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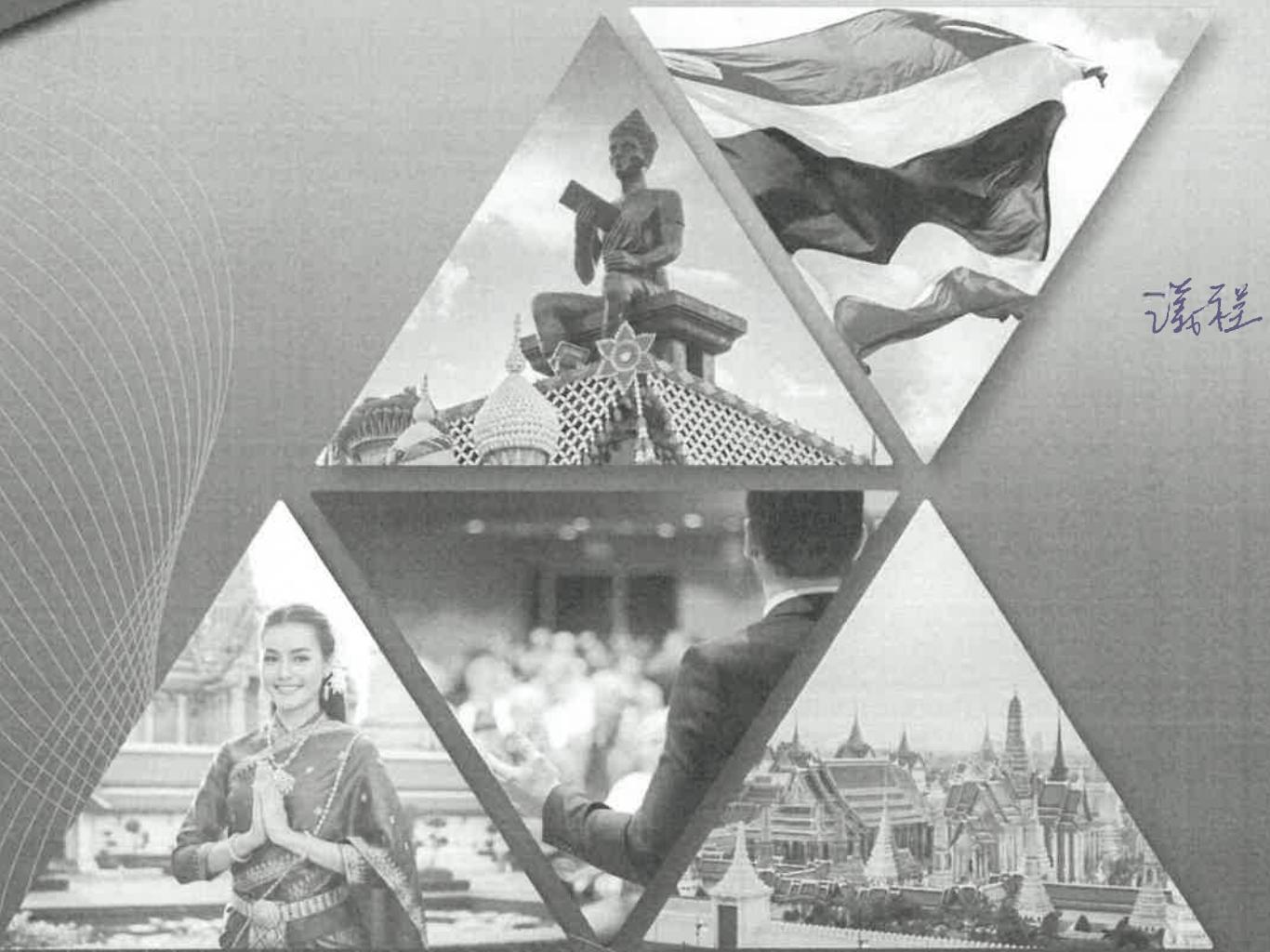
BOOK OF ABSTRACTS

SEAAIR 2025

THE 25TH ANNUAL SEAAIR INTERNATIONAL CONFERENCE

15–17 SEPTEMBER 2025

BANGKOK, THAILAND



HOSTED BY
THE SOUTHEAST ASIAN ASSOCIATION FOR INSTITUTIONAL RESEARCH (SEAAIR)
RAMKHAMHAENG UNIVERSITY, THAILAND



Welcome Message from the President of Ramkhamhaeng University

On behalf of Ramkhamhaeng University, I am honored to extend a warm welcome to all participants of SEAAIR2025, the 25th Annual Conference of the Southeast Asian Association for Institutional Research. It is a momentous occasion as we gather here in the dynamic city of Bangkok to celebrate a quarter-century of dedication to advancing higher education through institutional research and scholarly collaboration.

Hosting this prestigious event is a great privilege for Ramkhamhaeng University. We are committed to providing a platform where academics, researchers, and practitioners from Southeast Asia and around the globe can come together to share insights, exchange ideas, and foster partnerships. The theme of this year's conference - Education Forward - reflects our collective aspiration to innovate, improve, and shape the future of higher education through evidence-based decision-making and collaborative research.

Ramkhamhaeng University has been supporting international academic and cultural exchanges for over half a century. We are committed to promote collaboration among higher education institutions, especially, in the field of research and Artificial Intelligence. We hope that your time here will be not only intellectually enriching but also personally memorable as you explore both the conference and the city.

As we celebrate this milestone, we also look forward to the ideas and collaborations that will emerge from this gathering, contributing to the continuous development and improvement of higher education systems across Southeast Asia and beyond. I encourage everyone to engage actively, connect meaningfully, and leave this conference with new perspectives and lasting partnerships.

Thank you for your participation, your dedication, and your commitment to advancing institutional research. We wish you a successful, insightful, and enjoyable conference.

Warm regards,

Assistant Professor Wutisak Lapcharoensap
Acting President of Ramkhamhaeng University
Host of SEAAIR2025 Annual Conference

Welcome Message from the Interim President of SEAAIR

Distinguished conference delegates, founding members, colleagues, partners, sponsors, early-career researchers, and friends, welcome to SEAAIR 2025, the 25th Anniversary Conference. This milestone celebrates a quarter-century of scholarship, partnership, and practical impact across academic and research systems across ASEAN and Asia. That legacy rests on the foresight of our founders, the dedication of volunteers and committees, the scholarship of our authors and presenters, and the steady support of institutional partners and sponsors to make this community possible. Over the coming days, engage broadly, think boldly, question assumptions, and collaborate across disciplines as we turn knowledge into action for a safer, more sustainable future.

We thank Ramkhamhaeng University and its Local Organizing Committee for graciously hosting us during this 25th Anniversary Celebration of the Past. To mark this significant event, SEAAIR has created the SEAAIR 2025 Commemorative e-Story presentation and Commemorative Handbook, focusing on our history and looking toward the future. A key summary of the papers shows: abstract submission and acceptance: 121 and 119; full paper acceptance and final full papers submissions: 84 and 68.

The 25th year is both a moment to honor that legacy and a catalyst for renewed ambition. Facing accelerating challenges in the academic and research world, we must move from incremental gains to real breakthroughs in system-level solutions. SEAAIR 2025 is designed to do exactly that: a program that combines rigorous research, high-level policy dialogue, and technical innovation with opportunity, for “Education Forward,” the 25th Conference theme. To emerging scholars, bring your ideas and seek mentorship. To established members, continue to guide and open doors. Together, let us honor a proud past and set a decisive course for the next twenty-five years.

Welcome to SEAAIR 2025. Thank you for your paper contribution, your partnership, and your commitment to translating knowledge into action. To everyone who has contributed past, present, and future, we extend our deepest thanks.

Thank you.



Assoc. Prof. Teay Shawyun, Ph.D.

Interim President

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CONFERENCE AT A GLANCE

Conference Day 1: September 15, 2025 (Monday) at Ramkhamhaeng University Auditorium

08:30 Pickup from Bangkok InterPlace Hotel

08:45 – 09:30 Registration

09:30 – 10:00 Welcome address and opening ceremony
Asst. Prof. Wutisak Lapcharoensap, Acting President of Ramkhamhaeng University
Assoc. Prof. Dr. Teay Shawyun, President of SEAAIR
Gift Presentation Ceremony

10:00 – 10:30 SEAAIR 25th Anniversary Celebration
hosted by Ramkhamhaeng University
(10:30 – 11:00 Morning Break)

11:00 – 11:45 Keynote Address I
Asst. Prof. Wutisak Lapcharoensap, Acting President of Ramkhamhaeng University

11:45 – 13:30 Lunch Break

13:30 – 16:30 Parallel Panel Sessions
(14:30 – 15:00 Afternoon Break)

16:45 – 17:00 Back to the hotel

18:00 Pickup from Bangkok InterPlace hotel

18:15 – 21:00 Gala reception at Ramkhamhaeng University Auditorium

Conference Day 2: September 16, 2025 (Tuesday) at Ramkhamhaeng University Auditorium

08:30 Pickup from Bangkok Interplace Hotel

08:40 – 09:00 Registration

09:00 – 12:00 Parallel Panel Sessions
(10:40 – 10:50 Morning Break)

12:00 – 13:30 Lunch Break

13:30 – 16:30 Parallel Panel Sessions
(14:30 – 15:00 Afternoon Break)

16:45 – 17:00 Back to the hotel

18:00 Pickup from Bangkok Interplace hotel

18:15 – 21:00 Cultural Night at SC Park Hotel



Conference Day 3: September 17, 2025 (Wednesday) at Ramkhamhaeng University Auditorium

08:30 Pickup from Bangkok InterPlace Hotel

08:40 – 09:00 Registration

09:00 – 10:00 Keynote Address II
*Prof. Dr. Nopphol Witvorapong,
Dean, Faculty of Economics, Chulalongkorn University*
(10:00 – 10:30 Morning Break)

10:30 – 11:00 Annual General Meeting (AGM)

11:00 – 11:30 Announcement of Best and Outstanding Paper Awards
Presentation from VP of Ming Chuan University,
Dr. Lynne Lee and Dr. Sophia Ho, SEAAIR2026 host
Flag Handover Ceremony
Closing Ceremony

11:30 – 13:00 Lunch

13:00 – 17:00 Visit the Grand Palace





SEAAIR
2025

Parallel sessions

DAY1: AFTERNOON (SEP 15: 13.30-16.30)
PRESENTATION = 20 MINUTES, Q&A = 10 MINUTES

Time	Authors	Title	No.	Country	ROOM
13.30-14.00	Busara Niyomves, Sanya Kenpahoom, Narat Wattanapanit	The Future of Higher Education in Thailand: Integrating Digital Technologies and Internationalization Policies	P25266	Thailand	1
14.00-14.30	Krisda Tanchaisak, Busara Niyomves and Manop Sornsiri	Key Factors Influencing the Business Competitiveness of Thai Higher Education	P25265	Thailand	1
(BREAK 14.30-15.00)					
15.00-15.30	Charito Ong and Sterling Ong	Digital Linguistics and Online Communication: Examining Language Use in Online Academic and Social Interactions	P25145	Philippines	1
15.30-16.00	Mylene Jainga	Employer Satisfaction on the Maritime Graduates' Performance Onboard International Seagoing Vessels	P25179	Philippines	1
13.30-14.00	Chiu Ya-Mei	Mapping the Knowledge Landscape of Generative AI in Higher Education: A Bibliometric Analysis of ChatGPT Research	P25242	Taiwan	2
14.00-14.30	Shuntaro Iseri and Tetsuya Oishi	Designing a Model Curriculum for a Japanese Institutional Research Human Resource Development Program	P25188	Japan	2
(BREAK 14.30-15.00)					
15.00-15.30	Geldolin Inte	The Figurative Language in the English Translated Subanon Epic, the Song of Dumalinao	P25206	Philippines	2
15.30-16.00	Grace Pimentel and Mary Louise Pimentel	Exploring the Dynamics of Flipped Classroom: Analyzing Its Influence on SHS Students' Engagement and Motivation towards Vocabulary Learning	P25169	Philippines	2
16.00-16.30	Maria Celia Cabasal, Joy Garner and Felicito Dalaguete	The Extent of Competency and Achievements of Administrative Division in Asian Institute of Maritime Studies (AIMS): An Impact Study of Quality Assurance Management Towards the Highest Level of PACUOCA Accreditation	P25150	Philippines	2
13.30-14.00	Tuangthong Boonmachai, Kasama Kudu and Chitraporn Boonthanom	Development of Learning Achievement and Attitude toward Science Using CIPPA Model Teaching Technique in Junior High School	P25203	Thailand	3
14.00-14.30	Nanpapat Amborisuth, Tuangthong Boonmachai and Junthanee Teravecharoenchai	The study of stakeholders' needs for curriculum development in science education, in Bachelor's Degree, Faculty of Education, Ramkhamhaeng University	P25219	Thailand	3
(BREAK 14.30-15.00)					
15.00-15.30	Maria Loida Faye Borbon	Perceived Stress among Teachers: its relationship with positive thinking skills and adversity quotient	P25225	Philippines	3
15.30-16.00	Bongkoch Thongeiam, Donrudee Rattanaprasart and Ekwatchara Pornchinda	Factors related to the happiness level of Early Childhood Education students at Ramkhamhaeng University	P25202	Thailand	3
13.30-14.00	Jay Somasundaram	Education Forward, but Where and How? Exploring the Goal of Education and the Skills Needed	P25153	Australia	4
14.00-14.30	Therese June Aranas	Voices in Silence: Academic Realities of Deaf Learners in Higher Education	P25191	Philippines	4
(BREAK 14.30-15.00)					
15.00-15.30	Jahnna Mae Litana	Unraveling Learning Barriers: Identifying the Difficulties Met by Senior High School Students in Blended Learning of Divine Word College of Legazpi	P25220	Philippines	4
15.30-16.00	Sol Dalenos	From Isolation to Connection: Exploring Social Experiences of Deaf College Students	P25189	Philippines	4
13.30-14.00	Rolando Alimen and Ronald Baynosa	READING AND WRITING ATTITUDE AND COMPETENCE AMONG SENIOR HIGH SCHOOL STUDENTS	P25236	Philippines	5
14.00-14.30	Alicia Mapa and Lemyr Joshua Mimay	The Role of Social Media in College Decision-Making Process: The Divine Word College of Legazpi Experience	P25187	Philippines	5
(BREAK 14.30-15.00)					
15.00-15.30	Yuningjing Zhang, Yingshui Zhang and Jang Wan Ko	Mapping Research Trends of Artificial Intelligence in Higher Education : A Topic Modeling Approach	P25184	South Korea	5
15.30-16.00	Minhee Kim	Case Study: Utilizing Self-Analysis & Diagnosis of Major Curriculum and University IR	P25264	South Korea	5

DAY2: MORNING (SEP 16: 9.00-12.00)
PRESENTATION = 20 MINUTES, Q&A = 10 MINUTES

Time	Authors	Title	No.	Country	ROOM
9.00-9.30	Yit Yan Koh	Navigating the Spectrum: Understanding ASD Challenges in Higher Education in Malaysia	P25137	Singapore	1
9.30-10.00	Caroline Grace Montas, Amelia Luces and Jose Glen V. Sanone, Jr	Senior High School Learners Engagement and Interaction during Synchronous and Asynchronous Classes for SY 2024-2025	P25196	Philippines	1
10.00-10.30 (BREAK 10.30-11.00)	Nueva D. Salaan and Isabel C. Bodbod	Effectiveness of Job Enabling English Proficiency (JEEP) Start Program on the Employability of Agriculture Graduates	P25139	Philippines	1
11.00-11.30	Adlin Mae Dimasuay, Mateo Borbon, Jr., Jeffrie Atendido	Faculty Performance via Student Sentiment: NLP Techniques	P25166	Philippines	1
11.30-12.00	Charito Ong, Josan Fermano and Sterling Ong	Strengthening Professional Communication through Grammar and Technical Writing Training: An Impact Assessment among DSWD Employees	P25147	Philippines	1
9.00-9.30	Mateo Borbon and Marigirl Padilla	Bridging the Digital Divide through Cost-Effective Computer Adaptive Testing: A Systematic Review and Implementation Framework	P25167	Philippines	2
9.30-10.00	Nelida Orquinaza	Enhancing Engagement and Collaboration in Conference-Style Classes	P25238	Philippines	2
10.00-10.30 (BREAK 10.30-11.00)	Ellisther Niña O. Salabas and Dennis V. Madrigal	Organizational Diagnosis and Employee Commitment in a Philippine Maritime College	P25255	Philippines	2
11.00-11.30	Charito Ong and Mary Louise Pimentel	Language, Culture, and Mind: Investigating the Role of Sociocultural Awareness in Developing Empathy and Interpersonal Sensitivity in Language Learners	P25170	Philippines	2
11.30-12.00	Dennis Madrigal, Anik Yuesti and Glenford Vincent Ricardel	College Student Satisfaction with School Services through the Lens of the 7Ps Marketing Mix in a Southern Negros Occidental Catholic Higher Education Institution	P25257	Philippines	2
9.00-9.30	Charito Ong	The Intersection of Ethnography and Communication: Developing Effective Language Skills in Multicultural Settings	P25143	Philippines	3
9.30-10.00	Charito Ong, John Derek Flores and Sterling Ong	Developing Competence in Communication and Documentation: An Impact Assessment of Feature Writing and Photography Training for Educators	P25148	Philippines	3
10.00-10.30 (BREAK 10.30-11.00)	Pichayut Phacharadhamaroj	Pleng Sor local Lanna songs and Social Value Transmission: A Sociological Study for Educational Development Based on Parsons' Theory	P25221	Thailand	3
11.00-11.30	Chitraporn Boonthanom, Tanatchaporn Namwat, Wanatphong Benjaphong	The Development of Indicators and Components of Teaching Professional Engagement among Senior Students in the Faculty of Education	P25158	Thailand	3
11.30-12.00	Manutsawee Asawawisetsakul, Piyatida Supa and Chitraporn Boonthanom	Promoting Secondary School Students' Critical Thinking and Reasoning Skills using Inquiry-Based Learning Activities	P25198	Thailand	3
9.00-9.30	Dhuff Mattheus Ortiz, Lamberto Mindanao and Felicito Dalaguete	Performance of Academic Programs in Asian Institute of Maritime Studies: Evaluating the Impact of Quality Management Practices on Attaining High Level of Pacuoa Accreditation	P25149	Philippines	4
9.30-10.00	Yen-Ru Lai and Hsiao-Chi Chiu	Does Off-Campus Internship Experience Benefit Career of College Graduates? An Analysis Based on Alumni Career Development Survey	P25172	Taiwan	4
10.00-10.30 (BREAK 10.30-11.00)	Sophia Shi-Huei Ho and Ying-Yan Lu	Transforming Teaching Practices in Taiwanese Higher Education: Comparative Insights from International Academic Profession Surveys	P25177	Taiwan	4
11.00-11.30	Denise O. Orong, Ma. Florecilla C. Cinches, and Aurora Cindy A. Balabat	Assessing AI Literacy and AI Affective Constructs among Students: Patterns and Associations	P25246	Philippines	4
11.30-12.00	Maria Angeles Hinosolango and Keth Jerica Lim	Bridging the Gap: Navigating English Language Challenges among Deaf ASL Users in Higher Education	P25205	Philippines	4
9.00-9.30	Ma. Cecilia Alimen and Rotando Alimen	An Error Analysis of Students' Written Texts: Case of Three Universities	P25239	Philippines	5
9.30-10.00	Ma. Cecilia Alimen	Our Trash, Our Art: Bottle Up Creativity for a Greener Community Engagement	P25230	Philippines	5
10.00-10.30 (BREAK 10.30-11.00)	Mylene Jainga	MSAP E-Review Material for Plane and Spherical Trigonometry for Maritime Education	P25178	Philippines	5
11.00-11.30	Maristela Sy	Short Stories as Potent Instructional Materials in Teaching Literature	P25211	Philippines	5

DAY2: AFTERNOON (SEP 15: 13.30-16.30)
PRESENTATION = 20 MINUTES, Q&A = 10 MINUTES

Time	Authors	Title	No.	Country	ROOM
13.30-14.00	Marisa Petalla and John Lloyd Belbar	READING AND WRITING ATTITUDE AND COMPETENCE AMONG SENIOR HIGH SCHOOL STUDENTS: A CORRELATIONAL ANALYSIS	P25235	Philippines	1
14.00-14.30 (BREAK 14.30-15.00)	Lorena Taglucop and Mico Ray Taglucop	Katahuran: Navigating Politeness, Urgency, and Emotional Regulation in Online Academic Discourse	P25164	Philippines	1
15.00-15.30	Charito Ong and John Derek Flores	Unveiling Linguism: Examining Language-Based Discrimination in Multicultural Education	P25144	Philippines	1
15.30-16.00	Josan Fermano and Lelia Nacaytuna	Empowering Innovation: Integrating Design Thinking to Enhance Problem-Solving Skills Among Second-Year College Students	P25215	Philippines	1
16.00-16.30	Denise Orong and Bryan Ansing	Driving Educational Transformation: Student Experiences and Graduate Outcomes in A Quality-Centered Learning Ecosystem	P25168	Philippines	1
13.30-14.00	Dominic Polancos, EdgarRomero and Amelda Libres	Work Engagement and Digital Citizenship as Predictors of Institutional Performance: The Mediating Role of Organizational Climate and Leadership Practices	P25163	Philippines	2
14.00-14.30 (BREAK 14.30-15.00)	Ryza C. Demafiles, Justine Kaye R. Dago, Clyde Rinelle S. Nequin, Allyn Joy A. Robles and Ma. Cecilia D. Alimen	Student Engagement in English Class and Reward Strategies among Junior High School Students	P25227	Philippines	2
15.00-15.30	Nueva Salaan	Impact of the Job Enabling English Proficiency (JEEP) Program on Students' Academic Performance and Employability Skills	P25146	Philippines	2
15.30-16.00	Mary Grace Sabadisto	The Internationalization Challenge in Interior Design: Practices and Prospects	P25232	Philippines	2
13.30-14.00	Thi Gam Phan and Ngoc Anh Le	Teacher As a Mediator of Hidden Curriculum in Classroom Practice: A Case of Gender Content in Vietnam – EFL Classrooms	P25174	Vietnam	3
14.00-14.30 (BREAK 14.30-15.00)	Mary Louise Pimentel and Josephine Visande Felsa A. Labis, Ma. Fe D. Opianikgarnera and Gloria M. Cunanan	Assessing the link between Aptitude Test and Academic Achievement	P25162	Philippines	3
15.00-15.30	Josephine Visande, Maristela Sy and Ramir Philip Jones Sonsona	Growth Mindset and the Psychology of AI Readiness Among Postgraduate Students	P25247	Philippines	3
15.30-16.00	Josephine Visande and Ela Danielle Piol	Assessing the Phonetic Components of the Language Proficiency Program	P25209	Philippines	3
16.00-16.30	Joy Lorren Tornatejo-Celis and Ma. Cecilia Alimen	Challenges & Initiatives of College Admission: Road to Hybrid Student Services	P25208	Philippines	3
13.30-14.00	Lo Yu-Hsin and Hwang Feng-Nan presented by Tseng-Yi Chen	ZipGrade as an Assessment tool and its Effectiveness among Senior High School Students of the University of San Agustin	P25251	Philippines	4
14.00-14.30 (BREAK 14.30-15.00)	Lorena Taglucop, Josan Fermano and Arian Edullantes	Politeness in Multilingual Online Discourse: discovering Po in English and Bislsh Academic Interactions	P25190	Philippines	4
15.00-15.30	Dave Mark Sumagaysay, Joseph Karl Tatlonghari and Kimberly Salvaleon	Awareness and Social Entrepreneurial Tendencies Among Senior High School Students	P25185	Philippines	4
15.30-16.00	Jungmi Lee and Giljae Lee	An Investigation of Undergraduate Students' Learning Performance in Information Literacy Courses	P25176	Taiwan	4
13.30-14.00	Marites S. Salasbar, Tita B. Buenaobra and Irlo L. Dumo	A Study on the Effectiveness of South Korea's LINC Project for Promoting Industry-University Cooperation	P25263	South Korea	5
14.00-14.30 (BREAK 14.30-15.00)	XiWen Xu, Ting Liu, Jang Wan Ko and Bingyang Ren	A Model of Teaching Excellence: Metrobank Awardees' Experience	P25267	Philippines	5
15.00-15.30	Mateo Jr. Borbon, Jeffrie Atendido and Adlin Mae Dimasuyay	Analyzing Characteristics of Higher Education Digitalization Policy in China	P25175	South Korea	5
15.30-16.00	Lemyr Joshua Mimay and TeresitaNacion	Harnessing Sentiment Analysis for Predictive Modeling of Faculty Evaluations Using Random Forest and XGBoost	P25173	Philippines	5
16.00-16.30	The Influence of Marketing Mix Strategies on the Students' Choice to Enroll and Remain in DWCL	The Influence of Marketing Mix Strategies on the Students' Choice to Enroll and Remain in DWCL	P25210	Philippines	5