ABAC JOUR/NAL

Assumption University



0 0 1

MPTION UNIVERSITY Iua Mak, Bangkok 10240, Thailand

URL: http://www.au.edu

ISSN 0858-0855

Vol.28 No.3 September - December, 2008

ABAC JOURNAL V. 28 N. 3 September - December 2008

CONTENTS

Foreword	
ASEM and the Management of Global Crises By Dr. Ioan Voicu	
A Flash-Based Mobile Learning System for English as a Second Language By Dr. Firouz B. Anaraki	25
Reading Retreats: Faculty Efforts to Revive Their Reading Program By Dr. Susanne I. Lapp, Dr. Valerie J. Bristor, Dr. Philomena Marinaccio-Eckel, and Dr. Jane Brady Matanzo	30
Understanding the Transformation of Current Service Quality Perception to Intention to use e-Service in Telecommunication Industry By Dr. Siripong Charoensuk	52
Kamma and Chaos Theory (Complexity Science) By Dr. David Tin Win	71
Appendix	81
Call for Papers	