



Appendices



Appendix A Interview Protocol (respondent's copy)

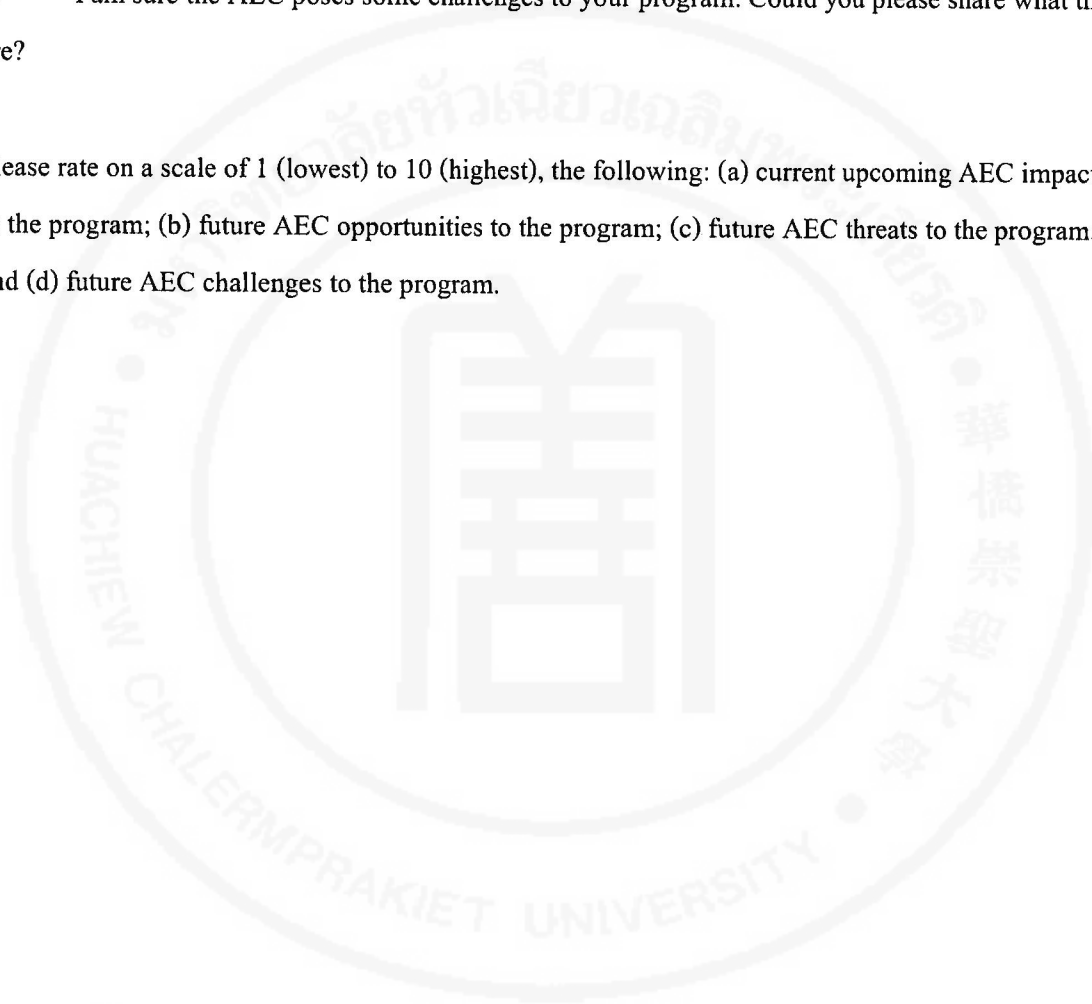
Interview Protocol

Impacts of the AEC on BBA International Programs

Questions:

1. What are the impacts of the AEC on your BBA International Program?
2. What are the opportunities that your program can reap from the AEC?
3. What are the existing and biggest threats of the AEC to your program?
4. I am sure the AEC poses some challenges to your program. Could you please share what they are?

Please rate on a scale of 1 (lowest) to 10 (highest), the following: (a) current upcoming AEC impacts to the program; (b) future AEC opportunities to the program; (c) future AEC threats to the program; and (d) future AEC challenges to the program.





Appendix B Letter of Invitation

YOSSEY CAMPUS
 151 ANANTANAK ROAD, POIMPRAB DISTRICT
 BANGKOK 10100 THAILAND
 TEL: (66) (0)2127970-4 FAX: (66) (0)2127975
 http://www.kcu.ac.th



LEARN TO SERVE

HUACHIEW CHALERMPRAKIET UNIVERSITY
 121/1 BANGNA TRAD ROAD, KM. 3 BANGPLEE DISTRICT
 SAMUTPRAKARN 10560, THAILAND
 TEL: (66)2126654 FAX: (66)2126247
 http://www.kcu.ac.th

March 31, 2014

Dear Sir/Madam,

My name is Rachaniphorn Ngotngamwong, and I am currently a BBA International Program full-time lecturer at Huachiew Chalermprakiet University, Thailand, in the Faculty of Business Administration.

As partial fulfillment of my duties at the university, I am required to conduct a study that would contribute to educational research. The title of my research project is "Impacts of the AEC on BBA International Programs" in Thailand. The objectives of the research include: (1) To explore the impacts of the AEC on BBA International Programs in Thailand; and (2) To investigate the opportunities, challenges, and threats of the AEC faced by each BBA International Program.

I would greatly appreciate your consideration in participating in this study that will involve Deans/Directors/Chairpersons from 20 BBA International Colleges/Programs, scheduled to be conducted between April 21 and July 31, 2014. As the research study is a qualitative one, your participation will involve an in depth interview that would last for approximately an hour and a half. A copy of the Letter of Invitation to Participate, The Certificate of Ethical Approval, Interview Protocol, and Letter of Consent are attached for your consideration and as it is with all research, you have the right not to disclose confidential information when the situation arises.

Please be informed that this study is free of any known risks and/or discomforts. The expected benefits you will receive in association with your participation in this study are contributions made by other institutions. After this study is submitted for publication at a future date, a by-line will indicate the names of participating Colleges and Universities, and it will be my great pleasure to share the findings of research with you upon completion of the study.

Please kindly state your interest in this study by indicating your decision on the attached *Letter of Consent* as an email attachment to: DrKaten@gmail.com. Your response by the April 20, 2014, will be greatly appreciated and I will be more than happy to address any questions regarding the study, prior to or during the study. Thank you for your time and cooperation.

Best regards,

R. Ngotngamwong
Rachaniphorn Ngotngamwong, Ed.D.
Lecturer, BBA International Program
Huachiew Chalermprakiet University
E-mail: DrKaten@gmail.com
Cell: +66-81-890-2277 Office: +66-2-312-6300 Ext. 1571



Appendix C Certificate of Ethical Approval



Acquire Knowledge to Serve Society
 THE CERTIFICATE OF ETHICAL APPROVAL
 The Ethics Committee of Research
 Huachiew Chalermprakiet University

March 21, 2014

Project title Impacts of the AEC on BBA International Programs
Principal investigator Rachaniphorn Ngotngamwong
 Doctor of Education (ED.D.)
Faculty / Program The Faculty of Business Administration
 Huachiew Chalermprakiet University

This is to certify that the research project above has been approved in accordance with the Declaration of Helsinki by the Research Ethics Committee at Huachiew Chalermprakiet University.

Signature

(Assoc. Prof. Jariyawat Kompayak, Dr.P.H.)

Chairperson

Research Ethics Committee

Huachiew Chalermprakiet University

Approval Date March 21, 2014

Certificate Number OR.202/2014

(อ.202/2557)

Approved Date: March 19, 2014

Expired Date: March 18, 2015

Appendix D Letter of Informed Consent





มหาวิทยาลัยหัวเฉียวเฉลิมพระเกียรติ

HUACHIEW CHALERMPRAKIET UNIVERSITY

18/18 ถนนพหลโยธิน-ตราด กม.ที่ 18 อ.บางพลี จ.สมุทรปราการ 10540

18/18 Bangna-Trad Road, k.m. 18, Bangplieo District, Samutprakarn 10540, THAILAND

โทร 0-2312-6300-73 โทรสาร 0-2312-6237 Tel (002) 312-6300-73 Fax (002) 312-6237

เว็บไซต์เพื่อรับใช้สังคม <http://www.hcu.ac.th>

มจร.กท.016



Informed Consent Form

INFORMATION TO PARTICIPANTS: We would like to invite you to be a part of a study:
“The Impacts of the AEC on BBA International Programs”

CERTIFICATION BY SUBJECT

I, _____ Position: _____

Institution: _____

certify that I am at least 18 years old* and that I am voluntarily giving my consent to participate in the in-depth interview for the above project being conducted by Dr. Rachaniphorn Ngotngamwong

I certify that the objectives of the study, together with any risks to me associated with the procedures listed hereunder to be carried out in the interview, have been fully explained to me, and that I freely consent to participation involving the following procedure.

Procedure: The in-depth interview will be conducted by Dr. Rachaniphorn Ngotngamwong and the proceedings will be taped and notes taken as a means of recording data accurately.

I certify that I have had the opportunity to have any questions answered and that I understand that I can withdraw from this interview at any time and that this withdrawal will not jeopardize me in any way. I also give my consent for the information to be used in future publications.

I have been informed that the information I provide will be kept confidential.

Signed: _____

Date: _____

(_____)



Appendix E Interview Protocol (researcher's copy)

Interview Protocol (researcher's copy)

Institution site: _____

Date: _____

Time: _____ to _____

Respondent: _____

Position: _____

Total Student Enrolment: _____ Thai: _____ % and Foreign: _____ %

Rating Scale (1 to 10):

1. Impacts: _____

2. Opportunities: _____

3. Threats: _____

4. Challenges: _____

Copy of completed research: Yes / No

1. What are the impacts of the AEC on your BBA International Program?
2. What are the opportunities that your program can reap from the AEC?
3. What are the existing and biggest threats of the AEC to your program?
4. I am sure, the AEC poses some challenges to your program, could you please share what they are?



Tables

Table 1 ASEAN University Network (AUN) Member Universities

#	ASEAN Country	AUN Member #	AUN Member University
1	Brunei Darussalam	1	Universiti Brunei Darussalam
2	Cambodia	2	Royal University of Phnom Penh
		3	Royal University of Law and Economics
3	Indonesia	4	Universitas Gadjah Mada
		5	Universitas Indonesia
		6	Institut Teknologi Bandung
		7	Universitas Airlangga
4	Laos	8	National University of Laos
5	Malaysia	9	Universiti Malaya
		10	Universiti Sains Malaysia
		11	Universiti Kebangsaan Malaysia
		12	Universiti Putra Malaysia
		13	Universiti Utara Malaysia
6	Myanmar	14	Institute of Economics
		15	University of Yangon
		16	University of Mandalay
7	The Philippines	17	Ateneo de Manila University
		18	De La Salle University
		19	University of the Philippines
8	Singapore	20	National University of Singapore
		21	Nanyang Technological University
		22	Singapore Management University
9	Thailand	23	Burapha University
		24	Chulalongkorn University
		25	Chiang Mai University
		26	Mahidol University
		27	Prince of Songkla University
10	Vietnam	28	Can Tho University
		29	Vietnam National University, Hanoi
		30	Vietnam National University, Ho ChiMinh

Table 2 Timeframe of the Project

Time	April 1, 2014					May 1, 2014				June 1, 2014				July 1, 2014				August 1, 2014				September 1, 2014				October 1, 2014				Total Weeks			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29		30	31	
1. Participants: Invitations and Responses	■	■	■	■	■																											5 weeks	
2. In depth interviews						■	■	■	■	■	■	■	■	■																			10 weeks
3. Data Analysis														■	■	■	■	■	■	■	■	■										7 weeks	
4. Reporting: Discussions and results																							■	■	■	■	■					3 weeks	
5. Report completion and submission																												■	■	■	■	5 weeks	
Total Weeks scheduled for the research study																															30 weeks		



Table 3 Institutions with BBA International Programs in Thailand

-
- 1 . Asia-Pacific University
 - 2 . Asian University
 - 3 . Assumption University
 - 4 . Bangkok University
 - 5 . Chulalongkorn University
 - 6 . Dhurakij Pundit University
 - 7 . Dusit Thani College
 - 8 . Kasem Bundit University
 - 9 . Mahidol University
 - 10 . Ramkhamhaeng University
 - 11 . Rangsit University
 - 12 . Shinawatra University
 - 13 . Siam University
 - 14 . Silpakorn University
 - 15 . Sripatum University
 - 16 . Suan Sunandha Rajabhat
 - 17 . Stamford International University
 - 18 . Thammasat University
 - 19 . University of the Thai Chamber of Commerce
 - 20 . Webster University
-

Table 4 List of Respondents

-
- 1 . Asia-Pacific University
 - 2 . Assumption University
 - 3 . Chulalongkorn University
 - 4 . Dhurakij Pundit University
 - 5 . Dusit Thani College
 - 6 . Kasem Bundit University
 - 7 . Mahidol University
 - 8 . Ramkhamhaeng University
 - 9 . Rangsit University
 - 10 . Silpakorn University
 - 11 . Sripatum University
 - 12 . Stamford International University
 - 13 . University of the Thai Chamber of Commerce
 - 14 . Webster University
-

Table 5 Respondents' Gender

Institution	Gender		Nationality	
	Male	Female	Thai	Foreigner
A		1	1	
B	1		1	
C		1		1
D	1		1	
E	1		1	
F	1			1
G		1	1	
H		1	1	
I	1		1	
J	1			1
K		1		1
L		1	1	
M		1	1	
N	1		1	
Total	7	7	10	4

N = 14

Table 6 Total Student Enrolment

Institution	Enrolment								
	Total	Percentage	Less than 100	101-200	201-300	301-400	401-500	More than 500	More than 1,000
A	1,700	13.4%							1
B	200	1.6%		1					
C	200	1.6%		1					
D	100	0.8%	1						
E	300	2.4%			1				
F	100	0.8%	1						
G	150	1.2%		1					
H	100	0.8%	1						
I	200	1.6%		1					
J	60	0.5%	1						
K	8,000	62.9%							1
L	500	3.9%					1		
M	500	3.9%					1		
N	600	4.7%						1	
Total	12,710	100.0%	4	4	1	0	2	1	2
Percentage	100.00%		28.6%	28.6%	7.1%	0.0%	14.3%	7.1%	14.3%

N = 14

Table 7 Percentage of Foreign Students

Institution	Foreign Students (in percentage)									
	0-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100
A		1								
B						1				
C										1
D		1								
E					1					
F			1							
G		1								
H			1							
I	1									
J						1				
K		1								
L					1					
M	1									
N	1									
Total	3	4	2	0	2	2	0	0	0	1
Percentage	21.4%	28.6%	14.3%	0.0%	14.3%	14.3%	0.0%	0.0%	0.0%	7.1%

N = 14

Table 8 Current Impacts of the AEC on BBA International Programs

Institution	Impacts									
	1	2	3	4	5	6	7	8	9	10
A							1			
B		1								
C	1									
D				1						
E										1
F		1								
G					1					
H							1			
I								1		
J									1	
K				1						
L					1					
M								1		
N			1							
Total	1	2	1	2	2	2	3	0	0	1
%	7.1%	14.3%	7.1%	14.3%	14.3%	14.3%	21.4%	0.0%	0.0%	7.1%

Notes:

1. N = 14
2. Mean = 4.93
3. Standard Deviation = 2.46

Table 9 Future Opportunities of the AEC to BBA International Programs

Institution	Opportunities									
	1	2	3	4	5	6	7	8	9	10
A							1			
B						1				
C								1		
D						1				
E								1		
F			1							
G								1		
H							1			
I									1	
J					1					
K				1						
L					1					
M									1	
N									1	
Total	0	0	1	1	2	2	2	6	0	0
%	0.0%	0.0%	7.1%	7.1%	14.3%	14.3%	14.3%	42.9%	0.0%	0.0%

Notes:

1. N = 14
2. Mean = 6.50
3. Standard Deviation = 1.70

Table 10 Future Threats of the AEC to BBA International Programs

Institution	Threats									
	1	2	3	4	5	6	7	8	9	10
A							1			
B	1									
C								1		
D				1						
E							1			
F	1									
G							1			
H							1			
I			1							
J				1						
K				1						
L							1			
M								1		
N					1					
Total	2	0	1	3	1	0	5	2	0	0
%	14.3%	0.0%	7.1%	21.4%	7.1%	0.0%	35.7%	14.3%	0.0%	0.0%

Notes:

1. N = 14
2. Mean = 5.21
3. Standard Deviation = 2.42

Table 11 Future Challenges of the AEC to BBA International Programs

Institution	Challenges									
	1	2	3	4	5	6	7	8	9	10
A								1		
B							1			
C					1					
D								1		
E									1	
F			1							
G							1			
H								1		
I						1				
J						1				
K				1						
L									1	
M							1			
N								1		
Total	0	0	1	1	1	2	3	4	1	1
%	0.0%	0.0%	7.1%	7.1%	7.1%	14.3%	21.4%	28.6%	7.1%	7.1%

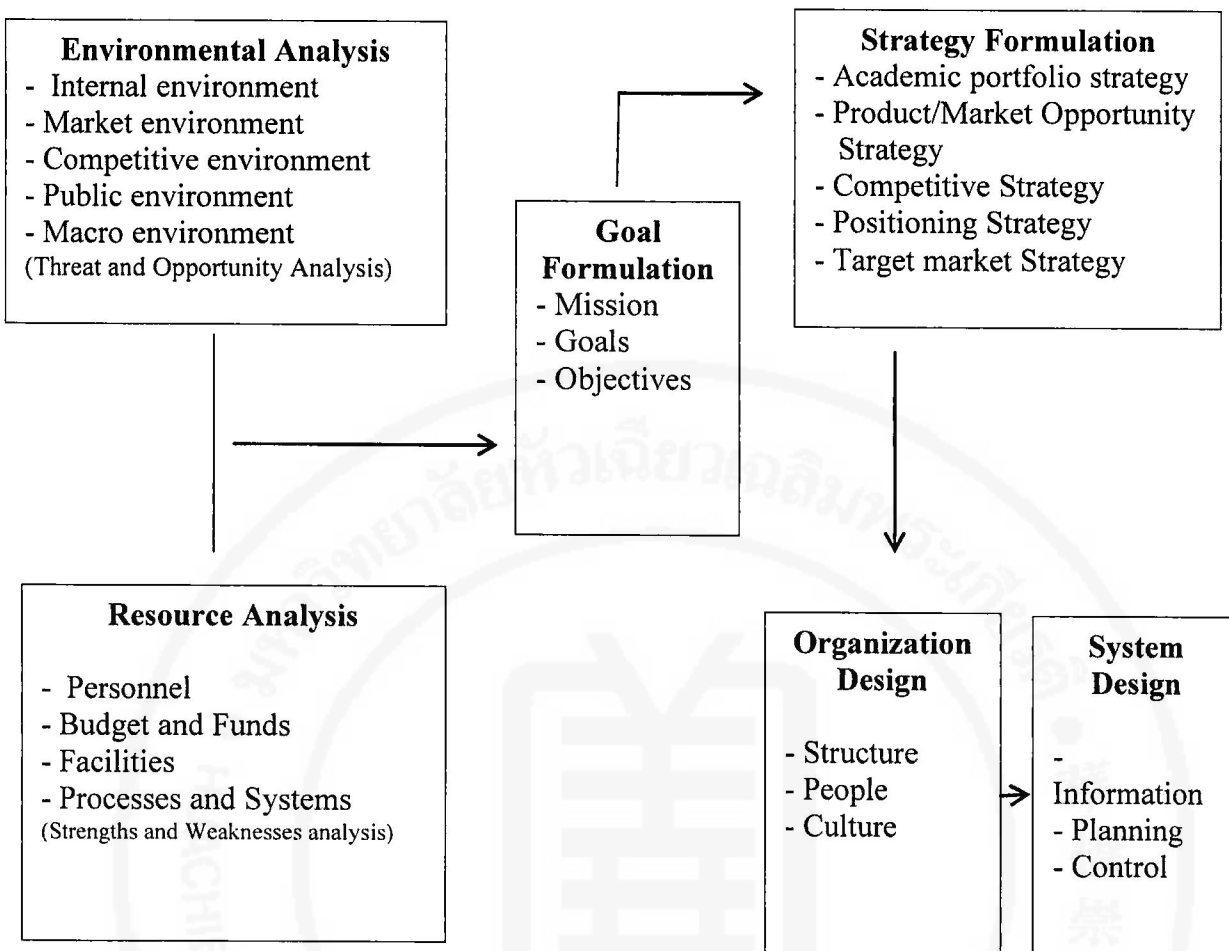
Notes:

1. N = 14
2. Mean = 6.86
3. Standard Deviation = 1.92



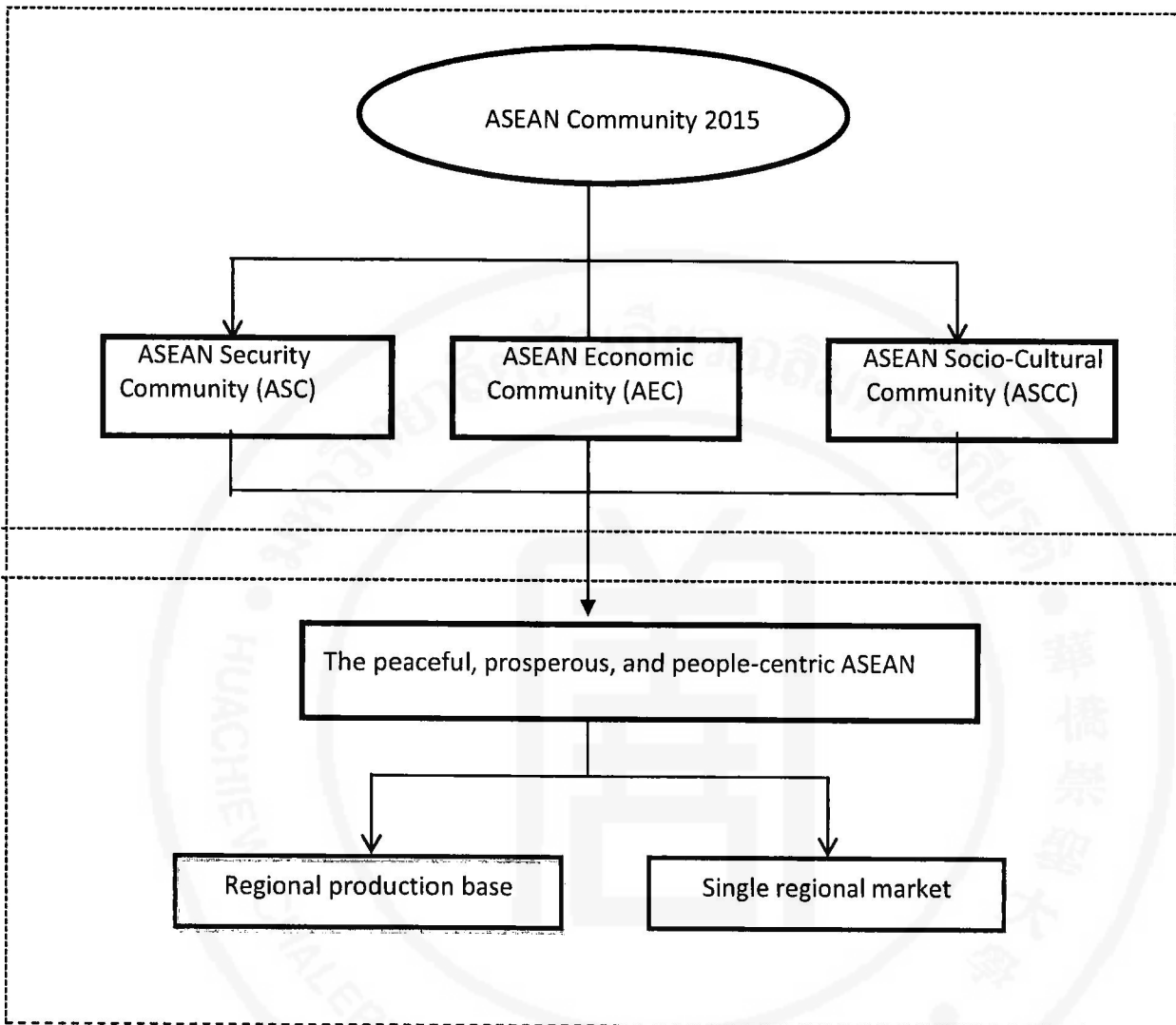
Figures

Figure 1 Strategic Planning Process Model



Source: Strategic Planning Process Model by Kotler, P., and Fox, K.F.A., 1995, *Strategic marketing for educational institutions*. Englewood Cliffs, NJ: Prentice-Hall, p. 96.

Figure 2 ASEAN Community 2015



Source: Figure 3.2 ASEAN Community 2015. Adapted from Kotler, P., Kartajaya, H., and Hooi, E. H. (2007). *Think ASEAN! Rethinking marketing towards ASEAN Community 2015*. Singapore: McGraw-Hill Education (Asia), p. 39.

Figure 3 Model of the Impacts of the 2015 AEC on BBA International Programs

