen through purposive sampling, for a total of 37 people.

2. The interview form is an in-depth interview form created by the researcher under the supervision of the advisor and the College of Innovation and Management management to interview practitioners involved in the organization of international academic conferences. To directly check whether the practitioners' final information is consistent or different from other stakeholders, and then synthesized as a guideline for organizing international conferences. To move the discussion forward in small groups in order to reach appropriate conclusions when organizing international academic conferences.

Data Collection

The researcher in this study sequenced the data collection steps as follows.

1. Requesting books for support from College of Innovation and Management administrators and distributing the questionnaire to the specified target group. The researcher distributes and collects questionnaires on his own.

2. The researcher returned the completed questionnaire to the analysis and conclusion process.

3. Interview those in charge of organizing international academic conferences in-depth.

Data Analysis

Data analysis for the study of development guidelines for organizing international academic conferences by reviewing all returned questionnaires to ensure completeness and

assigning weight values based on the specified criteria. The data was analyzed using the following statistics:

1. Basic Statistics
    1.1 Frequency value
    1.2 Percentage
    1.3 Average
    1.4 Standard Deviation
2. Finding the quality of tools
    2.1 Determine the consistency by determining the IOC value.
    2.2 Cronbach's Alpha Relative Confidence Determination.
3. Conduct the following information analysis:
    3.1 The data were analyzed in accordance with the questionnaire, which was presented in the form of a table alongside the description.
    3.2 Examine qualitative data derived from interviews. In conclusion, this paper has been synthesized as a guideline for the development of international academic conferences. Suan Sunandha Rajabhat University's Innovation and Management College.

RESULTS AND FINDINGS

Part 1 General Information of Respondents

Table 1 Findings of general data of respondents classified by personal factors, gender, age, marital status education level.

Personal factors	Total	Percentage
Gender		
Male	11	29.72
Female	26	70.27
Age		
under 25years 'old	2	5.40
35 - 25years 'old	26	70.27
45 - 36years 'old	7	18.91
over 45years 'old	2	5.40
Position		
Administrator	6	16.21
international conference organizers	3	8.11
Staff	28	75.67
Education level		
Bachelor degree	4	10.81
Over bachelor's degree	33	89.19

According to Table 1, the gender factor most of the samples were 26 females, representing 70.27 percent, and 11 males, representing 29.27 percent.

The age factor revealed that the majority of the samples were 25-35 years old, with 26 people representing 70.27 percent, followed by 36-45 years old, with 7 people representing 18.91 percent, and under 25 years old, with 2 people representing 5.40 percent, and over 45 years old, 2 people, representing 5.40 percent, respectively

The current position/status factor revealed that the majority of respondents were 28 officers, representing 75.67 percent, followed by 6 administrators, representing 16.21 percent, and international conference organizers, 3 people representing percent. 8.11

Furthermore, the level of education found that the majority of the sample graduated with a bachelor's degree, 33 people, representing 89.19%, and bachelor's degree, 4 people, representing 10.81%.

Part 2: The Conditions and Problems of Organizing International Academic Conferences College of Innovation and Management, Suan Sunandha Rajabhat University.

A study of the conditions and problems that arise when organizing international academic conferences. Suan Sunandha Rajabhat University's College of Innovation and Management has the responsibility of organizing seven international academic conferences, namely 1) Approval for organizing an international academic conference 2) Issue an order for the formation of an international academic conference committee. 3) 4) Attendance booklet production procedure 5) Article registration and consideration procedure 6) Registration and receipt issuance procedure 7) Procedure for organizing the actual day of an international academic conference and preparing a summary of the results. Presented with information in the table using the mean and standard deviation statistics as follows.

Table 2: Mean and Standard Deviation of International Symposium Organizing Conditions College of Innovation and Management Suan Sunutha Rajabhat University Overview

List	x̄	S.D.	Opinions' level
1) Approval for organizing an international academic conference.	4.43	0.51	High
2) Issue an order for the formation of an international academic conference committee.	4.10	0.54	High
3) The process of developing a public relations website for an international conference.	4.14	0.73	High
4) Attendance booklet production procedure.	4.71	0.46	High
5) Article registration and consideration procedure.	4.81	0.40	High
6) Registration and receipt issuance procedure.	4.62	0.50	High
7) Procedure for organizing the actual day of an international academic conference and preparing a summary of the results.	4.52	0.51	High
Total	**4.47**	**0.52**	**High**

The average of international academic conferences College of Innovation and Management, Suan Sunandha Rajabhat University was found in Table 2. When each aspect was taken into account, the overall score was high (mean = 4.47). As shown below, they can be sorted

in descending order. The Article registration and consideration procedure (mean = 4.81), followed by the attendance booklet production procedure (mean = 4.71), the Registration and receipt issuance procedure (mean = 4.62), In addition, Procedure for organizing the actual day of an international academic conference and preparing a summary of the results (mean = 4.52). Approval for organizing an international academic conference (mean = 4.43) The process of developing a public relations website for an international conference (mean = 4.14) Issue an order for the formation of an international academic conference committee (mean = 4.10).

Part 3: Suggestions for Hosting International Academic Conferences, College Innovation and Management, Suan Sunandha Rajabhat University

In terms of management recommendations for international academic conferences, Suan Sunandha Rajabhat University's College of Innovation and Management It is the portion derived from the examination of open-ended questions. The outcomes can be summarized as follows:

1. How can getting approval for international conferences improve operational efficiency and accuracy?

 1.1 Plan ahead of time with speakers to determine the project's date, month, and year. Inquiring about speaker remuneration and a draft schedule

 1.2 If the organizer coordinates the project venue, the venue should be coordinated early.

 1.3 Before submitting project proposals, consult with knowledgeable individuals about disbursement issues or those involved in indicators to drive the project to meet the objectives accurately.

 1.4 The project should be proposed at least one month before the scheduled completion date.

 1.5 Before submitting a request for approval, the project should be reviewed by a colleague's supervisor or group leader, including the project's content, objectives, and consistency throughout, as well as the format of the book/project expenses.

2. Understanding how to prepare orders for the appointment of international conference committees will help increase operational efficiency and accuracy.

 2.1 A meeting should be held soon after the project has been approved to discuss names and details. Capability to draft an order appointing an international academic conference committee and suitability in duties.

3. How will the process of developing an international conference public relations website contribute to increased operational efficiency and accuracy?

 3.1 A meeting should be held to clearly define the website's content and scope.

 3.2 Website creation for the international conference A trial should be held.

 3.3 Website creation in preparation for international conference applications It should make registration simple and straightforward.

4. How will the process of creating the attendance booklet help to improve operational efficiency and accuracy?

 4.1 Should be tabulated and have a clear schedule.

4.2 Handbooks should be prepared in both document and e-book formats to support international academic conferences held online. Because of the covid-19 epidemic and the more modern format.

5. How does the registration and review process improve operational efficiency and accuracy?

5.1 The author of the article should have enough time to edit the article.

6. How will registering and issuing a cash receipt improve operational efficiency and accuracy?

6.1 For online presenters, the receipt should be mailed to them.

7. How will the process of organizing the actual day and preparing international conference conclusions help to increase operational efficiency and accuracy?

7.1 A system check and site inspection should take place at least one day before work begins.

7.2 Meetings should be held to summarize and prepare reports on the outcomes of international academic conferences. Within one month of the completion of the work.

CONCLUSION

The aims of this research were to study the organization of international academic conferences, study the problems associated with international academic conference organization, and study the development guidelines for international academic conferences. Suan Sunandha Rajabhat University's College of Innovation and Management conducted quantitative and qualitative research. Purposive sampling was used to select 6 College of Innovation and Management administrators, 28 College of Innovation and Management staff, and 3 organizers of international academic conferences, totaling 37 people. The following are summaries, discussions, and recommendations based on the findings:

1. Conditions for holding international academic conferences College of Innovation and Management, Suan Sunandha Rajabhat University Overall, performance was excellent across the board (mean = 4.47). The outcomes of each aspect can be summarized and analyzed as follows:

According to the data, the average of a typical international academic conference The overall picture is at that high level. This could be due to the general administration of organizing international conferences. Having correct, accurate, sufficient, and up-to-date information is critical for supporting decision-making for the management of international academic conferences in various fields and providing good service to clients.

2. Issues with organizing international academic conferences College of Innovation and Management, Suan Sunandha Rajabhat University discovered that the staff has vision, are always able to improve their work and correct mistakes, is always developing services, receiving support and a sufficient budget, organizing document systems and looking for a system, recipients The service is satisfied in receiving the service as scheduled, the registration officer has publicized the news, created the website to keep people informed on a regular basis, the officer has always improved and developed working methods based on suggestions from relevant parties, Staff provides equal service to all without discrimination, but the issue may be due to a lack of clearly defined duties or tasks. And because personnel are required to be responsible on a regular basis,

they do not have time to develop themselves in their own work. The work system has been completed, but it is unable to perform its duties because of multiple functions that cause it to work intermittently. Inconsistency causes operational and data reporting delays. There are frequent personnel changes at times, causing work to be discontinuous, resulting in the preparation of information until relevant information is out of date and lacking in many aspects. When the conclusion was considered, it was discovered that the problem was caused by the management of collaboration between departments. This is consistent with Thamnong Phukerdpim's (2008, 73) assessment of participatory management. Worked together to achieve goals. Individual beliefs and commitments vary according to mental state. Participation is the key to improving any department, organization, or era. This is consistent with Chattrarat, H., Hathaipan, S., (2021) With the help of workplace spirituality, staff feel that they are linked to the culture of the organization, consider their work to be purposeful and meaningful on the basis of a shared engagement between their own priorities and the vision of organizations that, in reality, always strive to achieve their own benefits.

3. Guidelines for organizing international academic conferences Respondents from Suan Sunandha Rajabhat University's College of Innovation and Management proposed the following development guidelines in each area:

The development of an international academic conference management system It is advised to instill values in the workplace by emphasizing quick performance and non-discrimination. Officers should have a system in place for collecting and searching documents. Creating a website, the duration of the work is clearly stated. as well as a quick modern search system This includes enhancing and developing work methods. For those involved, news or activities should be publicized on a regular and continuous basis. A follow-up meeting should be held to update all departments on progress, problems, and solutions in order to handle work efficiently.

SUGGESTIONS

Should research the factors that cause problems in international conference management in order to consider the factors affecting the efficiency of international conference management in order to develop and improve those factors.

ACKNOWLEDGMENT

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