



LETTER OF ACCEPTANCE

4th Global Conference on Business & Social Sciences

"Contemporary Issues In Business and Social Sciences Research: A Dubai Initiative"

Dates: 14-17 November, 2016

Venue: Radisson Blu Hotel, Dubai Deira, United Arab Emirates

Dated: 7th June, 2016

Authors: Kritiya Rujichok, Sutdhinee Obayawat,
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Paper Title: Political Communication Factors Affecting University Students' Political Participation.

Dear Authors,

Congratulations! We are pleased to confirm that your submitted abstract has been accepted by the organizing committee for an oral presentation in the 4th Global Conference on Business and Social Sciences at Dubai, UAE.

Please note the following important guidelines:

1. Your paper number is **CIBSSR-00283** and please quote this number for all future correspondence. Please check the accuracy of the paper title, address and spelling of the author name and name of the university and send us corrected full paper or abstract with correct information by **15th June 2016**. We do not allow any change anywhere after the deadline and nothing can be change in the draft of conference program except presentation time.
2. Abstract of your paper will be published in the Refereed Conference Proceedings which will be published online and in a CD form with ISBN. If you want us to consider your paper for our **ISI/Scopus/A-category** journals, you need to send us your full paper latest by **15th August, 2016**.
3. You are required to send us attached completed registration form along with payment slip on or **before 25th July, 2016 in order to avail the early bird discount**. Please find attached Registration Form and Fee Schedule.
4. Conference program will be sent to registered participants after 25th October, 2016. Two types of parallel presentations: Abstract based presentation duration is 10-12 Minutes including Discussions. Full paper based presentation duration is 15-20 Minutes including Discussions. Please bring your flash-drive, pen-drive or USB containing power point slides. We will provide LCD projector and computer at the venue.
5. Please visit **www.gcbss.org** and read all information related to hotel and all other issues. We look forward to meet you at the conference.

Yours sincerely

Kashan Pirzada

GCBSS Conference Team



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Abstract

The purposes of this research were to examine and study political communication factors affecting university students' political participation in knowledge managements in politics. The population was 2,613 university students. The quantitative methodology was applied in this research by surveying opinions. The research instruments were a questionnaire. The statistics used for data analysis were percentage, mean, standard deviation and factor analysis. The factors affecting political participation were analyzed used to find out the effective activity strategy to promote political participation and knowledge building. The results were suggested as guidelines for developing students' political participation and knowledge management in politics. The research results showed that the factor affecting knowledge building in politics was family, university and classmate. The effective activity to promote knowledge management in politics was activities outside the classroom which mixed between relaxation and knowledge giving. The political decision making was based on students' role model, i.e. idols, actors, musicians. The students did not agree with vote buying; however, they could not stop family leader or community to do it because of the seniority-based culture in the rural area. As for guidelines in developing political participation, the government sector should use active strategy to give knowledge to the students in the area; or organize political knowledge as one of the core subject in the university level.