EDUCATIONAL TECHNOLOGY IN IT AND MARKETING EDUCATION - THE EXPERIENCE OF EARLY THAI EDUCATORS [ABSTRACT]

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ABSTRACT

Aim/Purpose
The paper aims to discuss the experience of early Thai educators in adopting Educational Technology in IT and Marketing Education.

Background
As the world becomes increasingly digitized, educators need to keep up through the use of educational technology to effectively increase learning efficiency.

Methodology
Conducting an interview

Contribution
A hands-on teaching experience in Marketing and IT areas through the use of Educational technology.

Findings
The use of educational technology in Thailand can be found in three main areas namely data transfer, interactive online class and lastly assignment and evaluation. It effectively increases learning efficiency and produce a more proactive learning outcome.

Recommendations for Practitioners
Adopting Educational Technology in IT education can be effectively done through some open-source applications. This mostly benefits those learners who age between 15 and 25.

Recommendations for Researchers
In choosing group of respondents, technological experience, age groups and interest in technology should be carefully taken into account.

Impact on Society
The finding aims to provide insights and strategy to develop Thai education system to become more efficient, more memorable and more inspiring through the use of educational technology.

Future Research
Any measures and steps that effectively support and redesign educational tools, processes and techniques to support wider and higher education.

Keywords
educational technology, IT education, marketing education, Thailand

Accepted by Executive Review by Editor: Eli Cohen │ Received: February 9, 2019 │ Revised: February 10, 2019 │ Accepted: February 12, 2019.

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**BIOGRAPHY**

Yupawan Vannavanit has been a marketing professor at Kasetsart University, Bangkok Thailand for more than 30 years. Her research interest includes service marketing, marketing management, information technology and the adoption of technology in education.