# AASE

## 2023

### 01-05 MARCH

# PROCEEDINGS OF PSMP INTERNATIONAL CONFERENCE

INTERNATIONAL CONFERENCE ON POLITICAL SCIENCE AND MANAGEMENT IN POST-PANDEMIC

**NOVOTEL PARIS CENTRE TOUR EIFFEL
PARIS, FRANCE**

# PROCEEDINGS
# OF PSMP
# INTERNATIONAL CONFERENCE

Applied and Advanced Science Exchange (AASE)

# © 2023, The AASE International Conference

- ➢ International Conference on International Conference on Political Science and Management in Post-Pandemic (PSMP)
  - Paris/France, March, 01$^{st}$ -05$^{th}$ , 2023

**Applied and Advanced Science Exchange (AASE):**

The *Applied and Advanced Science Exchange* (AASE) is an active professional community and registered as a non-profit organization (NGO) in Japan. AASE has devoted itself to disseminate a variety of knowledge and worked with a vision to share the innovations in fields of academia by building up an international platform. Nowadays, interdisciplinary research is increasing and playing a key role. In our interdisciplinary joint conferences, participants are able to share their viewpoints from different perspectives and seek new collaborative opportunities across fields.

The *Applied and Advanced Science Exchange* (AASE) offers an extraordinary platform for networking opportunities and discussions to enhance research progress in various fields. From 2016, we have run a series of professional workshops, conferences, seminars and symposiums, and have built a reputation for delivering inspirational conferences with flawless execution. Our purpose is to facilitate networking opportunities for scholars and be the information resources for dynamic professional development opportunities throughout the World.

AASE conferences footprints of the world

# EDITORIAL MESSAGE

It is my proud privilege to welcome you all to the PSMP International Conference at Paris/France on 01th-05th March 2023. AASE International Conference serves as platform that aims to provide opportunity to the academicians and scholars from across various disciplines to discuss interdisciplinary innovations. We are happy to see the papers from all part of the world published in this proceedings. This proceeding brings out the various Research papers from diverse areas of science, engineering, nanotechnology, management, business and education. These articles that we received for these conferences are very promising and impactful. We 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 all the participants for being here with us to create an environment of knowledge sharing and learning. I am also thankful to our scientific and review committee for spending much of their time in reviewing the papers for these events. I am sure the contributions by the authors shall add value to the research community.

Editor-In-Chief
**Dr. H. Miyamoto**

# TABLE OF CONTENTS

| No | TITLES/AUTHORS | Page No. |
|---|---|---|

★★★

# Estimation of Sediment Transport Rate and Long-term Prediction of Riverbed Elevation Changes in Yangon River

## Salaing Shine Htet[ab], Yeon S. Chang[ab*]

**a** Coastal Development and Ocean Energy Research Center, Master Student, Myanmar
salaing@kiost.ac.kr
**b** Coastal Development and Ocean Energy Research Center, Professor, Republic of Korea
yeonschang@kiost.ac.kr

## Abstract

Yangon River is the branch of Ayeyarwady River which is the fifth largest in the world in term of sediment discharge. The high sedimentation rate in Yangon River becomes one of the major issues for Myanmar as her largest port which handles about 90% of the country's export and import is located on the Yangon riverbank. As a result of high sedimentation rate, shallow water area near the Yangon Port becomes the obstacle for the navigation channel. Even the daily maintenance dredging work done by the Myanma Port Authority (MPA) can only maintain the water depth at this area up to 4.5 m below chat datum. That shallow water area limits the size of the vessels calling to the Yangon Port and slow down the improvement of Yangon Port. Yangon River is also getting shallower year by year according to the recent survey data of MPA. Thus, increase rate of sedimentation in Yangon River must be considered for the Yangon Port development plan that plays a critical role in the economic development of Myanmar. Sediment transport rate in Yangon River was calculated in this research by using Bagnold (1966), Engelund and Hansen (1967) and Yang (1973) theories. Based on the comparison between the calculation results and observation data, Bagnold (1966) formula is the best to calculate sediment transport in Yangon River, and the outcome of the estimated sedimentation rate indicates that riverbed level near Yangon Port area will rise to 3.15 m in approximately 50 years, which requires urgent approaches for sustainable use of the Yangon Port. The approaches should include more detailed diagnostic procedures such as numerical studies in the experimental site based on closer observational investigations for future studies.

**Keywords**: Yangon River; Sedimentation; Yangon Port; Sediment transport; Myanmar

> *This research presented on International Conference on International Conference on Political Science and Management in Post-Pandemic (PSMP) : Paris/France, March, 01st -05th , 2023*

# Business Process Improvement through Lean 4.0 in Indonesia Distributor Company

**Nyoman Triani Herlina Dewi[a], Nur Budi Mulyono[b*]**

[a] School of Business and Management, Institut Teknologi Bandung, Indonesia
[b,] School of Business and Management, Institut Teknologi Bandung, Indonesia
Corresponding Email Address of Corresponding Author: nyoman_triani@sbm-itb.ac.id

**Abstract**

Nowadays, business process of every company, specifically distributor company, were done using conventional methods with lots of non-value-added activities or waste process which result in high total cycle time. In order to increase the efficiency of this process by reducing total cycle time, technology from 4.0 industry can be applied to replace some of the conventional process. This research will measure the efficiency increase of the business process of a plywood distributor company in Indonesia due to lean 4.0 principle application. This research applies the Cyber-Physical System (CPS) to analyze control system in each activity and communication line between one company activity and another. Activities in the business process were analyzed by lean principle method to identify value-added activities and non-value-added activities. The lean principle consists of value identification, Value Stream Mapping (VSM), creating a continuous workflow, creating a pull system, and continuous improvement. Based on VSM results, activities which communication line can be automated to shorten total cycle time. Quantity order flexibility and fast demand fulfillment are main values which are offered by the plywood distributor company. From VSM analysis, it was found that fifty percent of the activities are identified as a non-value-added activity with several potential waste such as excessive processing, delay time, inventory, and unnecessary movement. In order to optimize the process flow, total cycle time must be reduced by relieving non-value-added activities such as identifying customer's order, order approval, and checking incoming items invoices. Several 4.0 tools can reduce the total cycle time by replacing order receipt activity with mobile sales application to receive orders, supported with integrated tracking application. By replacing a conventional communication line with the automatic one which is more digital and real-time, the business process will be more efficient. This 4.0 technology application can also be performed in other company, should the similar study were performed to indicate the process which can be eliminated or improved.

**Keywords**: Business Process Efficiency, Lean Principles, Industry 4.0, Lean 4.0

➤ *This research presented on International Conference on International Conference on Political Science and Management in Post-Pandemic (PSMP) : Paris/France, March, 01st -05th , 2023*

# Improving Customer Satisfaction and Loyalty in Poultry Feed Industry

**Yuna Yudantara**

Department of Business Administration, Institut Teknologi Bandung, Indonesia

Corresponding Email Address of Corresponding Author: yuna_yudantara@sbm-itb.ac.id

**Abstract**

Indonesia is the fourth rank of the highest population in the world and the potential market for the poultry industry to fulfil the demand for chicken meat as an affordable protein for the people. Along with the increase of consumption of chicken meat of Indonesian people, poultry feed industry grows and develops rapidly, making feeds industry one sector that attracts investors and foreign companies to enter this industry. PT. Charoen Pokphand Indonesia is the first mover in the poultry feed industry in Indonesia, in recent years, competitors try to penetrate the loyal Customers of the company to join their business to offer many benefits such as lower price and flexible payment method. In the third quarter, 2019 Company profit declined as well as the number of customers declined, Company's Profit 2,564,852 million IDR decreased 26.01% compared to the same period last year in third-quarter 2018 Company's profit 3,466,458 million IDR. This situation drives the Company to improve the relationship to the customers in order to maintain customer satisfaction and loyalty. The purpose of this study was to analyze and identify the customer relationship strategy that can be implemented to improve customer satisfaction and loyalty in the poultry feed industry.

In order to grasp a better understanding of the situation of the company, we do internal analysis and external analysis. External analysis is conducted using PESTLE analysis, Porter's Five Forces, and Competitor Analysis. While internal analysis is conducted using SWOT Analysis. Data Collected by interview to the potential customers and existing customers for less than one year and existing customers for more than one year. Based on the interview summary and analysis performed, found that company and brand image, the stability of the product quality and cohesiveness services such as technical service assistant, response to problem or complaint are the important factors on customer satisfaction and loyalty.

At the end of the section, the researcher formulated relationship strategies as a solution for improving customer satisfaction and loyalty. Relationship programs which can be implemented are improving the internal process in primary activities and support activities to ensure stable quality, monitoring feed quality using digital technology, technical service assistant to the customers, seminar program to improve farmer skill, and fast response in handling customers complaint. It is expected that the company could be implemented the programs to improve customer satisfaction and loyalty.

# The Threshold Effect of Unemployment Rate and Crime Rate on Suicide Rate Under Economic Growth Rate

**Tzu-Yi Yang[a*], Chiu-Yen Wang[b], Jau-Rong Chen[b]**

[a] Graduate Program of International Business Communication, Department of Foreign Languages and Literature, National Ilan University, Taiwan

[b,] Department of Business and Management, Ming Chi University of Technology, Taiwan

Corresponding Email Address of Corresponding Author: tyyang@niu.edu.tw

## Abstract

Does economic growth really affect the whole body? It is worth noting that not only does it represent the state of economic activity in a country. It is also a powerful indicator of Taiwan's unemployment. According to the statistics of Suicide Prevention Network Newsletter in 2019, it shows that from 1997 to 2009, Taiwan's deliberate self-harm suicide has been among the top ten causes of death in Taiwan for 12 consecutive years. Based on this, the main purpose of this study is to explore the threshold effect of unemployment and crime rates on suicide rates under the economic growth rate and to confirm whether there is a non-linear relationship.

To achieve the above objectives, this study uses panel smooth transition regression model to investigate the empirical investigation. Under the economic growth rate, the non-linear relationship between unemployment rate and crime rate and suicide rate. The research period is from 2000 to 2019, and the research scope covers 22 counties and cities in Taiwan and is divided into three regions: North, Central, and South. According to the results of statistical tests: (1) Unemployment rate and crime rate have threshold effect on suicide rate, and there is also a non-linear relationship between each other; (2) According to the fluctuation of threshold value, the increase or decrease of suicide rate influences unemployment and suicide rate. The level of crime has an asymmetric effect. From the above results, when the rate of change in the economic growth rate is greater than the threshold, the unemployment rate and crime rate have a positive impact on the suicide rate. Conversely, when the rate of change in the economic growth rate is less than the threshold, the unemployment rate and crime rate on suicide rate effect is negative. Based on research findings, this research provides new knowledge and suggestions to follow-up researchers: it can deeply explore the influence of men and women on the choice of suicide attempts in the case of unemployment and crime. In addition, many studies have used divorce rate, minimum wage rate and social welfare as explanatory variables to explore the impact on suicide rate. Therefore, it is also recommended to extend related variables to explore the results of suicide rate.

# Status of Implementation of the London Protocol 1996 in the Philippines

**Neftali P Castillo[abc], Kyoungrean Kim[ab] and Chang Soo Chung[ab]** *(Corresponding author)*
[a] Marine Environmental Research Center,
Korea Institute of Ocean Science and Technology (KIOST) Busan, Korea
[b] KIOST School, University of Science and Technology (UST) Busan, Korea
[c] Marine Environmental Protection Command (MEPCOM), Philippine Coast Guard (PCG), Philippines
neftali@kiost.ac.kr, kyoungrean@kiost.ac.kr, cschung@kiost.ac.kr

**Abstract**
International convention in order to protect the marine environment originated from the dumping of wastes and other matter (London Convention) was drafted in 1972. It entered into force in 1975. It is the first global treaty to regulate the dumping of wastes at sea. In 1996, the Contracting Parties of the London Convention adopted the London Protocol 1996 (LP) on the Prevention of Marine Pollution by Dumping of Waste and Other Matter. It is an upgraded and more improved version of the LC and eventually replaces it. The Philippines is a signatory of the London Convention (LC) since 1975 and acceded the 1996 London Protocol on 09 May 2012. The Philippine Coast Guard is the sole agency mandated by the law to implement the regulation of the London Convention and London Protocol. As the implementation of the Dumping Regulation in the Philippines compared with other countries, there are still improvements that must be done in order to comply with the London Convention and London Protocol. The purpose of this paper is to identify barriers to the implementation of the London Dumping Convention in the Philippines by comparing the status of implementation of the contracting parties of the London Dumping Convention.

**Keywords**: London Convention, London Protocol, Dumping of waste, PCG, MEPCOM

# Constructing Assessment Model of Intelligent Health Technology

## Chung-Hung Tsai

College of Health Technology Management, Tzu Chi University of Science and Technology,
tsairob@tcust.edu.tw

## Abstract

With the coming of the age of AI and Big data, intelligent health technology has become a helpful assistant of health management. The purpose of this study is to develop the performance assessment model of intelligent health technology.

Based on an integrative view of IS Success Model, Unified Theory of Acceptance and Use of Technology, and Health Belief Model, the purpose of this study was to explore the performances of intelligent health technology. The antecedent constructs include: effort expectancy, performance expectancy, social influence, and facilitating conditions. The facilitating conditions are perceived severity, perceived susceptibility, perceived benefits, perceived barriers and cues to action. While the consequence variables are as follows: user satisfaction, intention to use, health management.

The results of pilot study reveal that the measurement of reliability is excellent. Also, the results of exploratory factor analysis showed that construct validity of the questionnaire is good. The study proposed a research framework which illustrated the detail interactions relationships among these constructs.

**Keywords**: intelligent health technology, IS success model, Unified Theory of Acceptance and Use of Technology, health belief model

# Elderly Behavioral Model of Social Participation in Community Care Centers

**Chung-Hung Tsai**

College of Health Technology Management, Tzu Chi University of Science and Technology

tsairob@tcust.edu.tw

**Abstract**

Based on an integrative perspectives of health and social, the purpose of this study was to explore elderly behavioral model of social participation in community care centers. The proposed hypotheses were validated with descriptive analysis, exploratory factor analysis, T test, ANOVA, Pearson correlation analysis, and regression analysis. The survey subjects of questionnaire are the residents of Hualien's community care centers in Taiwan.

The findings showed as follows: (1) The results of factor analysis showed that construct validity of the questionnaire is good. (2) According to T test, there was significant difference between two gender groups on perceived severity factor. (3) According to ANOVA, there were significant differences among educational level on some factors. (4) The results of regression analysis showed that perceived benefits, perceived barriers, cues to action, social capital and conformity behavior have jointly significant influences on behavioral intention. Perceived benefits has a significant influence on cues to action. Cues to action play mediator role among perceived severity, perceived susceptibility, perceived benefits, perceived barriers and behavioral intention.

The implications of the findings can provide long-term care institutions with insights and foresights to promote health programs, which in turn improve health and welfare of community elderly aging in place in future.

**Keywords:** social participation, community care center, social capital, conformity behavior, health belief model

# Can International Flow of Human Resource in Science and Technology Improve Economic Growth in Indonesia?

**Indri Juwita Asmara, Elmi Achelia**

Research Center for STI Policy and Management, Indonesian Institute of Sciences, Indonesia

indri.asmara@gmail.com, elmiachelia@gmail.com

## Abstract

Indonesia's development plan in strengthening the economy is by developing science and technology through enhancing the quality, quantity and mobility of Human Science devoted on Science and Technology (HRST). HRST as a subject in creating and utilizing technology for economic activities has been prior factor. Currently, Indonesia has been increasing investment by bring in foreign investment, investment has also playing a main role in bringing foreign HRST to Indonesia. The question is whether the international flow of HRST is able to empower technology optimally so that it can increase Indonesia's economic growth? Therefore this paper build causal loop diagram model of the international mobility of Indonesian HRST using system dynamics method based on current condition, then simulates scenarios of technology level that describes increasing investment in technology and empowering HRST whether from domestic or coming from abroad. The simulation found that international flow through investment can increase the stock of national HRST, but economic growth is more significant through increased investment in technology and by empowering domestic HRST. With feedback that domestic HRST has the skills and competencies that are appropriate to the application of technology and sufficient supply availability.

**Keywords**: Economic growth, HRST, International flow, Causal loop model

# Research Front within Human Capital in Indonesia

**Elmi Achelia, Indri Juwita Asmara**
Research Center for Science, Technology, and Innovation Management and Policy, LIPI, Indonesia
[1]elmi.achelia@lipi.go.id; [2]indri.juwita.asmara@lipi.go.id

**Abstract**

Human Capital is a concern of the Indonesian government in encouraging national development and increasing global competitiveness. The study of Human Capital should be the basis for developing Human Capital. Exploration of research front on Human Capital may disclose the past, understand the current conditions and deliver insight of future conditions. There by, this paper focus on identifying research area and issues within human capital literature. Source of scientific publications selected from online database and filtered to Indonesia origin. Keywords are used to identify research area and maps term network. Publication related to human capital term first emerged in 1998 and continue develop then with diverse related term. The limitation of this research is data selection which only focus to one online global database and lay aside literature from local database. This research supports knowledge about research trend within human capital for Indonesia particular purpose.

**Keywords**: Human Capital, Research Trends, Indonesia

# PBL Integrates into the Action Research Teaching of "Financial Management and Contemporary Financial Markets"-to Cultivate Students' Pre-Study Habits

**Tzu-Yi Yang**

Graduate Program of International Business Communication, Department of Foreign Languages and Literature, National Ilan University, Taiwan

Corresponding Email Address of Corresponding Author: tyyang@niu.edu.tw

**Abstract**

In recent years, people have been popular in self-help travel, and the premise of self-help travel is to do their homework first, so that they can enjoy the fun while traveling. Apply this concept to the curriculum. If students can learn in advance, can the learning effect be greatly improved? In order to improve the study habits of college students, the program will introduce Problem-based Learning (PBL) into the "financial management" course of the previous semester and the continuation of the "financial market analysis" in the next semester. The course begins an action study. The initial action plan will adopt the basic procedures of "pre-study, reading, sharing, comment/conclusion" in 2-3 kinds of cloth-related questions related to the course, and 16-week teaching for sophomores. Compared with the teaching method of the traditional business school digital course, this method has a model of innovation guidance. The teacher's cloth questions are used to return the learning initiative to the students, and the course teaching method, group discussion method, computer operation and The off-campus field action research method is used for teaching practice projects.

**Keywords**: Problem-based learning, financial management, contemporary financial markets

# The Non-Linear Influence of Financial Performance on Tobin's Q Using CSR in Indonesia as an Example

**Tzu-Yi Yang[a*], Rika Permatasari[b], Jau-Rong Chen[b]**

[a] Graduate Program of International Business Communication, Department of Foreign Languages and Literature, National Ilan University, Taiwan
[b] Department of Business and Management, Ming Chi University of Technology, Taiwan
Corresponding Email Address of Corresponding Author: tyyang@niu.edu.tw

**Abstract**

Corporate Social Responsibility (CSR) has become essential and is one of the company's objectives in Indonesia, and corporations are continuing to establish CSR programs, despite the fact that program procurement is costly. So, the purpose of this research adopts a panel smooth transition regression (PSTR) model to investigate the non-linear influence of sales and net income as financial performance on corporate performance (Tobin's Q) in Indonesia firms that operate CSR programs. By using data from 404 businesses listed on the Indonesia Stock Exchange from 2012 to 2018. The PSTR model is effective for ensuring smooth transitions between several regime shifts with regard to a particular transition variable. Using this PSTR model, this study offers a more nuanced and comprehensive explanation of the influence of CSR on business value.

**Keywords**: CSR, Net Income, Sales, Tobin's Q, Panel Smooth Transition Regression (PSTR) Model

➤ *This research presented on International Conference on International Conference on Political Science and Management in Post-Pandemic (PSMP) : Paris/France, March, 01st -05th , 2023*

# Validating Individual Work Performance Questionnaire (IWPQ): A Second Order Confirmatory Factor Analysis

**Waiphot Kulachai[a*], Khwanta Benchakhan[b], Adi Tedjakusuma[c], Patipol Homyamyen[d]**

[ab] College of Politics and Government, Suan Sunandha Rajabhat University, Thailand

[c]Faculty of Business and Economics, University of Surabaya, Indonesia

[d]Faculty of Business Administration and Information Technology, Rajamangala University of Technology Suvarnabhumi, Thailand

Corresponding Email Address of Corresponding Author: waiphot.ku@ssru.ac.th

## Abstract

The main objective of this study was to validate the Individual Work Performance Questionnaire (IWPQ) developed by Koopmans et al. in 2011. The data were collected from 572 police officers attending the training courses administered by the Police Education Bureau, the Royal Thai Police, Thailand. The Second Order Confirmatory Factor Analysis was employed to validate the scale. The results showed that all sub-scales of the latent variable (work performance) had a high level of reliability. The measurement models of the three dimensions (task performance, contextual performance, and counterproductive work behavior) had a good fit with empirical data. There was a reasonable fit for the Second Order IWPQ Confirmatory Factor Analysis. We concluded that the IWPQ scale showed an unreasonable fit and could not be applied directly in the Thai context. Some items and dimensions should be revised prior to adopting this scale.

**Keywords:** work performance, IWPQ, confirmatory factor analysis

## 1. Introduction

Employee performance refers to behaviors or actions that align with an organization's goals (McCloy, Campbell, and Cudeck, 1994). It can be measured by the results of work, turnover, sales volume, and quality of service delivery. Being a successful organization and achieving the organization's goal requires the cooperation of employees. However, it's important for employees to perform well. Their skills, experience, and ability must be trained through the training, learning, and development process of the organization including human resource management practices of the organization. Shermerhorn et al. (2000) say that performance refers to the behavior that a person performs to accomplish an assigned task. Work performance, therefore, refers to the outcomes that result from working to achieve an employee's goals. The performance of a person's work depends on personal characteristics, individual efforts, and organizational support.

Employees' work performance (WP) could be influenced by various factors. Sawar and Aburge (2013) found that job satisfaction makes employees more active at work. Once they are satisfied with their jobs, they will work properly, provide good service to customers, come to work on time, innovate, and create a sense of belonging to the organization, which directly affects the performance of employees and helps the organization to be more profitable. A study in Thailand by Tengpongsthorn (2017), who focus on the factors relating to the work effectiveness of police officers in the Thai Metropolitan Police Bureau, found that enough equipment was a factor facilitating an increase in work performance, whereas the imbalance of manpower and scarcity of modern equipment were factors which were obstacles to work performance of the police in Bangkok. In addition, the study conducted by Kulachai,

12

Tedjakusuma, and Homyamyen (2022) mentioned job stress, job satisfaction, and organizational commitment have a positive impact on the job performance of the Thai police. Ahmad et al. (2018). Conducted research in Malaysia. They y examined the predictive factors of the job performance of police in Selangor, Malaysia. The findings revealed that the job performance of the police was influenced by work stress, social support, and emotional intelligence. According to their study, emotional intelligence was the most influential factor. Zakarani and Noor (2021) examined the influence of the workplace environment that is physical environment, supervisor support, and performance feedback on the performance of employees at the Sepang Police District Headquarters, Malaysia. The results revealed that the physical environment, supervisor support, and performance feedback significantly influence the performance of police officers. In addition, supervisor support acts as the most significant predictor of the job performance of the police. Rifa'i et al. (2020) conducted a study entitled "Determinants factors affecting the performance of police officers in Tangerang City, Indonesia: Role of work experience and domicile as moderating variables." They explored the influence of organizational culture, employee, engagement, and work-life balance with work experience and domicile distance as moderating variables on the work performance of police officers at the Tangerang City Police." They found that organizational culture and employee engagement had a positive impact on the work performance of police officers. However, there was no relationship between the work-life balance and the work performance of the police in Tangerang City.

Scholars and researchers employed various work performance measurements. Zakarani and Noor (2021) used the five-item employee performance scale created by Brennan, Chugh, and Kline (2002). Ahmad et al. (2018) employed the Formal Performance Appraisals initiated by Pearce and Porter (1986) as modified by Ngah et al. (2009) to measure the performance of the police. This measurement has eight items, such as "On the whole, my performance is good," and "I can set up a task within the stipulated time frame." The Cronbach's alpha of this scale was 0.95 according to their study. In addition, Rifa'i et al. (2020) adopted the work performance scale initiated by Aguinis (2009), which consists of two dimensions and eight statement indicators. In Thailand, Tengpongsthorn (2017) created a questionnaire to measure the work performance of the police based on the assessment of Thai Royal Police effectiveness rule B.E. 2547 (Royal Thai Police, 2004). This measure comprises 10 indicators which are responsibility, quality of work, knowledge and critical thinking, willingness, punctuality, compliance, ability to manage, initiative, cooperation, and resource use. Koopmans et al. (2014) validated the construct of the Individual Work Performance Questionnaire (IWPQ) and found that there are three constructs, namely task performance (TP), contextual performance (CP), and counterproductive work behavior (CWB). These three dimensions have five, eight, and five statements as shown in Table 1.

Table 1 The IWPQ Scale

| Items | |
| --- | --- |
| Task performance (TP) | |
| In the past 3 months… | |
| TP1 | I managed to plan my work so that it was done on time. |
| TP2 | My planning was optimal. |
| TP3 | I kept in mind the results that I had to achieve in my work. |
| TP4 | I was able to separate main issues from side issues at |

13

| | work. |
|---|---|
| TP5 | I was able to perform my work with minimal time and effort. |

| Contextual Performance (CP) | |
|---|---|
| In the past 3 months… | |
| CP1 | I took on extra responsibilities. |
| CP2 | I started new work myself when my old ones were finished. |
| CP3 | I took on challenging work tasks, when available. |
| CP4 | I worked at keeping my job knowledge up to date. |
| CP5 | I worked at keeping my job skills up to date. |
| CP6 | I came up with creative solutions to new problems. |
| CP7 | I kept looking for new challenges in my job. |
| CP8 | I actively participated in work meetings. |

| Counterproductive behavior (CWB) | |
|---|---|
| In the past 3 months… | |
| CWB1 | I complained about unimportant matters at work. |
| CWB2 | I made problems greater than they were at work. |
| CWB3 | I focused on the negative aspects of a work situation, instead of on the positive aspects. |
| CWB4 | I spoke with colleagues about the negative aspects of my work. |
| CWB5 | I spoke with people from outside the organization about the negative aspects of my work. |

Based on the results of their study, they concluded that the overall construct validity of IWPQ was acceptable. Its convergent validity proved to be sufficient, and its discriminative validity was very good. The IWPQ provides researchers with a reliable and valid instrument to measure IWP generically, among workers from different occupational sectors, and workers with and without health problems. This present, therefore, validated the IWPQ of Koopmans et al. (2014) whether it is suitable for the Thai context, especially the Royal Thai Police.

## 2. Research Methods
### 2.1 Population and Samples
The population used in the study were 1,060 police officers who were trained in high police administration courses, such as Superintendent and Inspector Course at the Police Education Bureau, the Royal Thai Police. The sample or respondent size was 572 police officers derived from the G*Power3 program. This program is flexible, easy to use, and suitable for determining sample size in cases where the research uses a family of test statistics, such as F-test statistics, and chi-square test statistics (Faul et al., 2007). In the present study, we used the difference between the average before and after interventions that this research can accept or the effect size of 0.3, which is a moderate influence size, and the power of test value is .80. Then, simple random sampling was employed to collect data from prospect participants.

### 2.2 Measures
The Individual Work Performance Questionnaire (IWPQ) was employed in the present study. It consists of three dimensions and eighteen items as mentioned in Table 1. Prior to collecting the empirical data, the validity and reliability of the questionnaire were tested. Validity was

examined whether the questionnaire contains the full substance of the measured subject. In this present study, we used the Item-Objective Congruence Index (IOC) to indicate the validity of the questionnaire. This approach requires the discretion of at least five experts in the relevant fields to avoid the problem of ideas divided into two poles (Tirakanan, 2006). The index showing such conformity values is called the Item-Objective Congruence Index (IOC). The IOC values range from -1 to 1. Any good question should have an IOC value of close to 1, while any question with an IOC value below 0.50 should be revised (Prasitrattasindh, 2003). The results showed that all questions had an IOC value above 0.50, so none of them were eliminated and the authors updated some of the text of the questionnaires based on expert recommendations and used the updated questionnaires to test their reliability. The authors conducted a reliability test by means of a coefficient of reliability, or internal consistency, called Cronbach's Alpha. If the alpha value is below .50, it is considered less reliable (Prasitrattasindh, 2003). The authors collected data from samples similar to the actual sample of 30 people in order to analyze the data for the coefficient of reliability. The analysis result revealed Cronbach's alpha coefficient of 0.74. However, three items of task performance (TP), and four items of contextual performance (CP) were eliminated according to the advice of the statistical program. Hence, the total scale was 11 items (see table 2 below).

Table 2 The revised IWPQ Scale

| Items | |
|---|---|
| **Task performance (TP)** | |
| In the past 3 months… | |
| TP4 | I was able to separate main issues from side issues at work. |
| TP5 | I was able to perform my work with minimal time and effort. |
| **Contextual Performance (CP)** | |
| In the past 3 months… | |
| CP3 | I took on challenging work tasks, when available. |
| CP4 | I worked at keeping my job knowledge up to date. |
| CP5 | I worked at keeping my job skills up to date. |
| CP6 | I came up with creative solutions to new problems. |
| **Counterproductive behavior (CWB)** | |
| In the past 3 months… | |
| CWB1 | I complained about unimportant matters at work. |
| CWB2 | I made problems greater than they were at work. |
| CWB3 | I focused on the negative aspects of a work situation, instead of on the positive aspects. |
| CWB4 | I spoke with colleagues about the negative aspects of my work. |
| CWB5 | I spoke with people from outside the organization about the negative aspects of my work. |

### 2.3 Data Collection

The simple random sampling technique was used to administer the questionnaire to police officers attending the training program at the Police Education Bureau. Each participant also gave consent before completing the questionnaire. After three months of the data collection process (October and December 2019), 572 people participated in the survey questionnaire.

The demographic characteristics of the sample are summarized in Table 3.

Table 3 The demographic characteristics of the sample (n = 572)

| Characteristics | | Percentage | Frequency |
|---|---|---|---|
| Gender | Male | 497 | 86.89 |
| | Female | 75 | 13.11 |
| Marital status | Single | 145 | 25.35 |
| | Married | 390 | 68.18 |
| | Widowed | 5 | 0.87 |
| | Divorced | 30 | 5.24 |
| | Others | 2 | 0.35 |
| Education | Secondary school or lower | 1 | 0.17 |
| | High school or equivalent | 17 | 2.97 |
| | High vocational or equivalent | 7 | 1.22 |
| | Bachelor's degree | 310 | 54.20 |
| | Master's degree or higher | 237 | 41.43 |
| Position | Sub-inspector | 342 | 59.79 |
| | Inspector | 6 | 1.05 |
| | Deputy superintendent | 171 | 29.90 |
| | Deputy commander | 53 | 9.27 |
| Type of work | Traffic | 30 | 5.24 |
| | Investigation | 215 | 37.59 |
| | Criminal suppression | 172 | 30.07 |
| | General affairs | 155 | 27.10 |
| Other characteristics | | Mean | S.D. |
| Age | | 43.582 | 7.6910 |
| Tenure | | 20.264 | 8.4076 |
| Income* | | 37,219.86 | 17,818.83 |

*1 THB = 0.030429636 USD

## 2.4 Data Analysis

According to the data analysis, descriptive statistics for analyzing various statistical values, including percentage, frequency, mean, and standard deviation were employed. To validate the IWPQ constructs, the Second Order Confirmatory Factor Analysis was employed. The Second Order CFA is a statistical method employed by the researcher to confirm that the theorized construct in a study loads into the certain number of underlying sub-constructs or components. There are six steps to conducting the Second Order CFA as follows (Suksawang, 2013):

1.    Model specification: The specification of the model refers to defining the structural relationships in each element of the subject in the model.

2.    Model identification: The identification of the model refers to specifying whether a subject can estimate a parameter as a single value.

3.    Model estimation: The estimation of the model is the estimation of the various parameters of the model as indicated by the single probability value of the model. Different methods of approximation can be chosen including instrumental variables (IV), two-stage least squares (TS), unweighted least squares (UL), generalized least squares (GL), weighted least squares

(WL), and maximum likelihood (ML) (Jöreskog & Sörbom, 2012). The present study employed ML to estimate the parameters since it is an ideal method for data with interval, ratio, and ordinal scale, where there is a normal distribution or slightly irregular distribution of the data (Schumacker & Lomax, 2010).

4. Model testing: It is a step in that researchers must carefully consider the model consistency index, with three principles to consider: 1) consider the consistency of the structural equation model developed with empirical data, 2) determine whether each parameter is different from zero, and 3) consider the reasonableness of the size and direction of each parameter.

5. Model modifications: Model modification is a procedure that is performed only if there are certain parameter values that do not differ from zero ($|t| \leq 1.96$) or the direction of the parameter values does not match the theory.

The fit index used to determine the conformity of a hypothetical model to the empirical data consists of the various indices as illustrated in Table 4.

Table 4 The fit indexes

| Fit indexes | Possible values | Criteria for consideration |
|---|---|---|
| Chi-square | 0 (perfect fit) to positive value (poor fit) | The p-value must be greater than 0.05. |
| Relative Chi-square | 0 (perfect fit) to positive value (poor fit) | Less than 2.0 |
| Goodness of fit Index | 0 (no fit) to 1 (perfect fit) | Greater than 0.95 |
| Adjusted Goodness of Fit Index (AGFI) | 0 (no fit) to 1 (perfect fit) | Greater than 0.95 |
| Comparative Fit Index (CFI) | 0 (no fit) to 1 (perfect fit) | Greater than 0.95 |
| Tucker - Lewis Index (TLI) | 0 (no fit) to 1 (perfect fit) | Greater than 0.95 |
| Non Norm Fit Index (NNFI) | 0 (no fit) to 1 (perfect fit) | Greater than 0.95 |
| Norm Fit Index (NFI) | 0 (no fit) to 1 (perfect fit) | Greater than 0.95 |
| Root Mean square Residual (RMR) | 0 (perfect fit) to a positive value (poor fit) | It has a value approaching zero (depending on the degree determined by the researchers) |
| Standardized RMR (SRMR) | 0 (perfect fit) to a positive value (poor fit) | Less than 0.05 |
| Root Mean Square Error of Approximation (RMSEA) | 0 (perfect fit) to a positive value (poor fit) | Less than 0.05 or 0.08 |
| Parsimony Normed Fit Index (PNFI) | 0 (perfect fit) to a positive value (poor fit) | Compare alternative models, which models have a higher PNFI value are better |
| Akaike Information Criterion (AIC) | 0 (perfect fit) to a positive value (poor fit) | Compare alternative models, which models have less AIC value are better |

*Source:* Suksawang (2013)

The present study employed an index of statistical values that are used to examine and show

whether the model is fitted with the empirical data. It consists of $p$-value > .05, χ2/df <2, GFI > 0.95, NFI > 0.95, CFI > 0.95, RMSEA < 0.05 (Hair, Back, Babin, & Anderson, 2010; Suksawang, 2013). However, prior to the analysis, the assumptions of a CFA including multivariate normality, a sufficient sample size (n >200), the correct a priori model specification, and data that must come from a random sample were considered.

## 3. Results and Discussion

### 3.1 Multivariate Normality Testing

To test the multivariate normality, the authors employed kurtosis (<10.0) and skewness (<3.0) as criteria indicating normal distribution. The analysis results indicate that there is multivariate normal distribution as shown in Table 5. According to table 5, the skewness value is between .199-1.427, while the kurtosis value is between .083 - 1.616 indicating normal distribution criteria is accepted.

Table 5 Skewness and Kurtosis

| Observed variable | Mean Statistic | S.D. Statistic | Skewness | | Kurtosis | |
|---|---|---|---|---|---|---|
| | | | Statistic | Std. Error | Statistic | Std. Error |
| TP1 | 4.040 | .6320 | -.199 | .102 | .083 | .204 |
| TP2 | 3.990 | .6721 | -.439 | .102 | .754 | .204 |
| CP1 | 4.075 | .7221 | -.758 | .102 | 1.616 | .204 |
| CP2 | 4.089 | .6831 | -.478 | .102 | .602 | .204 |
| CP3 | 4.180 | .6435 | -.502 | .102 | .939 | .204 |
| CP4 | 3.965 | .6893 | -.437 | .102 | .611 | .204 |
| CWB1 | 2.086 | 1.1126 | .757 | .102 | -.289 | .204 |
| CWB2 | 1.682 | .9635 | 1.427 | .102 | 1.339 | .204 |
| CWB3 | 1.799 | 1.0198 | 1.226 | .102 | .811 | .204 |
| CWB4 | 2.135 | 1.0902 | .764 | .102 | -.235 | .204 |
| CWB5 | 1.874 | 1.0677 | 1.154 | .102 | .536 | .204 |

### 3.2 Second-Order CFA Results

The results revealed the model chi-square of 790.430 with 52 degrees of freedom. The $p$-value was significant. According to Hair et al. (2010), if the number of samples is greater than 250, and the observed variables are less than 12, an insignificant p-value should be expected. Hence, the chi-square goodness-of-fit statistic did not indicate that the observed covariance matrix matches the estimated covariance matrix within the sampling variance. The value of GFI and RMSEA, the absolute fit index, were .845 and .158 in that order. These values indicate that the model was not fit. The normed chi-square was 15.201 which falls above 2.00 indicating an unacceptable fit for the CFA model. According to the incremental fit indices, the CFI, an incremental fit index, had a value of .806, which does not exceed the suggested cut-off values. In addition, the AGFI, a parsimony fit index, had the value of .803, which reflects a poor model fit as illustrated in Figure 1.
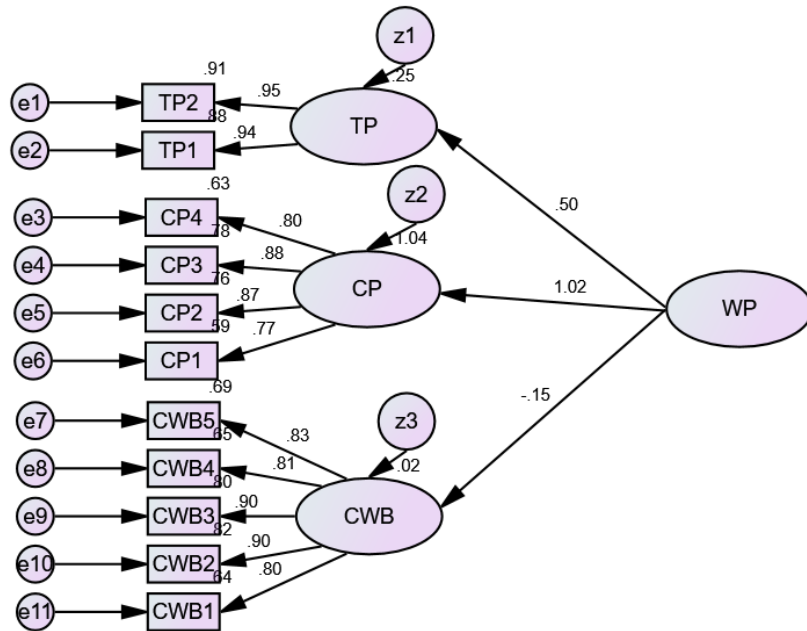
Chi-square = 790.430, df = 52, Chi-square/df = 15.201, p = .000, GFI = .845,
AGFI = .803, CFI = .806, TLI = .794, RMSEA = .158, RMR = .282, NFI = .795

Figure 1 Hypothesized CFA model

Figure 2 illustrates the modification of the model according to the modification indices. The results of the revised model revealed the model chi-square of 642.642 with 49 degrees of freedom. The p-value was significant. According to Hair et al. (2010), if the number of samples is greater than 250, and the observed variables are less than 12, an insignificant p-value should be expected. Hence, the chi-square goodness-of-fit statistic did not indicate that the observed covariance matrix matches the estimated covariance matrix within the sampling variance. The value of GFI and RMSEA, the absolute fit index, were .891 and .146 in that order. These values indicate that the model was not fit. The normed chi-square was 13.115 which falls above 2.00 indicating an unacceptable fit for the CFA model. According to the incremental fit indices, the CFI, an incremental fit index, had a value of .844, which does not exceed the suggested cut-off values. In addition, the AGFI, a parsimony fit index, had a value of .854, which reflects a moderate model fit. All information on goodness-of-fit statistics is illustrated in Figure 2.
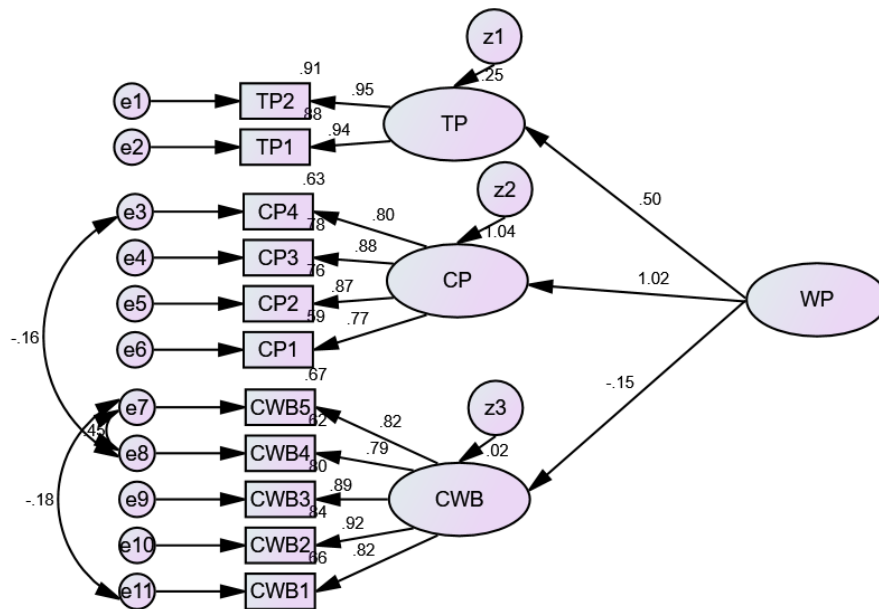
Chi-square = 642.642, df = 49, Chi-square/df = 13.115, p = .000, GFI = .891,
AGFI = .854, CFI = .844, TLI = .825, RMSEA = .146, RMR = .286, NFI = .833

Figure 2 Revised CFA model

Table 6 illustrates the overall results of the Second Order Confirmatory Factor Analysis. The results of hypothesized CFA model and the revised CFA model were compared. Even though the authors modified the model suggested by modification indices, the model still no longer fits with the empirical data.

Table 6 The results of Second Order Confirmatory Factor Analysis

| Fit indexes | Criteria | Hypothesized CFA model | | Revised CFA model | |
|---|---|---|---|---|---|
| | | Value | Description | Value | Description |
| p-value | > .05 | | Not pass | .000 | Not pass |
| $\chi 2$/df | <2 | | Not pass | 13.115 | Not pass |
| GFI | > 0.95 | | Not pass | .891 | Not pass |
| NFI | > 0.95 | | Not pass | .833 | Not pass |
| CFI | > 0.95 | | Not pass | .844 | Not pass |
| RMSEA | < 0.05 | | Not pass | .146 | Not pass |
| TLI | > 0.95 | | Not pass | .825 | Not pass |

Figure 2 reveals that the three dimensions of work performance had a factor loading of .50 for task performance, .1.02 for contextual performance, and -.15 for counterproductive work behavior. These indicate that the counterproductive work behavior dimension contributed poorly to the work performance construct while the other two dimensions provided moderate and good contributions. The results revealed the standardized factor loadings, an average variance extracted, and the construct reliability as illustrated in Table 7.

Table 7 Standardized factor loadings, average variance extracted, and construct reliability.

| Dimension/Item | Standardized factor loadings |
|---|---|
| Task performance (TP) | |

| | | | |
|---|---|---|---|
| TP1 | .94 | | |
| TP2 | .95 | | |
| Contextual performance (CP) | | | |
| CP1 | | .77 | |
| CP2 | | .87 | |
| CP3 | | .88 | |
| CP4 | | .80 | |
| Counterproductive work behavior (CWB) | | | |
| CWB1 | | | .82 |
| CWB2 | | | .92 |
| CWB3 | | | .89 |
| CWB4 | | | .79 |
| CWB5 | | | .82 |
| Average variance extracted (AVE) | .8931 | .6911 | .72.15 |
| Construct reliability (CR) | .9206 | .9960 | .9916 |

According to Table 7, the lowest loading obtained is .77 contextual performance (CP) to item 3 "CP1." All factor loadings were greater than the .70 standard. The average variance extracted estimates (AVE) and the construct reliabilities (CR) are shown at the bottom of the table. The AVE estimates range from 69.11% for contextual performance (CP) to 89.31% for task performance (TP). All exceed 50% rule of thumb. The CR ranges from .9206 for the TP construct to .9960 for the CP construct. These exceed the .70 standard which indicates adequate reliability.

## 4. Discussion

According to the analysis results, we concluded that the IWPQ scale showed an unreasonable fit and could not be applied directly in the Thai context. Some items and dimensions should be revised prior to adopting this scale. These findings show that the IWPQ provides sufficient convergent validity which is consistent with a previous study conducted by Koopmans et al. (2014). Some studies also found that IWPQ shows a good face of structural validity (Borman & Motowidlo, 1993; Koopmans et al., 2013). Ramdani et al. (2019) conducted research on the topic "The individual work performance scale: A psychometric study and its application for employee performance." They also found that the IWPQ shows a good convergent validity with presenteeism and correlates with job burnout. However, the factor loadings of each dimension are questionable and need to be examined.

## 5. Conclusion

This study addressed the work performance of police officers in Thailand. The study was designed to answer the fundamental question of whether the IWPQ is suitable to be adopted in the Thai context. The findings revealed that the IWPQ CFA model does not fit with the empirical data. Hence, researchers should validate the IWPQ scale prior to adopting it. Interestingly, counterproductive work behavior yielded low factor loadings (<0.30). This dimension could be eliminated from the analysis. Also, competing, or alternative models could be established for future research. However, this study helped us to understand the relationship direction between each dimension and work performance construct.

## 6. Conflict of Interest

The authors of this article declare no conflict of interest.

**References**

1. Aguinis, H. (2009). Performance management (2nd ed.). Upper Saddle River, London: Prentice Hall/Pearson Education.
2. Ahmad, A., Ibrahim, R.Z.A.R., & Bakar, A.A. (2018). Factors influencing job performance among police personnel: An empirical study in Selangor. *Management Science Letters, 8*(2018), 939–950.
3. Borman, W. C., & Motowidlo, S. M. (1993). Expanding the criterion domain to include elements of contextual performance. In: Schmitt, N. and Borman, W.C., Eds., Personnel Selection in Organizations, Jossey-Bass, San Francisco, 71- 98.
4. Brennan, A., Chugh, J. S., & Kline, T. (2002). Traditional versus open office design: A longitudinal field study. *Environment and Behavior, 34*(3), 279-299.
5. Faul, F., Erdfelder, E., Lang, A.G., & Buchner, A. (2007). G*Power 3: A flexible statistical power analysis program for the social, behavioral, and biomedical sciences. *Behavior Research Methods, 39*, 175-191.
6. Hair, J.F., Black, W.C., Babin, B.J., & Anderson, R.E. (2010). Multivariate data analysis (7th ed.). New York: Pearson.
7. Jöreskog, K. G., & Sorbom, D. (2012). LISREL 9.1: LISREL syntax guide. Chicago: Scientific Software International.
8. Koopmans, L., Bernaards, C., Hildebrandt, V., van Buuren, S., van der Beek, A.J. and de Vet, H.C.W. (2013). Development of an individual work performance questionnaire. *International Journal of Productivity and Performance Management, 62*(1), 6-28.
9. Koopmans, L., Bernaards, C.M., Hildebrandt, V.H., Vet, H.C.W. de, Beek, A.J. van der. (2014). Construct validity of the Individual Work Performance Questionnaire. *Journal of Occupational and Environmental Medicine, 56*(3), 331-337.
10. Kulachai, W., Tedjakusuma, A., & Homyamyen, P. (2022). Linkage between job stress, organizational commitment, and job performance among Thai Police. *Journal of Positive School Psychology, 6*(4), 7671 – 7679.
11. McCloy, R. A., Campbell, J. P., & Cudeck, R. (1994). A confirmatory test of a model of performance determinants. *Journal of Applied Psychology, 79*(4), 493–505.
12. Ngah, R., Jusoff, K., & Rahman, Z. A. (2009). Emotional intelligence of Malaysian academia towards work performance. *International Education Studies, 2*(2), 103-112.
13. Pearce, J. L., & Porter, L. W. (1986). Employee responses to formal performance appraisal feedback. *Journal of Applied Psychology, 71*(2), 211–218.
14. Prasitrattasindh, S. (2003). Methodology for social science research (12th ed.). Bangkok: Fuengfah Printing.
15. Ramdani, Z., Marliani, R., & Rahman, A.A. (2019). The individual work performance scale: A psychometric study and its application for employee performance. *Humanities & Social Sciences Reviews, 7*(5), 405-414.
16. Rifa'i, A., Tannady, H., & Syah, T.Y.R. (2020). Determinants factors affecting performance of police officers in Tangerang City, Indonesia: Role of work experience and

domicile as moderating variables. *International Journal of Research and Review, 7*(12), 168-177.

17. Royal Thai Police. (2004). The evaluation of Thai royal police effectiveness rule B.E. 2547. Retrieved 10 May 2019 from http://www.edupol.org/edp/edp1/LAW/POLICE14.PDF

18. Sarwar, S., & Abugre, J. (2013). The influence of rewards and job satisfaction on employees in the service industry. *The Business and Management Review, 3*(2), 23-32.

19. Schermerhon, J. R., Hunt, J. G., & Osborn, R. N. (2000). Organizational behavior (7th ed.). New York: John Wiley and Sons Inc.

20. Schumacker, R.E., & Lomax, R.G. (2010) A beginner's guide to structural equation modeling. New York: Routledge.

21. Suksawang, P. (2013). Structural equation modeling. Bangkok: Thai Wattana Panich.

22. Tengpongsthorn, W. (2017). Factors affecting the effectiveness of police performance in Metropolitan Police Bureau. *Kasetsart Journal of Social Sciences, 38*(1), 39-44.

23. Tirakanan, S. (2006). The use of statistics in social science research: A practical guide. Bangkok: Chulalongkorn University Press.

24. Zakarani, M.Z., & Noor, N.H. (2021). Workplace environment and job performance of police officer during the COVID-19 crisis. *Journal of Administrative Science, 18*(1), 249 – 267.

➢     *This research presented on International Conference on International Conference on Political Science and Management in Post-Pandemic (PSMP) : Paris/France, March, 01$^{st}$ -05$^{th}$ , 2023*

# Legal Issues Relating to AI-generated Art

**Thida Nittarayada[a], Nuttathida Voonsiri[b] , Wisa Punyanitya[c], Tanawat Pisitchinda[d],
Nasharie Punyanitya[e], Jaturong Poemrungruang[f]**

[adf]College of Politics and Government, Suan Sunandha Rajabhat University, Thailand
[b]Translation officer under the contract for the Office of the Council of State's Law Translation Project, Thailand
[c]The director of W Legal Consultant Co., Ltd. , Thailand
[e]St. Stephen's International School, Thailand
Corresponding Email Address of Corresponding Author: thida.ni@ssru.ac.th

## Abstract

Currently, the ability of AI image-generating models from text has advanced exponentially as an AI-generated artwork won first place at the Colorado State Fair's fine arts competition. This phenomenon shows that Artificial Intelligence (AI), has not only become rapidly widespread throughout society, but it also creates a significant impact on art creation which is defined to be exclusive to humans. As a consequence, the operations of AI inevitability impose challenges to copyright law.

Our findings demonstrate that the current copyright regime regarding the concept of "authorship" and "copyrightable work" in Thai law, along with some of the other laws around the world, does not recognize AI and AI-generated artwork, due to the lack of personhood. Therefore, this work explores the AI image-generating model while also comparing Thailand's legislation and regimes of copyright law from different countries. Furthermore, the gaps in the current copyright regime and the perception of the artist toward AI will also be analyzed. And, to eliminate these gaps, this research introduces suggestions in order to incorporate AI and AI-generated works under the law.

**Keywords**: legal , authorship , copyrightable work

## 1. Introduction

As Artificial Intelligence (AI) enters the art scene, it has changed the way humans make art in various creative professions. This phenomenon also raises challenges in the legal field in terms of AI's status in Copyright law and whether it should be regulated by its human participants. To have a better understanding of AI, we examine the realistic aspect of AI of image-generating technology which allows it to generate images. Also, there will be a brief comparison of regimes of copyright law from different countries.

## 2. Artificial intelligence (AI)

### 2.1 Definition

As the term, "Artificial" refers to something made by, "intelligence" refers to the ability to learn and perform suitable techniques to solve problems and achieve goals" (Manning, 2020), to imitate the intelligence of humans. Currently, there are no universally recognized definitions for AI due to the nature of the term. For example, Harry Surden describes AI as "…computer algorithms that can 'learn' or improve in performance over time on some tasks". Furthermore, according to the world intellectual property organization, AI refers to "the discipline of computer science that is aimed at developing machines and systems that can carry out tasks considered to require human intelligence (WIPO, 2020)." with limited or no human intervention. As for these definitions, it is observed that the context in which AI is

defined as "narrow AI", which performs a specific human task such as driving, writing, translating, or image generating. This notion contradicts a Strong AI or Artificial General Intelligence (AGI) which "has an actual understanding of something impossible for a computer to achieve (Searle, 1980)".

## 2.2 Image-generating AI Process

To simplify, scientists collect up to millions of samples such as paintings, portraits, or landscapes. When a person enters a text prompt such as "Monalisa painted by Frida Kahlo", it creates pairs of text and pictures (in pixels) to define the relationship of data it collects. In creating the image, the program classifies the pictures of "Monalisa" and "Frida Kahlo" by measuring and processing forms of multidimensional vectors for each of its elements (e.g., colors, size, shapes, texture) in a "latent space" (Akten, 2018). Then, the program finds the coordination where the characteristics of Monalisa and Frida Kahlo exist in those dimensions' mathematical forms. To generate images, the program translates mathematical data back into pixels by using a diffusion model (Computerphile, 2022, 2:05) which means "adding noises to the image until it is unrecognizable" and reconstructs the image based on the given text.


## 3. Copyright-related issues

In creating art, the most two important things are the human intellect and tools such as pencils, pens, paint, etc. First and foremost, this part of the paper will cover the most controversial part of the issue which is authorship, based on laws in various jurisdictions.

### 3.1 Distinction between tools and AI

The distinction between AI in comparison to its counterpart tools is its reflection on the objective of the humans who uses it. By definition, a tool is an instrument of manual operation to be used and managed by the hand instead of being moved and controlled by machinery Black's Law Dictionary 1660 (rev. 4th ed. 1968). In other words, there is no way a tool can artistic work can be created, as it requires human ideas, working processes, and execution. In the case of AI, as a partially generative machine, it is clear that it still needs human input such as training data and text to create a picture. However, the program and data set provided by the program designer allow them to "complete work by the instruction of the user" as opposed to an ordinary tool (Ginsburg & Budiardjo, 2019). as they can come up with their own choice of compositions of pictures.

### 3.2 Authorship

According to Section 4 of the Thai Copyright law, the author is the "person who creates the work" by using "their labor, expertise, skills, and capabilities to independently create such work" (Supreme court case no. 8313/2561, 2018). French law requires the "author's intellectual contribution" (Cour de cassation, 2000). in the original work and US law requires the author to "have personally created the work" which transfers from ideas into a medium of expression (Creative Non-Violence v. Reid, 1989). Similarly, according to Singapore law, work must be original and created by a human author to be copyrightable (Global Yellow Pages Ltd v Promedia Directories Pte Ltd, 2017). In conclusion, a work shall be copyrightable if 1) it is made by humans that have personhood which begins at birth, and rights and duties as a natural person under the law (Pisitchinda, 2018), 2) it contains some level of creativity, 3) conception and execution of work, 4) it expresses on a fixed medium, and 5) it does not copy other works. Some countries are more open to computer-generated work. For example, "computer-generated work (Copyright Designs and Patents Act 1988, 1988)", means the work is generated by a computer in circumstances such that there is no human author of the work. Furthermore, according to Ireland law, computer-generated work is "work is generated by computer in circumstances where the author of the work is not an individual (Irish Copyright and related Rights Act, 2000)." and the author shall be "the person by whom the arrangements necessary for the creation of the work are undertaken (Irish Copyright and related Rights Act, 2000)".

For an image to be created, there are 3 main human interventions regarding Image-generating AI which are 1) the program designer that constructs the algorithm and specifies characteristics of the AI's data set, 2) the program user who enters the text prompt, and 3) the artist who creates artwork that is part of a dataset (Rosa, 2022). (further discussed in 3.3). For the program designer, even though her construction of the program plays a significant role in how the AI creates its work, she did not express their thoughts on a fixed medium base on "their labor, expertise, skills, and capabilities" or "fruit of intellect" since there is no knowledge of the user's intention for creation and no control in the creation such work (Balganesh, 2017). Similarly, for the user, even though he or she has the intention to create an artistic work and gives some scope work by text prompt, such a person does not have control over the creative process since there is no close supervision according to such person physical or intellectual labor for the AI exactly follow (Andrien v. S. Ocean Cty., 1991). Moreover, the execution of the AI is beyond the user's control due to its randomness in the process. The designer and user cannot be co-authors without the intention to jointly create such work. Therefore, it is not sufficient for the program designer and user to become an author(s).

### 3.3 Data-mining and unauthorized collection of copyrightable works

In creating a data set, there must be "data mining", which is a process of discovering patterns and information of any kind (e.g., text, images, audio) by analyzing a large data set, usually by AI. Currently, only some countries allow data mining for academic study. For example, the EU and the United Kingdom have an exception for data mining to be used for scientific studies (Directive (EU) 2019/790, 2019) by cultural institutions or non-commercial studies (Copyright Designs and Patents Act 1988, 1988). Also, Japan's Copyright law permits data mining for "all purposes" including data analysis for AI, provided that it does not cause harm to the right holder (Thai copyright law B.E. 2537, 1994). As some artistic works used as the training data are from late artists and are already a part of the public domain, there are also a large number of copyrightable artist works involved in the AI's data set. To create an image, the program copies the images entirely for its data set, before converting the original image as a part of the program. In this regard, it will be considered fair use as long as the final product is not "detrimental" to the original work's market and is not used for commercial purposes (Thai copyright law B.E. 2537, 1994). On the contrary, it would be "detrimental" if the alteration to the original work is not transformative or too similar to the original work. For example, in 2022, an artist's illustrations train was used to train AI models to purposefully imitate artistic work in that specific style without proper consent and credit (Yang, 2022, 8:02). This case is considered an infringement of the artist's morals and economics.

### 4. Suggestion

As the issue raised by the image-generating technology is highly complex, it would be impossible for the current Thai copyright law to comprehend the circumstances. Therefore, this study shall suggest a starting point to advance the copyright law as follows:

### 4.1 Define AI

As AI is still developing, it is necessary to define it in the law to create a base for AI usage shortly. Also, as for the term itself, this study would suggest that the word "artificial" may be considered too restrictive for this ongoing computer development. In this context, we use the term" artificial" intelligence in opposition to "human" intelligence as they are currently used to imitate human thinking processes (Kelsey, 2006). In this regard, AI technology has the potential to come very close to human intelligence without human supervision, not just imitate them. Consequently, using the word "artificial" implies its human dependency that cannot be completely nonexistent (Bianchini, 2021). Moreover, this terms labels AI's way of

thinking as "unnatural" as it is not the same as humans. In this case, not having the same thinking process as humans should not be associated with "unnatural", since having an intelligence, whether by nature or man-made, is still within the realms of science. Consequently, it is common for machines to be intelligent when considering the science involved and its development, regardless of being similar to humans or not. Therefore, it is more appropriate to name this technology "Synthetic and Natural Intelligence" As these programs are getting more it is preferable to have an open definition.

*"Natural Synthetic Intelligence (NSI)"* means technology that creates intelligent machines and/or computers.

*"Narrow SNI" is AI that is trained to perform individual tasks according to a set goal, either with or without human intervention.*

*"Strong SNI" means AI which is capable of thinking in a way computers are unable to truly comprehend.*

### 4.2 Define computer-generated art

According to Thai copyright law Section 4 (7), applied works are a combination of the same or different types of all works, used apart from the appreciation of such work for commercial use. However, since computer-generated work is not a product of a human, this section cannot be applied. In defining computer-generated work, the most important element is to clearly outline the amount of human intervention. Consequently, there may be a distinction between AI-assisted work and AI-generated work. The reason for separating these 2 types of works is due to the objective of such artistic work and its social context. To clarify, human does not appreciate art only because of its aesthetic qualities or the artist's excellency. In some cases, the person's stories and challenges embodied in their work convey a personal message. In this regard, if an artist uses AI as a "tool" to assist the working process, it still allows room for their expression of intellect onto a medium, has control over their work, and is worth being protected under copyright law. The main distinction may include the control of a such person over his/her work, the purpose of use of the AI (whether to generate an image or to explore compositions of such artwork), and/or the author of the work (whether it is clear who is the author). Consequently, the definitions may be as follows:

*"computer-generated work" means an output created by SNI during its operation*

*"computer-assisted work" output that is generated by SNI with material human intervention and/or direction.*

### 4.3 Define authorship for computer-generated work

According to this study, it is observed that the idea of computer-generated work still lacks clarity in terms of its relationship with the notion of authorship in Thai copyright law. On the contrary, copyright laws of the United Kingdom and Ireland have already specified such type of work. Therefore, there should be an amendment to the current law. In this regard, humans facilitate the creation of computer-generated work and exploit it. As AI still needs human instructions and supervision, computer-generated work would not exist if not for the action of such parties. Consequently, there should be some rights for the parties contributing to human intervention: the designers, the user who creates the text prompt, and the artist(s) who create pre-existing works. However, as the human intervention, in this case, is not sufficient to be an "author", there should be a new definition for the author to include human participants relating to AI as follows:

*Human intervention or supervision means the programmer in possession or control of the SNI and/or a person(s) giving sufficient direction, undertaking any other arrangements or methods, and/or providing or permitting the use of pre-existing work necessary for the creation of the work.*

*[Authorship of generated work] means a generation of computer-generated work with limited human intervention or supervision, provided that such work does not cause harm to any rightsholders.*

Consequently, for authorship of generated work, there should also be rights for parties contributing to the human intervention or supervision. In this regard, the duration of protection of such works would be shorter when compared to the original copyright regime. Since AI generates such work, human participants should not be given moral rights to prevent such work from being used in bad faith (Denicola, 2016). For the parties who would like to commercialize artistic generated work, economic rights will be given. This is to strike a balance between the encouragement of human artists and the commercial use of computer-generated art which are widespread in society. Furthermore, in the case where the computer-generated work recognizably resembles a certain style from an artist, such an artist should be entitled to the right to be credited as the author of the pre-existing work.

*4.4 Define data-mining*

Data collection is a major part of AI since it learns and processes based on the data given. Since copyright infringement is frequently seen in the digital art community, having an image-generated AI seems to amplify the issue as it rises in popularity. To mitigate risks regarding the unauthorized use of copyrightable artistic work, there should be a requirement for data used for training AI. Consequently, the definitions may be as follows:

*"Input" means a set of data, whether copyrighted or not, collect and/or use for training the AI to mimic such data or analyze data to find patterns for a specific purpose, provided that it does not cause harm to any rightsholders.*

## 5. Conclusion

Regarding technological advancement, we could not deny that the benefit of AI will change the way humans make art. However, art is something that humans use to revisit and shape their experience both individually and as a society as a whole. Regardless of the aesthetic elements and skills of an artist, artistic work is not just a piece of the medium, but rather their whole identity as an expression. Therefore, copyright should be able to encourage the capability of efficient and accessible innovations to the general public while also preserving the dignity of artists so they can create something that, not only is pleasing to the eye but also food for the mind.

## 6. References

1. Akten, M. (2018). A journey through multiple dimensions and transformations in SPACE. Medium. Retrieved from https://medium.com/artists-and-machine-intelligence/a-journey-through-multiple-dimensions-and- transformations-in-space-the-final-frontier-d8435d81ca51
2. Balganesh, S. (2017). Causing Copyright. Faculty Scholarship at Penn Law. 117(1), 75. Retrieved from https://scholarship.law.upenn.edu/faculty_scholarship/1629
3. Bianchini, F. (2021). A New Definition of "Artificial" for Two Artificial Sciences. SpringerLink. Retrieved from https://link.springer.com/article/10.1007/s10699-021-09799-w?error=cookies_not_supported&code=732546ce-7893-4c49-8869-b612ef5aab14
4. Black, H.C. (1968). Black's Law Dictionary (4th Edition). St. Paul, MN, West. Pg. 1660
5. Computerphile. (2022). How AI Image Generators Work (Stable Diffusion / Dall-E) – Computerphile [Video]. YouTube. Retrieved from https://www.youtube.com/watch?v=1CIpzeNxIhU

6.  Denicola, R. (2016). Ex Machina: Copyright Protection for Computer-Generated Works. Retrieved from https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3007842

7.  Directive (Eu) 2019/790 of The European Parliament and of The Council of 17 April 2019 on copyright and related rights in the Digital Single Market and amending Directives 96/9/EC and 2001/29/EC (2019) *Official Journal para.* 10-12

8.  Ginsburg, J. C. & Budiardjo, L. A. (2019). Authors and Machines. *Berkeley Technology Law Journal*, *34*(343). Retrieved from http://dx.doi.org/10.2139/ssrn. 3233885.

9.  Kelsey, S. (2006). Aristotle "Physics" I 8. Phronesis, 51(4), 330–361. Retrieved from http://www.jstor.org/stable/4182814

10. Manning, C. (2020), Artificial Intelligence Definitions. Retrieved from https://hai.stanford. edu/site/default/files2020-09/AI-Definitions-HAI.pdf

11. Pisitchinda, T. (2018). Criminal liability: Study on Element of Offence Against Life. *Law Journal of the Thai Bar*,*74*(2), 112-133

12. Rosa, V. (2022). Copyright Storm — Authorship in the age of AI. Medium. Retrieved from https://va2rosa.medium.com/copyright-storm-authorship-in-the-age-of-ai-baba554aa617

13. Searle, J. R. (1980). Minds, brains, and programs. *Behavioral and Brain Sciences*, *3*(3), 417–424. Retrieved from https://doi.org/10.1017/S0140525X00005756

14. World Intellectual Property Organization (2020). Wipo Conversation on Intellectual Property (Ip) And Artificial Intelligence (Ai). World Intellectual Property Organization.

15. Yang, S. (2022). Why Artists are Fed Up with AI Art. [Video]. YouTube. Retrieved from https://www.youtube.com/ watch?v=5Viy3Cu3DLk

➤     *This research presented on International Conference on International Conference on Political Science and Management in Post-Pandemic (PSMP) : Paris/France, March, 01ˢᵗ -05ᵗʰ , 2023*

# An Analysis of Bilateral Relationship between Thailand and Cambodia

**Sunthan Chayanon[a*], Wijittra Srisorn[b], Danty James[c]**

abc College of Politics and Government, Suan Sunandha Rajabhat University, Thailand

Corresponding Email Address of Corresponding Author: Sunthan.ch@ssru.ac.th

**Abstract**

This paper aims to shed light on the bilateral relationship between Thailand and Cambodia by reviewing various relevant documents. The research closely analyzes the bilateral relations between the two countries during and after the COVID-19 pandemic. Thailand, which shares its border with Cambodia, is transitioning to be a major hub for tourism, education, medicine, technology, and manufacturing in the region. Cambodia, nonetheless, after its long domestic conflicts, is aspiring to be a major hub of tourism; therefore, both countries are fastening their bilateral relationship for a better outcome. The study concludes that although there have been unfortunate conflicts between two countries in the past, both Thailand and Cambodia have recently been working together for the betterment of the people and the advancement of their nations. During the COVID-19 pandemic, Thailand helped Cambodia tackle the pandemic as the disease caused severe damage to its tourism activities. There has been an increase in the trade relationship between two countries, and the political conflicts between the two countries have slowly faded.

**Keywords:** analysis, bilateral relationship, Thailand, Cambodia

## 1. Introduction

Security concerns have been at the center of the bilateral relationship between Cambodia and Thailand for years. The struggle near the Preah Vihear temple has been the main cause of the diplomatic row between the two countries, to the extent that war was a real possibility. According to Ear (2021), this friction has ramifications for the bilateral ties between the two countries, and looking at those connections will help illuminate the complexities of the diplomatic relationship between Thailand and Cambodia. In recent years, Thailand and Cambodia have enjoyed a cordial relationship. Given that they are only separated by 800 kilometers of land, the two countries have a lot in common, for instance, the two nations have similar cultures, religious beliefs, and traditional approaches to life (Pongsudhirak, 2018).

Overall, the countries have a long history of turbulent and cordial relations. However, both countries have recently shown the world that they both have the political will to settle their differences and address their bilateral conflict more decently and respectfully. The two countries have worked together on economic and trade issues, with a focus on strengthening their livelihoods and the safety of their citizens. In most cases, communication between the two countries has been strengthened since it is considered one of the most powerful tools for upholding positive bilateral relations. Before the emergence of the COVID-19 pandemic, which ravaged livelihoods and businesses in 2020, it is estimated that more than 400,000 Thais and 900,000 Cambodians had crossed the border to the neighboring country to go about their businesses and other activities. Even though there has been stiff diplomatic competition between the two countries, Thailand seems to have invested significantly in Cambodia, and vice versa. This was according to a 2021 report on the State Investment Climate Statement in Cambodia published by the U.S. Department of State.

The cordial relationships between Thailand and Cambodia can be traced back to the pre-colonial, colonial, and post-colonial eras. Just after the Cold War ended, bilateral ties between the two countries seemed to improve, and the two countries began moving toward collaboration and reconciliation. The Paris Peace Agreement was a ceasefire, and a new treaty was reached between warring parties in Cambodia in 1991 (Pangsapa, 2015). Eighteen countries, including Thailand, signed the treaty that enabled the United Nations (UNTAC) to oversee a free and transparent general election in 1993. Hinton (2006) reported that the two nations enjoyed a cordial relationship until 2003, when a Thai performer told the Thai media that "she would accept the invitation to perform in Cambodia if a famous Angkor Wat temple was returned to Thailand." This news piece incited widespread violence in Cambodia. The Thai embassy was torched, and all Thai companies, including eateries, immediately shut down. Nevertheless, cooperation between the two countries was also restored later in 2006 (Musikawong, 2022).

## 2. The Preah Vihear Temple Conflict
The conflict between Thailand (or Siam) and Cambodia over the whole territory of Preah Vihear Temple was because both countries had claimed to have the territorial sovereignty over the Preach Vihear by referring to the different maps of demarcation along with Phanom Dong Rak watershep (Chayanon, S, et al., 2018)
Preah Vihear Temple has been a sacred place of worship for Thai and Cambodian locals for centuries, and it has significantly impacted the bilateral relationship between Cambodia and Thailand even in modern times. The greatest challenge has been determining to whose territory the Preah Vihear Temple and its immediate vicinity belonged. From 1863 until 1953, France colonized and had control over Cambodia (Putri & Muhyiddin, 2022). In 1954, as the French colonists retreated from Cambodia, the first disagreement arose between Thailand and Cambodia over Preah Vihear Temple. A map from 1904 claimed the region all around Preah Vihear Temple belonged to Thailand, and the Thai government immediately stationed its military in the region to claim it. The Cambodian government responded by denouncing Thailand's actions as an infringement on Cambodian territory since the matter was still pending in court and the ruling had not yet been made. For this reason, the Cambodian government petitioned the ICJ to rule on the case, and the ruling was in favor of Cambodia (Pongsudhirak, 2018).
Nevertheless, there is still a great deal of conflict on the Cambodian border with Thailand, and a major public safety issue. Cambodia, which has taken a more appropriate position in an attempt to tolerate Thailand and be part of ASEAN, should perhaps use all regional and global institutions to safeguard the integrity of its geographical lines. The two countries have made efforts to maintain economic ties despite boundary tensions, with both Thailand and Cambodia working to keep foreign entities in their countries safe and unbothered, given that a slowdown in commerce is harmful to the economies of both nations. It is evident that both countries understand that maintaining a positive trade link is essential to the long-term prosperity of the two nations. Both countries are determined to safeguard their trade relationships and explore the full possibilities of their regional integration (Palmer, 2020).

## 3. The Bilateral Trade between Thailand and Cambodia
After resolving conflicts that had ensued between Thailand and Cambodia for years, the value and quantity of their bilateral trade have significantly increased at an exponential rate. Nonetheless, the emergence of the COVID-19 pandemic in 2020 will greatly setback the bilateral strength built between the two nations. The bilateral trade during the pandemic

recorded from January to October 2020, was estimated to be $6.074 billion, a 21.46% decrease from what was recorded in the same months of the previous year (Khmer Times, 2021). This indicates that the pandemic was on the move, causing both countries to experience economic hardship. In most cases, Thailand exports refined fuels, food, livestock products, vehicles, spare parts, chemical compounds, jewelers, and other valuable goods to Cambodia. On the other hand, Cambodia primarily transports jewelry, fruits and vegetables, clothing, and other items to Thailand. The Cambodian ambassador in Thailand reported that the bilateral trade relationship between these neighboring countries had risen to 18% within the first nine months of 2021 compared to the same time and period in 2020. Henceforth, the bilateral trade between the two countries has been estimated to be $6 billion (Khmer Times, 2021).

Notably, these border trades are key to the peaceful coexistence of these nations. Throughout the year, bilateral trade between the two countries has grown. In addition to allowing the free flow of goods between the countries, the people living along the borders are earning a livelihood, thanks to the well-established supply chain between the two countries. Because of the substantial amount of revenue generated by bilateral trade, the local economy in the border region has been able to rise frequently. Bilateral trade between the two countries has also improved infrastructure, making it easier to transit goods (Palmer, 2020). The bilateral trade has boosted the two countries' economies and created immense employment opportunities for the locals. Consequently, this has reduced the crime rate in the region and thus strengthened the peaceful coexistence between communities that were in constant conflict throughout history. The healthy bilateral trade between Thailand and Cambodia has played a crucial role in narrowing the inequality gap that negatively impacted the livelihood of the neighboring community (Huang et al., 2020).

Several approaches are being utilized by the Cambodian and Thai governments to strengthen the trade between the two countries. First, the Thailand Business Council in Cambodia (TBCC) was established by business personnel from Thailand. The sole aim of the TBCC is to offer credible and crucial information to those who wish to invest in Cambodia. The TBCC also widened the understanding of Thai businesses that wish to extend Cambodian business laws to Cambodia, which enables them to carry out effective business activities in the country (Gibson et al., 2019). Complying with existing laws and regulations is often key to carrying out a successful business without facing legal constraints or challenges. They also offer extensive business knowledge on how to carry out business in Cambodia and what the key customer considerations are when launching a service or product in the Cambodian market. It is always crucial to design the business model to conform to the overall needs of a prospective customer.

Furthermore, a few flights were allowed to fly between Thailand and Cambodia during the COVID-19 pandemic to address the challenges the hospitality industry was facing at the time. The flight also facilitated the movement of investors, thus maintaining the bilateral relationship between the two countries. All these were conducted while adhering to the COVID-19 restrictions (Ear, 2021).

## 4. Major Investment Areas that Enhance the Bilateral Relationship

Several factors compel investors from one country to invest huge sums of money in another country. For instance, Thailand is rated one of the top investors in Cambodia since the country has diverse agricultural, construction, tourist, and banking industries, among several other business opportunities that are attractive to both existing and startup companies in the country. This explains why major Thai companies have infiltrated the Cambodian market in recent years. Following this, they have all built a brand in Cambodia and become household names

among the residents, thus strengthening the bilateral relationship with the country. Every Cambodian citizen can always feel the presence of Thailand in their country just by the frequency of the daily interactions between them and the services or goods that originate from Thailand (Sukloet, Wannaree, and Tonsakunthaweeteam, 2022).

The conducive environment that Thailand's investment firms are enjoying in Cambodia is due to the Cambodian government's support and incentives. The primary goal of government involvement in business is to maintain close ties with international corporations while seeking to attract more. Cambodia has a large, quality workforce, which is critical for the success of any business. Overall, Cambodia has witnessed reduced unemployment rates and a boost in the local economy, with companies from Thailand increasingly investing in their country. On the other hand, companies from Thailand are benefiting from increased foreign income and the sustainable growth of their foreign businesses and companies in the long run (Ear, 2021). While it is always normal to encounter problems while operating in a foreign country, the Thai companies operating in Cambodia have reported no major issues. This is attributed to competent and hardworking workers who favor the performance of the Thai companies. More so, the labor policies of Cambodia are designed to allow frequent training for up-skilling and re-skilling staff. The language barrier is the only issue for Cambodian employees and the management of Thai companies. However, with time, the Cambodian people have learned how to communicate with Thai employers while fostering their cultural ties. The people who speak Khmer and Thai have benefited immensely by securing jobs in Thailand with companies operating in Cambodia. Overall, both countries have been able to strive to achieve their interests while meeting the performance demands of the two nations, thus building a strong bilateral resolution (Son, 2018).

*Impact of Covid-19 on the Bilateral Relationship between Thailand and Cambodia*

The emergence of the COVID-19 pandemic brought about an economic shutdown and travel restrictions to and from the two respective countries in a move to counter the spread of the deadly virus. The business community in both Thailand and Cambodia was significantly affected by the pandemic, particularly the hospitality sector in both countries (Richardson and Pettigrew, 2022). During this period, the two countries were forced to close their borders and restrict citizens' movements, often to curtail the spread of the COVID-19 pandemic. Despite the closure of their borders, the countries maintained a stronger and intact bilateral relationship. They both were determined to protect their citizens from the ravages of the pandemic and the economic consequences that came with it. The spirit of collaboration between the two countries during COVID-19's underlying economic and social hardship is a true reflection of the two neighboring countries' positive bilateral relations (Richardson and Pettigrew, 2022).

For instance, the Thai government and its communities occasionally donated cash and goods to the Cambodian government to counter the impact of the pandemic. Thailand further ferried Cambodian patients who needed critical medical attention during the pandemic, despite the pandemic's restrictions. To further strengthen their relationship, the two countries allowed medical personnel to operate between the two countries or consult on how to mitigate the impact of the COVID-19 pandemic (Khmer Times, 2021). On the Cambodian side, they granted Thai citizens imprisoned in their territories amnesty, allowing them to extend their stay and feel at home by not being discriminated against but being treated equally with Cambodian citizens. More so, the Cambodian authorities played a fundamental role in helping Thai citizens who wished to move from Cambodia to their country to attend to emergency matters. This also facilitated the entry of investors who wished to do business in their country

even during the pandemic. All this was being done in strict conformity with the Thailand and Cambodia COVID-19 restrictive measures (Khmer Times, 2021). This explains just how the bilateral relationship between the two countries remained intact even during the COVID-19 pandemic.

The closed border doors undoubtedly hampered the thriving trade that previously existed between Thailand and Cambodia. This caused a drop in the bilateral trade relationship between the two countries by 18% year-over-year in the number of trade relations. Local councils were working closely together to lessen the impact of the tariffs imposed by letting the shipment of merchandise be moved at specific times of the day and via specific border entrances, while also limiting the number of cargo trucks and the number of individuals facilitating the movement. This approach was meant to strengthen the bilateral relationship between the two countries during the COVID-19 pandemic, which was threatening their bilateral trade (Hatsukano, 2019).

## 5. Building a Strong Bilateral Relationship in Post COVID-19
The basic pillars of a strong bilateral relationship between Thailand and Cambodia must be based on a firm foundation, according to Reilly (2020). One of the key pillars of this important relationship between the neighboring countries is building a society where people are connected. The more united the people of Thailand and Cambodia are, the stronger their bilateral relationship will be. A connected society means respect, empathy, and tolerance, which are key ingredients in resolving conflicts often evoked by people trading at the border. Also, the more these people connect, the more they can understand each other while sharing life ideas that are key to a sustainable life. Already, Thais and Cambodians have significant cultural similarities, which can be used or have already been used as a powerful tool to enhance and strengthen their existing bilateral relationship. According to Putri and Muhyiddin (2022), people tend to look for a viable technique, usually based on what they have in common, to address issues. With this, the people of Thailand and Cambodia will be able to build a successful and strong bilateral relationship that is key to economic and social prosperity. Worthwhile, the major beneficiaries of an excellent bilateral relationship are the people of Thailand and Cambodia (Putri, and Muhyiddin, 2022).

## 6. Conflict Resolution
The Thai and Cambodian governments firmly believe they should always seek common ground and be willing to negotiate issues while prioritizing the economy and the people's livelihoods. In most cases, the Thai and Cambodian agencies and authorities at different levels of government have been at the forefront of addressing issues and forging a more resilient and long-lasting relationship never witnessed before (Ear, 2021). In most cases, any issues likely to hinder or interfere with the bilateral relationship between the two countries are often addressed immediately to avoid damaging the now-established collaboration between the two countries. While the flow of goods and services between the two countries felt a major blow or disruption after the COVID-19 pandemic, the closure of borders sparked some conflict, which was dealt with by authorities within a short time. The two countries are currently on the verge of establishing more measures and frameworks to address any conflict provoked by possible pandemics and cultural or geographic factors. This will not only build a stronger relationship but will be the basic foundation for a lasting relationship, cooperation, and peaceful coexistence between the people of Thailand and Cambodia (Woon, 2020).

## 7. Conclusion

In conclusion, Thailand and Cambodia significantly boosted their bilateral relationship after the 2008 conflicts. The political will between the leaders in the two countries resulted in collaboration in handling matters of economy and trade while prioritizing strengthening their livelihood and the safety of their citizens. Thailand is rated as one of the top investors in Cambodia. Preah Vihear Temple, which has served as a place of prayer for Thai and Cambodian locals for centuries, was the source of the previous conflict. For this reason, the Cambodian government petitioned the ICJ to rule on the case where the owner of the worship zone was identified as Cambodia. Strong bilateral ties between the two countries have been witnessed in recent years, even in the mid- and post-COVID 19 periods. *The Thai government and its communities donated cash and goods to the Cambodian government to counter the impact of the pandemic. On the other hand, Cambodia allowed the free movement of Thai businesspeople to their country during the COVID-19 pandemic to further strengthen the bilateral relationship.* This caused an increase in the bilateral trade relationship between the two countries of 18% during this period. Furthermore, at a recent seminar, Thailand and Cambodia agreed to close the digital divide. Lastly, the Thailand Business Council in Cambodia (TBCC) is critical in strengthening the bilateral relationship between the two countries.

## 8. References

1. Chayanon, S, et al. (2018). The Role of Thailand Toward the Dispute between Thailand and Cambodia Over the Ownership of Preah Vihear Temple. *Rajapark Journal, 12*(26), 317-327.
2. Ear, S. (2021). A History of Cambodia-Thailand Diplomatic Relations 1950-2020 by Sok Udom Deth. Contemporary Southeast Asia: *A Journal of International and Strategic Affairs, 43*(2), 433-435.
3. Gibson, A. J., D'Silva, A., Elegbede, A. A., Tudor, R. A., Dean, M. L., Bebb, D. G., & Hao, D. (2019). Impact of Asian ethnicity on outcome in metastatic EGFR-mutant non–small cell lung cancer. *Asia-Pacific Journal of Clinical Oncology*, *15*(6), 343–352.
4. Hatsukano, N. (2019). Returned migrant Workers in Cambodia: Motivations for moving and economic reintegration. Rethinking migration governance in the Mekong region: From the perspective of the migrant workers and their employer, 57-72.
5. Hinton, A. (2006). Khmerness and the Thai "Other": Violence, Discourse and Symbolism in the 2003 Anti-Thai Riots in Cambodia. *Journal of Southeast Asian Studies*, 37(3), 445–468. http://www.jstor.org/stable/20071786
6. Huang, S. S., Shao, Y., Zeng, Y., Liu, X., & Li, Z. (2021). Impacts of COVID-19 on Chinese nationals' tourism preferences. Tourism management perspectives, 40, 100895.
7. Khmer Times (2021, November 5). Bilateral trade between Thailand and Cambodia sees an increase compared to the previous year - Khmer Times. Khmer Times - Insight into Cambodia. Retrieved November 9, 2022, from https://www.khmertimeskh.com /50965765/bilateral-trade-between-thailand-and-cambodia-sees-increase-compared-to-previous-year/
8. Musikawong, S. (2022). Understanding the gaps between the bilateral regularization of migration and workers' rights: The case of agricultural migrant workers in Thailand. *Theoretical Inquiries in Law*, *23*(2), 289-325.
9. Palmer, E. (2020). Adapting International Criminal Justice in Southeast Asia: Beyond the International Criminal Court. Cambridge University Press.

10. Pongsudhirak, T. (2018). All is quiet on the Thai-Cambodian front: Drivers, dynamics, directions. *South East Asia Research, 26*(4), 330-346.

11. Putri, I. M., & Muhyidin, A. (2022). Cambodian and Thai Political Actor's Interest in Preah Vihear Temple Border Conflict in 2008-2011. *Journal Politick*, 4(2), 14.

12. Pangsapa, P. (2015). When battlefields become marketplaces: Migrant workers and the role of civil society and NGO activism in Thailand. *International Migration*, *53*(3), 124–149.

13. Reilly, B. (2020). Electoral governance: Models of democracy in Asia and the Pacific. In Governance and Democracy in the Asia-Pacific (pp. 93–106). Routledge.

14. Richardson, L., & Pettigrew, R. N. (2022). Migrant agricultural workers: a comparative analysis of policy and COVID-19 response in Thailand, Italy, and Canada. *SN Social Sciences, 2*(11), 1–27.

15. Sukloet, S., Wannaree, P., & Tonsakunthaweeteam, S. (2022). Influential Factors on Border Trade Value between Thailand and Neighboring Countries (Myanmar, Laos, Cambodia, and Malaysia). *Journal of Innovation and Management, 7*(1), 137-151.

16. Son, C. (2018). A Study of Factors Relating to Thailand-Cambodia Cross-Border Clothing Trade between Aranyaprathet and Poipet (Doctoral dissertation, Thesis of the Master of Business Administration Program in International Business Management. Bangkok: Siam University).

17. Woon, S. (2020). ASEAN at the crossroads: An analysis of the ASEAN way and its approach in conflict resolution. Unpublished thesis, Hwa Chong Institution. https://www.researchgate.net/publication/308515608_ASEAN_at_the_Crossroads_An_Analysis_of_the_ASEAN_Way_and_its_Approach_in_Conflict_Resolution. Accessed, 12.

➢ *This research presented on International Conference on International Conference on Political Science and Management in Post-Pandemic (PSMP) : Paris/France, March, 01ˢᵗ -05ᵗʰ , 2023*

# An Analysis of Health Promotion Policies for the Ageing Population in Thailand

**Wijittra Srisorn[a*], Santhan Chayanon[b], Danty James[c]**

[abc] College of Politics and Government, Suan Sunandha Rajabhat University, Thailand

Corresponding Email Address of Corresponding Author: Wijittra.sr@ssru.ac.th

## Abstract

Many countries around the globe are rapidly changing due to the advancement in technology and medicine, and this advancement contributes to better health for people, Therefore, people live longer than before. Policies aimed at an ageing population are vital for any country, as the responsibility of taking care of the ageing population rests in the hands of the government. This paper aims to analyze both past and present health promotion policies for the elderly in Thailand and provides guidelines for implementing key policies for the elderly. As many countries are moving towards an ageing society due to a drop in population growth, Thailand, located in Southeast Asia, also encounters the problem that an ageing society has. The issue of healthcare among the elderly has been at the center of most major policies in Thailand. While Thailand's overall population growth slowed to 0.21 percent in 2018, the number of people aged 60 and up increased by 4 percent. Currently, the number of elderly people is estimated to be 11 million, or 16.5% of the general population in Thailand. The Long-Term Care (LTC) policy is perhaps the most comprehensive policy when it comes to health promotion among the elderly in Thailand.

**Keywords:** health promotion, ageing population, Thailand

## 1. Introduction

Over the last 65 years, the world's population has more than doubled by the year 2000, two-thirds of the world's population was expected to be over 60, primarily in developing countries and Asia (Xu and Islam, 2019).Thailand was officially pronounced an "ageing society" back in 2005 by the United Nations. Since then, Thailand has experienced a significant rise in the number of people aged 60 years and older, and the figures are expected to skyrocket even further in the coming decade (Xu and Islam, 2019). An "ageing population" is the inevitable result of a demographic transition characterized by low birth and death rates.

Cerebrovascular diseases and heart failure are among the leading causes of death among Thai seniors. Some of the most common causes of death among elderly men in Thailand include cancer and accidents, while the most common causes of death among elderly women include hypertension, septicemia, and diabetes mellitus (Sasiwongsaroj and Burasit, 2019). Malnutrition appears to be a major problem among Thailand's elderly, with nearly one-third of the country's elderly having a body mass index (BMI) of less than 20. Furthermore, about 25 to 50% of the elderly in Thailand have a low concentration of hemoglobin in their blood. This explains why malnutrition has remained a serious problem among the Thai elderly (Sasiwongsaroj and Burasit, 2019). The rate of smoking among Thai elderly men was higher than that of Thai elderly women. Female elderly people are more likely than male elderly people to have some form of disability or dependence. (Srisorn, W., et al., 2021)

## 2. Characteristics of Thai Population

While Thailand's overall population growth slowed to 0.21 percent in 2018, the number of people aged 60 and up increased by 4 percent. Currently, the number of elderly people is estimated to be 11 million, or 16.5% of the general population in Thailand. In Asia, Thailand has the second-highest percentage of the elderly population, coming in second after Singapore (Suriyanrattakorn and Chang, 2021). The number of older adults unable to leave their homes due to old age or other underlying conditions is steadily increasing as well. According to the National Health Security Department, the proportion of individuals who are thought to be "homebound" or "bedridden" is approaching 1 million in Thailand (Suriyanrattakorn and Chang, 2021).

Using the elderly's functional and physical capabilities as measured by the Barthel Index of Activities of Daily Living (ADL), ageing people can be classified into several groups (ADLs). Older people can be divided into three categories, depending on their level of mobility and independence: those who are active (ADLs greater than 11), those who are homebound (ADLs 5–11), and those who are hospitalized (ADLs 0–4) (Yi et al., 2020). The care requirements of various populations vary. A healthy senior might not need help getting around or preparing meals, but a senior who is bedridden or unable to leave the house would demand more care (Yi et al., 2020).

Additionally, due to the financial and social shifts, family sizes are progressively becoming smaller, and almost one-third of Thailand's older population lives in extreme poverty. As a result, an increasing proportion of the older population is at risk of experiencing economic hardship due to a combination of factors, including a decline in the number of family caregivers and a rise in the ageing population that is immobile and unable to leave their home. The number of older Thais who require assistance has increased, necessitating a more robust and efficient long-term care strategy (Knodel et al., 2018).

Since Thailand's ageing population depends so heavily on family caregivers, it is anticipated to emphasize LTC policy for the elderly so they are well prepared for the accelerated ageing of their communities. Research data shows that current knowledge of what influences and helps elderly persons access LTC in Thailand is still inadequate. Suggestions established by scientific findings remain particularly crucial for the healthcare profession in Thailand and across ASEAN to help them deal with the ageing of the region's population and develop better long-term care (LTC) policies now and for years to come (Yeung and Thang, 2018). Considering that elderly persons remain at a higher risk of contracting diseases, the WHO has issued a plea for robust defense strategies in ASEAN countries. The COVID-19 epidemic has exacerbated the difficulty that the ASEAN elderly and LTC medical scheme faces in meeting the needs of an ageing population (Suriyanrattakorn and Chang, 2021).

There has also been a significant shift in parenting practices, hierarchies, labor, and movement in Thailand. There are fewer individuals to help the elderly whenever needed. This is due to the increase in rural-to-urban migration in pursuit of job opportunities. Lower household sizes, shifting lifestyles, and financial restrictions are among other factors that have led to a reduced number of caregivers. While stable family bonds and widespread support for older people exist in Thailand, their long-term viability is still questionable (Sasiwongsaroj & Burasit, 2019)

## 3. Health Promotion Policies for the Ageing Population in Thailand
### 3.1 The Declaration of Thai Senior Citizens
The Declaration of Thai Senior Citizens was a health promotion policy launched in 1999 by the Prime Minister as a sign of commitment by the government of Thailand to improve the lives of the elderly in Thailand, as well as protect their rights (Aung et al., 2022). The

Declaration of Thai Senior Citizens is focused more on protecting the elderly from abandonment and violation of their rights, thus elevating their standards of living. According to the declaration, the elderly in Thailand should be taught self-care and health, be allowed to obtain health insurance, have equal access to good quality health services, and receive care until the end of their lives (Tsoh et al., 2015). To support this, the Declaration of Thai Senior Citizens further states that every elderly person in Thailand has to have necessities that are worthy and dignified. They should not only be protected from abandonment in old age but also protected against any form of discrimination, especially when they cannot rely on their families or are disabled. The Declaration emphasizes that the elderly in Thailand ought to live with families that show them love, respect, care, and support for their medical needs (Aung et al., 2022).

### 3.2 Elderly Act of 2003

After working on the issue of health among the elderly for a few years, Thailand passed the Elderly Act in 2003. According to the Act, any person in Thailand who was 60 years of age or older with Thai citizenship or nationality was considered an "aged person" or "elderly" (Jensantikul & Aimimtham, 2022). Under this Act, the National Council of Older Citizens was appointed to be in charge of policy-making. Overall, the role of the council was to formulate policies concerning the protection and promotion of the roles and social statuses of the elderly. Under this act, the elderly in Thailand were entitled to full medical and health services solely for the elderly. They were entitled to receive different forms of aid, including medical aid, especially for those who were abused or illegally exploited. They were entitled to accommodation, nourishment, and clothing to keep them safe and healthy. Under the Act, the elderly in Thailand are also entitled to waived admission fees at state attractions, proper vocation and vocational training, and self-development and participation in social activities and community networks. All these were meant to keep the elderly happy, engaged, and in good health.

### 3.2.1 The First National Plan for Older Persons, 1982–2001

The First National Plan for Older Persons, 1982-2001, was developed after the government saw the need to develop a more comprehensive document and agenda that was able to address the social and health needs of the elderly, which were gradually increasing in the country. Theoretically, the First National Plan for Older Persons, 1982–2001, was meant to act as a guide for the treatment of the elderly in Thailand. The focus was on helping the elderly live with their families, since there is more value and respect when the elder is being taken care of by their loved ones. The policy also emphasizes societal protection, especially for the elderly, who can neither rely on themselves nor their families (Supromin and Choonhakhlai, 2019). This policy was built on five pillars: health, education, social and cultural integration, social and income security, and social welfare provisions. However, the policy has been met with a lot of criticism from the relevant stakeholders, who argue that the policy lacks specific goals, strategies, action plans, or predictable outcomes despite having a general direction that could support the elderly in Thailand.

### 3.2.2 The Second National Plan for Older Persons, 2002–2021

In 2002, the United Nations convened the Second World Assembly on Ageing in Madrid, Spain, where the Madrid International Plan of Action on Ageing was adopted. Each member country was expected to address three areas: the development of older people, the establishment of an enabling and supportive environment for the elderly, and the advancement of the health and well-being of the elderly (Knodel, Rpfl, and Chayovan, 2013). Since Thailand

was ready to advance beyond the First National Plan for Older Persons, 1982–2001, and there was a need to respond to the Madrid International Plan of Action, it developed the Second National Plan for Older Persons, 2002–2021. Some of the goals and objectives of this policy were to implant awareness among members of society that the elderly are valuable members and that significant preparation for ageing is important (Knodel, Rūpfōlō, and Chayovan, 2013). It also encouraged people, communities, families, and private and public entities to participate in matters affecting the elderly, including the issue of healthcare, which is a great concern.

Under this policy, the government is determined to provide emergency assistance to the elderly who face social problems either through short or long-term projects. These include medical treatment, emergency housing, food, and clothing (Supromin and Choonhakhlai, 2019). Care and rehabilitation assistance are also part of the government's objective under this policy. For instance, Thailand will ensure that the older population has improved access to healthcare services under the Health Security Project of the Ministry of Public Health. Even though such services will be provided for free to all citizens of Thailand, the elderly are still favored by being allowed to access the fast lane when seeking medical services, more elderly clinics being established, and receiving announcements and notifications to allow them to understand the processes and procedures in the medical facilities.

Under the Ministry of Public Health, the elderly will receive home health care services that are convenient. The Ministry of Public Health intends to work with multidisciplinary teams from different community and provincial hospitals that are capable of giving the elderly medical care in the comfort of their homes.

## 4. Long-term care policy (LTC) in Thailand

Long-term care (LTC) is being developed worldwide to solve the epidemiological transition toward an increasing elderly population. According to the World Health Organization (WHO), LTC consists of "all activities undertaken by others to ensure that people with, or at risk of, a significant ongoing loss of capacity can maintain a level of functional ability consistent with their basic rights, fundamental freedoms, and human dignity" (Pot et al., 2018). Although institutionalized LTC has been articulated in developed nations for years, many countries in the ASEAN region cannot implement sustainable policies to meet the evolving demand of their elderly society, and therefore, they do not have an official supply of LTC care. However, the government of Thailand has since been a driving force in developing its LTC program, making it among the most advanced compared to its ASEAN counterparts (Tejativaddhana et al., 2022).

The National Institute on Ageing (NIH) defines long-term care (LTC) policy as "the services that help people live as independently and as safely as possible when they can no longer perform everyday activities on their own," and this support can be provided by either systematic (skilled individuals who earn) or unofficial (untrained individuals without a formal salary) healthcare professionals (Suriyanrattakorn and Chang, 2021). Most Thais who need prolonged healthcare receive it from friends, neighbors, and household members who are not compensated for their services. Previously, many long-term care centers were publicly funded to reinforce home care, and funding and activities for elders with impairments remained severely restricted, unlike in the present.

The narrative of LTC policy for older adults was established in 2010, according to the National Health Assembly (NHA) report. After that, the government of Thailand came up with a proactive LTC whose framework was grounded in "community-based long-term care" (CLTC) in 2016. In the same year, the government also launched a 600 million baht fund that covered

more than 1,000 sub-districts as a test for the LTC policy. The amount later increased to around 900 million in 2017 and 1159 million in 2018. The money is managed by the National Health Security Office (NHSO), which addresses the healthcare of ageing people and other critical services such as nursing, household visits, and facilitating the community-based volunteer program. The LTC policy has facilitated access to critical medical equipment for the care of the elderly population (Suriyanrattakorn and Chang, 2021).

The proactive LTC model has encouraged the digitalization of services to the elderly population, individual care procedures, and reimbursement of funds to facilitate their support plan from healthcare personnel, families, and community volunteers (Tuangratananon et al., 2021). These funds also facilitate training and awareness programs to sharpen caregivers' skills and improve their care for the elderly population. Social components, financing, healthcare administration, taxation policies, and social power are a few factors that influence which programs receive government LTC funding and which do not. When compared to the approach in Thailand, which is wholly paid by public funding mechanisms, the administration of LTC in industrialized nations (such as Germany, the United States, Japan, and the Netherlands) is supported through a combination of federal assistance and coinsurance by recipients (Suriyanrattakorn and Chang, 2021).

Two key factors make long-term care an appealing option for the elderly population in Thailand. The first is financial: home care is less expensive than hospitalization, particularly for long-term or end-of-life stages. The second is that many remote regions have the cultural capital to finance medical attention. LTC deployment has always been focused on a partnership between localities and the state due to LTC funding limits. The elderly who are disabled and need medical and psychological assistance are always supported by a collaborative effort between the community healthcare workers, the aged personal care volunteers, and the sub-district well-being advancing facilities or municipal administrations (Suriyanrattakorn and Chang, 2021). The sub-district health clinic, a type of formalized medical provider, is tasked with conducting functioning evaluations on the elderly, developing personalized treatment plans, and applying for funding from the municipal authorities. Before implementing the proactive plan, healthcare professionals had previously been placed in the community to help with epidemiological studies, preventive care, and door-to-door visits. A professional career as a salaried caregiver was made available to volunteers in 2016 in exchange for completing a minimum of 70 hours of the Elderly Rehabilitation Process. The elderly in every neighborhood would be cared for by their respective caregivers under the constant watch of professionals (Srisawasdi et al., 2021).

Similar to the need for a uniform regulatory structure or coordinating body for public community-based LTC, an additional clear definition of what constitutes LTC for this population does not exist in Thailand. However, Thailand's national government is making strides toward LTC strategies and actions to address the challenges of an ageing population as outlined in "the 12th National Economic and Social Development Plan" (Rerkklang, 2018). A few examples are making public spaces more accessible to the elderly and enhancing the LTC service. Additionally, the strategy kicked off the "Thailand 4.0 Development Agenda," which aims to boost the objective or effort by the state to alleviate the condition of the elderly population. Many recent public programs address the needs of the elderly in the country, with the overarching goal of allowing pensioners to remain at home with their families as long as possible, with the help of a comprehensive network of neighborhood caregivers.

## 5. Conclusion and recommendation

Over the last 65 years, the world's population has more than doubled. Thailand has been declared an "ageing society," and policies that promote health among the elderly have been put in place. Various factors have necessitated the need for these policies, including financial and social shifts among families in Thailand that have made one-third of the elderly population live in abject poverty without caregivers. Also, there are fewer individuals to help the elderly whenever needed due to the increase in rural-urban migration in pursuit of job opportunities.

The issue of healthcare among the elderly has been at the center of most major policies in Thailand. This includes The Declaration of Thai Senior Citizens, 1999, which emphasized that the elderly in Thailand should be taught about appropriate self-care and health, allowed to obtain health insurance, have equal access to complete health services, and should be taken care of until the end of their lives. There is the Elderly Act of 2003, which defined those who were considered "elderly" (anyone who was 60 years of age or older) in Thailand. The policy further outlines what the elderly in Thailand are entitled to, which includes medical aid, accommodation, nourishment, and clothing. The First and Second National Plans for Older Persons all outlined the government's long-term projects for promoting the health of the elderly in Thailand. The Long-Term Care (LTC) policy is perhaps the most comprehensive policy when it comes to health promotion among the elderly in Thailand. It outlines the services that people need to live independently and safely, even when they can perform as they used to.

Even though Thailand has national policies for the elderly, many would claim that the country still lacks policies that would prepare people for old age. Looking forward, it is expected that there will be policies and programs designed to prepare the Thais from youth to old age and cover all critical aspects of their lives. Some of these actions may include but are not limited to the provision of welfare services, which include a pension for every Thai elderly, strengthening community participation in the healthcare and social sectors; strengthening family values; providing education and training for those offering healthcare and social services; providing welfare and social schemes; and strengthening informal care among other non-government organizations that can offer informal care to the elderly in Thailand.

## 6. References

1. Aung, T. N. N., Moolphate, S., Koyanagi, Y., Angkurawaranon, C., Supakankunti, S., Yuasa, M., & Aung, M. N. (2022). Depression and associated factors among community-dwelling Thai older adults in northern Thailand: the relationship between history of fall and geriatric depression. *International journal of environmental research and public health*, *19*(17), 10574.
2. Jensantikul, N., & Aimimtham, S. (2022). Governmental Practice Guidelines for Providing Appropriate Social Welfare for the Elderly in Thailand.
3. Knodel, J., Teerawichitchainan, B., & Pothisiri, W. (2018). Caring for Thai older persons with long-term care needs. *Journal of aging and health*, *30*(10), 1516-1535.
4. Knodel, J. E., Rūpfōlō, W. P., & Chayovan, N. (2013). *The changing well-being of Thai elderly: An update from the 2011 survey of older persons in Thailand*. Bangkok, Thailand: College of Population Studies, Chulalongkorn University.
5. Pot, A. M., Briggs, A. M., & Beard, J. R. (2018). The sustainable development agenda needs to include long-term care. *Journal of the American Medical Directors Association*, *19*(9), 725-727.
6. Rerkklang, P. (2018). Sustainability development consciousness and behavior of Thais: The effects on quality of life and happiness. *Journal of Advances in Humanities and Social Sciences*, *4*(1), 51-59.

7.  Sasiwongsaroj, K., & Burasit, Y. (2019). Managing Thailand's ageing popagingn.

8.  Srisawasdi, W., Tsusaka, T. W., Winijkul, E., & Sasaki, N. (2021). Valuation of local demand for improved air quality: The case of the mae moh coal mine site in thailThailand*osphere*, *12*(9), 1132.

9.  Srisorn, W., et al. ( 2 0 2 1 ). Quality of Life Development of The Elderly, Amphoe Kho Wang, Yasothon Province. *Journal of Legal Entity Management and Local Innovation*, 7(2), 15-31.

10. Suriyanrattakorn, S., & Chang, C. L. (2021). Long-term care (LTC) policy in Thailand on the homebound and bedridden elderly happiness. *Health Policy Open*, *2*, 100026.

11. Supromin, C., & Choonhakhlai, S. (2019). The provision of public services in municipalities in Thailand to improve the quality of life of elderly people. *Kasetsart Journal of Social Sciences*, *40*(3), 619-627.

12. Tejativaddhana, P., Chuakhamfoo, N. N., & Vo, M. T. H. (2022). A review of the long-term care policies under COVID-19 in Thailand's aging society: implications for ASEAN countries. *Public Administration and Policy*.

13. Tokyo, C. R. (2007). The 5th ASEAN & Japan High LevHigh-Levells Meeting on Caring Society: Collaboration of Social Welfare and Health Services, and Development of Human Resources and communitCommunitynity Services for the Elderly - Tokyo, Japan 27-30 August 2007.

14. Tuangratananon, T., Julchoo, S., Phaiyarom, M., Panichkriangkrai, W., Pudpong, N., Patcharanarumol, W., & Tangcharoensathien, V. (2021). Healthcare providers' perspectives on integrating NCDs into primary healthcare in Thailand: a mixed method study. *Health research policy and systems*, *19*(1), 1-15.

15. Xu, W., & Islam, S. (2019). What does ASEAN economic community bring to older workers? Examining inequality in old age in Thailand's fast-fast-aging. *Journal of ASEAN Studies*, *7*(1), 86-97.

16. Yeung, W. J. J., & Thang, L. L. (2018). Long-Term care for older adults in ASEAN plus three: the roles of family, community, and the state in addressing unmet eldercare needs. *Journal of Aging and health*, *30*(10), 1499-1515.

17. Yi, Y., Ding, L., Wen, H., Wu, J., Makimoto, K., & Liao, X. (2020). Is Barthel Index suitable for assessing activities of daily living in patients with dementia?. *Fr? tiers in psychiatry*, *11*, 282.

➢   *This research presented on International Conference on International Conference on Political Science and Management in Post-Pandemic (PSMP) : Paris/France, March, 01$^{st}$ -05$^{th}$ , 2023*

# Leadership Styles in Higher Education, Challenges and the Impact on the Overall Achievements

**Chutikarn Sriviboon**
College of Innovation and Management, Suan Sunandha Rajabhat University, Thailand
Corresponding Email Address of Corresponding Author: chutikarn.sr@ssru.ac.th

**Abstract**
Modern leadership styles, in contrast to traditional leadership styles, focus on bringing positive changes to an organization by encouraging followers through positive feedback. As leadership is vital for any organization's survival, the leadership style exhibited by a leader in higher education is very important in bringing holistic development to a particular educational organization. Thus, it is rather important to look at leadership styles in higher education organizations and the challenges these styles encounter on a day-to-day basis. This paper analyzes the leadership styles commonly found among leaders in higher education, namely transactional, transformational, authoritarian, democratic, and servant leadership, and it looks at the causal relationship between the leadership styles and the overall achievement of the organization. The paper also analyzes the major challenges encountered by educational leaders in a higher education context. Due to a rapid change in information technology that has also changed the educational setting, the emergence of new leadership styles and selecting the right leadership style for sustainable development seem to be the major challenges for higher education leaders. Conclusions are drawn based on the analysis of relevant documents, and recommendations are provided for educational leaders who may want to bring about positive changes for their organizations.

**Keywords:** Leadership Styles in, Higher Education, Challenges, Impact

## 1. Introduction

 Educational leadership is a systematic process in which a leader engages in the activities of all personnel who are related to improving educational outcomes and activities at an educational organization. Recently, there has been a growing interest among policymakers in how higher education leaders can influence stakeholders to have a positive impact on their organizations. The debate on how higher educational leadership affects faculty members' performance and overall achievement has steadily gained traction due to the desire of policymakers to reduce disparities in educational achievement between various ethnic and social groups (Kaso et al., 2021). Research has shown that academic leaders have a significant influence on student outcomes, and it applies to higher educational leaders, especially university presidents and deans. However, the higher education leaders need to adopt certain leadership skills in order to bring positive changes to the organization. Therefore, with the right leadership approach, higher education leaders will have the ability to transform an average-performing organization into a successful one.

There are many external and internal factors that affect the overall achievement at a particular higher educational organization, and one of the key factors that determine the outcome depends on the faculty members' job satisfaction. However, the role of higher education leaders is not merely to improve faculty members' job satisfaction but to promote the holistic development of the organization, and that holistic development includes all aspects and members of the

organization (Smith & Hughey, 2008). The success of any educational institution greatly depends on the work finished by the management team effectively, and the institutions' continuous improvement depends on an effective management system (Pàmies-Rovira, Jordi; Senent-Sánchez, Joan María & Essomba-Gelabert, Miquel Angel, 2016).

In today's climate of heightened expectations in the education area, higher education leaders are in the hot seat to improve the teaching and learning of faculty members and the holistic development of higher educational organizations. According to Sebastian and Allensworth (2012), leadership has a more effective indirect impact on students' achievement than the influence of lecturers in the classroom.

## 2. Leadership Styles in Higher Education
### 2.1    *Transactional Leadership and Transformational Leadership*
Transactional leadership works best within a structured setup where there are defined roles and a few deviations from the already established guidelines meant to achieve a specific task (Erdel & TakkaÃ, 2020). This leadership style is based on transaction or exchange, and those who perform optimally or as expected end up being rewarded, while those who perform dismally end up being punished. The leadership style is based on the assumption that the subordinates are not self-motivated and that there is a need to establish a structure, issue detailed instructions, and supervise the workers to achieve specific results that are articulate and measurable. According to Erdel and TakkaÃ (2020), there are four main approaches to transactional leadership: conditional reward, where the leader motivates followers through rewards and promises, active management by exception, which involves monitoring the performance of the followers while anticipating issues that may arise; and passive management by exception, where the leader stays out of the followers' way and intervenes only when necessary (Hyseni, Zamira and Linda, 2021).

Arguably, the transformational leadership style is exactly the opposite of the transactional leadership style. While transactional leadership emphasizes working within a structured environment with specific guidelines and procedures, transformational leadership is focused on implementing change through effective communication, adaptability, charisma, and empathetic support (Cherry, 2022). Transformational leaders can adapt their leadership management to accommodate most of their followers. Instead of using rewards and punitive actions to motivate followers, like in the case of the transactional leadership style, a transformational leader will focus on articulating a unified vision that will encourage their followers to exceed expectations (James, 2021). A transformational leader understands that when people have a strong sense of purpose in what they are doing, they are more likely to stay motivated. For this reason, transformational leaders are skilled at giving meaning to the tasks at hand, thereby remaining optimistic about future goals.

### 2.2    *Authoritarian Leadership and Democratic Leadership in Higher Education*
Authoritarian leadership is also commonly referred to as autocratic leadership, and it is a type of leadership where a leader calls for absolute obedience from followers. An authoritarian leader holds a more traditional approach to leadership, which emphasizes loyalty and submission from the junior staff and students. According to Chukwusa (2018), autocratic leaders are not easily accessible since their focus is always on policy-making instead of the staff and students. While submission can be misconstrued as respect, autocratic leaders are feared for their harsh stances and strict adherence to policies and guidelines. Those under an authoritarian leader do not expect much in the way of appreciation or acknowledgment from the top leadership. Followers are subjected to unexpected criticism whenever they

45

underperform or breach the existing policies. An autocratic or authoritative leader makes all the major decisions that are always final.

Unlike the authoritarian kind of leadership where leaders have the final say, democratic leaders can come up with an idea, however, the new policy will not be embraced until all the stakeholders agree with that particular idea. (Nedelko & Potocan, 2021). In other words, leaders embrace consensus or dialogue in an organization that practices democratic leadership. More so, such leaders often delegate powers to their juniors, for instance, by creating a department with assigned roles and responsibilities. Bringing everyone on board to contribute to the affairs or programs within the organization is often worth it in the end. This type of leadership is often perceived as inclusive and creates an environment where everyone is given a chance to express their theoretical thoughts and feelings on particular issues. Lastly, everyone is more engaged, thus giving them a chance to exploit their potential fully while striving to deliver on their roles and responsibilities in their area of jurisdiction (Makoelle, 2021).

## 2.3 *Servant Leadership*

This is one of the most widely adopted leadership styles in several organizations across the world. Leaders who adopt this leadership style often support, empower, and motivate their followers to succeed in their careers. They often organize workshops, seminars, and training to hone the skills of their staff. Servant leadership is known to promote a decentralized approach to leadership. In most cases, those who engage directly with clients, such as salespeople and marketers, are often encouraged to take part in the decision-making process, as contended by (Kenton, 2022). These individuals have a personal touch and experience with the clients, and hence can offer some tips or opinions that are key to strengthening performance and a competitive edge of a company. Following this, a servant leadership approach often strives to modify other types of leadership from just issuing direction and control to cultivating a symbiotic relationship that is key to the production of desirable results. Servant leaders often utilize a collaborative approach when attending to issues of different magnitudes, thus motivating the junior staff to participate in making decisions and policies that propel the organization to success (Tucci, 2018). Concisely, a leader in servant leadership often strives to encourage creativity, nurture leadership traits, motivate their juniors, and prioritize their welfare (Abbas et al., 2020).

## 3. Impact of Higher Education Leadership Styles on the Overall Achievements

Transactional leadership is based on the leader-follower relationship, which explains why it is commonly used in education, particularly in establishing a relationship between educational leaders and faculty members. For transactional leadership, there is the assumption that the leader has the skills and knowledge to accomplish his or her role in assigning tasks while the faculty members have the knowledge and skills to complete the tasks assigned to them (Lutkevich, 2022). Unfortunately, a transactional leader only rewards performances that exceed or fall below expectations. For instance, in a higher education context, faculty members get rewarded if they complete their tasks or if they perform well. The transactional leadership style implies that the followers end up being motivated only by external factors, or else they risk punitive actions. However, when educational leaders strictly adhere to transactional leadership, it prevents the followers from being creative and innovative since they are all working on a strict set of rules, guidelines, or policies (Potter & Starke, 2022).

On the other hand, there are various reasons why transformational leadership has positive effects on followers. First, it encourages and appreciates faculty members' and students' differences in a learning institution. Rather than limiting faculty members to a certain

curriculum, like in the case of transactional leadership, transformational leadership does not ignore the diverse skills and abilities possessed by them. Instead, it encourages faculty members to bring their diverse skills and abilities on board to improve student outcomes (Hyseni, Zamira & Linda, 2021). Also, educational leaders using a transformational leadership style in a university setting tend to consider each follower's unique skills and abilities. An educational organization with transformational leadership fosters participation in higher education decisions and policies. This enables relevant stakeholders to share their thoughts, ideas, and opinions on ways to improve student outcomes (Potter and Starke, 2022).

Transformational leadership can easily facilitate changes by listening to stakeholders and providing suggestion boxes where faculty members, university personnel, and stakeholders can anonymously share their experiences. Just listening and responding to the concerns raised by them helps educational facilities with transformational leadership foster authenticity since they will be practicing what they are preaching (White, 2022).

Under authoritarian leadership, learners and educators often feel the pressure to work beyond the requisite time to deliver what their authoritative leaders demand. Even though universities may run under authoritarian leadership, it may seem that they are organized since they strictly conform to certain policies and guidelines, but they also attract a fair share of criticism. For instance, educators lack self-motivation because they are not involved in the decision-making process, while the learners are not accorded the freedom to innovate. This is one way authoritative leadership may negatively impact student performance in universities (Engin, 2020).

Nevertheless, authoritative leaders also share a significant number of positive attributes. They tend to be warm, responsive, and supportive since the burden of making decisions lies with them. They have to be sensitive to diversity as well as the collective needs of their followers. According to Engin (2020), authoritative leaders tend to be good networkers, especially beyond their educational institutions. Despite their demanding nature, they are always clear about what is expected of both learners and educators. They know when to consult and when to be decisive since they have mastered the art of exercising their authority appropriately and in a timely fashion.

Servant leadership is commonly applied in many types of educational institutions, especially in universities around the world. In these institutions, the education leadership is committed to empowering staff through training, seminars, and workshops. All these programs are centered on how to make them effective in ensuring that students perform according to their expectations. Also, when a leader appreciates their followers through promotion and delegation, their performance rate is always positive.

As aforementioned, servant leadership often engages staff, who are in constant touch with the students, in the decision-making process. It is arguable that teachers are the first people who interact with students and thus have a thorough understanding of the issues they face. Henceforth, the faculty members, who are often assigned duties based on their subject department, can figure out these problems, report them to the top leadership, and then contribute to a design framework that is critical to addressing them. Henceforth, this will have a positive impact on the performance of the students, and those performing poorly are often assisted in catching up with their classmates.

## 4. Challenges Faced by Leaders in Higher Education
Based on what has been mentioned above, it is clear that there are various frameworks and theories designed by scholars to create a leadership style that will support a collaborative

47

decision-making process that endorses facilitation. However, due to a rapid change in educational context, there are many challenges that lie ahead for leaders in higher education.

## 4.1    Emergence of New Leadership Styles

Eddy and Vanderlinden (2006) reported that different types of leadership styles are slowly emerging and are replacing the traditional styles. Modern leadership styles seem to be superior to those of traditional leadership styles, where emphasis was given to the outcome and not the procedure. However, due to the advancement in technology, the information gap has been greatly reduced, which gives more advantages to leaders in promptly communicating with their followers. As technology has become more mainstream, it is inevitable that there will be a huge demand for leaders who are tech savvy (Sterrett & Richardson, 2020). It is evident that a tech-savvy leader has an advantage in leading an organization, as the world witnessed during the COVID-19 pandemic. The shift to online learning presents more opportunities and challenges to leaders. One of the challenges lies in the fact that higher education leaders have to adjust and become technologically savvy to support both educators and learners while learning online (Abdul, 2015). This also calls for the re-adjustment of leadership styles, retraining educators, restructuring the curriculum, and improving its digital infrastructure. Therefore, leaders in higher education should have an open mind to observe emerging leadership styles that would benefit the organization. However, it is also important to note that the main aim of any leadership style is to have a vision that can inspire the followers and ways to instill the vision among the followers. (Sakornnawin, N., Chayanon, S., & Srisorn, W., 2019)

## 4.2    Leadership Styles for Sustainable Development

Each leadership style emphasizes the need to identify every educator and learner's preferences and design a system that can be conducive to their divergent needs (Tan, 2018). Also, most of these leadership styles are designed to support teamwork, hands-on activities, and discussion-based learning activities. However, most educational leaders often resort to traditional leadership methods where only good results are rewarded and undesirable outcomes are punished. Therefore, selecting the right leadership style remains a big hurdle for many higher education leaders. As the educational context is changing rapidly, educational leaders should be aware of their surroundings and draft quality policies that could be easily implemented organization-wide. Thus, educational leaders should pay more attention to sustainable development through good leadership styles (Amanchukwu, Stanley, & Ololube, 2015).

## 4.3    Strategic Leadership and Academic Quality

In addition to the challenges mentioned earlier, there are other challenges associated with choosing the right leadership in a higher education context. Drew (2010) reported that the most significant challenges faced by educational leaders in a higher education context are: strategic leadership, flexibility, creativity, change capability, maintaining academic quality, and remaining relevant. Therefore, higher education leaders should keep in mind the positive impact they can make at their organization while maintaining academic quality. Aung and Hallinger (2022) reported that there is indeed a great need for strategic leadership to transform universities and improve the commitment of stakeholders. Therefore, higher education leaders should focus on bringing positive changes to their organizations through strategic change management that would help them increase the desired results.

## 5. Conclusion and Recommendation

The objective of the paper was to discuss leadership styles in higher education. The paper began by giving an explicit review of each leadership style and how each one of them impacts overall achievement. The paper establishes that each leadership style has a direct or indirect impact on overall achievement. The decision made by leaders in their capacities has a direct influence on the performance of the faculty members, which eventually affects the students. In most cases, an efficient leadership style delivers good performance and inspires faculty members to work towards delivering better results. Scholars affirm that educational leaders who display exceptional qualities of good leadership tend to produce good results for both the organization and the members. As there is both a direct and indirect effect of leadership on the overall achievement of a higher education organization, educational leaders should be exceptionally careful in drafting policies and implementing them as they can have greater impacts on the organization.

As mentioned earlier in the paper, the major challenges encountered by educational leaders in higher education are choosing the right leadership styles, strategic leadership for academic quality, and having a good vision. Therefore, higher education leaders should carefully lay out a plan on how to bring positive changes to the organization. Leadership style, which is accepted by key personnel, plays a major role in bringing better achievement for the organization because of the followers' influence on other variables that would have a greater impact on the organization's growth. Strategic leadership places importance on how leaders can strategically bring about positive changes for academic quality.

Due to the rapid change in society, higher education leaders must keep in mind that leadership is about encouraging the followers through a positive feedback system, and by encouraging the followers, the leaders can easily bring about positive changes. Having the right vision laid out for stakeholders is another important aspect for the leaders. Having the right vision and instilling that vision in the followers takes a greater risk; however, it will be rewarded with positive changes for the organization. They should create a conducive environment where teachers and learners feel motivated and ready to deliver results. Leaders should blend their leadership approach to ensure that all positive aspects are brought on board. For instance, though autocratic leadership creates an organized environment, the authoritarian leader should always welcome decisions from their junior staff. Lastly, school leadership must create programs that inspire teachers to adopt a more productive approach that ultimately improves student achievement.

## 6. References

1. Abbas, A., Saud, M., Usman, I., & Ekowati, D. (2020). Servant leadership and religiosity: An indicator of employee performance in the education sector. *International Journal of Innovation, Creativity, and Change*, *13*(4), 391–409.
2. Abdul Razzak, N. (2015). Challenges facing school leadership in promoting ICT integration in instruction in the public schools of Bahrain. *Education and Information Technologies*, *20*(2), 303-318.
3. Amanchukwu, R. N., Stanley, G. J., & Ololube, N. P. (2015). A review of leadership theories, principles and styles and their relevance to educational management. *Management*, *5*(1), 6-14.
4. Aung, P.N. and Hallinger, P. (2022), "Research on sustainability leadership in higher education: a scoping review", *International Journal of Sustainability in Higher Education*, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/IJSHE-09-2021-0367.

5. Cherry, K. (2022, September 16). *What is transformational leadership?* Very well Mind. https://www.verywellmind.com/what-is-transformational-leadership-2795313

6. Chukwusa, Joseph. (2018). Autocratic Leadership Style: Obstacle to Success in Academic Libraries.

7. Drew, Glenys. (2010). Issues and challenges in higher education leadership: Engaging for change. Australian Educational Researcher. 37. 57-76. 10.1007/BF03216930.

8. Eddy, P. L., & VanDerLinden, K. E. (2006). Emerging Definitions of Leadership in Higher Education: New Visions of Leadership or Same Old "Hero" Leader? *Community College Review*, *34*(1), 5–26.

9. Engin, G. (2020). An Examination of Primary School Students' Academic Achievements and Motivation in Terms of Parents' Attitudes, Teacher Motivation, Teacher Self-Efficacy, and Leadership Approach. *International journal of progressive education*, *16*(1), 257–276.

10. Erdel, D., & TakkaÃ, M. (2020). Instructor leadership in EFL classrooms and the outcomes: The effects of transformational and transactional leadership styles. *Teflin Journal*, *31*(1), 70-87.

11. Hyseni Duraku, Zamira & Hoxha, Linda. (2020). The impact of COVID-19 on higher education: A study of interaction among Kosovar students' mental health, attitudes toward online learning, study skills, and lifestyle changes.

12. James, Danty, and Patreeya Kitcharoen. (2021). "A Causal Model of Transformational School Leadership and Transformational Classroom Leadership on Students' Learning Achievement." *The International Journal of Educational Organization and* Leadership, *28*(2), 29-44.

13. Kaso, N., Mariani, M., Ilham, D., Firman, F., Aswar, N., & Iksan, M. (2021). The Principal's Leadership: How to Improve the Quality of Teaching and Learning Process in State Junior High School of Luwu. *Journal Administrate*, *8*(1), 49-58.

14. Kenton, W. (2022). *Servant leadership: Characteristics, pros & cons, example*. Investopedia. https://www.investopedia.com/terms/s/servant-leadership.asp

15. Lutkevich, B. (2022, August 25). What is transactional leadership? - Definition from WhatIs.com. SearchCIO. https://www.techtarget.com/searchcio/definition/ transactional - leadership.

16. Makoelle, T. M. (2021). School leadership and teacher leadership. School Leadership for Democratic Education in South Africa, 102115. https://doi.org/10.4324/9781003 121367-7.

17. Nedelko, Z., & Potocan, V. (2021). Sustainability of Organizations: The Contribution of Personal Values to Democratic Leadership Behavior Focused on the Sustainability of Organizations. *Sustainability*, *13*(8), 4207.

18. Pamies, Jordi & Sánchez, Joan & Essomba, Miquel. (2016). El liderazgo pedagógico y la implicación del profesorado como factores de éxito en centros de entornos desfavorecidos en España. Revista Electronica de Investigacion y Evaluacion Educativa. 22. 10.7203/relieve.22.2.7600.

19. Potter, D., & Starke, J. (2022). Transactional and transformational leadership. *Building a Culture of Conscious Leadership*, 39-48. https://doi.org/10.4324/9781003272793-5

20. Sakornnawin, N., Chayanon, S., & Srisorn, W. (2019). Transformational Leadership in the Era of Thailand 4.0: A Case Study of Executives of Bangkok Metropolitan Administration. Proceedings of AASE International Conference 30th BESM @ Taipei/Taiwan on July 15th-16th, 2019. pp. 159-169.

21. Sebastian, James & Allensworth, Elaine. (2012). The Influence of Principal Leadership on Classroom Instruction and Student Learning A Study of Mediated Pathways to Learning. Educational Administration Quarterly. 48. 626-663.10.1177/0013161X1 1436273

22. Smith, B. L., & Hughey, A. W. (2006). Leadership in Higher Education — Its Evolution and Potential: A Unique Role Facing Critical Challenges. *Industry and Higher Education*, *20*(3), 157–163. https://doi.org/10.5367/000000006777690972
23. Sterrett, W., & Richardson, J. W. (2020). Supporting professional development through digital principal leadership. *Journal of Organizational & Educational Leadership*, 5(2), 4.
24. Tan, C. Y. (2018). Examining school leadership effects on student achievement: The role of contextual challenges and constraints. *Cambridge journal of education*, *48*(1), 21-45.
25. Tucci, L. (2018, August 24). *What is servant leadership? - definition from whatis.com*. Search CIO. Retrieved November 19, 2022, from https://www.techtarget.com/searchcio/ definition /Servant-Leadership
26. White, S. K. (2022, October 10). What is transformational leadership? A model for motivating innovation. CIO. https://www.cio.com/article/228465/what-is-transformational-leadership-a-model-for-motivating-innovation.html
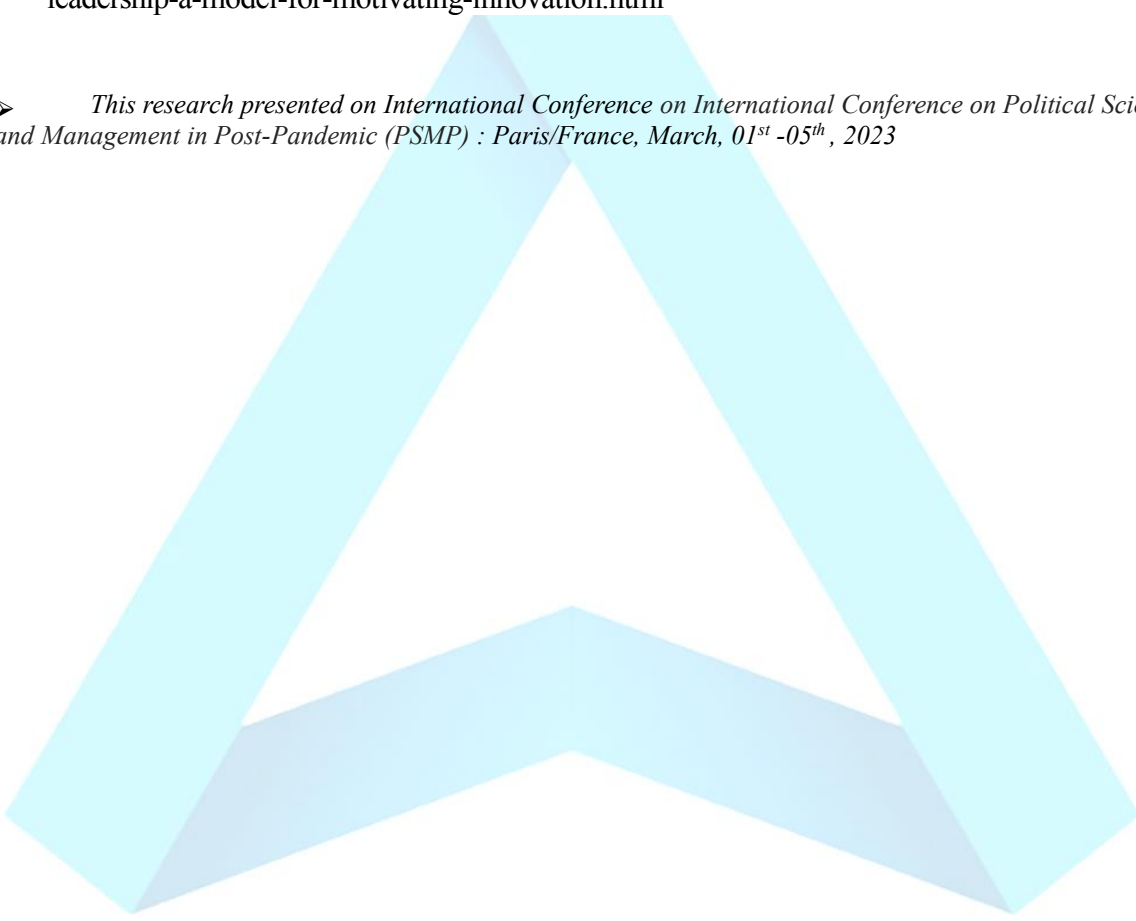
# Guidelines in Human Resource Management of Local Government Organization: A Case Study of Nong Bua District, Nakhonsawan Province

**Chanun Chanhom[a*], Kesinee Chanhoma[b]**

[a] College of Politics and Government, Suan Sunandha Rajabhat University, Thailand
[b] Personnel Division, Suan Sunandha Rajabhat University, Thailand
Corresponding Email Address of Corresponding Author: Chanun.ch@ssru.ac.th

**Abstract**

 A good local government organization usually has an excellent internal management in order to achieve an effective operations and render required services that are in response to the needs of local people. Human resource management (HRM) is among important factors in organizational management and able to make decisions and resolve issues in order to be both effective and beneficial. The research on the Guidelines in Human Resource Management of Local Government Organization: A Case Study of Nong Bua District, Nakhonsawan Province contains 2 mains objectives: 1) to study the human resource management of local government organizations in Nong Bua district, Nakhonsawan province, and 2) to propose guidelines in human resource management of local government organizations in Nong Bua district, Nakhonsawan province.  This research is based on a qualitative research method in which it relies on the documentary study and an in-depth interview of 8 key-informants who are government officers, community leaders, as well as local people. The results revealed that the human resource management of local government organizations in Nong Bua district, Nakhonsawan province is classified into 4 main activities that are: 1) HRM policy, 2) HRM policy implementation, 3) HRM and development guidelines, and 4) annual HRM and development report.  The guidelines of HRM include: (1) manpower rate should be in proportional with the amount of work, (2) there should be a more autonomy regarding its HRM and personnel development, (3) the recruitment and selection of personnel should give priority to the local people, 4) the administrators should have a clear development plan for the personnel, 5) there must be a clear regulation concerning the HRM and personnel development, and 6) there should be an instillation of consciousness among the personnel concerning responsibility.

**Keywords:** Guidelines, HRM, local government organization

## 1. Introduction

Human resource management (HRM) is a process that helps organization to acquire knowledgeable and competent personnel relevant to the need of the organization to come to work within the organization. These personnel are expected to create prosperity and progress for the organization in terms of proactive tactics that are relevant to the management of most valuable resource belonging to the organization. The human resource management strategy has been rapidly changed over times and circumstances. Therefore, there must always be a continuity of adjustment towards the practice of HRM in order to cope with the situation (Akorn Pongsugon and Hatchakorn Vongsayan, 2018).

With regard to the provision of public services and development effort belonging to the local government organization, the main thrust that helps to propel those mentioned activities to successfully achieve the goals is undeniably said to be nothing else but human resources. These

personnel are expected to work effectively in order to reach an organization's goal. The most effective and successful HRM system is composed of 1) HRM planning, to have enough and appropriate workforce, 2) recruitment and selection, to acquire decent, educated, and able personnel, 3) HRM development, to focus on continuous training and development as long as that personnel are with the organization, and 4) employee retention, to keep them satisfied with the job, create work morale, job advancement, and the provision of appropriate compensation in response to cost of living. Moreover, an efficient HRM must be entitled to verification and control and must rely on the principle of participation in decision-making process (Siri Thiwapun et al., 2019: 63).

There are 3 main observations regarding the HRM in the Thai local government organization. First of all, the autonomy in personnel management of the local organization. There is no decentralization with regard to the personnel management. For instance, the authority in HRM is still belongs to the central unit, say, in term of recruitment and selection in which the civil service examination is held at the central unit. Second, the priority of importance with regard to the official employees, the development of local HRM including the professional career advancement are at the low level. Third, the appropriate number of personnel, the size of local government organization is usually small but there are great in number. The future cost to run the local workforce may be very high if there is no control. Fourth, the compensation issue, these matters include wages, salary, and other welfares. Fifth, the development of quality of the personnel, the quality of personnel policy does not receive enough attention. And sixth, the group of people in HRM, in case of Thailand, the HRM is not delegated to the local government organization. In the modern concept of management, the importance is placed on the human resources. In this respect, man is viewed as the most valuable asset of the organization (Yunias Kulla and Budi Eko Soetjipto, 2017; Hai Phu Do, 2018). The investment in human resources, if handle with care, therefore becomes the most successful investment where the highest rate of return can be expected over any other types of investment. The human resource development requires the good planning that is in relevance to talent management. The HRM of local Thai government organization is still lacking behind and deserves a reformation to be modernized based on an increase in decentralization method (Tanawut Kumsrisook and Kampanart Wongwattanapong, 2021).

If the local government organization would be able to operate according to the authority as specified in the constitution and the Act regarding plan and procedure towards decentralization of local government organization including the successful fulfillment of goals, the human resources are considered as the most important factors in the mobilization of the organization in order to provide happiness and benefits to local people. Since human being has a role in every step of management process which includes organizing, staffing, coordinating, and controlling. The HRM is a crucial matter with regard to the said activities. It can be argued that HRM is a heart of every type of management (Achara Sangsuwan, 2016). The organization with the high potential of human resources that can be utilized to create usefulness in term of creativity, that organization would definitely be prosperous and firm. However, if an organization is in a short of valuable human resources, that organization would find it difficult to develop. (Somsuk Saisri and Wijittra Srisorn, 2021).

Since the human resources are the major factors in the begetter of other developmental factors that are necessary for the development whether they are economic, political, and social issues. In this regard, every organization expects to have efficient human resources and a good HRM system in order to achieve the highest benefit (Ashiraya Sirinunthanakul and Thanyarat Putthipongchaicharn, 2018).

Tanawut Kumsrisook and Kampanart Wongwattanapong (2021) argued that the Local Personnel Management Act B.E. 2542 (A.D. 1999) has come into force for more than 20 years. The said Act has become a source of problem concerning the management of personnel in local government organization on several issues, for instance, the assigning of personnel management organization in local government organization at several levels in which it caused operational problems, authority duplication, including the provision of excessive power bestowing to the president of local government organization where the patronage system has developed. It is seemed to have an amendment towards the mentioned Act or to draft a new legislation. This effort is expected to create a uniformity, agility, and common standard as well as to be in accordance with the present circumstances and the future.

Amphoe Nong Bua is one of the districts in Nakhonsawan province. It is located at the northeastern part of the said province. It is adjacent to Bang Mun Nak and Dong Charoen district (Phichit province) in the north, ChonDaen and Bueng Sam Phan district (Phetchabun province) in the east, Phaisali and Tha Tako in the south, and Chum Saeng district in the west. Amphoe Nong Bua occupies a total area of 819.5 square kilometers in which there is a total population of 65,864 people with a population density of 80.37 persons per a square kilometer. There are all together 10 local government organizations in Nong Bua district, namely: Nong Bua Municipality Office, Nong Bua sub-district administrative organization, Nong Klab sub-district administrative organization, Than Tahan sub-district administrative organization, Huai Ruam sub-district administrative organization, Huai Thua Tai sub-district administrative organization, Huai Thua Nuea sub-district administrative organization, Huai Yai sub-district administrative organization, Thung Thong sub-district administrative organization, and Wang Bo sub-district administrative organization (Official electronic data center, 2022).

From the above background and significance of the problem, the researcher is interested in the study of human resource management of local government organizations in Nong Bua district, Nakhonsawan province and is hoping to come up with the guidelines regarding the HRM of local government organizations in Nong Bua district, Nakhonsawan province.

## 2. Research Objectives

The research on the Guidelines in Human Resource Management of Local Government Organization: A Case Study of Nong Bua District, Nakhonsawan Province has 2 main objectives to:

1.      Study the human resource management of local government organizations in Nong Bua district, Nakhonsawan province.

2.      Propose guidelines in human resource management of local government organizations in Nong Bua district, Nakhonsawan province.

## 3. Research methodology

The research is considered as a qualitative research in which it analyzes various pertinent documentation on human resource management of public organization. The study also utilizes an in-depth interview with 8 key-informants to whom include local government officers, community leaders, and local people. An in-depth interview is a qualitative research technique that is used to conduct detailed interviews with a small number of participants. In contrast to other forms of qualitative research, researchers using an in-depth interviewing approach invest a significant amount of time with each participant employing a conversational format. Interview questions are primarily open-ended and lead to a discovery-oriented approach (Rutledge and Hogg, 2020). The collected data are analyzed by using content analysis method, and then categorized into groups that relevant to the research objectives. Finally, the data are

cross-check by using a triangulation method to increase the credibility and validity of research findings (Noble and Heale, 2019).

## 4. Research Findings
### *4.1 The study of the human resource management of local government organizations in Nong Bua district, Nakhonsawan province.*

From the study, it was found that the human resource management (HRM) of local government organizations in Nong Bua district, Nakhonsawan province relies on the 4 main principles that are: 1) HRM policy, 2) HRM policy implementation, 3) HRM and development guidelines, and 4) annual HRM and development report. The HRM policy focuses on the management based on authority, modernization, transparency, and just in accordance with the HRM strategy with objectives to strengthen the local government organization in terms of HRM, potential development, and ability to develop the community to achieve the goals and to have a readiness towards changes in the future. These policies include: (1) power rating policy, (2) recruitment, employment and appointment of personnel policy, (3) personnel development policy, (4) quality of life development policy, (5) operational performance evaluation policy, and (6) ethical promotion and maintenance of discipline policy. The HRM policy implementation includes reports on operational performance in accordance with HRM policy. The HRM and development guidelines emphasize on the criteria of personnel management and development in terms of recruitment and selection, employment and appointment, personnel development, operational performance evaluation, and carrot and stick approach and moral building policy. The annual HRM and development report summarizes the results of HRM, personnel development, and personnel knowledge management on a yearly basis.

### *4.2 The guidelines in human resource management of local government organizations in Nong Bua district, Nakhonsawan province.*

The research findings on the guidelines in HRM of local government organizations obtained from the in-depth interview revealed that 1) human resources are the most important factor in organizational management therefore the planning for manpower rate should be in proportional with the amount of work, 2) the local government organization should have more autonomy regarding its HRM and personnel development since each locality has different types of needs or problems. The restriction on HRM results in an inability to solve the problems or to serve the needs of the public. 3) the recruitment and selection of personnel should give priority to the local people in order to avoid the transfer, 4) the administrators should have a clear development plan for the personnel, 5) there must be a clear regulation concerning the HRM and personnel development, and 6) there should be an instillation of consciousness among the personnel concerning responsibility both with oneself and the public.

## 5. Discussion
The study of the human resource management of local government organizations in Nong Bua district, Nakhonsawan province found that the human resource management (HRM) of local government organizations in Nong Bua district, Nakhonsawan province relies on the 4 main principles that are: 1) HRM policy, 2) HRM policy implementation, 3) HRM and development guidelines, and 4) annual HRM and development report. The HRM policy focuses on the management based on authority, modernization, transparency, and just in accordance with the HRM strategy with objectives to strengthen the local government organization in terms of HRM, potential development, and ability to develop the community to achieve the goals and to have a readiness towards changes in the future. These policies include: (1) power rating

policy, (2) recruitment, employment and appointment of personnel policy, (3) personnel development policy, (4) quality of life development policy, (5) operational performance evaluation policy, and (6) ethical promotion and maintenance of discipline policy. The HRM policy implementation includes reports on operational performance in accordance with HRM policy. The HRM and development guidelines emphasize on the criteria of personnel management and development in terms of recruitment and selection, employment and appointment, personnel development, operational performance evaluation, and carrot and stick approach and moral building policy. The annual HRM and development report summarizes the results of HRM, personnel development, and personnel knowledge management on a yearly basis. These findings are in relevance to the research work of

The guidelines in HRM of local government organizations obtained from the in-depth interview revealed that 1) human resources are the most important factor in organizational management therefore the planning for manpower rate should be in proportional with the amount of work, 2) the local government organization should have more autonomy regarding its HRM and personnel development since each locality has different types of needs or problems. The restriction on HRM results in an inability to solve the problems or to serve the needs of the public. 3) the recruitment and selection of personnel should give priority to the local people in order to avoid the transfer, 4) the administrators should have a clear development plan for the personnel, 5) there must be a clear regulation concerning the HRM and personnel development, and 6) there should be an instillation of consciousness among the personnel concerning responsibility both with oneself and the public. These guidelines are in congruence with the results from the research undertaken by Thanikarn Srichan et al., (2021) on "The Human Resource Development of Local Administrative Organization: A Case Study of Khonsawan District, Chaiyaphum Province" in which the authors claimed that the HRM of local government organization includes 1) the agency executives have a clear personnel development plan, 2) the administrators are interested in and put their intention on the subordinates, 3) there must be a clear order of personnel management, 4) there should be an educational trip to various successful units in HRM, 5) there should be a cultivation and creation of awareness towards responsibility in an incremental manner.

## 6. Conclusion

Human resources are believed to be the most valuable assets and are really important to organizational operations whether public or private organization. If an organization has the personnel who are knowledgeable and competent, such an organization will be able to operate with effectiveness and efficiency. The local government organizations have several divisions in their management, say, provincial administrative organization, municipality, as well as sub-district administrative organization. The human resource management seems to be a great burden in some areas, but, if we look closely into its general basis, it is not a difficult task at all for local government organizations to strive for development and progressiveness regarding their personnel management.

Local government organizations in Nong Bua district, Nakhonsawan province, have experienced difficulties in their personnel management. For instance, the problems with regard to organizing activity, human resource management, inventory management, development planning, implementation planning, including controlling and operational competence promotion. The other problems are in the forms of the organization of history records concerning government services, retirement operation, coordination, etc. Most of the problems occurred because the personnel are lacking of knowledge, they do not understand about operational rules and regulations. There are cases that one officer must perform so many

different functions and, as a result, there are so many mistakes. These officers do not study rules and regulations or, in some other cases, they lack necessary work experience.

Those mentioned problems are just some of the human resource related problems encountered by the local government organizations. There are still more problems regarding human resource management. These problems need the appropriate guidelines in order to come up with the resolutions that are in response to each particular problem in HR management of the local government organizations. It is also found that some employees are reluctant and unenthusiastic in joining the training and development programs. There is no lecturer in organizing a training program. The budget allocation is uneven to the basic needs due to large number of personnel. The assignment of work is not in relevance to the authority, therefore the supervisor cannot evaluate the genuineness of work performance. Performance assessments are delayed and unjust. The local government organizations should rely on good governance prescribed in the new public administration. There should be a government audit, a balance of power, and training and development programs that cultivate conscience against corruption, buying and selling voting rights and reconciliation. The HRM in local government organizations should be put under national agenda since the decentralization concept towards local organizations produces a lot of impacts on HRM of local government organizations.

## 7. Suggestions

Policy recommendation

The administrators of every type of local government organization must have a policy that gives a priority in human development as well as the personnel retention in order to develop and promote work motivation among personnel in the organization. It is undeniable that human resources are the most crucial resources and factors in the management of any organization. If the organization has the high quality of human resources, it would definitely bring success to the organization. On top of that, the administrators of the local government organizations must also have clear policies regarding job analysis, recruitment, employee selection, performance evaluation, transfer, compensation, health and safety measures, welfare and fringe benefits, and termination. Therefore, it becomes a responsibility of the administrators at every level of management concerning the HRM.

Practical suggestions

1)      Every local government organization should have an annual human resource development plan that is derived from the basic data concerning the needs to develop skills and knowledge of each individual personnel in the organization.

2)      There should be an organization of activities to promote teamwork and unity among the personnel in the local government organization based on the continuous basis.

3)      The work performance appraisal and salary promotion should be handled based on a transparency and there should be a designation of criteria relying on academic standards that are acceptable to all parties concerned.

## 8. References

1.   Achara Sangsuwan. (2016). Personnel Management. Retrieved from: https://www. krucenter.net/User files/file/new/n386.pdf on 15 October, 2022.
2.   Ashiraya Sirinunthanakul and Thanyarat Putthipongchaicharn. (2018). The Human Resource Management of Local Administrative Organization in Lam Plai Mat District,

Buriram Province. In the Proceedings of the 2<sup>nd</sup> National and International Research Conference 2018: NIRC II 2018 by Buriram Rajabhat University, 1 April, 959-969.

3. Akorn Pongsugon and Hatchakorn Vongsayan. (2018). The Guidelines in Personnel Management of the Local Government Organization in Thailand Urban and Metropolitan Areas- A Case Study of Bangkok, Pattaya and Sub-District Municipal of Bangpra. In the proceedings of the 1<sup>st</sup> National Academic and Presentation Conference of Students in Humanities and Sociology, 15 September, Bangkok, 476-486.

4. Hai Phu Do. (2018). Human Resources Management in Government: Case Study of Vietnam. *Asian Journal of Social Science, 4*(4), 1-13.

5. Official electronic data center. (2022). Statistic Data. Amphoe Nong Bua, Nakhonsawan Province. Retrieved from: www.oic.go.th/INFOCENTER32/3284/ on October 25, 2022.

6. Noble, Helen and Heale, Roberta. (2019). Triangulation in research, with examples. *Evid Based Nurs, 22*(3), 68.

7. Rutledge, Pamela B. and Hogg, Jerri Lynn C. (2020). In-Depth Interview. Retrieved from: https://onlinelibrary.wiley.com/doi/abs/10.1002/978111901171.iemp0019 on 22 October, 2022.

8. Siri Thiwapun, Lukkana phichonchat, Chatchai Wanitthananan. (2019). Supervision of Human Resources in Local Government. In the proceedings of the 7<sup>th</sup> National Symposium Concerning the Research Work Presentation at BTU. 28 April, Bangkok, 61-68.

9. Somsuk Saisri and Wijittra Srisorn. (2021). Problems in Applying the Principles of Good Governance to Government of the Local Government Organization. *Journal of Legal Entity Management and Local Innovation. 7(*8), 359-372.

10. Tanawut Kumsrisook and Kampanart Wongwattanapong. (2021). Barriers in Personnel Management of Local Government Organizations. *Journal of Roi Kaensarn Academi, 7(1)*, 369-386.

11. Thanikarn Srichan, et al.,. (2021). The Human Resource Development of Local Administrative Organization: A Case Study of Khonsawan District, Chaiyaphum Province. *Journal of Modern Learning Development, 6*(2), 182-196.

12. Yunias Kulla and Budi Eko Soetjipto. (2017). The Problems of Human Resource Management in Public Sector in Mimika Regency, Papua. *International Journal of Academic Research in Business and Social Sciences, 7*(6), 524-537.

➢ *This research presented on International Conference on International Conference on Political Science and Management in Post-Pandemic (PSMP) : Paris/France, March, 01<sup>st</sup> -05<sup>th</sup>, 2023*

# Satisfaction of Social Security Services of Human Resource Management Division

**Kesinee Chanhom[a*], Chanun Chanhom[b*]**
[a] Personnel Division, Suan Sunandha Rajabhat University, Thailand
[b] College of Politics and Government, Suan Sunandha Rajabhat University, Thailand
Corresponding Email Address of Corresponding Author: Kesinee.ch@ssru.ac.th

**Abstract**
The research on "Satisfaction of Social Security Services of Human Resource Management Division" has objectives to: 1) find out the level of satisfaction of academic and supporting personnel towards social security services provided by human resource management division, and 2) compare the level of satisfaction in social security services as classified by personal factors. This is a quantitative research. The sample size in the study included 240 people. The questionnaires were used to collect the data. The descriptive statistical data comprised of percentage, mean and standard deviation. The data were then tested by using t-test and F-test. The results prevailed that the overall value of satisfaction was at the high level ($\bar{x} = 4.50$). The differences in personal factors had no relationship with the level of satisfaction regarding social security services provided by HRM division.

**Keywords:** Satisfaction, social security services, HRM division

## 1. Introduction
### 1.1 Social Security Concepts
Social security refers to the government's project established to protect and look after the income-generated-people in the country with participation in term of making co-payment with the government towards the fund though-out the designated period in order to receive benefits based on the agreement or law. However, the terms are varied in accordance to the environment and situation of each nation.

Social insurance or social security system was initiated in Germany under the administration of Chancellor Bismarck during A.D. 1883-1889. The social security regarding illness was administered by mutual aid fund was introduced in A.D. 1883. For the injury caused by working, it was handled by the employer association in the year 1889. Therefore, there were 3 parts, say, employees, employers, and the government who ran the project. The social security project managed its budget by the collection of contributions as a compulsory system from those with income and each individual, in return, would be entitled to the protection of compensation insurance (The Advance Research Group, 2017).

### 1.2 The Meaning of Social Security
Social Security Office is an organization that is responsible for an establishment of a collateral on living for employees and insurers by providing a protection towards employees and insurers who are in danger, ill, disable, and/or dead that are not caused by working including the childbirth, child support, old age, and unemployment in accordance with Social Security Act B.E. 2533, the 2nd amended version B.E. 2537 and the 3rd amended version B.E. 2542 together with the Decree on set period upon the collection of contributions in order to provide benefits in case of unemployment B.E. 2546 with the provision of a protection for employees who are

in danger, ill, disable, or dead as a result from working for employers based on Workmen's Compensation Act B.E. 2537 (Office of Human Resource Management, 2022).

From the above aforementioned definition, it can be concluded that social security is one of the welfare projects managed by the government in order to help those with regular income with a guarantee in living providing that the employees, employers and the government will make a payment towards social security fund. The said amount of money will be used when the members are in trouble, for instance, illness, childbirth, disability, old age, death, and unemployment. The social security therefore is deemed as a distribution of income and mutual assistance in public responsibility (Somsak Saisri and Wijittra Srisorn, 2021).

### 1.3 The Importance of Service and Service User

Omeni et al. (2014) argued that in the last three decades governments across Europe and North America have placed increased emphasis on service user involvement and its role in the planning and delivery of services. User involvement has been promoted by the World Health Organization and several countries have developed legislation strengthening the influence of service users and giving them greater control over the services they receive.

Gustafsson and co-authors (2015) suggested that service researchers look beyond traditional service applications, take a multi-disciplinary approach to problem-solving and make greater strides towards connecting theory and practice. In this respect, a Model of Rigorous and Relevant Research was proposed, and called for fresh thinking across a wide range of research areas, including enhancing the customer experience, crafting innovation, integrating technology and measuring service outcomes.

Ostrom and associates (2021) proposed that transformative changes in the societal and service context call out for the service discipline to develop a coherent set of priorities for research and practice. According to Ostrom et al., there were key service research priorities that are critical to address during these turbulent times. The first two priorities –technology and the changing nature of work and technology and the customer experience—focus on leveraging technology for service provision and consumption. The next two priorities – resource and capability constraints and customer proactive for well-being –focus on responding to the changing needs of multiple stakeholders.

### Customer Satisfaction

Suchanek and Kralova (2015) studied the relationship betweencustomer satisfaction and business performance. It is based on claim that customer satisfaction is formed and influenced by various factors, which in turn affect company performance. From the perspective of the company and its management, it is essential that the business can (directly or indirectly) affect (at least some) factors of customer satisfaction. It is, therefore, vital for the enterprise management to identify the factors of customer satisfaction and, when possible, to influence them so that the performance of the company may increase.

According to Calvert et al. (2019), customer satisfaction is a vital goal for all businesses because it leads to increased sales and customer re-patronage, which ultimately boosts profits. To this end, managing customer experiences across the customer-employee touchpoints plays a critical role, given that most businesses involve some level of direct contact, say, face-to-face or voice-to-voice, between employees, especially those interact with the customers, and customers. Yet, delivering high quality and effective customer service is not a straightforward or easily managed process. Customer-employee interactions have a significant emotional component that often confounds training strategies. While it is understood that positive

customer service results in better marketing outcomes, much less is known about the emotional impact on those responsible for delivering that service.

When looking into the organizations that have performed consistently well over the years, such as First Direct, John Lewis, Louis Vuitton, Amazon, M&R, it is clear that there are some fundamentals they get right. That is not to say they all take the same approach, but common themes are getting things right the first time, showing genuine empathy for their customers and making it easy to contact them and in these challenging times seeking to understand, deliver and reassure. Organizations that listen to their customers learn from them and are better at anticipating their future needs. Given the volatile external environment, this has never been more important. Those closest to the frontline are often best placed to suggest and implement changes (Research World, 2022).

Zygiaris et al. (2022) concluded that empathy, reliability, assurance, responsiveness, and tangibles have a significant positive relationship with customer satisfaction. They also suggested that it is critical for workshop to recognize the service quality factors that contribute to customer satisfaction. In this respect, empathy, assurance, reliability, responsiveness, and tangible contribute to customer satisfaction.

From the above rational, the researcher is deeply interested in the study of "Satisfaction of Social Security Services of Human Resource Management Division" in order to: 1) find out the level of satisfaction of academic and supporting personnel towards social security services provided by human resource management division, and 2) compare the level of satisfaction in social security services as classified by personal factors. It is hoped that the results of the study would improve service quality provided by the human resource division and, as a consequence, enhance satisfaction of those service users.

## 2. Research Objectives

The research on "Satisfaction of Social Security Services of Human Resource Management Division" has the following objectives:

1) To find out the level of satisfaction of academic and supporting personnel towards social security services provided by human resource management division.

2) To compare the level of satisfaction in social security services as classified by personal factors.

## 3. Research Methodology

The research on "Satisfaction of Social Security Services of Human Resource Management Division" is a quantitative research study. The population used in the study was 600 personnel working in the university. By using Taro Yamane's formula (1973), the sample size was derived at 240 individuals. In collecting the needed data, the questionnaires were utilized. The descriptive statistical data were percentage, mean, and standard deviation. The data were also analyzed by using t-test and Pearson correlation coefficient.

## 4. Research Results

The research on "Satisfaction of Social Security Services of Human Resource Management Division" showed the results that: 1) most of the respondents were females at the total of 130 persons (54.17%), aged between 30-44 years old, with a bachelor degree, most of them were married, with an average monthly income of 20,001-30,000 baht, and they lived in Bangkok and vicinity. The overall value of satisfaction towards social security services rendered by human resource management division was at the high level ($\bar{x}$ = 4.50). When consider each item separately, it was found that the opening ceremony was at the highest level ($\bar{x}$ = 4.79),

following by health examination ($\bar{x}$ = 4.63), and accommodation and service provision ($\bar{x}$ = 4.62), respectively. 2) From the analysis, it was discovered that the different personal factors produced no relationship with the level of satisfaction in social security services provided by the human resource department. For the suggestions, the respondents perceived and understood that the social security services rendered by the human resource division was very useful for the personnel, especially the health and physical check-up project should be organized on a regular basis.

## 5. Research Discussion

The research on "Satisfaction of Social Security Services of Human Resource Management Division" showed the results that:

1) most of the respondents were females at the total of 130 persons (54.17%), aged between 30-44 years old, with a bachelor degree, most of them were married, with an average monthly income of 20,001-30,000 baht, and they lived in Bangkok and vicinity. The overall value of satisfaction towards social security services rendered by human resource management division was at the high level ($\bar{x}$ = 4.50). When consider each item separately, it was found that the opening ceremony was at the highest level ($\bar{x}$ = 4.79), following by health examination level ($\bar{x}$ = 4.63), and accommodation and service provision level ($\bar{x}$ = 4.62), respectively. These findings were in line with the research work undertaken by Kankanit Chuwongapichat and Saowaluck Luksameejarankul (2010) on "Factors Related to the Non-Using Medical Services in Insured Persons" in which it claimed that most of the service users were females and they were married. However, this study found that the overall value of attitude towards medical service quality was at the moderate level. The research entitles "Satisfaction of Lecturers and Support Staff in Curriculum Development Services of the Office of Education Management and Student Affairs, Faculty of Public Health, Mahidol University" by Saithorn Booncharoen (2560) claimed that most of the respondents were females and they were satisfied with the knowledge and capability, the provision of service of service, management system of service providers. The overall value of satisfaction towards the provision of service was at the high level ($\bar{x}$ = 4.54). Finally, this study found no relationship between personal factors and the level of satisfaction upon the provision of services.

2) From the analysis, it was discovered that the different personal factors produced no relationship with the level of satisfaction in social security services provided by the human resource department. However, the respondents felt that the social security services rendered by the human resource division was very useful and it should organize the physical check-up project on a regular basis. This conclusion was in congruence with the research called "The Satisfaction of Social Security Service of Hospitals in Bangkok Metropolis and its Peripheries" conducted by Chorpaga Rakyong and Kittipan Kongsawatkiat (2017) in which it proclaimed that personal factors of users have no relationship with the satisfaction of social security services provided by hospitals in Bangkok and its conjugated areas. It was also in the same pattern with research work of Sukhoom Phunnarong and Pimonpun Boonyasana (2018) on "The research on factors affecting service satisfaction of the Social Security Office (SSO) in 2018" that explained about service as an assistance or operation for the benefits of service users in which it must have a practical outline and it is not performed on an arbitrary basis. The general principles of service provision included: 1) to be in response to users' needs, 2) to create satisfaction among users, 3) to provide compressive service, 4) to be suitable with the context, and 5) not to cause any damage to anyone.

## 6. Conclusion and Suggestion

At present, technology is rapidly paging creating an elevation of Internet into a Blockchain revolution. An analysis of huge data is changed into an artificial intelligence. These phenomena connect the whole world together that lift up towards value exchange, automatic system, and token economy. At the same time, these incidents provide opportunities for various novel business models, better education for people, as well as economic, social, and political awareness. This development is happening at the accelerating speed that produces an impact on every organization whether they are public or private entities in which they must be ready to correspond with these gigantic changes by heading into 4 directions. First, in providing services, there would be an integration of seamless organization where people are the center of operation. Second, in order to develop a new way of providing services, the experiment and crowdsourcing services may be used. This method allows ordinary people and other related units to propose and to try service innovation. Third, data driven services refer to the utilization of big data in management. And fourth, democratic innovation and open organization where people can participate in management and operation of the firm, such as a participatory budgeting. The service providers must understand every detail of their work, including process and step in giving services. They must be able to answer the questions concerning their work. These attempts are expected to provide a better service and, as a result, to increase level of satisfaction among the service-users.

## 7. References

1. Somsak Saisri and Wijittra Srisorn. (2021). Problems in Applying the Principles of Good Governance toGovernment of the Local Government Organization. *Journal of Legal Entity Management and Local Innovation, 7*(8), 359-372.
2. Calvert, Gemma Anne, Pathak, Abhishek, Ai Ching, Lim Elison, Trufil, Geraldine,and Fulcher, Eamon Philip. (2019). Providing Excellent Customer Service IsTherapeutic: Insights from an Implicit Association Neuromarketing Study. *Behavioral Science Journal*, 9(10), 109.
3. Chorpaga Rakyong and Kittipan Kongsawatkiat. (2017). The Satisfaction of SocialSecurity Service of Hospitals in Bangkok Metropolis and its Peripheries. *Journal of Management Science, 3*(2), 55-66.
4. Gustafsson, Anders, Aksoy, Lerzan, Brady, Michael K., McColl-Kennedy, Janet R., Sirianni,
5. Nancy J., Witell, Lars, and Wuenderlich, Nancy V. (2015). Conducting service research that matters, *Journal of Services Marketing, 29*(6/7), 425–429.
6. Kankanit Chuwongapichat and Saowaluck Luksameejarankul. (2010). FactorsRelated to the Non-Using Medical Services in Insured Persons. *HCU Journal of Health Science, 14* (27), 37-51.
7. Office of Human Resource Management, Chulalongkorn University. (2022). SocialSecurity Fund. Retrieved from: https://www.hrm.chula.ac.th/newhrm/socialsecurity fund on December 20, 2022.
8. Omeni, Edward, Barnes, Marian, MacDonald, Dee, Crawford, Mike, and Rose, Diana. Service user involvement: impact and participation: a survey of Service user and staff perspectives. *BMC Health Services Research, 14*(491), 1-13.
9. Ostrom, Amy L., Field, Joy M., Fotheringham, Darima, Subramony, Mahesh, Gustafsson, Anders, Lemon, Katherine N., Huang, Ming-Hui, and McColl-Kennedy, Janet R. (2021).

Service Research Priorities: Managing and Delivering Service in Turbulent Times. *Journal of Service Research, 24*(3), 329-353.

10. Research World. (2022). The importance of customer service. Retrieved from: https://researchworld.com/articles/the-importance-of-customer-service on December 23, 2022.

11. Sasithorn Booncharoen. (2018). Satisfaction of Lecturers and Support Staff in Curriculum Development Services of the Office of Education Management and Student Affairs, Faculty of Public Health, Mahidol University. *Mahidol R2R e-Journal, 4*(1),155-180.

12. Suchanek, Petr, and Kralova, Maria. (2015). Effect of Customer Satisfaction on Company Performance. *Acta Universitatis Agriculturae Et Silviculturae Mendelianae Brunensis, 63* (3), 1013-1021.

13. Sukhoom Phunnarong and Pimonpun Boonyasana. (2018). The research on factors affecting service satisfaction of the Social Security Office (SSO) in 2018. *Chiang Mai University Journal of Economics, 23*(3) 39-68.

14. The Advance Research Group. (2017). The Complete Report of Satisfaction Survey Project of Social Security Office B.E. 2559. Bangkok: The Advance Research Group Company Limited.

15. Yamane, Taro. (1973). Statistics: An Introductory Analysis (3rd Edition). New York: Harper and Row Publication.

16. Zygiaris, Sotirios, Hameed, Zahid, Alsubaie, Mubarak Ayidh, and Rehman, Shafiq Ur. (2022). Service Quality and Customer Satisfaction in the Post Pandemic World: A Study of Saudi Auto Care Industry. *Frontiers in Psychology, 13*, 1-9.

➢ *This research presented on International Conference on International Conference on Political Science and Management in Post-Pandemic (PSMP) : Paris/France, March, 01st -05th , 2023*

# Woman's Leadership Model and Roles Towards Thai Children and Youth Development

**Nuannit Hongwiwat[a*], Wijittra Srisorn[b], Sunthan Chayanon[c]**

[abc] College of Politics and Government, Suan Sunandha Rajabhat University, Thailand

Corresponding Email Address of Corresponding Author: s59484944020@ssru.ac.th

## Abstract

The research on the Woman's Leadership Model and Roles Towards Thai Children and Youth Development has objectives to study: 1) the context of woman leadership in Thailand, 2) the roles of woman in the development of Thai children and youth in Thailand, and to discover 3) the woman leadership model in the development of children and youth in Thailand. This is a qualitative research in which the documentary study is based on academic journals and printed as well as electronic data. The in-depth interview was conducted with 12 individuals. These key-informants are purposively selected and are well-verse in the topic of interest. Moreover, a focus group was conducted with 14 participants who were considered as experts and have had an involvement in the relevant topic of study. The obtain data were categorized and analyzed based on content analysis and verified under a triangulation method. The results showed that: 1) Thai society in the past never looked at woman with an eye of admiration, motherhood awareness, justice, or with equal rights and freedom as a human being. The reflection of woman's roles in the past should convince people in modern society to realize and better understand women's leadership and to be able to judge the leadership of women with an impartial mind. 2) The roles of woman in the development of Thai children and youth in Thailand include: (1) operation based on profession, (2) acceptance building in the operation as a profession, (3) proactive operation, (4) surveillance, campaign, no rebranding or repeated violence towards children, youth, and family, and (5) joint development of woman's leadership as a profession. And, 3) The woman leadership model in the development of children and youth in Thailand is called a universal goodness that comprises of cleanliness, orderliness, politeness, punctuality, and concentration.

**Keywords**: Woman leadership model, children and youth, development universal goodness

## 1. Introduction

In the past, Thai society was a society that forged Thai children in term of value designation in being successors of the areas of religion, culture, and tradition. Once these children reach their adulthood, they would become good citizen of the country. Children are like an apple of parents' eyes, members of the respective community, and are akin among themselves to whom they have to look after each other, being attentive as well as protective to each other. The beauty and value of Thai society in which a large number of Thai children are weathered and depleted, and, at the same time, are under the influence of new pattern of society that forges children with new behavior and spirit in the past following 20 years. This phenomenon has been increasingly intensified and can be observed in forms of problems regarding drugs, free sex, materialism, and behavioral and emotional violence. These problems remain a national agenda in which every sector in the society must cooperate and coordinate among each other in order to solve the problems. There is a need to build community power to become strengthened, having enough potentials to protect children and youth from those mentioned problems. This

is to rest assure that children and youth would be developed to have a good health and mind, having a strong intellect and be able to grow and to become useful to the society.

Children and youth are among the most crucial resources in the country both at the present and in the future. They are considered as a foundation towards administration, economic and social development, including as successors in intention, identity, and splendid culture that are heritage in arts and culture and they are considered as an important force of the country.

The quality development towards children and youth with potentiality, readiness in terms of physical, intellectual, emotional, moral and ethical perspectives, awareness, knowledgeability, and keeping pace with changes are expected to lead to the knowledge-based society with a beautiful mind, public consciousness, and being participative in the development of society and the country sustainably.

Somsak Amornsiriphong (2019) claimed that the social work and the development of children and youth in almost every country in the world has the same starting point that is the feelings of compassion and mercy toward those suffering people. Moreover, it is influenced by religious teaching from every religion in term of loving and caring for humanity. This makes human being come up with the ideas of helping other fellows who face with difficulties such as starvation, slavery, poverty, unemployment, and war. The primary assistance is always deals with the basic necessity in terms of food, clothing, shelter, and medicine which are necessary for living. For instance, in England there is a distribution of food, cloths, and an organization of accommodation for the poor. In America, there is an establishment of almshouse for children, sick people, and insane persons. In Thailand, there was an establishment of Sapa Una Lomdang (The Thai Red Cross Society) in B.E. 2436 (A.D. 1893) in providing the medical treatment, food, and clothing to injured soldiers from war.

Thai society has long been considered leadership roles as an exclusive characteristic of a man. Women are just viewed as taking a supportive role or as an inspiration of a man to move forward against goals successfully. How many people would like to set a question or to have a doubt that, in reality, the said leadership is created by whom? Man or woman. Or both of them are helping and supporting each other to become a leader. Thunyatorn Boonapai and associates (2563) argued that the woman development under the equality stream between man and woman usually encounters with problems and obstacles as if this issue must be accepted by the public opinion. At present, the development of woman lies in the situation that is captured by the public eye and the myth in which the society feels about the sexual issues and feminism, especially on the issue of the process in providing a fair treatment against sex that is on a continuous basis. The trends towards woman development is a dynamic one where woman's organizations have expertise and deep understanding on the topic. At the same time, there is an extension of cooperation as a network in the mobilization for changes in political, economic, social, and cultural structure.

The Department of Women's Affairs and Family Development has prepared for an "Action Plan in Women's Development, Phase 1 (B.E. 2563-2565)" by applying and improving the criteria in women's development strategy B.E. 2560-2564 specified by the Office of the National Economic and Social Development Council with the retained content that has been approved by the cabinet on September 26, B.E. 2560 that has been announced as a master plan in women's development. On top of that, the Department of Women's Affairs and Family Development has added the appendix regarding an action plan derived from related governmental units in terms of project and various activity improvements as well as the extension of an operational timeline up until B.E. 2565. This is in relevance to the time-period designated in the national strategy for the reason that the said Action Plan in Women's Development, Phase 1 (B.E. 2563-2565) would be used as guidelines in the mobilization of

status promotion and potential development of women in the next coming 3 years with high efficiency. Besides, this is also in relevance to guidelines in national development as specified in the national strategy (B.E. 2561-2580) in terms of development and enhancement of human resource potential and the building of opportunity and social equality, and also in accordance with a master plan under the national strategy regarding social power, grassroots economy, equality and social security, and the national economic and social development plan, issue 12, the 1st strategy: the strengthen and development of human capital potential, and the 2nd strategy: the upholding of justice, inequality reduction in the society. Hence, the Action Plan in Women's Development, Phase 1 (B.E. 2563-2565) is under the supervision of Policy and Strategy Committee in National Development Strategy of Women's Status (Department of Women's Affairs and Family Development, 2563).

Pierli, Murmura and Palazzi (2022) argued that the current political, economic and social scenario is characterized by continuous and rapid changes. Companies are therefore called to face a significant change, which requires the definition of policies and strategies strongly oriented toward sustainable development, becoming fundamental for long-term success and competitiveness. In this perspective, female leadership plays a key role. Over time, women have demonstrated the ability to successfully manage the challenges imposed by social dynamics and environmental change. Despite the growing number of studies on women as sustainable development leaders, there is still little empirical evidence on how women contribute to the companies' sustainable development.

Nowadays, people around the world enjoy equal rights. It can be seen that women have important roles in various operations and have increasingly become leaders in both public and private sector as a consequence from social equality in which women and men have the equal rights. Thus, in the present society, women are working to bring the bacon to the family. This makes the women having the same potential as men's. Or in some work, women can perform as good as men can whether they are at the family, community, society, or national level. There are lo lot of women who are knowledgeable and capable in holding many important positions. In the past, there were many women participated in the political roles and national administration, for instance, former the 1st lady of Argentina, Eva Peron, wife of General Juan Domingo Peron, the president of Argentina during B.E. 2489-2495, Indira Gandhi, a former prime minister of India, Sirimavo Bandaranaike Vidyalaya, former prime minister of Sri Lanka and the 1st woman prime minister of the world at B.E. 2503, and Angela Merkel, the prime minister of Germany. For our neighboring countries, there are dominant female leaders such as Aung San Suu Kyi of Myanmar, Gloria Macapagal Arroyo, the 14th president of the Philippines, Megawati Sukarnoputri, former president of Indonesia, including Yingluck Shinawatra, the 18th prime minister and the 1st female prime minister of Thailand. These are the solid proof that woman leaders have important roles in politics and national administration (Thanapat Chongmeesuk, 2013).

Therefore, the researcher is very interested in conducting a research on the Woman's Leadership Model and Roles Towards Thai Children and Youth Development in Thailand and want to find out: 1) the context of woman leadership in Thailand, 2) the roles of woman in the development of Thai children and youth in Thailand, and to discover 3) the woman leadership model in the development of children and youth in Thailand respectively.

## 2. Research Objectives

The research on the Woman's Leadership Model and Roles Towards Thai Children and Youth Development has the following objectives of study:
1) To study the context of woman leadership in Thailand.
2) To explore the roles of woman in the development of Thai children and youth in Thailand.
3) To discover the woman leadership model in the development of children and youth in Thailand.

## 3. Research Methodology

The research is considered as a qualitative research. According to Boonmee Phunthai (2022), qualitative research is a process or method of study of phenomena in the society or of human behaviors in the society based on the existing miliue at such a moment in order to find the relationships of related phenomena or human behaviors with such an environment. This efforts are undertaken by using data pertinent to feelings, thought, interpretation, or various phenomenal definitions including values and individual's ideology that are related with the said phenomena. This type of research is considered as a long-term study and uses data analysis in term of interpretation and concludes the findings based on the deduction methodology.

The most common methods of data collection are document study, (non-) participant observations, semi-structured interviews and focus groups (Busetto, Wick, and Gumbinger, 2020). This study has utilized an in-depth interview with 12 key-informants to whom include local government officers, community leaders, scholars, and local people. An in-depth interview is a qualitative research technique that is used to conduct detailed interviews with a small number of participants. In contrast to other forms of qualitative research, researchers using an in-depth interviewing approach invest a significant amount of time with each participant employing a conversational format. Interview questions are primarily open-ended and lead to a discovery-oriented approach (Rutledge and Hogg, 2020). This particular research also conducted a focus group conversation with 14 participants who are intensively involved with a lot of experience in the development of Thai children and youth. These people are Buddhist monks, school administrators, women leader, president of local government organization, officers, as well as local individuals. The collected data are analyzed by using content analysis method, and then categorized into groups that relevant to the research objectives. Finally, the data are cross-check by using a triangulation method to increase the credibility and validity of research findings (Noble and Heale, 2019).

## 4. Research Findings

The research on the Woman's Leadership Model and Roles Towards Thai Children and Youth Development has the findings based on the following research questions.
1)      To study the context of woman leadership in Thailand.
In the past, Thai women have been made sluggish regarding the intellectual training and the search for knowledge. They have been forced not to have an interest in politics and have no confidence in themselves and their capacity. Women are lacking the courage in making various decision. These incidences happen as a result from the surrounding environment of women. Not only that the women have an inferior physical appearance than men, they also suffer from tradition, belief, values, and social stratification as determiners in classifying the women's characters, attitudes, nature, and behavior under the framework established and accepted by the society. Such conditions create a thrust and stimulation for Thai women at the present to rise up and fight for the elevation of status up to the same level of men. These can be seen from the various roles that represent the challenges encountered by the women to become leaders in

contemporary society in various professions, say, to become a minister, a member of parliament, a prestigious senator, a provincial governor, entrepreneur of a large business firm, bank manager, as well as to get involve in local administration, shoulder to shoulder with men in the position of female village chief, female head of a village, or an executive position in a local government organization.

2)      To explore the roles of woman in the development of Thai children and youth in Thailand.

From the study, the roles of woman in the development of Thai children and youth in Thailand include: (1) operation based on profession, (2) acceptance building in the operation as a profession, (3) proactive operation, (4) surveillance, campaign, no rebranding or repeated violence towards children, youth, and family, and (5) joint development of woman's leadership as a profession. The women's work operation is always undertaken in a professional manner. This means that the work can be handled in coordination with other related disciplines with a clarity of roles and a specific area of responsibility. The most important feature of a profession in term of an operation lies on knowledge and specific skills that cannot be replaced by other profession. Or they may be performed but not as good as being performed by a true owner of that profession. The building of acceptance in work operation as one of the important professions in Thai society. The creation of empirical work in terms of a prevention, protection, and development of Thai children and youth including the revelation of women's roles relevant to the genuine profession into the public. These roles are not just a passive role in terms of an assistance, giving, or distributing of goods to the fragile group of people but also include other roles starting from the operative level up to the policy level on social work and social welfare. However, these mentioned roles are not only directed toward children and youth but also toward every other established target. The proactive operations can be understood in forms of a prevention and promotion expressing in activities and/or projects that enhance quality of life in various perspectives that produce an impact on targeted children and youth carrying out in the respective community. The watch-out, campaign, the avoidance of branding, and repeated violence onto children and youth are handled with care and consideration in terms of human dignity and rights. The women-leaders must always behave themselves as a role-model in the society. The female leaders are enthusiastic in the search for knowledge. These tasks can be visualized and carried out in many dimensions such as academic work, research, as well as social work and social welfare. Finally, the female leaders must support each other in the development of woman's leadership in an integrated manner. This means the purposive operation towards very possible group of interest, in every possible methods and social procedures in accordance with acceptable standards both at the national and international level. These results are in the same direction of the work being done by World Bank (2011) on "Repeated Violence Threatens Development" that argued that political and criminal violence can have devastating effects on development in fragile states. To date; no low-income fragile or conflict-affected state has achieved a single Millennium Development Goal. Children in those countries are twice as likely to be undernourished and three times more likely to be out of school than children in other developing countries. Women are more likely to be subject to rape; trafficking and prostitution; and men face higher rates of morbidity and mortality. The risk of violence increases when stresses both internal and external—combine with weak institutions.

3) To discover the woman leadership model in the development of children and youth in Thailand.

The woman leadership model in the development of children and youth in Thailand is comprised of (1) cleanliness (2) orderliness (3) politeness (4) punctuality and (5) concentration

or being known as a Universal Goodness or Global Merit 5. Universal Goodness or Global Merit 5 is a basic guidance for proper physical, verbal and mental conduct. In this respect, anyone who keeps practicing these 5 precepts can expect to experience happiness and also prosperity in life regardless of his or her gender, age, race, nationality, or religion or cult. The rational is that in practicing of a universal goodness, the practitioner will enjoy a bright and crystal-clear mind being known as a state of mind that is conductive to peace and happiness that lead to the success of work. These five aspects of universal goodness should be conscientiously incorporated into female leaders' daily work. The reason is that the five aspects of universal goodness is the foundation of every type of creative work and every level of goodness.

## 5. Research Discussion

1. The study of the context of woman leadership in Thailand revealed that the roles of Thai women based on the previous legislation are understood of having the duty and responsibility but having no the rights as a man does. Thai women have a lower social status than the men's since women have no rights or roles towards politics, economy, and society. On top of that, Thai women are viewed just a sex object and an honest slave in the household. They were deprived from a proper education, as a result, they have no chance to express their intellectual ability in the economic, political, and social issues. However, the Thai archaic bureaucratic system requires every man to serve in government and/or war services on an annual basis for several months or even years. This incidence forces women to take whole compulsory responsibility in the household affairs. This may be one of the reasons that makes women equal to men or more than men de facto. If the men never return to the family, women have to act as leaders of the family in terms of production and avocation in the Thai agricultural society in the past. This discovery is in congruent with the report written by Tantiwiramanond and Pandey (1987) in the book called "The Status and Role of Thai Women in the Pre-Modern Period: A Historical and Cultural Perspective" that says the contemporary popular media has often portrayed Thai women in fragmented images concentrating on two extreme strata of Thai society. It has popularized Thai women as either being unusually progressive and emancipated, by citing examples of successful urban female executives and business women, or being oppressed, victims of prostitution. The findings are also in conjunction with the discussion of PPTV Online (2564) who revealed that Thai women must encounter with various challenges throughout the history. But nowadays, women are important forces in propelling national economy and Thai women own businesses in country at about 23.7 percent. And finally, Siriyupa Rungreingsuk (2560) in her work entitled "Thai women are not inferior to anyone" pointed out that companies listed in S&P 500 report that they have 4.6 percent of women CEOs and these female CEOs are receiving lesser compensation than men's at about 11.5 percent.

2. The roles of woman in the development of Thai children and youth in Thailand include: (1) operation based on profession, (2) acceptance building in the operation as a profession, (3) proactive operation, (4) surveillance, campaign, no rebranding or repeated violence towards children, youth, and family, and (5) joint development of woman's leadership as a profession. These findings are reflected with the work of Narumon Samutta, Pakpoom Intawong, and Saran Wongkhamchan (2552) on "Guidelines to Develop Potential of Children and Youths, Wangsaipoon Sub-district, Wangsaipoon District, Pichit Province" that summaries guidelines in the development of children and youth in 4 main areas that are: (1) health and protection issues, (2) intellectual and work ability issues, (3) emotional and responsibility issues, and (4) participation in the community and society issues. It is also in the same direction with The Rockefeller Foundation (2021) in "Women in Leadership: Why It Matters" which summarizes

70

that (1) women in leadership offer uniquely important mentorship, (2) women in leadership have a positive impact on workplace policies, and (3) it is especially important for women starting their careers to have women in leadership positions as role models. The research undertaken by Thunyatorn Boonapai, Pakwipa Bodhisri, and Sommai Jamkrajang (2563) on "Trends of Women Leadership Role for Social Development" also concluded that the contextual roles of women include social issue, cultural issue, and environmental issue.

3. The woman leadership model in the development of children and youth in Thailand is comprised of (1) cleanliness (2) orderliness (3) politeness (4) punctuality and (5) concentration or being known as a Universal Goodness or Global Merit 5. This results are relevant to work of Replicon (2022) on "Unique Skills And Attributes Make Women Fantastic Leaders" that claims gender shouldn't determine an individual's leadership abilities, instead, organizations must assess leadership potential by evaluating individual strengths and personality traits and also describes a women leadership model comprising of 17 issues as follows: value of work-life balance, more inclusive, more empathetic, encourage free thinking, focus on teamwork, good at multitasking, motivated by challenges, strong communicators, dream big, handle crisis situations well, can wear many hats, keep their ego in-check, have high emotional intelligence, flexible, leading by example, make their jobs look effortless, and defy the odds. It is also in the same line with the study of Krieger (2020) on "How to Be a Successful Woman Leader in a Male-Driven Industry" in which she proposed a set of woman's skills including: don't compromise who you are, use your natural talents wisely, and value your employees, and also mentioned that women are snagging more jobs and working their way up the corporate ladder. Though not well known, there are actually many advantages to being a successful woman leader in the biotech industry. For example, women often possess a certain set of skills that most men don't, and they are often the ones that make a great leader. Moreover, the research undertaken by Thunyatorn Boonapai, Pakwipa Bodhisri, and Sommai Jamkrajang (2563) on "Trends of Women Leadership Role for Social Development" pointed out that the trends of woman leadership roles for social development are: (1) the strengthening of power of volunteer, (2) the strengthening of feminism, (3) the strengthening of Thai identity, (4) the strengthening of reconciliation, and (5) the strengthening of resource conservation.

## 6. Conclusion/Suggestion

In our days, women have been gaining more and more space in organizations where they did not have the opportunity before, playing a relevant and respected role in relation to men's work in the growth of the economically active population. But they still encounter many challenges and difficulties that persist to this day in relation to women knowing how to deal with home, and family but still focus on their growth at work whiles still celebrating all achievements achieved. Women are ready to have leadership roles in the future whether it is in social, economic cultural, political or environmental perspective.

Women usually do not pay attention about the organizational politics and management, they just know how to be good leaders because they have competence, emotional balance, ability to improvise and self-determination which is what has proven to be fundamental to good leadership, reason, why the world has now more female leaders than the past, has seen. The woman leadership model in the development of children and youth in Thailand is comprised of (1) cleanliness (2) orderliness (3) politeness (4) punctuality and (5) concentration or being known as a Universal Goodness. These five aspects of universal goodness is the foundation of every type of creative work and every level of goodness. Besides, there should be a study upon the co-culture of man and woman working together in order to analyze on equality, justice, and appropriateness in the development of the society.

## 7. References

1.  Boonmee Phunthai. (2022). Qualitative Research. *Doctor of Philosophy in Social Science Journal, 1*(2), 1-10.
2.  Busetto, Loraine, Wick, Wolfgang, and Gumbinger, Christoph. (2020). How to use and assess qualitative research methods. *Neurological Research and Practice, 2*(14), 1-10.
3.  Department of Women's Affairs and Family Development. (2020). Action Plan in Women's Development, Phase 1 (B.E. 2563-2565). Bangkok: Department of Women's Affairs and Family Development.
4.  Krieger, Kymberlie. (2020). How to Be a Successful Woman Leader in a Male-Driven Industry. Retrieved from: https://www..biospece.com/article/how-to-be-a-successful-female-leader-in-a-male-driven-industry on 21 November, 2022.
5.  Nipon Thipsrinimitr. (2003). Thai women and leaders' roles in a modern society. *Parichart Journal, 16*(1), 78-83.
6.  Narumon Samutta, Pakpoom Intawong, and Saran Wongkhamchan. (2009). Guidelines to Develop Potential of Children and Youths, Wangsaipoon Sub-district, Wangsaipoon District, Pichit Province. *The Golden Teak: Humanity and Social Science Journal*, *15*(1), 181-199.
7.  Noble, Helen and Heale, Roberta. (2019). Triangulation in research, with examples. *Evid Based Nurs, 22*(3), 68.
8.  Pierli, Giada, Murmura, Federica, and Palazzi, Federica. (2022). Women and Leadership: How Do Women Leaders Contribute to Companies' Sustainable Choices?. *Frontiers in Sustainability, 3*,1-10.
9.  PPTV Online. (2021). Thailand is at 11th place among 58 countries in which women are having roles as business leaders. Retrieved from: https://www.pptvhd36.com on 22 Novermber, 2022.
10. Replicon. (2022). Unique Skills And Attributes Make Women Fantastic Leaders. Retrieved from: https://www.replicon.com/blog/17-reasons-women-make-great-leaders/ on 20 November, 2022.
11. Somsak Amornsiriphong. (2019). History of International Social Work Education. *Integrated Social Science Journal, 6*(2), 234-254.
12. Tantiwiramanond, Darunee, and Pandey, Shashi. (1987). The Status and Role of Thai Women in the Pre-Modern Period: A Historical and Cultural Perspective. *Journal of Social Issues in Southeast Asia*, *2*(1), 125-149.
13. Thanapat Chongmeesuk. (2013). A Study of An Acceptance of Woman Leaders' Roles in Local Government Organization: A Case Study of Mueang District, Buriram Province. *Academic Journal of Humanities and Social Sciences*, *5*(2), 60-74.
14. The Rockefeller Foundation. (2021). Women in Leadership: Why It Matters. New York: The Rockefeller Foundation.
15. Thunyatorn Boonapai, Pakwipa Bodhisri, and Sommai Jamkrajang. (2020). Trends of Women Leadership Role for Social Development. *Journal of Education and Social Development, 15*(2), 291-301.
16. World Bank. (2011). Repeated Violence Threatens Development. New York: World Bank.

# Life Quality of Foreign Workers in Thailand

**Jagraval Sukmaitree[a*], Chumpon Rodjam[b], Keratiwan Kalayanamitra[c],
Sunhanat Jakkapattarawong[d], Sarojn Boonsermwan[e]**

[acde] College of Politics and Government, Suan Sunandha Rajabhat University, Thailand

[b] Faculty of College of Innovation and Management, Suan Sunandha Rajabhat University, Thailand

Corresponding Email Address of Corresponding Author: Jagraval.su@ssru.ac.th

## Abstract

Life quality means good living conditions responding to wants of body and mind, society, and environment. It is a satisfaction to live and feel safe. There are four components: 1. completion of body and intelligence, 2. completion of mentality and emotion, 3. completion of society and environment, and 4. completion of living factors. Factors impacting on the life quality are: 1. completion of body and intelligence, 2. completion of mind and emotion, 3. completion of society and environment, and 4. completion of essences for living. Besides, foreign workers are persons without Thai citizen, coming to work and live in Kingdom of Thailand legally. Then, the foreign workers must relocate their housings. Migration is persons' or groups' relocations. The migration factors are 1. immigration (high opportunity to obtain employment, job choices for consideration, stability for oneself and his/her family, good environment, attraction, comfort for living); and 2. emigration (scarcity of natural resources, unemployment, etc.).The life quality of foreign workers in Thailand is: 1. housing, 2. health, 3. working conditions and safety, and 4. compensations and benefits.

**Keywords:** life quality; foreign workers; Thailand

## 1. Introduction

Since the COVID-19 pandemic happened nationwide, there were many cumulative patients from the COVID-19. Besides, there were foreign workers immigrating legally and illegally in Thailand; also, they were infected with this disease. Consequently, the COVID-19 infection was spreading. Life quality of people's in societies was that they were lacking of knowledge: understanding the pandemic infection prevention, interest in healthcare, and health problems. Then, the life quality of the foreign workers was worsened. People were fearful of life quality of themselves and families regarding health, mentality, social situations, environments, and factors of daily living. Thus, the life quality of the foreign workers in Thailand should be considered. What can be used for measuring the good life quality of the foreign workers in Thailand?

## 2. Content

### 2.1 Definition of Life Quality

Various scholars give a definition of life quality differently. For example, Royal Academy (2003) defined that "life quality" consists of two words: "quality", characteristics of goodness, attributes of person or thing; "life", livelihood. Then, "life quality" is characteristics of good livelihood, or that human beings are able to live with happiness, quality, good life, self-dependence, and live together with others happily. When they grow up, they must find jobs which they also desire for the quality of work life. People are happy to work and they are able to see its career path in the future.

## 2.2 Life Quality Components

In the current society, other than four requisites (food, clothes, housing, medicine) as the fundamentals for living, people must have other factors which Nisarat Sinlapadech (1997, pp.66-67) identifies according to the components of the life quality.

1. Completion of body and intelligence is that human beings with the good life quality must have normal body and intelligence as basics: healthy body, ability for doing activities as other people, studying, thinking in variety of reasoning, and also solve encountering problems.

2. Completion of mind and emotion is that people are with good mind, stable emotion, not whimsical and easily angry, moral, optimism, and altruism. The quality of the good mind will help make the people happy and calm in living.

3. Completion of society and environment is that people are accepted by others due to the good human relationship; they can adjust themselves. They can accept others' capability and importance; then, they value persons and environments. They think to improve and develop the environments for sustainable values and benefits. The completion of society and environment will help people live appropriately in the society and environment.

4. Completion of living factors is that capability to obtain essences for living properly their status, including socioeconomic conditions and in fashion. These essences are: food, cloths, housing, and medicine.

## 2.3 Factors Effecting the Life Quality

Many scholars attempted to study the factors effecting the life quality. For example, Manich Narongphet (2005, pp.25-27) stated that development of the life quality needed improving components of mind, society, and economy so that people lived in an appropriate level of necessity: career, income, health and sanitation, family, self-dependence, and contribution for others and country. Thus, people with the good life quality should have good education, thought, behaviors, and mind, other than the four requisites. It also corresponds to Padthong, C, Panjan, W, Na Wichian, S, Saengsook, N and Rodjam, C. (2020: 59-71), saying that a good quality of life is part of human resource development in the organization.

## 2.4 Measurement of Life Quality

Suwat Mahatnirunkul and others. (1997, p.11-12) translated and developed an abridged measurement of life quality in Thai version (WHOQOL-BREF-THAI, 1997). From the WHO's abridge measurement of life quality, there are 26 indicators classified into 4 issues (WHOQOL-BREF, 1996).

1.Body

People's body conditions effect daily lives: freedom from depending on others, working capabilities, living without medicine and medical treatments. There are 7 indicators: (1) suffering and illness, (2) strength and fatigue, (3) sleeping and resting, (4) motion, (5) daily life, (6) medicine use or remedy, and (7) working capabilities.

2.Mind

People have mindfulness: feeling positive in themselves and their images, self-pride, self-confidence, thought, memory, concentration on thinking, and learning capabilities in various situations effecting their lives and overcoming the difficulties. There are 6 indicators: (1) positive feeling, (2) learning, (3) self-esteem, (4) images and appearances, (5) negative feeling, (6) spirit.

3.Social Relations

People have relations between themselves and others: receiving assistances from others in societies, providing others with assistances, and sexual interactions. There are 3 indicators: (1) social relationship, (2) social supports, and (3) sexual activities.

4.Environment

People have a perception of environments effecting the lifestyles: living in good physical surroundings, having recreational activities, and leisure. There are 8 indicators: (1) safety for body and stability in life, (2) house surroundings, (3) financial sources, (4) healthcare and social services, (5) information receiving and constant upskilling, (6) participations in recreations and leisure, (7) environmental conditions, and (8) transportations.

## 3. Definition of Foreign Workers

Department of Labor Protection and Welfare (2008) defines foreign workers that general workers without Thai citizenship or persons without Thai citizenship. However, there are people giving different definitions in legal and academic dimensions. Office of Work Permit (2010) is using a concept of migration from scholars, such as Voravidh Charoenloet and Bandit Thanachaisethawuti (1997, pp.2-6) that the migration is that population from one place relocate to settle in another. When distance, time, and purpose are considered mainly, the migration may be classified in three types below.

1. Local movement: housing relocation within communities and near communities
2. Internal migration: housing relocation from a community to another within a country, ex. migrating across subdistricts, districts, or provinces
3. International migration: housing relocation from a country to another

Also, Chaiwat Panjapong and team (cited in Panadda Sinarpha (1994, pp.20-21) detailed factors impacting the migrations and factors causing the immigration as below.

1. Opportunity to get jobs and more choices to select
2. Opportunity in building stabilities for oneself and his/her family
3. Opportunity for educational enhancement
4. Good environments: attraction, convenience, weather, transportation, housing, and public health
5. Accompanying husbands, wives, mother-fathers or children
6. New constructions of industries

## 4. Factors for Emigration

1. Decreases and scarcities of natural resources makes higher capital costs of production. A shortage of production equipment.
2. Unemployment, oversupply of workers, or machine replacement for workers
3. natural disasters such as flood, earthquake, climate change, and pandemics
4. Suppression or eradication by political system, religions, and ethnicity
5. Bored of community

Then, for the concept of the life quality of the foreign workers in Thailand, they are living in the good conditions: responding their wants in body and mind, society, and environment. It is satisfying to live. They feel safe and are able to live in the society sufficiently and properly. Also, they are happy. It may be said that making the foreign workers' life quality better and improved needs responding to their wants in these aspects: 1) housing condition, 2) health, 3) working condition and safety, and 4) compensation and welfare. Then, the life quality of the foreign workers in Thailand consists of the following.

1. Housing condition means body sensations and mind feeling about impact of surrounding occurrences near the housing.
2. Health means that body and mentality indicate health status, such as illness and stress, or anxiety of events and conditions.

3.Working condition and safety mean satisfaction with job which they are working at present. They are working happily. Also, they are satisfied with its coverages. For examples, job stability, income, safety, relationship with coworkers or job-related persons, and willing to keep working.

4. Compensation and welfare means that satisfaction with public services (education, transportation, public health, infrastructures, and safety in life and property. Inclusively, there are satisfactions with consumption expenses, and expenses for the public infrastructures.


**5. Conclusion**

The life quality means good living conditions responding to wants of body and mind, society, and environment. It is a satisfaction to live and feel safe. People can live in a society sufficiently, properly, and happily. Besides, there are four components: 1. completion of body and intelligence, 2. completion of mentality and emotion, 3. completion of society and environment, and 4. completion of living factors. Therefore, the good life quality is important not only for individuals but also for countries. The good life quality includes body, mentality, and intelligence.

Then, factors impacting the life quality should consist of these elements: 1. completion of body and intelligence, 2. completion of mind and emotion, 3. completion of society and environment, and 4. completion of essences for living. These factor elements have to be composed harmoniously for properness in each person, place, time and social changes; obviously, the life quality of each person and society is different. Also, a measurement of life quality shows significance in various aspects which can be grouped mainly as followings: 1. body (general health, daily living), 2. mind (emotionality, satisfaction), 3. working (relationship of staff in organizations, organizational culture), 4. economics (income, debts, finance management, living condition), 5. family (happiness in family, relationships of family members), 6. society (role, rights, duty in society, social participation), and 7. environment (housing, commuting, life safety). Besides, the foreign workers must relocate their housings. Migration is persons' or groups' relocations, or it means housing changes from the old places to other new ones. Also, it may mean social and location changes of persons. Migration does not mean a commute between house and workplace, traveling, visiting or tours. Whether it is a migration depends on regulations or laws which each country determines, such as time length of the migration or relocations based on demarcations of the administrative districts. The migration factors are: 1. immigration (high opportunity to obtain employment, job choices for consideration, stability for oneself and his/her family, education, good environment, attraction, comfort for living, good weather, convenient transportation, good housing, good public health system, accompanying husbands, wives, father-mother or children, new and various industries); and 2. emigration (decrease and scarcity of natural resources, higher cost for production, equipment scarcity, unemployment, excessive labor supplies, or machine replacing the human labors, natural disasters—flood, earthquake, climate change, and epidemic). The foreign workers were suppressed or eliminated by political beliefs, religions, and ethnic groups, or bored of the protests. Then, the life quality of the foreign workers in Thailand includes: 1. housing, 2. health, 3. working conditions and safety, and 4. compensations and benefits.


**Reference**

1. Department of Labor Protection and Welfare. (2008). Factors Affecting the Enforcement of Labour Protection Law in the Enterprise Employing Alien Employees. Bangkok: Office of Foreign Workers Administration.

2.  Manich Narongphet. (2005). Satisfaction of Quality of Working life of Employees in small and Medium Factory in Amphur Bangpa-in Phranakornsri Ayutthaya Province. Master of Arts (Social for Development. Graduate School: Valaya Alongkorn Rajabhat University Under The Royal Patronage.
3.  Nisarat Sinlapadech. (1997) Population and Development of quality of life. 2nd edition. Bangkok: Phisit Printing.
4.  Office of Work Permit. (2010). Permission to Work for foreign workers to escape into the Country with Burmese, Laos and Cambodian Citizenship, 2010. Department of Employment: Ministry of Labour.
5.  Padthong, C, Panjan, W, Na Wichian, S, Saengsook, N and Rodjam, C. (2020). Development Model of Human Resources Management for The Small and Medium Enterprises (SME), *Journal of Innovation and Management*, 5, 59-71.
6.  Panadda Sinarpha. (1994). Labour Response toward Globalization: A Case Study of Gate Way City Industrial Estate. Master of Arts (Social Development). Graduate School of Social Development and Management Strategy. National Institute of Development Administration.
7.  Parchaya klapachan. (2002). Human quality of life Executive and Exercise. Bangkok: Khao Fang Publishing co., LTD.
8.  Royal Academy. (2003). Royal Institute Dictionary 1999. Bangkok: Nanmeebooks.
9.  Suwat Mahatnirunkul and others. (1997). Comparison of the World Health Organization Quality of Life Scale of 100 Indicators and 26 Indicators. Research Report. Bangkok: Department of Mental Health.
10. Voravidh Charoenloet and Bandit Thanachaisethawuti. (1997). The Government's industrial Development Policy and the employment of Foreign Workers. Institute for Population and Social Research: Mahidol University.

# People's Political Participation, Thanon Nakhon Chai Si Subdistrict, Dusit District, Bangkok

**Barameeboon Sangchan[a*], Somboon Suksamran[b],**
**Thuwathida Suwannarat[c], Yaowaluk Chaobanpho[d]**
[abcd] College of Politics and Government, Suan Sunandha Rajabhat University, Thailand
Corresponding Email Address of Corresponding Author: Barameeboon.sa@ssru.ac.th

## Abstract

The purposes of this research were to study the political participation of the people in Thanon Nakhon Chaisi sub-district, Dusit district, Bangkok, and to compare the differences of people's political participation, Thanon Nakhon Chaisi sub-district, Dusit district, Bangkok classified by personal factors. The sample size used in this research was 397 people living in Thanon Nakhon Chaisi sub-district, Dusit district, Bangkok. To collect the data, the method of simple random sampling was used. The statistics used to analyze the data were percentage, mean, standard deviation, t-test, and analysis of variance. The statistical significance was determined at the 0.05 level. The results of the research revealed that the political participation of the people in Thanon Nakhon Chaisi sub-district, Dusit district, Bangkok, in overall perspective, was at a moderate level ($\bar{x}$ = 3.21). When consider each item separately, it was found that the election dimension was at a high level ($\bar{x}$ = 3.79), followed by being a political party official and the campaigner at the moderate level ($\bar{x}$ = 3.22), being a political informant was at a moderate level ($\bar{x}$ = 3.14), being a role player in the community at a moderate level ($\bar{x}$ = 3.12), and being a liaison with the government at a moderate level ($\bar{x}$ = 3.04 ), and finally, being a protester was also at a moderate level ($\bar{x}$ = 2.97), respectively. When comparing the differences in political participation of the people classified by personal factors, it was found that the participation as classified by personal factors were different.

**Keywords:** People's participation, politics, Thanon Nakhon Chai Si sub-district

## 1. Introduction

Thailand is among the countries that has democracy in which it is considered as one of the best regimen since it allows people to participate in using power in the government of the country. The democratic regime is a government system that provides an enormous priority toward people for the reason that people are the true owner of governmental authority. Thus, the country having the political development is therefore the country that encourage people to participate in political affairs in every possible level. The political participation is expected to create political learning, communication, and an awareness of information that will facilitate the designation of objectives or goals in making the right decision and is relevant to the genuine needs of the people. In general, the political participation must emerge from a free-will with a direct as well as indirect intention to have influence upon the policy formulation and government's administration both at the local and national level.

The democratic regime is a self-government of the people through the election of members of the parliament in managing and taking care of the legislation for the benefits of the people at large. There is a direct examination and control by the people or a riguous participation, for instance, the proposal or amendment of the law, the impeachment of the corrupted politicians, public hearing, and the vote for a referendum.

The people's participation is held an important principle in democracy. Even though, political behavior of people in each society is different based on culture, tradition, values, belief, or attitude but it is always undeniable that everybody pays attention toward national development. Nowadays, people are much more awakening in regard to the politics. This may be a result from the extension of educational base by the government, political learning, public relations, or various media presentation that ignite social movement processes and light up the desire from people to participate in politics. These can be seen in various actions such as the exercise of voting right in general election, election campaign, political persuasion, membership of a political party, or protest, including public activities.

However, the condition of Thai society still experiences social inequality. There is a small group of people who are well educated and well-off. The majority of the people are less educated and poor. The interesting phenomena in Thai society is that the middle class people, regardless of their wealth, are having an important role in the development of the country. These groups of people are interestingly increasing in number and become crucial change agents in the society. They are middle class people who build up justice in capitalism in terms of politics and ideology. There are numbers of thinkers who believe that the middle class people will push for wealthiness in the globalized capitalistic system. With the strength of middle class people, there is a thrust for a draft of constitution, an encouragement for people participation in public hearing, a general election, an establishment of civil society groups, independent organizations, and various local organizations. This is a decentralization toward grass-root level in order to allow people to be much more familiar with political society.

From the above rationale, the researcher is interested in conducting a research on people's political participation, Thanon Nakhon Chai Si subdistrict, Dusit district, Bangkok in order to find out the facts and to discover some benefits from its findings to be used in the operation toward quality of work.

## 2. Research Objectives

1) To study the level of people's political participation, Thanon Nakhon Chai Si subdistrict, Dusit district, Bangkok.

2) To compare people's political participation, Thanon Nakhon Chai Si subdistrict, Dusit district, Bangkok, with personal factors.

## 3. Research Methodology

### 3.1 Methodology

This research is a quantitative research. The population is people living in Thanon Nakhon Chai Si subdistrict, Dusit district, Bangkok at the total number of 47,763 persons.

### 3.2 The Sample Size

The sample size is calculated at the total number of 397 individuals.

### 3.3 The Research Tool

1. The research tool is a questionnaire in which it was constructed from the concept, theory, document, and related research materials and were divided into 3 parts as follows:

1.1 The general information on personal factors including 5 items that are: sex, age, education level, occupation, and monthly income. It is a close-ended response question.

1.2 The information on level of political participation of people residing in Thanon Nakhon Chai Si subdistrict, Dusit district, Bangkok in 6 dimensions that are: election, political party officer and political campaigner, community role-player, official liaison, protestor, and political media.

1.3 Suggestions

2. The Construction of Research Tool

       2.1 The study of concepts, theory, document, and other related research both in hard copies and the information stored in the internet.

       2.2 The Validity. The questionnaire was examined by the 3 specialists in order to find out the content validity regarding the congruence of each question and the objectives of the study.

       2.3 The Reliability. The 30 issues of questionnaires were tried out with people with the similar characteristics of people living in Thanon Nakhon Chai Si subdistrict, Dusit district, Bangkok. The Cronbach's coefficient alpha was derived at .85.

       2.4 The Implementation. The questionnaires were corrected and improved based on the instruction of the specialists and scholars. As a result, the competed questionnaires were used to collect data.

### 3.4 The Data Collection

       1. The Primary Data. The researcher collected data through the questionnaires from the sample size living in Thanon Nakhon Chai Si subdistrict, Dusit district, Bangkok. The researcher distributed 397 copies of questionnaires to the sample size residing in Thanon Nakhon Chai Si subdistrict, Dusit district, Bangkok.

       2. The Secondary Data. The researcher has studied and collected data from secondary sources such as pertinent concepts, theory, texts, documentation, and various related research in order to construct a conceptual framework.

### 3.5 The Research Statistics

       1. The Descriptive Statistics. The descriptive data were involved with the personal data in terms of sex, age, educational level, occupation, and monthly income and represented in forms of frequency, percentage, mean, and standard deviation.

       2. Testing Hypothesis. The t-test, F-test as well as Pearson correlation coefficient were performed with the collected data.

## 4. Research Results

The analysis of people's political participation, Thanon Nakhon Chai Si subdistrict, Dusit district, Bangkok are as follows:

Table 1 People's political participation in Thanon Nakhon Chai Si subdistrict, Dusit district, Bangkok in terms of mean and standard deviation.

| Level of political participation | $\bar{x}$ | S.D. | Interpretation |
|---|---|---|---|
| Election dimension | 3.79 | 0.944 | High |
| Political party officer and political campaigner dimension | 3.22 | 1.082 | Moderate |
| Community role-player dimension | 3.12 | 1.050 | Moderate |
| Official liaison dimension | 3.04 | 1.177 | Moderate |
| Protestor dimension | 2.97 | 1.170 | Moderate |
| Political media dimension | 3.14 | 0.995 | Moderate |
| **Total** | **3.21** | **0.859** | **Moderate** |

From the above table 1, the overall value of people's political participation living in Thanon Nakhon Chai Si subdistrict, Dusit District, Bangkok, is at the moderate level ($\bar{x}$ = 3.21). When consider each item separately, it was found that the election dimension is at high level ($\bar{x}$ = 3.79), followed by the political party officer and political campaigner is at moderate level ($\bar{x}$ = 3.22), the political media is at moderate level ($\bar{x}$ = 3.14), the community role-player di

mension is at moderate level ($\bar{x}$ = 3.12), the official liaison is at moderate level ($\bar{x}$ = 3.04), and the protestor dimension is at moderate level ($\bar{x}$ = 2.97), respectively.

## 5. Research Discussion

The research on people's political participation, Thanon Nakhon Chai Si subdistrict, Dusit district, Bangkok revealed that the people's political participation is at moderate level in which there are various processes that have some effects on the different levels of participation. This finding is in the same conclusion of Napas Lekcharoen (2019) on his research entitled Public Political Participation in the Area of Nongprue Municipality, Bang Lamuang District, Chonburi Province in which it discovered that the political participation of people in Nongprue municipality, Chonburi province is at moderate level. And it is also relevant to the research of Thanagon Saisok (2017) on The Political Participation of People in Nonpiban Sub-District Administrative Organization, Kae Dum District, Mahasarakham Province that claimed about people's political participation in Nonpiban sub-district, Kae Dum district, Mahasarakham province is at moderate level. It is again in the same conclusion of the work undertaken by Permsak Wannaying and associates (2016) called The Political Participation of the People in Bang Khonthi District, Samut Songkhram Province that found political participation of the people in Bang Khonthi district, Samut Songkhram province at the moderate level. The results of this research is also in the same direction of the work done by Wilaijit Senarat (2016) on The People's Participation on the Local Development Plan of Donklang Subdistrict Administrative Organization, Amphoe Kosum Phisai, Mahasarakham Province that showed a moderate level of people's participation in the formu;ation of the local development plan of Donklang subdistrict administrative organization, Amphoe Kosum Phisai, Mahasarakham province. However, the findings of this particular research are not similar to the work of Suchada Rungjirakarn, Pongsak Petchsathit, and Anan Thamchalai (2021) on The People's Political Participation in Bang Khen District, Bangkok Metroplolis whose finding indicated that the people's political participation is at the low level.

## 6. Research Suggestions

### 6.1 Policy Suggestion

There should a master plan toward the promotion and support of people's political participation in the responsive area.

### 6.2 Practical Suggestion

1. There should be a campaign in public relations regarding political participation in order to encourage and to increase level of perception among people in the area.

2. The should be a study about factors influencing the level of people's political participation in Thanon Nakhon Chai Si subdistrict, Dusit district, Bangkok in order to formulate guidelines used in the adjustment toward political participation in a better manner.

## 7. References

1.  Napas Lekcharoen. (2019). Public Political Participation in the Area of Nongprue Municipality, Bang Lamuang District, Chonburi Province. The Thesis for the Master Degree of Political Science, majoring in Politics and Government, Faculty of Political Science and Law, Burapha University.
2.  Permsak Wannaying, Nadhawee Bunnag, Jatuporn Banchuen. (2017). The PoliticalParticipation of the People in Bang Khonthi District, Samut Songkhram Province. *Journal of Interdisciplinary Research: Graduate Studies*, 5(1), 150-160.
3.  Suchada Rungjirakarn, Pongsak Petchsathit, and Anan Thamchalai. (2021). The People's Political Participation in Bang Khen District, Bangkok Metroplolis. *In the Proceedings of the 10th National Academic Conference on Reshaping Thailand Tourism and Service through New Paradigm*, Bangkok, September 10, 2021.
4.  Thanagon Saisok. (2017). The Political Participation of People in Nonpiban Sub-District Administrative Organization, Kae Dum District, Mahasarakham Province. The Thesis for the Master Degree in Public Administration, Majoring in Public Administration, Rajabhat Mahasarakham University.
5.  Wilaijit Senarat. (2016). The People's Participation on the Local Development Planof Donklang Subdistrict Administrative Organization, Amphoe Kosum Phisai, Mahasarakham Province. The Thesis for the Master Degree of Public Administration, Majoring in Public Administration, Rajabjat Mahasarakham University.
6.  Jagraval Sukmaitree, Chumpon Rodjam, Keratiwan Kalayanamitra, Sunhanat Jakkapattarawong, Sarojn Boonsermwan. (2023). Life Quality of Foreign Workers in Thailand. Proceedings of AASE PSMP International Conference.

➢    *This research presented on International Conference on International Conference on Political Science and Management in Post-Pandemic (PSMP) : Paris/France, March, 01st -05th , 2023*

# Gender Diversity and Inequality of Government Agencies in Thailand

**Keratiwan Kalayanamitra[a*], Jagraval Sukmaitree[b], Sunhanat Jakkapattarawong[c], Sarojn Boonsermwan[d], Nopporn Adchariyavanich[e]**

[abcde] College of Politics and Government, Suan Sunandha Rajabhat University, Bangkok, Thailand.

Corresponding Email Address of Corresponding Author: keratiwan.ka@ssru.ac.th

## Abstract

This article aims to study the gender diversity and inequality that occurs in government agencies in Thailand. This includes refraining from or discriminating against Gender Diversity in the workplace. The issue of discrimination against gender diversity in government agencies in Thailand is an issue that many sectors of Thai society are interested in today because it is an issue related to human rights principles that it is a universal practice that respects differences and non-discrimination as one of the fundamental requirements of equality as human beings, as well as respect for each other's rights. The study found that improving the promotion and support of equality and non-discrimination in government agencies still faces many problems in the areas of knowledge, understanding, and cooperation, which are the main obstacles leading to this leads to discrimination and inequality in government agencies and leads to the problem of inequality and misunderstanding between agencies which violates the fundamental rights of citizenship and human dignity. This is because, in Thai society, acceptance of gender diversity in Thailand is still a new matter which requires all sectors in society to collaborate to create knowledge, understanding, and respecting the rights of gender diversity in Thailand leads to peaceful and non-discriminatory coexistence.

**Keywords**: Government Agencies, Gender Diversity, Inequality, Human Rights

## 1. Introduction

Personnel is considered the heart of effective management strategies and goals, such as the Resource Dependence Theory that human resources are very important to the maintenance of the organization. The existence and development of the organization and the capacity of the organization depend on the capabilities of people (Noknoi, J., 2009). Especially in an age where there is a diversity of human resources. The organization needs to be managed to keep up with the changes in today's dynamic world, as well as take opportunities and diversity of human resources in society without discrimination.

Therefore, the management of diversity (diversity management) of personnel within the organization has become an important strategy in driving the organization to be able to move forward steadily and sustainably. Because the diversity of personnel in the department will create opportunities for the organization in terms of accepting differences that lead to the development of skills in working together and responding to the diversity today.

In today's global society, the new way of managing government agencies is consistent with the concept of non-discrimination and the concept of equality of opportunities for personnel in the organization. In today's organizations, human resources are diverse, so the issue of non-discrimination and equality in the organization is a concern for all sectors. And the world forum has paid great attention to this issue (Bilkis, A., Habib, S. B. & Sharmin, T., 2010).

These are all international issues that are inevitably related to human rights. This affects the image of the country in a holistic manner on human rights, which is an important principle

that the United Nations General Assembly, consisting of members of various countries, has adopted and promulgated the Universal Declaration of Human Rights. (United Nations, 1948) which countries are obliged to respect the principles of human rights enshrined in this Declaration.

Discrimination has brought about the Equal Opportunity Theory to address injustices in society, thus achieving equal opportunity in the workplace by eliminating the so-called "glass ceiling", which is a metaphor meaning "Invisible obstacles" (Naff, K. C. & Riccucci, N. M., 2008). that become obstacles to the operation of the organization.

Discrimination and inequality in an organization can occur at various stages of operations, Such as Job Selection. Promotion, Welfare, Salary, Assignment or consideration for dismissal (Naff, K. C., Riccucci, N. M. & Freyss, S. F., 2014).

Regarding the work of government agencies in eliminating inequality against gender diversity people, working in government agencies should be promoted as a mission that everyone can be a part of. In selecting personnel to work, it is forbidden to discriminate. In particular, do not select only the person or group you want. Or cut out the person or group you want by using personal feelings to judge. And in government agencies, personnel must be given the opportunity to work and be treated equally without discrimination. If government agencies are unable to eliminate discrimination among certain groups of personnel, it will affect the overall management of government agencies for development and efficiency. (Kalayanamit, K., Sukmaitree, J. & Vuttivoradit, S. (2022).

## 2. The Concept of Human Rights

Gender Diversity persons and inequality in the government are directly related to the notion of human rights. The concept of human rights is a fundamental right that comes from the dignity that is inherent in every human being since birth. Human rights are not created by law or legislation and are not created by the state. But human rights are the rights of every individual human being, so states have a duty to respect, protect and fulfill human rights. This can be explained as follows: 1) Obligations to be respected. That is, the state must refrain from violating rights. The state must not take any action that violates the rights of individuals. 2) Obligations to protect that is, states must protect and prevent others from violating their rights; and 3) obligations that must be fulfilled. States must take measures to ensure access to all rights under their laws (Dutta, K., 2008).

The Human Rights Declaration Principles address key issues relating to the right to fair labor in Article 23, with the key principles being: 1) Everyone has the right to work. to choose to work freely on fair conditions and benefits of work and in protection against unemployment. 2) Everyone has the right to equal pay. 3) Everyone who works has the right to a fair and favorable remuneration providing insurance for himself and his family. which is worthy of human dignity and, if necessary, additional means of social protection shall be provided; and 4) Everyone has the right to organize. and to join the labor union for the protection of their interests (Phiang-udon, S., 2015)

Therefore, the concept of human rights based on the principle of equality of all persons is equal. Therefore, it is in line with working in government agencies that must assume that all persons are equal in working with government agencies. It is not possible to discriminate against the job for any reason other than knowledge and competency, which is the personal qualifications of the applicant. This will give all citizens equality in working with government agencies (The Office of the Administrative Courts of Thailand, 2009).

## 3. The Concept of Gender Diversity

In the past, when the word "gender" was mentioned, it meant masculine and feminine. but only But it is now generally accepted that gender is a dynamic and fluid social construct (sexual fluidity)

Issues of discrimination against Gender Diversity people in the workplace this is related to the issue of harassment and differential treatment. (Differential treatment) based on people with gender diversity. It was originally referred to as "Sexual Preference" or "Affectional Preference" (Gossett, C. W., 2012) or is now collectively referred to as LGBTQ (lesbian, gay, bisexual, transgender/transsexual, and questioning transgendered persons). This group of people has been exposed to opportunities and discrimination in the workplace since the late 1950s. And nowadays, the definition of LGBTQ has been expanded by adding an "I" to that group, "Intersex," which means someone born with a different physical appearance. Until the gender cannot be clearly identified, such as having both sexes from birth with abnormal amounts of hormones or sex chromosomes.

Gender Diversity persons have the same rights and liberties in life and physique in the legal system as other peoples when considering provisions or principles such as The Universal Declaration of Sexual Rights, and Yogyakarta Principles, Including the constitution of each country that provides protection consisting of the right to life. It is a fundamental right that shows that human beings are free to determine themselves. As provided for in Article 6 of the International Covenant on Civil and Political Rights. It's the right of every person. Gender Diversity people have the same rights as other people. States should respect and must not commit any acts of abuse against such persons, including discrimination amongst themselves, in violation of this core principle.

In the field of international principles although there is no specific law on the rights of gender diversity. But inequality and non-discrimination on the basis of sex, gender, and sexuality are guaranteed in almost every international law. But because discrimination against people of different sexuality than the mainstream is still common. Therefore making activists Rights activists have come together to draft principles on the application of international human rights law on sexuality and gender identity. Known as the Yogyakarta Principles (Principles on the Application of International Human Rights Law in relation to Sexual Orientation and Gender Identity), it affirms rights under international human rights law on sexual orientation and gender identity. Gender identity is binding on States parties to fulfill their obligations to ensure equal and equitable protection of Gender Diversity persons.

Discrimination on the grounds of sexual orientation and gender identity (SOGI) has been recognized in international law, and developments in recent years have led to an increased focus on the prevalence of discrimination against Gender Diversity persons around the world. While some countries have adopted legal provisions prohibiting discrimination against gender diversity persons, most countries have not (Suriyasarn, B., 2014).

## 4. Gender Diversity and Inequality in Thailand

Thai law does not criminalize homosexuality or explicitly ban discrimination on the grounds of sexual orientation and gender identity. However, persons of diverse sexual orientations and gender identities are generally not recognized in the Thai legal system, which strictly and explicitly identifies persons in the law only by the male and female genders.34 There are as yet no Thai laws that deal directly with persons of diverse sexualities. (Suriyasarn, B., 2014). Although many organizations support and promote the human rights of gender diversity persons for equality, restrictions are still found due to opponents' resistance, and unfair discrimination for reasons of sexual identity. There is a belief in Thai society that gender

consists of only males and females. As a result, LGBT groups have encountered abuse of human rights in various forms and unfair stigma from society. These actions are considered against the Universal Declaration of Human Rights (Mongkhonsuebsakul, A., 2018)

## 5. Guideline to Support Gender Diversity

Discrimination against gender diversity persons can use the principles of good governance (good governance) in personnel management, which is a new principle of public administration. Good governance Refers to the principle of governance, management, management, and supervision of the business in accordance with morality, which has the principle of "equality" (equity) as one of the key elements. By receiving equal treatment and service (Office of the Civil Service Commission, 2019). Based on principles of respect for human rights respect for the law respect for differences a combination of policies and practices is essential to help end discrimination in the workplace, especially among gender diversity persons in the organization.

In government agencies, it is considered a workplace where personnel is diverse in various fields, thus treating each other with equality and non-discrimination will help build unity and unity. The same organization is based on the principles of the Constitution of the Kingdom of Thailand, 2017, which stated that "persons shall have equality in law" have rights and liberties, and are equally protected by law Men and women have equal rights. Unfair discrimination against individuals whether for reasons of differences in origin, race, language, age, disability, physical condition or health; person's status economic or social status religious beliefs Education and training, or political opinions which are not contrary to the provisions of the Constitution or any other cause shall not be allowed" (Constitution of the Kingdom of Thailand, 2017).

Effective action against discrimination of gender diversity in the workplace involves responsive laws, policies and mechanisms, responsive human resources and practices, as well as more education and social dialogue towards a better understanding of gender diversity rights and acceptance of gender diversity as full and equal members of society. More cooperation from all key stakeholders is needed to ensure that gender diversity rights are respected and protected (Suriyasarn, B, 2014).

Following are the legislative and policy recommendations for government, employers' and workers' organizations, to promote rights, diversity and equality for workers of diverse sexual orientations and gender identities in employment and occupation in Thailand (Suriyasarn, B, 2014).

## 6. Conclusion

Although today's world society has driven and come out to demand the rights of people with diverse sexual orientations widely, in the government agencies in Thailand there is no clear provision or law regarding the protection of rights of gender diversity persons.

A study of inequality among gender diversity persons in government agencies in Thailand reveals that government agencies continue to focus on the issue of discrimination and inequality in opportunities. Less work than other areas, such as the strategy to drive the agency. Mission performance implementation of government policies there is little or no mention of or significant provisions related to discrimination against gender diversity persons. This shows that Inequality and discrimination against gender diversity persons are not as important as they should be.

Government Agencies in Thailand must promote acceptance of gender equality and diversity in the workplace by preventing and eliminating a hostile work environment and violence at

work for people of all sexual orientations and gender identities.

Legislative and policy recommendations for government, employers and workers' organizations, gender diversity organizations, and civil society, to promote rights, diversity, and equality for workers of diverse sexual orientations and gender identities in employment and occupation in Thailand. It requires cooperation from all sectors. whether it is the public sector, the private sector, or the civil society sector in communicating to promote and build knowledge and understanding of living with people of gender diversity equally especially in government agencies All sectors of the organization should contribute to promoting diverse inclusion within the organization and ending unfair and inequitable discrimination within the organization against these groups that is contrary to international principles. And it is an obstacle to driving and operating efficiently.

## 7. References

1. Bilkis, A., Habib, S. B., & Sharmin, T. (2010) A Review of Discrimination in Employment and Workplace. *ASA University Review. 4*(2), 137-150.
2. Dutta, K. (2008). Handbook of Convention on the Elimination of all Forms of Racial Discrimination. Bangkok: Asian Institute for Human Rights.
3. Gossett, C. W. (2012). Lesbian, Gay, Bisexual, and Transgendered Employees in the Public. Florida: CRC Press.
4. Naff, K. C., Riccucci, N. M. & Freyss, S. F. (2014). Personnel Management in Government. (7th ed.). Florida: CRC Press.
5. Noknoi, J. (2009). Contemporary human resource management concepts. Bangkok: Chulalongkorn University Press.
6. Noknoi, J. (2011). Diversity management in an organization. Bangkok: Chulalongkorn University Press.
7. Office of the Administrative Courts of Thailand. (2009). The principle of equality and unfair discrimination. Bangkok: Administrative Litigation Center, Office of Research and Academic.
8. Phiang-udon, S. (2015). Human rights and the third sex (LGBT) person. Retrieved November 17, 2022, from http://www.humanrightscenter.go.th
9. Naff, K. C. & Riccucci, N. M. (2008). Personnel Management in Government: Politics and process. (6th Edition). Florida: CRC Press.
10. Suriyasarn, B. (2014). Gender identity and sexual orientation in Thailand. Bangkok: International Labour Organization.
11. Mongkhonsuebsakul, A. (2018). Human rights of LGBT in Thai Social Context. *Journal of Social Sciences Mahamakut Buddhist University. 1*(1). 69-80.
12. Kalayanamit, K., Sukmaitree, J. & Vuttivoradit, S. (2022). Gender Diversity and Inequality in Government Agencies. *Journal of Legal Entity Management and Local Innovation. 8*(3). 352-359.

➢ *This research presented on International Conference on International Conference on Political Science and Management in Post-Pandemic (PSMP) : Paris/France, March, 01st -05th , 2023*

# Enhancing the Effective Management of Foreign Workers in Ranong Province

**Pongsak Rungsong[a*], Santhan Chayanon[b], Wijittra Srisorn[c]**

abc College of Politics and Government, Suan Sunandha Rajabhat University, Thailand

*Corresponding Email Address of Corresponding Author: pongsak.ru@ssu.ac.th

## Abstract

At present, increasing the effectiveness of managing foreign workers under circumstances that are constantly changing Or even in the situation of the outbreak of "COVID-19", various agencies or ministries, especially the Ministry of Labor, which has a duty to manage labor. This is a job that is very important to the development of the country. are related to both dimensions of security, economy, and socio-psychology The ministry has systematically formulated a policy on the management of foreign workers. This article focuses on explaining how the government uses effective management of migrant workers to drive the organization towards successful implementation. Organization Management The aim is to encourage personnel to realize the importance of managing foreign workers to be effective in working fully. This article contains the introduction of foreign labor management, including 1) policy on foreign workers, 2) laws and regulations governing foreign workers, 3) foreign labor management organization, and 4) building a network of foreign labor databases and conclusions.

**Keywords:** management, foreign workers

## 1. Introduction

At present, increasing the effectiveness of managing foreign workers under circumstances that are constantly changing Or even in the situation of the outbreak of "COVID-19", various agencies or ministries, especially the Ministry of Labor, which has a duty to manage labor. This is a job that is very important to the development of the country. are related to both dimensions of security, economy, and socio-psychology The ministry has systematically formulated a policy on the management of foreign workers. This article aims to explain the model used by the government to effectively manage migrant workers in driving the organization towards successful implementation. Organization Management The aim is to encourage personnel to realize the importance of managing foreign workers to be effective in working fully.

In addition, the current situation of foreign workers By the Office of Foreign Workers Administration, Department of Employment, Ministry of Labor Has reported aliens who are allowed to work throughout the kingdom. Classified by immigration attributes By studying the aforementioned data for the past 2 years, it was found that in the year 2021 there were a total of 2,350,677 people and in the year 2022 there were a total of 2,994,453 people (The Office of Foreign Workers Administration Department of Employment, 2022). When considered, it was found that the rate of importing foreign workers increased. representing 78.50% percent, summarized by the classification of imports that are allowed to work as follows

1. Foreign workers of 4 nationalities (Myanmar, Laos, Cambodia and Vietnam) are imported

workers according to the MOU. Work is allowed to work in 2 positions: labor and domestic work in 25 types of businesses. Types of businesses that are permitted The top 3 most working activities are agricultural continuity. Construction and various service businesses, respectively.

2. Foreign workers who come to work in nature round-trip or seasonal Permitted to work in accordance with Section 64, the top 3 types that are allowed to work the most are agricultural and livestock affairs. business of manufacturing or selling ready-made garments, and business of providing various services, respectively

3. Foreign workers imported according to the cabinet resolution of 29 December 2020. The top 3 types of workers allowed to work the most are construction. Agriculture and Livestock and businesses producing or distributing food and beverages, respectively.

Regarding the situation of foreign workers in Ranong Province during the past 1-2 years, from 2021 to 2022, according to the report of the Ranong Provincial Labor Office, most of them were foreign workers according to the cabinet resolution (aliens of 3 nationalities, namely wives Nama, Laos and Cambodia) In addition, it was found that the number of workers has decreased by 1.05% due to the situation of the outbreak of "COVID-19" causing the number of workers to return to their home countries. (Ranong Provincial Labor Office, 2021-2022)

From the situation, foreign workers are allowed to work throughout the kingdom. Including within Ranong province, it can be concluded that most of the workers are allowed to work. It is divided into 3 major categories: 4 foreign nationals (Myanmar, Laos, Cambodia and Vietnam). round-trip or seasonal and foreign workers who come to work in nature round-trip or seasonal In addition, the number of foreign workers has increased and decreased according to the situation of the outbreak of "COVID-19".

**2. Foreign Worker Policy**

The Minister of Labor has announced the policy of the Ministry of Labor. Fiscal Year 2021 for heads of government agencies under the Ministry of Labor, both in the central and the region on August 28, 2020 at Field Marshal P. Phibulsongkram meeting room, having adopted the philosophy of sufficiency economy as a guideline for government operations. In driving the policy "MOL Agenda, Thai Sang Nation 2021", which has provided important policies related to foreign labor management measures. (Action plan to drive policies of the Ministry of Labor, Department of Employment, 2021) as follows:

1. Measures for managing the work of foreign workers
1) Manage foreign workers of 3 nationalities (Myanmar, Laos and Cambodia).
2) Manage foreign workers who have not returned out of the Kingdom. So that foreign workers are allowed to stay in the kingdom and work legally. But that permission has expired. and has not traveled back out of the Kingdom Able to live and work until March 31, 2022
3) Manage the importation of foreign workers By importing 2 groups of foreign workers: a group of aliens to work under the MOU system and a group of foreign workers who already have WP and VISA but have returned to the country Due to the situation of COVID-19 (4) transfer the mission of issuing work permits for foreign workers to the private sector (Outsource)

2. Measures to prevent and resolve labor trafficking in persons to achieve Tier 1
1) Develop training to educate workers to proactively identify victims
2) Increase the verification of the copy of employment contract documents. to have the language of the country of origin for employees to understand
3) Increase cooperation between the government and civil society at the local level in the Migrant Worker Assistance Center. Centers for admission and termination, employment, and state shelters for victims of human trafficking. Including the management of services to the

victims.

4) Increase cooperation between government sectors To ensure that labor abuses and claims of foreign workers Including indications of forced labor will be provided. Investigation in human trafficking cases.

5) Mandatory payment of wages by law, requiring employers to pay recruitment fees to migrant workers and giving employees the right to take possession. identity documents and financial documents.

## 3. Laws and regulations governing foreign workers

The study of laws and regulations governing foreign workers are divided into laws controlling foreigners working in Thailand and protecting foreigners working in Thailand. Especially after the COVID-19 situation began to subside. The government has issued laws to be consistent with such situations as follows:

1. Laws relating to the control of foreigners working in Thailand Related laws include Foreign Work Management (No. 2) B.E. And guarantees for bringing foreigners to work with employers in the country B.E. For foreign nationals of Cambodia, Laos and Myanmar, according to the resolution of the Cabinet on September 28, 2021 (No. 2), the announcement of the Ministry of Labor on granting permission for foreigners to work in the Kingdom as a special case For foreign nationals of Cambodia, Laos and Myanmar who have a work permit of aliens is terminated as a result of the Aliens Employment Management Act. According to the Cabinet Resolution on July 13, 2021 (No. 2) (Department of Employment Office of Foreign Workers Administration :Online)

2. Laws relating to the protection of foreigners working in Thailand Related laws include ministerial regulations prescribing fees and exempting fees. Management of Alien Workers (No. 2) B.E. 2564, Ministerial Regulations for Business Permission for Bringing Foreigners to Work with Domestic Employers and Security for Bringing Foreigners to Work with Domestic Employers, B.E. 2564 Regulations Department of Employment Regarding notifying and receiving notification of alien work, 2021 (Department of Employment Office of Foreign Workers Administration : Online)

## 4. Management of foreign workers management organization

From the study of the management of foreign workers in Thailand from the past to the present It can be seen that the government has tried to manage foreign workers fleeing into the city. by using various measures and methods The end goal is for foreign workers to be workers. legally And the government can systematically inspect and control foreign workers, both in line with the COVID-19 situation by the Department of Employment. ministry of labor Organize the management system for foreign workers to prepare for the opening of the country In summary, the government's management of foreign workers (Action plan to drive policies of the Ministry of Labor, Department of Employment, 2021) (Policies of the Department of Employment, Department of Employment, 2022) as follows:

1. Measures to import foreign workers according to the MOU to solve the labor shortage problem. to provide provincial employment, store information of establishments Information of foreign workers and coordinating with the Social Security Office to prepare for the vaccination of foreign workers Including the planning and management of the detention of workers who will come to work. This is in accordance with the number of foreign forces in each area. The work was completed on time. And the urgency of the work must be allocated appropriate personnel as well.

2. Foreign workers according to the Cabinet resolution on September 28, 2021, everyone must

enter the social security system. or health insurance If not Must not issue a work permit is strictly prohibited in order not to affect the social security fund. and tax money of Thai people in paying medical expenses for foreign workers.

3. Operations of CIs in 5 provinces (Ranong, Samut Prakan, Chiang Mai, Samut Sakhon and Chonburi) to proceed as follows:
3.1 Manage to prevent congestion until leading to the formation of a new cluster
3.2. Screening for COVID-19 with ATK must have quality, standards and prices in each area must be similar.
3.3 Provide provincial employment Coordinating the Disease Control Committee in requesting permission to bring foreign workers out of the area to travel across the province to the CI center.
4. Accelerate knowledge building understanding to employers Entrepreneurs who import foreigners under Section 64 to work in the agricultural sector seasonally in provinces bordering neighboring countries such as Chanthaburi, Sa Kaeo
5. Solving the problem of labor shortages in the fishery sector Asked to coordinate with the Department of Fisheries and to provide employment in Chong Wah 22 seaside provinces. Consult with the Provincial Fisheries Association And summarize the results of the discussion to the Director-General of the Department of Employment for acknowledgment.
6. The transfer of work permit preparation tasks of the Department of Employment through outsourcing system to speed up the process to be completed as soon as possible.
Therefore, the management of the work of foreigners is systematic and efficient. by prescribing rules for bringing foreigners to work with employers in the country and work of foreigners and there shall be a management policy committee working of foreigners who have the power to set policies and supervise the management of foreigners' working. This Emergency Decree contains certain provisions that limit the rights and liberties in life and body of a person, liberty of a person's dwelling place. freedom of person to write printing and advertising property rights of individuals and freedom of person in occupation with limited rights and freedom to the extent necessary for the purpose of managing the work of foreigners in accordance with systematic and efficient. (Emergency Decree on Work Management of Aliens, 2017), (Asst.Prof.Pol.Lt.Gen.Dr.Sunthan Chayanon, 2021)

**5. Creation of a network of foreign labor databases**
Building a foreign labor database network is an urgent necessity in the present day. Because in the past, the process of monitoring and controlling foreign workers whether the Ministry of Labor ministry of interior Ministry of Social Development and Human Security, Ministry of Foreign Affairs Ministry of Digital Economy and Society Ministry of Education Ministry of Justice, Army, Navy, Royal Thai Police The Immigration Office and others, in order to create a single system for managing the database of foreign workers who is responsible Able to supervise and monitor for maximum benefits to Thailand Creation of a network of acquired foreign workers databases
Therefore, in order to comply with the law under the COVID-19 situation, the Department of Employment The Ministry of Labor has established an important policy to create a network of foreign workers database (Action Plan to Drive the Policy of the Ministry of Labor, Department of Employment, 2021) (Policy of the Department of Employment, Department of Employment, 2022) as follows:
1. Upgrading the foreign labor database to be One Data and able to retrieve data in real time by studying from countries with a large number of foreign workers. But can be managed

effectively, such as the United Arab Emirates. by giving all departments

2. The private contracting project provides services for requesting work permits, issuing work permits. and notification work of foreigners (e-WorkpermitOS) outsourcing service

2.1 Seek approval from the Cabinet 2) Seek budget allocation for operations from Fund for the management of alien work. 3) If the budget is allocated, it will be selected. Contractors to carry out work permit issuance tasks

Transferring work permit issuance missions for foreign workers to the private sector (Outsource)

2.2 Increase cooperation between the government and civil society at the local level in the Migrant Worker Assistance Center. First-time acceptance center and termination of employment and the State Protection Center for Victims of Human Trafficking. Including the management of services to the victims.

2.3 Increase cooperation between government sectors To ensure that labor abuses and claims of foreign workers Including indications of forced labor will be investigated in human trafficking cases.

## 6. Conclusion

Increasing the effectiveness of foreign worker management is a process that the Department of Employment Office of Foreign Workers Administration Policies and laws related to the management of foreign workers have been transferred to Ranong recruitment, executives and workers respectively. To push for the registration and application for work permits of foreign workers thoroughly and fairly. And able to push entrepreneurs and foreign workers to be able to access easily and quickly And when the grace period is over, foreign workers can be imported according to the MOU. In addition, the ministries and departments involved in the management of foreign workers have improved the method of importing foreign workers from neighboring countries according to the MOU by reducing the process, period. conditions and cost reduction to incentivize foreign workers into the employment system legal labor including relevant ministries, departments and offices have taken legal measures Strictly against employers and foreign workers by having an inspection unit to visit the survey area illegal labor If detected, action must be taken immediately and publicized to foreign workers. In the border area know the penalty if there is an illegal work in the Kingdom of Thailand.

In addition, the responsibility for the performance of the recruitment manager in Ranong Province see mistakes from operations as an opportunity to learn and gain more experience for the benefit of executives when their subordinates have the intention Enthusiastic in working to achieve the goals of the organization. (Parunyoo Kochkaew, Wijittra Srisorn, Sunthan Chayanon, 2022) Executives can therefore drive strategies in accordance with the objectives and vision of the organization and on the part of the organization. In order to improve the quality of work, increase the efficiency of the work of the department. and also resulted in the reduction of illegal foreign labor imports in the province

## 7. References

1.  The Foreign Work Management Emergency Decree B.E. 2560
2.  The Emergency Decree on the Management of Foreigners' Work (No. 2), B.E. 2561
3.  . Department of Employment, Ministry of Labor. (2021). Action plan to drive policy of the Ministry of Labor.
4.  Department of Employment, Ministry of Labor. (2022). Department of Employment Policy, Department of Employment.
5.  Office of Foreign Workers Administration Ministry of Labor The law on the management

of foreign workers :online.

6.  Ranong Provincial Labor Office (2021). Ranong Labor Situation Report 202575. Ranong Provincial Labor Office (2022). Ranong Labor Situation Report. 3rd Quarter 2022.
7.  Regulations of the Department of Employment Regarding notification and acceptance of work notification of aliens, B.E. 2564
8.  Announcement of the Ministry of Labor on granting permission for foreigners to work in the Kingdom as a special case for foreign nationals of Cambodia, Laos and Myanmar according to the Cabinet on September 28, 2021 (No. 2)
9.  Asst.Prof.Pol.Lt.Gen.Dr.Sunthan Chayanon. (2021).   The Opinions of the    Employees Towards the Happy Organization: A Case Study of Bang Bua Thong Municipality Nonthaburi Province. Journal of Legal Entity Management and Local   Innovation, 7(8), 141-156.
10. Parunyoo Kochkaew, Wijittra Srisorn, Sunthan Chayanon. (2022). Knowledge management model for participated income generation and occupation promotion   in urban community to alleviate inequality in senior society: a case study of Dusit District, Bangkok Metropolis. Journal of MCU Social Science Review, 167-181.

➤      *This research presented on International Conference on International Conference on Political Science and Management in Post-Pandemic (PSMP) : Paris/France, March, 01$^{st}$ -05$^{th}$ , 2023*

# Guidelines to Create Acceptance of Female Mayors' Administration: A Case Study of Saraburi

**Khwanta Benchakhan[a*], Waiphot Kulachai[b], Santhan Chayanon[c],**
**Wijittra Srisorn[d] , Kantima Pongnairat[e]**
[abcd] College of Politics and Government, Suan Sunandha Rajabhat University, Thailand
[e] Faculty of Political Science and Law, Burapha University, Thailand
*Corresponding Email Address of Corresponding Author: khwanta.be@ssru.ac.th

**Abstract**
The objective of this research is to study guidelines to create acceptance of female mayors' administration in Saraburi, Thailand. Qualitative research was employed to collect the data from 20 key informants including 5 mayors, 10 municipal clerks and deputy municipal clerks, and 10 members of the municipal councils. The authors used an in-depth interview to obtain the data from the key informants and analyzed the data using an analytical induction technique. The findings indicated that there are 7 guidelines to create acceptance of female mayors' administration which are (1) information about women's roles should be promoted to build acceptance and a positive attitude towards their management, (2) Superiors and subordinates in government organizations, private agencies, and related networks should give female mayors the opportunity to participate in activities as equal important as males, (3) Female mayors are required assertiveness, actively participation in and dedication themselves to community development, (4) There should be a knowledge-enhancing training program, such as legal regulations to be aware of as well as personality development, (5) There should be a forum to promote activities and awards to women leaders who have performed well and are accepted by society, (6) The government must adequately support the budget for the promotion and development of women's roles, and (7) Improvements in laws, regulations, and policies related to the promotion of women's roles should be considered.


**Keywords:** guidelines to create acceptance, female mayors, administration

## 1. Introduction
In the past, Thai women had no right or role in any position in society. It is not equal or equal to men. Equality between men and women did not exist. In the old days, men or men would have responsibilities as the head of the family, which was one of the reasons why women's roles were reduced. Based on Thai beliefs or traditions in the old days, women played a large role in the family having to take care of various tasks while men are responsible for overseeing work outside the home. This corresponds to the studies of Yongpraderm (2002) and Rosjai (2011), which highlight the events of a bygone era in which women were once confined to their roles in the home and therefore less fortunate than men. This includes education, occupation, participation in society, politics, government, and status management. In addition, Women's roles are defined by a society where men are in power. Thai women are therefore inferior to men, but they take on many responsibilities without being praised and valued. The learning process in society reinforces the traditional belief that women are inferior to men, especially the fixed division of work. As a result, women lack the opportunity to get enough education to work for an income or work that is different from the status quo and to advance

94

at the management level, especially in the position of administrative leadership.

Economic, social, and political changes have contributed to the shift in women's roles. Nowadays, women or women need to work outside the home to generate income for their families. The changes have led to the development of women's role in the expression of their abilities, which will allow them to become involved in politics, government, and administration in key positions. For example, Local politicians, national politicians, or executive-level jobs at both lower and senior levels. This is evidenced by the number of political participants involved and stepping into the national and local roles of female leaders. According to the administrative and political information on women's political tenure in 2009, 48 of the 400 elected women members of the House of Representatives were elected. At the local level, particularly the municipal level, the number of women in the city council was 73 out of 552, the city council has 280 women out of 2,310 members, and there were 2,238 women out of 15,370 members in the district council (Gender and Development Research Institute, 2009).

In 2012, the Gender and Development Research Institute (2012) compiled data from the Personnel Division, Department of Provincial Administration, Ministry of Interior. The data shows the number of women holding political office at the national and local levels. According to the women's political tenure at the national level, there were 60 women from the election on constituency system out of the 79 elected members of the House of Representatives, were elected. In addition, the administrative and political data of women at the local level, specifically at the municipal level, showed that the number of city municipality mayors was 3 out of 23, the town municipality number was 7 out of 143, and the number of subdistrict municipality mayors was 124 out of 1,803.

In 2014, the Department of Local Administration, Ministry of Interior (2014) compiled a list and number of women leaders holding positions at the local level. The data showed that the total number of women city mayors is 3 out of 30. The number of town mayors was 14 out of 176 and the number of subdistrict mayors was 139 out of 2,234. According to the Rocket Media Lab in 2019, candidates from local administrative organizations, and chief executives of provincial administrative organizations, there were 283 male applicants accounting for 85.24%, and 49 female applicants accounted for 14.76%. (Thai PBS, 2020). In addition, the number of elected members of the House of Representatives in 2019 was 419 males and 81 females (Office of the Election Commission of Thailand, 2019).

The number of women taking political office at the national and local levels is increasing accordingly. But compared to the male, there may be a lot of differences because women's roles may be limited in decision-making and acceptance in the public arena. (Baskaran, T., & Hessami, Z., 2018). Therefore, changes in social conditions have resulted in a change in the importance of women's roles, both in recognition of the roles of leaders and followers, administrative, political, economic, social, and other fields. The most obvious data today is that women are increasingly accepted into roles in local administration, but that number is still small compared to men.

In the present study, researchers were interested in studying ways to build acceptance in the administration of female mayors. A case study in Saraburi is a huge challenge for local executives (female mayors) in today's political, economic, and social changes. Hence, the researchers were interested in finding ways to build acceptance in the administration of a female mayor. The findings can be used as a guideline for planning and developing work and encouraging women to play a greater role in local and national leadership.

## 2. Research Objectives

The main objective of this present research was to examine ways to build acceptance in the administration of female mayors: a case study of Saraburi Province.

## 3. Methods

In this research, we limited the scope of the target group in Saraburi by selecting the area of the local administrative organization in the form of a sub-district municipality, where only a female leader or female mayor holds office. The area includes: Takut Subdistrict Municipality, Than Kasem Subdistrict Municipality, Vihar Daeng Subdistrict Municipality, Na Phra Lan Subdistrict Municipality, and Tha Lan Subdistrict Municipality. We used a qualitative research method with 5 key informants of female mayors at the subdistrict municipalities level, 5 key informants who are Municipal Permanent Secretary or Deputy Municipal Permanent Secretary at the subdistrict municipality level, and 10 key informants who are members of the municipal council, both female and male, at the district municipality level. The data collection tool for qualitative research is an in-depth interview with key informants using analytic induction techniques for the analysis.

## 4. Results

The guidelines for building acceptance in the administration of female mayors are: (1) information about women's roles should be promoted to create acceptance and a positive attitude in the administration in various media or channels and to increase campaigns and publicity efforts to raise awareness among women in their political abilities and leadership roles (2) supervisors and subordinates in government agencies, private organizations, individuals, and related stakeholder should equal opportunities for women to participate in activities held on an equal footing with males, which does not discriminate or cater to males (3) women leaders must be assertive, have self-confidence, participate in the development of their own locality, and dedicate themselves to the development of the community seriously. (4) there should be a knowledge-enhancing training program, such as regulations and laws that should be known. These will show the importance of women's potential and that women can lead and play various roles in society and build women's confidence by designing activities at the local level, such as organizing training at the national, regional, provincial, district, sub-district, and community levels, to create greater recognition of women's roles in Thai society (5) there should be awards activities in various categories to create diversity in women's leadership, such as capacity development camps and increasing women's roles. Awards in various arenas such as the outstanding businesswomen award, outstanding executive award, and outstanding mayor, stimulate and appeal to women from a wider and more diverse perspective (6) the government must provide adequate budgetary support for the promotion and development of women's roles. It is about women's development, organizing activities related to women's roles with an emphasis on practice or pushing for more women's roles and duties and (7) The government must give priority to improving the law, regulations, and policies relating to the promotion of women's roles focusing on policies on participation in women's roles and developing local leadership. There should be a clear law on the proportion of municipal councilors to reduce inequality and build recognition in the administration of women leaders at the local and national levels.

## 5. Discussion

The guidelines for building acceptance in the administration of female mayors are: (1) information about women's roles should be promoted to create acceptance and a positive attitude in the administration in various media or channels, and increase campaigns and public relations by communicating and raising awareness of women's potential in politics and leadership roles. This finding is consistent with the study of Wairatpanich (2007) who stated that to build acceptance and awareness of women's roles, more information needs to be promoted, by providing media that contains material about women's roles, in various media such as magazines, journals, websites, etc. as well as providing an academic forum, and presence in local politics will affect women's leadership (Martínez-Córdoba, Benito, & García-Sánchez, 2022); (2) supervisors and subordinates in government agencies, private organizations, individuals, and related stakeholder should equal opportunities for women to participate in activities held on an equal footing with males, which does not discriminate or cater to males. The finding supports the results of Panyokaew (2013) and Schneider and Bos (2019) who found that the process of building acceptance of women leaders includes campaigning on the rights and equality of women and men, supporting events from both public and private networks, such as high-ranking politicians, and creating participation in activities and creating a good view for the people; (3) women leaders must be assertive, engaged, and dedicated to community development. This finding is in line with some previous studies (Thipdet, 2009, Boonpiam, 2012; Mettri, Srisorn, & Vuttivoradit, 2021; Saritwanich, 2009) which found that leader must have vision, creativity, self-confidence, and decision-making courage, have a gentle disposition, good interpersonal skills, friendly to everyone, able to liaise with others, able to devote time to local development, can incentivize others to participate in local development, and have knowledge and initiatives about local development work with the community. In addition, be responsible and accept the decisions of others and listen to the opinions of others as well as respect each other's opinions; (4) there should be a knowledge-enhancing training program, such as regulations and laws that should be known as well as personality development. The finding is consistent with Thattaphan (2010) who stated that guidelines for the development of roles and administrations should include a study of regulations, laws, and guidelines related to thorough work, including policies to educate women to have more knowledge and to represent or lead a local (Funk & Philips, 2019); (5) there should be a platform to promote activities and award women leaders who have performed well and are accepted by society as mentioned by Thipmom (2014) that guidelines for promoting women's roles include morale building, creating activities to recognize the work of women's groups in order to build self-confidence and be accepted by society; (6) the government must provide adequate budgetary support for the promotion and development of women's roles, which is in line with Doungkaew (2012) who suggested that there should be an increase in the support budget to be consistent and adequate for the development of women's role; (7) Improvement of laws, regulations, and policies relating to the promotion of women's roles. There is a law that clearly defines the proportion of municipal councilors. To build recognition in the administration of a female mayor. This finding is consistent with the studies of Thattaphan (2010) and Pattarajittrakun (2014) who found that guidelines for the development of roles and administrations of the female leader should include a study of regulations, laws, and related guidelines to the thorough operation of the work. This includes updating relevant laws and policies, including legislation on quota-based elections determining women's proportions (Araújo, 2003) to enable women to become involved in politics and gain greater acceptance of leadership roles.

## 6. Conclusions

The guidelines for building acceptance in the administration of female mayors are: (1) information about women's roles should be promoted to create acceptance and a positive attitude in the administration in various media or channels; (2) supervisors and subordinates in government, private, and related stakeholder agencies should give women equal opportunities to participate in activities held on an equal footing with males which does not discriminate or cater to males; (3) women leaders must be assertive, actively participate, and dedicate themselves to community development; (4) there should be a knowledge-enhancing training program, such as regulations and laws that should be known as well as personality development; (5) provide a platform to promote activities and award women leaders who have performed well and are accepted by society; (6) government must provide adequate budgetary support for the promotion and development of women's roles; (7) improvement of laws, regulations, and policies relating to the promotion of women's roles. There is a law that clearly defines the proportion of municipal councilors to further build recognition in the administration of women leaders at the local and national levels.

## 7. References

1. Baskaran, T., & Hessami, Z. (2018). Does the election of a female leader clear the way for more women in politics?. *American Economic Journal: Economic Policy*, 10(3), 95–121.
2. Yongpraderm, C. (2002). Factors related to acceptance of woman's role in management leader : a case study of aeronautical radio of Thailand Ltd's Employee. Master of Arts (Political Science), Kasetsart University.
3. Araújo, C. (2003) Quotas for Women in the Brazilian Legislative System. *Paper Presented at International Idea Workshop.* Lima, Peru, 23–24 February.
4. Department of Local Administration, Ministry of Interior. (2014). Local record 2014. Bangkok: Ministry of Interior.
5. Gender and Development Research Institute. (2009). Statistics/Women's Information: Administration/Politics. Retrieved from http: www.gdrif.org.
6. Gender and Development Research Institute. (2012). Statistics/Women's Information: Administration/Politics. Retrieved from http: www.gdrif.org/indexdata /Thaiadmin55-1.html.
7. Wairatpanich, K. (2007). The acceptance of woman in management leader of Bangkok metropolitan administration's officials. independent study Master of Arts (Political Science), Kasetsart University.
8. Funk, K.D., & Philips, A.Q. (2019) Representative Budgeting: Women Mayors and the Composition of Spending in Local Governments. *Political Research Quarterly 2019*, Vol. 72(1) 19–33.
9. Thattaphan, K. (2010). Roles of female leader and local administration : a case study of mayor of rim nuea Tambon Administrative organization, Mea rim District, Chiang Mai Province. Master of Art (Political Science), Chiang Mai University.
10. Office of The Election Commission of Thailand. (2019). Election statistics for members of the House of Representatives 2019. Retrieved from https://www. ect.go.th/ect_th
11. Rosjai, P. (2011). The Role of Women Leaders in Politics and Governance: A Case Study of Nong Makha Mong Subdistrict Dan Chang District Suphan Buri Province. Community Development Office of Dan Chang District.

12. Martínez-Córdoba, P., Benito, B., & García-Sánchez, I. (2022). Women's management in local government: The effects of substantive representation on welfare service efficiency. *Social Policy & Administration*, 1-15.
13. Pattarajittrakun, P. (2014). Acceptance towards female leadership of people in Chiang Saen district, Chiang Rai province. Independent Study, Master of Public Administration, Chiang Rai Rajabhat University.
14. Boonpiam, R. (2012). The promotion of local women leaders: a case study of women leaders in si-chang island district, Chonburi province. independent study Master of Political Science, Burapha University.
15. Saritwanich, S. (2009). Modern Organizational Behavior: Concept and Theory. Pathumtani: Thammasat University.
16. Schneider, M. C., & Bos, A. L. (2019). The application of social role theory to the study of gender in politics. *Political Psychology,* 40, 173–213.
17. Thipdet, S. (2009). Acceptance of communities to local female leaders in Phimai District Nakhonratchasima Province. Independent Study, Master of Public Administration, Khon Kaen University.
18. Panyokaew, T. (2013). Factors and process involved in woman acceptance as local political leaders. Master of Education, Chiang Mai University.
19. The Active ThaiPBS. (2020). "Women" in the (local) political field and "independence" that (probably) mean supported by a political party. Retrieved from https://theactive.net/read /women-in-local-politics-n-independentcandidate/.
20. Thipmom, T. (2014). female leadership roles In the case of Ban Nong Nam Kham, Bueng Thawei Subdistrict, Tao Ngoi District, Sakon Nakhon Province. Independent Study Master of Political Science, Sakon Nakhon Rajabhat University.
21. Doungkaew, U. (2012) The Role of women as leaders in local government of Chiang Rai Municipality. Independent Study, Master of Arts (Political Science), Chiang Mai University.
22. Mettri, W., Srisorn, W., & Vuttivoradit, S. (2021). Roles of the leaders of mahason community enterprise group ban mi district Lop buri province. *Journal of Legal Entity Management and Local Innovation*, 7(2), 109-123.

➤ *This research presented on International Conference on International Conference on Political Science and Management in Post-Pandemic (PSMP) : Paris/France, March, 01st -05th , 2023*

# The Participation of People in the Administration of Huai Ruam Sub-District Administrative Organization, Amphoe Nong Bua, Nakhonsawan Province

**Thuwathida Suwannarat[a*], Somboon Suksamran[b]**

[ab] College of Politics and Government, Suan Sunandha Rajabhat University, Thailand

Corresponding Email Address of Corresponding Author: thuwathida.su@ssru.ac.th

## Abstract

The research on "The Participation of People in the Administration of Huai Ruam Sub-District Administrative Organization, Amphoe Nong Bua, Nakhonsawan Province" has objectives to: 1) study the level of people's participation towards the administration of Huai Ruam sub-district administrative organization, Amphoe Nong Bua, Nakhonsawan province, 2) compare the people's participation towards the administration of Huai Ruam sub-district administrative organization classified by personal factors, and 3) propose appropriate guidelines in people's participation regarding the administration of Huai Ruam sub-district administrative organization, Amphoe Nong Bua, Nakhonsawan province. This is a quantitative research in which the sample size was drawn at 379 individual from 11 villages within the territory of the designated study. The questionnaires are used to collect the data and are analyzed by using descriptive statistics in terms of mean, percentage, and standard deviation. The data was then analyzed by t-test, F-test as well as Pearson correlation coefficient.

The results showed that 1) the level of participation from the people in the area is at the moderate level. When the consideration was placed on each separate item, it was found that the respondents have moderate participation concerning decision-making, operative activities, and work benefits while the item on an assessment is quite low. 2) The respondents with differences in sex and occupation have a difference in administrative participation at the statistical significant value of 0.05. And, 3) The appropriate guidelines in participative administration should focus on: (1) communication and public relations concerning various development projects that have impact on community, and (2) public hearing and an organization of a forum to seek relevant data and/or problems from each village.

**Keywords**: Participation, administration, sub-district administrative organization

## 1. Introduction

The local government institutions have existed many mechanisms through which people participate in decision-making process. It is also believed that participation of community people in local government institutions is not only an opportunity for them but also an apparatus of empowerment (Nasir Uddin, 2019). Many people feel a sense of commitment to their neighbourhood and are actively involved in activities to improve the quality of life there. This is called 'citizen participation'. For example, local residents engage in voluntary work, organize litter-clearing campaigns, set up collective to purchase solar panels of form local care cooperatives. They may also be involved in the decision-making about the municipal budget (Government of the Netherlands, 2022). Thailand has encountered with economic, political, and social changes constantly. There were various types of reformation, for instance, the acceptance of participation principle from the people in relative context. At the same time, there are many efforts towards a reform pertaining to administrative structure from a centralized management style into a decentralization. In this respect, there were enactments of Sub-district Council Act, B.E. 2537 together with the Constitution of the Kingdom of

100

Thailand, B.E. 2540 (Russamee Tongsiripaisri, Wijittra Srisorn, Sunthan Chayanon, 2022). With the said Sub-district Council Act and the sub-district administrative organization, Thailand has come to enjoy a new form of government that relied on an increased decentralization as it was witnessed by the establishments of 6,745 sub-district administrative organizations around the country. Moreover, the new constitution has designated an increase in a more delegation regarding financial affairs. On this regard, the constitution has specified that the local administrative budget should not be less than 20 percent of an aggregated national budget in the fiscal year of B.E. 2544. And in the fiscal year of B.E. 2549, the local administrative budget should be less than 35 percent of the total budget. This incident resulted in an expedite effort towards decentralization made by the government in terms of money, work, and people. There were also many changes against various legislations and amendments of law in response to decentralization processes and a new legislation. Decentralization is seen as a means to build public participation in terms of policy designation, decision-making, economic, political, and social aspects. It also includes public control and verification against governmental operations (Kusuma Saengraksawong et al, 2018). The principle of local administration concerns about a delegation of power from a central unit into a local administration in order to initiate a self-administration based on the people's will in the respective area as specified in the Constitution B.E. 2540, Section 282. The local administration is expected to provide an extensive and thorough services that are hoped to serve particular needs of the people residing in each locality. On top of that, it is expected to support and promote the learning of democratic regime. If the local administration would achieve the designated goals, it must hold on democratic principle regarding the people's participation in managing their own sub-district administrative organizations in terms of policy formation, and economic, social, and political plan development. Besides, there must be an assessment towards the use of official power at every possible level. This is to guarantee that the operation of sub-district administrative organization would create the highest benefits based on the desire of the local people (Phramaha Seksan Panyavutho (Jommanee) et al., 2020).

The sub-district administrative organization as one of the local administration in Thailand has continuously developed into a much more concrete manner. This can be seen in the constitution of kingdom of Thailand B.E. 2540, Section 9, regarding local administration, and Sub-district Council Act as well as Sub-district Administrative Organization Act, including the amendments up until the 3rd copy B.E. 2542. The sub-district administrative organization is still holding tight on the decentralization concept in which the people's benefits are held up high. However, the previous decentralization in Thailand happened at the central unit in a form of a top down approach that delegated some authority over trivial public services to the local people and did not provide an opportunity to the people to get involved with the management of local government organizations (Athiwat Udomkantong and Alongkorn Arkkasaeng, 2561: 79). Therefore, in order to have efficient and beneficial operations towards local people, the participation from the people in managing various affairs by sub-district administrative organization becomes a basic important mechanism in order to achieve the goals based on people's participation. The said participation is autonomous and is to make independent decisions, having an allotment of power, equality within the society, social factor integration, personal rights protection, structural flexibility in operation, verifiableness, transparency, and the recognition of stakeholders' needs for resources (Anujit Chinasan, 2021).

The constitution of the kingdom of Thailand B.E. 2540 had an intention to give birth to people's participation in the government under the democratic regime both at the local and national level. Besides, much more emphasis was placed on the decentralization pertaining to local administration. Even though the constitution B.E. 2540 has been canceled, various Acts have

been in active based on the said constitution. At present, the constitution of the kingdom of Thailand B.E. 2560 has prescribed on local administration in Classification 14, Section 249, the State must provide local administration by holding on the principle of autonomy derived from the intention of local people. The establishment of local government organization depends on the basis of ability towards self-regulation in terms of income, number, population density, and responsible area (Wichan Ritthitham and Weerasak Bamrungta, 2021).

From the above reasons, the researcher has a keen interest in the study of people's participation in the administration of Huai Ruam Sub-District Administrative Organization, Amphoe Nong Bua, Nakhonsawan Province in order to discover the level of people's participation in the administration of Huai Ruam sub-district administrative organization in terms of decision-making, operation, benefit, and assessment aspect and to make some suggestions regarding the participation in the administration of the mentioned sub-district administrative organization.

## 2. Research objectives

1) To study the level of people's participation towards the administration of Huai Ruam sub-district administrative organization, Amphoe Nong Bua, Nakhonsawan province.

2) To compare the people's participation towards the administration of Huai Ruam sub-district administrative organization classified by personal factors.

3) To propose appropriate guidelines in people's participation regarding the administration of Huai Ruam sub-district administrative organization, Ampkoe Nong Bua, Nakhonsawan province.

## 3. Research Methodology

This is a quantitative research that is based on a survey method. The population of the study is the people from 11 villages in Tambol Huai Ruam, Amphoe Nong Bua, Nakhonsawan province at a total number of 4,010 individuals (Huai Ruam Sub-district administrative Organization, 2565). The sample size of the study is 351 persons and it is derived by using a table for determining sample size for a finite population prepared by Krejcie and Morgan (Syed Abdul Rehman Bukhari, 2021). The data were collected by using questionnaires. The collected data were then analyzed by using t-test, F-test, and Pearson correlation coefficient.

## 4. Research Findings

The study of "The Participation of People in the Administration of Huai Ruam Sub-District Administrative Organization, Amphoe Nong Bua, Nakhonsawan Province" has obtained the results as follows:

    1. The general information

       From the study, it was found that there are 351 respondents to whom 157 (44.73 percent) persons are males and the others are females (55.27 percent), 149 persons (42.45 percent) are with the age of below 40 years while 102 persons are over 40 (57.55 percent) years old. Out of this number, 300 persons (85.47 percent) were holding lower than a bachelor degree and 37 persons (10.54 percent) are with a bachelor degree or higher. There were 171 persons (48.71 percent) who engaged in agricultural activities, 24 persons (6.84 percent) working in governmental units or quasi-organizations, 98 persons (27.92 percent) were in trading business, and 50 persons (14.24 percent) were general employees.

    2. The participation of people in the administration of Huai Ruam Sub-district Administratiove Organization.

       From the survey, it was discovered that

2.1 The participation in the decision-making: the participation of people in the administration of Huai Ruam Sub-district Administrative Organization in term of a decision-making was at the moderate level (). The result showed that the highest level of people's participation is the exercise of voting right towards the election of member of the sub-district administrative organization council and sub-district administrators respectively.

2.2 The participation in the operation: the level of participation concerning the operation of Huai Ruam Sub-district Administrative Organization was at the moderate level. In this respect, the tax-payment operation as notified by the organization was at the highest level.

2.3 The participation in the benefit: the results showed the moderate level of people's participation in the benefit aspect. The highest value of participation lied on the religious activities organized by the sub-district administrative organization.

2.4 The participation in the assessment: the respondents had a low level of participation towards the operational assessment of Huai Ruam Sub-district Administrative Organization. The participation in collecting information used for the evaluation of various projects organized by the sub-district administrative organization showed at the lowest value.

The following Table shows the level of participation of the respondents classified by each item.

Table 1: The level of participation of the respondents classified by each item

| Type of Participation | Mean | Standard Deviation | Result |
|---|---|---|---|
| Decision-making | 2.7665 | .61783 | Moderate |
| Operation | 2.6243 | .64491 | Moderate |
| Benefit | 2.7111 | .67525 | Moderate |
| Assessment | 2.5135 | .65257 | Low |
| Total | 2.6786 | .57689 | Moderate |

3. The comparison of the people's participation towards the administration of Huai Ruam sub-district administrative organization classified by personal factors.

The results revealed that people with differences in marital status and occupation have a difference in level of participation towards the administration of the sub-district organization. The following Table 2 and 3 demonstrates the comparison between personal factor and the participation of the people in the administration of Huai Ruam Sub-district Administrative Organization.

Table 2: The comparison between marital status and participation

| Marital Status | Mean | S.D. | F | Sig. |
|---|---|---|---|---|
| Single | 2.4760 | .56711 | | |
| Married | 2.7692 | .54681 | | |
| Divorce | 2.7408 | .81944 | 8.084 | .003 |
| Widow/Windower | 3.1536. | .35158 | | |
| Total | 2.6786 | .57589 | | |

Table 3: The comparison between occupation and participation

| Occupation | Mean | S.D. | F | Sig. |
|---|---|---|---|---|
| Agriculturists | 3.0289 | .54037 | | |
| Gov. officers and State Enterprise Employees | 2.7394 | .56802 | 8.388 | .000 |

| | | | | |
|---|---|---|---|---|
| Business Entrepreneurs | 2.6621 | .48501 | | |
| General Employees | 2.4712 | .59000 | | |
| Others | 2.3359 | .51253 | | |
| Total | 2.6786 | .57184 | | |

4. The proposal of appropriate guidelines in people's participation regarding the administration of Huai Ruam sub-district administrative organization, Ampkoe Nong Bua, Nakhonsawan province.

4.1 The participation issue: the respondents expressed their views against the administration of Huai Ruam Sub-district Administrative Organization in the respective manners. 1) The Huai Ruam Sub-district Administrative Organization did not provide an opportunity for people to participate in its operation especially in the management issue. 2) The said organization did not provide sufficient information and relevant data for the people. 3) Most of the people did not express their ideas and/or concerns towards various projects organized by the sub-district organization due to the lack of information. 4) The community leaders did not provide sufficient and comprehensive information regarding the development of community infrastructure. And 5) Most of the activities being held by the said sub-district administrative organization did not have an assessment method/form so the assessment effort could not take place.

4.2 The guidelines for the participation: the sample group have proposed its ideas concerning the guidelines for the participation in the administration of Huai Ruam Sub-district Administrative Organization that: 1) the said sub-district organization should provide an opportunity for the people to participate in decision-making process and to extensively explain as well as to publicize various development projects that have impact on community. 2) The sub-district organization should encourage people to participate in various operations and to listen the voice of people by having a small forum in discovering genuine data of each village in order to arrive with a problem at the sub-district level. 3) The community leaders should thoroughly understand and uphold to the community resolution in proposing any possible development project to the sub-district organization committee. This is to make sure that the project is in response to the real needs and wants of the local people. And 4) The sub-district administrative organization should organize a systematic assessment towards each activity especially among the groups of youngsters and senior people.

## 5. Discussion
The study of "The Participation of People in the Administration of Huai Ruam Sub-District Administrative Organization, Amphoe Nong Bua, Nakhonsawan Province" found that: 1) the level of people's participation towards the administration of Huai Ruam Administrative Organization was at the moderate level. This is in relevance to the research undertaken by Patcharin Sopa and Sittidej Sirisukkha (2016) on "People Participation in Management of Subdistrict Administrative Organizations in Phetchaburi Province" in which it revealed that the people participation in a subdistrict administration organization was at moderate level. The descendible level of participation started from participation in decision-making, beneficiaries, operation, and finally evaluation perspective. The results of this particular study is also in line with the work being done by Batong Sub-district Administrative Organization (2018) on the "4-Year Development Plan" in which it concluded that people participation in the administration of Batong sub-district administrative organization, Rueso district, Narathiwat

104

province was at the moderate level. 2) The comparison of participation towards the administration of Huai Ruam Sub-district Administrative Organization classified by the personal factors found that people with different marital status and occupation have differences in level of participation. This findings are in the congruence with the discoveries of Phramaha Seksan Panyavutho (Jommanee), Suraphon Promgun, and Pasakorn Dokchan (2021) in their research title called "The Public Participation in Government of Sripana Sub-district Municipality, Seka District, Bueng Kan Province" in which it concluded that sex, age, and work experience have no relationship with the level of participation.

The research findings upon the guidelines for the participation of people in the administration of Huai Ruam administrative organization, Nong Bua district, Nakhonsawan province indicated that the sub-district organization should sometimes organize a meeting on public holidays in order to draw more people to participate into the program that has a great impact on community lives. The operations of the sub-district organization should concentrate on transparency and fairness. Moreover, the sub-district organization should establish an occupation promotion group to provide a support and assistance in a creation of suitable job for the people in the area. In term of education, the sub-district organization should provide more budget in basic education in the hope that public education would have a better quality at the same level of a private one. These guidelines are in the same direction of research work being done by Anujit Chinasan (2021) on "The Administration of Local Administrative Organizations in Excellency of Accountabilty and Encouragement on Citizens Participation: A Case Study of Local Administration in Nakhon Ratchasima" in which it wrote that the people's participation in the administration of sub-district administrative organization depends on the excellency of transparency and the promotion of people's participation through the application of work. And it is also in the same vein of work accomplished by Wichan Ritthitham and Weerasak Bamrungta (2021) on "Sub-district Administration Organization: The General Content, Statement of the Problem and Guidelines to Reform" in which it suggested that the reformation should be directed towards orders, legislation, supervision, budget increase, and participation from the people in term of management to examine rascality and misconduct of officers, members of the sub-district administrative organization council, and executives in order to maximize benefit for people in the sub-district.

## 6. Conclusion

The study of "The Participation of People in the Administration of Huai Ruam Sub-District Administrative Organization, Amphoe Nong Bua, Nakhonsawan Province revealed that the overall value of people's participation with regard to the administration of Huai Ruam sub-district administrative organization, Nong Bua district, Nakhonsawan province in terms of decision-making, operation, benefit, and assessment was at the moderate level. However, the study also pointed out that the participation regarding the assessment aspect was at the low level. The study has made some guidelines and suggestions in the effort to improve the level of participation from the people in the areas, for instance, the sub-district organization should consider holding up a meeting on public holidays in order to draw more people to join such a meeting and to discuss their ideas on important matters. Another suggestion included the extensive public relations on community plan to rest assure that the messages have been heard. The organization should organize a mobile unit to meet with the people at least once a year in order to listen to the problem or need of the people. On top of that, the sub-district administrative organization should adopt a referendum on the huge project that has great influence on every life in the community.

## 7. Suggestions

The study of "The Participation of People in the Administration of Huai Ruam Sub-District Administrative Organization, Amphoe Nong Bua, Nakhonsawan Province has made some suggestions as follows:

1.1 The participation in the decision-making. There should be a seminar for the people on the authority and responsibility of the members of sub-district administrative council. There should be an encouragement for the people to participate in making a community plans that would consequently appear in the sub-district development plan. The key focus is concentrated on the democratic regime and good governance.

1.2 The participation in the operation. The people should have an understanding of local election. The people should be stimulated, realize, and increasingly participate in local political activities by providing various types of opportunity in expressing the ideas.

1.3 The participation in the benefit. The people should get involvement in community development plan with the sub-district administrative organization. They should work with their respective villages in the organization of meetings to publicize information regarding the development in the areas. This is to create an opportunity to cooperate with the community activities and to impart towards the enjoyment of benefit from the development on equality basis.

1.4 The participation in the assessment. There should be a project or activity that arouses people to realize in the importance of political participation in a form of a representativeness. Also, the people should understand the importance of performance follow-up of the sub-district administrative organization with regard to the problem solution and the fulfilment of needs.

## 8. Future Research

The future research on people's participation regarding the administration of sub-district administrative organization should be conducted by using a mixed-research method in which the quantitative and qualitative research designs are utilized to collect, analyze, and interpret the data. Since many research questions cannot be fully answered by either quantitative or qualitative methods alone. Mixed methods studies use both qualitative and quantitative components and can be a good approach to more fully explore the research questions both in breadth and depth.

## 9. References

1. Anujit Chinasan. (2021). The Administration of Local Administrative Organizations in Excellency of Accountability and Encouragement of Citizen Participation: A Case Study of Local Administration in Nakhon Ratchasima Province. *NRRU Community Research Journal*, 15(1), 83-93.
2. Athiwat Udomkantong and Alongkorn Arkkasaeng. (2018). The Desire for Public Services of the People Against Sub-district Administrative Organization: The Proposal of a Bottom-up Decentralization. *Journal of Politics and Governance, 8*(3), 79-97.
3. Batong Sub-district Administrative Organization. (2018). The 4-Year Development Plan of Batong Sub-district Administrative Organization, Rueso District, Narathiwat Province. Narathiwat: Batong Sub-district Administrative Organization.
4. Government of the Netherlands. (2022). Citizen Participation. Retrieved from: https://www.government.nl/topics/active-citizens/citizen-participation on 16 October 2022.

5. Huai Ruam Sub-district Administrative Organization. (2022). Basic Information. Retrieved from: https://www.huairuam.go.th/condition.php on October 20, 2022.

6. Kusuma Saengraksawong, Phra Nattapong Yarnmethee, Phra Nattapong Sirisuwanno, Punyada Jonglaaid, and Tippawan Chandra. (2018). The Participation of People in Administration: A Case Study of Ratapum Sub-district Administrative Organization. *Journal of Buddhistic Sociology, 3*(1), 18-28.

7. Nasir Uddin. (2019). Empowerment through participation in local governance: the case of Union Parishad in Bangladesh. *Public Administration and Policy, 22*(1), 40-54.

8. Patcharin Sopa and Sittidej Sirisukha. (2016). People Participation in Management of Subdistrict Administrative Organizations in Phetchaburi Province. *Veridian E-Journal, Silpakorn University, 8*(1), 383-397.

9. Phramaha Seksan Panyavutho (Jommanee), Supaphon Promgun, and Pasakorn Dokchan. (2021). The Public Participation in Government of Sripana Sub-district Municipality, Seka District, Bueng Kan Province. *Phimoldhamma Research Institute Journal*, *8*(2), 95-106.

10. Syed Abdul Rehman Bukhari. (2021). Sample Size Determination Using Krejcie and Morgan Table. Retrieved from: https://www.researchgate.net/publication/349118299 on October 21, 2022.

11. Wichan Ritthitham and Weerasak Bamrungta. (2564). Sub-district Administration Organization: The General Content, Statement of the Problem and Guidelines to Reform. *Journal of MCU Nakhondhat*, *8*(5), 1-16.

12. Russamee Tongsiripaisri, Wijittra Srisorn, and Sunthan Chayanon. (2022). Community Participation in Administration of Pathum Thani Municipality, Pathum Thani Province. Community Participation in Administration of Pathum Thani Municipality, Pathum Thani Province. Journal of Legal Entity Management and Local Innovation, *8*(2), 211-226.

➢  *This research presented on International Conference on International Conference on Political Science and Management in Post-Pandemic (PSMP) : Paris/France, March, 01ˢᵗ -05ᵗʰ , 2023*

# Dispute in the South China Sea: The Roles of the Thai Government

**Wassana Aonpom[a*], Santhan Chayanon[b], Wijittra Srisorn[c], Jagraval Sukmaitree[d]**
[abcd] College of Politics and Government, Suan Sunandha Rajabhat University, Thailand
Corresponding Email Address of Corresponding Author: wassana.ao@ssru.ac.th

## Abstract

The South China Sea is a strategic location in the region. With an area of approximately 3.5 million square kilometers is surrounded by many mainlands and islands and is an important shipping route that has been connecting the Pacific and Indian oceans since ancient times.
The purpose of academic articles is to study the dispute in the South China Sea and its impact on Thailand by studying the condition. Problems in the South China Sea include disputes over obtaining information that affect the Thai government's role. Therefore, it is important both in the economy and in the strategic field. The surrounding countries are trying to claim possession and resolve disputes in the South China Sea, including: 1) claiming ownership in the South China Sea 2) Benefits of national management of areas, especially natural ownership resources 3) Security Strategy in the South China Sea For Thailand's role in the South China Sea dispute, it should show the most neutral attitude and support peaceful resolution to create regional security based on national interests in area management, especially natural resources. It is critical to work together. Part of the strategic issue is that security should be used as an important strategic point to benefit Thailand the most. Without taking part in one side and finding useful opportunities for Thailand to maximize national interests.

**Keywords:** dispute, South China Sea, roles of the Thai government

## 1. Introduction

The South China Sea is a strategic location for the region. With an area of approximately 3.5 million square kilometers Surrounded by many mainland and islands and has been an important shipping route connecting the Pacific and Indian oceans since ancient times. (Robert Kaplan, 2014) It is also estimated that the southern seas of the South China Sea have enormous marine resources, resulting in the South China Sea having political geographic importance, stableness and economy as follows

1) geopolitics The South China Sea is an important strategic point in balancing the power of various superpowers, especially between the United States and China. Countries with sovereignty over the South China Sea will be able to control trade routes, navigation and expand military influence in the South China Sea problem zone. Not directly related to Thailand but affecting the South China Sea Waters

2) South China Sea Security is the passage of one of the three major shipping routes in the world through the South China Sea

3) Economic South China Sea is one of the world's most important fishery sources and is also expected to be a natural resource. By the US National Energy Information Agency (US Energy Information Administration: EIA) The South China Sea is a fishery resource. And important biodiversity, including coral reefs Which is an important spawning of marine organisms Conflicts and disputes in The South China Sea has occurred between China and 5 nations, namely Malaysia, Indonesia, Philippines, Vietnam and Brunei Darussalam for the first time in the late Christian decade. (Brunei Dalussalam) The dispute arose in 1980 between

China and Vietnam, with Chinese warships sinking. 3 Vietnamese ships near the coral island In the year 1988, this incident killed 70 Vietnamese sailors, and it is the most contentious point for the Spratly Islands and the Paracel Islands. There are many nations represented, including both Chinese and five national members. assert rights and authority Sovereignty over the said islands which has enormous natural resources, oil, and natural gas under the sea. In addition, the South China Sea is an important shipping route in the world. If any country can control the said shipping route, it will have a huge advantage in the strategy and security of the region (Sirom Phaksuwan 2017, Page 63), which is therefore important both in the economy and in the strategy. The surrounding countries are trying to claim possession and resolve disputes in the South China Sea, including: 1) claiming ownership in the South China Sea 2) National interests in area management, especially natural resources 3) Security strategy in the South China Sea This academic article has been studied to know the source of the problems and the importance of disputes in the South China Sea in order to continue to make proposals for resolving conflicts and disputes in the South China Sea.

## 2. Literature Review
### 2.1 Realism
The realist concept sees "state" as the main indicator of international relations. which is based on the actual phenomenon An important principle of realism is power and security, with the state trying to increase and balance power in order to secure and stop potential aggression. The state is not based on morality. And ethics and justice depend on the equality of power. States with equal powers will treat each other equally, but states with different powers will treat each other differently. Thomas Sides, a Greek historian and political philosopher, wrote about the history of this open war. (The History of the Peloponnesian War) is about the war between the Spartan state and the state of Athens during the period from 500 to 411 BC. In the end, the war broke out because Athens, a powerful state in the region at the time, saw the growing Athens powder as a threat to Sparta's security. (Thucydides, 1972, p.23)

### 2.2 National benefit concept (National Interest)
Mr. Hans J. Morgenthau defines national interests as follows: The one state operates any policy with the objective of protecting sovereignty. Political system, economy, religion, language, ethnicity, from other national invasions. States may implement a cooperative policy, compete in a balance or partner By helping each other to achieve the aim that the state will implement foreign policy on the foundation of national interests, and each state will do everything to protect its interests, which is Determining the actions of the state that gives the state power And the power that will allow to control other states by factors that give other states power over other states, including geographic factors Natural resources Industrial performance Military forces National characteristics Morale of national strength Government ability (Theodore A Couloumbis and James H. Wolfe, 1978, p.78)

Joseph Franket sees that national interests have 3 levels. (Charivat Santaputra, 1985, p.68.) As follows
1) Desire level (aspirational level)
2) Operating Level (Operational level)
3) Explanatory and political level

## 3. Conflict in the South China Sea
### 3.1 Claiming ownership in the South China Sea
1. Claiming the ownership of the country in the South China Sea
1.1 China is a country that claims about 80 percent of the South China Sea area. Including

ownership of all islands in the South China Sea as well By citing historical evidence from the dotted line map Or the U (U-Shape line ) line map, as well as claiming to be "Unbeatable sovereignty. "(indisputable sovereignty) With historical evidence from the Eastern Han Dynasty ( c.Prof. 23-220) that the Chinese have known the islands that have been muddled. Including China, the first country to rule the Spratly Islands in an entity, will look like in the Yuan Dynasty. ( C.Prof. 1279-1368) In addition, a map of the Chinese official of the Qing Dynasty written in the year C.Prof. 1724, 1755, 1810 and 1817 all indicate that 1767, this archipelago belongs to China ( Civil Rights, 2011 )

1.2 Taiwan. The reason Taiwan uses ownership claims is the same set of data as China.  But after the Kuom in party lost the war to the Communist Party And asylum came to establish a firm presence in the island of Taiwan While China is still experiencing political problems within Taiwan, claiming ownership of the Spratly Islands By occupying the is land. The largest is called Taiping Island, which has fresh water sources and airport construction

1.3 The Philippines has cited international law for closeness based on the continental shelf. Which can claim the ground 200 nautical miles from the continental shelf, which the Philippines has claimed ownership over the Sokroskarborough rock line With a distance of approximately 100 nautical miles from Philippians

1.4 Vietnam argued for Chinese ownership that before the 1940s China had never occupied or claimed ownership over the Spratly and Parasail Islands before. With historical documents claiming that the territory of both islands has been under the rule of Vietnam since the 17 th century

1.5 Malaysia and Brunei, both countries, have cited UNCLOS 1984, which states that new born countries can claim 200 nautical miles from the coast as a specific economic zone (EEZ ) of that country, causing both Malaysia and Brunei to claim ownership over some parts of the Spratly Islands, but Malaysia Claiming some filthy stone ownership, but Brunine, but only ownership over marine areas (BBC, 2013)

2. The issue of the legitimacy of the claim of ownership, however, countries in the South China Sea

2.1 Issues of claim legitimacy and sovereignty in nine dotted areas under sea law despite the fact that the time limit for Chinese claims will occur in the year 1449, before the 4 Sea Law principles in the year, Prof. 1958 (Asian Peace and Reconciliation Council (APRC), 2016), including before the Sea Law Act of the year C. Prof.1982 Such claims may be cited if they comply with international law principles. (International Customary Law) Incidentally, the claim of sovereignty over the islands in the South China Sea under the nine-point dash seems to have no significant implications. Clearly, there was stability at the start. However, over time, China has never shown a value that will reduce the level of demand or a manner to show the exercise of rights in accordance with current sea law. Therefore, causing ambiguity and arguments based on two sea laws, such as claims and sovereignty in the territorial sea, Principles Claiming sovereignty Specific economic zones claims by the continental shelf

2.2 Issues of the legitimacy of historical territorial claims in accordance with the judgment of the World Court (Asian Peace and Reconciliation Council (APRC), 2016). Ambiguous historical territorial claims seem to match the needs of China the most

*3.2 National interests in area management, especially natural ownership resources*

Every government has a policy hilly to protect the interests of the country or the national interests in a way that can survive the country. Stable and completely opaque, wealth under balanced world order as well as being able to maintain honor and dignity in the world lynx, as well as to promote the ideology that is social patterns of citizens for the advancement of the country's front paragraphs. (Evans, Graham and Newnham, Jefirey, 1998, pp. 344-346) But

the operation of the roadmap to preserve the results The national yolks that appeared in the international political arena during the 20th and early 21st centuries were the implementation of the strategic partnership (Strategic Partnership).To national security and national interests more complex and beyond the capabilities of any country, By covering various fields such as fishery cooperation Sustainable fishery management Joint research in science Environmental protection Research Marine animal research Joint venture to protect the environment Joint management of freedom of navigation and flying through airspace Providing assistance Humane and disaster Air safety And tourism cooperation, etc

Disputes in the South China Sea are complex, unconcluded, with only negotiations. The countries involved must have political commitment. (political will) To overlook claims and cooperate for the benefit. Public In the high-level seminar "Functional Cooperation: A Move for Peace and Prosperity in the South China Sea "on July 12.Prof. 2016 at Vientiane The meeting agreed that functional cooperation is a mechanism that can build trust, reduce tension. And create familiarity between the parties before discussing the claim. In addition, functional cooperation is within the framework of the UNCLOS and the chapters 6 of the DOC, therefore not contrary to the COC negotiations in the South China Sea. ( Morphology, 2017)

Prof.Special Dr. Surakiat Sathai, President of AsianPeace and Reconciliation Council (APRC) Former Deputy Prime Minister and Foreign Minister explained in the above meeting that functional cooperation means cooperation for joint development in any field that Each party is ready to agree on andCan be a mechanism to lead cooperation and peace in the South China Sea ( Morphology, 2017)

U.S

1) aspirational level of national interest, being the only superpower in the world and in the region

2) operational level of national interest Stability and stability in the South China Sea and protect the economic interests of the United States by confirming freedom of navigation and flying through airspace in the South China Sea

The interests of the United States are stability and stability in the South China Sea and freedom of navigation and flying through airspace. Therefore, the United States is expected to accept cooperation, develop areas in a functional cooperation that will reduce tensions in the South China Sea and create an atmosphere that will lead to Peaceful dispute resolution ( Morphis, 2017 )

In practice it is expected that China is ready to listen to proposals for cooperation to develop areas in a functional cooperation in a bilateral form with countries that claim overlapping rights with China because of the functional cooperation. It is acknowledged that China has the right to the disputed area along the 9th dash by Ms. Lada Bhumasat.Director of the East Asian Division 3 ( Responsible for China ) Department of East Asia Ministry of Foreign Affairs Noted that it must distinguish identify) issues that can actually be collaborated and have a political commitment to push for greater cooperation, if China has a leading roleIn determining the cooperative branch instead of ASEAN, there may be no balance in benefits. ( Morphology, 2017 )


**4. ASEAN**
1) aspirational level of national interest occupies the area in the South China Sea as claimed
2) operational level of national interest Stability and stability in the South China Sea with a balance between superpowers
In practice, ASEAN Member States must allow China and be ready to adjust their positions to avoid confrontation and maintain peace and stability in the South China Sea. Representatives

of ASEAN Member States participating in the Advanced Seminar "Functional Cooperation: A Move for Peace and Prosperity in the South China Sea " on July 12.Prof. 2016 in Vientiane agreed that functional cooperation is a practical way in practice. (genuine and plainible pathway) that will lead to peace and security in the South China Sea. (Morphorat, 2017)

Thailand should support cooperation in the development of functional cooperation, which will benefit all parties. Thailand may offer examples of the Joint Development Area (DA ) Thailand-Malaysia as an example of joint exploration and drilling of oil and gas in the southern part of the Gulf of Thailand that has not yet established a boundary which has an effect almost 40 years

In addition, Prof. Dr. Krieng Sikkitichai, Thai Ambassador to the Russian Federation which has been elected to the position of judge of the International Sea Law Court, suggests that Thailand may study the case of the Antarctica Treaty (Antarctic Treaty) to help support the achievement of the cooperation goal. functional cooperation Thailand should push the proposal with China and ASEAN Member Countries in both official ASEAN meeting and Campaign Support Outside the meeting When member countries agree to support the proposal, China should propose to consider the ASEAN-China meeting framework and propose the issue. Functional cooperation Is one of the topics of the COC to further study and discuss the branch of cooperation (Apirat, 2017)

## 5. Security strategy in the South China Sea Marine security

The navy is the main unit to protect the interests of the maritime nation, both in normal conditions and in conflict. Therefore, there are important and challenging missions to maintain maritime security as a guarantee of the benefits. The benefits of the national maritime And the economic progress of the country due to scope of responsibility of the sailors That must operate in a vast national maritime territory on both the Gulf of Thailand And the Andaman Sea side The length of the coast is over 2,815 kilometers and covers a maritime area of approximately 314,000 square kilometers. And also includes areas outside the maritime boundary of Thailand in protection of Thai marine activities in almost every region of the world (Navy, 2022)

In addition, the navy must develop and increase the capacity of sufficient weapons to guarantee the safety of maritime operations that will bring national interests to the maritime in both the maritime territories of Thailand. And areas in which Thailand participates As well as having sufficient potential to be able to protect suppresses of conflicts in maritime areas that also affect the atmosphere of the use of the sea in Thailand. (Navy, 2022)

4.20 year national strategy

So that Thailand can upgrade development to achieve the vision "Thailand is stable, sustainable congestion is a developed country. With the development of sufficient economic philosophy" And the above national development goals It is therefore necessary to establish a long-term national development strategy that will make Thailand stable in independence and sovereignty. (National Strategy.Prof. 2018 – 2580, 2018)

The development of the country during the period of the strategy, Sati will focus on balancing the development of economic, social and environmental security. With the participation of all sectors in the form of "state championships" Consisting of 6 strategies, including national security strategy National strategy for creating competitiveness Za strategy for development and capacity building, human resources National strategy for creating opportunities and social equality Satan strategy for creating quality growth Life that is friendly to things Siege and strategy of balance and development of management systems government management In relation to the national security strategy as follows: ( National Strategy.Prof. 2018 – 2580,

2018 )

1) Maintaining peace within the country to strengthen peace and order with the nation, home, city, providing the main institution with stability as a sustainable center of mind. People are well-being, safe in both life and property. Society is strong, harmonious and generous, ready toWill solve national problems

2) Prevention and resolution of security-related problems to solve existing problems quickly and quickly. And prevent new problems from occurring, which will result in management and development of the country in all areas, continuing and smoothly.The philosophy of an economy is sufficient, which is the key to achieving sustainable development goals

3) Developing national potential to face threats that affect national security

4) Integrating security cooperation with ASEAN and internationally Including government organizations and non-governmental organizations

5) Developing a holistic security management mechanism for important mechanisms to work more efficiently Can truly promote and support national administration and development, concrete, good governance principles And strict and effective law enforcement Can eliminate corruptionAnd seriously misconduct Rest assured that the agency is responsible for both primary and secondary, as well as dealing with all current and future threats

## 6. Conclusion

Summary of the Thai government role

The best situation analysis (best case scenario) To the worst situation (worst case scenario) that may occur, it is found that Thailand will not lose any benefit if Thailand actively implements the policy (active hole) under the ASEAN framework and pushes the attitude to the point. That will not affect good relations with China. That is to say, Thailand should reduce its role. (passive hole) At the point of eating China. Thailand will benefit from the success of the bridge and the proponents of the solution to the South China Sea as a sea of peace, stability, prosperity and development. Sustainable In addition, Thai people are proud that Thailand has played a role in reducing tensions in the South China Sea and creating an atmosphere conducive to the conclusion of the COC as a framework for managing disputes in the South China Sea. In formulating policies for the South China Sea Thailand must accept the steps of China's superpower and may have to convince ASEAN member countries to assess the situation as a matter of fact. Thailand may resolve disputes arising from claims of overlapping rights peacefully. Which is in line with the realist concept (Realism)

The policies of the countries involved in the South China Sea are determined by national interests. Therefore, in order to resolve disputes in the South China Sea, each country must adjust its views and have a political commitment to find mutual benefits in resolving the South China Sea. Each country should adjust the view (perception) to be as real as possible (reality)So it is best to assess the situation in the past. China used to adjust its attitude by adjusting 11 dashes to 9 dashes to support the reality situation that is conducive to Chinese national interests at that time. Therefore, if China is ready to adjust the level of National benefits (perception of national interest) will also help resolve disputes in the South China Sea, which is in line with the national interest concept. (National Interest) Thailand will not lose any benefit if Thailand actively implements the policy. (activerole) within the ASEAN framework and pushes the attitude to the point of not affecting good relations with China. That is to say, Thailand should reduce its role. (passive role) At the point of affecting relations with China Thailand should take advantage of being an unqualified and friendly country with a country that claims to be a bridge builder and a problem solver within. Under the framework of international law and practice Solving peaceful means and promoting the South China Sea

113

as a sea of peace, prosperity, stability and sustainable development (Sea of Peace, Prosperity, Stability and subtainable Development) by proposing to add the word " prosperity " (prosperity) Because prosperity in the South China Sea is a common goal of all parties and will help support economic development. Of the region For the role of Thailand in the dispute, the South China Sea should show the most neutral attitude and support peaceful resolution to create regional security based on national interests in area management, especially natural resources, is important. As for security strategy issues, it should be used as an important strategic point to benefit Thailand the most. Without parting with one side and finding useful opportunities for Thailand to protect the most national interests.

## 7. References

1.  Navy . (2022). Navy strategy. Retrieved from From https://www.navy.mi.th/index. php/main/detail/content_id/21447. On 4 September 2022.
2.  Thythaya surrendered. (2013). South China Sea problems with Thailand's security impact. Security booklet Education. (132-133).
3.  Morphology. (2017). Personal study report on Thailand to the South China Sea and looking ahead. Institute of Foreign Affairs, Taowwatopk Ministry of Foreign Affairs.
4.  Sirom Phaksuwan. (2017). ASEAN and the conflict in the South China Sea. *Asian Journal of Hearing Education center Asia Faculty of Political Science Ramkhamhaeng University.* 4(8), 69-87.
5.  Civil Rights, Commonwealth. (2011). China and the islands in the South China Sea. [ Online]. from http://www.manager.co.th/China/ViewNews.aspx?NewsID=9540000 041572&TabID=2&. on 2 September 2022.
6.  Constitution of the Kingdom of Thailand 2017. (2017). Government Gazette. Book 134, Episode 40 A.
7.  National Strategy.Prof. 2018 – 2037. (2018). National Strategy.Prof. 2018 – 2037. Government Gazette. book 135 Episode 82a October 13, 2018.
8.  Wikipedia, the free encyclopedia. (2022). United Nations Convention on the Law of the Sea. [ Online ]. https://th.wikipedia.org/wiki/ United Nations Convention on the Law of the Sea. on 10 September 2022.
9.  Asian Peace and Reconciliation Council (APRC), "Functional Cooperation: A Move for Peace and Prosperity in the South China Sea, High Level Seminar Summary in Vientiane, 12 July 2016.
10. BBC. (2013). "Q&A: South China Sea Dispute, " [Online]. Available from: http://www.bbc.com/news/world-asia-pacific-13748349. On 2 September 2022.
11. Charivat Santaputra. (1985). Thai Foreign Policy 1932-1946, (Bangkok Thai Khadi Research Institute, Thammasat University.
12. E. H. Carr. (2001). The Twenty Years' Crisis, 1919-1939. An Introduction to Study International Relations, New York, NY: Palgrave.
13. Evans, Graham and Newnham, Jeffrey. (1998). The Penguin Dictionary of International Relations. London: Penguin Books.
14. Korab-Karpowicz, W. Julian. (2017). "Political Realism in International Relations", The Stanford Encyclopedia of Philosophy.
15. Robert Kaplan. (2015). Asia's Cauldron: The South China Sea and the End of a Stable Pacific, Random House: inc.
16. Theodore A. Couloumbis and James H. Wolfe. (1978). Introduction to International Relations: Powerand Justice, Fourth edition, Englewood Cliffs, New Jersey: Prentice Hall.

17. Thucydides, M. I. Finley, Rex Warner. (1972). History of the Peloponnesian War Paperback, Harmondsworth, London: Penguin Books.

➢   *This research presented on International Conference on International Conference on Political Science and Management in Post-Pandemic (PSMP) : Paris/France, March, 01ˢᵗ -05ᵗʰ , 2023*

# The Relationship between Students' Personal Factors and Cognitive knowledge of the Soft Power Principle of Foreign Policy of South Korea

**Boriboon Chalong[1] , Tawat Phumdara[2], Yaowaluk Chaobanpho[3] Jagraval Sukmaithree[4]**
[5] College of Politics and Government, Suan Sunandha Rajabhat University, Thailand
*E-mail: boriboon.ch@ssru.ac.th*

## Abstract

The objectives of this research were (1) to study the level of students' knowledge and understanding of Soft Power principles in foreign policy of the South Korean government, (2) to study the relationship between students' personal factors and their cognitive knowledge in Soft Power principles. of South Korea's foreign policy; (3) to suggest ways to develop knowledge and understanding of Soft Power in the country, and to apply it as a public policy for Thailand.

The research study is quantitative research. The target population and the sample group are students of Bachelor of Political Science, College of Politics and Governance, Suan Sunandha Rajabhat University, 235 students. The tools used for data collection were questionnaires. The basic statistics used in the research were descriptive statistics such as frequency, percentage, mean and standard deviation. The statistics used to test the hypothesis were influential statistics, Chi-Square statistics to find the relationship.

The results showed that most of the respondents were female students with 175 people, representing 74.50 percent, and most of them studying international relationship with 121 people, representing 51.50 percent, and most of them were third-year students with 127 people accounted for 54.00 percent

The level of students' cognitive knowledge in the Soft Power Principles of South Korean Foreign Policy. Overall, it was at a *high level* with the arithmetic mean $\bar{x}$ = 3.56 and the standard deviation S.D. =0.807

When analyzing each aspect, it was found that the level of students' cognitive knowledge in the Soft Power Principle of South Korea's foreign policy in *terms of culture at a high level* with the arithmetic mean $\bar{x}$ = 3.84 and the standard deviation S.D. = 0.926

for the level of students' cognitive knowledge in the Soft Power principles of South Korea's foreign policy in *terms of foreign policy* moderate with an arithmetic mean $\bar{x}$ = 3.30 and a standard deviation S.D. = 0.898.

Finally, the level of students' cognitive knowledge in the Soft Power principles of South Korea's foreign policy in *terms of values* was at a moderate level. with the arithmetic mean $\bar{x}$ = 3.37 and the standard deviation S.D. = 0.907

For hypothesis testing, it was found that

1) Student's gender have correlation with students' level of cognitive knowledge in the soft power principles of South Korean foreign policy at statistically significant at the 0.05 level with Pearson Chi-Square value = 52.070, P-value = 0. 041 (less than 0.05, therefore accepting the research hypothesis).

[1] Boriboon Chalong
[2] Tawat Phumdara

[3] Yaowaluk Chaobanpho

[4] Jagraval Sukmaithree

[5] College of Politics and Government, Suan Sunandha Rajabhat University, Thailand

2) Fields of study have no correlation with students' cognitive knowledge in the Soft Power principles of foreign policy of South Korea at a statistical significance of 0.05 with a Pearson Chi-Square value of 28.808 and P-value of 0.797 (greater than 0.05, therefore rejecting the hypothesis. research)

3) The Level of academic year have no correlation with the level of students' cognitive knowledge in the Soft Power principles of South Korean foreign policy with statistical significance at the 0.05 level with the Chi-square testing Pearson Chi-square 92.435 and the P-value = 0.857 (greater than 0.05, therefore rejecting the research hypothesis).

**Keywords**: Relationship, Physical factors, Cognitive Knowledge, Foreign policy

## Introduction

"Soft Power" in international relations refers to the power to persuade or persuade other countries to act according to their will. By creating charm, image, admiration and willingness to continue to cooperate.

Many scholars believe that this type of power is more acceptable than hard power or compulsory power like military power. Joseph Nye, who proposed this framework, stated that Soft Power's power resources are divided into three areas: culture, values and foreign policy. At present, many countries have turned their attention to this soft power. Especially superpower countries such as the United States of America, China, Japan and South Korea because it is a power that creates wide charm, unlike Hard Power, which often has problems in gaining acceptance in the modern world.

After the Cold War ended in 1991, South Korea developed more international cooperation in various areas both regionally and globally, such as economy, finance and environment. It has also shifted its focus to soft power, one of the main pillars of foreign policy in the wake of South Korea's desire to strengthen its competitiveness following the 2017 Asian financial crisis. 1997

South Korea has adjusted the country's economic strategy. Instead of focusing on exporting heavy industrial goods such as automobiles, it has shifted to promoting popular culture products to revitalize its economy. Superpowers such as China, Japan, and Russia make South Korea's hard power use insufficient for protecting and developing the country. South Korea has turned to focus on soft power in foreign policy to enhance its country's status (Lee, 2009:1). The Korean government has focused on promoting Korean popular culture for two reasons. Create economic benefits from the export of cultural products. and second is the need to create pride in one's nationality (Kitti Prasertsuk, 2019: 127).

After that, the Korean cultural wave Or in Korean called "한류" (Hallyu) began to gain widespread popularity all over the world. It started from the movie and musical industry.

These trends also affect other industries in South Korea, such as tourism. Korean restaurants abroad, cosmetics, fashion items, technology, electrical appliances Including traveling to study in Korea, which has become increasingly popular and can generate enormous income for South Korea.

In Thailand, the first movie that made Korea known among Thai people was "My Sassy Girl" (Prapavee Siwawetkul, 2013). After that, Thailand began to import more Korean series. By the very popular stories such as "Autumn in my heart" and "Full Hose" "to achieve success. The male lead of the movie is Rain, who is a singer and has become famous. and caused a large amount of Korean music consumption (Tayakorn Sae-Tae, 2008)

From then on, major music labels in Thailand continually brought in artists from Korea to meet

117

the demand. The artists that were very popular in Thailand at that time Rain, Dong Bang Shin Gi, Big Bang, Super Junior and Wonder Girls, etc. (Prapavee Siwathekul, 2013)

Thai society has been influenced by cross-cultural communication which has a large flow of information as well with exposure to both cultures from the west and from the east Raise yourself like a transnational culture that has an influence in Thai society, such as a culture in the Japanese style from TV dramas, etc. And vice versa when looking at the flow of Thai culture to other countries. The Ministry of Culture and various agencies It has been prepared as well, such as sending Thai dance performances to show abroad. But on the other hand, Thai society also opened a lot of cultures from foreign countries as well. It can be said that Thai society does not blocked the flow of multinational media.

It can be said that South Korea has been successful in adjusting the country's economic policy strategy who have turned to promote South Korean popular culture to the world to want to create economic benefits and to want to build their own national pride by using Soft Power according to the theory and concepts of Joseph Nay, an American theorist. who invented the Soft Power Theory and used it to develop the country for economic prosperity.

For Thailand, the concept of Soft Power is still a new concept that will be incorporated into economic policies to effectively create wealth and stability in the economy. With no thorough study in terms of both academic principles and suitable examples. Despite the absorption of South Korea's Soft Power policy.

And with the knowledge and understanding of the aforementioned principles as the basic foundation, it is still not enough. from such condition the researcher is therefore interested in conducting a research study on "The relationship between students' personal factors and the knowledge and understanding of the Soft Power Principle of Foreign Policy of South Korea to know the level of knowledge and understanding of the Soft Power Principle of Foreign Policy of South Korea. that there is any level and including the relationship between personal factors and knowledge and understanding of the Soft Power principle of Korea's foreign policy whether there is a relationship or not.

**Research question**

1) Cognitive knowledge of political science students at the College of Politics and Government Suan Sunandha Rajabhat University in the Soft Power Principle, the policy of the South Korean government. Which is the level?

2) There was a relationship between students' personal factors and their level of Cognitive knowledge in the Soft Power principle of South Korea's policy, or not, how?

**Objectives**

The objectives of this research were

1) To study the level of students' cognitive knowledge in Soft Power principles of foreign policy of the South Korean government.

2) To study the relationship between students' personal factors and Cognitive knowledge in Soft Power principles of South Korea's foreign policy.

3) To suggest ways to develop Cognitive knowledge in Soft Power principle in the Thailand, and to apply it as a next public policy formulation development for Thailand.

**Hypothesizes**

1) The Gender of students were correlated with Cognitive knowledge in the Soft Power Principle of the foreign policy of the South Korean government.

2) Fields of study of students were related with their Cognitive knowledge in the Soft Power Principle of the foreign policy of the South Korean government.

3) The level of academic year of students were correlated with Cognitive knowledge in Soft Power principles of the foreign policy of the South Korean government.

## Literature review
### *The Concept of Cognitive*

Cognitive is something that is accumulated through study, research, or experience, including practical abilities and comprehension skills or information gained through experience, what has been received, heard, heard, thought, or acted. Professional organizations in each field as defined by the Royal Institute Dictionary (2003) and Bloom (Bloom, 1980) have classified the meaning between knowledge and understanding for the purpose of meaning as follows:

Knowledge refers to the behaviors and situations that emphasize memory, whether they are recalled or recollected. These are situations that occur as a result of learning, beginning with the collection of material until it develops into a state of knowledge. Further complexity is that knowledge may be separated into specialized knowledge and universal knowledge, for example. Comprehension is an important step in communicating meaning through cognitive abilities and skills which may be achieved through the use of oral, written language or symbols. understood, can be divided into 3 The model is interpretation, interpretation and reference summary, which is consistent with (Sipol Ruenjaichon, 2006) given the meaning of the word knowledge according to Kut's Dictionary of Education (Good, 1973). As facts, criteria, and details that human beings have obtained and accumulated, similar to the meaning in The Lexicon Webster Dictionary (The Lexicon Webster Dictionary, 1997), which defines knowledge as knowledge. Knowing about facts, rules, structures arising from study or searching, or knowledge about places of delivery or persons obtained from observations, experiences, or reports, fact recognition must be clear and must be timely and close. With the meaning that Bloom (Bloom, 1980) has given that knowledge is about remembering specific things, remembering methods, processes or situations with emphasis on memory and (Sangchan Sophakarn, 2007) has given The meaning of knowledge means Perception of facts, events, details arising from observations, studies, experiences in both natural and social environments, basic knowledge or background of an individual, can be memorized or collected or measured and able to express in terms of observable or measurable behavior.

Bloom Taxonomy 1956: 62-197 (Chayanit Pluemudom 2014) According to Bloom's theory, knowledge can be classified into 6 levels as follows:

1. Knowledge (Knowledge) means learning that emphasizes on remembering and recalling thoughts, objects, and phenomena. which is a memory that starts from simple things that are independent of each other to the memory of complex and interrelated things

2. Understanding or Concept (Comprehension) is the intellectual ability to expand knowledge. Extensive memory away from the original sensibly. Behavior in the face of meaningful communication and the ability to interpret, summarize or clarify anything

3. Application (Application) is the ability to bring knowledge (Knowledge) to understand concepts. (Comprehension) in any existing issue to solve the novel problem of that matter. By using various knowledge, especially methods and concepts, combined with the ability to interpret. Summarizing or expanding that idea

4. Analysis (Analysis) is a competence and skill that is higher than understanding and applying. It is characterized by separating things to be considered into sub-related parts, including exploring the relationships of parts to see if the sub-components are compatible or not, which

119

helps to understand things. truly one thing.

5. Synthesis (Synthesis) is the ability to bring together parts or large parts together to form a single story. together to create a form or structure that is not yet clear, a process that requires creativity within the boundaries of a given thing.

6. Evaluation (Evaluation) is the ability to make judgments about ideas, values, results, answers, methods and content. For some purpose, with criteria as the basis for judgment, evaluation is regarded as the highest stage of cognitive traits. (Characteristics of cognitive domain) that requires knowledge and understanding.

### *The Concept of Public Policy*

Thomas R. Dye Policy (1984) defined the meaning of the term public policy as It is an activity that the government can choose to do or not to do, for the part that the state chooses to do, it covers various activities of all government activities, both routine and occasional which aims to achieve the goal of the activities that the government chooses to do well in providing services to Membership in society that the government chooses not to act on is the essence of the policy.

Hans J. Morgenthau (1948) wrote "Politics among Nations: The Struggle for Power and Peace in relation to foreign policy", proposing that the state, through its authority, seeks power for various interests. both in terms of survival, security, safety well-being of the people and including the dignity and prestige of the country and concluded that in foreign affairs The state is constantly struggling for power. And the pursuit of power is therefore one of the main issues in the implementation of the state's foreign policy.

### *The Concept of Soft Power*

Joseph Nye (2004) stated that there are three main sources of soft power:

**1. Culture** (Culture) If the culture of one country aligns with the interests and values of other countries. There will be more opportunities for such culture to become the Soft Power of that country. Whether it's a trade visit communication and exchange

**2. Political Values** If a country has political values that are consistent with other countries, the Soft Power of that country will increase. On the other hand, if the values of that country clearly conflict with those of other countries, that country's soft power will decrease. US soft power in Africa is less, etc.

**3. Foreign policies** (Foreign Policies) If a country implements a policy that is hypocritical. (hypocritical) aggressive and indifferent to the attitude of other countries. There are few opportunities to create a soft power, as was the case with the US invasion of Iraq in 2003, without listening to other countries' objections. crash Opportunities to create soft power will be abundant.

Nye also noted the sources of soft power: Cultural Radiation, Political Values Inspiration, Foreign Policy's Influence, and Collaboration. at the national level (National Cohesion).

And Nye went on to suggest that the key to making Soft Power practical is public diplomacy, meaning relationships that are not targeted at foreign governments. Instead, it primarily targets individuals and non-governmental organizations. Which, in addition to creating a good image for one's own country, also aims to create a good atmosphere in the long run to support foreign policies that will follow in the future, is also the meaning of public diplomacy.

South Korea's soft power policy was outlined in the 2011 Diplomatic White Paper with three key objectives:

(1) to build a global cooperation network

(2) for commercial and economic gains; and

(3) To enhance Korea's role and prestige in the international society.

According to Nye's analysis, the three soft power resources mentioned above are considered.

## 1) Korean Cultural Soft Power

Culture is the most pervasive resource of Korean soft power, known as the "Korean Wave" or "Hallyu," which developed after Korea became more democratic. and the censorship policy was lifted (Lee, 2013, pp. 188-189). Korean television dramas began to gain popularity abroad in the late 1990s, especially in Japan. Hong Kong, Taiwan and China. A major factor in the rapid spread of Korean popular culture is the increase in cultural exchange by importing foreign cultures of Asian nations along with the advent of modern technology such as the Internet. Moreover, the contents of Korean cultural goods are of higher quality to be accepted abroad (Yoon, 2008, p. 193).

The Korean government has focused on promoting Korean popular culture abroad for two reasons. First, to generate economic benefits from the export of cultural products. after the Asian financial crisis Korea wants to generate more income to the country. which industrial products alone are not enough and there are more competitors. The second is the need to create pride in one's own nation.

## 2) Korean Value Soft Power

Korea is trying to push forward the development of its own country. which can be regarded as values or concepts that Korea is outstanding to be widely accepted on a global scale Korea is proud of its achievements in both economic and democratic development. and later focused on the sustainable conservation of natural resources as well

economic and democratic development

Korea's development achievements have been recognized by the world community. become a high-income country Despite the economic crisis in 1997, the economy was able to recover quickly. Partly because of the export of cultural products mentioned above as well. Therefore, at the G20 Economic Leaders' Meeting hosted by Korea in 2010, Korea's economic and democratic development direction, known as "Seoul Consensus"

For Korea's development direction, it includes economic reforms through government policies and industrial capacity enhancement. Emphasis on exports with market intervention from the government. The government will help with information, subsidies and imposing tariffs on foreign goods. Reduction of import duty on scarce raw materials for the private sector operating businesses in accordance with the guidelines or strategies of the government in the targeted industry policy. The government-sponsored conglomerate has grown into a national conglomerate known as the Chaebol, and has focused on industrial restructuring (Lim, 2010). from labor intensive light industry to heavy and chemical industry It is a capital- and technology-driven Heavy-Chemical Industry (HCI). for finance The Korean government has reformed the country's finances to become more liberal since the 1980s for technology. has reformed to a country with advanced information technology (Information Technology or IT), the government invests and encourages the private sector to invest in high-speed internet IT reform is an important part of Korea's development. And it is an industry that creates an image for Korea as a leading country in the world's IT industry.

Economic development has become a driving force for political arousal and people's desire for freedom. This led to a democratic union (Cho, 2013, pp. 401-402) that became a movement for democracy in the 1980s until the authoritarian government was unable to resist the people's demands. Therefore, he had to accept the proposal for political reform to democratize in 1987 and never return to authoritarian politics. Factors that make the development of Korean democracy stable include (1) the strong role of the movement or civil society (2) success in

economic development. As a result, there is a diversity of occupations and gatherings to negotiate benefits. Thus reducing political interference in another way and (3) social change. that changed from an agricultural society to an industrial and service society The emergence of a middle class that recognizes democratic rights (Cho, 2013, pp. 90-95)

### 3) Soft Power in Foreign Policy

Foreign policy is considered a soft power in building image. Strengthen relations with foreign countries and protect Korea's own national interests. There are three main characteristics of Korean foreign policy implementation: (1) raising the country's status on the world stage, (2) utilizing cultural diplomacy through cultural performances abroad, and (3) leaders' visits.

### Conceptual Framework

**Students' Personal Factors**

**Gender**

**Fields of study**

**The level of academic year**

**The Relationship between Students' Personal Factors and Cognitive knowledge of the Soft Power Principle of Foreign Policy of South Korea**

**1)Cultural Soft Power**
**2)Value Soft Power**
**3)Soft Power in Foreign Policy**
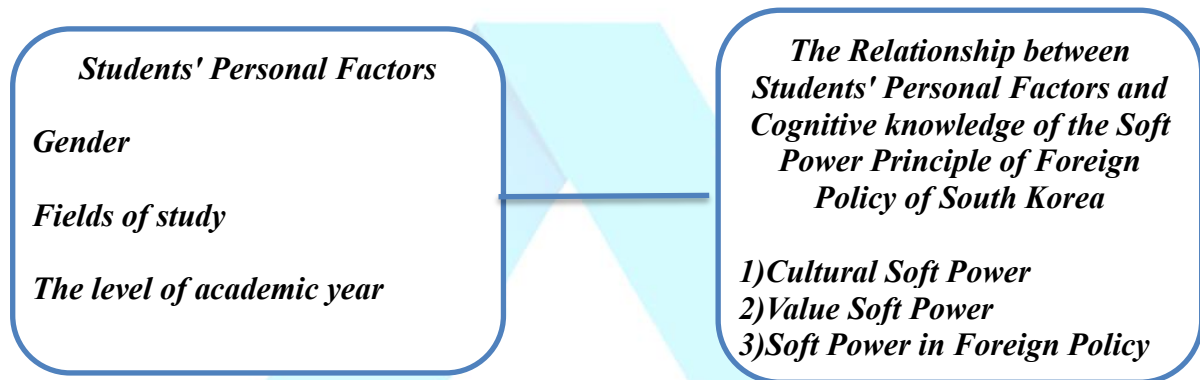
### Methodology

A questionnaire was constructed and administered to Political Science student residents, Collage of Politics and Government, Suan Sunandha Rajabhat University, Bangkok, Thailand. The Likert five scales questionnaire was designed to investigate the Level of Cognitive knowledge of the Soft Power Principle of Foreign Policy of South Korea from the perspectives of Political Science student residents.

The population (2022) included all in Political Science student residents, Collage of Politics and Government, Suan Sunandha Rajabhat University, Bangkok. The simple random sampling technique was performed to obtain a sample group that included 235 residents the same proportion. Taro Yamane (1973) Technique was utilized to obtain an accurate sample group.

The dependent variables of this study included the demographic variables, Gender, Filed of Political Science and the level of academic year. The independent variables are the level of Cognitive knowledge on Soft Power Principle in Policy of South Korea (Joseph Nye (2004)). Descriptive statistics utilized in this research, including percentage, mean, and standard deviation and then Inferential statistics, Chi-Square utilized to hypothesis testing, to find relationship between dependent variables and independent variables, with the statistical significance level set at 0.05

In addition, 30 pilot questionnaires were tested and each question had to pass the Cronbach Alpha criteria with at least 0.7 Moreover, the validity of the questions was evaluated by using the IOC technique with three experts.

**Results**

### Table I. Demographic Characteristics of Student

| Demographic | Sample (n = 235) | Percentage |
|---|---|---|
| **Gender** | Male | 25.50 |
| | Female | 74.50 |
| | | |
| **Fields of study** | Government | 48.50 |
| | International Relations | 51.50 |
| | | |
| **The level of academic year** | Freshman | 32.30 |
| | Sophomore | 13.60 |
| | Junior | 54.00 |

Table I represents participant demographics. We found that there was a roughly even distribution of Gender ,Male and Female with 25.50 % for male and 74.50 % for female, respectively. And there're not much different between the percentage of Fields of study ,International Relations with 51.50 %, and Government with 48.50%. And finally, The average of The level of academic year was Junior with 54.00 % , Freshman was 32.30% and Sophomore with 13.60 %

**Table II. Level of Cognitive knowledge in Soft Power Principle of Foreign Policy of South Korea**

| Level of Cognitive Knowledge | Mean | S.D. | Result |
|---|---|---|---|
| Variables | | | |
| 1. Culture | 3.84 | 0.926 | Much |
| 2. Value | 3.37 | 0.908 | Middle |
| 3. Policy | 3.31 | 0.899 | Middle |
| | | | |
| **Sum** | *3.57* | *0.808* | *Much* |

Table II represents Level of Cognitive knowledge on Soft Power Principle in Policy of South Korea. In the total picture, the level of Cognitive knowledge in the Soft Power Principle of Students on much level with  Mean = 3.57 , S.D. = 0.808
And when analyzing each aspect, it was found that the level of students' Cognitive knowledge in the Soft Power Principle of South Korea's foreign policy in *terms of culture at a high level* with the arithmetic mean $\bar{x} = 3.84$ and the standard deviation S.D. $= 0.926$  for the level of students' Cognitive knowledge in the Soft Power principles of South Korea's foreign policy in *terms of foreign policy* moderate with an arithmetic mean $\bar{x} = 3.30$ and a standard deviation S.D. $= 0.898$. And Finally, the level of students' Cognitive knowledge in the Soft Power principles of South Korea's foreign policy in *terms of values* was at a moderate level. with the

arithmetic mean $\bar{x} = 3.37$ and the standard deviation S.D. = 0.907

The Hypothesis testing about the relationships between Cognitive knowledge towards Students' Personal Factors are shown in the tables respectively.

**Table III. Relationship between The Gender of students and Cognitive Knowledge**

**Chi-Square Tests**

| | Value | df | Asymptotic Significance (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 52.070[a] | 36 | .041 |
| Likelihood Ratio | 58.049 | 36 | .011 |
| Linear-by-Linear Association | 3.068 | 1 | .080 |
| N of Valid Cases | 235 | | |

a. 59 cells (79.7%) have expected count less than 5. The minimum expected count is .26.

Hypothesis 1 : The Gender of students were correlated with Cognitive knowledge in the Soft Power Principle of the foreign policy of the South Korean government.

$H_0$ : The Gender of students were not correlated with Cognitive knowledge in the Soft Power Principle of the foreign policy of the South Korean government.

$H_1$ : The Gender of students were correlated with Cognitive knowledge in the Soft Power Principle of the foreign policy of the South Korean government.

The results of the hypothesis testing with Chi-Square statistics revealed that the relationship between the personal factors in terms of gender and Cognitive knowledge in the Soft Power principle of South Korea's foreign policy found that Pearson Chi-Square = 52.070, df = 36 and, sig = .041 ($p < .05$) meant that The Gender of students and Cognitive knowledge in the Soft Power principle of South Korea's foreign policy was significantly ***correlated at the 0.05 level.***

**Table IV. Relationship between Field of study Factors and Cognitive Knowledge**

**Chi-Square Tests**

| | Value | df | Asymptotic Significance (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 28.808[a] | 36 | .797 |
| Likelihood Ratio | 33.689 | 36 | .579 |

124

| | | | |
|---|---|---|---|
| Linear-by-Linear Association | .449 | 1 | .503 |
| N of Valid Cases | 235 | | |

a. 58 cells (78.4%) have expected count less than 5. The minimum
expected count is .49.

Hypothesis 2: Fields of study of student were correlated to Cognitive knowledge in the Soft Power Principle of the foreign policy of the South Korean government.

$H_0$: Fields of study of student were not correlated to Cognitive knowledge in the Soft Power Principle of the foreign policy of the South Korean government.

$H_1$: Fields of study of student were correlated to Cognitive knowledge in the Soft Power Principle of the foreign policy of the South Korean government.

The results of the hypothesis testing with Chi-Square statistics revealed that the relationship between the personal factors in terms of The Fields of student and Cognitive knowledge in the Soft Power principle of South Korea's foreign policy found that Pearson Chi-Square = 28.808, df = 36 and, sig = 0.797 (p > .05) meant that The Fields of student and Cognitive knowledge in the Soft Power principle of South Korea's foreign policy was not significantly *correlated at the 0.05 level.*

**Table V. Relationship between Factors and Cognitive Knowledge**

**Chi-Square Tests**

| | Value | df | Asymptotic Significance (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 92.435[a] | 108 | .857 |
| Likelihood Ratio | 96.732 | 108 | .773 |
| Linear-by-Linear Association | .599 | 1 | .439 |
| N of Valid Cases | 235 | | |

a. 140 cells (94.6%) have expected count less than 5. The minimum
expected count is .00.

Hypothesis 3: The level of academic year of students were correlated to Cognitive knowledge in Soft Power principles of the foreign policy of the South Korean government.

$H_0$: The level of academic year of students were not correlated to Cognitive knowledge in Soft Power principles of the foreign policy of the South Korean government.

$H_1$: The level of academic year of students were correlated to Cognitive knowledge in Soft Power principles of the foreign policy of the South Korean government.

The results of the hypothesis testing with Chi-Square statistics revealed that the relationship

125

between the personal factors in terms of The level of academic year and Cognitive knowledge in the Soft Power principle of South Korea's foreign policy found that Pearson Chi-Square = 92.435, df = 108 and, sig = 0.857 (p > .05) meant that The level of academic year and Cognitive knowledge in the Soft Power principle of South Korea's foreign policy was not significantly **correlated at the 0.05 level.**

**Conclusions**
This study examine and analyze assessed the level of cognitive knowledge on Soft Power Principle in Foreign Policy of South Korea and including, the relationships between the Students' Personal Factors or independent variables, such as Gender, Field of study and The level of academic year with The level of cognitive knowledge on Soft Power Principle in Foreign Policy of South Korea.
The findings of the study, In the total picture, the level of Cognitive knowledge in the Soft Power Principle in Policy of South Korea of Students on *much level* with Mean = 3.57, S.D. = 0.808
And the result of hypothesis testing found that there was only The Gender of students was correlated with Cognitive knowledge in the Soft Power Principle of the Foreign policy of the South Korean government and the others, Field of study and The level of academic year was not correlated.
The benefits of understanding the relationship between those independent variable and the cognitive level of students in the South Korean government's Foreign Policy Soft Power Principle. It can help Thai authorities and policy makers to assess students' cognitive knowledge in order to use the results to develop policy making about the next Soft Power Strategy.

**Discussion**
 The finding of this research were consistent with the case study of  Salis Praewattanasuk (et. al.) named "Thailand's Attractiveness for FDI from Japan from 2013 – 2019" published in Journal of Political Science Suan Sunandha Rajabhat University Vol. 5 No. 2 July - December 2022,[6]  that the objective aimed to the study soft power of Thailand and attracting direct investment from Japan during the period from Ms. Yingluck Shinawatra, 30 June 2013 to Gen. Prayut Chan-o-cha, 16 July 2019. And the result of research found that the soft power of Thailand in 3 aspects: culture, domestic politics and foreign policy have a positive effect on attracting direct investment from Japan. Including, the suggestions for increasing Soft Power in Thai Economic and Foreign Policy Information, Implementation, especially, Thai bureaucratic department.
And Including, the results were consistent with result of the case study of Jagraval Sukmaitree[7](et. al.) "Foundation economic development for network development community tourism by linking local products and cultural capital Samut Songkhram Province , to find that cultural capital is factor that very important for developing economic of country, because cultural capital is a part of Soft Power principle as like Joseph Nye (2004) stated them, Therefore, applying the principle of Soft Power must have cognitive knowledge

---

[6] https://so04.tci-thaijo.org/index.php/polssru/article/view/262433/177709

**7** Jagraval Sukmaitree (2022). Foundation economic development for network development community tourism by linking local products and cultural capital Samut Songkhram Province. International Journal of Health Sciences, 6(S2), 1340–1354. https://doi.org/10.53730/ijhs.v6nS2.5206

in concept to be able to be used in formulating policies, Economic policy or Foreign Policy etc.

**Suggestion**

This study is not without its limitations. As noticed previously, the small sample size of our population could have led to subjective opinions and bias. And then there are no the part of Qualitative methodology research, Interview, Focus group, and etc. from stakeholder.

First, Future studies could pursue the same line of enquiry through quantitative surveys and increase qualitative method together that called that Mixed method research.

Secondly, as the Level of Cognitive knowledge in Soft Power Principle of Policy of South Korea are likely to vary according to time,

Third, The important is to revisit the area in the future and population or sample size to expand the scope and change as properly.

Fourth, the target population should be defined as the general population.

Finally, The benefits of study the relationship between those independent variable with the cognitive level of students in the South Korean government's Foreign Policy Soft Power Principle would help Thai government, authorities or policy makers to assess students' cognitive knowledge in order to use the results to develop policy making about the next Soft Power Strategy in Economic Policy or Foreign Policy .

**Acknowledgement**

**References**

1. Ascharaporn, P. (2016). Knowledge, understanding and opinions of local people towards homeless people protection: a case study of people in Pha Sing Sub-district, Mueang District, Nan Province.
2. Arisa, W. (2006) A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Arts Program in Public Relations Department of Public Relations.
3. Chayanit, P. (2014). Knowledge and perception Regarding the rights of the child in Samutprakarn province.
4. Cho Hae-Joang. (2005). *"Reading the "Korean Wave" as Sign of Global Shift,"* Korea Journal/Winter (2005): 170.
5. Cull J. Nicolas. (2009). *Public diplomacy: Lessons from the past,* (Los Angeles, CA: Figueroa press, 2009) pp.18-22 "The Evolution of PD as a Concept and its Core Approaches,"
6. Dhanasarit, S. (2007). Thai Foreign Policy
7. Dye, T. R. (1966). *Policy analysis (2nd ed.)*. Alabama: Unversity of Alabama Press.
8. Dye, T. R. (1998). *Understanding public policy (9th ed.)*. Upper Saddle River, NJ: Pretice-Hall. Freedman.
9. Good, Carter V. (1973). Dictionary of Education. New York: Mc Graw Hill Book, Co, Inc.
10. Karnpitcha, W. (2007). Korean Drama Series with Korean culture diffusion in Thai social.
11. Kitti, P. (2018). The Policies of Japan, China, and Korea on Soft Power. Towards ASEAN : Implications and Lessons for Thailand
12. Kunrisa, A. (2020). Media exposure influencing Korean artist workship among Thai fans in Bangkok

13. Mayure, U. (2005) Pubilc Policy
14. McClory, Jonathan, (2010) "The New Persuaders: An International Ranking of Soft Power," (London: Institute for Government, 2010) under Institute for Government website, http://www.instituteforgovernment.org.uk/publications.
15. Muthita, E. (2022). Influence of Korean entertainment on Thai people buying decision of Korean foods.
16. Nopparat, J. (2019). Soft Power of Sounth Korea in China Cultuer.
17. Nuntipa, N., Nawin W. (2020) The Success of Korean Wave Distribution: The Roles of Government and Entertainment Sectors.
18. Nye, Joseph S. (2004). **Soft Power the Means to Success in World Politics**, (New York: Publicaffairs, 2004), p.5.
19. Nye, Joseph S.(2022). **"South Korea's growing soft power,"** Daily Times https://www.belfercenter.org/publication/south-koreas-growing-soft-power (accessed July 5, 2022)
20. Park, Y.S. (2014). Trade in Cultural Goods: A Case of the Korean Wave in Asia. Journal of East Asian Economic Integration, 18(1), 83 – 107.

21. Piyakran, K. (2009). The Political and economic foreign policy of South Korea : A case study of exporting culture through the cinematography industry.
22. Prapawee, S. (2013). Marketing strategies of Korean popular music promoters in Thailand.
23. Praewattanasuk, Salis.(et. al.) "Thailand's Attractiveness for FDI from Japan from 2013 – 2019" , Journal of Political Science Suan Sunandha Rajabhat University Vol. 5 No. 2 July - December 2022. (113-132) cited by https://so04.tci-thaijo.org/index.php/polssru/article/view/262433/177709
24. Sukmaitree, J. (et. Al.) (2022). Foundation economic development for network development community tourism by linking local products and cultural capital Samut Songkhram Province. International Journal of Health Sciences, 6(S2), 1340–1354. https://doi.org/10.53730/ijhs.v6nS2.5206
25. Shim, D. (2006). Hybridity and the rise of Korean popular culture in Asia. Media, Cultureand Society, 28 (1), 25-44.
26. Sternberg, R. J. (2018). The nature of human intelligence. Cambridge: Cambridge University Tung, A., & Wan, H. J. (2010). High Tech, Law Fertility, Korea becomes a Role Model in Cultural Industry Policies. Korea and the World Economy, 11(2), 211 – 229.

# Signifiers in the Political of Thai Public Movements: A Case Study of Fluttering Butterfly Group

**Sarojn Boonsermwan[a], Suebsawad Vutivoradid[b],**
**Keratiwan Kalayanamitra[c], Sunhanat Jakkapattarawong[d]**
[abcd]College of Politics and Government, Suan Sunandha Rajabhat University, Thailand
Corresponding Email Address of Corresponding Author: sarojn.bo@ssru.ac.th

## Abstract

This research aims to (1) study the formation of fluttering butterfly group during 2018-2019 and (2) to analyze patterns of political signifier, creating the meaning and content of signifier used in political movements. This research is qualitative research based on four methods: (1) document analysis, (2) in-depth interviews with key informants, (3) participant observation of political movement, and (4) non-participant observation through tracking events, stories on media channels such as Facebook, YouTube, and Line. The findings revealed that the political signifier of fluttering butterfly group expands due to the following factors: (1) the group feels that Thai energy prices are more expensive than Malaysia's, and (2) The use of new technologies and communication tools in political movements. In terms of using political signifier, the group used the language 'Fair energy, gas and oil prices must be equal to Malaysia's.' The group also used 'green' to represent creating and defining political signifier associated with the suffering of the public sector from the price of oil, which affects the livelihoods of the people. The authors suggested those interested in political activism can use it as further research on political signifier, creating political signifier that affects emotions, collective feelings of the public sector and of the participants joining the political movement, and can be used in the next political movement.

**Keywords:** pattern of political signifier, political movements, new social movements

## 1. Introduction

People's politics in democracy is an open space for the people to participate in the government. city with exercise political freedom within the framework of the law while the constitution encourages People come to participate in politics to exercise their rights. more freedom of political expression, which This issue has scholars in political science. Prapas Pintobtaeng (2003) commented that people's politics started in the year 1987, during that time quality The deterioration of the people's life is suffering. as a result of the trade policy of the government entering to administer policies that eventually affect the poor, leading to people's politics resulting in the integration of The people of the upper sector have protested to convey the meaning to the government of the hardships of the people. People want to create bargaining power with the government because they see that the democratic system of government The problem is insufficient to protect the lives of the people. The people's movement was amalgamation of the Pak Mun network and later developed into the Assembly of the Poor. Become a people's movement for a just society

Later, Narong Boonsuaykwan commented that the people sector is part of society and can exercise their rights. Political rights awareness Freedom wants to solve problems on their own, participate in the activities of community for better life better political society To solve this problem, it is necessary to use social mechanisms, mobilization methods that build

relationships with the community until the power that challenges the state power. Participating in the activities of The rally will be the benefit of the people in the political society. Both at the national and local levels (Narong Bunsuaykwan, 2009).

Citizens participate in the movement to express opinions about public policy. It is a movement by certain groups of people who want to exercise their rights. To customize the inhibition government work that affects the interests of the public sector It is the exercise of basic political rights. There is a public space for free expression of the press. freedom of expression of individuals regarding the collective interest have the right to participate in political activities of the public sector by Seksan Prasertkul, (2001) People's Movements Various Issues There is a movement requesting the state to come in and solve various problems that have not been ignored or there is a movement to check the use of state power or there is a protest against state power. Calling for action in the power of the state to the people. Critical cooperation with the state and constructive ties to seize space in the process of exercising power of civil society (Seksan Prasertkul, 2005).

As can be seen from the political situation in Thailand during May 1991-1997, there was political turmoil at the type level, becoming a force for attention and movement of the region. people, as well as economic and social problems that have been accumulated for a long time is a gathering of the public level poor grass distributed in the countryside The most obvious is the Waste Small Farmers Assembly. Weave is a combination of Farmers in the boiling waters in 1992 had to bite the stalks to change the form of rallies to pressure the government. During 1993-1995, there were many rallies There were marches from other provinces heading to Bangkok, Thailand. oppose the National Agriculture Act In December 1975, the Assembly of the Poor was born. Due to being affected by the building of the community, later in 1996, during the government of Banharn Silpa Acha, the People's Assembly was pressuring the government to correct the dam building wisdom. Slum communities as before. Later in the year 1997, rallies demanded the government of General Chavalit Yongchaiyudh to solve the problem of dam construction. The community examined the problem of land, resources, counting more than the number of people who suffered. Nearly two hundred thousand people, it can be seen that in the recent political movement Modify the movement pattern Society is a new trend for a long time. Abstain from the raw political context. commented that The new social movement is a large number of people, groups, and classes. The demanders participate in the movement by themselves because of lack of faith, lack of faith. Representation of the political party that the movement demands aims to create rules or New Rules to Make Life More Happy, Chaiyarat Charoensinolan, 2000)

Later in the year 1998, some businessmen and academics came together to name the group "Palan Sa". After that, there was a movement against Rule 11 that the Government was passing out to be in line with the IF, the Sanam Luang rally. During November 1998, there was an opening stage. public opinion During the Democratic government came to the election of 2001, where the Thai Rak Thai party was government and at the same time The CRC came out in a movement against globalization in 1998, calling for the government to Open the information agreed with the IMF, which Dr. Yan insists that the public must be aware and agree first. liberalization in various fields. The SKA rally the ground government in August. In addition, the picture of the economic problems after 1997 resulted in the formation of the People's Democratic Group. There was an open forum to gather intelligence to find a solution for Thailand at Thammasat University in July 2000 to have the parliament dissolved and to protest against the domination of transnational capital in the form of However, the anti-globalization movement is the activity of intellectuals and people's organizations. Only in the capital while the new constitution became the main law of the country was accepted open.

Opportunities for people at the grassroots level to have the right to organize gathering political participation clearly until a united front Northern agriculture, which lacks land for arable land overwhelmed with debt Northern Farmers Alliance met to discuss rehabilitation The movement demanded its own benefits. Later, the movement of the Northern Agricultural Coalition expand wake up The Northern Farmers' Federation was set up as a coordinating organization for northern farmers' groups. The upper eight organizations which include the Northern Agricultural Alliance. However, the Northern Agricultural Alliance still Sometimes moving outlandishly and joining other groups on behalf of the North Guy Farmers Union in some cases, leading a coalition of regional unions with debt and arable land problems, and also gathering to demand The right to livelihood of the people at the grassroots level and spread to other areas with the majority of groups. of citizens who are often a reaction to the encroachment on the interests of Go communities, the state and capital. These people clearly study the problematic conditions they face, which are active in the form of filings. Responsible government official letter submit a proposal to the government in writing Participate in negotiations with the government Or the other party, when there is no choice, they will use the method of protesting against the gathering of villagers to claim their rights. Outline in the shape of a frog Local Wisdom Pha Klon Bon arrived in March 2000 duty Excise raids and arrests of villagers who produce liquor which led to a protest of the villagers demanding The government allowed liquor to be free. It can be seen that the past movement is a new social movement. Raising the movement against the innovative form of assembly into a new form is People's movement against the government, according to Rong Bunsuaykwan (2014) commented that People's movements are the exercise of their rights in the manner of non-violent actions or Characteristics of operations according to the concept of civil disobedience There were protesters gathering on the streets, closing roads, marching, showing 100 symbols in the form of language, discourse, color and sound that can be clearly seen in 2004. Shinawatra family businessmen coming up as a government to manage the country, there has been a movement of millions of people's alliances for Democracy has a symbolic expression in the form of discourse, color and sound. There is a discourse on "Reserve the Nation" with the production of yellow shirts and clapping hands. Chart came out to campaign against the 2007 draft constitution. There was a symbolic expression in the form of discourse, color and sound. There was a production of "Phra Amart" discourse, a "red" shirt and a foot slap. Later in the year 2011-2012, a group of people, colorful shirts, white masks white shirt groups that oppose the "Thaksin regime". The King is Head of State There is a symbolic expression in the form of discourse, color and sound. Donkey shirts are produced. national flag "and" whistle ", while the United Front of Democracy against National Dictatorship has a symbolic expression in the form of discourse, color and sound, producing a "high-speed train whistle (horn)" later in the year 2018-2019, the state The price of oil in Thailand has risen to the point that it has become an issue that people are interested in leading to Fighting about energy prices, walking, running, spinning, Bongkot Erawan must prove the truth. There is a fight about energy from will. to bring gas concessions Bongkot oil field and Erawan that will expire in the next 2-3 years to produce probably because the equipment must belong to Thailand want the public to know before then there will be an auction of the source Bongkot Erawan went out for another 16 years to bid for the butterfly group's flapping wings. Proving the truth why we didn't do it ourselves requires the fact that Thailand has a power source but why we need it. Expensive, gas, oil is the cost of life of every body, whether it is a consumable, must be in gas. Passed the auction from the rawan in the hands of the auctioneer for another 36 years, with the Thai people looking at it with their eyes wide open. With no understanding at all, taking the opportunity to continually say that in When receiving the treasure of the land worth about two

hundred thousand million baht per year per year Can you exchange that asking price? fair energy In the middle that is the reunion of the brothers coming up, she takes from the ghosts. Nong flapping his wings,

because now he is growing up, he uses butterflies flapping his wings to express symbolically in the form of language, color, sound, and language production. green shirts are produced There is a production of oil music, dear oil. Where are the finances on the road? Cho called on the government, political parties, and at the center to receive complaints. There is an effort with good intentions to see changes that are fair to the people. Fair energy prices are a matter of concern for everyone. Every business is the first step, it is the source cost of Thai people's lives. Thai businesses in all sectors It's very important, so I want to receive justice. I want to produce cheap oil like neighboring countries so research. making it semiotic politics in many dimensions I see the reason why Thai work is more expensive than Malaysia. use of available symbols variety of formats It is symbolically thick, resulting in the participants having the same opinions, having common beliefs, having shared experiences. have a common sense have common sense There is a bond, there is love, unity, there is a common goal. The sign affects the mind, emotions, feelings, thoughts, beliefs, attitudes, causing people in society to agree with the context of Thai society. It's a fight against a new form in terms of semantics. It is learning a new political movement. Therefore, semantic politics requires many things. more space democratically to be able to accommodate the social forces that are not brought into the elite. Additional elements in the use of power and formulation of state policies

## 2. Research Method
This study was a qualitative research. By specifying the method of collecting data as follows 1. Document analysis (document study) Survey and collect data from documents and analyze them. Various content issues from academic textbooks research report and dissertations, dissertations, publications, and pictures related to people's politics Political movements include the use of symbols. Politics in politics at different times 2. In-depth interviews for people's movements, groups providing important information. (key informants) obtained by selection, namely: 2.1) The Fluttering Butterfly Working Group, consisting of Mr. Kan Chantirajnara, Mr. Wachiraphong Siripongmethee, Mrs. Anuch Pattarakulniyom, Mr. Wachiraphong Siripongmethee, Mrs. Kwanta Thiphanamchai, Mr. Somporn Pansa, Mr. Pratthakorn Panpuet, Mr. Chakkrit, set up boundaries Mrs. Thipwipha Lertprasert. Mr. Suradej Surakul, Ms. Kanlayata Khemisrathitiyajirapat, Mrs. Nonglak Kruehong, Mrs. Sumoltha Thong-ngern, Mr. Chanthapat Akarameteenon 3.3. Politics consisted of Mrs. Jareerat Suksawat, Mr. Warah Kasiwat, Mr. Pisanu Jaidee, Mr. Decha, Lakfah Doctor, Mr. Chatri Naotheeranon, Mr. Chatchai Lekwongphaiboon, Ms. Namfon Phuaknak, Mrs. Panthira Chansorn, Mr. Mongkhon Dee Prom, and Somsak. Onthong Mr. Yan Tonmueng Mr. Chamlong Torupsom Mrs. Chamram Wimon Mr. Yuan Sukrueang Mr. Payao Maleesri Wichien Torupsom Mr. Komkham Torupsom Mr. Sanan Boonmee Ms. Sumol Sutawiriyawat Mrs. Chonnipha Poonphiphat, Mr. Sumrit Chinnawong, Mrs. Rungthiwa Chaikit, Mrs. Kimhang Pongnarai, Mrs. Boonchu Maneewong, Mrs. Thongbai Pudson, Mr. Chattawan Pansamrit
(3) Participatory observation of political rally activities by the researcher.
(4) Non-participating observation through event tracking through various media channels such as Facebook, Youtube, and Line.

## 3. Research Results
Based on information obtained from document reviews and interviews can be summarized as

follows The semantic politics of fluttering butterflies has expanded due to the fact that fluttering butterflies. Wing felt that Thai energy prices were more expensive than Malaysia and that various symbols were created. giving meaning of the symbol for use in political rallies as follows

**3.1 Language / Political Signs** It was found that in organizing political activities, political language was a form of sign that conveyed various ideas. The flapping butterfly group produced political language. diverse politics There is a language production, walking, running, spinning Bongkot-Erawan must prove the truth, waiting for Bongkot-Erawan, oil prices must be the same as Malaysia, butterflies flapping their wings in public sector operations, 1 car 1 energy for fair energy, gas prices, oil prices must be equal to Malaysia. Walk for gas prices, fair oil prices, oil prices are not about anyone or any particular color, but are about the problems of the living costs of the Thai people throughout the country, Expensive Thai oil, joining forces of butterflies for people, pure hearts To be used in political movements, which such language has a symbolic meaning, such as Butterflies flapping their wings for public action The semantic meaning that the people came down to act. Fieldwork to ask information from people in different provinces in different districts in communities. What are the people's needs about energy? Has it been fair? Language section 1 car | Power for fair power give a semantic meaning that is the use of a car to express By parking on the side of the road of each province, each community increases the mass at Use a car that agrees with this drive to reflect that energy is the starting point of all life. It's really about the basic economy for fair energy. Fair energy, gas prices, oil prices a must. equal to malaysia Gives a symbolic meaning that is a phrase that is easy to understand. It is a doll that Thai people know that uses the slogan " of fair oil prices Petrol prices must be the same as Malaysia. Saying that the price is fair will not be seen as fair. How about most Thai people will know how to compare the price of gasoline from what used to be cheaper in Thailand The idea is to make the public see where the oil price wants to target, how cheap it is, which Malaysia is. The model known to Thai people after Malaysian oil was set up as a doll to make it easier to understand. walk for gas prices The fair price of oil symbolically implies that it is an activity performed by the flapping moths because Want to talk and interact with the Ministry of Energy and the Minister who gave you the blame for the decision to open negotiations, solve problems, must do activities whether Cycling in each province, walking, running, cycling Bongkot Erawan  proving the original truth The long distance from Phra Narai Roundabout, Lop Buri Province, to Bangkok for ten days has continued to produce rice. Especially, but it's a matter of stomach problems. The life force of Thai people throughout the country has a symbolic meaning that Starting from the walking group, Bongkot Erawan must prove the truth until the results were extended to each province. The brothers came to work with the group Visible Fluttering Butterflies. The stomach is important. It comes from brothers and sisters who support every political party. It comes from every brother and sister. The color that society is still divided But it turns out that the argument about the stomach of the people, the brothers and sisters, can be reversed to work together because Want to talk and interact with the Ministry of Energy and the Minister who gave you the blame for the decision to open negotiations to solve problems must do activities whether Cycling in each province, walking, running, cycling Bongkot Erawan prove the truth It is a long distance from the Phra Narai roundabout in Lop Buri province to Bangkok for ten days. News along the way The price of oil is not about anyone or any particular color, but is a matter of stomach problems. The life force of Thai people throughout the country has a symbolic meaning that Starting from a group of walking, running, cycling, Bongkot Erawan had to prove the truth until it was extended to each province. The brothers came to work with the group Visible Fluttering

Butterflies. The stomach is important and comes from the brothers and sisters who support all political parties. Comes from brothers and sisters of every color that society is still divided. Xi, but it appears that the talk about the stomach of the people, brothers and sisters can join hands to work together because sees that energy is a matter of cost of living for all Thai people in the country, if energy problems can be solved, it will be Solve problems like the people's sector sees the problem of the foundation economy. The basic economy depends not on energy. Whether it's gas, oil, electricity, all energy determines the upstream, midstream, and downstream of Thai people's lives. all sectors of business travel Everything depends on the total energy. If the problem of energy is solved Thai people's lives will definitely change in a positive way.

*3.2 Colors/Political Signs* It was found that organizing political movement rallies political symbol colors They are all symbols that convey the meaning that the flapping butterfly group has chosen to use green to convey the meaning that Green is a color that is easy on the eyes. is the color of the tree is the color of friendship a cool color is the color of nature nature is color green world needs trees Butterflies flapping their wings are dots of nature. It depends on nature. It's a color that looks comfortable. Green looks bright. It's a humble color like looking at trees, gardens, forests, refreshing, where a group of butterflies Flutter has chosen to use green as a symbolic color to promote every organization. creatively maintain kindness care for each other Each other is friendly with all organizations. police officer Building staff security guard Safe for all staff

*3.3 Political sounds/signs* It was found that in organizing political movement rallies, political symbolic songs were all symbols that conveyed the meanings of which the Fluttering Butterfly Group had composed a variety of songs, including the love song "Nam Man Phaeng". butterfly walk song Flying song (Butterfly flapping its wings) Bongkot-Erawan song want to convey the meaning of energy Power struggles tell, tell, information. Consoling the brothers and sisters of the butterfly flapping wings to encourage them to have strength, to stand up and strive to do their best.

*3.4 walk for fair gas prices political symbol* It was found that organizing political movement rallies and walking for a fair price of gas and oil is another sign that implies that it is an activity that I do this because I want to interact with the Ministry of Energy and the ministers who let you punish and make decisions. To open negotiations to solve problems, therefore, there are cycling activities in each province, walking, running, cycling Bongkot Erawan Tong. prove the truth walking, running, cycling Bongkot Erawan Tong. prove the truth.

*3.5 Hands joined together, thumbs intertwined to make wings / political sign*. It was found that organizing gathering activities Political activism. Hands join together. Thumbs together to form wings. It has a status as a symbol that conveys The meaning of the word fluttering butterfly It is the symbol of the organization, like the logo of the product, the symbol of the group of butterflies flapping their wings.


**4. Discussion**
from the research A Study of the Semantic Politics of the Fluttering Butterfly Group Symbol pattern analysis Meaningful political symbols for fluttering butterfly groups can be used in political movements.Discuss the results as follows.
The study found that Semantic politics in the movement of the flapping butterfly group in the past 2018-2019 was caused by the fluttering butterfly group that energy prices in Thailand were higher than Malaysia, leading to The process of producing political symbols with Giang language forms and giving them a symbolic meaning for movement. Politics like walking, running, spinning, Bongkot-Erawan must prove the truth, wait, Bongkot-Erawan, oil prices

must be equal malaysia, butterfly flapping wings public sector operations 1 car 1 power for fair power, gas prices, oil prices must be equal to malaysia Walk for gas prices, fair oil prices, oil prices are not about anyone or for Especially, but it's about the problem of the cost of living of Thai people throughout the country, expensive Thai oil, joining the force of the public butterfly, pure heart, green, expensive oil song dear, walking butterfly walking song, flying song ( Butterflies fluttering wings) Song Bongkot-Erawan, hands clasped together, thumbs intertwined to form wings. is a sign system one which conveys ideas, meanings such as the fluttering of a butterfly in public action. symbolically that Kong Fluttering clothes know better than any energy price than Malaysia. From the beginning, green is political traffic. is the color of friendship a cool color As the color of nature is green, the world needs plants. Butterflies flapping their wings are dots of nature. It depends on nature. It's a color that looks comfortable. green is a bright color is a humble color Like looking at trees, gardens, forests, Ken, where butterflies flutter their wings, choose to use green as a symbolic color to use.Publicize corporate capital in a creative way. care for each other friendly to all organizations police officer Building staff Officers in charge of security, front, th, developed into a sound signal.Political songs such as the song "Nam Man Phaeng Darak", the song "Walking", the original shirt, the song "Flying the Butterfly Wings", and the Bongkot song.We today give a symbolic meaning to fight about telling energy. inform information News to comfort the butterfly brothers and sisters.Encourage them to have the strength to hold on, stand up and strive to do it to the fullest. which is consistent with the research results of Panithan Pichalai Study the political struggle of the People's Alliance for Democracy during the Thaksin Shinawatra government. political symbols for can be divided as follows: linguistic political symbols take back our country to show that they protect the institutions of the nation, religion, and the monarchy Political symbols are produced to support and thrive. belief in issues Politics causes people to lose their political beliefs, as if the government is looking for allied institutions. People for Democracy Protect the Institution.(Keratiwan Kalayanamitrac and Sunhanat Jakkapattarawongd, 2018)

## 5. Conclusion

According to the study of Thai politics in the past during the year 2018-2019 will see the emergence of Thai politics The problem of oil prices in Thailand which is more expensive than Malaysia and the Constitution of the Kingdom of Thailand BE 2540, chapter on freedom of political movement has made people's politics active. grew more and more, showing the overall picture of the symbolic politics in the people's movement until it was born The process of creating political symbols with various types of forms, types that give symbolic thickness. There was a creation of a symbolic meaning, causing a myth in Thai political society by a group of butterflies flapping their wings. Production of political symbols in the form of the original, we have to prove the truth 30 Bongkot Rao Day Oil prices must be the same as Malaysia. Butterflies flapping their wings, public sector operations, 1 car, 1 energy for fair power, price, oil price must be the same as Malaysia. Walking for gas prices, fair oil prices, oil prices are not about anyone or specifically, but are about the problems of the lives of Thai people throughout the country of Thai oil. join forces of the public butterfly pure heart A group of fluttering butterflies opts for green. Take the pattern Sounds like an expensive oil song, baby. butterfly walk song Bin Bin (Butterfly Fluttering Wings) Bongkot-Erawan Bongkot-Erawan Bongkot Fluttering Butterfly Group chooses to walk for a fair price of gas and oil. Use a hand-to-hand pattern thumb hooked together to form a unit for use in political movements clearly conveys political meaning.

## 6. References

1. Kanjana Kaewthep (1998), A Study of Mass Media with Critical Theory: Concepts and Research Examples.Bangkok : Printmaking.
2. Kanjana Kaewthep (2009), Media Analysis: Concepts and Techniques. (4th edition), Bangkok: Print.
3. Kanokwan Pongvilaisup (2008) Communication Strategies for Persuasion of the People's Alliance for Democracy, Master of Communication Arts Thesis Chulalongkorn University
4. Jiranda Kritcharoen (2010). An Analysis of the People's Alliance for Democracy Discourse and Discourse.Karma of the government after the people (May - December 2008).Graduate, Chulalongkorn University.
5. Chaiyarat Charoensin Oran (1999) A new social movement and the theory of Development of Democracy in Anuchat Phuangsamlee and Krittaya Archavanijkul (Editor), Thai Civil Society Movement: Civil Movement (pp. 62-63), Bangkok: Office of the Human Rights Fund. Research.
6. Chaiyarat Charoensin Olarn. (2002), Witthaya Structuralism after structuralism, education Bangkok : Language,political science.
7. Narong Bunsuaykwan (2009). An analysis of the concept and practice of challenging power.Politics in a representative system Political Science Center, Faculty of Economics, Chulalongkorn University.
8. Teerayut Boonmee (2008), Transformation: Science of Sosuri, Path to Thai Monia, Bangkok, Wisang Publishing House.
9. Thirayut Boonmee. (2004). Road Map of Thailand: Roles and Contributions of People's Politics. Bangkok: Saitarn
10. Nanthana Nantawaropas (2014). Political Communication: Theory and Applications, Bangkok: Mass Media.
11. Nantawan Chuasiri (1998), State Policy and Interest Group Problems : A Case Study of Micha Poor, Master's Degree Thesis in Political Science. Chulalongkorn University.
12. Isara News Agency (2015, July 21), "Praphas Pintabrob" criticized the design of the constitution to increase the power of the elite, reduce the power of the people, difficult to reconcile (online). Retrieved 29 October 2015 from https://www.isranews.org/ thaireform-other-news/40050-goverment 400501.html.
13. Panithan Pichang (2015) Political struggle of the People's Alliance for Democracy in support of Government Kaninwat Ph.D. Chulalongkorn University.
14. Rong Bunsuaykwan (2014). Social Management: People's Organization Management. social organization management management of state-owned enterprises organization for the game Social Movements, Political Science Society of Kasetsart University.
15. Constitution of the Kingdom of Thailand B.E. 2540, Section 44, Section 45
16. Seksan Prasertkul (2005), People's Politics in Thai Democracy, Bangkok, publisher Vilanga, pp.144 - 174.
17. Sunhanat Jakkapattarawong and Keratiwan Kalayanamitra. (2018). The Participation of the Community in Cultural and Environmental Conservation for Sustainable Tourism. case study in samphanthawong district bangkok . *Journal Humanities and Social Science,* 13 (3).

➢  *This research presented on International Conference on International Conference on Political Science and Management in Post-Pandemic (PSMP) : Paris/France, March, 01st -05th , 2023*

# Attitudes of International Relations Bachelor's Degree Students Chulalongkorn University in the case of the UK's withdrawal from the European Union

**Sunhanat Jakkapattarawong[a], Keratiwan Kalayanamitra[b],**
**Sarojn Boonsermwan[c], Suebsawad Vutivoradi[d]**

[abcd] College of Politics and Government, Suan Sunandha Rajabhat University, Thailand
Corresponding Email Address of Corresponding Author: sunhanat.ja@ssru.ac.th

**Abstract**

This research aims to (1) To study the reasons for the UK's withdrawal from the European Union. (2) To study the attitudes of International Relations Bachelor's Degree Students Chulalongkorn University in the case of the UK's withdrawal from the European Union. And (3) To study the attitudes of International Relations Bachelor's Degree Students Chulalongkorn University in the case of the UK's withdrawal from the European Union on the personal factors of the respondents, including gender, age and education level. This research is quantitative research; The population is 154 undergraduate students in International Relations, Faculty of Political Science, Chulalongkorn University. The measurements used in the research were questionnaires, then the collected questionnaires were analyzed and processed by computer statistical software packages. in order to calculate the statistical value for answering the research objectives and hypothesis completely as set.

From the research results, it was found that the reasons for the UK's withdrawal from the European Union was national interests, Nationalism and skepticism. And the attitudes of the students towards the reasons for the UK's withdrawal from the European Union were as follows: the skepticism, for example, the UK was concerned about the future EU policy; the nationalism, such as voting for public referendum in England. The national interest, such as the British not wanting to bear the burden of helping other member countries.

**Keywords**: Attitudes, United of Kingdom (UK), European Union, Brexit

## 1. Introduction

The United Kingdom ( UK) has been a member of the European Union since 1973 , which the full name of the United Kingdom is "The United Kingdom of Great Britain and Northern Ireland". England is actually only one - fourth of the United Kingdom consisting of England , Wales , Scotland and Northern Ireland .England is a country with a long history and has played an important role in international politics as well as being one of the world's strongest economies. England applied for membership in the European Economic Community for the first time in 1961 as it saw the rapid economic growth of its member countries. Their economy with Harold Macmillan Prime Minister of the Conservative Party. After gaining support from his government and his party and parliament, MacMillan was able to compromise and negotiate with dissenters and appoint a pro-European to his government. (Pannapa Chantrarom, 2016, pp. 2) With the belief that free trade will make people's lives better under the framework of the EU agreement, the main policy is to allow free movement of labor and capital. which has free trade between member countries without tariff barriers. Making the European market become a group of countries with an economic system that accounts for 22.22% of the global economy. That means goods and services produced in a particular country. of the European Union, for

example, from the former England that produces products that can only be sold in England, it has become a wider market, almost all over Europe by default, including workers who used to work only in the country of their nationality can move to work in other countries in the European Union without having to apply for a work permit. Because being a member of the European Union does not only have the advantages of sharing a free trade area. But according to the latest agreement by EU member states in the Lisbon Treaty of 2009, The member states are required to surrender certain sovereignty to the European Union, including Finance, Taxes, International competition, Conservation of marine resources and Common Trade Policy. This is in addition to previous agreements providing for free movement of capital and labor. This is not only migrant workers but also immigrants from the Middle East. Concerns about job-deprivation and terrorism caused the British population to continually debate whether the UK should remain in the European Union or not. Or should it eventually break away? (So Preciso, 2020)

As a result of the historic referendum on Britain's withdrawal from the European Union on 23 June 2016 , with 51.9 per cent of the vote and 48.1 per cent of the stay. After Boris Johnson became Prime Minister And announced the stance of leading England out of the European Union, believing that it can leave the European Union A deal with the European Union has been reached, especially a trade deal, by October 31 , 2019 , or the UK will have to design a no-deal Brexit .really, which means The EU's tariffs are imminent and will affect the British economy immediately. Fighting Prime Minister Boris Johnson on the issue After more than three years of political turmoil, Britain left the European Union at 11:00 p.m. local time on 31 January 2020. End of 47-year EU membership. (Suthasinee Lertwatchara, 2016)

Britain's decision to leave the European Union has been a hot topic among international relations political science scholars. In keeping an eye on the issue of the reasons for England's withdrawal from the European Union. In particular, the idea of nationalism has returned to influence during the recent referendum on Brexit, which after a long period of controversy and conflict. Finally, the UK officially left the European Union. Faculty of Political Science, Chulalongkorn University. which is a leading university in Thailand has produced graduates in international relations for a long time. Therefore, the researcher was interested in the attitudes of undergraduate students. Studied in International Relations, Faculty of Political Science, Chulalongkorn University on the cause of England's withdrawal from the European Union. In the future, these are the new generation of Thai academics in political science and international relations.

## 2. The objective of the study

2.1 To study the reasons for the UK's withdrawal from the European Union.

2.2 To study the attitudes of International Relations Bachelor's Degree Students Chulalongkorn University in the case of the UK's withdrawal from the European Union.

2.3 To study the attitudes of International Relations Bachelor's Degree Students Chulalongkorn University in the case of the UK's withdrawal from the European Union on the personal factors of the respondents, including gender, age and education level.

## 3. Research Methods

The research titled "Attitudes of International Relations Bachelor's Degree Students Chulalongkorn University in the case of the UK's withdrawal from the European Union" is quantitative research. The population is 154 undergraduate students in International Relations, Faculty of Political Science, Chulalongkorn University. The measurements used in the research were questionnaires, then the collected questionnaires were analyzed and processed by computer statistical software packages. in order to calculate the statistical value for answering

the research objectives and hypothesis completely as set.

## 4. Results of study

Reasons why the UK wants to leave the European Union due to the need for independence in various policies and sovereignty as their own including the rules regulations The European Union is too strict. And that the UK will have to bear unnecessary costs that it has to pay for membership to the European Union. Including carrying the burden of immigration of countries in Eastern Europe. which the British themselves also believe that Their nation is superior to the European Union in many ways, for example, England was a great power in the past. economy and the pound's superiority over the euro, etc. These are all important factors in Britain's withdrawal from the European Union.

Attitudes toward the reasons for the UK's withdrawal from the European Union consisted of 3 aspects, ranked in order of highest average: National interests, Nationalism and Skepticism. (As in Table 1)

Table 1: The attitude level of Students on the Causes of Britain's Withdrawal from the European Union

|  | the level of attitudes | | |
|---|---|---|---|
|  | Mean ($\overline{X}$) | standard deviation (S.D.) | data interpretation |
| National interests | 3.61 | 0.251 | highest level |
| Nationalism | 3.29 | 0.315 | highest level |
| Skepticism | 3.14 | 0.424 | high level |
| summary | 3.35 | 0.33 | highest level |

From Table 1, the level of attitudes of students towards the reasons for withdrawing from the European Union in England, a case study of undergraduate students in international relations, Faculty of Political Science, Chulalongkorn University, as a whole, found that the attitudes were at the highest level with an average of 3.35 ($\overline{X}$ =3.35, S.D.= 0.33) and the level of students' attitudes towards the reasons for UK's withdrawal from the European Union: A case study of undergraduate students in International Relations, Faculty of Political Science, Chulalongkorn University. Each issue consisted of 3 aspects: National interests is at the highest level with an average of 3. 61 ($\overline{X}$ =3.29, S.D.= 0.251) on nationalism was at the highest level with an average of 3.29 ($\overline{X}$ =3.29, S.D.= 0.315) Skepticism was at a high level with an average of 3.14. ($\overline{X}$ = 3.14, S.D. = 0.424 )

4.3 Comparison of the level of attitudes of students towards the reasons for leaving the European Union in England overall to the personal factors of the respondents as a whole, it was found that : Overall, it was found that gender had a statistical significance of 0.026, which was less than 0.05, thus according to the hypothesis. Age has a statistical significance of 0.265, which is greater than 0.05, therefore it does not meet the assumption. The level of education has a statistical significance of 0.026, which is less than 0.05, thus according to the hypothesis. Considering each issue, it was found that National interest, Gender has a statistical significance of 0.008, which is less than 0.05, so it is in line with the hypothesis. Age had a statistical significance of 0.126, which was greater than 0.05, therefore it did not meet the hypothesis. The educational level had a statistical significance of 0.119, which was greater than 0.05,

therefore, it did not meet the hypothesis. For Nationalism, gender had a statistical significance of 0.466, which was greater than 0.05, so it did not meet the hypothesis. Age has a statistical significance of 0.270, which is greater than 0.05, therefore it does not meet the hypothesis. The level of education has a statistical significance of 0.006, which is less than 0.05, thus according to the hypothesis. In terms of suspicion, Gender has a statistical significance of 0.670, which is greater than 0.05, therefore it does not meet the assumption. Age has a statistical significance of 0.130, which is greater than 0.05, therefore it does not meet the hypothesis. The level of education has a statistical significance of 0.384, which is greater than 0.05, therefore it does not meet the hypothesis.

## 5. Conclusions of the study

It was found that the reasons for the UK's withdrawal from the European Union was national interests, Nationalism and skepticism. And the attitudes of the students towards the reasons for the UK's withdrawal from the European Union were as follows: the skepticism, for example, the UK was concerned about the future EU policy; the nationalism, such as voting for public referendum in England. The national interest, such as the British not wanting to bear the burden of helping other member countries.

## 6. Discussions

Attitudes of students towards the reasons for UK's withdrawal from the European Union Overall, the results of the analysis of student attitudes towards the reasons for UK's withdrawal from the European Union were at the highest level. in the following order: national interests, nationalism, and skepticism. Consistent with the research of Thidarat Koprasit (2017) has studied the analysis of economic integration of the European Union and the European economic crisis in 2009-2016. that affects confidence in the economic potential of the European Union from England and the European Union has issued measures to solve the economic crisis, both short-term measures that member states have responded in a good direction. Long-term measures, on the other hand, are time-consuming as they involve a higher degree of renunciation of member countries' sovereignty. Finally, EU's outlook and challenges remain in high public debt. and the Union economy Europe lacks dynamic growth including domestic political problems Politics between EU member states and immigration problems. (Suebsawad Vutivoradit, Keratiwan Kalayanamitra and Sunhanat Jakkapattarawong, 2019)

## 7. Recommendations

UK withdrawal from the European Union Therefore, England should carefully formulate its foreign policy, especially on the economy. By using negotiations with other EU countries to reach various agreements.
UK withdrawal from the European Union made England independent but lacks credibility in the financial system Therefore, it is necessary to build credibility quickly. to prevent economic slowdown.

## 8. References

1.  Pannapa Chantrarom. (2016). The United Kingdom's withdrawal from the European Union (Brexit): Factors within the United Kingdom. Realms and their impact on the international community. Thesis for Master of Political Science, Faculty of Political Science, Ramkhamhaeng University.
2.  Suthasinee Lertwatchara. (2016). Britain's withdrawal from the European Union. Retrieved from https://www.hotcourses.in.th.

3.  So Preciso. (2020). So Preciso. (2020). What is Brexit and where does Brexit go next? Retrieved from https://www.mitrade.com.
4.  Thidarat Khoprasit. (2017). An Analytical Study of Economic Integration of the European Union and the European Economic Crisis, 2009-2016. Master's thesis in Political Science, Ramkhamhaeng University.
5.  Suebsawad Vutivoradit, Keratiwan Kalayanamitra and Sunhanat Jakkapattarawong. (2019). Administrative Innovation In Local Government Bureaucracies: Case Study Of Thesaban, Phetchabun Province, Thailand. No 3(16) (2019): The EUrASEANs: journal on global socio-economic dynamics.

➢ *This research presented on International Conference on International Conference on Political Science and Management in Post-Pandemic (PSMP) : Paris/France, March, 01ˢᵗ -05ᵗʰ , 2023*

# Media Exposure Behavior in Political Information of University Students

**Veerapon Vongprasert**
Department of Political Science, College of Politics and Government,
Suan Sunandha Rajabhat University, Bangkok, Thailand.
Email: veerapon.vo@ssru.ac.th, veerapon.ssru@gmail.com

## Abstract
The political information is important for learning and understanding the structure of society through values and norms which are socialized by the education institutes. Nowadays, The university as one of the main institutions for university students development in terms of political, social, cultural and economic development on both onsite and online study in bachelor degree. Political knowledge development on university students in objective dimension as political regime and subjective dimension passing through political socialization by the media on mainstream media approach such as television, radio and newspaper which could be the important tool for building democratic political knowledge to university students. The university students as the receivers on communication process could be mainly socialized on direct and indirect knowledge. This research is to aim for studying the media exposure in political information of university in 3 categories: newspaper, television or radio. It considers the behavior of media exposure on political information of university students from the 3 variables: sex, age and academic level.

The sample group of this study is the university students from Suan Sunandha Rajabhat University with the total number of 126. The multi-stage random sampling with questionnaires as the tool for collection the data. The analysis is on the statistical method in terms of frequency, percentage and chi-square test at the significant level = 0.05

The objectives of this research are
1.  To analyze the time used on the percentage of sample size of university students on media exposure in political information on watching the television, listening to the radio or reading the newspaper in terms of the frequency.
2.  To analyze the attitude score level of sample size of university students on media exposure in political information on television, radio or newspaper.
3.  To analyze the reasons on the percentage of sample size of university students on media exposure in political information on television, radio or newspaper in terms of the top ranking.
4.  To analyze the direction relationship of university students between the time spent used on media exposure in political information on television, radio or newspaper in terms of the frequency and the attitude score level on democratic political attitude.

The results of this research are as follows:
1. The university students as the percentage of sample size of this research use the time as media exposure in political information which university students use for reading the newspaper, listening to the radio or watching the television in terms of the frequency are as follows: 41.0% on 5-7 days per week (high level), 42.2% on 2-4 days per week (medium level), and 12.8% on 0-1 day per week (low level).
2. The university students as the percentage of sample size of university students on media exposure in political information on television, radio or newspaper in terms of attitude score level are as follows: 38.3% on 86-97 scores (high level), 34.0% on 71-85 scores (medium

level), and 27.7% on 56-70 scores (low level).

3. The reasons with the percentage of sample size of university students on media exposure in political information on television, radio or newspaper in terms of the top ranking are as follows: 48.8% on rapid report in supporting news, 21.1% on details of political news, 14.8% on personal belief in political news, 11.3% on personal belief in news presenter, and 4.0% on others.

4. The number of sample size of university students on media exposure in political information on television, radio or newspaper is positively related to the democratic political attitude.

In order to plan the democratic development to university students by political learning passing through main stream on mass media approach such as television, radio and newspaper in terms of the way of life on both socialization and political socialization for the development with political values and norms and the strength with social institutions under the regime of the democratic.

In conclusion, The media as television, radio and newspapers educates university students on both inside and outside of the university. The political belief in political information make the university students have the information for supporting in term paper and advanced learning. The university students could learn the political information by viewing the television, listening to the radio, and reading the newspaper in the dimensions of time spent on political issues (days per week) and socialized by the political information.

**Keywords**: Media exposure, Political information, Political behavior

**Introduction**

Globalization has been, and remains, a potent force in the spread of democratic values and norms. Globalization also contributes to weakening the power of centralized government and helps to empower citizens by practicing the university students on both onsite and online learning, the acquisition of individual political information, and increased access to mass media, especially public political policies. Globalization is often viewed as driving democratically elected governments of their political efficiency, effectiveness and legitimacy to determine public policies or to regulate the consequences of global decisions on the people who elected them.

Nowadays, Thai society becomes aware of political right. This suggests in terms of political participation passing through the opinion about political thoughts, views and beliefs. Public opinion is the opinion or attitude of the public regarding a particular matter, especially the influence opinion of people to public policies as the broad consensus of opinion about the policies which should be pursued. Attitude research plays an important role in understanding how opinion are formed, changed, and measured. (Mario and Haddock, 2009) By this way, media exposure makes the people to share another person's feelings and emotions as if they are public thoughts. Political Communication could wake up the brain for demanding the political need which makes the people's politics passing of traditional society to modernizing society with democratic government. The question is what has accounted for this critical situation. Some may attribute it to the absence of good leadership while other may blame the lack of a democratic political culture

**Objective**

1. To analyze the time used on the percentage of sample size of university students on media exposure in political information on watching the television, listening to the radio or reading the newspaper in terms of the frequency.

2. To analyze the attitude score level of sample size of university students on media exposure in political information on television, radio or newspaper.

3. To analyze the reasons on the percentage of sample size of university students on media exposure in political information on television, radio or newspaper in terms of the top ranking.

4. To analyze the direction relationship of university students between the time spent used on media exposure in political information on television, radio or newspaper in terms of the frequency and the attitude score level on democratic political attitude.

**Literature Review**

Democratic political culture is a product of political socialization passing through basic socialization, political socialization process, political recruitment process. (Pye; 1963) Democratic political attitude with the response by political stimuli leads to political personality. The democratic political attitude could support democratic regime to be sustainable for the value and the honor of people by itself.

> The core concepts of democratic political culture for measuring the factors that affected democratic political attitude as follows:

(1)      To have trust and faith in democratic political regime
(2)      To respect in humanity and capability to each other
(3)      To realize in responsible for civic citizen
(4)      To have the courage to give the opinion and comments with reasonableness and creativity
(5)      To participate in political activity and admit the rule in democratic regime
(6)      To concede the different opinion
(7)      To admit the authority with reasonableness and legitimacy

> The research review will be summarized into 2 parts : Democratic political attitude and Role of media in politics.

**Role of media in politics**

The important challenge is the information age and Thailand 4.0 development strategic plan. The world gets much smaller through innovation and discoveries employing new technologies. (Mills; 2000) The knowledge of economic and social era is a changing society in which information expands rapidly around the globe; including money and capital flows for new investment opportunities, organizations continually restructure themselves; government policies undergo volatile shifts as electorates become more and more important, and volatile seesaw politics in education, teachers in the knowledge society must develop and be helped to develop capacities for taking risks, dealing with change, and undertaking inquiries when new demands and novel problems repeatedly confront them. (Hargreaves; 2003) Meanwhile, persuasion is the process of changing or reinforcing attitudes, beliefs, or behavior. For example, viewing a television debate between two politicians, the viewers would listen hard to both sides and make his mind up based on the discussion of issues and the quality of evidence but if the viewers were in the mindless mode (for example, half watching while entertaining friends), the viewers would rely on simple cues. Typically, the cues that influence us most in situations like

144

this are the attractiveness of the speakers, the reactions of their friends, and the pleasure or pain associated with agreeing with their arguments. (Mills; 2000) For newspaper, university students could search political information, receive political information and experience. The students could use the political information for reporting the term papers, searching for political system through political recruitment and political integration as political instrument from the role of newspaper by interpreting its comprehension on political information as political action which inform, educate, socialize and set the agenda to be political agendas to all receivers in communication process. As a result, the understanding of experience with phenomenon conceptual framework in terms of political interaction could lead the university students' ideas to political act with learning process to practicing process. Moreover, it could be persuade other people to practice on the role and expectation of society such as the way of life in democracy political regime.

Higher education is now facing another major challenge brought about by the liberalization of trade and investment. The liberalization of trade in education services and personnel are both within and across the region. Having realized the impact of higher education development on producing quality human resources to keep pace with the challenges brought about by globalization, in teaching, risk requires a special kind of trust in processes as well as university students. Teaching in the knowledge society is a need to show political courage and integrity by reconnecting the agenda for educational improvement with a renew assault on social impoverishment. (Hargreaves; 2003)

In the globalized world, learning democratic political knowledge is becoming an important element and tool in establishing effective relations and interaction with people of all countries. Learning and understanding political attitude and culture would lead to ensure friendly and constructive relationship and next to social and economic engagement at last. For example, the economic significance of tourism is beneficial to the global economy and to individual economies, including its impact on the relationship between the economic, social, culture, and politics (Sriupayo; 2016).

For higher education, university students have the time to spent for following the political events of all counties, collecting the data in the political news over the world, and reporting the term paper report to the class. The study is to use the benefits of media exposure by political socialization to form the information, the idea, the knowledge, and the wisdom in political process as follows: to transfer the information of political knowledge and understanding; to set the political agenda; to influence and cultivate political beliefs and to develop the country's politics.

Media exposure as one of the communication behavior which composes of 4 patterns. That are media exposure, communication processes, Motivational gratifications, and Media credibility and preferences. (McLeod and O'Keefe; 1972)

Becker (1983) defines media exposure as the meaning of the information exposure as follows: Information Search, Information Receptivity, and Experience Receptivity.

Almond and Verba (1972) suggested that political information of political knowledge appearing in political systems: input, process, output, feedback, and environment. The systems are as general object (history, geography, political institute and organization, etc.), input of political objects (political party, bureaucracy, benefit group, member of parliament, media system, etc.), output of political objects (parliament, court, bureaucracy, etc.), and political self as object (personal role to politic, self evaluation in politic, etc).

**Democratic political attitude**

Democracy can be fully defined as political power exercised either directly or indirectly through participation, competition, and liberty. (O'Neil; 2015). Political attitude describes views regarding the necessary pace and scope of change in balance between freedom and equality. The attitude is typically broken up into the categories of radical, liberal, conservative, and reactionary.

The attitude researchers have traditionally noted that attitudes are based on cognitive, affective, and behavioral information. (Mario and Haddock, 2010) For democracy, it is derived from the Greek words demos (meaning people, of populace) and kratia or kratis (meaning rule).

A political system consists of the system and the people who run the system. The human element on this research in case of university students is most important here. Democracy is not only a lip service to the idea that is critical of opinion and attitude but they could do something to support it. The practitioners have to possess democratic beliefs, attitudes and culture.

From the concept of political socialization, it shall be defined restrictively as those development processes through which persons acquire political orientations and patterns. Political culture is a subjective psychological phenomenon that appears in the process of interaction between individuals and the political system. The idea of political culture which is essentially the argument that is the differences in societal institutions (norms and values) is shaping the landscape of political activity. Political culture may influence the preference for certain kinds of policies as well as the particular relationship between freedom and equality. The behavioral revolution in political science was strongly connected to modernization theory, which posited that as societies became more modern, they would inevitably become more democratic. Modernization is associated with better education, a weakening of older traditional institutions that stressed authority and hierarchy, greater gender equality, and the rise of a middle class. To sum up, modernization theory suggests that as societies become better educated and more economically sophisticated, they need and desire greater control over the state to achieve and defend their own interests. (O'Neil; 2015)

The meaning of belief could be summarized into 2 items: First, Conviction or acceptance that certain things are true or real; Second, Complete, unquestioning acceptance of something even in the absence of proof and, esp., of something not supported by reason. Political participation entails communicating with elected officials and others in government-expressing viewpoints and demanding certain actions or public policies from the government. Vehicles for political participation include political parties, interest groups, and a free press. Political participation can be either conventional or unconventional. Conventional participation includes voting, running for office, assisting with political campaigns, writing to elected officials, writing letters to newspapers about particular issues, and joining an interest group to influence public policies. Unconventional participation includes protests, mass demonstrations, civil disobedience, and sometimes even acts of violence. (Payne; 2009)

Education as the global education approach is for International Understanding and Co-operation. Education plays a dual role (at once) in reproducing certain aspects of the current society and preparing students to transform the society for the future. The role of education in building the society is to help students to determine what is the best to conserve in their cultural, economic and natural heritage and to nurture values and strategies for attaining sustainability in their local communities while contributing (at the same) time to national and global goal (Siribanpitak, 2009). Siribanpitak also pointed out the educational approach for the development of human resources and society into three positions of education from the past to the present. First, Education is one of the most important of social activities to transmit essential

146

knowledge to students. (Knowledge comes from outside the students' experiences and students should learn only what previous generations learned (Plato). Second, Learning entails reconstruction, student actively involved in learning, constantly reconstructing and reorganizing experience to gain a better understanding of life as it is happening (John Dewey). Third, the reconstruction of the society should be the purpose of schools. School should criticize, change, and improve society (George Counts).

Democracy provides people with the opportunity to be active citizens rather than passive subjects. The human behavior is prescribed by knowledge and information. Education is to be taken to enlighten the university students so that they will not become affected by politicians' manipulation. The information from the various sources of information and digital technology implemented and the outcomes of these technologies are very positive. This digital literacy will impact more strongly than ever before. (Sukmaitree, 2020)

Education produces human resources having or doing the worth within desirable society because it is useful, necessary, or popular as follows: the country has its vision and mission, the people are socialized, the citizenship is oriented to the country's obligation, the civic culture leads to the responsibility of moral and society, the spirit of value and aesthetic value, and technical knowledge. A democratic political culture may be hard to develop in authoritarian culture root because democratic spirits have become ingrained habits and beliefs in the culture and is difficult to change or remove.

**Methodology**

This research is to aim for studying the factors that affected democratic political attitude by analyzing the mass media in 3 categories: television and radio. It considers the behavior of media exposure on political information of university students from the 3 variables: sex, age, and academic level.

The study could set the tool with the questionnaire for finding the relationship between the behavior on media exposure in political information and the democratic political attitude of university students.

A questionnaire was constructed and administered to university students from Suan Sunandha Rajabhat University in the College of Politics and Government, Suan Sunandha Rajabhat University with the total number of 256. The university students were who studied in the subject Public Opinion and Democracy in the semester 1 and semester 2 in the Academic Year 2022. The multi-stage random sampling with Likert five scales questionnaire as the tool for collecting the data. The analysis is on the statistical method in terms of frequency, percentage and chi-square test at the significant level = 0.05

The analysis of sample group in the research named "Media Exposure Behavior in Political Information of University Students" is as shown in table 1.

Table 1:  The number and percentage of sample size

| Item | Category | Number (Persons) | Percentage (%) |
|---|---|---|---|
| Sex | Male | 128 | 50.0 |
| | Female | 128 | 50.0 |
| Age (years) | ≤ 20 years | 128 | 50.0 |
| | > 20 years | 128 | 50.0 |

| Academic Level | Year 1 (Freshy) | 128 | 50.0 |
|---|---|---|---|
| | Other (Non-freshy) | 128 | 50.0 |

The result of the behavior of media exposure in political information from 3 categories: newspaper, television, and radio as shown in table 2-5.

Table 2: The number and percentage of sample size of media exposure in political information
on television, radio or newspaper

| Media exposure in political information on television, newspaper or radio | Number (persons) | Percentage |
|---|---|---|
| 5-7 days per week (high level) | 105 | 41.0 |
| 2-4 days per week (medium level) | 108 | 42.2 |
| 0-1 day per week (low level) | 43 | 16.8 |
| Total | 256 | 100.0 |

Table 3: The number and percentage of sample size on democratic political attitude level

| Democratic political attitude level | Number (persons) | Percentage |
|---|---|---|
| 86-97 scores (high level) | 98 | 38.3 |
| 71-85 scores (medium score) | 87 | 34.0 |
| 56-70 scores (low score) | 71 | 27.7 |
| Total | 256 | 100.0 |

Table 4: The chi-square test of sample size between the number of media exposure in political information
on television, radio or newspaper and democratic political attitude level

| Media exposure in political information on television, radio or newspaper | Democratic political attitude level | | | Total (persons) |
|---|---|---|---|---|
| | 86-97 scores (high score) | 71-85 scores (medium score) | 56-70 scores (low score) | |
| 5-7 days per week (high level) | 55 | 38 | 12 | 105 |
| 2-4 days per week (medium level) | 31 | 35 | 42 | 108 |
| 0-1 day per week (low level) | 12 | 14 | 17 | 43 |
| Total (persons) | 98 | 87 | 71 | 256 |

Table 5: The number and percentage of sample size on reasons for media exposure in political information on television, radio or newspaper as the top ranking

| Reasons for media exposure in political information on television, radio or newspaper | Number (persons) | Percentage |
|---|---|---|
| rapid report in supporting news | 125 | 48.8 |
| details of political news | 54 | 21.1 |
| personal belief in political news | 38 | 14.8 |
| personal belief in news presenter | 29 | 11.3 |
| others | 10 | 3.9 |
| Total | 256 | 100.0 |

In conclusion from table 1-5, the university is one of important institutions of society. The economic, societal and political factors in globalization play a significance role and influence the attitude of university students. The media as television, radio and newspapers educates university students outside of university as well as in university. The political socialization by media exposure is the cause of democratic political attitude. The university students could learn the political information by viewing the television, listening to the radio, and reading the newspaper in the dimensions of time spent on political information and frequency of searching on political information. The review research could set the tool with the questionnaire for finding the factors that affected democratic political attitude of university students.

The democratic political attitude of sample size classified by the score of three democratic political attitude: high score (86-97 scores), medium score (71-85 scores) and low scores (56-70 scores) which shown in the table above.

Moreover, it could be persuade other people to practice on the role and expectation of society such as the way of life in democratic political regime.

The hypothesis test in the relationships between the behavior of media exposure in political information (television, radio and newspaper) and the democratic political attitude are shown in the table respectively.

As a result, the analysis on relationship between the behavior on media exposure in political information on television, radio or newspaper and the democratic political attitude of university students by calculating the information in terms of the Chi-square from the table 4 (26.53) which is higher than the Chi-square from the two-way table or Contingency table (9.49). The result explains that the relationship between the behavior on media exposure in political information on television, radio or newspaper and the democratic political attitude of university students is the positive relationship.

## Conclusions and Discussion

The behavior of media exposure in political information on television, radio or newspaper is the positive relationship with the democratic political attitude.

The study produced the following findings:

1. The university students as the percentage of sample size of this research use the time as media exposure in political information which university students use for reading the newspaper, listening to the radio or watching the television in terms of the frequency are as follows: 41.0% on 5-7 days per week (high level), 42.2% on 2-4 days per week (medium level), and 12.8% on 0-1 day per week (low level).

2. The university students as the percentage of sample size of university students on media exposure in political information on television, radio or newspaper in terms of attitude score level are as follows: 38.3% on 86-97 scores (high level), 34.0% on 71-85 scores (medium level), and 27.7% on 56-70 scores (low level).

3. The reasons with the percentage of sample size of university students on media exposure in political information on television, radio or newspaper in terms of the top ranking are as follows: 48.8% on rapid report in supporting news, 21.1% on details of political news, 14.8% on personal belief in political news, 11.3% on personal belief in news presenter, and 4.0% on others.

4. The number of sample size of university students on media exposure in political information on television, radio or newspaper is positively related to the democratic political attitude.

In conclusion, The media as television, radio and newspapers educates university students on both inside and outside of the university. The political belief in each political issue makes the university students have the information for supporting in term paper and advanced learning. The university students could learn the political information by viewing the television, reading the newspaper, and listening to the radio in the dimensions of time spent on political information (days per week).

**Suggestion**

The above results should take the variables with the result related between time spent for watching television, listening to the radio, and reading newspaper t and democratic political attitude. In order to plan the democratic development to university students in terms of the way of life on both socialization and political socialization for the development and the strength with social institutions under the regime of the democratic. Moreover, not only the mass media but also the social media would be essential for university students to learn the democratic political information as daily life for supporting and fulfilling the knowledge and political attitude in democratic political socialization.

**Acknowledgement**

**References**

1. Almond, Gabriel A. and Verba, S. (1972). The Civic Culture : Political Attitudes and Democracy in Five Nations. New Jersey : Princeton University Press.
2. Becker, Samuel L. (1983). Discovering Mass Communication. Illinois : Scott, Foresman and Company.
3. Charoensin-o-larn, Chairat. (2015). "The Management of Subjectivity/Objectivity in the Social and Human Sciences." in Vibhasa. Bangkok : Vibhasa Press.
4. Easton, D. and Dennis, J. (1969). Children in the Political System : origins of Political Legitimacy. New York : Mc Graw-Hill Book.
5. Hargreaves, Andy. (2003). Teaching in the Knowledge Society : Education in the Age of Insecurity. Philadelphia : Open University Press.
6. Manheim, Jarol B. (1975). The Politics Within : A Primer in Political Attitudes and Behavior. Englewood Cliffs, New Jersey : Prentice-Hall.
7. Mcleod, Jack M. and O'Keefe, Garrett J. (1972) "The Socialization Perspective and Communication Behavior" In F.G. Female and P.J. Tichenor (eds.), Current Perspectives in Mass Communication Research. London : Sage Publications.

8.  Mills, Harry. (2000). Artful Persuasion : how to command attention, change minds, and influence people. New York : AMA Publications.
9.  O'Neil, Patrick H. (2015). Essentials of Comparative Politics (5th edition). New York : W.W. Norton & Company, Inc.
10. Payne, Richard J. (2009). Global Issues : Politics, Economics, and Culture. New York : Pearson Education.
11. Pye, Lucian W. (1963). Politics, Personality and Nation Building : Burma's Search for Identity. New York : Yale University Press.
12. Siribanpitak, Pruet. (2009). Management and Provision of Education for a Small Planet. Bangkok : Prixwarn Graphic.
13. Sriupayo, S. (2016). The Climate Change and Impact of Marine Tourism –A Case Study: Phuket, Thailand. Faculty of Humanities and Social Science, Suan Sunandha Rajabaht University, Thailand.
14. Sukmaitree, J. (et. Al.) (2022). Local Political Participation Model of the People in Choeng Neon Sub-District Municipality, Mueang District, Rayong Province, Test Engineering & Management: Article Info Volume 83, Page Number: 12253 – 12263, Publication Issue: May- June 2020.

➢ *This research presented on International Conference on International Conference on Political Science and Management in Post-Pandemic (PSMP) : Paris/France, March, 01$^{st}$ -05$^{th}$ , 2023*

# "To maintain the supreme power of the Thai people.":
# Policy Practice of Foreign Policy by Khana Ratsadon
# from 1933 to 1938

## Itthiphon Kotamee

College of Politics and Governance, Suan Sunandha Rajabhat University, Thailand
Email: itthiphon.ko@ssru.ac.th

## Abstract

Generally, studies about Thai foreign policy after 1932 have focused on either the outcome after the change from an absolute monarchy to a constitutional regime or on the political struggle of factional politics within the People's Party (Khana Ratsadon). This paper aims at understanding the policy practice in Thailand from 1933 to 1938. The objective is to construct a narrative around the basic process which led to Thailand achieving independence for the first time according to the nation-state definition.


**Keywords:** Independence, Khana Ratsadon, Nation-State

## 1. Introduction

Thai foreign policy has received considerable recognition internationally. In particular, it plays a big role in advancing peace and initiating the integration of international cooperation organizations. This role came to prominence after World War II, since then Thailand has been an important force in promoting regional cooperation with organisations (Jakkapattarawong, Kalayanamitra, Srison, 2020) such as the United Nations (UN), The Southeast Asia Treaty Organization (SEATO), the Asean Economics Community (AEC) and the World Trade Organization (WTO), etc. However, with the highly volatile global political situation from the beginning of the 21st century to the present, countries have had to face new challenges, including economic crises, war problems and new security problems. The significant question is in which direction foreign policy will proceed so that it is adequately appropriate for countries to survive and maintain stability within their nations. Such an approach tends to be successful when applied with small states (Keohane, 1696, pp. 291-310).

The aforementioned points are in line with the viewpoint of Chinwanno (2018), who suggests that Thailand has a considerably large role in foreign affairs, both in the global and regional arenas. Its outstanding success in securing national interests in terms of security and economic development has also been recognized. Nevertheless, considering the course of history, relations between Thailand and its neighboring countries are not close or cooperative in various dimensions which reveals the complexity of the issues discussed above.

An analysis of modern foreign policy in Thailand can be broadly divided into 8 eras as follows.

1. From after the change from absolute monarchy to constitutional monarchy in 1932 until the World War 2 era (1933-1945)

2. During the civilian government under the leadership of Pridi Banomyong (1945-1947)

3. During the military government under the leadership of Field Marshal P. Pibulsongkhram (1948-1957)

4. During the military government under the leadership of Field Marshal Sarit Thanarat and Field Marshal Thanom Kittikachorn (1958-1972)

5. During the period of foreign policy adjustment for neighboring countries in the democratic government (1973-1976) and the government of Prime Minister General Kriengsak

Chamanan (1978-1980)

6. During the semi-democratic government under the leadership of General Prem Tinsulanonda (1980-1988)

7. During the democratic government under the leadership of Gen. Chatchai Choonhavan (1988-1991)

8. During the interim government under Prime Minister Anand Panyarachun (1991-1992)

This article, therefore, seeks to explore specific characteristics that serve as a model for Thai foreign policy. The focus is on the study of Thai foreign policy in the period after the change from absolute monarchy to constitutional monarchy in 1932, which is considered the beginning of Thailand's modern foreign policy. To be more precise, from 1933 to 1938 under the government of Phraya Phahonphonphayuhasena with Mr. Pridi Banomyong who was the Minister of Foreign Affairs, Thailand was facing two political challenges.

The first challenge was having negotiations to enhance the country's status under democracy. In the past, Thailand's status was not recognized by the international community particularly among the superpowers.

Secondly, in the history of Thai foreign policy, this period is also the time when the Thai state adhered to the "Peace Policy" to proclaim itself as a neutral country. This is in accordance with Keohane's (1969) analysis which suggests that medium sized states, or "middle powers," have more physical capability than small states but not as much as the great or major powers which played an active role in proposing and initiating policy that sometimes-affected international politics at the regional or global level in some issues.

## 2. Literature Review

In order to answer the question raised above, most scholarly work focuses on the consequences of changes in foreign policy that ultimately led to Siam's independence at that time and on external factors which affected the success of Thai foreign policy. The first group of academic work focuses on the outcomes of changes in foreign policy and external factors. For example, there are important textbooks such as "Siam and the League of Nations: Modernization, Sovereignty and Multilateral diplomacy 1920-1940" by Hell (2010) "Thai Foreign Policy 1932-1946" by Santaputra (2020). Academic work in the second group pays great attention to the study of internal factors.

Yet, they often put emphasis on factional politics among political groups within the People's Party after the peace policy was firmly established and highly successful. An example of academic work in this group is by Charoenvattananukul (2019) on "Beyond Bamboo Diplomacy: The Factor of Status Anxiety and Thai Foreign Policy Behaviors". For this reason, this article aims to study the practice of foreign policy between 1933-1938 to point out the fundamental process that has played an important role in helping Thailand achieve its' first complete independence as a nation state.

## 3. Problems in studying Thai foreign policy from 1933-1938

In order to understand the international political status of Siam during post-World War I to pre-World War II periods, this article examines "Siam and the League of Nations: Modernization, Sovereignty and Multilateral Diplomacy, 1920 – 1940" written by Hell (2010). Hell revised his writings from his doctoral dissertation at the University of Tubingen in Germany. This work reflects the global context tied to the efforts of great nations to turn conflicts into peace. The result was the creation of a type of international regime known as "the league of nations". Nevertheless, the emergence of this organization existed in parallel with the four great currents which occurred at the same time.

The first current is the rise of the Nazi Party in Germany, which gained high popularity within the country. After which the nation that used to be great with its "iron and blood" policy was defeated and mired in massive war restitution costs that made it difficult for the country to become great again.

The second current is the conversion to communism. The dream of Karl Marx was first realized in the cold land of Russia, when the Revolutionary Red Army overthrew the Romanov dynasty in 1917, before the establishment of a communist regime.

The third current is nationalism enthusiastically adopted to liberate countries from their former colonial powers especially in the nations in Southeast Asia. The last current is the economic crisis called the Great Depression in western capitalist countries especially in the United States. In such winds of change, it was necessary for Siam itself to stand firm in its position. After the change of government from an absolute monarchy in 1932 to a constitutional monarchy, multilateral organizations were established. They were intended to create a new world order to ensure security between states by establishing international law to turn conflicts into open dialogue and increase cooperation between states. Siam became part of this order (Hell, 2010, p.12). The People's Government effectively exploited this opportunity even though it was only for a short period of time.

Siam's foreign policy during this period was highly successful despite extensive challenges. What is interesting is how the factors and processes of the government at that time proceeded until Siam was able to amend unequal treaties. The most critical point was when Siam gained judicial independence and the People's Party government enthusiastically organized a ceremony to glorify this honor (Prakitnonthakarn, 2015).

Nevertheless, this situation did not proceed smoothly. The country also faced challenges posed by the volatility of the new world order. The first challenge was faced in 1933 when Siam decided to abstain at the League of Nations meeting from condemning Japan's invasion of Manchuria. Hell's conclusion clearly suggests that Siam's foreign policy and domestic modernization in the 1920s - 1930s followed the framework of multilateral negotiations (Hell, 2010, p.237). This corresponds to the set of documents entitled "Siam Peace" or "LE SIAM PACIFISTE" in which Pridi Banomyong revealed that Siam carried out such policy since the government of King Chulalongkorn and King Mongkut. During those times, Siam chose to negotiate with the great powers peacefully.

When world politics became increasingly stressful in the late 1930s, Siam was still able to maintain its neutral status. According to Pridi, this was meant to maintain the "balance of power", considering the neutrality of the People's Government. In order to be in line with the historical period, on the one hand, we must differentiate the non-military approach. Such an approach was highly popular in African countries and it became even more popular among the new nation-states of Asia when each nation's nationalist movements achieved liberation from their colonial states after World War II. They maintained their distance from the western powers while maintaining their status as neutral countries. The hypothesis of this article is that Siam aimed to maintain its neutral status during pre-World War II. It adopted ad hoc neutrality which is a policy that the majority of small states chose to implement. However, this kind of neutrality was destroyed when smaller states were invaded.

As Pridi once described Siam's diplomacy during World War I, "Siam declared war on Germany and Austria-Hungary in World War I because it perceived that both countries initiated a brutal invasion and persecution of human beings" (Banomyong, 2015, pp. 49-50). This occurred in many countries in the past, such as the Netherlands, Norway, Denmark, and more recently, in the case of Finland and Sweden, who wanted to take park in the North Atlantic

Treaty Organization, or "NATO," because of their perception of being insecure when Russia invaded Ukraine in early 2022. Therefore, if we are to consider the principle of neutrality of Siam in the pre-World War I era, it is necessary to closely consider the conditions that caused transition in each period. An example of such considerations was presented in the important writing of Peera Charoenvattananukul's "Beyond Bamboo Diplomacy: the Factor of Status Anxiety and Thai Foreign Policy Behaviours" which suggests that the policy of Siam was in this direction. However, his focus on the period during the transition from the government of Phraya Phahonphonphayuhasena to the Royal Government of Pibulsongkram, is different. There were significant factors involved in establishing a prominent international recognition status, especially, when France, as the colonial ruler of Indochina, began to provoke Thailand more forcefully between the end of 1940 to the beginning of 1941. Hence, this article aims to shorten the study period by considering foreign policy from 1933 to 1940 when Siam remained adhered to the policy of peace.

This is different from most academic papers that often determine Thailand's first foreign policy from 1933-1945, which is too broad to understand the turning point in diplomatic history. On the one hand, this article aims to avoid the influence of external factors on one-sided policy formulation, but focuses on the practical aspects of foreign policy putting emphasis on the key actions of policy makers. This research's objectives are two-fold. First, it aims to study the foreign policy practice of the People's Government from 1933 to 1938. Second, it aims to explain the foreign policy practice during that period and how it affected Thailand's political success in the early days of modern foreign policy.

## 4. Concept of New Institutionalism

In order to understand the practice of Khana Ratsadon's government and the outcomes of foreign policy during that period, this article adopts the concept of historical neo-institutionalism as the main approach of this study. This approach is partly influenced by the neo-institutionalism (Skocpol, 1985). Such an approach is used to study the ways in which state institutions and social institutions define the political interests of actors as well as the institutional structure of power relations between groups rather than considering only one individual or organizational dimension, which has been of interest to previous studies. In this sense, historical neo-institutionalism is an approach that lies in the middle between rational alternative neo-institutionalism and sociological neo-institutionalism.

The hypothesis of historical neo-institutionalism is to study human political interactions in two ways: the study of interactions in the context of the structure of human-made rules and in the manner in which human life exists, rather than looking at these interactions over time. They superficially view human beings as independent from the existing institutions (Sanders, 2008, p.39). Hence, the form of the definition of historical institutionalism encompasses both formal and informal forms. In conclusion, it can be said that historical neo-institutionalism is primarily interested in two things: the temporal origin of political institutions or the application of the historical method as a whole to consider the historical development of institutional structures and political processes, as shown in Table 1.

Table 1: comparison of institutional approaches compiled by Siwapol Chompupan (2022)

| Traditional institutionalism | Neo- institutionalism |
|---|---|
| Study the institute as an organization | Study the structure and rules of the institutions |
| Study official institutions | Study both formal and informal institutions |
| View institutions as static | View institutions as dynamic and changing |
| Perceive that the institutions have some hidden value dimensions. | View institutional values as colliding with social values. |
| View institutions as a whole or as a harmonious unit. | Perceive institutions as consisting of various subunits |
| View the institution as independent of other factors | View institutions as rooted in other social contexts. |

## 5. Discussions of the study results

This article relies on the concept of historical neo-institutionalism using the study of primary documents. Therefore, it is a historical and documentary research emphasizing content analysis of primary documents such as the minutes of cabinet meetings, diplomatic records, newspapers and government statements from 1933 to 1938. The study led to two important conclusions. First, Siam aimed to maintain its neutral status in order to achieve the principle of independence; as it was the top priority of the People's Government under the new regime. Second, Siam's foreign policy during this period did not deny or refute the foreign policy of the former regime.

To elaborate on the first conclusion, it was found that Siam aimed to maintain its neutral status in order to achieve independence as it was the top priority of the People's Government under the new regime focusing on "maintaining the balance of power". It became an approach that the Minister of Foreign Affairs, Pridi Banomyong emphasized to ensure that the policy was in accordance with the peace policy under the leadership of Prime Minister Phraya Phahon Phonphayuhasena. During this time, Pridi was in charge of traveling and negotiating with great powers. With careful consideration, we will find that the unity of government bodies yields extensive benefits, even though the majority of the actors seemed very immature as they cooperated with a number of progressive civil servants. One of them was Prince Wanwaitayakorn Worawan, who was an adviser to the government.

Pridi once mentioned in the official document entitled "Siam Peace" that the Prince' ability affects international negotiations. One of the reasons is related to the Thai parliamentary system which was also the new regime of Siam. When Siam decided to not accept any negotiations, they would reason that the House of Representatives did not allow ratification. Such negotiations have yielded many favors to Siam. At one time, some countries believed that if they had negotiations with Prince Wanwaitayakorn Worawan, he would utilize his art to facilitate them in compromising negotiations with the House of Representatives. However, when having negotiations, Siam only consulted foreign consultants from certain countries and on certain matters which shows that it gained benefits from this type of negotiations.

The above corresponds to peace policy which always emphasized "peace guaranteed by the wisdom and resoluteness of the governors which is not a cowardly and dishonorable surrender

but peace and the reward of peace, which is infinitely valuable" (Phra Chao Chang Phueak, pp. 72-73). Another highly talented and important group of people with regards to negotiations are State Department officials in addition to the elected "representatives" of the people who served actively in parliament to defend the principle of independence. Pridi revealed that the process of negotiations is not merely about taking part in meetings, but it also includes developing friendships with international diplomats to gain their trust that we are their allies who keep promises and are always truthful. The people who played an important role in this aspect were civil servants ranging from clerks to high-ranking officials of the ministry.

> "With the acquisition of sovereign rights and full equal rights from all nations in this new treaty, the government will actively preserve and maintain them to the best of our abilities under international relations with the principle of reciprocity, fairness and mutual benefits in the same way and consistently with every country. We will not allow any powers or obstacles to destroy what is regarded as an inheritance that will be passed on to our descendants later."

It is true that on one side, Siam's ambition was to be accepted by the civilized nations. As we can see from the quote above, complex laws were updated and equal political rights between women and men were acknowledged, etc. Some of the precise principles above allowed Siam to be involved in many negotiations over a long and continuous Reciprocity is therefore not arrogance, unlike insisting only on one's own proposals. However, the reciprocity must be endowed with sincerity and truthfulness based on Pridi's policy as Siam was extremely determined to change in order to be recognized internationally.

> "When the nations have made good relations with us on equal terms, with so much trust and respect, it was the great desire of the new Siam to gain complete foreign sovereignty which is our great success. All citizens of Siam should be proud of this honor."

Pridi Banomyong's speech to the people on February 15, 1938 under the approval of Luang Pibulsongkram, the prime minister at that time shows both the unity of the People's Party and the continuous implementation of foreign policy according to the six principles of the People's Party before World War 2 commenced.

On the one hand, we do not deny the competence of the government leaders of that time. However, what is interesting is to study the awareness that Thai foreign policy in the specific context of each superpower opened a window of opportunity to Thailand and allowed negotiations to resolve an unfair treaty that benefited Siam immensely and brought a change in consciousness at the level of mass politics within Siam itself. Understanding this will help us understand that government leaders do not have monopoly on our success. Another important point is that Siam's foreign policy during this period did not deny or refute all foreign policy in the former regime. For example, the appointment of foreign advisors was normalized under an absolute monarchy because the knowledge of modern science of the Thai people had not passed on to the common people. The government in the old system had to select knowledgeable and capable foreigners to act in advising on the administration of state affairs especially in the implementation of treaty policies with many superpowers to support the fiscal situation. However, relying on foreign consultants benefitted Siam as the negotiation's skills of the foreign consultants prevented Siam from becoming anyone's puppet. As Pridi mentioned, in some cases of policy implementation of the governments of King Mongkut, King Prajadhipok and Krom Muen Thewawong Warothai benefited Siam.

Unfortunately, considering the renegotiation of Thailand's treaty with the United States in 1920 and despite Thailand being a United States ally in World War I, this was not always the case. The United States' extraterritorial rights were not abolished through the negotiations, while Turkey, a country that lost the war, did have the United States' extraterritorial rights abolished. The foreign consultant in the of the American diplomat Phraya Kalayanamaitri or Francis B. Sare, who was Woodrow Wilson's son in law, did not play a sufficiently supportive role in the negotiations of the Siamese government.

Pridi corrected several misunderstandings of the role of the American advisor, Francis B. Sare, or Phraya Kalayanamaitri. First, there was a rumor that President Woodrow Wilson's son-in-law amended the Treaty for Siam. There is misconception on this issue. First, Woodrow Wilson's presidency ended in 1921, but most of the treaties that Siam made were after Phraya Kalayanamaitri's "father-in-law" retired. Examples are the treaty with the United States in 1920, the treaty with Japan in 1924, the treaty with France, the Netherlands and England in 1925. Secondly, Pridi explained that those who study US politics acknowledge that a retired or deceased president cannot influence following American governments. The emphasis on the effect of being the "son-in-law" to facilitate negotiations may be an incorrect assessment of his status and the treaty of Siam with the United States in 1920 is a good example of this.

Ultimately, when the People's Party governed the country based on the six principles in 1933, Pridi was assigned by Phraya Phahon, the Prime Minister, to travel to negotiate a reduction in interest on the loan that the King Rama VI government had made with England. Negotiation guidelines were therefore carried out by insiders. Other consultants were consulted on other matters. The negotiation was aimed to reduce interest rates from 6 percent per year, to 4 percent per year. He also approached governments in other countries to amend various unequal treaties beginning with the treaty with the United States in 1920. Although the peak rate of customs duties that Siam could collect was still set for 10 years. Until the Buddhist year 1933 the new treaty contributed to Thailand's fiscal independence.

The peace policy based on the model of the government of Phraya Phahonphon Phayuhasena was also implemented in the government of Luang Phibunsongkhram. Although under the new government, Pridi Banomyong did not hold the position of Minister of Foreign Affairs. This is because some ministers resigned; he had to assume the position of Minister of Finance. However, it was an opportunity for Pridi to use his ability to further push forward the six principles of the People's Party since during his tenure as Minister of Finance he gradually amended the taxation system to be fairer. For example, government taxes which were the remains of "tribute money" that the people had to pay to the feudal lords were abolished. Additionally, he abolished the rice duty to make the collection of taxes fairer and helped the establishment of the Revenue Code. Furthermore, Pridi initiated the cancellation of holding the currency pound sterling which devalued and switched to buying gold instead and saving it in the vault of the Ministry of Finance which has become the national reserves until today.

## 6. References

1. Charivat Santaputra.(2020). Thai Foreign Policy 1932-1946. Bangkok: Thai Khadi Resesarch Institute, Thammasat University.
2. Chatree Prakitnonthakarn. (2015). Thai architecture after coup d'état on September 19th2006. Bangkok: Arn Printing House.
3. Chulacheeb Chinwanno.(2018). The Foreign Policy of Thailand Toward Neighboring Countries in Mainland South East Asia from The End of The Second World War untilnow, 1945-2016.
4. Hell, Stefan.(2010). Siam and the League of Nations: Modernisation, Sovereignty and

158

Multilateral Diplomacy, 1920–1940. Bangkok: River Books

5. Keohane, Owen Robert.(1969). Lilliputians' Dilemmas: Small States in International Politics. International Organization 23, no. 2: 291-310.

6. Pridi Banomyong.(1990). hrachao Chang Phueak. Bangkok: Chareonwit Kan Phim

7. Pridi Banomyong.(2015). Mokha Songkhram. Bangkok: Pridi Banomyong Foundation.

8. Peera Charoenvattananukul.(2022). The End of Compromise: Political Meanings of Thailand's First National Day Celebrations on 24 June 1939, Asian Studies Review, 46:1, 150-167.

9. Sanders, Elisabeth.(2008). Historical Institutionalism, in The Oxford Handbook of Political Institutions. Oxford University Press

10. Siwapol Chompupan.(2022). Institutional Change' in Historical Institutionalism, Unpublished.

11. Skopol, Theda.(1985). ÒBringing the State Back In: Strategies of Analysis in Current ResearchÓ InEvans, P., Rueschemeyer, D. & Skopol, T.(Eds.).Bringing State Back in Cambridge: Cambridge University Press.

12. Sunhanat Jakkapattarawong, Keratiwan Kalayanamitra, Wijittra Srison.(2020). Cooperation in the Use of ASEAN Military Assets and Capacities in Humanitarian Assistance and Disaster Reli. Journal of Legal Entity Management and Local Innovation, 6:1, 137-153.

➢     *This research presented on International Conference on International Conference on Political Science and Management in Post-Pandemic (PSMP) : Paris/France, March, 01st -05th , 2023*

# An Analysis of Local Government's Involvement in Rural Community Development in Thailand

**Parunyoo Kochkaew[a*], Wijittra Srisornc[b], Sunthan Chayanon[c]**

[abc] College of Politics and Government, Suan Sunandha Rajabhat University, Thailand

Corresponding Email Address of Corresponding Author: s59484944006@ssru.ac.th

## Abstract

Since the implementation of the Decentralization Plan and Process Act in 1999, local government's involvement in community development in Thailand has become more participatory. With the introduction of Tambon Administrative Organizations (TAO), the government aims to improve the local government's policy implementation, administration, and governance. Therefore, this article aims to analyze the local government's involvement in rural community development in Thailand. The article first explains the decentralization plan and process that were implemented in 1999 and then moves on to the function and role of TAOs in Thailand. The analysis found that the local government's initiatives have increased over the past decade, and they have somehow effectively managed to initiate policies and strategies that would develop rural communities in Thailand. However, the study also found the major problems TAOs encounter at the local level that hinder the development of rural communities, namely, insufficient funding from the central government. The central government's involvement in local governance also seems to be an issue for many local governments. Moreover, it was found that TAOs often failed to deliver services as per the expectations of the local people as a result of the poor management skills of local administrators. It was recommended that the central government should provide enough budget for local governments' effective management of developing rural communities. More importantly, local government administrators and stakeholders should receive adequate training in effective policy management to assist the development of rural communities.

**Keywords:** Local Government's, Rural Community

## 1. Introduction

### 1.1 Decentralization plans and Tambon Administrative Organizations (TAOs)

The promulgation of the Royal Thai Constitution of 1997 and the Decentralization Plan and Process Act of 1999 have expanded the obligations of Thai local government to provide public services. These legal frameworks have transferred significant powers and responsibilities from the national government to local governments in Thailand, including the responsibility to deliver a range of public services to their constituents (Harding & Leelapatana, 2020). The specific services that local governments are responsible for providing can vary depending on the location and circumstances, but may include education, healthcare, infrastructure, public safety, and social welfare, among others. The decentralization of power and responsibilities to local governments in Thailand was implemented with the aim of making government more responsive to the needs and priorities of local communities and improving the delivery of public services. The decentralization plan in Thailand that was implemented in 1999 was designed to transfer power and responsibility from the central government to local government units, including the Tambon Administrative Organizations (TAOs) that were established as part of the plan (Atthawong, 2019).

160

Tambon Administrative Organizations (TAOs) are local government units in Thailand that are responsible for the administration of a tambon, which is a subdistrict or group of villages. TAOs are responsible for providing a range of public services at the local level, including education, healthcare, public safety, and infrastructure maintenance. They are also responsible for the development of local economic and social activities, and for promoting the well-being of the communities they serve. TAOs are elected bodies, and they are accountable to the Ministry of Interior as alluded to by Treetab (2019). The goal of the decentralization process was to improve the efficiency and effectiveness of public services, promote local economic development, and increase the participation of citizens in the decision-making process. As part of the decentralization process, the TAOs were given more authority to manage local affairs and to raise and allocate their own budgets. The decentralization plan also included the creation of Provincial Administrative Organizations (PAOs) and the transfer of certain functions from the central government to these local organizations (Meesook, Routray, & M. Ahmad, 2020).

### *1.2 Tambon Administrative Organizations initiatives and policies that have promoted the development of rural Thailand (TAOs).*

There are several initiatives and policies that have been implemented by Tambon Administrative Organizations (TAOs) in Thailand that have contributed to the development of rural areas in the country. These include:

### *Infrastructure development*

Tambon Administrative Organization (TAO) have invested in the construction and maintenance of local roads, bridges, and other infrastructure projects that have helped to improve access to markets and other economic opportunities in rural areas. Notably, TAO has played a crucial role in improving infrastructure in their areas of jurisdiction by identifying and prioritizing infrastructure needs, developing and implementing plans to address those needs, and working with the central government, the private sector, and other stakeholders to secure funding and other resources for infrastructure projects. They are also responsible for maintaining and repairing existing infrastructure, and ensuring that infrastructure is used efficiently and effectively (Meesook, Routray, & Ahmad, 2020).

### *Agricultural Development*

Tambon Administrative Organizations (TAOs) in Thailand have played a significant role in promoting agricultural development in rural communities. In Thailand, TAOs are responsible for a range of activities and services, including the promotion of economic development and the improvement of living conditions in their areas of jurisdiction. Agricultural development is an important part of TAO's efforts, as it provides economic opportunities and support for rural communities (Ko, 2022). Additionally, TAO provide technical assistance and support to farmers, such as training on best practices for crop production, pest management, and water conservation. They also work with other levels of government and private sector partners to secure funding and other resources for agricultural development projects, such as irrigation systems, storage facilities, and marketing support. By supporting agricultural development, TAOs have help to promote economic growth and improve the quality of life in rural communities in Thailand (Atthawong, 2019).

### *Promoting civic participation*

Tambon Administrative Organization (TAOs) promote civic participation by involving members of the community in decision-making processes, providing information about their activities and plans, and seeking input and feedback from stakeholders. By encouraging active participation from the community, local governments can better understand the needs and priorities of their constituents and make more informed decisions in regards to development.

161

Civic participation is important because it allows citizens to have a say in the issues that affect their lives and helps to ensure that the government is accountable to the people it serves (Treetab, 2019).

In an effort to ensure that TAO is delivering their mandate in the rural areas of Thailand, civic leaders are responsible for monitoring and assessing of Tambon Administrative Organization (TAO) operations by evaluating their performance and activities. Civic monitoring help to ensure that TAOs are accountable to the public and are meeting their obligations to provide public services effectively and efficiently in rural areas.

Therefore, the civic leaders and the members of community attend TAO meetings and forums, review TAO budgets and financial reports, and conduct independent evaluations or assessments of TAO performance. Civic monitoring and assessment can also be facilitated by civil society organizations, media outlets, and other groups that serve as watchdogs and advocates for the public interest. By providing a check on the activities of TAOs, civic monitoring and assessment can help to ensure that TAOs are responsive to the needs and priorities of the community at the local levels and are operating in a transparent and accountable manner (Michael, Richard, & Peersit, 2022).

*Promoting the applications of public management techniques*

Public management techniques, such as performance measurement, strategic planning, and process improvement, can also help local governments in Thailand to perform their tasks more effectively and efficiently. In rural areas, public management techniques can be particularly useful for identifying and prioritizing needs, setting clear goals and objectives, and allocating resources effectively.

They can also help to increase transparency and accountability, and to engage community members and other stakeholders in the decision-making process. By applying these techniques, local governments and other organizations in rural areas can better serve the needs of their communities and promote economic development and social progress (Chuayprakong, 2019).

*Social development*

Tambon Administrative Organizations (TAOs) in Thailand promote social development in rural areas in a number of ways. TAO is responsible for a range of activities and services, including the improvement of living conditions in their areas of jurisdiction. As such, they also work to promote social development by implementing programs and initiatives that address the needs of the community. Also, TAO provide support for education and healthcare services in rural areas, as well as social welfare programs for vulnerable populations (Michael, Richard, & Peersit, 2022).

They also work to improve infrastructure, such as roads, schools, and healthcare facilities, which can support social development by making it easier for people to access services and opportunities. In addition, TAOs engage with community members and other stakeholders to identify and address social issues of concern, such as poverty, unemployment, and environmental degradation. By promoting social development in these and other ways, TAOs has helped to improve the quality of life for the people living in rural areas of Thailand (Treetab, 2019).

*Economic development*

Tambon Administrative Organizations (TAOs) in Thailand promote economic development in rural areas in a number of ways. These local government organizations are responsible for a range of activities and services, including the promotion of economic development and the improvement of living conditions in their areas of jurisdiction. As such, they TAO work to promote economic development by implementing programs and initiatives that support local businesses and industries. For example, TAOs provide technical assistance and support to

162

farmers and other rural entrepreneurs, such as training on best practices for crop production, pest management, and marketing (Michael, Richard, & Peersit, 2022). They also work with other levels of government and private sector partners to secure funding and other resources for economic development projects, such as infrastructure improvements, business development loans, and marketing support. In addition, TAOs engage with community members and other stakeholders to identify and address economic issues of concern, such as unemployment, poverty, and lack of access to credit. By promoting economic development in these and other ways, TAOs has help stimulate economic growth and improve the quality of life for the people living in rural areas of Thailand (Meesook, Routray, & M. Ahmad, 2020).

### Environmental Protection

Tambon Administrative Organizations (TAOs) in Thailand promote environmental protection in rural areas in a number of ways. Henceforth, TAO work to promote environmental protection by implementing programs and initiatives that address environmental issues of concern in their communities. For example, TAOs work to protect natural resources, such as forests, rivers, and wetlands, by implementing conservation measures and enforcing laws and regulations that protect these resources. They also promote environmentally-friendly practices, such as waste reduction, recycling, and energy conservation, through education and outreach programs.

In addition, TAOs may engage with community members and other stakeholders to identify and address environmental issues of concern, such as pollution, deforestation, and water scarcity. By promoting environmental protection in these and other ways, TAOs help to preserve and enhance the natural environment of rural areas in Thailand (Michael, Richard, & Peersit, 2022).


## 2. Challenges faced by the Tambon Administrative Organizations (TAOs)

There are several challenges that Tambon Administrative Organizations (TAOs) in Thailand may face. Some of these notable challenges include:

### a) Lack of Central government involvement at local level (TAOs).

Lack of central government involvement can be a challenge for Tambon Administrative Organizations (TAOs) in rural areas because it can limit the resources and support available to these local government organizations. TAOs rely on funding and other support from the central government to carry out their tasks and responsibilities, including the delivery of public services and the promotion of economic and social development in their communities.

Without sufficient involvement and support from the central government, TAOs may struggle to meet the needs and demands of their constituents, particularly in rural areas where the needs may be greater and the resources more limited. This can lead to frustration among community members and a lack of trust in the TAO's ability to effectively serve the community. In addition, lack of central government involvement can also limit the ability of TAOs to collaborate with other levels of government and private sector partners, which can be important for addressing complex issues and leveraging resources for the benefit of the community (Funatsu, 2019).

### b) Poor management skills of local administrators

Poor management skills of local administrators can be a challenge for Tambon Administrative Organizations (TAOs) in rural areas in Thailand because it can limit their ability to effectively carry out their tasks and responsibilities. Management skills, such as planning, budgeting, and communication, are critical for local administrators to effectively lead and manage their organizations, as well as to engage with stakeholders and deliver public services to the community. Without sufficient management skills, local administrators may struggle to effectively manage the resources and personnel of their organizations, leading to inefficiencies and problems in service delivery. Poor management skills can also hinder the ability of local

163

administrators to effectively engage with and respond to the needs and concerns of the community, leading to a lack of trust and support for the TAO. This can be particularly challenging in rural areas, where the needs and challenges may be greater and the resources more limited (Meesook, Routray, & M. Ahmad, 2020).

## 3. Recommendations
### 3.1 Provision of enough budget by the central government for local government's effective management of developing rural communities.
There are several ways that the challenge of lack of central government involvement in Tambon Administrative Organizations (TAOs) in rural areas can be addressed:

*Advocacy:* TAOs and community organizations can work together to advocate for increased support and involvement from the central government. This may include lobbying for greater funding and resources, as well as raising awareness about the needs and challenges facing rural communities.

*Partnerships:* TAOs can seek out partnerships and collaborations with other levels of government, private sector organizations, and civil society groups to access resources and expertise that can help to address the challenges of serving rural communities

*Innovation:* TAOs can explore innovative approaches to addressing the needs of rural communities, such as using technology and social media to reach out to constituents, or partnering with private sector organizations to access new sources of funding and resources.

### 3.2 Adequate training for local government administrators and stakeholders in the effective policy management to assist the development of rural communities.
There are several ways that the challenge of poor management skills of local administrators in Tambon Administrative Organizations (TAOs) in rural areas in Thailand can be addressed:

*Training and development:* Local administrators can participate in training and development programs to improve their management skills, such as planning, budgeting, communication, and leadership

*Mentorship and coaching:* Local administrators can seek out mentorship and coaching from more experienced colleagues or outside experts to help them develop their management skills and improve their performance.

*Performance evaluations:* Local administrators can undergo regular performance evaluations to identify areas for improvement and to set goals for professional development.

*Professional associations:* Local administrators can join professional associations or networks, such as the Thai Tambon Administrative Association, to access resources and support for professional development and networking.

*Collaboration with other organizations:* Local administrators can seek out collaborations with other organizations, such as universities or private sector companies, to access training and development opportunities and share best practices.

## 4.Conclusion
In conclusion, TAOs are responsible for providing administrative support and services to local communities in Thailand. This includes activities such as planning and managing infrastructure projects, such as the construction and maintenance of rural roads, water supply systems, waste disposal facilities, and storm drainage systems. TAOs is also be responsible for providing training and support to local governments and organizations in the management and operation of these facilities. The specific responsibilities of a TAO depend on the needs of the community or region that it serves, as well as any specific goals or objectives that have been set for the

organization. Lack of commitment from the central government and poor management skills of administration is one of the challenges faced by the TAOs in Thailand. Lastly, Provision of enough budget by the central government for local government's effective management of developing rural communities and organizing training, mentorship programs, and collaboration with other organization is key to addressing these challenges.

## 5. References

1. Atthawong, S. (2019). Political awareness and model local government: opportunities and challenges in nakhon ratchasima province in Thailand. *Sumedha Journal of Management*, *8*(3), 323-330.
2. Chuayprakong, P. (2019). The Use of Information and Budget Decision: How Administrative Capacity and Information Play a Role in Local Budgeting in Thailand. University of Colorado at Denver.
3. Funatsu, T. (2019). Municipal solid waste management in Thai local governments: the state of the problem and prospects for regional waste management. Toward Regional Cooperation of Local Governments in ASEAN. ERIA Collaborative/Support Research Report, IDE–JETRO.
4. Harding, A., & Leelapatana, R. (2020). Towards Recentralisation? Thailand's 2014 Coup, Tutelage Democracy and their Effects on Local Government.
5. Ko, L. H. (2022). A Study on Rural Development in Dala Township (Doctoral dissertation, MERAL Portal).
6. Meesook, K., K. Routray, J., & M. Ahmad, M. (2020). Rural Local Government Finance and Its Management in Thailand: Reflections and Prospective Through Tambon Administrative Organizations. *International Journal of Rural Management*, *16*(2), 199-224.
7. Michael, K., Richard, D. P., & Peersit, K. (2022). Conditions that work: Reconnecting fiscal decentralization to responsiveness in Uganda and Thai Municipal Governments. *Journal of African Studies and Development*, *14*(2), 35-45.
8. Treetab, D. (2019). Ways to promote on morality, ethics and good governance principles in work performance of personnel in local administrative organization, southern region. *Sumedha Journal of Management*, *8*(3), 66-76.

➢ *This research presented on International Conference on International Conference on Political Science and Management in Post-Pandemic (PSMP) : Paris/France, March, 01ˢᵗ -05ᵗʰ , 2023*

# An Analysis of Knowledge Management and Knowledge Dissemination by Local Governments for a Sustainable Rural Community Development in Thailand

**Luedech Girdwichai[a*], Sunthan Chayanon[b], Wijittra Srisorn[c]**

[abc] College of Politics and Government, Suan Sunandha Rajabhat University, Thailand

Corresponding Email Address of Corresponding Author: luedech.gi@ssru.ac.th

## Abstract

Knowledge Management (KM) and Knowledge Dissemination (KD) are important aspects of gathering, analyzing, recording, and disseminating knowledge in different organizations, especially in government organizations. Effective KM and KD help local governments take the necessary steps in finding solutions to a plethora of problems their communities encounter. In addition, local governments also play a key role in creating awareness among community members about the importance of sustainable development. Sustainable development, on the other hand, has been the mai agenda for community development in Thailand. Therefore, this study aims to analyze the KM and KD among different rural community developments in Thailand. The paper first provides some background information on KM and KD and their importance in local government's initiatives and strategies, then moves on to its role in sustainable rural community development. The study found that local governments' KM and KD play a vital role in the sustainable development of rural communities. However, the study also found that certain factors, such as a lack of skills in knowledge management and dissemination, a lack of budget, and a lack of central government involvement in sustainable development, have been major problems. Moreover, community members' lack of awareness of the importance of sustainable development has caused a lack of interest in sustainable development. It was recommended that local governments should focus more on KM and KD for the sustainable development of rural communities.

**Keywords:** Knowledge Management, Knowledge Dissemination, Local Governments, Sustainable Rural Community Development.

## 1. Background information on KM and KD.

Knowledge management (KM) is the process of creating, sharing, using, and managing the knowledge and information of an organization. It involves the collection, organization, and dissemination of knowledge within an organization in order to support its goals and objectives. KM includes a wide range of activities, such as knowledge creation, knowledge sharing, knowledge transfer, and knowledge retention (Andreev, 2022). On the other hand, Knowledge dissemination (KD) is the process of making knowledge and information available to a larger audience. (Chayanon, S., et al., 2021) This can be done through various channels, such as publishing research papers, giving presentations, and sharing information through social media or online platforms. The goal of KD is to share knowledge and ideas with others, in order to facilitate learning, stimulate innovation, and contribute to the overall development and growth of an organization or society (Farooq, 2018).

According to Harper (2019), the four main components of knowledge management are people, process, content or IT, and strategy. People refer to the individuals within an organization who create, share, and use knowledge. It includes employees, managers, and other stakeholders who

contribute to the knowledge base of the organization. The Process is the ways in which knowledge is created, shared, and used within an organization. It includes the policies, procedures, and processes that are put in place to support knowledge management activities. Content or IT is the actual knowledge and information that is managed within an organization. It includes documents, databases, and other types of content that are used to support the knowledge management process. also, Strategy is the overall plan or approach that an organization takes to manage its knowledge and information. It includes the goals and objectives of the organization's knowledge management efforts, as well as the resources and tactics that are used to achieve those goals (Abualoush, Bataineh, & Alrowwad, 2018).

**2. The role of KM and KD in the sustainable development of rural communities.**
In Thailand, knowledge management (KM) can play a significant role in supporting the sustainable development of rural communities. KM can help to leverage the local knowledge and expertise of community members. Rural communities in Thailand often have a wealth of knowledge and experience related to their environment, culture, and way of life. KM has helped to capture and document this knowledge and make it available for use by community members and stakeholders. Also, KM has helped enhance the capacity of rural communities to generate, share, and use knowledge since it plays a role to create the infrastructure and processes needed to support the creation and dissemination of knowledge within and outside of rural communities. This can include setting up knowledge-sharing platforms and networks, such as online communities or offline workshops, and providing training and support to community members to develop their knowledge and skills (Zinzou & Doctor, 2020).
Additionally, KM promotes innovation and the adoption of new technologies and practices since it facilitates the identification and sharing of new ideas and practices that can improve the sustainability and resilience of rural communities in Thailand. Through this, there is the adoption of new technologies, such as renewable energy sources, and the adoption of more sustainable practices, such as sustainable agriculture or waste management across Thailand. More so, KM fosters collaboration and networking through the establishment of partnerships and collaborations between different stakeholders, such as community organizations, government agencies, and private sector partners. This can help to share resources, expertise, and ideas, and support the development of more comprehensive and effective solutions to the challenges faced by rural communities in Thailand as alluded to by Ngoc-Tan and Gregar (2018).
Notably, Knowledge dissemination (KD) can play a significant role in the sustainable development of rural communities in Thailand. Perhaps KD involves making knowledge and information available to a larger audience, in order to facilitate learning, stimulate innovation, and contribute to the overall development and growth of organizations, society, and the economic prosperity of the country. In the context of rural communities in Thailand, KD facilitates sharing of local knowledge and expertise with others, thus rural communities in Thailand often have a wealth of knowledge and experience related to their environment, culture, and way of life.
KD can help to share this knowledge with others, in order to build relationships and partnerships, and contribute to the overall development of the community or society (Al Ahbabi et al., 2018). KD also facilitated the Spread of new ideas and innovations within and outside the community by promoting the adoption of new technologies and practices that can improve the sustainability and resilience of rural communities in Thailand. This can include the dissemination of information about new technologies, such as renewable energy sources, or the

167

sharing of best practices related to sustainable agriculture or waste management (Kordab et al., 2020).

Furthermore, KD and KM enhance the reputation and credibility of the community as a source of knowledge and expertise. By sharing its knowledge and expertise with others, a rural community in Thailand can enhance its reputation and credibility as a source of valuable information and ideas. This can help to attract resources and support from other stakeholders, such as government agencies or private sector partners. More so, the KM and KD foster a culture of learning and continuous improvement since it is key to creating a culture of learning and continuous improvement within a rural community in Thailand. By sharing knowledge and ideas with others, community members can learn from one another and identify new opportunities for growth and development Saiz-Alvarez et al. (2021).

## 3. Problems faced by local governments KM and KD
### 3.1 Lack of skill in knowledge management and dissemination
Lack of skill is one of the challenges that local governments in Thailand may face in implementing knowledge management (KM) and knowledge dissemination (KD) initiatives. Some local government employees may not have the necessary skills or knowledge to effectively create, share, and use knowledge within their organization. This can be due to a lack of training or development opportunities, or if a government department or officials lacks these skills, local government will struggle to effectively implement KM and KD initiatives (Ardito et al., 2019). This can hinder their ability to access, use, and share important knowledge and information, which can impact their ability to make informed decisions and deliver effective services to their stakeholders. a lack of experience with KM and KD practices is therefore a challenge to a majority of local governments in Thailand as argued by Rastorgueva and Zecca (2017).

### 3.2 Lack of budget
Lack of budget is one of the challenges that local governments in Thailand may face when trying to implement knowledge management (KM) and knowledge dissemination (KD) initiatives. KM and KD involve activities such as collecting, organizing and sharing information and knowledge within an organization or community. These activities can be resource-intensive, requiring funding for things like staff time, training, and technology. If local governments do not have sufficient resources, they may not be able to invest in the necessary infrastructure and support to effectively implement KM and KD initiatives. This can hinder their ability to access, use, and share important knowledge and information, which can impact their ability to make informed decisions and deliver effective services to their communities (Farooq, 2018).

### 3.3 Lack of central government involvement in sustainable development
The lack of central government involvement in sustainable development can be a challenge for local governments in Thailand as they try to implement knowledge management (KM) and knowledge dissemination (KD) initiatives. As mentioned before, KM and KD involve activities such as collecting, organizing and sharing information and knowledge within an organization or community. These activities can be critical for supporting sustainable development efforts, as they can help local governments access and use relevant information and knowledge to inform their decision-making and planning processes (Ardito et al., 2019). However, if the central government is not actively involved in supporting sustainable development efforts at the local level, local governments may not have access to the necessary resources and support to effectively implement KM and KD initiatives. This can hinder their ability to access, use, and share important knowledge and information related to sustainable development, which can

168

impact their ability to make informed decisions and take action to address environmental and social challenges in their communities (Rastorgueva and Zecca, 2017).

## 4. Recommendation

To address the challenge of lack of skills in KM and KD, , local governments in Thailand may need to invest in training and development programs that can help employees to develop the skills and knowledge needed to effectively participate in KM and KD activities. This could include training in the use of KM and KD tools and technologies, as well as training in the development and sharing of knowledge. In addition, local governments may need to establish clear policies and procedures for KM and KD, and provide ongoing support and guidance to employees to ensure that they are able to effectively use these tools and practices. By investing in the development of the knowledge and skills of their employees, local governments in Thailand can support the effective implementation of KM and KD initiatives and achieve their goals and objectives.

To address the challenge of budgeting and resource allocation, local governments in Thailand may need to prioritize KM and KD in their budgeting and financial planning processes and look for ways to secure additional funding or resources from the central government or other partners. They may also need to be creative in finding cost-effective solutions for implementing KM and KD, such as leveraging existing technology and resources or collaborating with other organizations

To actively engage the central government, the local governments in Thailand may need to advocate for greater central government involvement in supporting sustainable development efforts at the local level. They may also need to explore alternative sources of funding and support for KM and KD initiatives, such as collaborating with other organizations or seeking support from international donors.

## 5. Conclusion

In conclusion, effective implementation of KM and KD facilitates sharing of knowledge and expertise with others, in order to build relationships and partnerships, spread new ideas and innovations within and outside the organization, foster a culture of learning and continuous improvement and support the development and growth of employees, stakeholders, and the organization as a whole. To effectively implement KM and KD in rural communities in Thailand, local government agencies can establish knowledge-sharing platforms and networks, such as online communities or offline workshops, to facilitate the exchange of information and ideas. They can provide training and support to community members to develop their knowledge and skills, and promote the use of new technologies and practices that can improve the sustainability and resilience of rural communities. KM and KD can support the sustainable development of rural communities in Thailand by enabling the creation, sharing, and use of knowledge to address the challenges and opportunities faced by these communities. Lastly, KM and KD play a crucial role in the sustainable development of rural communities in Thailand by enabling the sharing of knowledge and ideas and promoting the adoption of new technologies and practices that can improve the sustainability and resilience of these communities.

## 6. References

1. Abualoush, S., Bataineh, K., & Alrowwad, A. A. (2018). The role of knowledge management process and intellectual capital as intermediary variables between knowledge management infrastructure and organization performance. *Interdisciplinary Journal of Information, Knowledge, and Management*, *13*, 279.

2. Al Ahbabi, S. A., Singh, S. K., Balasubramanian, S., & Gaur, S. S. (2018). Employee perception of impact of knowledge management processes on public sector performance. *Journal of knowledge management*. 3(2), 351-373.

3. Andreev, I. (2022, December 22). *Knowledge management: Importance, benefits, examples [2022]*. Valamis. https://www.valamis.com/hub/knowledge-management

4. Ardito, L., Ferraris, A., Petruzzelli, A. M., Bresciani, S., & Del Giudice, M. (2019). The role of universities in the knowledge management of smart city projects. *Technological Forecasting and Social Change*, *142*, 312-321.

5. Chayanon, S., et al. (2021). A Model for Managing Knowledge of Earning Money and Promoting Careers in a Participative Way to Reduce Inequality in An Ageing Society, Bangrin Community, Ranong Province. *Journal of Legal Entity Management and Local Innovation, 7*(8), 253-264.

6. Farooq, R. (2018). Developing a conceptual framework of knowledge management. *International Journal of Innovation Science. 11*(1), 139-160.

7. Harper, M. (2019). What are the best four components of knowledge management? APQC. Retrieved from https://www.apqc.org/blog/what-are-best fourcomponent sknowledgemanagement.

8. Kordab, M., Raudeliuniene, J., & Meidute-Kavaliauskiene, I. (2020). Mediating role of knowledge management in the relationship between organizational learning and sustainable organizational performance. *Sustainability*, *12*(23), 10061.

9. Ngoc-Tan, N., & Gregar, A. (2018). Impacts of knowledge management on innovations in higher education institutions: Empirical evidence from Vietnam. *Economics and Sociology*. *11*(3), 301-320.

10. Rastorgueva, N., & Zecca, F. (2017). Knowledge management as a key stone of sustainable welfare in the Italian rural areas. *Knowledge management as a key stone of sustainable welfare in the Italian rural areas*, *2017*(1),183-201.

11. Saiz-Alvarez, J. M., Palma-Ruiz, J. M., Valles-Baca, H. G., & Fierro-Ramírez, L. A. (2021). Knowledge management in the esports industry: sustainability, continuity, and achievement of competitive results. *Sustainability*, *13*(19), 10890.

12. Zinzou, E. F., & Doctor, T. R. (2020). Knowledge Management Practices among the Internal Quality Assurance Network (IQAN)-Member Higher Education Institutions (HEIs) in Thailand. *World Journal of Education*, *10*(5), 108-121.

➢ *This research presented on International Conference on International Conference on Political Science and Management in Post-Pandemic (PSMP) : Paris/France, March, 01st -05th , 2023*

# Legal Measures to Protect Employees from Thailand's Political Unrest Incidents

**Natapon Jampasri**[a*]**, Jagraval Sukmaitreea**[b]**,**
**Keratiwan Kalayanamitra**[c]**, Sunhanat Jakkapattarawong**[d]
[abcd] College of Politics and Government, Suan Sunandha Rajabhat University, Thailand
Corresponding Email Address of Corresponding Author: natapon.ja@ssru.ac.th

## Abstract
Communication, employee participation, job satisfaction, employee performance. employee participation and job satisfaction played the mediating role in the relation between internal communication and job performance of the employees. the study focuses on issues raised by the enforcement of the Labor Protection Act and how appropriate legal measures are taken to improve the law in relation to employment during Thai political unrest situation. The Labor Protection Act, the Labor Relations Act, the Social Security Act, and the Labor Courts and Procedures Act were examined in this study. According to studies of the legal measures of different countries, there is a materiality in providing employment protections, particularly the dismissal of employees in many cases. Each country has similar and varied procedures and guidelines, such as establishing criteria for obtaining permission from government officials to dismiss employment. It requires clarity, fairness, transparency, and appropriateness to the issue of violence in relation to the political situation. In a situation where the employer faces difficulties related to the political situation, it causes the employee to leave the job because it is related to economic problems or liquidity of the business, or political disagreements. In addition, employer does not allow employees to exercise political rights or dishonestly pay wages for their works, which may not pay wages in accordance with the law. These are consequential and related to the problems caused by Thailand's political situation.

**Keywords**: legal measures, political unrest, employee

## 1. Background and significance of the problem
The principles of right and freedom of the current Constitution prescribe the right to political assembly and collective bargaining on the basis of mutual reciprocity, free from violence and the use of weapons. Including foreign countries, they also adhere to basic human rights principles in the Universal Declaration of Human Rights as well. From the problems of political unrest in Thailand in the past and present, which have been affected to many problems, be it economic, social, and political problems. Politics due to pluralistic political opinions causing problems of unfair dismissal of employees from employers or entrepreneurs Just for expressing controversial political opinions, bullying behavioral expression bullying But there are many businesses where employers or business owners make false claims about economic problems. to bully employees Many employers tend to take advantage of economic problems to lay off workers. Inhumane mass layoffs to reduce production costs or to relocate production bases to other areas without paying compensation Just because they are on different sides politically Or in some cases, the employer announces the suspension of business temporarily citing political or economic problems. Moreover, at present, the government does not have clear measures to protect the rights of employees in politics. Until creating a legal gap for employers to take advantage of and take advantage of the political unrest

**2. Study Objectives**
1) To study the concept, background, meaning, pattern and important principles related to employment.
2) To study the problems of law enforcement regarding employment in the event of political unrest in Thailand under the Labor Protection Act. Labor Relations Act, Social Security Act and the Act on Establishment of Labor Court and Labor Case Procedure.
3) To study and analyze the law on employment protection in the event of political unrest in Thailand and abroad. Comparison with Thai law.
4) To study and find appropriate legal guidelines and measures for employment and labor protection in the event of political unrest in Thailand in order to amend or add Thai labor laws to be more suitable.

**3. Scope of study**
Study the problem of law enforcement related to employment in the event of political unrest in Thailand under the Labor Protection Act. Labor Relations Act Social Security Act and the Act on Establishment of Labor Court and Labor Case Procedure The study was compared with the labor law provisions related to employment protection in the event of political unrest in Thailand according to the International Labor Organization Convention. and laws of various countries such as England, France, Germany, etc.

**4. Study method**
This study used documentary research as the main method. The research was collected from documents. publications Both Thai and foreign languages It consists of journal articles, research papers, theses, legal texts, seminar documents, legal codes, and various academic articles. judgment of the Supreme Court Including information published on the Internet, etc.

**5. Analysis of foreign legal measures and Thai legal measures**
from the study of legal measures of different countries Related to the protection of employees from being terminated due to political unrest, the essence of providing employment protection, especially the termination of employment in many cases together. by considering the following
*5.1 Application for dismissal from government officials.*
It is a legal measure applicable to employers who wish to terminate an employee for any reason. must submit or propose a matter or request for approval or permission for government officials which may be at the local level board level or ministry level had an opportunity to screen the employer's dismissal once more before the employer terminated the employment, according to the Labor Protection Act, BE 2541, Section 121 of Thailand. Has specified the reasons for dismissal of employees that the employer must notify the labor inspector, who is a government official, but only for the improvement of the agency Production, distribution or service process due to the use of machinery or changes to machinery or technology only According to foreign laws, as mentioned above, the reason for termination of employment covers the termination of employment in all cases, where the employer must always notify the relevant government officials of the reason for termination of employment. which is a wider scope of enforcement than Thai law.
*5.2 An employee's strike to find a new job.*
According to German law Employees have been given the right to take time off to seek a new job. and continues to receive wages during that period as before By giving the employee the right to stop work to find a new job can be done as appropriate or as appropriate or as necessary

For Thailand, there is no law to support the rights of such employees. There are only other leave rights as specified by law.

### 5.3 Determination of the right of employees to return to work first.

The legal right requires employees to notify the employer within a specified period of time after termination of employment in case of overwork, but if he wishes to return to work if there is a job vacancy again. according to French law or the rights of employees who have been terminated To return to work before other people If the employer wishes to hire more employees later when there is a new position or new job or when the employee can return to work in the same position again As for Thailand, there is no law supporting the rights mentioned above for employees. When the employer has terminated the employment of the employee by law, the relationship between the employer and the employee shall be terminated. The rights and obligations of each party towards each other are inevitably terminated.

### 5.4 Helping laid-off employees to find suitable new jobs.

pursuant to ILO Convention No. 158 and ILO Recommendation No. 166 on Employer-Initiated Termination of Termination for Political and Economic Reasons. technological changes and other similar reasons. or under an epidemic that affects entrepreneurs It requires employers to consult with relevant employee representatives. to discuss the change Suitability for possible effects As for the law of Thailand, there is no law to support such methods. There is only the issuance of a work certificate or through the employee's work according to the Civil and Commercial Code, Section 585 only.

### 5.5 Employees taking time off to find a new job.

According to ILO Recommendation No. 119 on the Termination of Employment by Employers, the General Use Standards section stipulates that: "During the termination notice to the employee in advance An employee shall have the right to take time off from work without loss of wages. In order to find a new job "and in the law of many countries, there are provisions in such matters as well, for example, according to the Civil Code Article 629 of Germany, giving employees the right to take time off to find a new job as appropriate. etc.

According to the law of Thailand, there is no law to support this method. The strike of the employee whether it is a stop or leave for any reason. The law assumes the right or power of the employer to allow an employee or not. except leave due to sickness or justifiable cause.

### 5.6 Employee termination protection by severance pay.

Most of the laws of foreign countries will stipulate that If the employer terminates the employment of the employee The employer must always pay compensation to the employee at the rate specified by law. which will be based on the length of work of the employee and the wage rate that the employee received prior to termination of employment as criteria for determining whether How much severance pay should that employee receive? which is consistent and similar to the determination of compensation for termination of employment in the normal course of law in Thailand If there is a difference in the details of the length of work to be determined as the compensation rate for the employee which will be in accordance with the condition or status of the economy, society and politics as appropriate for each country only.


### 6. Conclusions and recommendations

from the study of legal measures of different countries Related to employment protection, it is important to provide employment protection, especially the termination of employment in many cases together. which each country has its own method The same and different procedures and criteria are as follows:

### 6.1 Set criteria for applying for permission to terminate employment from government officials.

by stipulating that it is clear, fair, transparent and appropriate to the problem of violence related to the political situation as a criterion that In a situation where the employer faces problems related to the political situation that causes the employee to leave the job because it is related to economic problems or the liquidity of the business or as a cause for conflicting opinions in politics Do not allow employees to exercise their political rights. or dishonest wages for the work of employees who may not pay wages or paying labor costs that are not in accordance with the law Which the aforementioned cause is a consequence and related to the problems arising from the political situation in Thailand

### 6.2 Set rules for taking leave of absence for employees to find a new job.

Employees can exercise their right to take time off to seek a new job. and continues to be paid during that period

### 6.3 Determination of the right of employees to return to work first.

Require employees to notify the employer within a specified period after termination of employment in the case of overworked people that they wish to return to work if there is another vacancy.

### 6.4 Helping laid-off employees to find suitable new jobs.

If the employer takes the initiative in respect of dismissal for similar political reasons It requires employers to consult with relevant employee representatives. to discuss the change effects that may occur Including measures to eliminate or mitigate the impact that may occur.

### 6.5 Employees taking time off to find a new job.

In the case of termination of employment by the employer as the termination of employment, the standard for general use has stipulated that "During the termination notice to the employee in advance An employee shall have the right to take time off from work without loss of wages. in order to find a new job."

### 6.6 Employment protection under the Civil and Commercial Code.

Improve Civil and Commercial Code Add the following to the last paragraph of Section 582 of the Civil and Commercial Code: If the employee is still working with the employer without leaving the job immediately Employers must allow employees to have the right to take time off to find a new job as appropriate. and to receive wages during such work stoppages as well."

### 6.7 Employment-based protection The Labor Protection Act B.E. 2540.

agreed to amend the following matters:

**(1) Amendment Section 121**, paragraph one, on permission to terminate employment with state officials. Section 121, paragraph one, as follows: Section 17 paragraph two shall not apply. and the employer to notify the date of termination of employment Reasons for dismissal and list of employees to the Labor Inspector and employees to be terminated not less than sixty days prior to the termination of employment. In this regard, the labor inspector shall have the power to consider the reasons for such dismissal in order to mediate or compromise. If unsuccessful, the opinions shall be submitted to the Director-General for an order granting or not granting the termination of employment further. But this does not deprive the relevant person of the right to appeal such order to the Minister for a final decision."

**(2) prescribing measures for screening or examining reasons for termination of employment prior to termination of employment**. in section 118 paragraph one as follows: "An employer shall not dismiss an employee. Unless there is a reasonable cause due to the behavior or ability of the employee. or the necessity for the operation of the business, business or place of business of the employer Including other important causes that prevent the employer and the employee from being able to maintain the relationship or continue to work according

to the labor contract "and amending Section 146 as follows: "Any employer who fails to comply with ... Section 118 paragraph one ... must liable to a fine not exceeding twenty thousand baht." This is to limit or reduce the employer's discretion in terminating employees. Which, if the termination of employment does not make sense to dismiss the employee, then the employer cannot terminate the employment of the employee.

*6.8 Employment-based protection Labor Relations Act B.E. 2518 on Unfair Termination of Employment.*

It is imperative for employers and employees to use a reciprocal principle in negotiations between employer and employee representatives in the event of a dilemma. The employer must show the facts to all parties if they want to receive assistance in order to prevent the employer's business from being closed. The employer must disclose information showing transparency in business operations. clarify the problems that arise and try to do everything possible to fix the economic way to be able to pass

*6.9 The government should accelerate the issuance of a Royal Decree on unemployment compensation under the Social Security Act, 1990*

To be effective for employees in case of losing their jobs due to economic crisis problems and to bring money from the Social Security Fund. To replace the insured employees according to the objectives of the law and to help the state save budget that will be used to help employees who face political problems.

**6.10 Other measures to solve political employment problems Solving**.

The problem in order to prevent employers from having to close the business requires a different approach from the past, where the introduction of the law as it is currently in operation is not enough to overcome the economic scourge that is currently plaguing Thailand. can be down at present by relying on various measures Along with the use of legal measures as follows

**(1) the use of tax measures.** As for exports and imports to be sold within the country, tax relief should be granted to prevent unemployment problems because it is a burden for entrepreneurs.

**(2) the use of financial measures**. The government should come in to remedy liquidity in order to have working capital in the business cycle of entrepreneurs to pay for expenses, materials and labor costs. Providing long repayment periods to those who are facing liquidity shortages and state guarantees

**(3) Use of marketing measures**. By using measures, for example, there is a policy to encourage people in the country to use the products that those entrepreneurs produce.

**(4) Measures on oil in the world market**. Governments must come to their aid through direct contact with oil-producing countries. By bringing products produced in the country that are promoted according to government projects, whether industrial or agricultural sectors to exchange with oil from countries that are oil manufacturers, direct solutions

**(5) Labor relations management.** Labor relations management It is part of the human resource management system. It plays a large role in policy implementation. Or formulate a strategy for reducing the size of human resource management. Because the goal of labor relations management is to create a good understanding between employers and employees or between employees together. to prevent and resolve conflicts Incomprehensible or unacceptable attitude must pay attention to understanding building acceptance of **cooperation**

**(6) take measures to delay termination of employment.** The state should set measures to delay the termination of employees by issuing laws in the form of ministerial regulations.

## 7. References

1. B.W.Napier , J.C.Javillier & P.Verge. (1982). Comparative Dismissal Law. Briddles Ltd., Guildford and King's Lynn, 19. Bangkok: Winyoonchon Publishing Co., Ltd.,
2. Chamrat Khemacharu. (1980) "Acts that are Termination of Employment in accordance with Labor Protection Laws". labor journal. 1
3. Kasemsan Wilawan. (2003). "Principles of Law and Labor Relations Management", 8th Edition,.
4. Kasemsanti Wilawan. (1987). "Labor Law Perspectives on Strikes and Lockouts." Labor Court Journal.7(10).
5. Paisit Pipattanakul. (1981). Protection of Employees in Case of Termination of Employment (1), Journal of Labor, 2.
6. Paisit Pipattanakul. (1992). "Law on Labor Protection", Journal of Law, 12, 1982.
7. Phaichit Ekajariyakon. (2005). "Explanation of the law on labor employment, hire of goods and carriage",7th edition, Bangkok:Wiyuchon Publishing House.
8. Pongrat Kruaklin. (2009). "Explanations of Labor Laws for Human Resource Management", 6th edition. Bangkok: Nititham Publishing.
9. Yud Saeng Uthai. (1957). "Explanation of the Labor Act", Phra Nakorn: Aksorn Samphan Printing House.
10. Kulachai, W., Narkwatchara, P., Siripool, P., & Vilailert, K. (2018, March). Internal communication, employee participation, job satisfaction, and employee performance. In 15th International Symposium on Management (INSYMA 2018) (pp. 124-128). Atlantis Press.

➢ *This research presented on International Conference on International Conference on Political Science and Management in Post-Pandemic (PSMP) : Paris/France, March, 01st -05th , 2023*

# An Analysis of the Role of Local Leaders in Promoting Self Sufficiency Economy

**Siriporn Chuakhum[a*], Wijittra Srisorn[b], Sunthan Chayanon[c]**

[abc] College of Politics and Government, Suan Sunandha Rajabhat University, Thailand

Corresponding Email Address of Corresponding Author: s59484944021@ssru.ac.th

## Abstract

The deterioration of natural resources due to rapid economic growth has been a major problem for many countries around the globe. As consumerism has increased, managing natural resources has become more challenging for governments; therefore, many countries have been searching for an alternative solution to managing natural resources without affecting the economy. The concept of self-sufficiency plays a key role in effectively managing natural resources. The self-sufficiency economy philosophy was first introduced in Thailand by His Majesty King Bhumibol Adulyadej in the early 1950s, and since then it has gained wide popularity in the country. The underlying philosophy of sufficiency economy is to provide economic stability, and as Thailand is an agricultural country, it focuses more on the agricultural economy. Therefore, the purpose of this paper is to examine the concept of self-sufficiency economy promotion by Thai local leaders. After analyzing relevant published documents, it was found that local leaders play a vital role in promoting the concept at both the local and state levels. As the self-sufficiency economy philosophy is the key to natural resource management and self-reliance, it was found that local leaders should effectively introduce the concept at the school and college level. Moreover, the promotion should also include the participation of different community leaders and create awareness among community members. Local leaders should allocate a sufficient budget for its promotion and seek participation from all stakeholder groups in society; this will allow local communities to progress toward a more self-sufficient economy. In addition, the study suggests that the government should focus more on food security, which in turn creates economic stability at a certain level.

**Keywords**: Analysis, Role of Local Leaders, Promoting Self Sufficiency Economy

## 1. Introduction

The 1997 Asian economic crisis brought Asia to a financial and economic standstill. As such, the nations devised various methods and strategies to combat the crisis and consequently develop sustainable economic growth after the crisis. In Thailand, under King Bhumibol, the concept of 'sufficient economy,' which had been put in place almost 20 years prior to the crisis, proved a successful economic strategy in such a unique economy. In his own words, the King suggested that, as a way to a creating a long-term sustainable economy, the nation had to create an economy that had enough to sustain itself- it had to be self-sufficient. As many countries worked on building factories, tripling labor forces, and implementing local and foreign measures to become economic giants, King Bhumibol had the simplest idea of creating a self-sustaining and self-dependent economy (Pimdee et al., 2017). Ideally, the concept is founded on the philosophy that the majority of people in the nation had to live to have enough to live on. Individuals had to be imparted with the right economic and technical skills for increased productivity, and hence, sustainability and self-sufficiency.

177

In the design of the self-sufficiency economy, three interrelated components were necessary. The three philosophy's pillars are wisdom (reasonableness), prudence (self-immunity), and moderation (Pimdee et al., 2017). Profoundly, wisdom, moderation, and prudence were guided by knowledge and morality in the implementation and needed success of the self-sufficiency economy concept. In a significant way, the model differed from most capitalists' economic models in which productivity is always maximized to maximize profits and returns, with inequality. In the self-sufficiency model, balanced life for everyone is the main focus in which long-term productivity is achieved, and equally shared profits and returns are enjoyed by everyone. As every individual benefits from local and national projects implemented by the government, the nation as a whole grows harmoniously. (Sukhahuta, P., Chayanon, S., & Srisorn, W., 2019)

The three concepts of moderation, reasonableness, and prudence are linked and rely on one another for the success of the economic model. The idea of moderation portrays the image of people leading discrete and moderate lives as opposed to extreme living standards. People should not overindulge while others suffer. Importantly, reasonableness drives people to acquire information and experience, as well as analytical skills, develop self-awareness, and enhance compassionate empathy for harmonious living and togetherness (Pimdee et al., 2017). Ideally, people need to understand how their economic and social activities affect not just themselves but also other people.

Prudence (self-immunity) relates to a person's capacity to defend themselves from any outside turmoil and to deal with unanticipated or uncontrollable situations, which are the main factors affecting most growing economies (Pimdee et al., 2017). Prudence creates the foundation of self-discipline and self-reliance. Most importantly, for the economic model to sustainably impact the nation, accumulating information with the wisdom to comprehend and interpret the information, is utterly necessary. Further, morality is also important to guide integrity, dependability, moral behavior, honesty, tenacity, and a willingness to put in a lot of effort to work toward economic growth. As such, to promote and enhance the concept in Thailand, the role of local leaders is vital through the introduction of the concept in schools, promotion of the concept among community members, and the role played in sufficient budgetary allocation towards the self-sufficiency economy.

## 2. Promotion of the self-sufficiency Concept by the local leaders in Thailand
### 2.1 The Introduction of the Self-Sufficiency Economy Concept in Local Schools and Colleges

To create a world that is sustainable, everyone needs to center their efforts on people and place equal importance on the growth of society and the preservation of the natural world made up of scarce and limited resources. In order for this to take place, there is an utter need for a shift in both the core economic beliefs as well as the manner in which we interact with one another and the surrounding environment. According to the principles of Education for Sustainable Development (ESD), everyone should have the knowledge, skills, attitudes, and values that will allow them to create a sustainable future (Dharmapiya & Saratun, 2020). Significantly, educating the young generation is a strategy that looks at the sustainability of both society and the environment as a whole, and it focuses on the whole person.

Hence, the Thai government understands that for a sustainable self-sufficiency economy, the concept should be something that should be discussed in regular conversation and be extensively taught at all educational levels. Using strategies that promote participatory learning and higher-order thinking, the introduction of the self-sufficiency concept in schools seeks to increase community-based decision-making, social tolerance, environmental stewardship, a

flexible workforce, and overall quality of life through the use of these pedagogical approaches by accomplished scholars who would have gone through the educative system made up of self-sufficiency concept. Ideally, the Sufficiency Economy Philosophy is a way of thinking about the world and determining how to make the most of the resources which are limited for equal sustainable growth.

In order to provide a solid foundation for society through self-sufficiency thinking, Thailand has made concerted efforts to apply Sufficiency Economy Philosophy in its educational institutions. The Ministry of Education has made the principles of sufficiency economics a part of the national core curriculum that all students are required to study. As such, the idea of a sufficiency-based school has been effectively implemented, where Sufficiency Economy Philosophy directs administration, instruction, and curriculum in the classroom, and the student's actual experience of making decisions.

In addition, educational supervisors and instructors have received extensive training to support staff at all levels in putting sufficient ideas into practice in their everyday lives and occupations. This training helps educational supervisors support staff at all levels in putting sufficient ideas into reality. The sufficiency-based educational system is being successfully implemented in more than 14,000 of Thailand's almost 40,000 schools currently (Dharmapiya & Saratun, 2020). The key idea is that young people who have a mindset of "enough" have some very distinctive characteristics, and positively impact society and the environment. Further, such young people are more moderate in their use of material stuff, despite the fact that they are generous with others in terms of sharing.

Both the instructors and the students are able to gain new knowledge and comprehension while simultaneously developing their own sense of autonomy. They are more resilient, as well as logical and well-balanced in the way that they spend their lives. The objective is to contribute to the steady growth of the nation as a whole. Good education fosters creativity and the improvement of both economic and social setups. Ideally, good character can be developed in schools, especially with the effective implementation of the Sufficiency Economy Philosophy principles. As students thoroughly study sufficiency economy concepts, the future of Thailand is in safe hands as envisioned by King Bhumibol.

## *2.2 Participation of Different Community Leaders in Creating Awareness among Community Members.*

The philosophy of sufficiency economy in Thailand has had a commendable success through its advocacy for self-reliance and dependence. To achieve its successful implementation and outcome, the promotion of the philosophy by local leaders has been totally useful. Before the development of the philosophy by King Bhumibol, Thailand was majorly dependent on farming based on less technical skills and little advancement. Hence, reaching out to almost every farmer and other local producer, local leaders, ranging from village headmen and sub-district leaders to district leaders, are key.

The philosophy of the sufficiency economy places an emphasis on the idea that individuals who participate in the production or consumption of goods or services should first make an effort to do so within the confines of the available income or resources. This is the premise behind reducing dependence and improving the ability to govern production on one's own, which in turn reduces the danger of not being able to control the market system in an effective manner. Therefore, to educate and make sure local producers understand the concept, local leaders had the role of bringing to light the ideas and the emphasis to people.

Significantly, each local leader had the right comprehension of the natural resources in the locality. Hence, they influenced the rate and method of production utilizing the available

179

resources. Further, as moderation is the key aspect of the sufficiency economy philosophy, the local leaders make sure productions are within the specified limits. To put King Bhumibol's plan into action, insightful education to people was necessary. As the government could not effectively reach out to everyone, the local leaders bridged that gap.

The fundamentally important factor in the development of their communities through the sufficiency economy philosophy is the knowledge, skills, competencies, and experiences that the village and local leaders possess. Each lender has their own unique set of knowledge and abilities, and in order to develop their villages and themselves, the leaders of those villages need to have a variety of experiences and an eagerness to learn and impart the same to villagers as a way of promoting the concept. Agricultural practice, public speaking, working together as a team, and cooperation with governmental organizations, are key examples of the vital ways local leaders promote the sufficiency economic theory. Ideally, the leaders ensure amicable collaboration among groups helping proper organizing of their economic works and projects, and further, facilitating individuals' interactions with each and every person promoting cohesion. Importantly, cohesion brings about the 'middle path' which King Bhumibol significantly stressed as the foundation of the concept.

Further, the local leaders of each community are equipped with the skills necessary to foster productive cooperation among the residents. In promoting the ideas of King Bhumibol the leaders of the villages and localities introduce the ideas as a way of bringing assistance to the villagers and shaping their future. Hence, they bring the help of assisting locals in carrying out their duties, and as such, the villagers have developed faith in local leaders and are more than willing to cooperate with them.

It is important to note that the self-sufficient economy is a community-driven development model. Hence, local leadership was noted to be a vital factor in the promotion of the concept. As such, since 2006, the Department of Local Administration (DLA), which falls under the Ministry of the Interior, and was founded in 2002 as the primary organization to work on Community-driven developments and primarily promotes and supports the local administrative organizations (LAOs), has been applying the Self-Sufficiency Economy Program to Sufficiency Economy Villages, which are mainly headed by local leaders such as village headmen and sub-district leaders. As of 2020, there are a total of 76 provinces, 878 districts, 7,255 sub-districts, and 75,032 villages in Thailand which are ideally led by appointed local leaders who promote and oversee self-sufficient economic activities (Wattanakornsiri et al., 2020). Importantly, the Department of Local Administration provides funding in order to assist the budget for the development of the projects of the sufficient economic villages in order to build their economies and improve their quality of life within the communities.

### 2.3 Allocation of a Sufficient Budget to Promote the Concept of Self-Sufficiency among Community Members.

In 2017, the Thai government, through the office of the prime minister, unveiled a sustainable economic plan; 'The Twelfth National Economic and Social Development Plan 2017-2021.' The plan's core aim was to enhance security, prosperity, and sustainability. Through the National Economic and Social Development Board (NESDB), the plan and budgetary allocations for sustainable self-sufficiency projects are continuously drafted. Ideally, the Thai national budget is highly focused on self-sufficiency projects as a distinct way of promoting the concept of national benefits to all citizens (Schaffar, 2018). As the economic policy is the people-centered budget allocation is sufficient to combat any problem facing Thai people, and improve already established sustainable projects. For instance, in the Tenth National Economic and Social Development Plan, NESDB proposed a 2.3-million-baht budget to help alleviate

poverty problems in Buriram Province (NESDB, 2005). As a way of promoting the concept and its foundations to community members, the cabinet approved the proposal.

According to Merle (2017), the government invests heavily in tourism and related activities as a way of promoting self-sufficiency concepts to community members. As tourism is among the key economic drivers in the nations, budgetary allocation is significant in this sector to boost destination attractiveness to benefit citizens more. Tourism contributes to about 9% of Thailand's Gross Domestic Product annually indicating its importance to the Thai people. However, increasing tourism activities come with negative effects too, especially environmental degradation and pollution. With this understanding, the government allocates more funds to invest in mitigation plans such as the adoption of 'green initiatives' and 'eco-friendliness investments' (Merle, 2017). Further, in the production processes, products must meet the 'green standards' in which the government heavily invests in. All these efforts are aimed at creating a sustainable environment for the Thai people which is a core objective of the self-sufficiency economy concept.

In line with King Bhumibol's aspirations, budgetary allocations enhance and promote the concept. In a report by Royal Thai Embassy, Washington DC (2017) on the Twelfth National Economic and Social Development Plan, the government had largely invested in benefitting community members through its budget. Significantly, rice farming is one of the biggest economic activities which the government largely supports. In the Twelfth National Economic and Social Development Plan, 4.9 billion baht was allocated to boost farmers for increased and effective products for sustainability. Further, another project aimed at encouraging farmers to replace rice with other fodder crops was established. The idea is to feed more animals and diversify farming to increase incomes. 3.8 billion budgetary allocations was established to promote the self-sufficiency project across 70 provinces in the plan (Royal Thai Embassy, Washington DC, 2017). To further promote self-sufficiency through diversification, farmers who replace rice with fodder crops for animal feeds receive 6,000 baht per rai. Additionally, farmers were encouraged to grow alternative crops during the non-rainy season with an established budget of 855 million baht from the government (Royal Thai Embassy, Washington DC, 2017). Each family receives 2,000 baht per rai in the project across 53 targeted provinces. Lastly, 230 million baht was allocated for fertilizers to farmers to improve agriculture.

## 3. Conclusion

In the spirit of equality and promoting a home-grown economy that benefits every citizen, His Majesty King Bhumibol devised an impactful and unique economic model that has seen Thailand grow into a sustainable and commendable economy. Based on 'moderation, prudence (self-immunity), and reasonableness,' the concept drives economic growth through design projects that utilize limited resources in each community without the greed of production. Ideally, everyone needs to produce just enough of what they require. As such, sustainable growth is achieved. To continue enhancing the concept, the self-sufficiency model has been effectively introduced in Thai schools and colleges to ensure young people understand the vision of the King which is embedded in the nation's culture. Importantly, the future of the nation can only be safe if the young understand the concept and learn how to continuously and creatively implement the model locally and nationally. Profoundly, the government creates sustainable plans and allocates sizeable budgets towards enhancing and promoting the self-sufficiency philosophy. All these efforts are immensely achieved through the association with local leaders since the concept is based on localism.

## 4. References

1. Dharmapiya, P., & Saratun, M. (2020). Cultivating a sufficiency mindset in Thai schools. In *Sufficiency thinking*, 129-147.
2. Merle, K. (2017). Thailand's Sufficiency Economy and Sustainable Consumption and Production. In *Sustainable Asia: Supporting the Transition to Sustainable Consumption and Production in Asian Developing Countries*, 291-325.
3. NESDB. (2005). Retrieved from https://www.nesdc.go.th/ewt_w3c/ewt_dl_link.php? nid=2881.
4. Pimdee, P., Jedaman, P., Wang-Saorad, K., & Kinboon, N. (2017). Sufficiency economy: Demission of social capital development to the pace of change in the 21st century of Thailand. *Sociology and Anthropology*, *5*(9), 713-718.
5. Schaffar, W. (2018). Alternative development concepts and their political embedding: The case of sufficiency economy in Thailand. In *Forum for Development Studies,45*(3), 387-413.
6. Sukhahuta, P., Chayanon, S., & Srisorn, W. (2019). Way of Life Behavior based on Sufficiency Economy Philosophy of People Living in Amphoe Kho Wang, Yasothon Province. Proceedings of AASE International Conference 30th BESM Taipei/Taiwan on July 15th-16th, 2019. 197-205.
7. Thaiembdc.org., (2017). from the sufficiency economy philosophy to sustainable development goals July 14, 2017. Retrieved from https://thaiembdc.org / 2017/07/17/from-the-sufficiency-economy-philosophy-to-sustainable-development-goals-july-14-2017/
8. The Twelfth National Economic and Social development Plan 2017-2021. (2017). One Planet network. Retrieved from https://www.oneplanetnetwork.org/sites/default/files/ thailand_national_economic_and_social_development_plan_nesdp.pdf
9. Wattanakornsiri, A., Pukkalanun, N., & Phimphanthavong, H. (2020). Sufficiency Economy Philosophy for Community Driven Development Approach on Sustainable Local Development: Lessons Learned and Success Factors from Sufficiency Economy Villages, Surin Province, Thailand. *Journal of Local Governance and Innovation*, *4*(2), 15-34.

➢ *This research presented on International Conference on International Conference on Political Science and Management in Post-Pandemic (PSMP) : Paris/France, March, 01st -05th , 2023*

# An Analysis of Marijuana Liberalization in Thailand

**Rangsee Patlee[*], Wijittra Srisorn[b], Sunthan Chayanon[c]**

[abc] College of Politics and Government, Suan Sunandha Rajabhat University, Thailand

Corresponding Email Address of Corresponding Author: s61484944008@ssru.ac.th

## Abstract

Marijuana, once classified as one of the illegal narcotic substances, was legalized on June 9, 2022, by the current government, and it became the first country in Asia-Pacific to legalize marijuana for medicinal purposes. The Narcotics Act, B.E. 2522 (1979), was amended to include marijuana containing less than 0.2% tetrahydrocannabinol (THC) as a legal substance. However, many think that the move to legalize marijuana was not considered carefully; thus, it has attracted criticism from different government agencies in Thailand, including medical doctors. Therefore, this paper aims to analyze relevant documents published on the effect of marijuana liberalization in Thailand. The legalization has created an opportunity for many businesses that struggled due to the pandemic, as they are allowed to sell marijuana to locals as well as tourists. However, it was also found that it could lead to a large sale of marijuana to both children and adults as the legalization process is still in its infancy, leading shops to sell marijuana products without any restrictions from the government. Although it was legalized for medicinal purposes, as long as there was no restriction, marijuana would be sold for recreational purposes as well. As the government is facing strong criticism for legalizing marijuana, the study suggests that the government should carefully draft a law that would prevent the sale of marijuana to children, pregnant women, and people with certain medical conditions. The law should also focus on preventing the use of marijuana for recreational purposes.

**Keywords**: Analysis, Marijuana Liberalization, Thailand

## 1. Introduction

There are different types, this includes but not limited to cannabis-based medicines (CBM), cannabis, and cannabinoids which are all applicable for medical use such as the relief of neuropathic pain, chronic pain, and cancer pain. However, the effectiveness of marijuana in clinical use is still a matter of debate considering it is surrounded by legal concerns and its possible harm or effects on the human body.

For centuries, Marijuana has been used for traditional medicinal purposes. It was until the 19th century, that many countries started criminalizing and banning the use of marijuana, Thailand specifically banned Marijuana through its Marijuana Act in 1934. The Marijuana Act was later integrated with the Narcotic Act of 1974 where marijuana was categorized in the Fifth Category in Section 7 of Thailand's constitution. With such laws and policies, Thailand acted as a guarantor of the Convection on Narcotic Drugs which involves the regulation of the misuse of cannabis and adhered to international standards.

The public concern about the use of marijuana and its products has expanded worldwide which has further led to the legalization of its use in different parts of the world, usually for medical and recreational purposes. Since the early 1930s, marijuana has been considered a controlled substance until the declaration of the new laws passed in February 2019 (Zinboonyahgoon, Srisuma, Limsawart, Rice, & Suthisisang, 2021). With the hasty declaration of the new laws

passed in February 2019, Thailand became the first South East Asia country to legalize marijuana for medical purposes. The social legalization move of marijuana use was embraced by the ruling political party that had been elected earlier in the 2018 general elections. Without haste, the newly elected cabinet implemented the law through the declaration of the Narcotic Act, number 7 in February 2019 to pass the use of marijuana for medical purposes (Zinboonyahgoon, Srisuma, Limsawart, Rice, & Suthisisang, 2021).

The approval for the use of marijuana by the Thai government is solely for medical purposes, and the government further established a program to not only cultivate but also distribute marijuana for medical use in Thailand. Overall, marijuana is still illegal for recreational use in Thailand and the Thai government has no plans to legalize it for recreational purposes any time soon. However, reports from the Food and Drug Administration in Thailand indicate that marijuana is being used for recreational purposes despite the restrictions put in place by the Thai government.

## 2. Policies and restrictions related to the legalization of Marijuana in Thailand

In Thailand, marijuana is currently illegal and the use, possession, and trafficking of marijuana are considered a criminal offense under Thai law. Under the Narcotic Drugs Act of 1979, marijuana is still classified as a Category 5 narcotic which is not only the most serious category but also carries the heaviest penalties. However, the public health ministries of Thailand have selected marijuana and hemp as controlled substances hence making them legal solely for the enhancement of the medical field, among other health purposes, thereby, limiting their possession unless prescribed by a doctor.

Passing the Marijuana Act, Thailand aims to legalize the farming of marijuana as well as reap the medical benefits offered by marijuana. However, the new laws are accompanied by regulations and exceptions that could hinder the idea of Thailand being a haven for marijuana for tourists. Thailand specifically banned Marijuana through its Marijuana Act in 1934 (Benveniste, 2022). However, the Thai Food and Drug Administration of Thailand pardoned marijuana and hemp from the list of 5 types of narcotics list making Thai the first country to legalize marijuana for medical use in Asia.

The legalization does not involve marijuana use for recreational purposes; the government is working to establish limits on the new policies. The new laws are established specifically for economic and healthcare gains. Using marijuana in public is illegal, and the penalty includes a three months jail-term with a fine. The new laws allow production and use only for medical purposes and health-related issues and not for recreation. The importation of products with contents of marijuana and products of hemp or any part related to marijuana and hemp to Thailand is unlawful. Households are allowed to plant marijuana but only after registration and industries are allowed to produce marijuana after getting a permit from the Thai government.

## 3. Critics Associated with the Legalization of Marijuana

The legalization of marijuana in Thailand is cited for medical use only as they passed it to contain less than 0.2 % tetrahydrocannabinol among the list of narcotic drugs from the Narcotics Act and the Cannabis Act. The draft associated with marijuana regulations entails data from production and commercial use and is now being evaluated by the parliament due to the fear of its use apart from the medical use as intended. The registration of cannabis with the Thai Food and Drug Administration allows one to plant and use it for medical purposes, and not for recreational purposes. This legalization comes with a threat of it being used by young people, children to be specific to due its large availability. Passing the marijuana policy will

attract entrepreneurs hence more shops that sell marijuana would be opened making it easily accessible for everyone including children.

After its legalization, Thailand's Ministry of Health raised some concerns about marijuana's liberal use and later gave some reports on the Ministry of Public Health specifying hemp and marijuana to be controlled substances, decriminalizing cannabis citing to enhance the medical application and health reasons and controlling its availability and use on individuals of twenty years and above (The Legal, 2022). Through the regulation, Thai Traditional and Alternative Medicine, consider smoking marijuana in public disrupts the public.

According to the Public Health of Thailand, selling marijuana to pregnant women, people under twenty years, breastfeeding mothers, and a specific category of people is illegal. The restrictions on marijuana also include banning marijuana in schools and public places. Despite the placed restrictions, it has a huge effect on society which includes the increasing numbers of marijuana addicts which comes which an extensive effect on society. The legalization of marijuana will increase the cases of import and exportation of the drug. The presence of marijuana addicts is a threat to society, this would lead to an increase in theft cases and gangs, school drop-outs, low work productivity, and disruption of the public peace. The legalization of marijuana has been criticized by many people including its citizens, professionals such as doctors, and the media. Various media articles have displayed the various effects of marijuana some duration after its legalization. For instance, there have been media reports of various negative effects after marijuana legalization, one of its reports shows that a six-year-old child who use a cannabis snack, fell into a ditch while a fifteen-year-old with a history of depression carried out a knife attack after using the drug (Adams, 2022). It is sad that more reports of this seem to emerge and would continue to do so. Before embarking on a change of policy and law, especially when it comes to drugs, the government should not only be focused on a single advantage, but rather should outlook on the wider concept, and effect on the public caused by the legislation. With marijuana's easy accessibility and extensive use, it's hard to regulate its reach to young people, pregnant mothers, and lactating mothers.

### 3.1 Critics from the Healthcare professionals (Doctors) in Thailand

Healthcare practitioners in Thailand have come in huge numbers to raise their voices against the legalization of marijuana, considering it an irresponsive and reckless move by the government. Doctors have cited the Cannabis Act and the Marijuana Act to be in contrast with teens' and children's protection. According to the Forensic Physician Association of Thai through its president, they displayed their various demands to the Thailand government, stating them to switch off the empty matter of marijuana, stating the government moves as a deficiency in regulatory controls as equated to the system evident in placed in action in other nation.

The medical professions assisted to govern the dangers of other substances such as kratom in the prior years. More than eight hundred and fifty-one doctors signed a petition against the move. The signatories include doctors only and alumni from various medical faculties and schools including, Mahidol University, and Ramathibodi Hospital in Bangkok (Adams, 2022). The institution is highly regarded to contain the most reliable and valued medical grounds. Through the doctor's reports, it is evident that cannabis has a high chance of affecting children and adolescents, young people are at a threat, particularly in their brain development. The report further stipulated that the legalization of marijuana in hand causes danger to the healthcare system and the health of those living in Thailand in the short and long-term dangers. According to health practitioners, the elimination of marijuana from the Public Health Ministry's list of Narcotic drugs has failed to bring out the right measures and policies related

to its regulation on the recreational use of marijuana, the absence of legal guidance and direction allows the accessibility of marijuana to children, teens, pregnant women, breast-feeding mother and people with special health cases. The Public Health Ministry of Thailand is accused of creating a legal void in the country due to the lack of laws and policies to permit the regulation and use of cannabis, hemp, and their extracts due to the legalization of the drugs.

### *3.2 The dangers of using Marijuana for recreational purposes.*
As opposed to medical use, the application of marijuana for recreational use is for the benefit of an individual which includes, leisure, personal enjoyment, and satisfaction. Recreational purposes for using a substance are related to the human contentment that brings relaxation, rest, enhancement, and refreshment to satisfy their life state. The recreational use of marijuana comes with a lot of harm to the human body, this includes, affecting the organic functioning of the body, it hinders one's capacity to think which in turn affects them. It also carries some lasting dangers for the users and those around them even if it takes place in a casual environment (Sullivan, E., & Austriaco, 2016). Intoxication always goes against the fundamental importance of an individual, hence the use of marijuana is never assured for a reliable use aside from the medical purpose.

The use of marijuana has several physiological effects on one's body, for instance, the content known as cannabinoids found in cannabis is associated with immunosuppression which minimizes the activity of one's immune system making them more exposed to diseases and infection (Radu. T & Cris,2010). Chronic use of marijuana can cause some widespread airway injury and damage in the functioning and establishment of the pulmonary macrophages making chronic users of marijuana have high-risk levels of pulmonary diseases such as emphysema and bronchitis. The most dangerous and alarming use of smoking marijuana is the cardiovascular effects which include exposure to heart attacks, fatal stroke, and chest pains. According to medical researchers, the long-term effects of marijuana users include loss of memory, cognitive impairments in decisions making, verbal memory, and intoxication even for users that have not used marijuana for some time.

### *3.3 Lack of proper restrictions leading to the sale of marijuana among school-going children*
The legalization of marijuana in Thailand comes in handy with various effects, among them it's the exposure of the drug to school-going children. The passing of the marijuana and cannabis Act has been cited for medical use only and not for recreational purposes, however, the government is yet to place a regulation that would ensure marijuana is not within the reach of children and pregnant women.

The Public Health Ministry's list of Narcotic drugs has failed to bring out the right measures and policies related to its regulation on the recreational use of marijuana, the absence of legal guidance and direction allows the accessibility of marijuana to children, and teens(Barrett, 2015). Children need to be at the frontline when making new policies, especially by the government in terms of drug availability. Children are the main concern for safety in matters of drug use. Drug use among school-going children comes with various effects including health, developmental, and psychological effects.

The use of drugs among young people can cause some long-term effects, making them highly dependent and not a hard transition to adulthood. Drugs come with the exploitation of children by organized crimes such as gangs and heighten the cases of violence. The use of marijuana comes with a lot of harm to the human body, this includes, affecting the organic functioning of the body, it hinders one's capacity to think which in turn affects children on their studies with the inability to understand what they are being taught. It also carries some lasting dangers on

the users and those around them even if it takes place in a casual environment, this is to say that school-going children living around people using marijuana are more exposed, and their health is in danger. The dangers of school-going children exposed to drugs are undermining and lack of special evaluation on the effective and reliable measures enacted to protect them, limiting responsible assessment and policy debate.

## 4. Conclusion

Thailand has been using marijuana for medical reasons for some time, only they opted to apply the western idea of considering marijuana as an addictive drug to illegalize its consumption. With the extensive research on the medical importance of marijuana, Thai later embrace and went back to its prior use of marijuana only for medical purposes but have been faced with the challenge to regulate marijuana use for recreational purposes, and its accessibility to children, pregnant mothers, lactating mother and people with special cases such as those with mental health issues. Thailand's move to legalize marijuana has been received with a lot of views since the world is yet to embrace the concept of the positive effects of marijuana and still grasp the extensive influence of marijuana, especially on young people. Everything has some positive and negative effects, however, when considering to implement and pass a law, the government should first evaluate its effects. Aside from the extensive positive effects of marijuana on health, it also comes with an extensive effect on one's psychological functioning, of children, pregnant mothers, lactating mothers and the public at large. Making such new drug laws should be accompanied by strong regulations that are followed to book to ensure that only the intended purpose of the drug is reached, the public is protected or all the negative influences of marijuana, and children as well are protected, something that The Thai government is yet to put in place.

## 5. References

1. Adams. B. (2022). Over 850 Doctors in Thailand Protest Pot Legalization. Retrieved from https://hightimes.com/news/over-850-doctors-in-thailand-protest-potlegalization
2. Barrett, D. (2015). The impact of drug policies on children and young people. New York: Open Society Foundations.
3. Benveniste. A. (2022). Marijuana is now legal in Thailand. What does that mean for tourists? Retrieved from Marijuana is now legal in Thailand. What does that mean for tourists?
4. Radu. T & Cris S. (2010). Cannabinoids and the immune system: an overview. *Immunobiology*, 215(8), 588–97.
5. Sullivan, E., & Austriaco, N. (2016). A virtue analysis of recreational marijuana use. *The Linacre Quarterly*, *83*(2), 158-173.
6. The Legal. (2022). Criticism for Legalizing Marijuana in Thailand. Retrieved from https://thelegal.co.th/2022/08/17/criticism-for-legalizing-cannabis-in-thailand
7. Zinboonyahgoon, N., Srisuma, S., Limsawart, W., Rice, A. S., & Suthisisang, C. (2021). Medicinal cannabis in Thailand: 1-year experience after legalization. *Pain,* 162, S105-S109.

➤ *This research presented on International Conference on International Conference on Political Science and Management in Post-Pandemic (PSMP) : Paris/France, March, 01ˢᵗ -05ᵗʰ , 2023*

# Perception and Attitude Influencing People's Utilization of Universal Health Coverage Scheme

**Nusaree Siripath**

Western University and Skuidee Medical Clinic, Thailand

Corresponding Email Address of Corresponding Author: Nusaree.cphs@gmail.com

## Abstract

This research aimed to study: 1) the people's perception on universal health-care coverage service, 2) the people's attitude toward universal health-care coverage service, and 3) the factors affecting universal health-care coverage service. The sample size was 400 persons who utilized universal health-care coverage service in Nonthaburi province. The statistical descriptive data included frequency, percentage, mean, and standard deviation. The data were tested by using multiple regression analysis.

The results showed that people's perception on universal health-care coverage service was at a high level ($\bar{x}$ = 3.742, S.D. = 0.565). People's attitude toward universal health-care coverage service was also at a high level ($\bar{x}$ = 3.806, S.D. = 0.510). The results also found that people's perception on health promotion and disease prevention services, dental health promotion services, and high cost medical treatment services had an influence on the utilization of universal health-care coverage service of people at the significant statistical level of 0.05. While the attitude of people regarding trust in medical treatment aspect had an influence on people's utilization of universal health-care coverage service at the significant statistical level of 0.05.

**Keywords:** Perception, attitude, universal health-care coverage scheme

## 1. Introduction

Thailand has experience the universal health-care coverage scheme since B.E. 2544 and the parliament has approved the draft of the National Universal Health-care Coverage Act, B.E. 2545 with the important objective of "the provision of necessary public health system that guarantees the quality of life of people." In this respect, the National Health Security Office (NHSO), a cooperative organization between the government and the people, was established to supervise the related matters (Office of the Permanent Secretary, Ministry of Public Health, 2563). So far, the government has been providing a comprehensive health-care services and has been trying to develop and modify the program to be consistent with the National Economic and Social Development Plan that realizes the importance and necessity of a collateral on universal health coverage deserved by the people. According to the budget of B.E. 2565, the total number of people eligible for the universal health-care coverage were 66,841,493 persons (47,469,928 are eligible people, 12,564,560 are using social security rights, and 6,526,801 persons are enjoying civil servant medical benefit scheme and other medical welfare). There were 66,561,289 people or 99.58 percent who registered for the universal health coverage scheme. Out of this number, 47,650,952 has exercised their rights (181,024 are those who have not registered, excluding Thai people abroad, foreigners, and foreigners who bought health insurance) or at the percentage of 99.62 (National Health Security Office, 2022). This is a strong indicator that the Thai government has become successful at a certain level regarding the reduction of health-care disparity resulting from the policy implementation.

However, the utilization of services based on the universal health coverage, the people must register for a regular service unit or a primary care unit within the network or any other units that are transferable from the original unit. For a reasonable cause, the patients can be admitted at any unit as suggested by a medical indication and the jointly agreement and consent among the patient, the regular service unit, and any other unit concerned (National Health Security Office, 2022). From the mentioned operation, the people who utilize the universal coverage scheme still encounter problems arising from the use of services, such as 1) they understand that the universal health-care coverage program covers all of the incurred expenses, and 2) they believe that the hospital provides an incomplete treatment due to an unequal treatment potential of each hospital, some hospitals are lacking medical devices and personnel (Suphan Srithamma. 2022).

From the above incidence, there is an important aspect in the utilization of the universal health-care coverage scheme that has an impact on the image and credibility of the national health-care services. Thus, the study of the perception and attitude of people toward the utilization of universal health-care coverage should providethe necessary information for the preparation and modification of such services that are appropriate and consistent with the changing situation. This is for hope that people will have a better quality of life.
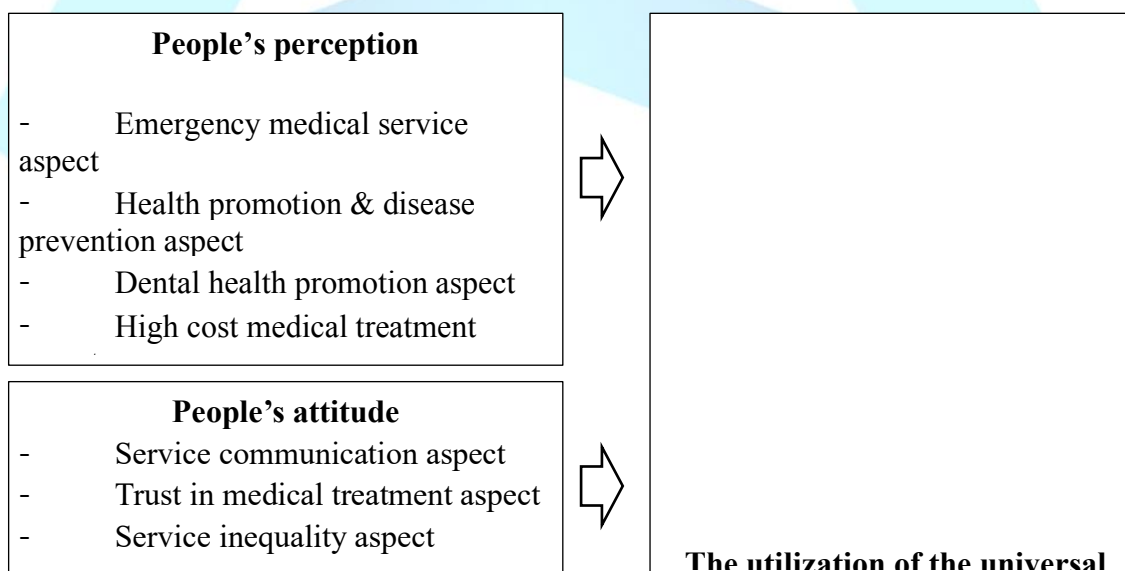
## 2. Research Objectives

1.      To study the perception of people regarding the universal health-care service.
2.      To study the attitude of people toward the universal health-care coverage.
3.      To study factors influencing the utilization of universal health coverage scheme.

## 3. Research Hypothesis

1.      The people's perception of the universal health coverage has an influence on the utilization of the program.
2.      The people's attitude toward universal health-care coverage has an influence on the utilization of the said project.

## 4. Conceptual Framework

| **People's perception** |
| --- |
| -       Emergency medical service aspect |
| -       Health promotion & disease prevention aspect |
| -       Dental health promotion aspect |
| -       High cost medical treatment |

⇨

| **People's attitude** |
| --- |
| -       Service communication aspect |
| -       Trust in medical treatment aspect |
| -       Service inequality aspect |

⇨

**The utilization of the universal**

## 5. Research Methodology

Population

This research is considered as a quantitative research. The population are those eligible people entitled for the universal health-care coverage scheme residing in Nonthaburi province at the total number of 796,656 persons (Digital Government Development Agency (Public Organization), 2563).

Sample Size

The sample used in this research is drawn from the population eligible for the universal health-care coverage project who reside in Nonthaburi province. By using the Yamane's formula with 95% confidence, the sample size is achieved at 400 persons. To collect the data, a convenience sampling which is the most common form of nonprobabilistic sampling (Edger and Manz, 2017) is undertaken.

Research Tools

The research tool is a questionnaire that comprises of 3 parts as follows:

Part I: The general information that includes 6 items, on a nominal scale, that are sex, age, marital status education, occupation, and monthly income.

Part II: The questions on the people's perception on the universal health-care coverage program regarding: 1) emergency medical service (EMS) aspect, 2) health promotion and disease prevention service aspect, 3) dental health promotion service aspect, 4) high cost medical treatment service aspect, and 5) medicine aspect all at the total number of 25 questions.

Part III: The questions on the people's attitude regarding the universal health-care coverage scheme that are: 1) service communication aspect, 2) trust in medical treatment aspect, and 3) service disparity aspect. The total number in this section is 15 questions.

Part IV: The question about the opinion on the universal health-care coverage project. The question is based on an interval scale ranging from 1-5 of strongly disagree to strongly agree.

Validity and Reliability

The questionnaires were tested by the experts to find out the validity and achieved the index of consistency (IOC) of 0.956. Then, it has been on a try-out process and got a Cronbach Alpha Coefficient of 0.880.

Data Collection and Analysis

The researcher has collected the primary data from the 400 questionnaires distributed to the people who are eligible for the universal health-care coverage scheme. The collected data were then processed by using the SPSS program.

## 6. Research Findings

The results revealed that most of the respondents are females (303 persons or 75.75%), with 50 years and above of age (124 persons or 31.0%), with a married marital status (298 persons or 74.50%), finishing a primary school (194 persons or 48.50%), with a household occupation (179 persons or 44.75), and most of them having no stable income (208 persons or 52.0%).

1. The people's perception on the universal health-care coverage program, the results showed that the overall value of perception on the universal health coverage program is at high level ($\bar{x}$ = 3.742, S.D. = 0.565). When consider each item separately, it was found that the health promotion and disease prevention aspect is at the highest level ($\bar{x}$ = 3.784, S.D. = 0.543), following by the emergency medical service aspect ($\bar{x}$ = 3.771, S.D. = 0.539) and the high cost medical treatment aspect ($\bar{x}$ = 3.684, S.D. = 0.617) respectively.

2. The people's attitude toward the universal health-care coverage scheme, the results indicated that the overall value of the mentioned attitude is at the high level ($\bar{x}$ = 3.806, S.D. = 0.510). When consider each item separately, it was found that the service inequality shows the highest

value ($\bar{x}$ = 3.826, S.D. = 0.502) and then followed by the trust upon medical treatment ($\bar{x}$ = 3.811, S.D. = 0.518) and service communication ($\bar{x}$ = 3.780, S.D. = 0.509) respectively.

    3. The hypothesis testing

    From the analysis, it was found that the people's perception on health promotion and disease prevention service, dental health promotion service, and high cost medical treatment service have an influence on the utilization of universal health-care coverage program at the statistical significance value of 0.05.

Table 1: The analysis of people's perception on the utilization of the universal health-care coverage scheme

| Variables | B | Std. Error | β | t | Sig. | Tolerance | VIF |
|---|---|---|---|---|---|---|---|
| Constant | 0.101 | 0.631 | | 0.161 | 0.873 | | |
| Emergency medical service (X$_1$) | -0.106 | 0.096 | -0.067 | -1.106 | 0.269 | 0.621 | 1.609 |
| Health promotion and disease prevention service (X$_2$) | 0.434 | 0.089 | 0.294 | 4.869 | 0.000* | 0.632 | 1.581 |
| Dental health promotion service (X$_3$) | 0.346 | 0.107 | 0.170 | 3.229 | 0.001* | 0.825 | 1.213 |
| High cost medical treatment (X$_4$) | 0.558 | 0.118 | 0.290 | 4.743 | 0.000* | 0.632 | 1.581 |
| Medicine (X$_5$) | 0.276 | 0.142 | 0.104 | 1.946 | 0.052 | 0.825 | 1.213 |

R = 0.317, R$^2$ = 0.100, Adjusted. R$^2$ = 0.093, SE$_{est}$ = 1.143509, F = 14.140, Sig. = 0.000*

* statistical significance at .05

The equation can be written as follows:

$$Y = 0.101 - 0.106(X_1) + 0.434(X_2)* + 0.346(X_3)* + 0.558(X_4)* + 0.276(X_5)$$

    For the people's attitude and the utilization of universal health coverage project, the analysis confirmed that the attitude on trust in medical treatment service has an influence on the people's utilization of the universal health-care coverage scheme at the statistical significance value of 0.05.

Table 2: The analysis on the people's attitude and the utilization of the universal health-care coverage program

| variable | B | Std. Error | β | t | Sig. | Tolerance | VIF |
|---|---|---|---|---|---|---|---|
| Constant | 2.071 | 0.348 | | 5.956 | 0.000 | | |
| Service communication aspect (X$_1$) | 0.101 | 0.083 | 0.085 | 1.223 | 0.222 | 0.515 | 1.943 |
| Trust in medical treatment aspect (X$_2$) | 0.255 | 0.111 | 0.158 | 2.292 | 0.022* | 0.523 | 1.913 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Service inequality aspect ($X_3$) | 0.011 | 0.086 | 0.009 | 0.131 | 0.895 | 0.532 | 1.879 |

R = 0.228, $R^2$ = 0.052, Adjusted. $R^2$ = 0.045, $SE_{est}$ = 0.900125, F = 6.963, Sig. = 0.000*

---

\* statistical significance at ˌ05

The equation can be written as follows:
$$Y = 2.071 + 0.101(X_1) + 0.255(X_2)* + 0.011(X_3)$$

## 7. Discussion

The study on the Perception and Attitude Influencing People's Utilization of Universal Health Coverage Scheme has revealed that the people who are eligible for the universal health-care coverage scheme living in Nonthaburi province have a high level of perception ($\bar{x}$ = 3.742, S.D. = 0.565) about the said program since the people generally realize that the universal health-care coverage program covers the overall health promotion and disease prevention. This government's policy is intended to provide people with security and confidence that when they are ill they can go to see doctors for a proper medication including the dispensary of medicine at free of charge. All of these for a better quality of life. This is in congruence with the research work of Chutima Inta (2020) on "Perception of Public Policy on Health System Development and Social Security in Bangkok and Metropolitan Region" and found that people in Bangkok as well as in the metropolitan area are aware of public policy on health system development and social security at the high level. And also it is in consistence with the research of Pataraporn Yubonpunt (2015) on "The Patients' Perception of the Quality of Private Hospital Health Services" in which it concluded that the overall value of patients' perception toward the quality of health services is at the high level.

Regarding the people's attitude on the universal health care services, the research discovered that the overall value of attitude is at the high level ($\bar{x}$ = 3.806, S.D. = 0.510) since the universal health care coverage scheme is intended to build confidence among people that they would not be in any trouble when they need a medical health services. The people realize that the services rendered are at acceptable quality and standard. This conclusion is in the same direction of work undertaken by Walaiporn Jiaranairungroj (2011) on "Attitude towards the Universal Health Care Coverage, The Medical and Health Care Services that Affect the Patient Satisfaction at the Pra Nungklao Hospital, Nonthaburi" in which she described that the medical service receivers at Pra Nungklao hospital have a high level of attitude toward the universal health care coverage.

The hypothesis testing showed that the perceptions on health promotion and disease prevention service ($X_2$), dental health promotion service ($X_3$), and high cost medical treatment service ($X_4$) all have influence on the people's utilization of universal health care coverage program at the statistical significance value of 0.05. This is because the said program enable people to access the health care services therefore people give a priority on the program since it is necessary for health as well as the living. This conclusion is in the same vain with research done by Nitchanun Suwannakoot (2019) on "Perception and Satisfaction of Stakeholders toward National Health Security System in Health Region 10" where the conclusion was drawn that the perception of stakeholders regarding health security system was at high level.

For the people's attitude, it was found that people's attitude on trust upon the medical treatment services has an influence on the utilization of universal health care coverage system. This is because the government has been carrying such a program for quite some time. This produces a positive feeling among people with regard to the utilization of the program. This tendency is

192

also found in the research work of Mohamad Salim Alkodaymi et al. (2020) on "Knowledge, perception, and attitudes of Universal Health Coverage policies among Alfaisal University students in Saudi Arabia" in which the aim of this study is to measure the knowledge of Alfaisal students and record their perceptions and attitudes about Saudi Arabia's basic health-care coverage structure and UHC policies. This group of researchers concluded that the respondents believe the Saudi system provides effective and sufficient healthcare to all, and 42.7% believe that the system provides financial protection to all.

## 8. Suggestions

Policy Suggestions

1. The government should consider to increase the effectiveness and efficiency of the program especially in term of medical personnel in relation to the number of service receivers.

2. The government should review the policy on health promotion and disease prevention in order to be ready for an aged society with a tendency to increase the medical expenses in the long term period.

Practical Suggestions

1. The public health units should continuously publicize rights and duty based on the universal health care coverage program so the people can enjoy the benefits as designated in the program. This is to make sure that the people entitled for the national health care services would receive the highest benefits from the program.

2. The government should consider add more privileges upon the health promotion and disease prevention efforts.

3. The government should encourage people to pay their attention regarding rights and benefits derived from the universal health care coverage scheme. This can be done through the public relation officers working in the hospital, community leaders, and/or flyers distributed to the people. Since the genuine understanding about health care services is an important matter that would help people to receive the appropriate and suitable medical treatment.

4. The government should improve the medical treatment standard. This is to lift-up the people's attitudes toward the program. These efforts can be done through the medical treatment standard, medical care, including the quality of the medicine.

The suggestion for the research in the future

The future research may focus on the satisfaction of people who receive the health care services based on the universal health care coverage scheme. The discovering new factors may be used in the analysis and designation in the development of the program by related units.

## 9. References

1. Chutima Inta. (2020). Perception of Public Policy on Health System Development and Social Security in Bangkok and Metropolitan Region. Thesis for the Master Degree of Business Administration, Ramkhamhaeng University.

2. Digital Government Development Agency (Public Organization). (2020). Population report classified by rights, based on district, province, and month in the fiscal year B.E. 2563. Retrieved from: https://data.go.th/dataset/dataset-rg_11_09 on December 23, 2022.

3. Edgar, Thomas W. and Manz, David O. (2017). Research Methods for Cyber Security. New York: Elsevier.

4. Mohamad Salim Alkodaymi, Bader Abou Shaar, Nader Ashraf Fawzy, Rola Alhabbbash, Abdulrahman Senjab, and Rawan Al Saoud. (2020). Knowledge, perception, and attitudes of Universal Health Coverage policies among Alfaisal University students in Saudi Arabia. *Journal of Education and Health Promotion, 9*(348), 1-9.

5. National Health Security Office. (2022). The Performance of National Health Security System, Fiscal Year 2022 (October 1, 2021 - March 31, 2022). Bangkok: Office of Information and Health Performance Evaluation.

6. Nitchanun Suwannakoot. (2019). Perception and Satisfaction of Stakeholders towards National Health Security System in Health Region 10. *Journal of Health System Research*, 13(3) 339-349.

7. Office of the Permanent Secretary, Ministry of Public Health. (2020). Thai Public Health Report 2016 - 2017 Nonthaburi: Ministry of Public Health.

8. Pataraporn Yubonpunt. (2015). The Patients' Perception of the Quality of Private Hospital Health Services. *Academic Service Journal,* Prince of Songkla University, *26*(3), 94-104.

9. Suphan Srithamma. (2022). Complaint centers for gold card privilege are mostly located in Bangkok, The National Health Security Office aims for a comprehensive coverage. Retrieved from: https://www.hfocus.org/content/2022/06/25248 on December 20, 2022.

10. Walaiporn Jiaranairungroj. (2011). Attitude towards the Universal Health Care Coverage, The Medical and Health Care Services that Affect the Patient Satisfaction at the Pra Nungklao Hospital, Nonthaburi. The thesis for the Master Degree of Business Administration, Srinakharinwirot University.

➢ *This research presented on International Conference on International Conference on Political Science and Management in Post-Pandemic (PSMP) : Paris/France, March, 01ˢᵗ -05ᵗʰ , 2023*

# AASE
# INTERNATIONAL CONFERENCE

AASE International Conference serves as platform that aims to provide opportunity to the academicians and scholars from across various disciplines to discuss interdisciplinary innovations. It's so happy to see the papers from all part of the world published in this proceedings. This proceeding brings out the various Research papers from diverse areas of science, engineering, technology, management, business and education. These articles that re- ceived for these conferences are very promising and impactful. We believe these studies have the potential to address key chal- lenges in various sub domains of social sciences and applied scences.

IINTERNATIONAL CONFERENCE ON POLITICAL SCIENCE
AND MANAGEMENT IN POST-PANDEMIC-(PSMP)
 Paris/France, March 2023

Organized by: AASE
Published by: PSMP Press