
6th International Conference on Data Engineering and Communication Technology (ICDECT-2025) : Submission (260) has been created.

1 message

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Wed, Oct 15, 2025 at 12:10 PM

Hello,

The following submission has been created.

Track Name: ICDECT2025

Paper ID: 260

Paper Title: Applying Generative AI and Predictive Analytics for Enhancing Educational Leadership and Student Outcomes in Thai Private Universities

Abstract:

In the post-COVID-19 era, Thai private universities face unprecedented challenges in ensuring educational quality, optimizing administrative practices, and fostering student success in an increasingly digital and competitive landscape. This study examines the strategic use of Generative Artificial Intelligence (GenAI) and Predictive Analytics (PA) to improve educational leadership and learning outcomes. By combining deep data insights with advanced computational techniques, the research explores how these technologies can support adaptive instructional strategies, data-driven decision-making, and personalized learning paths. A design-based research approach was employed across graduate and undergraduate programs at Bangkokthonburi University, integrating predictive modeling, AI-assisted teaching tools, and ongoing monitoring of student engagement, academic performance, and administrative efficiency. Results show that GenAI and PA greatly enhance the accuracy of early-warning systems, enable the development of flexible and immersive learning environments, and foster key 21st-century skills such as critical thinking, data literacy, and digital collaboration. Additionally, these technologies promote a culture of evidence-based leadership, improving transparency, institutional adaptability, and strategic innovation. The study provides strong empirical evidence that intentionally integrating GenAI and PA can transform higher education in Thailand after the pandemic, offering valuable insights for administrators, educators, and policymakers aiming to optimize student outcomes and institutional sustainability.

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Secondary Subject Areas: Not Entered

Submission Files:[ICDECT_2025_12_PID_xxx@icdect.com](#) (001) - Submission File [2025-10-15] - no author.pdf (237 Kb, Wed, 15 Oct 2025 05:06:24 GMT)

Submission Questions Response: Not Entered

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