

Anirut Suwannarong 2014: Management of MoEcoTech Learning Experiences for Enhancing Image of College Agriculture and Technology : A Case Study of Khon Kaen College Agriculture Technology. Doctor of Philosophy (Vocational Education), Major Field: Vocational Education, Department of Vocational Education. Thesis Advisor: Assistant Professor Somsuda Papatana, Ph.D. 138 pages.

The objectives of the research were to : 1) synthesize the management of Moral Economic Technology learning experiences, and 2) examine the image of the pre and post MoEcoTech learning management of Khon Kaen College Agriculture Technology.

Treatment variable was MoEcoTech learning management which synthesized through the steps of collection, identification, selection, construction, validation, and improvement. College image was the dependent variable which operationalized as the stakeholder impression on student, college physical, and college products. Pre-experiment with One-Group Pretest-Posttest was designed for one year data collection at the Khon Kaen College Agriculture Technology in 2005-2006. The stakeholders from 4 parties : 8 chairpersons of local government, 11 community leaders, 35 local business men, and 150 guardians were invited to observe and evaluate the college image. Mean, standard deviation, and Paired - sample t-test were used for data analysis.

The result of the research revealed that the management of MoEcoTech learning experiences was shown the effect on enhancing the college image. The post college image statistically increased from the pre college image at .01 level of significance.

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Thesis Advisor's signature