Sukanya Sangdean 2010: Web-based Instruction Knowledge Management Model for Bachelor Degree. Doctor of Education (Educational Technology), Major Field: Educational Technology, Department of Educational Technology. Thesis Advisor: Associate Professor Surachai Pasertsaruay, M.Ed. 270 pages.

The purposes of this research were 1) to develop the Web-based Instruction Knowledge Management Model for Bachelor Degree. 2) to study the result of Knowledge Management on Web-based Instruction.

The samples of the study consisted of three groups: 1) 9 experts in the field of knowledge management and Educational Technology 2) 7 specialists in the field of knowledge management and Educational Technology to evaluate and approve initial model, and 3) 37 students randomly selected from registering to study an Introduction of Educational Technology in the first semester of 2007 at Rajamangala University of Technology Thanyaburi. There were three instruments of research; the questionnaire about opinions by using in-depth interview ;the evaluation form for an inceptive model of the Web-based Instruction Knowledge Management Model and improved process by experiment for 37 students that design by randomized one-group pretest – post test design. The data were collected by a checklist and an open-ended question, and analyzed by the percentage, mean, standard deviation , and t-test dependent through the computer program.

The results of the study indicated that 1) the Web-based Instruction Knowledge Management Model for Bachelor Degree should have 3 processes : knowledge characteristics, define, resource influence and gather information; management, knowledge generation, organize, create, share, and use; and measurements, review, reflect, retain. 2) All of high qualification specialist agrees to the suitability of overall Web-based Instruction Knowledge Management Model for Bachelor Degree. 3) The students learning achievement and opinions or satisfaction were statistical significantly.

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