Foreword

The 2nd International Congress on Interdisciplinary Research and Development will be held from May 31- June 1, 2012 in Impact Arena in Bangkok Thailand. You are cordially invited to attend this conference. The details of the conference are given at - http://www.inrit2012.com

I am very pleased to see that the new Volume 20 No.1 of IJCIM includes a few selected papers from a wide variety of countries. Research articles included in this edition are a proof of our ongoing commitment to serve the community of researchers. We will continue to collaborate to making our journal better.

We have completed the task of updating IJCIM website for a broader appeal. Please carefully look at guidelines about paper format at www.ijcim.th.org. I invite you to send your papers on topics of current interest in computer sciences, Internet technologies and management. Please send your papers for the upcoming issues to me (charm@ksc.au.edu). I will get your paper reviewed by experts in your field, and if the initial response is favorable, I will request you to submit your camera-ready final paper as soon as a possible for publication in the next edition of IJCIM.

This issue of IJCIM contains 10 papers selected from a large pool covering a wide range of countries from Malaysia, Norway, Vietnam, Pakistan, Sweden and Thailand. The main theme of each paper is summarized next.

The first paper titled “Vehicular Safety Platform integrating MCC based Emergency Context-aware Management Architecture enhanced with Crowd sourcing Filter” written by D. M. S. Sultan aims to propose a new vehicular safety platform integrating emergency context-aware management (ECM) platform utilizing Mobile Cloud Computing (MCC) concept with efficient manipulation of wide spatial data using crowd sourcing filter (viz. SwiftRiver). The proposed platform is aimed to add a new dimension in vehicular safety utilizing simple internet connectivity within GPS enabled smart phones where every user within the platform can act as a sturdy source of emergency vehicular safety context.

The second paper is titled as “Learning through the social technologies lenses: opportunities and Challenges”. The authors of this paper Aurilla Aurelie Bechina and Eli Hustad stipulate that in the past decades universities had new opportunities to increase their knowledge and learning outcomes by being part of an open and dynamic knowledge-based environment. This is primarily due to the widespread adoption of computers and intranets on campuses. However, the extensive usage of social technologies as a means to increase learning capability is not yet prevalent in higher education. Their paper discusses the implication of new Web 2.0 technologies in education.

The third paper titled “Building a Knowledge Management System as a Life cycle” written by Ganakrishnan G aims to discuss various changes in Information Technology (IT) that are striving to fill the gaps in access and control of information and knowledge. Knowledge
management provides solutions for facing up to challenges of accessing technology and developing the abilities to manage knowledge. The most critical phase of the Knowledge Management System (KMS) life cycle is identifying the immediate, intermediate and long term needs for the prospective system. This paper examines the usefulness and value in building a KMS as a Life cycle in enterprise resource planning (ERP).

The fourth paper titled “Comparison of Perceptual Voice Quality of VoIP Provided by G.711 and G.729 Using Conversation-Opinion Tests” written by Therdpong Daengsi, Saowanit Sukparungsee, Chai Wutiwiwatchai and Apiruck Preechayasomboon reports the results from a study about perception of Thai users to the voice quality of VoIP provided by two codec, G.711 and G.729, which refer to packet loss. The conversation-opinion tests were conducted with 250 participants to obtain the Mean Opinion Score. This study found that the user perception to G.711 and G.729 is not different significantly referring to the packet loss rates of 0%, 2%, 6%, 10% and 20% approximately. However, the difference is increased with regard to the increment of packet loss rates of 10% and 20% in the network.

The fifth paper titled “KM Practice in Malaysian Community College: People’s Assessment of KM Model” written by M.Y.M. Yusoff, A. K. Mahmood, and J. Jaafar emphasize that creating a knowledge based community is a challenge. In this context, the researchers introduced a framework called KM Hierarchical Framework to perform Knowledge Management (KM) in a Community College (CC). This paper aims to gather information from the respondents towards the proposed KM Model to be implemented in Malaysian community colleges to support the core business lifelong learning and procedural and declarative knowledge sharing. Four parties were involved in this research, CC’s staff, local community, alliance and KM Team as an expert for community college. The result has shown that the proposed KM Model is relevant as a platform for implementing KM in Malaysian Community Colleges.

The sixth paper titled “Web Accessibility Model for Visually Impaired Students on eLearning in Higher Education” is written by Kultida Saowapakpongchai and Pisit Prougestaporn. In their article the authors explore the issues related to accessibility. For more than a decade internet has gained a major role in the world of education. Internet could also influence educational field because it is a suitable media to create distance learning. Internet learning or eLearning will enabled visually-impaired students to access more materials and work independently. However, the information and activities posted via eLearning portals are not fully accessible with adaptive technology used by visually-impaired students. Therefore, all eLearning websites should focus on the issue of accessibility to facilitate visually-impaired students to effectively access eLearning materials. This paper proposes a eLearning model for enabling successful eLearning component to create better accessibility of eLearning for visually-impaired students.

The seventh paper titled “Case Study of Discovering Novel Food Development Brief from Online Communication” is written by a team of authors Dolchanok Keawsujarit, Pongpun Anuntavoranich, Sukree Sinthupinyo, Nawin Minakan and Ekkaphum Phumiphan. According to these authors success of a new product development depends on how it effectively meets the need of customers. By doing so, new product development team try to create values to raise satisfaction and acceptance that may lead to decision to purchase such products. Thailand food industry needs novel techniques to generate new ideas for developing innovative food products to gain a competitive edge. The main objective of their study was to develop an approach to discover valuable keywords from eWOM available in Thai social network websites. The empirical finding of this study revealed that natural
language processing together with information retrieval is most suitable techniques for Thai language eWOM. The main advantage of this tool is its real-time discovery of keywords that can generate ideas for new product development. Finally, this alternative tool can facilitate new product development process and provide valuable real-time input for companies to stay competitive in this new era of social networks.

The eighth paper titled “Strategies to Improve Query Processing Time in Searching Membership Queries of virtual classroom by Using DBIC” written by Weahason Weahama explores the issues regarding virtual classroom system of Faculty of Education at Prince of Songkla University, Pattani, Thailand. This system has been in use for several years. Therefore, the database size is increasing and the search query speed is very slow. The overall system performance becomes consequently delayed. Creating an index is one of the ways to optimize the effectiveness of searching membership queries to reduce expenses on hardware installation. In this paper, the authors represented ways to create and apply the data clustering with dual bitmap index (DBIC), leading to less query time in searching membership queries of the virtual classroom system.

The ninth paper titled “Implementation of TQM practices in manufacturing sector of Pakistan” is written by Subhan Ullah. In this study the author explains how he implemented TQM practices and analyzed key success factors (KSF) in manufacturing sector of Pakistan. A detailed questionnaire was designed covering the nine dimensions of TQM practices, like top management orientation, top management participation, feedback, quality policy, allocation of human resource, empowering of employees, benchmarking, Strategic Planning Process of Quality, Quality Information Availability and Usage Some of the dimensions such as Top Management Orientation, Quality Policy, Strategic Planning Process of Quality Management, Quality Information Availability and Usage and Empowering Employees played a critical role in the implementation of TQM practices in manufacturing of Pakistan. Some factors in the few dimensions of TQM practices such as Feedback system, Human Resource allocation and Top Management Participation was found very low.

The last article included in this journal titled “Conducting effective eLearning in Social Media era” is written by Pornphisud Mongkhonvanit. In this paper the author explains why conducting effective eLearning in the age of Social Media is a big dilemma. While fruit of education is ideally the freedom, but education is currently conducted in highly controlled way. eLearning has emerged as an answer to provide freedom for learners in the way that face-to-face (F2F) learning cannot deliver. Despite many advantages of eLearning, it does not provide the best learning experience. The best learning experience might become reality by combining in-class and online learning. One more feature that e-learning lacks is peers interaction. It is the point that emphasizes the contrast between student freedom and teacher control, which is amplified by social media. With this new contrast, teacher cannot fully control the way of learning anymore. Teacher can only influence students toward the best learning experience.

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