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International Conference on "Business Economic, Social Science & Humanities" serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let's break all the discriminating barriers and get free from all minor affiliations. Let's contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

Malika Ait Nasser
Conference Chair
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BESSH-16

General Vocabulary in Thai EFL University Students' Writing: A Corpus-Based Lexical Study

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Abstract

This study questions the use of general vocabulary in Thai EFL University Students' Writing as a part of larger scale task investigating. General vocabulary represents the most frequent words of English, which are useful for English language learners. The corpus-based lexical study had two main purposes: a) to carry out a list of general words used frequently in writing as performed by Thai EFL university students, and b) to compare the word list with the New General Service List (NGSL) (Browne, C., Culligan, B. & Phillips, J., 2013) in order to settle their coverage in the TEFL writing corpus (TEFL Corpus). We compiled and investigated 1,233 writing tasks of Thai EFL university students comprising of 661,596 words. Our analysis acknowledged that, of 2,818 high frequency words in the NGSL, 1,648 appeared frequently in the corpus and the coverage accounted for 1.41% of the token in this corpus.

Keywords— General Vocabulary, the New General Service List, Corpus-Based Lexical Study

Introduction

The significance of vocabulary in learning a second or foreign language is very important as claimed by many researches (Schmitt, 2008, Schmitt and McCarthy, 1997 and Read, 2000). Knowledge of vocabulary is a primitive element in language learning as it could be determined the level of a foreign language learner (Al-Desi, 2013). Clouston (2013) recommended that vocabulary is fundamental awareness to English language teaching without adequate vocabulary students cannot comprehend others or express their own ideas. Thus, vocabulary is needed as an aspect of all the fours skill for communication (Harris, 1990). One important skill that concerns the vocabulary knowledge is writing as it is the ultimate skill for language learning. When learning a language, writing is an important skill to be accomplished as it acknowledges students find their own voices in their new language. It also allows them to communicate effectively in different contexts and with different audiences (Catramado, 2004). Yet, most of them cannot achieve this skill effectively. This is because writing is an advancing skill of discovering the practical words to write and share thoughts and feelings. Some researchers mentioned that the knowledge of vocabulary precisely affected on ESL or EFL learners' writing ability. As suggested by Bello (1997):

"Writing also enhances language acquisition as learners experiment with words, sentences, and larger chunks of writing to communicate their ideas effectively and to reinforce the grammar and vocabulary they are learning."

This idea is supported by Al-Dersi (2013) that foreign language learners need the mature vocabulary knowledge in academic lives. One of the problems in English learning is an adequate size of vocabulary since the greater range in teaching higher level involve the greater knowledge of vocabulary as recommended by Nation (2001). Thus, it is essential to teachers to select vocabulary fits the level of learners. Some theoretical and practical researches in EFL guide that general words should teach to EFL learners as it can be highly valuable for them (Kuno, 1999, Ito, 2000, and Saku, 2004). Since research into Thai university students' writing has been poor. This does not mean; however, that there has been no research in this area. There are some linguistic analyses based on verb, liking adverbial, or connectors. However, there is insufficient attention to carry out a general word list. Consequently, the present study aims to examine the most frequently general word list in Thai university students' writing. The results obtained from this study may be developed further to be used as EFL materials for Thai students.

Objectives of the Study

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1. To collect general words from the Thai EFL University Students' Writing (TEFL) Corpus.
2. To compare the general word list of the TEFL Corpus with the New General Service List (NGSL).

Research Questions:

The current study examines the following question:

1. What are the most frequently used general words in Thai EFL university students' writing (TEFL) Corpus?
2. How different are they from those in the New General Service List (NGSL)?

Methods

The Corpus

The selected corpus of this study composed of 1,233 writing tasks written in English by 154 EFL students of Rajamangala University of Technology Isan (RMUTI) as a part of English Writing for Daily Life course for over an academic year. RMUTI students were asked for studying this course as a requisite subject of their Bachelor degree. In addition, they have to pass two fundamental English courses in their first year before attending this course. In this course, they were asked to write essay sets that had eight topics as follows:

Task A: Who I am?

Task B: Writing about your classmate/roommate

Task C: Writing about your family

Task D: Writing about yourself

Task E: The Weaker Sex

Task F: The Shared Refrigerators

Task G: Reason not to own Hammer Car

Task H: The Smart Car

Table 1
General Statistics of Each Task

Task	A	B	C	D	E	F	G	H	Total
No. token	9,598	11,527	20,961	12,657	11,016	28,037	37,865	11,366	143,027
Types	49	598	84	729	635	2,788	3,389	2,970	11,242

According to Table 1, the tokens or running words of each task were 9,598 for task A, 11,257 for task B, 20,961 for task C, 12,657 for task D, 11,016 for task E, 28,037 for task F, 37,865 for task G, and 11,366 for task H. Task G had the highest number of token words while task A had the smallest number of tokens. As for word types, task G also had the highest number of different word types (3,389) whereas task A had the smallest number of different word types (49). The six other tasks of the TEFL Corpus were close to one another in terms of number of words types, namely 598, 84, 729, 635, 2,788, and 2,970 in task B, C, D, E, F, and H.

The Software for Analysis

The concordancing software called "WordSmith Tool Version 6" (Scott, 2012) was selected for this study. This is an integrated suite of programs for looking at how words behave in texts. It was used to examine how words were used in any kind of texts. The Wordlist tool of concordancing software was used for making a word list of vocabulary. The characteristic capacity of wordlists serve the alphabetical and frequency order of the words and phrases (Scott, 1999). It can make a comparison between numbers of words or phrases then the results are completed by the selection and grading of the words and phrases as the sources of dictionaries or teaching materials. Aside from that, it provides to distinguish the category of vocabulary by calculating token (running words) and type (distinct words) (Scott, 2004).

Procedure and Data Collection

In order to investigate the frequency and range of general words, all writing tasks were typed in Microsoft Word Office 2010 due to all data were handwritings. In this study, the researchers comprised the normalization, segmentation, and standardization. These words were changed into their simple forms such as plural nouns were converted into singular and segmentation is originating word family forms. Then, frequent general words used in the TEFL Corpus classified in order to create a list of general words and compared with the New General Service Wordlist (NGSL) for analyzing the differences between two corpora.

Data Analysis

The research question purposed to examine the frequency of general words that are used in the TEFL Corpus. In order to answer these research questions, the first step was to employ the Wordlist tool for making the word frequency lists of each task. The Wordlist tool offered both alphabetical and frequency order of the general words in the TEFL Corpus. Next, the most frequently occurring general words were obtained. After that, we picked the most frequently occurring general words in the TEFL Corpus then compared with the NGSL (Browne, C., Culligan, B. & Phillips, J., 2013). The purpose of the comparison between general words in the TEFL Corpus and the NGSL is to illustrate the differences of frequency and range of most frequently occurring words.

Results

To study the frequency and distribution of general words**,** a corpus of 143,027 words from Thai EFL university students' writing has been applied. After analyzing the data, the following results have been achieved that demonstrated to answer the two posted research questions below.

Research Question 1:

What are the most frequently used general words in Thai EFL university students' writing (TEFL) Corpus?

Table 2
The Top 50 Most Frequently Occurring General Words of TEFL Corpus

Rank	Word	F	%	Rank	Word	F	%
1	Be	7,868	6.58	26	like	667	0.56
2	The	5,196	4.34	27	she	664	0.56
3	and	3,986	3.6	28	there	580	0.48
4	a	3,426	3.13	29	name	569	0.48
5	I	3,395	2.84	30	as	560	0.47
6	my	2,474	2.07	31	reason	552	0.46
7	in	2,445	2.04	32	up	550	0.46
8	to	1,947	1.63	33	gas	548	0.46
9	of	1,943	1.62	34	big	501	0.42
10	on	1,371	1.15	35	that	500	0.42
11	woman	1,370	1.15	36	two	493	0.41
12	have	1,367	1.14	37	very	478	0.40
13	for	1,170	0.98	38	we	477	0.40

Table 2
The Top 50 Most Frequently Occurring General Words of TEFL Corpus (cont.)

Rank	Word	F	%	Rank	Word	F	%
14	it	1,080	0.90	39	family	471	0.39
15	at	1,015	0.85	40	you	450	0.38
16	than	962	0.80	41	from	431	0.36
17	man	959	0.80	42	own	430	0.36
18	he	866	0.72	43	food	413	0.35
19	do	768	0.64	44	cost	411	0.34
20	but	752	0.63	45	roommate	411	0.34
21	year	741	0.62	46	sex	411	0.34
22	this	739	0.62	47	smart	411	0.34
23	live	694	0.58	48	weaker	411	0.34
24	shelf	685	0.57	49	well	377	0.32

25	old	672	0.56	50	interesting	344	0.29

Frequency of occurrences 60,001
Total of % of text coverage 50.69%

Table 2 provided the list of the top 50 most frequently occurring words of the TEFL Corpus. The total of frequency of occurrences in this table was calculated from 1st rank to 50th rank. There was a total of 60,001 occurrences that accounted for 50.69% of text coverage, of the whole corpus which was 100%. It was to be supposed that high frequency words in this corpus were article, pronouns, and the verb to be. In the list, the top five high frequency words were "be', "the", "and, "a", and "I". Also, the verb to be in the TEFL Corpus, "be" appeared 259 times, "am" 660 times, "is" 4,228 times, "are" 2,502 times, "been" 50 times, "was" 151 times, and "were" 18 times. Conversely, content words appeared less frequently than function words. For example, "women" was the highest frequency content word in this corpus which occurred 1,370 times at the 11th rank. The next most frequent content word was "man" with 959 times of occurrences at the 17th rank. The third most frequent content word was "year" appearing 741 times at the 21st rank.

Research Question 2:

How different are they from those in the New General Service List (NGSL)?

Table 3
The Comparison of 20 Most Frequently Occurring General Words of TEFL Corpus and the New General Service List (NGSL)

Rank	TEFL Corpus	Freq.	NGSL	Freq.
1	be	7,868	the	60,910
2	the	5,196	be	48,575
3	and	3,986	and	30,789
4	a	3,426	of	30,126
5	I	3,395	to	29,272
6	my	2,474	a	27,872
7	in	2,445	in	21,142
8	to	1,947	have	14,210
9	of	1,943	it	13,772
10	on	1,371	you	12,810
11	women	1,370	he	11,017
17	men	959	on	7,763
18	he	866	with	7,381
19	do	768	this	7,003
20	but	752	I	6,820

The comparison of our words with the NGSL presented that general words in the TEFL Corpus were generally similar to the NGSL; however, there were some general words appeared with high frequency, their frequency order was different from the NGSL. For example, the most frequent general word occurring in the TEFL Corpus was "be" with 7,868 occurrences while in the NGSL "be" was the 2nd rank appearing 48,575 times. From the data, "the" in the NGSL was the 1st rank appeared 60,910 times whereas "the" was the 2nd rank in the TEFL Corpus.

Discussion

To answer the research questions, the concordancing software "WordSmith Tool Version 6" was used. It was used to view how words behave in texts and to create the word frequency lists of Thai EFL university students' writing by using the Wordlist Tool which provided both alphabetical and frequency order of the words in the text files. The entire corpus was 143,027 tokens or running words. Firstly, according to the analysis of this study, the 50 most frequently occurring words of the TEFL Corpus was obtained (Table2). It was found that high frequency in the corpus were article, pronoun, conjunction, and the verb to be. For instance, the top five high frequency words were "be", "the", "and", "a", and "I".

Moreover, the general statistics of each task demonstrated the number of the different word types of the whole corpus to be 11,424 word types. According to the data (Table 1), task G had the highest number of tokens and the highest number of different word types than the other tasks, namely task A, B, C, D, E, F, and H respectively. This is because some word types of the other seven tasks may repeat in more than one task of writing tasks. In addition, task G had the highest number of tokens and the highest number of different word type as well since students tried to express their ideas and giving reasons covered by the topic. It can be explained that it may be a larger piece of writing for EFL students when they face with writing such arguing, discussing, or giving reason and opinion topic. This means they tried to use various words to explain or describe their opinion, idea, or feeling more than other writing tasks. For these results, it is possible to improve EFL students/learners' writing by applying in practical situation, arguing, discussing, or giving reason and opinion. Secondly, after obtaining the top 50 most frequently occurring words, the top 20 most frequently occurring words were compared to the NGSL. It was revealed that the general words of the TEFL Corpus were mostly similar to each other that can be assumed that Thai university students have adequate vocabulary knowledge in English learning; however, there were differences in ranking. The reason for this difference might be the limitation of this study such as the total number of tokens or running words.

Further, we also investigated the pattern in which high frequency word general word most frequently occur to double-check their vocabulary knowledge and how well the students know the words.

Table 4
The concordance lines of "BE"

N	Concordance		
1	watching Korean drama. Her birthday	is	on 1st June, 1991. Her favorite colors are white, pink,
2	of a street parking space. Its body	is	modern in design. You can park two
3	season. Even a short time but we	were	very happy. I love my family very much and I want
4	football team is Liverpool. I want to	be	a programmer in the future and I love to be free, too
5	lined up in rows. The carrots	are	old, salami is brown, the bread is bought yesterday
6	since he was born. He has	been	studied English for fifteen years but he cannot speak
7	Nakhonratchasima for 6 years. She has	been	studied English for 17 years and she tries to
8	don't buy a Hummer. Hummer car	is	gas hogs. The H2 model is very big so it can cause to
9	company employees. I think that	is	not difficult to learn but we have to try hard to
10	I appreciate it. Hey Juanita, I	was	so courteous to remind you again that could you
11	disgusting. My roommates and I	are	different but we get along well when we are together
12	are old salami is brown, the bread	is	green, and the lettuce is so dried out
13	of eggs sits on the shelf. The eggs	are	broken, carrots and salami are fresh because I
14	is easy on the wallet. The Smart car	be	the next "cool" car to own for the future
15	My name is Gun. I	was	born on 2nd September, 1992. I am a student at
16	She likes watching movies. She wants	be	an engineer in her near future
17	and I want my family to	be	happy in the future with me
18	at Nakhonratchasima. She has	been	stayed in here for 7 years with her sisters
19	My mother and father	are	teachers. I have two younger brothers and older sister
20	My brother and I	were	students at the same high school in our province

The selected keyword was investigated a concordance line by using Concord Tool of WordSmith Tools Version 6. In concordance lines, the keywords were set at the center with the left and right contexts. The above findings displayed in 20 concordances that seven of them were used as auxiliary verbs. As shown in Table 4, 3 concordances (N 6, 7, and 18) were used in present perfect passive sentences whereas 3 concordances (N 4, 16, and 17) were used for past simple passive events and 1 concordances was used in "infinitive with to" form. For 13 concordances, it also can be seen that "be" was used as main verbs to represent existence, identity, color, mood, and negative sentences. This can be assumed that Thai EFL university students could be used the "verb to be" in appropriate ways.

Conclusion

The importance of vocabulary in foreign language learning in all subject disciplines as it is one of the understanding area in language (Cameron, 2001). This study aimed to show the general words list of Thai EFL university students' writing. For this aim, a corpus of 143,027 running words of 1,088 writing tasks which written by 154 EFL students of RMUTI was used. The researchers typed all tasks in the Microsoft Office Word 2010 and used the concordancing software "WordSmith Tool Version 6" (Scott, 2012) in order to create a general word list of this study. As results in Table 1, 2, and 3 display, have a great number of the whole corpus. The findings exhibit that general words play an important role for EFL students used in their daily life.

As many researches stated that corpus-based study have promoted as valuable sources for pointing out the practical information of writing in academic genres (Biber, Conrad & Reppen, 1998, and Flowerdew, 2005). The results of this study would be help teachers to realize the significance of vocabulary in writing and useful for learners or course designers when they write material for teaching writing in EFL area. Besides, teachers could apply these results in order to develop their classroom teaching for grammar and vocabulary. Also, learners can adapt these results to comprehend and realize how English is used daily life for achieving their ability to write. In addition, this study reveals that a corpus study and the usage of concordancing software could be a reasonable tool for developing resources as direction to writing material in EFL courses. Presently, it is easier for material writer or course designers to develop materials and serve beneficial resources than in the past with the availability of computers and concordancing software.

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BESSH-16

Reporting Verb in Research Projects of EFL English Major Students

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Abstract

In academic writing at the university, students need to employ various sources and refer to the research of others. One of important instruments that used to talk or report on other people's work is reporting verb. However, EFL students are frequently insufficient to use it properly. Consequently, the present study aimed to investigate 1) which reporting verbs are most frequently used by EFL English major in their researcher projects, and 2) which group of reporting verbs do most of them use in the research projects. In order to accomplish the purposes of the study, a corpus of 52 research projects written by EFL English major students were selected and investigated. Additionally, this study adopted the categorization of Francis et al. (1996) to classify reporting verbs. The findings showed that the top five high frequency reporting verbs were "show", "find", "present", "analyse", and "state". After classifying the reporting verb groups, the findings also presented that the highest percentage of reporting verbs groups of this study were the ARGUE verb group (50%) followed by THINK (18.75%), SHOW (12.5), FIND (12.5%), and ADD verb group (6.25%) respectively.

Keywords— Reporting Verb, Research Projects, EFL Students

Introduction

Generally, research project or thesis is a student's task involving topics or the research on matters that students are interested in. It performed mostly as a book and is kept by the students, their library and university for future references. Some universities request the final year students to do a research project or thesis as partial fulfillment of the requirements at their degree program. For this reason, students need to employ various sources and refer to the research of the others. Besides, they have to promote and discuss previous studies, make references to claim in order to design their research spaces (Swales, 1990 and Zhang, 2008). One of important instrument for using to discuss or report on other people's work is reporting verb (Writing Centre, 2014). As it is a considerable semantic word in academic writing that used generally to talk or present the other people's work and to express the comprehension and understanding or attitude to the sources.

Reporting verb in academic writing provide a scope of purposes, display the writer's familiarity with the field, as instruments to persuade, and to explore the writer's work in the greater context (Bavelas, 1978, Gilbert, 1977, and Myers, 1990). It can be said that reporting verb is a key academic skill for being brief the complete knowledge or outcome of people's work. Nevertheless, both language teachers and students overlook the significance and complication of its though in grammar books and language textbooks since it is regarded as a very common linguistic that not need to characterize (Zhang, 2008). Also, there are some researches mentioned that non-native writers have more or less difficulties in using reporting verb in their academic writing (Bruce, 1989, Granger, 1993, Pickard, 1995, Thompson and Ye, 1999). This confirms that reporting verb is crucial and has to be used with carefulness in academic writing. On the contrary, it has a slightly different and often subtle meaning; as a result, it is essential to realize and comprehend how to choose a reporting verb accurately before using in a sentence. As students in Thailand is an English as a Foreign Language (EFL), the present study is basically concerned with the complications and issues in dealing with reporting verb of EFL learners. Further, there has been poor research on reporting verb in Thailand thus this study is interested to find the answers for the following questions:

1. What are the most frequently used reporting verbs in researcher project of EFL English major students?
2. Which group of reporting verbs do most of them use in their research projects?

Methods

The Compilation of the Corpus

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The compilation of this corpus was from 52 research projects written by EFL English major undergraduate students who enrolled in an 'Independent Study' course, amounting to 1,071,558 running words. The students were in the last semester of their fourth year of studies in Rajamangala University Isan (RMUTI) from the 2010 to 2014 academic year. This course is a partial fulfilment of the requirements at their degree. The compilation of the study involved in their major areas in the discipline of English. The section organization of their research projects were followed a general format in all seven main sections (Abstract, Introduction, Literature Review, Method, Results, and Discussion and Conclusion, and Reference). In order to answer the research questions, the reporting verb list of the corpus represented the Abstract, Introduction, Methodology, Results, and Discussion section followed by Swales (1999). Table 1 gives an overview of the data used for the EFL English major students while Table 2 shows the average of the Research Project (RP) Corpus.

Table 1
Material for the RP Corpus

Academic Year	No. of Research Projects	Token words (Running words)
2010	12	222,711
2011	10	211,336

Table 1
Material for the RP Corpus (cont.)

Academic Year	No. of Research Projects	Token words (Running words)
2012	10	212,450
2013	10	212,402
2014	10	212,659
Total	52	1,071,558

Table 2
Coverage of Reporting Verb in the RP Corpus

Number of Token words (Running words)	1,071,558
Average of Word Length	849.76
Frequency of Reporting verb	10,404
% of Reporting verb Coverage	0.97

Table 2 contains information on the coverage of reporting verb in the RP Corpus. The number of token words (running words) were 1,071,558 words. As it is seen, there was a total of reporting verb found in the corpus were 10,404 occurrences which accounted for 0.97% of the whole complied corpus.

Procedure and Data Collection

To answer the purposes of the study, we gathered 52 English research projects written by EFL English major students in order to form a list of reporting verb and group of reporting verbs most of them use in their research projects. As a result, there are two main procedures of the analysis that composed of collecting reporting verb frequency and classifying their groups. The concordancing software called "WordSmith Tool Version 6" (Scott, 2012) was selected for this study. This is an integrated suite of program for making the list of reporting verb. Since, all research projects were in PDF file then we converted them into text file (*txt.) in order to apply with the concordancing software.

Firstly, the Wordlist tool was used to make the word frequency lists of research projects. This tool of software program offered both alphabetical and frequency order of the reporting verb. Next, the most frequently occurring reporting verbs were obtained then we classified the groups of reporting verbs used in the RP Corpus.

Data Analysis

To respond the first research question that is about the frequency of reporting verbs in researcher projects of EFL English major students, an attempt is made to select reporting verb words that frequently appeared in the complied corpus of this study. The list is obtained from the help of the concordacing software "WordSmith Tool Version 6". Additionally, the second research question is purposed to explore the groups of reporting verb found in the RP Corpus. After obtaining the list of the most frequently reporting verb, we classified the verb groups on the basis of Francis et al. (1996) as follows:

1. ARGUE verbs are concerned with speaking, writing and other forms of communication, e.g. argue, suggest, point out, write, conclude, claim, add, maintain, propose, imply, and mention.

2. THINK verbs are concerned with thinking including having a belief; knowing, understanding, hoping, fearing, e.g. think, assume, feel, hold, and believe.
3. SHOW verbs are concerned with indicating a fact or situation, e.g. show, demonstrate, and reveal.
4. FIND verbs are concerned with coming to know or think something, find, observe, discover, and indicate.
5. ADD verbs are concerned with the relationship of something that is said or written to something else that has been said or written, e.g. add, repeat, and verify.

Results

The present study concentrated on the frequency, coverage, and distribution of reporting verb in the RP Corpus. Consequently, a corpus of 1,071,558 running words from EFL English major students' research projects has been applied. This section is structured to answer the two posted research questions.

Research Question 1:

What are the most frequently used reporting verbs in research projects of EFL English Major Students?

Table 3 below showed the ranking and frequency of the most frequently reporting verb of the RP Corpus.

Table 3
The Most Frequently Reporting Verbs of the Corpus

Rank	Word	F	Rank	Word	F
1	show	2,205	17	maintain	123
2	find	1,416	18	claim	117
3	present	1,170	19	believe	117
4	analyze	1,005	20	recognize	99
5	state	726	21	demonstrate	93
6	consider	444	22	observe	93
7	describe	399	23	acknowledge	57
8	think	396	24	confirm	48
9	indicate	393	25	establish	39
10	explain	345	26	argue	33

Table 3
The Most Frequently Reporting Verbs of the Corpus (cont.)

Rank	Word	F	Rank	Word	F
11	define	261	27	illustrate	30
12	suggest	192	28	assume	24
13	comment	168	29	doubt	18
14	note	129	30	assert	6
15	emphasize	129	31	verify	6
16	discuss	123			

From the data shown in Table 3, it provided the most prevalent reporting verbs in the RP Corpus. The total of frequency of occurrences in this table was calculated from the 1st rank to 31th rank and there was a total of 10,404 occurrences. According to the list, the top five high frequency words were "show" 2,205 times, "find" 1,416 times, "present" 1,170 times, "analyze" 1,005 times, and "state" 726 times.

Research Question 2:

Which group of reporting verbs do most of them use in their research projects?

Table 4
The Groups of Reporting Verbs of the RP Corpus

ARGUE			THINK		SHOW	FIND	ADD
state	suggest	maintain	consider	acknowledge	show	find	confirm
Describe	comment	claim	think	assume	present	analyze	verify
Indicate	note	observe	believe	doubt	demonstrate	recognize	
explain define	emphasize discuss	argue assert			illustrate	establish	

To answer this question, we classified the verb groups are adapted from Francis et al. (1996). According to Table 4, the highest percentage of reporting verbs groups for the RP Corpus refer to the ARGUE verb group (48.39%). In additional, the results also presented that EFL English major students tend to use THINK verbs (19.36%) as their second preference and followed by SHOW (12.9%), FIND (12.9%), and ADD (6.45%) verb group respectively.

Discussion

Based on the findings, this study attempt to form the frequency of reporting verb used by EFL English major students and which groups of reporting verbs most of them use in their research projects.

Firstly, to analyze the frequency of reporting verb, it was seen (Table 3) that reporting verb covered only 0.97% of text. It clearly showed that reporting verb occurred less often than academic or general words as the function of them are specific purpose. Since, we usually apply them to refer to the academic writers' previous studies with ideas, research outcomes or findings, and research activities of previous research agents while the academic or general words use to write or describe the whole paper. The results of this study demonstrated the most frequent occurring reporting verbs were "show", "find", "present", "analyse", and "state" that related to many studies (Jirapanakorn, 2012, Yang, 2013, and Pramoolsook, 2015).

Secondly, to classify the groups of reporting verb, it was found (Table 4) that EFL English major students used the ARGUE verb group in the highest percentage (48.39%). THINK verbs were used in the second rank (19.36%), SHOW (12.9%), FIND (12.9%), and ADD verb group were used in the lowest rank (6.45%) respectively. These results close to Yeganeh and Boghayeri's study (2015), that the ARGUE verb group is the highest percentage in their data. These results were confirmed by Hyland (2002) that writers or researchers in the social sciences and humanities notably preferred ARGUE verb than others. From these results, it is possible to note that teachers should consider to begin with the ARGUE group when teaching academic writing because it has the highest percentage of using.

In addition, this study also presented that there is appreciable use of reporting verb with that-clause to conclude others' research as shown in Table 5 below.

Table 5
The Concordance Lines of "Show"

N	Concordance		
1	The results of the study	showed	the rank of top 100 most frequent adjectives that
2	Nation (1997)	have shown	that a second language learner needs to know a
3	that the most frequency	show	words in the English language will be those most useful
4	different sound but it can	show	that the same expressive feeling
5	In addition, it also	shows	that the statistics about the
6	Result of the data analysis	showed	that the most employed English
7	In summary, the examples	show	that the strategy of translation
8	The more incorrect	shows	that the students have much
9	The finding	showed	that 24 students of the first
10	different sound but it can	show	the same expressive feeling
11	The wanted words	are shown	in the straight line in
12	the translated text would	shown	it would help him/her to
13	the criteria of level	show	that item 10 was the most
14	and interjections	showed	that the highest scores for the
15	has several words that	show	the gender or animals and others

The above finding is in close agreement with Francis et al. (1996) that reporting verb is a verb usually follows by a that-clause or V that pattern used to indicate the event or situation that is mentioned.

Conclusion

The importance of reporting verbs and the effect they may have on how writers are perceived makes teaching of these verbs and how they are used a necessary component in research methodology and academic writing courses (Manan and Noor, 2014). This study aimed to explore the most frequently used reporting verbs in researcher project of EFL English major students and groups of reporting verb do most of them use in their research projects. The results demonstrated the total of research projects, the number of tokens or running words, the total of occurrences. For this study, we collected 52 research projects of EFL English major students of Rajamangala University of Technology Isan (RMUTI) from 2010 to 2014. The number of tokens or running words of the RP Corpus were 1,071,558 words. Additionally, the results indicated that the five most prevalent reporting verbs in the RP Corpus were "show" 2,205 times, "find" 1,416 times, "present" 1,170 times, "analyze" 1,005 times, and "state" 726 times respectively. After classifying the groups of reporting verb, the results presented that EFL English major students tend to use the ARGUE verb group most (48.39%). The results also presented that THINK verbs (19.36%) as their second preference and followed by SHOW (12.9%), FIND (12.9%), and ADD (6.45%) verb group respectively.

The differences in reporting verb use from this study provide useful information to research writer. Even a research project has standard four-section formats: Introduction, Methods, Results, and Discussion, the linguistics characteristics such as reporting verb in these sections may vary in different fields. This study intends to help to raise the writers' awareness in choosing reporting evidential in research project or academic writing. Theoretically, it is a beginning to study what evidentially can do for the language users other than indicating the information source. It may lay a foundation for the future research and provide orientation for further studies. There are more areas to be further studied, for example, the functions of other evidential types, the genre convention, and evidential use in other genres. Besides, an evidential use across genres in different cultures may vary and it is regarded to be an interesting topic in significant study.

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Comic as a Medium for Da’wah in Indonesia

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Abstract

Islam does not restrict the use of various media to achieve the success of da’wah. Any medium may be used if it is considered effective. As long the da’wah is carried out with the correct method and does not contradict with Islamic faith and law. One of the effective mediums to da’wah in this contemporary era is comic. It has the ability to deliver the message in a way that easier to be accepted and understood, because the language of picture used in comic is easier to be understood than written and spoken language. The emergence of comic as the medium of da’wah begins at around 2000. At that time, Islamic comic appears in line with the growth of Islamic da’wah among youth, which based in campuses and schools. The interesting things that will be discussed in this study are: First, the history and development of Islamic comic in Indonesia. Second, factors behind the emergence of the comic that will be discussed from the comic artist’s point of view, which considered different with the mainstream comic creator. Third, reason behind the selection of comic to deliver da’wah message. The last, attitude and argumentation of the Muslim comic artists towards “ikhtilaf” or pros and cons among Islamic mahzabs about depiction of creature. This study is the first study which discus about da’wash Islamic comic in Indonesia which stressed on qualitative data collection through in-depth interview with professional Islamic comic artists in Indonesia. Literature review also been employed as secondary data.

Keywords— Comic, Da’wah, History, Motive, Islamic Law

Introduction

Da’wah is a prominent worship. Allah SWT commanded every muslim without exception [1]. Even Allah SWT describes in Quran that He will make people who do the da’wah as the one with the best saying and deeds.

“*and who is better in speech than one who invites to Allah and does righteousness and says, “Indeed, I am of the Muslims.””*(Al-Fushshilat: 33) [2].

It means, there is no one better in speech than people who invites in the way of Allah SWT, do what Allah call to do and explicitly declare that he is of the surrender. In Islam they named as *da’iilallah*.

Ibnu Qayyim on his book, “Miftah Dar As-Sa’adah”, the *dai* who invites in the way of Allah are the *khawash khalqillah* or the most special, the most noble creatures of Allah with the highest position and value in the sight of Allah [3]

Indeed, every muslim who brought Islamic identity (either in creed or shari’a) knows that he is commanded to convey Islam to all the people, so that people could live under peace and security. However, this cannot be achieved if there is no awareness of every muslim to do the da’wah universally.

Rasulullah (pbuh) said in a hadith, “Convey from me, even if it is one verse.” (Shahih Bukhari) [4].

The hadith show that da’wah is an obligation and responsibility of every muslim. All of the muslim have to participated in this activity.

Islam does not restrict the use of various media to achieve the success of da’wah. Any medium may be used if it is considered effective to communicate with certain segment of the da’wah target. As long the da’wah carried out with the correct method and not contradict with Islamic faith and law. In the selection of which media is appropriate

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for a target segment, it is important to consider the characteristic of the target audience. Since one type of media does not necessarily effective for all segment.

The medium of da'wah continues to evolve within the times. This requires the dai to think creatively in presenting his messages to make it more attractive. It was as a form of human adaptation to the phenomenon and socio-political conditions emerging in the midst of the community, to achieve the purpose of communication or da'wah itself [5].

One of the effective medium to da'wah in this contemporary era is comic. Kusrianto stated that comic could make the message easier to be accepted and understood because the language of picture is easier to be understood than written and spoken language [6].

Comic is also one of the very popular art visual amongst youth and children in Indonesia. According to coverage from NTV Sekai Banzuke in Tokyo on November 29, 2013, Indonesia has the second largest Japanesse comic readers in the world with an average of one person read three books. It is positioned right after Finland which has the largest readers with an average of one person read four books. Meanwhile, Japan itself has sixteenth largest readers with an average of one person read one and half books. In addition, the number of comic selling in 2013 has increase ten times compare to ten year before in 2003 [7].

The emergence of comic as the medium of da'wah begins at around 2000. At that time, Islamic comic appears in line with the growth of Islamic da'wah among youth, which based in campuses and schools. The interesting things, which will be discussed in this study, are: *First*, about the history and development of Islamic comic in Indonesia. *Second*, factors behind the emergence of the comic, discusses from the comicus point of view, which differ with the mainstream comic. *Third*, strategical reason behind the selection of comic as a medium to deliver message on da'wah. *Fourth*, the atitude and argumentation of the muslim comic artists towards *ikhtilaf* or pros and cons among Islamic *mahzabs* about depiction of creature.

Literatur Review

McCloud defines Comic as pictures or symbols arranged side by side in a sequential in order to deliver information [8].

The term Comic derives from the origin word *comic* (funny), as seen from its shape, which is only one line or one panel (comic strip). This term already exists in English since 1884. It found on weekend special page called "the funnies", as part of caricature, which its humor aimed at mocking policy of figures. When recorded (since 1934, through Famous Funnies) and sold separately, it is then named as comic book. In Indonesia, comic book usually called as comic. Later on the artists produce comic books as an independent piece, not as a rubric or supplement on newspaper or magazine [9].

The word "*Da'wah*" etymologically means "to call"(*an-nida*), "to persuade" (*ad-du'ailasyai'i*), "an effort in form of speech or action to attract people for any ism". While "Islamic da'wah" or also named as "da'wah ilallah" is an attempt to bring people through words and deeds to Islam, apply their manhaj, aqidah and implement shari'a [3].

Thus, Islamic da'wah comic means a creation of visual art, which consist of pictures or symbols arranged side by side in a sequential to deliver calls to people to come to Islam and to invite them to apply their manhaj, aqidah and shari'a.

Methodology

This study is the first study which discuss about da'wah Islamic comic in Indonesia which stressed on qualitative data collection through in-depth interview with professional Islamic comic artists in Indonesia. Literature review also been employed as secondary data. Interview record from seven muslim comic creators in Indonesia will be analyzed in line with the four theme in this study. The seven creator are Veby (author of "33 PesanNabi/ 33 Prophet Messages"), Yunanto (author of "100 Kebiasaan Nabi/ 100 Prophet's Habits" and "Islam Hardcore"), Taufiq Yu (author of "1001 Jagoan/ 1001 Heroes"), Ari (author of "Komik Haji Jayus/ Hajj Jayus Comic"), Oryza Sativa (author of "Hijabocomic"), Seto Buje (author of "Budje" and "Si Bedil") and the last is Syaifurriza (author of "40 Hadist Nabi/ 40 Prophet Hadith").

Results

Development of Islamic Da'wah Comic in Indonesia

Initially comic appears in Indonesia in a form of comic strips, which published continuously in print media. At that time the first comic that appears is *Put On* by Kho Wan Gie in 1931. Followed by other comic strips such as *Mentjari Poetri Hidjaoe* by Nasroen A.S. published on weekly media, *Ratoe Timur* in 1939 [9].

In 1972, there was a research about Indonesian comic titled "Les Bandes Dessinees Indonesiennes" which known as dissertation written by Marcel Bonnef. It has been tested in France, then published in french language in 1976 and in bahasa Indonesia in 1998 titled "Komik Indonesia"

In 1979-1980, Arswendo Atmowiloto write a series of article, "Komik itu Baik" (Comic is Good) on "Fokus Kita" a rubric on national newspaper, Kompas. After that article, from 1980 to 1990, there was no study, discussion or journalistic report that academically discuss about comic in Indonesia.

The first Islamic theme comic appears on early 2000 published by publisher specialized in Islamic books. For example "Bidadari Besi" (Iron Angel) published by Syaamil Komik and the other comic published by MQ Publishing. Generally those da'wah comics discuss about the history of Islam and Islamic education for children and youth.

In 2002, comic "Karung Mutiara Al-Ghazali" born from a comic artist named Hermawan. The comic published by Gramedia. The story tells about the wisdom of worship, life, pray, sin, love, death and fortune that adopted from the teaching of Imam Al-Ghazali.

Islamic comic for children (especially for elementary and junior high school children) appears at around 2003, which is published by ARGA publishing, a publisher owned by ESQ (Emotional Spiritual Quotient), a training foundation. Printed as a supplement for alumni of the training. Some of the tittles are "Rindu Allah" (Missing Allah), "Akulah Sang Pemenang" (I am the Winner), and "ESQ Comic for Kids". Those comics generally not distributed on bookshop, but only sold on ESQ Events. In the same year, comic "1001 jagoan", which is the parody of the 1001 Night legend, by Taufiq Yu published by Terrant books.

Year 2004 to 2008 is the decreasing years of Islamic da'wah comic productivity in Indonesia. The decreasing numbers those comic sales and competition with other genre comic could be the reason of the decline of the productivity.

The rise of Islamic da'wah comic in Indonesia begin to rocketed at 2009 until this year (2014) which is triggered by the use of social media – such as Facebook and Twitter- and increase more by the development of smartphone that facilitate applications of new social media such as instagram, Path, Tumblr and many others. Those developments have driven Islamic comic creator to produce more comics and independently publish through their social media account. There is no need to wait to publish a comic book to gain response and support from reader. Meanwhile, some creator prefers to publish their comic in book format and promote their comic on their social media account.

The emergence of Islamic da'wah comic begins with comic "Aku Berfacebook Maka Aku Ada" (I am facebooking then I am exist) in 2009, which independently published by the writer Veby Surya Wibawa (Vbi_Djenggoten). The comic has remarkable response that finally it been re-published by Gradien Meditama. Not long after that, in 2010, Veby collaborate with his wife, Mira Rahman, write "Married with Brondong". After that, his comic has inspired another young da'wah comicus in Indonesia.

Tony Trax, a comicus, create da'wah comic tittled "Real Masjid" (Real Mosque), which is a satire from name of a popular football team in Spain, Real Madrid. The Comic describes common events that often happen in Mosque use satire and humour approach. In the same year, Veby released "33 Pesan Nabi" (33 Propet Messages) vol.1,that is followed with volume 2 and 3 in the next years. Meanwhile "Real Masjid 2" was released in 2012 and the third edition released in the next year.

The first da'wah comic that discuss about Islamic economy "Ekonomi Kita-kita" (our economy) was released in 2013. Muhaimin Iqbal created the comic with Gerai Dinar team and published by Pro-U-Media publisher. Based on the topic and language used in the comic, describe that the target audience was muslim lay people about Islamic economy which higher level education.

The year of 2013 and 2014 is the year of Islamic da'wah comic proliferation in social media. Da'wah comic which released periodically through social media account (especially Facebook, Instagram and Twitter) were "Lingkar Komik", "Komik Haji Jayus", "Love Bajigur", "Si Utuy", "Komik Budje" (which actually had been released on 2011 titled: Budje & Mjulz), then in 2014, "Si Bedil", "Komik Kaka" dan "Nyinyir Melambai". Another comicus prefer to independently such as "Islam Hardcore", "Ilalang", and "PUKIS (Pendidikan Uasyik Lewat Komik Islam)".

At this time, "Lingkar Komik", is one of the most productive da'wah comic strips. The comic tells about daily activity of school da'wah activist, it also has humorous approach. In two years, "Lingkar Komik" Facebook fan page reach more than 25.000 followers. It was the highest numbers among other comic fan page Facebook account. "Komik Haji Jayus" followed by 19.000 followers while "33 Pesan Nabi" followed by around 16.000 followers. "Lingkar Komik" have ever reach remarkable shares number, when they publish comic which attack government policy to give free condom on National Condom Week on 2013, which is considered as a form of government support on free sex practice in Indonesia. It was shared 1.300 times.

"Komik Haji Jayus" which is also born in 2013 was a piece that inspired by former popular muslim comicus, such as Veby Surya Wibawa or Vbi Djenggoten. France da'wah comic "The Muslim Show" which is popular in around 2011 also inspires him. The main theme of the comic was daily event and activities of muslim.

Year 2013 to 2014 is a peak of the development of da'wah strip comic in social media, however it does not make the growth of printed da'wah comic decreasing. JS-Comic community, Lembaga Dakwah Kampus Universitas Gajah Mada Yogyakarta (campus da'wah association), released "PUKIS" in printed form and sold in exhibition for IDR.15.000 each. Another example, mini magazine "INSPIRE Magz" released comic "Love Bajigur" with main topic about youth life, Miladya Rahmawati from Nyol-nyol Comics released "Bolehkah Aku Jatuh Cinta?", Zahira publisher, who had success in releasing "33 Pesan Nabi", "Hikmah Membawa Berkah" by Aldy Akbar and "Pengen Jadi Baik" by SQU.

The Motive of Islamic Da'wah Comic

Qualitative data resulted from in depth interview with Indonesian Islamic comic artist revealed several motives underlies the emergence of da'wah comic, as follow:

a. Islamic dawah comic emerge with the purpose to clean the image of Islam

"I feel that living as a muslim is getting tougher. We are the majority in number, but the minority in image. So da'wah feel like a hard way. We need to change the way people look into Islam, begin with small thing, with any way that we could do. Since the thing that I can do is making comic, so this is the thing that I could do."—Ari, Haji Jayus comic maker.

b. Islamic dawah comic is a visual art piece that born from social concern.

"my expectation from comic is that it could diffuse (the message on comic) into another thing that is bigger and have real social function. One that I ever try to develop is involving my comic readers in a social action, for example help to build a mushola and help the needs—Ari, Haji Jayus comic maker.

c. Islamic dawah comic emerge as a form of concern towards muslim that been move away from their religion.

"Indonesia is told as a country with muslim as a majority, muslim people, is told to have Qur'an and hadith as our source of law. But what I feel, include me myself in past time, our source of solution was not those two things. People prefer motivation book instead to solve their dilemma. People know more about the theory of Adam Smith, Keynes, Marx and their followers. Those theories are still theory, which is incredibly not certain. When comes to a source of law which is surely valid, fix, people just discredit it. In popular saying, only santri (people who intensively learn Islam in Pesantren) and kyai (ulama) are enough to know the source. In short, I tried to make hadith become more popular, earthy, in an applicative, people daily activities. Al-Quran hadith is not something that is far away, high in sky. Both source of law is should be near. Applied realistically so the complex problem in society could be cured. InsyaAllah."—Veby Surya Wibawa, creator of 33 PesanNabi.

d. Da'wah comic as supporting media of Islam community or Islam organization.

"I make comic to "cheer" the da'wah by 'Moslem of Design'(a muslim artist community in a university in Indonesia). The comic published through our community social media account and inserted in zine that is also produce by our community."—Iqbal, writer of "Si Moden" in Ilalang zine.

The Selection of Comic as Medium of Da'wah

The comic artist consider that comic have many benefit compare with other dawah medium, such as:

a. Comic as a medium could ease the delivery of da'wah message.

"I see that comic is an effective means to communicate. In this case, is to tell the muslimah about hijab. Story in visual form could make the message of da'wah is easy to deliver. Da'wah through comic is easier to be accepted because its language is easier to be understood."—Oryza Sativa, one of Hijabograhic community initiator and creator of "Hijabocomic"

"comic has the ability to make difficult topic to become lighter. So people are interest to read. By reading the comic, has knowledge, even though only the surface."—Seto Buje, creator of "Si Bedil"

"comic is something light and eye catching. Generally people are lazy to read long writing, but if the message is made in form of illustration or comic, they must be have different response."—Ari, creator of Haji Jayus.

"the advantage of comic in my opinion is able to make the message become easier to be understood by the readers through the visualization of picture in comic."—Syaifurriza, creator of "Kaka" and comic researcher.

"Da'wah using pop visual media (comic), in my opinion, is more effective to deliver the message of wisdom to young audience or those who have young spirit, even for all ages include the."—Taufiq Yu, creator of "1001 Jagoan".

This data finding support previous research by Syaifurriza Nuris and Aditya Rahman Yani at 2014 that the use of comic could facilitate the delivery of dawah message among young generation. As comic facilitate new and creative wayon delivering religious message [10].

b. Comic as form of self-actualization.

"...what I have is drawing skill. If I have skill in speaking, maybe I will choose to speak...maybe"—Veby Surya Wibawa, creator of 33 Pesan Nabi.

"Because, personally I like drawing and writing, I got these activities in comic making process."—Iqbal, creator of "Si Moden" in Ilalang zine.

"... I am weak in term of delivering message verbally. I have ever been a teacher for a while, but then I quit because I feel I cannot be a teacher. It also happens if I do da'wah through writing, I feel that I have no passion. While in comic, I feel comfortable to tell story. Maybe that is the factor that finally make me choose this media."—Yunanto, creator of "Islam Hardcore".

"...choose comic because I am not good in public speaking, actually sometimes I can't stand to speak about Islam even though my knowledge is not deep)."—Syaifurriza, creator of "Kaka" and comic researcher.

The Pros and Cons in Islam towards the Prohibition of Drawing Creatures

In Islam, every artwork – include comic – is a product of worship (devotion to Allah) and also contain and reveal beautiful aesthetic [11]. Aesthetic could only realized through deep contemplation towards artistic creation, which will guide the contemplator to an intuition of fundamental truth that Allah and also the creatures as something that could not be described and could not be told.

In Islamic scientific tradition there is a dissent among ulama about the restriction of drawing creatures. Some forbid absolutely without any possibility to allow drawing the creatures. Meanwhile, some of ulama legalize the use of pictures, this tend to put aside the Islamic rules that is clearly valid.

Some of the Ulama who take "in the middle" position are Syaikh Yusuf Al-Qardhawy and Syaikh Utsaimin. Both of them did not forbid absolutely, however they still have limitation for some rules that could not be broken.

Syaikh Yusuf Al-Qardhawy stressed on the objective of the drawing. If the aimed of drawing is for haraam things then it is also haraam. Yet if it is used for good deeds then it is permitted. In his fatwa on his book "Halal-Haram in Islam" he note that the law of pictures and art painting which is painted on sheets such as paper, clothes, curtain, wall, floor, money and other, is not obvious, except it is known what is the purpose of the picture, where it is located, how it is made, and what is the painter objective [12].

He also put limitation that art painting that is forbidden is a painting or picture of sacred people in religious context or was given the attributes in the mundane life, such as:

1. Pictures of the prophet, angels and righteous people as prophet Ibrahim, Ishaq, Maryam and others.
2. Pictures of King, leader, artist. To produce pictures of these people is considered to have lesser sin. In addition, the sin is heavier when it comes to pictures of kafir, zhalim or fasiq [12].

Once, Syaikh Muhammad bin Shaalih Al-'Utsaimiin been asked about pictures of creatures. Then he includes the question answer into manuscript of his fatwa collection. Some part of the question answer is as follow:

Question:" Recently some Islamic studio has produce animation movie (cartoon). It's an Islamic movie- that is for example their production entitled 'The conquest of Constantinople' or "Journey to Salvation". And the last, 'AnakNajraan' that is mentioned in surat Al-Buruuj or in hadith in Shahiih Muslim. They make this animation to replace bad animation movies. What is the law of that matter yaa Syaikh?"

Answered by Asy-Syaikh Muhammad bin Shaalih Al-'Utsaimiin rahimahullah :"I have an opinion that it is does not matter, insya Allah, because in fact –as you mentioned before- is to protect children from something that is haraam. At least, if it have to be done, then it is lighter than what they usually called cartoon movie- as we heard-which consist of hesitation in the matter of 'aqidah and the role of - wal-'iyaadzubillah – Rabb 'azza wa jalla when rain is pouring, and something in line with it. Then generally, I have an opinion that it is doesn't matter. That is my opinion if in that animation movie there is nothing an except virtue. It doesn't matter, insya Allah. But if it contain music, then it is forbidden, because music include ma'aazif that is haram" [13].

He explained that using pictures of creatures for da'wah purpose that is to protect other people from something that are haraam, then it is allowed. As long what is drawn on the medium – in this context of research is comic- there is nothing except good virtues.

This study not focused on the Islamic law about pictures of creatures, yet it is tried to reveal comic artist opinion toward discourse on Islamic law on pictures of creatures. This study interested more in seeing the position of comic creator towards several disagreement of the law.

Some statements of the muslim comic artist towards the disagreement on Islamic law on pictures of creatures, as follow:

a. Depends on the intention.

"Bismillah, may Allah keep me away from trying to justify for what I did. Like the war, comic is a weapon. I use it as mean of Ghazwul Fikr. Not to emulate the creation of Allah. As asbabun nuzul of the hadith about the restriction of create something similar with creatures. Wallahua'lam. This question has been made us, muslim artists, the butt of joke. As far, the opinion of syaikh Yusuf Qardhawi a little bit "calming" even though it doesn't necessary we stop here. I keep on searching for reference, and keep processing (learning), and looking for drawing technic that is not forbid in Islam, Insya Allah."—Ari, Komik Haji Jayus.

b. It is allowed, but never violate the limitations.

"Yes, a lot of people against it, include my close friend who often attend Islamic salaf studies, he usually remind me. I stressed on the limitation on how the drawing could be possible to be allowed, what it is looks like." -Yunanto, creator of "Islam Hardcore".

"I personally don't know, there is khilafiyah amongst ulama related to this matter. I used several references from ulama. I conclude that, from those who allow it, the pictures that is forbidden are:1. To be worshiped 2. To be sacred, for example picture of prophet or pious person 3. Lust appealing. While if it aimed for education is

allowed. This refer to the story of Rasululloh that allow Aisyah to play with her doll.''- Veby Surya Wibawa, creator of 33 Pesan Nabi.

c. Choose to avoid unproductive debate.

"please if you are not agree. At this time, I choose not to make any argument. Because, it is not productive at all. Please ask the ulama. The opinion of Asy-Syaikh Muhammad bin Shaalih Al-'Utsaimiin rahimahullah, is one of my reference. The point is it is allowed, as long the pictures could be an alternative of cartoon pictures that is everywhere recently, which the content is not certainly in line with Islam. Ustadz Ahmad Sarwat from Rumah Fiqih also argue that it is allowed, as long as it is for education purposes."—Seto Buje, creator of "Si Bedil".

d. The urgency of da'wah make it "permitted" .

"I take the opinion of Syaikh Yusuf Al-Qardhawi who allow the pictures of creatures but not to be purified, sacred, or compete with the creation of Allah. Islamic comic itself is made with the purpose of da'wah in comic area, which is an urgent matter. Wallahualam bi sawab."—Oryza Sativa, one of Hijabograhic inisiator and creator of "Hijabocomic".

Discussion and Conclusion

Based on the study of Islamic da'wah comic, it come to the conclusion that:

a. Year by year Islamic da'wah comic is significantly developed in the context of quantity, quality and the penetration area. One of the trigger factors for the development is the increasing access of the comic artists to publish their work independently, both in form of print media or in social media. This growth is in line with the development of information and communication technology – in this case gadget and internet – and also the development of print media technology.

b. The increase of comic expansion and interest towards Islamic da'wah comic until today, showed the bright future of this kind of comic in Indonesia.

c. Underlying motives behind the emergence ofIslamic da'wah comic in Indonesia does not come from commercial factors, but instead another factor that related with responsibility as a muslim and social concern reason. Differ with the emergence factor of non-da'wah comics, which related to entertainment as stated by Marcel Danesi [14].

d. Comic is considered as an effective media to deliver Islamic da'wah message to particular da'wah segment (especially youth) and also as visual artwork for self-actualization.

e. The Islamic da'wah comic creator took in the "middle" position between the pro and contra about the law of drawing creatures in Islam. They took the opinion of ulama who allow the creatures drawing yet put some limitations that is not allowed to be broken. It should also focus the intention to do good deeds (especially da'wah) and choose to not participate in the debate.

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Developing the "Classic" Image Branding of Madura Batik Center as an Effort to Face MEA 2016

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Abstract

This paper aims to contribute to the local batik products, in a way to describe the steps in branding on the local batik centers, in order to compete AEC 2016. It takes a case study in batik center in Klampar village, Madura, because Klampar is representation of Madura batik which has strength as a local product. The stages in this branding is by conducting research, analyzing the results of research, conceptualize the branding strategy and visualize the branding identity. Methods of data collection in this research is through questionnaires, deep interviews, observation, and collecting books and journal literature. In general, this paper will explain how to explore visual characteristic that is in batik which can be implemented in a brand visual elements, either in the form of the potential that exists in the environment of Klampar Village, the products, as well as socio-cultural conditions in Madura.

Keywords— Branding, Klampar Batik Center, Classic Branding, AEC 2016

Introduction

By 2016 the ASEAN community will have a new trade regulation called AEC (ASEAN Economic Community) in Southeast Asia. It consists of policies towards mutually supportive trade and cooperation between ASEAN countries [1]. AEC's policy in 2016 between the ASEAN countries makes most local products to make improvements in their brand sector, and it means that every commodity should have a relevant product classification and strong branding, in order to compete at the level of ASEAN [2].

Batik Madura is one of Indonesia's local products with strong cultural and historical aspect. The shape of Madura's batik ornament represents plants, architectures and the social conditions of Madura island coastal society [3]. The distinct characteristic of Batik Madura is their brighter and colorful products. To compete at the level of ASEAN, Batik Madura's product will need a brand identity system, which comprehensively think of the Batik as a product brand, organization, people and symbols.

To design the Batik Madura product branding, a case study of this research will took one specific region of Klampar Batik centers located in Pamekasan, Proppo, Madura Island, as the initial reference to create the branding design for other Batik Madura centers. Klampar village is one of the leading centers in the Batik Madura Island [4]. Furthermore Klampar village has five centers of Batik as their mainstay, and has 1200 units of Batik crafter with 24 billion rupiah as their annual production value [4]. With such production value, Batik Klampar capable to have wider market in sales. But like the other local Batik centers in Indonesia, Klampar Batik centers still don't have product's identity that can compete on the level of AEC 2016. The result from this research model is expected in turn can be used as a reference in designing the branding for Batik centers throughout Indonesia.

Literature Review

Batik has many factors to be explored, one of them is as the design [5]. Because Batik has a strong character of the product and the surrounding culture. According to Haake, when carefully noted, the ornament illustration on Madura's Klampar Batik has a shape that can be explored and developed [6]. Exploration on the ornament design will create stronger image building of the Klampar Batik center. Image building of Klampar Batik center is the initial stage in order to achieve brand awareness and knowledge to consumers [7].

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Image building on Batik products can be developed from the ornament, architecture, and craftsmen in Klampar Batik centers to form the classic branding [6]. Element in the design is letter mark (typography) [8] and picture mark as a visual [9]. Both are the elements of the logo to reinforce the classic branding identity which have existed within the Batik center [10].

The factors that must be considered when designing a branding later by "Wheeler" are, vision, meaning, authenticity, differentiation, durability, coherence, flexibility, commitment and value [9]. Nine of the above factors will be referred to unravel the potential that exists in the Klampar Batik center, to be developed into the classic branding [11]. According to Kertajaya, image is essential for a product positioning. It means the potency of the "classic" image possessed by Batik Klampar can be develop into the tourism potential in the Klampar Village area [12] and to improve the society's economy [13].

Design Methodology

Table 1:
Stage of Design Branding

A	Data Collecting	At this stage the study will collect data from Klampar Batik center by means of [14]: 1. In-depth interview to Mr Badrus (Headman of Klampar Village), Mr. Harun (Entreupreneur of Klampar Batik center) and Mr. Ahmadi (Chairman of the Association of Craftsmen Batik Pamekasan). 2. Observations in 22 batik entrepreneur of the Klampar Village, Madura, to collect physical data of Klampar Batik products and environmental data around the areas of Klampar village's Batik center (ornament, architectural, and human interest). 3. AIO Questionnaire (Activity, Interest, Opinion) to find out habits of Batik Klampar audience, so that the implementation can be made with appropriate media. Demographics : Age 20-40 years (Unisex). Occupation: Government Employees, Students, Employees, Entrepreneur. Geographical: living in big cities in Indonesia such as Jakarta, Semarang, Yogyakarta, Bandung and Surabaya. Psychographics: Consumer shopper. Behavior: Likes to collect local products 4. Literature data source from books and scientific journals to support the background of this research.
B	Formulating the Design Concept	At this stage the data collection acquired through interviews, observation and questionnaires will be analyzed to be made into ideas and design concept.
C	Establishing the Design Criterias	In this stage, the study of icon and visual of Klampar Batik center is conducted to establish the design stages.
D	Design Alternatif	In this stage the best design alternative will be chosen as the model of Klampar Batik center's branding
E	Design Implementation	In the final stages the model design will be implemented to the appropriate media, and further discussions with the relevant stakeholders of the research at the Klampar Batik center have already been done

Result

The main concept design of the classic branding identity of Klampar Batik center represented by the keyword "Classic and Innovative", as "classic" can be inferred from the Klampar Batik center, and "Innovative" to represent the capability to compete in the era of AEC 2016. In designing the branding identity of Klampar Batik center both keywords will be combined. From the keywords of the Klampar Batik center the design and implementation will be conducted as follows:

A. Unique Selling Point

1) Klampar Batik Ornament have a product that is still being retained from the beginning until today. Classic Batik Ornament of Klampar village are the *Sekar Jagat* ornament (world flowers), *Sesse'* (fish scales), *kembhang testes* (droplet of flower), *mo'-ramo* (wood fibers), *tanahan* or *rema'an* (soil), and *beras utah* (spilled rice)

Figure 1: (From left to right) *Sekar Jagat* ornament (world flowers), *Sesse'* (fish scales), *kembhang testes* (droplet of flower), *mo'-ramo* (wood fibers), *tanahan* or *rema'an* (soil), and *beras utah* (spilled rice)

2) Architecture in the Klampar village still retains the style of Madura kingdom era. Such architecture was named as *"Tanean Lanjhang"*, which represents the structure of the social community in Madura. Tanean lanjhang have conical roofs called *"Pacenanan"* comes from the word *pa-china-an* that means the style was derived from Chinese culture. Not only applied on houses, the Tanean Lanjhang typical architecture is also being applied by the Klampar village on the buildings they use to make Batik ornaments. Additionaly the *"Pacenanan"* roof style was also developed for the gate and the building's Architecture of Klampar village's traditional market.

Figure 2: Architecture of the Klampar village

Figure 3: Klampar village's gates and the traditional market in Klampar Village Pamekasan

3) The majority of people in Klampar village, are doing Batik product processing for living. The product processing activities are divided into drawing the batik with wax, drying the batik cloth results and distribute the products to traditional markets or Batik Boutique. There are two kind of methods that can be applied in batik drawing process, the first is to draw the motifs by hands with a tool called *canting* (*mencanting*), and the product output is referred as Batik tulis. The second method are *Batik cap*, in which Batik motifs are repeatedly copied all over the cloth with a pre-made, stamp-like tool dipped into liquid wax.

Figure 4: Canting of the Batik Tulis, Batik drawing activity (batik tulis & cap) and the processed product

B. *Mapping Visual*

At this stage the observation results will be analyzed, and after that creating an icon which will visually represent the Klampar village that may represent the "image processing" in the Klampar Village Batik center. The icon will be developed as the letter mark and picture marks design to form the logo and typography.

Figure 5: Icon in the ornaments of Klampar village batik center and architectural

Figure 6: Illustration in the Socio cultural Village Klampar

C. Letter Mark and Picture Mark Design

The design of the typography / letter mark was developed from "Canting" tool used to draw batik motifs. While the picture shape on the logo's picture mark and letter mark, comes from the batik ornament and architecture of the Klampar Batik center.

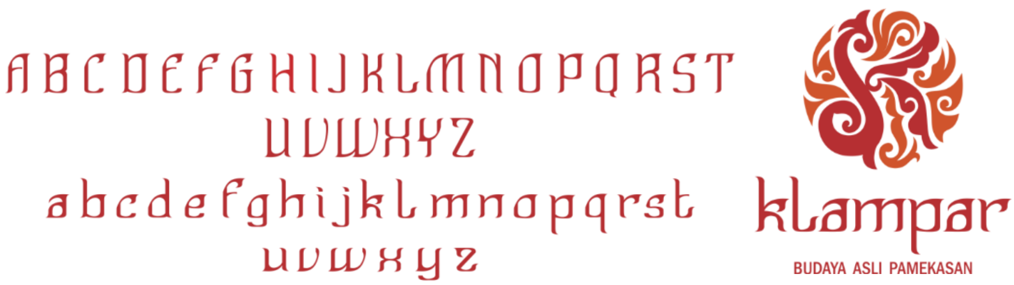

Figure 7: The selected design of picture mark and letter mark

D. The Branding Media Strategy

The Branding media strategy of Klampar Batik center will be made based on the conclusion is based on the conclusions of the audience's lifestyle questionnaire. The media strategy will also consider the design output's material which can be produced accurately and affordable by Klampar Batik centers.

Table 2:
Branding Media Strategy

No	MEDIA	EXPLANATION	MATERIAL
1	Packaging Design	Batik packaging is designed as bag, so that the customer who shops at the Klampar Batik center can easily use it to carry their stuff.	Samson Paper 210 gram, & Matte Paper 210 gram
2	Stationery	Will be provided for the needs of legal and formal correspondence with the distributors and other instances related to the Klampar village Batik center	Option text Paper, 80 gram

3	Name card	Name card will be a useful media to connect the buyer/customer to the batik crafters of Klampar village.	Samson Paper 210 gram
4	Brochure	Brochure will be used to provide the product information of Klampar village, especially on events such as UKM or regional specialty product exhibition.	Rives tradition Paper 250 gram.
5	Website	The website will have wider range and further reach for audience and potential buyer outside the country. It will also provide the information about Klampar village and its product.	-

Figure 8: Packaging Design, Stationery, Namecard And Brochure

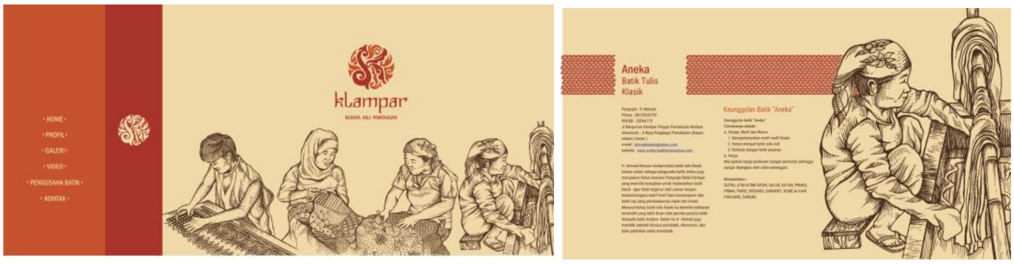

Figure 9: Website design

Discussion and Conclusion

Some points to be considered in designing a local batik products branding identity to be able to compete in 2016's AEC era are:

1. Artifacts that can be acquired from the batik product's ornament, tools used to create batik, the visual, and the architectural style within the batik center's area proximity.
2. Mentifact, which means the human who has the role around the Batik and culture sector [15]. Which refers to the batik crafter doing their activity around the Batik center, from the batik motif's drawing process to the final drying process. Human activity around the batik center is an essential aspect in designing a branding identity, because the data required can be obtained and discussed in real-time.
3. Sosiofact, socio-cultural and local tradition of the batik center preserved by the people from on generation to the next generation.

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Searching for Touring Business Information using Semantic Algorithm

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Abstract

This research aim to develop Searching Model using Semantic Algorithm(SMSA) which improve efficiency and accuracy of information searching on touring business by using semantic algorithm which help users to access the target information even if no keywords in queries(search commands) were matched. Process of this research is divided into 3 steps: 1) Collecting data; this step collecting required data used for the research including 500 news items from Thai popular websites covering various fields including touring business, together with 300 searching queries are collected from the sample group including people who work with touring business, teacher and students who study in touring business program. 2) Model development; this step analyze 500 news items collected by former step by 3 experts to define keywords and news' type which divided into five categories including sociality, politics, touring business, economics and others. Then, create ontology by grouping keywords into classes, assign individuals, relationships and create semantic rules used to analyze the meaning of queries for additive relevant keywords. 3) Performance Evaluation; this step input 300 queries to the model and use all keywords derived from semantic analysis for searching to provide target news items compared to Keywords-matching Search Algorithm(KSA). The results shown that; 277 queries or 92.33% of total queries processed by SMSA provide more relevant news items than KSA together with very high accuracy at 94.27%.

Keywords— Searching Model, Semantic Algorithm, Ontology, Touring Business

Introduction

Touring business, one of the main sector promoted by the government as well as the agricultural sector and OTOP products (Witthaya Mekhum., 2011), generate huge income for Thailand in every year. However, touring business is in highly competitive and required flexible operations in order to comply with the changes that often occur rapidly. Therefore, having more accurate and useful information is a key factor that enables business to be more efficient, allows entrepreneurs to used to improve service quality and business plan for better success.

In the age of technology and information as in the present. Enormous numbers of both helpful and useless news and information have uploaded, stored and distributed in computer systems which can be searched via a computer in various platform such as Personal Computer (PC), Tablet and Mobile. However, according to gigantic amount of data, results of searching each time usually shown a lot of data including useless data and cause user take a long time to read and determine which information is useful.

Most searching algorithm used for today is Keywords-matching Search Algorithm (KSA) which often causes problems in two cases. First, information that can then be searched has non-relevant contents to what the user need. Second, relevant contents are not founded due to no keywords are matched to the content. Moreover, in order to search information from the computer system, users must have knowledge of the applications and syntax of searched command correctly.

For this reason, the researcher have interested in developing the Searching Model using Semantic Algorithm(SMSA) which help user search for information easier by using Natural Language(NL), the language which humans use in everyday life and can be used without extra trained. In addition, to solve problems with the KSA by using ontology in Semantic Analysis for natural language processing to improved more accessible relevant information and to be able to retrieve the relevant information even if the searched keywords are not appear in the target's content.

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Literature Review

Natural language, the language of each human race, used to communicate to each other for everyday life. It is the language that human are familiar and can be easily used to express their requirement. For many years, there are many research concerned with searching model by using Natural Language in various techniques, for example; LUNAR (Woods, W., Kaplan R., & Webber, B., 1972), this model used matching algorithm by mapping the results obtained from natural language processing with search queries (SQL Command) to retrieve the desired information. Zhong, L. (2010), Li, S., He, Z., and Wu, J. (2014) provide a searching model to answer English Natural Language queries.This model analyse query sentences and phrases by using grammatical structure and semantic structure with Ontologies (Heflin, J., 2001) (The World Wide Web Consortium, 2004). Wang, C., Xiong, M., Zhou, Q. and Yu, Y. (2007) provided PANTO searching model, an ontology base system which work well and can be searched with two negative words "not" and "no", but there are some weaknesses in interaction with users in case of complicate sentenses. Iqbal, R., Murad, M. A. A., Selamat, M. H., and Azman, A. (2012) developed a system of Natural Language Processing, covering more negative words. By using a dataset of Mooney (2001), despite good results, but also have some limited extent in only predefined 250 query sentences. Ruqian, L. (2010) presents two types of Natural Language Processing: Pseudo Natural Language. And Controlled Natural Language, which are both easily to develop, but limit to specific scope and rules and does not suit for actual use. Shah, A., Pareek, J., Patel, H., and Panchal, N. (2013) presented NLKBIDB, a model used to retrieve information from the database by using two methods NLIDB (Natural Language Interface for Database) and KBIDB (Keyword Base Interface for Database). NLIDB is the first method used to process the input query by Natural Language Processing technique. If NLIDB can not provide any result, process will be shifted to KBIDB which retrieve the desired information by using Keywords-matching technique.

Shah, A., Pareek, J., Patel, H., & Panchal, N. (2013), Llopis, M., and Ferrández, A. (2013) present Natural Language Interface to Database (NLIDB) architecture which can be concluded the process into four main steps as shown in figure 1.

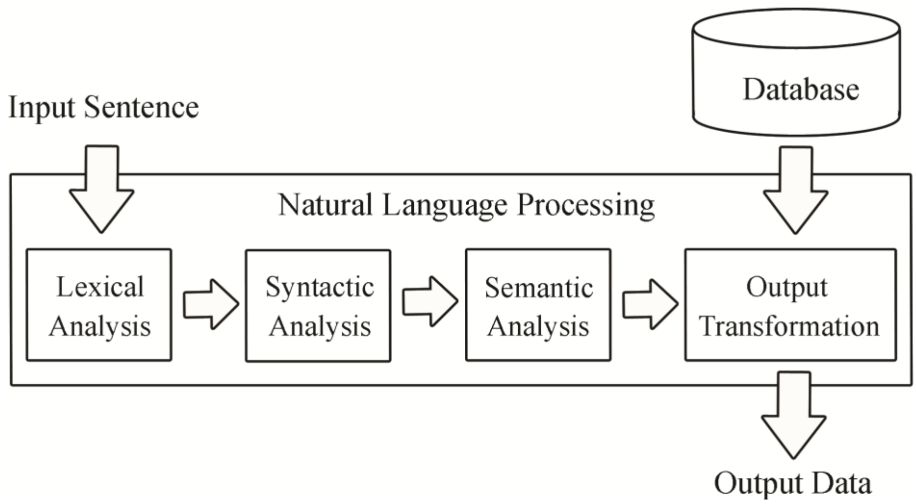

Figure 1: Natural Language Processing steps.

1) Lexical Analysis
This step, analyzing natural language sentence and split to small item call “Token”, addition with identification of type and some essential information which will be used by the next step.
2) Syntactic Analysis
In this step, all token are parsed with predefined sentence structure (Syntax) for validity checking and provide some information to be used in the meaning analysis process.
3) Semantic Analysis
The semantic analysis, interpreted meaning of a sentence by parsing information which derived from former step with semantic structure such as Ontology or semantic web structure to provide some data that represents the meaning of a sentence.
4) Output Transformation Process
This step, transform outputs derived from Semantic Analysis into the results that meets the objectives of target’s work, such as : SQL commands for information retrieval from database and so on.

Methodology

This research aim is to create searching model with Natural Language queries. By using Ontology for Semantic Analysis of Natural Language Processing (NLP), the model will define the meaning of queries and provide additive keywords with related information used to improve the information retrieval performance and solve problems emitted from the Keywords-matching Search Algorithm. The tool used to develop a model in this research is Visual Studio and programming by Visual Basic language. Evaluation of the model perform by input users queries to retrieve output information and calculate Precision, Recall and F-Measure values compared with the previous technique, Keyword-matching Search Algorithm.

Research Steps

There are three steps for this research as shown in figure 2.

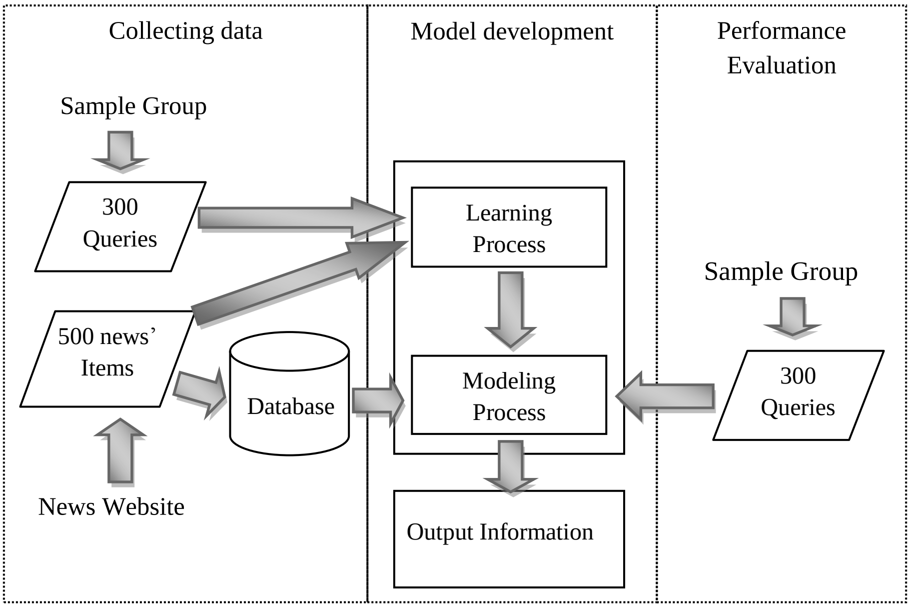

Figure 2: Research Steps

1) Collecting data
this step collect required data used for the research. First data is 500 items of news and information are collected from websites which are popular in Thailand covering various fields including touring business, then, create a database for modeling and evaluation steps. The second data is searching queries are collected from the sample group including people who work with touring business, teacher and students who study in touring business program with a total of 300 queries.
2) Model development
This step consists of two processes, Learning Process and Modeling Process. Learning Process is the first process which input each news item and user's query collected by first step to perform word segmentation, define word's type and count for word frequency. Results of this process are analyzed by three experts to define keywords which identify the subject matter, determine additive keywords related to existing keywords and define type of news which is divided into five categories: sociality, politics, touring business, economics and others. The second process, Modeling, is the process to create Ontology by using all keywords to create classes, individuals, relationships and semantic rules used for interpret query and create output for data retrieval.
3) Performance Evaluation
This step input 300 queries into the model to measure Precision, Recall and F-Measure values compared with the Keyword-matching Search Algorithm.

Findings / Results

The performance of information retrieval by SMSA compare with KSA shown that; 277 queries or 92.33% of total queries processed by SMSA provide more relevant target news items than KSA, and accuracy, precision, recall and f-measure values of SMSA are all greater than KSA as shown in Table 1.

Table 1:
Precision, recall and f-measure values of SMSA and KSA

Searching Model	Accuracy	precision	recall	f-measure
SMSA	94.27	97.75	65.47	78.41
KSA	91.60	96.01	35.33	51.66

Discussion and Conclusion

Although SMSA model performance is very good, but the researcher has found that, efficiency of SMSA, as well as others NLIDB, are depend on how well the ontology was created. For this reason, If user's queries has unknown words, it may cause the model to make more mistakes. Therefore, the challenge issue for future research is to make the model actually works effectively by improve Learning Process to be an Automatic Learning Process which can learn user's queries, determine keywords and update ontology automatically without relying on experts.

Acknowledgment

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The Effects of Management Participation on Employee's Quality of Working Life in the Provincial Administration Organization of Nakhon Pathom Province, Thailand

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Abstract

The aim of this research was (1) to study level of the participation in management the Provincial Administration Organization of Nakhon Pathom Province, Thailand (2) to study level of employee's quality of working life in the Provincial Administration Organization of Nakhon Pathom Province, Thailand and (3) to study the relationships between the participation in management and employee's quality of working life in the Provincial Administration Organization of Nakhon Pathom Province, Thailand. The sample used in this research consisted of 210 employees from the Provincial Administration of Nakhon Pathom Province, Thailand. All 210 personnel were surveyed to collect the data using a questionnaire with a confidence level of .93 The statistics used for data analysis were percentage, mean, standard deviation, and Pearson's Product Moment Correlation Coefficient. The results suggested that 1. Overall participation in management in the Provincial Administration Organization of Nakhon Pathom Province, Thailand was high. When considered all aspects individually, the highest average score was goals and objectives setting, followed by commitment. However, the least average score was trust in the management. 2. Overall quality of life of employees in the Provincial Administration Organization of Nakhon Pathom Province, Thailand was high. When considered all aspects individually, the highest average score was social responsibility, followed by social integration or interoperability. However, the least average score was remuneration that was fair and adequate. 3. It was found that the participation in management had a very high involvement with the quality of working life of employees, in the Provincial Administration Organization, of Nakhon Pathom Province, Thailand.

Keywords— Management, Participatory, Affect

Introduction

Provincial Administration Organization (PAO) is the government agency that has an official administration management system. There are procedures that strict to regulations and centralize the power. In practice, the agency must follow an order from superior levels which result in management difficulty to suits with current situations and needs of the agency itself. In addition, PAO does not let public and community participate in its administration which complies with the research results and ideas of the scholars who said about current conditions and participation issues of PAO and that because of the centralization of power which controls public policy, budget and personnel so that an operation level cannot make a decision. Moreover, it is also lack of involvement in operation, problem-solving, learning and developing between same agency level and those who are involved as well as it does not allow any rulers to be involved in the policy of PAO.

Thus, PAO's management needs to make adjustments to the form of its administration to comply with the new policy of the government and to bring out the effectiveness. Meanwhile, the management concept that the researcher believed to be the causal factor that affect the effectiveness of the organization is the concept of the administration said by Anthony (1978) that "research results demonstrated that management participation linked to an increasing in the effectiveness of productivity, employee's morale, and less in loss and absence for work. Moreover, research findings shown that the management participation could be applied in any types of organizations and employees.

It also conformed to Owens (2001) who stated that "the participation in decision-making could improve the quality of decisions if used the right tactics in appropriate situation. That was also link to a connection that led to a commitment and put into action to achieve results. Those who took part in that decision may include community leaders or other stakeholders, Secondary Education Division, General Education Department (2000) and in accordance with Welch (cited in Withaya Danthamrongkul, 2003) who stated that "in the era of highly competitive and rapidly changing technology, organization could be success by people". The organization had to make all the employees involved, if it could be done, organizations could have a good idea that came from the bottom to the top

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level of the organization" Moreover, the employees who have good quality of work life are able to work happily with enthusiasm and that initiate innovation and development within the organization.

If employees participate in the management of an organization's, can affect quality of life, willingness to satisfy the customers. Also, if employees can adapt themselves to the current situations and adjust to the changing economy, they can run towards their own and organization's aims and it can improve the quality of life for the better such as the right to receive compensation as well as get fairness in career advancement. As a result, employees can get the faith of the people in return. Moreover, in the present circumstances, modern organizations have been focused on developing human resources management information system in a progressive, modern and up to date. Because of the changes in external factors are related to human resource management that takes place all the time (Bancheun Tachan, 2005).

From all above reasons, the researcher thus interested in studying the effects of management participation on employee's quality of working life in the Provincial Administration Organization of Nakorn Pathom Province, Thailand and would utilize the findings for develop the effective of an organization.

Literature Review and Methodology

Research Objectives are as follows;

1. To study level of the participation in management in the Provincial Administration Organization of Nakhon Pathom Province, Thailand
2. To study level of employee's quality of working life in the Provincial Administration Organization of Nakhon Pathom Province, Thailand
3. To study the relationships between the participation of management and employee's quality of working life in the Provincial Administration Organization of Nakhon Pathom Province, Thailand

1. Population and sample group;

The population was 210 o employees who worked in the Provincial Administration Organization of Nakhon Pathom Province, Thailand (Human Resources Department, January 1, 2012). The sample group used in this research was also the same as the population which was 210 operational employees who worked the Provincial Administration Organization of Nakhon Pathom Province, Thailand.

2. Research instrument;

The tools used to collect data included a set of questionnaire which was divided into the three sections.

Section I: Demographic factors of employees of the Provincial Administration Organization of Nakhon Pathom Province.

Section II: Level of participation in management that composed of principle of participation in management based on the concept of Swansberg (Swansberg, 1996), which had four dimensions: 1) trust, 2) commitment 3) targeting and task objective and 4) freedom in work.

Section III: Quality of work life based on the concept of Huse and Cumming (Huse and Cumming, 1985), which was divided into eight areas: 1) reasonable and fair remuneration 2) hygiene and safety environment 3) development of individuals' capacity 4) job advancement and stability 5) social integration 6) work regulations 7) life and work balances 8) work in social

3. Research instrument creation;

The questionnaire was constructed from the following steps;

3.1) study of related documents, journal, papers and research as well as the current reality of the workplace in order to find the concept and the content that later helped creating measurements.

3.2) convey the concepts behind the searched contents and identified specific concepts for each variable in this study then created the measurements in accordance with the criteria of each concept.

The details of the questionnaire were as below;

Section I: Demographic factors of employees of the Provincial Administration Organization of Nakhon Pathom Province including gender, age, marital status, education level and position in the organization.

Section II: Level of participation in management that composed of four dimensions: 1) trust, 2) commitment 3) targeting and task objective and 4) freedom in work. For these four factors, they are used to measure the degree of participation in management. The questionnaire utilized Likert Scale (cited in Boonchom Srisaard, 2002), which contained of five choices and each choice was weighted differently as following;

Interpretation criteria	Level of participation in management	
5	Represents	Highest
4	Represents	High
3	Represents	Moderate
2	Represents	Low
1	Represents	Lowest

Interpretation of level of participation in management by considered an average score based on Best's criteria (Best, 1981, cited in Siriwan Sereerat et. al., 1998) which is;

$$\text{Measurement Interval} = \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Score}}$$

$$\text{Replace value into an equation} = \frac{5-1}{5} = .80$$

The interpretation of scores results got from the questionnaire regarding participation in management; the ratings were listed from the highest to the lowest and thus used the average score. It was in accordance to Boonchom Srisaard (2002) which noted as follows;

The average score between 4:21 to 5:00 represents the highest level.

The average score between 3:41 to 4:20 represents a high level.

The average score of 2.61 to 3.40 represents a moderate level.

The average score of 1.81 to 2.60 represents a low level.

The average score of 1.00 to 1.80 represents the lowest level.

The study analyzed the relationship between participation in management and the quality of working life of employees in in the Provincial Administration Organization of Nakhon Pathom Province Based on the level of the correlation coefficient. Interpretation of the correlation coefficient (Sakol Jariviriyanont, 1999) is described as below;

Correlation Score	Definition	
0.68 to 1.00	indicates	very high positive correlation
0.34 to 0.67	indicates	high positive correlation
0:01 to 0:33	indicates	moderate positive correlation
0.00	indicates	no correlation
-0.01 - -0.33	indicates	low negative correlation
-0.34 - -0.67	indicates	moderate negative correlation
-0.68 - -1.00	indicates	high negative correlation

4. Research instrument quality verification;

4.1 The Researcher constructed and developed the questionnaire about the opinions of the employees of the Provincial Administration Organization of Nakhon Pathom Province towards the participation in management and quality of working life by the following steps;

4.2 Studied documentations regarding employees' opinions in the Provincial Administration Organization of Nakhon Pathom Province towards the participation in management and quality of working life used in researches.

4.3 Studied how to construct the questionnaire from text books regarding the creation of the research instruments that used for collecting data and research methodology.
4.4 Determined scope of the questionnaire based on the opinions of the employees of the Provincial Administration Organization of Nakhon Pathom Province towards the participation in management and quality of working life in research.
4.5 Outlined questionnaire, verified the accuracy of the contents, proper wording, language, and clarity of questions then revised the questionnaire.
4.6 Distributed the questionnaire to three peers who determined the content validity with an index of items objective congruence: IOC. The details are noted below; (Nopporn Tanachaiyakhan, 2012).
+1 represents the confidence that the questions in the questionnaire have content validity
0 represents the uncertainty that the questions in the questionnaire have content validity or not
-1 represents the confidence that questions in the questionnaire do not have content validity
The IOC scores must be between 0:50 to 1:00 so the questions in the questionnaire would be considered content validity. After verifying the integrity of the content, wording, and results from peers, the questions in this questionnaire were consistent with index of items objective congruence and had the score of 0.60 to 1.00.
4.7 Questionnaire tryout employed to 30 employees of the Provincial Administration Organization of Nakhon Pathom Province, who were not the sample group, for testing reliability of the questionnaire with Cronbach 's Alpha Coefficient (α). The confidence must be at least 0.70 (Nopporn Tanachaiyakhan, 2012).
4.8 Published the original questionnaire in order to use in collecting data 30 employees of the Provincial Administration Organization of Nakhon Pathom Province.
5. Data Collection;

The researcher proceeded with the following steps:

5.1 The researcher acquired an official correspondence from Rajamangala University of Technology Rattanakosin to declare permission to research areas.
5.2 Researchers distributed questionnaire manually to the sample group and made appointment questionnaires for return date.
5.3 Collected all questionnaires and verified the integrity for using in the information preparation and data analysis.

6 *The statistics used in data analysis*
6.1 The statistics used to verify the research instruments quality.

6.1.1 Reliability

6.1.2 Index of Items Objective Congruency: IOC).

6.2 Descriptive statistics

6.2.1 Frequency

6.2.2 Percentage

6.2.3 Mean

6.2.4 Standard Deviation or S.D.

6.3 The statistics used to examine the relationship between variables.

6.3.1 Pearson's Product Moment Correlation Coefficient with the statistical significance level at .05.

Findings and Results

Regarding gender of the respondents; the majority of them were female that was equivalent to 143 persons or 68.1 percent while male respondents were 67 persons or 31.9 percent.

Regarding age of the respondents; 92 of them aged between 31-40 years old that was equivalent to 43.8 percent, 47 of the respondents aged between 41-50 years old or 28.8 percent while 45 of respondents aged between 25-30 years old or 21.8 percent and the respondents who aged more than 50 years old had 26 persons.

Regarding number of working years in the organization of the respondents; 108 persons had working experiences between 5-10 years or 51.4 percent, 53 respondents had more than 10 years of work experiences or 25.2 percent, 23.3 percent of respondents or 40 persons had between 1-5 years of work experiences.

Regarding position in the organization of the respondents; 91.9 percent of them or 199 persons were in operational position while 8.1 percent of respondents or 17 persons were in management position.

Regarding monthly income level of the respondents; there were 85 persons or 40.5 percent who received 15,000-20,000 Baht per month, 72 persons or 34.3 percent received more than 20,000 Baht per month while 53 persons or 52.8 percent of the respondents got between 9,000-15,000 Baht monthly.

Regarding classification of employee in the organization; 110 persons or 52.8 percent of the respondents were government officers, 56 persons or 26.7 percent of the respondents were mission employees and 44 persons or 21 percent of the respondents were general employees.

1. Overall participation in management in the Provincial Administration Organization of Nakhon Pathom Province, Thailand was high. When considered all aspects individually, the highest average score was goals and objectives setting, followed by commitment. However, the least average score was trust in the management.
2. Overall quality of life of employees in the Provincial Administration Organization of Nakhon Pathom Province, Thailand was high. When considered all aspects individually, the highest average score was social responsibility, followed by social integration or interoperability. However, the least average score was remuneration that was fair and adequate.
3. It was found that the participation in management had a very high involvement with the quality of working life of employees, in the Provincial Administration Organization, of Nakhon Pathom Province, Thailand.

Discussion and Conclusion

1. Overall participation in management in the Provincial Administration Organization of Nakhon Pathom Province, Thailand was high. When considered all aspects individually, the highest average score was goals and objectives setting. However, conflict was the main issue and was inevitable. When working together, the goals and objectives shared between management and employees including the development of an organization’s goal could help eliminating disputes because everyone had the same goals and objectives while worked towards the same direction and had shared responsibility that helped increasing productivity and effectiveness. This was consistent with the concept of Reynolds (Reynolds, 1997, cited in Aree Kamnuansak, 2012) who stated that to work with people, management must have knowledge and initiative ideas to help solving the problem, followed by a commitment and the least was a trust.
2. Overall quality of life of employees in the Provincial Administration Organization of Nakhon Pathom Province, Thailand was high. When considered all aspects individually, the highest average score was social responsibility. This was consistent with research of Saowanee Kahkoon (2007) who studied and compared the quality of working life of customs officers and noted that the overall quality of life was moderate. The highest quality of life in the work for customs officers was social integration or interoperability. The Provincial Administration Organization is responsible for the development of the province in many areas including economic, social, education, career and public utility system such as the construction of municipal utilities that Sub-district Administrative Organization and Municipality cannot do because of the lack in budget. Such works including waste water treatment, road constructions, disaster prevention and mitigation, land usage for the benefit of local such as park and place to relax. From all of above, it is shown that the duty of the Provincial Administration Organization is directly relevant to the society.
3. The relationship between the participation in management had a very high involvement with the quality of working life of employees, in the Provincial Administration Organization, of Nakhon Pathom Province, Thailand. This was consistent with the theory of Swanberg (Swansberg, 1996) who stated that importance and benefits of participation in management were trust, good attitude towards work, satisfaction with the job, and cooperation as a team. Teamwork enabled the organization to succeed in the goal and good teamwork affected to the growth of the organization (Varunluck Pakjaidee and Niyom Suwandej, 2016) Moreover, it helped reducing job turn over and absence rate as well as overtime hours. Thus, if employees involved in the management of an organization would affect their quality of working so that they were willing to satisfy the client further.

Suggestions

Suggestions based on the findings;

1. Regarding the participation in management, the study found that the least average score was trust in the management. Thus, the management should put trust and let employees involve in policy-setting. In addition, working system should have way to express the talents of each employee that should help in shaping the organization.

2. Regarding the quality of working life of employees, the study found that the least average score was remuneration that was fair and adequate. Therefore, management should provide employees with professional training in order to gain extra income.

Suggestions for future research;

1. This study was a survey research that was collecting information from questionnaires that might cause data inaccuracy so that in order to get more accurate information, the researcher should undertake also qualitative research by interviewing executives or other involved persons.

2. In order to fulfill the findings, the researchers propose that future research about the relationship between the organizational effectiveness and indicator of the standard of education should be undertook because of all above factors influence the effectiveness of the practice.

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Photographic Business Marketing by Search Engine Optimization (SEO): A Case Study of www.1more-story.com

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Abstract

The objective of this study was to examine the patterns of online business marketing in the wedding photography business. Additionally, this study examined how wedding photography business might top up the website ranking on search engines like Google, also known as Search Engine Optimization (SEO). If the business website conforms to the Google ranking system, then the website will be ranked highly increasing the likelihood that their website will be viewed online. Thus, this study found that their wedding photography business website pattern classifications and apply a keyword technique to analyze the results through Google Analytics and Rang Tracker. The results of this research were derived from the gathering of information from customers viewing wedding photography business websites. The data was gathered over a period 60 days from a total of 1,438 sessions and a total of 1,187 different users. According to the results of market procedures after using the SEO principle the business website ranking statistics on Google were ranked as sixteenth, which increased from the previous ranking of nineteenth. The SEO process might create a competitive advantage in business as an online marketing channel.

Keywords— Online Marketing, Search Engine Optimization

Introduction

Nowadays, the progress of technology results in more competitions, such as servicing and rapid communication. Also, the changing of customer behaviors has been considered from the changing of cultures and societies to make the change of the markets. They have the channels to communicate directly with the customers for 24 hours as well as aiding several organizations and companies to increase their incomes or expand the branches of business to the online world for both websites and online social media.

The online market is one of the new choices to make public relation advertisement because it can be available to the target group well and rapidly through the specific customer group. In addition, the cost of advertisement in the online world is cheapest when comparing to other public relation advertisement. Nowadays the photography business in significant occasion is popular, such as marriage, graduation opportunity, commencement ceremony, vocational certificate, religious ceremony, traditional ceremony and fashion show including of advertising photography.

Moreover, this business has the high prone to grow continuously with increasing customer numbers in long terms. Then, the new photography entrepreneurs have been increasingly rapidly also with the higher ratios of competition in this business. The researcher is interested in creating the online market of wedding photography business through using principle of SEO or search engine optimization as one of all components in technology management. Thus, it makes the business to be developed with effectiveness.

Literature Review

In this study, the main objective is to increase the number of visitors to the web site wedding photography business “1more-story”. The study of literature and related research. Classified as follows:

Related research

Attitudes of the customers affecting to the product sale business and online service

In the study of research as the subject of attitude for the customers affecting to the product sale business and online service, it is the quantitative research by using the questionnaire as the tool to gather information for the online respondents only. Besides, they might fill the form by themselves through online system with total 100 group samplings who are at least 18 years old, and have purchased the product sale business and online service before.

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Moreover, it has the objectives to study the attitude of the customers prior and after purchasing in the product sale business and online service. According to analyzing information of the researchers with percentages, it can interpret and explain the variables of group sampling demographic, such as genders, ages, education levels, marital conditions and incomes including of behavior variables by using Means and Standard Deviation. In addition, it can interpret and explain about variables of attitudes affecting to the customers for the product sale business and online service also.

Similarly, it has applied the statistics to test the assumption by finding the testing statistic value of t-test in order to test the two group variables and use the One Way Anova analyzing in each case. Moreover, for this subject it can find the differences to test result in each pair with Scheffe Procedure by determining the statistic test with significance of level as 0.05.

According to the result, it was found that the overall of the customer attitudes affecting the product sale business and online service prior to make a decision to purchase products was in moderate level as = 3.16. Besides, when considering in each field it was found that there are the personal details and attitudes of products in the excellent level. Similarly, in the field of payment channel and service field they were in moderate level.

For the overall of the customer attitudes affecting to product sale business and online service after making a decision to purchase products, it was in excellent level of = 4.05 Moreover, for considering in each field it was found that the opinions to the personal information, product information and payment channel information were in excellent level while it had the attitudes for the service field in moderate level.

Therefore, in overall of the customer attitudes affecting to the product sale business and online service it was in different level of statistical significance of the level as 0.05. According to the result study in the subject of customer attitudes affecting to the product sale business and online service, it has the important points to discuss as this following:

1. For the result, it was found that the overall of attitudes affecting to the product sale business and online service was in different way to show the varied customer attitude prior and after purchasing the products through the internet. Besides, with this method the purchasers might not see the real products prior to purchase the ones resulting to the uncertainty of making a decision with their minds. In addition, it has conformed to the saying of Sroitakul (Tiwwayanon) Attamana in A.D. 1998, who gave the meaning of attitude (2541) that it is the combination between thoughts , beliefs , opinions, knowledge and feeling of people to one thing, one person or one situation after taking assessment the values whether to accept or deny it. What's more any feeling can result in one behavior.
2. For the result, it was found that the customers have different genders affecting to the product sale business and online service prior and after to purchase the products. Besides, in the overall of attitudes and in each field or product field it had the different information according to the determined assumption. Similarly, it has conformed to the research of Sathiya Thianwithee in A.D. 2013 that has studied about the attitudes and satisfaction affecting to the loyalty after using the M Generation card of the cinema service users in Major Cineplex at Bangkok. Additionally, it was found that the genders, ages, occupations and incomes per month, type of M Generation card of the member servicers and the durations of being the M Generation member were in different way with statistical significant of the level as 0.05 while the saying of Porama Satawamin in A.D. 1990 claimed that different genders make varied thoughts. Then, this value has occurred because the cultures and societies have determined the roles and activities of 2 genders clearly.
3. For the result, it was found that the customers have different ages depending on the attitudes of product sale business and online service prior to make a decision to purchase the products. Besides, it had the difference to purchase the products in overall with the same decision after purchasing the products beginning by using the procedures to the attitudes after applying the products. However, with the saying of Cordon W. Allport in A.D.1976 and Shaw & Wright in 1976, it has been said that attitude is the mind and nerve condition after people have been affected from the environments resulting from the experiences and the determinants to make the direction for responding from the things and relevant situations. On the other hand, the imitation of other people can result in the attitudes also with the first step occurred when there are some situations to notice about the response of people and for the next step these people might interpret the meaning of these actions into their attitudes.
4. For the result, it was found that the customers have their different education level, except for the attitudes to product sale business and online service prior and after to purchase the products. However, in overall they weren't in varied way that was showed about the knowledge components, understanding and learning were to be in the same level affecting the knowledge to become as one part of belief components for being liked or disliked. Therefore, with the saying of Siriwan Sareerat in A.D. 1997, it has been said that all attitudes have occurred from the learning and several sources of attitude. Similarly, education level of people can result in thinking something with logics and cause the factor affecting attitude stability. Significantly, the customers should have the logical opinions to create the attitude stability with much effectiveness.

5. For the result, it was found that the customers have their different marital status affecting to the product sale business and online service prior to purchase the products without the difference in overall. However, after purchasing the products, there were the differences of attitudes conforming to the saying of Dara Thiphaphan in A.D. 1999 that has been said that consumer behavior means the procedures of relevant people to select the purchasing , applying and consuming about the products, services , thoughts or experiences to response the needs and desires including to gain satisfaction also. Similarly, with the saying of Siriwan Sareerat in A.D. 1997 it has been said that this behavior is the one that the customers are searching for, would like to purchase, take assessment and apply the products and services to response their requirements that is to study the human behavior in characteristics of customer roles.
6. For the result, it was found that the customers have their average incomes per month in different way to the product sale business and online service prior and after to purchase the products with the differences in overall. Then, it showed that the incomes is one significant part of purchasing the products, and the customers have their differences in genders, ages, education levels, incomes and family statuses. Additionally, these factors result in the differences of purchasing behaviors, so it should create the good attitudes, especially for the entrepreneurs to create the good attitudes to the customers in products and services by accepting for the market. Significantly, it is conformed to the saying of Siriwan Sareerat and etc. in A.D. 1993 that has been said that the behavior model of the customers is the motivation study to make a decision in applying that service beginning with using the stimulus according to the requirements. As the result, it might occur the buyer's black box that is influenced from customer characteristics to gain the buyer's response or the buyer's purchase decision.
7. For the result, it was found that the customers have their different attitudes affecting to the product sale business and online service prior and after purchasing the products with the difference in overall. Besides, with the saying of Eagly&Chaiken and O'Keefe in A.D. 1990 it has been said that the importance of attitude changing has occurred from the attentions or understanding, acceptance of people to these things and attitude changing resulting from learning. In addition, after it has occurred the attitudes of people, it may be changed depending on people, situations and things to be accepted into the new ones, except for having the relationship with people values. Moreover, with the saying of Phubphasawan Saeeung in A.D. 2000 it has been said that the unstable factor might come from the effect of the situation based on situations of people to result in the attitude changing as another way. While the saying of Sudawan Khansungnern in A.D. 2006 it has been said that most of the influenced factors affecting to the decision to bid the products on the internet are based on the recommendations of the varieties of products, cheaper products in supermarkets, rapidness in bidding and receiving the products including of saving times and expenditures in travelling.

Consumer Behaviors to Making a Decision to Purchase the Products Through the Internet in Bangkok

This research has objectives to study the consumer behaviors to make a decision to purchase the products through the internet in Bangkok in terms of bringing the research result to plan, improve the business result on the internet for the entrepreneurs and bring information to make a decision by the consumers or the ones who are purchasing the products through the internet. Therefore, this study has applied the primary information as the group sampling for the consumers and the ones who are purchasing the products on the internet totally 400 people. In addition, it has determined the group sampling of the researcher by calculating with the formula of Taro Yamane and reliability value of 95 percent with not more than errors for 5 percent after applying the questionnaires as the gathering information tool. Significantly, it has analyzed information by using the instant computer program to find the frequency, percentage, Mean, standard deviation, T-test, One-way ANOVA statistics and Multiple Regression Analysis with statistical significance of 0.05. Finally, according to the result, it was found that the differences of demographic factors; namely, genders, ages, occupations, education levels, marital statuses, incomes affecting to the behaviors to purchase the products through the internet.

According to the personal analyzing result of the respondents totally 400 people, It was found that most of the respondents are females with 66.5 years between 21-30 years with 75.75 percentages including of the single marital people with 73.25 percent. Moreover, they have graduated in bachelor degree with 66.75 percent and the private employees with 71.50 percent as well as incomes between 20,001-30,000 baht with 30.75 percent from the analyzing in the personal behaviors of the respondents totally 400 people. Similarly, it was found that most of the respondents have applied the internet more than 3 years with 99.0 percent by using every day with 98.75 percent or using the internet while working or in school with 58.0 following by using the internet for entertainment with 80.75 percent, and there are the purchasers of the products on the internet with 89.75 percent which are more than the people who have never purchased the products on the internet before with 10.25 percent. As the result, they have purchased the products through the internet because of the comforts with 78.55 percent and paid by transferring money though bank or ATM with 72.42 percent including of making their own decisions to purchase the products by themselves with 24.23 percent. On the other hand, the average amount per one product are 1,001-2,000 baht per 1 time with 45.13 including of purchasing the products less than 1 time per month with 34.54 percent. However, there are the people without any problem to purchase the products on the internet with 62.12 percent following by the people who aren't trust in the shops with 26.83. Finally, in the future there are the people who aren't certain to purchase the products on the internet with 75.61 percent from analyzing information about the trust between the purchasers and the sellers of the products to manage through the internet totally 400 people, and it was found that there are the most significant factor in this field that is there are the websites with obvious address and contact numbers with average of 8.18 percent following with the safety system of the websites in gathering information of the customer information with average of 7.89 percent. While there are the websites to guarantee the satisfaction for purchasing the products, (the financial journal, investment, marketing and administration in the second year of copy 2) with average of 7.60, and there are the credible financial websites with averages of 7.56 as well as the websites that opened the service for average of 7.48 and the well-known websites with average of 7.34 percent including go the websites with commercial registration number of 7.32.

Similarly, there are the credits of the sellers with average of 6.58 percent from analyzing information in the influenced factors affecting to the making a decision to purchase the products on the internet of the respondents totally 400 people. Therefore, it was found that the overall of average for the purchasers was 7.34 percent from the most significant factor that is the convenience to find information with average of 8.59 percent following by the convenience to purchase the products with average of 8.16, the cheaper product prices than the averages of 8.07 percent and the knowledge of internet system with average of 7.61 percent. However, it comes from the difficulty of these products to purchase with average of 7.60 percent, the public relations and availability of the customers with averages of 7.59 percent, the patterns and beauty of the websites with averages of 7.18 percent. Similarly, there are the information from media with average of 6.85 percent and the websites to discount and give some free products with average of 6.45 percent, and there are the averages of member system with 6.45 percent and the perfectness and completeness of product information within the websites with average of 6.43. Furthermore, there is the recommendation from the result after the researcher has studied the personal factors and the behavior factors of the consumers with the trust between the purchasers and the sellers of the products and the making a decision by purchasing the products on the internet that should realize about the importance of information for selling the products. As the result, it has the conclusion that the people who aren't purchase the products on the internet also have their reasons because they haven't seen the real products prior to purchase them. On the other hand, inside these websites there are pictures and details about the products in the full way, and it should give the shop information to make the contacts for talking between the sellers and the customers in order to make the credit that the sending of the products have reached to the customers perfectly and on time through EMS. Then, it can check the statuses of the packages surely, (financial journal, investment, marketing and administration in the second year of copy 2). While the purchasers of the products through the internet should be certain that these websites have the full information with your requirements and can contact to the sellers directly in the case that have the problem to check the seller history and online shops prior to make a decision to purchase the products. What's more for the recommendations of next research, it has the details as this following:

1. This research has studied about the consumer behaviors to make a decision to purchase the products on the internet in Bangkok, and for the next recommendations it should study about the attitudes of the consumers in Bangkok to purchase the products through the internet or have the satisfaction to purchase the products on the internet.
2. It has studied the differences between purchasing the products on the internet by walking to purchase the products in the general shops. 3. It has expanded the study scope increasingly. In addition, nowadays most people have applied the internet system in daily life as another opened channel to run on business on the internet 4. It can change the thought frameworks or factors using to do the research in more specific way for the researcher who has their own business in terms of specify the factors and variables directly to their own business for applying in the direct way of advantages.

Marketing Factors and Behaviors to Purchase the Products Through Electronic Commercial System of the Consumers in Bangkok

The research in the subject of marketing factors and behaviors to purchase the products through the electronic commercial system is the study of marketing factor component affecting to the decision behavior for purchasing of the products on the electronic commercial system for the consumers in Bangkok totally 400 people. Moreover, the researcher has studied the quantity research by using the statistics to do the research that is to find the average values, standard aviation and analyzing through factors by creating the new variable of the variable group to make the factor analysis. Furthermore, according to the result it was found that the marketing factors affecting to the behavior to purchase the products through the electronic commercial system has consisted of the significant groups with the safety system of the database for the consumers. In addition, the first group has given the importance to the easiness, convenience and modernity following by the next group to return the products and considering on the product quality following by the third group to communicate through advertisement media and the last group to give importance on the recommendations and answering on the suspected questions. Significantly, the keywords are marketing factors, behaviors to purchase the products and the electronic commercial system.

For the conclusion, it was found that there are the general information of the respondents to show that the group sampling is from the female at most with 20-29 years old who graduated in bachelor degree and they are the private employees to apply the internet with averages per day of 2-5 hours for the objectives as to communicate, such as sending e-mail or chat at most. While there are the behaviors to purchase the products, and for the study it has showed that there is the group sampling of the website on facebook.com to purchase the products at most. Besides, they might purchase the cosmetics on the internet at most with the frequency of purchasing the products on the internet for one time per month with average of expenditures to purchase the products and online service less than 1,000 baht. In addition, after paying to purchase the products and online service, it can transfer the money to the bank by searching the products and service in easy way with rapidness. After that, the group sampling has recommended other people to order and purchase the products and online service rapidly to be in time for ordering and purchasing the products as well as paying money and receiving the products. While the influenced factors affecting to the purchasing the products on the internet is in rapid way including of ordering and purchasing , paying and receiving the products. On the other hand, the influenced factors affecting to the ordering and purchasing the products and services through the internet are in rapid way in ordering and purchasing the products, paying and receiving the products. As the result, the group sampling has advised other people to order and purchase the products and internet service in rapid way and on time to order and purchase the products, paying and receiving the products with the influenced factors to purchase the products through the internet. Besides, there are the combination factors affecting to the market in making a decision as these details:

1. The product factors in overall has been affected to make a decision of purchasing the products in moderate way , but when considering in each field it was found that the respondents can make a decision to purchase the products from the varieties of product brands and equal modernity of the products.
2. The factors of prices in overall have affected to the making a decision in excellent level , and when considering in each subject it was found that the respondents have made a decision from the logics of the product price at most .The factors of selling in overall have affected to the making a decision in excellent level, and when considering in each subject it was found that the respondents to make a decision to purchase the products from the website that can be operated for 24 hours at most.
3. The factors of marketing supporting in overall have affected to the making a decision at most , and when considering in each subject it was found that the respondents have made a decision to purchase the products from using the interesting advertisements on the internet for stimulating the decision to purchase the products at most
4. The factors to keep the private information have affected to the decision to purchase the products in excellent level, and when consider in each subject, it was found that the respondents to make a decision to purchase the products have gathered the private information as the secret, such as name lists, credit card number, address, telephone numbers and emails at most.
5. Factors to service in personal way in overall have affected to the making a decision to purchase the products at most , and when considering in each subject it was found that the respondents to make a decision to purchase the products might apply the websites that gives the advices about their wonders in personal way at most.
6. The factors to keep the private information have affected to the decision to purchase the products in excellent level, and when consider in each subject, it was found that the respondents to make a decision to purchase the products have gathered the private information as the secret, such as name lists, credit card number, address, telephone numbers and emails at most.
7. Factors to service in personal way in overall have affected to the making a decision to purchase the products at most , and when considering in each subject it was found that the respondents to make a decision to purchase the products might apply the websites that gives the advices about their wonders in personal way at most.

Creating the Digital Picture Arts to Support the Fashion Product Sale Though Facebook

This research is in the subject of creating the digital picture arts to support the fashion product sale through facebook has the objectives to make this picture arts in order to take the quality assessment and satisfaction to the entrepreneurs including of the satisfaction of the customer groups to take assessment for stimulating to cause the decisions to purchase the fashion products through facebook and compare the satisfaction between works from using the creative method with the original one from the populations , such as the consumer groups on the online system through facebook for everyone with averages for 100 people per month in order to use the services and order and purchase the products. Then, the researcher has selected the group sampling from the customer groups by using the random of group sampling totally 81 people, and it has brought the information to analyze with description statistics and test the assumption to research. In addition, the tool research has consisted of the quality assessment from the digital picture arts for supporting the fashion product sale through facebook, assessment report of the entrepreneurs and assessment reports of the customer groups. Significantly, it has brought the information to analyze with percentages, Means (x), standard aviation (S.D.) and satisfaction level of the customer group by using the description statistics from doing the research. Finally, it was found that creating the digital picture arts to support the product sale through facebook have come from 3 guidelines totally 54 pictures. Thus, it can take the assessment to keep information and bring to analyze with statistics including to find that there are the customer groups and the entrepreneurs who are satisfied in these 3 guidelines works in excellent level of standard. Finally, this result has made to have much purchasing of the products and in the last step it was found that there are more customer groups to be satisfied in these 3 guideline words than the original ones with the keywords; namely, creating the digital picture arts, supporting the fashion product sale, facebook.

Nowadays, facebook is the most popular website in the current societies with different objectives. Besides, someone has applied it as entertainment, but someone has applied it to make the public relations. While several ones have applied as the channel to run on the businesses, especially to run on the businesses by selling the online products through facebook; namely, fashion industrial products, dressing and decoration things. Similarly, there are the market share of 32.3 percent of the electronic commercial business in this subject by classifying into industrial group of Thailand in A.D. 2013 (IT Technology Ministry and Communication, A.D. 2007), Academic Journal of Art Architecture in Naresuan University of the fifth year in copy 1 between January to June in A.D. 2014. Similarly, according to the research of Anchan Santichaiyakul in A.D. 2004 it has been said that most of Thai juveniles have always been the fashion followers with 88.6 percent. Thus, there are the example pictures of fashion products as the picture of Portrait to represent from the using of product items for the male models or female ones. While this way is beneficial for the customers who are the followers in this trend, except with the disadvantage for not able to touch the products for purchasing. Therefore, it should apply the pictures as the medium in order to allow the customers to make a decision to purchase the products after seeing the example pictures to purchase on the online system. Then, the researcher has the assumption that the beautiful pictures might stimulate them to purchase the products easily as well as creating the satisfaction of the consumers also. On the other hand, in current day the photographer technology is in the progress way with the cheaper price of the photographer equipment, so everyone can be available to the photography system increasingly. However, it is still lacking of the techniques and essential skills to create the photography picture arts more frequently. What’s more, it seems to view the online product selling from the fashion pictures that the entrepreneurs have made them up without knowledge or ability to take the photographs in specific ways. Thus, there are several problems, such as the not correct colors from the real ones or the different sizes of the real products including of not outstanding points on the pictures, the interests and attractions to sell the products. As the result, these ones aren’t the quality ones to answer the questions for using in the product selling with effectiveness. While in some shops they have taken the investment to buy the cameras and the expensive photography equipment with lacking of knowledge and understanding and skills to control this equipment. Therefore, it has the not quality of the pictures. For example, after interviewing to the entrepreneurs it was found that they have to take the investment by hiring the photographer who have the skills to take a pictures to assist them by increasing the costs and products values increasingly. In addition, they have their reduced benefits, and most of fashion products on facebook always taking to selling without being in the stock or in the shop so long.

Thus, the investment of hiring the photographer to take pictures can’t be worth of the high costs. According to these 3 guidelines techniques, it was found that these way can response to the needs of the customer groups and the entrepreneurs in the excellent way in order to support the fashion sale product on the online system. Besides, according to the result it can prove that the beautiful photography product pictures can show the good details of the products as well as creating the motivation for following the news and update the new products including of stimulating to have the requirements to purchase the products too.

Related Documents

Online Marketing

Online Marketing is the way to create the market through the internet. Moreover, this method can be rapidly available to the customer groups throughout the world or in specific way with the requirement of the customers.
Besides, the online marketing can save expenditure no matter of the seller employees, the advertising in patterns of Medias, such as newspapers, radios, advertisement signs and others. In addition, because the online marketing is the 24 hours service to increase the turnovers all the times, the sellers should study about the products and channels to make public relations and obviously determine the targeted groups to apply this kind of media with most effectiveness.

Therefore, the online marketing has been directed to the targeted groups and achieved the objectives of organization with main points as these details:

1. It can communicate with the targeted group in Niche Market.
2. It can communicate in 2 ways between the entrepreneurs and the customers.
3. It has the one to one marketing or personalized marketing to determine the product patterns and services with requirements.
4. It can make dispersion of consumers.
5. It can communicate in 24 Business Hours throughout the world.
6. It can communicate with quick response.
7. It has the low cost and efficiency.
8. It has the relationships related to traditional marketing.
9. The customers has purchased the products by using information.

The online marketing has the components or marketing combinations or called as 4P or Product Price Place Promotion. Similarly, there are the principles to use for planning in each part and with the requirements of the targeted group at most as follows:

Product is the goods for business that has the strong points to make the customers for perceiving. Price is the suitable price to make the customers to pay related with the products and the competed prices with the competitors in the marketing. Place is the location to bring the products to sell by studying the targeted customer group and behaviors of the targeted groups which the good location has affected to the good turnover. Promotion is the supporting of the products that can place to sell with the supported factors to have the good turnover and be well-known to the customer groups. Then, this supporting can communicate and attract the customers to be interested in the products increasingly.

Search Engine

Search Engine means rapid searching information rapidly by using the Search Engine Site to play role and gather the names in websites to classify in categories. Moreover, nowadays, the most popular search engine website are Google and Yahoo. Besides, Google in Thailand is the most popular search engine website with 98.96 percent.

The Types of Search Engine are given as:

1. Search Engine is the specific searching information with directing to the most requirement, especially for specifying the words as the most popular pattern. Moreover, the popular website for search information search in this pattern is www.google.co.th.
2. Subject Directories have the websites to screen information for gathering information in the internet network system by classifying into directories for selecting with requirements. Besides, it has advantages that can select the name of directories related with the searching information and can select to see the name of websites immediately, such as www.mahidao.ac.th.
3. Meta search Engines can search the information from the several Search Engines in the same time because in the Website Meta search it doesn't have the own database. However, it can search from the required webpage by pulling sources from the database of many Search Sites to show the required selections, such as www.thaifind.com.

The Searching Information by Using Search Engine can classify into 2 methods.

1. The specifying words for information search can call "Keyword" by using websites to service for searching information with channels to fill the words and bring these words to search information in the database of the serviced website systems, such as www.google.co.th by using the keyword to search information for trying to specify the obvious words.
2. Directories can search information as well as coming into the library with classifying the categories. Then, in the large directories, they consist of the small directories to gain the more obvious information or classify into categories clearly. Similarly, they can pick up the required books to read inside several websites by using this service to search information in this pattern, such as www.mahidol.ac.th.

Consequently, the selection of Search Engine for information search on the internet is one of all popular service on the internet network because there are several sources on this media. Besides, it is more convenient to search information than searching in the library.

In addition, it can classify into 3 types; given as: searching information with specific words, searching information with directories, and searching information with several sources. Then, the users can select the methods to search information and use the techniques to search information to gain the required information, and can search information rapidly.

Currently, there are the websites in type of Search Engine and websites to search information to assist the users for more convenient usage. Similarly, this pattern of service is as the way to come into the large library with plenty of information. Then, it enhances to search the common information from several sources in the world.

Principle of SEO

Search Engine Optimization (SEO) is the tool to improve the effective searching in order to increase the more viewers to follow the news feed easily. Then, it has the index setup and rating of websites by using the search engine and index setup of websites on Google and other search engines for attracting the viewers and increases the ratios of viewers.

According to above procedures, it can increase the volumes of the viewers to websites by ranking in the top level to show the search result. Then, with these top levels it can increase more ratios of the viewers on your websites. Thus, it is the common way for the internet users who won't click on the next page. As the result, in terms of allowing your websites to show the top result it is vital and significant to increase more traffics for brining into those websites, and the principle of SEO can make the internet users to be available to use the search engine as well as increase the opportunities to use it on websites increasingly.

Therefore, we can see that there are several advantages of the principle SEO, so it should correctly use the principle of SEO to allow the viewers to easily become the customers in advertising. However, using the principle of SEO has much expenditure on making the Search Engine Optimization in stable way. On the other hand, sometimes, using this principle in the early stage has to pay the expenditure with high level. However after passing on this stage, it will be the next step to maintain the level of service by reducing much expenditure. On the contrary, using the principle of SEO can create the Brand Visibility with showing result responded by several internet users to find the website of SEO and make it become more well-known including of making the Repeat Business. As the result, this search engine has resulted from the requirements of the viewers, so it comes from the people who are interested in the products or the services. Finally, if any website showed the required information contents , it has the high prone to alter the new customers to be the new regular ones Therefor, it can compare as the advertising company that is to work in 24 hour per day or 7 days per week or 365 days per year.

As the matter of fact that nowadays, there are several websites on the internet the terms to use of the principle SEO has taken the big role for aiding our websites to compete with the competitors. Besides, using the principle of SEO is the way to make the marketing with effectiveness and direct to the targeted groups. Similarly, when we search information in each time for the internet users of Search Engine it is vital to use the Keyword to be the determinant of scope. Thus, when we type the Keyword in the channel of Search Engine, it might process data in the lists of websites directly to the contents of that Keyword in the Search Result Page or the showing of result page. Therefore, the better ranking of the website, the more opportunities to have more viewers at that website. That's why it has brought to have more volumes of the internet users and more turnovers.

According to above details, the Search engines; namely, Google and Yahoo! are the popular ones in this age, especially for Google with rating as the first rank in the United States, Canada, British and Australia including of Thailand.

Methodology

Studying Tool

The researcher has studied SEO principle from the word called "Search Engine Optimization" to be the tool for doing the research. Then, SEO means the procedure to make the website to appear in the most suitable position by searching from Search Engine and the relevant Search Keywords with business, information, contents , articles, products, and services. Besides, it might be presented through our website to maintain as always in the most suitable positions. As the result, SEO principle has applied the several steps to adjust the position of the website to be fitted with searching on the determined keywords.

Testing Works

It has made the online marketing by using SEO principle to increase the viewer numbers of wedding photography business with the adjusted methods by the researcher to be fitted with the website on the SEO. After that, it has used the WordPress or the instant program to create and manage the contents on the internet as the open source web software to install on the website server in order to create, such as blog or community. Firstly, it should create the WordPress as the tool to build up the blog for being developed continuously until can create as the website or community website. Then, it might have the Content Management System or CMS to be easily to apply with the site structure of the SEO from Site Structure, Structuring of URL, Increasing Several of Plugins, , The Appling of Key Word Techniques Adjusting the Websites, Adjusting the Websites

Analyzing Information

The researcher has studied with testing the tool or called as Google Analytics to be the statistic collection about the viewers of the websites, behaviors of the viewers of the websites. Moreover, with this information, it might know that which keyword might show the results, messages and advertisements in most effectiveness way and the viewers of the websites might get out of the websites in which way. it has the result show of Google Analytics in line graph and pie chart for specifying the quantities and make comparing. Similarly, it can specify the work roles in the high level, so the new google analytics version show the line graph for increasing the quantities and making the comparing in the higher level.

Results

In this research, the researcher has used the Google Analytics to analyze the statistics result as follows:

1. Statistics about visitor to gather information from the viewers of the websites
2. Statistics about traffic to gather information from channels to reach the websites
3. Statistics about contents to gather information from the statistic views in the front pages of the websites
4. Statistics about the top ranks to gather information on Search Engine

Considering the study of demography, the population number from the website can be classified into females with 78.26 percent and male with 21.47 percent. Moreover, the proportions dividing into each span of age with this following:

- age 18-24 years old with proportions of 34.13 percent,
- age 25-34 years old with proportions of 56.89 percent,

- age 35-44 years old with proportions of 8.98 percent.

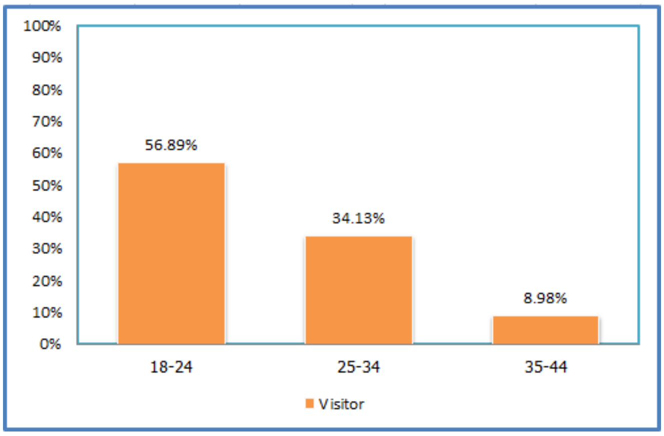

Figure 1: Age of www.1more-Story.com.

The geography characteristics for the viewers in the websites. Most of people live in Thailand with 92 percent following by United States with 2 percent and other countries with 2 percent as shown in the Figure 2. Besides, the language, having been mostly used by visitors, is Thai with 61 percent following by EN-US language with 31 percent and other with 8 percent as shown in the Figure 3.

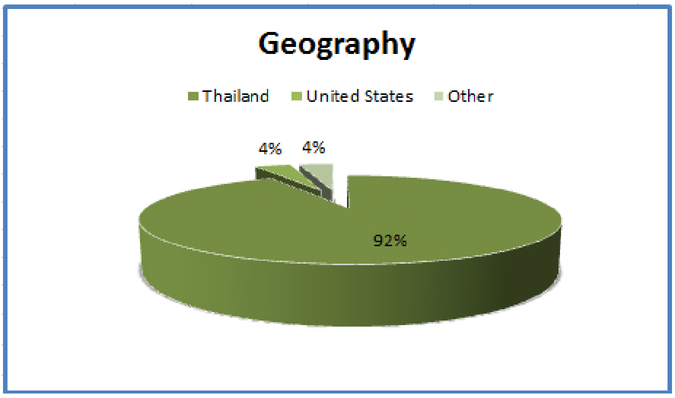

Figure 2: Geography of www.1more-Story.com.

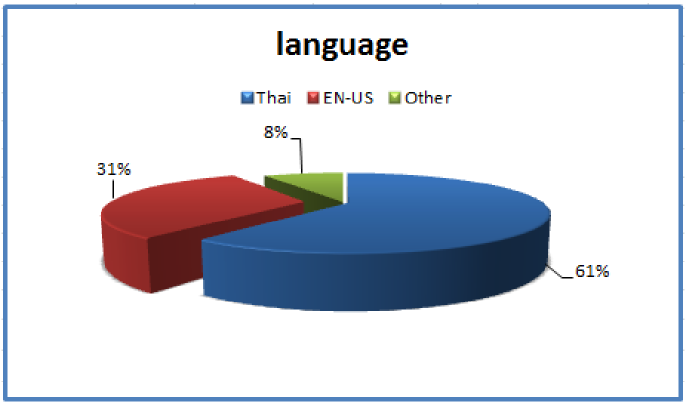

Figure 3: Language of www.1more-Story.com.

The Determining of Keywords

In determining of the Keywords, the researcher use the Google Trends to search the popular heading from the Search Engine on the website of www.google.com. Consequently, according to the Google Trends, it concludes the trends for the searched keywords through the property of Top Charts added in Google Trends. As the result, the Top

Charts might be improved dated of monthly information to A.D. 2004. Besides, the Top Charts might show of the reference result with the pattern of Knowledge Graph. Then, it can give information through the relevant and useful keywords for studying the keyword subject. Therefore, the researcher has surveyed the keywords from the original customer groups. it was found that with percentage of 95 it has used the keywords of the photographer in wedding with 4.5 percentages it has used the keywords of the camera man in wedding and with percentage of 0.5 it has used the keywords of the photographer in wedding day.

According to the chart, it shows the statistics by using the keywords to search the relevant information involving the photography business by Google Trends to inform about the usage numbers of keywords specifying into the years as this follow.

In 2010, it has used the keyword of photographer in wedding with total 384 times as well as in 2011 to use this keyword with total 613 times. Moreover, in 2012 it used this keyword with total 745 times including of in 2013 to use this keyword with total 577 times and in 2014 to use this keyword with total 600 times. Similarly, in the part of using the keyword of the camera man in wedding day, it has used this keyword of the camera man in wedding totally 577 times including of in 2014 with 600 times. Finally, in the part of using the keyword of the photographer in wedding day, in 2012 it has used the keyword only 28 times and in A.D. 2013 it has used the keyword only 21 times as shown in the Figure 4.5

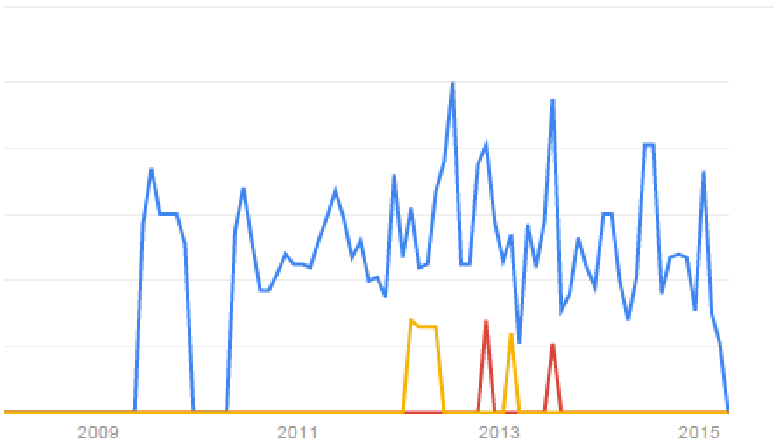

Figure 5: Keyword of www.1more-Story.com

When the researcher studies the suitably keywords with the photography business in wedding day, it shows that there are the keywords of the photographer in wedding for the Search Engine Optimization (SEO) as this follows:

Putting the key words in the Title of the Front Website

Putting the keywords in the page of website in the part of tag or <Title> has assisted for making the Search Engine in order to know that which page of the website has the information inside. Moreover, this information has showed the top position for the web browser to specify that the browser is the significant factor.

Putting the keywords in the top position of the websites and emphasizing with the bold letters.

Highlight the required keywords on the top of websites and highlight the keywords inside the websites with bold letters or using the tag or <b> to highlight for Search Engine to give importance in special way. Then, it should see the importance of the Search Engine and weight up for these keywords.

*Putting the Explanation with Pictures by Using Keywords***.**

The researcher has put the picture explanation by using the tag or <alt> as the explanation or </alt> for enable the Search Engine to know that which pictures put on the websites are in what pictures affecting to the searching of information from the Search Engine.

Putting the Keywords in Contents inside the Websites

In the Front Website, there are the repetitive keywords or called with combining as the Keyword Density that is the way that our websites have information and stories about those words. Thus, the Search Engine has given the importance in this part, but it should have the repetitive of keywords inside the website. However, it shouldn't be exceed than 20 percent, but if it has too much they keyword might be spammed and the websites might be blocked.

Putting Plugin

WordPress Plugin is the supportive part or the increased tactics into the main program for more capacity. Thus, the researcher has put the Plugin into the supportive part that is Facebook Page and Promoter Lightbox for the viewers of the websites to press and like the fanpage of Facebook as another channel to communicate with the targeted group.

Increasing the Contact Channel Through the Social Media

Doing the online social marketing is one part to promote the websites through Social Media as one part to push up the website to be in the better level of the google website. Then, it has the advantage for doing the online social marketing, called Social Media Marketing (SMM). Additionally, it can reach to the customers with the direct targeted groups including rapidness, and assists to make the public relations. Therefore, the increasing of contact channel through Social Media is one part to do the SEO and to improve the convenience to be available for the targeted group easily.

In increasing of the contact channel through Social Media, this way can increase the capacity of Menu with themes to add more contact channels through Social Media as the additional functions or themes that the researchers have selected to apply by selecting many channels with the business requirement and then put the additional links to be connected increasingly.

According to the study with steps of above chapters, it shows the analyzing result by using Google Analytics to classify into details with the periods of time to gather information between **1**stMarch – **30**th April **2015** as follows:

Overall of the website viewers

- It has classified into **1438** sessions for March in **2015**with the totall **845** sessions and April in **2015** with the total of **593** sessions.
- It has classified into **1187** users for March in A.D. **2015** totally **699** users and April in A.D. **2015** totally **509** users.
- It has classified into **5503** page numbers for March in A.D. **2015** totally **4037** page numbers and April in A.D. **2015** totally **1466** page numbers.
- It has classified into page numbers or sessions with average of viewed page numbers totally **3.83** page numbers for March in A.D. **2015** totally **4.78** numbers and April in A.D. **2015** totally **2.74** numbers.
- It has classified into average of sessions totally **2.02** minutes for March in A.D. **2015** totally **2.24** minutes and April in A.D. **2015** totally **1.24** minutes.
- It has classified into feedback ratio totally **4.57** percent for March in A.D. **2015** totally **34.20** percent and April in A.D. **2015** totally **62.24** percent.
- It has classified into new session ratios totally **80.67** percent for March in A.D. **2015** totally **80.12** sessions and April in A.D. **2015** totally **81.45** sessions.
- 4.3.2 Verall of the website viewers
- It has classified into Chrome Browser with total of **1067** sessions or **74.20** percent following by Safari with total of **257** sessions or **17.87** percent, Android Browser total of **39** sessions or **2.71** percent.
- It has classified into **1187** users for March in **2015** with total of **699** users and April in. **2015** total of **509** users.
- It has classified into **3** tools that are desktop totally **889** sessions with **61.82** percent, mobile totally **92** sessions with **31.78** percent and tablet totally **39** sessions with **6.40** percent.

After studying and testing the Search engine optimization (SEO) with photography business websites, it can structure these websites conforming to the ranking on search engine by using the website of www.google.com. Therefore, the analyzing result can be available by using the Organic Search to show the change of Search engine optimization (SEO) together with the photography business websites as follows:

There are increasing of new sessions with 14.92 percent that has increasingly more page numbers sessions the average viewed page numbers with 67.10 percent and more average session times with 16.96 percent, except for the reduced feedback ratios with -37.85 percent.

For the ranking on search engine by using the website of www.google.com, it showed that the researcher has applied the key word of photographer in wedding to the testing. Moreover, the researcher has applied the program of Rank tracker to compare the measurement in the websites of search engine prior to test and structure them by using the Search engine optimization (SEO) for the websites of www.1more-Story.com. Similarly, it has showed in the 19th ranking on the search engine after using the website of www.google.com after using the key word of photographer in graduation. On the other hand, it has showed in the 23th ranking after using the key word of the cameraman in wedding. Additionally, when structuring the websites to conform with the ranking on the search engine after using the websites of www.google.com, it has showed the changing as the 16th ranking on the search engine after using the key word of photographer of wedding and the 19th ranking after using the keyword of the camera man in wedding, respectively.

Discussion and Conclusion

After the researcher has studied and tested information by using the marketing details with Search engine optimization (SEO) to improve the websites conforming to the ranking of the websites of www.google.com, it has showed the ranking on the search engine as the top level with SEO as another way to use the marketing without the expenditures. Thus, searching information on the Search Engine has resulted from the requirements of the viewers, so the most viewers from the Search Engine are interested in the products or services after using the keyword by searching information. On the other hand, if the websites to show of the contents and their required information are one of significant parts to make a decision to purchase the products and services, it should setup the keyword as another significant way to do the Search engine optimization (SEO) in order to gain the correct and suitable details for business. As the result, the study and the testing to do the marketing with Search engine optimization (SEO) in this time has affected the higher ranking of the websites of www.google.com after using the keyword. Consequently, the wedding photographer would apply this opportunities of business in the online competitive age, and increase the competitive opportunity with the business entrepreneurs in the same way.

Suggestions

Technical Suggestions;

Doing the Search engine optimization (SEO) has the warnings because some commands have the disadvantages to do the Search engine optimization (SEO) as this following:

1. Every usable links can be applied, if there are some destroyed links, it result in viewing for the Search Engine as the not quality or not credible tool from the broken links.
2. The low quality Hosting may spend long time to download the websites, and it might become to show the message of Page Not Found. Then, from making the viewers of the websites not to be available to several websites, it can view that these websites are not quality ones.

Research Suggestions

In this research study, the researcher has applied the Google Adwords that is another advertisement service with the Search engine optimization (SEO) in terms of assisting the websites to be on the top ranking for showing the searching result of Google in excellent way. However, it should apply the high investment, and some months might have not equal expenditures with calculating from the click numbers. Therefore, the marketing results between the Search engine optimization (SEO) and Google Adwords are interesting in order to study for adapting with the business further.

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BESSH-16

Public Relations Administrations of Private Higher Education Institutions

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Abstract

The purpose of this study was to study public relations administration of private higher education institutions in four different dimensions which were 1) public relations policy determination 2) public relations organization 3) allocations of budget and resources in public relations and 4) public relations implementation. The researcher utilized in-depth interviews as a research instrument. The sample included public relations executives, chiefs or directors of public relations, and public relations officers of five private higher education institutions. The findings of this study revealed that 1) public relations policy determination was aimed at promoting proactive public relations, networking, and creating an alumni and prospects database. All of those activities were geared towards promoting 2) public relations organizing, since the structure of each higher education institution was different according to the nature of their work and mission, size of organization, and some organizations did not have much structure but was established in the form of working groups on specific projects/ activities 3) allocation of budget and resources in public relations, the budget spending was carefully planned in advance according to the project/activities and action plan. The budget was allocated more or less depending on the size of the institution. For the allocation of resources, each division was responsible for the recruitment, selection, training and development of staff to keep up with current situations but giving leeway according to the ability and personality characteristics of personnel in order to create a professional atmosphere 4) Public relations implementation had operational framework, planning, goal setting and guidance from both inside and outside organizations, coordination, established cooperation between organizations and their target audiences, work motivation and incentives, data analysis, monitoring and evaluation of performance. The use of resources was constantly reported in both verbal and written forms in order to continuously develop and improve the organization further.

Keywords— Public Relations, Administration, Higher Education Institution

Introduction

Public relation is the key tool for studying management it can create understanding of policy and guideline to correct in practical included knowing the information and knowledge of changes happened and related group (Office of Basic Education Commission. (B.E. 2540). Public relation is the key mission of education has to arrange for community to acknowledge activities in school (Pirat Atkamanon and Mantana Chokworawattanakorn. (2545) in addition public relation is another of administration recognized as a process that is the important process as well as a result this is because administration does not rely only on the money, equipment and management only. If it required cooperation and supporting from general person, the public relation is widely accepted by whole industries currently. It is responding and relating to the information society which is obviously substantial. Communication network covered and involved technology development that is modern and up to date for the people's right to know and open up for various news by modern technology as society.

From studying about the public relation administration problem in regular universities found that problem and barrier were executive not understand the meaning of public relation correctly such as lack of care and not focus on public relation particular in top management level, lack of tools/ equipment necessary to communicate and good public relation, lack of management system therefore public relation often, lack of short term, middle term and long term plan, lack of coordinate in term of planning public relation; moreover, it still had the problem, lack of division the job with in unit also it had not the certain proportion as a result it become trouble in public relation. Lack of planning and evaluation research making pointless, inefficiency, and wasteful, lack of coordination within unit effected gab, misunderstand and distance and lack of cooperation and administration in unit caused inefficiency and lead to difficulties implement of public relation both of internal and external organization. Yaowapa Buawech. (2550)

From the key problems above, researcher had to study about public relation administration in private education institution caused taking the research result for information development in public relation administration and to be

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guideline for private education institution to apply and getting benefit in the public relation administration of this institution efficiency in term of education management and responding education management of nation's objective.

Methodology

To study about the public relation administration of private education institution in four parts such as 1) To specify public relation policy 2) To arrange public relation agency 3) To allocate budgeting and resource of public relation and 4) To operate public relation.

This was qualitative research to study public relation administration of private education institution referred to in-depth interview from executive of education institution who handled public relation for instance public relation director or head of private education institution by purposive sampling for 5 institutions.

Instrument for collecting data

1. Recording
2. Taking note and observing interviewee's behavior
3. Interviewing by in-depth an informal interview created by researcher

The interview was opened question.

Findings

Executive of education institution is in charge public relation such as director or head of unit for 5 persons of each total 25 persons

To specify public relation policy

Research study result found that:

All education institutions focused on the field public relation policy because it was important for administrative and proactive more. There was target obviously in order to the target group more recognizable which related to the research of Sasithorn Keawraksa (2552). Public relation policy had to cover and widely role also created the responsibilities for management. Institution operation successful depended on management policy, specified policy or decision involving the good public relation policy which was importance fundamental for decision to select the policy and depends on referendum as basic to define the practice

To arrange public relation agency.

Research study result found that:

Arrangement public relation agency of 5 institutions specified the structure of organization by group management and specified the scope of role, assignment and responsibilities, authority and placement relationship so that these operations followed the plan as a result to be great successful that related with the research of Sasithorn Keawraksa (2552) it was the key factor of public relation administration efficiency. The good management organization could be able to achieve better performance and still promote the good relation of person in organization to unite force to ensure that the successful of work and effective for organization which was the conception of Schermerhorn (1989:9) was specification person, allocated person additional using the equipment were suitable and harmonic with operation plan

To allocate budgeting and resource of public relation

Allocation budgeting

Research study result found that:

Budgeting allocation and public relation were the key because they was allocated other resources spending for public relation operation sufficiency and efficiency by executive who had to allocate both forecasting and controlling as projects/ activities in order to flexible and able to implement effectively in forecasting plan for purchasing or outsourcing or expending as budgeting plan (included media and tool for public relation) accordance with the research of Sasithorn Keawraksa (2552) and Jittrapon Suthivoraset (2544:205). Jareansak Engjarernwattana (2548:146) was the key of job due to the capital to enhance the quality of job efficiency that was it had to achieve activities target by budgeting saving possible, getting the best job quality and working as fast as possible. Executive of organization or function had to have policy to support public relation in term of budgeting and appropriation

Resource applied to public relation

Research study result found that; recruitment for the public relation position had to consider about the knowledge, ability, character and personality would operate in each of part such as training and person development involved public relation caused it impacted public relation smoothly and efficiency more related to research of Anchachiri Buasri (2550) the human was the key administration factor so recruitment for public relation position, executive had to cover 2 key activities for instance recruitment for key position specified in function structure and coaching existing officers got the knowledge and skill in public relation in order to all officers to be able operate their job most efficiency and related to Tola Mhapasutanon (2545:99) Vijit Arwakul (2541: 240). Recruitment of public relation position had to appropriate knowledge, character and personality of person that had to operate in each part of training and person development in public relation filed caused it was provided public relation smoothly and efficiency more

To operate public relation

Research study result found that: to operate public relation was the directly role of working team, executive, the leader of pubic relation function or in term of public relation committee. Public relation work would be achieved based on clearly understanding by acceptance of people, planning, specifying objective broadcasted to publisher understanding and promotion to the target both of internal and external institution by two-way communication. The public relation work for 5 institutions which were not difference that related to Scott M. Cutlip and Allen H. Center. Jareoansak Engjareoanwattana, Saipin Samavorrakakul and Kanya Sirisakul (2557: 94:96) Public relation process was influence the idea of specialist and public relation personal most divided by 4 methods found that in research result as follow;

Researching – hearing method. It had been inspected, analyzed, monitored an education environment news from mass media or masses directly, there was often collected activities image and news events of institution. The project/ activity owner had broadcast information in project/ activity based on video call, there was the sign board also recording video to release analyzed, inspected, screened and proposed for arrangement the billboard/ public relation, guidance institution relationship. Currently, it lacked of the public relation research and influence social in economic changed on the other hand remained studying, collecting document, news, newspaper and various magazines were benefit or involved institutions while feedback was surveyed by questionnaire or how to talk with also studying about the collection many opinion documents influence institution informality.

Planning – Decision method for 5 institutions had the scope and role of public relation

obviously, there was promotion and the person responsibility for public relation who has held the meeting for planning continuously by specified objective, target, operation public relation approach, timing, media and other techniques in public relation and budgeting; however, the decision making depended on the chief executive officer (CEO).

Communication-operation method found that 5 high education institutions had produced media for public relation such as video, document, brochure and vinyl, they was broadcasted institutions performances. Eventually, activities were institution introduction in term of operation to encourage all subordinates working with confidence that had the goal obviously by good morale and able to continued instead job, not identify person, able to operate planning, supporting, and creating understand and happiness in unit additional collaboration and suitable flexibility to achieve objective and planning specified

Evaluation method; evaluation method of all 5 institutions found that they were not different due to all operation projects/ activities had to report the performance, monitoring and evaluation then taking these evaluated results improved public relation continuity and sustainability in term of personal, service quality of media, various technologies and budgeting while budgeting might depend the size of institution.

Discussion and Conclusion

From studying research as “Public Relation Administration in Private Education Institution” of 4 parts such as 1). To specify public relation policy. 2). To arrange public relation agency. 3) To allocate budgeting and resource of public relation and 4). To operate public relation from executive of education institution responsibility for public relation department, public relation director or head of 5 private education institutions for 25 persons totally as follow;

To specify public relation policy; from studying result found that it focused on publicity proactive, created good relationship with visitor, created coordinated network all in both Southeast Asia Region and International additional operating public relation sustainability both of internal and external and creating alumni database focused on internal public relation for the person participated and understood about public relation in the same direction included publicity for the target group more knowing.

To arrange public relation agency; Public Relation Structure Specify of education institutions were different depended on the job and mission, size of organization; moreover, some organization had no public relation structure but it set up public relation team work as projects/ activities because each of organization had administration method, public relation performance plan to suitable with own organization significantly beside of there was organization responsible for public relation, chain of command suitably and specified scope of public relation job and assignment in practical distinctly.

To allocate budgeting and resource of public relation; there was forecast plan for budgeting, specified budgeting in projects/ activities and annual operation plan clearly additional focused on public relation and more or less budgeting for public relation depended on the size of institution that it had the budget forecasting plan saving and getting highest benefit related to goal achievement as specified operation plan. Public relation had the role by party line accordance with the quantity of work, recruitment, training and continuity development up to date with situation in pubic relation, focused on knowledge, ability, character and personality had to operate for public relation professional for job successful and efficiency.

To operate public relation of all 5 institutions found that they were not different because all projects/ activities had to performance report, monitoring, evaluating and taking that performance improved sustainably and often included personal, service quality, media, any technologies and budgeting might be difference depending on the size of organization.

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BESSH-16

Designing the Procedures of Building and Environment Management for Basic Education Schools by Using Quality Management

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Abstract

This study focuses on 1) a good-quality management procedures of buildings and environment in schools 2) designing the management procedures and 3) creating an operation manual for the procedures. This study is the combination of qualitative and quantitative research method. Populations in the research were 83 deans and directors of primary and secondary schools from the 10th educational district in Samut Songkram. Sample group were selected from the voluntary deans and directors. There were 14 participants in sample group. Research tools in this study were divided into 2 categories. The first one was data-collecting tools, which were in-depth interview and questionnaires. The second one was the designing tools to help creating management procedures: quality business, quality work procedure and key quality indicator of each activity in schools. All data were analyzed by mean and standard deviation. The result from this study has found out 1 effective process of building and environment management for basic education schools which is called Quality Business Process (QBP) and 7 Quality Work Procedures (QWP). In terms of academic feasibility checkup by experts, the research had shown that new design of building and environment management was approved unanimously. It means that new process of building and environment management in schools works very well and can be adapted. After examining the possibility of management process being used in schools by calculating the mean value among sample group (14 school deans and directors), the mean value was between 0.64-1.00. It means that the new design of building and environment management can be operated effectively in schools. For the satisfaction of operation manual, deans and school directors gave the satisfaction score in the highest level (Mean = 4.7372, S.D. = 0.4385)

Keywords— Procedures, Buildings, Environment

Introduction

Buildings and environment in schools are one of the important factors. They can effectively support school's operation. Buildings and environment with good quality will be part of students' development in terms of academic, physical, emotion, intellect, intelligence and morality. Thus, buildings and environment around campus should always be taken care of (James Douglas and Bill Ransom, 2006). From previous research papers in related topics, it shows that environment in classrooms had and effect on student's learning achievement (Russell, 1998). Students in school that has bad environment have difficulty to concentrate in lessons and have low learning achievement (Rouk, 1997). Bad school environment also affects on student's attendance, resignation, self awareness and achievement (Stewart, 2008).

It is accepted worldwide that education is the essential key to develop people's knowledge, thought, behavior, attitude, value and virtue. As people are the most important resource to develop and make the country ready for the world progressive change, educational management must be taken seriously (Vachara Sungkobon, 2015). Since schools are the principle unit for people to be educated, school management must get ready to improve all sections to support students learning process and make students ready for the competition (Office of the National Education Commission, 2001). In order to develop people and make them ready for national prosperity, balanced and related development processes in all sections are really needed.

In the past, the attempt to manage and improve learning process and quality of Thai education wasn't successful. Regarding that attempt, National Education Act of 1999 was released as drive to all schools to improve, change and modify their management process. Since then, school management uses system approach to lead the school to world

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standard by adapting Deming Cycle and Total Quality Management (TQM) into the process. The design of Process of Building and Environment Management for Basic Education Schools by Using Quality Management has always been interesting to me. The result from this research is expected to be used to improve the existing management procedure in schools for better result.

Objectives and Research Methodology

- To design the effective process of building and environment management for basic education schools
- 1.2.2 To design the effective operation procedure of building and environment management for basic education schools
- To create the operational manual regarding the purpose of building and environment management

Literature Review and Methodology

This research adapted the idea of system management, total quality management (TQM), Deming Cycle and Thailand Quality Award in section 6 as the framework for this research. The research style was both quantitative and qualitative. Population in this research was 83 deans and school directors in Samut Songkram. The focus group of 14 participants from the secondary schools in district 10 was chosen by voluntary selection. This was the appropriate number for in-depth interview.

The research's procedure was divided into 5 stages. Stage one was study and review related literatures. Theories and methods influenced in this research were system thinking, total quality management (TQM), Thailand Quality Award in Section 6, ideas of effective management procedures and the management of building and environment in schools. The second stage was data collecting. It consisted of creating set of questions for the interview with dean and school directors. The third stage was the design of process of building and environment management. It consisted of designing the outline and diagram of the management procedure, operation plan of building management and paper-base work forms. The fourth stage was the checkup of designed procedure by experts. The manual framework was adjusted to be suitable and practical for schools to use after consulting with deans and school directors. User manual was created after this stage was done. The final stage was the adaptation of using the procedure in schools. Satisfaction survey was conducted among users at schools during this stage, too.

Data collecting and analysis

All data was collected from sample group of voluntary school deans and directors.

1. The information from the questionnaires were collected and applied to make the outline of building and environment management procedure.
2. The outline, once done, was checked and approved by 3 experts. They all agreed with the plan.
3. The outline was adjusted according to comments from step 2.
4. Blueprint of building management was created from the adjusted outline.
5. The blueprint was checked and approved again to see if it is appropriate to be used in schools by 3 experts.
6. Blueprint was adjusted and edited.
7. The possibility checkup of the manual usage was done by calculating the mean value of school directors' opinions and comments in each step.
8. A satisfaction survey was done after launching the operation manual among schools. Deans and directors gave feedback and score on rating scale sets of questions.

Data analysis to create building and environment management process was separated into 2 parts. The first part was quantitative data analysis which consisted of the usage possibility analysis. The mean value was calculated by index of concordance (IOC) (Suwimol Tirakanan, 2008). Also, satisfaction score of the usage of operation manual was calculated by Likert scale (Suwimol Tirakanan, 2008). It was analyzed to find the mean and standard deviation. The second part was the qualitative data analysis. In-depth information was collected by the interview with school deans and directors who participated in this research. The information was analyzed based on technique of Supang Chantawanit (2007).

Findings

The result from this research can be summarized as below.

1. The outcome of designing the process of building and environment management for potential schools can be displayed in table 1.

Table 1:
Diagram of quality building and environment management in schools under basic education commission based on quality business process (QBP).

Step	Department			Key Quality Indicator (KQI)
	School Board of Management	Buildings Management Team	Teachers	
Planning		Initiate Study the strategy and problems (QWP 1) Study the need of people in the gain-and-loss (QWP 2)		- Information of strategy and problems were provided completely - Information of needs and requirement were provided completely
Doing		Initiate project of building management (QWP 3) Operate the project of building management (QWP 4) Use the operational manual (QWP 5)		- Information of projects were provided completely - Schedule was successfully provided - Blueprint was completely provided - Operation was conducted as planned - The maintenance rule and regulation was set up.
Checking		Follow up and evaluate the project (QWP 6)		- Users were satisfied in the high level
Acting		Plan for the revise and edit of operation manual (QWP 7) Finish		- All information can be used for the following years

From table 1, it shows the diagram of quality business process of building and environment management, which consisted of 7 procedures.

1.1 procedures of strategy and problems study
1.2 procedures of looking at gain-and-loss group of people and their requirement
1.3 procedures of initiate the building and environment management
1.4 procedures of operating the management
1.5 procedures of using the operational manual
1.6 procedures of following up and evaluating
1.7 procedures of revising and editing the process manual

Each process had the persons in charge who were from board of management, building management team and teachers. They had to operate the management by the assigned key quality indicators.

Quality Work Procedure (QWP) diagram consisted of activities and persons in charge in each step (board of management, building management team and teachers). Persons in charge had to complete all tasks on the KQI checklist, which had 55 things on it. Table 2-8 display the details of the operation.

Table 2:
Diagram of strategy and problem study (QWP 1)

Procedure		Department			Key Quality Indicator (KQI)
		School Board of Management	Buildings Management Team	Teachers	
Planning	1.Study the strategy and problems	Initiate Prepare information of strategy and problems Review the information			-The information was completely provided
Doing	2. Information Analysis	Meeting Analyze information Define the points that need to be improved			-Minute of meeting was provided -Result from analysis was related to the strategy and problems
Checking	3.Consider points of improvement by importance order	Consider points of improvement by importance order Define things that need to be improved			-The percentage of content in building management process was in the same level with strategy and problems
Acting	4.Define ways of building and environment management	Creating operational manual Finish			-All information is correct.

Table 3:

Diagram of studying on requirement of people in gain-and-loss group (QWP 2)

Procedure		Department			Key Quality Indicator (KQI)
		School Board of Management	Buildings Management Team	Teachers	
Planning	1. Study the problems in General		Initiate		
			Prepare		- document was complete
		Meeting, explain and investigate			- meeting had more than 90% of attendance
			Record the meeting		
	2. Design questionnaires	Review problems and solutions			- questionnaires were ready to be filled in
		Create questionnaires			
Doing	3. Collect desired information		Explain the purpose and how to		- participants were informed how to fill in correctly
			Collect questionnaires		
			Check if questionnaires are		
Checking	4. Data analysis		Record information		- data was collected correctly
			Analyze the information		
	5. Summary		Record the calculated result		- data was calculated correctly
Acting	6. Define the requirements	Meeting to get requirement			- There were more than 90% of attendance in the meeting
		Define more information on the manual			- Requirements are noted
			Finish		

Table 4:

Diagram of creating project for building and environment management process (QWP 3)

Procedure		Department			KQI
		Board of School	Buildings Management Team	Teachers	
Planning	1. Reviewing the strategy / problem and requirement from people in loss and gain group	Review strategy/ problem and requirement	Initiate		- Check if information is complete
	2. Clarify detail of work plan/ project of the management process	Clarify detail of work plan/ project of the management process			- work plan / project are related to the content of management manual and requirement
Doing	3. Creating work plan / project of management	Not	Creating work plan / project of Asking for permission		- Providing work plan and project with complete information
Checking	4. Project Approval	Check	Approved		- Project was approved
Acting	5. Follow up the progress		Making progress report Finish		- Provide progress report

Table 5:
Diagram of operating process for building and environment management process (QWP 4)

Procedure		Department			KQI
		School Board	Building Management Team	Teachers	
Planning	1. Review project		Initiate → Review project detail → Plan the operation		- Complete information - More than 90% of meeting attendance - Complete schedule and operation plan
Doing	2. Prepare blueprint		Locate/design/ write blueprint		- Finish on time
	3. Check the blueprint	Not correct	Checking		- Blueprint has complete and correct information
	4. Looking for contractor	Not	Consideratio n → Bidding → Select contractor → Sign contract	Correc Necessary	- The price is in price range - Contract is complete and correct
	5. Develop buildings and surrounding		Process the improvement		- Project is done in time
Checking	6. Checking	Not correct	Check	Correc	- Project is done and complete by all criteria.
Acting	7. Conclude the operation		Create a summary report → Finish		Report is done and completed.

Table 6:
Diagram of operating process for building and environment management process (QWP 5)

Procedure		Department			KQI
		School board	Building Management Team	Teachers	
Planning	1. Define rule and condition about building maintenance and control		Initiate → Study the numbers of accident and → Review related rules/ regulations → Define rules of usage/ maintenance		- Information is complete - number of accidents - number of complaints
	2. Design map and floor plan		Design map and building floor plan		- floor plan shows clear picture and details
Doing	3. Communicate and publicize		Meeting, clarify the purpose of building usage → Explain how to use services and show floor plan		- Number of attendance - Number of people using the service
	4. Building Use		Use building service		-Number of complaints and accident - Satisfaction level was very high
Checking	5. Check the condition		Follow up / check the condition		- Time duration of check-up process was long enough. - Process was done according to the schedule
Acting	6. Maintainance and Control		Maintenance and control → Make report → Finish		- Number of complaints - Number of accident - Report is done and completed

Table 7:
Diagram of follow-up and evaluation process of building and environment management (QWP 6)

Procedure		Department			KQI
		School Board Management	Building Management Team	Teachers	
Planning	1. Review Strategy/ Problems and requirement from gain-and-loss group	Initiate Review strategy/ problems and requirements			- Complete information
	2. Design Satisfaction questionnaires	Design Questionnaires of satisfaction Making questionnaires			- With complete information
Doing	3. Collect questionnaires		Collect questionnaires Check the completion of questionnaires		- With complete information
	4. Analyze the data from questionnaires		Record data from Analyze the data		- With complete information - 100 % accuracy
	5. Summarize		Summarize data analysis Making report of Satisfaction level of building service		- Report has complete information from the analysis
Checking	6. Review the operation outcome	Review the coherence of the operation with the satisfaction level from the survey			- With complete information - Report has complete information from the analysis
Acting	7. Summarize operation outcome	Conduct gradual follow-up Make a summary and report Finish			- With complete information - Work is done as scheduled

Table 8:
Diagram of Process of revising and editing the process manual for building and environment management (QWP 7)

Procedure		Department			KQI
		School board	Building Management Team	Teachers	
Planning	1. Study the operation outcome	Initiate → Study the operation outcome of management process			- With complete information
Doing	2. Review the current condition and problems	Review problems in real time → Asking from building service users → Record problems			- With complete and up-to-date information
Checking	3. Data analysis	Analyze information from the report and problem in real time			- Result from analysis is actual
Acting	4. Creating development plan for next year	Create plan for next year → Finish			- With complete details - percentage of information in blueprint matches the problems and requirements

Quality work forms (QWF) included lists of problems, requirement questionnaires, project detail clarification form, satisfaction questionnaires and the request form of using service in the building and environment department. These forms were created to support the operation and make it more effective and convenient for staff and users.

Quality operation manual included quality business process (QBP) of educational institutes and 7 quality work procedures (QWP1-7), which are procedures of strategy and problems study, procedures of looking at gain-and-loss group of people and their requirement, procedures of initiate the building and environment management, procedures of operating the management, procedures of using the operational manual, procedures of following up and evaluating and procedures of revising and editing the process manual. Besides, there are quality work forms (QWF 1-5) which are included lists of problems, requirement questionnaires, project detail clarification form, satisfaction questionnaires and the request form of using service in the building and environment department.

The result after evaluating the new designed procedures can be summarized that it was appropriate to be used in schools and it supports the schools academically. When looking at the satisfaction survey, school deans and directors were highly satisfied.

Discussion and Conclusion

From the adaptation of total quality management (TQM), Thailand Quality Award in Section 6 and schools building management, we discovered that there were 7 important procedures which were mentioned earlier. Those procedures were designed to support the highly effective building management operation. In other words, they could serve everyone who needs to use the service. Those procedures brought satisfying outcome to the users. According to the satisfaction questionnaires among school deans and directors, they were very satisfied with the procedures and the operation manual. This result is related to the idea of management procedures by Verapot Luprasitsakul stating that the design of management procedures is the revision of the current procedures. It needs to be reviewed, edited, and recreated with creativity in order to make a better work procedure for more successful tasks.

Suggestions

In the meantime, all departments in educational institutes have to be evaluated by frequently. For those who would like to use ideas in this research to adapt with their current management procedures, they should educate their staff so they understand the ideas of systematic management, total quality management (TQM), Thailand Quality Award in Section 6 and schools building management. For key quality indicators measurement, school board and persons in charge should participate and share more opinions to make key quality indicators more solid and appropriate.

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The Application of the Sufficiency Economy Philosophy for Sustainable Business in Thailand

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Abstract

This study is an analysis of the sufficiency economy philosophy for sustainable business success in Thailand. The samples of this study are several leading companies in various businesses such as real estate, Banking business, agriculture industry, Wellness business, education business, the telecommunications business and retail business in Thailand. By in-depth interviews to understand, the principle and strategies to applied the sufficiency economy philosophy in order to achieve sustainable business.

Keywords— Sufficiency Economy Philosophy, Sustainable Business, Globalization, Thailand

Introduction

The objectives of this research project are as follows to analyze the sufficiency economy philosophy led to the business in Thailand for substantial success of the business.

In this study was divided into two areas of study as follows.

1. Scope of the area

Study the successful business leaders in Thailand including Institutions and organizations, agricultural industry, manufacturing industry, health, real estate business, communication and technology retail business, financing and banking, education, and hospitality business in 10 cases to be used as a sample in this study.

2. Scope of the content

Content to be studied covering the sufficiency economy philosophy consists of three features and two conditions are the following three concerns. Moderation means that it is not too small and not too much without hurting themselves and others such as the production and consumption in moderation sufficient level.

Reasonableness means that it is to decide on the level of sufficiency. It must be a rational consideration of the factors involved as well as taking into account the effects that arise from such actions carefully.

Good immunity means that readiness for the impact and changes from the external circumstance and taking into account the possibility of different situations that may arise in the near future.

The two conditions which are to decide and carry out activities that are on the sufficient levels require both knowledge and integrity as the fundamental.

Terms of knowledge and morality. Knowledge is about the technical aspects. Discretion takes into account the knowledge of those connections, in order to engage in careful planning and procedures. The moral is aware of the virtues, honest, and patience and perseverance of sense of life.

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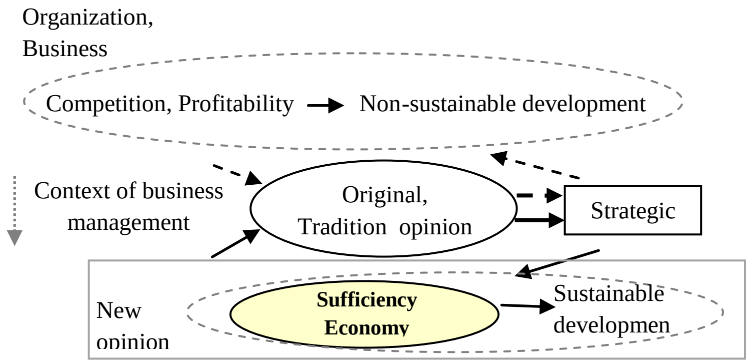


Framework

In the past business goal of administrator is maximize the profit led to the intense competition in the era of globalization. This is to seek a goal without considering the ethic and integrity, thus it causes problems in developing a sustainable business. To use the sufficiency economy philosophy as the strategy in developing a business plan will result in being able to run the business strongly and sustainably.

The expected advantages

The enterprises will benefit from the research of the sufficiency economy philosophy in different aspects as follows.

1. Business problem-solving of organizations or enterprises.

Target group of the business sector has been developed knowledge of the manufacturing process and product development for appropriate working, reducing costs and decreasing the time to increasing the revenue by the philosophy of sufficiency economy which are guidelines for the transfer of similar businesses models or strategies. The previously mentioned subjects can be immune to have a happy life in the physical, mental, emotional, social and work more efficiently.

2. Education services for target businesses

It is a learning center of the business, a collection of information and knowledge that will be enhanced for the learning process. Moreover it is an opportunity to pass on the experiences, the inheritance pattern of the product development process and appropriate quality of life for the business sector which emphasize on self-reliance development.

3. Education services sector

Target group of the business sector can develop new processes and products that meet the demand having caused the quality of working life by the philosophy of self-sufficiency to enhance the world's leading business to share your knowledge with the private sector and promoting training and experience to build upon the actual work on the industrial sector.

4.Leading to commercial production

Target group Products to more customers and sales of existing products and the quality of life of the business sector has a strong self-reliant, the occupation of the stable value and added value into a sustainable competitive advantage resulted in the widely accepted standard, Standards of the ILO (International Labor Organization: ILO).

5. Increase the efficiency of marketing channels

Target group Businesses can develop a variety of products and managed in a modern production processes by reducing costs without sacrificing quality, resulting in a better quality of working life will be successful and achieve their objectives. The management of life by the philosophy of sufficiency economy will strengthen in the era of free trade. Trade and Investment, which are free and open, market more. It is the philosophy of sufficiency economy to help make it immune to reason and moderation of Thailand. The business operations are sustainable.

6. Beneficial to the target group

The business sector in the country can be used the model process and product development, quality of life for businesses to deploy them to meet their own goals for sustainable livelihood and happiness in the quality of working life under the sufficiency economy philosophy, creation of knowledge, the exchange of experience. Knowledge and lead to new knowledge to work for the achievement that much more useful to businesses.

Methodology

1.The study and related research

1.1This study focused on data and information from the Sufficiency Economy Philosophy in Thailand.

1.2 Documents relating to the group of businessman.

1.3 The documents and related research. This phase is shown the interview from top ten of business leaders who are successful in Thailand: 1. Institutions and Organizations, 2. Agricultural industry, 3. Industrial production, 4. Wellness & Health, 5. Real estate, 6. Technology and Communication, 7. Retail, 8. Finance and Banking, 9. Business Education and 10. Hospitality Industry. The interviews will be analyzed by applying the philosophy of sufficiency economy to the business management in Thailand in which is the administration developing a strong and sustainable organization.

2. The research stage (Documentary Research)

2.1 Analysis of the sufficiency economy philosophy books in the era of globalization.

2.2 Synthesis of a new book on the philosophy of sufficiency economy in the globalization.

2.3 The model building The analysis of interviews with successful executives to analyze, synthesize the knowledge management business and then bring the Sufficiency Economy Philosophy to use the management and modeling. The experience and knowledge can be passed on to all interested parties and other businesses alike.

3. Research Tools

Analysis of the sufficiency economy philosophy consists of three features and two conditions.

3.1 Content Analysis

3.2 Analysis of the interview

3.3 Presentation of the model

4. Building Research Tools

The used tools in research are an analysis of interviews with all three parts.

4.1 Management and Practice

4.2 Knowledge

4.3 The Morality is developed for gathering data in 3 steps;

4.3.1 The study of analysis and synthesis of research on text about comprehension of bring the Sufficiency economy philosophy to use the business.

4.3.2 Diagnosis and Revised consideration

4.3.3 The tools will be used for the analyzing interviews in the books.

The information collection methods for this research;

The two methods of data collection are the following study of primary and secondary sources. The researchers will study from documentary is related to the theoretical framework and research is related to the transfer of the sufficiency economy philosophy due to using various resources for the research such as journals, textbooks, research papers, media technology of information modern when the data were transmitted to the philosophy of sufficiency economy to the business.

5.1 Analysis of interviews and books which are related to business in order to building understanding and reliance.

5.2 Analysis of the sufficiency economy philosophy consists of three features and two conditions, the three features are as follows; 1) Moderation does not mean it is too small or too much without hurting themselves and others instance of the production and consumption in the moderate. 2) Rationality means the level decision of sufficiency must be a reasonable consideration of the factors involved and think of the effects that arise from such actions carefully. 3) Good sense of immunity means preparing for the impact and various changes were to occur, taking into account the possibility of a situation that is expected to occur in the future both near and far. The two of conditions are to decide and carry out activities that are level enough. They require both knowledge and moral basis. 4) Conditions, knowledge and integrity mean knowledgeable about the technical aspects related to discretion to take into account the knowledge of those connections and engage in careful planning and procedures. The moral is aware of the virtues, honest. Patience and perseverance have a sense of life.

6. Survey data, Evaluation of transmission characteristics in the philosophy of sufficiency economy.

The 3 Circles are Modesty, Rationality and Great Immunity

The business can maintain a sustainable and progressive under the impact of external factors which are within the control and cannot control. The 6 features are as follows;

1. Top executives have accumulated experience of doing business. Both of success and failure is the ability to make decisions carefully and rationally predictable problems and opportunities that will arise in the future accurately. Executive’s decision to do the most benefits for the firm and cost minimal effect, to build businesses by using their knowledge and virtue. The rationality is a feature in the philosophy of sufficiency economy.

2. Business leaders need to know the capabilities and performances of their organizations. In terms of knowledge, technology, human resources financial problems and obstacles the readiness of the organization to make the appropriate plans for their business. The modesty is a feature of the philosophy of sufficiency economy.

3. Business leaders have a responsibility to the organization, resources including staff knowledge, technology and capital goods. Every leader has to find ways to maintain the stability of the organization, the risk management plans. This may caused by force majeure. Companies need to be protected, on the other hand, it need to be had a way to manage risk is immune to the philosophy of sufficiency economy.

4. Business leaders must be trying; do not succumb to the obstacles, to find a solution of the problems until the crisis passes. They should be diligent, patient effort and learning all the time.

5. Business leaders need to know the value of resources, human financial and time but should not squander, spending the appropriate themselves.

6. Business leaders should be consistent with the disciplinary rules and regulations. They have to create the system to develop a corporate culture.

Two of Conditions, Knowledge and Morality

1. Business leaders must be wise and be observant. Prefers to thinking and learning always do research and analysis learning theory and new technology all the time which meet the criteria of knowledge in the sufficiency economy of philosophy. The leaders should try to be knowledgeable in all aspects of their business.

2. Business leaders should have morality in living because business is about the exchange. This must be a reasonable price to value a business can be. The staffs must have received good care and get income enough in their career. Customers should have the best service and satisfaction. Communities and environments must be take good care of. These are conditions under which moral philosophy of sufficiency economy means honesty, justice, compassion and unity.

The models are used in this study could explain the strategic management of business processes to achieve sustainable development is a process driven by the leadership, vision and responsibility to the public. The shared values of people within the organization to have the same goals and management system that focuses on the internal and external factors. The short and long- term goals.

We used the sufficiency economy philosophy as a whole concept. Operating and monitoring procedures were in various stages of the process environment, a determination of direction, strategy, operational strategy, control strategies and the strategic review. Learning process of conducted business with social and environmental responsibility and have responsibility to the stakeholders of the business and the organizational benefits in with a focus on profitability in the long term. This leads to the stability and sustainability of life on both sides and balance economic, social and environmental integration.

Reasonable

Sufficiency economy philosophy can be used in the business sector which does not conflict with non-profit principle. However, the earned profit should not be based on taking advantage of others or seeking the excessive profit from the society regardless of realizing the consequences that may be caused the serious crisis as well as taking into account the use of resources in the business economically and worthily. Moreover, Sufficiency economy philosophy does not mean that making a loan or lending to the corporate sector is forbidden but low risk management is more reasonable to be considered. The definition of business moderation of sufficiency economy philosophy consists of three main features which are moderation, reasonableness and good immunity. The definition of moderation is sufficiency which is not too little and not too much without hurting themselves and others such as production and consumption in sufficient level. In this case, business is considered as the production unit in the economics. Running the business seeking a maximized profit in the accounting term or also known as business profit is not always the best target because most businesses do not take the opportunity cost into account especially the financial cost of the business owner. From this reason, the owner of the business should take into account the economic profit as part of a truly added value to the organization rather than seeking to maximize accounting profit until the business can operate profit covering the opportunity cost also known as normal profit in economics.

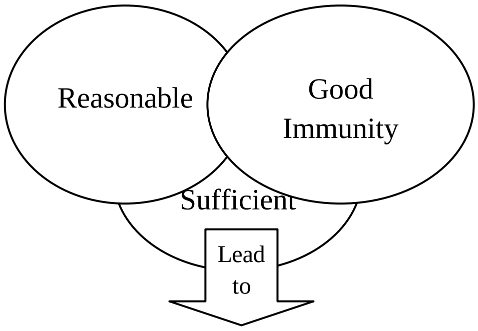
The organization which is able to offer products and services as the customers want must have a process for proper operation to deliver what customers want (business process dimension) from employees with the skills and abilities (workforce dimension) and organizations that have the most advanced technology to deliver value to customers (supporting system dimension) without damaging the environment and causing negative effect on society (social and environmental dimensions). From all dimensions mentioned is just one example that demonstrates the environmental factors

Cause an effect to every single dimension throughout the business entity. Business entity may identify and prioritize the dimensions vary depending on the type of business. However it needs to manage the business relationship between the dimensions in a holistic sense of each other rather than managing in separate sections

In fact, company has to balance their personal and public interests by using a combination of both levels. At the same time, Companies have managed to balance the interests of short, medium and long term to be ready for the change which is associated closely with the features of having the great immunity. In the philosophy of sufficiency economy[1], so the researchers have used the concept of sufficiency economy in the globalization of business in order to identify the human resources that have the ability and knowledge in order to seek a different person for organizational excellence to achieve the ultimate goal of the competition.

The Sufficiency Economy Philosophy

His Majesty the King has been educating and teaching about the sufficiency economy philosophy to Thai people for more than 25 years as a philosophical approach to life and the conduct of the people at all levels, from the family level, community level and national level, to consider the modesty, reasonableness, the good immune system as well as to use the knowledge, deliberationand integrity are an accessory to making decisions and actions. Focus on the practice on the middle way for life and the development process of a hierarchy. National Economic and Social Development Plan No. 10, there are the national development strategies based on the sufficiency economy and focus on the capital of the country's potential where has social capital, Capital of natural resources and environment and economic capital should be used as an integrated and complementary hence Government brings the sufficiency economy philosophy to use in developing countries under the framework of self-reliance, life’s middle path but avoid risk factors from the operation, building balance and immunization under the moral and ethical[2] thus, the sufficiency of the village named " Be a model for good living" must have sufficient economic principles for the village " Be a happy life ” where is the outstanding of sufficiency economy model. The Sufficiency Economy Philosophy has the definition broader than self – sufficiency meaning. Self-sufficiency means producing the products are used enough and based on their own not for business. Sufficient means to moderate extreme greed is not good so we would be happy. This sufficient might be more likely to have the luxury of not hurting other people, say that a communication should be and to be self-sufficient; His Majesty the King’s Celebration on the occasion of December 4, 1998[3].



Terms of KnowledgeTerms of Morality (Intellectual,Caution) (Industrious,Honest,Sharing) Life/ Economic/ Social/ Environmental Balance/ Stability/ Sustainability

Modesty does not mean it is too small and not too much without hurting themselves and others such as production and consumption in moderation.

The Reason means the decision level of sufficiency; it must be a rational consideration of the factors involved as well as taking into consideration the effects that might arise from such actions carefully.

Good Immunization Rate means to prepare yourself for the impacts and changes in various aspects which are expected to occur in the future. Making decisions and the activities as levels of sufficiency to rely on the knowledge and moral basis.

A Condition of Academic Knowledge means to several of technical knowledge. Discretion to take into account the knowledge obtained to link to the careful planning and implementation process. Moral terms should be reinforced the awareness on the merits which are honest, patience and perseverance for adhering to the way of life.

The theory of knowledge, attitudes and understanding of the philosophy of sufficiency economy. Concepts and theories of cognition, attitudes and practices the philosophy of sufficiency economy to transfer knowledge from one source to another source and recipient of knowledge to practice is called the study which is the most important in the development of human resources. The third components of the study[4] discusses the cognitive, attitude (Affective) and practice (Psychomotor) elements such as a behavioral expression [5].

1. Cognitive behavioral aspects of knowledge which may be due to the recognition and understanding of knowledge and experience is then translated to the following meaning and the ability to apply knowledge to the experience to further the understanding of the analysis is to be realized a thorough understanding and experience to identify the elements. The synthesis of knowledge and experience in various elements which to provide a new possibility and evaluation at the value on knowledge or facts that have characterized the different stages of the rationality of this behavior. Each step may be fast, they may not have noticed. To make them feel as if the process does not occur but actually, each step must occur.

2. Behaviors and Attitudes comprise the receipt or attention as a result of experience, knowledge and responsiveness. The attention that is true to the intention to share that commitment which is the value that indicates whether a person was bound to do what they consider the importance of such a group is the priority of any matter or thing, procedures, priorities have to be characterized by values that are ready to adhere to its values, the rate already. A stage of the learning process is similar to the Buddhist wisdom which is so fast and looks as though; it is some of the steps do not occur. This is true; each step must be taken place respectively but are slow or fast, it supposes to be depending on experience and potential of each individual.

3. The behavior expresses the physical behavior can be observed or measured by production or activity. The expression behavior is voluntary, it must go through the process of understanding and attitudes before, and the two stages will be the foundation for the practice permanently.

Bibliography about the philosophy of sufficiency economy, Bloom et al. [6] to study and classify the behavior, knowledge and understanding (Cognition Domain) are 6-classes sort of a minimum to height as follows ; 1) Recognition of this content (Knowledge) refers to the ability to return to the knowledge has not been updated or changed. The knowledge has different levels which are real knowledge and vocabulary, knowledge about the specific technical, and knowledge of abstract concepts such as conceptual. 2) Comprehensive is the ability to realize the second step means to translate the meaning of the story and the narrative with own language but there is no need to relate to other matters. Comprehensive can identify the three skills are as follows; Translation means to describe the story or the concept of knowledge and using simple language or languages of their own ideas without changing. The interpretation is an overview which is edited or summarized to new words, sentences. Extrapolation is extension or forecasting for more information about the concept. 3) Application means to apply theoretical knowledge to use in the new criteria which is concrete event. Application is different with the understanding that understanding need to comment or action which shows clearly understanding and real insight; however, it will be used knowledge or principles in new situations or problems that have never seen or known before. 4) Analysis can separate the different parts of story which is about the concepts and the relationships between the parts or components, and have the ability to analyze or separate description of the contents. An understanding of the basic structure of the content analysis to analyze the composition are the three types; Analysis of the relationship, Analysis of composition and principles of analysis. 5) Synthesis is opposite form analysis. The thinking of synthesis is the collection of the various scattering to identify a single concept and a new concept therefore, a synthetic form of thinking that is the interpretation of content thinking. The knowledge or new ideas have the effect of oral or written media; the project plan is a new theory, principles and new rules. 6) Evaluation of this thinking is the highest level because it must have the judgment and appraisement for making a decision. The decision has two types of criteria are as follows; External criteria is the quality and features that can be seen i.e. comparison of features. Internal criteria must have the idea which evaluates the skills and thinking i.e. reasonableness, Consistency of principle.

Results

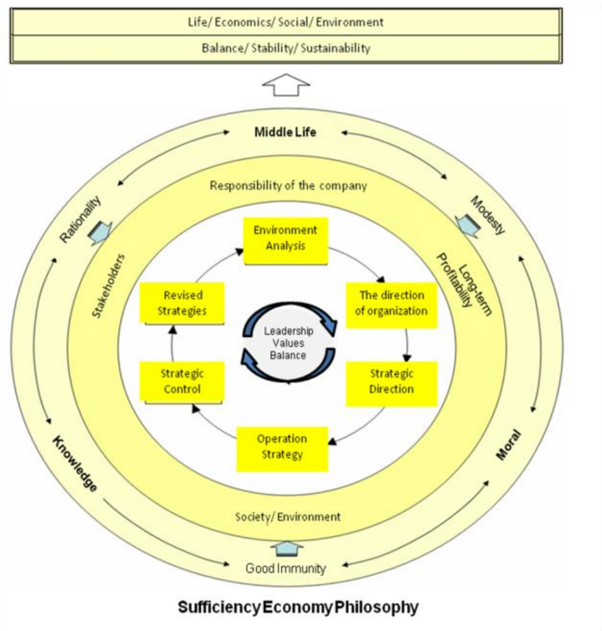
The analysis of the interviews from ten senior executives at a company founder or a descendant of the family business. The management is always following the characterized by the highest leaders in the organization who have been a leader for a long time by conveying and cultivating personnel follow a successful business into corporate culture. The concept follows the philosophy of sufficiency economy.

Conclusions

The application model of the sufficiency economy philosophy for the sustainable development of enterprises.

The conclusion of the foregoing in order to a clear understanding of the application model of sufficiency economy philosophy in business, this study would like to be presented a model of the sufficiency economy philosophy in the strategic management of business enterprises for sustainable development.

According to the model, it could be explained in the strategic management of business enterprises for sustainable development. The process is driven by the leadership and vision in the level of collective responsibility. The values of the employees in the organization for the same goal and a management system that emphasizes a balance of both internal and external factors, short-term and long-term goals. The sufficiency economy philosophy as a framework for the operation and were in various stages of implementation from the analysis environment, determination of direction, strategy, operational strategy, control strategies and the strategic review. It is a learning process for business, social and environmental responsibility including to the responsibilities to the stakeholders of the business and the non-profit with a focus on profitability in the long run were related to the balance, stability and sustainable economic and social aspects of life and the environment as a whole.



The Sufficiency Economy Philosophy's Important Application

1. Vision and leadership that is committed to responsible stakeholders, society and the environment.
2. The philosophy and values to the desired level of public value creation.
3. The balance of management that focuses on both internal and external factors, short and long term.

Recommendations for Further Study

Points of interest for further study for confirming and supporting the sufficiency economy philosophy; this philosophy should be used for run through an organization or a business.

The study should be conducted as follows;

1. To compare the performance of the strategy that the success of the mission, vision, and that trend is consistent with the indicators of the adequacy of business.
2. To study the characteristics of strategic planning in a business with economic principles apply sufficient. To provide a clear process for organizations interested in the business plan with the application of Sufficiency Economy philosophy.
3. A comparative study between the levels of leadership on the level of consistency in the application of Sufficiency Economy in the business to provide guidance, leadership development, contributing to the sufficiency of the business.

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BESSH-16

Role of Provincial Governor in Control of Local Administration Organization: Case study Samut Prakarn Province

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Abstract

Samut Prakarn Province is main city and closed by Bangkok as condition of geography. Samut Prakarn is also as fortress of country, has river mouth closed by Gulf of Thailand. Currently, has international airport "Suwannaphoom" is good strategically located place. In term of provincial governor or leader, Samut Prakarn governor considered position is going to higher position of Ministry of Interior. To study on role of provincial governor in control of Local Administration Organization, 1997-2013 under condition of Plan and Decentralization Act to Local Administration Organization, 1999. The provincial governor has role and duty in administration according law and regulation. Role of provincial governor acting as agent of central administration is affairs of nation administration. The central official is policymaker to government and then provincial governor is obey to practice or convert policy to area practice.

Keywords— Role of Provincial Governor, Control

Introduction

Local Administration Organization is a consequent of the public administration in the form of decentralization had been developed since the Constitution of Thailand in 1997 (B.E. 2540). It focuses on the democratic system of government with participation from the people who are an important foundation in the development of democratic process. Prior to the constitution of 1997 there were 6 forms of Local Administrative Entities that are Sanitary District, Municipality, Provincial Administrative Organization (PAO), Tambon Administrative Organization (TAO), Pattaya City and Bangkok Metropolitan Administrative (BMA).

Provincial Administrative Organization(PAO) are provincial unit of local government. It was initially created by the Changwat Administration Act of 1955 to provide government service to all inhabitants who are not within the geographical jurisdiction of a municipality, a sanitary district or a Tambon Administrative Organization TAO. According to the 1955 Act, the Provincial Administrative Organization(PAO) has 2 major components: the elected Province assembly, and the provincial governor, who acts as its chief executive. The assembly has the main function of meeting annually to pass the annual provincial budget and to audit the previous year's expenditures. However, in the year 1997, the Changwat Administration Act of 1955 and Provincial Organization Act of 1997 was issued to abolish the governor's role from being the chief executive by position; henceforth the chief must be chosen among the elected members of the assembly only. The 1997 law provides new functions for the Provincial Administrative Organization (PAOs) to have responsibility in coordinating and providing support for local government units within their districts. The intention is to make the Provincial Administrative Organization (PAO) as the first level of local government within each province. Thus duties of the Provincial Administrative Organization (PAO) are then designed to be different from other local governments.

The purpose of the Constitution of the kingdom of Thailand B.E. 2540 (1997), Determining Plans and Process of Decentralization to Local Government Organization Act,. B.E. 2542 (1999) is to loosen the control from Ministry of Interior and give more administrative freedom to Provincial Administrative Organization (PAO). Duties of the Provincial Administrative Organization(PAO) are as follows: 1) Prepare Provincial Administrative Organization(PAO) planning, and collaborate with provincial plan; 2) Support Tambon council and other local administration in development; 3) Coordinate and jointly operate duties of Tambon council and other local affairs; 4) Provide grant to others local government units as laws indicated; 4) Protect, maintenance and preserve forest, land, natural resources, and environment; 5) Provide education services; 6) Support democracy, equity, and people rights; 7) Support people participatory rights in local development; 8)Support suitable technological development; 9) Provide

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and maintenance public water sewage; 10) Provide public garbage disposal and waste treatment; 11) Administer environment and pollution; 12) Administer and maintenance land, and water transport terminals; 13) Support tourism; etc. Governors have the major roles by the Act defines the plan and the process of decentralization to Local Government Organization B.E. 2542, maintain authorities to manage and supporting role to local administration organization after decentralization process.

Samutprakarn Provincial Administration Organization is one of the Provincial Administration Organization that managed in the same rules. Local authorities have the freedom to manage development and provide public services according to the needs of their constituents in the local community. The national government will transfer appropriate functions including public service delivery as well as budget subsidies to the local government. In order to control how Samutprakarn Provincial Administration Organization, governors have to play a major role for this mission.

Literature Review

Author set up literature review into three part as Decentralization as a Process, a management control systems (MCS) and similarly literature.

Decentralization as a Process

It is a set of policy reforms aimed at transferring responsibilities, resources, or authority from higher to lower levels of government. (Agrawal 2001, 3) The concept is not used as an adjective to qualify a given political or fiscal system. Decentralization is a set of state reforms. As such, decentralization does not include transfers of authority to non–state actors (as in the case of privatization reforms). In general, the decentralization reforms analyzed here followed the collapse of the developmental state and accompanied the move toward free–market economies characteristic of the last quarter of the twentieth century. Finally, as defined here, decentralization reforms may take place in authoritarian as well as democratic contexts, which means that the concepts of decentralization and democratization should not be conflated. I classify decentralization policies as belonging to one of three categories, administrative, fiscal, and political, depending on the type of authority devolved.(Manor 1999)

Administrative Decentralization

Administrative decentralization comprises the set of policies that transfer the administration and delivery of social services such as education, health, social welfare, or housing to subnational governments. Administrative decentralization may entail the devolution of decision–making authority over these policies, but this is not a necessary condition. If revenues are transferred from the center to meet the costs of the administration and delivery of social services, administrative decentralization is funded (and coincides with fiscal decentralization). If subnational governments bear the costs of the administration and delivery of transferred services with their own pre–existing revenues, administrative decentralization is not funded.

Fiscal Decentralization

refers to the set of policies designed to increase the revenues or fiscal autonomy of subnational governments. Fiscal decentralization policies can assume different institutional forms. An increase of transfers from the central government, the creation of new subnational taxes, and the delegation of tax authority that was previously national are all examples of fiscal decentralization.

Political Decentralization

is the set of constitutional amendments and electoral reforms designed to open new—or activate existing but dormant or ineffective—spaces for the representation of subnational polities. Political decentralization policies are also designed to devolve electoral capacities to subnational actors. Examples of this type of reform are the popular election of mayors and governors (who were previously appointed), the creation of subnational legislative assemblies, or constitutional reforms that strengthen the political autonomy of subnational governments.

A management control systems (MCS)

It is a system which gathers and uses information to evaluate the performance of different organizational resources like human, physical, financial and also the organization as a whole considering the organizational strategies. Finally, MCS influences the behavior of organizational resources to implement organizational strategies. Management Control Systems (MCS) is the process by which managers ensure that resources are obtained and used effectively and efficiently in the accomplishment of the organization s objectives. MCS is a system used in an organization which collects and uses information to evaluate the performance of the organizational resources that will eventually influence the behavior of the organization to implement organizational strategies such as transaction cost economics and transfer pricing. Also considered in this paper is a look of MCS tools and techniques, such as budgeting as a powerful control mechanism in organizations, business performance measurement systems as well as balance-scorecard with its implementation issues. (Langfield-Smith, 1997)

Corporate Governance

Corporate governance covers a large number of distinct concepts and phenomenon as we can see from the definition adopted by Organization for Economic Cooperation and Development (OECD) – “Corporate governance is the system by which business corporations are directed and controlled. The corporate governance structure specifies the distribution of rights and responsibilities among different participants in the corporation, such as, the board, managers, shareholders and other stakeholders and spells out the rules and procedures for making decisions in corporate affairs. By doing this, it also provides the structure through which the company objectives are set and the means of attaining those objectives and monitoring performance 1. From this definition we see that corporate governance includes the relationship of a company to its shareholders and to society; the promotion of fairness, transparency and accountability; reference to mechanisms that are used to "govern" managers and to ensure that the actions taken are consistent with the interests of key stakeholder groups. The key points of interest in corporate governance therefore include issues of transparency and accountability, the legal and regulatory environment, appropriate risk management measures, information flows and the responsibility of senior management and the board of directors. Many companies in the US have adopted legal compliance mechanisms which address ethics or conduct issues in formal documents (Weaver et al 1999), The similarly study that show us the same problem of how to control and manage Provincial Administrative Organization (PAO), is Orapin Sopchokchai (2001), the study is Good Local Governance and Anti-corruption Through People's Participation: A Case of Thailand. The same result found that the lack of budget is the main problem to for control anything, without budget Provincial Administrative Organization (PAO) can't do anything. It makes a tension among sub provincial organizations.

Methodology

This study is a qualitative research has three research methodologies as follow:

Documentary study

Legal study

Author searches through Constitution of the kingdom of Thailand B.E. 2540 (1997), *Determining Plans* and Process of Decentralization to Local Government Organization Act, *B.E. 2542* (1999), Decentralization policies B.E. 2540 -2556,

Academic study

Author searches for decentralization research and literature review.

2. In-depth interview.

Author had interviewed governors, former governors and local government organization administrators.

Findings / Results

As the results of this study, author found that; Constitution of the kingdom of Thailand B.E. 2540 (1997), It creates a new framework for restructuring national and local governance that can be summarized as follows:

Organization and Administration. The local authorities have the freedom to manage development and provide public services according to the needs of their constituents in the local community. Local administration can formulate development plans, personnel policy, as well as budget and financial policy. In addition, the Constitution emphasizes that all local authorities must be elected and will be in office for four years.(Orapin Sopchokchai.2001)

Duties and Responsibilities. The local authorities are responsible for the development and conservation of natural resources and the environment in their local community. The national government will transfer appropriate functions (including public service delivery) as well as budget subsidies to the local government. The local government can collect certain taxes that a tri-party committee agrees upon, and this agreement will be reviewed every five years.

However, the context of the present Thai society and the structure of public administration reveal many limitations such as the limitations in the structure of public administration, the concrete participation of people in local administration, the participation of people in monitoring their own local administration. The above problems lead to the study to offer solutions, improvements leading to the recommendations to truly develop the better control to provincial administrative organization in Thailand.

This change governors' roles in control and manage Provincial Administrative Organization (PAO) through *Determining Plans* and Process of Decentralization to Local Government Organization Act. *B.E. 2542* (1999). The role is only examines the performance, check and balance, give some advises to Provincial Administrative Organization.

Table 1:
Role of provincial governor in control of Local Administration Organization

Interviewees	Role of provincial governor in control of Local Administration Organization
Governor	Governors have the roles by The Act defines the plan and the process of decentralization to Local Government Organization B.E. 2542
Former governor	Governors shall maintain authorities to manage local administration organization after decentralization process.
Local official	Governor's roles is stick to legal and support local management at the same time
Local private administer	Governors have a limited role to control local administration organization.
Academic	Governors manage by rule of law so that their roles are clear and visible to control local administration organization.
Private sector	Governors play a majority role in legal management and supporting role for local administration organization.

From Table 1

According to finding author found that governors are still maintain majority role in local management in controlling local administration organization. This is show that governors have the legal rule to control but it limited. Governors can only observe and give advises to Provincial Administrative Organization. The decision making is belong to Provincial Administrative Organization.

Table 2:
Problematic of controlling Provincial Administrative Organization

Interviewees	Problematic of controlling Provincial Administrative Organization
Governor	There is a lot of decentralization law but no connection among them. Governors couldn't control personnel management to lower level.
Former governor	There is different standard to control Provincial Administrative Organization.
Local official	Decentralization law is not cover to all field of Provincial Administration.
Local private administer	Governors are always exchange to other province and it's lost the continuity of management
Academic	Governors shall management the balance among each sector within Provincial Administrative Organization.
Private sector	The lack of budget for monument is the main problem of controlling, without budget that means no development.

From Table 2;

According to finding author found that the lack of budget for monument is the main problem of controlling. Provincial Administrative Organization has more authorities to manage but most of they couldn't develop infrastructure. Money is the main key that leads to other problem. It makes a tension among sub provincial organizations.

Table 2:
Tendency of controlling Provincial Administrative Organization

Interviewees	Tendency of controlling Provincial Administrative Organization
Governor	Government shall support governors such as budget and legal.
Former governor	Governors management shall be institutive to promote decentralization and control Provincial Administrative Organization
Local official	Provincial Administrative Organization shall gain more authorities. Governors shall control policy making.
Local private administer	Governors shall manage the balance and average the budget for each sector within Provincial Administrative Organization
Academic	Tendency of administration shall be close to private management but bureaucratic culture is maintaining the same route.
Private sector	Shall be more decentralization in next future, governors role shall increase; private sectors shall participate with governors.

From Table 3;

According to finding author found that there is more and more decentralization in next future. Provincial Administrative Organization should be independence unit. Government shall prepare for future management such as governor election.

Discussion and Conclusion

Decentralization is one of the reform efforts to improve community development programs in remote areas to better serve the needs and concerns of the local people. For example, Thanam Samsen Community participates in community politics. Participating in political activities at all times like elections or the development community in the way or democratic development (Phusit Khantikul, 2010). Constitution of the kingdom of Thailand B.E. 2540 (1997), *Determining Plans* and Process of Decentralization to Local Government Organization Act, *B.E. 2542* (1999) are the main tools for this change. Apart from legal duties, governors should play a leader role to lead and guide Provincial Administrative Organization.

As a result of decentralization process by *Determining Plans* and Process of Decentralization to Local Government Organization Act, *B.E. 2542* (1999), government has been transferred responsibilities, resources, or authority from higher to lower levels of government such as education, health, social welfare, or housing including the devolution of decision–making authority over these policies.

In order to control Provincial Administrative Organization, governors need a management control systems. It is generally use in private sectors but also useful in all kind of management. Management control systems is a system used in an organization which collects and uses information to evaluate the performance of the organizational resources that will eventually influence the behavior of the organization to implement organizational strategies such as transaction cost economics and transfer pricing. Governors could evaluate and control how Provincial Administrative Organization performs the outcome of its management. The concept of management control systems is similarly to corporate governance. It is the system by which business corporations are directed and controlled. The corporate governance structure specifies the distribution of rights and responsibilities among different participants in the corporation, such as, the board, managers, shareholders and other stakeholders and spells out the rules and procedures for making decisions in corporate affairs.

However all above is about legal administration, without authorities' governors couldn't anything. Governors have limited legal task to control Provincial Administrative Organization so that the leadership is useful to create corporate governance. Local administrators always respect to governors so they shall cooperate without conditions. Thai bureaucratic culture always absorbs and accepts the seniority in organization. Governors perform more leadership in management they gain more respect to control Provincial Administrative Organization.

Public Participation is another key to control. The Constitution indicates that people in local communities can monitor, control and oversee the results and performance of the local administration. It is the government's duty to promote the people's participation in conserving and protecting natural resources and the environment. People can sue any public officials or organizations that fail to perform their authorized functions. The participation of people in the local administration is crucial to strengthen the local development leading to sustainability.

To provide for the continuity development of decentralization, the creation of a law on the plans for and the procedure of decentralization which must covers the follow requirements: (1) the delineation of powers and duties between the State and local organizations in the provision and management of public services; (2) the allocation of taxes and duties between the State and local administrative organizations; and perhaps the most crucial one is (3) the creation of a committee called the National Decentralization Committee to carry out tasks (1) and (2), consisting of equal numbers of representatives of State agencies, Representatives of local organizations, and other experts on decentralization.

Suggestions

1. Suggestion to the legal to control Provincial Administrative Organization (PAO).

1.1 Provincial Administrative Organization (PAO) is ruled by many local legal so that governors shall not manage or repeat and control the same issue that written by decentralization law.

1.2 All decentralization law shall be clear and separate the management between government and Provincial Administrative Organization (PAO).

2. Suggestion to governors' role

2.1 governors shall support Provincial Administrative Organization (PAO) apart from management by law.

2.2 governors shall implement decentralization policies to Provincial Administrative Organization (PAO), pay attention to the benefit and the weakness of provincial administration, and create strategic vision.

2.3 governors shall coordinate administration in province.

3. Suggestion to Provincial Administrative Organization (PAO).

3.1 Provincial Administrative Organization administrators shall knowledgeable about decentralization law.

3.2 Should establish management center for Provincial Administrative Organization administration.

4. Suggestion to budget management.

The lack of budget is the main problem of Provincial Administrative Organization. Governors shall help and manage the budget in order to balance total budget to each need section in Provincial Administrative Organization.

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Organzational Culture and Engagement of Academic Supporting Personnel at Suan Sunandha Rajabhat University

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Abstract

This thesis work aims to investigate the individual factors such as sex, age, educational level, duration of work, and rate of salary that affect the engagement of academic supporting personnel at Suan Sunandha Rajabhat University and to investigate the relationship between the organizational cultures such as power distance, uncertainty avoidance, individualism and collectivism, and masculinity and femininity and the engagement of the academic supporting personnel at Suan Sunandha Rajabhat University. The sample group included 210 academic supporting personnel at Suan Sunandha Rajabhat University. The tools used in the study consisted of questionnaires. The data were analyzed by computer software, and the statistics used to analyze the data were frequency, percentage, mean, standard deviation, and t-test analysis. There were 2 independent variables and One-Way ANOVA was use to analyze. In addition, Pearson Product Moment Correlation Coefficient was used to analyze the independent variables with more than 2 groups. The results revealed that: 1. The organizational culture of the academic supporting personnel at Suan Sunandha Rajabhat University in all aspects was in the "high" level. Considering each aspect, it was found that "individualism and collectivism" had the highest mean, followed by "masculinity and femininity", "uncertainty avoidance", and "power distance" respectively. 2. The engagement of the academic supporting personnel at Suan Sunandha Rajabhat University in all aspects was in the highest level. Considering each aspect, it was found that "engagement regarding social norms" had the highest mean, followed by "feeling attachment", and "continuity" respectively.
3. The academic supporting personnel at Suan Sunandha Rajabhat University with different age, duration of work, and rate of salary affected the engagement of the organization. The groups that differed were those 15-27 years old and the personnel who had worked for 1-3 years, and those who earned 6,500-17,099 Baht per month was found to have the least engagement towards the organization than the rest with the significant statistic of .05. 4. The organizational culture in terms of power distance, uncertainty avoidance, individualism and collectivism, and masculinity and femininity were related to the engagement of the organization of the academic supporting personnel at Suan Sunandha Rajabhat University with the significant statistic of .01 with the correlation coefficient (r = .710**) which was considered a positive relationship. As a result, the 2 variables were related with the high correlation coefficient.

Keywords— Organizational Culture, Engagement, Academic Support

Introduction

In order for an organization to develop and grow sustainably, it is undeniable that the main factor is the personnel in the organization which is an integral part that pushes the organization to achieve its desired objectives. Placing importance on the personnel is a duty that the organization needs to focus. If the personnel are treated with good support, it will lead the organization to the goals, which is not difficult to achieve. The fact that the organization provides trusts and incentives as well as fulfilling the basic needs of the personnel such as career advancement, participation in the administration, the sense of self-value towards the organization, the development of knowledge and ability can make the personnel feel that they are important to the operations in the organization which makes them willing, dedicated and ready to develop their potential for the organization. James G March and Herbert A Simon (cited in Napaphen Homasawin, 1990:2) stated about the relationship between humans and organizations, "organizations and their staff have an interchanging relationship where a party demands and expresses needs to the other. Meanwhile, the party gives something in return to the other. The exchange in the organization is to provide incentives to its staff, and in turn the staff will devote their knowledge and ability for the organization." However, if the organization fails to fulfil the personnel's needs, it results in distance between the personnel and the organization, weakens the relationship and results in lack of enthusiasm. As a result, the effectiveness and efficiency of operation decrease, which poses a negative impact on the organization. In addition, the fact that the organization is a social system, the integration of people who share the beliefs and codes of conduct in order to achieve the goals collectively

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is affected with an inevitable relation to the culture. The integration of the people in the organization forms organizational cultures and identity within the organization. The organizational cultures affect the operation of the personnel and have a direct impact on the effectiveness, including the ability to comply with the organization's objectives and feelings of the personnel. Therefore, cultures are influential to the attitudes and behaviors of the personnel in the organization.

For the benefits of the organization, creating a relationship among the staff is crucial, especially for personnel responsible for each division, which is an important workforce for the organization that has to have shared duties and missions in order to lead the organization to the determined goals. Thus, it is expected that these personnel should have a strong relationship with the organization for the effectiveness and efficiency of the organization and in order to stay in the organization for a long time (Supawut Kansuwan, Pranee Tongkam, and Kuan Kawhnu, 2002, Page 75). Therefore, to establish a relationship in the organization can be a way to maintain the valuable human resources, make the personnel happy with working and want to work with the organization, which, as a result, forms a relationship between the personnel and the organization that encourages everyone to devote to working in order to reach the goals (Busaba Maphobpan, 2001, Page 1-2).

Suan Sunandha Rajabhat University is a public university with a long reputation aiming to produce front-line, quality graduates meeting the demands of the community and ready for the changing society. The administration has been improved and proactive strategies have been adopted in order to have a quality educational administration serving the needs of the society and competing with universities in the country and overseas in this globalization trend. Various curricula have been opened to fulfil needs in the ASEAN scale, which increases the number of personnel. Therefore, the organization needs to find a way to improve its personnel to have the qualifications that can contribute to the organization as long as possible. If the good personnel are not kept, the organization is likely to grow with difficulty. In order to maintain the personnel, the study of cultures and relationship with the organization is a way that makes the organization realizes the important characteristics that play a key role in the relationship since the relationship with the organization is crucial for the existence of the organization and can lead to the efficiency. The relationship with the organization encourages the personnel to work with their full potential and makes them dedicated with the sense of belonging. Even though there are external environments affecting, it cannot change the relationship between the personnel and the organization. Hence, creating a relationship between the personnel and the organization is crucial in all organizations and will last a lifetime. If the personnel do not have a relationship with the organization, they may be absent from work or resign, which affects and reduces the efficiency of the organization. It has been found that the relationship with the organization is related to the success or the failure of the organization.

Therefore, the researcher is interested in studying the organizational cultures and the relationship of the academic supporting personnel at Suan Sunandha Rajabhat University in order to provide a guideline for the development of human resources and strengthening the relationship of the academic supporting personnel at Suan Sunandha Rajabhat University, as well as providing a guideline for policy implementation and supporting the personnel to have a stronger relationship with the organization.

Objectives of the Research

The objectives of the research are as follows:

1. To study individual factors such as sex, age, educational level, duration of work and salary rate that affect the relationship between the academic supporting personnel at Suan Sunandha Rajabhat University and the organization
2. To study the relationship among the organizational cultures such as power distance, uncertainty avoidance, individualism and collectivism, and object orientation and focus on quality of life and the relationship of the academic supporting personnel at Suan Sunandha Rajabhat University

Hypotheses

In this research work, the researcher has set the hypotheses as follows:

1. The academic supporting personnel at Suan Sunandha Rajabhat University with different individual factors such as sex, age, educational level, duration of work and salary rate have different relationship with the organization.
2. The organizational cultures are related to the relationship between the academic supporting personnel at Suan Sunandha Rajabhat University and the organization.

Methodology

Population

The population in the study included 915 academic supporting personnel in 2015 (according to the Human Resources Administration Division on 4^{th} August 2015)

Sample Group

The sample group was drawn from the academic supporting personnel with actual population. Therefore, the calculation of the sample size with actual population was done by Taro Yamane formula (cited in Yaowared Jamjod, 2008, Page 46). The reliability value was determined at 95% and the error value was equal to 5% or 0.05. According to the calculation, it was found that the sample size n was equal to 210 participants, and the actual population sampling was done according to its methods.

Results

Section 1: Analysis of Descriptive Data

The analysis of demographic characteristics such as sex, age, educational level, duration of work and salary rate According to the study of the academic supporting personnel at Suan Sunandha Rajabhat University, most of the samples were female aged between 28 and 40 years. Most of them held a bachelor degree and had worked for 7 years and above. Most of their salary was 22,400-27,699 Baht. According to the analysis of organizational cultures of the academic supporting personnel at Suan Sunandha Rajabhat University, it was found that the analysis of data concerning the organizational cultures of the academic supporting personnel at Suan Sunandha Rajabhat University was in a high level in overall. Considering each item, it was found that Individualism and collectivism had the highest mean, followed by object orientation and focus on quality of life, Uncertainty Avoidance and Power Distance respectively. Each item can be further described as follows:

In terms of power distance, the academic supporting personnel at Suan Sunandha Rajabhat University had the organizational cultures in a high level in overall. Considering each item, it was found that “the organization has clear command hierarchy” had the highest mean, followed by “the chief grants the right to the subordinates to plant the operation” and “the chief assigns the tasks to the subordinates appropriately”. “The organization decentralizes the administration from the chief to the subordinates appropriately” had the lowest mean.

In terms of uncertainty avoidance, the academic supporting personnel at Suan Sunandha Rajabhat University had the organizational cultures in a high level in overall. Considering each item, it was found that “the organization is stable” had the highest mean, followed by “the organization allows the personnel to participate in solving the problems arising from the organization’s operation” and “the organization has flexible rules such as log-in and log-out time”. “The chief supports the subordinates to make decisions alone” had the lowest mean.

In terms of individualism and collectivism, the academic supporting personnel at Suan Sunandha Rajabhat University had the organizational cultures in the highest level in overall. Considering each item, it was found that “the personnel help one another” had the highest mean, followed by “the personnel collaborate with their colleagues well” and “the personnel sees the importance of the collectivism rather than individualism”. “The organization supports team working” had the lowest mean.

In terms of object orientation and focus on quality of life, the academic supporting personnel at Suan Sunandha Rajabhat University had the organizational cultures in the highest level in overall. Considering each item, it was found that “the personnel can balance their work and personal life with happiness” had the highest mean, followed by “the organization takes good care of the personnel” and “the personnel are happy with working and have good mental health and standard well-being”. “The personnel are satisfied with their well-being” had the lowest mean.

3. The analysis of data concerning the relationship of the academic supporting personnel at Suan Sunandha Rajabhat University

According to the study, the result of analysis of data concerning the relationship of the academic supporting personnel at Suan Sunandha Rajabhat University was in the highest level. Considering each item, it was found that “relationship in terms of social norms” had the highest mean, followed by “relationship in terms of feelings” and “relationship in terms of continuity” respectively. Each item can be further described as follows:

The relationship in terms of feelings of the academic supporting personnel at Suan Sunandha Rajabhat University was in the highest level. Considering each item, it was found that “the sense of love and attachment to the organization” had the highest mean, followed by “the feeling of being a part of the organization”. “The feeling that this organization is the best for working” had the lowest mean.

The relationship in terms of continuity of the academic supporting personnel at Suan Sunandha Rajabhat University was in a high level. Considering each item, it was found that “the desire to become a staff at Suan Sunandha Rajabhat University” had the highest mean, followed by “seeing the benefits from being a staff at Suan Sunandha Rajabhat University”. “Suan Sunandha Rajabhat University Organization provides security and career advancement” had the lowest mean.

The relationship in terms of social norms of the academic supporting personnel at Suan Sunandha Rajabhat University was in the highest level. Considering each item, it was found that “willing and dedicated to the organization” had the highest mean, followed by “devoted to working to return what the organization has given”. “Willing to work overtime or taking the unfinished work from” had the lowest mean.

Section 2: Result of Analysis of Inferential Data for Hypothesis Testing

Hypothesis 1: The academic supporting personnel at Suan Sunandha Rajabhat University with individual factors such as age, sex, educational level, duration of work and salary rate affected the relationship between the academic supporting personnel at Suan Sunandha Rajabhat University and the organization

According to the findings, it can be concluded as follows:

Hypothesis 1.1 Different sexes did not affect the relationship between the academic supporting personnel at Suan Sunandha Rajabhat University and the organization in all aspects at the significance level of .05 which was not coherent to the hypothesis.

Hypothesis 1.2 Different ages affected the relationship between the academic supporting personnel at Suan Sunandha Rajabhat University and the organization in terms of feelings, social norms and in overall at the significance level of .05 which was coherent to the hypothesis.

Different ages did not affect the academic supporting personnel at Suan Sunandha Rajabhat University in terms of continuity at the significance level of .05 which was not coherent to the hypothesis.

Hypothesis 1.3 Different educational levels did not affect the relationship between the academic supporting personnel at Suan Sunandha Rajabhat University and the organization in all aspects at the significance level of .05 which was not coherent with the hypothesis.

Hypothesis 1.4 Different durations of work did not affect the relationship between the academic supporting personnel at Suan Sunandha Rajabhat University and the organization in terms of continuity, social norms and in overall at the significance level of .05 which was not coherent with the hypothesis.

Hypothesis 1.5 Different salary rates affected the relationship between the academic supporting personnel at Suan Sunandha Rajabhat University and the organization in terms of feelings at the significance level of .05 which was coherent with the hypothesis.

Different educational salary rates did not affect the relationship between the academic supporting personnel at Suan Sunandha Rajabhat University and the organization in terms of continuity, social norms and in overall at the significance level of .05 which was not coherent with the hypothesis.

Hypothesis 2The organizational cultures in terms of power distance, uncertainty avoidance, individualism and collectivism, and object orientation and focus on quality of life were related to the relationship between the academic supporting personnel at Suan Sunandha Rajabhat University and the organization at the significance level of .01 with (r = .710**) correlation coefficient with the positive relationship. This indicated that the two variables were related with high correlation coefficient, coherent to the hypothesis.

Discussion

According to the study of personality, organizational cultures and relationship of the academic supporting personnel at Suan Sunandha Rajabhat University, it was found that the data concerning the organizational cultures of the academic supporting personnel at Suan Sunandha Rajabhat University were in high levels in overall, especially in individualism and collectivism, which could be seen from the personnel helping one another with the work. There was collaboration among the colleagues, and the personnel focused on collectivism rather than individualism. This indicated that Suan Sunandha Rajabhat University was a organization with cultures that made the personnel express focus on the interpersonal relationship probably because the organization had been established for a long time and been influenced by the former personnel who worked like friends and collected friendship from many generations. As a result, in the present, the organizational cultures create the friendship in the highest level. The subsequent mean of organizational cultures was the object orientation and focus on quality of life, which was in a high level. Specifically, the personnel could balance their work and personal life with happiness, and they were treated with good care. In addition, the personnel were happy and had good mental health. The result of this data analysis was a good sign indicating that the personnel had welfare in working probably because in the present the personnel’s salary has been adjusted according to the administrative policy and there is a framework for their career and financial advancement. This made the personnel want to work and have better quality of life, as well as the quality of life of their family, which was coherent to the research work of Sirilak Toyai (2007) that studied “the perception of organizational cultures and the relationship with the organization and the absence rate of the personnel: case study of measuring tool sale company”. In the aforementioned study, 178 samples were drawn by simple sampling, and it was found that the perception of the organizational cultures of the personnel was in a high level.

In the comparison of differences, it was found that age, duration of work and salary rate affected the relationship with the organization, especially in those aged 15-27 years. The personnel who had worked for 1-3 years and earned

6,500-17,099 salary had lower relationship than other groups probably because they were new. Therefore, the administrators should find an administrative approach to deal with the new staff in order to create the relationship with the organization, which was coherent to the research work of Yaoluk Sutakot (2005) that studied "the relationship between the perception of organizational cultures and the relationship with the organization of the personnel at the municipal office of the group of fun provinces". In the aforementioned study, 296 samples were drawn to collect data. The research tools were sets of questionnaire asking for the opinions concerning the organizational cultures based on the perception of the organizational cultures according to 4 dimensions of needs which were power distance, uncertainty avoidance, individualism and collectivism, and masculinity and femininity, as well as the relationship with the organization. The findings reveal that the personnel had a strong relationship with the organization; the female and male personnel had similar relationship with the organization, while the personnel with different affiliations and who came from different provinces had different relationships in overall.

According to the testing of the relationship with the organization, it was found that all aspects of cultures such as power distance, uncertainty avoidance, individualism and collectivism, and object orientation and focus on quality of life were related to the relationship between the academic supporting personnel at Suan Sunandha Rajabhat University and the organization with high correlation coefficient value, especially in terms of individualism and collectivism that had the highest relationship and the relationship in a high level. This indicated that the organization had cultures that made the personnel help one another while working and have good collaboration, as well as making the personnel focus on collectivism rather than individualism. This was coherent to the research work of Somsak Pakapongpun (2006) that studied "the perception of organizational cultures and the relationship of the operational staff at an electronics factory in Rojana Industrial Park". In the aforementioned study, 382 operational staffs were studied, and it was found that the perception of organizational cultures and the relationship with the organization were in high levels.

Suggestions

According to this research, even though the academic supporting personnel at Suan Sunandha Rajabhat had organizational cultures in a high level and the relationship with the organization was in the highest level, in order for the personnel to have a stronger relationship with the organization resulting in commonweal, the research would like to suggest the following:

1. The administrators should focus on decentralization of the authority from the chief to the subordinates appropriately and equally so that everyone does not feel separated.
2. The chief should support the personnel to make decisions alone such as trusting in their operation and listening to different opinions from them.
3. The administrators should create the feeling for the personnel that this is the best organization for working and make them feel part of the organization by creating good working atmosphere, assigning tasks systematically and clearly, focusing on success, creating stability of working, reducing conflicts, giving trust and being flexible in working, especially for those aged 15-27 years, those who have worked for 1-3 years and those who earn 6,500-17,099 monthly salary since these groups of personnel have a weaker relationship with the organization than the rest.
4. The administrators should emphasize on individualism and collectivism such as working as a team, working with colleagues happily and helping one another. These things are related to the relationship with the organization, and if they are improved, it will result in a better relationship with the organization.

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BESSH-16

Factors Affecting the Adoption and use of Technology for Predicting Flood Disaster

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Abstract

The objective of this study are to study the factors affecting the development of technology applications for predicting flood disaster and to study the proper technical terms of technology for predicting flood disaster. This research was quantitative that surveys from a sample of 156 participants were collected from three separate groups. Group one consisted of government agency officers who had been prior experience in disaster prevention, such as the Hydro and Agro Informatics Institute (public organization) and the Electronic Government Agency (public Organization). Group two consisted of members from the Department of Local Administration in Sichon, Nakhon Si Thammarat province. Group three consisted of employees from a private company, which had faced heavy flooding in the past. In terms of data analysis, the study made use of descriptive statistics, frequency, percentage and multiple regression statistical analyses. The results suggest that the study of factors affecting the adoption and use of technology for flood disaster overall at the highest level of ($\overline{X}$ = 4.54). When considering each component it was found that the most valuable component was the factors affecting the Demographical stakeholder was the highest level ($\overline{X}$ = 4.70) followed by the Technology specification was the highest level ($\overline{X}$ = 4.54) and the least factor in Geographical area ($\overline{X}$ = 4.47). According to forecast statistics, the multiple regression analysis showed that Technology specifications, Demographical stakeholders and Geographical area were accepted and used as technology for predicting flood disaster has 73.9% and the regression coefficients showed Technology specifications, Demographical stakeholders and Geographical area were affecting the adoption and use of technology for predicting flood disaster with a significance level of 0.05.

Keywords— Adoption, Technology, Predicting Flood Disaster

Introduction

Thailand has been faced with several disasters that happed by both nature and by man-made, especially in urban areas with a population density living with physical structure. The building is a high risk of disasters in different ways (Boonyamalik, 2007). Department of Statistics and by type of disaster damage in the Bangkok Plan of Disaster Prevention and Mitigation (2012) Found that accidents in Bangkok had been likely to rise flood in 2011. This has created a panic in the Tokyo and lack of security and safety of life and property, the aforementioned crisis affecting the mental cause psychological effects of the disaster, if not the preparation. The availability at favorable psychological impact on the minds severely as possible, (Samitararote, 2013). The disasters caused by floods will affect the people but also cause a lot of damage to ecosystems or natural features of the area, which contributes to an important cause disasters caused by floods that might be caused by human activities that destroy natural resources or intrusion, resulting in a balance of natural ecosystems (Pukkananont, 2008).

The catastrophic flooding caused the damage many aspects are (1) damage to life, property and buildings, (2) damage to the equipment, (3) economic damage revenues declined, profits were affected by the mission, state expenditures have increased from the repair and restoration of flood victims and a general famine, (4) damage to the health of citizens and (5) damage to the natural resources of the heavy rains that flood waters on earth and the turbulent currents caused landslides (Alinia and Delavar, 2011). The state also experiencing problems in the technology used in the rescue due to the unavailability of engines access to information, public and private and educating the public on the use of technology is still limited.

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The impact of the above the research aims to find out how or tools to be used to prevent and reduce losses from flooding as much as possible, which are interested to do research factors affecting the adoption and use of technology for predicting catastrophic flooding. Moreover, research aims to understand the needs, real problems and the data used to develop tools for flood forecasting model to fit the context of the country use the technology in a timely flood forecasting in conjunction with management and collaboration from all sectors. whether the government agencies or the private sector to provide public access to information in a timely manner and can prevent or fix problems caused by the flood disaster effectively.

Research Objectives

1. To study the factors affecting the development of technology applications for predicting flood disaster.
2. To study the proper technical terms of technology for predicting flood disaster.

Literature Review

Flooding;

The flood disaster caused by heavy raining. And rainy accumulated for a long time causing flash floods and flooding. People have suffered typically, the flooding caused by heavy rains continued for a long time to make the accumulation of water on the area, which could give vent. The area is flooded threat occurs naturally and is not controllable. The severity of the current damage to life and property of citizens is tremendous (Department of Disaster Prevention and Mitigation, Ministry of Interior, 2015, Satesuban, 1998, Thammasarote, 1991: 47).

Flood Damage

When the water level in rivers and water backing up that overflowed its banks. In addition to causing enormous damage, if the currents flowing swept mud and large waves struck the sea on side to the break everything into the sea even as the damage cannot be assessed damage are as follows (Kampech, 2007, 10-12).

2.1 Malicious damage to life and property caused by floods in houses, factories, depots and warehouses. Houses may not be a strong can be break into the turbulent sea. People, animals, vehicles or animals may be drowned drift with the flowing.
2.1.1) Routes such as road and rail were cut off affecting vehicle delivery is not operation and the stagnant economy.
2.1.2) Utility has been damaged, such as acquisitions, post, telephone, electricity, water supply and drainage and so on.
2.1.3) Public buildings such as airports, bus stations, schools, parks, architecture and arts.
2.2 Agricultural sources damage include agricultural farm animals, vehicles and store seeds barn.
2.3 Damage people's health during the flood. No water consumption for toilet causes epidemics such as cholera and foot stress from anxiety.
2.4 Damage to the natural, rain water runoff, flooding on the ground and the water flowing causing erosion, soil or landslides (Landslides). In addition, the surface soil is water-borne down and the shallow water is no obstacle to navigation, damage to vegetation, wildlife, forests have been damaged or harmed.

Factors affecting the adoption and use of technology for predicting flood disaster

The study theoretical and research of Minyard, 2007; Col, 2007; O Neill et al., 1999; Raju and Van, 2003; Burby et al.2000; Maidl and Buchecker, 2015; Burby et al., 2000 was a factor involved;

1. Demographical stakeholder
1.1 Damage on assets
1.2 Job relevance
1.3 Loss of life
2. Technological specification
2.1 Model self-efficacy
2.2 Result Demonstrability
2.3 Output quality
3. Geographical areas
3.1 Local history
3.2 Geographic

Conceptual Framework

Factors affecting the adoption and use of technology for predicting flood disaster. The relevant factors are divided into three primary factors include the Demographical, Geographical areas and Technological specification. (Minyard, 2007; Col, 2007; O Neill et al., 1999; Raju and Van, 2003; Burby et al.2000; Maidl and Buchecker, 2015; Burby et al., 2000)

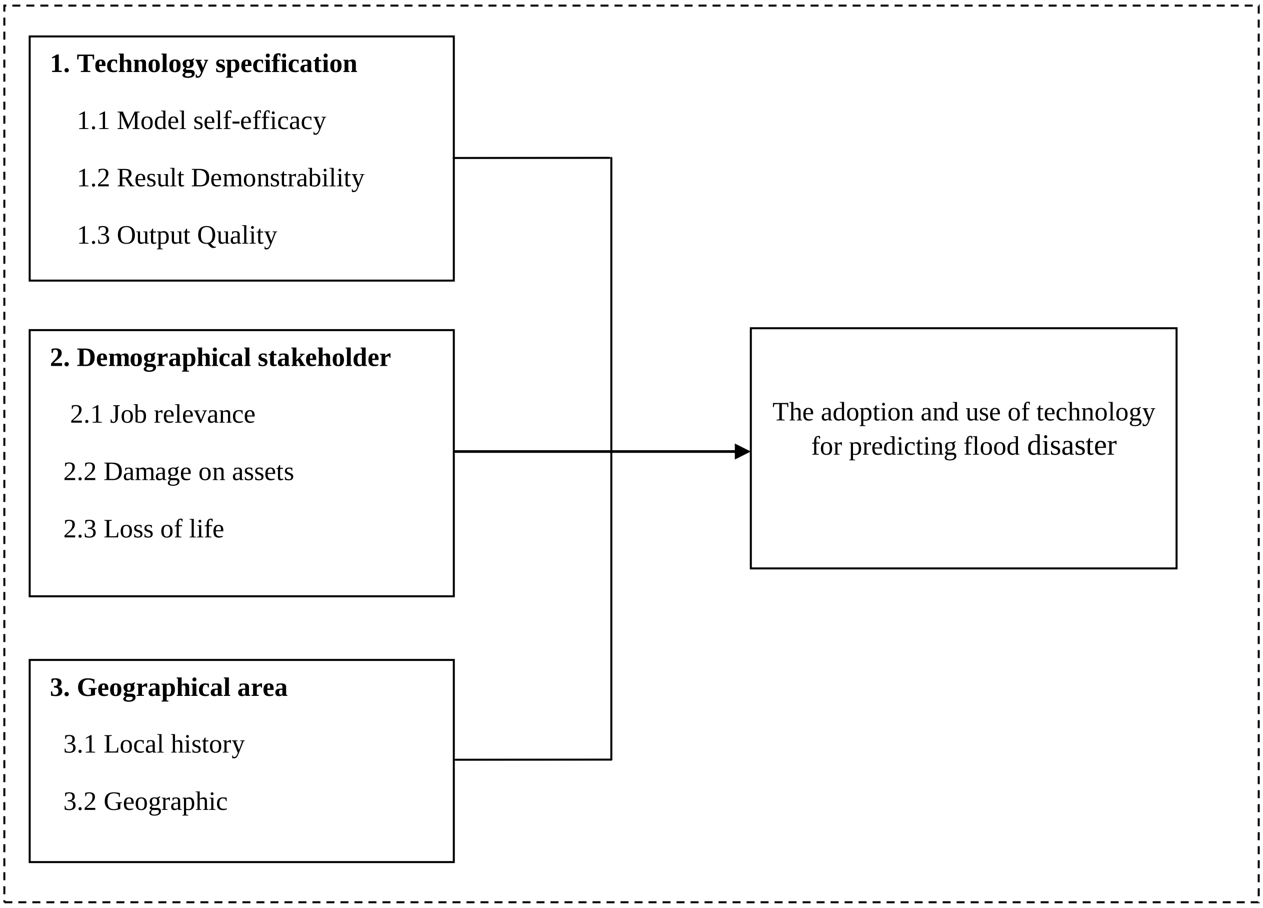

Figure 1: Conceptual Framework

Methodology

A. To Conduct This Study, the Researcher Followed the Steps Below;

1. Define the objectives of the study.
2. Review literature and related researches.
3. Analyze and synthesize the information to develop research framework and research tool.
4. Conduct questionnaire for data collection of this study in order to the defined behaviors.
5. Validate the questionnaire by three experts to check Index of Item-Objective Congruence (IOC).
6. Select the questions with the IOC value not less than 0.5 to make the questionnaire in the field work.
7. Revise questionnaire by tried-out with 156 people to find the reliability of each question.
8. Collect and analyze the data to find mean and standard deviation.

B. Research Tool Validation

1. The validity of the questionnaire was investigated by 3 experts on content validity IOC value.
2. Reliability of the questionnaire was analyzed through alpha coefficient value by Cronbach. The whole reliability of the questionnaire was higher than 0.70.

Findings / Results

This research involved a survey of a sample of 156 respondents, who most are men as 85 persons (54%). The majority aged between 31-45 years old amount 92 persons (59%). Occupation which work at government agencies are 77 persons (49.4%) and Education most have a bachelor's degree in 109 persons (69.9%).

The overall of factors in the technology applications development for flood forecasting, where the highest level ($\overline{X}$ = 4.54, SD = .50).When considering each component it was found that the most valuable component was the factors affecting the Demographical stakeholder was the highest level ($\overline{X}$ = 4.70, SD = .4.60) followed by the Technology specification was the highest level ($\overline{X}$ = 4.54, SD = .50) and the least factor in Geographical area ($\overline{X}$ = 4.47, SD = .50)

The analysis of the statistics used to determine the suitability of multiple regressions. Forecast statistics according to the multiple regression analysis showed that all three variables, namely the Technology specification, Demographical stakeholder and Geographical area were accepted and used as technology for predicting flood disaster has 73.9% and the regression coefficients showed Technology specifications, Demographical stakeholders and Geographical area were affecting the adoption and use of technology for predicting flood disaster with a significance level of 0.05 can be written as a regression below.

Y= -0.235 + 0.156 (Demographical stakeholder) + 0.581 (Geographical area) + 0.305 (Technology specification).

Beta is based on the value of the regression coefficient (b), which found that Demographical stakeholder (b = .580) are variables that most affect the adoption and use of technology for predicting catastrophic flooding, the second is Technology specification (b = .304) and Geographical area (b = .143) respectively.

Discussion and Conclusion

The study of factors affects the demand for the development of flood forecasting technology, where the findings can be discussed below;

1. Factors of demographical stakeholder, affect of the adoption and use of technology for predicting catastrophic flooding, where most impact on the lives and property when disaster strikes because of flooding and damage to property which cannot normally operate and loss of income which related to research of Baldassarre et al., (2013) identified catastrophic flooding resulting in loss of life and also relevant to Minyard, (2007) studied on information systems can address their population and area. The system will help in the preparation and awareness in advance of the event to occur to reduce the loss.
2. Factors of technology specification, affect of the adoption and use of technology for predicting catastrophic flooding because the technology specification is importantly to helps and warning flood disaster victims and access quickly to information which can be timely resolved. This result consistents with the research of Raju and Van, (2013) studied the ability of the tools to be able to clearly and precisely predict the flood disasters and also easily used (user friendly). Moreover, related to research of Venkatesh & Davis, (2000); Hackman and Oldham (1976) and Loher et al. (1985) studied the effectiveness of the tools used for disaster warning flood which users must be able to recognize the quality of the results are credible and reliability.
3. Factor of geographical area, affect of the adoption and use of technology for predicting catastrophic flooding because both geographical area and the history of the area that had experienced flooding resulting in severe damage and functional areas of risk caused disasters such as flood-prone and river basin which is consistent with the research of Burby et al. (2000.) studied the implementation of flood protection includes plan to reduce damage (hazard mitigation plans). Flood and impact assessment will help in decision making and priority of practice in the prevention of floods (Maidl and Buchecker, 2015). Consistent with research of Burby et al. (2000) concluded preventing flood disasters effectively must include a plan to reduce damage plans (hazard mitigation plans). The plan will depend on each area therefore the tool will help decide priorities and practices to prevent flooding.

Suggestions

1. Qualitative interviews with those responsible should have the power to decide such as the director of the National Disaster Prevention Agency Or head of the provincial disaster relief. Even Sheriff President of the local authorities, Private companies and executives to get information used to improve technology specification better.
2. There should be increase a number of quantitative respondents into a larger number to get the data reflect the results even more. And to develop tools to meet the needs of those concerned.

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BESSH-16

Problems of A New Country in Southeast Asia: Timor Leste (East Timor)

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Abstract

The purpose of this research was to study the background of Timor Leste and examine its international relations. The researcher utilized qualitative research using documentary analysis as a research instrument. The findings were as follows: Timor Leste must accept help from other nations. In particular, Timor Leste requested to become a member of the ASEAN community. Timor Leste would not avoid being dependent on the existing members of this group of nations in requesting a voice to support them in their bid to join ASEAN in the future, due to rules requiring consensus on the admission of new members. Because of this, Timor Leste might have to use Dependency Theory in order to build Nationalism, and implement policies important to other countries. Although, Timor Leste has been through occupation by another country, they have been able to rise and become a sovereign country. However, Timor Leste today does not yet have the potential to stand on its own, because of lack of potential for national development in many areas, especially the economy, technology, expenditure, human resource development, public health, infrastructure, and others. However if in the future, Timor Leste still cannot change from being dependent, they may become interdependent and this may lead to the country returning to the mandate of another country. In particular, the collapse of the independent economy is cause for concern.

Keywords— Dependency Theory, Independency Theory

Introduction

Timor Leste or East Timor, known officially as the Democratic Republic of Timor-Leste, is located on an island in Southeast Asia. Dili is the capital. The area is 15,410 kilometers. The population is 1.178 million. Currently, Mr. Taur Matan Ruak is the president. The official languages are Portuguese and Tatum. The administrative system is single-state democratic republic with a parliamentary system.

Timor Island is in the equator between Indonesia and Australia near southeast Indonesia, about 1,300 kilometers from Bali and 2,000 kilometers from the Indonesian capital, Jakarta. Timor is about 500 kilometers northwest of Australia and 3,700 kilometers southeast of Thailand. It has a long oval shape along a northeast-southwest line, and covers an area of about 32,350 square kilometers. There are about 1.2 million people as of the year 2015. Roman Catholic Christianity is the main religion, with about 94 percent of the population, while others primarily follow Islam.

In the fifteenth century, Portugal could build seagoing large-sized vessels, and had the experience in navigation and had been the great power by sea at that time, and tried to seek for sea lanes to trade with the Indian Ocean. Vasco da Gama succeeded in reaching the Indian Ocean in the year 1510 C.E. Portugal is regarded as the first European nation to extend their influence into the Indian Ocean by capturing the city of Goa. From this junction, they could control the way from India to the Moluccas, where they sought spices. In 1511 C.E., the Portuguese extended their influence more and more into the Straits of Malacca, and captured the city of Malacca, regarded as the first dependency of a European power in Southeast Asia. Later, all the ports on Sumatra began to restore their sovereignty. Portugal then took advantage of the competition between cities to overthrow their rivals. Portugal still occupied the straits area around Malacca, and could keep order in that region and not allow rival European nations to gain a foothold. In 1513, Portugal extended their influence to a group of islands in eastern Indonesia called Ternate and Tidore. Eventually, Portugal was defeated by Ternate, and had to retreat in 1525-1526. The Portuguese then landed on Timor Island in 1532 C.E.

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During World War 2, Southeast Asia was effected by the war from 1941-1945, when the Japanese invaded the region. Japan occupied Timor with a force of about 2,000 soldiers on December 17, 1942. The allied forces of Australia and the Netherlands attempted to retake Timor, but were unable to do so during the war, and withdrew in January 1943.

In 1967, the East Timorese began a movement for independence from Portugal, which was accomplished on April 25, 1974, following the collapse of the military government of Portugal.

Methodology

This research uses documentary research from data sources such as a government archives, knowledgeable people, theses and libraries.

Findings and Results

In the year 2002, Timor Leste became independent from Indonesia and was accepted into the United Nations as the 191st member. They were immediately faced with two problems, the first being the relative instability of a newly independent nation, and the second a difficult diplomatic and economic situation.

Timor Leste cannot avoid building good relations with other countries, especially Indonesia, which had previously opposed Timorese independence. In addition, East Timor had to consider relations with Australia, as well as possible admittance to the Association of Southeast Asian Nations (ASEAN).

In the sense of international politics, this ensures the good building of sovereignty and stability in East Timor, and attendance within the country group of the Pacific, which allows East Timor to receive customs duty privileges and business deals from countries that have already developed. (Department of East Asian affairs: 2004).

This is why Timor Leste has to proceed with international relations and mutually depend on other countries. They cannot avoid a relationship of Dependency Theory. However, a relationship of dependency could provide stability both within and outside of the country, and allow them to maintain political sovereignty.

However, one of the most important problems is the political system inside the country, and why they created the nation. There are many political groups. Although everyone accepted Xanana Gusmao as the first president of the country, Timor Leste still has extensive political conflict. There is political competition between parties, and competition within each party, such as the National Council for Timorese Resistance (CNRT), which was Xanana Gusmao's party, and which still is very influential insociety. Because Gusmao is the leader of this party, he could lead the move towards independence. UNTAET is attempting to make Timor Leste ready to survive as an independent nation, by giving a chance for East Timorese people to participate in the political system. For example, they wrote a draft constitution, and created laws to create political parties and allowed East Timorese people to study about it, and created the National Legislative Council (NLC)

The conflict inside the country began in April 28, 2006. 591 soldiers from the west of the country went to the capital city of Dili in order to petition the government to address what they saw as unfair treatment within the military. These soldiers had previously protested when they changed the government from the beginning of 2006. However, the police that were sent to solve the problem changed sides and protested alongside the soldiers. They became the major group opposing the government at that time. This problem became a political conflict within the country. There were protests in Dili, and problems between the faction of the police and soldiers and the government. Over forty people died, and forty thousand were displaced. The conflict between government supporters and the anti-government Fretilin occurred in May 2006. Prime Minister Mari Alkatiri of East Timor asked Australia, Malaysia, New Zealand and Portugal to send about 2,500 soldiers to come help, to control and make peace and to stop the violence. The anti-government faction asked Alkatiri to quit, because they believed the Prime Minister prepared weapons for the people who stopped the protests. The situation became even worse in Dili. The system made the government corrupt and fails because they could not keep the peace, because they did not have police, soldiers, or officers to work for them. Alkatiri resigned on June 27, 2006, and was succeeded by Jose Ramos Horta, who became the next Prime Minister on July 8, 2006. Before that, President Gusmao announced that if Alkatiri did not quit, he would quit as well. Before the election, another violent episode occurred in April 2007. After that, Jose Ramos-Horta became the Prime Minister. He won the election on May 20, 2007. Xanana Gusmao refused to be a president for another term, and later became Prime Minister on August 8, 2007.

Discussion and Conclusion

Timor Leste (East Timor) today still faces problems of budget depletion, human resource development, unemployment rates, education, lack of medical personnel, the construction and renovation of religious infrastructure destroyed during the political transition, and preventing danger from active militias.

Thus, Timor Leste has already had to request troops and personnel from the United Nations, and some countries forces remain in Timor Leste as a temporary measure, helping maintain calmness and stability, as the Timor Leste Defense Force (ETDF) becomes stronger. Timor Leste has also had to ask for economic assistance in both bilateral and multilateral frameworks, including from the United Nations, the IMF, and ASEAN. In 2007, the East Timorese government expressed an interest in joining ASEAN and officially declared their intention in 2011. Mr. Roberto Sarmento de Oliveira Soares became the Timorese Leste observer in ASEAN. Timor's Leste requirements to join ASEAN include the consensus of all ASEAN members, a peaceful and stable domestic situation, stable economic growth, wealth and accompanying social progress. (<http://www.thaiworld.org/thn/thailand_monitor/answera.php>)

Suggestions

Even though East Timor is independent, they still have lots of political problems inside the country, not unlike other developing countries. This includes the conflict between leaders. Even though they have changed leaders, just like other democratic countries, Gusmao held onto power as Prime Minister under Ramos-Horta. Gusmao quit on February 16, 2016, due to problems with corruption. All of this confirms that the political system of Timor Leste still belongs to a small group who has power over national politics.

It is impossible for Timor Leste to refuse offers of assistance, and they must accept a relationship with foreign countries based on Dependency Theory in order to deal with their economy, investment, technology, and loans in order to stabilize the country. The question is how Timor Leste is to give benefits to old members.

The prudent image of national interest should be based on coexistence with the ASEAN community, if any of them oppose Timor's Leste entry, Timor Leste will not be able to join. As such, East Timor must follow the three pillars policy of ASEAN: political-security, economy, and socio-cultural.

ASEAN's criterion for entry is based on for points. These are (1) geographic location within Southeast Asia, (2) acceptance by all members of ASEAN, (3) willingness to follow and respect the ASEAN charter, and (4) willingness to follow membership commitments.

The reason that ASEAN has these policies comes from the political and cultural diversity of nations already contained within the bloc. For example, Vietnam, Laos, Burma, and Cambodia are all socialist or formerly socialist countries that are ASEAN member states. As such, Timor's Leste status can only be resolved via consensus by all ASEAN members (this resembles other intractable issues, such as the management of ethnic minority conflict in regions of proposed economic cooperation. (Sirinya Siriyanan. 2015. P.56)) .

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BESSH-16

The Administration of Good Governance for Local Government in Thailand: In Case of Makluakao Subdistrict Administrative Organization, Sung Noen District, Nakhon Ratchasima Province

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Abstract

Research purposed to study the good governance in the administration of the Subdistrict Administrative Organization (SAO). In terms of rule of law, participation, responsiveness, transparency, accountability, efficiency and effectiveness, consensus oriented, equity and Inclusiveness. That concerned about administrative process, decision-making and the impact to people in the area. of Makluakao Subdistrict Administrative Organization (SAO), Sung Noen District, Nakhon Ratchasima Province, Thailand. By using the concept of UNESCAP good governance. Research methodology used qualitative approach by case study. The target groups of data collection were the community leaders general people and youth leaders in the district area. Research tool used in-depth interviews, Non-Participant Observation and focus group. The result of study found that The Administrator of the SAO. and officers doing their duties by good governance. They let's their people participated in many of decision- making and planning. Such as the activities for youth and people in community and keep in touch with them with social media all the time. The opportunity for public participation make every perspective of good governance developed as well. The organization of Subdistrict admin. have been directly elected and close relationship with their people made the easy way to good governance. The responsiveness and participation to people are the key of good governance and democracy. But the Interior Ministry and Government also more influence and control over the good governance of Subdistrict Administrative Organization and people in the area.

Keywords— Good Governance, Local Government and Participation

Introduction

The administration of government in Thailand has been experiencing problems with good governance for a long time, filled with the patronage system, the power intervention, the influence of political and business sectors, there is also a lot of corruption, Lead to social, Economy and Politics problems that couldn't be solved, the government administration failures and the loss of resources that is not worth it, people have suffered until the IMF, World Bank and United Nations have pushed developing countries that have necessary to borrow foreign currency, countries must have certain good governance policies, so Thailand need legislation to support changing, that is the Royal Decree on Criteria and Procedures for Good Governance, 2003. To make government adopted good governance to be used in the administration, included local government that elected by the people in the area and have to interact with the people all the time. The administration with good governance is very important, In the area of public participation, consensus oriented, responsiveness, equity and Inclusiveness The SAO administrator and officers should serve the community with transparency and accountability all the times. Without good governance the SAO wouldn't be accept by the public They will not be elected next time. The SAO is the smallest unit of government and most closely to the people. The administration makes directly impact on the people. So good governance of SAO is very important issue for public administration.

The objectives of this research were 1) Knowledge and understanding of SAO administrator and officers about good governance. 2) The good governance implementation of Makluakao SAO. And 3) The impeding and problems factors that affect good governance of Makluakao SAO.

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Administrator and officers of SAO can improve their knowledge and understanding of good governance and people in the community knows how to participate and have influence with their SAO. To contribute the knowledge of good governance to public administration area.

Literature Review

Good governance has been variously defined about concepts in international organizations of governance for model are discussed in this research, from the description in "The New Governance :Governing Without Government "(R.A.W. Rhodes, 1996 (and an article entitled "The Theory of Governance & Accountability "(Wesley Carrington, Jim Debuse, and Hee Jin Lee, 2008 (being said that the format is similar to the governance global governance, corporate governance, subsidiarity, the minimal state, new public management, networks and systems outside government and good governance.

From that format we found that the "New Public Management "and "Good Governance", which is the principle cause of “Ready for Review) "accountability (to be used seriously, by the concept of new public management focuses on the management, marketing and management independently. By providing a competitive management techniques used by the private sector, such as using of marketing strategies creating competition for best performance by an effective public administration requires professional skills and expertise (Osborne and Gaebler, 1992)

The origin of the theory of new public management resulting from the integration of public choice theory)Buchanan and Tullock, 1962 (and agency theory)Jensen and Meckling, 1976 (is a new institutional economics has concept to solve such problems four ways .by)1 (reducing the growth of government because of the cost and too many people)2 (changing for the state structure by the privatization of key institutions of government,)3 (developing tool for machinery manufacturing and distribution of public services)4 (more development and cooperation between the governments of the countries) Hood, 1991.(

Good governance is a key concept)World Bank, International Monetary Fund :IMF and UNESCAP(has provided to countries that need help from these organizations, need to use governance for the policy of the government. Thus, the concept and administration, making it a major global fast. Good governance are eight key factors (UNESCAP, 2005)

Source: Unescap (2005)

Participation might be direct action or action through institutions or action through legal representatives .It is important to point out that representative democracy is not necessarily way that society is very weak, must be taken into consideration in the decision .Participation needs to get information and organizing .This means freedom of expression and organizing cooperation and civil society on the other.

Rule of Law Good governance requires fair legal frameworks that are enforced and need to protect human rights fully, especially the disadvantaged. Law enforcement needs to have the case decided independently .And the powers of the police must be fair and without corruption.

Transparency means that decisions must be align to enforcement of regulations and supervision .It also means all sectors can access the information accessible directly and freely .Especially those who are affected by decisions and enforce them .And the means to provide adequate information in a format and media that is easy to understand.

Responsiveness to provide administrative institutions and procedures to respond to a group of stakeholders in the appropriate time.

Consensus Oriented is principles in a perfect spot for a variety of interest groups in society that require a consensus of what is the best for the whole community and how to implement it successfully.

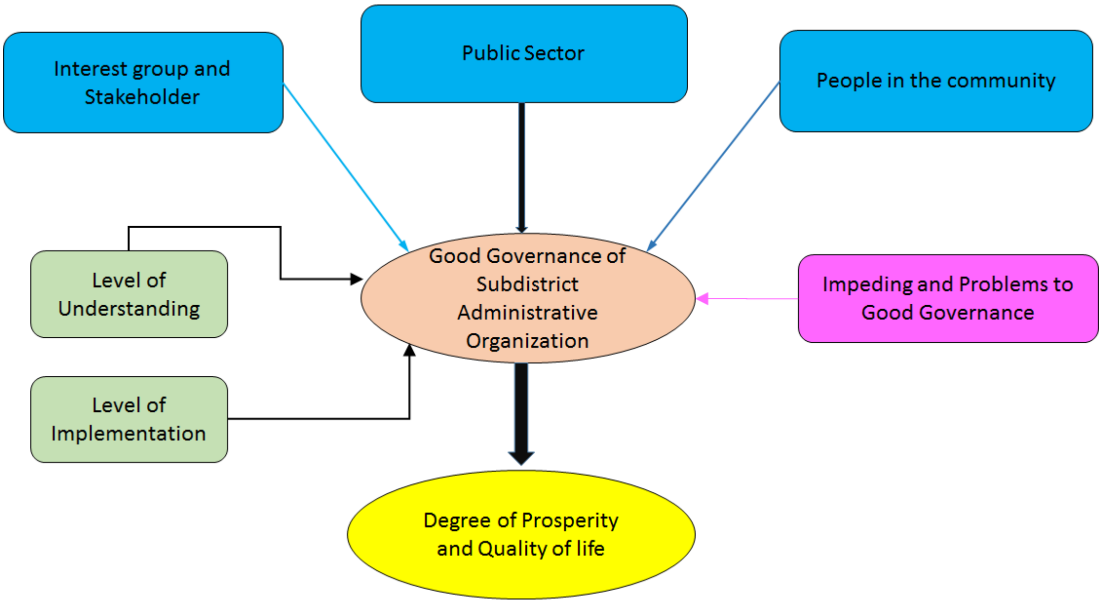
Equity and Inclusiveness Social peace depends on making sure that all members of society feel part of society or community housing .Especially the disadvantaged, there should be the opportunity for peace.

Effectiveness and Efficiency means the process and product of the institutions that serve the needs of society while using the limited resources available for the best .concept of efficiency in the context of good governance include sustainable use of natural resources and protection of the environment.

Accountability an important factor for both public and private institutions, including civil society will be ready for review by the public and institutional stakeholders who would be ready for review by whom .Depending on whether decision or action is inside or outside of the organization or institution .Typically, organizations or institutions shall be available for review from people who have been affected by the decision or action that is "ready for review cannot be achieved without transparency and the rule of law.

Conceptual Framework

This diagram shows factors and variables of good governance in Makluakao SAO. Involving the public sector. interested groups and stakeholders and people in the area. Included impeding and problems that's affect the good governance of SAO administrator and officers



Methodology

This research wants to know about knowledge and understanding for good governance concepts of the SAO administrator and officers. And how they used good governance in community. The problem and difficulties Factors of good governance administration for SAO. So need to find out by the objectives of this research so complex and profound proper to used Qualitative research.

We used 3 groups of key informant to represent each side of perspectives and personal interest. First: The SAO administrator and officers, Second: The interested Groups and stakeholders. Third: people in the community. This is triangulation of information to compare and analyzed from different angles could make the analysis and interpretation has all aspects. Include the political, economic and social contexts.

This research also selects 3 tools to collected data and information (Creswell, 2007) were 1) in-depth interview 2) non-participant observation and 3) Focus group discussion. The scope of this research was in makluakao SAO, sung nuen district, nakhon ratchasima province Thailand.

Data Collection

The selection of a representative from each sector, such as teachers, community leaders, government chief, Health District, students and private companies for 12 persons for in-depth interviews and focus group discussion in the community and residents of District 9 persons and the non-participant observation in various activities officials and the management of Makluakao SAO for three months.

Findings and Results

Results from in-depth interviews, both three groups 1) interested groups and stakeholders 2) public officers 3) people in the community found that the level of knowledge and understanding of the good governance of the staff and management organization have a reasonably high level. By giving priority to the rule of law and compliance with the law and even with the procedures and time-consuming. But these people were willing to comply strictly, except for interested groups and stakeholders would not agree with such actions, because of wasting time and it was a barrier for doing business. In part of participation and consensus oriented three groups found that their opinions are different. The different interested groups, stakeholders and people in the community said that the opportunity of participation of people on moderate level. There is the opportunity to participate fully in the planning process and decision is low level. But to engage in activities that local authorities held, however, public officers that are open to public participation.

SAO operation found that there are responsiveness, equity and Inclusiveness high level. People in the community and public officers are happy with the response of the SAO on the problems and suffering of people quickly, there are equality and fairness, but the interested groups and stakeholders have different opinion that the SAO has a responsiveness, equity and inclusiveness in moderate level, they cannot meet the needs of business and community enterprise quickly, and meet demand as it should. There is only a certain group that has been a great response than any other group.

For transparency and accountability, the three groups have different opinions. On the part of interested groups and stakeholders and people in the community, there is an opinion that the SAO have transparency and accountability in moderate level, especially matters related to the procurement and budget projects, some disclosure and details of the operation to the public, but only public officers opinion that the SAO duty with transparency and accountability in the high compared with the duties of public officers who do not have as much transparency and accountability SAO.

The interviews revealed that the interested groups and stakeholders and the public officers have opinions similar SAO with efficiency and effectiveness on moderate level, but for people in the community, there is opinion that the administration of the SAO is about efficiency and effectiveness is very high demonstrate a focus on individuals rather than groups or government.

Information from the focus group discussion of community enterprise and villagers found the SAO to focus on rule of law, it is the highest efficiency and effectiveness, including responsiveness, equity and Inclusiveness, the SAO also open to the public. participation in the activities of the SAO quite a lot, especially on the part of young people received special attention. The decision made by consensus oriented activities from several sectors, there is only moderate level for transparency and accountability. No disclosures regarding procurement projects as it could be and people are not able to monitor many decisions and the SAO must also respond to government policies and directives of the Ministry of Interior included other central government agencies.

Discussion and Suggestion

The information received from the triangulations by three groups of key information, found that the SAO to focus on each area of good governance in different views. And there are differences in view on medium level.

The most important and affected are people in the community, interested groups and stakeholders because of be clients and it has a direct impact on decision of the SAO. Three groups are very satisfied with the administration of the SAO very high in almost every way. As a result, the management group the SAO has been elected three times to return to the present administration. In view of good governance, the SAO is achieved due to the agency of the election of the people in the community and to work closely with the operations and activities.

Operations and activities involved with people in the community, interested groups and stakeholders throughout the SAO administration, if failure, does not meet the needs of these individuals or duties, bad governance, the SAO can get instant feedback or resistance. And most importantly, will not be selected next time which is what the executive SAO not want to happen. Thus, the administration of the SAO is quite good governance and support from people in the community, interested groups and stakeholders compared to other government agencies that not through direct elections like this.

Observations from the data collection of this research is that the SAO to focus on the rule of law the most. As a result of the agency's smallest under the Interior Ministry official elected to uphold the rules and laws of a general nature of the bureaucracy in the country. In this respect, it is an aspect of obedience to their superiors higher. If non-compliance is indeed guilty and punished according to the law, it is common to all agencies in the bureaucracy Thailand must focus on the rule of law, but does not include rules on this point that people take part in drafting the regulations, shared in the community, which is a key element of good governance to the people who want to participate in the regulation. To share in more laws are being drafted by the Council are appointed by the junta. So if this issue will be analyzed in depth to see that the SAO still lack knowledge and understanding of the principles of good governance, the rule of law and a real lack in this system.

Another important issue is transparency and accountability as part that the SAO are not realized its importance as much as it could, since the disclosure of information and allowing people to participate in the investigation. The SAO operation is not defined as a law or regulation, the SAO executives, which led to the administration of government used in full is understood that the SAO officials are not required to disclose the information and details of the operation to the public as well as government agencies in general. So that the performance of the SAO as the government requires of official secrets cannot be revealed. As a result, the disclosure of which is transparency and opportunity for public participation in the review, the principle of accountability not treated as they should be.

All of the information can be analyzed that the SAO is also a lack of understanding of the universal principles of good governance by the world bank UNESCAP fundamental principles of democracy, the people that own sovereignty, have the right to self-government and government is the only agency that works to serve, and meet the needs of the people only. So people had the right to legislate, participate in the guidelines for the management and to monitor the performance of government agencies fully to all government agencies must be transparency in the line of duty. Therefore, the administration should be decided by consensus oriented people.

The conclusion about the research is that there should be educating and understanding of the principles of good governance that comply with international standards. And the correct understanding about democracy and the true role of government and public officers are obligated to serve and meet the needs of the public as well.SAO should have to be trained to understand the Democracy valid internationally, the knowledge of good governance should be provided to SAO to understand the power of people that more than voting at elections only. SAO should understand the role and their duty to serve the public interest and allocated to the public thoroughly and evenly, then legislators support the implementation of international good governance to guide the implementation of SAO throughout the country.

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BESSH-16

Perception of Quality Control of Products and Standard Products of a Community Enterprise: Klongkhone Sub-District, Mueang District, Samut Songkhram Province

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Abstract

This research investigated the opinions of small and micro community enterprises from Klongkhone Sub-District, Mueang District, Samut Songkram Province. This work aimed to study the perception of quality control of products and standard products of a community enterprises that employed both qualitative and quantitative methods. The experiment was performed on 93 samples in the study. The study was divided into 2 steps which were (1) studying the opinions of the respondents towards the community's product quality control and upgrading product standards; (2) creating development guidance for product quality control and upgrading product standards for small and micro community enterprise. The demographic findings revealed female respondents as the majority, with most above 50 years of age and married. Most had more than 15 years of working experience. The education level reported by most respondents was primary school or lower followed by secondary school or lower with most respondents was vocational certificate level. Most respondents had the highest level of satisfaction with the existing condition of product quality control knowledge management. Pertaining to opinions on the guidance of knowledge creation for product quality control for small and micro community enterprise, the respondents were willing to apply the knowledge in upgrading their product standards. For the opinions of knowledge creation for product quality control and product standards, the respondents had the highest level of satisfaction. Guidance of knowledge creation for product quality control and product standards for small and micro community enterprises received the highest level of satisfaction from the respondents. Furthermore they had knowledge and comprehension in product quality control and product standards and could apply the knowledge in improving the quality of their production and product standards for small and micro community enterprises.

Keywords— Quality Control, Quality Standard, Community Enterprise

Introduction

One Tambon, One Product (OTOP) is a program envisages the idea of the development of a community's best product made by its local citizens. OTOP products usually represent local wisdom that links with a cultural foundation constructed through the course of time within particular communities (Certified OTOP by Thai Community Product Standards, 2009). During the past 5 years, the government by the concerned sectors has put effort into promoting and developing OTOP products. Various ways have been done, for instance building networks at the district and provincial levels, to branding and advertising within the domestic and international markets, organizing trade fairs and special events, training for up to 32,000 producers and concerned groups of people, and developing approximately 1,100 Thai Community Product Standards, and certifying 11,000 products. Approximately 35,000 entrepreneurs were registered as certified manufacturers who meet the quality standards, and there are 27,000 products awarded the OTOP Product Champion.

The government has boosted the OTOP program by stimulating, supporting and assisting in many ways that could encourage the progress of OTOP productivity in local communities such as in Samut Songkram Province. Currently, the OTOP program of Samut Songkram Province has changed its facet. To develop the capacity of the OTOP products to enchance the standard product on the local community. The area is known that there are a lot of OTOP products that are not known (Witthaya Mekhum. 2011). Formerly, the government had played a direct role as the supporter of the communities. Currently, the government has reduced its role as a supporter while inviting more participations, facilitation and assistance from the private sector and educational institutions. Local needs of community development have been the focus. In this regard, this research paper attempted to investigate operations, needs and dissemination of knowledge on product quality control for upgrading product standards for small and micro

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community enterprises. Upgrading product standards requires accordance with real conditions of the local needs for the highest effectiveness and efficiency of development (Thai Community Product Standards/OTOP, 2007)

Methodology

The objectives of this research paper were (1) to study the opinions of small and micro community enterprises towards product quality control of Klongkhone Sub-District, Mueang District, Samut Songkram Province; and (2) to disseminate knowledge on product quality control for upgrading product standards for those small and micro community enterprises in Klongkhone Sub-District, Mueang District, Samut Songkram Province. The samples of this study were separated into 3 groups, all from the Mueang District. The first group included agriculturalists, small and micro community enterprises, 25 respondents. The second group included consumers and small and micro community enterprises, 50 respondents. The third group was entrepreneurs and micro community enterprises, 18 respondents (Office of the Public Sector Development Commission and Thailand Productivity Institute, "Guidance for knowledge management planning," (copy), 2005).

Findings / Results

The majority or 79 percent of the respondents were female, while 21 percent were male. Thirty-five percent of the respondents were above 50 years old with more than 15 years of working experience. The majority or 74 percent were married). Regarding the education level, 52 percent had primary school or lower level and secondary school or lower and 40 percent had secondary school or lower while only 4 percent had vocational level.

For the findings of the opinions of the respondents towards the community's existing condition of product quality control knowledge management, the majority or 47.23 percent of them perceived that guidance of knowledge creation for product quality control for small and micro community enterprise was averagely good. Exhibited the findings unveiled that knowledge for applying product quality control in production and application of product quality control were good or made percentage of 56.52 and 52.17 respectively. The finding explained that most respondents acquired knowledge for product quality and standard control, which was useful in making a progression of their knowledge and upgrading product quality.

Pertaining to opinions on the guidance of knowledge creation to be applied in developing product quality control for small and micro community enterprises demonstrated in Fig.2, it was found that the guidance was perceived within the highest rank by 42.72 percent of a total of 93 respondents. In regards to the guidance of knowledge creation, the findings revealed interesting facts that the respondents were willing to disseminate their tacit knowledge to the community folks; the community folks were willing to disseminate their tacit knowledge among each other; and the respondents were able to utilize media in managing knowledge and process with effectiveness and systematic manner.

Figure 1: Opinions towards Condition of Product Quality Control and Product Standards Knowledge

In regards to opinions on the guidance of knowledge creation for product quality control and product standards in terms of knowledge storing for small and micro community enterprises shown in Fig. 1, the findings reported that the guidance was perceived within the highest rank by 50.45 percent. The respondents perceived that the guidance of knowledge storing was useful for concerned people within the highest rank by 63.64 percent. The guidance of knowledge improvement was perceived within the highest rank by 59.09 percent, whereas the guidance of high accessibility of knowledge was perceived within the highest rank by 59.09 percent of the respondents.

Figure 2: Opinions towards the Guidance of Knowledge Creation to be applied in Developing Product Quality Control for Small and Micro Community Enterprise

The findings that addressed the issue of guidance of capacity development for local entrepreneurs to achieve being certified for Thai Community Product Standards revealed that the majority of the entrepreneurs in the area ran family business. Most were ready in their establishment for domestic production in terms of location, machine and production equipment. However, mostly they were encountered with difficulties of insufficiency of finance and materials for production process, which as a result, affected their ability to manage sanitation and maintenance. These difficulties normally reflect their negative effects to production control system to maintain quality and standards of the products. Moreover, the problems have caused inconsistency of products to meet the market’s demands, resulting in business. Finally the respondents unveiled their needs of acquiring knowledge by organizing more activities that give ways to disseminating knowledge of how to upgrade community product standards to achieve Thai Community Product Standards and best selection. Moreover, organizing trainings and designing appropriate learning style for entrepreneurs were needed.

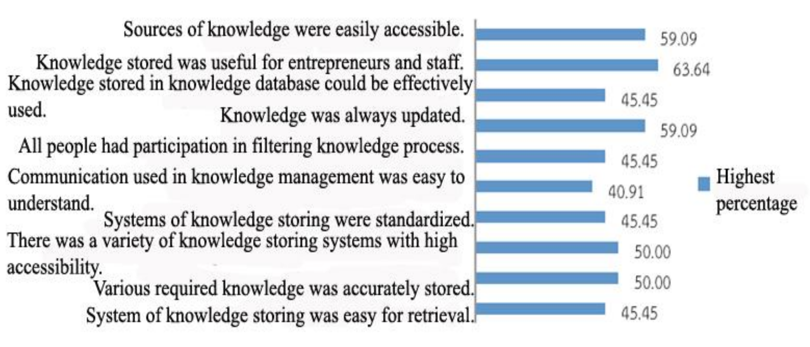

Figure 3: Opinions towards the Guidance of Knowledge Creation for Product Quality Control and Product Standards in terms of Knowledge Storing for Small and Micro Community Enterprise

Discussion and Conclusion

The local entrepreneurs were most satisfied with the guidance of knowledge creation for product quality control and product standards for small and micro community enterprise (Thai Community Product Standards.2004). Furthermore they had knowledge and comprehension in product quality control (Wongprasert C. 2005) and product standards (Saetiew Y. 2005) and could apply the knowledge in improving the quality of their production and product standards for small and micro community enterprises of Klongkhone Sub-District, Mueang District, Samut Songkram Province. In terms of capacity development for local entrepreneurs to achieve being certified for Thai Community Product Standards, some obstacles were found and needed to be addressed and overcame (Phanitch W. 2005). These included insufficiency of finance and materials for production process and effects on an ability to manage sanitation and maintenance within the process (Leuprasitkul W. 2002). These obstacles have caused ineffectiveness and inefficiency in maintaining quality and standards of the products in the production control system (Phasukyeud P.).

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Using Electronic Monitoring with Female Offenders in Thailand

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Abstract

There are too many prisoners who have been jailed unnecessarily and lead to the problem of prison overcrowding. There are also a lack of correctional officers working on duty. Only few officers are then not enough to supervise all inmates. Internationally, the electronic monitoring (EM) has been used widely more than two decades to reduce the number of prisoners. In Thailand, the Department of Correction is planning to use the Intermediate Punishment in order to reduce the number of prisoners by using the EM. This paper aims to identify advantages and disadvantages among female offenders who are either (1) pregnant women, (2) breastfeeding mother, (3) mother with children in prison or (4) women with dependent child, when using EM as alternatives imprisonment. There were 10 female offenders who were interviewed on using EM. This research found that most participants feel very stress and nervous in the first weeks of using EM. However, they feel better after that time and have better mental and physical health.

Keywords— Electronic Monitoring (EM), Female Offenders, Prison Overcrowding, Alternatives Imprisonment

Introduction

The problem of prison overcrowding is not just a new or current issue in our society. Many European countries and the United States have faced this problem more than three decades (Whitfield, 1997). For example, in 2002, the BBC highlighted the prison overcrowding crisis in England. At that time, the number of inmates are around 71,480 which is the highest number (Lösel, 2007, p. 512). Later, in March 2007, the number of English prison population went above 80,000 and this means that approximately 150 prisoners per 100,000 inhabitants in England (Lösel, 2007, p. 512). In Western European countries, England and Wales have the highest rate of imprisonment. For instance, around 50 percent of the higher incarceration rate in these two countries when compared to Germany (Lösel, 2007, p. 512). Belgium is also another country that the number of inmates has grown significantly in the past 30 years. From 1980 to 2004, the Belgian prison population increased around 63 percent (Maes, Mine, Man, & Brakel, 2012, p. 3). The number of prisoners in Belgium went above 10,000 since 2007 (Maes, Mine, Man et al., 2012, p. 4). At the end of 2010, there were approximately 11,000 inmates in Belgium (Maes, Mine, Man et al., 2012, p. 4).

To solve the prison overcrowding crisis in many countries, Intermediate Punishments have been introduced to use in the criminal justice system. The Intermediate Punishments are in the middle between prison and probation. Intermediate Punishments are delivered through many programs such as intensive supervision, electronic monitoring, boot camp, house arrest and community service (Center For Community Corrections, 2016).

At present, many countries use some program of the Intermediate Punishments. Electronic monitoring (EM) and intensive supervision are the most popular programs that have been used to solve the problem of prison overcrowding (Center For Community Corrections, 2016). Beken and Vandevelde (2014) further explain that when many countries faced with the problem of prison overcrowding, they have start to use alternatives imprisonment. They further indicate that there were two approaches in developing alternatives imprisonment that have been used. The first approach was establishing and reinforcing rehabilitation-oriented and less punitive sanctions such as suspended imprisonment, parole and probation. The second approach was using the EM or radio frequency (The radio frequency (RF) is a signaling device that will be put on ankle or wrist of the offender. The transceiver will be installed in his home. The offender must stay in the limited area that device and transceiver are signaled to each other and send their signal through landline or mobile phone to a monitoring center that the) (RF) to ensure that offenders still remain in

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their home. In 2010, more than 500,000 offenders had been used the EM in the United States and European countries (Tella & Schargrodsky, 2013).

Similarly, the United Nations Office on Drugs and Crime (UNODC) have promoted the prison reform and alternatives to incarceration. The UNODC believes that every member states should consider the prison reforms based on human rights considerations, imprisonment and poverty, public health consequences of imprisonment, detrimental social impact and the cost of imprisonment (United Nations Office on Drugs and Crime, 2016b). To have the same international standards and norms, the United Nations (UN) adopted the United Nations Standard Minimum Rules for Non-custodial Measures or known as Tokyo Rules in 1990 to promote the use of non-custodial measures and to protect persons subject to alternatives to incarceration (United Nations Office on Drugs and Crime, 2016a). Later, in December 2010, the UN adopted the United Nations Rules for the Treatment of Women Prisoners and Non-custodial Measures for Women offenders or known as Bangkok Rules in order to provide standard rules for women offenders and prisoners (Penal Reform International, 2016).

Promoting alternatives to imprisonment by the UN together with the problem of prison overcrowding, Intermediate Punishments is then being used in many countries. The EM has therefore been used in many countries for several decades. The EM was first introduced during the 1980s and the United States is the first country to use the EM as Intermediate Punishments to solve prison overcrowding (Nellis, Beyens, & Kaminski, 2013). At present, the EM is used in Canada, Taiwan, Singapore, Australia, New Zealand, Denmark, Finland, Sweden, the Netherlands, Germany, Belgium, Portugal, Italy, Argentina, Israel, Scotland, England, Wales and the United States (Paterson, 2008). These countries have already passed the law to use the EM as alternatives imprisonment with a wild range of decision-makers while there are many countries that still use the EM as experimental status (Nellis, Beyens, & Kaminski, 2013).

In Thailand, the crime rates have also gradually increased and have more violence every year. As the number of violent crimes committed across the country has gradually increased, there is currently a problem of prison overcrowding. According to the statistic of Department of Corrections (2016), there were around 311,227 prisoners including both male and female prisoners on June 1, 2016. The number of prisoners is sharply increasing each year, especially the number of female prisoners. Table 1 shows that the number of both male and female prisoners is sharply increasing in the past seven years.

Table 1:
The number of prisoners in Thailand

Year	Prisoners (person)		Total
	Male	Female	
2010	137,580	22,513	160,093
2011	138,443	22,986	161,429
2012	142,687	24,577	167,264
2013	159,837	27,676	187,513
2014	188,838	31,482	220,320
2015	269,743	44,940	314,683
2016*	267,552	43,675	311,227

Source: Department of Corrections (2016)

* The number of prisoners are collected on June 1, 2016.

To solve the problem of prison overcrowding in Thailand, Office of Justice Affairs and Department of Corrections have an idea to use the EM in Thailand. They first planned to use the EM with female offenders as experimental project to see that using the EM with female offenders is good or not. This paper then aims to identify advantages and disadvantages among female offenders who are either (1) pregnant women, (2) breastfeeding mother, (3) mother with children in prison or (4) women with dependent child when using the EM as alternatives imprisonment. This article is divided into four sections. The first section described literature review on the benefits and results of using the EM with offenders as alternatives imprisonment in England and Belgium. The second part explains how this research is conducted and the last part discuss what the researcher has found from conducting this research.

Using Electronic Monitoring in England and Belgium

The electronic monitoring (EM) is one of the most popular one to use as alternatives imprisonment. It has been used over 30 countries since the 1980s (Nellis, Beyens, & Kaminski, 2013, p. 1). This research will only focus on the use of EM with offenders in England and Belgium because most European countries have already been used the EM as alternatives imprisonment for more than 20 years. These two countries also have the similar problem of prison overcrowding and believe that using the EM should help to solve this problem.

Nellis and Rossell (2011, p. 5) define the EM as "EM technology must be understood as nothing more or less than a form of remote surveillant control, a means of flexibly regulating the spatial and temporal schedules of an offender's life". This means that the first purpose of using the EM is surveillant control in order to remind offenders that they are being watched. Later, If they think that they will be breached, they may be recalled to prison or received more severe penalty (Nellis, Beyens, & Kaminski, 2013).

As mentioned above that the main purpose of the EM is surveillant control, therefore, many countries use the EM in several ways to watch offenders through the EM. The followings are commonly ways that the EM has been used:

- as an alternative to pre-trial detention
- as an obligation attached to a community sanction
- as a penalty for breaching other conditions
- as an alternative to custody (execution modality)
- as an obligation for temporary release
- as a condition for pre-release
- as an obligation after release (Nellis & Rosell, 2011)

More than 30 countries then use the EM as surveillant control in these several ways to solve the problem of prison overcrowding. The following section describes literature review on using the EM in England and Belgium.

England

The EM was first introduced in England in 1982 by the Offender's Tag Association (Paterson, 2008, p. 100). The English government first decided to use the EM as piloted study for three months on bail and reducing remands in custody in order to confirm that the equipment had worked well. Only 50 offenders were using the EM at that time (Nellis, Beyens, & Kaminski, 2013, p. 281). In 1989, John Patten, junior minister later claimed that using the EM with bailees was the unsuccessful trial (Paterson, 2008, p. 100). However, he could not deny that the EM is an effective way to solve the problem of prison overcrowding. Therefore, in 1989, the EM has officially been used with offenders as alternatives imprisonment (Paterson, 2008, p. 98). There were over 16,000 offenders who had been used the EM as alternatives imprisonment in 2008 (Paterson, 2008, p. 98). The offenders who are allowed to use the EM are bailees, adult offenders, juvenile offenders, terrorist suspects and those subject to immigration controls (Paterson, 2008).

In 2010, the English government decided to change some policy of using the EM. There are two major changes. The first one is the maximum duration of EM-Sentences. In the past, offenders were allowed to use the EM for the maximum of six months. However, the English government decided to change the maximum period to twelve months for using the EM same as in other European countries such as Scotland (Nellis, Beyens, & Kaminski, 2013, p. 289). The second point is changing the daily hours of curfew. The maximum curfew is increased from 12 to 16 hours per day in order to make offenders feel that EM-sentences are more serious and not have much free time (Nellis, Beyens, & Kaminski, 2013, p. 289).

Since 1989, there has been an increase in the use of the EM in England. Only a few hundreds of offenders use the EM as alternatives imprisonment in 1989. In the end of 1999, the English courts have started to issue the EM as alternative imprisonments across England (Paterson, 2008, p. 104). In 2011, there were more than 23,800 cases that using the EM as alternatives imprisonment (Nellis & Rosell, 2011, p. 9).

Although the number of offenders who use the EM as alternatives imprisonment is gradually increasing, there is no evidence that the EM will help to reducing the re-offending. As mentioned before that England has started using the EM for a long time, many researchers then conduct research about using the EM that whether it helps to protect the public. However, there is no strong evidence to confirm that using the EM will help to protect the public and reducing re-offending (Mair, 2005). The next section will describe using the EM in Belgium.

Belgium

From 1980 to 2009, the Belgian prison population was doubled and the problem of prison overcrowding is highlighted (Maes, Mine, Man et al., 2012, p. 3). On July 20, 1990, the Belgian government passed the Pre-trial Detention Act to allow offenders to use the EM as alternatives imprisonments (Maes, Mine, Man et al., 2012, p. 5). In

December 2012, approximately 1,197 offenders were using the EM as alternatives imprisonment (Vanhaelemeesch, Beken, & Vandevelde, 2014, p. 275). The number of offenders using the EM has then gradually increased.

According the Belgian law, offenders who are sentenced to a prison less than three years, are allowed to use the EM by getting permission from prison administration. Offenders who fit into this category, have to present themselves at the prison to request using the EM instead of imprisonment. If offenders meet the requirements of using the EM, they may stay only one night at present and then go back home on the next day. At present, the availability of the EM is usually waiting for a month up to a year to be placed under the EM. This is called a 'front door approach' (Maes, Mine, Man et al., 2012; Vanhaelemeesch, Beken, & Vandevelde, 2014).

In contrast, offenders who are sentenced to a prison more than three years, are allowed to use the EM as a 'back door' strategy of release from a prison. This means that offenders have to write a request to the judicial council six months before their first conditional release (Vanhaelemeesch, Beken, & Vandevelde, 2014). As in Belgium, offenders who are committed serious crime, are allowed to use the EM, the judicial council has power to allow using the EM with condition of renewing their decision every month or every three months (Vanhaelemeesch, Beken, & Vandevelde, 2014).

Although there is no evidence that the EM will help to reducing the re-offending, the EM still gives opportunity to offenders to take part in everyday life. Vanhaelemeesch, Beken and Vandevelde (2014) argue that the purpose of using the EM is not only for reducing the re-offending, but also to support offenders to live in community same as before. They further state that using the EM will also help to separate offenders from criminal friends and have strong support from their family to come back to society. Additionally, Vanhaelemeesch, Beken and Vandevelde (2014) found that offenders who use the EM, feel much better than stay in prison. Offenders feel that they have more freedom, more opportunity to work and strong support from their family. However, it cannot deny that using the EM also makes offenders have negative aspects that they have limited freedom and be controlled (Vanhaelemeesch, Beken, & Vandevelde, 2014).

In addition, Dr. Ioan Durnescu who is lecturer in Criminal Justice and is expertise in the area of using the EM in Europe suggested that other countries should learn from Belgium, Denmark, Norway, Portugal, The Netherlands, Estonia and Sweden that how these countries use the EM as alternatives imprisonment. He further provides example of the German case to suggest other European countries to use the EM. Durnescu states that Germany has felt reluctant to use the EM as alternatives imprisonments. The German government decided to use the EM as piloted study in Frankfurt in the year of 2000 and across the city of Hesse in 2007 (Nellis & Rosell, 2011, p. 6). The German government found that the cost for using the EM is cheaper than put offenders in the prison. The cost of using the EM is 33.83 euro per day while the cost of spending a day in prison is 96 euro (Nellis & Rosell, 2011, p. 6). Therefore, using the EM as alternatives imprisonment should help to reduce prison populations and save the money. The next section describes methodology that has been used in this research.

Methodology

Qualitative methods were used to conduct this research. Deep interviews were used to get more detailed information on advantages and disadvantages among female offenders who used the EM as alternatives imprisonment. Participants were interviewed for approximately an hour. The interview question guide was used as an outline for interviewing in order to confirm that the researcher covered the similar details of offenders' experiences of using the EM.

As this research is an experimental project of using the EM in Thailand, the researcher only focuses on female offenders as they are mentioned in the Bangkok Rules that should be suitable to use the EM as alternatives imprisonment. Female offenders who will be participated in this research have to be fitted into these three requirements. The first requirement is that female offenders have to be either (1) pregnant women, (2) breastfeeding mother, (3) mother with children in prison or (4) women with dependent child. The second requirement is that female offenders are sentenced less than three years and never committed crime before. The last requirement is that the court has made decision for these female offenders for probation, not sentencing in a prison and these female have also been in probation less than six months in order to prevent the re-offending and rehabilitation.

Female offenders were selected from every province in Thailand. However, only female offenders who are under Bangkok Probation Office in district 1, 2 and 3 and Chiang Mai Probation Office met all requirements. Approximately, 10 female offenders were selected to be participants in this research. These 10 participants are sentenced less than three years because of drink driving, burglary, embezzlement and addicted to Methamphetamine. All of these participants were allowed to use the EM as alternative imprisonments.

However, during the time that the researcher planned to interviewed all participants, using the EM as alternatives imprisonment is cancelled because the budget of using the EM was cut. The Department of Probation then does not have enough budget to continue using the EM as piloted study. Therefore, the researcher decided to interview 10 participants who were using the EM and are currently under the probation period.

During the interviews, the researcher collected information about the effect of using the EM on physical, mental and psychosocial. Questions that are related to the reaction of their body, nutrition, emotion and the relationship with other people were asked. Participants also had to examined themselves by giving the point from one to five. If participants give five points, it means that they are the most satisfy. In contrast, if they give one point, it means that they are least satisfy. The researcher asked participants to examine themselves for three times and the distance of time for collecting data for each time was one month.

Research Findings and Discussion

The question was divided into three parts. In the first part (physical part), there are three questions. The first question is that whether they have any problem about sleeping when using the EM or not. Most participants reported that they could not sleep well when they first used the EM. They are quite nervous and stress, especially the first seven days of using the EM. For example, one participant who sentenced for the case of burglary stated that they were hardly to sleep and could not sleep well in the first week of using the EM. The second question is that whether they have problems about eating disorder or not. Most participants reported that they still ate like normal. However, they feel so stress in the first week of using the EM. Therefore, they could not eat much same as normal for some meal. For instance, one participant who sentenced for embezzlement reported that “I could not eat at all because I felt so stress and very worry about imprisonment because I am very worry about my child how will they live without me”. The last question for physical part is that do they have any health problems. Most participants did not have any health problems. However, if they have health problems, they are allowed to go to see doctors.

All participants were also asked for three questions for the second part (mental part). The first question is that do they feel very angry easier or not after using the EM. Five participants reported that they feel that they were angry easier when they used the EM for the first week and after that they feel better and less anger. In contrast, the other five participants reported that they do not feel angry easier for the whole time of using the EM. The second question is that do they feel stress and worry about their family member or not, if yes, what kind of problems that they are worried. All participants reported that they were worried about their family members’ feeling, especially when they first used the EM. However, they felt less stress after the first month. What will they do to relieve their stress is the last question for this part. Each participant has different way to relieve their stress such as talking with their friends and family and doing other activities with friends.

The last part (psychosocial part) has three questions. The first question is when they are using the EM, they can talk and live with other people same as before or not. Most participants reported that they did not have any problem to talk and live with their friends, family and other people. In addition, they used this time to teach their children not do the wrong things like them. However, there are some participants who could not talk with their family and other people in the first seven days of using the EM. But, after that they can talk with everybody like normal. The second question is that do they talk and ask for some advice from other people. Most participants reported that they only asked for some advice only from their family. In the first week of using the EM, they were avoiding to talk about the EM as it was sensitive issue, but after that it was ok to talk about the EM. In addition, there is one participants who were sentenced in a prison for a short time before probation. She reported that when she stayed in a prison, they could not talk with anyone and could not ask for advice. However, when she used the EM, they could ask for some advice from their family and friends and feel better. The last question is that have any people come to them to ask for some advice. All participants reported that other people still asked them for some advice and they also used their life experiences as an example for other people.

At the end of interviewing, participants were asked that do they agree or disagree to use the EM as alternatives imprisonments in Thailand. All participants reported that the EM should be used in Thailand as alternatives imprisonment because they still have opportunities to look after their family and finding some jobs to support their family. For instance, one participant who is sentenced for addicting to Methamphetamine stated that “I am strongly agreeing that should use the EM as alternatives imprisonment because this gave me opportunities to live in society same as other people and to find some jobs”.

All of these questions show that most participants have some effects to their physical and mental when using the EM for the first week and then feel better. For psychosocial, most participants did not have any problems to live and talk with their family and other people. At the same time, they also provide some advice to other people and use their experiences as example.

Additionally, after interviewing, the researcher asked all participants to examine themselves by giving the point from one to five. Table 2 shows the summary of points that all participants giving the point for using the EM. This table shows that female offenders felt better when using the EM for a while. It clearly shows that the total point for each time is higher. This means that all participants felt better and had less stress when using the EM as alternatives imprisonment.

Table 2:
The summary of points for using the EM

Participants	The total of point that examine by all participants			
	1	2	3	Average
1	3.3	4.6	4.9	4.3
2	4.5	4.9	4.9	4.8
3	3.5	4.0	4.1	3.9
4	4.4	4.6	4.6	4.5
5	3.8	4.0	4.7	4.2
6	4.2	4.3	4.4	4.3
7	3.6	4.5	4.6	4.2
8	3.8	3.8	4.6	4.1
9	2.7	2.9	3.3	3.0
10	2.4	3.0	3.5	3.0

The information on using the EM as alternatives imprisonment from interviewing and examining themselves is related. All information shows that all participants felt nervous, stress and could not sleep well in the first week of using the EM and after that they felt better and live in society same as others.

However, all participants reported that there is still a problem when using the EM. A main problem is the EM that has been used in Thailand is not working well. For example, the EM run out of battery so often and sometime the EM could not send signal to probation officers. All participants also reported that when put the EM on ankle, it was so tight and made them had some bruises on their ankle.

Conclusion

In Thailand, there is a problem of prison overcrowding. To solve this issue, Using the EM as alternatives imprisonment should be used in Thailand. This research is experimental project in order to confirm that the Thai government should use the EM as alternatives imprisonments or not. The researcher found that all participants reported the same things that they feel nervous, stress and could not eat well when they first used the EM for the first week and after that they felt better. Moreover, all participants are also agreeing that using the EM as alternatives imprisonment in Thailand is a good idea as female offenders still has a chance to look after their family and find some jobs to support their family.

Using the EM as alternatives imprisonments in Thailand is a very good idea to solve the problem of prison overcrowding. However, there are still some problems when using the EM as alternatives imprisonment. There are two major problems for using the EM among female offenders. The first problem is a signaling of device between offenders and probation officers. The EM can be used only in the limited area such as Bangkok and some big provinces. Therefore, if the signaling is expanded to cover more area, it should help to reduce the Thai prison populations. The second problem is outdated technology in Thailand. The Thai government still did not support much money to updated technology of using the EM same as other countries. If the technology is updated, more offenders can be used the EM as alternatives imprisonment and resolve the problem of overcrowding prison.

Using the EM is may be a bit old fashioned. In Europe, some countries like France start using the GPS tracking technology as alternatives imprisonment. The GPS tracking is small and sensible. However, it can only be used only in mainland Europe nowadays. Therefore, if the Thai government would like to use the EM as alternatives imprisonment, it should not be hard to solve the problem of outdated technology of the EM as other developing countries use more modern technology and are successful in using the EM as alternatives imprisonment.

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The Study of Applying Measures for Enforcing Financial Crime in Thailand

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Abstract

The study of applying measures for enforcing financial crime in Thailand was aimed to analyze the patterns of the economic crime particularly the financial crimes. This was to study the problems and limitations of the criminal proceeding for the financial crimes in Thailand, to study the applying of measures under the anti-money laundering law of Thailand against assets from the financial crime. Finally, it was to study and to analyze approaches in order to enforce the measures against the financial crimes in Thailand. Findings showed that Thailand faces problems and limitations of the criminal proceeding of the financial crimes , particularly in the cases of financial offence , security offence, stock market, cybercrime, exchange control , e-payment under the criminal code because they were complicated special crimes. Legal measures were used for offending and suppress these problems while performing to the transnational financial crimes made it more difficult for investigations and interrogations of collected evidences and the prosecutions of criminals. Therefore, appropriate legal measures enforced against the economic crimes with social sanctions consistent to the current Thai context appositely adapted to meet the Thai financial crimes would efficiently and effectively to better prevent and address such crimes.

Keywords— Economic-Crime, Legal Measures, Organized Crimes, Anti-Money Laundering Law

Introduction

Rationale

Economic crimes particularly financial crime is a form of special crime emerged from the present global development regarding economy and social. The technological advancement extensively affect social while current and restless global competition of business affects the enterprises and is more complicated. On the contrary, it allows more sophisticated financial crimes. The existing laws and legal measures would disable to be comprehensively enforced with the emerging problems because there are legal loopholes where benefits could illegally be reaped with legal avoidances. It could be witnessed that whenever Thailand faces economic crisis, there are usually caused by financial crimes, which the executives of some financial instructions corrupt or the financial institutions completely decline to follow the announcement of the Bank of Thailand.

Results of the studies on financial crimes in Thailand showed that law breaking of banking and financial institution such as offenses of the financial institutions, offenses of the stock exchanges, offenses of public frauds, offenses of illegal enterprises, offenses of cybercrimes , offenses of taxations, offenses of the customs laws , offenses of credit cards and so on. Financial criminals are skillful in using advanced technology and difficult for investigation, interrogation and arrestment because of their concealment on offenses and attempts to destroy evidences, which make it difficult to searching. This type of special crime can best conceal evidences and exploit influences to cover witnesses. Bribery some of the government agencies make it difficult to sue offenders to punishment. The reason is such behavior characterized not to threaten or to mediate offenders or allowing victims unaware of being victimized until damages are beyond the government to address and solve. In addition, the damages are too high and there are so many victims.

The government cannot sue most major financial criminals such as the masterminds or the manipulators because of complete and adequate evidence shortage for the proceedings of the justice administration. Major roots come from most evidences to prove defendants guilty are in the hands of offenders and are well concealed and kept in secrecy. In addition, erudite and experts rather than common criminals do such actions with accomplices. Therefore, to prove guilty for punishment by court without suspicion is hard.

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To stipulate legal measures in order to enforce laws against the financial crime, it is necessary to explore approaches legal and social measures to efficiently address the Thai financial crimes. In this investigation, the researcher has aimed to explore the models on the cases of the financial crimes, which affected the national economic system. It was through investigating the related laws, case studies, problems and limitations of the criminal proceeding for the financial crimes in Thailand in each case – the offenses against the financial institutions laws and e-payment, the offenses against the exchange control, the offenses against securities and exchange laws, the offenses against credit bureau laws, and the offenses against Anti-Money Laundering Act. In addition, it was focused on applying the efficient measures and enforcement against the Thai financial crimes through investigating and analyzing foreign measures and the measures to address legal assets according to the anti-money laundering laws. The findings will be analyzed and synthesized to be as guides in leveraging the efficiency of the law enforcement , legal measures and other measures to address financial crimes in Thailand, which will lead to truly solve the problems .

Research Objectives

1. To investigate the patterns and behaviors of committing financial crimes in Thailand,
2. To investigate the problems and limitations of the criminal proceeding of the financial crimes in Thailand and
3. To investigate the expedient enforcement of legal measures and other measures to address financial crimes in Thailand

Scope of the Study

This study has been scoped under the sphere of laws and the types of offense related to the offenses against the financial institutions laws and e-payment, the offenses against the exchange control, the offenses against securities and exchange laws, the offenses against credit bureau laws, and the offenses against Anti-Money Laundering Act. It leads to the analysis of the problems and to recommend legal measures to address financial crimes in Thailand.

Research Questions

1. How is Thailand trapped in pursuing and collecting evidences of the financial crimes?
2. Are the Thai legal measures efficient and adequate in the proceedings against the financial crime? How should their efficiency and effectiveness be improved?
3. Should social sanctions be imposed in the proceedings against the financial crime?

Expected Benefits

1. To recognize the patterns and behaviors of committing financial crimes in Thailand,
2. To recognize the problems and limitations of the criminal proceeding for the financial crimes in Thailand and
3. To enable to propose the expedient enforcement of legal measures and other measures to address financial crimes in Thailand

Methodology

A qualitative research was employed to analyze the Thai and foreign documents related to laws, law textbooks, journals, articles and other related documents. The methodology included using the e - search engines about financial crimes of the offenses against the financial institutions laws and e-payment, the offenses against the exchange control, the offenses against securities and exchange laws, the offenses against credit bureau laws, and the offenses against Anti-Money Laundering Act. The proceedings of the financial crimes were analyzed to find their problems and limitations in order to propose the expedient enforcement of legal measures and other measures to address financial crimes in Thailand.

Results

With the data collection from documentary explorations, they are found as below:

Financial crimes are special crimes intended for economic gains or interests by violating laws related to economy and commerce affecting the national economic system and the national security. Patterns of financial crimes are not only violating laws, obligation, government regulation or civil violations but also endangered societies. The offenders have motive and expect unlimited financial gains. Some offenders have high social status, and been trusted by societies. Financial crimes destroy the monetary security of individuals and public enterprises. They are special crimes, which could threaten societies and link to the money laundering that lead to back other lawbreaking affairs and their distinct natures are as below:

1. There are techniques of concealment and attempts to destroy evidence disabled to trace back to offenders . Financial crimes are complicated and gradual until damages are found. Evidence searches are difficult . It offers

opportunities for these types of special crime to well hide and conceal evidences. With the money power gained from financial crimes and the rise of dark influence to dumb witnesses, bribe authorities state agencies , which are difficult to reach the root.

2. Due to being hidden behavior, it is difficult to observe or to find. Sometimes, victims do not sense they are victimized until damages appear. Without directly haunting image amid people, no threat and fear or terror against the victims; they make victims unrealized their victimization but it is the disadvantage from businesses only. Attitudes of the victims are very mild retaliation compared to street crimes and they do not create any vengeance to the onlookers or spectators.
3. Financial criminals are experts with technologies. Devices are improvised such as computers, trade documents and with well management, financial crimes are systematically committed. There are studies about data, plans and readily manage other things which are difficult to suppress.
4. Financial crimes could not be committed by one offender . There is also tendency to assemble into an organized crime and expanded into the transnational crimes.
5. It endangers peace and order of public. The damages are more than street crime . Number of victims is large in number. Besides harming societies and public, the state is also victimized because financial crimes devastate economy and investment, block social growth and security. Some kinds devastate morals, traditions and cultures of societies.

(Suppakorn Poonyarith , 2014)

Discussions

Factors leading to financial crimes are found that these types of crimes likely have motive of returns with large amount of property. There are many conductive factors which lead to committing crimes and they are (1) Opportunity to commit crime such as most organizations or most offices breed crimes. The higher responsible position the person has; the higher opportunity to commit financial crimes, which executives would not be reluctant to violate laws since there are shortage of the government regulators to monitor them. (2) Expertise to commit crime is because financial crimes are likely the persons with specialization to successfully take action. A person to cheat financial enterprise must know well about financial system, which is complicated and sought first weakness to destroy the strength of the financial system. Then cheating or public fraud are committed successfully. These crimes are not for the common outsiders to understand and take action. And (3)The economic system and structure under free trade system assemble more violent financial crimes because it is the opened system where private and government could fully run the business in every sector which is mainly emphasizing production. Therefore, products from the opened economic system would be more affluent and it motivates to commit crime higher than the monopoly system.

This study has been focused on the patterns of the financial crimes, related laws, problem and limitation to pursue and collect evidence in each case - the offenses against the financial institutions laws and e-payment, the offenses against the exchange control, the offenses against securities and exchange laws, the offenses against credit bureau laws, and the offenses against Anti-Money Laundering Act. The results are:

1. The case of corruption in the Thai financial institutions – the researcher finds there are problems of discretion on the acts of the financial executives whether their acts meet the scope of the offense of corruption. Rationally, there are problems of interpreting the word “Corruption” which each government agency takes. It leads to the riddles in practices, cooperation and coordination among the related personnel and agencies domestically and internationally. Finally, Criminal proceeding becomes red tape.
2. The measures to sue the property in the cases of the offenses against Anti-Money Laundering Act – the researcher finds that Thailand has currently improved and amended the predicate offenses in its Article 3 (Amendment No.4 BE 2556 [2013]) . Thailand should adopt the amended offenses for its implementation to incapacitate the financial crimes. The amendment has added measures, which enable adjustments to address not only the financial crimes but also other crimes unleashed by them as below.

2.1. The Predicate Offense No.11 – it is the measure to address the offense of receiving the stolen property under the Criminal Code specifically in the sphere of distribution, purchasing, pawning and keeping with which by any acts that the property possessed is through trading offense.

2.2. The Predicate Offense No.12 – it is the measure to sue the offense of forging currency, seal, stamp and tickets under the Criminal Code appeared as trading.

2.3. The Predicate Offense No.14 – it is the measure to sue the offense of forging documents, electronic cards and passports under the Criminal Code appeared as trading.

2.4. The Predicate Offense No.18 – it is the measure to sue the offense of theft, extortion, blackmail, robbery (total), gang robbery, cheating and fraud and misappropriation under the Criminal Code appeared as normal affairs.

2.5. The Predicate Offense No.20 – it is the measure to sue the offense of unfair acts in security exchanges under the securities and exchange laws.

2.6. The Predicate Offense No.24 – it is the measure to sue the offense against the Anti- Financing Terrorism Act, BE 2556 (2013).

2.7. The Predicate Offense No.24 – it is the measure to sue the offense against the Anti-Transnational Crime Organization Involvement Act BE 2556 (2013).

3. With the first enactment the Anti-Money Laundering Act BE 2542 (1999) in Thailand, under the treaty of being the UN member, it is to be the legal measures to interfere money earned to commit offense and transform it to be the new clean property and, money laundering and financing terrorism require supports and cooperations from foreign countries. Recently, Thailand has never failed to amend its Anti-Money Laundering Act to meet international level. In 2015, it has the Fifth Amendment of its Anti-Money Laundering Act to meet FATF (Financial Action Task Force) which is an inter-government established in G-7 Summit in 1989. It specifies of the international measures to counter money laundering and financing terrorism. The additional Fifth Amendment is to impose additional measures to end the cycled financial crimes, which might connect with other crimes as below.

3.1. There were modern and relevant amendments of the definition of "predicate offense" to meet the current situations. For example, the predicate offense of sex which requires including human trafficking or trading humans. Another one is the predicate offense of gambling in the case of the puppeteers of unlawful gambling has been amended the amount of money to be reduced from 10 million Baht to 5 million baht and added e-gambling as one of the offense. The offense of unfair acts in securities exchange is demanded to include the future contract of exchange or including offenses affecting the price of future contract of agriculture.

3.2. There is enactment of the traders controlling currency exchanges which are non-financial institution holding duties to report their affairs to Anti – Money Laundering Office. Therefore, all currency traders regardless being juristic persons or common persons are holding duties to report their affairs to the Anti – Money Laundering Office.

3.3. There is the enactment to control and monitor exporting and importing currency and adding more duties to the customs personnel upon being reported of exporting or importing currency under the enacted amounted and must report to the Anti – Money Laundering Office. However, now the Commission has yet to enact the value of the exported or imported currency but the Anti – Money Laundering Act amended No. 5 enacted that the amount of the exported or imported currency must not be less than what the law has enacted. That is, in the case of the Thai currency, the export Baht must not exceed 50, 000 Baht whereas the import money is unlimited but if the is exceed 20,000 US dollars or equivalent, it must be declared before the customs at the customhouse.

3.4. The Anti – Money Laundering Office is empowered to call foundations, associations and the not-for-profit organizations to clarify their affairs or to cede their affairs of under reasonable suspicion that the foundations, the associations and the non-profit organizations have been financing terrorism.

3.5. There is an enactment for traders according to Article 16 that the 10 types of traders such as gems traders, jewels traders, precious stones traders, antique traders, non-financial credit traders and so on must check to know their customers. Traders, investment counselors and e-payment traders own duties to check and to know facts about their customers including to extend the time to secure the details of inspections from 5 years to 10 years. The inspection must be confidential from outsiders. This inspection is to process the business affairs of their customers whether they misbehave or take risk against the Anti – Money Laundering Act. Such inspections demanding all traders might affect customers on giving information before they run their business affairs and it will demand the private sectors to more strictly inspect their customers.

3.6. It is enacted that the Anti – Money Laundering Office must organize training to counter money laundering and to counter financing terrorism for information reporters.

4. Suppakorn Poonyarith (2014) finds that the current offenses against financial crimes are more complicated and appearing to be the transnational organization crime. To pursue evidences of such offense –The plea bargaining (Grossman, G. M.; Katz, M. L., 1983) is thus the measure the public prosecutor negotiates and agrees with the defendant that if the defendant agrees to provide information to the justice administration, which might help suing the accomplice to punishment; the charges and punishment will be alleviated. However, Thailand has not clearly enacted law to meet the confession about the financial crimes. The researcher finds that if there were clear law about this subject matter, they would affect the endorsement of evidences gained from the confessional negotiation. The researcher therefore proposes to amend laws about finance with special enactment to empower the interrogation officers on confessional negotiation with those arrested. It would be adopting the measure of confessional negotiation be enforced with the financial crimes for higher efficiency. It allows better suppression of financial crimes while evidences gained from confessional negotiation under the endorsement of law and from volunteering of the arrested would become the important legitimate evidences enabling to be reasonable evidence to prove defendant guilty or deserving sentence.

5. Many financial crime cases in Thailand from the study show that a critical root is the executives do not have the good governance. It is necessary to adapt the measure of social control (Travis Hirschi, 1969; Chankanit Suriyamanee, 2011) to prevent financial crimes through people preventing and controlling crimes by themselves. That is people can notify the clues of the financial institution misbehaviors and the corruption of their executives.

Such social measure helps control the financial system of Thailand, sustainably strengthens and further develops it.

Recommendations from the Study

1. Thailand should adapt the measure of predicate offense added in Article 3 of the Anti – Money Laundering Act BE 2542 (1999: Amendment 4 Be 2556[2013] and Amendment 5) to incapacitate financial crimes and to address the property of the financial crimes, which will be the specific measure to efficiently prevent and solve financial crimes.
2. The Thai financial laws should be amended by defining "corruption" into the same direction for cooperation and coordination between related agencies in Thailand and in abroad.
3. It is recommended to amend Thai laws related to financial crimes to clearly meet the plea bargaining measure. Such approach will be the measure adaptable for more efficient in prosecuting financial crime prosecution in Thailand.
4. It is recommended to apply social control measure (Travis Hirschi, 1969) to prevent financial crimes through people preventing and controlling crimes by notifying the clues of the financial institution misbehaviors and the corruption of their executives.
5. The future researches should be conducted on reforming financial laws and laws related to the Thai taxes for their modernization and international. This is to reinforce more efficiency in enforcing the Thai financial crimes.

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The Impacts of Flipped Classroom to Students with Different Learning Style

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Abstract

The rapid development and popularity of Information Technology have allowed for more possibilities for teaching and learning (T&L). Flipped classroom strategy, a specific form of blended learning design, aims to restructure the traditional way of T&L by moving lectures outside the classroom and using the class time for learning activities with more interactive and engaging elements. There have been many studies conducted in the past 20 years to evaluate the effectiveness of this student-centered strategy, and most researchers have confirmed its advantages in various aspects, including promoting higher order thinking, peer interaction and collaboration, higher engagement, and independent learning etc. However, relatively few studies have been done to explore how the effectiveness of flipped classroom is related to students' learning characteristics. This study aims to provide insight to fill this gap by conducting an experiment of flipped classroom in The Chinese University of Hong Kong Business School. The findings show that students who are motivated to learn the course in depth are more likely to find the flipped classroom experience rewarding, have greater satisfaction as well as think of themselves as independent learners. Students who seem to demonstrate more mature attitude in processing knowledge also enjoy more the flipped classroom strategy, and are more satisfied with their learning experience. These findings shed light to the further development and implementation of flipped classroom strategy in a setting of differentiated students.

Keywords— Flipped Classroom, Blended Learning, Education Technology, Business Education, Inverted Classroom

Introduction

Flipping the classroom means that the instructional materials are provided to the students before the lesson, so students can learn outside the classroom and free up the class time for in-class activities which lead to more interaction between students and teacher. (Jacob 2013) The flipped classroom is become a common teaching tool in the world. Different scholars have honored the positive impacts on students caused by flipped classroom. By flipping the classroom, the engagement in learning of students was reinforced which was effective in helping students learn the content, and increased self-efficacy in their ability to learn independently. (Jacob 2013, Jacqueline E. et al. 2013) It accounts for the improvement in the students' academic result, and also the development of the deeper understanding of the subject concepts. (Nawi, Jawawi, Matzin et al. 2015) Likewise, reports suggested that students became more open to cooperative learning and innovative teaching methods after experiencing the flipped classroom. (Strayer 2012) Despite the benefits brings by the flipped classroom to the students, a variety of concerns are conscientize by the scholars. For example, students in the flipped classroom likely lose concentration on the course contents because of the change of teaching style. (Strayer 2012) It was also found to be a challenge to implement in a classroom with passive learning environment and was not necessary to apply for every lessons. (Nawi, Jawawi, Matzin et al. 2015) If the teaching style is mismatched with the students' learning style, they will learn less and be less interested in the subject. (Lage et al.2000) In this study, we investigated the impacts of flipped classroom on students with different learning motive in an introductory economics course at the Chinese University of Hong Kong (CUHK). The results of the study are generally positive and reported that students displayed higher deep motives than surface motives, as well as hold relatively mature learning attitude in processing knowledge in this course.

The Classes

The experiment of flipped classroom was conducted in a first year undergraduate course in CUHK Business School. The course was an introductory microeconomics course that is a core course attended all business students. Every year, there are about 16 sections taught by different instructors offered by CUHK Business School. Flipped classroom strategy was implemented in 3 sections taught by the same teacher. The class sizes of the 3 sections in the sample were 54, 55, and 53 respectively, making up a total of 162 students. Most of the students in the classes are

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local Hong Kong students, while a small portion of the students are from Mainland China and other foreign countries. Students from Hong Kong and Mainland China have often been criticized as ‘passive’ and relatively less likely to raise questions in class. It is one of the reasons why we would to promote active learning and interaction in the classroom.

The Flipped Classroom Strategy

We chose one particular topic in microeconomics, namely Externality, and flipped the class in week 8 out of a total of 13 teaching weeks. Students were notified about the design the flipped classroom in the first week of the semester.

The principle of flipped classroom strategy is to deliver instructional content outside the classroom, and bring in more interaction between teacher and students and among students to the classroom. Following the principle, the instructional strategy can be separated into two stages, namely pre-class and in-class. We have also designed a follow-up task after the classroom activity to help students consolidate what they have learnt in class. Thus, the overall instructional strategy that we designed can be separately into three stages: Pre-class, In-class, and Post-class.

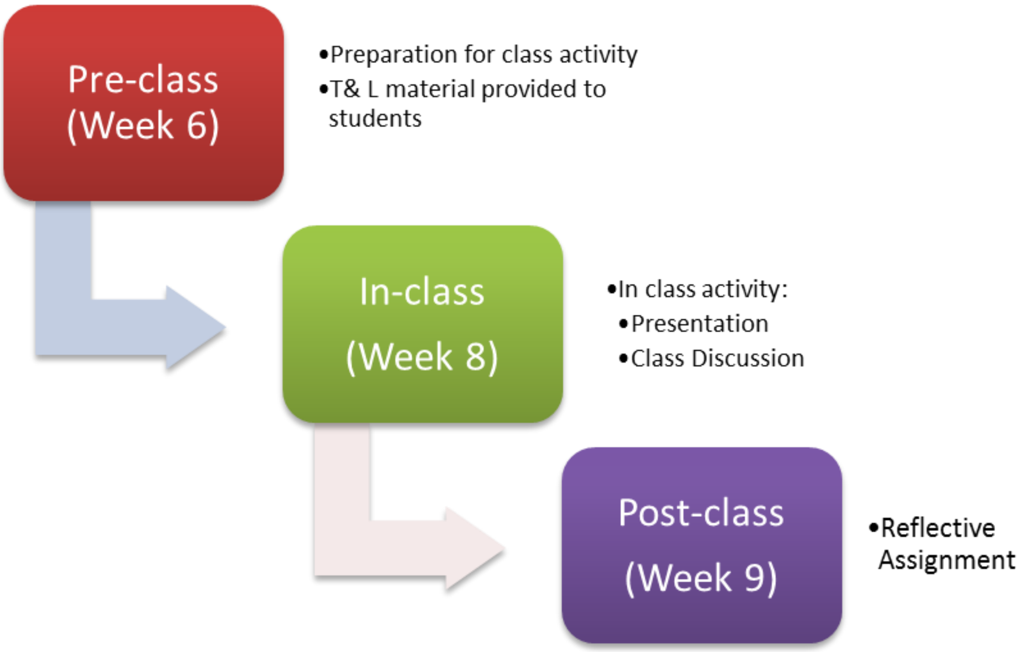

Figure 1: The Three Stages of Flipped Classroom Strategy

Pre-class

The pre-class stage aims basically to provide an opportunity for students to gain first exposure to the topic content before class. For instance, it is sometimes reported that some teachers would ask students to watch the lecture videos from Massive Open Online Course (MOOC), like Khan Academy and Coursera. These materials can provide students with an opportunity to be familiar with the subject content BEFORE coming to class. However, it is a common misunderstanding that flipped classroom must make use of video resources. There are actually various teaching and learning materials that teachers can use. It ranges from simple textbook readings, articles, lectures videos, podcasts to screencasts, etc. In our setting, we made use of mini video lectures (~5 to 7 mins), video case (~10 mins), written notes as well as textbook reading for the pre-class preparation.

We developed a study plan for the topic and communicate clearly with students our plan as well as their tasks in the three stages. The study plan first outlined the central ideas and important concepts of the topic, and explained how it is related to the earlier topics that we have just finished in previous classes. By looking at the study plan, students will have a sense on the topic and its position in the big picture of the curriculum. We provided students with video lectures and a case study, as well as textbook section to read and a set of detail notes. The study plan also provided a To-Do list that itemized the tasks students should completed before coming to class.

To-Do List before you come to class

- ☑ Review the notes and materials on *Topic 4 Efficiency*
- ☑ Study the notes on *Topic 5 Externality* carefully
- ☑ Watch the video lectures and the video case
- ☑ Make sure at least your group has one computer / tablet for the class activity
- ☑ Read the relevant sections of the textbook
- ☑ (optional) Watch other related online video on externality
- ☑ Be happy and enjoy the class activity!

Figure 2: To-Do List in the Study Plan

Students were also reminded to bring their own laptop computers and/or smart device for the in-class activity. All instructions and materials were released to students in week 6, i.e., two weeks before the class activity.

In-class

The in-class activity is designed to promote higher-order thinking, peer interaction and peer learning. It also aims to encourage a student to be an active learner who takes the initiative and autonomy of their own learning. It is also expected that students will, with their own laptop computers or smart devices, to gather relevant information and data online in order to support their argument.

In the three-hour lecture, students were required to form teams of 5 to 6, and each team was assigned into either group A or B. Teams in group A and B were given two different proposed public policies respectively, and each team in the same group was randomly assigned as one of the major stakeholders of the policy. The tasks of the teams were to analyze the impacts of the policy from the perspective of their role and to determine whether they support or oppose to the policy (30 mins). They then have to show evidence of their arguments in an open discussion forum (20 mins) to convince other students to support their stance. Whether the policy would be launched depends on the votes of the students from another group after the discussion forum. For example, after the open discussion forum on an education policy by teams in group A, all students in group B will vote for or against the policy.

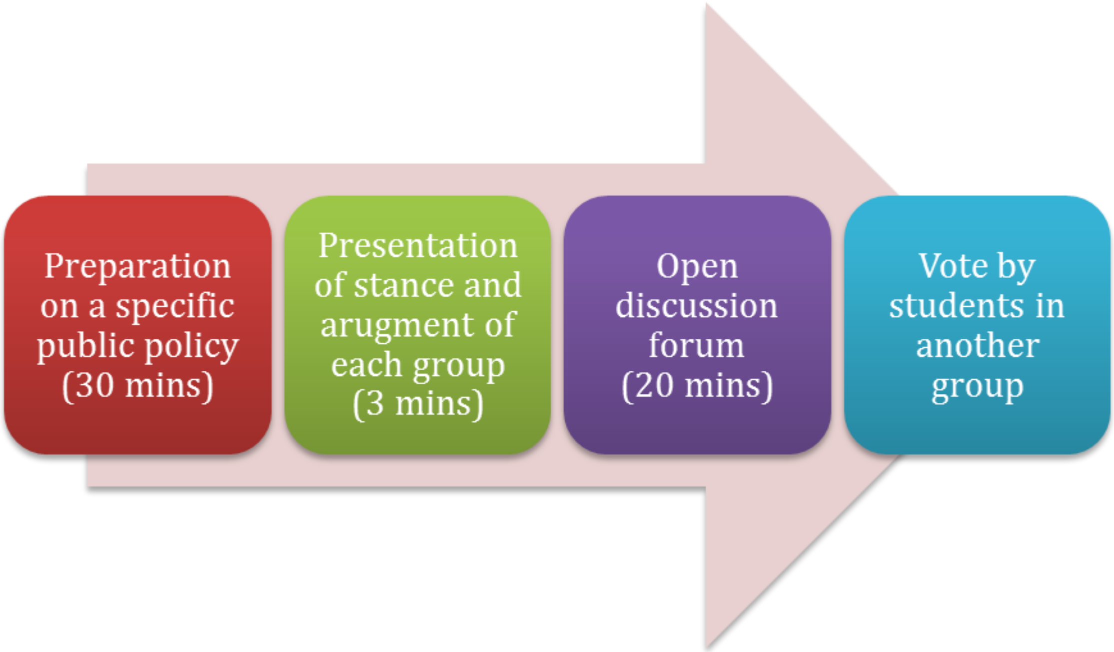

Figure 3: The Design of In-class Activity

After the voting the result was released immediately. The teacher offered his comments to the teams' argument for the purpose of debriefing. The teacher also observed groups' performance and marks to each group were given.

Teams in group B then start their game by presenting their stances, followed by the 20-minute open discussion forum and the voting by students in group A.

Post-class

While the pre-class and in-class stages usually receive the most attentions of educators, the post-class activities relatively receive less attention. One reason is that students are expected to be able to grasp the knowledge after they have gone through the pre-class preparation and in-class activities. However, we believe that it would be beneficial to have an opportunity for students to consolidate their experience and have their own reflection. Thus, we have designed a homework assignment to serve this purpose.

In our design, each team was required to submit a homework assignment one week after the class activity (i.e., week 9). The assignment required students to present and consolidate their arguments prepared in the class activity, taking into consideration the counter-arguments by the competing teams.

The Survey Method

In order to evaluate the impacts and effectiveness of this new pedagogical strategy, we cooperative with researchers from the Centre for Learning Enhancement And Research (CLEAR) at CUHK to collect feedbacks from students.

Three student surveys have been done for the three classes. The surveys were based on both questionnaire and focus group interview, and were administered by researchers from the CLEAR at CUHK. The questionnaires were distributed during the breaks of lectures, and student's participation was voluntary and anonymous. The response rates were 70%, 82% and 91% respectively, and the total number of observation was 131, and thus the average response rate was 81%.

The questionnaire was designed such that we can study how students of different types perceive the effectiveness of flipped classroom strategy. It was divided into two parts: Part A asked students to rate their agreement on a 7-point Likert scale, aiming to understand students' perceptions of flipped classroom, approaches to learning and studying (deep motives and surface motives), epistemological beliefs, students' self-reported independent learning and satisfaction. Part B explored topics such as students' cultural background, previous knowledge about economics, time input, and their difficulties and enjoyments under the flipped classroom strategy.

Analysis Results and Discussion

After we obtained the survey results, we look at the Person correlation between important variables. In particular, we focus on 1. Students' perception on flipped classroom, 2. Students' learning style, and 3. Students' satisfaction towards the flipped classroom design in this experiment. The analysis results are presented as follows.

Students' Perception of Flipped Classroom

There is a significant positive correlation (r=0.63, 0.53 and 0.5) between students' perception of flipped classroom and deep motive. That is, students who are motivated to learn the course in depth seem to tend to enjoy the flipped classroom experience. In contrast, there is no clear relationship between surface motives and the perception of flipped classroom.

Table 1:
Pearson Correlation between Perception of Flipped Classroom and Other Variables

Variables	Correlation with Perception of Flipped Classroom (Class A)	Correlation with Perception of Flipped Classroom (Class B)	Correlation with Perception of Flipped Classroom (Class C)
Deep motive	.63**	.53**	.50**
Surface motive	.20	-.20	-.14

** Correlation is significant at the 0.01 level (2-tailed)

*Correlation is significant at the 0.05 level (2-tailed)

Independent Learning

Positive correlations are found between students' self-claimed independent learning and deep motive (r=0.61, 0.44 and 0.38), and between their self-claimed independent learning and knowledge construction (r=0.44, 0.34 and

0.43) (see Table 5.2). It is likely that students who have deep motive in learning this course or have relatively mature attitude in processing knowledge may also be independent learners.

Table 2:
Pearson Correlation between Independent Learning and Other Variables

Variables	Correlation with Independent Learning (Class A)	Correlation with Independent Learning (Class B)	Correlation with Independent Learning (Class C)
Deep motive	.61**	.44**	.38**
Surface motive	.02	-.18	-.20
Knowledge construction	.44**	.34*	.43**

** Correlation is significant at the 0.01 level (2-tailed)

*Correlation is significant at the 0.05 level (2-tailed)

Satisfaction

Certain positive correlations are found between students' satisfaction and their deep motive (r=0.71, 0.39 and 0.64), and between their satisfaction and knowledge construction (r =0.44 and 0.47) (see Table 5.3). It is likely that students who have deep motive in learning this course or have relatively mature attitude in processing knowledge may be more satisfied with this flipped classroom.

Table 3:
Pearson Correlation between Satisfaction and Other Variables

Variables	Correlation with Satisfaction (Class A)	Correlation with Satisfaction (Class B)	Correlation with Satisfaction (Class C)
Deep motive	.71**	.39**	.64**
Surface motive	.15	-.06	-.43**
Knowledge construction	.44**	.10	.47**

** Correlation is significant at the 0.01 level (2-tailed)

*Correlation is significant at the 0.05 level (2-tailed)

Conclusion

The rapid development of Information Technology have allowed for more possibilities for education. Flipped classroom strategy is a new attempt to restructure the traditional way of T&L by introducing more interaction and engaging elements, and to promote higher order thinking. There have been many studies conducted in the past 20 years, and most researchers have confirmed its advantages in various aspects. However, relatively few studies have been done to explore how the effectiveness of flipped classroom is related to students' learning characteristics. This study provides insight to fill this gap. The findings show that students who are motivated to learn the course in depth are more likely to find the flipped classroom experience rewarding, have greater satisfaction as well as think of themselves as independent learners. Students who seem to demonstrate more mature attitude in processing knowledge also enjoy more the flipped classroom strategy, and are more satisfied with their learning experience. These findings shed light to the further development and implementation of flipped classroom strategy in a setting of differentiated students' background. However, the results we obtained in this study based only on students' self-reported information. In the future more should be done to evaluate the impacts of flipped classroom on students' academic and other performance.

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Javanese Cultural Preservation through Tie-Dye Industry in Yogyakarta: A Problem and Some Policy Options

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Abstract

Indonesia, especially Yogyakarta in which Javanese culture is deeply rooted, is an important traditional textile-producer, yielding a variety of fabrics such as batik, striated, and tie-dyed cloth. The traditional art of their manufacturing still survives and has become a form of cultural heritage. Therefore, it should be preserved and further developed. Tie-dyed cloth, also called *jumputan* or *tritik*, is one of the results of the first application of textile design (surface design). However, the maintenance and development of tie-dye from its root as a traditional cottage industry still faces some problems, particularly during the transformation process into a more modern creative industry. This study investigated the problem and sought an alternative policy to develop our tie-dye industry. For that purpose, we observed and conducted a field survey in the study area, namely Yogyakarta. The transformation and modernization of the industry might not really be necessary if the cultural products were intended only to be tourism commodities, as tourists are only interested in exotic products with unique qualities and originalities. As an important tourist destination, Yogyakarta and its community may have a valuable opportunity if they positively respond the challenge to improve their tie-dye industry. It can preserve the Javanese culture and increase the income of urban tie-dye craftsmen household which is dominated by small scale industries. In order to develop the tie-dye industry, the local government has to encourage the community engaged in this sector. An alternative to enhance its regional competitiveness is needed. The creative economy of tie-dye industry should not only become a national narrative, but should also be integrated into local developmental policies. Thus, the local governments need to thoroughly determine strategies for promoting this industry. Of course, the participation of the community engaged in tie-dye industry is necessary as its social capital.

Keywords— Tie-dye, Industry, Yogyakarta, Problem, Policy

Introduction

Indonesia, especially Yogyakarta in which Javanese culture is deeply rooted, is an important traditional textile-producer, yielding a variety of fabrics such as batik, striated, and tie-dyed cloth. The traditional art of their manufacturing still survives and has become a form of cultural heritage. Therefore, it should be preserved and further developed. Tie-dyed cloth, also called *jumputan* or *tritik*, is one of the results of the first application of textile design (surface design). The method for giving shapes and colors on the surface of textiles is done by tying or sewing fabric according to the pattern and then colored by dyeing. The cloth is tied using a string of rope or yarn, then colored using cold dyeing and hot dyeing techniques.

To make tie-dye textile craft required a binder in the form rope and mastery of the techniques of bonding. There are several techniques that frequently used are: 1) tying technique of tie (2) technique of stich (sewing), (3) technique of fold, (4) marbling, (5) knotting, (6) press, (7) crouching (8) technique of pleat. There are also 3 methods of basic tying, namely single, double and cross tying as illustrated by figure 1 (Larsen, 1976).

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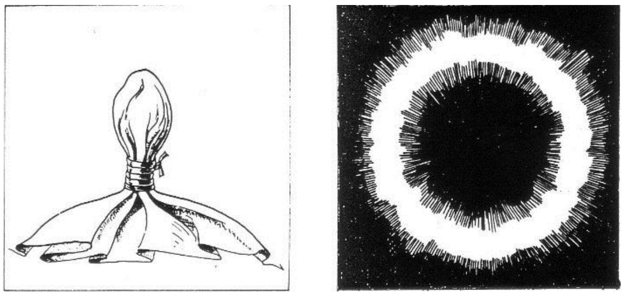
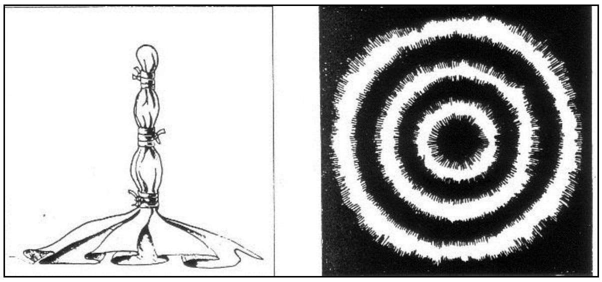
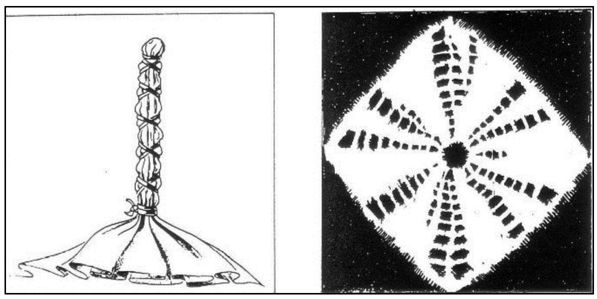


i. Single Tye



ii. Double Tye



iii. Cross Tye

Figure 1: Basic Methods of Tying

Those methods of tying are very common in Yogyakarta tie-dye industry. According to Susanto (1995), tie-dye also commonly called "*jumputan*"because the staining is done by drawn or pulled and then tied with a rope, and finally dyed. Tie-dye will always exist as textile decoration due to the simple tie-dyed technique and its unique characteristics. The uniqueness of its motives is on the line formed by the difference in color between the bound and unbound section. Thus by dyeing single step will be able to produce a color combination motif. Binder materials used vary, such as cotton yarn, polyester, rope, rubber or elastic. Figure 2 shows the techniques of tying before dying.

Figure 2: Techniques of Tying

Tie-dye cloth has spiritual meaning and shows the social status of the one who wear it (Djumena, 1990). Furthermore, tie-dye cloth is similar to batik that they both are ancient patterns containing meaningful symbols; some of which have meaning for the Javanese people even today (Haake, 1989). Yogyakarta and its surroundings is one of the areas that have been known as the industrial center of tie-dyed cloth. Tie-dyed cloth is one of the cultural properties because it is owned by a given society. The cloth is a physical manifestation of ideas, values, and norms that regulate and give direction to society in a given culture. The production of tie-dye has good prospect and profitable as creative industry due to its uniqueness and selling point. The development of tie-dye industry is in accordance with the government goal to promote its creative economy since 2007 (Maryunani and Mirzanti, 2015).

However, the maintenance and development of tie-dye from its root as a traditional cottage industry still faces some problems, particularly during the transformation process into a more modern creative industry. Therefore, this study attempts to investigate the problem and seek an alternative policy to develop the tie-dye industry. For that purpose, we observed and conducted a field survey in the study area, namely Yogyakarta. The samples in this study are the owner, the manager of small to medium enterprises (SME) and the organization committee who have specialty of tie-dye industry in Yogyakarta. This paper is the first study exploring the development of tie-dye industry to preserve Javanese culture.

The Problem in Tie-Dye Industry

As a tourist destination, the development of Yogyakarta is very dynamic. Its tourism and cultural industries develop rapidly. The traditional culture-based industry is transformed adjusting the current trend of modernization. The transformation and modernization of the industry might not really be necessary if the cultural products were intended only to be tourism commodities, as tourists are only interested in exotic products with unique qualities and originalities. As an important tourist destination, Yogyakarta and its community may have a valuable opportunity if they positively respond the challenge to improve their tie-dye industry. It can preserve the Javanese culture and increase the income of urban tie-dye craftsmen household which is dominated by small scale industries.

Capital and labor resources become the classic problem in small to medium enterprises as occur in tie-dye industry. Many tie-dye industries in Yogyakarta are very small-scale enterprises. Although public policy already issued to address the problem of capital and labor resources, the owner still have difficulties to access credit facilities. Therefore, the economy of scale is also difficult to be developed. Furthermore, labor forces that prefer to work in this industry decreased, especially young generation.

The economy of scale affects the efficiency in all aspects necessary to face competition from other countries in the global market. It includes the procurement of raw materials, the production, and the marketing of quality products at competitive prices. Tie-dyed craftsmen in Yogyakarta need to improve the quality and develop the right strategy to gain the tie-dyed domestic and international markets.

The increase in income of the society leads an increase in the demand of tie-dye cloth. Today, these cloths are often used as T-shirts, bags, clothes, socks, and uniforms. However, the design of tie-dyed still limited and less varied. The quality of the coloring is also more struggling in soft colors. In addition, there are some complaints with the color quality which easily fade when it washed; making tie-dye is often not the choice of consumers. Figure 3 presents the various design and color of tie dye industry product in Yogyakarta.

Fig

Some Policy Options

In order to preserve the Javanese culture through tie-dye industry, it should be developed properly. The local government has to encourage the community engaged in this sector. An alternative to enhance the regional competitiveness is needed. The creative economy of tie-dye industry should not only become a national narrative, but should also be integrated into local developmental policies. According to Ismail, et.al (2012), the national culture might affect the strategy and management control system of tie-dye industry as well as batik industry.Thus, local governments need to thoroughly determine strategies for promoting this industry. Of course, the participation of community engaged in tie-dye industry is necessary as its social capital. If the scale of economies increases, the efficiency will be increased, and finally the competitiveness also increased. Thus, the industry of tie dye will be more profitable and encourage the labor force to work in this sector, including young generation.

Tie-dyed cloths produced by craftsmen must always fulfill the consumer demands, especially the tie-dyed cloths that can be used in fashion. If this is neglected, the consumers will switch to other textile materials. Therefore, the tie-dyed motifs or patterns generated by craftsmen must anticipate the dynamics of the growing consumer taste.

Textile products from tie-dyed material with beautiful new design are no less interesting when compared to the designs of batik cloth or other fabric materials. Textile of this type as well as other traditional cloths have a high artistic value, because the element of customs with technique and functionality. Until now, tie-dyed cloth as fashion and decorative item fabric also still possess considerably high commercial value. Mayusoh (2015) tried to improve the patterns design by tie-dyeing with natural dyes in Thailand. The craftsmen of tie-dye in Yogyakarta also can create and modify the design by themselves in terms of types, forms, techniques, and processes of creating patterns to adjust the change of fashion trend. The growth of current fashion trend has a positive influence to the tie-dye industry. It provides an opportunity to develop through the critical assessment and design of traditional textiles. With some creativity, innovation and motivation of the craftsmen, the creation of patterns and motifs will be more diverse, varied and artistic, in accordance to the spirit of preservation of Javanese culture as local wisdom. As one of the creative industry and also traditional cultural industry, tie dye industry should be linked with tourism. Creative products are expected to add to the value of tourist attractions. At the same time, the creative economy is used to preserve cultural values, which can also be economically valuable. The tie-dye industry are transformed and rebranded as creative industries. The development of tie-dye industry should focus on creative economies as well as cultural-based industries. However, the policy mechanisms for supporting contemporary creative industries are different to those for traditional cultural industries. Government must promote the tie-dye industry in more creative and attractive way to develop it.

Conclusion

The development of tie-dye industry still faces some problems, particularly during the transformation process into a more modern creative industry. This study investigated the problem and sought an alternative policy to develop our tie-dye industry. The problems are related to the transformation and modernization process, capital and labor resources, the economy of scale, competitiveness and design of product.

In order to develop tie-dye industry, the local government has to encourage the community engaged in this sector. An alternative to enhancing regional competitiveness is needed. The creative economy of tie-dye industry should not only become a national narrative, but should also be integrated into local developmental policies. Thus, local governments need to thoroughly determine strategies for promoting this industry. Of course, the participation of community engaged in tie-dye industry is necessary as the social capital. The government must promote the tie-dye industry in a more creative and attractive way to develop it. In addition, the effort from the craftsmen also needed, particularly to innovate the tie-dyed motifs or patterns, they must anticipate the dynamics of the growing consumer taste.

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Residential Satisfaction towards Product Branding in the Tanahm-samsen Community of Dusit District, Bangkok

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Abstract

The aims of this research were twofold: 1) design product branding targeted for the Tanahm-samsen community of Dusit District, Bangkok and 2) study the level of residential satisfaction towards product towards that same product branding. Residential satisfaction was measured using four criteria: a unique product identity, ease of remembrance, product utility, and beauty/impressiveness. The researcher utilized a probability sampling method via simple random sampling. The sample consisted of 30 customers who had purchased product(s) in the Tanahm-samsen community in the past. Statistics utilized for data analysis were percentage, mean, and standard deviation. The results suggest that residents had high levels of satisfaction towards all four criteria of the product branding that was designed to target them. This study proposes that specifically designed community product branding could also be implemented with other real products already available on the market.

Keywords— Satisfaction, Branding, Bangkok

Introduction

A logo was stemmed from a combination between an artistic thinking process and a communication concept process. It was focused on bringing out the unique selling point of that particular object to the publics for awareness. A good logo was to be communicable and recognizable without having striking colors on it. It also had a capability to convey messages in spite of its small size and it was to be used in other media like billboards for advertisement and public relations, packaging, name cards, document, and printed material, etc. A logo was therefore important to activity executions aimed to obtain effective communication result for the target group. Every department including government sectors, and private enterprises as well as communities required a logo to communicate itself to consumers in a highly materialistic environment.

In a business world, a brand name played a significant role to a product as it symbolized identity, nationality, quality, and reliability of the goods (Ellwood, 2002). Besides, it indicated organizational cultures and country of origin of manufacturers. Promoting a logo identity employed special messages (Galan Worrapittayut, 2007). In terms of messages composited to a logo, 2 main aspects were to put into account; a product name and a trade name (Nithat, 2005: 24). For instance, “Diamond” yellow oil comprised “yellow oil” as a product name and “Diamond” as a trade name. Provided that it was impressed by users, the brand “Diamond” would be recalled and trusted. Whenever they looked for yellow oil, the brand “Diamond” would come on top of their minds. This brand had gone thru a user’s acceptance process which differentiated it from other brands.

However, the use of a logo in community products was not well recognized. From the observation, a researcher found that many local products came with labels whereas many came without. For those with labels on, the labels were either printed stickers attached on packaging or pre-printed labels. Labels could be simple like white background paper, or printed single-color brand name(one blue, one red, etc). A brand name indicated type of product such as preserved mangos teen, pomelo candy, and sweet banana crisps. At the same time, the first thing consumers usually did was to check names of the products in order to know what they were. Then they read further details written on the labels (Jittima Panjad (2007).

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In the Tha Nam Samsen community, the local had their products being sold which created income for their community and families. Some goods were still without logos to show the identity and the remarkableness of the products. Owing to this, the researcher was interested in designing and developing a logo for this community in order to add value to the local products as well as to gain trust among the product manufacturers' minds.

Literature Review

Definition of logo

Students and academic experts gave definitions of logo in several perspectives;

Jinjuta Issariyapat. (2011). mentioned that a logo was the most crucial part in every aspects of a brand, including packaging, name card, document, print media, and website, which was the main core of business strategy. It was essential to stay focused and put sufficient efforts in the design step. A good logo acted as a symbol that people could feel. It consisted of name, symbol, defining phrase, and tag line which embodied a character of the goods or/and a service as well as other benefits. A logo was a significant part of a brand found in everything you created in a product. If your brand was liked by customers, they would likely pick the goods with your logo on.

Nawee, Natchanan, and Patiwat.(2010). referred that a logo was originated from the word of "Logotype" meaning a symbol, a representative or a medium indicating a category, a form, or an appearance of the object its logo belonged to.

Logo design

Students and academic experts gave their different perspectives on a logo design;

Suwit Wongrujirawanich (2013) said that a logo design did not only signify decent pictures, but also indicated its background and the fundamental part of the brand. For example, Mae Pranom Dipping for Chicken product always came with Mae Pranom picture on the label. Similarly, the blue bow logo was seen at Seefah restaurants everywhere.

Office of Traditional Arts, Fine Arts department (2015) pointed out that a good design was to centered on creative ideas including style, content, and it was to have beautification that appealed positive emotion, or feeling, or attitude to viewers. Moreover, it was intriguingly fascinated and in harmony with its usability. In addition, it showed prudence in representing the meaning of desired aspects existing within a logo aimed to be conveyed to the target group. A design was a creative model planning that drew the element arrangements to be usable, beautiful, and communicable.

Jinjuta Issariyapat (2011) indicated that a logo design process was a gradual procedure starting out from simple ideas which later was unceasingly developed and improved. There was no haste needed. Starting ideas could not be used right away. In each step, 1-2 days interval was needed to re-consideration which created new perspectives. An initially good idea might not have been able to use later, whereas some ideas stood out. Old-fashioned and frequently-used styles were to avoided at all costs. At the end, the model with good combinations of graphics, colors, and fonts would emerged.

Principle of logo design

Office of Traditional Arts, Fine Arts department. (2015). mentioned the following principles were needed for a logo design.

1) Unity: It was the sum of all various fundamentals integrated for unity. Unity created coherence among various elements including lines, shapes, volume, space, color, and weight.
2) Balance: This was to be put into account. This was about a configuration that led to the balance feeling perceived by naked eyes including;
2.1) Symmetrical Balance: It was referred to the design with uniform shapes, weights and spaces on both left side and right side.
2.2) Asymmetrical Balance: It differed from identical left/right perspectives. Instead it was a balance stemming from weight and interesting objects. It brought out only one interesting aspect for counterbalance and balanced contrast. It involved contrast of colors or between the left angle and the right angle.
3) Harmony: The design that configured similar objects together. It was referred to repetition or contrast. It required a binder to connect the differences to become a single uniform. Harmony was used to generate unity of symbol.
4) Repetition: This design required repetition of pictures being configured together to create beauty. Nevertheless, their differences were to be put into account as too much similarity was boring.
5) Gradation: It was referred to a design relying on gradual descending changes like descending direction, descending from big to small which created motion feelings.

Methodology

The study on residents' satisfaction towards a product logo of Tanahm-samsen community of Dusit District, Bangkok was executed as follows;

1) Population and samples including 30 customers buying the products sold in Tanahm-samsen community of Dusit District, Bangkok. The samples selection followed probability sampling coming from simple random sampling.
2) Research tool including customers' satisfaction assessment form which aimed to get their satisfaction towards a product logo used within the community. The form was broken down into 2 parts;

Part 1: Lists of items to measure customers' satisfaction towards the logo. It was an interval scale to evaluate 4 aspects;

Aspect 1: Self-identity communication

Aspect 2: Ease for recognition

Aspect 3: Versatility for actual use

Aspect 4: Magnificence and impressiveness

Part 2: Open-ended-question assessment form to obtain opinions and suggestion towards a product logo design for the community.

3) Data collection

Period 1: Study initial information used to design and elevate a product logo design. Community visits to collect data from the sampling groups as well as from consumers were performed.
Period 2: Execute a logo design based on planned techniques and steps.
Period 3: Evaluate the quality of the logo by experts. There were 5 appointed specialists conducting a qualifying process using the measurement form provided by the researcher. Then make adjustment based on the experts' suggestion and then make a document explaining how to use the logo, the font name, and the color palette along with the template.
Period 4: Evaluate customers' satisfaction on the logo. An assessment form was generated to obtain the satisfaction level results.

4) Data analysis

This section fell into 2 parts; part 1 including lists of items to measure satisfaction level of the customers towards the designed logo used for the community products; and part 2 including information on perspectives as well as suggestions from the respondents.

Findings / Results

The researcher examined the results following the research objectives together with scrutinized the obtained data to measure the customers' satisfaction on the product logo design intended to use in the Tanahm-samsen community of Dusit District, Bangkok. The results were concluded as follows;

1) As indicated in the results of the customers' satisfaction assessment form, the level of satisfaction towards the designed logo was high and the highest levels which were explained as follows;

Aspect 1: Self-identity communication, the overall satisfaction was the highest ($\overline{X}$ = 4.73). Looking into each part on this topic, outstanding identity and style were at the highest scores.

Aspect 2*:* Ease for recognition, the overall satisfaction was high ($\overline{X}$ = 4.45). Looking into each part on this topic, harmony between images and content, and clear and easy image meaning were equally scored.

Aspect 3: Versatility for actual use, the overall satisfaction was high ($\overline{X}$ = 4.40). Looking into each part on this topic, versatilities in terms of usage and storage were at the highest scores.

Aspect 4*:* Magnificence and impressiveness, the overall satisfaction was high ($\overline{X}$ = 4.34). Looking into each part on this topic, pleasant-looking design was at the highest score.

2) Data concerning opinions and suggestions from the customers purchasing the community products towards the logo was concluded as follows; they proposed to have frequent activities to elevate the logo development. This was to add value to the products. Appreciation and gratitude to Suan Sunandha Rajabhat University for assisting the community in a product logo design.

Discussion and Conclusion

According to the satisfaction level measured among the customers buying the products, the level was high at all angles including self-identity communication, Ease for recognition, versatility for actual use, and magnificence and impressiveness. The main point was explored as follows;

The measurement results showed high and the highest satisfaction levels which was complied with Papot Noonpakdee. (2010). He mentioned that managing printed media required illustration – images invented from basic methods like drawing, writing etc. Images conveyed emotions and feelings by more focusing on perceiving the meaning rather than the image beauty. Graphic media were raw materials deployed in the work presentation such as paper, ink, to name a few. Talking about ink and paper, surface construction was to be put into account. For example, our concept of poster design was the Da Vinci code and we used invisible ink which grew in the dark (Black light) in the printing process. Another instance, if our concept was to conveyed meaning of tattoos, we could use recess printing on a paper in order to trigger interests on the work; alternatively, we could use glossy ink printed on matte paper in order to make the work clearly stand out.

Suggestions

1) The suggestion was at the data collection process which failed to meet the initial plan like data collection on contents and images regarding the community products. This was because the local samples were not comfortable to provide the data.

2) Suggestion for the next studies was that a local product logo design could be more varied next time based on product classification. Details of the goods would boost provocative information towards the products themselves.

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Issues Facing Students Pursing Higher Education While Working Full-Time: A Review of Academic Collaboration Projects at Suan Sunandah Rajabhat University

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Abstract

The aims of this research were: firstly, to examine the problems facing undergraduate students who were employed full-time; secondly, to study the satisfaction levels of those students; finally, to develop guidelines for procuring recruiting greater numbers of students under the guidelines and restrictions of academic collaboration projects at The College of Innovation and Management, Suan Sunandha Rajabhat University (SSRU). This study was quantitative in nature and utilized a questionnaire as a research instrument. The sample consisted of 145 students who were employees of either MK Restaurants Group Public Company Limited and The Royal Thai Army, both of which cooperated with SSRU on academic projects. For data analysis, the study made use of descriptive statistics: frequency, percentage and standard deviation. The study found as a result of being employed full time, the students had very little free time; hence they had no time for homework or lesson revisions. Furthermore, the scheduling of classes did not match with the students' hours of availability, which explained the significant attendance problem. In examining the satisfaction of the students, the study suggests that the students were satisfied with the curriculum, courses, activities, teaching, and lecturers at the highest level of satisfaction. Additionally, they were equally satisfied with the coordination, facilities, and learning materials. If SSRU seeks to recruit increased numbers of students participating in industry-university academic partnerships, then this study suggests the university adapt its curriculum in order to offer blocked-style courses and align the offering of those courses with students' working routines.

Keywords— Higher Education, Working Full-Time

Introduction

Education is considered as the key to country development. It is also regarded as the intellectual infrastructure. This today world is concerned as the society of globalization period. Human development produces perfection to the human in every aspect. According to the Ninth National Economic and Social Development Plan (B.E. 2545 – 2549 (2002-2006)) determines "Human Centered Development" (which means everybody is emphasized to have an opportunity through self-development with full potentials not only being an instrument to economic development. Hence, the Ministry of Education let the education institutes under the Ministry do the education open wide by distributing the authority of educational management to the community in order to let people and organizations participate in this educational management concordant with the locality (Office of the National Economics and Social Development Board. 2002: 2).

As globalization world, the educational management and authority distribution of educational management open the opportunity for persons to consistently learn according to their interests and readiness in terms of "lifelong learning" which has both formal and non-formal education, hence it should have the mutual coordination and support by combining knowledge at direct level between knowledge which is considered as universal academics and basic knowledge to enhance intellects, morality, and ethics with the knowledge for career to distribute the educational authority. Moreover, it should open the opportunity to the educational institutes to manage education flexibly and variously concordant with the characteristics of community, locality, and career of persons or groups of persons, and for the private sectors and local people participating more in the manufacturing of equipment and instruments, as well as educational document (Rungrot Trongsakul. 2000: 24-26).

There are various styles of educational management which include; formal education and non-formal education which depend on appropriateness of each group which have its diversity. Because education is regarded as a

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systematic process, therefore the educational management is conducted consistently, and has individuals or organizations to be responsible for, has the styles, steps, regulations, methods of conduction, and support from various resources, as well as having evaluation process of educational management which is credible. The productivity of educational management includes the individuals who get education, whereas the result or final reflection is the qualitative civilians and desirable society.

College of Innovation and Management is concerned as an organization equal to the faculty with its major mission of producing the qualitative graduates to society, doing research, servicing the academics, and maintaining the arts and cultures. Currently, the College of Innovation and Management manages its instruction to Doctoral degree level for 1 program, Master's degree level for 1 program, and Bachelor's degree level for 5 programs both normal and special program, especially that special program, the College of Innovation and Management has created the academics cooperative network with various organizations both government and private sectors in order to expand the educational opportunity to the personnel of each organization towards the opportunity of further study to get the graduation at a Bachelor's degree level which will help the students have an opportunity to be progress in their career fields further.

To let the students who are the personnel working full time through the academics cooperating projects which have to study and learn simultaneously feel satisfied with the instructional management, and the college can respond the appropriate styles of instructional management, hence the researcher is interested to study the educational management for the personnel who have full time jobs through the academic cooperation projects in order to bring the results to be guidelines for developing and adjusting the service of Suan Sunandha Rajabhat University further.

Purposes of Research

1. To examine the problem states of educational management;
2. To study the satisfaction of students towards the educational management; and
3. To develop the guidelines of development through the educational management models.

Methodology of Research

Population and sample

The population used in this research was 240 second year students, 2015 Academic Year, the personnel of the academic cooperation organization mutually working with the Suan Sunandha Rajabhat University on 2 projects, MK Restaurants Group Public Company Limited and The Royal Thai Army.

The sample used in this research was 240 students who were the personnel of academic cooperation organization mutually working with Suan Sunandha Rajabhat University. The size of sample was determined by the table of Krejcie and Morgan which got 148 samples (Prasopchai Pasunon, 2014). For acquiring the samples suitable for being the representatives of all populations, therefore the quota separated by the proportion of the academic cooperation organization mutually working with Suan Sunandha Rajabhat University was determined as follows: 1) the academic cooperation project with MK Restaurants Group Public Company Limited, 15 samples, and 2) the academic cooperation project with the Royal Thai Army, curriculum of Political Science Program in Political Science, 133 samples.

Research Instrument and Data Analysis

The instrument used for collecting data is a questionnaire which consists of 4 parts as follows:
Part 1: The questionnaire about general information of the respondents. The questions are set in a kind of close-ended questions for 3 items about gender, age, and a number of average working experiences, and the statistics used are frequency, percentage, and mean;

Part 2: The questionnaire about the problem states of educational management. The questions ask about the problems happening from the studying together with working full-time for 5 items. The statistics used are mean and descriptive summary;

Part 3: The questionnaire about the satisfaction of students towards the educational management. The questionnaire is done as rating scale categorized into 6 aspects; curriculum and courses, instructional activities, lecturers, coordination, facilities, learning materials, total 30 items. The statistics used are mean and descriptive summary.

Part 2 and 3 are determined to use the scoring criteria of the significance level through the response value by using rating scale divided into 5 levels. The criteria of interpretation on each average score are as follows:

4.21-5.00 scores mean the level of satisfaction is at the highest level;
3.41-4.20 scores mean the satisfaction is at the high level;
2.61-3.40 scores mean the satisfaction is at the moderate level;
1.81-2.60 scores mean the satisfaction is at the little level
1.00-1.80 scores mean the satisfaction is at the least level;

Part 4: The questionnaire about the guidelines to develop the educational management model. The questionnaire is a kind of open-ended questionnaire for 1 item by the descriptive summary.

Instrument Creation and Instrument Quality Test

The researcher created the instrument and tested its quality as follows:

1. Studied the basic information of instructional management from 6 lecturers who were responsible for the projects (3 persons per project);
2. Studied the concepts, theories, and relevant variables from the related documents, textbooks, and research contributions to create the questionnaire;
3. Examined the quality of questionnaire in 2 aspects, which were; 3.1) found out the content validity by bringing the created questionnaire to consult with the experts to examine the accuracy and appropriateness of each item of questions whether it is in accordance with the research purposes by analyzing the value of Item Objective Congruence (IOC). The criteria of Item Objective Congruence from 0.50 up is considered as it is in concordance (Songsak Pusrion, 2008: 50) 3.2). found out the reliability, which would indicate that how much the questionnaire is credible by bringing the questionnaire to collect the data with the samples by trying out with the group of students who had the characteristics the same as 30 samples who studied at the different faculties considered as the unreal samples, then the data got was examined their reliability by finding out the value of Conbrach's Alpha coefficient which got the reliability equal to 0.93. This is considered that the questionnaire has the reliability in accordance the criteria, which is, the value is more than 0.6 (Sekaran, 2003)

Data Collection

The researcher collected the data from 148 samples between 5-20 January 2016, and got 148 questionnaires back completely.

Research Results

1. According to the general information of the respondents, it was found that there were 111 males (75%), 37 females (25%), the average age was 35 years old, and the average work experiences were 13 years;

2. Regarding the problem states of educational management, it included (1) the determination of study periods were not relevant to the work time of students, (2) numerous burdens from full time work caused the students to be unable to attend the class, (3) the leaving of the study for a long time to make the students think and use the learning materials not good enough, (4) private/family burdens affected the students' learning, (5) there weredifficult courses such as Accounting, Statistics and English Language which had the evaluation results at a high level, the average mean was equal to 4.16.

3. Concerning the satisfaction of students towards the educational management, it was found that the students had the average satisfaction towards the curriculum and courses, instructional activities, and lecturers at the highest level, and had the satisfaction towards the cooperation, facilities, and learning materials at a high level.

   3.1 For curriculum and courses, the students had satisfaction towards the curriculum and courses at the highest level, the average scores were 4.49, which include the modernity of curriculum and courses, appropriateness of curriculum projects, instructional management, learning plan management of each semester, application to work, response of labor market, and period time of study throughout the curriculum;

3.2 For instructional activities, the students had satisfaction towards the instructional activities at the highest level, the average scores were 4.27, which included the opportunity of students' participation, the integration of instruction and current situations, activities of students centered learning, diversity of instructional activities of each course, modernity of instructional activities, learning activities which can be practiced authentically;

3.3For lecturers; the students had satisfaction towards the lecturers entirely in each course at the highest level, the total average scores were 4.43, which included the lecturers who are competent and professional on the contents of courses, and competent to explain and transfer knowledge, be able to measure and evaluate the results in accordance with the objectives and coverage the contents of courses, have suitable personalities, morality, and ethics.

3.4 Coordination; the students had satisfaction towards the coordination between students and supporting personnel, original affiliation personnel, and lecturers at a high level. The average scores were 3.94, which included the quickness, accuracy, service minded, and giving contemporary information.

3.5 Facilities; the students had the satisfaction towards the facilities in a high level, the total average scores were 3.85 which included the Academic Service Center, classroom atmosphere, university environments, and car park, etc.;

3.6 Learning materials; the students had satisfaction towards the learning materials at a high level, the total average scores were 4.12, which included the materials were sufficient, clear, and easy to understand, contemporary, and ready to use.

4. Guidelines of development through educational management styles; it was found that since the students had to work full time on regular working days and use time of after work to study only, hence the development of educational management models should be designed appropriately and be able to respond the students' needs, which include (1) it should improve the instructional model to be blocked course style by letting the students learn 1-2 courses continuously and then learn the next courses in order to give time to them for revising the courses more, (2) it should determine the projects which can be integrated with the regular work of the students by determining the assignment of each course which they can use or apply knowledge from their regular work to reduce time of research and able to apply knowledge to their regular work, (3) it should manage the course to have consistency by arranging the courses starting from easy courses to difficult ones, (4) it should reduce the time of study and let them do the project instead. They may not have to attend the class every time but do some projects and present them to the class, etc.

Discussions

According to the discovery of this research, the researcher brings the crucial points to discuss according to the details as follows:

1. Most of the students are male gender because they are mostly from the students of cooperation project with Thai Royal Army who are soldiers and started working as serving military service since they have worked as conscripts, thus they had to serve military service since their young ages and they have not graduated at Bachelor's Degree level yet;

2. For problem states of educational management; since the students have to learn and work full-time simultaneously, therefore they have no time to do assignments or homework revision. Moreover, the scheduling of study is not relevant to the working time or class attendance, these affect the educational management for students. In the part of College of Innovation and Management, it is necessary to manage the education diversely based on each cooperating project;

3. Regarding the satisfaction of the students towards the educational management; it suggests that the students had the average satisfaction towards the curriculum and courses, and lecturers at the highest level. This is because the college starts to manage the education from the project of educational management for regular personnel and executives in order to manage the education for any adults lacking of educational opportunity such as businesspersons, politicians, actors/actress, executives and entrepreneurs who possess their own enterprises. The curricula include Bachelor of Business Administration Program in Quality Management Course (for Executives) and Bachelor of Political Science, these help the college realize the opportunity of opening the curricula which are able to respond the needs of this students group. This is in accordance with the concept of Metee Pilantananont (2000: 48) who said that the vocational education management would be effective when the management was flexible instead of being too strict with the standard. Moreover, this concept is in accordance with the research of Somboon Sanguanyat (1999: abstract) which studied about the satisfaction of students towards the instructional process of Thepsatri Teachers College which indicated the highest satisfaction was from the availability of the contents of the courses. Concerning the lecturers; the lecturer aspect was satisfied by the students at the highest level. This is because the college recruited experienced and professional lecturers to transfer knowledge and combined it to the real working of the students. In addition, the students were given their basic information to the lecturers to help them understand the contexts of students who are different from the regular program students; hence it enhances the lecturers in adapting their instructional forms to be in accordance with the students more. This is in accordance with the research of Bannasorn Santhan (2012) which studied about the students' satisfaction toward the management of Suan Sunandha Rajabhat University, which was found that most of the students and graduates had satisfaction towards the management of Suan Sunandha Rajabhat

University in terms of lecturers aspect at a high level, namely, the students and graduates were given the service of the competent and professional lecturers able to explain and transfer knowledge, measurement, and evaluation directly and concordantly. Moreover, the purposes of study were covered all its contents, the lecturers had their personalities suitable for holding the lecturers career, the lectures had moralities and ethics, the instructional conduction was in accordance with the purposes of the study and covered the contents of the courses.

Furthermore, the students had satisfaction towards the coordination, facilities, and instructional materials at a high level. This is in accordance with the research of Yodkwan Kulket (2008) which studied about the factors of general management affecting the students' contentment at Suphanburi Vocational College, found that the consistent development of modern materials and technologies for application and improvement, the use of attractive materials to help the students feel happy with their study, novel materials and innovations applied for the students made the contents of the lessons easy to understand more.

4. According to the guidelines for developing the educational management model; it was found that because the students had to work full time on the regular working day and used the time after work to study, therefore the development of educational model should be designated appropriately and able to respond the students' needs. The recommendations are as follows: (1) it should improve the instructional model to be blocked course style by letting the students learn 1-2 courses continuously and then learn the next courses in order to give time to them for revising the courses more, (2) it should determine the projects which can be integrated with the regular work of the students by determining the assignment of each course which they can use or apply knowledge from their regular work to reduce time of research and able to apply knowledge to their regular work, (3) it should manage the course to have consistency by arranging the courses starting from easy courses to difficult ones, (4) it should reduce the time of study and let them do the project instead. They may not have to attend the class every time but do some projects and present them to the class, etc.

Recommendations

1. Action-oriented recommendations

1.1 The university should improve facilities such as car parks or traffic systems in the university to service the students or any service users to satisfy them more;

1.2 The college should improve the model of educational management to be in accordance with the diversity of each students group.

2. Recommendations for further researches

2.1 To study the requirement and satisfaction of the students on other projects, or do the comparison with regular program students;

2.2 To study the management effectiveness on educational projects to improve services and instructional management further.

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Factors Motivating Business Owners to Pursue Certification from the Thailand Tourism Standard

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Abstract

This study aimed to examine the factors motivating business owners to pursue certification from the Thailand Tourism Standard, which operates under the Department of Tourism. The sample consisted of 449 private businesses that had been certified between 2011-2012. Data was collected from the 336 surveys gathered from the business-owner participants. There were three types of standards for which the businesses could seek certification for tourism standards: accommodation, service quality, and activity. The results suggest that the majority of the businesses believed that being certified positively impacted their businesses: more than 90% of the businesses displayed official business certifications and/or licenses in their offices. Results also suggest that there were eight factors which had motivated them to pursue the Thailand Tourism Standards: project attractiveness, business credibility, positive product image, bargaining power with suppliers, product and/or service differentiation, ease of engaging in marketing activities, increases in sales, and government benefits. Overall the results of the study revealed that the participants were very satisfied with the outcomes of having been certified between 2011-2012 in the group, accommodation, and/or service quality standard.

Keywords— Factors motivating, Thailand Tourism Standard

Introduction

Tourism is the majority strategic for economic development of country because of Thailand had income from tourism over 300,000 MB a year. It is highest employ rate also it caused income distribution to various parts of country in addition it is continuous growing therefore it is necessary to accelerate development tourism in term of goods and services involving the respondent of tourist's expectation by various and rich quality. From studying data of idea about the service of establishment has gotten Thailand Tourism Certificate found after they got it from Department of Tourism, they had the direction to change for the better such as getting more reputation and tourist amount, these opened opportunity the economic expansion. Moreover, the motivating of public relation/ advertising in channels affected the satisfaction level to tourism standard of enterprise at high level. For barrier, recommendation and support their requirement such as problem in the economy and the investment needed the unit related to promote brand and encourage service enterprise asked for "Thailand Tourism Standard" also promoting and encouraging the tourist to select the service place received by "Thailand Tourism Standard" included the database arrangement of entrepreneur got the Standard Certificate.

From the above statement found that Thailand Tourism Standard had benefit for business operation of establishment but had not the opportunity to develop and create the benefit more. If the unit related could make tourist know and understand the trade mark and Thailand Tourism Standards then it is one factor to select the service from tourism enterprise so this study research that researcher surveyed the opinion about the service of enterprise where got the Thailand Tourism Standard Certificate. The target group to survey was the enterprise got the Thailand Tourism Standard Certificate to take the survey result to analyze the operation business potential of enterprise through providing the guidance to encourage the Thailand Tourism Standard appropriated and further efficiency next.

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Objective: To study and factor analysis are the motivating of enterprise through Thailand Tourism Standard Certificate.

Literature Review

1. The concept of tourism and tourism service arrangement, the key issue to consider was system and holistic which had small elements in sub-assemblies inside and small elements of each part had to rely each other is not going separate. Tourism decision of tourist to go to wherever have to decide the elements included the convenient, travel safety, beautiful and attract of place, atmosphere, environment, hotel, food, toilet, hospitality of people, entertainment, distribute place and souvenir and information about tourism (Tourism Authority of Thailand, Online, 2552) able be divided into 4 main elements

1.1. The attract tourist such as the beautiful sight of place, natural, interesting in custom, traditional, cultural, ethnic characteristics and entertainment.

1.2. Travel and transport mean convenient, fast, safety, and enough to travel becoming convenient to travel in suitable time to tourist and to transit the baggage of tourist

1.3. The readiness of tourism composed of tour service of guide, hotel, toilet, restaurant and beverage, shop for living, shop for souvenir, place service of tourism information and security system

1.4. Facilities for tourist such as transportation in local, water supply, electricity, telephone, internet, foreign currency exchange place, ATM (Automatic Teller Machine)

For the tourism arrangement has to study and plan by view of linking to small elements of tourism together were operated as follow;

1). Maintenance and development the existing place along with build up the new tourist attraction
2). Promotion the role of private sector in tourism business in coherent business as cluster
3). Development the tourism service
4). Supporting the guide role
5). Public relation and published tourism
6). Encouragement the participant of local communities

Tourism means the journey of person from the residence place to another place temporary and getting back to original place of residence that it is not for working directly even though some of tourism pattern has the career or business related some such as tourism in the form of conference, seminar and training. Tourists or travelers quite have many reasons or purpose of travel different away by there were factors to support or the force to push each person not the same so those factors were income, time, family, information received and personal interested in for example interesting in story of tribe person, culture, history traditional environment recreation requirement from exotic experience wherever travel by whatever reasons one thing that tourist expected, it was the happiness, fun, enjoyment, knowledge and new experience to respond the existing personal's expectation (Chawalnuch Autayan, online, 2556)

Tourist means the visitor travelling from their residence then getting back over 24 hours and stay overnight at wherever in a period of time some country call night visitor (Chawalnuch Autayan, online, 2556)

Excursionist means visitor for day trips or getting back home within 24 hours not stay wherever in some country called day visitor (Chawalnuch Autayan, online, 2556)

Visitor means same as the tourist but the word of one country used to refer tourist coming into their country and in some country called foreign visitor beside in the country used "visitor" instead of "tourist" mostly used tourist or domestic tourist that means tourist who had domicile in one country but travel within their own country only (Chawalnuch Autayan, online, 2556)

Significant of tourism, from studying found that tourism had elements such as accommodation, food, travel, tourist area, souvenir and guide, become various career and encourage income, relationships and affected the economic and social as follow (Chawalnuch Autayan, online, 2556)

1.1. Economic

1) Creating the income in the form of foreign currency, tourism is the part of service industry and sourcing of taking foreign currency coming in country, in 2002 tourism industry could promote the word economic growth estimate 3,300 thousand million USDs of GDP

2) Creating employment in 2002, Tourism Industry could create the career approximate 200 Million positions in around the world for employment in 2002. Tourism Industry was the part to help to create job in Southeast Asia at 7.3% of overall employment or one person to 13.7 jobs; however, in year 2012 Tourism Industry expected to help the employment rate at 7.6% in 23 million positions by encouraged employment rate at 2.9% a year during 2002 to 2012 when consideration the growth trend of tourism industry in next decade period expected the market share of tourism industry in GDP and creating job more in the six ASEAN countries excepted Thailand where was still rate of 12% and 9.4 respectively.

1.2. Social

1). Causing the development of infrastructure in various facilities
2). Creating the conscious mind in conservation and tourism resources
3). Opening the vision of tourist

1. Conceptual of Standard and Thailand Tourism Standard

2.1. Conceptual of quality standard; the beneficial standard for many parties including the manufacturer or service provider, consumer and overview of nation economic to producer or service provider such as declining the amount of method or practical in order to getting the same result as necessary additional there used the pattern and size switching replacement so that simplified and the cost of monitoring the quality control of work accident compensation reduced and the benefit of consumer or who got the service involving the safety of using or received service as convenience, fast, consistency quality and fairness.

Benefit of economic standard in the whole or mutually benefit which was important such as effected the convenience in communication because conformity understand to create basic comparison caused the fairness in trading and competition on commercial basis; moreover, standard would create population and trust in products produced or services for customer both of in country and across countries were building up wealth for industry and service consequence to economic prosperity of nation

Nevertheless, the standard was the same things in the world had both pro s and cons said that using the standard in organizations had some cautions as the employees in organization might interest the standard regulation more effected to block the creativity of person or block the important principle with customer or developing the personnel competency because of the standard was the thing to tell only the lowest result level accepted so one of method that organization should make to reduce the cons quantity was training person to understand the real standard

WTO has been trying to promote standard and elements of elements tourism all the time such as to promote the committee to responsibility for quality in year 1995, the objective was to concern the quality to protect the benefit right of customer and supporting in countries awareness on quality improvement

From Thailand Tourism Policy would speed up the process were Thailand development to be the quality tourism resource, there was safety standard, and providing international service emphasized the unique and cultural with conservation natural resource and aggressive tourism promotion both of domestic and international in order to attractive the quality tourist from around the world included specify the outline of reconstruction and tourism resource development additional products and services were become standard and accepted by international. Thailand is the one of many countries concerned the tourism which was the one commercial of service to create the labor potential, distributed income and finding the income from foreign currency exchange also setting up the goal by Thailand is become the Tourism Capital of Asia in the meantime Thailand is Quality Tourism Destination as well (ISO Certificate Institution, Online, 2556)

Though studying the standard and quality become confidence, admission and customer's satisfaction or receiver service that had the key words were necessary to understand as follow;

Quality means all properties of living existence that can meet the demand and meet customer's admission of that group obviously for example satisfaction with product or service not only it can indicate but also not indicate

Inspection means observation by sight and measurement by meter which were the character of product or service to evaluate according with condition whereas the inspection could not specify the quality in the finished goods depending on you have created the quality into product during production only because inspection would be happened after the problem occurred and it was solved after the production got the waste out

Quality Control means the activities, technique in functional caused of relation to quality conditions

Quality Assurance means the action is planned in advance and systematic are necessary to encourage the confidence of products and services that can meet the demand of quality agreement with customer because of this required the quality arrangement clearly that made the buyer become confidential in goods and service

1). To reduce the waste or poor service for less
2). To clear coordinate and trust
3). To meet the customer’s requirement and their demand
4). To control performance

2. The conceptual of Thailand Tourism Standard

Department of Tourism, Ministry of Tourism and Sports developed the Tourism Standard which have business owner getting the Thailand Tourism Standard divided by 3 groups composed by

3.1. Standard of accommodation for tourism such as hotel resorts served suit, guest house. Department of Tourism developed the standard of accommodation for various types of tourism by opening both of government and private sector coherently and participation to consider the accommodation standard framework in Thailand therefore consideration seem that giving the star for the hotel helped to solve some problem of Thailand Hotel Business better beside it found that the hotel getting more income was not interested in the star meanwhile some hotels still unknown so they needed the standard to promote their hotel

In the standard management of accommodation of Thailand had target to serve free trade including benefit of customer and business owner then the accommodation standard for the tourism of the Office of Tourism Development, Ministry of Tourism and Sports effective in February, 2007 for the accommodation tourism such as (1) Accommodation standard in type of Hotel (2) Accommodation standard in type of service apartment (3) Accommodation standard type of resorts and (4) Accommodation standard type of Guest House, these standards specified from one start to five starts for Hotel Standard had specified by 12 sections as follow; (Department of Tourism, 2014)

Section i. Location, building environment and parking
Section ii. Reception Hall, public toilets, elevators and walkways inside building
Section iii. Standard Rooms (including walkways, balconies and bathrooms)
Section iv. Suite Rooms and Executive Floor (for 3-5 starts level)
Section v. Restaurant, coffee shop and kitchen
Section vi. Leisure service, fitness center, sauna and stream room, massage, whirlpool spa and swimming pool (for 4-5 stars levels)
Section vii. Business services, meeting rooms and Business Center (for 4-5 starts level)
Section viii. Personnel and services
Section ix. Security system in general area
Section x. Resources and commodity environment
Section xi. Employees (for 3-5 starts level)
Section xii. Other features

The standard of other type accommodation had less than the section these hotels on above said that resort has 11 sections, accommodation type of suite service had 10 sections and accommodation type of guest house had 9 section focused on different depended on the nature of property

3.2. Service standard for tourism was specified by the service framework and each standard took the concept of tourism different depending on the type of service then preparation the components such as majority factor, principle and indicator for example food service standard for tourism, public toilets standard for international tourism, the boat tour standard, the boat of restaurant standard, standard of service in sale souvenir goods shop (general goods) and standard of service in sale souvenir goods shop (jewelry product); however, the scope of content to be similar composed that content, area and target group for instance boat tour contract standard had scope as (1) content composed 8 components personal physical, quality service of employee, fairness in service of operator and employee, human rights, measurement of boat, measurement of plan and tourism activities, measurement of activities coherent with the social and commodity of all 8 components, there were 17 principles, 59 indicators (2) Area is the tourism place and tourism water route in all country (3). Target group were business owner, employee and officers and other parts related to the boat tour contract

3.3 Tourism activities standard was specified the scope of service provided in each of standard taking the concept of tourism different depending on the type of activity then preparation of compositions main factor, regulation and indicators such as walking in the forest activity, rafting activity, canoe-kayak activity, scuba activity, camping activity and elephant activity for tourism scope of content to be similar components content, area, and target group for example seeing butterfly activity standard had scope as (1) business owner standard principle had 3 elements such as organization management, giving knowledge to tourist and participation (2) Activity area standard had 5 components as natural elements, principle of convenient for doing activity, principle of administration and management, giving knowledge to tourist and participation of local community

3. Theory and conceptual of service quality

Marketing mix for service business Siriwan Sareerat referred to marketing mix concept for service mix of Philip Kotler that concept of service business was the marketing mix or 7P's to specify marketing strategy composed (Siriwan Sareerat, online, 2013)

2.1 . Product was the thing to respond the necessarily and human's requirement that the seller delivered to customer and customer received the benefit and value of that products. In generally, the product divided by 2 features as tangible and intangible product

2.2 . Price means value of product in value of money so customer would compare during value of service and price of that service. If the value was higher than price, customer decided buying therefore, the specify price for service should be suitable to service providing level obviously and easy to separate the different service level

2.3 . Place was the activity of environment atmosphere to propose service for customer affected the customer's perception and benefit of service proposed which would consider the location and channels of service

2.4 . Promotion was the one of key instruments to communicate with service user by specified objective to inform news or motivate caused attitude and behavior of service and it was the master key of marketing relationship

2.5 . People or employee required the selection, training and motivation to be able creating the customer's satisfaction different over competitor was relationship during officer and customer of organization as a result the office had to have more ability, attitude to respond to customer, initiative, competency to solve problem and creating value for organization

2.6 . Physical evidence and presentation was the creation and presentation the physical feature to customer and trying to create the overview of quality both of physical and pattern of service to create value for customer included dress, clean, talking must be gentle and service fast or other benefits that customer should receive

2.7 . Process was the activity of rule, method and practical of service proposed to customer to be accuracy, fast and customer is impressed

Scope of Research

Population and Sample

Population in this research was the entrepreneur got the Standard Certificate during 2011 to 2012 divided by 3 groups were 1) Standard of accommodation for tourism such as hotel and resorts. 2) Standard of service for tourism such as food service standard for tourism, public toilets standard for international tourism level, boat tour contract standard, restaurant standard, standard of service in sale souvenir goods shop (general goods) and standard of service in sale souvenir goods shop (jewelry product) and 3). Standard of tourism activity such as walking in forest activity, rafting activity, canoe-kayak activity, scuba activity, camping activity and elephant activity for tourism

Sampling group was enterprise gotten the Standard Certificate in year 2011 and 2012 in this operation would study information from entrepreneur who got the Tourism Standard Certificate in year 2011 and 2012 on above not less than 80% of overall enterprises got the Tourism Standard Certificate in each type so selection sampling group method as 1). Purposive sampling selected from sample province such as Bangkok, Phiisanulok province and Phangnga province due to these province have enterprise located in same area as a standard for that area 2). Simple random sampling from enterprise name listing distributed in each region by covered area another 7 provinces for getting the sampling group at least for 10 provinces in 5 regions

Research Methodology

Research tools such as questionnaires for entrepreneur composed to

1). General information of group sampling composed to 1) Current status of business such as type of Tourism Standard certified in year certified, running business period, customer target group, how to create market pattern, proportion of tourist in country and across countries 2). Trend of running business in the future such as business expansion, investment, employ, opportunity and elimination of business operation
2). Factor was motivation of enterprise through Thailand Tourism Standard

Data Collection

1).Questionnaires were sent to common unit by team work on the ground to collect data from enterprise
2). Data collector introduced themselves to business owner sampling group and tourist also identified the objective of research and asked for cooperation to apply the questionnaires by the timing for data collection of 2 months during May to Jun in 2013
3). Questionnaires were collected to complete and accuracy then taking those data to analyze as statistic specified
4). Processing and examining about accuracy of data to synthesize and summarize the finding the topic specified

Data Analysis

Descriptive method was taking information from survey would organize and preliminary data analysis to know the general data of sampling group of enterprise. In term of factor was motivation of enterprise through Thailand Tourism Standard certification, satisfaction that enterprise received Thailand Tourism Standard and comparison criteria specified on above

Quantitative Method was taking information received and analyzed to see relationship or different between general data of sampling group such as relationship test by statistic value as Chi-Square test, t-test to compare the difference of 2 groups and variance test as one way Anova to compare the difference above 2 groups

Research Result

In this research proposed research result divided by 3 groups such as standard group of accommodation for tourism, standard group of service for tourism and standard group of tourism activity had detail as follow;

Table 1

Factor analysis result was the motivation through Thailand Tourism Standard as standard group of accommodation for tourism

Motivation issue	average	Standard deviation	Level
1. It is interesting project	4.32	0.53	Most
2. It created the creditability to enterprise	4.42	0.51	Most
3. It created good image for product	4.46	0.51	Most
4. It expected to create the power of negotiation with competitor	4.18	0.64	More
5. It created the different of product from competitor	4.25	0.55	Most
6. It helped marketing more easily	4.30	0.65	Most
7. It expected to create more sale or profit of enterprise	4.15	0.69	More
8. It expected to help the enterprise easy to ask for special right or benefit from government sector	4.15	0.72	More

From table 1. Factor was motivation through Thailand Tourism Standard in standard group of accommodation tourism had highest average score was to created good image for product then to create the creditability to enterprise and the third one was interesting project

Table 2:
Factor analysis result was the motivation through Thailand Tourism Standard as Standard group of service for tourism

Motivation issue	average	Standard deviation	Level
1. It is interesting project	4.33	0.50	Most
2. It created the creditability to enterprise	4.33	0.50	Most
3. It created good image for product	4.33	0.50	Most
4. It expected to create the power of negotiation with competitor	4.11	0.33	More
5. It created the different of product from competitor	4.00	0.00	More
6. It helped marketing more easily	3.89	0.79	More
7. It expected to create more sale or profit of enterprise	4.11	0.60	More
8. It expected to help the enterprise easy to ask for special right or benefit from government sector	4.00	0.71	More

From table 2. Factor was motivation through Thailand Tourism Standard as Standard group of service for tourism had highest average score which were equally for 3 factors such as it is interesting project, to create the creditability to enterprise and to create good image for product then the scoring equally for 2 factors such as expectation to create the power of negotiation with competitor and expectation to create more sale or profit of enterprise and third had the scoring equally for 2 factors such as creation the different of product from competitor and expectation to help the enterprise easy to ask for special right or benefit from government sector

Table 3:
Factor analysis result was the motivation through Thailand Tourism Standard as Standard group of tourism activity

Motivation issue	average	Standard deviation	Level
1. It is interesting project	4.32	0.50	Most
2. It created the creditability to enterprise	4.38	0.52	Most
3. It created good image for product	4.37	0.52	Most
4. It expected to create the power of negotiation with competitor	4.25	0.54	Most
5. It created the different of product from competitor	4.27	0.48	Most
6. It helped marketing more easily	4.25	0.69	Most
7. It expected to create more sale or profit of enterprise	4.24	0.64	Most
8. It expected to help the enterprise easy to ask for special right or benefit from government sector	4.24	0.66	Most

From table 3. Factor was the motivation through Thailand Tourism Standard as Standard group of tourism activity had highest average score as creation the creditability to enterprise then creation good image for product and third as to be interesting project, for the tourism activity had observation as all factors were motivation into Thailand Tourism Standard in the most level shown that the standard was essential to enterprise reality

Overview of research result summary found that factors motivating of business owner into Thailand Tourism Standard Certification of 8 issues such as it is interesting project, to create the creditability to enterprise, to create good image for product, expectation to create the power of negotiation with competitor, to create the different of product from competitor, to help marketing more easily, expectation to create more sale or profit of enterprise and expectation to help the enterprise easy to ask for special right or benefit from government sector to summarize as follow;

1. Standard group of tourism activity had factors motivating through standard of all 8 issues in the most level

2. Standard group of accommodation tourism had factors motivating at most level for 5 issues such as it is interesting project, to create the creditability to enterprise, to create good image for product, to create the different of product or service and to make marketing more easily otherwise they were more level

3. Standard group of service for tourism had factors motivating through standard at most level for 3 issues such as it is interesting project, to create the creditability to enterprise and to create good image for product otherwise they were more level

Discussion of Research Result

Entrepreneur received Thailand Tourism Product Standard Certification were proud for standard received and some entrepreneur shown the standard at obvious area to show the proudness received and the most entrepreneur remain not took the standard for marketing due to customers were interested in price majorly

Entrepreneur received Thailand Tourism Product Standard believed that it helped the service quality development and motivating officer; nevertheless, service providers were enthusiastic to serve according to Choltinee Yookong (2555). To study about the satisfaction of Thais tourist to use the hotel service at district in Ranong province found that project arrangement, training for increasing the service skill, to strengthen for employee who had good attitude in service mind

Operation after receiving standard found that some person still not got the benefit of symbol of brand to the market and full public relation so there were the people getting some opinion as follow;

1). After receiving standard, it took the logo notation sealed in the boat; however, the customers were come by agency therefore that logo was not necessary to build more market but just known that these customers were sent to us safety only

2). Resort service including the tourism activities particular safety standard was key both of agent and service provider directly

3). The most customer not decided to use service because they mostly were passed agency also the boat is small, they saw on website and they not know logo as a result not impact the decision service

4). Logo still had attention not much, the interviewing had people giving the idea about this ready to propose by increasing the perception of logo interesting as follow;

4.1. Foreign customer would see “Trip Advisor” than “Logo Chang” due to it is international logo

4.2. How to make the logo “Chang” to know more so it should display “Supervisor” in global online in each of hotel and arranged the rating for instance website displayed about the content of hotel/ accommodation and pictures and the rating as well

4.3. The quality of people’s perception the standard which is the barrier effecting operating following standard but that standard has not been the problem because the people was in the area different from the town e.g. Bangkok where people was awaked all the time

4.4. Public relation of Logo Chang has known more to help the customer decision to use service a lot because it was higher price a bit but it effected the current decision

Recommendations

Recommendation of Practical

1. Public relation operated more standard due to people have arrow know
2. To hold training to know information up to date twice a year and often developing the service for those standards
3. To increase the channels to make the public relation through information technology and electronic system i.e. the hotel development has to focus on the investment in technology more for example check-in registration/ online service

Recommendation for the Forward Research

1. It should have the participatory research about creating awareness about Thailand Tourism Standard

2. It should have participatory search about raising quality improvement and management and service standard among Thailand Tourism Standard to be able clearly seeing the different between the enterprise got this Standard Certificate and not get it
3. It should have the research of Thailand Tourism Standard development in order to know and accept globally

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Factors that Influence the Participation of People in Community Environment Management in Tambon Klongyong Phutthamonthon Nakhonpathom

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Abstract

This study has objective to study the factors that relation to participate of people in community environment management in Tambon Klongyong Phutthamonthon Nakhonpathom. The people were people in community in part of questionnaires were collected data by purposive sampling for 400 people and statistic to analyze such as frequency, percentage and Chi-Square. From study result found that the people in community, mostly were women, age during 21 to 30 years, education level as bachelor's degree, occupation as merchant, income during 10,001 to 15,000 Baht, living in community around 7-9 years, to be member of activity group in community, getting the news from community committee, then people participation in community environment management in overview and each part of 4 parts at high level and overview of people had general information differently in statistical significance at 0.05 level.

Keywords— Participation of People, Community Environment Management, Environment Development

Introduction

Environment problem is the main problem in the world currently, this is a direct result of human action due to it is their basic needs and the demand for comfort in several fields so activation human developing in scientific progress and technology of taking the natural resource used comfortably and easily in addition having production process development of industry in order to produce products both of capital goods and consumer goods as a result this production process caused environment problems i.e. wastewater, pollution, sound and the consumption result also caused the waste to spread into environment in form of solid wastes, wastewater, air pollution etc.

Tambon Klongyong Putthamonthong Nakhon Pathom has area 31.63 Square Kilometer where is the local and the zone has high responsibility, people on 4 August 2014 total 9,072 people and 3,715 households. The most people were agricultural occupation; moreover, there is the establishment of workforce at least 200 areas where are agriculture and industry. Furthermore, Tambon Klongyong municipality filled various establishments and expand the education place, government office place, increasing a lot of people, expansion of habitation in community and a lot of housing estate caused the Tambon municipality faced increasing of environment problem rapidly.

Researcher had the concept to solve environment problem in community; therefore, it should star to solve from the cause of problem or troublemaker as a result researcher chose Tambon Klongyong Putthamonthon Nakhon Pathom to be the research area in order to the people in community know and understand and awareness to the bad effect was generated by poor environment management and conscious of environment impact including consciousness to engage the environment management in community due to environment in community changed for better and efficiency in the future.

Literature Review

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From study about concept, theory, document and research involving factors that influence the participation of people in community environment management in Tambon Klongyong Phutthamonthon Nakhonpathom. In short researcher took Mass Persuasion theory, Nationalism theory, Leadership theory and Administration and Method theory. These were guidance to study in this research and writing concept framework as follow;

Independent Variables		Dependent Variables
General Information 1. Gender 2. Age 3. Highest education 4. Occupation 5. Income 6. Living in community period 7. Status in community 8. Perception information	→	Participation in community environment management in Tambon Klongyong Phutthamonthon Nakhonpathom - Participation in decision for environment management development - Participation in environment activity operation - Participation in getting benefit of environment development - Participation in environment development assessment.

Methodology

1. This research was survey research, people in this research were in community in Tambon Klongyong Putthamonthon Nakhon Pathom for 6,942 people then computing the size of sampling group of TARO YAMANE formula (Yamane, 1970) statistical significance at 0.05 level, for 400 samplings group by sampling group of Purposive Sampling
2. Variable in this research could be separated by;
3. Independent Variables were general information such as gender, age, highest education, occupation, income, living in community period, status in community, and perception information
4. Dependent Variables were participation in community environment management in Tambon Klongyong Phutthamonthon Nakhonpathom
5. Instruments in this research were questionnaires asked about factors that influence the participation of people in community environment management in Tambon Klongyong Phutthamonthon Nakhonpathom
6. Quality inspected instruments in this research that researcher inspected content validity from specialist for 3 people including inspected reliability value by using the similar feature group to sampling group test try-out for 30 people got reliability at 0.9876
7. Data Collection in this research that researcher used data collection questionnaires from sampling group of people in community at Tambon Klongyong Phutthamonthon Nakhonpathom for 400 sets
8. Researcher took all questionnaires received to check the completeness of all questionnaires then statistic analyzed by computer to compute the statistically value by computer software, it had the process were

a. Illustration about the distribution of sampling group in general by Frequency statistic and percentage included participation in community environment management at Tambon Klongyong Phutthamonthon Nakhonpathom analyzed by Mean and Standard Deviation
b. The relationship analysis between participation in community environment management at Tambon Klongyong Phutthamonthon Nakhonpathom and general information of people analyzed by Chi-square or x^2

9. Research result
10. People in most community were female the age during 21 to 30 years, education level as bachelor's degree, occupation as merchant, average income around 10,001-15,000 Baht, living in community during 7 to 9 years, to be member of activity group in community, information perception from community committee shown on Table 1.

Table 1:
Amount and general information Percentage of people in community at Tambon Klongyong Phutthamonthon Nakhonpathom

General information	Amount) n = 400(	Percentage
1. Gender		
Male	88	22.0
Female	312	88.0

2. Age lower 20 years 30 – 21years 40 – 31years 50 – 41years 60 – 51years up to 61 years	 7 124 58 122 70 19	 1.8 31.0 14.5 30.4 17.5 5.8
3. Education Level		
Primary School	66	16.5
Secondary School	166	41.5
Diploma	35	8.8
Bachelor's Degree	104	26.0
Higher Bachelor's Degree	29	7.2
4. Occupation		
Work for hire	84	21.0
Merchant	143	35.8
Agriculture	80	20.0
Government Officer / State Enterprise Officer	93	23.3
5. Income lower 5,000 Baht 10,000 – 5,001Baht 15,000 – 10,001Baht 20,000 – 15,001Baht up to 20,001 Baht	 20 40 266 37 37	 5.0 10.0 66.4 9.3 9.3
6. Living in community period		
lower 3 years	48	12.0
6 – 4years	26	6.5
9 – 7years	179	44.8
up to 10 years	147	36.7
1. Status in community		
Community Committee	12	3.0
Activity Group in Community Committee	23	5.8
Member of Activity Group in Community	365	91.2
2. Information Perception		
SAO Executives	39	9.8
SAO Officers	80	20.0
Community Committee	159	39.8
Public Relation documents	122	30.4

1. Overview of participation of people in community environment management at Tambon Klongyong Phutthamonthon Nakhonpathom and each part for 4 parts at high level, first level as the participation to practice in environment activity operation, second level as the participation to environment development assessment, participation in getting benefit of environment development and participation in decision for environment management development

Table2:
Mean and Standard Deviation belonging to participation of people in community environment management at Tambon Klongyong Phutthamonthon Nakhonpathom

People participation in community environment management at Tambon Klongyong Phutthamonthon Nakhonpathom	Participation Level		
	$\overline{x}$	S.D.	Result
1. Participation in decision for environment management development	3.77	459.	More
2. Participation in environment activity operation	3.85	390.	More
3. Participation in getting benefit of environment development	3.81	512.	More
4. Participation in environment development assessment	3.83	509.	More
Overview	3.81	395.	More

2. People have difference of gender and occupation related to the overview of participation in community environment management at Tambon Klongyong Phutthamonthon Nakhonpathom, participation in decision for environment management development and participation in environment development assessment were statistical signification at 0.05 level shown on Table 3

Table 3:
Relationship between people who have difference general information and participation in community management at Tambon Klongyong Phutthamonthon Nakhonpathom

Participation in community management	General Information	
	Gender	Occupation
1. Participation in decision for environment management development	60.756*	187.182*
2. Participation in environment activity operation	48.058	179.309
3. Participation in getting benefit of environment development	14.300	57.615
4. Participation in environment development assessment	41.223*	108.400*
Overview	129.445*	390.911*

* Statistical signification at 0.05 level

3. People have age, highest education, occupation, income, living in community period, status in community, and perception information additional relationship to participation in community environment management at Tambon Klongyong Phutthamonthon Nakhonpathom the overview of participation in decision for environment management development, participation in environment activity operation, participation in getting benefit of environment development and participation in environment development assessment, statistical signification at 0.05 level shown on Table 4.

Table 4:
Relationship between people have difference general information and participation in community environment management at Tambon Klongyong Phutthamonthon Nakhonpathom

Participation in community environment management	General information					
	Age	Education level	Income	Period	status in community	perception information
1. Participation in decision for environment management development	297.662* (.000)	314.624* (.000)	237.762* (.000)	328.228* (.000)	214.332* (.000)	149.094* (.001)
2. Participation in environment activity operation	284.479* (.000)	312.466* (.000)	216.595* (.000)	205.611* (.002)	141.272* (.042)	161.641* (.002)
3. Participation in getting benefit of environment development	128.999* (.000)	129.548* (.000)	89.990* (.001)	73.898* (.025)	61.773* (.012)	81.959* (.000)
4. Participation in environment development assessment	135.784* (.000)	143.146* (.000)	97.763* (.000)	120.001* (.000)	72.212* (.001)	110.855* (.000)
Overview	522.083* (.000)	556.141* (.000)	481.386* (.000)	759.235* (.000)	443.939* (.000)	363.902* (.000)

* Statistical signification at 0.05 level

Discussion

From finding of this research, researcher took key issues to discuss the following detail as follow;

1. People in community at Tambon Klongyong Phutthamonthon Nakhonpathom have participation and overview of participation in decision for environment management development, participation in environment activity operation, participation in getting benefit of environment development and participation in environment development assessment were more level that means people concerned about participation of meeting, development planning, holding activity to encourage environment conservation included hearing news from release of relevant unit accordance with theory Administration and Method said that using administration system in participant mobilization were one of easy method because law, regulation and pattern were the instrument to operate; however, the participation have not any good systems

yet in service because of natural human, if they worked for voluntary and willing nobody force to work with love, if there has not control, it not become policy and necessary of government due to using administration system were practical of policy in order to meet target and achievement to increase the benefit expectation (Yupapon Roobngarm, 2011. Reference Chutima Tunarang, 2011) but conflicted with the research of Wattana Sukanuyuth (2005). The research result found that participation of community leader of environment management in overview and each participation of 5 parts were middle level

2. People in community at Tambon Klongyong Phutthamonthon Nakhonpathom have difference age and occupation and relationship to participate in environment management included overview of participation in decision for environment management development, and participation in environment development assessment which were statistical signification at 0.05 level demonstrate that people concerned about participation of meeting, and comments in order to take the community development method related to Nationalism Theory said that one factor conduct to participate was nationalism by sense of safe that devoted or focused on value of benefit, collective national, satisfaction with own nation, prestige, royalty, local commitment (Yupapon Roobngarm, 2011 referred to Chutima Tunarang, 2011) and research of Nretnapa Koomklong, 2011) found that people in community had different demographic and participant in environment management statistic signification at 0.05 level
3. People in community at Tambon Klongyong Phutthamonthon Nakhonpathom have age, highest education level, occupation, income, living in community period, status in community, and perception information related to participation in community environment management by overview of participation in decision for environment management development, participation in environment activity operation, participation in getting benefit of environment development and participation in environment development assessment were statistic signification at 0.05 level demonstrated that people concerned with activity participant to develop environment, campaign publicity in environment conservative included changing opinion between government officer/ related unit and people in community accordance with Leadership Theory said that leader to help motivation people to work with willingness to achieve target and common objective therefore leader was the key factor of people group, motivation to meet the target in general leader might be good leader called positive leader, dynamic leader was always worked and no business leader, no creation performance called negative leader. The result of creating leader caused rally to work with moral, quality of work, initiative idea and responsibility together so creating good leader caused good participation in activities (Yupapon Roobngarm, 2002, referred to Chutima Tunarang, 2011) and research of Ackara Dhamathikul (2007) found people in community had different individual factor and participant in environment management at mangrove forest by overview of operation planning, practical decision and monitoring and assessment were related by statistical signification at .05 level

Recommendation

From studying about factors that influence the participation of people in community environment management in Tambon Klongyong Phutthamonthon Nakhonpathom have recommendation as follow;

1. People needed to the person related with environment role or leader of community were leader in environment management
2. People needed to have participation in creation the conscious mind about environment pollution i.e. wastewater, weed and water hyacinth disposal, using insecticide and pesticide and garbage
3. It should study about the Participation Action Research: PAR

Recommendation

From studying of factors that influence the participation of people in community environment management in Tambon Klongyong Phutthamonthon Nakhonpathom had recommendation as follow;

1. People need to the related person who had the role of environment or leader in leader of environment management
2. People needed to participate in conscious mind about the environment pollution e.g. wastewater, weed and water hyacinth disposal, using insecticide and pesticide and garbage
3. It should study about Participation Action Research: PAR) and asked for government sector, private sector, Non-Government Organization, communities, people related to that local come to participate in order to development continuously.

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BESSH-16

Analysis of Financial Status and Performance of Suan Sunandha Rajabhat University

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Abstract

This research study aims to analyze the financial status and the performance of Suan Sunandha Rajabhat University in the 3 years (2010-2012). The research tools were the records indicating the financial status and incomes and expenses. Year 2010 was used as the base equal to 100 and the number from Fiscal Year 2011 was set up, multiplied with 100 and divided by the base year. As a result, the outcomes obtained in percentage for each year were compared to see if it tended to increase, stay or decrease. The results of the analysis revealed that in Fiscal Year 2011, the total assets of the university and the budgets increased from Fiscal Year 2010. In terms of debts, it decreased in 2011. As for the analysis of the incomes and expenses of Year 2012, it tended to increase from Year 2010 since most of the incomes came from the university financial administration rather than from the national budgets from the government. In addition, the most of the increasing expenses came from investment, especially in equipment. When considering the capacity of profit making in total in Year 2011, the university could gain more profits than Fiscal Year 2010. For Fiscal Year 2012, it was found that the total assets, total debts and budgets increased from Fiscal Year 2010. In terms of incomes and expenses, it tended to rise since most of the incomes came from the university financial administration rather than from the national budgets from the government. In addition, the increasing expenses came from the investment, especially in equipment. When considering the capacity of profit making in total in Year 2011, the university could gain more profits than Fiscal Year 2010.

Keywords— Financial Status and Performance, Fiscal Year, Investment

Introduction

A financial budget report is a summary report containing financial data that systematically indicate the financial status, result of performance and comparison of cash variation, result of accounting from data collection, all of which are useful for the users who make decisions on aspects such as investment, credit, cash flow forecast, and for budgets users (The Stock Exchange of Thailand, 2005: 16). The users who are benefited from the financial budgets are creditors who use the budgets to consider the ability to pay back the loan, general investors who use the budgets to analyze the ability to pay back the loan, general investors who use the budgets to analyze the capacity to gain profits, returns and risks from investment, managers who use the budgets to control and make financial decisions effectively, government agencies who use the budgets as a factor in the consideration of policies that are beneficial for entrepreneurs, consumers, countries, scholars who use the budgets to study and make analyses that are beneficial to the education and businesses (Napaporn Nilapornkul et al, 2005:15) For the government agencies, the budgets report is a financial report and result of final operations of the national budgets preparation; it is a significant tool for the government in terms of administration and development of the country since it can measure the success of failure of the operations/plans/ projects. Therefore, to find out the performance result of the organization requires the clear indicators, follow-up and evaluation. The result of the financial report will be the indicator for the capacity in the financial administration of the administrators in that organization and determine of the objectives will be met (Chaiyasit Chaloemmeepraserd. 2001: 6-1). Most of the data indicating the budgets used for decision making must be analyzed by certain tools in order to find facts concerning the financial status and performance result of the enterprise before taken into the account when making decisions.

Nevertheless, the financial report of Suan Sunandha Rajabhat University did not make comparisons for the administrators to see the financial status and performance result in different periods of time. Therefore, the

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administrators have no information when making decisions and are unable to control the current operations and see if they are in accordance with the objectives. In addition, the administrators cannot anticipate potential consequences.

With these reasons, the researcher were interested in analyzing the financial status and the performance result of Suan Sunandha Rajabhat University by analyzing the budgets which would be the information of the administrators when making decisions and improving operation plans for Suan Sunandha Rajabhat University. In addition, the information can be used by the administrators in the next fiscal year.

Objective

To analyze the financial status and the performance result of Suan Sunandha Rajabhat University in the 3 years (2010-2012)

Research Methodology

Type of Analysis

This research study used the 3 years dated data from Fiscal Year 2010-2012 (October 1, 2019 – September 30, 2012) consisting of the records indicating financial status and incomes and expenses.

Tools used in Data Collection

The record form created to collect basic data concerning the budgets consisting of:

1. The record form indicating the financial status from Fiscal Year 2010 – 2012
2. The record form indicating the incomes and expenses from Fiscal Year 2010 – 2012

Data Collection

1. From documents and research works concerning the public and private finance in order to be make a guideline for the analysis of the financial budgets of Suan Sunandha Rajabhat University
2. Secondary data collected from the financial budgets of Suan Sunandha Rajabhat University

Data Analysis

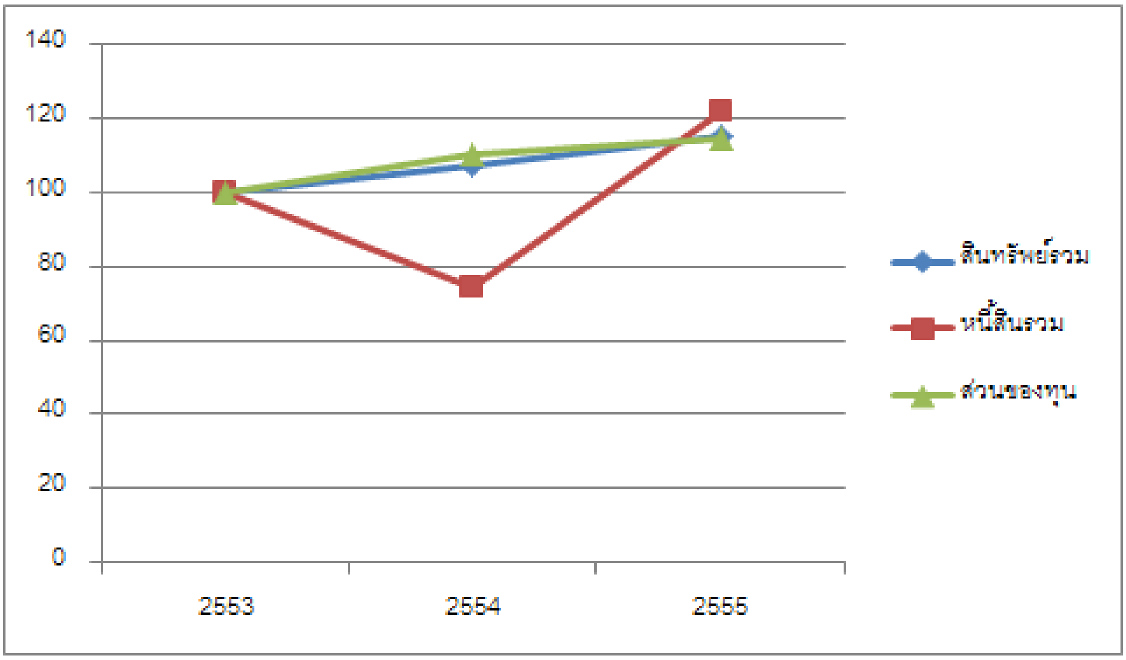
The analysis was conducted according to the tendency. FY 2010 was set as the base equal to 100 percent, and the numbers in FY 2011 and 2015 were set, multiplied with one hundred and divided by the base year which was FY 2010. The results of each year obtained in percent were compared to see if the tendency was increasing, staying or decreasing.

$$\text{Percent of Tendency} = \frac{\text{Amount of money of the year being analyzed} \times 100}{\text{Amount of money of the base year}}$$

Statistics used in Data Analysis

Percentage was used to analyze the data.

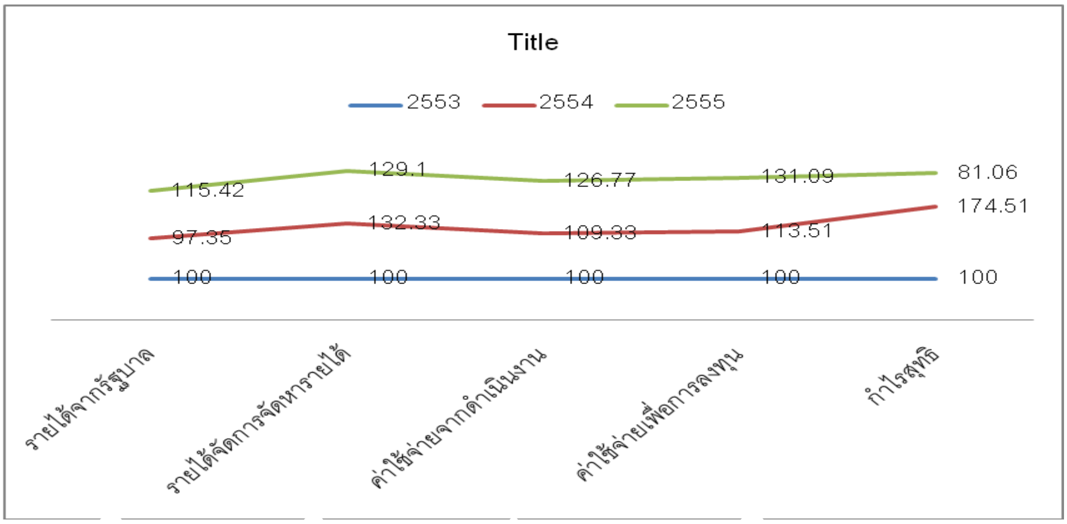
Results



Blue = total assets Red = Total debtsGreen = budgets

Figure 1: Comparison of budgets indicating the financial status in tendency from FY 2010-2012

According to Figure 1, it was found that in FY 2011, the university's total assets and budgets increased from FY 2010, while the total debts in FY 2012 decreased. As for FY 2012, it was found that the total assets, debts and budgets increased from FY 2010.



Income from government

Income from fund raising

Operational expenses

Expenses for

Net profit

Figure 2: Comparison of performance result in tendency from FY 2010-2012

According to Figure 2, in FY 2012, the university's incomes and expenses in FY 2011 tended to increase from FY 2010 since most of the incomes came from the university's administration rather than from the national budgets from the government. In addition, the most of the increasing expenses came from investment, especially in equipment. When considering the capacity of profit making in total in Year 2011, the university could gain more profits than Fiscal Year 2010.

For FY 2012, it was found that the incomes and expenses tended to increase since most of the incomes came from the university's administration rather than from the national budgets from the government. In addition, the most of the increasing expenses came from investment, especially in equipment. When considering the capacity of profit making in total in Year 2012, the university could gain more profits than Fiscal Year 2010.

Discussion

According to the findings in FY 2012, the total assets, debts and budgets increased from FY 2010. Considering the increasing assets, it was the non-current assets, especially equipment, buildings and constructions since the university was building many colleges and opening more departments to fulfill the needs of the market. Therefore, investments in renovation, new buildings construction and equipment purchasing were increasingly required which indicated the growth of the organization. Another interesting point is the source of incomes which were more than the debts, posing no risk in the finance and generating high liquidity and ability to pay off the debts. However, the consideration should be paid on the fixed assets since it was found that the fixed assets were not worthy compared with the total incomes gained. In other words, the university had more fixed assets but could not utilize and optimize them.

In terms of the analysis of incomes and expenses, it was found that in FY 2012 and 2011 the expenses increased from FY 2010. It is noticeable that in FY 2011 the net profits increased from FY 2011. However, in FY 2012 the net profits declined indicating that the university's performance decreased from Year 2010. When considering the expenses, especially those for investment, that were in accordance with the increasing incomes, it was found that the university placed importance on the expenses in the investment category which might result in economic advantages in the future. However, when comparing the ability to utilize the total assets that the university possessed by comparing the net profits with the total assets, it was found that the net profits of the university were very little compared to the total assets. This indicated that the university was unable to utilize and optimize its assets possibly because the university was not the organization that expected profits, which was in accordance with the research study of Jakrin Petchsanghhan (2006: Abstract). The study investigated the analysis of the financial budget of Mahasarakham Book Center, and it was found that most of the budgets came from the first loan that the university granted. The budget was mostly used to invest in the current assets with current rate higher than the industrial average rate. Therefore, the short-term liquidity was high. In addition, Mahasarakham Book Center did not have any risk of paying off the debt. Moreover, the university could gain profits from good performance, but it lacked the ability to administer the assets and the performance from the asset administration was not good since the assets were not optimized. Also, it should take into consideration about the ethic in operations of the University under rules, regulations, and orders (Janpen Rachanoo, 2014)

Suggestions

1. The administrators can use the information to make operational plans and prepare the budget for the next fiscal year in order to create more worth.
2. The administrators should implement the policy for the departments in the university to come up with strategies and administrative plans in order to utilize the assets to the fullest for the sustainability of the organization.

Acknowledgement

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Methods of Educational Qualities on Higher Education into Practice: Case Study of North Region, Thailand

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Abstract

The purposes of this research were to (1) study the current situations of educational management problems, (2) organize the methods of qualities enhancement on higher education into practice. The samples used in this research were (1) educational service users, (2) organizations which used the man powers which were the products from education, or graduate users, (3) organizations related to the educational management, (4) community organizations and social sectors in the North Region, Thailand. The total samples were 300 persons. The data was collected by qualitative methods by organizing the focus group discussion and by quantitative method by questionnaire. The data was analyzed by using main data analysis in order to bring the clear knowledge to organize and link according to the purposes, and propose the data in the new models The research results found that (1) there were 7 aspects of educational situations and problems, which included the students/educational institutes, teachers production and development, as well as educational man powers, educational administration and management, educational opportunities, finance for education, technology for education, and laws of education, (2) Enhancement methods of higher education qualities into the practice consisted of 3 aspects, which included studying management, learning management, and management. These could organize 4 levels of development, which included; development level, improvement level, evolution level, and revolution level.

Keywords— Educational Qualities; Higher Education; Education Management

Introduction

US, UK, Germany, Japan, Korea, Hong Kong and Singapore, which has a dedicated and invested in the development of the nation before the country begins its rapid growth, these countries have to reform the education system effectively develop the nation of any country with a population that has been educated at a higher rate.

People with self-esteem and valuable in the development or add value to the organization or society, as numerous countries agree that the most important element of all, if someone has cultivated and cognitive development consistent with the spirit of National Peace and Order (NPO) aimed at creating stability in all dimensions including political, security, economic, social and cultural in order to change the country to democratic rule with the King as Head of State and completely sustainable in education policy that education is fundamental to the advancement of sustainable lead in the Constitution of Thailand (Draft), 2557B.E. This requires a reform of the National Assembly and is responsible for the preparation of the guidelines. and recommendations to reform aspects are (1) political, (2) the national administration, (3) legal and judicial system, (4) local, (5) education, (6) the economy , (7) energy, (8) health and the environment, (9) the media, (10) and (11) other.

Education is an issue that is so important in education reform, which is necessary to get a promotion and raise at every age, every part of the ongoing integration teachers, educators, educational technology into the modern child-centered creative young students how to make a conscious patriotic youth Thailand. The national interests learning is proud to uphold the monarchy in history, where a predecessor of Thailand and the past with gratitude for the return of disciplined, strong and healthy mind, body and the other to the power of developing countries in a sustainable manner.

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Office of the Education Council and Suan Sunandha Rajabhat University has jointly carried out a project to propose ways to improve the quality of national education and bringing it into practice so that all stakeholders in both public and both the provincial government and private sector, including those involved to share ideas and suggestions, which will be used as a basis for the preparation of the new National Education Plan including the development of quality education in order to raise the quality of education is substantial and comparable with other countries.

Objectives

1. To study the current problems of higher education
2. To prepare guidelines to improve the quality of higher education into practice

Methodology

1. The sample of attendees, which included academic representatives of various groups, where the target participants in each region as samples used in the research (1) receiving educational services (2) the agency manpower, which is a product of education or the doctor (3) organization education management (4) higher education sector, community organizations and civil society in Northern Thailand of 40 people.
2. The area of operations is northern Thailand, where the data collected from conferences and meetings with small groups of three provinces including Chiang Rai, Chiang Mai and Phitsanulok.
3. The instrument used for data collection

3.1 The qualitative data collection, which is made with a small group (Focus Group Discussion) with the line of questions for brainstorming about ways to improve the quality of national education and Guidlinesinto practice in northern areas as issues the need to develop a line of inquiry composed.

1. Present and problems of education
2. Guidelines to enhance the quality of the performance management and learning management

3.2 The quantitative data collection the questionnaire structured number one issue for more targeted as the research by studying and analyzing the principles, concepts, theories and research related to the elevated quality of national education and bringing into compliance issues. to develop and conferences to listen to the opinions of the target audience and bring the results to provide guidelines to enhance the quality of national education and leadership to the next practice.

4. How to analyze the data, the data quality of the preparation of guidelines to enhance the quality of national education and put into practice by using data analysis domain analysis (Wongake, P. 2551B.E.) Then knowledge pronounced the system operator and linked the issue in an objective and present information in new ways. The procedure is as follows:

4.1 What are the core classification raised, which might be thought, action or behavior that tells different.

4.2 build the core of minor issues (Theme), which has been the core. Bullets can be defined or the definition under sub-themes.

3. Identify the components of this process is an important step of the content to synthesize and identify similarities or differences, where the highlight of the issues to be studied by means of attenuation and phrases are merged
4. The link is at the core of which is to identify the relationship between the various sub-themes under the main axis to create a preliminary overview of the study. And be linked to a review of research studies to prepare guidelines to improve the quality of national education and how to treat it.

Results

The findings are summarized in the following points.

1. Current conditions and issues management study

Problems	Types of Problems
1. Student or School Quality	1. The quality of student quality by learning from the problems in the system of OBEC. So when students enter higher education was low quality as well 2. The graduates of today are not produced by reality 3. Students do not have knowledge of the local culture and society 4. University graduates in fields that do not meet the needs of the country, the graduates do not have jobs. 5. In the selection of study that students often learn by friends, according to their parents or by popularity. : This causes problems during the study, because what choice do not meet the real needs of their own. 6. Teaching the class had no interest 7. Academic various systems were not suitable due course to establish the curriculum and teaching focus on the management by themselves do not interfere with branches or other courses.
2. Teachers and Educational Personnel Production	1. Instructors in higher education, some have specialized knowledge in the profession but lack the teaching skills and propagation 2. Instructors or professors, some of you to pay attention to much research as possible indicators, which makes neglect the task of teaching. 3. The current lack of instructors teaching process linked to practice. 4. Teachers do not teach how to understand and process the actual teaching 5. Teachers are not currently supported with teaching in remote areas.
3. Management	1. The management style of the current inefficiency in the development of people to contribute to the repeated development of the society and the nation 2. The study is unclear and varies depending on the current political and social world 3. Quality assurance standards used to evaluate all the same, but in reality. There are differences between universities
4. Education Opportunities	1. As the families of the students are not ready to study in higher education 2. The government has the funds to make the poor less
5. Financial Education	1. Investment professionals are not equal to the financial support of the government. 2. Remuneration staff teachers are not suitable for the current situation
6. Education Technology	1. Faculty of Science at the University of the lack of funding for the purchase of tools or equipment for teaching modern. 2. Lack of coordination of user database.
7. Legal Education	1. A system for evaluating teachers redundant KPI is so much lack of clarity on its own. It is time to teach. 2. Higher Education Law no flexibility sometimes block new courses 3. Certain rules and regulations are not consistent with current practice 4. The results largely reflect the reality that happened 5. No force evaluation unit produced 6. Policies and the education budget down to the local unclear difficult to interpret in the user or administrative budgets. Contribute to the development of students in basic education. As a result of higher input a problem as well.

2. Guidelines to enhance the quality of education into practice consists of three aspects of learning, learning management, and management. The level of development has four levels of development, the improvement, reform and revolution, class management and learning management follows.

Up-grade Issues	Development Level	Upgrade Guidance
1. Learning	1. Develop	1.1 Develop communication skills in English and neighbors 1.2 Develop critical thinking skills and life skills 1.3 Development of behavior and attitudes, moral values and Thailand
	2. Modify	2.1 Technology to improve the learning and teaching equipment 2.2 Improving education system partners 2.3 To improve learning and professional career as a professional.
	3. Reform	3.1 Reform program and a structured curriculum to suit students with modernity, which meet both the learning and the use of local labor market graduates. 3.2 Reform evaluation system to learn 3.3 Restructuring the national test center
	4. Revolution	4.1 Support of Education (FREE) to higher education
2. Teaching	1. Develop	1.1 Role of the teacher, the teacher is a facilitator of learning emphasis the participation of the learners 1.2 Development process learning by integrating the participation of every public and private sectors at all levels and in all professions 1.3 Teachers to develop a love of the profession sacrifice and spiritual teacher
	2. Modify	2.1 Improve the atmosphere for learning 2.2 Improve the teaching process by focusing on the field and potential experience can teach a course or courses effectively 2.3 Improve teacher development And teacher evaluation 2.4 System accreditation And remuneration of teachers
	3. Reform	3.1 Restructuring the production and development of teachers. Learn to manage effectively 3.2 Restructuring assignments and other teaching obligations
	4. Revolution	-
3. Management	1. Develop	1.1 Development of supporting staff to work more efficiently 1.2 Development of a standard operational processes throughout the system 1.3 Development of educational administrators to be professional
	2. Modify	2.1 Improved frame rate and filling teacher. 2.2 System to encourage teachers have the honor and dignity of living Job fair 2.3 system update motivating and stability in the teacher or instructor
	3. Reform	3.1 Restructuring the management of the Office of Education 3.2 Restructuring the management of the agency 3.3 Decentralization Reform thoroughly and effective 3.4 The budget reform and educational resources
	4. Revolution	4.1 Revolutionized the management structure of the Ministry of Education system 4.2 Revolution of national education policy

Conclusions and Discussion

This study has led the researchers to conclude discussions on two main issues, namely (1) the issue of education, (2) raise the quality of education guidelines to follow.

1. The issue of education in Thailand is a long time, the nature of the problem, there are similarities with the problem in the early days, which shows that the education of Thailand have not resolved effectively students unwanted behavior analytical thinking the self-learning, which affect the achievement below the threshold in line with Thongroj (Thongroj, P. 2556B.E.) said that the learning achievement of children in Thailand are low, where the spike in youth behavior education is critical to accelerate the correction of such

a system reflects the problems of education in the whole of Thailand have not been able to compete on an international level.

In addition, the production of quality teachers who teach not how many teachers lack the training mission has many applications in line with the concept of Thongroj (Thongroj, P. 2556B.E.) of the teacher must be reformed to enhance the quality status of teachers and good management on the part of the management program of performance, the assessment does not reflect the quality of education truly, finance and budget, not enough demand, educational technologies are outdated and do not enough and law-related education is not conducive to the ease of working in line with Lawjirachunkul (Lawjirachunkul, W., 2557B.E.) that allocated a headcount to make higher education a child receives a lot of money to get that result the issue of quality of education, and in some areas there is no need to study because the executive branch has focused more popular disciplines are needed.

2. Guidelines to enhance the quality of education into practice, the guidelines for improving the quality of education, which are the three parts corresponding to the concept of Thongroj (Thongroj, P. 2556B.E.), who proposed the creation of a society of learning are as follows: (1) reform enhance teacher quality, teacher status and a good deal that is when all subjects are taught with the expertise of the instructor does not replace the teacher responsible for teaching courses at all, where throughout the course of time and with the teaching of the course is to teach all those who have experience proficiency courses that give more and more until it closed course, where the new courses are updated or changed (Cuptiwut, W.2557B.E.), (2) reform the learning quality, modern and good management system, (3) quality advanced technology to reform, and use less system management, (4) higher education reform, the current direction redundancy, lack of quality and performance, and (5) reform, redundant power distribution inefficiency.

Suggestions

Bringing the issue into the action mentioned above suggests that the agency responsible for the education of vision problems and creating solutions for education Thailand has been developed to maximize the potential of personality staff and national competitiveness. But why the results did not meet the targets set, therefore, those involved must be analyzed deeply and act seriously and sincerity to resolve the issue in a systematic way, where most importantly have continued.

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BESSH-16

Using Arduino Microcontroller in Computer Programming Class

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Abstract

The objective of this study was to design computer programming lessons for undergraduate students by introducing equipment named "Arduino Microcontroller" to help in teaching and learning. The results of this study would be used to issue series of lessons for practical use. Research instruments included computer programming lessons and questionnaire to survey opinions and suggestions of the sample group about the effectiveness of using Arduino Microcontroller in classroom. In terms of data analysis, the study made use of mean and percentage.

Keywords— Arduino, Computer Programming Course, Microcontroller

Introduction

In computer programming course at the undergraduate degree. Learning object to understand computer programming principles. The traditional computer programming learning focus on programing only it hard to understand but nowadays we have many to support learning computer programming such as STEM. And course description of computer programming based on the ACM curriculum for computer science.

21th century skill that has been mentioned a lot. The various techniques and methods used in the integration learning and teaching such as blended learning (Pimploi.Ti, 2010), In addition to learning in the classroom, but also through the online system. Interaction between teacher and student or STEM (Gammago Thailand, 2016), STEM Education is a study which has integrated the knowledge of many subjects such as science technology engineering and mathematics. The details are as follows 1.science is studied by the scientific quest, 2. Technology is applied Sciences associated Used to solve problems, 3. Engineering is innovation or build things. In order to facilitate based on the knowledge of science, mathematics and technology. And 4.mathematics is studies on subjects relating to the calculation or computation. The basis for further studies and engineering.

Arduino microcontroller being much talked about, in the last several years. It's applied in many applications. From the primary school project to satellite project. (Cellan-Jones.Rory, 2011) Arduino is a single-board microcontroller to make using electronics in multidisciplinary projects more accessible. The hardware consists of an open-source hardware board designed around an 8-bit Atmel AVR microcontroller, or a 32. - bit Atmel ARM. The software consists of a standard programming language compiler and a boot loader that executes on the microcontroller. Causing widespread adoption application. In the Figure 1 and 2 show Arduino build process steps, Arduino microcontroller board and Arduino IDE software. For Create prototypes of invention. It is easy to use, inexpensive and have a large user community.

This article was compiled knowledge from research in the topic "The design of electrical devices control systems" by the use arduino microcontroller. To control electrical devices in the office. During the research which time it has a many new user friendly microcontroller such as NodeMCU with wi-fi module. And using the Lua or C language to program and it can be used Arduino IDE. Hardware structure similar as Arduino and can apply the knowledge from the Arduino to a wide range applications.

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Literature Review

There are many articles that bring microcontrollers to use in computer programming classrooms, coupled with the use of various devices and sensor or used with Labview to help learning, from high school to university.

Atabekov, A. (2016) present "Student Research Abstract: Internet of Things-Based Smart Classroom Environment". And has developed a classroom management system by using an Arduino microcontroller. To control classroom by measuring the temperature sensor is attached to the chair to check occupied or not. And use RFID to identify students name and using Xbee module for wireless data communications. Enables instructors to know students position in classroom, the application will generate a seat map to help instructors.

Beug, A. (2012) present A Comparison of Scratch and Arduino. Scratch is a platform for teaches programming concepts through a graphical. Arduino are open source microcontrollers with c language IDE. In this study developed a parallel curriculum in Scratch and Arduino to compare.

Buechley, L., Eisenberg, M., & Elumeze, N. (2007) present the design of Curriculum for Electronic Textiles in the High School Classroom". To facilitate the construction of e-textiles and developing e-textile hardware, electronic components and software systems.

J. D. Brock, R. F. Bruce, and S. L. Reiser (2009) present using arduino for introductory programming courses because Arduino board is an inexpensive board to build a low-cost platform for embedded computing.

Kuan, W., Tseng, C., Chen, S., & Wong, C. (2016) design a curriculum for Physics Students by using LabView Scratch and Arduino. In curriculum have 3 phase. The first phase about scratch .The second phase about Labview introduction and arduino. And the last phase about LabView and Arduino collaboration.

Sohn, W. (2014) design and evaluation of computer programming education strategy using Arduino. Design learning model for computer programming with Arduino board. And using scratch with arduino and Mod kit Micro to build LED art activity project.

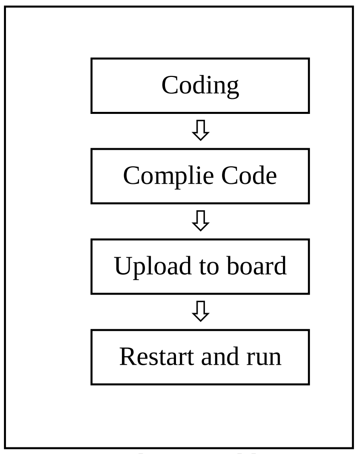

Figure 1: Arduino Build Process steps

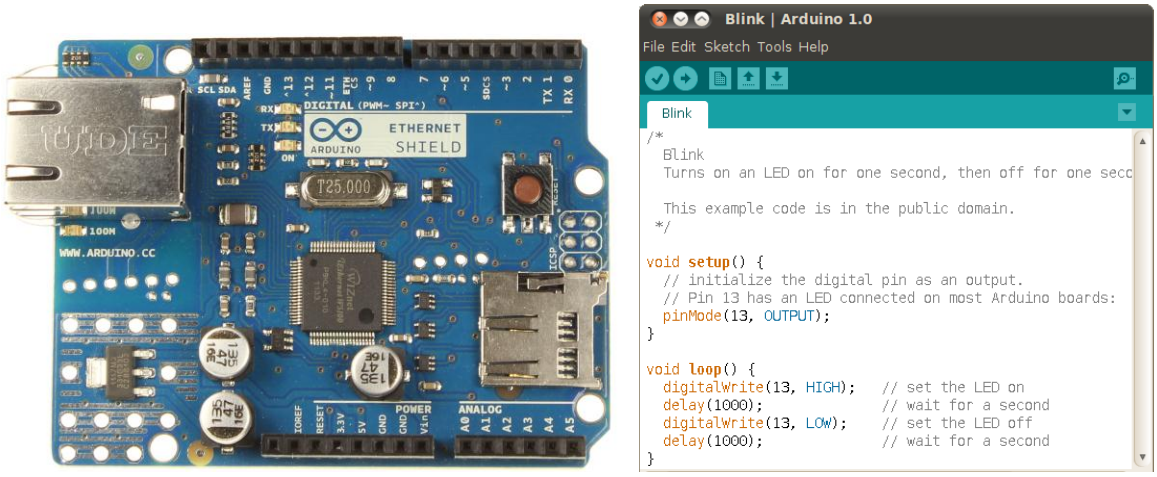

Figure 2: Arduino UNO R3 Microcontroller Board and Arduino Software IDE (http://www.arduino.cc)

Methodology

Research population and sample. Evaluate the satisfaction of the curriculum by selected population which are 40 students in computer programming class.

Research Operation have 3 processes in the research operation which are data collection process, curriculum analyze and design process and curriculum evaluate process.

Data Collection Process

1.1. Collection of data via the journal and related work also include the literature review in order to design curriculum.

1.2. Collection of the content in the Arduino Microcontroller and programming fundamental.

1.3. Study the process of the other process.

2. Curriculum Analyze and Design Process

2.1. Define the requirement of the curriculum

2.1.1 Course description from ACM Curriculum Guidelines for. Undergraduate Degree Programs in Computer Science.

2.1.2 The lessons have basic electronics content.

2.1.3 Use Arduino shield in experiment to save time.

2.1.4 Electronics components available to connect Arduino shield.

2.1.5 The lessons have basic electronics content.

2.1.6 The length of lesson is 15 week or 45 hour.

2.1.7 Learner can self-learning from curriculum.

Curriculum Evaluate Process

In the curriculum evaluate process, the researcher has set the range of the score in the evaluation form into 5 range as the Table 2. And Statistics tools in analyzing the data, use mean and standard deviation. Mean is the sum of the data from the evaluation process and Standard Deviation is the value which shows how much variation exists from the average.

Findings / Results

Result of the curriculum design by using arduino microcontroller is compliance with computer programming course description. The curriculum design is shown below as Table 1.

The curriculum design of the computer programming course with arduino microcontroller was received the testing and evaluation by 40 student. There are 4 aspects which were evaluated and help learning computer programming received the good score, 4.16 out of 5. While the others, the length of lesson per week is appropriately, Integration with other subjects and Improve computer programming skill received the good score which are 4.2, 4.04 and 3.94. The table of evaluation result is shown below as Table 3.

Table 1:
The Curriculum Design

Week	Topic	Content	Learning objectives
1	Arduino	Arduino board, Sketch IDE, Electronic basics	Electronic Practice
2	Arduino	Digital and Analog Pin, GPIO	Electronic Practice
3	Arduino	Hardware Component and sensor	Electronic Practice
4	Arduino	C language for Arduino	Programming Practice
5	Arduino	C language for Arduino	Programming Practice
6	Arduino	C language for Arduino	Programming Practice
7	Arduino	C language for Arduino	Programming Practice
8	Arduino	Communication Protocol	Experiment
9	Mid-term Examination		
10	Arduino	Arduino and SD Card interface	Experiment
11	Arduino	Arduino with wireless sensor network	Experiment
12	Arduino	Arduino with Wi-Fi	Experiment
13	Project Assignment	Project Assignment	
14	NodeMCU	NodeMCU Introduction and IDE	Innovation
15	NodeMCU	NodeMCU with Application	Innovation
16	Final Examination		
17	Project Presentation	Project Demo	

Table 2:
Range of the score

Score	Meaning
4.51 – 5.00	The curriculum design has a very good quality
3.51 – 4.50	The curriculum design has a good quality
2.51 – 3.50	The curriculum design has a moderate quality
1.51 – 2.50	The curriculum design has a low quality
1.00 – 1.50	The curriculum design has a very low quality

Table 3:
The table of evaluation result

List of Evaluation	Result		
	X	S.D.	Range
1. The length of lesson per week is appropriately.	4.2	0.43	Good
2. Help learning computer programming	4.16	0.23	Good
3. Integration with other subjects.	4.04	0.38	Good
4. Improve computer programming skill	3.94	0.31	Good
Overall	4.085	0.09	Good

Discussion and Conclusion

The conclusion of the result evaluation is “Good”. So the result and the hypothesis of the using arduino microcontroller in computer programming class. Arduino microcontroller are great ways to help learning computer programming.

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Confidence on Good Governance of Service Users towards Conduction of Suan Sunandha Rajabhat University

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Abstract

The purposes of the research are to 1) study the clients' confidence of good governance on the performance of Suan Sunandha Rajabhat University and 2) to compare the clients' confidence of good governance on the performance of Suan Sunandha Rajabhat University, the data of which are differentiated by individual characteristic. The sample group includes 400 university students of all levels, personnel of all levels, researchers, communities receiving the service. The research instruments are questionnaires, and the data are analyzed with a software package. The statistics used in the study are the descriptive statistics: frequency distribution, percentage, mean and standard deviation. In addition, the inferential statistic is used in the analysis by using t-test for independent variables with more than two groups and one-way ANOVA for independent variable with more than 2 groups.The findings indicated that 1. The sample group was confident of good governance on the performance of Suan Sunandha Rajabhat University. The overall level was moderate. When each item was considered, the items with the highest mean was "the university administered under laws, rules and regulations of the university and the government policy", followed by "the university administered with moral and promoted good services for concerned". The item with the lowest mean was "the university administered with awareness of clients' demands". 2. The comparison of the clients' confidence of good governance on the performance of Suan Sunandha Rajabhat University, the data of which were differentiated by individual characteristics, revealed that the different genders were confident of good governance similarly. As for the different types of questionnaire respondents, it was found that they were confident of good governance on the performance of Suan Sunandha Rajabhat University differently at the statistical significance level of .05. The different pair was that the university students of all levels were confident of good governance differently from the personnel and the researchers. In other words, the university students of all levels were less confident of good governance than other groups. Another different pair was that the community receiving the service was confident of good governance differently from the personnel and the researchers. In other words, the community receiving the service was less confident of good governance than other groups.

Keywords— Confidence of Good Governance

Introduction

The development of educational quality such as the solution in studying and teaching and the development in studying and teaching for personnel is important to the development of quality of education and to those would provide knowledge, skills and good attitudes for the youth of the nation. These people refer to the personnel in schools which consist of school directors and teachers. It is important that the school directors lead, decide to command, administer, control, suggest, take care, console and encourage the personnel who they are working with to be enthusiastic in working (Santiwong, 1990, p. 26-27).

The educational management of the university can be successful with the systematic operations, and everyone must be aware of the necessity to develop themselves, know collective development techniques, make plans and follow them, follow-up and evaluate performance, together with using the evaluation result to the performance. The educational management of the university is considered to be the important factor that affects the quality of students. It is apparent that if the university has the supportive education management for good studying and teaching, the students will reach their learning achievements.

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Traisuriyadhamma (2004, p. 25) mentioned the application of good governance with the educational administration in the 30th anniversary of Thai education and society. He stated that the educational administration was not considered good governance since it lacked transparency, participation and accountability. The good governance was unavailable in the proposal of the education reform B.E. 2540. The good governance was not the legislation but the culture. If the organizations related to the education did not have the culture, the good governance was rarely found. The good governance was good for public goods. If it was available, it would be beneficial to people in Thai society, but who would be in charge of the costs in order to make it possible when the benefit from good governance was not the private benefit, especially the establishment of good governance. However, the education system is still facing the problem in respect of efficiency in accordance with the Education Act B.E. 2542 in the educational management system.

As a result, the researchers thought that the good governance administration was important for the educational management of educational institutes that would result in effectiveness and efficiency. Therefore, the researchers were interested in studying the clients' confidence of good governance on the performance of the university so that the analyzed data and the findings would be used as the guidance of improvement, promotion and development of the university administration in the future.

Objectives

1. To study the clients' confidence of good governance on the performance of Suan Sunandha Rajabhat University
2. To compare the clients' confidence of good governance on the performance of Suan Sunandha Rajabhat University, the data of which are differentiated by individual characteristics

Research Methodology

Sample Group

The sample groups included 400 students of all levels, parents, personnel of all level, researchers and Wat Raja community that received the service from the university.

Data Collection

The researchers collected the data from the sampling method with the determination of ratio in each group of the calculable number of samples. Next, the questionnaire was given to 400 samples who were university students of all levels, parents, personnel of all levels, researchers and Wat Raja community that received the service from the university. When the questionnaire was completed and submitted, the researchers examined the completion of the questionnaire. It took approximately 30 days to collect the data.

Analysis

Statistics used for data analysis

1. Descriptive Statistic was used to describe the characteristics of the samples by finding the mean and the standard deviation for data analysis concerning the confidence of good governance of Suan Sunandha Rajabhat University.
2. Inferential Statistic was used to analyze and compare the clients' confidence of good governance on the performance of Suan Sunandha Rajabhat University, the data of which were differentiated by individual characteristics. The researchers tried to find different values with t-test for independent variables with two groups and one-way ANOVA for independent variables with more than 2 groups. It was found that there was a difference at the statistical significance level of .05.Scheffe's method was used to test the paired differences.

Findings

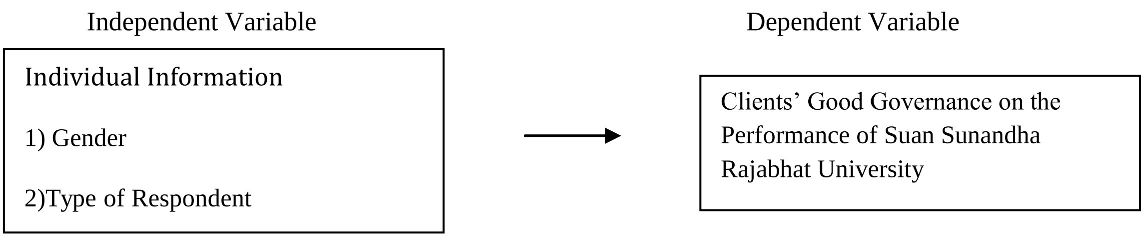
Clients' Confidence of Good Governance on the Performance of Suan Sunandha Rajabhat University

Table 1:
Mean, Standard Deviation and Interpretation of Confidence of Good Governance on Suan Sunandha Rajabhat University

Job Description	$\overline{X}$	S.D.	Interpre-tation	Rank
1. The university assigns the availability of the media relations to inform useful information directly with transparency.	3.3450	.9127	Moderate	7
2. The university gives you the opportunity to express your idea to the administration such as public hearings, referendum, etc.	3.2600	.9352	Moderate	9
3. The university administers with awareness of clients' demands.	3.1025	1.0072	Moderate	10
4. The university sets up the policy, vision and apparent layout.	3.3900	.8745	Moderate	6
5. The university administers under laws, rules and regulations of the university and the government policy.	3.5375	.8920	High	1
6. The university administers with the principle of decentralization for the flexible and fast administration.	3.4000	.9419	Moderate	4
7. The university equally administers. The opportunity is equally given to all departments concerned.	3.3025	.9583	Moderate	8
8. The university efficiently administers by means of following-up, evaluating, improving and developing the performance of activities.	3.4175	.9139	Moderate	3
9. The university administers with the fast and quality performance.	3.3925	.9569	Moderate	5
10. The university morally administers and promoted good services for who concerns.	3.4525	.9273	Moderate	2
Total	3.3600	.7530	Moderate	

According to Table 1, it revealed that the clients were confident of good governance on the performance of Suan Sunandha Rajabhat University. The overall level was moderate rated at 3.3600.When each item was considered, the highest mean was "the university administered under laws, rules and regulations of the university and the government policy" that was rated at 3.5375, followed by "the university morally administered and promoted good services for those concerned" that was rated at 3.4175 The item with the lowest mean was "the university administered with awareness of clients' demands" that was rated at 3.1025

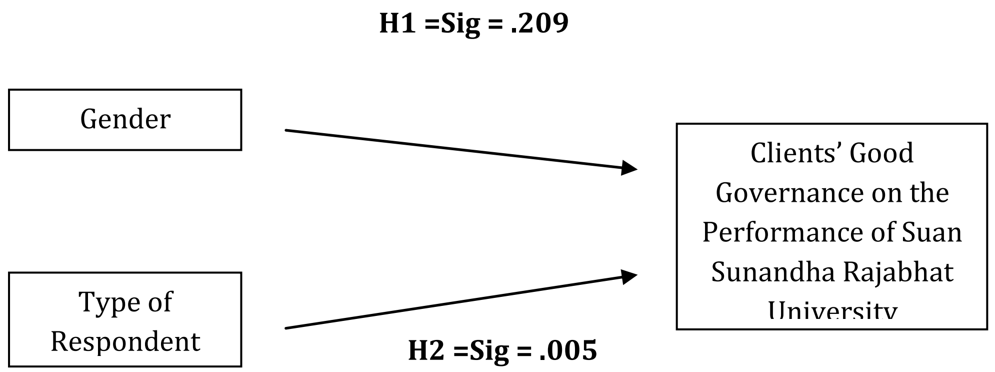
Comparison of Clients' Confidence of Good Governance on the Performance of Suan Sunandha Rajabhat University, the data of which were Differentiated by Individual Characteristics



H1: The clients that were different in genders were confident of good governance on the performance of Suan Sunandha Rajabhat University differently

H2: The different respondents were confident of good governance on the performance of Suan Sunandha Rajabhat University differently

Assumption Result



According to the result of the comparison of clients' confidence of good governance on the performance of Suan Sunandha Rajabhat University, it showed that the male and the female had the confidence of good governance similarly, while the different respondents were confident of good governance on the performance of Suan Sunandha Rajabhat University differently at the statistical significance level of .05. The result of analysis was used to conduct the Post Hoc Test with LSD method as shown in Table 2 below:

Table 2:
Examination of Post Hoc Test

Type of Respondent	$\overline{X}$	University	Personnel of all levels	Researcher	Community that received the
		3.3236	3.8938	4.1250	3.3366
University Student of all levels	3.3236	-	-.5702*	-.8014*	-.0131
Personnel of all levels	3.8938	-	-	-.2313	.5571*
Researcher	4.1250	-	-	-	.7884*
Community that received the service	3.3366	-	-	-	-

According to Table 2, it was found that the university students were less confident of good governance than the personnel and researchers, and the community that received the service was less confident of good governance than the personnel and the researchers.

Discussion

The findings complied with the study of Janpen Rachanoo (2014) who learnt about Public confidence in the governance of the students to the operation of the Suan sunandha Rajabhat University. The study found out that university students had confidence about towards the ethic in operations of Suan Sunandha Rajabhat University. Specifically, in terms of administrations under rules, regulations, orders of the University and the Government at the moderate level.

According to the findings, it revealed that most clients were confident of good governance on the performance of Suan Sunandha Rajabhat University at the moderate level, especially "the university administering under laws, rules and regulations of the university and the government policy". It was interesting to note that the performance of the university was acceptable for the clients since the university administered under the law, not arbitrary administration of officers. This aspect was compatible with Kachmat's research

(2008) that concerned a study of the municipality's administration with good governance of Mae Ai Sub-district, Mae Ai District, Chiang Mai Province. The findings showed that the municipality's administration conducted a project under policies and municipal laws and was open to listen to ideas and suggestions from people to find the collective standpoint and approach. In addition, the board of aldermen was suggested to amend the structure and work systems to be in accordance with the administration under good governance of the rule of law. The equitable implementation was well received by the people and they complied with the laws and regulations based on the principle of administration under laws that was not arbitrary or authorized by others. Finally, the regulation of municipality's administration was enforced as the good standard.

Secondly, the findings revealed that the clients gave a comment of good governance regarding the administration with morality and promoted good services for those concerned. It was certain the university had equality and justice in the organization, beneficially serviced the society with equality and promoted the self-development of the society in terms of honesty, sincere, diligence, patience, discipline and good occupations. However, this aspect of good governance still needed more improvement, which was compatible with Chaiyakotrarot's research (2007) concerning a study of the evaluation of municipality's administration with good governance of Borabue Sub-district, Borabue District, MahaSarakram Province. The findings showed that the government organization adhered to goodness, promoted and supported working with honesty, sincere, diligence, discipline, compliance with principle of Gharavasa-dhamma together with the educational institute and Buddhist organization that promoted learning and fostering morality and application of morality in a serious and broad manner.

According to opinions of confidence of good governance that concerned the administration of the university with awareness of the clients' demand, the value of confidence was considered the lowest possibly because the university focused on administering to achieve the planned objectives. Thereby, the clients' demand was not highlighted enough. It was interesting to note that the university should focused on the clients' benefit with adherence to the principle of working for the clients' benefit that focused on finding the solution and responded to the clients' demand. This aspect was compatible with Narin's research (2009) pertaining to a study of the condition of working with good governance of Sub-district Administrative Organization (SAO) in Mueang District, NongKhai Province. The findings revealed that in terms of responsibility of the local administrators, they should be aware of the duty and conscience of responsibility for societies, pay attention in public problems, become more active in solving the problem, respect different ideas, dare to accept their own actions, decentralize the power to various classes and report the result of the annual administration to a stakeholder.

According to the comparison of the clients' confidence of good governance on the performance of Suan Sunandha Rajabhat University, it was found that the university students and the community that received the service were less confident of good governance than the personnel and the researchers because the personnel and the researchers mostly worked in the university, participated in the administration of the university and were close to the university's performance. Hence, they felt more confident of good governance than the university students and the community that received the service. It was clear that the university students and the community hardly participated in the administration of the university which might affect the efficiency of the administration with good governance. This aspect was compatible with Panich's research (2009) regarding a study of the model of municipality's administration with good governance of Dan Sai Sub-district, Dan Sai District, Loei Province. The findings showed that the county commission made contemporary laws, rules and regulations that were justified and accepted by people in the society formulated under the problem of the community; enforced the law with equality; publicized the laws, rules and other regulations to be complied with. In addition, it assigned the core value that was ethical standards of the county commission, congressmen and authorities; efficiently enforced the law;implemented the clear procedures and punishments; made people understand and confident of the service; gave people the opportunity to participate in the joint discussion; assigned the process of investigation and information exposure; gave people the opportunity to participate in the municipal legislation; provided public services; made a decision; followed up and evaluated; took responsibilities of their duties according to their commands, laws and of the society; assigned the accurate duration of working; cut off some procedures; accommodated people; updated the mission at the right time and evaluated the result with precision and transparency.

Suggestions

According to the findings of "Clients' Confidence of Good Governance on the Performance of SuanSunandhaRajabhat University", the researchers came up with the suggestions as follow:

Policy Suggestions

Characteristics of Tasks

1. SuanSunandhaRajabhat University should administer with awareness of the clients' demand, especially that of the university students and the community that received the service.
2. SuanSunandhaRajabhat University should give the clients the opportunity to participate in idea expression of the administration such asin public hearings, referendum, etc.

Practical Suggestions

1. The administrator should be aware of the duty and responsible for attending demands and being active in solving the clients' problem via the complaint center of the university.
2. The administrator should assign the clients to participate in perceiving, thinking, doing and investigating in order to serve the clients' demand.

Suggestions for Next Research

Most samples in this research were the university students of all levels and the community that received the service because there were a number of these two groups available. As a result, it lessened the number of personnel and researchers. Consequently, the research should be studied further, especially on the group of personnel and researchers, to obtain the data of the confidence of good governance widely and properly.

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The Relationship among Resident's Perceptions, Trust in Government, and Political Support: A Case Study of R3A Highway Project in Phayao Province, Thailand

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Abstract

This study attempts to establish the improved model of the relationship between public trust and political support for the government. The researcher developed an integrative theoretical model of residents' trust in government actors and political support for transnational highway development project based on variables derived from existing theories such as social exchange theory, institutional and cultural theories of political trust. The model was tested on a sample of 400 residents of Phu Sang, Chiang Kham, Chun, and Dok Khamtai districts, Phayao province, Thailand, using confirmatory factor analysis and structural equation modeling procedure. Findings indicated a significant relationship between trust in government actors and political support. Results revealed that resident's perceptions of the benefits and costs of the R3A highway project and their trust in government actors were significant determinants of political support. Moreover, residents' perceived empowerment and performance of government actors significantly predicted trust and political support. The study founded social exchange theory and institutional theory of political trust were appropriate for explaining residents' perceptions toward public trust and political support for the government. The researcher suggested that if public project is properly managed and developed, it can have beneficial political effects for government such as increasing their legitimacy among the public.

Keywords— Resident's Perception, Trust in Government, Political Support, R3A, Phayao

Introduction

Public trust in government is considered essential to political support. Political scientists state that high level of public trust leads to reduced administrative costs and citizens' greater compliance with laws and regulations (Levi 1998; Tyler 1998). Trust in government also helps reconcile the need for political accountability and the demand for the discretionary power needed to create a flexible administration by encouraging citizens to accept expanded government authority (Kim 2005). Indeed, trust is central to a modern society and is essential for social, political, and community relations. Consequently, the notion of trust has attracted the attention of several social science researchers. To them, trust allows a government to maintain effective legitimacy and authority in decision-making and is important for good governance, sustainability of the political system, and democratic consolidation (Christensen & Lægreid, 2005; Park & Blenkinsopp, 2011). Thus, maintaining citizens' trust is an important political objective of any government in power.

Trust in government is stated to influence more acceptances of government policies and a greater government role in certain policy areas. It continues to be recognized as the significant factor that influences public support for expansion of government roles and policy implementation. For instance, trust will guide citizens to decide whether to support the increased government spending in particular policy area (Hetherington 2004; Rudolph & Evans, 2005). Equally important impact of trust in governance is that it affects citizens' support for the governance structure. When citizens have high trust in government, the government bureaucracy is considered to be as the most reliable and consistent service delivery system. In contrast, if citizens do not have confidence in government-bureaucracy system in its service delivery, market-driven structure, such as privatization gets more support by citizens. That is, trust is inarguably important to shape citizens' attitude toward government- oriented governance structure (Hetherington, 2004). In sum, trust in government has the prominent impacts on the scope of government roles and service delivery structures. Most importantly, when a citizen accepts that the government is a reliable entity, citizen's attitudinal trust is transformed into the behavioral response called "political support" (Zand 1982).

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Government is the principal actor in the political process of development project such as strategic highways. Especially in the era of ASEAN regional economic integration, the government cannot afford to neglect the significance of transnational highway project in view of its huge economic, social, and political significance (Richter, 1983). This is because, since 2010, the ASEAN-China Free Trade Area (ACFTA) has opened up a combined market of 1.9 billion people, accounting for a combined GDP of close to six trillion US dollars and a total trade volume of 4.5 trillion US dollars. In other words, ASEAN and China make up a strong market, and their commodities, tourism industry, and services sector will benefit a great deal from ASEAN connectivity with China (Chan, 2011). Due to the fact that Bangkok will serve as a gateway to new markets for Chinese exports among South East Asia's 600 million people, transnational highway projects that link China and Thailand become pre-eminent.

Figure 1: R3A International Expressway Network (Chaingrai Times, 2012) & (Asienreisender, 2011)

R3A (Road 3 Asia) Highway (Fig. 1) is a part of Kunming–Bangkok Expressway and is one of the new highways serving the North-South Economic Corridor, which stretches over 2,000 kilometers. The transnational highway, which was funded by Asian Development Bank (ADB), links Thailand with Lao PDR and Yunnan Province of China. It is one of the master plan on ASEAN connectivity in response to ASEAN's need to be better connected physically, institutionally, and in terms of people-to-people contact (Chan, 2011). Furthermore, it is important to emphasize the fact that R3A is part of the Economic Quadrangle where Thailand, Myanmar, Laos and China are developing more than 180,000 square kilometers designed for potentially becoming one of the world's prominent economic forums. Since its opening on March 21st of 2008, it is being recognized among people in the region as an important transportation route as the Chinese government also expects the highway to be a major route for goods delivered from Southern China to local seaports and eventually to the rest of the world (Bangkok Post, 2015) (Fig. 2).

Conventionally, different infrastructure projects receive varying levels of support, and transnational highways are no exception. While the rationale of the government in developing R3A Highway based on the theoretical understanding that transportation infrastructure improvements play a major role in development and are beneficial to all nearby settlements, there is still no consensus on the developmental role highway development project (Keeble, Owens, & Thompson, 1982; Eagle & Stephanedes, 1987; Forkenbrock & Foster, 1990; Foster, Forkenbrock, & Pogue, 1991; Loo, 2000, 2002). Although a highway is an important component of people's living environment, it is imperative for us to understand the users' perceptions of and response to transnational highway development projects.

Figure 2: (Left) Thai-Lao Friendship Bridge no.4 connect Chiang Rai to Yunnan, China (Bangkok Post, 2011). (Right) Imported Chinese products in Phayao market (Chaingrai Times, 2012).

Despite there are many research studies on the benefits and costs of highway or transportation infrastructure construction (Botham, 1980; Forkenbrock & Foster, 1990; Dupuy, 1996; Linneker, 1996), empirical research on perceptions and response of the local community towards a major transnational highway development, especially in the Great Mekong Sub-region (GMS), is minimal (Bamberger, 1985). Moreover, researchers need to consider trust as an important ingredient for cooperation among stakeholders in strategic highways development studies. One of the gaps of existing studies on government policies and community political support is that the majority of them have omitted trust as a key component in the structural relationship. Hence, to contribute to the existing literature, the study attempts to develop a comprehensive model and examine the underlying relationship among perceived impacts and support for R3A highway development project based on social exchange theory, social disruptive theory, and social carrying capacity theory in Phayao, Thailand.

Literature Review

According to National Cooperative Highway Research Program, it is very difficult to accurately assess the social and economic effects of transportation investments on communities. This difficulty stems from insufficient methods, tools, and techniques for the scale, context, and complexity of the projects (Forkenbrock & Weisbrod, 2001). Research on infrastructure and its impacts has rarely focused on transnational highways (Perez, 2012). While it is undeniable that infrastructure projects such as R3A Highway generate economic growth (Bourguignon & Pleskovic, 2008; Straub, 2008), Highways also bring problematic social consequences (Robinson, 2001; Mendoza, Perz, Schmink, & Nepstad, 2007) and catalyze amount of negative ecological outcomes (e.g. Coffin, 2007; Forman et al., 2003). Moreover, there are few studies that examined the relationship between transportation infrastructure developments or transnational highway projects with the concept of trust and political support.

In conventional context, highways are seen as drivers of development, both through facilitating the flow of goods between cities, and through making it possible to allocate land ownership for agriculture and extraction of natural resources. However, in this and in other cases, development can be said to be “unequal and combined,” as usually stated in the Marxist approach to political economy (Gattrell, 2002), affecting social groups differently depending on how they are positioned within society, overall. Accordingly, highways can be held responsible for the introduction of certain problems and the reduction of others, in different places, at different times and among different social groups. Furthermore, few studies have reported on the influence of highways on health conditions, beyond the direct impact of traffic on accidents and air quality. Other health problems, such as the spread of communicable diseases, are likely to occur during and after the construction of a highway. Problems such as increasing land tensions, violence, malaria outbreaks and exposure to pesticides, among others, have become evident and have been associated with highway construction (Barcellos, Feitosa, Damacena, & Andreazzi, 2010).

On the other hand, while many studies focused on the uncertainty that comes with the highway projects, there are a number of studies that explore the relationship between residents’ perceptions of benefits and costs of development projects in other different context. A review of related literature indicates that two major theories were appropriate for explaining residents’ perceptions toward the impacts of transnational highway development: namely, social exchange theory and institutional theory of political trust.

Social Exchange Theory (SET) and Trust in Government

The social exchange theory (SET) is a social psychological and sociological perspective that describes social change as a process of negotiated exchanges between individuals or groups. This theory, dating back to the early 1920s (Malinowski, 1922), rooted in economic theory and modified by Thibaut and Kelly (1959) for the study of social psychology of groups, focuses on the perceptions of the relative costs and benefits of relationships and their implications for relationship satisfaction. According to Cropanzano & Mitchell (2005), SET is one of the most influential conceptual paradigms in organizational behavior.

This theory posits that "all human relationships are formed by the use of a subjective cost-benefit analysis and the comparison of alternatives (Hormans, 1958; Kang, Lee, Yonn, & Long, 2008). In other words, it suggests that people engage in interaction or reciprocate with other people because they expect to receive benefits or incentives from the other party (Blau, 1964) or that it generates obligations between the parties (Emerson, 1976). Under infrastructure development context, it argues that residents evaluate infrastructure development in terms of its expected benefits and costs. Hence, human relationships are formed by the use of subjective cost-benefit analysis, creating mutual obligations, reciprocity, or repayment over time (Cropanzano & Mitchell, 2005).

In a political context, the outcomes of a social exchange relationship between the government and citizens influence political trust. Government institutions create policies and in return, they receive trust from those individuals who are satisfied of these policies, and cynicism and mistrust from those who are dissatisfied. Trust is a relational construct (Markova & Gillespie, 2008) that is inherent to SET (Blau, 1964). Trust between actors (e.g. residents and government) is fundamental in the emergence and maintenance of social exchanges between two parties (Cropanzano & Mitchell, 2005). In other words, political trust (i.e. residents' trust in government) is the belief that the political system or some of it will produce preferred outcomes even in the absence of constant scrutiny. Studies on political trust are driven by the importance of linking citizens to institutions, the desire to achieve good governance, and the need to gain public support for development (Scheidegger & Staerkle, 2011). Political trust, as a result, is important because it conveys a message to the governing elite, whether or not their policy decisions conform to the normative expectations of the governed.

To explain in greater detail, trust is an important relationship and interpersonal construct (Duck, 1997; Leonidou, Talias, & Leonidou, 2008). It is a psychological state, a positive attitude toward the partner, and confidence that the exchange partner will perform (Nguyne & Rose, 2009). A number of studies investigate citizens' trust in government institutions in an attempt to build relationships that underlie the economic development, ensure legitimacy of institutions, and promote outcomes which are in the best interests of the society (Gilson, 2003). Thus, for the purpose of this study, residents' exchange partner refers to the government and we conceptualize 'trust' as residents' trust in government institutions involved in public project planning and development. Citizens' trust in government institutions is commonly referred to as 'institutional trust', defined as confidence that political institutions will not misuse power (Lühiste, 2006).

An exchange partner's trust (i.e. residents) in the other actor (i.e. government) is important for the emergence and maintenance of social exchanges between them (Blau, 1964). Trust stimulates cooperation, reduces risk in the transaction, enhances satisfaction, increases partners' commitment to the exchange (Morgan & Hunt, 1994), creates goodwill that preserves the relationship, and decreases fear and greed (Hwang & Willem, 1997). Trust between exchange partners can be generated through the regular discharge of obligations and through the gradual expansion of exchanges over time (Blau, 1964). The extent to which a partner has proven to be reliable in previous social interactions with another actor determines the level of trust between them. Trust is also determined by the expectations of one partner (e.g. residents) from another (e.g. government) in a social exchange and the extent to which the partner (e.g. government) appear benign (Yamagishi & Yamagishi, 1994). An exchange partner uses several cues such as benevolence, positive and negative outcomes to assess the trustworthiness of another partner (Sheppard & Sherman, 1998).

Positive economic and social outcomes resulting from an exchange increase partners' trust on each other and commitment to maintain the relationship (Blau, 1964). Farrell (2004) also asserts that the economic and non-material benefits resulting from an exchange relationship influence the level of truth between the actors. In a political context, Critin (1974) suggests that cumulative outcomes between political authorities and citizens determine the level of public trust in government institutions. He further argues that institutions create policies and in exchange, they receive trust from citizens who are satisfied with these policies and cynicism from dissatisfied residents. Based on the theoretical postulates of SET and the arguments that positive and negative outcomes from an exchange influence trust, it is reasonable to extrapolate that residents' trust in government actors may be predicted by the benefits and costs of project development. Higher perceptions of benefits will lead to higher levels of trust in government actors and conversely, higher perceptions of costs will negatively influence trust. Based on these arguments, the following hypotheses are formulated:

Hypothesis 1 (H1): There is a direct positive relationship between the perceived benefits of R3A project and residents' trust in government actors.

Hypothesis 2 (H2): There is a direct negative relationship between the perceived costs of R3A project and residents' trust in government actors.

Institutional Theory of Political Trust (Performance and Power)

Institutional theory of political trust is based on the assumption that trust stems from the extent to which people perceive political institutions to work effectively (Hetherington, 1998, 2004). Here, trust is dependent on how people evaluate the performance of institutions with respect to their expectations (Lühiste, 2006). In development in general, citizens often hold the government responsible for policy decisions and call upon the state to improve projects or practices that affect their daily lives (Bramwell, 2011). Institutionalists argue that the economic performance of government institutions is one of the strongest determinants of citizens' trust (Mishler & Rose, 2001, 2005). Citizens trust government to the extent that its institutions produced desired economic outcomes and meet their expectations in the economic domain (Lühiste, 2006). Government's inability to deal with economic challenges such as unemployment and poverty impinge on citizens' trust. Moreover, the performance of government actors also covers issues such as the extent of corruption among public officials, fair treatment of citizens and the protection of their rights in development, and a democratic form of governance (Wong, Wan, & Hsiao, 2011). Based on this discussion, the following hypothesis is developed:

Hypothesis 3 (H3): There is a direct positive relationship between residents' perceptions of the performance of government actors and their trust in government actors.

Power is defined as the capacity of individuals to make decisions that affect their day-to-day lives (Johnson & Wilson, 2000). In general, the relationship between power and trust is considered to be complementary and opposing components of social behavior. They function as alternative ways of controlling an exchange relationship, although with different effects. However, power is often a precondition rather than an alternative to trust (Bachmann, Knights, & Sydow, 2001). Power influences trust because it influences the partners' evaluation of the relative worth of the exchange relationship and the kinds of cooperation that take place on the basis of truth (Farrell, 2004). In other words, power inequalities create ground for distrust and block the possibility of trust (Cook, Hardin, & Levi, 2005). Farrell (2004) also argues that trust is difficult to achieve when the disparity of power exists. Hence, in the event of power inequalities resulting from the political arrangements of government institutions, political trust is hindered. A number of studies suggest that power positively influences the level of trust one actor places on the other actor in a social exchange relationship (Nunkoo & Smith, 2013). According to these arguments, it is reasonable to propose that powerful residents will have higher trust in government actors compared to less powerful ones. Based on the above concept, the following hypothesis is developed:

Hypothesis 4 (H4): There is a direct positive relationship between residents' perceptions of their level of political power and their trust in government actors.

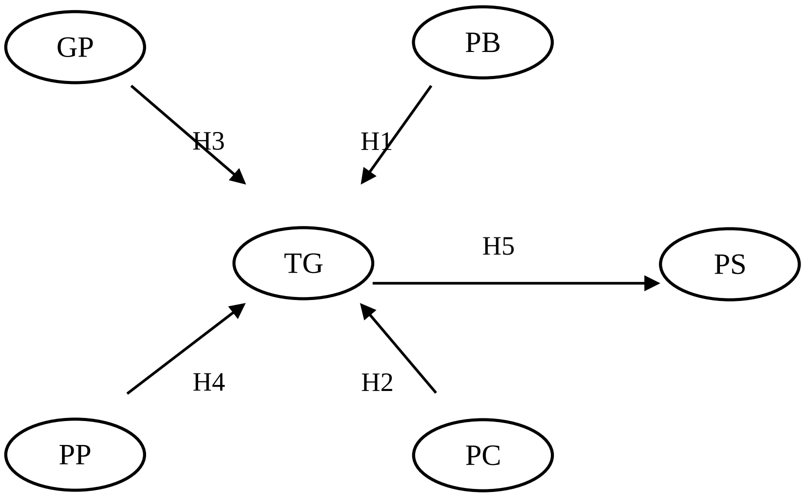
Trust in Government and Political Support

According to the conventional wisdom, trust is a key component of the relationship between individuals and government institutions and is important for consensual decision-making and actions in development. Discussing the importance of public trust in government in a democratic society, Nye, Zelikow, and King (1997) noted that: If people believe that government is incompetent and cannot be trusted, they are less likely to provide resources. Without critical resources, government cannot perform well, and if the government cannot perform, people will become more dissatisfied and distrustful of it. Such a cumulative downward spiral could erode support for democracy as a form of governance.

In development, generally, once trust is established, people are willing to commit more time and resources to develop the relationship. Trust is not only about a set of positive expectations, but it also includes the willingness to act on those beliefs (Luhmann, 1979). These beliefs shape attitudes and behaviors of the actors in social exchanges (Sheppard & Sherman, 1998). For example, residents rely on their trust in institutions before making judgments about the acceptability of development projects and policies (Bronfman, Vazquez, & Dorantes, 2009). Easton (1965) further notes that citizens' trust in institutions affects their attitudes toward government policies. He further argues that if residents trust ministries, they tend to support governmental policies and keep their demands reasonable. Residents' trust strengthens their feelings that institutions are acting fairly and are providing equitable benefits to all citizens. However, low trust in public institutions makes an activity unacceptable to the citizens (Bronfman et al., 2009). Citizens' trust in institutions is important to achieve good governance, legitimacy, and collaborative planning. A number of Studies have generally reported a positive relationship between trust in institutions and political support for government policies (e.g. Hetherington, 2004). Taking into account the predictions of SET and the empirical findings from the literature, it is logical to extrapolate that residents' trust in government actors is likely to be a determinant of their level of support for tourism development. Hence, the following hypothesis is developed:

Hypothesis 5 (H5): There is a direct positive relationship between residents' trust in government and their political support

From the above literature review, it is clear that in assessing transnational highway infrastructure projects related impacts to a host community, the social exchange theory and institutional theory of political trust (ITPT) are appropriated. This is because these theories have been used predominately in several past studies and accepted as accurate predictors. In this respect, this study employs the SET and ITPT in exploring the underlying relationship among perceived benefits, costs, government performance and power by residents with trust in government and political support. Based on the above assumption, the researcher developed a conceptual model for empirical testing. The illustrated model postulates that exogenous variables have direct effects on trust in government and political support by the residents (endogenous variables). Specifically, the theoretical model to be tested, as shown in Fig. 3, involved six latent constructs: perceived government performance, perceived political power, perceived benefits, perceived costs, trust in government, and political support.



Notes:

PS: Political Support; PB: perceived benefits of R3A; PC: perceived costs of R3A; TG: trust in government; GP: perceived government performance; PP: perceived political power.

Figure 3: The proposed theoretical model linking resident's perceptions, trust in government, and political support

Methodology

Study Location and Population

Phayao province is the research site based on its strategic location on R3A Highway. Highway 1021, which is 100.157 km (62.23 mi.) in length and forms a link in the Kunming–Bangkok Expressway, connects the study areas (Phu Sang, Chiang Kham, Chun, and Dok Khamtai) with the major cities of Chiang Khong and Chiang Rai. This particular highway is very important logistically to the business in the region due to the fact that it is one of the most suitable parts of highway in constructing logistics hubs and warehouses that will supply goods and products travelled through Kunming-Bangkok Expressway (Hotrawaisaya, Chandraprakaikul, & Nanthi, 2014).

Therefore, the study population is the household members of Phu Sang/Chiang Kham/Chun/Dok Khamtai districts. Specifically, this target population consists of residents who are over 18 years old in the community of Phu Sang, Chiang Kham, Chun, and Dok Khamtai in Phayao province, Thailand.

Sampling Procedure and Data Collection

The data for this study were collected by a stratified sampling method based on population size. A stratified random sample was used to reflect the diverse geographical distribution of the residential area of the community (Zikmund, 1997). First, the study areas were identified, and then the sample size of each district was determined by the proportional population of each city/town over the total population of the research area. The sample size was 400, with a sample error of 5 percent and a confidence level of 95 percent (Yamane, 1973).

The data were collected during March-April 2015 using a structured self-administered questionnaire that was hand-delivered by the authors and research teams from the Ministry of Social Development and Human Security. The interviewer provided a brief explanation of the study to the interviewee and invited them to participate in the study. To minimize possible bias due to interviewer-participant interaction, it was communicated to participants that their partaking is voluntary and anonymous and they were encouraged to state their own personal opinion as truthfully as possible. Only one person in each household was invited to participate, as people from the same household often hold similar views. As a result, 400 completed questionnaires were retained and used for subsequent data analysis.

Survey Instrument

A self-administered questionnaire was developed for the purpose of this study. The questionnaire comprised two main sections. The first concentrated on generating a demographic profile of the respondents, including district, gender, age, level of education, occupation, and level of income. The second section contained statements assessing resident members' perceptions of the impacts that R3A Highway development may have in their community. Participants were asked to rate each statement on a nine-point Likert-type scale. A value of one denoted a negative response (strongly disagree) and a nine represented a favorable response (strongly agree). Some items were reverse coded during data entry for consistency.

To purify the scale items, the questionnaire was tested empirically using pilot study with a series of on-site interviews (n = 30) to ensure its clarity, reliability and comprehensiveness. The pilot study allowed for the opportunity to gain feedback on the clarity of the directions, the chance to check the face validity of the statements, and establish a baseline for the length of time needed to complete the questionnaire. Then, an exploratory factor analysis (EFA) using a principal component method with varimax rotation was performed on each construct. The purpose of the EFA was to group together correlated variables (Tabachnick & Fidell, 2001). In each EFA, attributes that had factor loadings of lower than 0.40 and attributes that loaded on more than one factor were eliminated from the analysis as recommended by Chen and Hsu (2001). The items that remained after these steps and the results of the EFA are presented in Table 1. The measurement scales were revised based on these results and the survey was sent to the team from the Ministry of Social Development and Human Security for administration to the residents of Phu Sang, Chiang Kham, Chun, and Dok Khamtai in Phayao province.

Respondents were requested to demonstrate their perceptions toward the benefits and costs of Highway R3A development on their community, plus their perceptions toward government performance and political power by using the 9-point Likert-type scale for each statement (1 = strongly disagree, 5 = neutral, and 9 = strongly agree). Factor analysis was conducted to assess the dimensionality of the 14 items (indicators). All exploratory factor analyses were initially performed using the principal axis factoring method and varimax rotation with the Kaiser Normalization. The Bartlett test of sphericity was significant (Chi-square = 3359.318, $p < 0.000$) (Bartlett, 1954). The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was computed to quantify the degree of intercorrelations among the variables, and the results indicate an index of 0.839. Since the KMO measure of sampling adequacy was larger than 0.60, it showed that the use of factor analysis was appropriate (Kaiser, 1970; 1974).

Table 1:
Exploratory Factor Analysis (N = 400)

Scale items	Factor loadings	Eigenvalue	% of variance explained
Perceived benefits of R3A (PB)		7.64	39.23
1. Employment opportunities	0.88		
2. Opportunities for local business	0.79		
3. More investment	0.77		
Perceived costs of R3A (PC)		5.49	20.04
1. Environmental pollutions	0.86		
2. Traffic problems	0.77		

3. Crime rate	0.70		
Perceived government performance (GP)		3.26	7.67
1. Local government effectively uses R3A	0.87		
highway to improve the local economy			
2. Local government is responsive to the needs	0.77		
of the residents in R3A highway development			
Perceived political power (PP)		2.80	6.77
1. Personal influence in planning and	0.93		
development of R3A highway			
2. Opportunities to participate in planning and	0.88		
development of R3A highway			
Trust in government (TG)		1.69	5.74
1. Trust in decisions made by local government	0.94		
2. Trust in local government officials	0.82		
Political Support (PS)		1.59	3.99
1. I support the current local government	0.98		
2. I will support the current local government in	0.96		
the next election			

For scale development, a cut-off factor loading of 0.30 and an eigenvalue greater than or equal to 1 were used (Pallant, 2007). The principal component analysis (with varimax rotation) of the 17 items resulted in a six-factor solution that explained 83.46% of the total variation (explaining 39.23%, 20.04%, 7.67%, 6.77%, 5.74% and 3.99% of the variance respectively). Each of the items loaded strongly on one of the six factors. An inspection of the screeplot revealed a clear break after the sixth component. As a result, using Catell's (1996) scree test, it was decided to retain six components for further investigation as the six-component solution explained a total of 83.46% of the variance.

Cronbach's internal consistency reliability is the most widely used reliability test methods in designing a reliable instrument. Nunnally and Bernstein (1994) recommended that a score of 0.7 or higher is desired reliability while 0.6 or higher is an acceptable reliability coefficient for research at the early stage of the scale development. Cronbach's alpha coefficients for the six factors ranged from 0.58 (lowest) to 0.81 (highest) with a total scale reliability of 0.86. This indicates that the variables exhibited a strong correlation with their factor grouping and thus were internally consistent. Table 1 illustrates the items, factor loadings, and % of variance explained for each item in the model.

Table 2:
Demographic Characteristic of Respondents

Demographic	Sample (N = 400)	Percentage
Gender	Male	55.0
	Female	45.0
Age	Less than 20	17.8
	20-29	12.3
	30-39	14.0
	40-49	19.0
	50-59	19.3
	60 and Above	17.8
Level of Education	Elementary education	38.0
	High school education	43.0
	Bachelor's degree	14.8
	Master's degree	1.5
	Others	2.8
Occupation	Government employee	11.3
	Shop owner/keeper	7.0
	Private company employee	3.3

	Student	18.0
	Housewife	7.3
	Labor/Worker	32.0
	Others	21.3
Level of Income	Less than 5,000	46.5
(32 Baht = US$1)	5,001-10,000	37.5
	10,001-20,000	10.8
	20,001-30,000	2.8
	30,001-40,000	1.3
	40,001-50,000	0.5
	More than 50,000	0.8

Findings / Results

Four hundred responses from residents of Phu Sang, Chiang Kham, Chun, and Dok Khamtai districts in Phayao province were obtained from the survey team. The data were first analyzed to present a description of the participants in the study and provide a description, computed as averages, for each statement on the survey instrument. The data obtained were then subjected to a confirmatory factor analysis (CFA) and the model was tested using SEM.

Participant Demographics

Table 2 represents participant demographics. The majority of the participants were aged 40–60 years of age, comprising approximately half of the total respondents. There was a roughly even distribution of men and women with 55% for men and 45% for women, respectively. Most of the respondents were married (66.8%), while 33.3% were still single. The average income of the household surveyed reported at from less than 5,000 Baht a month (46.5%) to 5,001-10,000 Baht a month (37.5%). With regard to educational background, 43% of the respondents were high school diploma holders, while 38% attained elementary education level.

Confirmatory Factor Analysis

SEM involves the testing of a confirmatory measurement model and a structural equation model. Before testing the overall measurement model, the unidimensionality of each construct was assessed by CFA using AMOS package (Version 23) with the maximum likelihood estimation method. The fit of the indicators to the construct and construct reliability and validity were tested. Generally, the item having a coefficient below 0.3 is unacceptable, and thus should be deleted from the further analysis (Joreskog, 1993). However, none of the exogenous variables and the endogenous variable was deleted. Thus, as shown in Table 4, 14 indicators of the latent constructs for Highway R3A residents' perceived benefits, costs, government performance, political power, trust in government, and political support were identified.

Table 3:
Goodness-of-Fit Measures for the Measurement and Structural Model (N=400)

Absolute Fit Measures			Incremental Fit Measures			Parsimonious Fit Measures			
χ^2	GFI	RMSEA	AGFI	NFI	TLI	PNFI	CFI	IFI	RFI
(62) 172.27	0.94	0.067	0.90	0.94	0.95	0.64	0.96	0.96	0.92
p = 0.000									

Measurement and Structural Equation Model

The resulting measurement model (Table 3) with three constructs and 14 indicators was derived from the confirmatory factor analysis (CFA). Three types of overall model fit measures were utilized in this study: absolute fit measures, incremental fit measures, and parsimonious fit measures. An absolute fit index directly assesses how well a priori model reproduces the sample data. On the other hand, an incremental fit index measures the proportionate in fit by comparing a target model with a more restricted, nested baseline model (Hu & Bentler, 1995). The values for GFI, CFI, NFI, TLI, and IFI range from 0 to 1, with values greater than 0.90 indicating a good model fit (Hair, Black, Babin, & Anderson, 2010). The value of RMSEA should be less than 0.06 for a model to have a good fit (Bagozzi & Yi, 2012), however, the value less than 0.08 is acceptable (Browne & Cudeck, 1993). As Table 3 shows, the overall measurement model exhibits a good level of fit on all three types of model fits: χ^2 (62) = 172.27, p = 0.000, goodness-of-fit index (GFI) = 0.94, root mean-square error of approximation (RMSEA) = 0.067, adjusted goodness-of-fit (AGFI) = 0.90, Normed fit index (NFI) = 0.94, non-normed fit index (NNFI) or Tucker Lewis index (TLI) = 0.96, parsimonious normed fit index (PNFI) = 0.64, comparative fit index (CFI) = 0.96, incremental fit index (IFI) = 0.96, and relative fit index (RFI) = 0.92. In other words, the result indicated that the model was a good fit to the data.

Table 4:
Confirmatory Factor Model (N=400)

Construct and Indicators	Standardized loadings	Composite reliability	AVE
Perceived benefits of R3A (PB)		0.85	0.65
1. Employment opportunities	0.74		
2. Opportunities for local business	0.85		
3. More investment	0.84		
Perceived costs of R3A (PC)		0.87	0.69
1. Environmental pollutions	0.86		
2. Traffic problems	0.86		
3. Crime rate	0.77		
Perceived government performance (GP)		0.81	0.69
1. Local government effectively uses R3A	0.78		
highway to improve the local economy			
2. Local government is responsive to the needs	0.88		
of the residents in R3A highway development			
Perceived political power (PP)		0.77	0.63
1. Personal influence in planning and	0.71		
development of R3A highway			
2. Opportunities to participate in planning and	0.88		
development of R3A highway			
Trust in government (TG)		0.74	0.59
1. Trust in decisions made by local government	0.77		
2. Trust in local government officials	0.77		
Political Support (PS)		0.87	0.78
1. I support the current local government	0.87		
2. I will support the current local government in	0.90		
the next election			

The measurement model was further evaluated for its reliability and validity. Reliability of measurement models should also be assessed by the composite reliability and average variance extracted (AVE) of each construct. Values of composite reliability and AVE should be 0.70 or greater and 0.50 or greater, respectively. In addition, an indicator is considered to be reliable if its loading score is at least 0.50 or above (Bagozzi & Yi, 2012). As indicated in Table 4, the composite reliability and AVE scores for each construct were above the recommended threshold of 0.70 and 0.50 respectively. Also, the loading scores of each indicator were well beyond the recommended value of 0.50. These results suggested that the measurement model was reliable.

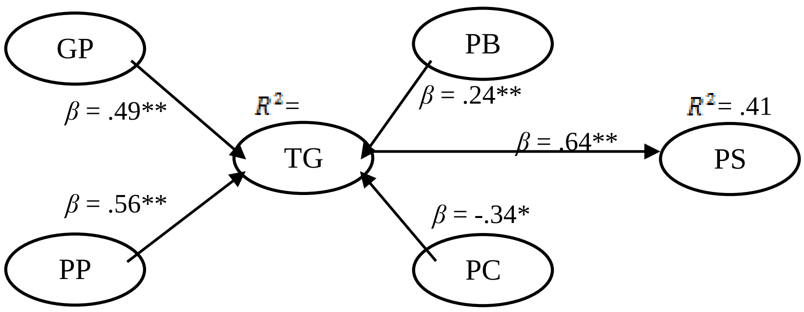
After assessing the overall model, each of the constructs is evaluated separately by examining the completely standardized loading, error variance, the construct reliability, and variance extracted as shown in Table 4. The t-value associated with each of the completely standardized loading exceeds the critical value (2.58) at $p<0.01$significance level and the construct reliability of all six constructs (0.85, 0.87, 0.81, 0.77, 0.74, and 0.87) exceeds the recommended level of 0.70. After assessing the structural model, the results showed that both the structural and the measurement models are identified. Hence, the entire model is identified.

Results of Hypotheses Testing

This study tested a model that predicted residents' perceived benefits, costs, government performance, political power for R3A development with trust in government and political support. H1 that proposed a direct positive relationship between the perceived benefits of R3A project and residents' trust in government actors and H2 that proposed a direct negative relationship between the perceived costs of R3A project and residents' trust in government actors were both supported (β = .24, t = 2.53; β= -.34, t = -2.56). H3 that postulated a direct positive relationship between residents' perceptions of the performance of government actors and their trust in government actors was also supported (β = .49, t = 3.79). Moreover, H4 that proposed a direct positive relationship between residents' perceptions of their level of political power and their trust in government actors was supported (β = .56, t = 5.49). These results consistent with the institutional theory of political trust (ITPT) which suggested that residents who perceived that they had a strong influence in decision-making were more likely to trust the government.

Moreover, the results provided support for H5 that proposed a direct positive relationship between residents' trust in government and their political support (β = .64, t = 10.87). This finding is consistent with the study of Nunkoo & Smith (2013). The results also suggest that Phayao residents who trust local government are convinced that officials will act in the interests of the community, which prompt them to support and will select the same candidate again when election come. Therefore, from a theoretical perspective, these results provide support for SET and ITPT as it suggested that the model explained 66% of the variance in trust in government and 41% in political support in the specific context of transportation infrastructure development.

The direct positive relationship between residents' perceived benefits and trust in government indicates that local residents believed that R3A highway development will create employment opportunities, generates economic benefits to local people and business, and attracted more investment in their community. On the contrary, the direct negative relationship between residents' perceived costs and trust in government indicates that local residents believed that R3A highway development will create environmental pollutions, traffic problems, and higher crime rate. On the other hand, a direct positive relationship between residents' perceptions of the performance of government actors suggests that local residents believed that government effectively uses R3A highway to improve the local economy and very responsive to the needs of the residents. Furthermore, the direct positive relationship between residents' perceptions of their level of political power and their trust in government actors suggests that the local residents believed that they have personal influence and opportunities to participate in the planning and development of R3A highway. Lastly, the direct positive relationship between residents' trust in government and their political support indicates that the local residents would support the current government and willing to support in the future as long as the government have their trust.



Fit indices: $\chi^2(62) = 172.27$, p = 0.000, GFI = 0.94, RMSEA = 0.067, AGFI = 0.90, NFI = 0.94, NNFI or TLI = 0.95, PNFI= 0.64, CFI = 0.96, IFI = 0.96, RFI = 0.92
Notes:
χ^2 = Chi-square; GFI = goodness-of-fit index, RMSEA = root mean-square error of approximation, AGFII = adjusted goodness-of-fit, NFI = Normed fit index, TLI = Tucker Lewis index, parsimonious normed fit index, CFI = comparative fit index, IFI = incremental fit index, RFI = relative fit index
*p< .01; **p< .001

Figure 4: The Tested Structural Equation Model with β Coefficients and R^2 Values.

Discussion and Conclusion

This study tested residents' perceived impacts and support model based on two different theories: SET and ITPT. All of the study's findings reinforce the results of previous research. The study also provides new theoretical perspectives on the determinants of residents' perceived benefits, costs, government performance, and political power in R3A highway development, with trust in government actors and political support. The study found SET and ITPT to be highly relevant because the level of perceived benefits and perceived costs were found to be significant predictors of trust in government actors. However, at the moment, this is the early stage of R3A development project. Hence, it is possible that the local residents have yet to realize the true benefits and costs of R3A highway. To sum up, this research demonstrates that the perception of benefits, costs, government performance, and political power were important determinants of trust in government and political support within the development context.

The study clearly shows that residents' trust in government actors and their level of political support are complex issues that are determined by several factors. A single theory is unlikely to provide a comprehensive understanding of residents' trust and political support under R3A highway development context. Based on the results of this research, future researchers are urged to avoid using a single theoretical perspective when investigating public trust and support for local development and planning. Adopting more than one theoretical perspective in such studies is likely to provide a broader and deeper analysis of findings, prevent premature acceptance of plausible explanations, increase confidence in developing concepts or constructs in theory development, and reduce potential biases in and improve the credibility of research findings.

While the findings suggest trust is a key ingredient of a democratic and sustainable development, more rigorous testing of the model is required with different samples. In addition, researchers should further identify and examine other factors that may influence local residents trust in government and political support under transportation infrastructure development context, such as government competency, openness and transparency, bureaucratic politics, and political ideology. Integration of these constructs into the model might help researchers and practitioners further grasp the factors that influence local residents support for highway of transnational highway development project.

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Study of Behaviors and Opinions towards Government Advance Money Repaying Service of Personnel at Suan Sunandha Rajabhat University

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Abstract

This research study aimed to investigate the opinions towards the government advance money repaying service and to compare the opinions towards the government advance money repaying service, classified according to the behaviors of the personnel at Suan Sunandha Rajabhat University and based on personal information. The sample group included 248 personnel who are working at Suan Sunandha Rajabhat University. The research tools were sets of questionnaires, and the data were analyzed using the computer software. The statistics used in the study were frequency, percentage, mean and standard deviation. In addition, the t-test and One-Way ANOVA were used to analyze the variation of mean. The findings revealed that: 1. In terms of the behavior of repaying the advance money of the personnel at Suan Sunandha Rajabhat University, the personnel borrowed the advance money projects 1-3 times per year, and most of them spent the money on managing their projects. The amount of money borrowed for their projects was not more than 50,000 Baht. The repaying period was in between 16-30 days. For the remaining amount of the borrowed money, it was found that the money was returned via the finance officers. Most of the borrowers had the repaying record, and they knew the procedures of borrowing the advance money. Moreover, most of the personnel's salary had never been deducted to repay for the government advance money. 2. The personnel at Suan Sunandha Rajabhat University commented that they were highly satisfied with the government advance money in general. Considering each item, it was found that the honesty had the highest mean, followed by response. Meanwhile, communication had the lowest mean. 3. The behavior and the opinions of the personnel at Suan Sunandha Rajabhat University towards the government advance money were not different with the significant statistic of .05

Keywords— Behavior and Opinion towards the Government Advance Money

Introduction

Financial administration and budget are the burdens that require a good and efficient administrative system, including the audit, follow-up and evaluation since over hundred million Baht is provided in each fiscal year both by national budget and expense budget that supports the missions/operations, education, research, academic services, cultural and traditional maintenance, and other activities. Therefore, when there are a number of missions/activities and each activity demands convenience and flow in their administration in order to fulfill their objectives or goals of each activity, an amount of budget is required.

In order to facilitate the operations of each unit, every unit needs to have reserve funds for their personal so that they can borrow and perform their tasks. The payment of the loan can be divided into two types: circulation loan and advance money. The treasury department will receive-pay and keep the money. In the financial administration of the advance money, since the personnel from all units can borrow the money, there were approximately 1,100 individuals requesting the advance money in the past year. As a result, the money is not sufficient for fulfilling objectives of workshops, seminars, or official trips to perform tasks. Those who have borrowed the advance money from the university or from the department and completed their tasks are required to return the important document repaying the loan and/or return the loan in cash (if applicable) within the specified period and submit the document for withdrawing the budget or reimbursement, whichever the case may be. However, the finance officers must control the cash, the deposited money, debtors, and the important documents to be in accordance with the government advance money that has been paid. The administrators will need to consider fixing the financial amount of the advance payment appropriately, neither too much nor too little. However, the administration of the government advance

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money in connection with the approval and return of the money is not a challenge, but the commonly practical complication is that there is a delay in returning the money from the borrower, resulting in the suspicion from Office of the Auditor General of Thailand. According to the background and the significance of the problem, it is essential that the researcher investigate the behavior and opinions towards the returning the government advance money service that will be beneficial for the improvement and result in efficient financial service provision in accordance with the regulations of Ministry of Finance. As a result, the operation will be in good flow and reduce the doubt and suspicion from Office of the Auditor General of Thailand, creating a good image in the financial administration for the university.

Objectives

1. To study the behavior in returning the borrowed money of the personnel at Suan Sunandha Rajabhat University
2. To study the opinions towards the returning the government advance money service of the personnel at Suan Sunandha Rajabhat University
3. To compare the opinions towards the returning the government advance money service of the personnel at Suan Sunandha Rajabhat University classified by behavior

Research Methodology

Sample Group

The sample group included 248 personnel who are working at Suan Sunandha Rajabhat University in the fiscal year 2014

Data Collection

The data were collected according to the sampling method by using the number of samples obtained from calculation to determine the portion. Then, a set of questionnaire was distributed to the university personnel. According to the second step of the sampling method, 248 personnel were classified. After completing the questionnaires, they were verified for the completeness, and the total amount of time for data collection took 30 days.

Analysis

Statistics used in Data Analysis

1. Descriptive statistic was used to describe the characteristic of the sample group by finding the mean and standard deviation for the analysis of the opinions towards the returning of the government advance money service of the personnel at Suan Sunandha Rajabhat University.
2. Inferential statistics were the comparative analysis which compared the opinions towards the returning of the government advance money service of the personnel at Suan Sunandha Rajabhat University. T-test was used to find the different value of the mean for variable with 2 groups, and One-Way ANOVA was used to analyze the variables with more than 2 groups. The findings revealed that there was a statistically significant difference at .05. The paired differences were verified by Scheffe's methods.

Results of the Study

The behavior in returning the government advance money

Table 1:
shows the amount and percent of the behavior in returning the government advance money

Personal Factor	Amount	Percent
1. How long does it take to return the entire amount of the government advance money borrowed?		
Within 15 days	88	35.5
16 – 30 days	104	41.9
More than 31 days	46	18.5
1 fiscal year	10	4.0
2. What do you do with the amount of money left from your project management?		
Return it by yourself immediately	118	47.6
Have the finance officer return it for you	130	52.4
Total		

According to Table 1, it can be concluded that the behavior in returning the advance money of the personnel at Suan Sunandha Rajabhat University took approximately 16-30 days, 41.90 percent. In addition, most of the personnel had the finance officer return the money for them when there was some amount of the borrowed money left from their project management, which was 52.40 percent.

Table 2:
Opinions Towards The Returning of The Government Advance Money Service

Opinions towards the service provision in overall	$\overline{X}$	S.D.	Level of Opinion	Order
Response	3.86	.663	High	2
Communication	3.62	.829	High	3
Honesty	3.88	.728	High	1
Total	3.80	.610	High	

According to Table 2, it can be concluded that in terms of the opinions of the personnel at Suan Sunandha Rajabhat University towards the returning of the government advance money service was in the high level in all aspects (with 3.80 average). Considering each item, it was found that honesty had the highest mean (3.88), followed by response (3.86). The item with the lowest mean was communication (3.62). When considering the details in each item, it was found that:

Table 3
Opinions Towards the Returning of The Government Advance Money Service in Terms of Honesty

Honesty	$\overline{X}$	S.D.	Level of Opinion
1. The personnel provide the service with transparency, accountability and reliability.	3.92	.768	High
2. There are clear steps and timeline, which is accountable.	3.83	.775	High
Total	3.88	.728	High

According to Table 3, it was found that in terms of the opinions of the personnel at Suan Sunandha Rajabhat University towards the returning of the government advance money service in terms of honesty, it was in the high level in overall (3.88). Considering each item, it is apparent that transparency; accountability; and reliability had the highest mean (3.92), followed by clear procedures and timeline, which is accountable (3.83).

Table 4:
Opinions Towards the Returning of The Government Advance Money Service in Terms of Response

Response	$\overline{X}$	S.D.	Level of Opinion
1.The personnel are willing to provide the service.	3.90	.747	High
2. The personnel are ready to provide the service.	3.84	.722	High
3. The personnel provide the service quickly.	3.84	.750	High
Total	3.86	.663	High

According to Table 4, it was found that in terms of the opinions of the personnel at Suan Sunandha Rajabhat University towards the returning of the government advance money service in terms of response, it was in the high level in overall (3.86). Considering each item, it is apparent that "The personnel are willing to provide the service" had the highest mean (3.90), followed by "The personnel are ready to provide the service" (3.84) and "The personnel provide the service quickly" (3.84).

Table 5:
Opinions Towards The Returning of The Government Advance Money Service in Terms of Communication

Communication	$\overline{X}$	S.D.	Level of Opinion
1. You are always notified with the information concerning the government advance money by the department.	3.61	.847	High
2. The department provides explanation concerning the borrowing procedures of the government advance money.	3.63	.890	High
Total	3.62	.829	High

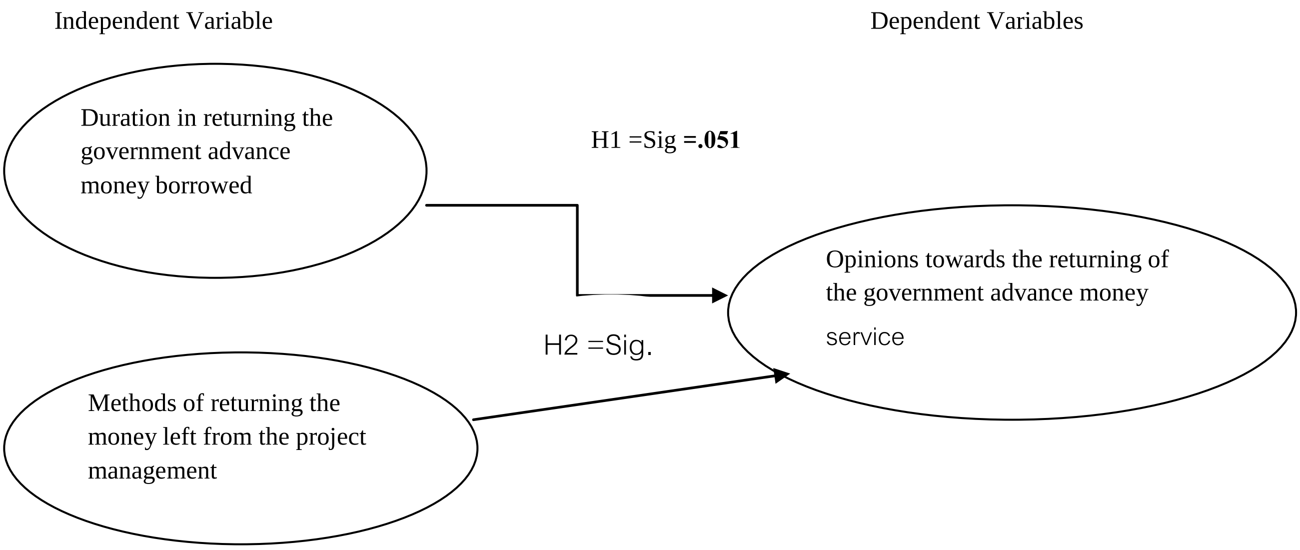
According to Table 5, it was found that in terms of the opinions of the personnel at Suan Sunandha Rajabhat University towards the returning of the government advance money service in terms of communication, it was in the high level in overall (3.62). Considering each item, it is apparent that "The department provides explanation concerning the borrowing procedures of the government advance money" had the highest mean (3.63), followed by "You are always notified with the information concerning the government advance money by the department" (3.62).

Comparison of opinions towards the returning of the government advance money service classified by the behavior of the personnel at Suan Sunandha Rajabhat University

H1 The personnel who returned the borrowed money by the different period of time had different opinions towards the returning of the government advance money service.

H2 The personnel who returned the remaining money left from the project management with different returning methods had different opinions towards the returning of the government advance money service.

Result of Hypothesis Testing



According to the comparison of the opinions towards the returning the government advance money classified by returning behavior using One-Way ANOVA, it was found that the personnel returned the borrowed money differently and used the different methods to return the remaining money left from the project management. However, the overall opinions towards the returning the government advance money were not different with significant statistic of .05. Therefore, it was not in accordance with the hypothesis proposed in the study.

Discussion

It is noticeable that the personnel at Suan Sunandha Rajabhat University complied with the money returning regulations since most of them returned the borrowed money within 30 days which was in accordance with the regulations. In addition, they had knowledge and understanding of the borrowing procedures. It is interesting to use this result to improve those few cases where the personnel's salary was deducted to repay the borrowed money.

Another interesting point is that the opinions of the personnel at Suan Sunandha Rajabhat University towards returning the borrowed money were in the high level in overall. Moreover, it was found that honesty had the highest mean, especially the transparency, accountability, and reliability and clear procedures and timeline, which were accountable. This indicates that the service provided by the officers was of quality with accuracy and reliability. This might be a result from the fact that the officers received the trust from the supervisors and their colleagues since based on the fact that the personnel gave the money to the officer to repay for the personnel's debt at the financial department of the university. Following the accountability and reliability was the response from the officers since they were willing and ready to provide service quickly which indicated care and enthusiasm in the operation. The willingness to assist and service quickly was in accordance with the definition given by Pripana Srisen (2001) who stated that service was an activity or a process of operation done by an officer or an organization in order to serve the needs of others resulting in convenience and satisfaction with a unique and subjective characteristics which could not be possessed and excluded from goods or products. In addition, it was a result of hospitality, generosity and good will, all of which made the service quick, fair and equal which complied with the ethic in operations of the University under rules, regulations, and orders (Janpen Rachanoo, 2014)

In terms of communication, the personnel expressed their opinions in the lowest level, especially towards "You are always notified with the information concerning the government advance money by the department", followed by lack of sufficient explanation of borrowing procedures since some of the personnel's salary was deducted to repay for the government advance money due to the fact that they did not understand the regulations and lack understanding about the borrowing procedures.

Suggestions

1. The officers providing the returning service of the borrowed money should find an improvement approach to create knowledge and understanding concerning the government advance money borrowing regulations and procedures, along with the repaying procedures. In addition, the repaying record should be advised in order to prevent the deduction of the personnel's salary.
2. Communication is a significant variable that results in deduction of the personnel's salary. Therefore, explanation of the government advance money repaying procedures should be improved to be accurate and clear. In addition, more communication channels should be added in order to allow the borrowers to receive more information so that they can return the borrowed money within the specified time.
3. Creating objects is another variable important to repaying the debt. There should be signs indicating the service provision spot and clearly visible information signs. Also, there should be an appropriate and sufficient lodging space for those who are waiting to receive the service.

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BESSH-16

Role of Provincial Governor in Control of Local Administration Organization: Case study Samut Prakarn Province

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Abstract

Samut Prakarn Province is main city and closed by Bangkok as condition of geography. Samut Prakarn is also as fortress of country, has river mouth closed by Gulf of Thailand. Currently, has international airport "Suwannaphoom" is good strategically located place. In term of provincial governor or leader, Samut Prakarn governor considered position is going to higher position of Ministry of Interior. To study on role of provincial governor in control of Local Administration Organization, 1997-2013 under condition of Plan and Decentralization Act to Local Administration Organization, 1999. The provincial governor has role and duty in administration according law and regulation. Role of provincial governor acting as agent of central administration is affairs of nation administration. The central official is policymaker to government and then provincial governor is obey to practice or convert policy to area practice.

Keywords— Role of Provincial Governor, Control

Introduction

Local Administration Organization is a consequent of the public administration in the form of decentralization had been developed since the Constitution of Thailand in 1997 (B.E. 2540). It focuses on the democratic system of government with participation from the people who are an important foundation in the development of democratic process. Prior to the constitution of 1997 there were 6 forms of Local Administrative Entities that are Sanitary District, Municipality, Provincial Administrative Organization (PAO), Tambon Administrative Organization (TAO), Pattaya City and Bangkok Metropolitan Administrative (BMA).

Provincial Administrative Organization(PAO) are provincial unit of local government. It was initially created by the Changwat Administration Act of 1955 to provide government service to all inhabitants who are not within the geographical jurisdiction of a municipality, a sanitary district or a Tambon Administrative Organization TAO. According to the 1955 Act, the Provincial Administrative Organization(PAO) has 2 major components: the elected Province assembly, and the provincial governor, who acts as its chief executive. The assembly has the main function of meeting annually to pass the annual provincial budget and to audit the previous year's expenditures. However, in the year 1997, the Changwat Administration Act of 1955 and Provincial Organization Act of 1997 was issued to abolish the governor's role from being the chief executive by position; henceforth the chief must be chosen among the elected members of the assembly only. The 1997 law provides new functions for the Provincial Administrative Organization (PAOs) to have responsibility in coordinating and providing support for local government units within their districts. The intention is to make the Provincial Administrative Organization (PAO) as the first level of local government within each province. Thus duties of the Provincial Administrative Organization (PAO) are then designed to be different from other local governments.

The purpose of the Constitution of the kingdom of Thailand B.E. 2540 (1997), Determining Plans and Process of Decentralization to Local Government Organization Act,. B.E. 2542 (1999) is to loosen the control from Ministry of Interior and give more administrative freedom to Provincial Administrative Organization (PAO). Duties of the Provincial Administrative Organization(PAO) are as follows: 1) Prepare Provincial Administrative Organization(PAO) planning, and collaborate with provincial plan; 2) Support Tambon council and other local administration in development; 3) Coordinate and jointly operate duties of Tambon council and other local affairs; 4) Provide grant to others local government units as laws indicated; 4) Protect, maintenance and preserve forest, land, natural resources, and environment; 5) Provide education services; 6) Support democracy, equity, and people rights;

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7) Support people participatory rights in local development; 8)Support suitable technological development; 9) Provide and maintenance public water sewage; 10) Provide public garbage disposal and waste treatment; 11) Administer environment and pollution; 12) Administer and maintenance land, and water transport terminals; 13) Support tourism; etc. Governors have the major roles by the Act defines the plan and the process of decentralization to Local Government Organization B.E. 2542, maintain authorities to manage and supporting role to local administration organization after decentralization process.

Samutprakarn Provincial Administration Organization is one of the Provincial Administration Organization that managed in the same rules. Local authorities have the freedom to manage development and provide public services according to the needs of their constituents in the local community. The national government will transfer appropriate functions including public service delivery as well as budget subsidies to the local government. In order to control how Samutprakarn Provincial Administration Organization, governors have to play a major role for this mission.

Literature Review

Author set up literature review into three part as Decentralization as a Process, a management control systems (MCS) and similarly literature.

Decentralization as a Process; It is a set of policy reforms aimed at transferring responsibilities, resources, or authority from higher to lower levels of government. (Agrawal 2001, 3) The concept is not used as an adjective to qualify a given political or fiscal system. Decentralization is a set of state reforms. As such, decentralization does not include transfers of authority to non–state actors (as in the case of privatization reforms). In general, the decentralization reforms analyzed here followed the collapse of the developmental state and accompanied the move toward free–market economies characteristic of the last quarter of the twentieth century. Finally, as defined here, decentralization reforms may take place in authoritarian as well as democratic contexts, which means that the concepts of decentralization and democratization should not be conflated. I classify decentralization policies as belonging to one of three categories, administrative, fiscal, and political, depending on the type of authority devolved.(Manor 1999)

-*Administrative decentralization* comprises the set of policies that transfer the administration and delivery of social services such as education, health, social welfare, or housing to subnational governments. Administrative decentralization may entail the devolution of decision–making authority over these policies, but this is not a necessary condition. If revenues are transferred from the center to meet the costs of the administration and delivery of social services, administrative decentralization is funded (and coincides with fiscal decentralization). If subnational governments bear the costs of the administration and delivery of transferred services with their own pre–existing revenues, administrative decentralization is not funded.

- *Fiscal decentralization* refers to the set of policies designed to increase the revenues or fiscal autonomy of subnational governments. Fiscal decentralization policies can assume different institutional forms. An increase of transfers from the central government, the creation of new subnational taxes, and the delegation of tax authority that was previously national are all examples of fiscal decentralization.

- *Political decentralization* is the set of constitutional amendments and electoral reforms designed to open new—or activate existing but dormant or ineffective—spaces for the representation of subnational polities. Political decentralization policies are also designed to devolve electoral capacities to subnational actors. Examples of this type of reform are the popular election of mayors and governors (who were previously appointed), the creation of subnational legislative assemblies, or constitutional reforms that strengthen the political autonomy of subnational governments.

A management control systems (MCS); It is a system which gathers and uses information to evaluate the performance of different organizational resources like human, physical, financial and also the organization as a whole considering the organizational strategies. Finally, MCS influences the behavior of organizational resources to implement organizational strategies. Management Control Systems (MCS) is the process by which managers ensure that resources are obtained and used effectively and efficiently in the accomplishment of the organization s objectives. MCS is a system used in an organization which collects and uses information to evaluate the performance of the organizational resources that will eventually influence the behavior of the organization to implement organizational strategies such as transaction cost economics and transfer pricing. Also considered in this paper is a look of MCS tools and techniques, such as budgeting as a powerful control mechanism in organizations, business performance measurement systems as well as balance-scorecard with its implementation issues. (Langfield-Smith, 1997)

Corporate governance; Corporate governance covers a large number of distinct concepts and phenomenon as we can see from the definition adopted by Organization for Economic Cooperation and Development (OECD) – "Corporate governance is the system by which business corporations are directed and controlled. The corporate governance structure specifies the distribution of rights and responsibilities among different participants in the corporation, such as, the board, managers, shareholders and other stakeholders and spells out the rules and procedures for making decisions in corporate affairs. By doing this, it also provides the structure through which the company objectives are set and the means of attaining those objectives and monitoring performance 1. From this definition we see that corporate governance includes the relationship of a company to its shareholders and to society; the promotion of fairness, transparency and accountability; reference to mechanisms that are used to “govern” managers and to ensure that the actions taken are consistent with the interests of key stakeholder groups. The key points of interest in corporate governance therefore include issues of transparency and accountability, the legal and regulatory environment, appropriate risk management measures, information flows and the responsibility of senior management and the board of directors. Many companies in the US have adopted legal compliance mechanisms which address ethics or conduct issues in formal documents (Weaver et al 1999), The similarly study that show us the same problem of how to control and manage Provincial Administrative Organization (PAO), is Orapin Sopchokchai (2001), the study is Good Local Governance and Anti-corruption Through People's Participation: A Case of Thailand. The same result found that the lack of budget is the main problem to for control anything, without budget Provincial Administrative Organization (PAO) can’t do anything. It makes a tension among sub provincial organizations.

Methodology

This study is a qualitative research has three research methodologies as follow:

1. Documentary study:

-legal study

Author searches through Constitution of the kingdom of Thailand B.E. 2540 (1997), *Determining Plans* and Process of Decentralization to Local Government Organization Act, *B.E. 2542* (1999), Decentralization policies B.E. 2540 -2556,

-Academic study

Author searches for decentralization research and literature review.

2. In-depth interview.

Author had interviewed governors, former governors and local government organization administrators.

Findings / Results

As the results of this study, author found that; Constitution of the kingdom of Thailand B.E. 2540 (1997), It creates a new framework for restructuring national and local governance that can be summarized as follows:

Organization and Administration. The local authorities have the freedom to manage development and provide public services according to the needs of their constituents in the local community. Local administration can formulate development plans, personnel policy, as well as budget and financial policy. In addition, the Constitution emphasizes that all local authorities must be elected and will be in office for four years.(Orapin Sopchokchai.2001)

Duties and Responsibilities. The local authorities are responsible for the development and conservation of natural resources and the environment in their local community. The national government will transfer appropriate functions (including public service delivery) as well as budget subsidies to the local government. The local government can collect certain taxes that a tri-party committee agrees upon, and this agreement will be reviewed every five years.

However, the context of the present Thai society and the structure of public administration reveal many limitations such as the limitations in the structure of public administration, the concrete participation of people in local administration, the participation of people in monitoring their own local administration. The above problems lead to the study to offer solutions, improvements leading to the recommendations to truly develop the better control to provincial administrative organization in Thailand.

This change governors’ roles in control and manage Provincial Administrative Organization (PAO) through *Determining Plans* and Process of Decentralization to Local Government Organization Act. *B.E. 2542* (1999). The role is only examines the performance, check and balance, give some advises to Provincial Administrative Organization.

Table 1:
Role of provincial governor in control of Local Administration Organization

Interviewees	Role of provincial governor in control of Local Administration Organization
Governor	Governors have the roles by The Act defines the plan and the process of decentralization to Local Government Organization B.E. 2542
Former governor	Governors shall maintain authorities to manage local administration organization after decentralization process.
Local official	Governor's roles is stick to legal and support local management at the same time
Local private administer	Governors have a limited role to control local administration organization.
Academic	Governors manage by rule of law so that their roles are clear and visible to control local administration organization.
Private sector	Governors play a majority role in legal management and supporting role for local administration organization.

From Table 1;

According to finding author found that governors are still maintain majority role in local management in controlling local administration organization. This is show that governors have the legal rule to control but it limited. Governors can only observe and give advises to Provincial Administrative Organization. The decision making is belong to Provincial Administrative Organization.

Table 2:
Problematic of controlling Provincial Administrative Organization

Interviewees	Problematic of controlling Provincial Administrative Organization
Governor	There is a lot of decentralization law but no connection among them. Governors couldn't control personnel management to lower level.
Former governor	There is different standard to control Provincial Administrative Organization.
Local official	Decentralization law is not cover to all field of Provincial Administration.
Local private administer	Governors are always exchange to other province and it's lost the continuity of management
Academic	Governors shall management the balance among each sector within Provincial Administrative Organization.
Private sector	The lack of budget for monument is the main problem of controlling, without budget that means no development.

From Table 2;

According to finding author found that the lack of budget for monument is the main problem of controlling. Provincial Administrative Organization has more authorities to manage but most of they couldn't develop infrastructure. Money is the main key that leads to other problem. It makes a tension among sub provincial organizations.

Table 2:
Tendency of controlling Provincial Administrative Organization

Interviewees	Tendency of controlling Provincial Administrative Organization
Governor	Government shall support governors such as budget and legal.
Former governor	Governors management shall be institutive to promote decentralization and control Provincial Administrative Organization
Local official	Provincial Administrative Organization shall gain more authorities. Governors shall control policy making.
Local private administer	Governors shall manage the balance and average the budget for each sector within Provincial Administrative Organization
Academic	Tendency of administration shall be close to private management but bureaucratic culture is maintaining the same route.
Private sector	Shall be more decentralization in next future, governors role shall increase; private sectors shall participate with governors.

From Table 3;

According to finding author found that there is more and more decentralization in next future. Provincial Administrative Organization should be independence unit. Government shall prepare for future management such as governor election.

Discussion and Conclusion

Decentralization is one of the reform efforts to improve community development programs in remote areas to better serve the needs and concerns of the local people. For example, Thanam Samsen Community participates in community politics. Participating in political activities at all times like elections or the development community in the way or democratic development (Phusit Khantikul, 2010). Constitution of the kingdom of Thailand B.E. 2540 (1997), *Determining Plans* and Process of Decentralization to Local Government Organization Act, *B.E. 2542* (1999) are the main tools for this change. Apart from legal duties, governors should play a leader role to lead and guide Provincial Administrative Organization.

As a result of decentralization process by *Determining Plans* and Process of Decentralization to Local Government Organization Act, *B.E. 2542* (1999), government has been transferred responsibilities, resources, or authority from higher to lower levels of government such as education, health, social welfare, or housing including the devolution of decision–making authority over these policies.

In order to control Provincial Administrative Organization, governors need a management control systems. It is generally use in private sectors but also useful in all kind of management. Management control systems is a system used in an organization which collects and uses information to evaluate the performance of the organizational resources that will eventually influence the behavior of the organization to implement organizational strategies such as transaction cost economics and transfer pricing. Governors could evaluate and control how Provincial Administrative Organization performs the outcome of its management. The concept of management control systems is similarly to corporate governance. It is the system by which business corporations are directed and controlled. The corporate governance structure specifies the distribution of rights and responsibilities among different participants in the corporation, such as, the board, managers, shareholders and other stakeholders and spells out the rules and procedures for making decisions in corporate affairs.

However all above is about legal administration, without authorities' governors couldn't anything. Governors have limited legal task to control Provincial Administrative Organization so that the leadership is useful to create corporate governance. Local administrators always respect to governors so they shall cooperate without conditions. Thai bureaucratic culture always absorbs and accepts the seniority in organization. Governors perform more leadership in management they gain more respect to control Provincial Administrative Organization.

Public Participation is another key to control. The Constitution indicates that people in local communities can monitor, control and oversee the results and performance of the local administration. It is the government's duty to promote the people's participation in conserving and protecting natural resources and the environment. People can sue any public officials or organizations that fail to perform their authorized functions. The participation of people in the local administration is crucial to strengthen the local development leading to sustainability.

To provide for the continuity development of decentralization, the creation of a law on the plans for and the procedure of decentralization which must covers the follow requirements: (1) the delineation of powers and duties between the State and local organizations in the provision and management of public services; (2) the allocation of taxes and duties between the State and local administrative organizations; and perhaps the most crucial one is (3) the creation of a committee called the National Decentralization Committee to carry out tasks (1) and (2), consisting of equal numbers of representatives of State agencies, Representatives of local organizations, and other experts on decentralization.

Suggestions

1. Suggestion to the legal to control Provincial Administrative Organization (PAO).
1.1 Provincial Administrative Organization (PAO) is ruled by many local legal so that governors shall not manage or repeat and control the same issue that written by decentralization law.
1.2 All decentralization law shall be clear and separate the management between government and Provincial Administrative Organization (PAO).
2. Suggestion to governors' role
2.1 governors shall support Provincial Administrative Organization (PAO) apart from management by law.
2.2 governors shall implement decentralization policies to Provincial Administrative Organization (PAO), pay attention to the benefit and the weakness of provincial administration, and create strategic vision.
2.3 governors shall coordinate administration in province.
3. Suggestion to Provincial Administrative Organization (PAO).
3.1 Provincial Administrative Organization administrators shall knowledgeable about decentralization law.
3.2 Should establish management center for Provincial Administrative Organization administration.
4. Suggestion to budget management.

The lack of budget is the main problem of Provincial Administrative Organization. Governors shall help and manage the budget in order to balance total budget to each need section in Provincial Administrative Organization.

Acknowledgment

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BESSH-16

Factors Influencing the Decision to Select Transportation Service of Logistic Service Providers in Bangkok

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Abstract

The objective of this research was to study factors influencing the decision to select transportation service of logistic providers in Bangkok. This was a survey research by interviewing the customers who used the services of domestic transportation in Bangkok. Convenience sampling was utilized to obtain 400 samples.The result of hypothesis testing by using Binomial Test at the level of significance of 0.05 revealed that the fast delivery, expenses of transportation, safety of the shipments, and service were important factors influencing the decision to select the logistic company and timeliness was not an important factor to select the logistic company.

Keywords— Service, Transportation, Logistics Service Providers

Introduction

Currently, foreigners have invested in Thailand due to the economic in nation growth in both domestic and ASEAN region as a result the from the ASEAN combined to be the population ASEAN group affected the exchange and investment together with in group caused the investors from outside ASEAN seem that it had the potential interested more. Thailand had more potential and location suitable to investment that had trend to investment expansion in Thailand where was the grown rate of industry continues so transport and activities of variety of moving products both of agricultural and industry sectors had transportation not only domestic also national moreover, production product method from production process until distributing production to consumer those requirements need all transportations

Transportation was the part of the human life and to support the economics activities, social, administration and sustainability nation included the duty of media for production, consumption and expansion of relation parts beside of product price that people need to buy product for utility of daily life in other side related; moreover, product price was necessary for people buying the life products to transport since taking the raw material till source of production and raw material becoming production of goods and was handed over to the middle merchants and retailer until consumer. So the transport rate increased, it effected goods price hence, it also was the burden of consumers increased too

For Thailand transportation was more important role particular domestic from the past to present some type of transportation sector might reduce importance role while some transportation more replaced by convenient, fast and able to respond consumer's expectation. Trend of domestic transportation by train and watercourse had low rate expansion and both models would be decreased in the future. The part of the road transportation still is famous one, trend to increase from 89.53 % in 2010 to 89.54% in 2014

The importance of transportation for the daily life of human no less than production activities or other types of activity due to transportation caused goods movement and distribution as a result it become place utility therefore goods transportation was the service which had to interface with large transportation service users so the quality of service become the consumer's expectation. When consumers were served by poor service, they might not be

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desirable to use the service of others company, on the other hand, if consumer got the good service and be impressed, they would come back for more in next time. Eventually, that company would get the benefit from service quality it was the profit because of the organization growth and could operate continuity in addition entrepreneur of transportation had to provide in various fields to serve the requirement of transport which still has increased so it is developed parallel both of transport system efficiency and service quality as well

From above data is interesting in the demand of domestic transport service of entrepreneur in Bangkok and around included the studying of consumer satisfaction with domestic transport service. The barrier and significant factor to select the transport company of consumer who need transport service of entrepreneur in Bangkok and around therefore taking data from the study to apply to transport service quality development, for consumer' satisfaction with logistic service provider

Objective of Research Project

To study the factor influence the decision to select the logistic service provider in Bangkok

Scope of Research

Studying about the service cargo operator of logistics service provider in Bangkok from transport service factor that influence the decision to select the service, the idea as problem, barrier and consumer's demand were the majority of survey research so the questionnaire was data collection tool from group sampling who is the logistic service user of transport in Bangkok. For group sampling used simple random sampling by selection the group sampling who used transport service and logistic service provider applied by selection the convenience sample to study for 400 samplings

Research Result

Respondent questionnaire was the transport service user, mostly was the general people for 25.45% and private sector for 74.55%. Most of transport of hazardous material for 47.72% then other products for 16.36%, electronic for 14.55%, communication equipment for 12.73%, electric for 5.46% and machine for 3.36%. The transport quantity a time during 100 to 500 kilograms, the goods value to deliver a time between 2,000 and 4,999 Baht then more than 5,000 Baht as 38.18%, transport fee a time since 5,000 till 19,999 Baht as 38.18% then during 20,000 to 49,999 Baht as 32.73%, frequency of transport uncertainly to 49.09% then daily and the destination at Bangkok mostly for 65.46% then around Bangkok for 9.09%, Southern for 7.27%, Central and Eastern for 5.45, Northeast 3.64%, North 1.82% and West 0.90%, consideration transport company criteria for instance speed 58.18 then safety 21.82%, transport fee 10.91%, officer service 7.27% and punctuality transport 1.82%, the experience problem faced delay most for 61.82%, product loss or damage for 25.45%, transport error for 9.09% and not polite of staff 3.64%, the requirement to promote transportation insurance (time and correctly) 88.18% then giving the discount 7.27%, the requirement of notification job channel by telephone 82.73%, notification by email 10.91%, by website 5.45%, fax 0.91%, the requirement of domestic transport company about increasing speech for transportation 49.09% then declined price 16.36%, adding more monitoring 15.45% and expanding the service area to cover more 12.73%, increasing work channel particular the polite service more 3.63%

The hypothesis test result by statistic test as Binomial Test for significant level of 0.05 found that speedy transportation, transit fee, goods safety and the service of staff was important factor for decision making to select transport company of customer the most in spite of this punctuality of transport was not majority factor in decision to select the transport company of customer the most.

Factor was influence the decision to select transport service of service operator of logistic provider in Bangkok at high level, there were six parts such as speedy transport, accurate delivery, coverage area in wide nation, neatness of packing, service, tracking, indemnification, and in case of the goods were lost or damaged

Factor was influence the decision the service of service cargo operator of logistic service provider in Bangkok at middle level of ten parts such as information technology, politeness of transit officer, politeness of officer job, delivery fee, freight car condition, getting notification channels, security of delivery system, daily solution in case of getting the delivery problem, ready to serve (equipment and personnel) and sale promotion

Conclusion and Discussion

This research result the majority of problem was happened from service provider such as goods unable delivered in time, goods got lost and damage and customer's demand for instance transit speed, convenient to connect with company, serving transport cover area in wide country and declined service fee from present which was the transportation management theory had to create highest satisfaction for user service so logistic service provider should that the most problem were from the service of company; however, to crate satisfaction to customer and the persuasion for the customer to use company's service more, the guidance for service quality development of transportation for the customer's satisfaction at middle level were several issues as result they shown customers have not met the satisfaction so logistic service provider should develop all functional and the majority issue should be considered in order to comparison service idea as marketing strategy at least the service business should apply this strategy as marketing mix or 4P's such as Product or Service, Price, Place, Promotion, People or Employee to build up the customer's satisfaction over competitor additional employees must have abilities, rich attitude, able to respond to customer, creating strategy of Physical evidence and presentation and trying to create all qualities to add value for customer process, to deliver service quality to customer fast and satisfaction by transport service efficiency as "fast, safety and accuracy"

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An Empirical Study of Institutional Research in a Senior High School

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Abstract

Schools around Taiwan are currently challenged by student recruitment problems due to low fertility. Schools located in rural areas face even severe challenges of student recruitment because of urbanization and parental school choice. The study investigated a senior high school's experiment of Institutional Research (IR), aiming to provide evidence-based decision making support to student recruitment policies and practices. Precisely, the study documented and analyzed how IR concepts and techniques could be used to support and benefit school management decision makings. The study contributes to explore the potentials and limitations of IR on guiding school management strategies. Based on our research, new creative concepts and techniques are suggested to be brought into educational area, and evidence-based decision makings are encouraged. Either broader application of the Big Data analysis or IR in schools will certainly need more investigations in the future.

Keywords— Institutional Research, Information System, School Management, Student Recruitment

Introduction

Taiwan's total fertility rate is between the range of 1.065% - 1.270% since 2012 to 2014 (Ministry of the Interior, 2016). Furthermore, Taiwan is the least fertility rate country in 2009 worldwide. Low fertility causes many serious problems, especially for school management. Schools around Taiwan currently are challenged by serious student recruitment difficulties resulted from low fertility rate. Administrators of schools need new and effective strategies to improve their school management and attract more students to enroll.

Teachers and administrators actually need to make all kinds of decisions and choices every day to actualize their educational goals. Both creative, effective concepts and information techniques can support and benefit their management decision makings or strategies. As we know, in 1940, Institutional Research (IR) was proposed to effectively deal with America Universities' management issues. Volkwein thinks that there are three concepts involving IR critical to school management: (1) school affairs reports and strategies analysis; (2) planning, student recruitment, and financial management; (3) quality assurance, learning achievement assessment, program evaluation, efficacy and certificates (Webber, Calderon, Nauffal, Saavedra, Bramblett, & Borden, 2015). IR accompanied with Big Data theory and concepts could potentially inspire management strategies including planning, program design and financial decision supporting systems for schools. Meanwhile, according to Big Data theory, if we can collect huge volume, true, valuable and various kinds of data (Jewel, 2015), good quality IR reports will be available to support administrators with evidence-based decision makings. IR is mainly made in both United States of America (USA) and Japan's universities. As IR and Big Data's creative concept and information techniques emerging, we are quite curious about its potential and limitation on guiding senior high schools' management. Therefore we are trying to apply a new empirical study of IR in a senior high school not a university.

In our IR empirical research, two research questions are hopefully to be well understood. First one is that how to establish a senior high school IR model with Big Data approach. Second one is that how to apply the well-designed IR model to investigate student recruitment policies and practices of a rural senior high school. We design a multiple factored model of Institutional Research in a senior high school and investigate a senior high school's experiment of Institutional Research (IR), aiming to provide evidence-based decision making support to student recruitment policies and practices. Our IR model is structured with four analysis modules: (1) Enrollment Source Analysis; (2) School

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satisfaction questionnaire analysis; (3) Analysis of Learning Status and (4) Analysis of teachers' instructional quality. Then the above four analysis modules expand into 25 analysis pages. Based on our research, new creative concepts and techniques are suggested to be brought into educational area, and evidence-based decision makings are encouraged. Either broader application of the Big Data analysis or IR in schools will certainly need more investigations in the future.

Methods and Procedures

This study used BI analytic software "Qlikview" to integrate school administration system and designed analysis situations. After literature research (Chiu, 2006; Chien, 2015; Chen, 2014) and reference to researcher's empirical experience, we raised four modules as below--(1) enrollment source analysis; (2) school satisfaction questionnaire analysis; (3) analysis of learning status and (4) analysis of teachers' instructional quality. Four modules develop 25 analysis pages, as table 1 showed. After situations well designed, we try to investigate and form student recruitment policies and practices of a senior high school.

With our effort, we hope to assist school administrators to lead and manage their schools creatively and effectively. Figure 1 shows the procedure of enrollment source analysis. Then the structure of school affairs analysis system is as figure 2 shows.

Table 1:
School Affairs Analysis Modules and Pages

Modules	Pages
Enrollment Source Analysis	1. The trend analysis of the enrollment from competitor 2. Scores Analysis of Admission placement 3. Analysis of the sources of students- school sources / regions 4. Analysis of the ways of students choose for admission
School satisfaction questionnaire analysis	1. Reputation Impact analysis 2. Environmental impact analysis 3. Teacher education and qualifications analysis 4. Environmental equipment impact analysis 5. Student Affairs Counseling impact analysis 6. Course Teaching Effect analysis 7. Interaction Analysis for social community
Analysis of Learning Status	1. Diagnosis and analysis of grades 2. Analysis of individual students' starting aptitude 3. Academic Performance Analysis 4. Diagnosis of test questions

Analysis of teachers' instructional quality	1. Teaching assessment analysis -overall analysis 2. Teaching hours load analysis 3. Curriculum design index analysis 4. Index for teaching materials compilation analysis 5. Multiple perspective index analysis 6. Adaptive learning index analysis 7. Effective teaching index analysis 8. Course improvement Index analysis 9. Classroom management index analysis 10. Remedial teaching Index analysis

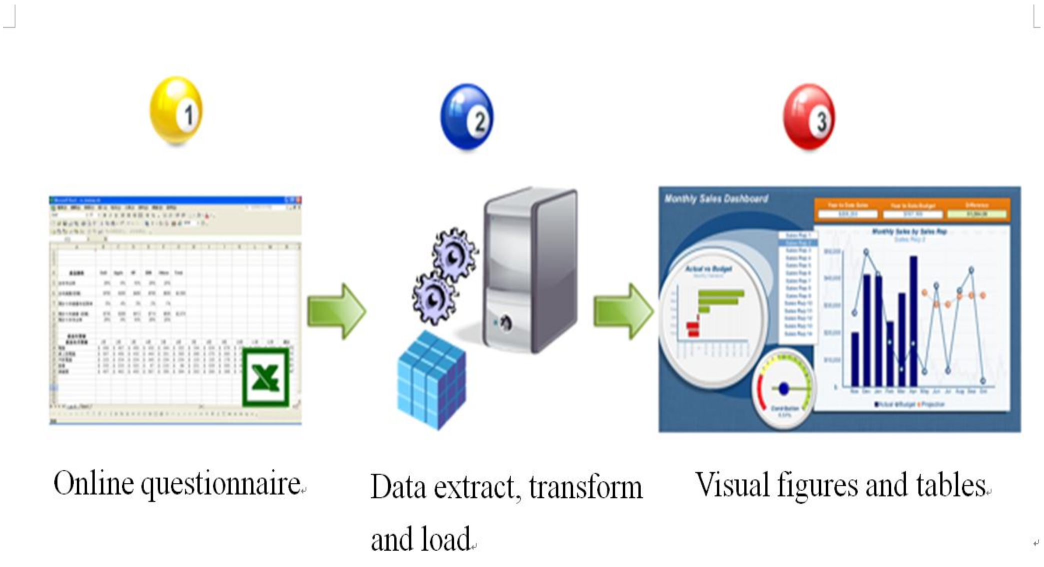

Figure 1: The Procedure of Student Source Data's Analysis

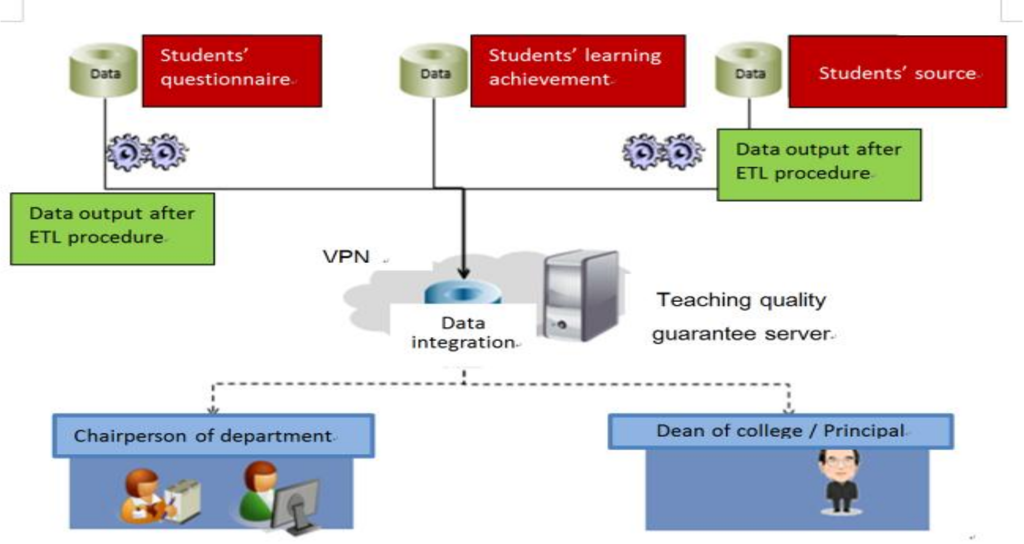

Figure 2: The Structure of School Affairs Analysis System

Our research data are collected from school administration system's data base and through questionnaires. After data ETL procedure, well designed modules are used to analyze those data and produce visual figures and tables. Research procedure and structure are as figure 3 shows.

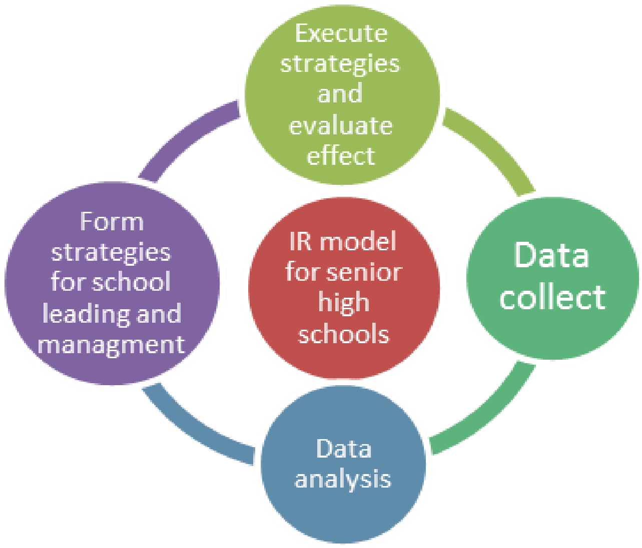

Figure 3: Research Procedure and Structure

3. RESULTS AND SUGGESTION

3.1. RESULTS

3.1.1 Establish a senior high school IR model with Big Data approach.

We raised four modules to construct an IR model--- (1) enrollment source analysis; (2) school satisfaction questionnaire analysis; (3) analysis of learning status and (4) analysis of teachers' instructional quality. Then those four modules develop 25 analysis pages. The effects of this IR model are as follow: (1) improve teachers' instructional quality and students' learning status; (2) reinforce the students' recruitment strategies; (3) provide suggestions for school's informationizing works.

3.1.2 The application of the IR in the senior high school.

Figure 4 is the trend analysis of the enrollment from competitors. By this analysis page, we can compare the school's trend of its students' enrollment amount and scores with its competitors. We can get a clear picture of the development of the students' enrollment from this analysis.

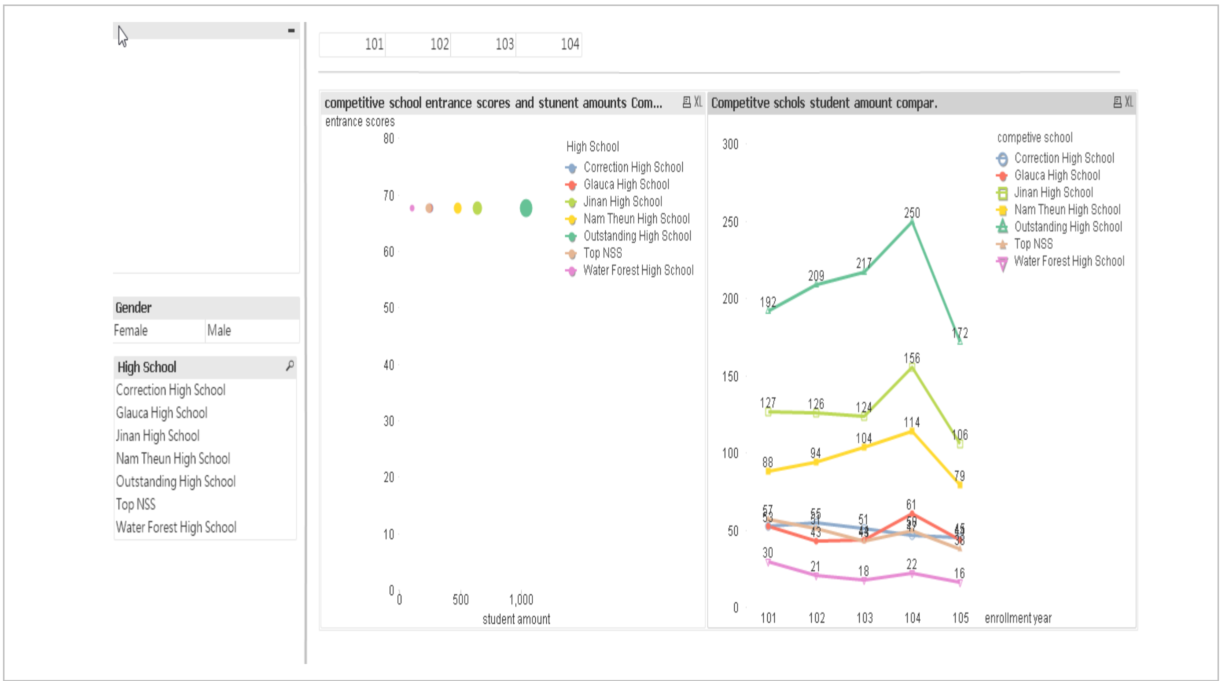

Figure 4: The Trend Analysis of the Enrollment from Competitors

The scores analysis of admission placement is as figure 5 shows. Through this analysis, we can know the mean scores of admission placement in different academic years or different departments in several academic years.

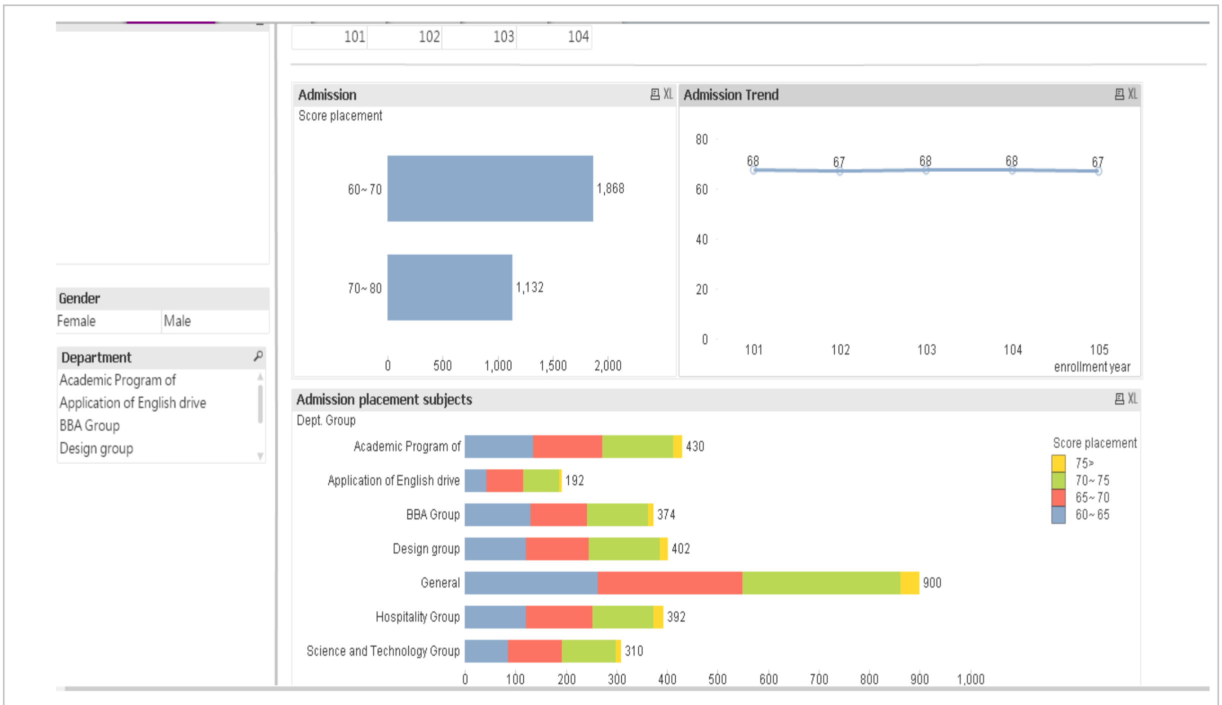

Figure 5: Scores Analysis of Admission placement

Figure 6. is the analysis of the sources of students- school sources / regions. This analysis page can help school administrators to understand the sources of their students- school sources / regions in every academic year and then they can adjust their strategies of students' recruitment. The students' composition of the school sources / regions and the trend of students' composition can both be viewed clearly in the past 5 academic years since now.

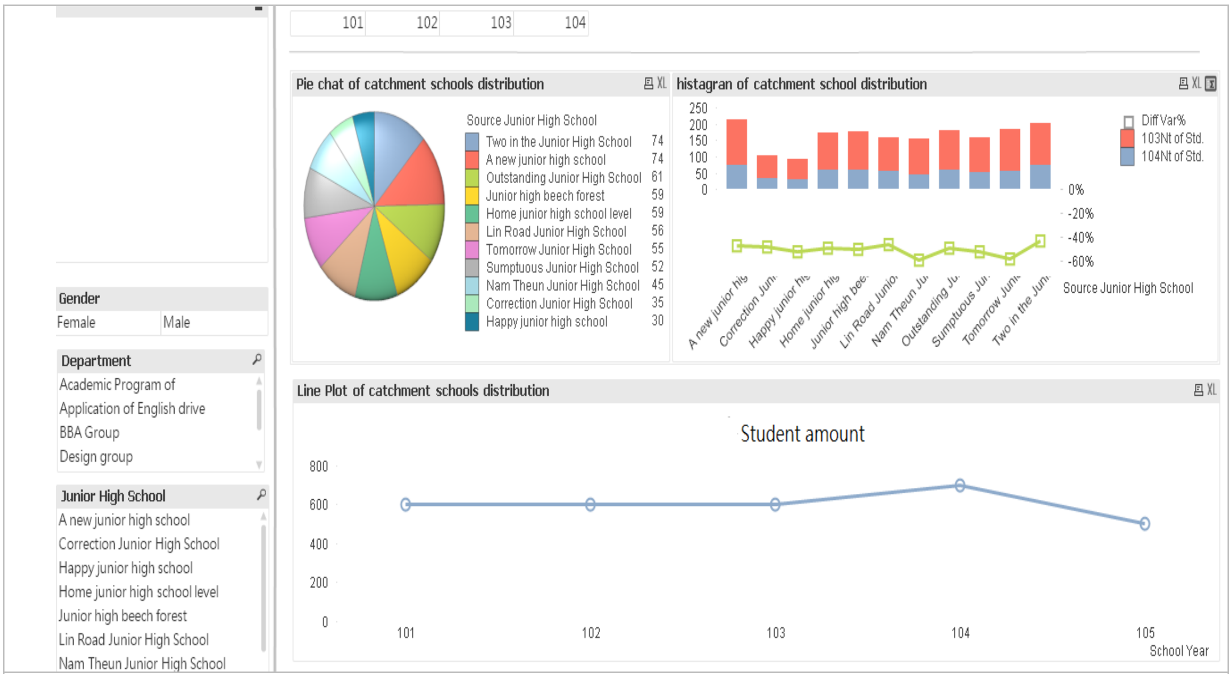

Figure 6: Analysis of the Sources of Students- School Sources / Regions

The analysis of the ways of students choose for admission is as figure 7 shows. This analysis page is used to analyze all ways of students' admission and the trend of the ways. By this analysis, the school administrators can understand the outcome of students' admission ways in all departments. With the clear picture of this analysis, the administrators can adjust their amount of students' recruitment in the future. In other words, they can form and practice a more precise students' recruitment strategy.

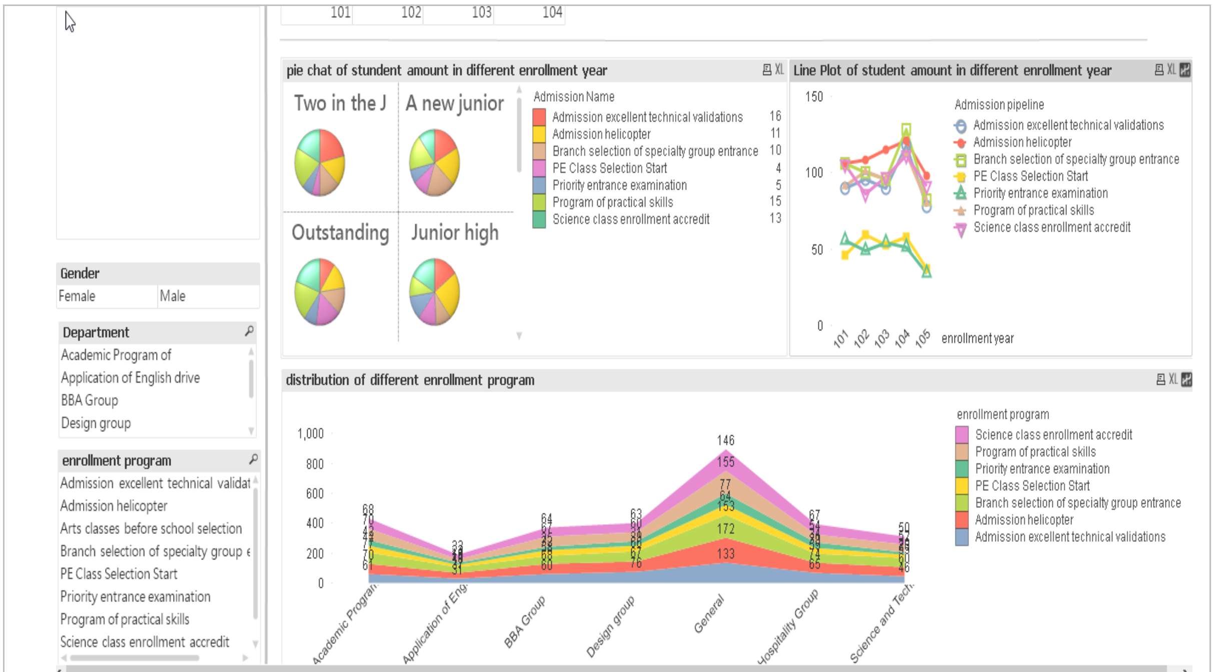

Figure 7: Analysis of the Ways of Students Choose for Admission

Suggestion

A broad application of the Big Data analysis or IR in schools is suggested to be continued in the future. In this study, we take the module of enrollment source analysis as the main research topic. We suggest that more topics or facets as below need to be studied.

Students learning achievement and their life adaptation

By analyzing the learning achievement and their life adaptation of students from different schools and regions, we can adjust our student recruitment strategies in advance or to practice more effective instructional methods and guidance to help students adapt themselves to senior high school life.

Teachers' Instructional Quality

Through the analysis of teachers' instructional quality, objective and multiple assessments or suggestions can be offered to improve teachers' instructional quality.

School Satisfaction

Longitudinal studies of students' school satisfaction are valuable data for a school to improve itself in all aspects. The research outcome of students' school satisfaction can be also used to adjust school's financial policy.

Conclusions

An IR system can help school's administrators to form their decisions, policy and strategies of the students' recruitment, the improvement of students learning achievement, instructional quality and school satisfaction based on evidence. Education should continue changing and developing to keep the pace with environment. We hope this creative and brand-new trial on IR experiment in senior high schools can contribute to explore the potentials and limitations of IR on guiding school management strategies. Based on our research, in the future, more new creative concepts and techniques can be brought into educational area, and furthermore evidence-based decision makings can be encouraged and stressed.

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China's One Belt, One Road Initiative: Implications for Kazakhstan

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Abstract

This paper analyses China's One Belt, One Road Initiative" (OBOR) devoted to the renovation of the old land-based Silk Road trade routes from China through Central Asia and on to the Middle East and Europe. The paper examines the strategic framework of Chinese plan for the "New Silk Road" as well as trends to date. Furthermore, this paper looks into the role of Kazakhstan in the global "New Silk Road" strategy of China and considers the implications of these developments for Kazakhstan that presents China's second biggest neighbor and second largest trading partner. Authors note a great potential and space for development of mutual economic development through more efficient allocation of resources as well as promising potential for trans-cultural relations along the OBOR's planned routes. The paper concludes that the OBOR being a largest Chinese initiative over time will become a solid framework for further widening of Chinese strategic, diplomatic and economic presence in the world. At the same time authors draw attention to the opportunities and challenges associated with participation of Kazakhstan in the OBOR initiative and note the importance of finding a beneficial balance between interaction within the OBOR initiative and its local impact.

Keywords— Institutional Research, Information System, School Management, Student Recruitment

Introduction

Today the world community pays more attention to China's new geo-strategic concept designed for the revival of the Great Silk Road – "Silk Road Economic Belt and the 21st century Maritime Silk Road", known under the title of "One Belt, One Road" (furthermore - OBOR).

The OBOR initiative has laid foundations of the new China's foreign strategy for the coming decades and is considered to be as one of the pillars of China's "Going Global Strategy" aimed at internationalizing Chinese enterprises and presents one of the largest projects of our time.

The initiative unites almost three-quarters of the population of the Earth, and is designed to promote new cross-border exchange, investment, business cooperation, and a greater diversification of the participating countries by creating new mechanisms for international economic development. The China's New Silk Road initiative met with great interest from international community and Kazakhstan as well.

The OBOR concept is very much in line with the Kazakh government and Kazakhstan has immediately started its practical development by joining China's Silk Road Economic Belt initiative with the state 's "Nurly Zhol" new economic policy in accordance with a long-term vision of state development.

The "One Belt, One Road" concept is a global project aimed at the creation of the New Great Silk Road, which is a large-scale plan to transform the entire Eurasian continent, through the establishment of a transcontinental transport corridor for more effective trade and economic cooperation between East and West.

Literature Review

However, there is no consensus among the international experts concerning the implications of "Silk Road Economic Belt". Some experts believe that China's global initiative might cause a certain threat to economic and geopolitical interests of individual countries, while others accept the idea quite positively, by encouraging active involvement of the countries and regions in this project and they consider it as a possible way to get through the global economic crisis.

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Thus, some experts believe that the OBOR initiative becomes a unifying axis for the integration of certain international formats, including EAEC, SCO, ASEAN Free Trade Area in the Asia-Pacific region (FTA AT), European Union. And the project aimed at preventing overproduction and excess investment in the country, in the end, can be regarded as a competitive initiative with the emerging Trans-Pacific partnership in the Pacific region and this will require close attention in the near future (Kawashima Shin, 2016).

Furthermore, there are opinions about the fact that China is quite timely to put forward this initiative, as in a new wave of global economic crisis, the Chinese macro-project can become an effective tool for the restructuring of the existing system of trade and economic relations in Eurasia (Timur Shaymergenov, 2016).

Whilst the analysts and scientists of the world agree on the point that China's present initiative aims to provide the growing influence of China in the global economy, to strengthen the role in a global financial management, and thus serves as an attempt to build a new global financial order.

In this paper we will consider the significance of China's "One Belt, One Road" initiative from the perspective of Kazakhstan and will try to answer the following questions: How the national government development strategy is being correlated with the concept of the project? What are the prospects and possible challenges of its implementation?

The methodological basis of the work is presented by conceptual analysis of official policy documents and expert opinions.

Discussion

It is deeply symbolic that the initiative for the development of Silk Road Economic Belt was first announced on September 7, 2013 in the capital of Kazakhstan in Astana during a speech of the President of China Xi Jinping at Nazarbayev University.

This initiative has attracted the attention of the international community, since its implementation can play a big role in promoting regional economic cooperation.

Later, the initiative was presented in China as part of a global transport and infrastructure project "One Belt, One Road", which aims to create a network of transport corridors (railways and roads, airways) connecting China and Europe via the territory of Kazakhstan, Russia, Azerbaijan, Georgia, Turkey and Europe, which involves the construction of related infrastructure.

The ideological foundations of the OBOR initiative were grounded in the official policy document entitled “Conception and the Silk Road Action Plan to promote the joint construction of “Economic Belt” and “Marine Silk Road of the 21st Century”, released in China on March 28, 2015.

The document sets out the principles, structure, priorities and mechanisms of cooperation for the construction of the New Silk Road to strengthen regional relations and co-building of a prosperous future (Xi Jinping, 2013).

The OBOR initiative covers five key areas: political relations, transportation infrastructure, free trade, promoting the use of national currencies in trade settlements, as well as strengthening of human contacts.

It should be noted that the initiative to construct an Economic Belt was included to the state pivotal policy documents of China: Plan for Socio-Economic Development for 2015 and the Report of the Government. This documents note that Silk Road Economic Belt will become one of the main tools for further development of China's international cooperation. The project is included in the "13th Five-Year Plan" of China, adopted in 2016.

In just two and a half years, the initiative has already acquired institutional form in the government of China, and was filled with concrete content.

Thus, institutions of financial support for the mega-project have been established - "Silk Road" Investment Fund, which aims primarily to support infrastructure projects in the countries along the New Silk Road and the Maritime Silk Road with a total financial capital of 50 billion dollars.

Moreover, the Chinese government initiated the creation of an international financial institution - Asian Infrastructure Investment Bank (ABII) for more effective stimulation of financial cooperation in the Asia-Pacific Region (APR). In particular, for the financing of infrastructure projects in Asia, including the construction of roads, airports, communication lines, as well as economy-class housing. The authorized capital of the Regional Development Bank is $ 100 billion, and half of this amount is being provided by China. To date, over 40 countries have joined ABII, including Europe, such as Britain, Germany and France, which once again confirms the global scale of the Chinese initiative.

China is positioning the project as the main program policy of openness to the outside world and economic cooperation between China and foreign countries. The implementation of the OBOR strategy involves all provinces of the country (China Daily, 2015).

According to the Chinese leadership, this innovative model of cooperation will contribute to strengthening economic ties and expansion of space development between China, the countries of Europe and Central Asia.

Thus, the "Belt" is intended to become a new space of economic cooperation, linking the whole Eurasia, from the Pacific ports in the East to the Baltic Sea in the West. The economic zone of the Silk Road is one of the most important elements in shaping the course of full transparency, as well as the implementation of a balanced and coordinated development between East and West.

According to Sazonov et al. (2015) the priority areas of the “Silk Road Economic Belt and the Maritime Silk Road of the 21st century” initiatives include the development of transport infrastructure that meets the real needs of the Eurasian continent. Formation of viable cross-border economic corridors will reduce inter-regional development gaps, solve acute regional problems and accelerate the integration of the region.

The Silk Road Economic zone project of Chinese government is focused on the development of relations with Kazakhstan and Central Asia. These countries are rich in oil, gas and mineral resources, as well as possess relatively high economic potential.

Firstly, the region is extremely important for the stabilization of the situation in the troubled Xinjiang Uighur Autonomous Region (XUAR) by raising its living standards and encouraging economic, trade relations with the republics of Central Asia that are culturally close to this region.

Secondly, Beijing strategically interested in Central Asia as a major transit area for quick access to the key markets of the European Union and other European countries.

Thus, proving the importance of the “Silk Road Economic Belt” initiative, its developers have noted the need to develop the north-western regions of China in order to use the geographical advantages of Xinjiang and its role as the western gate to deepen ties and cooperation with the countries of Central, South and South-West Asia, to develop Xinjiang as a transport, trade, cultural, scientific and educational centre, therefore this Chinese region is considered to play a key role in the Silk Road Economic zone.

In this terms, Central Asia serves as a transit bridge between Europe and the Asia-Pacific region. Realisation of the New Silk Road initiative through Central Asian countries and the construction of the transcontinental transport systems will ensure the involvement of this vast region in trade with China and other countries. Although the fact that most of Chinese goods are being transported by a cheaper sea routes, it is supposed that the goods would be delivered almost twice as fast via the land routes of New Silk Road to the West.

Daniel Runde (2015) states that Kazakhstan therefore plays a central role, as the main part of the road passes exactly through its territory.

The Republic of Kazakhstan is the main trading partner of China in Central Asia. It accounts for about 80% of the trade between China and all the Central Asian countries.

One of the five main routes under this project goes to the western provinces of China and the Xinjiang autonomous region, through Kazakhstan, and then by the territory of Russia and Belarus to Europe.

Moreover, from December 2014 Kazakhstan and China have conducted joint work to expand the horizons of cooperation in the field of industrialization and investment. In particular, there were selected 48 investment projects totalling more than 30 billion US dollars, and also there were signed a Memorandum of Understanding between Kazakhstan and China on cooperation in the field of industrialization and investment.

At the same time, it is also important to note that to date the countries act in a united front on many issues of international politics.

Bilateral cooperation has been continuously expanding in trade, economic, energy, investment, transport, infrastructure and humanitarian spheres. The Parties are sufficiently smoothly interacting in such multilateral international organizations as the UN, SCO, CICA, providing mutual support on key issues, and effectively protecting common interests.

China's “One Belt, One Road” initiative have received a positive response from the Kazakh government, and it is fully consistent with the strategic objectives of development of the country.

It should be noted that it is consonant with Kazakhstan's strategy of "Nurly Zhol" ("The Way of the Future"), aimed at the transition from raw material orientation of the economy to the innovative-industrial development. Kazakhstan occupies a key position in Central Asia and it is a strategic partner of China in building the Silk Road Economic Belt. To date joint large-scale projects are already being implemented in the fields of infrastructure, energy, finance and trade.

Chinese and Kazakh projects are complementary on its basic objectives.The Republic of Kazakhstan gradually changes its approach to relations with China along with the policy of diversification of economy and departure from the raw material orientation. The previous trend of “raw materials in exchange for investments” is being gradually replaced by a policy of strengthening the transport and infrastructure cooperation (dry port Horgos, correlation of the "Nurly Zhol" program to the New Silk Road Economic Belt).

As for the concrete acts in the way of implementation of the project, we can observe that there have already been taken such steps as the operation of a logistics terminal at the port of Lianyungang, the construction of the highway "Western China - Western Europe", the operation of "Horgos" International Centre and etc. (N.A. Nazarbayev, 2015).

Manufacturers of South-East Asia, Japan, South Korea and other countries are interested in the improvement of transport and logistics infrastructure, facilitation of customs procedures in the transit of goods through the territory of Kazakhstan.

Interests of China and Kazakhstan also converge in multilateral transport projects. One of them is the Trans-Caspian transport corridor (TRACECA). In August 2015 a test train Silk Wind was launched along the route Dostyk / Altynkol - Zhezkazgan - Aktau port - port of Baku - Tbilisi - Kars. In February 2016 the return freight train was dispatched from Ukraine to China. The participating parties are as following: China, Kazakhstan, Azerbaijan and Georgia, with the possible participation of Ukraine. Another international transport route with the participation of China and Kazakhstan connects China with Iran.

As we can notice, container trains between China and Europe through the territory of Kazakhstan opened a new direction in transcontinental freight traffic. Thus, the trans-Caspian route now presents the first alternative land corridor between Europe and China, built to bypass Russian territory.

According to Abu Saeed khan (2015) another advantage associated with the transport corridors of the PRC - Europe is the possibility of laying fibre optic cable along railways, pipelines and electric units. As a result, Kazakhstan can become a telecommunications hub in Central Asia. Kazakhstan already holds the leading positions in Internet and mobile development in the region.

Of course, we would be able to speak on the macro-economic efficiency of the project only in the long term. However, benefits of active cooperation between the countries within the project is obvious.

The economic benefits for Kazakhstan in the implementation of New Silk Road Economic Belt and "Nurly Zhol" projects is not only in the potential economic revenue from transit.

It is expected that the internal transport connectivity would be significantly improved, which would entail the development of related service and manufacturing infrastructure.

The project helps to overcome the continental isolation by engaging in the world transport and transit network. As a result, Kazakhstan gets access to the ocean. For example, with the opening by China in 2013 a cargo terminal in the sea port of Lianyungang to the Kazakhstan, the country has opened access to a port on the Pacific coast, in addition to the existing terminals at sea ports in the Baltic and Black Seas. This enables Kazakhstan to develop trade communication with Southeast Asia.

Moreover, Kazakhstan gains greater access to the Chinese loans and investments. For instance, in 2015, the sides have signed several agreements on Chinese loans to Kazakhstan totalling in 23 billion dollars.

Advantages and potential benefits from the project are clear enough. However, the question is what are the possible risks and challenges that may stand in the way of the implementation of the OBOR initiative in general and for Kazakhstan in particular?

In this respect, experts see the following main potential problems that may challenge successful implementation of global Chinese initiative - regional destabilizing factors (situation in Afghanistan, Iraq, Syria and Turkey) and possible local challenges (the problem of separatism in the Xinjiang Uighur Autonomous Region and in some Central Asian countries and Caucasus).

This raises the need for active cooperation between the countries on security issues in the area of the New Silk Road as well as joint coordination of anti-terrorist structures. In particular, within the framework of the Regional Antiterrorist Structure (RATS) of Shanghai Cooperation Organization (SCO), which is focused on the fight against terrorism and extremism.

According to the Kazakhstani expert, Constantin Syroezhkin (2014), China's cooperation with Kazakhstan “develops in the rate that corresponds to the capabilities of China”. In addition, the rapid growth of Chinese economic and political presence in Kazakhstan in a time of decline of the Russian economy can be perceived as the dominance of China.

Most experts note among the so-called common “threats” of Chinese objectives in Kazakhstan China's economic and demographic expansion. For instance, the statement of the Kazakh government in 2010 the possibility of giving of the agricultural land for the long-term lease to the PRC immediately triggered a protest mood in society. It is significant to note here that the problem of perception of China exist not only in Kazakhstan, but it is also common for other developing countries with a growing presence in China, such as Latin America and South-East Asia.

They are concerned about failure of the Chinese enterprises to comply with environmental standards and also with the fact of preferential hiring of imported Chinese labour rather than local man power and demonstration of militarism (Jan Wouters et al. 2015).

Poor information promotion of "One Belt One Road" project, the lack of work to clarify its goals and objectives, perspectives and benefits, adversely affect the positive perception of the project by the population of the countries involved. This may be one of the limiting factors for successful implementation of OBOR initiative.

Conclusion

As we can see, China is willing to invest financial resources, technology and manpower in the development of infrastructure along the New Silk Road Economic Belt. The organizational and financial components of the project have been already defined (the Silk Road Fund and ABII).

Of course, for China the implementation of the project of the Silk Road Economic Belt is not separable from the security of the region, yet the Chinese side is confident in the ability of Kazakhstan and China to ensure the safety and jointly prevent terrorism in order to successfully achieve the objectives of the project (Den Soaping, 2016).

In this regard, Kazakhstan should consistently build precise algorithms of cooperation with China under the OBOR and it is also important to ensure the transparency of the project, to improve its information support in order to prevent the emergence of misunderstanding within society.

Today Kazakhstan and China have achieved a high level of political trust, which will certainly contribute to further increase of the scope of cooperation, including the partnership in the framework of the OBOR project.

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Tourists' Satisfaction on Logo Design of Nong Chom Fruit Market, Muang Prachin Buri District, Prachin Buri Province

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Abstract

The research was aimed 1) to design the logo of Nong-Chom Fruit Market, Muang Prachin Buri District, Prachin Buri Province and 2) to study the satisfaction level that the tourists perceived towards the logo design of Nong-Chom Fruit Market, Muang Prachin Buri District, Prachin Buri Province. The satisfaction was measured based on the five criteria: 1) simplicity 2) memorableness 3) timelessness 4) versatility and 5) appropriation. The researcher utilized a probability sampling method via simple random sampling. The sample consisted of 30 tourists in the Nong-Chom Fruit Market. Statistics utilized for data analysis were percentage, mean, and standard deviation. The results suggested that the tourists had very high levels of satisfaction towards all five criteria of the logo design that was intentionally drawn for them as a target audience. According to this study, it was proposed that this specific logo design of Nong-Chom Fruit Market could be used with various media already available in the market.

Keywords— Satisfaction, Logo, Nong-Chom Fruit Market

Introduction

To start up a business nowadays, no matter whether to serve commercial purposes or the small or big government sector purposes, it was essential to have a distinctive logo in order to communicate personal identity and branding, establish trust, build organizational identity, as well as be recalled in the consumers' minds over the long terms. Due to these reasons, easier and more effective public communication was emerged. Logo, playing a significant role in sending out messages to the target audience, was like the image of the business or the goods.

Logo was originated by an artistic thinking process integrated with a well-designed communication process by focusing on the uniqueness of the object and presenting it to the publics to create better awareness. A good logo was able to communicate itself the target market functionally, and get remembered without using striking colors. It, additionally, was able to communicate well regardless of its size and could be used with variety of media including billboards for advertising and public relations, packaging, business cards, document, and printed material as well as websites, etc. Logo was therefore a crucial part in doing businesses and activities as it helped to send messages out to the target market efficiently. Logo played an important role in every department as it conveyed identity of brands and/or organization to consumers in spite of intense materialistic competitiveness in today world.

Nong-Chom Fruit Market was a local market in Prachin Buri Province and the vicinity areas. Local income distribution happened here since the local brought their products from their farms to sell at this market directly to tourists. On top of fruits which were popular at this market, assorted vegetables were well liked for purchasing. This was being said that this market was a center of souvenirs and OTOP products in Prachin Buri Province as well as a rest area for tourists heading back for Bangkok to drop by for enjoyable shopping.

Nonetheless, there was no logo to represent Nong-Chom Fruit Market yet. The logo could be used as a brand representative to convey messages to the publics in various forms like labels, packaging, name cards, document, print media, and website. This would bring about huge benefits to merchants in the market. As things go, the researcher was into designing and developing a logo for the market in order to add value, establish its identity and trust, along with get tourists remember this market after their visit over a long period of time.

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Literature Review

A logo design was an artistic process starting from setting a format, definition, appearance, and image by paying particular attention to the unique selling point to present and explain its definition including who, what, how and when to the publics to perceive easily. A designer had to utilize his capability and knowledge in doing analysis on the core messages to be transmitted as they were entitled to give definition about the object to the target group.

The principle of logo design comprised 1) simplicity to understand, perceive, and remember 2) memorableness of logo for the brand it represented 3) timelessness to brand attached over the next 10, 20, or 50 years 4) versatility for various media used 5) appropriation to the target group due to good logo positioning.

Color psychology leads a person to pay attention to the main content. In comparison to shape, color was more virtual to images and more effective to critical points in the pictures. Hence, fitting good color tone was extremely important. 1) Red was the most striking and the most powerful among the warm colors. It gave confidence, motivation, enthusiasm, excitement, and strength. It was usually coupled with intriguing objects or boards 2) Orange stood in for agility, merry, warmth, chill-out atmosphere 3) Yellow created inspiration, happiness, warmth, eagerness, and excitement. 4) Green indicated peace, freshness, youth, and it was used to represent balance, harmony, security, perseverance, and fertility. 5) Blue illustrated trust, honesty, and determination. It also appeared for calmness and spirit. Dark blue was suitable for business/organizational design aimed to show high-end technology, to give a feeling of future. Additionally, blue used for social media symbolized wisdom and warmth. 6) Purple signified respectability and dignity. It was connected to creativity. Dark purple acted as magnificence and wealth. Light purple meant spring season and romance. 7) Black expressed power, charm, stylishness, and mystery. 8) Gray embodied peace and justice. The designed work in gray color was perceived as conservative but lack of energy. 9) White stood for clarification, cleanliness, open mind, and simplicity. 10) Brown was typically part of the surface often used as a background color. In addition, it represented peace, elegance, and pureness while giving a feeling of conservatism and faith.

Methodology

This research was an experimental research. It was conducted based on a one-shot case study design which aimed to test with one experimental group. The researcher executed the study as well as collected data in order as pointed out below.

Period 1: Study initial information used to design the logo.

A field study to collect data from the merchants in the Nong-Chom Fruit Market and consumers was conducted so as to use the obtained data to design a logo for the market. There were 2 types of data collection as follows;

1) Primary data: this included background and history of the market. In order to such information, the interview on the village headman, the merchants in the market as well as those local living nearby was carried out. Behavioral observations on buyers and sellers were performed together with the use of questionnaire to capture basic information for a logo design.
2) Secondary data: the data were collected from essential and relating document.

Period 2: Design a logo.

The following techniques were employed;

1) Locate a logo symbolized the expected benefits.
2) Use a pencil to draft various ideas.
3) Select the best 3 ideas for preliminary artwork design.
4) Select the font characterized per the expectation.
5) Select the color set following the emotion and the feeling to be built.
6) Conduct an opinion survey from involving people along with those who were not aware of the local products. Then evaluate which idea created best potential result.
7) Compare pros and cons of each idea, consult logo design specialists to later modify the contents as well as adjust the required portions based on the advice from the specialist.
8) Fine-tune the content to become flawless and change the necessary parts based on the specialists' advice.
9) Make a manual containing how to use a logo, font name, and color palette along with a template.

Period 3: Conduct an assessment by a specialist.

An assessment form was established by the researcher and used by the 5 appointed specialists to measure the quality of the designed logo for further improvement.

Period 4: Measure tourists' satisfaction on the logo used for Nong-Chom Fruit Market.

The measurement form was created by dividing into 5 different aspects 1) simplicity 2) memorableness 3) timelessness 4) versatility 5) appropriation to the target group. Once the assessment was completed, the researcher statistically analyzed the result for conclusion and presentation.

Findings / Results

The research with the topic of the Tourists' satisfaction on the logo design of Nong Chom Fruit Market, Muang Prachin Buri District, Prachin Buri Province was conducted on 30 samples. The research results were examined and presented in a form of explanation table. The logo satisfaction was scored in general as follows;

Table 1:
Assessment result of tourists' satisfaction on the logo design of Nong Chom Fruit Market, Muang Prachin Buri District, Prachin Buri Province

Satisfaction Measurement	($\overline{X}$)	S.D.	Satisfaction Level
Simple	4.65	0.68	Highest
Memorable	4.53	0.67	Highest
Timeless	4.50	0.62	Highest
Versatile	4.37	0.89	High
Appropriate	4.47	0.77	High
Average score	4.50	0.72	Highest

From the Table 1, it was found that the satisfaction levels on the 5 aspects were at the highest ($\overline{X}$ = 4.50). Simplicity ($\overline{X}$ = 4.65) , memorableness ($\overline{X}$ = 4.53) were the highest level of satisfaction respectively. Yet, versatility was at the least satisfaction level ($\overline{X}$ = 4.37).

Discussion and Conclusion

This research was intended to 1) design a logo for the Nong Chom Fruit Market, Muang Prachin Buri District, Prachin Buri Province and 2) to evaluate the tourists' satisfaction towards the logo.

There were 4 periods in this study;

Period 1: Study the initial information useful for a logo design. The researcher collected the data by visiting and interviewing village headman, the merchants, and the local dweller to obtain background and history of the market. Behavioral observation on the merchants and the buyers was performed; moreover, a questionnaire to get initial information beneficial for the logo design was executed. Besides, the study on relevant documents was carried out at this stage as well.

Period 2: Design the logo. This was started out by locating the symbol that could convey the expected benefits, sketching variety of possible ideas and picking on the best 3 solutions for a preliminary artwork design. Font selection by choosing the one with the wanted character, color set selection that could appealed the desired emotion and feelings were initiated at this stage. Once all of the designs based on the top 3 ideas were completed, they were compared with one another in terms of pros and cons. Consultancy with specialists for improvement were carried out in order to allow the researcher to adjust and modify the design as appropriate. Lastly, the document illustrating how to use the logo, the font name, and the color palette as well as a template used was made.

Period 3: Evaluate the logo quality by 5 specialists by using the assessment form made by the researcher. Improvement and adjustment to the logo was made at this stage based on the specialists' advice.

Period 4: Measure the tourists' satisfaction on the logo by segregating into 5 aspects including 1) simplicity 2) memorableness 3) timelessness 4) versatility and 5) appropriation to the target group.

Once the evaluation was completed, the result was scrutinized statistically for conclusion and presentation at the next step.

From the study, it was concluded that the overall satisfaction level to the logo was at the highest level ($\overline{X}$ = 4.50) which was in accordance with the research hypothesis. In terms of the simplicity of the logo, it was at the maximum satisfaction. Simplicity signified ease and flexibility of the logo that it could be used with other media efficiently. Also it meant that the logo was easy to recognized. However, behind the simplicity, the designer had to put a lot of thinking efforts and draft various potential concepts in order to generate the logo that functioned so superbly that the viewers could easily notice and recall it (David Airey Translated by Hafis Benhawan, 2014).

Suggestions

Designing an adept logo required skills and capabilities in a designer like the ability to use various design tools including pen, pencil, assorted colors as well as a computer to transform concepts into images. Additionally, the designer was supposed to pay attention to changes around the world that happened unceasingly particularly on the markets and the mass communication. He had to own visions that could foresee a potential future as one single logo was supposed to live long (Araya Srikanlayanabut, 1998: 12-13).

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The author of this research would like to show appreciation and gratitude to the Research and Development Institute, Industrial Technology Faculty, Suan Sunandha Rajabhat University, Bangkok, Thailand for subsidizing this study to be completed successfully.

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BESSH-16

Researching College Students' Conceptions of Mathematics in Calculus

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Abstract

Calculus is an important part of modern mathematical education. In this paper, we investigated Taiwanese college students' conceptions of mathematics by permeating mathematical culture in calculus. 43 college students who major in management participated in this study. A qualitative belief questionnaire, follow-up interviews, students' in-class reports, and the achievement tests were sources used to observe the development of students' views. In the beginning, there were 65.12% of students espousing narrow views, whereas it decreased to 34.88% at the end. Research shows that the number of students with broad conceptions from 15 students increased to 28 students (increased 86.67%). The research concludes that permeating mathematical culture into mathematical teaching will encourage students towards broader views.

Keywords— Calculus, Conceptions of Mathematics, Mathematical Culture

Introduction

Calculus is the foundation for later learning at university level. Calculus is also necessary for the success in several subjects at the undergraduate level (Biza & Zachariades, 2007). Students' conceptions of mathematics have a great effect on calculus learning. Research at the school level indicates that the learners' previous experiences influence the quality of their approaches to learning, attitudes to and outcomes in learning mathematics (Crawford, 1990; Crawford, Gordon, Nicholas & Prosser, 1994). Taiwanese students perform well in international studies of mathematics achievement (e.g., the Programme for International Student Assessment (PISA) and Trends in International Mathematics and Science Study (TIMSS)), but their excellent achievements are not accompanied by correspondingly positive attitude towards mathematics. Difficult, boring, abstract, inscrutable, dread and tedious are termed "negative emotions" because they make students lose confidence and feel miserable about mathematics (Chen, 2014).

Conceptions of Mathematics

Students' conceptions of the nature of mathematics have a great effect on mathematics learning and mathematics plays an important role in many careers. Students have already developed views of mathematics by the time they enter university, which may be changed during tertiary study. The negative conceptions of mathematics have a major impact on students' achievement, enrollment in higher education and their future career decisions (Sam, 1999).

Generally, students' conceptions of mathematics are evolved from their school learning experiences. Crawford et al. (1994) divided views of mathematics into five categories. The first two categories represent a student view of mathematics that is termed "fragmented" while the last three categories present a more "cohesive" view of mathematics. Petocz et al. described conceptions of mathematics ranged from the narrowest view to the broadest view of mathematics. Petocz et al. (2007) actually defined a very low level "Number" category: here, mathematics is connected with numbers and calculations. "Components": mathematics is viewed as a toolbox to solve equations and problems. "Modelling": here, this conception links mathematics to the physical world. "Abstract": The emphasis here is on mathematics as a logical system or structure. The broadest view of mathematics was labelled "Life": students view mathematics as an approach to life and a way of thinking, and make a strong personal connection between mathematics and their own lives.

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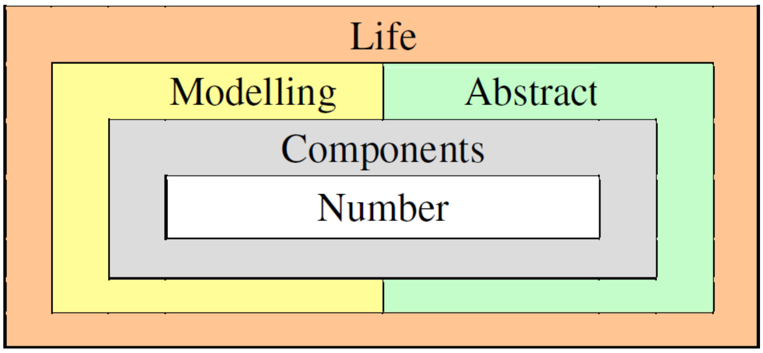

Figure 1: Relationship between Conceptions (Petocz et al. , 2007, Figure 1)

In this paper, we denote "narrow" conceptions of mathematics by including labelled Number and Components and "broad" conceptions of mathematics by containing labelled Modelling, Abstract and Life. Based on the teaching and researching, this study aims at investigated Taiwanese college students' conceptions of mathematics and to analyze if there are differences in conceptions by permeating mathematical culture in calculus. The rest of the paper is organized as follows. In the second section, we describe the methodology of the study, including a brief description of mathematical culture used in the study in the third section. Then we describe in detail the results of the study in the third section. In the last section, we conclude our work and point out some implications.

Methodology

Participants

In this study, 43 Taiwanese college students (21 females and 22 males) major in management were involved. Technological university students in Taiwan are generally equipped with the expertise in practical skills that fulfill industrial and business demands. Most of these first-year students recently graduated from vocational high schools.

Design

Calculus, a core course preparing the student for advanced mathematics-related courses, is required for all. The experiment was conducted during two consecutive semesters, the fall of 2015 and the spring of 2016. A qualitative belief questionnaire, follow-up interviews, students' in-class reports, and the achievement tests were sources used to investigate the development of students' conceptions of mathematics during this year. In order to gain insight into beginning college students' conceptions of mathematics in this study, the qualitative belief questionnaire included the first and most important question: *What do you think mathematics is* ?

Mathematical Culture

Mathematics is not only a science but also a culture, that is "mathematical culture"; mathematics is not only some knowledge but also a literacy, that is "mathematical literacy". Burton (2009, P.157) identified "mathematical culture as the set of socio-political attitudes, values and behaviours that, in situations of communication around mathematics, shape how mathematics practitioners experience mathematics." In 2013 International Symposium on Mathematical Culture and Education, Liu presented mathematical culture in an interesting way as followed.

$$Mathematical\ culture = \int_0^{\infty}\int_{past}^{now}\int_{east}^{west} K(m,t,u)\ dmdtdu,$$

$$K: knowledge, m: mathematician, t: time, u: universe.$$

Li and Huang described that "the integration of mathematical culture into mathematics teaching is of great value in mathematical education, because it helps to stimulate students' interests in learning, to form their mathematical thinking, to enhance their confidence in studying and their courage to overcome difficulties, to serve as an educational guide for teachers' choice of teaching methods, and to reveal the humanist aspect of mathematical knowledge" (Li et al, 2011, 520).

Besides textbook, we demonstrated the context of mathematical culture by showing the history of mathematics. Lockhart (2009) complained about the fact that conventional mathematics courses usually lack a historical perspective or thematic coherence. Liu proposed five reasons for including the history of mathematics in the classroom: (Liu, 2003, p. 416)

i. History can help increase motivation and help develop a positive attitude towards learning.
ii. Past obstacles in the development of mathematics can help explain what today students find difficult.
iii. Historical problems can help develop students' mathematical thinking.
iv. History reveals the humanistic facets of mathematics knowledge.
v. History gives teachers a guide for teaching.

Besides textbook, we demonstrated the context of mathematical culture by showing the history of mathematics. Just like Kool's suggestion (Kool, 1992): "Do not talk about the history of mathematics in your classroom, but do it, use it!! … Historical problems may intervene at the end of the learning process as an extra exercise or the application of a new learned mathematical topic, or at the beginning to stimulate pupils to develop their own individual strategies." We used historical problems and encouraged students to discover analogies between the old and the modem problems.

Petocz et al. (2007) think that an important dimension of curriculum that can encourage students towards broader conceptions of mathematics is making explicit connections between students' courses and the world of professional work. We designed some exercises that model the way mathematicians work in industry and academia in order to give students an idea of the way mathematics is used in their future professions. For instance, a standard can of soda holds 355 ml. Find the dimensions of a cylindrical can that will use the least amount of aluminum.

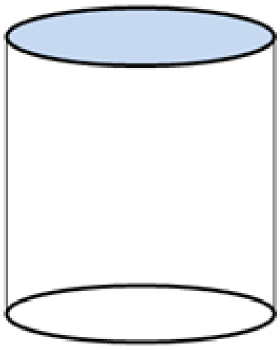

Figure 2: Design a Cylindrical Can

Some materials have been used in the paper (Chen & Liu. 2015). Mathematical thinking is important as a way of learning mathematics. When we taught the slope of the tangent line to the graph of the function, we use figure 3 to emphasize the important of mathematical thinking. In figure 3, the upper triangle is made of four pieces. And the same pieces have been arranged in the below triangle. Where did the hole come from? That's because of the slopes of medium and small triangles are different.

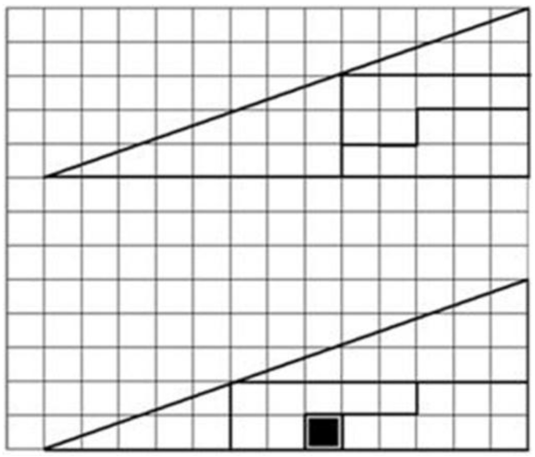

Figure 3: Mathematical Thinking: Where did the Hole Come from?

When teaching the topic "sequences", we showed mathematical beauty. The sunflower seed pattern contains many spirals (Figure 4). The number of spirals within a sunflower follows the Fibonacci sequence, or 1, 2, 3, 5, 8, 13, 21, 34, 55, 89, 144...

Figure 4: Mathematical Beauty: The Sunflower Seed Pattern

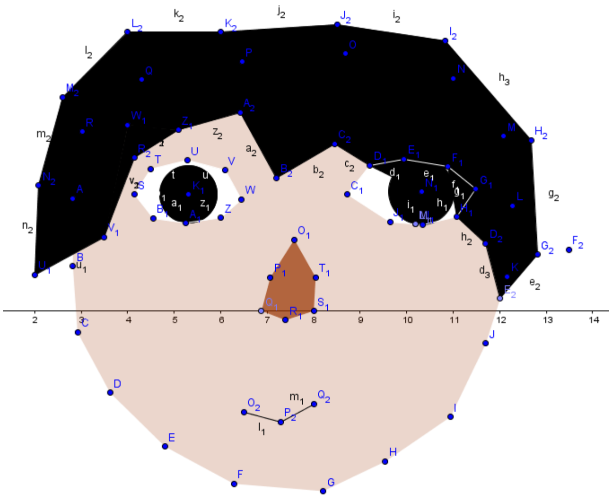

Figure 5: Student's Homework: Use Geogebra to Draw A Face

GeoGebra is a free and multi-platform dynamic mathematics application for those that study or work with arithmetic, geometry, algebra and calculus. Students were asked to use GeoGebra to study calculus. At the beginning, we designed learning tasks to download GeoGebra and use it to draw a face (Figure 5). Students can learn calculus from the visualization tool GeoGebra (Figure 4).

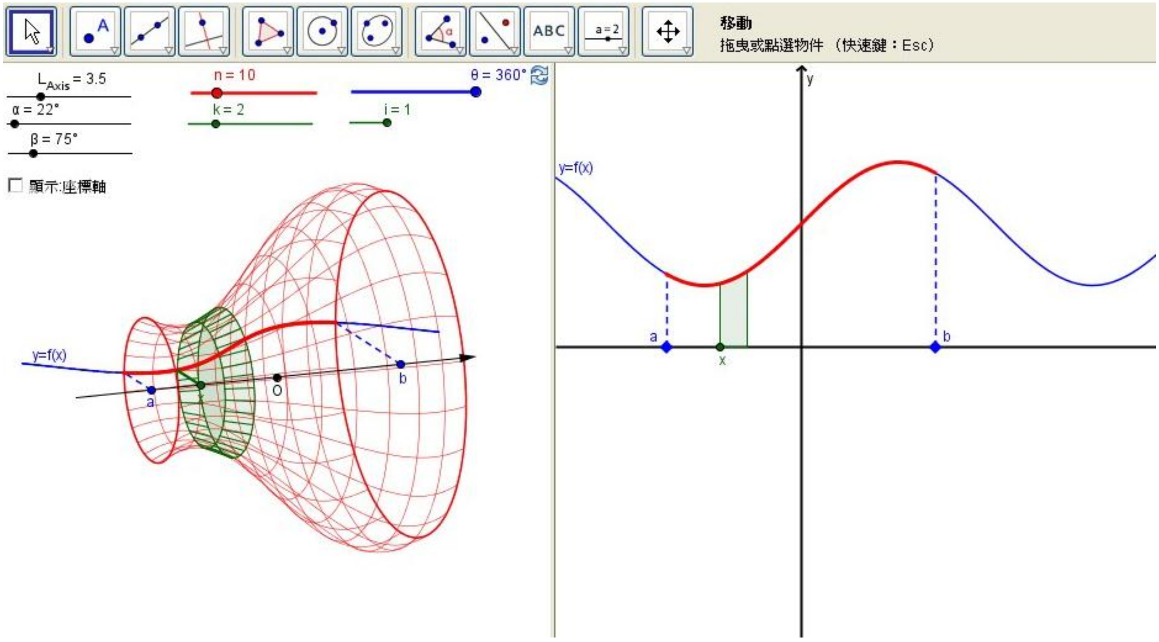

Figure 4: The Visualization Tool GeoGebra

Conceptions of mathematics may be explored, motivated, and enlarged through literary art. Mathematical literature homework is designed for using the elements of mathematics to write literature. We also demonstrated the context of mathematical culture by showing mathematical methods, mathematical theorems, mathematical beauty, the philosophy of mathematics, mathematical literature, mathematical movie and mathematical extensions.

Results and Discussion

Students' answers to the question "What do you think mathematics is?" are really different. According to these answers, we divided students' conceptions of mathematics into two parts: broad conceptions and narrow conceptions of mathematics. Table 1 shows the changes in students' conceptions of mathematics from the beginning to the end. In the beginning, there were 28 students espousing narrow views, whereas it decreased to 15 at the end.

On the other hand, there were only 15 students with broad views at the outset and as high as 28 students articulating their broad conceptions of mathematics at the end. The upper triangular number 13 in Table 1 refer to the numbers of students whose toward broader conceptions of mathematics. The lower triangular number 0 in Table 1 means no students are toward narrower conceptions of mathematics. And the differences of students changing their conceptions are statistically significant (F-test p-value=0.000 <0.001) through this study.

Table 1:
Conceptions of Mathematics

Stage	conceptions of mathematics	At the end		
		Narrow	Broad	Total
In the beginning	Narrow	15	13	28
	Broad	0	15	15
	Total	15	28	43

The diagonal numbers with underline indicate the number of students showing no changes in students' conceptions of mathematics. It is a pity that 15 students always possessed narrow conceptions of mathematics during this study. We should design better curriculum and individual learning tasks that encourage the next generation of students towards the broader conceptions. There are 15 students (6 females and 9 males) with broad conceptions through this study. The best student in calculus showed narrow view in the beginning and held broad conception at the end. In the beginning of questionnaire, she thinks mathematics is a lot of numbers to calculate. She indicated the full range of conception of mathematics in this year, from Number to Life.

Conclusions

The results from this study had been positive by permeating mathematical culture in calculus. In the beginning, there were 65.12% of students espousing narrow views, whereas it decreased to 34.88% at the end. On the other hand, there were only 34.88 % of students with broad views at the outset and 65.12 % of students articulating their broad conceptions of mathematics at the end. No students are toward narrower conceptions of mathematics in this study. Research shows that the number of students with broad conceptions from 15 students increased to 28 students (increased 86.67%). The differences of students changing their conceptions of mathematics are statistically significant through this study.

Based on our findings, we can design curriculum and individual learning tasks that encourage students towards the broader conceptions in calculus. We suggest that permeating mathematical culture in calculus teaching is appropriate for encouraging students to hold broader conceptions.

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BESSH-16

Innovation and Creativity of Local wisdoms and Thainess: The Perspectives from our Next Generation

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Abstract

This research aims to encourage participation and creativity of youths in local wisdom and Thainess using tourism as a tool. Patterns building partnership with youth participation in developing and adding value to community-based tourism were exploredpromoting youth engagement in designing media exhibits local wisdom they experienced when visiting communities as tourists. The research opened up an extensive critique on the future of Thai culture. A range of experts principally formulated the 3 pillars of Thainess (Nature, Life and Art). This conceptual framework was used as an experiment tool to elicit how the three elements could be conceptualized within 3 selected areas using case study research approach (Chiengmai, Samutsongklam and Ban Rai Kong King) representing 3 different scales of tourism development. Based on a theoretical analysis, a working model was formulated. An action research was then designed to experiment how the model could be materialized. Brainstorming elicitation and in-depth interviews were employed to reflect on how each element could be integrated. Thirteen young performing art students were competitively selected from throughout Thailand to work in these selected areas in Thailand participating as young researchers. Learning about local wisdom and heritage helps in interpreting local pride and understanding local value and local life which are in harmony with the land and nature. The youth involvement value creation process model was discovered and offered a fundamental guiding principle for how local wisdom and Thainess could be conceptualised and embedded into tourism. Performing arts were designed to represent stories and experiences.

Keywords— Community-based Tourism, Thainess, Value Creation, Youth Engagement and Innovation

Introduction

Thailand's destination marketing entitled "Discover Thainess" urges the need to explore how "Thainess" could be defined and how the essential elements could be integrated into tourism in Thailand. Although the concept is based on unique Thai cultures, the parameters of what constitutes culture are elusive and complicated. According to Supparerk chaisakul *et al.* (2014), a vocabulary of 'culture' is linguistically rooted from 'cultivare' which is defined as cultivation of goodness, mind and etiquettes, while, in anthropologic aspect, it means conformity of humans' living patterns which can be specified in different geographical areas or communities. Culture includes thoughts, living patterns, traditions and rituals, both formal and informal. In Thai context, culture is defined by one of linguistic and anthropologist scholars, Phraya AnumanRajadhon, as "... dharma of civilised living within a community, or the same area of living, or a nation. Livelihood and culture of the nation can be known from man-made tangible assets representing the national identity, such as traditions, art and literature, religions, beliefs, morals, education, laws and governance. However, the true culture is intangible and lies beneath." According to a book "Very Thai" written by Cornwell-Smith (2013), to understand Thai culture or Thainess is necessary to dig through its external appearance or expression and understand Thai beliefs, history and traditions, which are respected as high or elite culture. It has been critiqued that Thai social structure may limit innovations which are diversified from its traditions and conformities. Thai popular culture tends to be imported from foreign cultures rather than created from within. Young generations are seeking more contemporary and popular culture which they could relate to in their own modernised ways. All these pose a challenging issue to critically embed the future of Thai, contemporary Thai culture and more importantly all to appreciate the roots of our cultures.

This research was designed to explore the linkages between tourism. This study examined the future of Thainess through the eyes of young performing artists using core principles of co-creation proposed by Ramaswamy and

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Gouillart in 2010, with the research objective to discover participation and creativity of youths in value creation tourism.

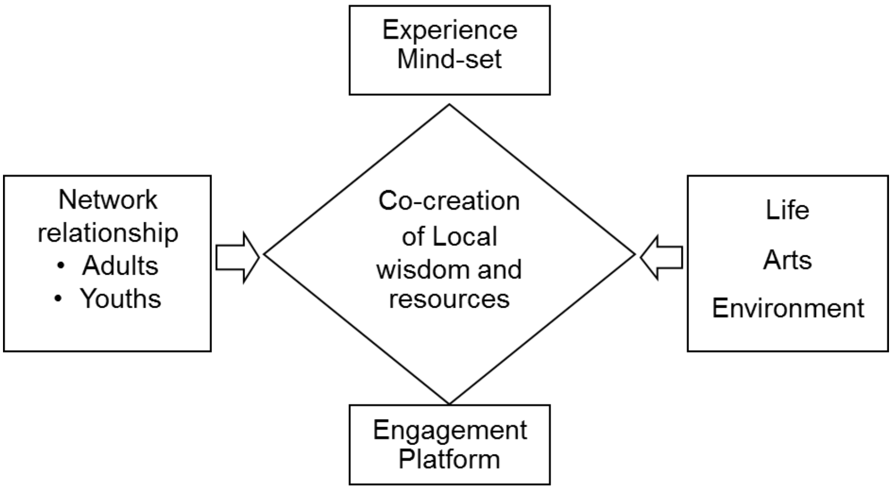

Figure 1: Research Framework (Adapted from: Ramaswamy & Gouillart, 2010a)

Literature Review

Parameter of Cultural Assets and Thainess

"Discover of Thainess" is a current Thailand's destination marketing with a collaboration of the Ministry of Tourism and Sports and Tourism Authority of Thailand. However, this marketing campaign has brought extensive critical discussion on its definition and practical components. In-depth discussion on culture and tourism is limited and most researches focus on the utilisation of culture to differentiate tourism products and for its competitive edge. Culture is dynamic; therefore, cultural assets need to be investigated holistically through a period of time, linking past, present and future local ways of living. Cultural values convey a local "sense of place" which can be creatively interpreted and designed to have memorable experiences for the tourists. From an extensive literature reviewed and local consultations, a broad framework was developed to permit all important elements of local Thai cultures to derive. Figure 2 depicts the three pillars, grouped from diverse cultural elements.

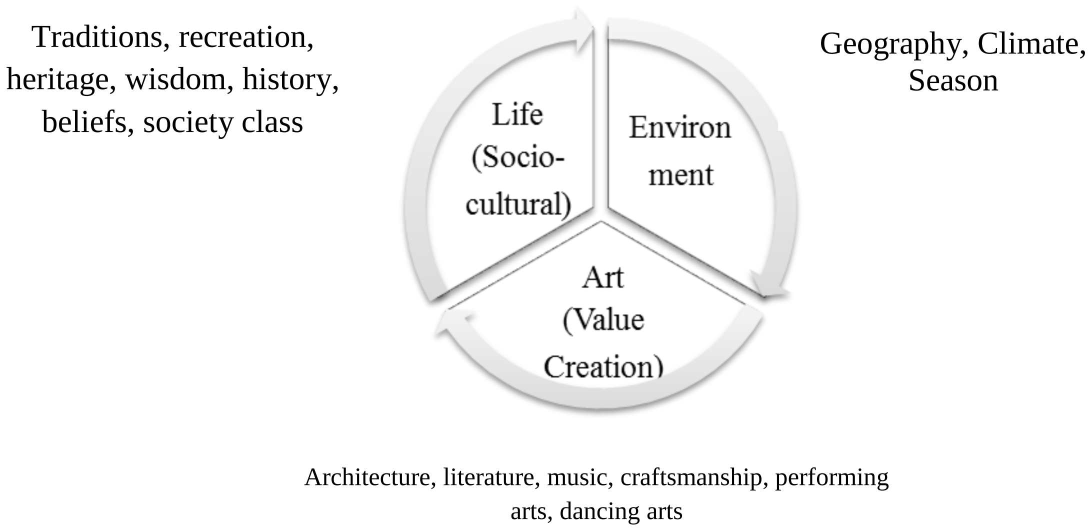

Figure 2: The Three pillars of Culture

Co creation

Co-creation, a multifaceted phenomenon, is an active, creative and social process with collaboration between retailers and users to build and create value for customers (Piller, Ihl, & Vossen, 2010b). This concept has become a new paradigm and become popular among businesses in the late 90's. It was initially introduced by Kambil, Ginsberg & Bloch (1996) (Zwass, 2010, p. 13) as co-creator describes as the role of consumer collaborating in business transaction that produce expected value. In the year 2000, Prahalad and Ramaswamy applied the concept as co-creation to business and marketing strategies (Zwass, 2010, p. 13). Prahalad and Ramaswamy (2004a, pp. 1-8) defines the concept as consumers and producers working together to create value which later other academics use a broader terms like stakeholders (Desia, 2010).

The Co-creation concept of Prahalad and Ramaswamy (2004) is about the collaboration (joint) in the value added by and for producers and consumers rather than trying to create satisfaction solely for consumers. Satisfaction must be for both producers and consumers. This could be accomplished when all stakeholders share their views of problems and solutions which are suitable to their context. Therefore, to generate information that will be beneficial to tourism development, it is vital that all parties' involvement in thinking, participating and sharing the responsibilities. Co-creation concept is a good approach in adding value-creation and sustainability of tourism. To maintain the balance among the 3 dimension, economic, social and environmental, because it can provide the relevant stakeholders/sectors from the 3 dimensions to take part in the thinking, built the joint and share the responsibilities.

As mentioned above, that all sectors must cooperate together to depict the development of sustainable tourism, because tourism is integrated from all sectors so to link relevant ideas. Although at the end of the day business decisions depend each individual, the information results in satisfaction of all parties. Tourism sustainability can be ensued when these ideas are inherited by young generation who will inheritance the idea of developing tourism that kept the 3 dimension, economic, social and environmental balanced.

Overall, this research aims to create mechanisms for Tourism with Thainess in the form of creative tourism integrating environmental and socio-cultural assets and identities of local community. The outcomes of this research can be used as practical guidelines for tourism product development with value creation. Moreover, this research can be used to follow the path of sustainable tourism development. Specifically, this study aims to answer following research question of how to encourage participation and creativity of youths in value creation tourism.

Methodology

This study adopted a qualitative research approach to explore and the phenomenon occurring on-site concerning stakeholder engagement, value creation and youth participation. While exploring through the research process, action research was implemented to engage research participants into the research process in order to directly gain a sense of phenomenon and understand cognitive and behavioural matters of the participants.

To present comparative studies of different areas, study areas were selected into 3 different levels of tourism development, including 1) an area of community-based tourism with well-structured collaboration between public and private sectors (Baan Rai Gong King community in Chiangmai province), 2) an area of developing domestic tourism destination (Samuthsongkram province), and 3) an area of developed international tourism destination (Chiangmai City).However, considering a variety of tourism stakeholders, research samples were divided into 5 groups; 1) public sector, 2) private sector, 3) civil society, 4) youths with specialisation in arts, and 5) prospective tourists.

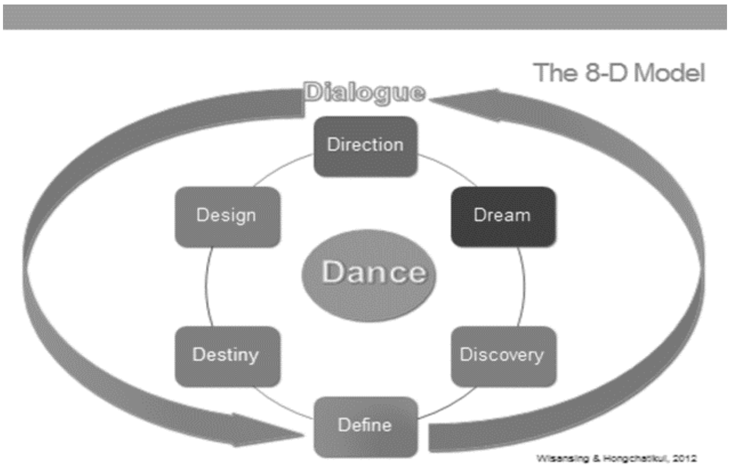

Figure 3: The 8-D Working Model

Instead of investigating problems, this study adopted Appreciative Inquiry (AI) method to ask questions in positive and creative ways. 8D Model was used as working model for collecting the data by beginning with 1) defining broad topic of discussion without framing any ideas raised by the participants, 2) discovering advantages/strengths/prides, 3) motivating the participants to dream about what they can do in the future, 4) setting up directions to achieve dreams, 5) destining plans towards potential dreams, 6) celebrating every successful steps for encouragement (Wisansing & Hongchatkul, 2012). Specifically, data collection was divided into 3 steps; 1) Participatory observation to gain a sense of conceptualisation of the media design, 2) Brainstorming in focus group using AI discussions to discuss about tourism and experiences on local wisdom, culture, ways of living and food, 3) In-depth interview to confirm validity of the results and develop recommendations on value creation of local wisdom into tourism.

The results of the study were analysed by adopting content analysis technique by thematising the results with repeated keywords. Nominal group technique was also implemented to investigate and approve concepts to be practically experimented. Patterns of the results were defined to examine constructs for theorising mechanisms for value creation into Tourism with Thainess.

Results

Prominent Local Identities in Three Areas of Study

Being an award-winning health tourism community, Baan Rai Gong King has an interesting story about community development by the leaders acting as the centre in planning and conducting social development activities. In addition, Baan Rai Gong King has cooperated with external supporting organisations, such as public tourism-related organisations and educational institutes, to gain supportive knowledge and social development. The philosophy of sufficiency economy by the King BhumibolAdulyadej has been adopted to encourage local people to be self-sufficient, support household organic and livestock farming. Local art and culture, including traditional performances, have been carried on by young generation. To welcome visitors, Baan Rai Gong King provide CBT programme focusing on healthy food. It also promotes low-carbon menus by supporting local sourcing, organic and seasonal food.

In Samuthsongkram province, locally known as Mae Glong town, orchardists' way of life and abundant natural resources, particularly coconuts, by Mae Glong river are considered as prominent local identities. Even though industrialisation and capitalism have invaded and greatly impacted local food supply chain, the story of a group of coconut orchardists carrying organic coconut plantation forward towards sustainable development and food safety.

Being a well-known local product, coconut sugar is extracted from coconut trees and become one of local souvenirs of Samuthsongkram province. The original process of making coconut sugar was invented by local savants passing through generations. Besides, organic coconut sugar contains nutritious monosaccharide without preservative. A coconut orchardist in Samuthsongkram province built up a small group in which people in different sectors who share mutual creative values are selected to work together on the issue of restoring organic coconut orchards. To restore organic coconut orchards in Samuthsongkram province is to revive traditional livelihoods and local wisdom. Moreover, food safety and security are addressed as a goal of group's missions. The group members consist of coconut orchardists, branding and advertising company, product design company, educational institutes and local governmental agencies.

Another area of study is Chiangmai City which is a developed international tourism destination. As one of the economic hubs of Thailand, there is a diversity of stakeholders in different expertises. The stakeholders have their own institutional commitments and strong working establishments. A collaboration on value creation in creative tourism involves those stakeholders who share similar objectives relevant to their institutional commitments. In this case, Chiangmai Conservation Community Network has gathered local communities in Chiangmai City and collaborated with other organisations, including local governmental agencies, educational institutes, tourism-related public organisations, non-profit organisations, media, etc.

Being the northern economic hub of Thailand, Chiangmai city is Lanna's ancient capital with over 700 years and has a great history important to the nation.Chiangmai used to be the capital city of Lanna Kingdom paralleled with the history of the first Siamese capital – Sukhothai. It was occupied by Burmese kingdom for over 200 years and restored by reviving abandoned town to the capital city. To restore Chiangmai city from the Burmese kingdom was to gather hidden ethnic groups around Lanna Kingdom back to Chiangmai.Buddhism is considered as another local identity reflecting Chiangmai people's way of life from the past to the present. Buddhism serves as the spiritual center of local people of all ethnic groups. Local rituals and ceremonies are usually related to Buddhism, such as making merit, offering food to the monks, etc. Also, generosity of Chiangmai people is claimed to be related to Buddha's teachings.

Discussion & Conclusion

Stakeholder Engagement on Value Creation

Working structure mixed with both functional and accelerating is beneficial for creating values on Tourism with Thainess (creative tourism). Functional structure means a working structure with a hierarchy of responsibilities driven by organisational missions, while accelerating structure means a working network incorporating with a diversity of people from different expertise. However, issue-based or objective-based working structure is viewed as the important approach to work with different stakeholders. The characteristics of effective working structure depend on each situational context.

In the context of local community as a tourism destination, the effective working structure requires a leader with inspiring and admirable characteristics. This kind of leader is strongly believed by the community members for his or her knowledge on community development and power in integrating a wide range of local people. It is suggested that the leader in this situational context should concentrate on involving local people in the area and open to external supports, if beneficial.

In the context of developing domestic tourism destination, Creative Shared Values (CSVs) serve as the important factor attracting passionate stakeholders to get involved. Due to the fact that this situation usually has an issue of industrialising capitalism, it requires leader who is able to strongly prove that his or her action is effective and worthwhile to follow. The stakeholders with CSVs can be gathered or selected into the working structure in order to work on each expertise.

In the context of developed international tourism destination, large city has usually a wide range of institutions and establishments. Institutional commitments of each stakeholder are fundamental for organisational survivals and achievements. However, to work on objective-based or issue-based projects, the role of convener is essential to coordinate and cooperate with those stakeholders who perform well on aimed objectives and collaborate them in accelerating working structure.

During participatory observation, a consistency of value creation process in tourism is found in all areas of study. The participants in each area created innovative presentation of local wisdom by following framework;

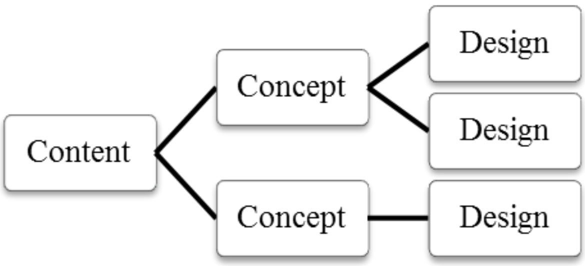

Figure 4: The CCD Framework

1) Content – Prominent local identities can be explored by using a conceptual framework (life – Arts – environment) to define a sense of place. Local tourism stakeholders and external specialists can open up a discussion and brainstorm on local culture and identities. A diversity of expertise can generate productive discussion and verify the contents each other. Local people can gain outside-in perspectives and open to creative ideas, while the external specialist can learn about the areas.
1) Concept – To value up the contents, conceptualisation can create and connect sets of stories for further presentation. Contents can be conceptualised by selecting repeated or relative stories from the discussion.
2) Design – The concepts of stories can be designed by adding creativity into artistic presentation. Living interpretation can add value on stories and create tangible tourism experiences. Three components of creative design are described; a) stories – amusing and interesting, b) senses – seeing, smelling, hearing, touching and tasting, and c) sophistication – art of presentation.

Youth Participation

Youth participation is essential component to encourage cultural evolution and creative innovation. However, in the perspective of young generation, culture can be more interesting if it is presented in the contemporary and approachable style. Two important factors encouraging youths to participate in value creation process and innovate creative ideas are challenges and abilities. The situation in which the creativity flows is when those challenges and abilities are balanced. Creativity is usually obstructed by imbalanced challenges and abilities. When the challenges outweigh the abilities, youths are inclined to feel burnout and tend not to produce innovation and creativity (over-challenged). While, they tend to be less interested in participation when the abilities outweigh the challenges (under-challenged).

In figure 5, participatory observation results depict value added to tourism boosted as tourists experience local wisdom through the eyes of locals. As tourists see, learn and try ways of life in the community, the appreciation increased. Community youths work as young tour guides leading others, telling stories, sharing experiences and showing interesting landmarks of the community. Young tourists received those message and convert them into media of their own interest to convey the messages. Later, this message is used in transferring community local wisdom as such, local wisdom be inherited (figure 6).

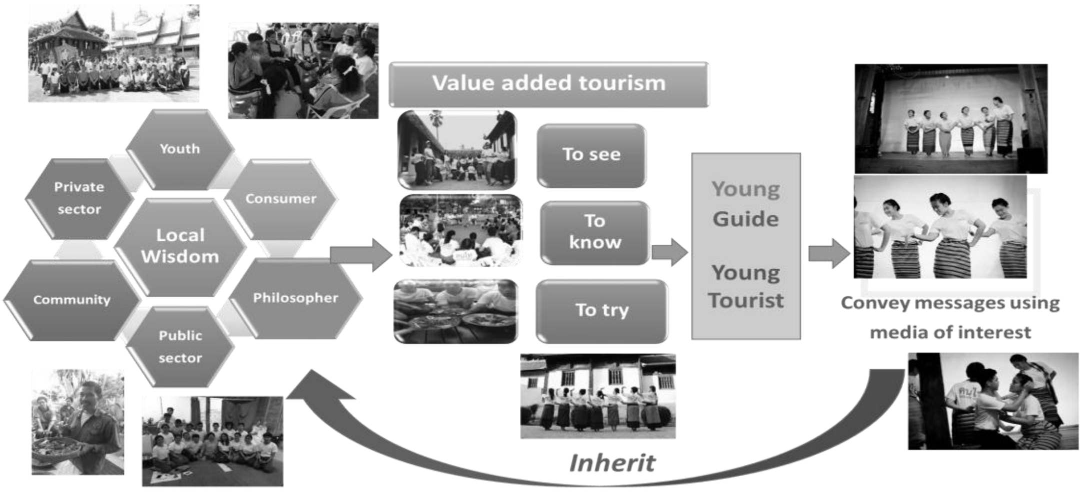

Figure 5: Value creation Tourism Process with Youth participation

This is an expression of life, nature and the art of community by featuring both dance and music that reflect the things that young researchers learned during the participatory action research. By this time the creativity arising from participating by visiting and learning lifestyles of people in the community.

Figure 6: Performance Articulating Experiences from Ban Rai Glong King and Mae Glong

Recommendations

To add value to Tourism with Thainess needs to support local communities by several guidelines as followings;

1) Support research on local history and culture and set up local museums portraying ways of life and local culture and praising local heroes and savants
2) Train local people, including youth, to be high quality local guides and interpreters
3) Conserve local natural resources and cultural assets

Limitations of the study

Thirteen young researchers participated in this study were selected form group of young performing artists, therefore, messages created were in the form of performance. With different groups of specialist, the message will be in the different forms and can reach wild range of receivers.

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