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Satisfaction of People towards the services Bangkurud Town Municipality Bangbuathong Nonthaburi Province

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Abstract :

Evaluation of the satisfaction of service recipients towards the service of the Bangkurud Town Municipality Bangbuathong Nonthaburi The objective is to study 1) to study the level of satisfaction in the service process service channel the satisfaction with service officers and facilities in the service organization of Bangkurud Town Municipality Bangbuathong Nonthaburi 2) to study the level of satisfaction of service recipients towards the service of Bangkurud Town Municipality Bangbuathong Nonthaburi classified by work that comes to request for services and has a research hypothesis 1) Individual factors of people are different There are different opinions on service satisfaction of Bangkurud Town Municipality Bangbuathong Nonthaburi which the researcher has studied the satisfaction of the service of Bangkurud Town Municipality Bangbuathong Nonthaburi by categorizing personal factors such as gender, age, education level, income, occupation, duration of living in the community The work that came to receive the service method official survey (Survey Research) people who have received services from the Bangkurud Town Municipality Bangbuathong Nonthaburi conducted 400 questionnaires during August - September 2018 and then analysed the results. Using descriptive data obtained from statistical analysis such as frequency, mean, percentage, standard deviation and qualitative research use interview form as a tool to collect data from interviewing service recipients and staff of Bangkurud Town Municipality Bangbuathong Nonthaburi, which is a provider of 5 people.

The results are as follows conclusion of the general characteristics of the population. The sample group of 400 respondents found that 56.00% were female, aged 26 - 30 years old, with 106 people. There were 128 secondary education students, 32.0%. Get less than 10,000 baht, 179 people, accounting for 44.7 percent and have business, personal business, trading 131 people, representing 32.8 percent, and most have a period of living in the community for more than 5 years 196 people, representing 49.0 percent, and most of them come to request service in the education section, 91 people, representing 22.8 percent, most of them use 142 public health services, accounting for 35.5 percent. The work that people come to contact service The most is the educational work of 100 people, equivalent to 25 percent. Check the satisfaction survey of service recipients towards the service of the Bangkurud Town Municipality Bangbuathong Nonthaburi, in overall, had the highest level of satisfaction (C = 4.64), equivalent to 93 percent when compared to the service quality criteria. It was found that the service quality score was at level 9 (not more than 95 percent the results of the survey were as follows in the overall picture. It was found that the service channel (=4.74) accounted for 95 percent, followed by the service personnel (=4.63), accounting for 93 percent. give The River (= 4.61), representing a 92 per cent were satisfied with the minimum of facilities (= 4.57) accounted for 91 percent.

Keywords: satisfaction people t service town municipality Bangbuathong Nonthaburi province

Introduction

Local government administration is Decentralization to local people so that people have the power to make decisions about various public affairs of their own by themselves According to the mission assigned to perform clearly Have clear responsibility area There are executives who are directly elected by the people or may be approved by the local council. Local government administration is the use of decentralization principles to the public directly decentralization to give to the local as a delegate, must be responsible for their own actions and decisions. Local Government or local government is a form of government that is necessary and important in politics, administration of various communities, especially communities with democratic governance which, in theory and in the concept of administration, can be seen that the government which is the administrative mechanism of that state There are many obligations in managing the country for people to be happy well Being as well as national security both in politics, economy and society (National Security), but it is impossible for the government to take care and provide services to people throughout all communities of Countries because there may be problems with delays in operations That may not meet the needs of each community And including restrictions on budgets (Budget) and individuals or staff working thoroughly When it is as follows Government burden reduction by allowing people to participate in self-government in response to community needs will be convenient, fast and match the purpose of that community, thus resulting in local government roles and importance

From the concept of local government to support the government's administrative objectives in order to maintain the stability and well-being of the people Adhere to the principles of decentralization and to comply with democratic principles by people participating in self-government The importance of local government can be summarized as follows (Chuwong Chayabutra, 1996: 28.) 1) Local government is the foundation of democracy. Because the local government will be a training institute for political administration for the people allowing people to feel that they have a relationship local Administration born of responsibility and cherish the benefits of the local people that will eventually lead to faith in the democratic regime (Chusak Tiangtrong, 1975: 6-7.) 2) Local government makes people know the local Self Government The heart of democracy One thing is Self-government is not a rule arising from the above command. By which people participate in the administration which local administrators, in addition to being elected to be responsible for local administration, rely on cooperation from the people Local administrators will have to listen to the public voice through the democratic way. People refer to the people to have power to withdraw (Recall), which will make people aware of their importance to the local and being aware of the problems and solving their local problems (Chuwong Chayabutra: 29.) 3) Local government is to ease the burden of the government which is an important principle of decentralization because the government's mission is widespread will increase.

While each district has different problems and needs The people are the most suitable to solve the problems that occur in the local area. And some businesses are local Not related to other localities and no involvement in the country as a whole. It is therefore appropriate for the local people to do so. This alleviation of the burden of the government has time to act on important matters or large-scale national affairs that benefit the nation as a whole and there is greater flexibility in the operation of the government. 4) local government can meet the needs of local, targeted and effective. Due to local differences, regardless of geography, public resources, needs and problems, it is different. Those who provide services or solve problems to the point and meet the needs of the people as well is 5) local government will be the source of political and administrative leaders of the country in the future. Local government leaders will learn about political experiences, elections, support from local people, which is a good foundation for their political future and also practicing local administrative skills as well. 6) Local governance based on decentralization principles resulting in self-reliant rural development, both political, economic and social.

Public administration by the center (Citizen Center) to meet the needs of the people. To create happiness and well-being of the people peace and safety of the society as a whole and the maximum benefit of the country is a reform of the bureaucratic system with central service recipients - responding to the needs of the people as the first priority mission that the government should do Improving the quality of service and building a good relationship that is impressive to the public, both as a service recipient and as a stakeholder by using service strategies from differentiating services from other service providers, good operating methods for providing services to those clients must have characteristics that are appropriate in accordance with the objectives of the state in providing services can lead to improved quality of service and increased service satisfaction and help the management to recognize as soon as the level of satisfaction of the service recipients and stakeholders in order to continuously improve the quality of public service (Royal decree on the principles and methods of good governance in 2003).

Public service of the government is an activity that occurs along with having a state The main reason for having a state is to determine the rules for the coexistence of people in the state and proceed according to the said rules, so the important goal is State Security and the well-being of people in society in general, therefore, the state has an important duty to manage peace Suffering treatment developing services and distributing those public services to people in the society. For that reason, the state has a duty to provide a variety of services. People have to rely on government services whether it is news, travel, communication occupation protection of rights and freedoms of individuals and property more than that People must use the service from the state from birth to death. And the state itself has a duty to create orderliness to society as well when first born, there must be a birth notification. So the state will prepare a person registration when reaching school age, the state forced everyone to study at a certain level by studying in a state-owned school or private schools that operate under the state rules and when the age of occupation has income, it must pay tax to the state if owning various property such as land, house, car, must notify the state registration If you want to operate your own business, you must proceed with the registration as specified by the state and conducting transactions under the legal framework if you want to group together to do social activities The state is required to register as a foundation or association if the grouping is for political activities with clear and continuous objectives, it must be registered as a political party. Life Activities of social, economic and political activities, if being unfair, whether from the public together with other private sectors or states that cause damage to life and property, must report to the state justice system to be a judge. If illness is not comfortable, the state is both the person who sets the rules. And public health service providers which includes promoting the prevention, treatment and rehabilitation of people in times of war, the provision of public services is that the state or government organization provides various services to the people with government officials, civil servants or related persons, leading the service to the public so that people are well-off Have security in life and property without state value from the public. Services are related to daily life Which will increase day by day according to the current political, economic, and economic changes in the way, Thai government organizations have expanded their roles in providing services in terms of quantity, size, manpower and budget in order to be able to provide more comprehensive services fair, equal and equal, with the aim of the service recipients to be people who are satisfied.

As mentioned above providing services in the work of Bangkurud Town Municipality as a local government organization, it is a very important task that is necessary to provide services to the people as well because people come to receive services in various tasks such as environmental and sanitation work. Jobs in education, tax work, community development and social welfare and public health work Etc. in the service However, with the importance of service, Bangkurud Town Municipality in acting Finding ways to improve the quality of service of civil servants or all employees Should continue to do and manage the entire organization quality therefore will create efficiency in providing services that will respond to the satisfaction of the people who come to receive services.

From these reasons the research team found that public service work of the Bangkurud Town Municipality is interested in studying the satisfaction of service users who are very important to Thai society at present. Therefore, in planning the service effectively, it is accepted by the public. Need to know the level of satisfaction of the people who come to the service users that there are some important factors in the opinion of the sample. Which can be used as information for improving the service system of the Bangkurud Town Municipality to be more efficient.

2.Research objectives

In this research, the researcher has set the following objectives:

1. To study the level of satisfaction in the service process service channel the satisfaction with service officers and facilities in the service Bangkurud Town Municipality
Bangbuathong Nonthaburi.
2. To study the level of satisfaction of service recipients towards the service of the Bangkurud Town Municipality Bangbuathong Nonthaburi classified by job to request service.
3. To study, compare and recommend to the satisfaction of the service of the people in the Bangkurud Town Municipality Bangbuathong Nonthaburi.

Scope of Research

This research The researcher has defined the scope of research as follows:

Scope of content

Focused on the satisfaction of users with Bangkurud Town Municipality, Bangbuathong Nonthaburi Province.

Independent variables are personal characteristics

1) Sex
2) Age
3) Education
4) Occupation
5) income
6) Duration of living in the community
7) Jobs that come to receive services
8) Types of work that are serviced

Based variables consist of

1.) Service, 2) Service channels ,3) Satisfaction with service personnel, 4) Facilities.

Population Scope and Sample Size

The population for this research is the people who use the services of Bangkurud Town Municipality. Bangbuathong Nonthaburi Province, number 38,546 people, sample group by the sample used in this research The research team determined the sample size. By using the finished table Krejcie and Morgan referred to in Yuth Kraiwan, 2002: 104). Sampling in Stratified Random Sampling according to the village address of service recipients get a sample of 400 people.

Conceptual framework used in research

From the study of relevant documents and research The researcher has used as a guideline for determining the conceptual framework for research Preeyaporn Wonganutroj (2003: 17-19).

3.Research hypothesis

In order to answer the research objectives on service satisfaction of service recipients in Bangkurud Town Municipality. Bangbuathong Nonthaburi Province Therefore, the following research hypothesis has been set: different personal factors, opinions on service satisfaction of service recipients in Bangkurud Town Municipality Bangbuathong Nonthaburi province overall different.

4.Definition of Terms

Satisfaction means the feeling or attitude of a person who has something in relation to the basis of the perception, values and experiences that each person receives and will only happen if that can satisfy that person's needs Which the level of satisfaction of each person is different.
The quality of staff means that there are a number of staff providing adequate services. The staff are very friendly to the users. The staff are attentive and willing to provide services with enthusiasm for the service.

Staff are attentive and willing to provide services. The staff can provide information about the regulations, procedures and procedures that users can contact.

In terms of service means the satisfaction of the service users who are comfortable in contacting the government. There are clear public relations procedures. The service is not complicated as before and after the service is provided on time and appropriate.

The building, property, and service means the location of the service has a good location. Spacious area The building is tidy, the place is clean, the bathroom is clean, the seat is waiting to be enough for the visitors to use. There are signs for each department. Provide adequate drinking water service as well as convenient parking places.

The satisfaction of the customers means the satisfaction of the service users towards the service of the Bangkurud Town Municipality. Bangbuathong Nonthaburi Province divided into 4 areas namely.

- The service process means various services divided into items as follows 1. Inform the process of providing services to the customers thoroughly. 2. Arrange the service procedures in order of preceding order. 3. Complete service with the quality as expected by the service provider. Provide fast service at the specified time
-The service channel means a channel that allows service recipients to contact the agency and or access the opportunity to receive services divided into the following items: 1. There are various channels for providing services. 2. Using technology and equipment to provide modern services. 3. There are advertising signs, brochures, sound boxes along the comments box for various public relations media. 4. Providing information and news services via online media. 5. There is a mobile service system.
-The service officer means the service efficiency and service personnel characteristics Divided into the following items: 1. The staff takes into account the interests of the people in the operation. 2. The staff is transparent. Honest in the work 3. staff are capable Knowledge in service 4. The staff is responsible for performing the service as well. 5. Staff providing services without discrimination.
- Facilities means facilities that are available within the Town Municipality divided into the following items: 1. There is a public relations / label / service symbol. 2. Service channels are in the right place, convenient to access. 3. The materials are sufficient for the service. 5. Providing adequate facilities such as toilets, drinking water, waiting seats, parking spaces

The work that comes to request for service means the work and the project that the Town Municipality authority has provided to the people who contact 5 jobs, including.

Project work 1 means legal services

Project 2 means the civil work, permission to build a house

Project work 3 means education

Project 4 means disaster prevention and relief

Project work 5 means community development and social welfare.

Service recipients mean people who have received services from the Bangkurud Town Municipality Bangbuathong Nonthaburi province, Year 2018.

5.Expected benefits

1. Know the level of customer satisfaction with service processes, procedures and services. Service channel The staff at the service provider and facilities in the Bangkurud Town Municipality Bangbuathong Nonthaburi province.

2. Allowing the executives of relevant departments to bring research results as guidelines for policy recommendations and related work practices to improve service

6.Research Methodology

This research The objective is to study the level of satisfaction of the service recipients towards the process services, service procedures. Service channel Service Staff and facilities in Bangkurud Town Municipality Bangbuathong Nonthaburi province and bringing the results of the research to be a guideline for policy recommendations and working for relevant agencies which is a descriptive research The researcher conducted the research according to the following topics.

Population and Sample Group

The population for this research is the people who use the services of the Bangkurud Town Municipality Bangbuathong Nonthaburi province, 38,546 people. Sample group by the sample used in this research The research team determined the sample size. By using the finished table (Krejcie and Morgan referred to in Yuth Kraiwan, 2002: 104)

Sampling in Stratified Random Sampling according to the village address of the service recipients Get a sample of 400 people.

Creating research Tools

The tools used for data collection are questionnaire about the satisfaction of people who use the service of Bangkurud Town Municipality Bangbuathong Nonthaburi province. Divided into three parts as follows.

Part 1 is a questionnaire about general information of respondents, including gender, age, education level, income, occupation, duration of residence The work that comes to receive the service Type of service received

Part 2 is a questionnaire about the satisfaction of service users within the Bangkurud Town Municipality Bangbuathong Nonthaburi province by modifying from the research of other services. In the past nearby and according to the various theoretical concepts that have been studied which cover the elements of satisfaction in receiving 5 services, namely 1) Legal services,2) Civil construction, permission to build,3) Education,4) Disaster prevention and mitigation,5) Community development and Social welfare.

Steps to create research tools

1. Study textbooks, documents, articles, theories, administrative frameworks of Bangkurud Town Municipality Bangbuathong Nonthaburi province and related research to determine the scope of research and create research tools to cover research objectives.
2. Study how to create questionnaires from past research papers of nearby businesses to determine the scope and content of the questionnaire. Which makes it more clear according to the research objectives.
3. Using the information obtained to create a questionnaire related to satisfaction in 5 aspects: 1) Legal services 2) Civil construction, permission to construct 3) Education 4) Disaster prevention and mitigation 5) Community development and social welfare.
4. The questionnaire created by the Bangkurud Town Municipality Bangbuathong Nonthaburi province responsible for helping to check and requesting advice on corrections Updated to make reading easier to understand and clearly meets the research objectives.
5. Take the questionnaire that has been examined, corrected and then proceed to try out with the users of Bangkurud Town Municipality Bangbuathong Nonthaburi province 20 non-sample groups.
6. Bring the results of the survey in item 5 come to calculate confidence by using alpha coefficient formula (Alpha-Coefficient) of Cronbach obtained the reliability of the questionnaire equal to 0.891.

7.Research result

1. Service recipients who answered 400 questionnaires with 44 open-ended respondents about various suggestions, representing 11.0 percent, and respondents who did not answer open-ended questionnaires, 356 people, accounting for 89.0 percent. Of the recommendations, the people want the Bangkurud Town Municipality Bangbuathong Nonthaburi province to have good service staff are attentive There is a correction of space intelligence regarding basic factors in life, such as adding light to the area. Traffic management for continuous regulation and service development to the public.
2. Service satisfaction in Bangkurud Town Municipality Bangbuathong Nonthaburi province according to the opinions of the service recipients Classified by legal service work The overall picture is at the highest satisfaction level. With a total average of 4.70 (X= 4.70), equivalent to 94 percent, when considered individually classification of legal services is the service channel (= 4.80), accounting for 96 percent, followed by service personnel (= 4.74), equivalent to 95 percent. Subsequently, the service process (=4.64) Accounted for 93 percent. The last order was facilities (= 4.63), accounting for 93 percent.
3.The researcher used the data from the interview to be used as a guideline to create satisfaction to the

service recipients of the Bangkurud Town Municipality Bangbuathong Nonthaburi province consisting of ๔ aspects as follows:

3.1Service procedures in order to create satisfaction for service recipients of Bangkurud Town Municipality Bangbuathong Nonthaburi province the service process is as follows.

1.Detailed information on the use of the service
2. There is a sequence of steps to shorten the process of operation.
3. Use technology to shorten time

3.2 Service channels in order to create satisfaction for service recipients of Bangkurud Town Municipality the service channels are as follows: Use technology to increase communication channels there is a mobile service for the elderly or patients who cannot move. There is public relations information according to different media for the villagers to recognize. Service personnel in order to create satisfaction for service recipients of Bangkurud Town Municipality. The service personnel are as follows develop staff with service mind to provide services with heart, give full help or service staff have regularly developed themselves for good service. Facilities in order to create satisfaction for service recipients of Bangkurud Town Municipality the facilities are as follows: There is an increase in lighting at risk points or secluded spots for safety. There are CCTV cameras to help with security. Organize a vocational training center for those who do not have income to help reduce unemployment.

8.Discussions

Discussion of this research is a presentation of the findings of the research and explains the rational results with support from other facts Composed and supported by related concepts and theories as follows

The satisfaction of the service recipients on the service of the Bangkurud Town Municipality Bangbuathong Nonthaburi province found that the service process from the results of the study found that Bangkurud Town Municipality with fast service There are information including the procedure for receiving services to those who come to receive the service completely. And have a fast process that is consistent with the concept of scholar Samit Satchukorn (1999: 13 referred to in Sunanta Thaweepol, 2007: 14), meaning that the service is a work performed or connected to the service user Allowing various people to use in any way either in any attempt by various methods to help the concerned parties to receive assistance, which is considered a total service Facilitation Meeting the needs of users is a service the service can therefore be operated in a variety of ways. The important point is to help and benefit the users service.

The satisfaction of the service recipients on the service of the Bangkurud Town Municipality found that service channel from the results of the study found that Bangkurud Town Municipality, the technology is used to disseminate information or contact with people that are inconvenient to arrive at, such as fan pages in Facebook, websites or calling to contact the work. And also providing mobile services to educate or take care of people in the area in accordance with the concept of academic admirers (2003: 31 - 34), the concept of good public service and quality must be applied, which requires techniques, strategies, and skills to win the service which can be done before contact Between contact and principle of contact by receiving services from individuals at all levels in the organization, including the management of that organization Anyway, good service Will be a tool to help the contact person to receive service, trust, faith and create image which will result in the use of various services in the next opportunity.

The satisfaction of the service recipients on the service of the Bangkurud Town Municipality found that service staff from the results of the study found that Bangkurud Town Municipality staff have the ability to provide services and have responsibility for the duties received and also provide information Help in what people in the area need it is a response to the needs very well and can be very satisfying in accordance with the concept of scholar Somsom Pholprasert (2003), said that service satisfaction is a process that arises from awareness. Evaluating the quality of service which is what the recipient expects to receive from the service Which the service satisfaction of the service provider depends on the two elements: 1. Recognition of product quality, service which the service provider has promised to provide by the service recipients with the expectation of the quality of the service products that will be received at least as promised by the service provider The quality of what is received will determine the level of service satisfaction. 2. Recognition of the quality of service offerings which the service provider carries out the presentation through various expressions in the service process The service provider will assess how much the service provider performs the service appropriately. Ease of access to services role of expression of service providers according to their roles: Responsibility for work Use of language, communication and practice in providing services that How much are the service providers willing and sincere in the service These perceptions will help service recipients evaluate the quality of the service with reason and effect. Which leads to satisfaction in the service, the importance of service satisfaction

The satisfaction of the service recipients on the service of the Bangkurud Town Municipality found that Facilities from the results of the study found that Bangkurud Town Municipality Bangbuathong Nonthaburi province is in the process of building a new building to expand facilities such as toilet seats waiting to support the use of public services and have access to services at convenient locations, easy access There is no more complicated way. Consistent with the concept, scholars Kulthanathana Phongsathorn (1985, 303-304) said that the five important service principles are: 1. Principles of consistency with requirements Most of the people are the benefits and services that the organization provides. Must meet the needs of most personnel or all, not a particular group of people 2. The principle of consistency is that the service must be carried out continuously, consistently, not to stop. According to the satisfaction of the service person or the operator 3. the principle of equality The established services must be provided to all people who use the service regularly and equally. There is no special privilege given to any person or group in a manner differently from other groups. 4. The cost saving principle that must be used in the service must not be more than the result that will receive Must be in an easy manner convenient, not consuming a lot of resources It also does not create too much trouble for service providers or service users.

The comparison of personal factors of people who have opinions on the level of service satisfaction of the Bangkurud Town Municipality classified by sex found that there is no difference because the Bangkurud Town Municipality having equal services for all genders Which is consistent with Millet's research (Millet, 1954, p. 397, referred to in Chanin Tangchutaweesap, 2002, p. 15), said that the main goal of the service is to create public service satisfaction to the public. With principles and guidelines that are equal to service, meaning justice in the administration of public affairs that has the same principle that all people are equal. Therefore, all citizens will be treated equally in the aspect of the law, there is no discrimination in the provision of services, people will be treated as individuals who use the same standard of service, on-time service delivery.

The results of the comparison of personal factors of the people who have opinions on the level of service satisfaction of the Bangkurud Town Municipality classified by age were not different because the Bangkurud Town Municipality Providing services to people of all ages, whether children, adults or the elderly, which corresponds to Weber's research (Weber, 1966, p.98) gives an attitude about how to use the service. The most effective and beneficial service to people is to provide services that do not take into account the individual or the emotion-free service. There is no special interest. Everyone is treated equally according to criteria when in the same condition. The comparison of personal factors of people who have opinions on the level of service satisfaction of the Bangkurud Town Municipality Classified by educational level, it was found that there were no differences because the Bangkurud Town Municipality Providing information, knowledge and services to all people, regardless of their level of education, is explained for understanding. In accordance with the research of Prachaya Wesarat (1980, 251) also said that the service of the state must also consider the following. 1. Providing satisfied services to social members Satisfaction is something that is difficult to measure or difficult to say. But can be said broadly The elements that will give satisfaction 1.1 Provide equal services to social members. 1.2 Provide timely services such as fire service. Services for flood victims Service is not too much or too little. 1.4 Provide services with updates to keep up with changes. 2. Providing services with responsibility to the public is a fundamental value for public administration in a democratic society, must be done: under the political guidance from the people's representatives and must be able to provide services that respond to public opinion must have the flexibility to change job characteristics or providing services that can meet the most changing needs.

Suggestion

1. Suggestions for applying research results
According to the interviewed of ๕ officers involved in each event, the issue was found at the Bangkurud Town Municipality Bangbuathong Nonthaburi province should consider to meet the needs of the people as follows.
1.Legal services increasing insufficient legal personnel in accepting public matters and providing information, advice, consultation or hosting disputes.
2. Civil construction, permission to build houses Increasing civilian personnel and maintaining basic factors in people's lives, such as electricity conditions, etc.
3. Education: Adjustment of the surrounding school environment for good visualization and preparation for school expansion in order to support the increasing level of education.
4. Disaster prevention and mitigation adding a car to inspect the time of the incident and the procurement of equipment to work effectively for good reasoning.
5. Community development and social welfare There are public relations in various matters to allow most people to participate in community activities and have proactive development in communicating with people in the area directly in order to know the problems to be able to help solve.
2. Suggestions for further research
Should study and research about the quality of service, including problems and obstacles of service providers and service recipients.

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Analytical Study of Post Globalization Socio-Economic and Political Impact

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ABSTRACT :

India has also adopted LPG since 1991. The process of globalization has completed four decades. So there is need to study the Socio-Economic and Political impact after the globalization during 1991-2017. This paper focuses on the relation between Liberalization –Privatization and Globalization since the beginning and the Impact of Post Globalization on Social, Economic development of India. The objectives of the study are to review the correlation between the Liberalization-Privatization and Globalization and to analyse the post globalization impact on Scio-economic development in India. The null and alternative hypothesises are framed and tested in this paper. Descriptive research method is used in this study. For the purpose of analysis of the data it is decided to collect the secondary data from the various published sources as a sample indices only. The data analysis revealed that flow of the Foreign Direct Investment has become 280 times after 25 years of the globalization. The total amount of the GDP has increased by 10 times, the import and export has also increasing but there is lack of increasing trend of the export as compare to the import which is adverse effect of our balance of payment. India has benefited with the globalization as the trade and business relations has increased with the number of countries during 25 years. It is concluded that there is positive impact after globalization on social and economic development in India.

Keywords – Globalization, Privatization and Liberalization, Indices

INTRODUCTION:

The world is changing by decades to decades due to world come together. Change is the rule of nature, change must adopt to survive in the informative, competitive and knowledge era. Changing revolution has been started with the emergence of Liberalization, Privatization and Globalization i.e LPG. Whole the world had going to adopt the policy of LPG. India has also adopted LPG since 1991. In this context it is need to analyse the post globalization Impact of Globalization. The parameters are Social, Economic and Political during 1991-2018.

STATEMENT OF THE PROBLEM:

Even as early as the Prehistoric period, the roots of modern Liberalization, Privatization and Globalization (LPG) could be found. In this context there is need to analyse the relation between Liberalization –Privatization and Globalization since the beginning and the Impact of Post Globalization on Social, Economic development of India.

OBJECTIVES OF THE STUDY:

The study has framed the following objectives

1. To review the correlation between the Liberalization-Privatization and Globalization
2. To analyse the post globalization impact on Scio-economic development in India

HYPOTHESIES OF THE STUDY:

The following null and alternative hypothesis is framed in this study

H0 – There is no correlation between the Pre and Post Globalization socio-economic status in India.
H1 – There is correlation between the Pre and Post Globalization socio-economic status in India

RESEARCH METHODOLOGY:

Descriptive research method is used in this study.

For the purpose of analysis of the data it is decided to collect the secondary data from the various published sources as a sample indices only. It is decided to set the variables for this study. The independent variable is Post Globalization Socio-economic development Dependent variables are 1) Societal indices (Unemployment, Poverty, Minimum wage, literacy, Infant Mortality, Life expectancy) 2) Economic indices (FDI, GDP, Import, Export, Partner country, Per capita Income).

DATA ANALYSIS AND DISCUSSION:

This study focuses the genesis of the Liberalization, Privatization and Globalization. It is found that there is trade linked in the Sumer and Indus Valley Civilization in third millennium BC (Andre Frank 1998).1

RISE OF LIBERALIZATION- PRIVATIZATION and GLOBALIZATION:

An early form of Liberalization there is trade links between the Roman Empire- Persian Empire – Han Dynasty. The increasing articulation of commercial links between these powers inspired the development of the Silk Road, which started in western China, reached the boundaries of the Persian Empire, and continued onwards towards Rome (Adela Lee.).2 Liberalization means there is no any restrictions and bindings to give and take.

It is considered by some as a form of capitalist expansion which entails the integration of local and national economies into a global, unregulated market economy.(Guttal-2007).3 So the globalization has grown due to advances in transportation- IT and communication. Due to industrial revolution, globalization likely occurred around the middle of the 19th century as increased capital and labor mobility coupled with decreased transport costs led to a smaller world.4 An early form of globalization there is trade links between the Roman Empire- Persian Empire – Han Dynasty. The increasing articulation of commercial links between these powers inspired the development of the Silk Road, which started in western China, reached the boundaries of the Persian Empire, and continued onwards towards Rome (Adela Lee.2010).5 Islamic age was also an important early stage of globalization, when Jewish and Muslim traders and explorers established a sustained economy across the Old World resulting in a globalization of crops, trade, knowledge and technology. Globally significant crops such as sugar and cotton became widely cultivated. (John Hobson 2004).6 Thus before the Christ era the policy of globalization had implemented before 16th century.

RISE OF PRIVATIZATION

The 16th centuries is the root cause of rise of privatization. First Private east India Company established in 1602 and the first Multinational Corporation, Dutch East India Company is founded in 1602. Also the Portuguese started establishing trading factories from Africa to Asia and Brazil, to deal with the trade of local products like gold, spices and timber, introducing an international business centre under a royal monopoly, the house of India

ADVENT OF GLOBALIZATION:

The advent of Globalization in Nineteenth century due to industrialization and growing population there is need to allowed cheap production of household items to sustain demand for commodities. Origin of the Globalization is traced in First and second Opium war.

The era of LPG started from 1990. But it is said that three concepts are inter related. So after study and analysing the three concept I would like to frame the fowling equation

LIBERALIZATION + PRIVATIZATION = GLOBALIZATION

L+P = G

Thus Liberalization includes the reduction or elimination of government regulations or restrictions on private business and trade. It is usually promoted by advocates of free markets and free trade, whose ideology is also called economic liberalism. Economic liberalization also often involves reductions of taxes, social security, and unemployment benefits. Economic liberalization is often associated with privatization, which is the process of transferring ownership or outsourcing of a business, enterprise, agency, public service or public property from the public sector to the private sector. For example, the European Union has liberalized gas and electricity markets, instituting a competitive system.

ANALYSIS OF IMPACT OF SOCIO-ECONOMIC INDICES

The following table shows the trends of socio-economic indices after two and half decades of the implementation of the globalization.

The economic variables like Flow of FDI, GDP, Import and Export, Per capita income and trade partners across the borders etc. is compared with the status at the time globalization adopted by government of India to 2016-17. Also the social variables like Unemployment Rate, Poverty rate, Minimum wage rate, Literacy, Infant mortality rate, life expectancy rate etc. are compare with the today's scenario of social development.

Impact	Variables	1990-91	2016-17	Trend in Times
	FDI flow (US Million Dollar)	155	43478.27	**280**
	GDP (US Billion Dollar)	278.4	2602.31	**10**
	Import (Crore)	2379	2577417	**1083**
	Export (Crore)	1794	1852339	**1032**
	Number of Countries having trade with India	173	233	**1.34**
	Per Capita Income	11535	103219	**8.94**
	Decadal Growth Rate	5.75	17.7	**3.07**
	Unemployment Rate	4.30%	3.52%	**-1.22**
	Poverty Rate	36	22.5	**-1.6**
	Minimum Wages	100	250	**2.5**
	Literacy	52	72.1	**1.38**
	Infant Mortality Rate	74	34	**-2.17**
	Life Expectancy years	60	68.56	**1.14**

Source: UNDP survey of HID -2018, Registrar General of India, UNESCO list of countries by literacy rate (2015)

The variables chosen in this table are based on the globalization impact on the economy as well as society or community. There is correlation between the social and economic indices for the development of any nation. Because technology has taken place the manpower as well as the intenclectual sources. It may be enrich the economic status only. There is need to be sustainable development. There is need to study the social as well as economic status in the process of Liberalization –privatization and globalization. In this context the above variables are tabulated and compared.

The data analysis revealed that flow of the Foreign Direct Investment has become 280 times after 25 years of the globalization. The total amount of the GDP has increased by 10 times, the import and export has also increasing but there is lack of increasing trend of the export as compare to the import which is adverse effect of our balance of payment. India has benefited with the globalization as the trade and business relations has increased with the number of countries during 25 years.

So far social variable concern it is found that unemployment rate has decreased by 1.22 times and also the poverty rate by 1.6 times. Due to exchange of technology and knowledge among the trading partner's countries the employment rate is increased as well as rate of wages also increased by 2.5 times after 1991. People life expectancy is also increased by 1.14 years times as there is proper health and environment in the country for the people.

HYPOTHESIES TESTING:

The null and alternative hypothesis framed in this study are tested by using the trends in times.
The null hypothesis entitled "There is no correlation between the Pre and Post Globalization socio-economic status in India." is not proved as there is positive impact except the Balance of the payment, and the alternative hypothesis entitled " There is correlation between the Pre and Post Globalization socio-economic status in India'" is proved as there is positive correlation between the economic development variables and social development variables.

CONCLUSION;

It can be concluded that there is positive impact after globalization on social and economic development in India. While developing the trade and business there is no adverse impact on the economy as well as community. Thought there is increase in the employment rate unskilled employment has problems and also the poverty rate is decreased but there is wide range of gap between the Rich and Poor between the high earnings and unemployment. There is further scope to study the post globalization impact on human behaviour. As these issues are not touched in this study.

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Ways to Promote on Morality, Ethics and Good Governance Principles in Work Performance of Personnel in local Administrative Organization, Southern Region

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ABSTRACT :

The purpose of this study was to study the features of the research on the ethical, moral and good corporate governance practices in the operation of the personnel of the local administrative organizations in the South will be broad and abstract the research team looked for answers to the objectives. This is partly due to the three-year development plan of each provincial administrative organization of the province from 1960 to 2016. And starting with the first year of the plan, during the writing of this research, the answer is just a project that has not yet reached the annual budget of the provincial administration. The world is open to the world. The economic, political, social and cultural conditions are linked. With advances in science and technology, in particular, information that links the world to a smaller one, as a global village, the problem of unequal development of developed countries and with developing countries. As can be seen from the anti-WTO meeting in Seattle, As a result, the World Bank and the International Monetary Fund have proposed a so-called "The Post Washington Consensus-PWC", which emphasizes liberalization. The reduction of bureaucratic regulation that hinders trade and investment deregulation and privatization of private enterprises. model local governments in Thailand, To study the problems of model local government in Thailand a case study Nakhon Si Thammarat province and to give suggestions to improve the working of model local governments in Thailand.local government practices in Thailand have become more participatory or governance- oriented since the promulgation of the Constitution of 2018 and the Decentralization Plan and Process Act of 1999. Several local governments have applied modern concepts of New Public Management and participatory approaches in performing their tasks. This synopsis aims to describe and analyze local administrative initiatives to increase participation in recent years. Six case-studies are discussed to identify the factors that drove the local government initiatives and how local governments responded to such factors. Lesson learned from the case-studies are also discussed.

***Keywords*—** Promote Morality ,Ethics and Good Governance Principles Performance of Personnel local

Introduction

The research on the ethical, moral and good corporate governance practices in the operation of the personnel of the local administrative organizations in the South will be broad and abstract the research team looked for answers to the objectives. This is partly due to the three-year development plan of each provincial administrative organization of the province from 1960 to 2016. And starting with the first year of the plan, during the writing of this research, the answer is just a project that has not yet reached the annual budget of the provincial administration. The world is open to the world. The economic, political, social and cultural conditions are linked. With advances in science and technology, in particular, information that links the world to a smaller one, as a global village, the problem of unequal development of developed countries and with developing countries. As can be seen from the anti-WTO meeting in Seattle, As a result, the World Bank and the International Monetary Fund have proposed a so-called "The Post Washington Consensus-PWC", which emphasizes liberalization. The reduction of bureaucratic regulation that hinders trade and investment deregulation and privatization of private enterprises. (Privatization), where PWC is focused. Good governance this concept is in line with the concept of the International Organization for Economic Co-operation and Development (OECD). The Asian Development Bank (ADB) and Japan International

Cooperation Agency (JICA)
The incident has led to various changes in Thailand the guidelines are laid down in the Constitution. The highest law in the country is the Constitution of the Kingdom of Thailand. The essence of the Constitution is the 1997 Constitution. Establishing a Good Governance System for Thai Society, emphasizing the opportunity for people to participate in public sector decision-making. The government has a transparent administration that can be monitored by the public. Bureaucracy is an important part of government policy. With this aim, the government aims to make bureaucratic reform seriously to perform the task of government agencies to respond to the development of the country. And service to the people effectively. So the administration and the duty of the government must use good governance. To the administration of the land is for the benefit of the people, achievement on state missions. Effective the value of the government. Reducing unnecessary operating procedures and importantly, the public will need to be facilitated and be responsive. People are able to participate in the audit. Meanwhile The link between economic, social and political factors under the new global economic order. It has put pressure on economic and political restructuring in developing countries. Particularly, the management of the government, the political sector and the private sector has emphasized the transparency, the direction of the development of the global society, the integration of the private sector, the transparency and the development direction. The development of a self-reliant development strategy along with the mainstream development strategy. Make awareness of the importance of public participation processes. Local development and widespread decentralization around the world. For this reason, the Constitution of the Kingdom of Thailand, 2007 and 2018 the importance of good governance, ethics, and good corporate governance.

Correcting the crisis and reviving the economy and society of the country sustainably. Need to address the underlying problem of poor management. The environment is favorable both inside and outside to create a good management system a transparent monitoring system. People are involved in the development. Improve government roles and reduce duplication of work. Development of information systems and capacity building for planning and analysis, along with the distribution of missions to local government organizations. Social responsibility of the private sector, to lay the foundations of a strong economic and social system, supports the manufacturing sector effectively. This will lead to the improvement of the country's competitiveness and the foundation for sustainable development of the Thai society in the long run. In the planning of bureaucratic reform in October 2002, there was a clear framework for the administration of the land. As shown in Section 3/1 of the Act The government administration (No. 5), 2002, and the establishment of the government development committee or "Commission" to serve as the host. Monitoring and evaluation of the performance of the government agency has undertaken a strategic plan for development of the Thai government. 2003 - 2007 To provide a framework for directions and guidelines for effective and effective implementation. And the new rules of the administration. By declaring the Royal Decree on Rules and Procedures for the Administration of Good Governance BE 2546, which came into force on October 10, 2003, to create a driving force for a change of direction. In addition to the incentives to strengthen good governance, the establishment of the decree on good governance principles and procedures is intended to apply. The government is responsible for all government ministries and departments including other agencies under the supervision of the government. Management has been established and has the same official functions as the ministry.

For State Enterprises, Public Organizations and Local Government Organizations Normally, according to the law establishing these organizations. It gives you the freedom to manage your organization. This decree cannot apply to those organizations immediately however, because their operations are closely related to direct service to the people. In carrying out the mission, the principles of this Royal decree should be applied, particularly in relation to the facilitation of the people and the administration of the government. This decree requires organizations to set the criteria for each organization. The guidelines shall be in line with the provisions of this Royal decree. They have the authority to supervise those organizations. The law is responsible for ensuring that guidelines are followed. The administration shall be in accordance with this

Royal decree.

Department of Local Government Promotion is a newly established government agency under the Ministry of Interior, which plays an important role in promoting local administrative organizations. The development and consultation of local government organizations in the development of local development. Management of personnel, finance, finance and administration so that local government organizations have the strength and capacity to provide public services. The Ministry of Interior in 2002 with the government policy to promote the local government strong and well-managed. The decentralization commission to the local government has no resolution to allocate subsidies. It is a reward for the local administration with good administration. The subcommittee assigns the criteria for allocating subsidies, using as a reward for the local government organization to set the criteria, indicators, guidelines for monitoring and set the criteria for the allocation of subsidies also selected are local government organizations that deserve the prize money. In the past year, the subcommittee has set the criteria for the allocation of grants to be used for the award of local government organizations. The framework of good governance is based on the criteria adopted by the local government.

Because method of selection are the assessment of the local and regional standard which is effective and effective local government organizations that pass the criteria according to the criteria must comply with all criteria. The Governor or Deputy Governor shall preside over the appointment of a Provincial Committee and at least 8 other Directors to appraise. And there is a central committee. Academics, Office of the Auditor General, other delegates entered the selection process. The achievement of this award is the success of the sub-district administration in order to bring the policy of good governance to the practice. The result is. Reducing transparency, corruption, corruption within an organization, or making it harder to think As an example, the Provincial Administrative Organization of Trang has determined that the Board of Directors of the local administration of Trang.

1. Governor of Trang Province Chairman of the board
2. The Provincial Permanent Secretary
3. Chief of Community Development
4. Local Province Director
5. President of Trang Provincial Administrative Organization
6. Member of the Trang Provincial Administrative Organization Council
7. Special Expert
8. Representative of Trang Provincial Administrative Organization.
9. Permanent Secretary of the Provincial Administration Organization. Director and secretary

From the board will find that provincial governor is the chairman, but the provincial governor is the representative of the provincial administration. Other Directors Most of them come from local administrative organizations in that province. The municipality, the municipality, the municipality and the subdistrict administrative organization. The actual power of local government administration or the assessments of local administrative organizations that are standardized depend on the local administrative organization in that province. However, administrative activities are based on morality, ethics and good governance. It must have the same principles in the same direction. The actual and quality of the individual in the local administrative organization depends more on the supervision of the supervisor of each local administrative organization. For this reason, the research study on the ethical and moral good practice guideline for the operation of the personnel of local administrative organizations in southern Thailand. It covers all local government organizations from the Provincial Administration Organization (PAO), municipalities, municipalities, municipalities, subdistricts and subdistrict administrative organizations (TAOs) of all 14 provinces in the south. Good governance it leads to serious action which will make the organization more transparent. People are involved in decision making and at the same time. Human resource management is in the transition phase. The direction is unclear. The impact of external factors as a result, the government officials lack confidence in the management system. This is a barrier to enhancing morale in the workplace. In addition, some government officials are facing debt problems and other personal problems. It has been working in the same for a long time so some of the officials ignored the moral and ethical in other words, there is behavior in the work that does not adhere to the interests of the land or the public. Not seriously dedicated to the duty however, the needs of most government officials. They also want to have the ability to perform their duties with honor and dignity, to be treated equally and fairly. The researcher is interested in studying the ethical, moral and good governance guidelines in the performance of personnel of local administrative organizations. The 14 provincial administrative organizations in the south are Chumphon, Krabi, Nakhon Si Thammarat, Narathiwat, Pattani, Phangnga, Phatthalung, Phuket, Ranong, Satun, Songkhla, Surat Thani, Trang and Yala to provide a guideline for solving the problem of unmanaged good governance of the southern local administration. It is a major problem in the country.

Research Objectives

1. To study and analyze moral principles and good governance the performance of the personnel of the local government organization in the Southern of Thailand.
2. To find a moral work ethic, ethics and Good Governance of Local Government Organizations in Southern of Thailand.
3. To formulate and test the evaluation of the promotion of morality, ethics and good governance in the operation of the personnel of the local government organization in the southern of Thailand.
4. To provide a guide for the promotion of morality and ethics for personnel of local administration organizations in the Southern of Thailand.

Scope of Research

The research content is the study and analysis of ethics, morals and good governance in the operation of the personnel of local administration in the 14 southern provinces.

Population Research. They are the personnel working in the local administrative organizations, such as provincial administrative organizations, municipalities, municipalities, municipalities, subdistricts and subdistrict administrative organizations. The southern part is Chumphon Province, Surat Thani Province, Ranong Province, Phuket Province. Krabi, Trang, Phatthalung, Satun, Songkhla, Nakhon Si Thammarat Pattani, Yala and Narathiwat.

The research area. Cover all areas of the 14 southern provinces as mentioned above.

The duration of the research. It is the range of data collection from the questionnaire. From the interview From November to December 2016 and subgroup discussions in February 2018.

Definition of terminology used in research.

The approach means to the method or channel for each good channel used in the operation to benefit society and the nation.

The moral means to practice and have a good heart is valuable, useful as good as a conscience, as a prop for the mind to hate evil, fear of goodness as a stimulant. Encourage the sense of responsibility.

Good consciousness means calm, cool inside, and is something that needs to be cultivated in order to achieve and suit the needs of Thai society.

Ethics means to the code of conduct that is a good framework or path to be followed for society be beautiful peaceful harmony, warmth, stability and safety in life.

Good governance means the principles or principles of work that are applied in the administration and administration on the basis of principles of goodness, accuracy, consists of 6 principles.

1. The rule of law
2. The moral
3. Principles of Transparency
4. Principles of engagement
5. Principles of Responsibility
6. Principles of Value

Personnel means to civil servants, employees, employees of local government organizations in 14 southern provinces.

Southern Provincial Administrative Organization means the Provincial Administration Organization (PAO), Chumphon, Surat Thani, Ranong, Phang Nga, Phuket, Krabi, Trang, Phatthalung, Satun, Songkhla, Nakhon Si Thammarat, Pattani, Yala and Narathiwat. Including municipalities, municipalities, towns, municipalities and sub-district administration organizations (TAO) in all provinces.

Expected Benefits

1. New knowledge that is a guideline to promote morality, ethics and good governance in the operation of personnel of local administration organizations.
2. A Guide to Promoting Ethics, Ethics and Good Governance in the Performance of Local Administrative Organization Personnel.
3. Guidelines or methods or channels to promote morals, ethics and principles. Good governance applied in the performance of personnel of local administrative organizations.
4. Apply research results to research articles published in the Journal of Research Institute of Yannasangborn.
5. The results of the research were proposed to formulate policies on the performance of all local administration personnel in 14 provinces in the south.
6. The research results are published on the web site of Mahamakud Buddhist University Sridhammasokkarat Campus.

Result of Research

The study of documents concluded that moral and ethics are words that have similar or similar meanings can be written as a merger. "Moral Ethics" because it means good condition. When it comes to being a regular in the practice, it will benefit the self and the society. Therefore, it is necessary to "grow" and "wake up" the consciousness in the mind of each person always. Good governance is part of the principle of concrete practice of morality and ethics and is a universal principle. It is generally accepted that 6 items.

1. The rule of law
2. The moral
3. Principles of Transparency
4. Principles of engagement
5. Principles of Responsibility
6. Principles of Value

Each section will detail each issue that will lead to concrete action on a regular basis. Therefore, the personnel in the 14 southern provinces, from the Provincial Administrative Organization (PAO), Municipality, Municipality, Tambon Administrative Organization and Tambon Administration Organization (TAO) were 396 respondents using the sample. The structure of the local government organization is the same, which consists of three parts: the management or the president of the organization. Legislative or the legislature and the secretary of the organization or the Office of the Permanent Secretary for Administration Employees who carry out policies or activities. The administration and budgetary approval of the Legislature. To accomplish the objectives of each project in the strategic order set out in the three year development plan of each local government organization from the past until now.

The data from the questionnaire were 396 samples from 14 local governments, 15.2 percent from the subdistrict administration organizations or 60 percent from the subdistrict administrative organizations. 65 people and the Provincial Administration Organization (PAO), 68.4% or 271 persons. Most of the respondents were female. Secondly, 31.6% were male and 36.5% were male and 36.5%, respectively, followed by 21.5% and 20.5%, respectively. The study found that 86.4 percent had a bachelor's degree. Most of them had the least or 1.0 percent of cases or 26.0 percent had experience in working in local government organizations. 23.5 Have working experience of 11-15 years and at least 5.1 percent with work experience of 26-30 years and 30 years or over, which are equal.
In the form of practice that promotes ethics, morals, or activities. The three-year strategic plan of the local government in the 14 southern provinces.

The total average of all activities or projects is very agreeable. The mean score was 3.88, 3.38, 3.38, and

3.39 for the 4 activities or projects, respectively.
1. Promoting reward for employees who performed their duties and accomplished their goals (X= 3.26).
2. Encourage periodic evaluation by setting up a committee from the community (= 3.38)
3. Promoting the rotation of duty to increase efficiency (= 3.38).
4. Promoting Employee Visiting Opportunities (= 3.39)
However, at a very agreeable level, one project activity The average level from level 4 up to 11 events in ascending order.
1. Promotion of performance by focusing on achievement and value
(= 4.0).
2. Promote the definition of procedures, procedures, and assignments.
(= 4.02)
3. Promote quick management. Courteous and punctuality (= 4.06).
4. Not promoting improper use of positions (= 4.07)
5. Not promoting the device. Government equipment used as private property (= 4.07)
6. Encourage people to participate in policy formulation, project plans
(= 4.10)
7. Promoting honesty (= 4.11)
8. Promoting Responsible Responsibilities (= 4.19)
9. Promote transparency, transparency and fairness (= 4.19).
10. Encourage disclosure of information and compliance. Information Act (= 4.22)
11. Encouraged to perform duties by law, order, cabinet resolution or profession (= 4.30).

The practice model promotes good governance by projects or activities of the strategy 3 Year Development Plan In the past 14 years, the total average of all activities or projects was at a high level or 3.87 averages. However, with the average level of 4, there was only one activity or project. Promoting fair, transparent, and verifiable management principles (= 4.01).The questionnaire was structured as a questionnaire with nine questions and an interview with the chief executive of the local administration. There were 19 provincial administrators from 19 subdistrict administrative organizations, 2 subdistrict administrative organizations, 2 subdistricts and 2 subdistricts, and 15 subdistricts, 52.6% male and 47.4% male age of 46-50 years and 51-55 years was 26.3%. The lowest and highest were none at the head of personnel management department, aged from 20-30 years old, but the secondary level was between 41-45 years old. 15.8 Then it also corresponds to the level of education, where all head of human resources has a bachelor degree. With the highest experience of 21-25 years, 36.5% followed by 11-15 years experience with 26-30 years, 15.8%, and the lowest In groups with 6-10 years' experience.
So the conclusions of interviews are the key principles of morality, ethics and principle. Good governance has been interpreted and classified as follows.

1. Develop a consciousness of responsibility in the work performed by the training process.
2. Create morale in work. The use of reward as an incentive or honor to the personnel who work with sacrifice and in accordance with the organizational pattern.
3. Implement appropriate technology to reduce costs and increase productivity. Or use resources economically and cost-effectively.
4. Examination of personnel should use the moral system to get good people with knowledge ability to enter the organization should organize personnel meetings in the organization to receive information including understanding of good governance practices.
6. Working as a team with the help. Helping to do and promote ethics in the workplace. I do not know what to do fair and legal.
7. Create corporate values to promote, praise and create good examples. Traditionally, it has become a culture of the organization.
8. Encourage participation by civil society with the good people to stand in the society.
9. Measures to prevent fraud and penalties for violating ethics. Ethics of the agency.
For the issue of data collection, the final way is to discuss the subgroups. There were 26 participants from

different occupations.
1. The local administrative organization shall consist of: The structure of the organization is divided into three parts. Legislative or legislative And the Office of the Permanent Secretary of the Organization or local government organization that adopts a policy, program, or activity approved by the Legislature to accomplish its mission. It usually appears in the three-year development plan of all local government organizations, or all types of local government organizations.
2. Perform duties in accordance with good governance principles, which consist of six aspects: the rule of law. The moral Main Transparency The principle of participation Principles, responsibilities and core values.
3. Recommends that the personnel of each local government organization is the legislative branch. And the Office of the Permanent Secretary must behave in a concrete manner the rules of the law clearly.
4. Should train personnel in local government organizations to have knowledge. Understand and practice consistently on morality, ethics and good governance.
5. Each local government organization should adhere to the principles of public participation, focusing on its role in various activities. The organization is all steps and continuous.
6. Executives should adhere to the principle of justice in salaries and distribute development to all areas of responsibility, but should not develop only one specific area.

Conclusion and Discussion

The results of the study were collected in four ways. And documents the findings found that. Personnel in local government organizations in 14 southern provinces Most of them have a good knowledge of ethics, morals and good governance. This is because the training is provided through the individual activities or development projects that appear in the strategy. The three-year development plan of the local government with the idea that each local government has promoted in various ways. More For the sake of ethics, morals, and good governance, each individual's consciousness leads to a fair, righteous and fair behavior. They will benefit themselves, their society, and their performance more effectively. However, it depends on the intention to practice serious, concrete and exemplary or prototype in the corporate executives or corporate management. Corporate Law Group and the policy department to the practice or the Bureau of Permanent Secretary of the local government.
In addition, the study of the related research of Piyawat Piyasilo (2011), Sumat Sangnimnuan (2009), Thanaporn Buakapha (2010), Boonrit Ketjanaeng (2006), Pravich Nilvatchanee (2556). (2010) Preecha Pengpu (2010), Sutatsanee Petnon (2010). The implementation of good governance practices in local administrative organizations was at a moderate level because the governance system has not led to the practice of the local government at the same time, the word governance. It has been used in the 1997 Constitution of Thailand, so it is more important to push or expand the issues that lead to the practice in government organizations. Not very spacious in contrast, in the study of Phramaha Chinnawat Dhammasetto (2016) and the three-year development strategy (2060-2019) of each provincial administration organization, 14 provinces in the south. In particular, the summary of the review of the three-year development plan 2015-2019, highlighted in 2015, all development strategies have been active or projects. Moral, ethics and good governance has led to total practice. Therefore, the results of the evaluation by the local government itself, and from the above mentioned research, the average level is very high. This is higher than in the past. For many years, for this reason, following the three-year development strategy. The knowledge, understanding, and promotion of ethics, morality and good governance will be enhanced by the personnel of the local administration organization.

Recommendation

The results of this research.

1. The key principles should be introduced. Principles of morality, ethics, good governance Extend content to relate to activities or development projects. Of the strategy the three-year development plan of the local government organization is that the personnel of each local administration has led to the implementation of any level.

2. Leadership, Administration or the President of the Local Government Organization. Legislative leaders of local government organizations and policy implementation leaders or local government offices have adopted ethics, morality and good governance principles at any level.

For the next research

1. Research should be done applying ethics, morals and good governance to the implementation of the strategy. Three Year Development Plan (1973-1992) Southern Local Administrative Organization: A Case Study of Infrastructure Development Strategy

2. It should be researched applying ethics, morals, and good governance to management practices, legislative and the Bureau of Local Government Administration to the strategy. Three Year Development Plan (1973-1992): A Case Study of Infrastructure Development Strategy

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Pattern and Performance of Local Governance in Thailand a Case study of Nakhon Si Thammarat Province

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ABSTRACT :

This article is aimed 1) to study the history of local governance in Thailand. 2) To study the pattern of local governance in Nakhon Si Thammarat province, 3)To study the level of satisfaction and dissatisfaction with the participation of people in Nakhon Si Thammarat province. 4) To know the profile of respondents, this is confined to personal information regarding age, sex, occupation, income, family structure and background etc., 5) to find out the problems coming in the way of local government in Nakhon Si Thammarat province, 6) To observe performance of local governance in Thai political system and 7) to understand problems which they face in their performance, For analysis of the data frequency counts will be done on computer. The data will also be presented through charts, diagrams etc., whenever it is necessary. Analysis of data is the most important part of the research work. The processed data is to be used to arrive at the definite conclusions. The research cannot be completed without analysis of the data. Only by analyzing the data one can know the views of the respondents towards certain problems. At the first stage of analysis the sample is classified on the basis of identification data such age, occupation, education, income, family structure etc. At the second stage the data will be presented in the univeriate as well as bivariate table which present cross tabulation of frequency counts, whenever necessary Chi-Square Technique is used and some of the data are presented in the forms of diagrams and charts. Area of study in Nakhon Si Thammarat province.

Keywords: Pattern and Performance, local governance, Nakhon Si Thammarat Province

Introduction

General Law in a local administration that used to use in local government service administration, it consists of 5 models:
1.Provincial Administration organization
2.Municipality
3.Sub-district Administration organization
4.Phatthaya city Administration
5.Bangkok Metropolitan

The 5 models of the local administration mentioned above are under the constitution nearly every copy right now, even though the constitution at the present in 2007 also then; it said about the local administration in the 4th section, there will be the expression in its detail next. The principal law of the country has given the authority in local government service administration since by the way of the principle of local administration; and its content is given below (Kowit Phuangngam 2007:29-30).
1. In administration of one community where individual community may have possibly the difference about the development, the number of population or the size of an area such as the local administration unit of Thailand is classified as Bangkok Metropolitan, Municipality, Public Health, Provincial Administration organization, sub-district administration organization and Phatthaya city administration.
2. The local administration unit must have the Autonomy in suitable function practice, that is, the authority of the local administration unit has to get appropriate limits in order to give rise the real utility in the functional practice of local administration unit, if there is more over authority without limits, such a local

administration unit will become the sovereignty state automatically, that will bring about the cause of loss to the stability of Government, so the said local administration authority has got different limitation according to the characteristic of development and potentiality of the people indeed in a particular locality together with the government policy in consideration to decentralize into any level of local administration unit suitably.

3.The local administration unit has the legal right to carry on in self-government, therefore the legal right can be divided into 2 types shown below

The local administration unit has the right to enact the law or different regulation of the local administration organization for benefits of management in oneself duty as well as in using to order population in particular locality such as a municipal law, public health charter etc;

The principal right to proceed and administrate the locality, it means the authority to set up the budget in order to manage the state enterprise according to the authority and duty of the said local administration unit.

4.There is a necessary organization to manage and govern oneself; and it is divided into 2 sections: executives section organization and legislative section organization such as a municipal local Administration usually has the municipal council as the executive section and local government council as legislative section or in the form of the metropolis such as Bangkok metropolis there is the governor of Bangkok metropolis as the executive sector while Bangkok metropolis council as the legislative section etc;

5.The people in locality take the participation in the local administration to be based on the concept that only the people in locality can know the problem and know how to solve their problem by themselves indeed, so local administration unit has to have the local people to have the role in the administration in order to agree to the volition and the desire of society while to be under control of the people in such a locality. Besides it is still to train the people in the locality to understand on the system and mechanic of democracy indeed also.

From the principle of the local administration mentioned above, it is to enable us to know about the important component of the variety of local administration such as the system of local administration of Uthai Hiranto (1980 : 22) saying that a local administration has to consist of 8 components:

Legal status, it means if any country determined the mather of local administration in the national constitution; and the local government of that country will have more stability than other local government which is established by other law because the statements set up in the constitution are to express that such a country has got really decentralized policy.

Local Administration is determined up on theoretical base of decentralization and democratic idealism which emphasized to give the opportunity and support the people to take participation in the political procedure and self- administrative activity in one level which will be possible for the important characteristic of local government which stressed to have free authority to govern oneself such as there are election, organization or necessary institute in self- administration whereas the most important thing is the people in the locality who can take participation in widely self- administration.Furthermore, the committee in improvement of local administration system by the way, Mr.Chuan Leakphai, former Prime Minister in these days had the order of office of Prime Minister to appoint the said committee to study the system of local administration of Thailand to operate at present in every style and find out the guideline and suggestion in improving the structure, authority, Banking; and budget throughout the relation between the government, central and regional work sectors with local administration unit which said about the following local administration components: For supporting the local administration unit as the institute to give education on the democratic administration to the people.The objectives for provision to have entirely. 3 the systems of local administration mentioned above, are to make constitution that is the principle law of the country to have improvement and correction suitable wish the changed situation which occurred in society by the way of present constitution to legislate in the section 14, the local government law consisting of the following significant sections: The section 281 under the subject to the law in the section 1, the state must give freedom to the local administration organization according to the principle of self- administration as in the volition of the people in the locality as well as encouraging the local administration as the principal work unit in providing to service the public work while to take participation in making decision to solve the problem in the local are. Which locality, that can administrate oneself, has the right to set up the local administration organization, it is because, it depends on the legislation in the law. The section 282 control and supervision of the local administration organization have to do as necessarily and under the norm, method and clear condition to be accordant and suitable with the model of local administration, it is because, according to the legislated law which proceeds for protecting the advantages of the public in the locality or the benefits if the nation as whole as well as it may affect to important essence of self-administrative principle accordance with the volition of the people in the locality of beyond the law legislated impossibly.

In control and supervision as in the section 1, allowed to set up the central standard to be the guideline for the local administrative organization to select in practice by itself, but it is based on the suitability and difference in the level of development and efficiency for management in local administration organization of each style without the effectiveness on the ability in making decision to proceed working according to the desire of local administration organization including the provision to have mechanism in inspecting to operate by the people possibly.

The section 283 the local administration organization has the authority and general role in supervising and inspecting while providing public service for the sake of the local people and while having freedom in setting up the policy to manage the public work, personnel management, finance and Banking whereas to have specific one selves authority and duty at the same time to focus at the agreement with the provincial and country development side by side.

Local Administration organization is really encouraged and supported to have strengthened power in the work management freely while to respond the desire of the people in the locality efficiently; at the same time, to be able to develop local finance system until it can give the public service completely according to the authority, role to set up or to associate together to found the organization in order to provide in making public service according to the authority and duty to give rise the worthiness and to be wrathful together with giving the public service all over.

There should be the law to determine the plan and gradation in decentralization to set up classification of the authority; role and allotting income between the central government service and regional government service with local administration organization and other local administration organization side by side; but it must emphasize more decentralization and more respectively; and each style of the potentiality of local administration organization together with the determination if examining and evaluating system by the way in which the committee along with the agents of government service units concerned, agents of local administration and qualified persons, the equal number to be the legal performers.

History of Nakhon Si Thammarat Nakhon Si Thammarat was ruled by Siam during the golden Reign of King Rama the Fifth who thereafter changed its administration by appointing "Chao Muang" or Lord of the Province to be in charge of overall administration. After 1932 (B.E. 2475) Nakhon Si Thammarat become a province under the central administration but local merchants kept on having their trade relations mostly with Singapore, Malaysia and Penang.

Nakhon Si Thammarat (often in short Nakhon, is one of the southern provinces (changwat) of Thailand, at the eastern shore of the Gulf of Thailand. Neighboring provinces are (from south clockwise) Songkhla, Phatthalung, Trang, Krabi and Surat Thani.The name of the province derives from its Pali-Sanskrit name Nagara Sri Dhammaraja (City of the Sacred Dharma King), which in Thai pronunciation becomes Nakhon Si Thammarat.

The country has a population of approximately 67.7 million (2019), of which around 10 million live in the capital city, Bangkok. The most important ethnic minority are Chinese. Other minority groups include Malays, Cambodians, Indians, non-Thai hill tribes, and some Vietnamese. Immigration is controlled by a quota system. Population of Thailand is currently increasing at the rate of 1.5 percent per annum. Out of this current population 36 percent are urban. The population includes ethnic Chinese Malays Cambodians, Vietnamese, Indians and others. It is expected that the population of the country may reach to 66 million by the end of 2060. The current population of the country is 65.5 million (2014).As estimated by the census broadly, the growth rate of current population is 1.5 percent that is mostly found among children between the age group 0-14. For this current and fast growing population, the government of Thailand is providing various education services through scholarships.

Gravity of Problem

Local government reform encompasses a wide range of issues such as changes in the internal structure of local governments, the scope of their tasks, the amount and sources of their income, the size of the geographical area for which an authority is responsible (including the problems of choosing the appropriate level for territorial units and of consolidation of urban areas), the introduction of elements of direct democracy as part of efforts to increase citizen participation, the reform of electoral procedures, and changes in the way service provision is managed (the previous interest in planning seems to have been overtaken by the push to replace bureaucratic input steering with business-like output steering). More recent concerns aim at reforming local authorities' policy-making process (under the heading of "governance")

Local governance in Thailand is performed by The Constitution of the Kingdom of Thailand of 1997 that states to implement decentralization policy by law that stipulated the division of powers and duties of public service between state and local government as well as among local governments themselves. Therefore, there must be a committee in charge of dividing powers and responsibilities, and tax allocation. The committee must be composed of an equal number of representatives from relevant government agencies, local government organization and qualified academics or specialists, named that The National Decentralization Committee (NDC), to have responsibilities for formulating to plan, implement and monitor decentralization process. Office of the National Economic and Social Development Board (NESDB) is member of the Committee as relevant government agencies that have advised correlation strategies in the five-year National Economic and Social Development Plan with the Determining Plan and Process of Decentralization Act of 1999 and the Decentralization Plan. In addition to the Decentralization Plan have implemented to the Decentralization Strategic Plan in year 2002 (1st edition) and year 2008 (2nd edition) and have been on process of the 3rd edition. In each edition, representative's NESDB has been a member of the sub-committee to draft the Strategic plan to contribute strategies in the National Plan both short and long term strategies in the economic and social sector.

Objectives of the Study

The following objectives are set at the outset so as to make this research study more precise.

1. To study the history of local governance in Thailand.
2. To study the pattern and performance of local governance in Nakhon Si Thammarat province.
3. To study the level of satisfaction and dissatisfaction with the participation of people in Nakhon Si Thammarat province.
4. To know the profile of respondents, this is confined to personal information regarding age, sex, occupation, income, family structure and background etc.
5. To find out the problems coming in the way of local government in Nakhon Si Thammarat province.
6. To observe performance of local governance in Thai political system.
7. To understand problems which they face in their performance.

Hypotheses

The following hypotheses will be tested during the course of the study.

1. The local government in Nakhon Si Thammarat province has lack of knowledge.
2. The pattern of decentralization in Thailand is very poor.
3. The level of satisfaction with the participation of people to model local government in Nakhon Si Thammarat province is very less.

4. The participation and promotion of local government in Nakhon Si Thammarat province is still very low.

5. Central Government is very strong and local governance has less importance in the political system.

6. Performance of local governance is not satisfactory.

Methodology

1. Area of the study: Nakhon Si Thammarat province.

2. Study Design: The study is of and evaluative in nature. To some extent it is fact finding also, and hence it goes to the problems on one part and by the local government on the other part. Therefore, it can be called as exploratory study also. This is individual project and the study which has been done on the basis of data collected from the respondents who are actually the members of Nakhon Si Thammarat province in the areas and the responding local administrators who were directly in a process of implementation of the Department of Local Administration.

Data Collection

The data will be collected through:

1. Primary Source
2. Secondary Sources for which the libraries in Bangkok will extensively use.
3. So as to meet the demands of the study an interview schedule for local membership of Nakhon Si Thammarat province will be used. For constructing the interview schedule and questionnaire first the major factors are determined and related to the major factors either the items or the statements are selected.

Sampling Design

It is neither possible nor necessary to cover the whole of the population from the study because it is too large in number. A study of a portion of it is conducted. Therefore, sampling procedure is adopted. So as to make it convenient to understand the role of participation of local Administrative Organizations in the arrangement of the model local government in Nakhon Si Thammarat province two sampling techniques are adopted namely: 1. An area sampling method is adopted to select 30 sub-district Administrative Organizations and other local organization.

2. A random sampling technique with some restrictions is used for selecting the effective sample of 200 members of Sub-district Administrative Organizations or municipal government and 100 administrators of local Organization sub total of 300 respondents have been studding for the purpose of the present study.

Tools for Data Collection

Under the above mentioned methods data Collection includes field work based on above consideration two separate tools are used for data collection namely:

1. Primary and Secondary data from the offices & Nakhon Si Thammarat province.
2. Structured interview schedule for the members of government leader in the sample.
3. Questionnaire for the model of local government in Thailand a case study Nakhon Si

Thammarat province.

Analysis of Data

For analysis of the data frequency counts will be done on computer. The data will also be presented through charts, diagrams etc., whenever it is necessary. Analysis of data is the most important part of the research work. The processed data is to be used to arrive at the definite conclusions. The research cannot be completed without analysis of the data. Only by analyzing the data one can know the views of the respondents towards certain problems. At the first stage of analysis the sample is classified on the basis of identification data such age, occupation, education, income, family structure etc. At the second stage the data will be presented in the univeriate as well as bivariate table which present cross tabulation of frequency counts, whenever necessary Chi-Square Technique is used and some of the data are presented in the forms of diagrams.

Conclusion

Local administration organization must report the operation to the people in the matter of arrangement to make the budget, expenditure and the result of the performance in anniversary in order that the people are able to take participation in examining and control in management of local administration organization.

In provision to make the budget of local administration organization as in the section 3, take 126, the sub-sect.6 to use in the subject to compromise.

The section 288; the appointment and allowance the government officials and employee of local administration organization to be over from the position in this case, it must proceed suitably and necessary, that depends upon the culture if each locality, that is to say, the personnel management of local administration organization must have the agreement with the standard as while it may get joined together with the development or suffling the personnel between the same local administration organizations including it must get the approvement from local committee, which belongs to the central organization for personnel management in locality before it is because, it has legislated already in the law.

In personnel management of local administration organization it has to have got virtue systematic protection organization of local government officials in order to build virtue and ethic protection system in personnel management, it is because, it had legislated already in law.

Local government official committee as in the section 1 has to consist of the agents of work unit concern, the agents of local administration organization, the agents of government officials and the qualitative persons with equal number, that is, it must go in legislated law.

Shifting, the position Promotion the salary promotion and the punishment of the government officials and employee of local administration must go accordance with the legislated law.

The section 289 local administration organization has the authority and duty to maintain arts tradition, local intelligence and good culture of the locality.

Local administration organization usually has got the right to manage education; training and vocational training suitably and desirably within the locality and approaches to take part in education and training promotion of the state by emphasizing the agreement with the standard and education system of the nation.

Education and training promotion in the locality as in the sect2, the local administration organization has to stress on maintaining arts, tradition, local intelligence and good culture of the locality also.

Finding

The study of the Pattern and Performance of Local Governance in Thailand a Case study of Nakhon Si Thammarat Province) on the basis of study undertaken the observations arrives on the following points.

1. Local government need to improve local law which not update.
2. Reform of local government especially Decentralization.
4. Emphasis on the utilization of local wisdom and knowledge is to be enhanced.
5. Promotion of the new student and learner-centered model of pedagogy, emphasizing active learning needs to be extended.
6. Promotion people are as part of a growing network of educational innovators in support of the new pedagogy needs a modern strategy in order to suite the global local community planning.
7. Pattern and Performance of Local Governance in Thailand a Case study of Nakhon Si Thammarat Province was properly.
8. Promotion of innovative teacher-learning with an emphasis on site-based training should be made effective in Local Governance
9. People need to Local Governance take care of Infrastructure.

Suggestions

While considering the Pattern and Performance of Local Governance in Thailand a Case study of Nakhon Si Thammarat Province the researcher has observed some points of findings. Followings are

the suggestions to the observation. 1. The central government should support budget to local government
2. Cultivate the people in the area to understand in the basic law of local government.
3. Education administrator must set up a mechanism for equipments to provide service to the student sufficiently.
4. The student in rural should have opportunity to use internet as well as the students of urban.
5. The Open Source community is a great source, and it should be expanded to Education Software.
6. Members of Sub-district Administrative Organizations or municipal government and administrators of local Organization should promote career for developing the quality of life people.
7. A lot of people agree that the education system needs a swift kick in the provincial.
8. Local Government must promote the students to learn about ASEAN community.
9. People should participate in planned local government and solve problems discussing with the members of Sub-district Administrative Organizations or municipal government and administrators of local Organization.

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A study of Globalisation and Capital Market in India

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ABSTRACT :

With the growing importance of industrialisation, capital has played a very important role in backing many industry. The role of money market had contributed to growth but it's contribution was confined to the boundaries of the country. Under the influence of globalisation, many countries entered the race to capture international market. This forced many government to change the policy flexible and favourable for the home industry. The reforms made many flexible polices, which contributed to the growth of industry. With the development of industry, there was a tremendous change in the functions of capital market which required a governing body to monitor and control such changes. Not only this, it was very important to protect investor interest which gave rise to SEBI. The impact on primary and secondary market has changed the entire system The present paper is on such impact, and the scope for developing and taping the opportunity of globalisation.

Keywords: Globalisation, SEBI, Investor, Capital Market

INTRODUCTION :

India's capital markets have seen tremendous growth in the post-liberalization period. It remains one of the most resilient in the world and is considered one of the major destinations for national and global businesses to expand and invest. When the world economy is headed for an impending return, India has shown tremendous strength to recover with greater steadiness and sustainability.

The capital market plays a very significant task in promoting economic growth by transferring long-term savings and economies that invest in the economy for productive purposes. The Indian capital market is a well incorporated organization and its components are exchanges, investment funds of developed banks, insurance companies, and the organization of Provident funds.

In most developing countries, market liberalization took place between 1985 and 1995, when in all emerging markets capitalization value increased by 1,007%, compared with a 253% increase for developed markets. The contribution of emerging markets in the world market rose from 4% in 1985 to 11% in 1995. Also, the market value of these markets increased by 2189%, compared with an increase of 564%. percent in markets developed over the decade. As a result, the share of growth in markets in transaction volume increased threefold from 2.7% to 8.9% in 10 years, indicating a significant increase in these markets (Husain and Qayyum, 2006).

OBJECTIVES OF THE STUDY :

a. To study the capital market in India and globalization.
b. To know the challenges of the Indian capital market.

RESEARCH METHODOLOGY

Collection of Data: This research paper is of descriptive type which is based on secondary data. Data is basically collected from the research papers, websites, Journals, books and magazines.

CONCEPT OF CAPITAL MARKET

The capital market is basically the financial market to purchase and sale of long-term securities or equity-type securities. The market regulates the wealth of investors who can use it productively in the long term. Modern financial markets are hosted in a

computerized e-commerce system that financial companies can access. The capital market is divided into:
1) Primary market: It deals with the new securities issue. Companies, governments and public institutions can receive money by selling new shares or issuing bonds.
2) Secondary market: It is also known as the liquid market. Securities are sold or transferred from one investor to another in this market. Therefore, this market offers long-term securities liquidity.

TYPES OF STOCK MARKET IN INDIA

The Indian economy, which is still considered to be developing, is one of the world's largest economy. This is mainly due to the technical know-how of the country and its attractiveness for foreign countries that want to outsource. The country has a number of exchanges where investors who want to benefit from India's growth can decide to invest their money.

1. National Stock Exchange
2. Bombay Stock Exchange
3. Other Stock Exchange
4. Foreign Investing in India
5. Regulatory Body

GLOBALIZATION AND THE INDIAN CAPITAL MARKET

The Indian economy, which is still considered to be developing, is one of the world's largest economy. This is mainly due to the technical know-how of the country and its attractiveness for foreign countries that want to outsource. The country has a number of exchanges where investors who want to benefit from India's growth can decide to invest their money.
The capital market was a priority for political leaders when India launched market-oriented reforms in early 1990. These efforts have had different reasons: the general notion that markets have played a dominant role in resource allocation, and the cost awareness of the chance that India is not open to global opportunities, capital flows and an immediate reaction to the income market fixed and stock market scandal 1992.
The 1992 Securities and Exchange Board of India (SEBI) came into force to protect, develop and regulate market safety. Since then, the Indian capital markets have increased significantly due to the well-developed regulatory environment. Although there are 23 exchanges in India, out of these, the most important transactions take place only on two exchanges, the Bombay Stock Exchange (BSE). and the national stock exchange (NSE).

Table 1:
Trading Statistics of Indian Stock Exchanges (Quantity of Shares Traded) (crore)

Stock Exchanges	2014 - 15	2015 - 16	2016 - 17	2017 - 18
BSE	8568	7625	7072	7716
NSE	23258	22018	26245	37718

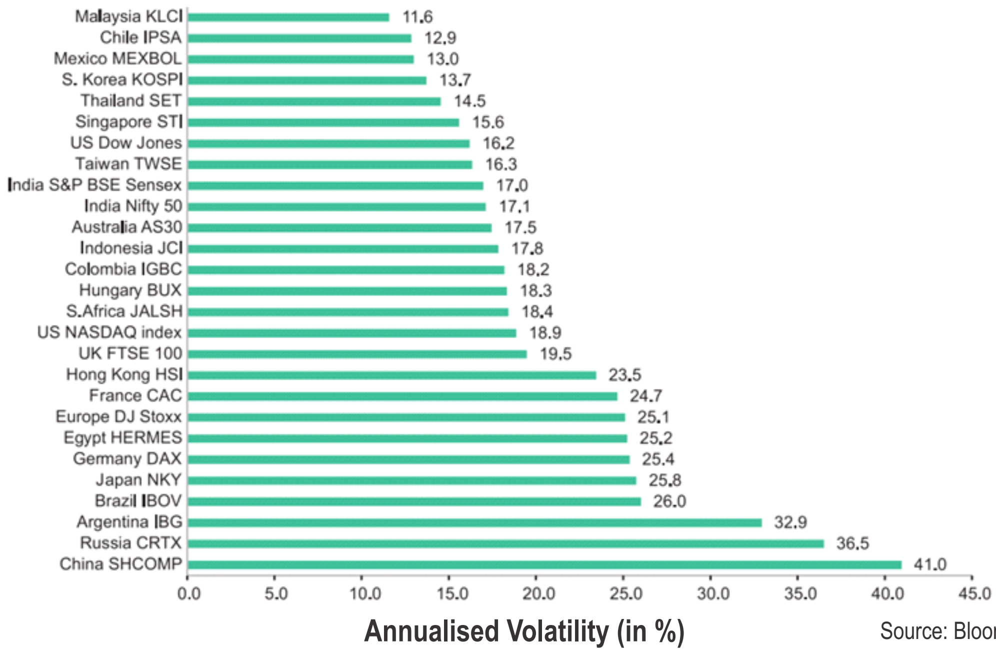
After demonetisation, a slowdown can be observed in Bombay Stock Market. There is reduction in trading activities of 10% in relation to 2017-18 as compared to 2014-15. National stock exchange's trading activities has grown by 62% for the same period.

Table 2:
Resource Mobilisation (Rs. in Crores)

Stock Exchanges	2014- 15	2015- 16	2016- 17	2017- 18
IPO (Equity)	3039	14815	29078	83684
Public issue (Bonds/NCD)	9413	34112	29328	5173
Right Issue	6750	9239	3720	21400

There is a noticeable growth in IPO as part of resource mobilisation as well as in regards to right issue. Capital mobilisation through bonds and NCD's has grown till 2016-17 tremendously but a reduction can be seen in 2017-18 where there is less in issue of such securities.

Chart 1:
Annualised Volatility of International Stock Market Indices



Source: Bloomberg Services, 2016

A comparison amongst developed and emerging market indices of volatility of indices is shown in the above Chart. As seen in the above chart, China is showing the highest volatility (41.0 per cent), next by Russia (36.5 per cent), Argentina (32.9 per cent) and Brazil (25.7 per cent). In 2015-16, instability in Indian benchmark indices was considerably lower than in the indices selected for comparison showing indicators of macroeconomic stability, elasticity and confidence in Indian markets. Among the developed markets, annualised volatility is highest in Japan (25.8 per cent), then by Germany (25.4 per cent) and Europe (25.1 per cent).

IMPACT OF GLOBALISATION:

Total net sales of the two major Indian indices (Sensex and Index Nifty) increased by 22% in 2016-17. The total market value of the two indices Rs. 60.54 lacs crores and Rs was 241.33 lakh crore, an increase of 28% over the same period. According to Bloomberg, Indian Capital Market Agreements (ECM), including initial public offer (IPO), follow-on public offering (FPO), qualified institutional placements (QIP) and block deal, increased by 65,650 crores. India attracted foreign direct investment of Rs 3.91 in March 2017, an increase of 8% over the previous year. Among the various investment opportunities, mutual funds have the opportunity to grow faster as investors move away from traditional products and are market-oriented to create long-term wealth. The Indian microfinance sector saw an increase in resources (AUM) of about 35% per year. Total AUM increased by Rs. 14.46 lakh crore quarter ended in June 2016 Rs. 19.47 lakh crore in May 2017. The capital market investment of life insurance companies in India amounted to 25 lakh rupees on 31 March 2016 according to the IRDA report. The wealth management industry has reached significant accumulation in both size and number of investors. With the forces of assets of 18,000 rupees from over 54 million fund accounts has developed the ability to counter foreign investment flows. SEBI has also given Indian funds the opportunity to invest in real estate investments (REITs) and infrastructure funds (Invitation) to increase investor interest in such investment solutions. Since its entry into force on 31 March 2016, 209 have been registered in India with Alternative Investment Funds (FIAs). Total investment by Alternative Investment Funds (FIAs) between 2015 and 2016 was RMS. compared to Rs. 0,757 crore **last year. Cumulative net investment in venture capital funds increased by 2.3% in 2015-16 to Rs 37,410 crore. 36,563 crore 2014-15. Foreign investors injected slightly more than 49,000 rupees into the Indian capital markets in 2016-17, after attracting** much of the previous budget. The shares generated a net income of 55,703 rupees in the past fiscal year. By contrast, debt securities generated net outflows of Rs. 7,292 million. Although retail investment in capital investment in the country is increasing, other asset classes, including exchange rates, interest rates and commodity derivatives, bonds and ETFs, should also be strong for growth. There is a great unexploited potential for Indian equity investments, which currently account for about 3% (direct capital) of the total population, which is very low compared to some developed countries. New entrants such as EPFO and the Pension Fund will support the long-term stability of the market, as evidenced by demonization.

CHALLANGES BEFORE INDIAN CAPITAL MARKET:

The Indian economy is the world's tenth largest economy for nominal GDP and the fourth largest for purchasing power parity (PPP). Following vital economic reform as a result of the independence of the socialist economy, the country's economic growth has evolved since the implementation of the 1991 LPG strategy for global competition and overseas investment. Even though rapid economic growth, India still has significant income differentials, high unemployment and malnutrition.

The main challenges for increasing the growth of Indian capital market are:

- Inflation
- GDP
- Industrial production index.
- The population
- Unequal tax reforms
- Foreign policy
- Education and unemployment
- Poverty

CONCLUSION:

The fitness of an economy can be observed through the development of the capital market. Economic growth of India was only absorbed by China, but the unparalleled rate of growth did not translate into the development of the capital market.

The stock market is measured to be the most appropriate investment for citizens as they can invest their capital in the diversified managed portfolio at a comparatively low cost. It can be concluded that the Indian capital market has risen significantly due to the many reforms. This made it possible to compare the capital market in India with the international capital market. SEBI is working hard on the growth of the capital market. It has increased the transparency of organizations and exchanges although it was not at best possible levels. Even in this case, the investor does not have 100% assurance in the capital market. SEBI seems to have worked slowly to make the Indian stock market a competitive global market.

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Employee Empowerment in Global Era

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ABSTRACT :

Empowering employees' means giving them power to take decisions, instead of employees who follow only the procedures when they are working independently. Employee Empowerment has huge benefits for the employee, your team and the company bottom line. The aim behind studying this topic is to analyze the effect of empowerment strategies implemented by organization. This article . Application of Employee Empowerment is also discussed in this article taking the example of Automobile industries of Aurangabad region.

Keywords : Empowerment, Global Era, Worker's Participation.

INTRODUCTION

Human resource in the Manufacturing industry play more important role than in other organisations . Employee participation is the most important key to increase employee satisfaction in Automobile industries. There is a huge concern to achieve excellence in the particular organizations. Number of methods are practiced for higher job satisfaction and productivity. Most organisations introduce new technology and latest processes to achieve growth. The organisations having experienced, excellent, skilled, and dedicated manpower survive. It is essential that organisations should empower employees in the Global Era. Empowerment is very effective management practice to achieve the maximum potential of the employees.

RESEARCH DESIGN

Primary and Secondary data are used for this study.

- Sample Size
- Sample size: Data has been collected from 10 HR Managers of Automobile industries of Aurangabad region.
- Sampling Method
- Simple random sampling method is used for this study purpose.

Primary Source

Primary data has been collected from Questionnaire method.

Secondary Source

Data has been collected from both internal and external sources such as published articles, websites, web links and books etc.

Objectives

1. To study the importance of Employee Empowerment.
2. To study the benefits of Employee Empowerment.
3. To study the type of Participation implemented in organisations.

Scope

The present study of Employee Empowerment helps to know the importance & benefits of Employee Empowerment and to know the factors responsible for motivation and job satisfaction of employees of manufacturing industry.

Limitations

1. Time was limited for present study.
2. The responses of sample respondents' may not be true.
3. The discussion with HR Manager was for very short time because of their busy schedule.

Theoretical Perspectives and Literature Review

"Empowerment is a process of delegating authority to subordinates to shoulder additional responsibility based upon their ability, knowledge, experience and power to achieve autonomy, independence and quality of work life for organizational effectiveness."

Factors favorable for empowerment are technology, customers, organizational structure, vision, and organizational culture. The process of empowerment contains empowering one self, demonstrating empowerment, giving management guarantees and risk taking. Team work is the most important function of the process of empowerment.

Employees are involved in the process of decision making is the main feature of Employee Empowerment.

Decision making power is decentralized within the organization for personal decision making is also known as Empowerment.

Employee participation is also referred to as employee involvement (EI)

It is an advise for management to conduct organizatio1nal survey to collect data to be used to assess the level of employee empowerment. In this Global Era organizations should use these surveys to discover the approaches spur their employees to satisfy their maximum capacity. [1]

It is a conclusion that Employee Empowerment is having a positive role on who le organizations performance and functions. Empowerment has a diversified role on organizations function and on TQM practices.[2]

It is an arguement that Empowerment benefits the organization by creating an environment which encourages employees byproblem solving, accepting challenges, innovation building, continuous improvement and optimum utilization of employees for productivity and highly motivated employees and enhancement in level of business performance.[3]

Data Analysis:

Table1: Worker's Participation in Management

	Respondents	%
NO	0	0%
YES	10	100%
Total	10	100%

ANALYSIS

It is cleared from the table given above that , 10 respondents out of 10 Said that they have Worker's Participation in Management in there organisation.

TYPE OF PARTICIPATION IN MANAGEMENT

Table2: Decentralization of Power & Responsibility

	Respondents	%
NO	1	10%
YES	9	90%
Total	10	100%

ANALYSIS

It is cleared from the table given above that , 9 respondents out of 10 Said that they have Decentralization of Power & Responsibility in there organisation and 1 respondent out of 10 Said that their organization don't have Decentralization of Power & Responsibility.

Table3: Flexibility in Execution.

	Respondents	%
NO	2	20%
YES	8	80%
Total	10	100%

ANALYSIS

It is cleared from the table given above that , 8 respondents out of 10 Said that they have Flexibility in Execution in there organisation and 2 respondents out of 10 Said that their organization don't have Flexibility in Execution.

Table4: Two-way Communication.

	Respondents	%
NO	0	00%
YES	10	100%
Total	10	100%

ANALYSIS

It is cleared from the table given above that , 10 respondents out of 10 Said that they have Two-way Communication in there organisation.

Table 5: Fairness & Transparency.

	Respondents	%
NO	1	10%
YES	9	90%
Total	10	100%

ANALYSIS

It is cleared from the table given above that , 9 respondents out of 10 Said that they have Fairness & Transparency in there organisation and 1 respondent out of 10 Said that their organization don't have Fairness & Transparency.

CONCLUSION

Based on the literature review it is noted that Employee empowerment has a positive impact organisation performance and outcomes. Empowerment has a direct positive impact on job satisfaction. The focus of investigation is likely to be more on Manufacturing industries so it is observed that manufacturing industries are following the practice of employee empowerment and they have Decentralization of Power & Responsibility, Flexibility in Execution, Two-way Communication, Fairness & Transparency.

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Technical skills and employability of undergraduate engineers in IT industry

With special reference to Aurangabad city

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Abstract : The trend of engineering education and its placements seem to be evident that, not all the graduates get recruited in the campus drives. The percentage of engineering graduates who succeed through the selection process by employers, to those completing their course successfully is definitely not 100%. So, the need to investigate what makes engineering graduate employable or potential software professional is inevitable.

In order to train and prepare engineering graduates to succeed through the selection process by the IT (Information Technology) employers to help them secure a job in Information Technology sector and utilize their engineering education for fulfilling their career aspirations and attaining the personal and professional growth, the process and outcome of campus recruitment drives need to be studied and analyzed thoroughly. It becomes even more important when Globalization have its strong impact on the recruitment and selection processes.

The significance of this study is to ascertain the importance of academic performance and technical skills of undergraduate engineers that help them succeed through campus recruitment drives by the IT employers. The research design adopted for this study is descriptive research design and convenient sampling method is deployed. A sample size of 226 respondents of final year engineering students from institutions in Aurangabad (Maharashtra, India). For the sake of this study, employability is determined according to the candidate's success in the campus recruitment drive conducted by IT employer companies. So, the research is undertaken with the help of a dependent variable called 'employability' and 14 independent variables related to candidates' intellectual and technical abilities.

Analysis indicates that, academic performance of engineering students is the strong predictor of their employability. Also, the academic performance of students is highly correlated to their participation in extracurricular activities. The inferences are found to be crucial for students and academic fraternity, besides making contribution to contextual theory.

Keywords: technical skills; engineering education; employability;

I. INTRODUCTION

One can easily claim that, the IT sector has been India's sunshine sector for quite some time as it has grown by 8.1% in 2016-17 (Economic Survey by India Infoline News Service, 2018). The IT sector's share in total GDP of India being 9.3% (FY 2015-16) is evident of its contribution to Indian economy (Singh I., Navjot Kaur, 2017).

Industry experts and NASSCOM (The National Association of Software and Services Companies) indicate that, the Indian IT workforce will expand to 30 million by 2020, becoming the highest sector employer, which necessitates the study of job competencies required for IT professionals (Menezes Beryl, 2015).

On the other hand, according to AICTE (All India Council for Technical Education), more than 60% of the engineering graduates from technical institutions across the country remain unemployed every year

(Manash Pratim Gohain , 2017).

So the question here is why this “unemployment”, or is it “unemployability” of undergraduate engineers in India?

This “unemployability” is a problem that late former President of India, A.P.J. Abdul Kalam, was concerned about. This was evidenced in his convocation address of Bangalore University in January 2008, where he said that, "It is not unemployment which is a major problem; it is the question of 'unemployability' or 'skill deficit' which is a bigger crisis".

So, this research is a sincere attempt to shed light on the employability skills for entry-level IT professionals, technical skills in particular ;through a survey of undergraduate engineers, who have already gone through the campus recruitment process and interacted with IT employers (directly or indirectly).

This study is to examine the job competencies required for being IT professionals and to study the qualification and technical skills determining the employability of engineering graduates in IT industry.

II. LITERATURE REVIEW

Employability skills are skills that refer to the capability of an individual to perform a job well; further classified as technical skills and behavioral skills (Noe, Hollenbeck & Gerhart, 2015).

A research on skill gap analysis in IT industry done in Philippines, proposed that- due to rapid growth and development of IT industry, it is desirable to formulate a timely and consistent process to analyze and determine employability skills for future IT professionals.

While analyzing the importance of technical often called as “hard skills” as perceived in IT industry, it claimed that, there is a big range of disagreement between students and industry representatives. It revealed that, industry found to be giving technical skills an average importance. However, the study recommended that, entry level technical skills should not be ignored and must be given importance to, in the university curriculum for engineering education as these are crucial skills. The technical skills considered in this research were: knowledge of standard software applications, knowledge of programming languages, the ability to design user-friendly graphical interfaces, knowledge of database, knowledge of networking, Knowledge of computer hardware (Patacsil F. F., Tablatin C. L. S., 2017).

A research with a sample of 500+ undergraduate engineers in South India revealed that, CGPA (Cumulative Grade Point Average) obtained in technical education do not determine the employability of engineering graduates, rather their performance in non-technical education or skills does. It also claimed that, marks obtained in XII standard examination are significant in predicting students' employability. CGPA is considered as an indication of technical knowledge of candidates in this study. And non-technical education collectively referred to verbal reasoning, logical reasoning and soft skills (Gokuladas, V. K., 2010)

A survey by Gallagher et al. (2010) revealed that, technical skills are important for entry level IT professionals i.e., when engineering graduates are getting hired, but not for already IT professionals. Here, technical skills taken into consideration are, programming, system testing, help desk, database, operating systems, and voice/data telecommunications.

A three-step web based survey administered to IT managers in United States revealed the importance of various skills for entry level IT professionals. In 2006, it revealed that, core technical skills are less important than interpersonal skills. Study in 2009 presented the following skills in decreasing order of their importance from both employers' and faculties' perspective: interpersonal followed by personal, technical and organizational skills; grade point average (GPA) and internship experience (Aasheim, C. L., Li L., & Williams, S., 2016). Study in 2010 helped authors find that, IT employers prefer engineering graduates competent with technical and non-technical skills both, as entry level employees. Study also claimed that, even if the nature of core technical skills in IT industry change with time, as IT industry witness continuous developments in technologies and processes, there are some skills which have been in top positions (demand) for three consecutive studies.

These top technical skills for entry level IT professionals include operating systems, security, hardware, networking and database (Aasheim, C., Shropshire J., Li L. & Kadlec, C., 2010).

A survey of 153 IT professionals from 6 different organizations in mid-south region of United States (US), disclosed that, technical skills such as database, object-oriented programing, etc. are important, but not indispensable. These technical skills along with personal skills make a difference, authors concluded (Downey, J.P., McMurtrey, M.E., and Zeltmann, S.M., 2008). Similar findings could be read in the studies by Swinarski, M. E., Parente, D. H., & Noce, K. (2010) that, “a proper mix of hard skills and soft skills is needed for an engineer to be successful IT professional.”

A comparative study of perception of IT industry and academia i.e., IT faculties in US towards the skills requirements for IT professionals presented findings as follows: according to faculties and industry both, core technical skills are not as crucial as interpersonal skills are. Interpersonal skills and personal skills/traits were top rated skills with 4.47 and 4.12 average ratings (out of 5) respectively. Also it is found by the authors that, the combination of hard and soft skills will continue to be needed for entry level IT professionals to be successful in their careers. Authors suggested faculties to continue to emphasize on GPA (academic performance) of students, as it is found to be important to IT managers (Aasheim, C. L., Li L., & Williams, S., 2016).

A research in Australia proposed that, multidisciplinary learning experience is beneficial for students to be successful IT professionals as they receive guidance and feedback from clients and industry experts. It helps them develop required employability skills (Fleischmann, K., & Ward, L., 2013).

Kaushal, U. (2016) through a review article tried to make a point that, intentionally worked upon employability skills in addition to engineering degree can boost the confidence in engineers which in turn will help them get into profession of their choice. Employers also look for passionate candidates who have taken efforts in brushing up and grooming their employability skills.

Markes, I. (2006) in his article, employers are interested in employing the fresh engineers with sound technical knowledge or hard (technical) skills.

Radermacher, A., Walia, G., & Knudson, D. in 36th International Conference on Software Engineering in Hyderabad, India (2014) commented on Academia-Industry skill gap as 70% theory and 30% practical in engineering education cannot fulfill industry expectations.

“Information Technology Curricula 2017”, a report by ACM (Association for Computing Machinery) and IEEE-CS (Institute of Electrical and Electronics Engineers-Computer Society), highlighted the critical situation of IT skills gap and its global impact.

Therefore, from all the literature discussed so far, it is pretty clear that, bridging the skills gap between IT employers' expectations and engineering graduates' education/skills is a major challenge that needs to be overcome.

I. CONCEPTUALIZATION

A. Employability

J. Hillage and E. Pollard (1999) defined employability as the ability of a person to gain an initial employment and maintain the same.

It can also be referred to as the individual's ability to gain initial employment; hence the interest and conscious efforts in ensuring the 'key competencies' required to maintain that employment.

So, here in this study, employability refers to the ability of undergraduate engineers who are the respondents of the experience survey conducted for the research.

Campus recruitment drives by companies provide an opportunity for students to demonstrate their skills and abilities, in short their employability (Fell A., Kuit, J. A., 2003).

B. Employability Skills

Employability skills are the capabilities and skills that make graduates more likely to gain initial employment and be successful in their chosen occupations as they navigate their way through a dynamic labor market.
These employability skills of a candidate provide the link between his/her academic studies and graduate employment. According to STEMNET (Science, Technology, Engineering and Mathematics Network), these are the transferable skills needed by an individual to make him/her 'employable'.
Employability skills are a set of skills, attitudes and behaviors that employers look for in their employees (Hillage J., Pollard E., 1999).
These skills include technical (hard) skills and non-technical (soft) skills both.

C. Technical Skills

Technical skills can be referred to a group of quantitative attributes which tend to deal with technology or discipline-based knowledge that graduates need to be successful at their workplaces. E.g. programming languages in IT industry (Farkas, A., Nagy, V., 2008).

The top technical skills are web programming, Unix, C++, Java, SQL (Structured Query Language) programming, and Oracle DB. (Prabhakar, B., Litecky, C.R., and Arnett, K., 2005)

Washington Accord suggests technical skills are required for an engineering graduate. Technical skills refer to engineering knowledge which includes both, 'theoretical' and 'practical' knowledge (Farzeeha, D., Noordin, M. K., and Nordin, M. S., 2014).
Some research studies claimed, technical skills are the most important set of skills for new hires. A study supported the claim of technical skills be crucial for employment of freshers, which used a sample consisting non-IT firms only (Abraham, T., Beath, C., Bullen, C., Gallagher, K., Goles, T., Kaiser, K., and Simon, J., 2006), whereas others term it as not so important for new hires (Fang, Lee and Koh, 2005).

A study claimed that, IT employers or managers rated 'programming' to be an important skill for entry level IT professionals. Also it revealed that, IT managers hired most of the engineering graduates who were good programmers. (Aasheim, C., Shropshire J., Li L. & Kadlec, C., 2010)

In the study of skill requirements for entry level IT professionals in 2008, Lee and Han found 'Java' programming to be the most popular programming language (Lee, C.K. and Han, H.-J., 2008). And it continues to be, as knowledge of Java programming helps you to work comfortably on latest technologies like bigdata hadoop (Satyam, 2017), which is a popular technology offering highest paid jobs (Shah K., 2017).

I. RESEARCH METHODOLOGY

The primary objective of this study is to analyze the qualification and technical skills determining the employability of engineering graduates and provide an updated view of the importance of various technical skills for entry level IT professionals.

The research design adopted for this study is descriptive research design. For this, a survey was administered to undergraduate engineering students studying in Aurangabad City, Maharashtra (India), who have participated in the campus recruitment drives by popular Indian IT employer companies.

A. Instrument

A survey was conducted with a questionnaire instrument which composed of questions about objective of enrollment in engineering course, selection status (whether offered an employment by IT employer or not), name of IT employers participated in the campus recruitment process of, academic performance (10th , 12th / diploma, engineering CGPA/percentage so far), trainings attended (if any), extra-curriculum activities participated in (if any), certifications (related to IT) achieved (if any),etc.

Questions asking the importance of technical skills from respondents' perception and competency levels were part of questionnaire which was integral for study.

The survey consisted of 13 technical skills, academic performance of undergraduate engineers. To measure the importance or proficiency level of respondents of/in a particular technical skill, a five-point

Likert type scale was used, where 5 denotes very important/expert and 1 denotes not important/limited. For some skills, close ended questions were designed.

To validate the instrument in terms of its contents and reliability, pilot testing was performed with 30 respondents. Reliability analysis resulted in reliability index of 0.5, which is popularly acceptable.

B. Control variables

1) Dependent variable

The dependent variable in this study is 'employability' or selection status of each participant, that is, whether or not respondent was successful in obtaining employment in IT industry through campus recruitment drive.

2) Independent variables

a) Technical skills from Employer's perception

To determine the importance of certain technical skills considered by the IT employers for entry level professionals throughout the campus recruitment drives, the participants were asked to rate following skills as per their experience.

1. Theoretical Knowledge
2. Practical Knowledge
3. Technical Skills

Respondents were asked to rate these skills as how they observed it to be the most or least valued by the employers.

b) Undergraduate engineers' Competency level in technical skills- SDLC (software development life cycle)

To determine the competency levels of respondents in certain technical skills, they were asked to rate following SDLC operations as how competent they feel they are in it:

Requirement Analysis, Application Design,

Programming/Coding, Testing, Documentation and Others (if any).

They were also asked to provide other skills (not available in the list) they are proficient with.

c) Undergraduate engineers' Competency level in technical skills

To determine the competency levels of respondents in programming languages, web designing, etc. skills, they were asked to respond with close ended questions for following skills if they are proficient with it or not :

C Programming, C++ Programming, Java Programming,

ASP.NET, Network Analysis/Troubleshooting and Others (if any).

They were also asked to provide other skills (not available in the list) they are proficient with.

d) Academic performance

The repondents were asked to share their 10th , 12th / diploma, engineering CGPA/percentage so far which determined their overall academic performance.

e) Trainings attended

The respondents were asked if they have attended any training for IT specific technical skills and to share the details of the same (if they have).

The respondents who attended any such training were coded 1 and others were coded 0.

f) Extra-curriculum activities participated in

The respondents were asked if they have participated in any extra-curricular activity like project competitions, coding contests, paper presentations, etc. utilizing IT specific technical skills and to share the details of the same (if they have).

The respondents who participated in any such extra-curricular activity were coded 1 and others were coded 0.

g)Certifications (related to IT) achieved)

The respondents were asked if they have achieved any certification related to IT specific technical skills and to share the details of the same (if they have).
The respondents who achieved any certification were coded 1 and others were coded 0.

B. Hypothesis

1) Hypothesis 1:

Academic performance is a strong determinant in predicting employability of the candidate.

From popular literature, it is hypothesized that, students with higher academic performance are more likely to get employed in IT industry.

1) Hypothesis 2:

Technical skills are critical employability skills for entry level IT professionals.
From popular literature, it is hypothesized that, students with high technical skills will exhibit high employability than those with low technical skills.

B. Population and Research Procedure

A method convenient sampling is implemented to identify the participants for conducting a survey with. Survey was deployed by distributing hard copies of questionnaire to the participants. Participants belonged to engineering institutions of Aurangabad (Maharashtra State) a tier-2 city in India, which is selected for development as future “smart city” by government of India (Ramya Boddupalli, 2018).

Also, the fact that, Multinational Corporations (MNC's) are found to have shifted their focus to tier 2 and 3 cities in India for their human resource requirements makes Aurangabad fit for this research (P.T. George, 2014).

A sample of 226 engineering students graduating in May-June 2018 were taken, who have participated in the campus recruitment drive by IT employers.

Reliability analysis for this sample showed reliability index to be 0.4.

A. Limitations of research

The study surveyed engineering graduates studying in Aurangabad city only; so, geographic diversity is limited in this study. Temporal timeline can also be considered as a limitation of this study, as the study is based on survey of engineers graduating in 2018.

II. DATA ANALYSIS

Out of 226 respondents, 90 were offered an employment by the recruiters i.e., 39.82% of total sample. Following section describes the results of data analysis of whole sample taken for this study.

A. Descriptive statistics

Please note that, following tables I, II, III and IV are with reference to all 226 respondents.
As mentioned earlier, respondents were asked to rate theoretical and practical knowledge; besides technical skills according to their role in IT recruitment process.
Following table I. shows the percentage of ratings received by each of the above mentioned skills. Percentage is calculated with the ratio of total ratings received from all the respondents to maximum ratings for given skills.

TABLE I. IMPORTANCE OF TECHNICAL SKILLS

Sr. No	Ratings of technical skills (In percentage)	
	Technical skills	Percentage
1.	Theoretical knowledge	58.85
2.	Practical knowledge	73.36
3.	Technical skills	75.75

It clearly indicates that, according to respondents, technical skills (75.75%) and practical knowledge (73.36%) play important roles in talent hiring; than theoretical knowledge (58.85%).
As discussed before, respondents were asked to rate certain technical skills as how proficient they think they are in.
Following table II. shows the percentage of ratings received by each of the technical skills.

TABLE II. Proficiency of respondents in technical skills

Sr. No	Proficiency of respondents in technical skills (In percentage)	
	Technical skills	Percentage
1.	Requirement analysis	64.60
2.	Application design	67.88
3.	Programming/coding	71.24
4.	Testing	63.98
5.	Documentation	60.35
6.	Others	2.56

In others (2.56%), respondents mentioned problem solving, aptitude, etc.
Following table III. shows the percentage of respondents proficient in each of the technical skills.

TABLE III. PROFICIENCY OF RESPONDENTS IN TECHNICAL SKILLS

Sr. No	Proficiency of respondents in technical skills (In percentage)	
	Technical skills	Percentage
1.	C programming	88.49
2.	C++ programming	77.88
3.	Java programming	81.86
4.	ASP.NET	40.71
5.	Network analysis and troubleshooting	32.74
6.	Others	13.72

In Others (13.72%), respondents mentioned Python, JavaScript, Xamarin, Microsoft sharepoint, Android development, 3D designing, Robot stimulation,CCNA (Cisco Certified Network Associate), SAP (Systems Applications and Products), C#.NET, Hadoop, HTML (HyperText Markup Language) and CSS (Cascading Style Sheets), Angular Javascript /Node Javascript, etc.

Following table IV. shows the percentage of respondents attended trainings, participated in extra-curricular activities and achieved certifications.

TABLE IV.. Trainings, extra-curricular activities and certifications by resondents

Sr. No	**Ratings of technical skills (In percentage)**	
	Technical skills	Percentage
1.	Trainings	54.87
2.	Extra-curricular activities	45.13
3.	Certifications	46.02

A. Correlation analysis:

A Dependent and Independent variables referred in this study are found congruent and overlapping; thus the study found correlation to be an appropriate statistical tool. Further, the nature of study demands enrooting skills together; as each of them are found to be intermingling with each other. The correlation statistics has been represented in elaboration at Appendix A.

II. INTERPRETATION

As shown in appendix A., significant relationships have been discussed as under:

It is observed that, employability is strongly correlated with academic (0.56); indicating, academic performance is a strong predictor of employability.

Independent variable found influencing employability is extra-curricular activities (0.32), though not as significant as threshold value of 0.40 considered in this study; which indicates, candidates' participation in extra-curricular activities influences employability positively.

Practical knowledge of respondent is significantly associated with technical skills (0.60), which indicate a strong relationship between these two variables. So, it can be interpreted as, candidates with good practical knowledge would possess strong technical skills. Also, practical knowledge is firmly related to programming/coding (0.44); suggesting that, it influences programming/coding skills.

Technical skills which received the highest percent of ratings by respondent i.e., 75.75% (as shown in table I.), have significant correlation with programming/coding (0.50); meaning programming skills are influenced by technical skills.

Also, there is strong positive association between C programming and C++ programming (0.54), stating these two programming skills are interdependent.

At the end, academic performance is significantly associated with extra-curricular activities of respondent (0.42), indicating strong relationship between the two variables.

A. Correlation analysis:

A Dependent and Independent variables referred in this study are found congruent and overlapping; thus the study found correlation to be an appropriate statistical tool. Further, the nature of study demands enrooting skills together; as each of them are found to be intermingling with each other.

The correlation statistics has been represented in elaboration at Appendix A.

II. INTERPRETATION

As shown in appendix A., significant relationships have been discussed as under:

It is observed that, employability is strongly correlated with academic (0.56); indicating, academic performance is a strong predictor of employability.

Independent variable found influencing employability is extra-curricular activities (0.32), though not as significant as threshold value of 0.40 considered in this study; which indicates, candidates' participation in extra-curricular activities influences employability positively

Practical knowledge of respondent is significantly associated with technical skills (0.60), which indicate a strong relationship between these two variables. So, it can be interpreted as, candidates with good practical knowledge would possess strong technical skills. Also, practical knowledge is firmly related to programming/coding (0.44); suggesting that, it influences programming/coding skills.

Technical skills which received the highest percent of ratings by respondent i.e., 75.75% (as shown in table I.), have significant correlation with programming/coding (0.50); meaning programming skills are influenced by technical skills.

Also, there is strong positive association between C programming and C++ programming (0.54), stating these two programming skills are interdependent.

At the end, academic performance is significantly associated with extra-curricular activities of respondent (0.42), indicating strong relationship between the two variables.

III. DISCUSSION

It can be observed that, according to participants technical skills and practical knowledge are most valued skills by the IT employers, than theoretical knowledge (table I.).

Most importantly, the study revealed that, academic performance of candidate is significant in determining the employability of entry level IT professionals. Therefore, it proved hypothesis 1 of this study to be true i.e., academic performance is a strong determinant in predicting employability of the candidate. This supports finding of research studies which claimed that, IT employers place more importance to academic performance of engineering students

(Aasheim C. L., Li L., & Williams, S., 2016) and in contravention to study by Gokuladas, V. K. (2010). Another revelation of this study is that, technical skills of engineering graduates do not play a crucial role in determining their employability; therefore, hypothesis 2 i.e., technical skills are critical employability skills for entry level IT professionals is not supported by this study (Patacsil F. F., Tablatin C. L. S., 2017).

IV. CONCLUSION

This study concludes that, academic performance has a strong impact on employability of entry level IT professionals; and also, it is associated with participation of engineering students' in extra-curricular activities, thus aiding them to secure employment in IT industry. This finding of the study, emphasize the need to focus on academic performance in engineering education.

At the same time, this study suggests the engineering students to work on their practical knowledge and IT specific technical skills, in order to get inducted into the industry.

Findings of this study ultimately claim that, a perfect mix of high academic performance, sound practical knowledge, strong technical skills and active participation in extra-curricular activities can help engineering students improve their employability in IT industry.

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Appendix A: Correlation analysis

	E	TK	PK	TS	RA	AD	P/C	T	D	O	C	C++	Java	ASP.NET	NA/T	O	T	AP	ECP	Certi.
E	1																			
TK	0.05	1																		
PK	0.14	-0.07	1																	
TS	0.18	-0.28	0.6**	1																
RA	0.23	0.02	0.2	0.17	1															
AD	0.18	-0.04	0.33*	0.35*	0.29	1														
P/C	0.26	-0.1	0.44**	0.5**	0.11	0.37*	1													
T	0.03	0.11	0.09	0.08	0.16	0.04	0.18	1												
D	0.1	0.17	-0.02	-0.06	0.37*	0.12	-0.14	0.16	1											
O	0.11	-0.02	0.06	0.06	0.04	-0.01	0.07	0.04	-0.01	1										
C	0.17	-0.02	0.05	0.05	0.06	0.02	0.19	-0.12	0.01	-0.02	1									
C++	0.04	0.04	0.09	0.03	0.02	0.01	0.18	-0.01	-0.03	-0.07	0.54**	1								
Java	0.21	0.05	0.2	0.15	0.14	0.17	0.29	0.07	0.01	-0.03	0.37*	0.35*	1							
ASP.NET	0.15	0.12	0.01	-0.01	0.07	0.3	0.07	0.02	0.11	-0.09	0.22	0.14	0.33*	1						
NA/T	0.01	-0.03	-0.16	-0.13	-0.04	-0.01	0.01	0.07	0.11	0.05	0.12	0.01	-0.01	-0.04	1					
O	0.07	-0.1	0.22	0.18	0.09	0.2	0.1	0.03	0.05	0.19	-0.01	-0.03	-0.01	0.04	0.11	1				
T	0.12	-0.1	0.01	0.05	-0.01	-0.05	0.05	0.09	0.03	0.09	0.09	0.16	0.17	-0.01	0.01	0.13	1			
AP	0.56**	0.01	0.1	0.15	0.17	0.17	0.21	-0.01	0.12	0.05	0.21	-0.03	0.11	0.18	0.03	-0.02	0.19	1		
ECP	0.32*	-0.1	0.15	0.22	0.08	0.24	0.21	-0.04	0.03	0.09	0.06	0.01	0.12	0.14	0.07	0.18	0.34*	0.42**	1	
Certi.	0.1	-0.01	0.1	0.06	-0.07	-0.04	-0.02	0.01	0.04	0.09	0.04	0.09	0.02	0.03	0.04	0.12	0.27	0.11	0.25	1

'**' - significant correlations (correlation coefficient > 0.40)
'*' - significant correlations (correlation coefficient between 0.30 and 0.40)

E - Employability
TK - Theoretical Knowledge
PK - Practical Knowledge
TS - Technical Skills
RA - Requirement Analysis
AD - Application Design
P/C - Programming/Coding
T - Testing
D - Documentation
O - Others
C - C programming
C++ - C++ programming
Java - Java programming
ASP.NET- Web development platform
NA/T - Network Analysis/Troubleshooting
T - Trainings attended
AP - Academic Performance
ECP - Extra-curricular activities participated in
Certi .- Certifications achieved

A Study of Knowledge, Belief and Practice in Religious Teachings for Living together with Peace at Individual and Communal Level of New Generations Venerating Buddhism, Islam and Christianity

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Abstract

The purpose of this study was to study knowledge, belief and practice for living together with peace at individual and communal level of new generations venerating Buddhism, Islam, and Christianity. Multi-stage random sampling was applied in this study. The samples were selected from Bangkok and suburban areas (Bangkok and Nakorn Pathom Province), Northern region (Chiangmai and Lampang Province), Northeastern region (Ubolratchathani and Mahasarakham Province), and central region (Ayutthaya and Chanthaburi Province). The samples in each province were stratified into group of occupations: agriculturist, employer committees using workforce, staff and employees of private business companies, employees of government agencies and enterprises, male and female merchants, and students, with total amount of 1,212 subjects. The research questionnaire was used as a tool to collect the data. Statistics used in this study consisted of percentage, mean and standard deviation, independent t -test, and one-way ANOVA. The research findings showed that, in total, the factors influencing peace of individual and community were at high level (X= 5.35, S.D = 0.88). In particular, the factors influencing peace of Christianity and Islam were at high level (= 5.51, S.D = 0.76) and (= 5.50, S.D = 0.85) respectively, whereas factors of Buddhism were at almost high level (= 5.22, S.D = 0.90). The peace of people at individual and communal level was at high level (= 5.32, S.D = 0.98), which individual level was at high (= 5.43, S.D = 1.04), and communal level was at almost high (= 5.22, S.D = 1.04).

Keywords— Peaceful Co-existence Doctrine, New Generation Society, Knowledge Belief and Practice

I. Introduction

People in Thai society, especially those living in large cities such as Bangkok and suburban areas have a lot of progress and advancement in terms of business, science and technology. These include modern and borderless communication devices, which can provide them with sufficient facilitations for living in the current world. Most of people want to have modern facilitations in order to increase self-esteem and well acceptance in the society. This trend leads to the society of materialism and consumerism, which people have to struggle to obtain materials and resources to pamper their lives. As such, it causes a lot of stress. Sometimes, struggling to obtain such facilities has been processed in the wrong way, causing conflict and stress in daily life. The way of living according materialism had led generations to neglect the substantial teachings of their religion. They adhere to religion just as to perform a ceremony at the surface without paying attention to the real teachings of religion and practicing in the right way.

Thai society in the past was full of real peace with people having generosity, loving kindness and compassion towards relatives, friends and unknown persons. The factors that led to such good merit were religious morality, ethics and virtues. Moreover, the economic condition of Thai people in the past was not highly competitive and people did not have much pressure on such economic condition. Religion became the main principle of direction and led the ways of life of people at that time. Currently, even the Thai society seems to have peace in some regions, but in many other regions there still have conflict and violence at individual and communal level. These problems may be caused from less natural resource, unfairness in allocation of resources, and unequal treatment. In addition, most family members have to work hard in order to earn money for spending in the high cost of living. Therefore, they may not have even time to learn and practice according to religious teachings from religious and educational institution. Thus, they are not cultivated in virtues and ethics of their own religions. Most importantly, when people do not practice in their religious teachings, they are dominated by materialism. This is relevant to the report of the Office of National Economic and Social Development Committee which found that "Changing situations and contexts had an effect on development of desirable Thai people. The diminution of morality, virtue and ethics of Thai people still becomes the main factor life quality development of Thai society. Thai people are now influenced by the world cultural currency, and do not give much importance to Thai identity. Family system is vulnerable, and cannot take responsibility in cultivating family members to be good human capital with virtues and ethics, and to work for the benefits of society at large. This leads to many other social problems such as divorcement, abandoned and deserted children from family, addiction problem in childhood and adulthood which is increasing rapidly. At the same time, media also has great influence on children as it becomes an arousing factor towards their ideas and behavior. This leads to risky behavior in children, for example, sexual problem, and high number of pregnancy in teenagers. On the other, there is an indicator that the expansion of online network can also lead to create conscience in public mind and cultivate civilian culture to new generations sustainably. Moreover, social capital in Thai society plays a key role in strengthening Thai society for a long time. If each family has been strengthened at a bottom line, it will become the important crucible in developing children and juveniles to be the social capital with quality." [1]

Public and private sector, and society have been trying to solve such problems, but problems still exist, and in some regions and some periods they expand and become more serious. This reflects that the resolution to those problems is not appropriate, and strategy in coping with those problems is not practical.

Religion is necessary for human beings. Human body needs the four necessities for life: clothing, food, lodging, and medicine to live a healthy and happy life. At the same time, human mind needs religious teachings to be a direction in developing mental quality. If the mind is directed by morality and virtue of the religion, it is stable and steady. It is full of loving kindness and compassion towards human beings. In the past, religion became the main direction for people in the society, human society was full of peace and happiness, but at present time, people neglect the substance of their religious teachings and prioritize materials more than mental quality, causing many social problems which are hard to be solved. For Thai society, religion becomes the main factor in creating art and culture, ways of life, and attitude towards environments. Religion is a tool to create friendliness and brotherhood among people in the society. Even though each religion may have different origin and belief, but the main purpose of each religion is the same that is to increase happiness and relieve suffering of human beings. Moreover, religion is the art and science for living a good life and solving human problems. Loving kindness, compassion, generosity and being sympathy to other people, forgiveness, unity and harmony are what regions teach. If believers practice in the real teachings of their religion, the world will be full of peace, happiness, and people will be able to live with their own identity with good understanding and accepting other religions as having the same purpose.

In Buddhism, the Buddha taught his disciples to practice in four sublime states of mind (Brahmavihara), which consist of the following: 1. Metta: loving kindness, goodwill in helping other people; 2. Karuna:

compassion, being sympathetic to other people and help them to escape from difficulties and sufferings; 3. Mudita: altruistic joy, being joyful when seeing other people are happy and receive good fortune; 4. Upekkha: impartiality, neutrality, and having fairness in mind without any prejudices. The Buddha taught people to avoid from the four prejudices which can create unfairness and injustice in the mind of human beings, consisting of: (1) Prejudice caused by love or desire; people who are dominated by this prejudice will lose impartiality. They will make a judgment or decision for the benefits of the persons that they are acquainted with or have much favor. (2) Prejudice caused by hatred or enmity; people who are dominated by this prejudice will not be able to treat people equally. They are narrow-minded persons, treat the opposed parties as inferiors to the others, and act intentionally for the disadvantage and calamity of those people. (3) Prejudice caused by fear; people who are dominated by this prejudice will lose fairness and will not treat people equally. They are afraid of power and influence of some influential people. When some powerful people commit a crime or mistake, they dare not punish them. They try to help them for the sake of their own safety. (4) Prejudice caused by delusion or stupidity; people who are dominated by this prejudice are full of ignorance. They have no wisdom or reason to make a judgment on what is right and wrong. [2]

Moreover, in order to live together with peace, people have to follow the six virtues for conciliation, or virtues for fraternal living: (1) to be amiable in conduct; (2) to be amiable in word; (3) to be amiable in thought; (4) to share any lawful gains with virtuous fellows; (5) to be well-behaved; and (6) to be endowed with right views.

In Islam, the Koran said that “He who has no mercy will receive no mercy from God.” This teaching can be evidenced by the generosity which appears in the form of Zakat, giving a fixed proportion to charity. Muslims are required to give away a percentage of their earnings to those less fortunate, regardless of their religion.

Moreover, Islam taught Muslims to practice fasting during the month of Ramadan, the ninth mouth of the lunar year. On each of the twenty – nine or thirty days of month, Muslims abstain from food, drink, smoking, and sex from dawn to sunset. Muslims call Ramadan the blessed month, a month of mercy and compassion. The purpose of fasting is to create patience and tolerance.

In Christianity, Jesus said that love each other in the same way as I love all of you. If you love each other, you will know that you are my disciples. Jesus taught people to love each other such as love neighbors as you love yourself, and to have good conscience. Jesus also taught people to avoid evil deed and anger, to respect to the right of other people, to treat people with fairness, and to avoid discrimination based on ethnics, language and religion. [3]

This research is part of roles and responsibilities in managing educational institution to be more perfect by applying wisdom developed through religious teachings, which consists of virtue and ethics into practice. We strongly believe that religion can provide useful suggestions and directions for new generations to live their lives with good understanding among different religious believers, and to practice the right teachings of their own religions for the sake of peace and happiness of people in the society. Moreover, this research can help solve social problems caused by misunderstanding among people who have different belief, and provide directions for juveniles and youths to help create peace in the society as the proverb “Good youths lead to good future of society.” In addition, the research will provide directions and ways to live together with sustainable peace.

I. LITERATURE REVIEWS

A: The concept of living together with peace: Peace is happiness that occurs from calmness, or tranquility. It is a state of mind that is free from worry and anxiety. Peace also means harmony and unity with surrounding environments, a state of life and society that is free from conflict, violence and crime. In Buddhism, the origin of peace comes from the mind; the Buddha said that “All the phenomena of existence have mind as their precursor, mind as their supreme leader, and of mind are they made. With an impure mind if one speaks or acts, suffering follows him in the same way as the wheel follows the foot of the chariot. With pure mind if one speaks or acts, happiness follows him like his shadow that never leaves him."

B: Buddhist teachings with regard to living together with peace: 1) the four sublime states of mind (Brahmavihara). These virtues should be practiced and maintained in order to purify the mind and increase loving kindness, compassion, sympathetic joy, and equanimity for the benefits of all human beings.

2) The six virtues for conciliation, virtues for fraternal living: (1) to be amiable in conduct; (2) to be amiable in word; (3) to be amiable in thought; (4) to share any lawful gains with virtuous fellows; (5) to be well-behaved; and (6) to be endowed with right views.

3) The Eight Fold-Path, the source of peace. Right understanding and right thought are grouped into "wisdom." Right speech, right conduct and right livelihood are grouped into "morality." Right endeavor, right mindfulness, and right concentration are grouped into "meditation." Everyone can remove physical and mental suffering through practicing in the principles of wisdom, morality and meditation.

4) The principle of patience. Patience or tolerance can be classified into two categories: (1) Physical patience means being tolerant with difficulties caused by nature, and environmental problems in living, including illness, sickness and death. (2) Mental patience means being tolerant with unsatisfactory emotion and feeling, including being tolerant with the power of evil roots such as greed, hatred and delusion.

In order to live together with peace, we must follow the principle of mercy, which is the virtue for helping and supporting each other in society. This principle can create harmony, and unity of people in the society.
C: Teachings in Islam with regard to living together with peace: The purposes of provision in Koran were to cultivate faith and to follow that faith which can be classified into theory and practice.

1) Theory in Islam consists of the six main beliefs: (1) Belief in Allah as the one and only God; (2) Belief in angels; (3) Belief in the holy books; (4) Belief in the Prophets (special messengers). e.g. Adam, Ibrahim (Abraham), Musa (Moses), Dawud (David), Isa (Jesus); (5) Belief in the day of judgment; and (6) Belief in predestination of God.

2) Practice in Islam consists of 5 principles: (1) The testimony; (2) Prayer (Lamad); (3) Fasting; (4) Sakat (charity); and (5) Perform Hajj.

D: Teachings in Christianity with regard to living together with peace: Christianity has its definition as a religion of love of God; a religion of human love propagated by Jesus. Christianity has the principle of Trinity, which is consisted of (1) God, the Father; (2) Jesus, son of God; and (3) Holy Spirit or Holy Ghost. This trinity can be easily called "Father, Son and Spirit." Even though this trinity has different status, but it has a unified power which is connected to each other, and it is unified as three in one or one as three, thus it is called "Trinity."

II. OBJECTIVES & CONCEPTUAL FRAMEWORK

Research Objectives:

To study knowledge, belief and practice for living together with peace at individual and communal level of new generations venerating Buddhism, Islam, and Christianity.

Conceptual Framework:

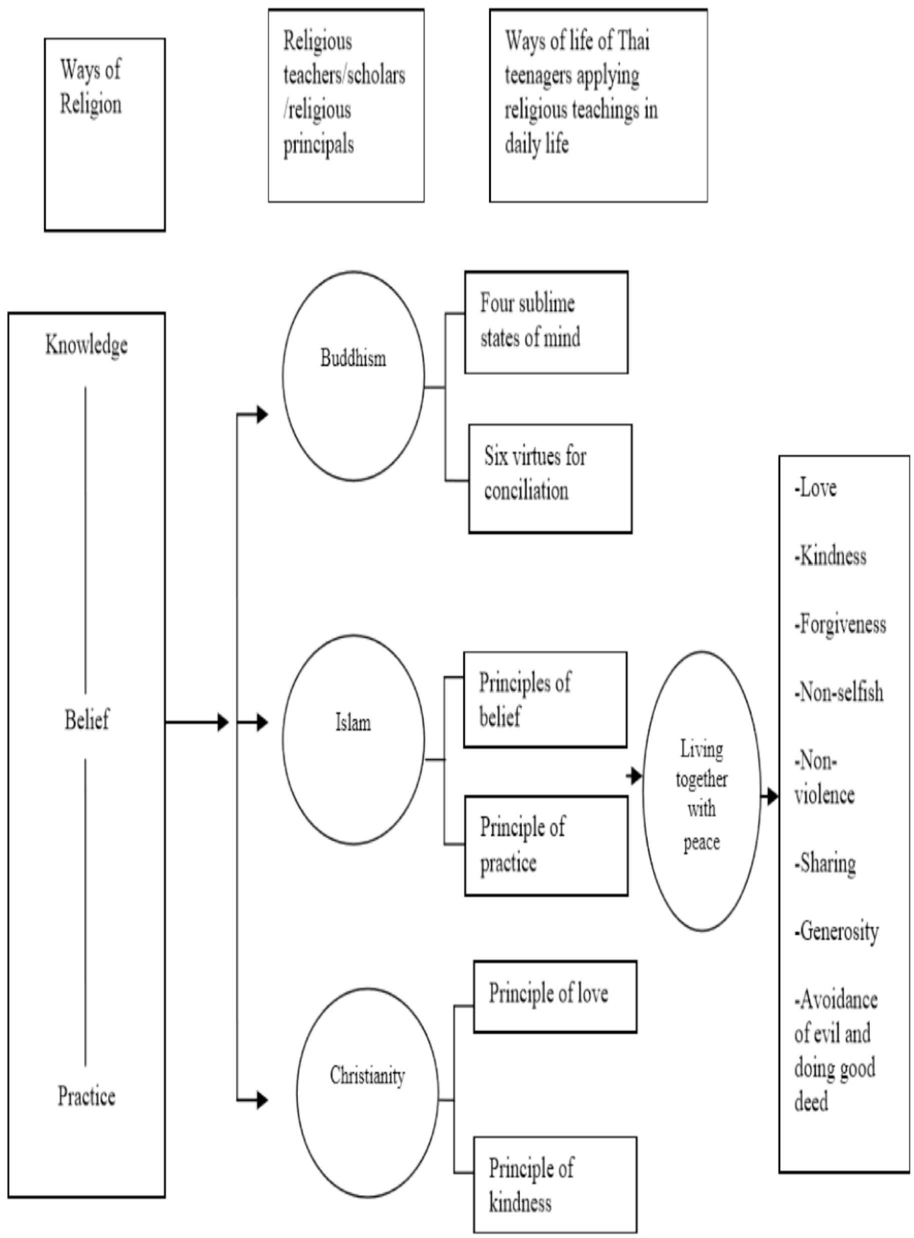

Figure 1: Conceptual framework of the research

I. METHODOLOGY

Sampling: Multi-stage random sampling was applied in this study. The samples were selected from Bangkok and suburban areas (Bangkok and Nakorn Pathom Province), Northern region (Chianmai and Lampang Province), Northeastern region (Ubolratchathan and Mahasarakham Province), and central region (Ayutthaya and Chanthaburi Province). The samples in each province were stratified into group of occupations: agriculturist, employer committee using workforce, staff and employees of private business companies, employees of government agencies and enterprises, male and female merchants, and students, with total amount of 1,212 subjects.

Sample Size:

	Religion / Region	Buddhism	Islam	Christianity	Total
1.	Bangkok and Suburban areas	73	74	43	190
2.	Northern region	140	60	39	239
3.	Northeastern region	187	68	55	310
4.	Central region	162	44	47	253
5.	Southern region	88	83	49	220
	Total	650	329	233	1,212

Table 1: Sample Size

Data Collection: The processes of data collection are as follows:
1) Letter asking for cooperation from the president of Suan Dusit University was sent to the sub-campus of Suan Dusit University, rural administrative organizations, district public health departments, and religious leaders who were the samples in this study.

2) The researchers coordinated with those organizations and departments in order to collect data and plan for data collection.

3) Research questionnaire was used to collect data from the target samples.
Formulating Research Instrument and Assessment of Research Tools:

1. Characteristics of Research Instrument
The research instrument used in this study was research questionnaire comparing the teachings between Buddhism, Islam and Christianity regarding living together with peace. The study focused on knowledge, belief, practice, and ways to create peace of new generations in living together with peace. The questionnaire consisted of the following four parts: Part 1 consisted of 8 questions regarding general information of the samples; part 2 consisted of 76 questions regarding factors influencing peace, and religious ceremony performance classified by Buddhism, Islam and Christianity; part 4 consisted of 5 questions regarding ideas and suggestions on how to live together with peace.

2. Creating Research Instrument and Finding its Reliability

1) The researchers studied the principle, concept, idea and practice of religious teachings from religious texts, documents, and related researches from Thailand and abroad. Data about religious teachings regarding how to create peace were classified into group according to each religion.

2) The researchers used the religious teachings collected from the above documents together with recommendations of research experts as the foundation to create the research questionnaire. There are seven evaluation scales: 1 means not real/not practice-least; 2 mean not real/not practice-less; 3 mean not real/not practice-almost less; 4 mean not real/not practice-moderate; 5 mean real/practice-almost high; 6 mean real/practice-high; and 7 mean real/practice-highest.

3) The research questionnaire which was developed by the researchers was sent to five research experts in order to investigate content validity by considering the value of the Index of Item Objective Congruency (IOC).

4) The research questionnaire was used to try out with the testing samples of 30 subjects at the first time and another 30 subjects at the second time in order to find its reliability with Cronbach Coefficient, and the Cronbach coefficient at the first time test was 0.991, and the second time was 0.968.

Data Analysis: The researchers used SPSS version 23 (IBM Corp., 2015) in analyzing data. Statistics used in this research consisted of frequencies, percentage, mean and standard deviation, Independent t -test, one-way ANOVA.

V. ***RESULT***

The results of a study on knowledge, belief and practice for living together with peace at individual and *communal level of new generations venerating Buddhism, Islam, and Christianity can be presented in Table 2-4*

Religion / **General information of the samples**	Buddhism	Islam	Christianity	Total	Percentage
1. Gender					
1.1) Male	267	161	102	530	43.73
1.2) Female	383	168	131	682	56.27
2. Age					
2.1) 17 – 21 years old	183	89	37	309	25.50
2.2) 22 – 26 years old	121	77	44	242	19.97
2.3) 27 – 31 years old	171	69	48	288	23.76
2.4) 32 – 35 years old	175	94	104	373	30.78
3. Educational level					
3.1) Primary school or lower	12	9	19	40	3.30
3.2) Junior high school					
3.3) Senior high school	56	57	24	137	11.30
3.4) Associate degree					
3.5) Bachelor's degree	193	98	59	350	28.88
3.6) Higher than Bachelor's degree	85	33	21	139	11.47
3.7) Others					
	252	115	95	462	38.12
	46	11	14	71	5.86
	6	6	1	13	1.07
4. Marital status					
4.1) Single					
4.2) Married and live together	374	187	121	682	56.27
4.3) Married but not live together	151	95	79	325	26.82
4.4) Live together without marriage	24	12	11	47	3.88
4.5) Widowed					
4.6) Divorced	66	23	17	106	8.75
	9	6	1	16	1.32
	26	6	4	36	2.97
5. Occupation					
5.1) Government officials/enterprise employees	141	17	24	182	15.02
5.2) Private business employees	120	30	46	196	16.17
5.3) Self-employed	56	98	44	198	16.34
5.4) Workers	74	32	34	140	11.55
5.5) Agriculturist	46	19	2	67	5.53
5.6) Freelancers	44	35	26	105	8.66
5.7) Others	169	98	57	324	26.73

Religion / **General information of the samples**	Buddhism	Islam	Christianity	Total	Percentage
6. Monthly income					
6.1) Less than 5,000 Baht	158	86	49	293	24.17
6.2) Between 5,000-9,999 Baht	137	63	50	250	20.62
6.3) Between 10,000 - 14,999 Baht	161	68	44	273	22.52
6.4) Between 15,000 - 19,999 Baht	101	44	31	176	14.52
6.5) Between 20,000 - 24,999 Baht	50	25	21	96	7.92
6.6) Between 25,000 - 29,999 Baht	22	13	12	47	3.87
6.7) Between 30,000 - 34,999 Baht	20	23	12	55	4.53
6.8) Between 35,000 - 39,999 Baht	1	6	14	21	1.73
6.9) More than 40,000 Baht	0	1	0	1	0.08

Table 2: General Information of the Samples

From Table 2, it is shown that the majority of samples were female at 56.27%; levels of education were Bachelor'sDegree at 38.12%; they held marital status at 56.27%; their occupations were others which consisted of students, religious teachers and freelancers at 26.73%; and monthly income is less than 5,000 Baht at 24.17%

Factors influencing peace	**Religion**	**X**	**S.D**	**Interpretation**
	Buddhism	5.27	1.08	Almost High
	Islam	5.45	1.10	High
	Christianity	5.51	1.04	High
	Total	5.36	1.08	High
	Buddhism	4.47	1.14	Almost High
	Islam	4.92	1.16	Almost High
	Christianity	4.78	1.21	Almost High
	Total	4.65	1.18	Almost High
	Buddhism	4.97	1.08	Almost High
	Islam	5.29	1.07	Almost High
	Christianity	5.27	1.01	Almost High
	Total	5.12	1.08	Almost High
	Buddhism	5.46	1.14	High
	Islam	5.67	1.02	High
	Christianity	5.62	1.20	High
	Total	5.55	1.13	Almost High
	Buddhism	4.97	1.08	Almost High
	Islam	5.35	0.96	High
	Christianity	5.31	0.97	High
	Total	5.14	1.04	Almost High
	Buddhism	5.17	1.03	Almost High
	Islam	5.47	0.98	High
	Christianity	5.37	1.06	High
	Total	5.29	1.03	Almost High

	Buddhism	5.42	1.08	High
	Islam	5.65	0.99	High
	Christianity	5.82	0.93	High
	Total	5.56	1.04	High
	Buddhism	5.17	1.11	Almost High
	Islam	5.43	1.01	High
	Christianity	5.61	0.98	High
	Total	5.32	1.07	High
	Buddhism	5.51	1.09	High
	Islam	5.71	1.02	High
	Christianity	5.84	1.01	High
	Total	5.63	1.06	High
	Buddhism	5.44	1.11	High
	Islam	5.65	1.03	High
	Christianity	5.91	1.00	High
	Total	5.59	1.08	High
	Buddhism	5.46	1.06	High
	Islam	5.74	1.00	High
	Christianity	5.67	0.89	High
	Total	5.58	1.02	High
of evil, and religious teaching preference	Buddhism	5.22	0.90	High
	Islam	5.50	0.85	High
	Christianity	5.51	0.76	High
	Total	**5.35**	**0.88**	**High**

Table 3: Mean and Standard Deviation of Factors Influencing Peace of Individual and Community

From Table 3, it is shown that the overall factors influencing peace of individual and community were at high level ($\bar{X}$= 5.35, S.D = 0.88), with Christianity and Islam at highest level (= 5.51, S.D = 0.76) and (= 5.50, S.D = 0.85), and Buddhism at almost high level (= 5.22, S.D = 0.90).

Religion	Peace	$\bar{X}$	S.D	Interpretation
	Individual level	5.22	1.04	Almost High
	Communal level	5.04	1.03	Almost High
	Total	5.12	0.98	Almost High
	Individual level	5.55	1.05	High
	Communal level	5.40	1.00	High
	Total	5.47	0.97	High
	Individual level	5.88	0.83	High
	Communal level	5.49	0.98	High
	Total	5.67	0.84	High
	Individual level	5.43	1.04	High
	Communal level	5.22	1.04	Almost High
	Total	**5.32**	**0.98**	**High**

Table 4: Mean and Standard Deviation of Peace at Individual and Communal Level

From Table 4, it is shown that the overall mean of peace at individual and communal level was at high level ($\bar{X}$= 5.32, S.D = 0.98), with individual at high level (= 5.43, S.D = 1.04) and communal at almost high level (= 5.22, S.D = 1.04)

VI. CONCLUSSION AND DISCUSSION

The results of a study on knowledge, belief and practice according to religious teachings for living together with peace of people holding Buddhism, Islam and Christianity in Thai society, in total, were at high level. The results of the study are relevant to the four sublime states of mind (Brahmavihara) in Buddhism, the six principles of belief in Islam, and the Trinity in Christianity, which focus on love and compassion towards human beings. In particular, peace at individual level was at high level, and at communal level was at almost high level. Comparing peace among each religion, peace of the samples of Christianity and Islam was at high level, whereas Buddhism was at almost high level. The results of this study are relevant to the research of Techapanit [4] which found that Christians are satisfied to dedicate themselves for the benefits of the public more than Buddhists which prefer to live with their own contentment. The overall factors influencing peace were at high level. Comparing factors influencing peace among each religion, factors of Christianity and Islam were at high level, whereas factors of Buddhism were at almost high level. The factors which influence peace at individual and communal level can be ranked in order from higher to lower as follows: honesty is the first factor, followed by loving kindness and compassion, respecting each other, and avoiding from blasphemy respectively. With regard to the ways of living together with peace of new generations venerating Buddhism, Islam and Christianity, the results showed that family institutions, educational institutions, religious institutions, mass communication and online communication, public and private sector, and communal and social environments are also the important factors for living together with peace.

These are relevant to the study of On-khom [5] which studied about religion and information technology and found that a majority of monks in Buddhism and priests in Christianity accept and support the using of information technology in teaching, learning and propagating religious teachings. Using information technology or other electronic devices for teaching, learning and propagating religious teachings is not against and is in compliance with religious provision because religion itself has to apply new technologies for the benefits of learning and propagating its teachings and principles.

VII. SUGGESTIONS

1. Suggestions for Implementation

1.1 The practical ways of three religions in terms of knowledge, belief and practice with regard to living together with peace should be implemented by educational institutions and other related agencies in order to create peace in each society.

1.2 Thai youths should be encouraged to participate in the practical ways of three religions in terms of knowledge, belief and practice with regard to living together with peace; they should be supported to find the ways to live together with sustainable peace and happiness.

2. Suggestions for Future Research

2.1 This research focuses on a study of knowledge, belief and practice for living together with peace, there should be a study on the aspect of using new technology to support knowledge, belief and practice for living together with peace in Thai society.

2.2 There should be a study on activity and environmental design to support knowledge, belief and practice for living together with peace in Thai society.

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The Challenges of Management to the Local Administrative Organizations in Thailand

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ABSTRACT :

This article focuses on the importance of local administrative organizations, and the principles of Thailand 4.0 towards local administrative organizations, the adjustment of local administrative organizations in the Thailand 4.0 including analysing Local Administrative Organizations in the era of Thailand 4.0, public policy or development strategy in local areas especially the new economic development strategy with innovation at the local level.

The results of this study found that the context of the challenges of local administrative organization in Thailand 4.0 are: 1) The challenges of change in cities 2). challenges of public power 3) technology challenges and 4) challenges of research and development in local innovation.

Key words: challenges, Management, local Administrative organizations, Thailand 4.0

Introduction

The development of Thailand in the past emphasized on economic growth resulted creating the income gap between the rich and the poor. As a result, the public calls for community development. It is importance to note here that, the Thai government has developed the model of development for the country as follows: Thailand 1.0 focused on agriculture development, Thailand 2.0 focussed on the light industry development and Thailand 3.0 focused on heavy industry, and now, Thailand 4.0 is innovation-driven economy.

The role of Local Administrative Organization in driving the Thailand 4.0 emphasized on self- management which belief in the potential, talented, quality and morality of human that they can adhering to the principle of self-reliance. Thailand 4.0 strategic development plan has focused on stability, wealth and sustainability under the concept of sufficiency economy philosophy through civil state mechanisms. Therefore, the important mission of this government is to reform the economic structure in order to cope with new opportunities and threats in this 21st century. Many countries have set a new economic model to create wealth in the 21st century, for example, the United States talks about a Nation of Makers, United Kingdom is propelling the design of innovation while China announces, “made in China 2025”, India is driving “made in India” and South Korea uses the economic model as a creative economy. As Thailand is still trapped in the middle-income country that face a disparity in wealth and the imbalance of development. These trap challenge to the government on economic structural reforms to cross over Thailand 3.0 into Thailand 4.0. Thailand 4.0 is a commitment to change the economic structure into a value-based economy or an economy that is driven by innovation, with the idea to change from commodity production to innovative products, change from country driven by industrial sector to driven by technology creativity and innovation, and the transition from product manufacture to service-oriented principles. Thailand 4.0 should therefore, change the way of doing things which are important, for example, changing from traditional agriculture to modern agriculture that emphasizing on the new management and technology, farmers also work as entrepreneurs. Changing from traditional SMEs to smart enterprise and start-up business with high potentials from low level of value to high value services and changing from low-skilled workers to highly skilled workers. The government has started to drive Thailand 4.0 in various ways such as establishment of smart farmer projects and food innovation, promotion of industries of the future, promotion of start up and SMEs by providing fund and tax exemption, amendments the obstacles regulations and promote research focus on commercially by setting goals for the Thailand 4.0 model within 3-5 years.

The principles of Local Administrative Organization and Guideline to Thailand 4.0

The principles of local administration organization are consistent with the principles of community development such as providing the local administrative organizations as self-governing unit, recognize people participation for local management, local administrative organizations must maintain communities to depends on culture traditions and background of those local communities.

As for the guidelines to the local administrative organization in Thailand 4.0, it is necessary to create immunity[1] for local administrative organizations; the government must establish relationship among groups, community organizations, agencies and other organizations as the following operating principles1)Local administrative organizations should promote family security and stability, warmth, good relationships, good culture that benefits to public.2) Local Administrative Organizations should promote education facility and lifelong learning that connect to learning resources in the community such as the sufficiency economic learning centre. 3) Local Administrative Organizations should promote life security, life insurance, community welfare, food security, health security and housing, consumer protection and human rights to people, that community should have 4 plans including life plans, career plans, financial plans and health plans. 4) Local Administrative Organizations should upgrade the quality of life such as take care of children, youth and the elderly with effective assistance system. 5) Local Administrative Organizations promote the community potential and coordinate with external agencies such as drugs, human trafficking transnational crimes, etc. 6) Local Administrative Organizations promote collaboration between local Administrative Organizations, communities, religious institutions and education institutions in the continuation of the good traditions of the community and revitalize the values of working together.7) Local Administrative Organizations campaign public consciousness for people in the communities to be good citizens, knowing their rights and duties, being responsible and honesty. [2]

Community Welfare, Master Plan and People Research and development

There are two characteristics of community welfare, firstly the community welfare must meet the basic needs of people both material and psychological needs, and secondly characteristic of community welfare is a non-service welfare such as elderly welfare that must pay attention of both physical and mental health which is very important for these people. In addition, the Local Administrative Organization promote people in community to support and share the principles of morality, ethics, public consciousness and public interests. [3]

The master plan of community is the economic and social development plan that developed by people who live in community through the learning processes and understanding the real "capital potential", also finding ways to develop such capital into self-reliance. This learning process is called “People Research and Development-PR & D”. The important of people research and development is to create learning process for people in the community not depend on waiting for help from government or outside only. People research and development has 7 important key issues[4] 1) know themselves and the world 2) know the backgrounds and identity 3) know the potential and community capital 4) accounting income - expenses and debt 5) learn from examples and successes of other communities 6) analyze data and find new alternatives 7) draft master plan and public hearing

Community enterprises

Community enterprises are small enterprises and a group that runs by people in the community. The purpose of establishing community enterprises is to manage the "community capital" by communities and for communities through using knowledge and wisdom from the community combined with international knowledge. The main components of community enterprises are 1) The community enterprises own and operate by community 2) The product comes from community process 3) produce by community and resulting in innovation of community enterprises 4) local wisdom combine with the universal wisdom 5) integrated with various activities 6) learning is the heart of community enterprise development 7) self-reliance is the most important goal of community enterprises. Community enterprises are, therefore, cooperation rather than competition, making a step starting from houses to villages, from villages to local, and from local to find a large market. Community enterprises emphasize on sustainable development rather than economic development.

Social science theory and Integrated development theory for community development

Social science theory was used as the guideline for community development process at all stages included learning about communities, problem analysis, planning and projects, evaluation and review in solving problems and obstacles. Thus, social science theory facilitates to develop communities effectively and successfully.

Social scientists proposed to study interdisciplinary analysis to apply theories from various fields to synthesis in order to obtain a variety of reliable development guidelines as follows. [5]

1) The basic need theory

The basic needs theory proposed by International Labor Organization in 1976 which are about the aim of development that meet the basic needs for people both material and psychological needs by using the resources and technologies in their countries. The development planning process must be carried out by selecting products and services projects that meet the basic needs first. The projects must be urgently implemented by using clear target selection methods and decentralization in planning to community for people to be self-reliant in the future. Things to consider in planning are changes in the structure of productions and services in order to spread to the poor. Therefore, the government should promote people to participate in community development by emphasising on the importance of rural development. Applying the theory to community development by the basic need theory which aims to improve the quality of life both material and mental necessities by focussing on the importance of community development along with the agricultural economy. The theory still believes that good planning is the country development successful.

2) Royal Theory and Sufficiency Economy Philosophy for local community development

The Royal theory is about the using coordination principle between "villagers", "temples" and "bureaucrats" that the temple as a center for cooperation in order to know and harmonize each other in the development of local communities. This theory has 3 steps; step 1 focuses on small farmers to produce enough livelihoods by separating the land for different purposes i.e. farming, planting crops, fruit and others, as well as creating ponds and habitats. Step 2 farmers join forces to form groups and cooperatives that produce plants, soil preparation, irrigation, etc., including marketing and welfare in community. Step 3 is the next step from the second step. When business grows farmers should run small businesses such as establishment of community mills and cooperatives.

The concept of clear and concrete for community development in Thailand is the concept of sufficiency economy. Sufficiency economy means self-reliance which does not mean that there is no need to rely on anyone, it is sufficiently intellectual and mental. Therefore, the sufficiency economy is "Sufficient life".

The component of Sufficiency economy

The components of sufficiency economy have 3 different keys [6] such as 1) moderation, the community moderation is about live sufficiently, simplicity and morality. 2) reasonableness, the rational community is about knowledge society such as local wisdom, community master plan and learning the problems and the need of community. 3) good immunity is about the management system of organizations and resources. Production system, processing and marketing for community enterprises. The capital system is about savings, funds and welfare. Environmental and energy resource systems are about soil, water, forest, minerals, and alternative energy etc. Health system is about prevention and care.

Challenges of local Administrative Organizations

Thailand 4.0 is a turning point to the local economic development which focus on technology and innovation driven by advanced technology. But the use of technology for economic development is still not high in local areas in Thailand. The government has an important concept for driving economy by relying on the pubic power so that all sectors can share the different potentials. The decentralization of Thai government has given a great deal of autonomy to local authorities.

Thailand 4.0 policy is challenging in a variety of aspects. The issues that Local Administrative Organizations must accelerate understanding and prepared to make change and drive which are linked to each other as follows: [7],[8]

1. The challenges of change in the context of the city are inevitably growing. If that growth not being supervised or managed, it causes unpredictable damage. The major problems of expansion cities are the destruction of natural resources and the environment. However, in the city, there will be different problems depending on the context of that city along with the management. The Local Administrative Organizations must realize and understand the importance of development by starting from survey and learning about the context and change of the city. Local Administrative Organization must analyse the context of the city, so they can predict the changes that will happen in the future including plans to support changes in surrounding city. Research can help Local Government Organizations to understand, so that the development of the city can achieve a liveable city or Smart City in all aspects to support economic policy. Thailand 4.0 requires the development of a liveable city, using technology as an important part of life.

2. Challenges in the context of public power building, it is very important to drive the economy through the power of public. Because good cooperation will facilitate a competitive advantage through relying on different potentials of each party to support each other. The Local Administrative Organizations must learn about their cultures including having good management. The challenge in this area is the important role of Local Administrative Organization to learn the context of their own places, analysing and evaluating the need of development with the innovation and local wisdom.

3. Technology challenges, the technology nowadays is used in many areas to increase efficiency such as agricultural technology, marketing technology etc. However, technology is still difficult to use by the people in the local area. Therefore, Local Administrative Organizations have to support their people to study technology appropriately.

4. Challenges in research and development, knowledge is important for Local Administrative Organizations because the Local Administrative Organizations must research in all aspects to support their development. The important thing is the investment challenge. In the first phase, local authorities must research to explore and analyse. Local administrative organizations should cooperate their research projects with academic institutions or private sectors which related to what the Local Administrative Organizations wants to develop, such as community enterprise development etc.

Conclusion

The development of Thailand under the model of "Thailand 4.0" is challenging to the government to put an end of the circle of "stupid poverty and hurt” to the people. The Local Administrative Organizations develop their people both physically and mentally by focusing on improving the quality of life. The Administrative Organizations support communities to achieve self-reliant and promote the philosophy of sufficiency economy. In addition, people have gathered together to establish the community enterprises which is derived from the community master plan. The mission of Thailand 4.0 is also about “security, wealth and sustainability" which is driven by public power mechanism or civil state mechanism in order to achieve the local innovation to drive the new economic development strategy with innovation in Thailand 4.0 era. Therefore, the Local Administrative Organizations have been facing to the challenges on the context and change of the cities, public power building, technology challenges and Research and development.

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RAMIS to revolutionize tax culture in Sri Lanka: The importance of change management

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ABSTRACT :

Inland Revenue Department of Sri Lanka along with the Ministry of Finance commenced the project of implementing Revenue Administration Management Information System (RAMIS) to provide a better service to the nation and tax payers. The focus of the study is to analyze the evolution of Phase I of RAMIS in order to identify the stages of progression, key players of the project and their influence on implementation and also to recognize the challenges and weaknesses of the project. Thus, the study is significant as it contributes to the extant knowledge by adding new knowledge as limited research has been conducted relating RAMIS in both global and local context. Further, it acts as a post assessment study which will help to analyze the effectiveness of the processes and initiatives. The data was mainly sourced through the interviews with the top level employees of Inland Revenue Department who were directly involved or exposed at the initiation and Phase I of the RAMIS project and important documents (internal & external organizational documents, namely internal reports, Annual Performance reports & operational and strategic plans) involved in the project. Interviews were duly transcribed and analyzed to arrive at the conclusion. Findings of the study revealed that the process of RAMIS implementation is in line with the stages of diffusion of innovation, with key stakeholders such as Ministry of Finance, ADB, IRD and IDA Singapore. The study also identified weaknesses such as inadequate training provided to staff, time overrun and issues with RAMIS external interface. It was concluded that though the diffusion of RAMIS is in line with the stages put forward by Rogers (1983), it has not been executed effectively owing to political interference and due to lack of buy-in from the staff. Finally, as a direction for future research, an in-depth study of both phase I and II of the RAMIS project while taking in to account the tax payer perspective as well.

Keywords: Revenue Administration Management Information System (RAMIS), Inland Revenue Department, Sri Lanka, Diffusion of Innovation

Introduction

The Inland Revenue Act No. 24 of 2017, which came into effect from 01 April 2018, supported the revenue mobilization effort of the government by simplifying and rationalizing the existing income tax structure, broadening the direct tax base and strengthening the administrative powers, while introducing international best practices to the Sri Lankan tax system (Central Bank of Sri Lanka, Annual Report 2018). The Revenue Administration Management Information System (RAMIS) was initiated to improve tax administration with a view to strengthening the revenue mobilization. RAMIS, which is being set up at the Inland Revenue Department (IRD), is being upgraded in order to incorporate the provisions of the Inland Revenue Act No. 24 of 2017. There is a general claim among the public against that the Inland Revenue Department (IRD) has the low capacity to raise adequate funds through taxes on behalf the government. Inland Revenue Department (IRD) is the entity responsible to collect and administer taxes imposed by the Government of Sri Lanka. IT transformation or adoptions by the department has been limited in scope as it is mainly reliant on the manual tax administration system. This manual system has been identified as the main drawback in hindering the revenue collection potential of the department (CBSL, 2014).

Asian Development Bank (ADB) identified several loopholes in a manual tax administration system which is also evident in the present tax administration system of Sri Lanka (ADB 2014, pp. 3-4). The main drawback is that the actual tax payer base will be minimized due to unequally distributed and unrevealed income sources in the public sector. Further, evaluating every individual based on received and available manual records is a hard task to engage. It is difficult to monitor the full potential of revenue realization due to the complexity of the taxation system and the large volume of records with manual operations. It is also difficult and time consuming to track incomplete and inaccurate records of the taxpayers. Since majority of the tax payers and tax administrators have prioritised the processing tax returns and claims in the first place, low concern has been placed on monitoring the inaccurate and delayed records of revenue. ADB (2014) also identifies that manual operations limit the possibility to monitor and ensure full compliance of tax liability of taxpayers and heading to delays and inefficient service delivery to taxpayers, and executing assessments and recovering collections.

Revenue Administration and Management Information System (RAMIS) was implemented in IRD with the vision 'to be a taxpayer friendly tax administrator delivering excellent service to the tax paying public with well trained and dedicated staff' (Department of Inland Revenue of Sri Lanka 2013, pp.46-47). Implementation of RAMIS was aimed at supporting the Department of Inland Revenue (IRD) in simplifying the tax administration and tax compliance for taxpayers. RAMIS is also envisioned to support in increasing the revenue collection and tax compliance enabling IRD to reach taxpayers in more effective and efficient means. The benefits of RMIS would be from three perspectives: taxpayer; less hassle to pay tax or handle tax matters, ability to access tax information, IRD; increase tax compliance, increase revenue collection, end to end tax system to serve taxpayer, and employees of IRD; reduce the complexity during tax audits, ability to access taxpayer's information.

The main purpose of this study is to analyze the evolution of RAMIS Phase I within the IRD of Sri Lanka. During the pilot study it was identified that the project officially commenced in July 2014 and it was planned to be rolled over in two phases. However, the Phase I of the project was only implemented in March 2016 and Phase 2 was implemented in October 2016.Hence evolution of this project was identified as the research area so that it could be evaluat d in depth using diffusion of innovation. Accordingly, the research questions of the study is how Revenue Administration Management Information System (RAMIS) Phase I diffused within the Inland Revenue Department (IRD) of Sri Lanka? Who are the main parties involved and what are the challenges hindering the successful implementation of RAMIS?. Implementation of Revenue Administration and Management Information System (RAMIS) is aimed at supporting the IRD in simplifying the tax administration and tax compliance for taxpayers. RAMIS is also envisioned to support in increasing the revenue collection and tax compliance by enabling IRD to reach out to taxpayers in a more efficient and effective way. It is expected to increase the number of registered taxpayers and improve compliance, enhancing the efficiency of the revenue collection process, increasing the quality of work environment to generate higher productivity, and provide better service to taxpayers with a view to increasing voluntary compliance
.
The next sections review the background of the project, the literature, methodology and finally analysis and findings, Conclusions, Limitations and Direction for future research are presented.

Background of the RAMIS program

RAMIS has been widely adopted by emerging nations with an intention to streamline its processes. Under the assistance of Asian development bank, several countries like Maldives, Kyrgyz Republic, some Indian provinces, Tajikistan and Vietnam are in the process of developing new systems (ADB 2014). Malaysia, Singapore, Tanzania, Egypt, Georgia, Costa Rica, El Salvador, Bosnia and Herzegovina are some other examples of Tax MIS implementations (USAID 2013).

Prior to conducting the research study, a pilot study was conducted in order to better understand the context of RAMIS implementation in Sri Lanka. Through preliminary interviews with the Top level IRD staff, following details on RAMIS were collected. The pioneering efforts for the implementation were undertaken in 2013 under the supervision of Ministry of Finance and Planning. On the 29th of November 2012 Cabinet of Ministers approved to commence discussions with the Ministry of Finance of Singapore, seeking assistance to implement RAMIS on a Government to Government basis (G2G).

On the 05th June 2013, a Memorandum of Understanding was signed between Ministry of Finance and Planning and Infocomm Development Authority of Singapore. Asia Development Bank acts as the Funding agent of this project. The project officially started in July 2014 and was targeted to be implemented under 2 Phases. However, implementation of Phase I delayed till March 2016 and Phase II was planned to be implemented in the latter end of 2016. The total project period will be 28 months followed by 4 years warranty period up to year 2020.

Objectives of Computerization of Tax System

Many governments in the world are now in the phase of adapting electronic communication devices including internet to better provide services through their institutions. This is popularly known as e-government. Siau and Long (2005) identifies four main models of eGovernment, namely the digital interactions between a citizen and the government (C2G), between governments and other government agencies (G2G), between government and citizens (G2C), between government and employees (G2E), and between government and businesses (G2B). Computerized tax system at government tax collection departments can be identified as one of the aspects coming under this e-Government concept.

Many countries have been tending implement computerized systems in order to accomplish various objectives. As per Asian Development Bank (ADB 2014), minimizing cost for tax payers & tax agencies by reducing cost of tax compliance & tax administration respectively has been identified as one of the main objectives. Apart from that, creation of centralized tax payer database & a unique identification system for all categories of taxpayers. More over establishment of integrated systems facilitate information exchange between the tax agencies & other key stakeholders such as the Ministry of Finance.

Ernest et al. (2015) indicated that computerization of tax system enables tackling tax avoidance & tax evasion. Through enhancing the effectiveness of tax payment & make the tax process easy, tax avoidance might decline to a lower level. Moreover, in accordance with USAID's Leadership in Public Finance Management (2013), facilitating voluntary compliance is another objective where the modern computerized tax administration achieves it through simplifying processes, providing information, education & support.

According to a recent study (Ernest et al. 2015, p.54) the objectives considered during the development of the e-taxation system in Nigeria include: Creation and management an effective and efficient database to provide tax payers records, information/bio-data for easy referencing. The provision of an alternative payment routes for tax payers so as to encourage immediate tax payment and provide relief to those who find it an easier and more efficient payment route.

Benefits of Tax System Computerization

Benefits of computerizing of Tax system could be split into two main categories as benefits to tax agency & benefits to tax payer. As per the study conducted by the Asian Development Bank (ADB 2014) significant amount of benefits of Tax MIS implementation for tax agency have been identified. Firstly, this enhances perception of overall tax administration performance. Faster processing of information can be achieved by a well-planned system which assists the processing of returns and payment data more quickly.

Moreover USAID's Leadership in Public Finance Management (2013) states management information for tax administration facilitate smooth operation by ensuring staff & management obtain appropriate reports at appropriate time. This ultimately aid to identify risk & internal problems in advance further increasing the efficiency and effectiveness in the tax administration. Under the assistance of Asian Development Bank, countries like Maldives, Kyrgyz Republic, some Indian provinces, Tajikistan and Vietnam are in the process of developing new systems (ADB 2014).

Monitoring and Evaluation of a computerized tax system

Purpose of a monitoring and evaluation system is to determine whether the outputs and deliverables have been achieved as planned so that necessary action can be taken to rectify the deficiencies as quickly as possible. It was indicated that the evaluation mainly focuses on the performance indicators selected during the initial stage of implementation, including the ease of paying taxes, reduced processing time for tax returns and identifying the reasons behind non-satisfactory performance in any particular area (ADB 2014, p. 68).

At present many countries have gained the benefit of computerized tax systems into their traditional tax system. 'Globally, tax authorities are being challenged to harness the power of information and communication technology (ICT) to achieve greater tax compliance efficiency' (Ling & Muhammad 2006, p.147). According to Chatama (2013, p.93) with the introduction of ICT, Tanzania Revenue Authority (TRA) remarked significant achievements. Integrated Tax Administration System (ITAX) contributed to improve taxation by speeding up the administrative processes, timely monitoring of taxpayers, their penalties and its interests, and increase of revenue. Hence ITAX contributed to a fair, effective and efficient taxation and increase on revenue, as well as supporting TRA's vision of becoming a modern tax administration mechanism (Shekidele 2007, cited in Chatama 2013).

Based on the findings from the study (Lukwata 2011) it is evident that the electronic tax filing system implemented in Uganda has improved tax compliance as it is easy for tax payers to assess their tax obligation accurately and enable them file their returns on time. On other hand, the new system has helped ease the work of the Uganda Revenue Authority (URA) staff and to an extent led to an increase in tax collection in URA.

As mentioned above, most of the developed countries have adopted a computerized tax system. Jimenez, Sionnaigh, and Kamenov (2013, pp 44-49) concluded in their study that there were issues during implementation, including a delay of over a year and modules with ongoing quality control problems in the Integrated Tax Management and Administration System (ITMAS) in Egypt. It was also indicated in their research that with the Georgia Business Climate Reform (GBCR), the tax administration have seen a 121% increase in number of registered taxpayers from 2005 to 2008 and an increase 133% in the number of returns filed between 2005 and 2009. As per their study, the computerized tax system implemented in Costa Rica provided considerable benefits including reduction in administration and compliance costs, a reduction in errors, streamlining of internal business processes, and a reduction in the time to collect information from tax returns from days to hours.

Further as per Victor – Nyambo's tests done in Tanzania regarding the usage of Information Communication Technology (ICT) at Large Taxpayers Department (LTD) in 2009 (cited in Chatama 2013, pp. 95-96) revealed that, 88.8% of staff agreed that introduction of ICT at the LTD have shortened the lengthy cumbersome manual procedures and that, ICT usage has minimized errors in return processing and in assessment. Further 100% of large taxpayers agreed that processing time and responding to taxpayers queries have been reasonably shortened due to this ICT.

Concepts and Theories

This study of diffusion of RAMIS in IRD is based on the diffusion of innovation theory. The diffusion of innovation theory into the public sector studies has attracted the attention of many researchers (Ezzamel et al. 2014; Adhikari, Kuruppu, Wynne & Ambalangodage 2015; Rogers 1983). Most studies note that the pressure to adopt or diffuse innovative accounting technologies in the public sector have arisen mainly from the need to provide cost-effective and efficient service and help improve overall financial performance and accountability.

Rogers (1983, p.5) defined the diffusion of innovation as 'the process by which an innovation is adopted by members of a social system'. Innovation and time can be identified as the key concepts in the diffusion of innovation. Innovation is an idea or practice that is perceived as new by an individual who adopts it (Rogers 1983). It is communicated through certain channels over time among the members of a social system, where the communication channel is the means of transmitting information from one individual to another, and social system is a set of several units involved in joint problem solving with a common goal.

Gallivan (2001) discusses two stages of diffusion of innovation, which is the process by which new ideas are spread (cited in Mellett, Marriot & Macniven 2009). The initial stage is when management decides to make changes to the existing systems. This will be followed by the secondary stage where the individual adoption by users takes place.

Rogers (1983) identified some of the fundamental requirements for a diffusion to be taken place. Firstly the thing to be diffused, in this case it is the newly introduced tax administration management information system. Subsequently a group of potential adopters throughout which diffusion is taken place, in this case the IRD within the wider setting of the public sector and the tax payers. For the completion of the process, communication must be in place so that the idea can be moved from the location where it presents to where it is absent; the government, through the Treasury and the Department of Inland Revenue, provide this channel of communication. Thus, the spread of computerized tax management system in Sri Lanka is an excellent fit for consideration in the context of diffusion.

The diffusion of innovations is a process, rather than an act (Lapsley & Wright 2004). Boundary spanning activity may be necessary by actors to bring inventions to the point of diffusion. This process may be shaped by internal and external, formal and informal channels of communication (Swan & Newell 1995 cited in Ezzamel et al. 2014) and can take different forms. The implementation of RAMIS can also be identified as a clearly defined process in several stages, with time frames being assigned. Feltham in 1972 (cited in Malmi 1999) indicated that if a proposed system leads to better decisions than the existing system, and the expected benefits from the proposed system exceed the cost of its implementation, the new system is adopted.

Since diffusion contains change, an individual needs to be there to convince others that the change is desirable and who has the capability to promote it (Sangster 1996). An aspect of analysis (Abrahamson 1991 cited in Mellett, Marriot & Macniven 2009) indicates that, an outside institute can influence a particular new technology where decisions not being made by internally. In this case the government or the Ministry of Finance may have been influenced by the worldwide trend towards the adoption of RAMIS which was adopted from Singapore tax system.

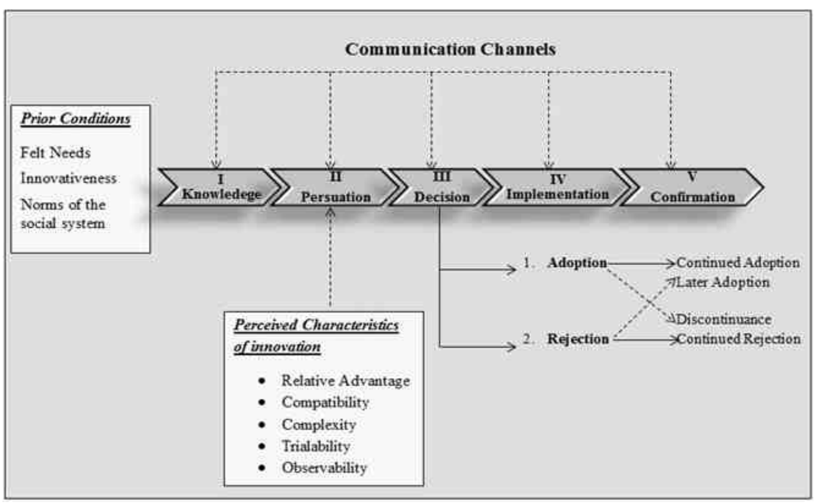
According to findings of Crum et al. (1996) three critical antecedents that are required to be present as pioneers to diffusion; these are technical compatibility, technical complexity and relative advantage (cited in Mellett, Marriot & Macniven 2009). Rogers (1983) highlighted that the degree of adoption is positively affected by relative advantage and compatibility, while observability though complexity can create a negative influence. He further studies the time span of innovation in detail by identifying five separate stages: knowledge; persuasion; decision; implementation; and confirmation. This has been further elaborated in the study conducted by Ezzamel et al. (2014) on the use of resource accounting and budgeting (RAB) in the UK central government.

At the inception of the diffusion process prior conditions are recognized such as the recognition of defects within the prevailing practices, as well as the willingness to adopt modern practices. Ezzamel et al. (2014) found that as the next stage of the diffusion process, policy and decision makers should have the required knowledge of the innovation process. Without prior knowledge the diffusion of innovations will not be able to move forward to the next stage. At the next stage of the diffusion process is persuasion which includes encouraging the major stakeholders to embrace innovation, including the possible costs and benefits. The persuasion stage is followed by the decision on innovation, which can range from approval to rejection.

The next stage of diffusion is implementation of the innovation. At this stage, innovation can be reinvented, altered and modified as the requirement arises. Confirmation is last stage of the Rogers' diffusion theory, which can have two opposite effects on the diffusion process. Either the wider adopters may begin to understand the benefits of the innovations and institutionalize them, or they reject the utilization of such innovations, as the desired paybacks are not actually gained in practical situation.

Fact that was highly emphasized from the beginning is that there has to be something to diffuse, a process containing various stages, a group of potential adopters, a way to communicate the novel process and a driver to adopt the change. This study is aimed at finding whether these conditions have been fulfilled with the adoption of RAMIS. These literature support the research problem since diffusion of innovation theory involves a change consisting of stages of evolution.

Figure 1- A model of stages in the innovation-decision process



Source: Rogers (1983)

Challenges to diffusion

Tax authorities around the world have faced many obstacles in their quest to automate tax systems. Asian Development bank has also identified key challenges a tax agency would face when implementing Tax Management Information System. As per ADB (2014, pp. 71-72), challenges a tax authority could face when implementing Management Information System are as follows;

Resistance to change

Employees may resist to change for new ICT systems mainly due to lack of management buy-in before implementation, lack of involvement of staff in early trial runs, and a multilayered decision making structure leading to a lack of clear vision on the goals of the ICT program.

Lack of standard process

Maximum benefits from an ICT system can only be achieved if the standard processes are followed. Lack of standard processes can lead to problems such as: inability to choose an effective IT system, high possibility of duplicate, inaccurate data being fed into the system and misalignment of chosen ICT systems.

Lack of Trained ICT Personnel

Most tax agencies hire firms from outside to implement their ICT systems but the lack of a strong ICT team within the tax agency's would seriously hampers the ability to extract maximum value from an ICT partnership.

Demographics of Staff

The standard argument is that an older workforce will not see the benefits of computerization as much as a younger workforce. This results in lack of staff buy-in at the initial stages of a project.

Population and Study Sample

Since the research was based on a project pursued inside the IRD, the population of the study was designed to be the IRD employees. Due to the practical difficulty in covering all IRD staff members with the given time and due to the political sensitivity of the project, the study had to limit its sample to the top level personnel of the IRD. Data had to be gathered on a snow balling basis until the theoretical saturation point was reached. Accordingly, following were the sample on which the study was based.

Table 1: Profile of Respondents

Position	Code	Method used	Duration
Commissioner- RAMIS Project Director	Interviewee I	Face to face Interview	45 minutes
Head of Central Processing unit	Interviewee II	Face to face Interview	30 minutes
Central Processing unit-Executive Staff	Interviewee III	Face to face Interview	30 minutes
Senior Commissioner	Interviewee IV	Telephone Interview	30 minutes
Asst. Commissioner - User Accepting Testing (UAT)	Interviewee V	Telephone Interview	30 minutes
Commissioner- Human Resource Management Unit	Interviewee VI	Telephone Interview	30 minutes
Commissioner - Policy and Legislation Unit	Interviewee VII	Telephone Interview	30 minutes
Commissioner- Change Management Unit	Interviewee VIII	Face to face Interview	45 minutes
Commissioner- Customer Supporting and Promotion Unit	Interviewee IX	Face to face Interview	30 minutes
Commissioner- Investigation Unit	Interviewee X	Telephone Interview	30 minutes

Sources of Data

Data for this study was sourced through interviews and documents. Top level personnel of IRD, who were involved in the Phase I of the RAMIS project, were interviewed. Further, important documents such as relevant project documents, reports issued by Inland Revenue Department, other documents which discusses various aspects of RAMIS were reviewed in order to gather relevant data. Internal organizational documents inclusive of internal reports, Annual Performance reports and external organizational documents inclusive of the documents by Asian Development Bank on supporting the Fiscal Management Efficiency Project and documents of MOF have been used. Published data were obtained from Department websites (IRD & MOF), annual reports and government departments' websites.

Collection of Data

In collecting data initially documents were gathered which also proved to be valuable in identifying and selecting relevant key officials for the interviews. Initial interviews were held on unstructured basis to allow participants to respond in an unconstrained manner. Based on the initial interview findings, an interview guide was prepared for subsequent interviews. The interview guide was prepared in manner that it could be completed within approximately one hour and contained open ended questions. Interviewees were only capable of yielding qualitative data since no statistics are available to obtain as quantitative data as the IRD has not yet initiated evaluations of the system.

Data Analysis Strategies

The data gathered through interviews were transcribed and extracted to identify common responses. This study hence used narrative analysis to analyze data. Further the study was engaged in documentary analysis based on the documents gathered to extract findings and also to support claims put forward in interviews.

Ethics and Human Subjects Issues

This study was ensured to obtain voluntary informed consent from the interviewees involved, by clearly informing the nature and objective of the research to the interviewees. Further, there was no unfair inclusion and exclusion from the sample of the study. The study ensured to assure confidentiality over interviewee responses and identities and also confirm secrecy of the documents received, so they were being used only for the intended purpose. In maintaining anonymity, codes have been used in attribute quotations in subsequent chapters.

Analysis and Discussion

A process of innovation passes through a series of stages before the reform becomes accepted practice (Rogers, 1983). Hence, the first objective of the study is to identify the way the RAMIS has been adopted and implemented within the IRD and analyze whether it is in line with the Rogers (1983) stages of diffusion of innovation theory, and to identify whether there is any deviation in execution from the initial implementation.

As per Rogers (1983, p.5), diffusion of innovation theory is comprised of five separate stages namely Prior conditions, Knowledge, Persuasion, Decision, Implementation & Confirmation.

Prior Conditions

As stated by Rogers (1983), prior conditions accompanying a degree of receptivity to the RAMIS in the IRD has been identified. First, there had been a realization of problems with existing practices by both of IRD officials and the Ministry of Finance (MOF). During the interviews it was constantly highlighted that the existing system has been incapable in improving the government tax income base over the years (Ministry

of Finance 2015).
We have been observing the fact that the existing tax system does not assist in improving the tax revenue of the government and mitigating those who avoid tax payment through loopholes of the current tax system. So it has been long prevailing requirement to adopt a system that is capable of providing a solution to those problems.

Interviewee I

Knowledge

The existence of change agents with adequate skills and expertise is paramount for any organization which intends to create a desire for new practices (Rogers, 1983). In the context of RAMIS, MOF and IRD acted as key change agents providing the needed commitment and resources in promoting the system.
Being a project director of RAMIS project, me and my team worked hard at the forefront even at the times some of the officers failed and demotivated due to various obstacles we faced.

Interviewee I

The needed peripheral platform was already in place within the IRD. All the required infrastructure facilities such as Data Center and Disaster Recovery Center were established at the beginning of 2010, under the initiatives of Ministry of Finance on the Fiscal Management Reforms Programme (FMRP) and the Fiscal Management Efficiency Project (FMEP). Further, Local Area Network (LAN) and Wide Area Network (WAN) were also introduced in order to link all the regional offices to the head office and also to link branch to branch (Central Bank of Sri Lanka 2014).

However, the application was yet to be developed. In order to select an IT solution provider for this, a procedure of global tender calling was initiated. The main criterion of selection was adequate experience on automation of tax systems. But, several applicants were disqualified as they did not have the adequate required experience to handle such a complex project.

As the tender process failed, Cabinet of Ministers approved to start discussions with the Ministry of Finance of Singapore seeking assistance to implement RAMIS on a Government to Government basis (G2G). During the interviews it was emphasized on several reasons so as to why Singapore was selected for this.
There were several reasons for selecting Singapore. The main reason is that Singapore has the best functional method for this kind of automated tax system. Further its locational proximity to Sri Lanka with lesser entry barriers and also Singapore has done some projects on automation of tax system in Australia and in some other countries through the popularity gained by pioneering the automation of their own tax system.

Interviewee I

Singapore was well known for the successful implementation of RAMIS within their

IRD and their quality of service was also backed by the successful implementation of RAMIS in several other countries

Interviewee VIII

Finally, a Memorandum of Understanding (MOU) was signed in June 2013 to implement RAMIS project at IRD. As per the MOU Infocomm Development Authority (IDA - International), the Government of Singapore's execution arm for collaboration with overseas Governments on ICT projects, submitted a proposal in August 2013. IDA International is a wholly owned subsidiary of IDA Singapore set up for collaboration with foreign governments on public service infocomm technology to achieve socio-economic outcomes for the respective countries. IDA International engages the necessary subcontractors to plan, analyze, design and implement the tax system with the participation of relevant tax Authority. …. Commissioner General of IRD, Secretary of Finance Ministry and IDA International entered into an agreement. System development has been delegated to NCS Company. It's not a Singapore government company. Singapore Tax IT project was also done by NCS.

Interviewee I

The Cabinet Appointed Negotiation Committee (CANC) and the Project Committee (PC) having conducted a detailed technical evaluation of the proposal submitted by IDA concluded the evolution process in November 2013, deciding that the solution proposed by IDA, is technically acceptable and fulfills the requirements of the Inland Revenue Department. A further Due Diligence process was carried out in November 2013 by the Commissioner General and a Core Team of the IRD by visiting the Inland Revenue Authority of Singapore and it was concluded that IDA and its nominated subcontractors have the capability and required experience to undertake the implementation of RAMIS at the IRD.

Negotiations were started in January 2014 to finalize the work scope of RAMIS, the teams of contract etc. Specifications were created by the IRD officers and informed them to the software developer. The Supply, Delivery, Installation, Commissioning and Warranty of Application Software, System Software and Supporting IT Infrastructure, were concluded in March 2014.

During this pre-implementation period both parties to the agreement took a clearer understanding on the specifications of RAMIS, its deliverables and the time plan. This highlights that the policy and decision makers had the required knowledge of the innovation process (RAMIS) before implementation of the project which is a needed as per the diffusion process.

Persuasion

Acceptance of the need to adopt current international reforms is determined by the ability of promoters to convey the superiority of the new practices over existing practices (Adhikari et al. 2013). Once the agreements were in place, a Change Management Committee was established in order to plan the changeover and communicate the changes under RAMIS. The main task of the team is to influence the IRD employees and to organize change management programs. Change Management Committee comprised of IRD Change Agent, Project team Change Manager, IRD Deputy General (Head of the Team) and Project Director. Changes are communicated through RAMIS News, RAMIS Mass briefing sessions, Monthly Commissioner's and Senior Commissioner's meetings and at Monthly Steering Committee meetings which involves all the Deputy Commissioner Generals along with Commissioner General .

Change management team have taken several steps to improve the awareness among employees through publishing magazines, distributing leaflets and pasting posters in their own working environment at IRD. They have also held seminars to change the attitudes towards the RAMIS. In addition to that IRD has sent 1200 officers to Inland Revenue Board of Malaysia for five days training programme to see and understand how to work on an automated system. They played a major role in organizing pocket meetings for branches at IRD and practical training sessions for both IRD staff and users.

Interviewee I

Accordingly, IRD has conducted series of weekend in house seminars to all the IRD staff with regard to Change Management. Further, Mass briefing for taxpayers and supporting organization such as Chamber of Commerce, CA Sri Lanka, CIMA, AAT, Tax Agents and Tax Consultants were also conducted and is still in progress so that continuous communication is maintained (Department of Inland Revenue 2013).

The Mass briefings held with tax payers and related institutional bodies are very important to ensure the smooth functioning of the platform. This is a new initiative not only to the employees but also to the tax payers. There could be system failures, fear of using IT systems. The mass briefings help as a contact point for IRD to track such weak points.

Interviewee X

However there had been some instances where the employees have had a resistive attitude towards the new system.

I regret to say that some of the employees of IRD engaged in various ways of resistance to stop the changeover program. They spread bad word of mouth and did not contribute the implementation process.

Interviewee I

Older workforce and employees who don't have computer literacy raised objections. However these objections were nullified by linking them to their promotions. Biannually commissioner evaluates the performance of the employees. The employees who didn't complete the allocated jobs will receive negative marks. Therefore IRD higher level officers expect that the employees will automatically adjust to the new RAMIS environment

Interview II

Decision

The decision stage occurs when the decision making unit engages in the activities leading to a choice of adoption or rejection of the innovation (Rogers 1983). Prior studies have established that any new accounting practice can be launched in various means, ranging from continuation to later approval and from disagreement to rejection (Adhikari et al., 2013). It was observed during the interviews conducted with the IRD staff that even though higher level authority has taken the decision to continue with the new system, some of the staff has had doubt over the decision of getting involved actively in the execution of RAMIS.

Cabinet approval was granted to the RAMIS Project on the 3rd of April 2014 according to the decision taken by the responsible actors for the implementation. The agreement between the IRD and IDA International was signed in May 2014 including all the terms and conditions finalized during the stage of negotiations. The project officially began in July 2014 (Department of Inland Revenue 2014).

Implementation

Initiating the implementation stage, IRD formed a RAMIS Core team comprising of five members. It is different from the RAMIS project team and the main purpose of core team is to coordinate with the Government of Singapore and the software developer, NCSI Solutions Private Limited. Monitoring and tracking the progress of the project is also conducted by the Core team.

IRD was internally organized to support RAMIS initiatives and accordingly IRD's business experts were organized into Lead User Representatives (LURs) and Subject Matter Experts (SMEs) to provide and validate requirements. LUR consists of Senior Commissioners and their role in RAMIS is requirement identification. SME consists of twelve Commissioners from whom information regarding current state of operations are acquired.

Under the RAMIS, IRD has gone through Business Process Re- engineering (BPR) and it uses Inland Revenue Authority of Singapore (IRAS) as the reference model. As part of RAMIS BPR, project team has studied the existing processes working with IRD LURs and SMEs to understand and document the pain points. The RAMIS processes are customized to address the key pain points.

The system developer aims to streamline each process both from within IRD and also externally from taxpayer perspective. Key changes through RAMIS were e- registration giving convenience to taxpayers register from their office or home instead of coming down to IRD office, e- payment leveraging on the bank's online payment facility with key banks BOC and People's Bank, Centralized processing center at Head Quarters for centralized action for data entry, Regional processing center for all regional works on data entry and scanning and linkages with external interfaces. Further, it provides support for Multi-languages across forms and correspondences. This is also apparent in the newly launched web portal as well.

During the interviews it was emphasized on the linkage with external interface.

Actually the linkage with external interfaces is the most important feature under the RAMIS and IRD have identified 23 such agencies to be interfaced. The two main government banks which are Peoples bank and BOC now have already connected. MOU has been signed with Excise Department and Department of Customs.

Interview VI

As per diffusion theory, at this stage innovation can be reinvented, altered and modified as the need arises. This characteristic was also seen in the implementation process of RAMIS. Once a module has been handed over to IRD by the software developer, it goes through system integration testing and User Acceptance Testing where the service provider will be asked to alter and modify some of the parts as per the requirements of IRD.

An individual needs to be there to convince others that the change is desirable and who has the capability to promote it (Sangster 1996). Change management team of IRD being a predominant change agent for RAMIS staff was convinced to adapt to the new change. As indicated in the studies (Clegg et al. 1996 cited in Ezzamel et al. 2014) process may be shaped by different forms of communication which was apparent in RAMIS facilitated by different form of communications, such as training sessions, Organizing pocket meetings, organizing seminars & publishing leaflet & magazines.

Confirmation

Confirmation, the last stage of the Rogers' diffusion theory can have two opposite effects on the diffusion process namely the wider adopters realizing the benefits of the innovations and institutionalize them, or they rejecting the utilization of such innovations, as the desired paybacks are not actually gained in practical situation.

In terms of RAMIS, execution of the above stages has been behind the scheduled target timeline and there were deviations from the intended plan. Despite the slow transition, the processes have been implemented successfully and have been embraced by both employees and taxpayers and institutions.

Actually, we could not implement this project as per the time plan. This is mainly due to the considerable deviation in the time that was occurred in the testing phase due to unexpected small issues & time consumed to recover those issues. However now we are at the final stage. At present services cater to users have been implemented as planned, such as Web portal and E filing.

Interview III

Taking the above findings of the study in to consideration, the study emphasizes that the diffusion of Revenue Administration Management Information System can be understood as a process which followed Rogers' the stages of diffusion extending from prior knowledge to confirmation. The innovation of RAMIS can be considered as a clearly defined process in several stages, with time frames being assigned as indicated by Lapsley and Wright (2014).

Deviations in the proposed plan

Although the time frame for each stage was included in the initial agreement, it was deviated from the plan due to various practical reasons. Budget changes and delays due to the rigorous procedure to follow in obtaining approval of MOF for funds, less support of other organizations with whom IRD thrive for external interface can be seen as critical drawbacks in achieving the expected outcomes.

Lack of an upgraded IT system in other organizations (E. g: Department of Registration of Companies) to be compatible with RAMIS has also adversely affected on time execution of objectives. Further, unexpected errors occurred in testing phase and considerable time consumed to recover those errors has prolonged the time to complete the project more than intended.

As identified under the background to the research subject, execution of RAMIS has been undertaken with the guidance, active participation and interaction of several key players from multifunctional teams. As per the interviews held with IRD staff, following parties were identified as key stakeholders to the project.

Ministry of Finance and Planning (MOFP)

The Ministry of Finance introduced Fiscal Management Reforms Programme with the objective of creating fiscal space through revenue collection and better expenditure management. MOFP is identified as the main catalyst that triggered the transformation process. As one interviewee said;

With the shortcomings of the old system (Legacy) concept of RAMIS emerged within the IRD. But ministry (MOFP) got involved since it's not feasible to pursue such a huge project only by IRD staff.

Interviewee IX

However, the interviewees also revealed that the support from MOFP was short-lived. Though they triggered the innovation process and pioneered the initiation, the support diminished subsequently during the implementation process.

Asian Development Bank (ADB)

ADB extended funding and technical assistance needed for the RAMIS implementation. It provided support in areas such as implementation of AS-IS Study and Functionality analysis, in introducing internally acceptable RAMIS and ITMIS, development of architecture definition and design for RAMIS and ITMIS and improvement of ICT environment from legal, regulatory, and institutional perspectives.

Interviewees expressed the assistance provided by the ADB as follows.

ADB helped in initial stages to acquire hardware. They supported to establish LAN and WAN by providing required funds. Further, it supported in setting up of local Area Network (LAN) and wide area Network (WAN) in order to link all the regional offices to head office and also to link branch to branch in head office.

Interviewee IV

Inland Revenue Department (IRD)

IRD being the platform upon which the RAMIS was launched, it can be recognized as a prime actor. Teams appointed such as the project team, core team, change management team facilitated the transition.

According to the opinion of one interviewee,

Project Directors and specially the higher level authority of IRD are considered as key players of RAMIS. Commissioner General plays a key role as she is responsible for the overall project. Further, nine additional project directors have been appointed. Each project director has been assigned separate modules in the RAMIS. Further sixty assistant project directors have been appointed to overlook RAMIS at operational level.

Interviewee X

Members of those teams appointed have engaged in crucial activities including facilitating communication with Infocomm Development Authority of Singapore (IDA) and National Computer Systems Private Limited (NCS), collection of suggestions with regard to RAMIS from all IRD officers, submission of Due Diligence report after visiting Inland Revenue Authority of Singapore (IRAS) on 10th to 13th of November 2013 and implementing awareness programs among the IRD staff and union members.

Infocomm Development Authority (IDA) of Singapore

RAMIS was initiated as a G2G project one of the models of e-government as stated by Siau and Long (2005). Technical know-how was supplied by IDA through the discussions held between Sri Lankan and Singapore Government. IDA in collaboration with the IRD engaged with the necessary subcontractors to plan, analyze, design and implement RAMIS. IDA serves as the prime contractor and provides the project oversight on behalf of MOFP and IRD. IDA was the representative body of the Government of Singapore and is the party from which the diffusion of innovation commenced.

Finally as per the third objective of the study, following challenges have been identified during the phase I implementation of the project, as hindrances to the diffusion process.

Issues in requirement assessing stage

Requirement assessing stage is one of the initial steps in RAMIS where, teams allocated for each module were required to identify the requirements of respective module. Project teams were assigned to study the existing processes and there by identify the pain points.

As per one interviewee,

At initial stages IRD officers had an opportunity to learn the Singapore tax system and identify specifications for RAMIS in Sri Lanka. However the officers selected for those tours were at their retirement age and no intention to understand the process in details. Some officers who participated for such training programs were retired even before the implementation of RAMIS. Hence there were difficulties in identifying the requirements of a tax management information system which is suitable for local conditions.

Interviewee V

However certain teams have not been able to identify some of the crucial requirements and thereby system has failed to respond to user requirements. For instance VAT module does not have a sub module to calculate penalty for non-payment of VAT within the stipulated date.

Demographics of Staff

During the interviews it was identified that younger generation of staff were willing to embrace the new system when compared to older workforce. But most of them have not been equipped with proper training. Lack of training for staff has created doubt over the new system. Certain senior individuals are not willing to learn the new system since they know that old system “legacy” will operate parallel with the new system for a certain period of time. Further more than 50% of staffs have not been allocated work items in RAMIS. Thereby they have no knowledge of the new system. For example KPIs have been integrated to the system upon which individuals will be evaluated. But most individual do not know this and assume performance evaluation will be carried out in old means.

Interviewee V

This is a common issue evident as stated by ADB (2014, pp. 71-72). The standard argument is that an older workforce will not see the benefits of computerization as much as a younger workforce. This results in lack of staff buy-in at the initial stages of a project (ADB 2014, pp. 71-72).

System Loopholes: Weak interlink between the modules

During training programs offered to IRD staff, training has been concentrated only on the respective module in which the respective staff will work on. Overall understanding regarding the system was not given to employees. As a result, employees are not aware on what others perform. This reduces the flexibility and mobility within tasks.

When inquired on the reason for such a strategy, the top management highlighted that it has restrained from giving an overall understanding about the new system to all employees because, they doubt that employees may resist the new system if they try to load them with all available information. However the system itself has failed to maintain interlinks between its Sub-modules.

For main types of taxes we have different modules. For example we have a VAT module and a NBT module. If the tax payer changes the address and informed it to VAT unit changes will be incorporated to the VAT module. But no alert is send by the system to other sub modules informing the address change. Hence this may results in returns been undelivered.

Interviewee VII

Failure to meet the agreed deadlines

As per the plan of Phase I of RAMIS was scheduled to be implemented on September 2015. But as per the interviews, it was revealed that the Phase I was actually implemented in beginning of 2016. Reasons like delays in the government tender system, delays of finding technically competent service provider and resource persons, variations to the initial plan during the process etc. has contributed to the overall delay of the process. However, the delay has not affected the expected final outcome.

As I experienced there were delays in implementing Phase I. This resulted in failing to achieve pre scheduled deadlines. However we were able to computerize all the tax types which we planned initially. Hence it did not affect the target achievement.

Interviewee IV

Document management cost been high

Tax payer returns are not directly uploaded to the RAMIS. IRD has intended to run the manual system parallel with the new system for next five years. E.g.: Tax payer returns received as hardcopies are scanned by the CPU and updated to the RAMIS. Simultaneously IRD files the original hardcopy of the return as per the old manual system.

Failure to link other Government institutions with IRD system

RAMIS external interface is one of the modules which connect RAMIS with twenty six other departments. Out of these institutions only two main government banks, Peoples bank and BOC have been linked to RAMIS at present. Linking the private banks to this system has been an issue due to the central bank rules and regulations. CBSL approval is yet to be obtained to link their data with IRD. Main cause for failure to develop the linkage is that the systems of respective organisations are not compatible with RAMIS system. Only Sri Lanka Customs possess a compatible system with RAMIS. MOU has been signed with Excise Department and the Customs regarding this interlink.

Another reason is that certain government institutions fail to maintain computer databases. Government departments such as Department of Registration of Companies, Land registry, Department of Registration of Persons, Department of Census & Statistics and Department of Motor Traffic maintain manual records in place of computer databases.

Further Department of Motor Traffic (MTD) has difficulty in sharing information because necessary permission has not been granted under the Motor traffic Act. However this issue had been discussed with the respective Minister and since Inland Revenue act supersedes other Acts of the country, IRD will be able to obtain the permission to interlink their database with that of MTD in the near future. However, these will further delay the implementation process.

Providing adequate Training to IRD staff

IRD has up to now provided the theoretical aspect of training but had failed to offer adequate practical training on overall RAMIS processes. This is because resources such as computer labs are not sufficient to fulfill the training requirements of the staff.

Theory aspect on overall system was given to the employees. But the practical training given to them is not adequate. Employees were not given training on all of the modules and because of that the link between sub modules can't be maintained.

Interviewee VI

Jimenez, Sionnaigh, and Kamenov (2013, pp 44-49) concluded in their study that while the Integrated Tax Management and Administration System (ITMAS) in Egypt made considerable progress, there were issues during implementation, including a delay of over a year. The findings of the study was similar to the aforementioned incident where there were issues such as delays in some of the modules, varying contribution from the staff towards the change and developing the RAMIS external interface.

Conclusion, Limitations and Direction for future research

RAMIS is the initial step of automating the Government's treasury function (ITMIS). Through this, IRD expects to increase the efficiency of the tax administration by reducing human errors in the current system. As RAMIS is one step of a giant leap, it is an extremely complicated and novel process to Sri Lanka. Therefore the main purpose of this study was to analyze the evolution of RAMIS Phase I within the IRD of Sri Lanka.

This study aimed to achieve three major objectives. Firstly to identify the progression of the RAMIS project Phase I and highlight any deviations in the proposed plan. Diffusion of innovation theory was used in this regard. Secondly to identify key stakeholders of the project, their role and impact on the project. Finally to recognize the challenges faced during the implementation process. Findings under the objective I of the study reveal that the process through which RAMIS was progressed up to the present status has been in line with the stages identified in by Rogers (1983) namely knowledge, persuasion, decision, implementation & confirmation. However there have been deviations in the initial time plan due to specific reasons such as design errors, change in the scope, inadequate procurement and complexity of the system.

This highlights lack of planning and system study prior to implementation.

As per the findings for the second objective of the study, execution of RAMIS has been undertaken with the guidance, active participation and interaction of several key players from multifunctional teams. The study revealed that Ministry of Finance and Planning as the pioneering stakeholder, triggering the need for the project RAMIS within the Inland Revenue Department. Asian Development Bank was identified as the funding agent, while IRD and its staff are the main parties facing the transition. Being the IT Solution facilitator, Infocomm Development Authority (IDA) of Singapore is also an important stakeholder providing technical know-how. Even though several parties were recognized as key stakeholders, the Inland Revenue Department especially the core teams appointed at the inception are playing the predominant role in bringing the system to the stage of completion successfully.

Fulfilling the third objective of the study, several challenges have been identified during the implementation process including the varying contribution given by the staff, inadequacy of practical training provided to staff. Moreover pitfalls were also identified in terms of incongruence in the external interface developed through which RAMIS is linked to several other government institutes.

Hence based on the above summary of findings, this study concludes that though the diffusion of RAMIS is in line with the stages put forward by Rogers (1983), it has not been executed effectively owing to political interference, fading support from pioneering enetities and due to lack of buy-in from the staff.

However this study possesses some limitations. First, the scope of the study is limited to the Phase I of the RAMIS project rather than the whole project as highlighted earlier. Hence this study only covers the evolution of Phase I and therefore fails to answer the research question from the standpoint of the whole RAMIS project. Secondly, this study is based on the insights from IRD staff, obtained during the data collection for the research. Thirdly due to practical difficulties the study could not cover all employees of the IRD. Therefore convenient sampling has to be used. However this convenience sampling adopted in the study could make the sample biased leading to biased perspectives being analysed in the study. This will hinder the study to get objective information needed to ensure credibility and dependability of the study. Finally, this study involves the problem of generalizability across other government institutions due to possible cultural mismatches. Future studies could focus on the implementation of Phase II of RAMIS and whether lessons learnt from Phase I implementation was addressed. In addition, it is advised to conduct studies inclusive of relevant quantitative information on performance so that a more accurate evaluation could be performed on the impact of RAMIS on the effectiveness of RAMIS. Studies could also focus on the change management aspect analyzing the driving and restraining forces within IRD which induce and restricts adoption of RAMIS.

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Rhetoric Diffusion of Accrual Accounting and International Public Sector Accounting Standards (IPSASs) in the Public Sector of Emerging Economies: Evidence from Egypt, Nepal and Sri Lanka

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ABSTRACT :

Drawing on Rogers' diffusion of innovation, this study explores the process of diffusing accrual accounting and International Public Sector Accounting Standards (IPSASs) in three emerging economies (EEs), namely Egypt, Nepal and Sri Lanka. International financial institutions and professional accountants have promoted public sector accounting reforms in all three of these EEs on account of the deficiencies of cash accounting in promoting governance and accountability. The implementation of these reforms, in particular accrual accounting, has been, however, far from a reality in these countries. Instead, internationally propagated public sector reforms have resulted in conflicts amongst stakeholders and unintended consequences in all three of these EEs, with minimal impacts, if any, on governance and accountability.

Points for practitioners

In practice, the implementation of accrual accounting and IPSASs in emerging economies has remained more a rhetoric. The success of these reforms in emerging economies has been overstated for the sake of maintaining the interests and reputations of international financial institutions and professional accountants. The manner in which public sector accounting reforms is disseminated in emerging economies has resulted in conflicts and tensions amongst stakeholders. We urge public sector accounting practitioners and international organisations to pay more attention to country-specific issues, including the education and training of government accountants should they wish to make accrual accounting and IPSASs a reality in the public sector of emerging economies.

Keywords: Accrual accounting; Diffusion; Emerging economies; IPSASs; Public sector.

Introduction

Steps taken by western countries towards accrual accounting and International Public Sector Accounting Standards (IPSASs) are still in discussion (Manes-Rossi et al., 2016). Whilst some academics are apparently convinced of the benefits of accrual accounting and IPSASs (Brusca and Martinez, 2015; Bergmann, 2012), others argue that these benefits are largely overstated, and rarely has there been a case where politicians and other users have used accrual information in decision-making (Ezzamel et al., 2014; Hepworth, 2015). Comparative studies are therefore particularly emphasised on public sector accounting for a reliable cost-benefit analysis of such reforms in different contexts (Christiaens et al., 2014).

The adoption of accrual accounting and IPSASs in the very context of EEs is directly linked to improving governance and accountability (Marti and Kasperskaya, 2015). The experience of many EEs, however, which have undertaken reforms in government accounting, shows a mixed result. A number of studies have, for instance, reported unintended consequences led to by the ways reforms are diffused and the challenges encountered in implementing them in practice (Hopper et al., 2017). Academic research exploring the entirety of diffusing public sector accounting reforms in EEs (Vigoda-Gadot et al., 2008; Adhikari et al., 2015) is, however, limited. Our study addresses this gap by exploring public sector accounting reforms in three EEs.

More importantly, De Vries et al. (2016) state that extant studies on public sector accounting innovations in EEs rely upon single case study approaches and lack theoretical underpinnings. This has resulted in a dearth of an evidence-based body of knowledge in public sector accounting in EEs (Sellami and Gafsi, 2017). Multiple case studies on the diffusion of public sector accounting reforms in EEs are in demand so as to identify the causes of reforms in different contexts and their unintended consequences (Van Helden and Uddin, 2016). Mentions are made that such an attempt to unfold public sector accounting reforms in multiple countries would enable the transfer of good practices and prevent mistakes being repeated elsewhere (Broadbent and Guthrie, 2008). We respond to this call by investigating the diffusion of accounting reforms, i.e. the Cash Basis IPSAS and accrual accounting, in Egypt, Nepal and Sri Lanka. Although these three EEs are historically and religiously different, they all belong to the World Bank's categories of either low-income or lower-middle-income economies. International aid and loans comprise a significant portion of GDP in all three countries. For instance, external debts to Nepal, Sri Lanka and Egypt stand at around 30% (FCGO, 2017), 45% (Ministry of Finance, 2016) and 33.6% (World Bank, 2015) of GDP respectively. Such a reliance on international resources manifests that these countries are under pressure to reform their public sector accounting, as this has been an integral component of loan conditionality of international organisations to EEs (Hopper et al., 2017).

We have drawn on diffusion theory (Rogers, 2003) to explore reform trajectories that propagate accounting reforms in three EEs. The usefulness of diffusion theory in generating a comprehensive insight into public sector accounting reforms is evident in prior work (Christensen and Parker, 2010; Jackson and Lapsley, 2003; Ezzamel et al., 2014). Adhikari et al. (2015) emphasise the strength of diffusion theory in unravelling the internal and external circumstances promoting the adoption of externally propagated accounting reforms, awareness of these reforms amongst the internal stakeholders, and possible implementation and conformation of them. The theory enables the researchers to grasp an understanding of public sector accounting reforms in their entirety.

The remainder of the paper is structured as follows: section two provides a literature review of public sector accounting in EEs. Having presented the diffusion of innovation theory, the research method is then outlined. The fifth section analyses public sector accounting reforms in Egypt, Nepal and Sri Lanka following Rogers' (2003) stages of the diffusion of innovation. The last section draws concluding remarks.

Public Sector Accounting Reforms in Emerging Economies: Literature review

International organisations such as the World Bank and the International Monetary Fund (IMF) have perceived the existing public sector accounting practices in EEs as deficient, impairing the capacity of public sector entities to function efficiently and effectively (Galera and Bolivar, 2011). This perception has made the domain of public sector accounting in EEs one of the most vulnerable disciplines for international intervention, allowing international organisations and donors to disseminate reform ideas such as accrual accounting and IPSASs (Adhikari et al., 2013). However, studies have demonstrated a number of cases in which the adoption of internationally prescribed accounting reforms have served more as a symbolic means for EEs to seek external legitimacy (Van Helden and Uddin, 2016). While some EEs have abandoned reforms as they have turned out to be difficult to implement, others have adopted them but not put them into practice (Galera and Bolivar, 2011).

For instance, in their comparative studies of IPSASs in Latin America, Brusca et al. (2016) state that the modernisation of public sector accounting in Peru has become more rhetorical than real. Abushamsieh et al. (2013) have identified limited disclosures of financial information in the Arab region, although some countries comply with certain requirements of IPSASs 1 and 2. Studies have also demonstrated that public sector accounting reforms have in some EEs engendered more harm in practice, rather than achieving any discernible benefits. For instance, Lassou and Hopper (2016) have demonstrated how a well-functioning indigenous government accounting system in a former French colony was replaced by a French model, which proved problematic in practice. Russia and Indonesia are other examples where the externally propagated accounting reforms, mainly accrual accounting, fitted very well into the top political contexts in terms of maintaining legitimacy, but contradicted the countrys' public sector accounting traditions at the organisational level, thereby keeping the existing system intact (Khodachek and Timoshenko, 2017; Harun et al., 2012).

In their study of public sector accounting in Tanzania, Goddard et al. (2016) have demonstrated that externally propagated reforms in EEs have not only led to dysfunctional practices, but have on occasions provided room for corruption to flourish. In a similar vein, Bakre et al. (2017) have illustrated how IPSASs are used in the Nigerian public sector to conceal corruption in economic policies. However, we have not noticed any studies discussing how public sector accounting reforms result in conflicts and tensions at the organisation and agency levels, as well as the actual level of implementation of these reforms in multiple EEs. Illustrating in their entirety the diffusion and implementation of accrual accounting and IPSASs in Egypt, Nepal and Sri Lanka, the present study attempts to address this gap in the existing public sector accounting literature.

Diffusion Theory

Diversity and complexity are perhaps the central features of NPM reforms in the public sector. Rogers' diffusion theory (2003) is envisaged as a lens enabling researchers to capture such distinctive situations and nurture their understanding of public sector innovations in general (De Vries et al., 2016; Bhatti et al., 2011), and accounting innovations in particular (Ezzamel et al., 2014). Rogers (2003) has presented a five-stage model to explore the diffusion of innovations, whilst underscoring the existence of an overlapping connection between different stages. Possessing gained knowledge of reforms triggers the process of innovation. In this stage, policy makers and other important stakeholders should know about the existence of innovations and their superiority over the existing practices (De Vries et al., 2016). Their awareness of existing practices' weaknesses and a comprehension of a need for innovative practice are key characteristics of this stage. 'Persuasion' represents the second stage of the diffusion trajectory in the Rogers' model. The persuasion to accept any innovation depends on its complexity, compatibility with organisational beliefs and values, and relative advantages compared with the alternatives available. This is the stage in which stakeholders tend to generate either positive or negative attitudes towards the innovation (Ezzamel et al., 2014). Besides consultants, administrative professionals can play a significant role at this stage, which, however, depends on their theoretical understanding of innovation and analytical skills to justify the importance of it (Bhatti et al., 2011; De Vries et al., 2016).

The next stage in the diffusion model concerns undertaking a 'decision', which may range from straightforward acceptance of innovations to immediate rejection and from later adoption to continued rejection (Rogers, 2003). This stage also includes a trail adoption of innovation that ensures its suitability and minimises unintended consequences. Following this, the next stage is then to implement the innovation. Implementation of innovations is not straightforward and can be a complex and problematic endeavour. While actors representing opposition groups tend to provide obstacles to the implementation process, pro-innovators are likely to alter, modify or reinvent the innovation to represent their interests. The last stage of the diffusion trajectory is 'confirmation', which may apparently have two opposing impacts on innovations (Rogers, 2003). Having realised the benefits of innovation, the adopters may praise it and make the new practice an institution. On the other hand, the failure to engender the intended benefits may result in the rejection and abandonment of innovations, and the search for alternatives.

Bjornenak (1997) has distinguished between demand-led accounting innovations, identified by the adopting organisation as per its requirements, and supplier-led accounting innovations, prescribed by institutional factors regardless of the needs of respective organisations. Most of the public sector accounting reforms implemented in EEs are supplier-led innovations in that these reforms are imposed on them in exchange for resources and technical expertise. Prior work demonstrates that the World Bank and the IMF have become the major suppliers of innovation to EEs, which they impose using coercive mechanisms (Adhikari et al., 2013). However, it is argued that induced innovations in poorly performing organisations would negate the effectiveness of such innovations, and these organisations continue to perform poorly despite the adoption of innovation (Jackson and Lapsley, 2003). By examining accounting innovations in three EEs, we contribute to the substance of this debate.

Method

This study has investigated public sector accounting reform trajectories in three EEs that have diverse sociopolitical and institutional contexts. Egypt and Sri Lanka are former British colonies, and their cash accounting can be traced back to the colonial era. Nepal, as an independent country, introduced cash accounting in the 1950s. A similarity among these three EEs is their attempts at implementing IPSASs and accrual since the 1980s, predicating improvements in transparency and accountability. Through document analysis and semi-structured interviews, we have in this paper striven to illustrate these accounting reforms taking place in these three EEs.

Documents we analysed to generate insights into Egyptian public sector accounting reforms include the World Bank's Country Financial Accountability Assessment and reports published by the IMF, the European Commission, the United States and the Netherlands. In the case of Nepal, we reviewed the World Bank's reports on public sector accounting and auditing standards, joint reports of the Ministry of Finance and development partners on the portfolio performance review, and the Financial Comptroller General Office's (FCGO) consolidated financial assessment reports. In Sri Lanka, we reviewed the World Bank's Country Financial Accountability Assessment and a Comparison of Public Sector Accounting and Auditing with International Standards, the reports issued by the country's two oversight committees, the Committee on Public Enterprise and the Public Accounts Committee (PAC), and newsletters published by the Institute of Public Finance and Development Accountancy (IPFDA).

Twenty semi-structured interviews were conducted in Egypt in 2016. The informants included a Vice Minister of Finance, four senior officers at the Ministry of Finance (MoF), seven administrators representing the Central Budgeting Sector and eight Senior Accountants at the Department of End-of-Year Accounts. In Nepal, we undertook twenty-two semi-structured interviews during 2015. Our key interviewees included ten senior and junior accountants at the Financial Comptroller General Office (FCGO), which is a key organ for government accounting in Nepal, six senior government officers at the Ministry of Finance (MoF), and six professional accountants at the Accounting Standards Board (ASB) and the Institute of Chartered Accountants of Nepal (ICAN). Similarly, twenty semi-structured interviews were conducted in Sri Lanka between 2013 and 2015. Our interviewees in Sri Lanka included four members of the Sri Lanka Public Sector Accounting Standards (SLPSASs) committee, four government accountants and twelve treasury administrators. The interviews in all three countries lasted between 45 and 90 minutes and were recorded and subsequently transcribed. During the interviews, we raised several concerns and questions with our interviewees. These included, amongst others, the problems with existing cash accounting and attempts made over time to rectify these problems, understanding of accrual accounting and IPSASs amongst government accountants and administrators, internal and external pressures or influences for instigating accounting reforms, the actors involved in promoting reforms and the challenges experienced in implementing reforms.

At the next stage, we analysed our data by identifying themes and organising them in accordance with the stages outlined in Rogers' diffusion trajectory. In particular, we developed four themes: knowledge of accounting reforms, factors persuading the adoption of reforms, the decision on and the implementation of reforms, and the confirmation of reforms. The data representing our four themes were then clustered and matched with evidence gathered through our literature review. In doing so, we were able to establish a link between these themes and developed narratives of our empirical findings.

Analysing Accounting Reforms in Egypt, Nepal and Sri Lanka

In this section, we analyse accrual accounting and the Cash Basis IPSAS have emerged in three EEs and have been passed through different stages following the Rogers (2003) diffusion model (see Table 1).

Knowledge of Accounting Reforms

Diffusion of reforms is triggered when key stakeholders become aware of the limitations of existing accounting practices (Rogers, 2003). In Egypt, by virtue of the Government Accounting Act No. 27 of 1981, a combination of cash and accrual has been in practice for the accounting of revenues, expenditures and investments. Both administrators and representatives of the World Bank and the IMF raised concerns about this practice in terms of ensuring the accuracy of final accounts (World Bank, 2010). This blending of cash and accrual accounting complicated the interpretations of government accounts. There were confusions among parliamentarians in tracking budget expenditures, the following statement of an account officer at the Department of End-of-Year serving as an example:

The second part of the budget, which is concerned with the current expenditures, includes equipment, furniture, etc., which can be used for more than one year. However, according to the Government Accounting Act No. 27, these assets should be considered as capital expenditure and charged on capital budget rather than recurrent budget.

Despite such concerns, the mixed accounting system continued as there was a lack of qualified accounting professionals who could drive changes. The Minister of Finance, being aware of this problem, brought a group of 'outsiders' from the private sector and PhD holders from abroad to articulate reforms in accounting. These qualified specialists were highly paid and were exempted from the 'normal' civil service. This group was involved in raising the awareness of accounting reforms amongst parliamentarians and government accountants.

In Nepal, a key issue in the 1980s concerned the failure of cash accounting to support the implementation of programme budgeting (PB). PB required the identification of full costs of programmes and performance measurement, both of which were not possible under cash accounting (Government of Nepal, 2015). This awareness of the limitations of cash accounting provided the stimulus for initial public sector accounting reforms, mainly the adoption of accrual accounting. However, the reform agenda altered at the beginning of the new century from accrual accounting to the Cash Basis IPSAS, as the former appeared to be far too complex in terms of convincing government accountants.

Government accountants, who had the opportunity to attend education and trainings on public sector accounting abroad, were initially involved in introducing IPSASs to Nepal. An officer at the Ministry of Finance commented: 'Once these officers return to Nepal, they start advocating the importance of the Cash Basis IPSAS'. Similarly, the establishment of the Accounting Standards Board – an independent government body authorised to pronounce accounting standards for private enterprises – contributed to promoting the awareness of the Cash Basis IPSAS. Since its establishment in 2003, many government accountants have had the opportunity to represent the FCGO in the boards and various committees of the ASB and attend regional seminars together with professional accountants. A senior accountant at the FCGO stated:

I did not know anything about standards prior to representing the FCGO at the ASB. If the investors in the private sector want financial statements based on international standards, what is wrong if we produce a similar high-quality statement for the government using accounting standards?

Contrary to Egypt and Nepal, Sri Lankan public administrators were apparently more aware of public sector accounting reforms. For instance, the Sri Lankan Auditor General (SLAG) argued in the 1980s that programme budgeting would not be able to render its expected benefits, as long as the government continued with cash accounting (Wijayasuriya, 1997a and 1997b). The Public Accounts Committee (PAC) (1981) also articulated a view emphasising the importance of accrual accounting in underpinning economic growth. An administrator at the Treasury commented:

Though a cash-based accounting system has been used for many years to report the government's financial performance, it does not generate information that would enable efficient economic decisions. It is incompatible with our economic system.

In 2001, the State Account Department (SAD) established an independent 'Management Training Unit (MTU)' to promote education and trainings of government accountants and administrators. Scholarships were offered to government accountants and administrators to pursue higher education in public sector accounting in universities in Sri Lanka and abroad. The MTU also organised several experience-sharing tours in which public administrators and accountants could observe accounting reforms in New Zealand and Australia. Negotiations and collaborations with international organisations such as the World Bank were mainly focused on securing funding to facilitate such educational and training programmes. Such a focus on education and trainings made the Sri Lanka government accountants and administrators well aware of reforms in public sector accounting taking place across countries.

Persuasion for Accounting Reforms

The acceptance of the need for the adopting of reforms is largely determined by the ability of promoters to convey the superiority of the new practices over existing ones (Adhikari et al., 2015). For instance, in the context of Egypt, the well-qualified group formed by the government, international financial institutions and development partners have appeared to be the main promoters of accounting reforms. For instance, the US provided resources and technical assistance to introduce the Treasury Single Account (TSA) system (World Bank, 2010b). The Netherlands had a particular focus on improving the overall PFM system, including tax reforms, medium-term financial planning and capacity development of government officials. The IMF recommended cash accounting based on the Cash Basis IPSAS to be considered as a medium-term transitional initiative towards accrual accounting. Following this recommendation, the Government Accounting Act No. 127 of 1981 was replaced by No. 139 of 2006, enabling the government to give continuity of cash accounting. The qualified group of administrators and accountants was mainly involved in formulating a new Chart of Accounts in compliance with international standards and simplifying accounting concepts, the following statement of a senior officer at the Ministry of Finance serving as an example:

The focus of the qualified group was on maintaining consistency between the new accounting and budgeting structures. The group organised a series of workshops/seminars in which government accountants were trained to apply a new budgeting structure following the Chart of Accounts.

In Nepal, the World Bank had played a central role in persuading government officers and accountants to accept the Cash Basis IPSAS. Failure to convince government accountants of the significance of accrual accounting in 2005 forced the Bank to reconsider its reform agenda. Within this context the Cash Basis IPSAS was presented to the country as an alternative reform highlighting its role in improving governance and accountability. Considering the dissension encountered in disseminating accrual accounting, the World Bank also persuaded the government to agree on a 'joint IPSAS project' by sponsoring 25% of the project's total costs (World Bank, 2011). Part of the funding was devoted to the ICAN and the ASB for articulating training, seminars and workshops to government accountants on different aspects of implementing IPSASs. Nevertheless, in the absence of trained professionals, the workshops turned out to be more a ceremony, the following statement of a senior government accountant serving as an example:

I expected that they [the professional accountants] would train us in developing financial statements using the Cash Basis IPSAS. However, in the seminars, all we were told was the importance of the Cash Basis IPSAS and its widespread adoption by EEs.

Contrary to Egypt and Nepal, both international and national actors were collectively involved in the persuasion of accounting reforms in Sri Lanka. For instance, the SLAG explained in the 1980s that a waste of resources and most of the malpractices could be made visible and avoided by adopting accrual accounting (Wijayasuriya, 1997a and 1997b). The IPFDA's secretary had emphasised the importance of accrual accounting predicating its superiority in generating information relating to assets and liabilities (Adhikari et al., 2013). An IMF advisor also advocated the superiority of accrual accounting in generating reliable and timely information (Thomas, 1998). Moreover, the IPFDA organised a series of conferences discussing the role of accrual accounting in effective resources management. A Treasury administrator who attended the conference remarked:

Accrual accounting was a main theme in all these events. Everyone was telling us how it would help generate reliable information relating to revenues, expenditures, assets and liabilities.

Decisions on and Implementation of Accounting Reforms

Decisions on reforms are undertaken by propagating their positive aspects, while the adverse consequences that the reforms may potentially create are often concealed (Rogers, 2003). Such was clearly evident in Egypt and Nepal. For instance, decisions to implement all major initiatives undertaken in Egypt, for instance, the new Chart of Accounts, the amendment of the Accounting Law No. 127 to No. 139 of 2006, and the launching of PFM including IPSASs, had been made, predicating their significance in improving transparency and accountability in the public sector. The Ministry of Finance was involved in elucidating the importance of accounting reforms to all government entities, the following statement of an administrator at the Central Budgeting Sector serving as an example:

The minister himself and his senior staff were considering the accounting and PFM reforms as their own initiatives and were encouraging all governmental entities to pursue them, and they provide all support required for implementing these reform initiatives.

However, the reforms encountered several practical and conceptual problems in the implementation phase mainly due to the involvement of a qualified group. Members representing the qualified groups were paid higher remunerations and offered additional perks, as compared with other staff members, for their role in stimulating reforms. This resulted in the demoralisation of government administrators to carry on the reforms. A senior accountant at the Department of End-of-Year Accounts revealed:

The discrimination between the donor-financed and government-financed staff has given us the impression that we are not important staff, and this made us work against the reform process. Obtaining and maintaining our commitment in reforms can be a challenge for the management.

In the case of Nepal, government accountants appeared to be the main obstacle undermining the decision of implementing accrual accounting and the Cash Basis IPSAS. Government accountants were in favour of an incremental change in cash accounting. This resulted in the World Bank and professional accountants agreeing on a phase-wise approach to accounting reforms commencing from the implementation of the Cash Basis IPSAS and embarking on a transition towards accrual accounting in the longer term. Nevertheless, controversies and conflicts between government and professional accountants continued as the FCGO was reluctant to implement the standard through professional bodies. Government accountants also questioned the significance of adopting a set of the Nepal Public Sector Accounting Standard (NPSAS), as developed by the ASB, the following statement of an accountant at the FCGO serving as an example:

Why do we not directly adopt the Cash Basis IPSAS? So much money has been spent claiming to undertake changes in the original version of the Cash Basis IPSAS so as to cater to our local requirements. But what we have got now is the NPSAS – a Nepali translation of the Cash Basis IPSAS.

This dissension of government accountants forced the Ministry of Finance and the World Bank to alter their strategies of implementing NPSAS. The new strategy then developed concerned the piloting of the NPSAS in two ministries prior to extending it to other central level agencies (FCGO, 2017; Ministry of Finance, 2015). Nevertheless, critics express the way in which the FCGO has attempted to undermine the dissemination of the NPSAS. A professional accountant at the Institute of Chartered Accountants of Nepal remarked:

A few certain level ministries have developed consolidated statements incorporating the statements of a few large departments. It is just for the purpose of legitimacy, and the World Bank claims that Nepal has now adopted the Cash Basis IPSAS.

Unlike the cases of Egypt and Nepal, the role of bureaucrats in implementing the Cash-Basis IPSAS was striking in Sri Lanka. For instance, in 2003, the Sri Lankan Treasury decided to develop the central government's financial statements for the year 2002, following the requirements as laid down in the Cash Basis IPSAS. A senior administrator at the Treasury elaborated:

It was a great decision taken by the Treasury to change the format of presenting our consolidated financial statements in accordance with the Cash Basis IPSAS. This has brought us to the attention of international institutions.

In 2006, the Treasury undertook a further step towards accrual accounting by agreeing to comply with Sri Lanka Accounting Standards (SLASs), as pronounced by the Institute of Chartered Accountants of Sri Lanka (ICASL) for private enterprises. Decisions were made to prepare four additional financial statements following the SLASs and IPSASs - a cash flow statement, a statement of financial position, an analysis of total expenses in the statement of financial performance and a statement of accounting policies. However, similar to Egypt and Nepal, decisions of implementing public sector accounting reforms, mainly accrual accounting, have not been without tensions and controversies in Sri Lanka. The ICASL has increased its activities in public sector accounting by pronouncing twenty Sri Lanka Public Sector Accounting Standards (SLPSASs) with reference to IPSASs. The institute has also founded its public sector wing so as to facilitate training on the technical aspect of implementing SLPSAS (ICASL, 2012). These initiatives have made the administrators sceptical about the ICASL. We were told that the Treasury has started exploring the possibility of establishing a separate institute responsible for government accountants, the following statement of a government accountant serving as an example:

The ICASL endeavours to strengthen its grip over the public sector while increasing its revenue. Therefore, we have proposed to establish a separate institute for government accountants under the MoF.

Confirming the Diffusion of Accounting Reforms

Prior work demonstrates that the fabrication of the success of public sector accounting reforms is quite common across countries (Adhikari et al., 2013; Ezzamel et al., 2014).While officials in Egypt claim that taxation reforms and efforts to introduce a new Chart of Accounts based on IPSASs have been successful, such statements are not without doubts. For instance, the existing accounting system still does not generate accrual information relating to fixed assets, liabilities, debtors, creditors, prepayments, and depreciation charges. Similarly, it is claimed that the officials have introduced the new taxation laws without establishing the needed information and IT systems. The taxpayers' charter is still being developed, which is referred to by the World Bank (2010) as 'a lost opportunity'. The success of reforms has therefore been questioned, which is evident in the following statement of an officer at the Ministry of Finance:

We have made several fragmented and partial reforms, whether related to accounting standards, budgeting or other parts of PFM, without recognising the fact that fragmented and partial reforms do not lead to real results as perceived by practitioners or users.

Similar to Egypt, the success of reforms claimed by the government and the World Bank has raised doubts in Nepal. The fact that professional accountants are excluded, and the way the FCGO has changed the implementation strategy, have apparently stifled the whole process of implementing NPSAS in central level agencies. The implementation of the NPSAS is confined to articulating some training programmes and extending its piloting to the other fourteen ministries. As such, concerns have been raised as to whether the adoption of the Cash Basis IPSAS (NPSAS) would be abandoned due to it being more difficult to introduce than expected. A professional accountant at the ICAN commented:

Now that the Cash Basis IPSAS is being revised by the IFAC, the FCGO may easily find an excuse. They can easily change the plan stating that the country would wait for the revised version of the Cash Basis IPSAS.

In contrast to Egypt and Nepal, there is evidence that Sri Lanka has been able to put into practice a number of public sector accounting reforms, the Cash Basis IPSAS being the most notable one. For instance, since 2003, Sri Lankan administrators have been striving to measure and report the government's moveable and non-moveable assets following accrual principles. In 2006, the Treasury circulated a provision requiring all the government institutions to provide information on their assets. There was also an attempt to streamline a software package to record information pertaining to fixed assets, information which was inaccessible previously. In addition, a project has been initiated to record all the government's assets on an accrual basis by 2015, which is however yet to be materialised. A Treasury administrator explained:

What we have done since 2003 was not initiated on the instructions of politicians. At present, we have drafted and handed over a policy paper on accrual accounting to the Minister of Finance. However, the minister has not submitted it to the Cabinet of Ministers for its approval.

Discussion and Conclusions

Debates on the significance of accrual accounting and IPSASs are ongoing in western countries (Manes-Rossi et al., 2016). These accounting reforms are widely disseminated in EEs by international organisations and development partners as part of improvements in governance and accountability. However, not a single case is available to demonstrate that these accounting reforms, in particular accrual accounting, have been implemented in EEs as intended and the expected benefits engendered (Adhikari et al., 2015). As such, a call has been made to extend studies on the diffusion and implementation of public sector accounting reforms in multiple EE countries and in their entirety. We have delineated that the campaign for accounting reforms in the government sector of EEs has often been advanced by pinpointing the positive aspects of such innovations, whilst criticising the existing practices. All three EEs we have investigated had focused their attention on the inability of cash accounting in either articulating effective public expenditure management or realising other budgetary reforms. Professional accountants and international organisations have rendered important roles in advocating the limitations of cash accounting. The use of diffusion theory has enabled us to illustrate the roles that these professionals and the World Bank have played in the diffusion and implementation of accrual accounting and the Cash Basis IPSAS in our three cases.

The engagement of international organisations in disseminating public sector accounting reforms is particularly striking in Egypt, Nepal and Sri Lanka. Despite being aware of the mixed results and dissension expressed in western countries against accrual accounting and the limitations of the Cash Basis IPSAS (Ezzamel et al., 2014; Adhikari et al., 2015), these institutions are continuously encouraging these three EEs to import such practices. However, attempts of these organisations to promote reforms have resulted in professional rifts and tensions rather than making any improvements in accounting practice. For instance, in Egypt, the reform process has resulted in the emergence of two professional groups who are paid differently. Accordingly, the poorly paid group has on many occasions attempted to impede the reform initiatives. Similarly, in Nepal and Sri Lanka, the international financial institutions have used chartered accountants as part of promoting awareness amongst government accountants of the importance of accrual accounting and the Cash Basis IPSAS. This has created tensions in both countries, as government accountants have envisaged this as an attempt by chartered accountants to tighten their grip over public sector accounting practices for more power and employment of their members. Such feelings have compelled them to weaken the reform process in a very possible manner and preserve their prerogatives in government accounting. For instance, the involvement of professional accounting bodies has ultimately delayed the diffusion of the Cash Basis IPSAS in Nepal. Indeed, the Sri Lankan case reflects a different situation as compared to Nepal and Egypt, in which the active involvement of bureaucrats has resulted in the adoption of some reform, mainly the Cash Basis IPSAS. The diffusion of accrual accounting has not yielded, however, due to perceived conflicts between professional accountants and administrators, as well as the absence of politicians' consent, a factor that is central to the diffusion of public sector innovations (De Vries et al., 2016).

As such, our study has raised concerns over the true intentions of international organisations and professional accountants for propagating public sector accounting reforms in EEs. The dissemination of reforms in the very context of EEs is mainly driven by the desire of these organisations to legitimise their neo-liberal measures and expertise in public finance. Professional accountants and their firms have taken this as an opportunity to exert their dominance in the public sector. We argue that the diffusion of the Cash Basis IPSAS and accrual accounting in EEs has become more a rhetoric than a reality. As stated by Rogers (2003) the diffusion trajectory of innovations is not necessarily automatic. Presenting the case of three EEs, we have clearly delineated the fact that the diffusion of reforms does not necessarily result in their use in practice. The success heralded by the EE governments, international organisations and professional accountants in implementing reforms such as the Cash Basis IPSAS and accrual accounting is therefore contentious. Public sector accounting in EEs is still considered a matter for government accountants. Our study shows that government accountants are often reluctant to hand over their prerogatives to professional accountants. Unless government accountants are allowed to steer public sector accounting reforms, the success of such reforms is largely uncertain. Given that each EE is socio-politically and culturally unique (Van Helden and Uddin, 2016), we, however, call for further research on other EEs so as to broaden our understanding of the dissemination and implementation of public sector accounting reforms.

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Indian Education System and Globalization: Need for a paradigm shift

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ABSTRACT :

The impact of globalization is observed in both social and economic field and it has a multi-dimensional effect on the system of education. Globalization is the phenomenon which leads to internationalization of education for economic benefits, increased social interaction and promotion of international understanding. Knowledge is universal and its creation and dissemination cannot be confined within national boundaries. Ideally, Globalization should lead to sharing of 'knowledge' and not in creating of divide between those who have 'knowledge' and those who do not have 'knowledge'. The educational institutions in India are undergoing constant changes under the effects of globalization. In current age of globalized competition, Indian institutions have to compete with the rest of the world. It means following the international standard as well as improving and sustaining the quality of education imparted.

The present study highlights the need for a paradigm shift in Indian education system. The paper also enumerates certain key challenges faced by Indian institution in the globalized world. The author emphasizes that it is not only the infrastructure of the educational institute but attracting the best talent, curriculum design, quality of education imparted, selection process of the teachers and students, design of orientation and refresher courses for faculty training and development, involvement of the stake holders for continual improvement in the educational institutions are some of the key challenges that must be benchmarked with the rest of the world, in order to face the changes in the era of globalization.

Keywords—Indian education system, Gobalization, paradigm shift

I. GLOBALIZATION OF EDUCATION

From the 1980, people all around the globe were clamoring for 21st century and now 21st century is not only at our doorstep, two full decade of it has already gone behind and still we are in the planning stage to face the challenges of globalization. C. Hines describes Globalization as, “Globalization is the ever-increasing integration of national economies into global economy through trade and investment rules and privatization, aided by technological activities.” Globalization is no more a recent phenomenon in any field in the world. The impact of globalization is observed in both social and economic arena. It also has a multi-dimensional effect on the system of education. The entry of the World Trade Organization (WTO) and the inclusion of educational services under the General Agreement on Trade in Services (GATS) have given a boost to the internationalization of education. It has underlined the need for reforms in the educational system with particular reference to wider utilization of information technology, distance education, distance learning which gives a different dimension to education. Globalization has changed the 'World education Scenario'. Continual improvement and benchmarking with the world institution is the key not only for growth of the Indian educational institutions but for their survival also. Globalization of education has heightened sustainable quality requirements through tough competition and mushrooming of educational institutes has led to the quality thrusts nationally and internationally.

To meet the challenges of globalization, the Indian educational institutions are inspired to go for quality management system in order to gain competitive advantage and to promote a strategic development of educational institutes. A variety of educational institutions in USA, Canada, Singapore, UK and Australia have started to implement international quality standards like ISO. These standards are helping the organization to know their strengths, weaknesses and opportunities through an informed review process, to identify internal areas of planning and resource allocation, giving institutions a new sense of direction and identity..

II. EDUCATIONAL INSTITUTES IN INDIA

Knowledge is universal and its creation and dissemination cannot be confined within national boundaries. In G8UNESCO world Forum on “Education, Research and Innovation: New partnership for sustainable development” (at ICTP, Trieste, 1012 May 2007), the main message was that the three critical factors: Education, Research and Innovation need to be operated as inter–dependent. In the context of the Education in the focus of globalization, it is stated that education is a prerequisite for the supply of highly qualified / trained manpower. Also education is seen not only as a key to social cohesion but also to mitigate the consequences of globalization. The fundamental requirement for global standards of education is the trained graduates by professionally competent teachers. As it looks today, in the Indian context, where there is an explosion of education enterprise, there is a great demand for good committed teachers. This situation is common to all the developing countries

Relative low cost of education in India compared to developed nations is a positive factor, but to attract international students, we shall have to understand education system abroad, their culture and their needs. The education system needs to provide necessary infrastructure of international quality and mechanism to produce high quality professionals needed to create, share, use and mange knowledge. Collective, rather than individual institutional efforts can prove to be more effective in bringing about nationwide changes and improvements vital for the purpose. For a nation like India it is very important that the educational institutions be alert and vigilant for providing competitive education and training to the future teachers. It is one of the biggest challenges of the twenty-first century.

The teaching profession has undergone a sea of change from the Gurukul system to the present McCauley system of education; the education in the global era needs strategic alliances with schools & colleges, research organizations and laboratories for the betterment in the training and curriculum. Collaborative programs of knowledge-generation for effective research should be pursued for better education. International collaboration and linking of universities across the globe can bring the needed stimulus to the education departments. Accreditations and certifications to maintain quality standards at par with the international counterpart is also one of the tools that Indian education institutes must seriously consider to sustain in the era of globalization.

NAAC (National Assessment and Accreditation Council) is a rating agency for academic excellence across India, and is the country's first such effort. NAAC has been set up to help all participating institutions assess their performance using a set criteria and parameters. NAAC is playing a key role in India in improving the quality standard and sustaining the quality of those institutions which are opting for certification. Still Indian institution has a long way to go to compete with the world.

I. EDUCATION INSTITUTIONS: THE PARADIGM SHIFT

There are several challenges for changing the education system in India. Some of them are discussed below, Development of Infrastructure: Educational system needs to provide necessary infrastructure of international quality and mechanism to provide single-window service for their admissions and offer solutions to their problems and difficulties. Collective, rather than individual institutional efforts can prove to be more effective in bringing about nationwide changes and improvements vital for the purpose.

Curriculum Design: The universities and the institutes play a vital role in designing, development and implementation of the curriculum. The authorities should not treat the curriculum in a rigid manner, instead ideas and suggestions for continual improvement in the curriculum should be welcomed form all the stake holders. Issues like varied cultures of the world, languages diversity, international issues and global connections should be taken care of while designing the curriculum.

Instructional Strategies: The techniques used for classroom instructions and training are outdated. Newer methods like flipped classroom approach should be designed which focuses on learning and promotes interactive discussion in the classroom. There should be provision for feedback sessions where the student and teachers can discuss innovative strategies to promote learning.

Use of Educational Technology: There should be emphasis for introduction of technology into the classroom to change the nature of delivering education to students and give way to a new form of electronic literacy. More programs and education materials should be made available in electronic form. Teachers should prepare materials in electronic form and encourage students to submit papers, assignments and projects in electronic form.

Role of Government: Educational institutions have to redefine their missions and establish priorities as per the needs of society. Government should liberalize its controls and regulations that prevent private entrepreneurs for investing in education, to help our institutions successfully compete with the best internationally.

II. CONCLUSION

In the current context of globalization, quality would act as a catalyst for the educational institution to compete with the world. Accreditations and sustaining the grades obtained will help the Indian institution to identify the key requirement and processes to meet the global challenges. The education institutions must make themselves efficient and competitive by setting the long term goal, designing flexible curriculum, infrastructural development, providing continuous training to their faculty, benchmarking the selection process of students and educators, innovative teaching techniques and managing cross-culture atmosphere in the campus. Great teachers and students alone make institutes. Indian institutions should develop a global “mindset”; go outside to benchmark themselves and “feel the heat” of competition.

The education institutes should function in tune with the following quote by Mahatma Gandhi given much before globalization was ever thought of; "I do not want my house to be walled on all sides and my windows to be stuffed. I want the culture of all the lands to be blown about my house as freely as possible. But I refuse to be blown off my feet by any".

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A Study of the Impact of Knowledge Management in Enhancing Creativity in Administrative Leadership

(An Empirical Study on the Public Health and Population Office, Hajjah Governorate, Republic of Yemen.)

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ABSTRACT

This research aims to study the impact of knowledge management in enhancing creativity in the administrative leadership at the Public Health and Population Office, Hajjah Governorate, Republic of Yemen. The descriptive analytical approach was used in this study. The questionnaire was used for data collection purpose. The population of this study includes all staff of the Public Health and Population Office in Hajjah Governorate. Administrative leadership was selected as the sample of study in the comprehensive survey method. SPSS software packet was used to assess hypotheses and analyze data. The results show that there is a statistically significant impact of knowledge management processes in enhancing creativity in administrative leadership at the Public Health and Population Office. In addition to, there is a medium level in the applying of the knowledge management processes (knowledge generation-Knowledge distribution - knowledge storage -knowledge application) in the Public Health and Population Office. The study recommended administrative leadership to work on the implement knowledge management fully and distribute the knowledge management culture among employees.

Keywords: Knowledge Management, Creativity, Administrative Leadership.

Introduction

In recent decades, the world has witnessed dramatic developments and changes in various fields. The most important of these changes is the shift towards a knowledge economy, where knowledge has become a major resource and a key factor in generating wealth and achieving prosperity at the global level.

These changes in the business environment and most sectors, including the health sector, require a new approach to address these challenges. Knowledge and its applications are among the most pressing challenges of the present century - the digital century - where businesses and government institutions seek to identify, collect and use valuable information in processes.

Based on this point of view, creative activity emerges as one of the most methods adopted by these institutions through the application of knowledge management as acatalyst for this activity. The value of modern institutions, as most researchers confirm, is in intangible assets (human resources), which requires attention to the management of knowledge in the minds of these resources to reach the creativity which distribute by knowledge institutions (Lotfi & Nisreen, 2016). The application of knowledge management helps organizations to generation; distribution and application of knowledge make rational management decisions, encourage creativity, increase competitiveness, achieve strategic objectives, increase their value and improve their performance. (Husseinia, 2015). The health sector in the world is one of the most sectors that must be a pioneer in the application of advanced management programs because it is one of the vital sectors concerned with human health directly. The health sector in Yemen should be developed so it can provide health services to the population in high quality. This can be done only through emerging modern administrative systems that work to achieve the objectives of this important sector efficiently and effectively and enable it to be better and more creative in performance. One of these important administrative systems is knowledge management. So this study comes under the title "A Study of the Impact of Knowledge Management in Enhancing administrative creativity" (An Empirical Study on the Public Health and Population Office, Hajjah Governorate, Republic of Yemen.). This study seeks to identify the role of knowledge management in improving creativity of administrative leadership at the Public Health and Population Office, Hajjah Governorate.

Statement of the Problem

The statement of the problem is summarized in the following questions:

What is the level of the application of the knowledge management processes in the Public Health and Population Office, Hajjah Governorate, Republic of Yemen?

What is the impact of knowledge management in Enhancing creativity of Administrative Leadership at the Public Health and Population Office, Hajjah Governorate?

Significance of the Study

The significance of this study is to show two important variables, knowledge management, and administrative creativity. They are directly related to achieving the organizational objectives and obtaining a competitive advantage and providing quality health services. Study and exploration of the effect of knowledge management on administrative creativity especially in the health sector are very important and vital. However, the administrative leadership in the Public Health and Population Office, Hajjah will benefit from the results and suggestions of this study. Leading to enhance administrative creativity and improve overall performance at the Public Health and Population Office, Hajjah Governorate, Republic of Yemen.

Objectives of the Study

1. To identify the concepts of knowledge management and administrative creativity.
2. To identify the level of knowledge management application in the Public Health and Population Office, Hajjah Governorate, Republic of Yemen
3. To identify the impact of knowledge management in enhancing administrative creativity in the Public Health and Population Office, Hajjah Governorate, Republic of Yemen.
4. To identify the obstacles and difficulties faced by decision makers in applying knowledge management and provide solutions, suggestions and recommendations appropriate to overcome these difficulties.

Hypotheses of The Study First hypothesis:

There is no a statistically significance of the impact of knowledge management processes in enhancing the creativity of the administrative leadership at the Public Health and Population Office, Hajjah Governorate, Republic of Yemen

Second Hypothesis:

There is a low level in the application of the knowledge management processes (knowledge generation- Knowledge distribution - knowledge storge -knowledge application) in the Public Health and Population Office, Hajjah Governorate, Republic of Yemen.

Methodology of the Study :

The analytical descriptive approach was used in this study. Where this approach enables us to study reality or phenomenon as it exists and describe it accurately, which helps to understand the relationship between the phenomenon and can reach conclusions and generalizations that help to develop the studied reality.

Population and Sample of the Study

The study population consists of all the employees in the Public Health and Population Office, Hajjah Governorate, Republic of Yemen. The administrative leadership will be selected from the head of department and above as the sample of the study.

Data Collection Method

The questionnaire was used to collect the data from the study population in order to reveal the relationship between the variables contained therein. The questionnaire contained three parts

Part 1: Personal information
Part II: The dimensions of knowledge management processes
Part III: The dimensions of Creativity in Administrative Leadership

Theoretical background

Knowledge management:

Organizations have begun to focus on knowledge increasingly. Where it is considered the main element that distinguishes the successful organizations from another a variety of organizations. This requires the need to adopt knowledge management.

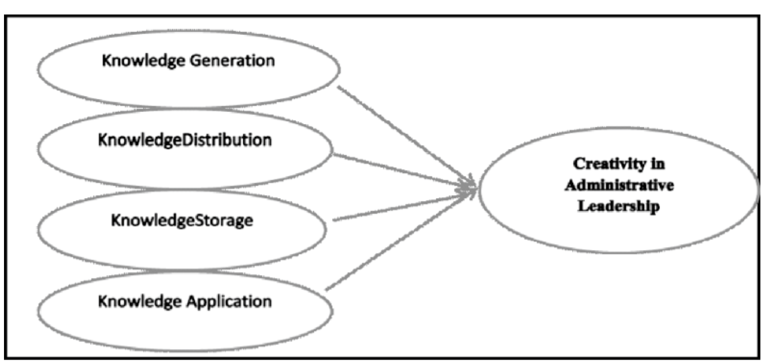
There are numbers of definitions of knowledge management, according to Macintosh (1997) knowledge management is the identification and analysis of available and required knowledge and planning and subsequent control of procedures to develop knowledge assets to achieve individual and / or organizational objectives. Karamlali (2005) defined it as creating an environment within the organization that facilitates, generates, transfers and shares knowledge, thus focusing on creating an appropriate organizational culture. While both Horde & Kearney defined knowledge management that as the use of knowledge and experience available internally and externally to the institution and when and whenever it is required (Alateebi, 2008).

Knowledge management processes:

There are a number of classifications of knowledge management processes, including (Wali, el at., 2014) that the process of knowledge management consists of knowledge generation, storage, distribution and implementation. The current study tends to the same classified because it is the most comprehensive.

Conceptual model of research:

Figure No.1 Conceptual model of research



Administrative Creativity

Creative thinking involves a skill that combines problem-solving skills with decision-making or interpersonal relationships and finds the power to discover and choose new solutions (Rezapasan, et al, 2011).

Creativity is defined as the ability to find non-conventional and high-quality solutions to solve problems. Some researchers believe that administrative innovation is the initiative shown by the employee or manager with his ability to get out of the ordinary or traditional sequence of thinking (Mari, 2014).

Administrative Leadership

Leadership is very important in any institution because it serves as a link between employees and the organization's plans and future visions. Leadership is a process characterized by continuous effectiveness that reflects the relationship of one person to another. It is the relationship between the presidents and subordinates that the president can influence directly on the behavior of the individuals who work with him. John Etzioni defines leadership as "a skill based on the personality traits of the leader to induce voluntary acceptance of subordinates in a wide range of subjects (Jailh, 2006). While Spectrum, defined it as the ability to influence others to achieve specific goals, which is the behavior that guides others and drives them in certain directions.

Brief of The Public Health and Population Office, Hajjah Governorate, Republic of Yemen

The province of Hajjah is located to the north-west of the capital Sana'a, and it is about 123 kilometers away. The population of the province is 7.5% of the total population of the Republic. It is ranked fifth among the governorates in terms of population, And the city of the argument of the center of the province, and the most important cities Haradh and Abas. Agriculture and grazing are the main activity of the population. The governorate produces 4.6% of the total agricultural production in the Republic.

The governorate suffers from a shortage of hospitals, where only one central government hospital is found.

The Public Health and Population Office supervises the health sector in the departments and provides it with the necessary medical needs.

Data normality test

Kolmogorov- Smirnova and Shapiro-Wilk test were used to know the variables distribution normality. If the value of Sig >5% data follows the normal distribution but if the value Sig less than 5% the data follows the non-normal distribution.

Table No. 1 Data normality

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
Knowledge Generation	.268	43	.000	.849	43	.000
Knowledge Distribution	.212	43	.000	.885	43	.000
Knowledge Storage	.206	43	.000	.902	43	.001
Knowledge Application	.299	43	.000	.830	43	.000
Administrative Creativity	.233	43	.000	.871	43	.000

Source: Field Survey

The result of tests of normality for both Kolmogorov-Smirnova and Shapiro-Wilk as shown in the table above is that the value Sig less than 5% so the data follows non-normality distribution. Therefore it will be using the nonparametric tests to test the hypotheses.

Data analysis and test hypothesis

SPSS program was used to analyze the data and the coding has done according to (Likert Scale) measuring as shows in the table below.

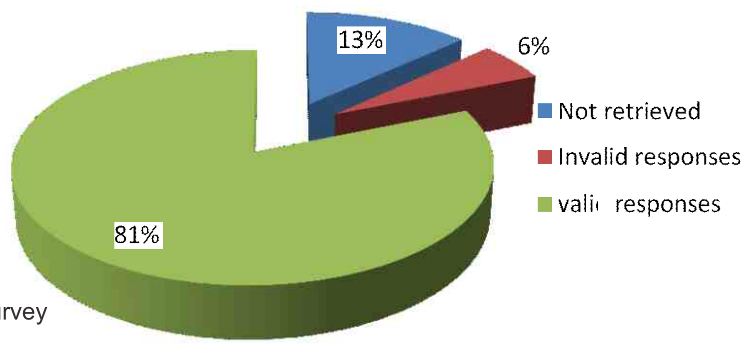
*Table No.*2 Distribution of Five Likert Scale Degree

Opinion	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
Degree	5	4	3	2	1

Source:
Field Survey

It distributed 53 questionnaires to the all staff from head of department and above in the general health office in hajjah and 46 were retrieved. 3 questionnaires were invalid and 43 questionnaires analyzed. The following figure No.2 illustrates that

*Figure No.*2 Distribution sample of survey

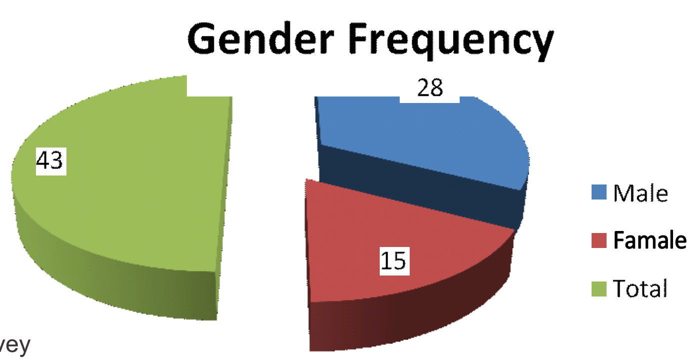


Source:
Field Survey

The figure above shows the 81%from the questionnaire was valid and analyzed; this percentage is high and acceptable in the scientific research.
Information of demographic characteristic

1- Gender

*Figure No.*3 Distribution of Study Sample According to Gender Variable

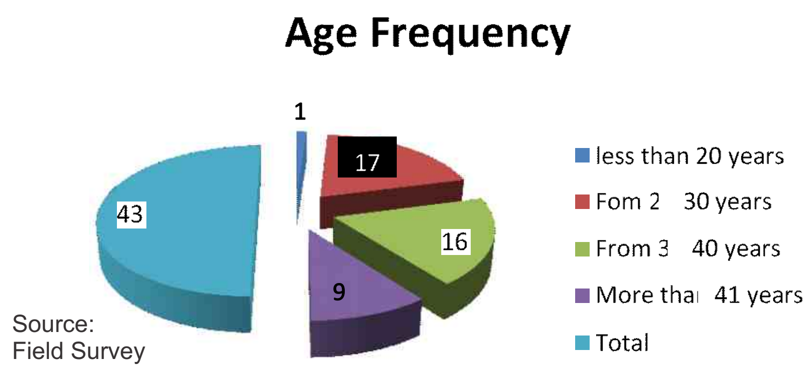


Source:
Field Survey

The figure above shows that the number of respondents was 28 male and the 15 female.

1- Age

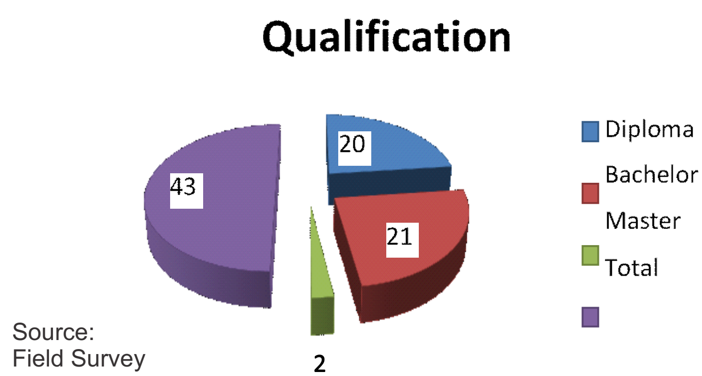
*Figure No.*4 Distribution of study sample according to age variable



The figure above shows that the age group from (20-30) was the most and (30-40) came in second rank and age group from (30-40) in the third rank and less than 20 years is the least.

1- Qualification

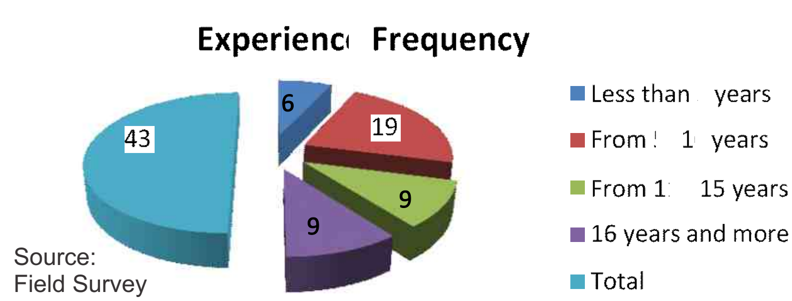
*Figure No.*5 Distribution of Study Sample According to Qualification Variable



The respondents that hold a bachelor are the most(21) and who have a diploma came in the second rank (20) while only (2) people that have a master.

1- Experience

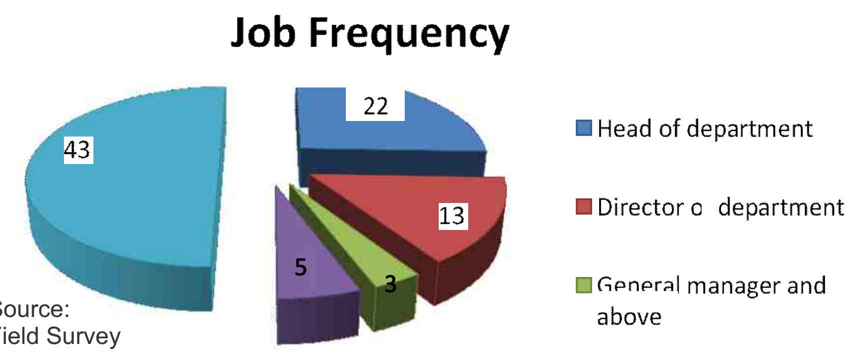
*Figure No.*6 Distribution of Study Sample According to Experience Variable



10The respondents who have experience from (5-10) years were the most in the sample and the groups from (11-15)and (16 years and more) in the second rank while the group less than 5 years is the least.

1- Job

Figure No.7 Distribution of Study Sample According to Job Variable



Source:
Field Survey

The figure above shows that the respondents who work as a head of the department were the most 22 and the director of the department in the second rank

13. General Managers were 3 and other jobs were 5 people.

Descriptive analysis of axes of the questionnaire

1- Knowledge Management Processes

*Table No.*3- The arithmetic mean, relative arithmetic mean and standard deviation for axes of knowledge management processes

Descriptive Statistics					
No	Axes	Mean	Percentage of mean	Std. deviation	Rank
1	Knowledge Generation	3.49	70%	1.05339	1
2	Knowledge Distribution	3.48	69.6%	1.33112	2
3	Knowledge Storage	3.40	68%	1.04495	3
4	Knowledge Application	3.27	65%	0.70984	4

Source:
Field Survey

The table shows the results of knowledge management processes axes .The axis knowledge generation came in the first rank where the arithmetic mean was 3.49 and relative arithmetic mean 70% and std. deviation 1.05339. So this refers that the practice of knowledge generation in the general health office in Hajjah is above medium. The knowledge distribution axis came in the second rank where the arithmetic mean 3.48, the relative arithmetic means %69.6 and the std.deviation is 1.33112. This indicates that knowledge distribution in general health office is practiced above the average. The knowledge storage axis came in the third rank, where the mean was 3.40 and the relative arithmetic mean 68% while the std.deviation is 1.04495. This shows that the knowledge storage in general health office also is practiced in the above average but less than the axes the knowledge generation and knowledge distribution. Knowledge application came in the fourth rank, and the lowest axis obtained the arithmetic mean, where the arithmetic mean was 3.27, the relative arithmetic mean 65% and std.deviation 0.70984. This Indicates that knowledge application in Public Health and Population Office at Hajjah is partially practiced. In general, knowledge management processes are implemented in the Public Health and Population Office at an above average rate and need to make more administrative leadership efforts to fully implement it.

1- Administrative creativity

*Table No.*4 The arithmetic mean, relative arithmetic mean and standard deviation for axes of knowledge management processes

Descriptive Statistics			
Axis	Mean	Percentage of mean	Std. deviation
Administrative Creativity	3.28	65%	0.86842

Source: Field Survey

The third axis from the questionnaire is the creativity in the administrative leadership in the the Public Health and Population Office at Hajjah where the results as follows:

The arithmetic mean 3.28, relative arithmetic mean 65% while the std, deviation is 0.86842. This refers that the creativity in the leadership in Public Health and Population Office came at the rate above average. But this result also suggests that the administrative leadership needs more training and implementation of knowledge management outputs to be able to perform creative processes successfully.

Hypothesis Testing First hypothesis

There is no statistically significant impact of knowledge management processes in enhancing the creativity of the administrative leadership the Public Health and Population Office at Hajjah- Yemen.

To test this hypothesis, Sign test was used for this purpose as shown in the following tables.

*Table No.*5 Sign Test to test first hypothesis

Sign Test -Frequencies		
		N
	Negative Differences[a]	6
	Positive Differences[b]	24
	Ties[c]	13
	Total	43
a. Knowledge Management < Administrative Creativity		
b. Knowledge Management > Administrative Creativity		
c. Knowledge Management = Administrative Creativity		

Source: Field Survey

Source: Field Survey

The above table shows that negative signs less than the positive signs, this indicates that there is statistical significance between the independent variable knowledge management and dependent variable creativity.

The following table explains more.

*Table No.*5 Sign Test to test first hypothesis

Sign test- Test Statistics[a]	
	Knowledge Management – Administrative Creativity
Z	-3.104
Asymp. Sig. (2-tailed)	.002
a. Sign Test	

Source: Field Survey

The table above shows that the value of Z equal (-3.104) and the Asymp.Sig. value equal (0.002) less than 0.05. So we reject the null hypothesis and accept the alternative hypothesis

Therefore, there is statistically significant impact of knowledge management processes in enhancing the creativity of the administrative leadership the the Public Health and Population Office at Hajjah- Yemen. To make sure of this result, table No.6 below confirms that.

Table No.6 below confirms that.

Hypothesis Test Summary

Null Hypothesis	Test	Sig.	Decision
The median of differences between Knowledge Management and Administration Creativity equals 0	Related-Samples Sign Test	.002	Reject the null hypothesis

Source: Field Survey

The table hypothesis above confirms reject the null hypothesis and accept the alternative hypothesis.
Second Hypothesis:

There is a low level in the application of the knowledge management processes (knowledge generation- Knowledge distribution - knowledge storage - knowledge application) in the Public Health and Population Office at Hajjah – Yemen.
To test the second hypothesis, Friedman test was used as shown in the following table:

*Table No.*7- Friedman test to test Second Hypothesis (descriptive statistics)

Descriptive Statistics					
	N	Mean	Std. Deviation	Minimum	Maximum
Knowledge Generation	43	.4419	1.05339	-3.00	3.00
Knowledge Distribution	43	1.1163	1.33112	-3.00	3.00
Knowledge Storage	43	1.1628	1.04495	-2.00	3.00
Knowledge Application	43	-.1395	.70984	-2.00	1.00

Source: Field Survey

T*able No*.6- The table above shows the mean and deviation and minimum and maximum degree for all the knowledge management processes (Knowledge Generation Knowledge Distribution, Knowledge Storage and Knowledge Application).Friedman test to test Second Hypothesis (Ranks)

Ranks	
	Mean Rank
Knowledge Generation	2.38
Knowledge Distribution	3.00
Knowledge Storage	3.02
Knowledge Application	1.59

Source: Field Survey

The table above refers that the largest mean rank is knowledge storage followed by knowledge storage and knowledge Generation came in third place and the knowledge application variable was the least mean rank.

Table No-9 Friedman test to test Second Hypothesis (Test Statistices)

Test Statistics[a]	
N	43
Chi-Square	44.243
Df	3
Asymp. Sig.	.000
a. Friedman Test	

Source: Field Survey

The above table shows that Chi-Square 44.243 and the Asymp.Sig equal.000 where it was less than 0.05.

So we reject the null hypothesis and accept the alternative. So there is a medium level in the application of the knowledge management processes (knowledge generation- Knowledge distribution - knowledge storage -knowledge application) in the Public Health and Population

Office at Hajjah –Yemen.

To make sure from this result, the table hypothesis test summary below confirms that. than 0.05. So we reject the null hypothesis and accept the alternative. So there is a medium level in the application of the knowledge management processes (knowledge generation- Knowledge distribution - knowledge storage - knowledge application) in the Public Health and Population

Office at Hajjah –Yemen.

To make sure from this result, the table hypothesis test summary below confirms that. Hypothesis Test Summar below conforms that

Table No. - 10

Hypothesis Test Summary

Null Hypothesis	Test	Sig.	Decision
The distribution of knowledge generation. Knowledge Distribution. Knowledge Storage. Knowledge application are the same	Related-Samples Friedman's Tow - Way Analysisof Variance by Ranks	.000	Reject the null hypothesis

Source: Field Survey

Asymptotic significance are displayed. The significance level is .05.

Conclusion

The aim of the present research is to study the impact of knowledge management in enhancing creativity in administrative leadership. The results showed that there is statistically significant impact of knowledge management processes in enhancing the creativity of the administrative leadership in the Public Health and Population Office at Hajjah. In addition to, there is a medium level in the application of the knowledge management processes (knowledge generation- Knowledge distribution - knowledge storage -knowledge application) in the Public Health and Population Office.

Suggestions

The study suggests that the administrative leadership needs more training courses about knowledge management

The study recommends disseminate a culture of knowledge management among employees in the Public Health and Population Office, Hajjah Governorate.

Encourage employees to exchange knowledge and distribution

The study suggests providing appropriate infrastructure for knowledge management application

The study suggested that the administrative decisions should be based on knowledge management outputs.

The study suggests encouraging creators by supporting, motivating them and adopting their point of view.

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A Comprehensive Review and prospects of Employee Engagement

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INTRODUCTION

The idea of "employee engagement" is quickly picking up ubiquity and use in the working environment. It is a need of the association however it having some perplexity in the psyches of business people about its definition, how to execute and estimated. Worker commitment (EE) can be characterized as a representative advancing additional optional exertion, just as the probability of the worker being faithful and staying with the association over the extensive stretch. Research demonstrates that drew in representatives: perform better, put in additional endeavors to help take care of business, demonstrate a solid dimension of promise to the association, and are progressively persuaded and hopeful about their work objectives. A few associations look towards EE as upper hand. Corporate outcomes have demonstrated that there is a solid connection between conceptualization of EE, specialist execution and business results. This paper depends on applied research and surveys the flow writing of EE, definitions, significance of EE, Importance of EE, and Elements of EE, Impact of EE, and Gallup 12 question model of EE, EE in India.

Writing Review

Worker Engagement: Definitions

A standout amongst the most issues concerning the idea of representative commitment is that there is no reasonable definition. Specialists, enterprises, and scholarly scientist give different definitions. There is no consistency in definition, and commitment has been operationalized and estimated in numerous differing ways. In a distribution titled, "Worker Engagement and Commitment", the Society for Human Resource Management (SHRM) gives a whole page of definitions in spite of the fact that they don't dare to give their very own meaning (Vance, 2006).

William H. Kahn (1990) finished probably the most punctual work on commitment and characterized commitment as, "the tackling of association individuals' selves to their work jobs; in commitment, individuals utilize and convey what needs be physically, subjectively, and candidly amid job exhibitions."
The Gallup Organization, possibly the most generally perceived name related with worker commitment because of their top of the line book, "First, Break All the Rules," characterizes drew in representatives as the individuals who, "work with an energy and feel a significant association with their organization" and "drive advancement and push the association ahead" (GMJ, 2006).

Melcrum Publishing as of late created an examination report, "Representative Engagement: How to assemble an elite workforce" that gives an extremely exhaustive survey on the present condition of worker commitment (Shaw, 2005). The creator of Melcrum report, Kieron Shaw characterize Employee Engagement as "making an interpretation of representative potential into worker execution and business achievement" and subsequently "changing the manner in which representatives perform by using the devices in the ordnance of inward correspondence experts."

The International Survey Research (ISR) characterizes worker commitment as, "a procedure by which an association expands duty and continuation of its representatives to the accomplishment of predominant outcomes." The ISR isolates responsibility into three sections; subjective responsibility, full of feeling responsibility, and social duty or think, feel and act.

In 2001, N.P. Rothbars definition portrayed commitment as a mental nearness with two key instruments, consideration and ingestion. Consideration is "intellectual capacity and the measure of time one spends contemplating a job" and retention is "being engaged in a job and alludes to the power of one's attention on a job" (Saks, 2006).

By breaking down above definition, Employee commitment (EE) can be characterized as a worker advancing additional optional exertion, just as the probability of the representative being faithful and staying with the association over the extensive stretch. Research demonstrates that connected with representatives: perform better, put in additional endeavors to help take care of business, demonstrate a solid dimension of promise to the association, and are progressively inspired and idealistic about their work objectives. A few associations look towards EE as upper hand. Managers with connected workers will in general experience low representative turnover and progressively amazing business results.

Worker commitment is the along these lines the dimension of duty and inclusion a representative has towards their association and its qualities. A drew in worker knows about business setting, and works with associates to enhance execution inside the dandy to assist the association. The association must work to create and support commitment, which requires a two-path connection among boss and worker. Along these lines worker commitment is an indicator that decides the relationship of an individual with the association.

Concentrate on worker commitment:

Current investigations demonstrate that associations are concentrating on the significance of worker commitment and how to make representatives progressively locked in. Representatives feel drew in when they discover individual significance and inspiration in their work get constructive relational help, and work in a productive workplace. What conveyed commitment to the front line and for what reason is everybody inspired by it? No doubt, the tight economy has refocused consideration on boosting worker yield and benefitting as much as possible from authoritative assets. At the point when associations center consideration on their kin, they are making an interest in their most critical asset. You can cut every one of the costs you need, yet in the event that you disregard your kin, cutting expenses won't make a big deal about a distinction. Commitment is tied in with inspiring representatives to "give it their everything." The idea of commitment is a characteristic advancement of past research on high-inclusion, strengthening, work inspiration, hierarchical responsibility, and trust. These exploration streams center on the observations and mentalities of representatives about the workplace.

Parts of Employee Engagement:

- Three fundamental parts of representative commitment as indicated by the worldwide examinations are:-
- The workers and their own novel mental cosmetics and experience,
- The businesses and their capacity to make the conditions that advance worker commitment,

Communication between workers at all dimensions.

Components of Engagement:

A few analysts infer that individual effect, centered work, and relational congruity contain commitment. Every one of these three segments has sub-parts that further characterize the significance of commitment.

Individual Impact - Employees feel progressively connected with when they can make a one of a kind commitment, encounter strengthening, and have open doors for self-improvement. Past research (e.g., Conger and Kanugo, 1988; Thomas and Velthouse, 1990) agrees that issues, for example, the capacity to affect the workplace and settling on important decisions in the work environment are basic segments of worker strengthening. Improvement Dimensions International's (DDI) explore on holding ability (Bernthal and Wellins, 2000) found that the view of significant work is a standout amongst the most powerful factors deciding employees" readiness to remain with the association.

Centered Work - Employees feel progressively connected with when they have clear bearing, execution responsibility, and an effective workplace. Beside the individual drive and inspiration to make a commitment, workers need to comprehend where to center their endeavors. Without a reasonable methodology and bearing from senior initiative, representatives will squander their time on the exercises that don't have any kind of effect for the association achievement.

Also, notwithstanding when course is set up, workers must get criticism to guarantee that they are on track and being considered responsible for their advancement. Specifically, workers need to feel that low execution isn't worthy and that there are ramifications for poor execution.

Relational Harmony - Employees feel increasingly connected with when they work in a sheltered and agreeable condition. By security, we imply that worker trust each other and rapidly resolve clashes when they emerge. Representatives need to have the capacity to depend on one another and concentrate on the undertakings that extremely matter. Strife sits idle and vitality and should be managed rapidly. A few specialists likewise find that trust and relational concordance is a basic fundamental standard in the best associations.

Significance of worker commitment:

An association ability to oversee worker commitment is firmly identified with its capacity to accomplish elite dimensions and predominant business results. A portion of the upsides of Engaged workers are

1. Engaged workers will remain with the organization, be a supporter of the organization and its items and administrations, and add to primary concern business achievement.
2. They will typically perform better and are increasingly spurred.
3. There is a noteworthy connection between representative commitment and productivity.
4. They frame a passionate association with the organization. This effects their frame of mind towards the organization's customers, and consequently enhances consumer loyalty and administration levels
5. It forms enthusiasm, responsibility and arrangement with the associations systems and objectives
6. Increases representatives trust in the association
7. Creates a feeling of reliability in a focused domain
8. Provides a high-vitality working condition
9. Boosts business development
10. Makes the representatives compelling brand ministers for the organization

An exceptionally drawn in representative will reliably convey past desires. In the working environment inquire about on representative commitment (Harter, Schmidt and Hayes, 2002) have over and over asked representatives, whether they have the chance to do what they excel at consistently. While one of every five workers unequivocally concur with this announcement. Those work units scoring higher on this observation have considerably higher execution.

Development – two inquiries

The evaluations from every one of the twelve of these inquiries are then joined into a file, which can be utilized to fragment workers into three classifications:

Connected with representative's work with enthusiasm. Since they feel a solid association with the association, they endeavor to enhance and make strides.

Not-Engaged representatives take the necessary steps expected of them, however don't put in additional

Effectively Disengaged workers aren't simply miserable, however are spreading their misery to other staff.

Broadly, in 2005, connected with representatives made up 28% of the work drive all inclusive, not-locked in representatives made up 54%, and effectively withdrawn made up 17%. Balance this with the Walker worker devotion demonstrates.

The Q12 database, with 5.4 million reactions, is by a long shot the biggest representative benchmark accessible. Gallup customers can benchmark their association representative commitment levels against research crosswise over 620,000 workgroups, 504 associations, 16 noteworthy ventures and 137 nations. Gallup is generally a very much acknowledged benchmark. Some helpful reactions:

1. It is far-fetched that these twelve inquiries have rise to an incentive to each association. For example, one vast government association found that just five of the 12 addresses separated the best workgroups (the best 10%) from the base 90%; different inquiries may have been increasingly fitting for them to look at.
2. Not all measures are noteworthy: for example, the measure identifying with having a closest companion at work isn't significant, as there is little an association can do to give a closest companion (purchase each representative an organization claimed dog?!).
3. Little research has been done outside Gallup to freely bear witness to the prescient legitimacy of the measures utilized.

An ordinary representative heartbeat overview, for example, the Q12 is a critical piece of a general worker fulfillment program and, for huge associations, ought to be handled to an arbitrary example of representatives on a month to month or quarterly premise. Such reviews ought to be supplemented with top to bottom representative fulfillment examine, offering each worker the opportunity to react on a turning premise in any event once amid the year.

Classes of Employee Engagement:

Gallup the counseling association portrays the three kinds of representatives:Connected with - "Drew in" representatives are manufacturers. They need to know the ideal desires for their job so they can meet and surpass them. They're normally inquisitive about their organization and their place in it. They need to utilize their abilities and qualities at work each day. They work with enthusiasm and they drive development and push their association ahead. Not Engaged - Not-locked in representatives will in general focus on errands as opposed to the objectives and results they are relied upon to achieve. They need to be guided to make sure they can do it and state they have wrapped up. They center on achieving assignments versus accomplishing a result. Workers who are not-locked in will in general feel their commitments are being disregarded, and their potential isn't being tapped. They frequently feel along these lines since they don't have beneficial associations with their supervisors or with their collaborators.

Effectively Disengaged- - The "effectively withdrew" representatives are the "surrender occupants." They're "Reliably against Virtually Everything." They're not only miserable at work; they're occupied with showcasing their misery .They sow seeds of antagonism at each chance. Consistently, effectively withdrawn specialists undermine what their drew in associates achieve. As specialists progressively depend on one another to create items and administrations, the issues and strains that are cultivated by effectively separated laborers can make incredible harm an association's working.

Procedure of estimation of Employee Engagement:

Gallup research and consultancy association makes overall reviews of worker commitment with their Question 12 show. Gallup affirms this is a standout amongst the best device to gauge the worker commitment.

Step I: Listen

The business must tune in to his representatives and recollect this is a ceaseless procedure. The data given by the representatives will give the bearing at work environment. Tuning in and reacting the workers builds commitment. Connected with workers are considerably more liable to be fulfilled in their positions, stay with the organization, be advanced, and take a stab at more elevated amounts of execution.

Step II: Measure current dimension of representative commitment

Representative commitment should be estimated at customary interims so as to follow its commitment to the achievement of the association. The way to effective worker fulfillment overviews is to give careful consideration to the criticism from the staff. It is essential that representative commitment isn't seen as a onetime activity. Representative commitment ought to be a consistent procedure of estimating, dissecting, characterizing and executing.

India vs. the Rest of the world

Region	Disengaged	Honeymooners & Hamsters	Crash & Burn	Almost Engaged	Fully Engaged
India	**13%**	**13%**	**11%**	**29%**	**34%**
South AF.	11%	14%	18%	26%	31%
NA	19%	12%	13%	27%	29%
AU NZ	20%	18%	12%	24%	26%
Europe	21%	15%	13%	28%	23%
SEA	21%	9%	18%	31%	22%
China	33%	9%	16%	32%	10%
Other	36%	7%	7%	27%	24%
Grand Total	**18%**	**12%**	**13%**	**28%**	**29%**

Factors influencing satisfaction

In the survey, respondents were asked to pick the single top item that they believe would most influence their satisfaction at work.

	Career development opportunities and training	More challenging work	More opportunit-ies to do what I do best	Greater clarity about my own work preferences and career goals	Greater clarity about what the organization needs me to do – and why	Improved cooperation among my co-workers	More say in how my work gets done	A better relationship with my manager
India	30.03%	20.09%	19.33%	10.74%	7.71%	4.47%	4.04%	3.58%
Global	28.22%	12.24%	23.80%	9.80%	8.28%	7.39%	5.43%	4.82%

Factors influencing contribution

	Development opportunities and training	Regular, specific feedback about how I" m doing	Greater clarity about what the organization needs me to do – and why	Better communication with my manager	More resources	A better relationship with my co-workers	A coach or a mentor other than my manager
India	26.28%	25.32%	21.74%	7.41%	7.25%	7.25%	4.76%
Global	20.35%	20.34%	18.54%	6.77%	17.78%	4.81%	11.41%

Concluding remark

As worker commitment is the popular expression in corporate world, it is having parcel of advantages to the association, in the event that it executed effectively. To actualize the EE in the association is the troublesome assignment on the grounds that the idea of EE having part of disarrays. One of the strategies proposed by the Gallup the worldwide consultancy and research firm of Question12 demonstrate is straightforward and execute. Representative Engagement isn't the one time process, it's a consistent procedure and oftentimes input is required. When contrasted with the Globally Indian Businesses having great consequence of representative commitment.

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A Study of Production and Marketing of Cotton Crops in Marathwada Region

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ABSTRACT

Cotton is one of the principal commercial crops in India influencing the economy of the country as it provides remunerative income and employment. Since independence, it has played an important role in strengthening the economy of the country. Cotton is one of the most important cash crops and accounts for around 25% of the total global fiber production. Cotton is also one of the most important commercial crops cultivated in India. In the raw material consumption basket of the Indian textile industry, the proportion of cotton is around 59%. It plays a major role in sustaining the livelihood of an estimated 5.8 million cotton farmers and 40 - 50 million people engaged in related activities such as cotton processing and trade and its processing. Cotton is an important commercial crop which can be grown in all parts of Maharashtra. It is mainly grown in Beed, Jalana, latur, Aurangabad, Ahmadnagar, Parbhani, Nanded, Osmanabad districts. This paper presents the study of Production and Marketing of Cotton Crop in Marathwada Region.

Keywords: Cotton Production, Marketing, commercial crops

Introduction:

Cotton is one of the principal commercial crops in India influencing the economy of the country as it provides remunerative income and employment. Since independence, it has played an important role in strengthening the economy of the country. Presently, as estimated, more than 60 million people depend for their livelihood on its cultivation, marketing, processing and export. The textile industries based on this raw material have a weight age average of almost 20% in the entire industrial output of the country. The steady growth of the organized cotton spinning industry paved the way for the phenomenal expansion of decentralized weaving sector consisting of handlooms and power looms especially in the rural and semi-urban areas. At present, there are about 3.6 million handlooms and 1.1 million power looms, which provide direct employment to about 14 million families. In the rural areas of several states, handloom sector comes next to cottage industries in providing employment. The organized textile industry in India is the second biggest in the world with a capacity of 26.7 million spindles, 70000 rotors and 0.178 million looms. It provides direct employment to about 1.2 million workers.

Statement Of Problem:

Cotton being a commercial crop requires a judicious decision in the investment due to capital intensive cultivation. Maximization of profit with changing improved technology and resources are the main aims of the farmers and to achieve the goals of maximum profit with different level of technology and resources requires, scientific and intelligent decision making concerning the status of technology. Therefore, farmers are generally confronted with the problems of determining the profitability in cultivation of cotton and productivity with marketing price level at the time of its disposable.

It can be said that production and productivity are not only the criteria for development of cotton. Farmer always desire to get better price from their produce, but due to lack of fair marketing functionaries, market efficiencies and marketing system they are unable to get remunerative price. Marketing system and its efficiency plays a crucial role in remunerative agricultural production. At present in the state, farmers are taking into consideration only production system and they hardly pay any attention to various components of marketing. They spend the whole year on production but the system does not involve much consideration towards marketing. As a matter of fact, marketing has often been kept outside the domain of farmer's production. This results in low producers share in consumer's price. Efficient marketing helps in efficient distribution of farm products and input at the minimum cost from producers to consumers. Such situation is beneficial to both the producers as well as consumers.

Need of the study:

Cotton being a commercial crop requires a judicious decision in the investment due to capital intensive cultivation. Maximization of profit with changing improved technology and resources are the main aims of the farmers and to achieve the goals of maximum profit with different level of technology and resources requires, scientific and intelligent decision making concerning the status of technology. Therefore, farmers are generally confronted with the problems of determining the profitability in cultivation of cotton and productivity with marketing price level at the time of its disposable.

Objectives:

1. To analyze the profitability of cotton cultivation.
2. To identify different marketing channels of cotton.
3. To study of farmers during production and marketing cotton crop.

Research Methodology:

In order to complete the research study data has been collected that, for the collection of the primary data, Primary data has been collected from the sample cotton growers, village merchants, wholesalers, co-operative society and retailers of the study area. The data were related as following items. For the purpose of secondary data has been collected by the sources. Such as; books, generals, reports, newspaper, thesis and dissertation. In relation to secondary data collection the e-media will also help. Like; internet websites etc. are facilitated to finding the secondary data. For the selection of sample respondents a list of cotton cultivators was prepared in ascending order of size of holding and grouped them into small (upto 2 ha.), medium (2.1-4 ha), and large (above 4 ha) categories. Among these groups 290 farmers were selected randomly using proportionate sampling method.

Area, Production and Productivity of cotton crop:

Productivity trends of the crop show large variability there has been a constant increase in its area and production chiefly due to the introduction of BT cotton, market forces and partly due to vagaries in the temporal distribution of monsoon rains. In early dry spells of the rainy season, more area sown for cotton showed relative drought tolerance. The area earmarked to other crops, which are moisture sensitive, are brought under cotton. Apart from the spatial and temporal distribution of rainfall, insect pest damage is another important parameter that affects cotton productivity in Marathwada region.

Abundance of resource poor farmers whose cotton cultivation is dependent on the vagaries of monsoon. The unpredictability of rainfall and high element of risk leads to low input usage. Cotton is mainly grown on shallow and medium deep soils, which have low available water holding capacity and are highly erosion prone. Most of the rainfall is received during July and August in short and heavy spells resulting in high runoff and soil loss, 40-80% of the rain water goes unutilized in the absence of proper soil and water conservation measures. A biotic adversity like cloudy weather, water logging during initial stages and moisture stress at later stages aggravate physiological shedding of buds and bolls. Jassids and bollworms are the major pests of cotton. Unfavorable weather conditions affect the timely pest control in the early stages of the crop. Infection by powdery mildew and bacterial blight diseases cause premature crop cessation and reduction of yield.

Marketing of cotton:

The cotton market in Dewas as elsewhere in Madhya Pradesh is totally dominated by regulated market functionaries with various operational capacities. There are two types of cotton marketing found in the area viz. sale in the village and sale in the mandi. The village cotton traders and agent of mill owners collect cotton from growers' houses and they have the facility to store cotton temporarily in the village. Both the village traders and agent offer loan or advance to needy cotton growers and the loanee growers have to sell their cotton to those from whom they took advance. The village traders and agents of marketing play a significant role by assembling small supplies from the growers and thus, facilitates orderly feeding of markets.

Marketing channels of cotton: Four marketing channels were observed in the study area as following:

Channel I : Producers Village traders Retailer Consumer
Channel II : Producers Village traders Wholesalers in regulated market Mill owner
Channel III : Producers Wholesalers in regulated market Mill owner
Channel IV : Producers Agent of mill owner Mill owner

Data Collection and Analysis:

Table 1.1 Problems faced while marketing cotton production

Sr. No.	Problems	Respondents	%
1	Long distance	46	15.79
2	Offer less price	16	5.26
3	Cheating in handling	23	7.89
4	Cheque payment	67	23.69
5	Transportation problem	80	27.63
6	Improper Grading	31	10.53
7	Waiting due to shut down	27	9.21
	Total	**290**	**100**

The table discloses problem facing by farmers while marketing their production to ginning and pressing factories. In that 46 respondents have facing long distance problem. 80 farmers have facing transportation problem. 67 are facing cheque payment problem. And remaining 60 respondents facing price, improper grading and cheating in handling problems.

Table 1.2 Production cost of cotton per acre to the respondents

Sr. No.	Production cost	Respondents	%
1	Up to 2000	47	16.21
2	2000 to 4000	172	59.31
3	4000 to 6000	39	13.45
4	Above 6000	32	11.03
	Total	**290**	**100**

The table 1.2 shows production cost of the cotton crop. Production cost of 172 (59.31) respondent are Rs.2000 to 4000 which is (17.59) higher than other and production cost of 32 (17.59) respondents are above Rs.6000 and other respondents have average production cost.

Table No. 1.3 Income from cotton cultivation to the Farmers

Sr. No.	Income (Rs)	Respondents	%
1	Up to 50000	62	21.38
2	50000 to 1 lakh	66	22.76
3	1 lakh to 2 lakh	41	14.14
4	2 lakh to 3 lakh	51	17.59
5	3 lakh to 5 lakh	52	17.93
6	Above 5 lakh	16	5.52
	Total	**290**	**100**

The table discloses the income from cotton cultivation of farmers. 66 respondents getting income Rs.5000 to 1 lack. 62 respondents getting less than Rs.5000 income from cotton cultivation. 16 getting Rs. above 5 lack which is loss in all. And remaining respondents getting average income from cotton cultivation.

Conclusion:

Cotton is one of the principal commercial crops in India influencing the economy of the country as it provides remunerative income and employment. Since independence, it has played an important role in strengthening the economy of the country. It is concluded that the highest amount was received by producer through fair market dealing i.e. regulated market. In other word, third channel was found to be more remunerative in which the producers received Rs.3651 per quintal as net saving. Farmers who are interested to go for this enterprise should be well aware with different types of monetary information about this enterprise like total cost of cultivation of this crop, particularly about the operational cost, gross and net returns they will get from this enterprise and what will be the cost – benefit ratio in this enterprise.

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RFID assisted automatic mechanism for self service passbook printing for banks customers

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ABSTRACT

The use of RFID (Radio Frequency Identification) has increased in recent period in nearly every field. RFID is a technology which provides wireless identification with the help of RFID tag and reader. The use of Passive and active tags has increased in the past period. RFID tags can be a technology that can replace old identification barcode system. A system is suggested in this paper which considers RFID based passbook and automatic passbook printing system without interference of any bank officials and within no time.

Keywords: RFID, Passive tag, Reader, Passbook.

Introduction: Banks have started barcode based passbook printing kiosk for customers, where customers does not have to wait in long queue for printing of passbook to know their account details. This facility provided by banks is used by customers 24*7 and customers are happy that it gives them facility to print passbook whenever they want. The barcode is fixed on passbook which contains all the information of the customers and whenever the passbook is kept for printing in self service mode the kiosk reads all the information of customer accounts using barcode and enables the printing of passbook. The problem with the above system is that the barcode attached to passbook can get damaged due scratches or wear and tear of barcode stickers attached to passbook and customer may face problem related to passbook printing. So, the customer has to visit the bank and get the barcode changed. So, there is wastage of time of customer to visit the bank and also it might irritate customer, as there might be some crowd in bank and customer has to wait for longer duration in bank.

There is need of an effective system which can solve the problem of customer and bank. The RFID technology can solve the problem. Radio Frequency Identification (RFID) uses radio frequency identification technique which identifies the objects automatically with the help of radio waves. RFID system consists of tag and a reader. RFID uses electromagnetic fields to identify the objects with the help of tags that are attached to the objects. In Tag information of the objects is stored electronically. There are different types of tags available today. Passive and active tags are used more now a day. The active tags are the tags which consist of local power resources such as battery and can be read from hundreds of meters with the help of reader. Passive tags are the tags which collects the energy from the reader with help of radio signals. As barcode has to be within the line of sight of the reader, the RFID tags are not necessary that they have to be in line of sight of the reader. RFID tags are embedded in objects which can be tracked.

RFID tags: Tags come in different sizes it can be as small as a grain of wheat. Data in the tags are stored electronically in the integrated circuits and can be transmitted with the help of antenna to the reader. Tag has an alternate name called as “Transponder”. Two tags are commonly used frequently are Active tags and Passive tags. Active tags consist of internal battery which provides it the power. And the passive tag who gets the power from the reader with the help of radio waves.

RFID Reader: It consists of radio frequency and can work as transmitter and a receiver which are restricted by a microprocessor. The reader has an antenna which reads the signals from the tags and catches the data from it, which can be used for further processing by computer system. The decryption of data is done by the reader and the decrypted data is then passed on further for computer processing. Passbook holds the details of the customers like type name of customer, account number, address, photo, IFSC code, address of branch. In passbook there are details of transactions done by the customer, balance amount in the bank account of the customer. In the earlier days passbook entries were made manually by clerical staff and afterwards entries were cross checked by the officer. Later then came the computerized based system for passbook entries with the help of printers, the reports were generated easily and then details of account transactions were printed. Due to globalization there has been advancement in passbook printing mechanism with help of self passbook printing machine which uses barcode enabled passbook to print the transaction made by the customers. This advancement will help the customers to save time and transaction cost to banks. This facility helps the customer to take passbook entries by own. The customers can take the print till the passbook becomes full of entries.

The barcode attached to passbook can get damaged easily due various reasons. To avoid these, instead of using barcode we can use RFID. As it can't get damage easily and use of RFID is easy like the barcode. The advantage of RFID over barcode is the damage ratio is very less as compare to barcode. The information of customer can be stored in RFID electronically. The information is encrypted and sent to RFID reader which reads the data and decrypt the data for further processing.

Working of RFID based passbook printing

- Passbook printing machine is thoroughly automatic printing machine which will have the capacity to automatically flip and update the passbook without interference of any banking staff and the customer.
- It is useful for all types of customers as they have to insert passbook only with the cover page opened.
- As the customer insert the passbook in the machine the alignment of page and flipping will be done automatically and will print on the page.
- The passbook will consist of RFID tags in which customer details will be mapped.
- The Passbook printing machine will consist of RFID reader, which will read the RFID tag that is fixed to the passbook and mapped with the customer account. The RFID reader in machine will receive the RFID tag data and will process the data for further processing and lastly machine will perform the task of printing the passbook without any interference.

Benefits of using RFID enabled passbook

- Customer can use the service for 24*7.
- Time saving process.
- No damage of tags.
- Simple for all types of customers.
- Cost saving for banks.
- No time bound.
- Fast access for printing through
- No need to enter any details.

Future Scope: In the era of globalization RFID has vast scope. Due to globalization there has been increase in competition in business. To survive in the market, it is required to work in an efficient manner and reduce the cost. The use of available resources should be optimum. The use of RFID in bank and many sectors can make the optimum use of resources

Conclusion: Using of RFID in passbook printing will increase the efficiency and save time, the errors can be reduced will the help of RFID. Paper can also be saved, preservation of nature can be possible and money can saved due to automatic mechanism used for self service passbook printing. In present RFID can be used to replace or in future it can be an alternate over barcode that is used in many different sectors.

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Optimal Mutual Fund Scheme Selection: A Study on Indian Market's Retail Investors

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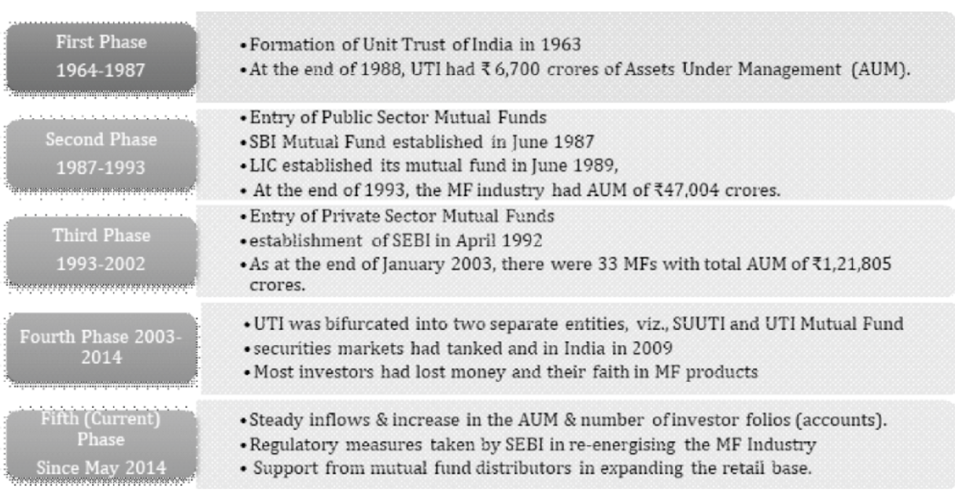
ABSTRACT

Mutual funds are one of the numerous investment avenues that are made available to retail investors in India. The most important challenge faced by retail investors is choosing the suitable mutual fund scheme among the multiple AMC offering variety of products and multiple options attached with each product. This study attempts to help the investor with the procedure to choose the most favourable mutual fund schemes for investment in equity, debt and hybrid category. The parameters used to eliminate unfavourable schemes and arrive upon most optimal scheme(s) to invest were; 10 year average return, risk grade, ranking, sharpe ratio, sortino ratio, expense ratio, exit load and investment amount.

Key words: mutual fund scheme, retail investor, performance, risk-return

Introduction:

In the last few years the MF Industry has grown significantly. The year 2018, is marked as consolidation year for mutual fund industry. As per the circular dated 10th July 2018, SEBI has instructed all mutual fund houses/ Asset Management Companies to re-categorise all ongoing, existing and upcoming mutual funds schemes into 5 groups only. Namely, Equity, Debt, Hybrid, Solution oriented and Others. Moreover permission is given to have only one scheme in each category, except for Index Funds/ Exchange Traded Funds (ETF), Sectoral/Thematic Funds and Funds of Funds. This has bought a massive revolution in mutual fund industry. The history of Mutual Funds in India can be broadly divided into five distinct phases as follows



Mutual Fund industry's growth in India is characterized by performance of the capital markets, increase investor base, rise in financial literacy and macro-economic drivers such as GDP growth, inflation and interest rates. Chart 1 indicates significant growth in resources mobilized by various Asset Under Management (AUM) over the years.

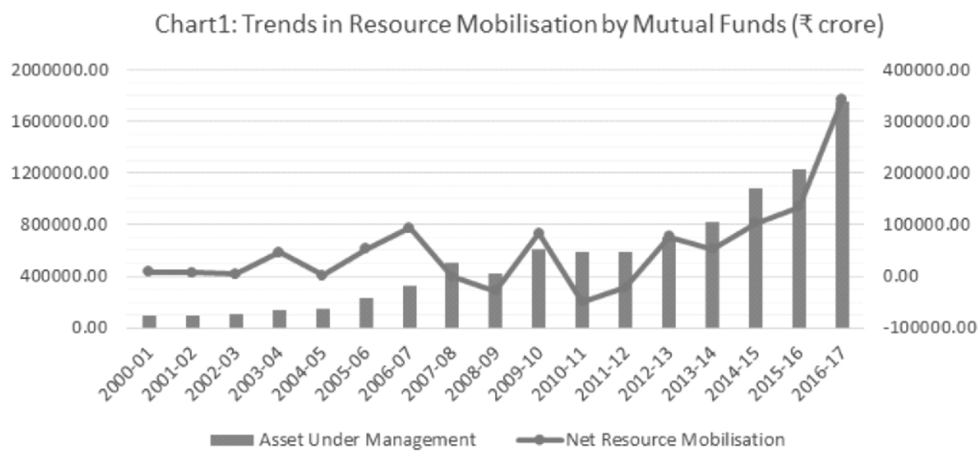


Table1: Scheme-wise Net Resource Mobilisation by Mutual Funds (₹ crore)						
Year	Income/Debt Oriented Schemes	Growth/Equity Oriented Schemes	Balanced Schemes	Exchange Traded Fund	Funds of Funds Investing Overseas	Total
2000-01	7091	-745	2782	0	0	9128
2001-02	13064	-535	-5354	0	0	7175
2002-03	5781	43	-1628	0	0	4196
2003-04	39603	7218	-13	0	0	46808
2004-05	-5244	7100	345	0	0	2201
2005-06	16621	35231	927	0	0	52779
2006-07	64068	28206	1711	0	0	93985
2007-08	103867	46933	5768	-2767	0	153801
2008-09	-32161	4024	61	-998	778	-28296
2009-10	81208	2149	-693	783	-367	83080
2010-11	-40343	-13138	1345	3637	-907	-49406
2011-12	-25653	121	382	3024	102	-22024
2012-13	90183	-14587	216	1202	-474	76539
2013-14	63340	-9269	-1986	596	1101	53783
2014-15	22556	71030	9826	776	-900	103288
2015-16	33008	74026	19742	7821	-418	134181
2016-17	213154	70367	36609	23278	-360	343049

Above table1, throws light that the net resource mobilization (sales minus purchase) is substantially increasing in India since 2014-15. ETFs were started in India in 2007-08 and Funds of Funds Investing Overseas in 2008-09. 2008-09 was a year for maximum redemption. Appendix 1, helps us conclude that ICICI Prudential Mutual Fund Net Resources Mobilized increased from -1153 cr in 2010-11 to 48064 cr in 2016-17. Kotak Mahindra Mutual Fund Net Resources Mobilized increased from -1216 cr in 2010-11 to 27413 cr in 2016-17; HDFC Mutual Fund -2970 cr in 2010-11 to 37112 cr in 2016-17 whereas for Goldman Sachs Mutual Fund Net Resources Mobilized decreased from 1703 cr in 2010-11 to 0 cr in 2016-17.

Need of the Study

Investments in mutual fund are quite popular avenue among the small retail and household investors. In India, majority of the peoples are expecting yield higher return on their investment by taking less risk. Banks and post offices are safe investment options but yield lower interest rates, whereas investment in mutual fund, can yield higher returns. Due to this reason, most of retail investors are trying their hands in mutual funds. The most important challenge in front of them is to select the most favourable scheme to invest in. The retail investor finds it highly confusing to eliminate and then select the optimal scheme for investment.

This study is an attempt to evaluate the performance of selected mutual fund schemes and help small retail investor in elimination, analyses and then selection criteria.

Review of Literature

Several studies have been conducted relating to the mutual fund houses, performance evaluation of mutual fund schemes etc. in the Indian context. Bogle (2004) defined mutual fund house as qualified professionals who manage funds of individuals along with complexes of the fund. Afza & Rauf, (2009) states that the main aim of establishing Asset Management Company is to assist small investors' with diversified portfolio, professional management, capital gains and income. Ramamurthy & Reddy (2005) concluded that professional management, diversification of investment; return potential, expedient administration, liquidity, transparency, affordability, flexibility, wide choice and appropriate regulation are the major benefits delivered to small investors by mutual funds. Agarwal (2011) analysed that increase in number of AMCs, provided ample of opportunities to the investors in the form of safety, hedging, arbitrage, and limited risk with better returns.

Deepa Venkataraghvan (2018), in her book teaches simple techniques and principles to apply in day to day life and achieve financial freedom; sit back, relax and make your money work for you. The book states all the Do's and Don'ts of personal finance. Syama Sunder (1998) found that the awareness about mutual fund as an investment option was poor in small cities. Investors preferred Open–ended schemes more over other schemes. Selection of the fund schemes was mainly done based on investors age and income and fund houses brand image and return. Desigan et al. (2006) found that women investor's generally hesitate to invest in mutual funds due to their lack of knowledge regarding investment protection, procedure of making investment, market fluctuations, risk associated with investment, valuation of investment and redressal of grievances regarding their investment related problems.

Viramgami (2009) in his study stated that most prominent players in the mutual funds industry are private sector. He also mentioned that liquid/money market, Growth, ELSS and Income funds emerged as the most popular schemes among investors and accounted for more than 70% of the resources mobilized. According to Singh & Chander (2000) performance of a scheme was independent of corpus size and fund house. Income/debt schemes outstripped the balanced & growth schemes, Open-ended schemes outnumbered close-ended schemes. Turan and Bodla (2001) study showed that majority of listed and open-ended schemes incurred losses due to the defensive investment strategies adopted by the fund managers. Jacob et al. (2013) states investor can invest in these two schemes SBI FMCG fund and UTI floating rate Pal et al. (2014) examined that, the HDFC Midcap opportunities and quantum long term equity outperformed among all other schemes. Bansal et al. (2012) came with the evidence that HDFC liquid fund, L&T liquid fund and Unit Trust of India bond fund outperformed the market From the review of relevant literature, and to the best of the researchers' knowledge, there is no study that has investigated the performance of all the open ended mutual fund schemes in the Indian market as on November 2018. Therefore, the present study attempts to evaluate and rank the long term performance of all the mutual fund schemes existing in Indian market. Study also helps in selection of optimal mutual fund scheme(s) as an investment option for retail investors.

Research Methodology

The present study conducted by the researcher is descriptive, analytical and secondary in nature. The study is based on secondary data which are collected from authentic website: SEBI, AMFI, BSE, Value research as on 22nd November 2018. The study is based on one important basic assumption, i.e the investor is sane, logical, financially illiterate, small, risk averse retail investor. Any retail investor would be willing to invest money in a well know and top fund house only and hence out of 33 mutual fund houses existing in India, a sample of top 15 mutual fund houses were selected for further study. Schemes of all categories & sub-categories were taken; direct and regular, open-ended, close-ended, equity/growth oriented, debt, hybrid, solution oriented, others, thematic, ETFs, funds of funds etc. The performance of all the schemes across all categories was analyzed for 10 year period 2008-2017. Out of 868 schemes, 306 schemes that were offered by the selected top 15 fund houses before 2007 and whose 10 year data was available were selected. Thus our sample size is 306 mutual fund schemes. It is important to note that year 2008 was the year for most negative returns due to global slow-down and sub-prime crisis. The performance evaluation of the selected mutual fund schemes was done based on various measures like 10 year average return, risk adjusted performance measures such as sharpe & sortino Ratio, expense ratio, rating & risk grade by value research website.

Of the selected 306 mutual fund schemes, it was observed that the top 50 Mutual Fund schemes that gave maximum returns in last 10 years were equity category mutual fund schemes. The top 50 mutual funds schemes of equity category gave 10 year average returns greater than 16%. The highest average return generated over a 10 year period was 29.108% and the lowest was 5.683%. Table 2 shows the top 10 and bottom 10 mutual funds schemes 10 year average returns. The period of 2008-2017 was a period where the financial markets have seen the highest high and lowest low. There has been a phase of constant up trend and also a constant down trend. In such a volatile 10 year phase, if the 10 year average return is positive, it reveals that investment in mutual funds are safe. However, it goes without saying that the investment needs to be long term in nature, to negate the effect of volatility. It is often said that time is the only factor that negates volatility and generates safe returns. This helps to safely conclude that, a long term retail investor in equity mutual funds, if invested wisely for 10 years, will generate an average return of 15%p.a. Hence the question arises, how to select a best investment mutual fund scheme(s)

Table 2: List of Mutual top and bottom 10 mutual fund schemes' 10 Year average return

Fund	Category	Average Return (%)	Top & Bottom 10 Ranks
DSP Small Cap Fund - Regular Plan	EQ-SC	29.108	1
Franklin India Smaller Companies Fund	EQ-SC	25.212	2
Sundaram Small Cap Fund - Regular Plan	EQ-SC	25.202	3
ICICI Prudential Value Discovery Fund	EQ-VAL	24.569	4
HDFC Mid-Cap Opportunities Fund	EQ-MC	24.142	5
L&T Midcap Fund	EQ-MC	24.078	6
UTI Mid Cap Fund - Regular Plan	EQ-MC	23.872	7
DSP Midcap Fund - Regular Plan	EQ-MC	23.87	8
Sundaram Mid Cap Fund - Regular Plan	EQ-MC	23.432	9
Franklin India Prima Fund	EQ-MC	22.697	10
SBI Dynamic Bond Fund	DT-DB	7.006	297
Tata Equity Savings Fund - Regular Plan	HY-EQ S	6.979	298
Reliance Ultra Short Duration Fund	DT-USD	6.925	299
ICICI Prudential Money Market Fund - Retail Plan	DT-MM	6.81	300
DSP Strategic Bond Fund - Regular Plan	DT-DB	6.714	301
Invesco India Corporate Bond Fund	DT-CB	6.658	302
Reliance ETF Liquid BeES	DT-LIQ	6.432	303
Franklin India Floating Rate Fund	DT-FL	6.051	304
L&T Triple Ace Bond Fund	DT-CB	5.737	305
IDFC Cash Fund - Regular Plan	DT-LIQ	5.638	306

Any conservative investor would want to invest in mutual fund schemes that have given positive returns in all the years. The study revealed that only 38.45% (118 out of 307) schemes gave consistently positive returns in all the 10 years (2008-2017). These 118 schemes were debt and hybrid mutual fund schemes. Of the 118 schemes the top 10 schemes that gave consistently positive returns are listed in table 3. We can safely conclude that, if an investor invests in debt mutual funds schemes, there is a high possibility of safe, secured and positive returns even in times of market downfall, like in 2008 and 2011.

Table 3: Top 10 schemes that gave positive retur ns during the period 2008-17

Fund	Category	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	Average
Franklin India Short Term Income Plan - Institutional Plan	DT-SD	9.37	12.07	5.8	9.23	10.29	9.32	12.05	9.46	8.75	9.04	9.538
ICICI Prudential All Seasons Bond Fund - Retail Plan	DT-DB	10	6.56	3.51	8.19	9.17	9.03	19.39	6.07	16.86	5.2	9.398
Aditya Birla Sun Life Dynamic Bond Fund - Retail Plan	DT-DB	14.96	7.45	5.55	9.24	10.53	6.79	14.85	7.44	14.04	2.16	9.301
Franklin India Short Term Income Plan - Retail Plan	DT-SD	9.26	11.95	5.58	9.02	10.04	8.96	11.65	9.06	8.34	8.62	9.248
ICICI Prudential Short Term Fund - Institutional Plan	DT-SD	16.73	5.82	4.66	9.05	10.12	7.62	11.9	8.05	11.14	5.91	9.1
Franklin India Ultra Short Bond Fund - Super Institutional Plan	DT-USD	10.07	6.09	5.89	9.35	10.26	10.04	10	9.74	9.68	8.21	8.933
ICICI Prudential Short Term Fund	DT-SD	16.42	5.82	4.35	8.71	9.54	7.24	11.55	7.99	11.13	5.9	8.865
HDFC Medium Term Debt Fund	DT-MD	12.54	9.35	4.99	8.43	9.84	7.04	11.18	7.41	11.53	5.52	8.783
Aditya Birla Sun Life Floating Rate Fund - Long Term Plan - Retail Plan	DT-FL	9.27	8.17	6.19	9.16	9.92	9.38	9.51	8.91	9.53	6.86	8.69
UTI Short Term Income Fund Discontinued - Regular Plan	DT-SD	8.46	9.51	5.32	9.89	10.42	8.79	10.9	8.07	9.71	5.66	8.673

It was observed that in the year 2008 and 2011 equity most of the fund houses gave negative returns. global slow down, sub-prime crisis etc. led to steep market crash. Hence ignoring returns in the year 2008 and 2011, all the schemes that gave consistently positive +5% returns for other 8 years were considered for investment. Out of 307, 72 schemes matched the criteria. Table 4 lists top and bottom 10 schemes that match the above said criteria.

Table 4: Top and bottom 10 schemes giving consistently positive returns

Fund	Category	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	Average	Top & Bottom 10 Rank
Franklin India Smaller Companies Fund	EQ-SC	-63.16	104.55	18.59	-25.91	51.7	13.22	89.92	9.56	10.19	43.46	25.212	1
HDFC Mid - Cap Opportunities Fund	EQ-MC	-51.51	94.4	32.13	-18.31	39.62	9.64	76.63	5.81	11.35	41.66	24.142	2
L&T Midcap Fund	EQ-MC	-61.42	111.28	22.06	-29.36	38.13	5.59	81.61	10.77	9.79	52.33	24.078	3
Franklin India Prima Fund	EQ-MC	-62.46	107.46	19.11	-22.06	44.42	7.4	78.14	6.81	8.45	39.7	22.697	4
Reliance ETF Junior BeES	EQ-LC	-63.26	126.55	17.83	-31.62	48.8	5.13	43.53	7.06	7.21	46.3	20.753	5

A conservative retail investor from 307 schemes can now safely narrow down to 30 mutual fund scheme

DSP Equity Opportunities Fund	EQ-L&MC	-55.1	86.44	24.2	-25.06	29.36	6.46	45.4	6.09	11.16	40.11	16.906	6
SBI Magnum Multicap Fund	EQ-MLC	-57.54	80.82	9.76	-30.69	38.35	5.2	55.98	9.81	5.82	36.98	15.449	7
ICICI Prudential Balanced Advantage Fund	HY-DAA	-37.12	49.63	15.24	-8.77	33.33	10.93	29.04	6.7	7.35	19.01	12.534	8
Kotak Asset Allocator Fund Regular Plan	HY-CH	-51.68	81.04	17	-25.57	29.58	6.13	40.38	5.38	8.83	13.67	12.476	9
Aditya Birla Sun Life Regular Savings Fund	HY-CH	-11.56	20.88	7.57	-0.64	16.75	6.65	27.7	5.4	13.12	15.52	10.139	10
L&T Ultra Short Term Fund - Regular Plan	DT-USD	8.77	5.47	5.13	9.07	9.21	8.6	8.75	8.47	8.47	6.7	7.864	63
HDFC Liquid Fund	DT-LIQ	8.9	5.29	5.15	8.8	9.56	9.28	9.1	8.35	7.59	6.53	7.855	64
Reliance Low Duration Fund - Retail Plan	DT-LD	9.09	5.8	5.27	8.84	9.27	9.02	8.71	8.07	8.05	6.16	7.828	65
Sundaram Low Duration Fund -	DT-LD	9.12	5.52	5.35	9.03	9.55	9.35	8.51	7.47	7.34	6.05	7.729	66

options for investment. To reiterate, the selection was based on: top 10 schemes that gave maximum average return in the last 10 years, top 10 schemes that gave consistently positive returns in the last 10 years, top 10 schemes that gave consistently positive 5% returns for 8 years out of 10 years, (ignoring year 2008 and 2011). These schemes are a mix of equity, debt and hybrid schemes.

Now, the toughest job, of a small and conservative retail investor, is to select one favourable scheme in each equity, debt and hybrid categories. It is observed that, there is no scheme that gives highest returns with lowest risk. An investor will have to do a trade-off. Elimination of schemes and selection of favourable one can be done based on factors like beta, sharpe ratio, sortino ratio, NAV, standard deviation, expense ratio, exit load, ratings, risk grade, R-square, minimum investment required etc. However, any sensible retail investor without finance background; would not be able to appreciate the importance of few factors. Hence, it is wise to do the selection based on factors which are commonly understood even by financially illiterate person. The factors used for elimination and selection of favourable mutual fund schemes are as follows;

1. Out of the 30 mutual fund scheme narrowed down for investment, remove the duplicate schemes, thus left with 24 schemes.
2. A small retail investor would be able to start an monthly SIP of Rs 100, Rs 500, Rs 1000, Rs 5000 but not more and hence, eliminating 3 schemes whose minimum investment requirement is Rs 10,000 and above.
3. Eliminated 5 schemes whose rating is less than 3 stars
4. Eliminated 1 scheme whose risk grade is high
5. Eliminated 2 schemes as sharpe and sortino ratio is negative
6. 13 schemes are left from which investors can choose in which scheme to invest.

Table 5 : Favourable 13 Mutual Fund schemes for investments as on 31st November 2018			
Fund	**Category**	**Average return**	**Rating**
ICICI Prudential All Seasons Bond Fund - Retail Plan	DT-DB	9.398	* * * * *
Aditya Birla Sun Life Floating Rate Fund - Long Term Plan - Retail Plan	DT-FL	8.69	* * * * *
Franklin India Short Term Income Plan - Retail Plan	DT-SD	9.248	* * * * *
ICICI Prudential Short Term Fund - Institutional Plan	DT-SD	9.1	* * * *
DSP Equity Opportunities Fund	EQ-L&MC	16.906	* * * *
HDFC Mid-Cap Opportunities Fund	EQ-MC	24.142	* * * * *
L&T Midcap Fund	EQ-MC	24.078	* * * * *
DSP Midcap Fund - Regular Plan	EQ-MC	23.87	* * * *
Franklin India Prima Fund	EQ-MC	22.697	* * * *
SBI Magnum Multicap Fund	EQ-MLC	15.449	* * * *
Franklin India Smaller Companies Fund	EQ-SC	25.212	* * * *
Kotak Asset Allocator Fund Regular Plan	HY-CH	12.476	* * * * *
ICICI Prudential Balanced Advantage Fund	HY-DAA	12.534	* * * *

Taking 10 year consistent returns, favorable expense ratio, minimum monthly investments, satisfactory exit load, risk grade, sharpe ratio and sortino ratio; we have shortlisted 4 debt mutual fund schemes, 7 equity mutual fund schemes and 2 hybrid mutual fund schemes for investments. Of the 4 debt schemes, "ICICI Prudential All Seasons Bond Fund - Retail Plan" gave the maximum 10 year average return of 9.398%. "Franklin India Smaller Companies Fund: gave the maximum 10 year average return of 25.212% out of 7 equity schemes. To conclude, a small retail investor should plan to invest in each of the schemes mentioned in table 6 for better returns.

Table 6: Mutual Fund Schemes selected for investment.	
Fund	**Category**
Franklin India Smaller Companies Fund	EQ-SC
ICICI Prudential All Seasons Bond Fund - Retail Plan	DT-DB
Kotak Asset Allocator Fund Regular Plan	HY-CH

Conclusion:

The road ahead for any retail investor is financial literacy. There are a plethora of mutual fund schemes available at the door step for retail investments. It's in the hands to retail investor to choose the best fit scheme, optimum returns at manageable risk. The selection/ elimination criteria may change from time to time, situation to situation, market to market and individual to individual. For "Franklin India Smaller

Companies Fund, ICICI Prudential All Seasons Bond Fund - Retail Plan and Kotak Asset Allocator Fund Regular Plan” are the optimal schemes for a sane, logical, financially illiterate, small & risk averse retail investor to invest.

Retail investor needs to enlighten themselves with the knowledge about mutual fund industry and its working model. Research can act as a key enabler and help the investors gain insights at a low cost and more efficient manner. The mutual fund industry will be paved by the performance of the capital markets. But, more importantly, it remains to be seen, how fund houses and retail investor adapt themselves to changes in regulations, thereby shaping growth for the future.

Limitations & Further scope of study.

The study is based on one important basic assumption, i.e the investor is sane, logical, financially illiterate, small, risk averse retail investor. The selection criteria for a financially literate, risk taker etc may be different. The performance of mutual fund houses and schemes are dynamic and hence the procedure for elimination may not be applicable always. The study can be widened by extending the investor base to financial literate retail investors, FII's, NRI's, QIB's etc. The time frame and measures can also be altered as per the need of the study.

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APPENDIX 1: Net Resources Mobilised By Mutual Funds (₹ crore)

S.No.	Mutual Funds	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
1	AIG Global Investment Group MF*	Na	Na	360	Na	Na	Na	Na
2	Axis Mutual Fund	1,902	1,328	2,104	4,231	7,257	8,319	16,140
3	Alliance Capital MF*	Na	Na	Na	Na	Na	Na	Na
4	Baroda Pioneer Mutual Fund	-520	331	1,377	301	-1,565	205	1,335
5	Birla Sunlife Mutual Fund	-4,737	-1,784	7,472	8,651	17,205	6,643	45,379
6	BNP Paribas Mutual Fund	-368	-1,704	Na	-312	-754	1,212	-42
7	DBS Chola MF*	Na	Na	606	Na	Na	Na	Na
8	BOI Axa Mutual Fund**	Na	Na	258	1,206	656	-161	1,628
9	Canara Robeco Mutual Fund**	Na	Na	-46	-2,013	570	1,267	1,162
10	Deutsche Mutual Fund*	-1,619	3,053	4,700	688	-1,129	Na	Na
11	DSP BlackRock Mutual Fund	7,404	-1,368	2,136	-3,724	-2,736	2,345	20,647
12	Edelweiss Mutual Fund	-10	165	-128	-44	654	780	-1,369
13	Escorts Mutual Fund	-8	-5	31	-43	-21	0	-105
14	Fidelity*	Na	Na	0	Na	Na	Na	Na
15	Fortis MF*	Na	Na	-187	Na	Na	Na	Na
16	Franklin Templeton Mutual Fund	-1,769	438	3,565	4,834	9,948	-2,631	9,428
17	Goldman Sachs Mutual Fund	1,703	19	105	2,001	824	-1,507	Na
18	HDFC Mutual Fund	-2,970	11,409	5,267	5,282	16,543	15,045	37,112
19	HSBC Mutual Fund	-1,474	-79	661	1,466	-337	-796	-121
20	ICICI Prudential Mutual Fund	-1,153	-2,855	9,756	13,359	24,184	22,672	48,064
21	IDBI Mutual Fund**	0	0	784	-1,201	51	379	-28
22	IDFC Mutual Fund	-418	1,253	6,418	3,410	3,995	-2,076	1,580
23	ING MF	-594	358	-158	Na	Na	Na	Na
24	IIFCL Mutual Fund (IDF)**$	Na	Na	0	0	0	0	0
25	IIFL Mutual Fund	0	168	139	-135	112	132	76
26	IL&FS Mutual Fund (IDF)	0	0	Na	563	188	403	0
27	Indiabulls Mutual Fund	0	699	125	428	324	1,813	2,288
28	JM Financial Mutual Fund	-3,590	-45	-276	-66	5,100	6,402	-639
29	JP Morgan Mutual Fund	-252	1,576	7,283	-2,554	-1,674	-5,804	Na
30	Kotak Mahindra Mutual Fund	-1,216	-4,548	4,826	-1,640	5,743	12,732	27,413
31	L&T Mutual Fund	1,759	-3,281	Na	5,554	-489	3,346	11,565
32	LIC Nomura Mutual Fund	Na	Na	1,312	2,272	-1,045	1,009	6,434
33	Mahindra Mutual Fund#	-16,423	-3,099	Na	Na	Na	Na	1,775
34	Mirae Asset Mutual Fund	-15,881	-10,928	38	145	635	1,682	3,382
35	Morgan Stanley MF	-289	67	241	Na	Na	Na	Na
36	Motilal Oswal Mutual Fund	358	85	-12	69	1,310	2,843	2,267
37	Essel Mutual Fund #	1,128	-523	932	-802	-1,458	15	-104
38	Pinebridge Mutual Fund	-379	-22	Na	-458	Na	Na	Na
39	PPFAS Mutual Fund	0	0	Na	299	70	56	-29
40	Pramerica Mutual Fund	878	518	-43	-191	40	-2,491	2,294
41	Principal Mutual Fund	-1,571	-886	-333	-407	463	-1,389	189
42	Quantum Mutual Fund	18	52	72	52	117	77	207
43	Reliance Mutual Fund	-7,630	-17,514	8,229	1,544	15,581	16,215	31,669
44	Invesco mutual Fund	-704	-1,823	1,812	-46	2,320	-2,295	5,244
45	Sahara Mutual Fund	-653	714	-718	-60	-84	-36	-48
46	Shinsei MF	Na	Na	-383	0	0	Na	Na
47	SBI Mutual Fund**	Na	Na	5,452	6,349	-153	25,949	40,080
48	Shriram Mutual Fund	0	0	Na	23	3	7	-3
49	SREI Mutual Fund (IDF)	0	0	0	0	0	Na	Na
50	Sundaram Mutual Fund	231	48	712	2,017	333	1,738	2,725
51	Tata Mutual Fund	-1,107	-1,065	-2,644	2,879	1,835	4,962	5,604
52	Taurus Mutual Fund	588	-521	-297	-744	212	-232	-969
53	Union Mutual Fund**	Na	Na	360	203	-259	-63	673
54	UTI Mutual Fund	Na	Na	4,629	401	-1,278	15,416	20,146
Total		-49,366	-29,769	76,179	53,783	103,288	134,180	343,049

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Impact of HR Practices on Employee Satisfaction and Performance

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ABSTRACT

The competitive business environment, directly or indirectly compels organization and its departments for their effective performance. Human Resource Department strategically plays a vital role in activating the employees to achieve the organizational objectives. The HR Department practices therefore addresses the needs and expectations of employees and fulfills the same by executing different HR Practices which motivates the employees. In this research paper, we the influence of HR practices on satisfaction and productivity of employees has been examined. Human resource department maintains excellent employees, so that companies can offer high quality products. And service. However, the contribution of human resources management to corporate performance is debated, and many scholars. The Paper is based on secondary data and attempts to comprehend concept of Human Resource practices and its impact on employees satisfaction & performance.

Keywords-HR Practices, Employee Performance, Trends in HR Practices
Impact of HR practices on employee satisfaction & performance

INTRODUCTION

HRM practice as a series of internally consistent policies and practices designed and implemented to ensure that the company's human capital contributes to achieving its business objectives. Healthy HR practices bring about changes in many ways, it increases the internal capacity of the organization to address current or future challenges the organization faces. The process of globalization is putting a lot of pressure on many organizations to sustain in a competitive environment. All of these pressure effects are prevalent and depend on the ability to continuously improve the long-term viability of the business. Therefore, organizations need to promote innovative HR, and employee need based practices to survive and prosper in such a complex and highly dynamic business environment. Excellent management practices are an important driving force that influences employee performance. There are four aspects of the HRM strategy that can promote innovation and creativity: human resources planning, performance evaluation, compensation system and motivation. The prime objective of any organization is to is to maximize employee over all productivity and achieve the long terms strategic goals..

II. OBJECTIVE OF THE STUDY:

1. To present the importance of HR practices and its role in organization effectiveness.
2. To understand how HR practices impacts employees satisfaction and performance.
3. To present contemporary trends in HR practices being implemented in the companies.

III. RESEARCH METHODOLOGY

The research is based completely upon the secondary sources of data, which is exploratory related to the subject of the research. Sources of this research include e-journals, web portals and text books.

IV. IV.REVIEW OF LITERATURE

Human resource management (HRM) refers to the policies and practices involved in carrying out the 'human resource(HR)' aspects of a management position including human resource planning, job analysis, recruitment, selection, orientation, compensation, performance appraisal, training and development, and labour relations . In order to keep the workforce motivated and get desired returns / expectations from them it is inevitable that the organization should have various HR practices. HR practices acts as a wheel which drives the organization to attain its objective and flourish in long run . [1]

Employee participation is an indispensable problem in the competitive world in recent years to survive in business , it should have active participation of employee and the management both. There is a saying to the management that the strength of "Esprite De Crops" is the strength. Management and Employees are both prominent stake holders in any organization and therefore both should mutually understand each other and fulfill each others expectations in amicable way. From the Management side it is the duty of the Management to design and execute best HR practices which fosters the performance of their employees. And from the employees side it is an obligation that the employees should respond with a great sense of commitment in their work and integrity towards the organization. [2]

Employee compensation is an essential aspect which drives employee towards their job satisfaction, similarly for developing loyalty, empowering employees is an important factor. However the compensation plans should be designed by taking into account what the competitors are paying to their employees of the similar grades. It may seem from the company's end that they are paying handsomely but it should be at par or high in comparison with what the competitors are paying. [3]

HR Activities are indispensable for job satisfaction of employee. Policy such as working environment, cooperation among employees Department, teamwork, member retention, promotion policy, complaint handling etc. If employees are satisfied, productivity will definitely increase. If there is no job satisfaction, the organization will definitely suffer losses in the long run as the productivity and efficiency of the employees may decrease in course of time[4]

HRM practice provides superiority to employee's commitment towards organizational goals in a global competitive market. In his survey, it was found that practices of human resource management such as training, development, compensation, welfare activities, etc. have a great influence on the organization's commitment and are related to the outstanding performance of employees and the organization at large. [5]

V. IMPACT OF HRM PRACTICES ON EMPLOYEE SATISFACTION &PRODUCTIVITY

Employees with high job satisfaction tend to pursue the interests of the organization by paying more effort on the assigned tasks. Employee satisfaction is one of the important concerns in both organizational behavior and human resources management practice.

HR practices are pivotal for the employee satisfaction . In addition, human resource planning (HRP), and training and development (T&D) were found to have positive impact on job satisfaction. [6] For creating the highly committed workforce within the organization HR practice should be comprised of intrinsic rewards. These rewards triggers sense of delivering best performance and efforts by the employees . [7]

Efficiency and effectiveness as the most important elements of performance; apart from competitiveness and productivity. In addition, the practices of Human Resource are supportive in developing the knowledge as well as skills as a method to increase employees" performance (efficiency as well as effectiveness). [8]

An organization can get high growth output with the use of the best Human Resource practices.[9] Recent works in management assume that only human resources can provide the desired competitive advantage.[10]

An empirical study identified four HRM practices namely;

- Employee staffing,
- Training and development,
- Performance Management,
- Compensation management were selected.

in this study it was found that HRM practices have straight relationship with HR deliverables and then these HR deliverables have relationship with employee productivity. And hence these four functions of

HR should execute best HR practices in its own capacities in order to generate greater amount of productivity from their employees.[11]

VI. IV. SOME INNOVATIVE HR PRACTICES AND ITS IMPACT AT A GLANCE

Motivating the employees by recognition at Kirloskar Pneumatic Company Limited The company already have many employee recognition HR practices which comprises of Star of the Month, Best Team, Kaizen Award etc. The company ensures that these rewards are designed by taking into consideration the feedback of their employees i.e. expectations of the employees are identified as to what they expect to be considered as recognition of their performance, and then these reward schemes are designed. The reward schemes are then communicated among the employees to make them aware about such schemes. And lastly on the scheduled time these rewards are announced along with the names and photos of the winners. The recognition awards contains both monetary and non- monetary rewards in the form of Cash, Gifts, Certificates, and Trophies etc. One of the unique HR practice for the employee recognition which the company has introduced is “Thank You ” card where in the employees who get any sort of valuable help from their colleagues sends such cards as a appreciation of their help. The idea behind these practices was very clear that, those employees who's performance is valued will reinforce his superior performance in the long run as well and shall contribute in enhancing the productivity of himself and organization. [12]

Employee Engagement initiative at JK Tyres

At JK tyres the management believes that HR practices aid in attaining high commitment from their employees, infuse sense of ownership and therefore several employee engagement activites are executed to achive the same. A distinctive philosophy HR practice for the employees by the name of “ACT” (ActionChanges Things).

- “UDAAN” – The objective of this HR practice is to foster Creativity and Innovation, harness Cross Functional Team Working and High Level of Employee Engagement
- State of Art communication channels were launched.
- Training & Development Interventions - Motivational training program series on “Stop- Look-Go” were conducted in the different working units of the company. [13]

Mentor recognition program at Bajaj Auto

Bajaj Corp has many HR practices in place to ensure that its employees feel valued. One such HR practice is “Mentor Recognition Programme” , in the Sales domain of the company. It is designed with an intent of providing appropriate guidance and support for the junior employees who seek help from their seniors for nurturing their careers The Mentor recognition program gives these sales trainees an opportunity to acknowledge the support and guidance which they receive from their mentors who have influenced and guided their learning and career development. The company also recognizes and felicitates the star performers in the sales team and also covers the support functions employees to motivate them to sustain superior standard of work. It creates a positive impact on others employees and leverages overall performance. [14]

Samanjasya , Prays and Veerangana at SAIL

At SAIL the company has holistically covered all the stakeholders of the organization while executing their HR practices, not being to technical and procedure oriented simple but effective HR practices have being executed to address the basic needs. It covered their all staff and workers , executives, to the contract labours. Also it has HR practice for the women empowerment. [15]

- **Project Kiran -** To provide support , assistance and guidance to their employees who seek help to resolve their issues and problems. Experts from the filed of medical, finance, HR, speaks and address the employees On the problems which could be health issues, work-related, financial, orthe family matter.

- **Prayas-** is a initiative to make the contract laborers aware and sensitize them in to understand a their rights, benefits and responsibilities as specified in different Acts and Statutes of the Govt., They are also made aware of the various statutory provisions, namely child labor, forced labor, safety issues, discrimination etc.
- **Veerangana-** Women employees are motivated and assigned the work which conventionally use to be male-dominated. A proper training and guidance is also given to them before undertaking such duties.

CONCLUSION

Effective designed and well executed HRM practices often result in attaining the positive HR results, prominently HR practices should cover , training and development, performance management, compensation management of most the organization is based on knowledge quality, occupational health and safety, job satisfaction, employee's commitment, employee's attitude, effectiveness of HR practices can be determined on the basis of employee satisfaction, motivation, commitment and loyalty. These good results have positive impact on human resources lead to superior performance results such as improved labor productivity & labor efficiency . This emphasizes the fact that employees are also important for the organization to achieve the desired labor productivity in the business. Therefore, as this study emphasizes on the HR practices, it is very important to keep in mind that when designing HR practices the organization should customize these practices as per the needs of their workforce. Effective human resource management practice directly brings positive results to company employees, which in turn brings positive performance to the organization.

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The Impact of Demonetization & GST Implementation in India

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ABSTRACT

It is a great memorable experience of demonetization and great economic events of this decade. Its impact is felt by every Indian citizen. Demonetization is defined as a process by which currency units will not remain legal tender. The currency notes will not be taken as valid currency. Demonetization is a step taken by the government where currency units are ceased of its status as legal tender. Demonetization is a basic condition to change national currency. In other words, demonetization can be said a change of currency where new units of currency replace the old one. It may involve the introduction of new notes or coins of the same denomination or completely new denomination.

The currency has been demonetized thrice in India. The first demonetization was on 12th January 1946 , second on 16th January 1978 and the third was on 8th November 2016 . The study attempts to understand impact of demonetization on India a positive or negative in long term on Indian economy. This study is of descriptive nature so all the required and relevant data have been taken up from various journals, magazines for published papers and websites. Books have also been referred for theoretical information on the topic as required. After the implementation of the GST, we can see both its positive and negative effects on different sectors.

Keywords: Currency Demonetization, Digital Indian economy & GST.

Introduction

Demonetization called that withdrawing the Current form of money and ruled out from market or circulation and this are replaced by new notes or coins. Units of money have deprived the status of legal tender. Demonetization is an act of taking away the legal tender rights of any currency and invalid currency. Demonetization is the process of ceasing a unit of money of its status as legal tender. Demonetization is a necessary condition for changing the old currency with the new units of money. It may involve the introduction of new notes or coins of the same denomination or completely new denomination. The currency has been demonetized thrice in India. The first demonetization was on 12th January 1946 , second on 16th January 1978 and the third was on 8th November 2016 . The government believes that this currency ban is required for the four main reasons.

1) To have a control over inflation.
2) To fight against corruption in politics and in system.
3) To remove counterfeit currency from India.
4) To discourage the cash transaction in various organized and unorganized sector.

Progressive country like India has to find the solution to come out of the problems like this for the development of the country. The government needed to keep the decision secret so that the tax evaders would not be aware of this clean-up mission before the announcement of demonetization took place and future action to control above reason.

LITERATURE REVIEW:

According to A. Prashanth, Bhat and Chethan defined currency ban as a move to stop counterfeit bank notes were allegedly used for terror financing, as well as a surgical strike to black money and corruption in the country. Yes it is accepted demonetization leads to cash shortages in the country which proves detrimental to a number of small business, agriculture and transportation. The shortage of cash led to chaos and most people faced problems to exchange their banknotes due to long queues outside banks and ATMs across the country. This demonetization step is the biggest attack on black money and corruption in the history of Indian Economy and a movement toward digitalization. It also encourages digital payments. They concluded that Demonetization is advantageous in short, medium and long-term.

Muthulakshmi, E. Kamatchi in her paper entitled Impact of Demonetization on Indian Economy-Issues & Challenges states that when the money is withdrawn from the economy, the country will not be benefited in short term. On the other hand we see that it had a negative impact on various sectors like commodities and real estate. Implementation of GST have simple tax structure to buyer,seller,developer,financier or Investors which will increase fast rotation of currency from end user to bank and viceversa.

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OBJECTIVE OF THE STUDY:

1. To understand meaning and reasons of demonetization.
2. To study the impact of demonetization.
3. To study the positive and negative impacts of demonetization.
4. To study the impact of GST on various sector

RESEARCH METHODOLOGY:

This study is of descriptive nature and tells about the meaning and reasons of demonetization along with the sector-wise impact of demonetization and positive and negative impacts of demonetization on Indian economy. Hence makes use of secondary data. The entire study is based only on observation and documentary analysis. Furthermore, the required & relevant secondary data are collected from various Research Papers, Journals, & Publications, websites and many others. Books have also been referred for theoretical information on the topic as required.

FINDINGS:

The findings of Demonetization & GST are as follows

- **Reasons**
- **Positive & Negative & Sector wise impact**

Reasons of Demonetization & GST Black money:

Demonetization was a bold and revolutionary action taken by the government of India to curb black money and one that will have the deep impact on the parallel economy in the country. Pockets and persons with black money can be identified with this move through direct or indirect channels. GST to bring whole nation into one tax Culture. According to expectation of Government and RBI only 10 lakh crore currency will return after demonetization towards RBI for exchange but almost 15 Lakh Crore return old currency i.e 1.04% of total money in circulation does not returned which we may consider as a black money. So there is much criticism from Economist. We see that Rs 69,350 cr were recovered under Income declaration scheme. Even we see that (DTAA) double taxation avoidance Agreement allowed Indian Government to prevent money Laundering. The Swiss National bank has agreed to give account details of Indian depositor to Indian Government from September 2019.

To hit the fake currency rackets:

Fake Currency Notes have been wasted by the demonetization. Withdrawing highest currency notes out of the economy will have a serious impact on the fake currency syndicates, thus putting an end to the terror funding in Jammu and Kashmir, Naxalite hit states and North-eastern states. Demonetization was a surgical attack on a fake currency circulating in the economy. Demonetization has converted those fake currency notes into a mere piece of papers.

Online transactions:

Demonetization's motto was to encourage the cashless/digital economy. More and more cash-less or less-cash transactions will lead to more disclosure of income which will increase the direct tax collections. Electronic mode of payment like online transaction, payment through applications, E-wallets E-banking, usage of debit and credit cards etc. will surely see the substantial increase in demand.We also see that Indian companies are putting their digital product a competition with Multinational through various indigenous digital app and ATM debit and credit card making Example Bhim app and Rupay card which covers almost 50 Crore it more than 60% market share of Visa and Master card.

Impact on GDP: Though demonetization has negatively impacted sectors such as real estate and property,construction, and household consumption in general, it is believed that long-term benefits for GDP growth will outweigh the short-term transitional impact. We expected 9 percent GDP growth by FY2018-19 but we are achieving 7.2 percent only a negative impact due to demonetization.

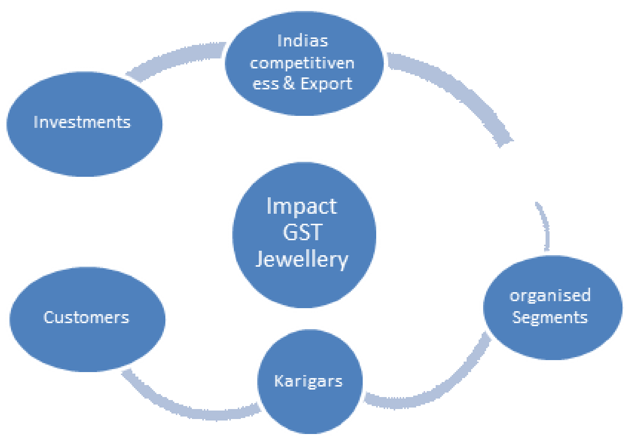
Sector-wise Impact of demonetization and GST.

1) Real estate and Property:

One of the bulky and unorganized sector is most affected sectors by note ban. Demonetization has finished the businesses of the majority of the builders as a major portion of their transaction depends on cash rather than based on banks transfer or cheaque transactions. Unorganized builders have been most affected. Builders will face a cash crunch due to the unexpected drop in sales, in order to attract buyers; builders are required to introduce profitable offers & other benefits. Demonetization will have a direct impact on resale and land segment as cash plays a major role in these transactions. Most of the accounted cash have been pulled out by demonetization from the system. The Impact of GST on property prices will be positive but it will take time as tax is made simple to buyers for under developed and developed properties . As the calculation of taxes was very tedious in the earlier regime. GST charges all under-construction properties at 12 percent of the property value. This excludes stamp duty and registration charges. No indirect tax is applicable on sale of ready-to-move-in properties hence the tax will not apply to those. The biggest takeaway is that GST is a simple tax that applies to the overall purchase price. A developer could take input credits on the sale of under construction property against the taxes that are paid by the buyer.

The price reduction is on account of the input tax credits that the builder will enjoys .Again one of the major reason from the government side is giving subsidies to first housing loan too woo the customer for purchasing houses i.e 2.4 lakh rupees which reduces the monthly installment of Rs 2200 under the prime minister Avas yojna.As supply volume is more than Demand.

Gems & Jewellery: India is famous for making and manufacturing finished gems and jewellery but also it is largest importer of raw gems and gold from world market. The substantial portion of the payment by customers involves cash for purchasing jewellery so the impact of demonetization in this sector is quite high. Smaller retailers in the unorganized sector were the most to be impacted which reduce the demand for jewellery. Many jewelers started selling gold at more than their market price to take advantage of banned notes which resulted in income tax raids on such jewellers. Notices have also been issued to many jewelers. Its contribution to foreign exchange earning stood at UDS 38.59 billion in 2016. India exports cut and polished diamonds, coloured gem stones, gold jewellery, medallions and coins and silver jewellery to the world. UAE, US, Russia, Singapore, Hong- Kong, Latin America and China are the biggest importers of Indian jewellery. About 65 per cent of the global diamond processing is done in India. The share of gems and jewellery in total exports was 15.8 percent in 2016.Though the government has recognized this sector as an important sector for export promotion and has also allowed 100% FDI but the complications related to GST might deter new investors from investing in this sector, at least, in the short run. The council is taking precaution of export order First. Even the craze of Indian women during marriages has drop considerably 60 to 80 percent in demand as they have seen that Know Gold is no longer essential commodity which will be helpful to them when they want urgent cash, impact GST on Jewellery sector shown Fig 1.



Banks:

Banks have proved to be the backbone of this entire process of demonetization and also the biggest beneficiaries. As on the direction of government, old notes have to be exchanged with the new one, this resulted in increased liquidity position of banks which could be utilized for lending. Both deposit and lending rates have been cut by many banks. Under GST law not beneficial to financial sector both NBFC and Bank but in long run it will have positive Impact.

Media and Entertainment industry:

Currency ban adversely impacted the media and entertainment industry as it resulted in lesser number of viewers. The major portion of the drop has been seen in lower middle class. Before GST there were various taxes depending on location and service taxes which vary between 0 to 100 percent also VAT on food serve.

Hospitality and tourism:

Due to demonetization Indian tourism industry have been severely impacted as the majority of spending is in cash. Most of the luxury foreign trips are sponsored by black money has come to a halt. Due to the cash crunch, local tourism also get affected The unorganized sector is most impacted with the inability to make payment in cash, Further, the slowdown is also faced by the restaurant's businesses with the inability of cash. We are seeing after two years of demonetization the local tourist and foreigners are increasing considerably, The tourism and hotel Industries service sector helps to grow India's GDP.Tour packages come down considerably due to GST.

Luxury items:

Demonetization has a drastic impact on this sector. Majority of the people spend their unaccounted money on luxuries. After the note ban, luxury segments and allied business like clothing, electronics, luxury car will have a huge setback. Buyers of luxury items, such as apparel and leather goods, are unlikely to benefit under the new goods and services tax (GST) regime. Effective tax rates for most of the items under GST are more or less at the same level at which they were before the GST regime came into place on 1 July."For most of the items, except watches and cars, rates are almost at the same level as pre-GST. There would not be much impact. However, companies will gain from the supply chain efficiency in the GST regime. This may result in marginal price correction at a later stage," said Pratik Jain, partner and leader (indirect tax), PricewaterhouseCoopers Pvt. Ltd, a consulting firm.

Automobiles:

Demonetization affected automobile industry The major decline in demand has been seen in two-wheelers business as compared to four wheelers/luxury cars because buyers prefer to pay in cash for buying a two-wheeler. The used car industry is another segment affected by a demonetization wherein sudden decrease in sales has been reported by several dealers. In this industry, payments are not regulated. Under the previous tax regime, a multitude of taxes were applicable on this sector like, road tax, sales tax, motor-vehicle tax, VAT, registration duty etc., which have now all been subsumed by GST .The outlined benefits of the new tax regime talk primarily about the simplification of logistics and limiting the operational/manufacturing cost, however, the industry varies in their opinions on compliance and the impact of GST hence, remains arbitrary, due to the fact that compliance to GST is needed on both the ends, by vendors and buyers alike, in order to reap maximum benefits.

Hence, the implementation of GST, has invariably reduce the cost of manufacturing of bikes and cars due to the subsuming of all the various taxes into a unified tax slab which help give a push to the growth rate of the automobile sector.

Retail:

The cash crunch is leading to low consumer demand for the products. This ultimately leads to decline in their sales volume. Since cash is the favorable mode of payment in buying daily needs which in turn result in the number of cash transactions. The impact of demonetization on small and the unorganized traders is higher than the organized sector. The impact on retail sector is positive will increase the goods and service Bills considerably. The digital payment and various app helping India to increase the cashless transaction and penetrating in rural areas with reward points and cash back.

Agriculture:

There are various factors impacting agriculture such as sale, distribution, marketing and transport, such factors are dominantly cash-dependent. Further, demonetization disrupted the supply chains, this sector has severely been impacted by huge wastage of perishables. The small farmers selling their products on daily basis to the wholesale centers, mandis and to the consumers have also been impacted by demonetization as they are facing cash crunch. The newly implemented indirect tax regime is influencing the agriculture industry and farmers due to the 5 percent GST rates on agricultural products. It is expected that in long-term the industry is foreseen to be positive.

Labour-intensive sectors:

In order to pay daily wage labourers huge amount of cash is required, they have faced problems buying their routine stuff. Limitations on the withdrawal amount from the bank is affecting the weekly payment to contract personnel in mining, textile and leather industries. Additionally, daily requirements of the factory owners are being affected by the restrictions on cash withdrawal. This is adversely impacting the procurement and production in this sector. However, the situation will improve once the cash flow becomes normal.

Impact of demonetization & GST on Indian Economy:

Positives:

· = Impact on curbing Black money.
· = Economy reduces interest rate and income tax rate.
· = Real estate simplified tax structure but difficulty in coming back growth of sector.
· = Reduces hawala transactionszzz·
· = Counterfeit currency & terror financing

Negatives

· = **Los**s of well-being
· = Consumption of middle & Unorganized class decreased considerably.
· = Decrease in GDP but achieved till 7.2 percent and liquidity crises

C**ONCLUSION:**

The move by the government to demonetize old currency and replacing it with the new one has taken the country by surprise. The move was an effort to handle the threat of illegal money, corruption, terror funding and counterfeit currency. The decision regarding demonetizing the old currency was considered as a surgical strike against the undeclared money in the history of Indian Economy, it may be a move towards the cashless economy. The demonetization is followed by a liquidity crunch in the country, banks and ATMs across the country faced severe cash shortages with detrimental effects on various small business, agriculture and transportation. Currency ban by the government of India created chaos in short-term as most people with old currency notes faced difficulties exchanging them in long queues outside banks and ATMs across India. The total value of old currency notes in the circulation was to the tune of Rs 14.2 trillion, which constitute about 86 percent of the total value in circulation. The black money has either been accounted by paying heavy taxes and penalties or has reached the bank accounts through direct or indirect channels. Demonetization would bring a positive impact on Indian economy as it encourages the digital mode of payment like E-wallets and apps, online transactions using E-banking, usage of plastic money etc Demonetization is beneficial for the economy in the long run which helps while implementing GST bring nation under one tax Culture need of demand as a result the GDP of India achieves 7.2 growth rate of 2018-19.

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Effective Skill Development Through Education and sustainability of Entrepreneurship capability in young Graduates

(Empirical study in light of Globalization)

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Abstract:

Effective Skill Development Through Education and sustainability of Entrepreneurship capability in young Graduates (Empirical study in light of Globalization) .

India being developing country it is growing at a quite high rate in recent years and it is possible to be largest economy in the world by 2050. India is young country with about 63 % population currently being working age group 15 to 59. This is the bonus factors, but this demographic bonus could prove to be in effective, if we are not able to hold our youth in creative pursuits through developing proper skills.

As a demand of time and fastest changing technological phases, Human development measures on the basis of tech acquisitions and acceptance of new challenges in the life skills today only 5 to 6 percent of youth have access to some of skills , through developing proper skills including entrepreneurship skills is in demand and necessity of time Employment and eradication of economic inequalities/ poverty are the prime most issues for developing countries. Present study focus on how education and training can become effective for Skill development and suitability of entrepreneurship capability.

Keywords –Education, skill development, Training, Entrepreneurship, employability

Introduction

Government of India to focus on enhancing employability by Bridging the gap between demand and supply of skill force through skill development and expansion of youth entrepreneurship education and capacity. Recently the government of India has promoted several programmes for the development of entrepreneurship the two note bale programmes being the start –up & stand up India initiatives that ware lunch in 2015 though this initiatives are welcome there is still a dearth of programmes implemented for encouraging increased entrepreneurial activity among college student which would promote and accelerate the growth of new entrepreneurs across a verity of disciplines .It is hoped that college students must have motivation and confidence to be proactive creative as well as capable of facilitating the start –up business ventures for themselves are welcome To stay relevant in ever-changing skill market it Amis to built-up the new skills and innovative thinking not only for existing jobs but also for jobs that are to be created .Effective skill development programmes to be inculcated in education for organized establishment of this sector to overcome many challenges in the light of globalization. In India all states are not equal for implementation of the government t policy though the government policy are equally segregated but the quality of education , climatic conditions, economical status, living capacity , social development all this above factors effect on the development of youth which is concerned for the skill development activity and entrepreneurship education programme. Education sector could be primary source for this to nurture the fitness of society will dependent on good schools and institutions in particular state . Skill development activity has to ensure that entrepreneur from every socio economic category should be benefited till end .

There are few aspects to be consider for the measurement of effectiveness of skills in the youth on the extend of literature the focus of study reveals around the aspects like Training Initiatives (TI) by institutes willingness of students to participate in educational Activities (SP) and government schemes to support the society to establish in grand manner . Qualities like risk taking ability and skilled education should suffices the purpose of increasing the employability in long term action plan Education sector need to take foremost action for skill development programmes , in turn industries to be support and boost the schemes of students rehabilitation and establishment after proper education .Implementation and evaluation need to be upgraded From time to time in this cycle it has very crucial role to play to direct the unemployed class of skilled labour

Objectives of the Study

1) To know the challenges with respect to skill development in india
2) Opportunities in global market
3) To access the opportunities available in skill development in India
4) Entrepreneurship development programmes to be boosted through proper skill development

1.3 Skill development in Youth

Skills has to be defined as a set of achievements ,understandings and personal attributes that makes individual more likely to gain employment and to be successful in their occupation .Both soft skills and hard skills need to be defined in each type of education which gives the inventory of various types of skill set for further occupation so that Individual will become multitasking or multi skilled .Technical skills can be defined with job related or employment related skills , whereas entrepreneurships skills can be defined at earlier stage of education, so that individual can be groomed according to its ability . All this responsibility Owens on technical education . We could hire and fire the employees easily if they are not capable but to develop first generation entrepreneur it is very difficult this quality and sustainability reflects in global market. This Challenges has to be accepted this problem has to located from birds Eye view to solve the micro problems in present scenario

Entrepreneurship Education.

Entrepreneurship education is equally important at primary level, but it become very critical. willingness of individual to put efforts to do something risky and different from customized and traditional work, because such education my directly effect on decision making capabilities of the students when they become managers, In turn It will lead to the reduction in the risk of failure and increasing the befit of all entrepreneurial Education those activates that evolve the development of skill based knowledge , approaches , attitudes ,qualities during the education process , the focus must be on skill set that are required to be imparted in accordance with the age and development of student concern there are various steps which can be included in education

1) Increased Awareness of Entrepreneurship activity – Give the chance to develop Ideas on the basic grounding of small business cultivate the motivation projects so that the big picture can be viewed .
2) Training to initiate the business – Entailing the steps of preparation for small time start – up ventures that include arrangement for finance , legality of regulations taxations and so on
3) Dynamics of entrepreneurships education- seeking to improve the dynamics of entrepreneurial behavior while running the business and the objectives is to sustain the operational dynamics.
4) Entrepreneurship Advance education- Involve more talented and matured participants retain them with specialize support financially increasing the scope and possibilities of existing entrepreneurial ventures.
5) Governmental schemes to be practically implemented at education level awareness camps conducted periodically to reach at grass root level

Literature Review

The Hess (2015) defined Entrepreneurship education as the process of equipping individuals with capabilities to develop insights , identify opportunities skills , knowledge for action . several studies on entrepreneurship have establish a strong relationship between entrepreneurial activity economic performance and the need to create the business climate at global level , where in the entrepreneurship can flourish (Sanchez 2013).

At the time of independence there were only 20 universities with around five hundred colleges

And only one lakhs in higher education and technical education Tilak JGB(2006)India policy initiative been drawn there were three very important policy decisions which impacted university research .

The higher education has grown into one of the largest in the world with in the world with 378 universities 18,064 colleges .4.92 lakhs teachers .1.40 corer students in 2007 the higher education institutions include 23 central universities 216 state universities 110 deemed universities 30 institutions of national importance and other institutions establish through the state legislation .

Universities are the primary source that attract and create talents and play a vital role in generating innovations universities have a great imputes on knowledge economy of US . the innovations initiated by them have led to lead to Increased economic growth there are universities like Berkley , Caltech , Stanford MIT and Wisconsin which consistently produce around 100 patents every year these very same name have credit of building the heighted no of new business on technologies which were credited to their laboratories . they treat business people allies and equals . students are encourage to think about materializing the business potentials of their academic research Stanford and MIT welcome community of outside investors moreover universities have been engaged in the incubation of spin- off companies for
Eg–Carnegie Mellon university and university of Texas, Austin and the Boston university has some of the finest on campus business incubation facilities in the US.
Universities have played a great role in the emergence of clusters and industrial regions. they have proved to be an active source of new research development as result of which many cluster have been formed in the region like silicon valley in the California.It is essential that the economic agents neighboring these universities are able to apply the new ideas and technologies generated by these universities

Present situation to cope up with unemployment.

Though India had good education system, but lack of skilled manpower in industry higher education industry has taken efforts for bridging this gap from time to time . in the latest technology government had made lot of facilitates for primary education teachers to improve their communication and IT skills . Government is also taking efforts to improve the policy regarding higher education the Government of India designed a policy framed work which aim at developing the skills in the country . the ministry of human resources development governs the education and vocational education in India it governs the elementary and secondary and the higher education in the country the universities and higher education in the country the bodies like All India council for technical education (AICTE) and UGC focuses on colleges education the technical education is provided through Technical board they are forming policy and procedures for engineering colleges and other technical Institute were as UGC providing the financial support to all UG and PG colleges under the courses like Arts, commerce, Science this is the stereo typed system of Indian education . Degrees and passing rate is calculated in this type of education but skill development had to seen from large spectrum the Inputs from government and collision of private institute and industry had supported society to improve the skills level and Entrepreneurship capacity , some government aided institute are providing skill based education to down trodden class. In this situation we can observe evaluation system to be more transparent to operate with establishment of every class of students In such a diversifying work force lot of efforts has to be put to bring potential human resource in market resource

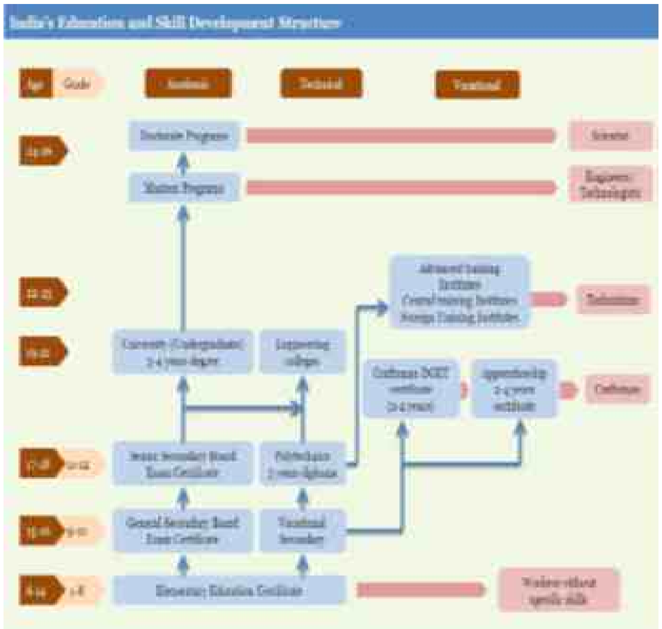

Figure 1.
India's Educational and Skill Development structure.
Source: National Skills Development Corporation.

The National Skills Qualifications Framework (NSQF)was enacted on 27th December 2013. The framework inbuilt on the latest concept of competencies which analyses the knowledge, skills and aptitude needed at each qualification. The levels are graded from one to ten and are defined in terms of learning outcomes for each level. It is regardless of whether the skills are possessed through formal, informal and non-formal learning. The framework is based on competency modeling, which is considered to be highly effective method of mapping the skills needed for a Particular role

Key Bodies	Enablers	Implementing Bodies	Beneficiaries
• Ministry of Skill Development & Entrepreneurship • MHRD • Ministry of Rural Development (MoRD) • Other Central Ministries	• State Skill Development Mission (SSDM) • NSDC • NSDA • SSCs • NCVT • SCVT • Labour Laws • Minimum Wages Act • Financial Institutions • Apprenticeships Act	• ITIs • Training Providers • Captive Training by Employers • Schools • Universities • Assessment Companies	• Marginalized societies • Unemployed youth • Low income Group • School & College Students

Skill Development Eco-system in India.
Source: FCCI KPMG Skilling India Report fig 1.1

Skill Development Eco-system in India. Source: FCCI KPMG Skilling India Report fig 1.1

Skill development Model for Present situation
India as developing country with population of 1.35 corers it is completely heterogeneous in nature diversifying and highly complex model of skill development the skill development in India is classified into two categories the skill education and skill based vocational training

India's Technical education has suffered tremendously because of the lack of infrastructure and the industry relevant curriculum program. With a view, to ensure that the country has more employable workforce, the government in the early 2000s, decided to launch the concept of Public Private Partnership model. The government in the year 2005 – 06decided to upgrade 100 ITIs with the help of the internal resources available. The World Bank was also roped into upgrade additional 400 ITIs. The remaining ITI focused to be developed through the PPP model. The Skill Development Initiative (SDI) under the Ministry of Skill Development and E entrepreneurship focused on the increasing the number of Public Private Partnerships The Scheme is a 5 years project scheme aiming at training of one million persons. The scheme aims at providing people with the skills to perform the job effectively. It not only focused on the existing employees and students , but also focused on providing skills to school leavers and young graduates. The PPP model looked promising by generating a pool of skilled workforce thus reducing the supply and demand gap. It aims to design and develop syllabus for various levels and trades, development of relevant and interactive instructional material, training the trainers, the staff and faculty and ensuring a collaborative environment for the training.

2.4 Global situation for skill Development .

In access to global market for development of skills as the demand of Good manpower perpetual supply in future growth we always look with competition with china, USA, brazil, Singapore. China has its capacity to provide adequate system as it is very broad and effective method of providing technical and vocational training to the people of its focuses in education and schools while others aims at providing vocational training its major emphasis is on practical and experimental learning through workplace training initiatives and also training of various colleges and schools and dropouts and unemployed people. China emphasis vocational education broadly provides pre employment, post school and on the job practical training. Its strengthen to inculcate the vocational training through participation from industry at large extent In terms of contribution in skill development at early school level education Brazil has its large contribution it is also focused on creating skills at schools level they offer programmes especially a technical ones which can be offered to the students from same institute. USA has makeable contribution in vocational and skill training programmes 80% of total population in every sector of industrial has contributed for development. Were as Singapore government also take lot of initiative to improve the vocational training education. Singapore is the preferred destination in terms of skills workforce as compared to India, the government through the VTE model funds the training not only the school graduate but places equal importance on the dropouts' so that people continued to train themselves

Indian Institutes prompting entrepreneurship and skill development .

In India various institutes funded by government as well as non funded organization, also reassures for the Implementation of policy to improve the current status in skill development and entrepreneurship these entrepreneurship promoting institution can broadly be classified as a central level Institutions state level institutions agencies , non-Governmental organization industry associations,research and development laboratories research for this study had provided extensively data to bifurcate the type of institutions and their work .various Institutes are contributing their work for development it requires various strategies at various levels it .training institutes very prominent role to implement the programs through PPP approaches this includes with

To organize and conduct training for entrepreneurship development.

- To evolve strategies & methodologies for different target groups & locations & conduct field tests.
- To identify training needs and offer training programmers to Government and non-Government organizations engaged in promoting and supporting entrepreneurship.
- To document and disseminate information needed for policy formulation and implementation related to self-employment.
- To identify, design and conduct training programmers for existing entrepreneurs.
- To prepare and publish literature related to entrepreneurship and industrial development.
- To organize seminars, workshops and confer conferences for providing a forum for interaction and exchange of views by various agencies and entrepreneurs.
- To conduct research for generating knowledge to accelerate the process of entrepreneurshi development.
- To act as a catalyst for development of elf-employment/entrepreneurship, industry/business.
- To evolve, design and help in the utilization of various media for creating entrepreneurship.

Sr. No.	Name of organization	Type	Objectives	Achievements
1	**National skill development corporation (NSDC)**	Nonprofit organization	For professional training in vocational training	Facilitate Industry wide initiative
2	**State skill development corporation**	Nonprofit organization	For profit vocational training initiatives ,Quality assurance, Information system	Set up of training institutions, PPP approaches to facilitate Industry wide initiative, aimed at enhancing employability
3	**Associated Chamber of Commerce and Industry of India (ASSOCHAM)**	Nonprofit Organization	Foster balanced economic, industrial and social development. Education, IT, BT, Health, Corporate Social responsibility and environment to be the critical success factors. **Members**	Initiated its Endeavour of value creation for Indian industry in 1920. Having in its fold more than 300 Chambers and Trade Associations
4	Confederation of Indian Industry (CII)	**CII is a non-government, not-for-profit organization**	CII is providing special services and global linkages for industry establishment.	Partnerships with over 120 NGOs across the country
5	**Entrepreneurship Development Institute of India (EDII)**	Autonomous body and not-for-profit institution, set up in 1983	Engaged In Entrepreneurship Education, Research & Training	Prompt& effective in implementation of entrepreneurship development training In industry

Fig 1.3

Conclusion – As a developing country India, has opportunity to grow with education sector 2020, it should become more powerful through skill development. Entrepreneurs has to play a vital role in developing economy, world class incubator centers to provide much needed thrust to promote startups and cultivate innovative Ideas, good infra structure facility, transparent policies, proper procedure will be incentives for today's youth in India development will come in flying colors' s this observation and study will help to give more direction for further research in coming situation.

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International Tourists' Behavior toward Creative Tourism: A case study of food activities with five hidden gems cities in Thailand

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Abstract:

The purpose of this study was to examine the demographical, travel characteristics, background of sample destinations with creative tourism through food activities and psychological factors that influences aspects of behavioral creative tourism in five hidden gems cities of Thailand by international tourists. The quantitative and exploratory research method are applied to survey the opinion of three hundred and eighty international tourists including the qualitative data was collected from in-depth interviews by using semi-structured interview form with twelve key informants who are government & public sectors, entrepreneur & private stakeholders and academic and professional career experts. The findings indicated that most food activities reflect creative tourism in sample as, food tasting, food demonstration, food consumption and food trail of a legendary food tasty and the source of origin of raw materials respectively. For overall of In-depth interviews was concluded in the same direction of quantitative namely: demographic data, travel characteristics, psychological factors. For the relationship between aspect of behavioral creative tourism and five hidden gems cities of Thailand are depending on co-operation with local people in each community and varieties of activities and diversity of resources as tourists' needs. Focusing on the activities that link to each community especially, community should benefit through tourism and interesting activities in destination must be promoted which benefit community through income generation, community participation and sustainable management.

Keywords—creative tourism, food activities, five hidden gems cities of Thailand

INTRODUCTION

Tourism is the largest and fastest growing economic sector in the world. Numbers of international tourist arrivals worldwide have grown from 25 million in 1950 to 1,١٨6 million in 2015. Likewise, The United Nation World Tourism Organization (UNWTO) long term forecast "Tourism towards 2030", international tourist arrivals worldwide are expected to increase by 3.3% year from 2010 to 2030 to reach 1.8 billion by 2030(UNWTO, 2011). The World's top tourism destinations in 2015 were the United States of America, China, Spain and France while Thailand also jumped from 9th to 6th place in tourism receipts (UNWTO, 2016). The World Travel and Tourism Council (WTCC) forecasted in "long-term outlook 2016 to 2026" that in terms of GDP contribution of the world tourism sector will grow by an average of 4% per year. By 2026, tourism will be expected to generate 370 million jobs globally, which will be one in nine of all jobs in the world. Also, Thailand, by 2026 will move up to second place in global league table in terms of visitor exports. (World Travel & Tourism Council, 2016). Moreover, Thailand also witnessed strong growth (+20%) with 29 million of international tourists and became the top destination of South–East Asia (UNWTO, 2016).

Thus, Tourism is a key driver of socio-economic development in Thailand; boosting up many related businesses. It helps to compensate for weak growth in other sector as it acts as one of the biggest sources of revenue in Thailand. In 2016, around 11% of Thai economy's gross domestic product (GDP) came from international tourism revenue. (EIC : Economic Intelligence Center, 2016) The number of 32,573,545 foreign tourists has visited Thailand which is accounted for 8.86% increase from the last year and earned 1,650,000 million Thai Baht. (Tourism Authority of Thailand, 2017).

Presently, Tourist behavior around the world has changed dramatically. Tourism of Thailand Tourism is in line with the growth of world tourism as well. In addition, the world economy is entering in a New Economic System that focuses on Knowledge-Based Society. The results of the meeting of Pacific Asia Travel Association (PATA) in 2006 stated that now the public can access information easily and quickly from the network. The Internet is the main channel and there is a lot of information in the decision-making step before the consumption or prior to travel. Advanced digital technology made business travel fierce competition and regression of price and quality. Thus, Consumers or Tourists prefer to buy or use a service that is Unique and can be identity of their own and meeting their emotional need, psychological need and lifestyle. It brings even more social creativity (creative society) with the integration of culture into the business. Thus, it was a new paradigm of tourism that is Creative Tourism. The analysis of the factor driving the global economy creatively of UNCTAD concluded that tourists could access and foresee the value of cultural tourism with the application of creativity. To increase the value of tourism products by resulting economic benefits towards tourism is the main engine to drive the economy (UNCTAD, 2008). Creative tourism is a tool for creative and sustainable tourism development.

According to Organization for Economic Cooperation and Development (OCED) defined Creative tourism that there is a shift towards value networks and focus on innovation and co-creation with tourists. There is evidence that these new models of creative tourism can deliver added value, increase tourism demand and diversify tourism supply. (OECD, 2014)

Creative Tourism in Thailand is just in the beginning stage. However, The Thai Government has set up an agency that promotes creative tourism, namely Designed Areas for Sustainable Tourism Administration (DASTA). It brings a creative tourism strategy to national agenda in The National Economic and Social Development Plan of Thailand. Thailand Creative Tourism product and services have special characteristics that reflect Unique Thai Culture and Way of Life called "Thai-ness" and it is classified in 4 groups as follows (TAT, 2013).

1) Cultural Heritage includes Ruins, Historical Park and Festivals.
2) Lifestyle or the way of life as Urban and Rural Lifestyles
3) Arts such as Artworks, Paintings, Performing Art, Folk Music and Dance.
4) Functional Creation such as Meditation, Thai Cooking Classes and Food Activities,

Muay Thai (Thai Boxing) and Agricultural Tour. More than this, food through creative tourism that is closest to tourists because food is an important factor in all four factors for survival of humanity. Gastronomic tourism has grown considerably and has become one of the most dynamic and creative segments of tourism (UNWTO, 2012).

Furthermore, Tourism Authority of Thailand (TAT) have a new value-based strategy in line with National Economic Reform Plan. The goal is to move the Thai tourism industry from offering "Value for Money" to "Value for Experience". It focuses on the "Unique Thai Local Experiences" to create valuable and memorable experiences to quality tourists by creating value tourism for products and upgrading product standards. It means greater emphasis has been given on promoting Creative Tourism through Thai culture, experiences and way of life" (TATNEWS, 2017).

Also, , TAT has recommended twelve hidden gem cities: Nan, Lampang, Phetchabun, Loie, Burriram, Ratchaburi, Samut Songkham, Trad, Chanthaburi, Chumphon, Trang and Nakorn Si Thammarat as emerging provisional destinations that tourists must visit. (Shea G. , 2016).

Meanwhile, DASTA has given the Master Plan of the areas in accordance with the criteria of the GSTC (Global Sustainable Tourism iCouncil) which show eight methods as follows, 1) Coordination of integration policy 2) Coordination with the private sector 3) Creation awareness and understanding of the DASTA Master Plan for government and community 4) Assessment knowledge and partners satisfaction5) Setting the budget for the project 6) Public Relations by TAT and Media 7) The MOU was signed with partners (government, local authorities, communities and associations 8) Coordination at the local level. (Government, regional or local authorities) (DASTA, 2016) Most activities in Thailand reflect cultural identity that conveys a true Thai-ness experience.

As a result, Creative Tourism which focusing on Gastronomy activities in Thailand has potential. It is not yet well-organized and still in its early stage while Local Thai Food or Authentic Thai Cuisine are very popular among the international tourists. Now Thai government is interested to promote and create motivation of the tourism destinations for Creative Tourism in term of Thai way of life : Thai-ness for international tourists.

LITERATURE REVIEWS

A: Tourist Behavior: Consumer behavior (CB) involves certain decisions, activities, ideas or experiences that satisfy consumer needs and wants (Solomon, 1996 Solomon, M. R. (1996). It is 'concerned with all activities directly involved in obtaining, consuming and disposing of products and services, including the decision processes that precede and follow these actions' (Engel, Blackwell, & Miniard, 2006 Engel, J. F., Blackwell, R. D., & Miniard, R. W. (2006). Consumer behavior (CB) remains one of the most researched areas in the marketing and tourism fields, with the terms 'travel behavior' or 'tourist behavior'.

B: Tourist's buying process is often regarded as similar to buying process for other products and services. A tourist performs these stages when he makes decisions on his travel. Mathieson and Wall (1982) used Dewey's consumer's buying process as a basis to develop a five-stage model of travel buying behavior, which is shown in the figure below.

Mathieson and Wall Travel Buying Behavior Model (1982)
A linear five-stage model of travel buying behavior

C: Travel Motivation: Travel motivations has been a part of tourist behavior and widely researched and applied in tourism marketing strategies. The insight of need to see the unseen and know the unknown drives people to travel to new places and motivates them to visit new destinations (Venkatesh, 2006). Push factors are the environment of particular destinations that satisfy travelers' needs or wants by internal forces or intrinsic motivators (Kim et al, 2002; Uysal et al, 1994). Therefore, the “Pull” factors are the motives aroused by the destination rather than emerging from within the tourist themselves. The concept of “pull” factors is meaningful for explaining the destination choice (Crompton, 1979). People travel because they are pushed into making travel decisions by psychological forces, which are innate, and pulled by the destination attributes (Crompton, 1979; Prayag & Ryan, 2010). The findings of previous studies that tourist push motivations are four-fold in nature (novelty seeking, escape/relaxation, relationship enhancement and self-development. (Pearce and Lee, 2005) The push to pull approach is often used for market segmentation purposes with the aim of profiling visitors. The cultural and historical attractions of Thailand are push factors for Japanese tourists travelling to Thailand. The pull factors to drive Japanese tourists to Thailand are Thai hospitality, locals' way of life and they can engage in local wisdom Thai activities. Thus, Thailand has attracted Japanese tourists by employing the concept of push and pull factors in term of travel motivation (Sangpikul A., 2007).

D: Food as a Motivating Factor: Karim (2006) have defined that the purpose of traveling for food motivations has explained by McIntosh (1995). Field (2002) classified a motivation typology and developed some concept. There were four main categories as following:1) Physical motivators 2) Cultural motivators 3) Interpersonal motivators and 4) Status and prestige motivators (Karim: 2006, McIntosh; 1995, Field, 2002).

E: Tourist Perception: The perception of tourists, related to psychological factors, is a key factor in expressing the opinions and feelings of tourists (Rajaree Nappaket, 1997) the four aspects of feelings are. 1) The interest 2) Expectancy 3) Needs and 4) Value. In summary as the perception of tourists mentioned above, researchers have divided the important factors of perception into four aspects: Interests, Expectancy, Needs and Value. These four factors affect the perception and decision making of tourists. The number of tourists varies by the maturity of the individual. The researcher considered these factors in psychological perception of tourists. Psychological Factors are applied by studying the opinions /perception in various aspects.

F: Tourist Satisfaction: Satisfaction is viewed as a central Consumer Behavior (CB) construct because the extent to which consumers are satisfied influences future organizational performance in the form, for example, profits, market image and market share (Anderson, Fornell, & Lehmann,1994 Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994).

G: Food Tourism: Food Tourism, along with other synonyms that express the relation between food and tourism such as Culinary Tourism, Gastronomic Tourism or Gourmet Tourism, has grown considerably and has become one of the most dynamic and creative segments of tourism (UNWTO, 2012). Hall & Mitchell (2006) gave a definition of Food Tourism as “visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production regions are the primary motivation for travel." (Hall & Mitchell, 2006) According to Smith and Xiao (2008) explained that Culinary Tourism is “any tourism experience in which one learns about, appreciates, or consumes branded local culinary resources." (Smith & Xiao, 2008) Likewise, Ignatov and Smith (2006) defined Culinary tourism as “the tourism trips during which the purchase or consumption of regional foods (including beverage), or the observation and study of food production (from agriculture to cooking school) represents a significant motivation or activity”. (Ignatov and Smith, 2006) In the view of researcher. Food tourism can be defined as the activities of tourists or/and visitors who plan their trips in order to taste the food of the place or to do activities related to culinary.

H: Food Activities: The World Food Travel Association (WFTA) explained the food activities as popular to gourmet travelers do. Namely: winery visit, cooking class, food tours, special dining, food events and festivals and food markets & farms. (The World Food Travel Association: WFTA, 2015). In addition, A Global Food Trends 2015, Gastronomy is a strategic element in defining the brand and image of their destination. There are many food activities for food traveler such as Food events (expressed by 79% of respondents) gastronomic routes, cooking classes and cookery workshops 62%, food fairs featuring local products 59%, visit to markets and producers 53% (UNWTO, 2012).

I: Creative Tourism: This concept was defined by Richards G. (2007) as tourism which offered visitors to take opportunity to develop their own creative potential through active participation in learning experiences which are characteristic of the holiday destination where they are undertaken. Raymond C. has defined the meaning of creative tourism as authentic experience's engagement between hosts (locals) and guests (tourists/visitor) with participative learning in the art, heritage or special character of place. (Richards G. & Raymond C., 2007,2010,2012).

Colonel Dr. Nalikatibhag Sangsnit who has been as a Director of DASTA Thailand proposed policies and guidelines about "Creative Tourism" that defined it as "tourism that relate to the history, art, culture, lifestyle and unique place. Visitors learn to build on experience with the culture and can live together with the local owner of the place to create added value for their history, culture and identity the community. The creative activity not only focused on income for communities, but it is also focusing on the values of the community" (Sangsnit, 2013).

Wurzburger and Rebecca (2010) presented the results of their study on creative tourism at Santa Fe International Conference in 2008. They defined the concept as “a tourism directed toward an engaged and authentic experience, with participative learning in the arts, heritage or special character of a place”. Meanwhile, Sangnit (2013) studied the concept of tourism supply, limiting the scope of the study to creative tourism. Their definition was concerned with cultural tourism. The results of their study indicated that the development plan of cultural creative tourism depended on the activities within the community or destination.

J: Creative with Tourist Behavior: UNWTO's 2030 Vision forecasts that international arrivals have a greater emphasis on quality of journey that emphasizes the pursuit of knowledge, experience, education, life style and culture basis and have awareness of sustainable tourism which is driving the global economy, the global importance because it is the main objective that contributes to the conservation of natural resources, society and culture attractions (UNWTO, 2011)

K: Hidden Gem Cities in Thailand: Tourism Authority of Thailand (TAT) launches the “Twelve Hidden Gems Cities”, which consists of Nan, Lampang, Loie, Petchabun, Burirum, Ratchaburi, Samut Songkham, Trad, Chanthaburi, Chumphon, Trang and Nakhon xi Thammarat, collaborate with partners to promote "Discover Thainess with Less Volume More Value".

I. **OBJECTIVES / HYPOTHESES & CONCE PTUAL FRAMEWORK**

Research Objectives:

1. To study the behavior of international tourists towards creative tourism. A case study of food activities with five hidden gems cities in Thailand.
2. To investigate actual characteristics of personal data of the international tourists.
3. To compare aspect of behavioral creative tourism with travel characteristics.
4. To analyze the relationship between aspect of behavioral creative tourism and five hidden gems cities in Thailand.
5. To explore the relationship between aspect of behavioral creative tourism and food activities in Thailand.
6. To study the psychological factors which affect the aspect of behavioral creative tourism

Hypotheses:

1. The difference of personal data of international tourists (gender, age, marital status, residence, educational level, occupation and monthly income) causes the difference in aspect of behavioral creative tourism.
2. The difference of travel characteristics of international tourists (frequency of travelling, trip arrangement, frequency of visiting, period of stay, influencer to travel decision, partner while travelling, media source and travelling activities) causes the difference in aspect of behavioral creative tourism.
3. The difference of travelling in five hidden gems cities in Thailand has the relationship with the aspects of behavioral creative tourism.
4. The difference of food activities in Thailand has the significant the relationship with aspects of behavioral creative tourism.
5. There is a difference of psychological factors of international tourists who affect the aspect of behavioral creative tourism. International Tourists' Behavior toward Creative Tourism

Conceptual Framework

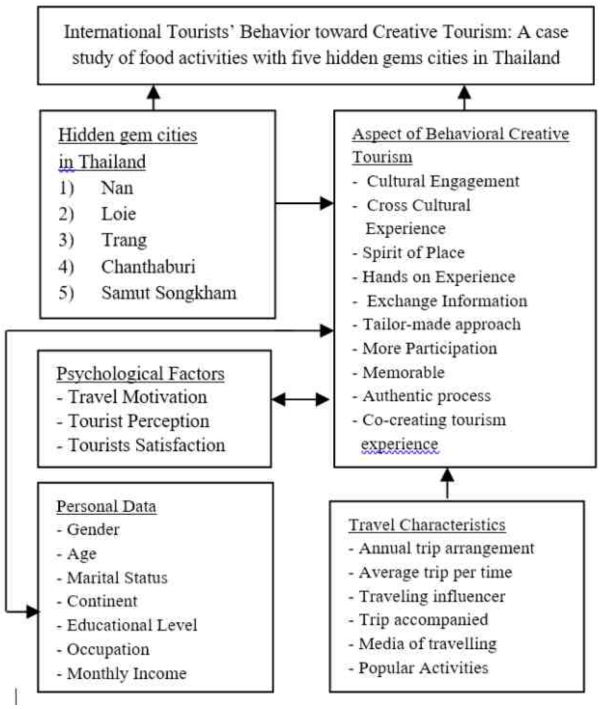

Figure 2: Conceptual framework of the research

media source and travelling activities) causes the difference in aspect of behavioral creative tourism.

3. The difference of travelling in five hidden gems cities in Thailand has the relationship with the aspects of behavioral creative tourism.

4. The difference of food activities in Thailand has the significant the relationship with aspects of behavioral creative tourism.

5. There is a difference of psychological factors of international tourists who affect the aspect of behavioral creative tourism. International Tourists' Behavior toward Creative Tourism

I. METHODOLOGY

Sampling: Purposive Sampling was used for Four hundred sample sizes of international tourists and the study samples were taken from five hidden gems cities. A documentary analysis was applied to obtain the data related to five hidden gem cities: North- Nan, North East-Loei, East-Chanthaburi, Central-Samut Song Kham and South-Trang.

Sample Size: The sample of this research was calculated by Taro Yamane (Yamane, 1973) the formula with 95% confidence level and precision = 0.5 are assumed. (According to number of international tourists who have ever visited to five hidden gems cities in Thailand in the year of 2015 (shown in the table) were 246,443 references from International Tourism Statistics of Tourism Authority of Thailand (TAT) Statistics division.) (TAT, 2015)

No.	Name of the Sample	Name of International Tourists Arrival 2015	Sample Size of International Tourists
1.	Nan	14,704	24
2.	Loei	20,976	34
3.	Trang	147,635	240
4.	Chanthaburi	57,411	93
5.	Samut Song Kham	5,717	9
	Total	246,443	400

Table 1: Sample Size of International Tourists

Data Collection: Data collection of quantitative was undertaken in five hidden gems cities by distributing four hundred self-completion questionnaires for international tourists who were available to answer the questionnaires using Purposive sampling during November 2017 to March 2018. For qualitative data, the researcher used Semi-structure interviews schedule to conduct in-depth interviews of twelve key informants and stakeholders, including entrepreneurs, governors and educational experts during September 2017 to February 2018. In secondary sources, documentary analysis was used for this research such as research articles, textbooks, journals newspapers, annual reports, online database etc.

Formulating Research Instrument and Assessment of Research Tools: The questionnaire was used in quantitative data. It includes open-ended question, checklist questions and five-point Likert rating scale and there is also the result of the reliability testing of questionnaire in the questions of questionnaire that associated with International Tourist Behavior toward Creative Tourism has the reliability at the level of $\alpha = 0.971$. It was done by SPSS program. Here the value of α was more than 0.7, hence the questionnaire is acceptable. Assessment of research tools by the Index of Item-Objective Congruence (IOC) was used to find the accuracy and content validity. In the process, the questionnaire was checked by three experts including, academic and professional experts in a field of tourism management of Thailand. The IOC score of the question is between 0.976 and 1.00 which is acceptable.

Data Analysis: By using SPSS version 23 (IBM Corp., 2015), frequencies and descriptive statistics were obtained. Independent t -test, one-way ANOVA, Chi- Square and Regression tests were used for hypothesis testing for quantitative research and using QDA Miner (QDA Miner, 2012) (Christina Silver, Ann Lewins, 2014) and content analysis for qualitative research. (Supang 2011 & 2018)

Limitations of the Study: Twelfth hidden gems cities in Thailand are the emerging destinations as TAT recommended promoting a new tourism attraction to both of domestic and international tourists. Hence, numbers of international tourists visiting these destinations were less. Therefore, researcher studied secondary data for the sample destinations and used questionnaire to survey opinion of international tourists who had visited to do creative gastronomy tourism activities in five hidden gem cities.

CONCLUSION

The Quantitative Research

The Quantitative Research is concluded as follows:

Demographically, the result shows those international tourists mainly are female, the major age group is of 21-30 years old tourists and with marital status as single. Their domicile residences are in Asian European and Australia and educational level is bachelor's degree and monthly income ranges from US$1001-2500.

Common travel characteristics are observed as follows: travel 2-3 times in a year, travel independently rather than organized group tour. Many repeat visitors are observed. Their travel decisions are influenced by girlfriend or boyfriend and generally they travel with their friends and Major source and information is Internet and Search engine.

Further the crucial observation of the survey is that tourists consider food activities as popular things to do in Thailand. Moreover, 52% tourists have experienced creative tourism attractions. The data revealed that only half of the respondents know about “12 hidden gems cities to discover Thainess campaign” Thus the campaign failed to reach up to potential tourists. The popular food activities to do in creative tourism are Food Tasting, Food Consumption and Local Market Visiting/Market Tour and the popular month for food activities in Creative tourism are December, October and April.

There are 3 types of psychological factors as shown in this tourist behavior's research, namely, Travel Motivations, Tourist Perception and Tourist Satisfaction. “Talking to everybody about the trip when you get home”, “Traveling to country as you never visit before” and “Spending more time with their couple or family members or friend while travelling” highly influence travel motivations of international tourists. Tourist perceptions, which consist of Interest, Expectancy, Need and Value, have relatively high influence level. While, tourist satisfaction on the high influences level for Attractions and Hospitality Resources.

Behavioral aspect towards creative tourism exhibited that influence level “High” for “Cross-cultural engagement and cultural experience”, “Hands-on experience of creative tourism with food activities.”, “Making the feeling good with memorable” and “Authentic both process and product with genuine experience of Creative tourism through food activities”

Hypothesis Testing

Hypothesis testing revealed that there is significant association between personal data and travel characteristics of international tourists and behavioral aspects of creative tourism. Further it was observed that the city visited and activity conducted by the tourists have significant association with the behavioral aspects of creative tourism. Therefore, public and private organization should collect more data on demographic profile and travel characteristics of the international tourists so that they can design appropriate marketing and product designing strategies as per the target market. To improve tourists' satisfaction, all selected gems cities should have favorite food activities of the tourists like food tasting, food consumption and food fair & festival etc.

It was also observed that the psychological factors, including travel motivations, tourist perception and tourist satisfaction, positively influenced the creative tourism behavior of foreign tourists. Tourist perception and tourist satisfaction were 64.4% (Adj.R2 = 0.644). The raw score and standard score are as follows.
Forecast equations in raw score
Y = 1.293 +.434 (Travel Motivations) + 231 (Tourist Perception) + .381 (Tourist Satisfaction)
Equation of Forecast in Standard Score
Z = 0.427 (Travel Motivations) + 212 (Tourist Perception) + .393 (Tourist Satisfaction)

The Qualitative Research

Part 1: Study the plans and policies of DASTA & TAT on Creative Tourism
The result of the content analysis using QDA Miner shows that the planning of DASTA and TAT has emphasized more on sustainable tourism, income generation, and community participation. Emphasis was also laid on co-creating tourism experience and cross-cultural experience. This will definitely be helpful in developing creative tourism in destination.

The findings indicated that most food activities reflect creative tourism in sample as, food tasting, food demonstration, food consumption and food trail of a legendary food tasty and the source of origin of raw materials respectively.

Part 2: In-depth interviews

Based on analysis of In-depth interviews, with 12 key informants including of government & public sectors, private sector, entrepreneurs and academic and professional experts, concluded as follows.

1) Personal factors of international tourists affecting creative tourism in Thailand

The representative of Government & public sector concluded that majority of the tourists are female. The major age group are of 21-30-year-old tourists, their educational level is bachelor's degree, occupation are student and employee in company, their monthly income is unidentifiable and mostly tourists come from Asia Europe and Australia. While Private sector & Entrepreneurs mentioned that majority of tourists are the business owner or freelance worker; it may be more convenient to schedule a trip than other careers. Tourists came from Asia and Australia because it's short haul trip. Academic sector summarize that tourists are mostly male than female, Single and students. They come from Asia, Australia, and Europe. Moreover, they mostly have bachelor's degree.

2) Travel characteristics to affect the aspect of behavioral creative tourism in Thailand

In the views of government and public sectors which is based on tourism statistics shows that travelling 2-3 days in a year is because of positive impact like low-cost airline, arriving to Thailand with girlfriend and boyfriend, Internet and search engine is travelling source and information, Influence for decision making are friend relatives and family and love to do food activities. Entrepreneur and private sectors states that focusing on development of online media will reach up to the potential tourists. Academic and Professional Experts mentioned that the characteristic of travel which influences the behavior of creative tourism are media, the accessibility of tourists, the activities and influencers in decision making and the number of days appropriate for each activity with influential people"

3) The relationship between aspect of behavioral creative tourism and five hidden gems cities of

Thailand (Nan, Loei, Samut Songkhram, Chanthaburi and Trang).

The government and public sectors revealed that these cities are the main destination which Thai Government is supporting under National Agenda of Tourism, However, it also depends on co-operation with local people in each community. Especially, Sustainable management is important in the long term for social, environmental and economic benefits. It must focus on the activities that link to each community and especially, community should benefit through tourism. While, Private sector & entrepreneurs said It depends on varieties of activities and diversity of resources as tourists' needs. Unique selling point of destination and community's participation can generate income to communities for the sustainable management of the destination. Academic and professional experts also revealed that interesting activities and destination must be promoted which benefit community through income generation, community participation and sustainable management.

4) Psychological factors (Travel Motivation, Tourist Perception and Tourism Satisfaction) that affect the aspect of behavioral creative tourism

In the views of government & public sector, travel motivations which attract travelers are relaxation and learning new things in a foreign country, Satisfaction of tourists who come to taste food in creative tourism is the highlight. It depends on Attractions, Hospitality Resources, Facilities, Transportation and Infrastructure. While, Private sector & entrepreneurs sectors have the similar views that travel motivation of tourists is to escape from the daily routine and to rest or do whatever they want to do. Tourist expects the value for money, for this hospitality resources and transportation for the tourist plays important role in their satisfaction. Academic and Professional Experts, tourist requires a journey to build physical and mental growth. Satisfaction of tourists who come for creative food tourism focus on Hospitality Resources, Attractions, Facilities, Transportation, and Infrastructure.

5) Future trends to promote creative tourism concept through food activities in five hidden gems cities of Thailand (Nan, Loei, Samut Songkhram, Chanthaburi and Trang).

In the views of government and public sectors, Thai government has strongly set policy in the National Economic and Social Development Plan No. 12 (2017-2021). It also mentions the promotion of Thai food tourism. The focus is on the development of the agricultural production process (Food Innopolis) to create and experience for tourists to know the local atmosphere and culture, along with eco-friendly and healthy food. TAT has partnered with Michelin Guide Thailand and also choose to host the "UNWTO World" Forum on Gastronomy Tourism, "the first international food tourism seminar in Asia, "Amazing Thai Taste Festival" or "Eat Local: Locallicious "It will invite tourists to try local specialties. Private sector & entrepreneurs' sectors, mentioned, the trend that is going on in food tourism is sustainable tourism in which food waste is considered. e.g. reducing consumption and recycling. Tourists are interested in finding a restaurant and drink in locality. Technology and communication development by high speed and free WIFI internet access is a necessity, or even a technology device that can help tourists. e.g. The iPad is used for ordering food at airport. Peer-to-Peer Dining Experiences are a dining experience together with a stranger made by Airbnb, where the local host opens the house for strangers. Eat together and Cook together in exchange of a small fee focuses on friendship rather than trade. Healthy food travel packages are gaining popularity. New travel package are created which are suitable for people who love health and food. For example, a spin-off tour package: a cycling trip for those who like to eat. These are consistent with the World Food Tourism Association's trend. Academic and Professional Experts focuses on aim of Thai government to enhance the competitiveness of Thai economy through the restructuring of agricultural production, SMART Farming and the promotion of Creative Economy under the development of Thailand 4.0. With the development of the agricultural production process, it will focus on local culture, eco-friendly food such as rice farms, fruit farms and organic food including healthy food promotion. In line with the UNWTO, "Eating out and Travelling" will be vital to sustainable economic development at local, regional, national and international

levels.
6) Problems and Obstacles for supporting creative tourism concepts through food activities in the five hidden gems cities of Thailand (Nan, Loei, Samut Songkhram, Chanthaburi and Trang).
Government & Public sector has recognized the challenge as follows:
· The cooperation of stakeholders who are involved in creative tourism through value chain of food activities need to be focused on demonstration of empirical results that are beneficial to the economy, society and the environment.
· Budget allocation to promote and develop the market to create a sustainable brand image and brand destination of five hidden gems cities in Thailand.
· Sustainability of the local culture is important by limiting of the number of tourists on the basic of carrying capacity is the biggest challenge in future.
· The importance of integrating food safety standards as well as the sanitation in food activities. e.g. Street food containers.
The issue of problems and obstacles for supporting creative tourism through food activities in the views of private sector and entrepreneur are:
·The country's rules, regulation and legal standards to keep pace with the global competition in business operations for efficiency and sustainability.
·Budget allocation in support of the projects between government and private companies.
According to academic and professional expert training and creating human resource for creative tourism activities is a big challenge.
7) Additional Perspectives related to creative tourism through food activities in five hidden gems cities of Thailand The representative of key informant would like the government not only to set up a policy for food tourism and creative tourism, but also to raise awareness of local food in five hidden gems cities of Thailand (Nan, Loei, Samut Songkhram, Chanthaburi and Trang). Provide the access to many visitors by using technology.The organization must be committed to provide education to travelers for sustainable management of creative tourism.

SUGGESTION

Suggestion for Government
Thai government must strongly support each project whether public & private sector and stakeholders who are involved in creative tourism through value chain of food activities, like
a) Legal concerns must be supported to entrepreneurs to implement business conveniently and efficiently for future growth.
b) Create and support sustainable environment for Creative activities through food activities with communities, NGOs and stakeholders.
c) Budget allocation by government to promote public private partnership for developing brand image for five hidden gems cities in Thailand for domestic and international tourism segment.
d) Sustainable efforts must be taken by the government by limiting the number of tourists thereby supporting the carrying capacity at the sample destinations. It will help to maintain the authentic local culture and also a unique experience for the tourists.
e) The importance of integrating food safety standards as well as the sanitation in food activities. e.g. Street food.
f) Government should introduce creative tourism courses at university and college level. Human resource developed especially for the creative activities will be beneficial in long run for sustainable planning and development of creative tourism.

Suggestion for Private Stakeholders

a) Government should develop strict rules and regulation for developing creative tourism business. Stakeholders like tour agencies, tour operators, hoteliers, guides, entrepreneurs etc. related to creative tourism activities should be provided with special license to do the business. Ethical regulation musts be imposed and also thought to the stakeholders by giving proper training by the government.

b) There should be awareness of local culture relating to food activities by the private stakeholder and accordingly develop the creative tourism products. This will lead to long term sustainability at the sample destination.

c) Online creative tourism definitely must be created to bring all the stakeholders related to creative tourism activities together.

Suggestion for Academic sector

a) Research projects must be developed by the academic sector in Thailand funded by government on trends related to creative tourism, branding of creative tourism, human resource development in creative tourism, sustainability in creative tourism and planning development of creative tourism.

b) Academic institutes should have joined training programs with the government for training the stakeholders of creative tourism. Training must be emphasized on innovative creative tourism packages and products, ethical value, soft skills etc. related to food activities.

c) Academic institutes can develop long and short-term courses which may be online or regular. Courses on i) Soft skills for creative tourism, ii) Authentic Thai culture related to food activities in Thailand iii) Trends in creative tourism products and business ideas iv) Branding and positioning creative tourism v) Creative tourism business strategies vi) Food heritage of Thailand vii) Importantof food/ gourmet trails in Thailand. This will lead a trained human resource for creative tourism activities in long run.

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Protection of Informal Labour Rights in the Agricultural Sector in Thailand

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Abstract:

labour situation in the agricultural sector of Thailand there are farmers with the highest proportion of workers. Is considered an important labor force of the country as a food-raising society Most of them are informal workers with unofficial economic conditions. No formal rules Informal workers are both working-age workers. Elderly, child labor and women workers Which has a high level of education Not entitled to protection from social work Affecting safety, health and well-being and is an obstacle to education, development and livelihood in the future.

The purpose of this article is to examine the link between the protection of informal labor rights in the agricultural sector in Thailand. To study, find guidelines and make recommendations to relevant major agencies for promotion Support education for informal workers to raise the standard of protection of the right to work of informal workers more.

Methodology for reviewing literature and information related to the protection of informal labor rights in the agricultural sector in Thailand. Summary of policy recommendations to the main agencies involved to encourage informal workers received protection in various aspects provide security from social work from working to a better standard

Keywords: rights protection Informal labour, agriculture sector

Introduction

Basic labour rights in the work as provided by law the person shall have the right to be guaranteed the safety and welfare of the work. Including collateral for living both during work and after working conditions right to receive fair wages Access to welfare from the state and working in a good environment and freedom of assembly to protect their rights Is a fundamental right that is the foundation of quality and other rights development at present, the new liberal economic system affects employment conditions. Especially for informal workers counted as part of a change that is not entitled to protection or access to adequate welfare Which informal workers are both Thai and migrant workers who are important to the agricultural sector of Thailand that still face discrimination Not entitled to protection of labor rights at the same level as the workers in the system.

Evolution Agricultural Economy and related to the Protection of Rights in Thailand

Thailand is based on an agricultural society. The majority of the population are agricultural workers. Thai people in the age before planting rice, horticulture, field crops, raising pigs, chickens, bringing products to sell Generate income and sustenance The problem of protection of labor rights in the early stages is not much. At present, the government aims to develop the country by focusing on industrial growth. The Thai economic structure is more connected to the world economy and society. Therefore, there is more competition in agricultural production, industry and service to use knowledge, science, technology and innovation. Causing Thailand to face many problems in terms of quality, quality of education public service quality and public health services in Thailand also contribute to higher social disparities. When the agricultural society began to change into an industrial society that emphasized more production and service Therefore causing more problems of disputes, protection of labor rights

Agricultural sector workers or farmers are the highest proportion workers in Thailand. And is considered an important labor force of the country as a producer of social food The agricultural occupation in the work dimension is considered an independent career with a relatively diverse and complex status. Between entrepreneurs and contractors that are investors to labor yourself Produce to feed themselves Made for sale as an employer and some have hired additional employees, which are both working-age workers and child labor. In addition, at the same time, some farmers live as mercenary workers (sell workers) or are employees of the company in the form of agricultural commitments. Therefore, the agricultural sector workers therefore classified as a part of informal labor.

Informal Workers

Informal workers in the agricultural sector and other sectors have important characteristics. Consider the meanings and background as follows.

1. Definition of informal workers
The term "informal labor" has been used to describe different meanings according to different concepts or perspectives and objectives of each agency as follows:
1) The International Labor Organization (ILO) has given the meaning of informal labor, which means labor in the informal sector which is a small business, easily set up, with characteristics Is a household business Often use domestic raw materials There is labor. And have adapted simple technologies to be used as independent laborers for survival activities, such as street hawkers, shoe polishers, garbage collectors, waste paper and metal collectors Domestic workers who receive wages from households Workers to do at home and workers in unregistered factories that are "disguised wage workers" in the production network And self-employed people in small-scale establishments working on their own Or have a family member Or have an intern or have an employee to help (International Labor Office And the Social Security Office 2003)

2) National Statistical Office Has conducted a survey of informal workers together with labor surveys since 2005, with the definition of "Informal workers" means the workers who do not receive protection and social security from government agencies, state enterprises, provincial authorities. Local government organization Private school law Foreign government employees or international organizations and employees who are protected by labor laws, namely the Labor Protection Act 1998, the Social Security Act 1990 and the Compensation Act 1994 (National Statistical Office 2005)

National Statistical Office Give meaning to informal workers by referring to the meaning of labor in the system that means People who work at the age of 15 years but work is not protected and without social security from work.

3) Social Security Office (2005) gives meaning to informal workers Refers to workers who are not protected by social security laws Is a person who is not a government official and have a regular salary, i.e. employees in the agricultural and fishery sector Employees employed in the occasional manner or seasonal home worker Self-employed people in both agricultural and non-agricultural sectors Workers to do at home and contractors

4) Department of Labor Protection and Welfare Give the meaning of "Informal workers" that are working in informal economic sectors or in informal fields Which is a non-formal work and there is no integration into an informal work organization. Ministry of Labour Identify informal workers into 7 groups with the same concept as ILO, meaning (1) workers to do at home and contractors (2) credit union cooperatives. (3)

farmers and fishermen (4) vehicle drivers Non-formal hire vehicles (5) Self-employed persons in and outside the agricultural sector (6) employees of employers who do not work all year (7) domestic workers,

From the above definition Enough to deduce from the evolution of occupation from the agricultural society to industrial society employment characteristics rights protection and healing Which causes informal workers to not receive the benefits that workers in the system receive that is lack of both social security and welfare Because informal workers are involved with many agencies.

2. Background of Informal Workers

Factors supporting the creation of non-formal work in many ways, including the informal economy population poverty economic crisis demographic factors of globalization and business expansion.

1) Informal economy may be said that the informal economy is a major cause of the occurrence of informal labor Informal economy Have important characteristics Is not under the market system Economic activities that are not in the national accounting system (GDP) are small and not illegal. Is a production for household consumption not under the (International Labor Office) ILO working conditions protection system, lack of collateral for life and social protection for example, farmers who work at home part time employee and there are also other activities that are not under the legal system or illegal economic activities about products or services that are not allowed by laws such as narcotics, contraband, sexual services, gambling. Therefore, the informal economy is the result of capitalist economy in which informal workers are mostly Small independent professionals and sub-contractor in industrial system and those working in the contract farming system in the agricultural industry This group of workers has intensive labor (Labor Intensive) but is not protected by law. Social Security Act, BE 2533, Labor Protection Act B.E. 2541 and other policies That is related to social welfare

2) Population poverty especially in the agricultural sector according to a survey conducted by the National Statistical Office in 2018, there were 21.2 million informal workers, of which 38.3 million were employed, accounting for 55.3 percent, with the highest proportion of poverty compared to other occupations.

3) Economic crisis The global economic crisis has affected many countries. Around the world, including Thailand at present, causes Thai exports to decline considerably. Resulting in tight labor market with economic restructuring Causing the demand for raw materials in the agricultural sector to decrease and various enterprises reduce or close the business causing workers to be laid off and moved into the informal economy.

4) Population factors Due to the growth of labor force Causing more excess labor Especially rural workers Causing labor migration from rural agriculture Entering the informal economy in the city more Especially women and children.

5) Factors of globalization although globalization has a positive impact on multinational businesses and businesses that can adapt quickly. But globalization pushes businesses to be highly competitive Therefore encouraging businesses to push workers in the system into informal employment to reduce production costs Causing businesses to change their employment to hire temporary workers or pieces of work that are unsecured The informal workers are therefore in the position of subcontractor or work at home, no minimum wage / benefit compensation in addition, globalization also leads to changes from stable self-employment. Going to be an independent career that is vulnerable to income security or a small trader.

6) Business expansion "Flexible specialization" instead of using regular labor in one large establishment The company has expanded more with distribution, production and management by distributing to various locations to reduce costs and promote competition Resulting in more flexible employment of informal workers and without employment standards Make the relationship of the employee employer of the establishment more complicated Because it is unclear who is the employer Formed a network of

employment all around Making claims of benefits more difficult.

In conclusion informal workers have a strong relationship with the economy both inside and outside the system. Because many jobs in the system use subcontracting methods for businesses in the informal economy Resulting in informal workers lacking legal status with unstable employment There is a method of employment that is different from the general pattern. With limited income, unevenness, high risk Including the lack of labor rights such as the right to gather negotiation obtaining benefits under labor laws (such as holidays, working hours, welfare, etc.) may be exploited. And discrimination from employers etc. (International Labor Office (ILO) and Social Security Office 2003).

3. Types of Informal Workers

Important work characteristics of informal workers consider occupation of informal workers in order of most skillful workers in agriculture and fishing Informal workers, 92.9 percent, while 7.1 percent of the workforce in the system Service Informal workers, 62.7%, system workers 37.3%, basic occupations Informal workers, 44.9%, skilled workers 44.2%. Legislator Informal workers at the rate of 37.7 percent, workers in the informal labor sector, 22.4 percent, etc. (see Table 1)

Table 1 Types of occupations in the system and informal workers

Occupations	System workers	Informal Labour
Legislator	67.3	37.7
License for Professional	92.5	7.5
Technical Professional	90.9	9.1
Clerk	95.9	4.1
Service	37.3	62.7
Skill worker in agriculture	7.1	92.9
Skilled worker	55.8	44.2
Factory worker	77.6	22.4
Factory worker	55.1	44.9

Source: National Statistical Office, Digital Ministry for Economy and Society

In addition, the National Statistical Office Have classified informal workers as being an independent workforce are workers who are not protected in the social security and welfare system not entitled to protection under labor law (Often received lower wages than the minimum wage With long working hours The income received may be based on the number of work pieces No work stability and no employment contract) and unable to access state services, including part-time workers, home-based workers, subcontracted workers The sub-contract worker and the short-time worker can be classified into 2 groups as follows:

1) Workers who are employed and have regular income / or not, including workers who hire work to do at home, labor, make a contract Laborers employed by seasonal agriculture, fishery workers, servants, and domestic workers, drivers (private home), etc.
2) The groups that do general freelance jobs include taxi drivers, farmers, farmers, hawkers, stalls, beauticians, barbers, small grocery stores etc.
It can be seen that each type of informal workers are very diverse. Especially informal workers who are employed at home National Statistical Office Has given the meaning of the workers to do at home that 1) is the person who accepts the work to proceed with a work place anywhere That is not the workplace of the employer) the work that is undertaken must return the employer to the full amount agreed in addition, on occasion, there may be work and sell to others who are not employers. But not counting those who work for

sale only without the employer 3) has agreed to pay compensation to the employer Which may be the compensation that the employer is a custom or the recipient of the work to be a designated person or both parties mutually agree 4) must do the work that can be done as specified The type of worker's home can be divided into 3 types: contract workers, unpaid homeworkers and assistants. (subcontractors)

As for the Office of the National Economic and Social Development Board, classified by economic activity is composed of 4 groups:
(1) Production groups such as small farmers Agricultural workers workers come to do at home Sub-contractor Household businesses, businesses, communities, independent professionals
(2) Trade and services groups, including hawkers, stalls for buying antiques
(3) Transport service group Such as motorcycle, taxi, van, taxi
(4) Family activity groups such as household work, elderly care etc.
Informal workers in various contexts another dimension of the elderly and informal workers in the current and future The population structure of Thailand has rapidly become an aging population than any other country. In Southeast Asia After Singapore from the report of the International Labor Organization It is estimated that in 2025, one-fifth of the Thai population will be over 60 years of age and in 2050, almost one-third of the total population will be elderly. Based on the survey of the work situation of the population in Thailand in 2018, considering the informal workforce according to the age group, it was found that the age group 25-59 years, the working age population, had the highest number of 15.50 million people, or 73.2 percent, followed by The age group from 60 years old or older is still able to work 3.85 million people or 18.2 percent and the age group 15-24 years old is 1.84 million people in the youth age or 8.6 percent. The informal work of the elderly in the future will increase. Working Conditions and Welfare use of Informal

Workers in Agriculture

The person who work as informal workers are mostly Working in the agricultural sector, 55.5 percent of all informal workers can see that these workers are an important force of the country that Thailand needs to develop to increase production value. And such labor groups should receive more standardized care and work assistance Which the working conditions of the informal workers can be considered as follows:

1) working hours

For working hours of informal workers Most of them work more than 30 hours per week, 17.83 million people or 84.1 percent, 10-29 hours per week, about 3.08 million people, or 14.5 percent and those who work less than 10 hours per week, about 2.80 hundred thousand people or 1.4 percent.

Table 2 hours of informal labor

Working hours	**Informal workers**			**System workers**		
Total	**sum**	**male**		**female**	**male**	**female**
Total	21.19	11.68	9.51	17.11	9.19	7.92
Lower 10 hours	0.28	0.16	0.12	0.09	0.05	0.04
10-29 hours	308	1.57	1.51	0.56	0.28	0.28
30-49 hours	12.98	7.27	5.71	13.70	7.27	6.43
50 hours up	4.85	2.68	2.17	2.76	1.59	1.17

Source: National Statistical Office
Digital Ministry for Economy and Society

2) wages and salaries of informal and system workers

The result survey of the year 2018 Bureau of Statistics, it was found that informal workers with images of working as employees Received the highest average monthly wage in the manufacturing sector, with an average wage of 7,282 baht, a trade and service sector of 7,210 baht and an agricultural sector of 5,365 baht, compared to the average wage of informal workers and workers in systems with status Work as an employee It was found that the average monthly wage was clearly different. The average number of workers in the system received an average monthly wage. The difference was that the system workers received an average wage of 15,006 baht per month, which received more than 2.3 informal workers as far as informal workers receive an average wage of 6,516 baht per month) can be seen that informal workers receive relatively low wages or salaries compared to work in the system

Economic activities	System workers	Informal workers
Agricultural sector	6,068	5,365
Manufacturing sector	13,275	7,282
Trade and services	16,972	7,210

Table 3 Wages or salaries of work systems and informal work

Digital Ministry for Economy and Society

3) Injuries and medical treatment of informal workers.

Injuries or work accidents for injuries or work accidents of informal workers in the year 2018 in the amount of 3.7 million people. 62.8 percent, followed by fall, 18.8 percent, collision and impact, 7.0 percent, fire or scald, 5.4 percent, vehicle accident and get the same toxic chemicals, 2.7 percent and 0.3 percent electric shock, the rest are other

Medical treatment methods of informal workers When injured or a work accident Most of the 71.8 percent are people who have been injured or minor accidents, so they are not treated. Followed by 23.9 percent to buy drugs from pharmacies and treat them themselves and if getting hurt or accident and need to go to the hospital for treatment, the hospital will maintain no more than 3 days, 3.2 percent and those who have to go to hospital for treatment more than 3 days, 1.0 percent

The use of welfare in disbursement of medical expenses of informal workers Most informal workers will use welfare to pay for medical expenses by using health insurance cards across the front, which is the highest at 9.7 thousand people or 61.1 percent, followed by health insurance with insurance companies 6.3 thousand people or 5.3 percent and civil servant welfare/ Government officials, state enterprises, 1.2 billion or 1.1 percent

For informal workers who do not use welfare to stop paying medical bills Mostly, the payment of medical expenses of 4.6 thousand people or 29.0 percent, followed by employers paid 1.8 percent. Parents / friends pay 1.0 percent; the rest may be the parties to pay. In the event of a car accident or others, in summary, informal workers will use most medical welfare by using the universal health insurance card.

The problem of Informal workers in the agricultural sector in Thailand

The problem of working of informal workers has significant problems. About the health of workers in the quality of life and complete health Both physically, mentally, socially, intellectually, protected and protected from basic rights Problems of informal labor, including compensation problems The most common problem is low compensation (56.5%), followed by heavy work (16.4%) and lack of continuity (15.7%). In addition, there is no welfare problem (6.5%). Normal time (2.7 percent), no holidays (1.5 percent), too many working hours (0.4 percent), unable to take leave or leave (0.4 percent). The most common problem of agricultural workers is Low Compensation heavy work and work problems, lack of continuity of work

In addition, informal workers will encounter problems with unsafe work. Caused by exposure to the most toxic chemicals Followed by machines Dangerous tools that affect the ear system, the eye system and problems working on high ground, underwater or underground and problems with unrest or terrorism, etc.

As for the work environment problems Informal workers with problems from the working environment The most common problem is the problem of changing the behavior in the most work (43.4%), followed by the work with dust, smoke, smell (27.4%), insufficient lighting. Unclean workplace Loud noise and other problems

In summary, the problem of informal workers from the results of the survey of informal workers on various problems from work to related agencies Used as a guideline for solving problems. Informal workers are 6.7 million people or 31.6 percent of all informal workers. Which considers each issue as follows The problem from the work that informal workers want the government to help the most is the problem of compensation about 56.0 percent, followed by hard work 16.4 percent and the work that has not been employed continuously 15.7 percent. Left as other Such as no welfare, no working days, no regular hours Overworked hours and uninhibited leave for work environment problems That the informal workers experience the most is work posture (Rarely changed the appearance of work) 43.3 percent had dust, smoke, odor, 27.4 percent, and there was not enough light, 14.6 percent, most unsafe work problems Get toxic chemicals, 63.6 percent, dangerous machinery, 20.7 percent, and harm to the ear system, the eye system 5.2 percent

Protection of informal workers' rights in the agricultural sector

In the protection of labor rights in various sectors First of all, must know the labor rights, which means the rights of workers in the relationship between employees and employers. Both legal rights and human rights, such as wage rates, working hours Environment and safety at work Rights to establish a union, etc. Labor rights are often certified by the labor rights law. Limited working hours and determining the minimum wage for Thailand, there are many labor laws, namely Civil and Commercial Law, Employment Law, Law of Employment Service and Job-seekers Protection, such as the Employment and Protection Act. 1985 Law on Labor Protection Law under the Labor Protection Act, BE 2541 (1998), Safety, Occupational Health and Working Environment Act 2011 Compensation Act BE 2537 and Labor Relations Law, such as the Labor Relations Act, BE 2518, including the law on the establishment of labor and labor laws According to the Labor Establishment Act and Labor Court Procedure, BE 2522.Labor laws in Thailand Is derived from international law Internal law and international law and the Supreme Court's verdict

1) International Labor Organization Convention (International Labor Organization - ILO - also known as International Labor Office) (Year 1919-2012) There are a total of 189 issues which Thailand has certified. Or ratify 14 issues which the government agency will make in any matter of law, must study this Convention in order to be consistent with general principles Regarding the equality of receiving compensation for work between male and female employees according to Article 53 of the Labor Protection Act BE 2541 which must be complied with in accordance with the 100th Convention on Equal Compensation, 1951 (Equal Remuneration Convention, 1951, No 100) or minimum ages.

The employment under Section 44 of the Labor Protection Act BE 2541 must be complied with the Convention No. 138 on minimum age 1973 (Minimum Age Convetion.1973, No.138, etc.)

2) The Universal Declaration of Human Rights, 1975, issued by the UN General Assembly Has established the basic rights of employees which Thai labor laws are also complied with, such as work-time protection, so that employees are not overly used in accordance with Article 23 of the Labor Protection Act BE 2541 and according to the Universal Declaration of Human

Rights, 1975, provided that 23 and 24 as follows (United Nations High Commissioner for Human Rights)

Article 23 There is an important principle: (1) Everyone has the right to work. In choosing jobs independently in fair conditions and is a benefit of work and protection of unemployment. (2) Everyone has the right to receive equal wages for equal work. Without any discrimination (3) Everyone who works has the right to receive fair and beneficial wages to provide insurance for themselves and their families Which is worthy of human dignity and if necessary, must receive additional social protection methods as well (4) Everyone has the right to establish And to join the labor federation for the protection of their interests

Article 24 Everyone has the right to rest and free time. Including reasonable time limits for work and occasional holidays by receiving wages

3) The constitution for the protection of labor rights in all sectors, including the agricultural sector according to Thai labor law, is derived from internal laws under the Constitution of the Kingdom of Thailand 2017, which includes the principle of prohibiting labor (Section 30), freedom of assembly (Section 43) State policy guidelines that require economic welfare to encourage people to have work Including protection of work By protecting children and women workers Establish a labor relations system and a tripartite system in which workers have the right to choose their representatives, organize social security systems gives only valuable workers to receive compensation. Fair benefits and welfare without discrimination

4) Management Law Including the Announcement of the Revolutionary Council No. 103 and the Notification of the Ministry of Interior Regarding labor protection, BE 2515, both laws are the administrative law which comes from the Labor Protection Act BE 2541.

Protection of Informal workers' Rights in the Agricultural Sector

The term "employee" in accordance with Article 5 of the Labor Protection Act BE 2541 means the person who agrees to work for the employer by receiving wages regardless of the name. From the definition of such meaning in practice, does not include the group of workers in the agricultural sector, such as rubber tapping workers, orchards, animal husbandry, which are household businesses or small, will not be protected Informal workers are not protected. Due to the lack of official status / law, especially in the areas of safety and health, most employees did not receive assistance from the employer when having an accident. And is a disease from work Most of them use health insurance patents. (Universal Health Coverage Project) There are very few employees who receive some medical assistance from employers. With uneven income Employment is not stable Lack of collateral for employment

In addition, informal workers cannot exercise rights from social security. Because the labor law is not protected Although there is a Ministerial Regulation on the Protection of Labor in Agriculture and receiving work at home in 2004, but both employers and employees do not know that there is a ministerial regulation on the protection of such workers. Informal workers cannot access services. As required by law, such as funds or loans from the public sector Because there is no established / merging entity Informal workers lack the bargaining power. Because there are no union groups and lack of knowledge and capability development Because there is no organization that manages and manages the development of knowledge and skills of informal workers

Although the government has a National Economic and Social Development Plan No. 9 (2002-2006), focusing on raising the efficiency of social security For income security And for the quality of life of the people By focusing on expanding social security protection To cover both workers in the system and outside the system Which the Ministry of Labor and the Social Security Office have used as a base for expanding social insurance coverage into the informal economy Which is a strategy to develop a more comprehensive security and protection system Expand coverage to self-employed people In the form of a voluntary special social insurance program And the goal is to expand to informal workers. 9 occupational groups are workers who get work to do at home, general employment outside the home. Contractor or subcontracting work in the household Taxi driver group Employers in fishing businesses, farmers, specialized professionals Self-employed person and employees who do not work continuously or work for some time Therefore, it is necessary to expand social protection to an extent that covers the informal sector for the fair.

Conclusion

Informal labor is considered an important part of the economy in the Lopapiwat era. That is coupled with the workers in the system at present, Thailand has more informal workers than distributed in various regions of Thailand. Most informal workers do not have personal careers or if there is no protection from social security. Not being protected for safety and health (Most health issues are exercised from the universal health insurance card.) Lack of bargaining power Especially on wages There is no status according to labor laws and social security. However, according to previous studies, about 1 in 5 informal workers are interested in participating in the social security system. Most are not interested in joining for the main reason is uncertain income No contribution money and received other benefits

Although Thailand's social protection program has limited coverage Especially in the poor people, most of which are informal workers who are the most vulnerable Therefore, informal labor protection should be extended both formal and informal. (According to the social security system) and informal by using the community as a mechanism to operate the establishment of the savings system for welfare and old age for informal work in addition, the work safety standards should be established for informal workers. Support the integration of informal workers Establish/expand social security fund for informal workers Including expanding the work of the Skill Development Institute to more informal workers Which is a way to encourage informal workers to have valuable work and able to produce products for the national economy.

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The Study of Population Variance Equivalent

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Abstract:

The purpose of this study was to study test statistics which use to test more than 2 groups of population variance equivalent. The Experimental research are applied to test the variance equality of 3 and 5 groups of population by using 4 test statistics: Bartlett's test, Lehmann's test, O'Brien's test, Brown-Forsythe's test, and Cochran's test. Use the simulation method with the Monte Carlo Technique to set format and factors that are expected to have effect on education as wanted. The finding shown the possible value of type 1 error. Random the sample in each cases, calculate the statistics value and compare the statistics value with the critical value. 1,000 times repeatedly and count the rejection of Null hypothesis. Keywords—Variance Equivalent

INTRODUCTION

Statistics that are used in researches have been develop to use appropriately in different situations for results that are reliable to find conclusion for the population which is very important for the researcher to use with an appropriate type of information. Especially Test Statistics about the difference between population groups which is commonly use in researches.

The Test Statistics which researcher interested in studying is the test statistics of the variance equivalent of more than two population group when the population have and don't have the normal enumeration. The conclusion from this study can apply with the data analysis to compare the parameter values of other population, for example, in a study to compare an average of more than two sample groups. The test statistics which researchers choose to do the hypothesis test is F-Test. Under the Analysis of Variance (ANOVA) have the primary agreement that the sample has to be random from the population and must be free from each other and have the same variance. In practice, we may not be positive that the data that was random will have the qualification as all of the primary analysis agreement that have not been set. And often to find that the data nature does not match with one or many requirements which will make the significant and sensitivity level of the test statistics changed (Jintana 1998).

So before analyzing the variance, we must test if the population have the same variance or not to have the test results that have the true average difference of the population. If there is such agreement, the test results might be from the data variance difference. Which if it is not as the primary agreement of the variance equivalent in the case that the population sizes are equal and the variance is a little different. But if there are big variance differences, there will be an effect with the test significant level. At the same time, the test accuracy will not have the normal enumeration, for example, if the skewness go on one side will result with unequal of variance which will affect the statistics enumeration (Anantachai 1996).

Many statisticians tried to invent and improve the test statistics to test the equivalent of many groups of population variance that is free from each other. For the normal enumeration case will choose to use the test statistics that use the Parameter such as Bartlett's test, Cochran's test, Hartley's test which Seber (1977:148) have said that the 3 test statistics, the Bartlett's test have higher power than other under the normal enumeration and in the case that the population data does not have the normal enumeration will use the Lavene's test, Brown-Forsythe's test, O'Brien's test or Jackknife's test.

For that reason, researchers are interested to study the power of the test of 5 variance equivalent test, the Bartlett's test, O'Brien's test, Lehmann's test, Brown-Forsythe's test, and Cochran's test. Which develop simulate from the Monte Carlo technique to build data from different cases wanted. In each cases will choose the test statistics that have the ability to control the possibilities of type 1 error to compare with the power of the test. For the options to choose which test statistics is appropriate with the data type.

LITERATURE REVIEWS

Research Process Plan

As this research have set situations to study the comparison of power of the test statistics in different situations under the scope of distribution. The number of example group, size of group and the variance ratio are:

1) Set the population group of 3 and 5 and equality study the sample case that the sample size are all equal and not equal, at the total of 14 cases which have information as the table below:

Table 1. Data details as the number of population group sample at different sample size

Population Numbers	Sample Size
3	(20,20,20), (40,40,40), (60,60,60),(15,20,25), (35,40,45), (55,60,65), (20,40,60)
5	(20,20,20,20,20), (40,40,40,40,40), (60,60,60,60,60),(10,15,20,25,30), (30,35,40,45,50), (50,55,60,65,70), (20,30,40,50,60)

And in this research, the researchers have set the character and size of sample as follows:

Size	Population Numbers	
	3	(20,20,20), (15,20,25)
	5	(20,20,20,20,20), (10,15,20,25,30),
	3	(40,40,40), (35,40,45)
	5	(40,40,40,40,40), (30,35,40,45,50)
	3	(60,60,60), (55,60,65)
	5	(60,60,60,60,60), (50,55,60,65,70)

2) Every population distribution characteristics have the same distribution that is normal, Logistic and lognormal distribution which the normal and logistic set the ratio at equal to zero. The lognormal distribution set the parameter showing the position equal to zero. The error of possibility study type 1 will set the variance of each group equality.

Monte Carlo Simulation Technique

Monte Carlo Simulation Technique is use to simulate situations by using random numbers to make the situation the same or similar to the real situations. And to test repeatedly many times to explain the phenomenon or find the answer to the curious problems in the simulate situations. At present the simulation method by Monte Carlo Technique is very popular worldwide.

For this research, the researchers have developed the situations from the Monte Carlo Technique to simulate the data that have characteristics as wanted by using Matlab Program which have the following procedure:

1. To develop the random numbers to get the data characteristics for the study which have the following procedure:

1.1 Define the numbers of population group wanted to study

1.2 Define the distribution characteristics in each population group

1.3 Define the sample size in each group

1.4 Define the parameter value of each distribution in each group

2. Bringing the random numbers to test with the test statistics.

3. The practice test is when having the random numbers to test with the statistics. The next step is to test the random process repeatedly many times to find the answers to the problems that needed to study.

Test Process

1. Create population distribution as the set characteristics in the test plan.

2. Find the possible value is from the Type 1 error and the value of the power of the test.

Create population distribution format

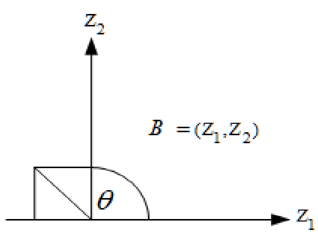
To create the characteristics of every population distribution that is interested to study using the random numbers which have the distribution uniform range at (0,1) for the Matlab Program will use function R =rand(n,1) using n for the sample size.

To create random numbers with normal distribution

Normal distribution using transform technique straight from

$$\phi(z)=\int_{-\infty}^{z}\frac{1}{\sqrt{2\pi}}e^{-\mu/2}du$$

With Box, G.E.P. and Muller, M.E. (1958) Method will create random numbers that have all Z_1 and Z_2 which is considered as the picture below:



Considering from the picture will result as

$$Z_1 = B\cos\theta$$

$$Z_2 = B\sin\theta$$

As $B^2 = Z_1^2+Z_2^2$ have the distribution like the chi-square distribution with the level of freedom that equals to z which is the same as the exponential distribution ratio that equals to 2. So the radius will have the value as follows:

$$B = (-2\ln(R))^{\frac{1}{2}}$$

When R is the random number which have an even distribution uniform at range (0,1)

From the symmetry will have 0 as uniform distribution between radian 0 and 2π and radius B and θ which is mutually independent. We can create random numbers that have 2 sets of standard normal random distribution, R_1 and R_2 is

$$Z_1 = (-2\ln(R_1))^{\frac{1}{2}}\cos(2\pi R_2)$$

$$Z_2 = (-2\ln(R_1))^{\frac{1}{2}}\sin(2\pi R_2)$$

Which R_1 and R_2 are random numbers. When we have the random numbers that have the standard normal distribution, convert the random numbers with function

$$Z_1^* = \mu+\sigma Z_1$$

$$Z_2^* = \mu+\sigma Z_2$$

The results are Z_1^* and Z_2^* that have the standard normal distribution ratio equals to μ and the variance equals to σ^2.

For the Matlab Program will use function R = normrnd (mu,sigma,n,1) to create the normal distribution by mu for ratio value, sigma for standard deviation value, n for sample size.

From Var(x) = σ^2 will get $\sigma = \sqrt{\text{Var(x)}}$

Will get the function for normal distribution

R = Normand (mu, $\sqrt{\text{Var(x)}}$,n,1)

To create random numbers that have the Logistics distribution

From the density function of Logistics distribution

$$f(x) = \frac{e^{-(x-\alpha)/\beta}}{\beta(1+e^{-(x-\alpha)/\beta})^2},\ -\infty<x<\infty,$$

$-\infty<\alpha<\infty,\ \beta>0$

expected value E(x) = α

variance Var(x) = $\dfrac{\beta^2\pi^2}{3}$

to create random numbers that have the logistics distribution, use the inverse transformation that shows :

$$f(x) = \int_{-\infty}^{x}\frac{e^{-(x-\alpha)/\beta}}{\beta(1+e^{-(x-\alpha)/\beta})^2}dx$$

$$= \int_{-\infty}^{x}\frac{e^{-(x-\alpha)/\beta}}{(1+e^{-(x-\alpha)/\beta})^2}d\frac{(x-\alpha)}{\beta}$$

$$= \int_{-\infty}^{x}\frac{1}{(1+e^{-(x-\alpha)/\beta})^2}d(1+e^{-(x-\alpha)/\beta})$$

$$= \left[\frac{1}{(1+e^{-(x-\alpha)/\beta})}\right]_{-\infty}^{x}$$

$$= \frac{1}{(1+e^{-(x-\alpha)/\beta})}$$

$$1+e^{-(x-\alpha)/\beta} = \frac{1}{F(x)}$$

$$e^{-(x-\alpha)/\beta} = \frac{1}{F(x)}-1$$

$$\frac{-(x-\alpha)}{\beta} = \ln\left[\frac{1}{F(x)}-1\right]$$

or $\quad x = \alpha-\beta\ln\left[\frac{1}{YFL}-1\right]$

When *YFL* have the uniform distribution [0,1]

For the Matlab Program will use function R = location-scale*log(1./rand(n,1)–1) to create the logistics distribution, location for the parameter to show the scale location, for parameter scale n, for sample size which the researcher shows in the appendix.

$$\mathrm{Var}(x) = \frac{(\pi\beta)^2}{3}$$

$$3\mathrm{Var}(x) = (\pi\beta)^2$$

$$\sqrt{3\mathrm{Var}(x)} = \pi\beta$$

$$\beta = \frac{\sqrt{3\mathrm{Var}(x)}}{\pi}$$

The function for logistics distribution is

R = location- $\frac{\sqrt{3\mathrm{Var}(x)}}{\pi}$ *log(1./rand(n,1)–1)

To create the random numbers with lognormal distribution

From the density function of lognormal distribution

$$f(x) = \frac{1}{x\sigma\sqrt{2\pi}}exp(\frac{-1}{2\sigma^2}(\ln x-\mu)^2) \ ,$$

$x>0,\ \sigma>0, -\infty<\mu<\infty$

expected value $E(x) = e^{\mu+\frac{\sigma^2}{2}}$

variance $Var(x) = e^{2\mu+2\sigma^2} - e^{\mu+\sigma^2}$

Since the lognormal distribution is related to the normal distribution is if x is a random variable with normal distribution that have the mean μ and the variance σ^2 Y = exp(X) will have the lognormal distribution.

So to create the random numbers as the lognormal distribution that have the parameter μ and σ^2 will have the Algorithm as follows:

1. Create random variable with normal distribution that have mean μ and variance σ^2.

2. Create lognormal distribution random variable with exponential of random variables that have normal distribution from No.1.

For the Matlab Program will use function R=lognrnd(location,scale,n,1) to create the lognormal distribution by location for parameter position location, scale for showing parameter, scale n for sample size which the research shows in the appendix.

$$\mathrm{Var}(x) = e^{2\mu+\sigma^2}(e^{\sigma^2}-1)$$

When μ=0 Will get $\mathrm{Var}(x) = e^{\sigma^2}(e^{\sigma^2}-1)$

$$\mathrm{Var}(x) = e^{\sigma^2}-e^{\sigma^2}$$

Let $A = e^{\sigma^2}$ Will get $\mathrm{Var}(x) = A^2-A$

$$0 = A^2-A-\mathrm{Var}(x)$$

Form $x = \frac{-b\pm\sqrt{b^2-4ac}}{2a}$ Will get

$$A = \frac{1\pm\sqrt{1-4Var(x)}}{2}$$

$$e^{\sigma^2} = \frac{1\pm\sqrt{1-4Var(x)}}{2}$$

$$\sigma^2 = \ln(\frac{1\pm\sqrt{1-4Var(x)}}{2})$$

Will get $\sigma = \sqrt{\ln(\frac{1\pm\sqrt{1-4Var(x)}}{2})}$

For creating the random numbers with lognormal distribution, the researcher set the value Location = 0 will show the function for the lognormal distribution as:

$$\mathrm{R} = \mathrm{lognrnd}\ (0, \sqrt{\ln(\frac{1\pm\sqrt{1-4Var(x)}}{2})}, \mathrm{n}, 1)$$

To create the random variable with the types of distribution, is to create with the set sample size. In the case that wanted to create the data that have different variable, will have to create the data that have the same variable in all groups and use the convert method $y = ax+b$ will get $var(y) = a^2 var(x)$ so the stable value a multiply with random variable in the set with the size of variable wanted which a^2 is equals to the original set variable.

OBJECTIVES & SCOPE

Research Objectives:
To study test statistics which use to test more than 2 groups of population variance equivalent.
Research Scope:

1. The data that is use in the study are from simulation model that uses Monte Carlo Technique to randomly simulate the data from different situations that wanted with the Matlab version 7.1 Program to study the possibility of type 1 error
2. Set the population into 3 and 5 groups. Study cases that have Balance and Unbalance data. In the case of Balance data, every group will use the sample size of 20, 40 and 60.
3. Study the population that have the same enumeration study from 3 types of enumeration: Normal distribution, Logistic distribution and Lognormal distribution.
4. Set the difference of variance ratio by using the Noncentrality Parameter.

Games, Winkler and Probert (1972:887-909) recommend the Noncentrality Parameter to measure the difference of population variance ratio where as

$$\phi^2 = \frac{\left[\sum_{i=1}^{k}(\sigma_i^2 - \overline{\sigma^2})/k\right]}{\sigma_1^2}$$

$\overline{\sigma^2}$ is the average of both k and population variance

σ_i^2 is the population variance at $i,\ i = 1, 2, 3, \ldots, k$

σ_1^2 is the lowest population variance min($\sigma_1^2, \sigma_2^2, \sigma_3^2, \ldots, \sigma_k^2$)

For this research, the researchers have studied the ratio of population variance difference from different levels as follows:

- Ratio of variance are little different when 0 value is between (0,1.5)
- Ratio of variance are moderate different when 0 value is between (1.5,3.0)
- Ratio of variance are much different when 0 value is more than or equal to 3.0
- Set the significant level to 2 level which is 0.01 and 0.05
- This research have simulate tests according to different circumstances by using the Monte Carlo simulation technique repeatedly over 1,000 times.

I. METHODOLOGY

This research is an experimental research to test the variance equality of 3 and 5 groups of population by using 4 test statistics: Bartlett's test, Lehmann's test, O'Brien's test, Brown-Forsythe's test, and Cochran's test. Use the simulation method with the Monte Carlo Technique to set format and factors that are expected to have effect on education as wanted.

V. FINDING

To find the possible value of type 1 error: Random the sample in each cases, calculate the statistics value and compare the statistics value with the critical value. 1,000 times repeatedly and count the rejection of Null hypothesis.

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Model of Independent Government Schools Administrative implementation as basic Education level in Northeastern Thailand

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Abstract:

The research aims to 1) study situation and needs assessment of independent government schools administrative, develop and examine independent government schools administrative strategies for implementing as basic education level in Northeastern. The intervention consists of 3 sessions of 357 participants were the director, deputy director, teacher and school board, as basic education level . Data are collected through questionnaires reasoning and interview. Data were analyzed using frequency, percentage, mean, standard deviation and confirmatory factor analysis. Results: 1) Conditions and problems on independent government schools administrative strategies for implementing as basic education level, overall at a high level (M = 4.06, SD = 0.03) 2) Checking the consistency between hypothesized models and quantitative data and confirmatory elements to determine validity of latent variables model for independent government schools administrative as basic education level were academic administration ,budget management, personnel management, and general administration, and independent government schools administrative strategies for implementing as basic education level were consisted of principles, objectives, operating processes of 6 steps were policy driven into action, decision to produce desirable results, process of making decisions creating a continuity sheet or continuity assess, followed policy and review and improve after implementation of policy, and the strategy of implementing and reasonableness, and overall feasibility were at the highest level (M = 4.62, SD. = 0.28).

The independent government schools administrative strategies for implementing as basic education level is reasonable and feasible to be conduct in development of independent government schools administrative in Northeast.

***Keywords*—** straegic independent government ,schools, administration implementation

1. Background and Signification of the Research Problem

The Constitution of the Kingdom of Thailand requires that the State must manage education By taking into account the participation of local and private government organizations Has a National Education Act to be a master law for the administration and education of education in accordance with the provisions of the Constitution of the Kingdom of Thailand Which is the National Education Act, 1999 and as amended (No. 2) 2002 (Office of the Education Council. 2008: 1-2) Similarly, Section 39 of the said National Education Act Has assigned the Ministry of Education to decentralize the administration and education management Both academic, budget, personnel management and general administration To the board and office area of education and educational institutions in the educational area directly Which the administration and management power of those studies Including the authority to manage resources for education Mobilization of resources and investment for education Procurement of property benefitss Manpower allocation Recruitment and appointment of teacher civil servants and educational personnel for the case of that educational institution, Section 59 requires that the institution that is a juristic person Have the power to govern, maintain, use and provide benefits From the property of the school Including providing income from the services of educational institutions and collecting education fees by all the income and benefits of state institutions that are legal entities Is not a revenue that must be submitted to the Ministry of Finance in accordance with the law on treasury funds and the law on budgetary procedures, as in Section 35 of the Government Administration The Ministry of Education, 2003, has designated schools that provide basic education under Section 34 (2) that are schools as juristic persons. Therefore, schools which are legal entities Therefore is in a position to have the power to govern, maintain, use, and provide benefits from school property.

later, the Ministry of Education has pushed the high school that is ready. Raise the status to be a public organization for greater flexibility in effective educational management. Factors that will improve the quality of education (Naphichaya Phetphimol. 2014: 8) for independence and flexibility in the management of the working group The guidelines for the separation of secondary and primary education management into 2 forms, ie, providing the school as a public organization and providing the school as a legal entity The educational institutions, public organizations By granting 12 schools of Chulabhorn Rajabhat University to be decentralized in the form of a public organization But there are also concerns about the status of personnel who need to change their status from Government officials are public organizations and therefore must create clarity and understand that the benefits that have been received will not decrease. Another form of education is a juristic person, which is a budget allocation for schools without having to go through the Office of Educational Service Area (OTA). "Students must be provided with quality and standardized education, opportunities and equality in access to education services. Educational institutions can provide educational services and produce quality products on the basis of efficiency and effectiveness in the management and management of educational resources for maximum benefit.

However, the implementation of basic school administration model that is legal, such as academic administration, has problems with research, development of teaching and learning. Budget management has problems with teachers, educational personnel, students. School and Community Committee There is a collective in the preparation of strategic plans or development plans. Personnel management There is a problem with systematic evaluation of personnel performance. And general administration have problems with promoting and coordinating education management in informal systems (Somsak Kaewsom, 2006: 78-90) in this regard, the Office of the Education Council (2013: 2-3) has summarized the problems of the juristic school into 4 areas: general administration such as recruitment. The person is a basic school board with all the qualifications required by law. Principles and policies for accepting students to be the authority of the Office of Educational Service Area Proportion of students Each class Each classroom is the power of the school. Academic administration such as education programs The school still faces problems of non-mobility in teaching and learning under the aforementioned curriculum management. Problems of bringing students to field trips outside educational institutions, the law stipulates that it is the power of the school director. But if traveling abroad, it must be approved by the Secretary-General of the Office of the Basic Education Commission first Causing lack of mobility Budget management such as budget planning Procurement of supplies Especially the standard specification of the parcel And the use of real estate to be used only for land and buildings In addition, management is not as flexible as it should be. In accordance with Wittayakorn Chiangkun (2007: 79-84) that points to problems and obstacles in the administration and education of legal problems For various individuals and social institutions Participate in basic education management Including benefits that are still delayed Makes the participation of the person is still low Still lack cooperation, use of resources Between both public and private educational institutions at all levels of education The division of roles and responsibilities between educational institutions and the Office of Educational Service Area Including the central authorities still lack clarity Have command very centralized Contrary to the principle of decentralization of educational institutions that are small Lack of readiness to manage finances and personnel by themselves The school board has a role as a consultant. The decision is at the management. And some committees do not understand their role, lack of readiness and potential (Peeranuch Chaiyapidet and Faculty of Engineering, 2015: 235-245) Can not do much that can be done, but can only do the same as "legal.

Based on the above documents and researches, it indicates that success in the management of corporate schools Whether it is a juristic school that is a government agency Public Governance School Juristic school that is a public organization or school of juristic person in other names The main factor of success lies in the effective and efficient supervision of the school board. There are a number of personnel per work. Have knowledge and ability in their profession There is a sense of ownership of the work that makes the school full of all power within the school in the form that the school is a true management base. Therefore, the researcher has studied the implementation of the juristic school management model into practice. Basic education level in the northeast Thailand that is suitable for the context Culture and identity of teachers, students and communities in the Northeast.

2.Objectives

1. To study the situation and needs of the juristic school administration at the level of basic education in the Northeast.
2. To develop a strategy to implement the juristic school administration model into practice Basic education level in the northeast.
3. To examine the strategy of applying the school administration model to legal entities Basic education level in the northeast.

3.Scope of research

1. Content This research aims to study the strategy of applying the model of school administration model to practice. The level of basic education in the northeastern region by studying from the sample group as school administrators. Basic School Board And teachers in juristic schools, basic education levels in the northeastern region were derived from purposive sampling of 85 people. 2. Processing time Collections between July 2561 to January 2019.

3. Storage location Educational institutions, juristic schools, basic education levels in the Northeast, according to the Announcement of the Office of Basic Education Commission, Model 1 and 2, number 17.

4.Methodolgy

This research is divided into 3 phases as follows.

Phase 1: study the current conditions and needs of the administration of a jurisdiction school to practice basic education levels Proceed as follows

1.Analytical study of principles, concepts, theories and research related to the implementation of the jurisdiction of the school administration to the basic level of education and the conceptual framework of research.

2. Study current conditions and the need to apply the juristic school administration model to basic education practice.

2.1 Population including director, deputy director, teacher and committee Educational institution, juristic school, basic education level 357 persons.

2.2 Sample groups include the director, deputy director, teacher and committee. Educational institutions, schools, juristic persons, basic education level of 17, number of 357 people, derived from purposive sampling (classified as secondary school director, each school, 1 person, total 17 persons, teachers, school 5 people, total 85 people and School Board, School of Juristic Person School, each of 15 students, 255 persons.

2.3Tools and methods for creating research tools Is a questionnaire on the current condition of applying a juristic school model into practice, divided into 2 parts: demographic characteristics and the adoption of the juristic person management model into practice. Consisting of academic administration Personnel management Budget work And general administrative work is a 5-level ligration estimation model with the power values classified from 0.38-0.87 and the whole confidence value by finding Cronbach's alpha coefficient equal to 0.93 2.4 Analyze elements of confirmed elements. The current state of the school administration entity model implementation into basic education level practice

3. The study of the best practices concerning the administration of juristic schools at the level of basic education in the Northeast By using the interview form from the target group, juristic school, basic education

level, number 5

5. How to Proceed

4.1The researcher has studied documents, research papers and searched the information on the internet. For the analysis and synthesis of the principles, theories for research variables are research variables in the implementation of the juristic school administration model to the basic education level practice.

4.2 Survey By using a questionnaire developed by the researcher to study about the current conditions and the need to apply the juristic school administration model to practice basic education levels according to the sample group and the number of designated schools, basic education levels.

4.3 Determine and study sufficient schools that have the best practices in applying the juristic school administration model to the basic education level.

4.4 Analyze the data and synthesize the information from the study together with drafting the implementation of the juristic school management model into the basic education level.

6. Data analysis

5.1 Analysis of the current condition of applying the juristic school administration model to basic education level practice Data analysis using percentage, mean and standard deviation And confirmatory component analysis (Confirmatory Factor Analysis: CFA)

5.2 Analysis of the best practices on the implementation of the juristic school administration model to practice basic education levels in the northeast Analyze data from interview forms By using content analysis.

Phase 2: Develop a strategy for implementing the juristic school administration model to practice basic education levels in the Northeast. Proceed as follows

1. The target group is 9 experts from the sample selection.
2. How to proceed

2.1 Define and draft a strategy to implement the juristic school administration model into basic education practice. By synthesizing data from Phase 1 studies

2.2 Examine the reasonableness and the validity of the draft of the strategy of applying the school administration model to the level of basic education. By inviting experts Which the researcher has determined the qualifications of the target group that is expert By considering knowledge and ability in the professional field And homogenous groups, which are divided into 3 groups: 1) research groups in educational administration 2) administrative schools, juristic persons and 3) educational measurement and evaluation groups

2.3 Information obtained from the examination to improve for implementation And consider the consistency with the strategic plan of the Ministry of Education And create a complete manual

. 3. Tools and methods for creating tools Is a model for assessing the appropriateness of the draft, applying the juristic school administration model to the basic education level practice

4. Data analysis Analyzing the appropriateness of the draft, applying the juristic school administration model to basic education practice Analyze data using basic statistics such as average.

Phase 3: Examination of strategies for implementing the juristic school administration model to practice basic education levels in the Northeast

1. Target groups are experts Derived from a sample selection of 17 people
2. How to proceed

2.1 Determine the qualifications of the target group that is qualified. By considering knowledge and ability in the professional field And homogenous groups, which are divided into 3 groups: 1) research groups in educational administration 2) administrative schools, juristic persons and 3) education and measurement groups

2.2 Focus group discussion by inviting experts to evaluate the draft strategy for implementing the juristic school administration model to the basic level of practice And considering the consistency with the strategic plan of the Ministry of Education And create a complete manual

3. Research tools and methods for creating tools

3.1 Group chat record format

4. Data analysis

4.1 Analyze results from group discussions Data from group discussions using content analysis.

7.Result

5.1 The sample group saw that the level of state and problems in applying the juristic school administration model to the level of basic education in the Northeast Overall, it was at a high level (M = 4.06, SD = 0.03). When considering each aspect, it was found that the budget management had the condition and problems in applying the juristic school administration model to the practice of basic education level The most (M = 4.11, SD = 0.92), followed by general administration (M = 4.07, SD = 0.92). Personnel administration has the lowest mean (M = 4.03, SD = 0.93).

5.2 Examining the consistency between hypothesis and quantitative data and confirmatory elements to determine the validity of the latent variable model of the jurisdiction of the primary school administration in the northeastern region. It was found that each latent variable consisted of 4 observable variables: 1) academic administration 24 variable observation variables 2) Budget management 10 observed variables 3) Personnel management 11 observed variables and 4) general administration 19 observed variables

5.3 Strategies for implementing the juristic school administration model into practice The basic education level in the northeastern region consists of principles, objectives, operating processes, 6 steps

1) Driving policies into practice (Mobilization) 2) Decision making to produce desirable results (Impact Decision) 3) Deliverer Implementation 4) Continuity or continuity sheet creation (Institutionalization or Continuation) 5) Evaluate the implementation of the evaluation of the political process and 6) the review after the implementation of the after action review (AAR) and the strategy of implementing the model And reasonableness and overall feasibility are at the highest level (M = 4.62, SD. = 0.28)

8.Discussion

Most of the sample groups were basic school directors (64.92%), graduated with a bachelor's degree or equivalent (48.90%) from schools with more than 2,500 students (76.40%) and had education from the level Kindergarten to grade 6 (60.00%). The results, conditions and problems in applying the juristic school administration model to the basic level of education in And the Northeast this time compared to the findings in basic education is under the decentralization policy in the eastern provinces. Overall, at the same level, especially with regard to participation (Sakon Khunsanit and Thaweewat Pitayanon. 2013: 173-177).The results of the consistency check between hypothesized models and quantitative data And confirmatory elements to examine the validity of the latent variable model of the forensic school administration, basic education level in the northeastern region from this study as well as the results of forecasting the effectiveness of location management Study between quality management component variables And the effectiveness of basic quality management in the Northeast of the five components, namely, personnel, administrative processes Budget equipment And information technology Is important for basic school administration, with the most obvious predictor being information technology (Patcharin Piriyasil, Tharinthorn Namwan and Kritapat Pholkram, 2016: 581-597); Ulster (Wohlstetter. 1995: 1); David (David. 1996: 4- 9); Cheng (Cheng. 1996: 44); Direk Wanasian (2002: 13) Uthai Bunprasert (2003: 1-2) and Odden; & Wohlstetter (1995: 32-36) School-based administration is a decentralization of centralized education management to schools. Which is the lowest level operating unit and plays an important role in the development of learners By decentralization to cover 4 missions, namely academic, budget, personnel management and general administration Focusing on management by a group of individuals With the belief that it will result in efficiency and effectiveness The result of this research may be due to the fact that the basic education institutions must operate in accordance with Section 39 of the Ministry of Education Administration Act, 2003, which requires basic education institutions under Section 34 (2) Only that the school is a juristic person that has the authority and duties as specified in the law. With the director of the educational institution as the supervisor and the representative of the juristic person There are many legal powers. The scope and mission of basic school management which is a 4-juristic entity, namely academic administration, budget, personnel management And general administration Which is caused by the merging of past work tasks in 6 jobs that are similar To be reclassified for flexibility Fast in practice (Ministry of Education, 1999: 18-19)

The strategy of implementing the juristic school administration model to practice the basic education level in the northeastern region. This study consists of principles, objectives, operational processes, 6 steps, namely driving the policy into action. (Mobilization) Decisions that will cause the desired results (Impact Decision) Deliverer Implementation Process Continuity sheet or continuity (Institutionalization or Continuation) Evaluate the evaluation of political process, review, post-implementation improvement (After Action Review: AAR) and strategy implementation. As well as Edwards and Sharkansky (1978: 292-329) that see how to implement policies To achieve that goal There are 5 factors within the organization that should be considered: (1) Communication is news dissemination. Clarity of news And consistency of news (2) resources (3) background and values of practitioners (4) standard work procedures and (5) monitoring In the same way, Lipsky (1980) saw that the factors that influenced the efficiency of policy implementation were the result of three important things: decision making, routine performance of the staff. And tools or equipment used in the operation While the main obstacles that lower-level officials face are often resources. Working environment Pressure from limited time conditions Including control conditions from senior management or supervisors As a result, the authorities have increased pressure. Therefore How to implement the policy to achieve success depends on the decision of the lower level staff to choose how to use this limited resource to use. And when considering implementing policies to follow the model from bottom to top, it must be realized that Policy leaders continue to adhere to the policy makers' perspectives. Only not adhering to the standards of policy makers But will look at the standard of success or failure in terms that are in line with the conditions. Lipsky points out that it is important to implement policies in a model-based manner from bottom to top. Due to two important reasons: (1) the duties of the staff at the lower level that need to focus on the job rather than focusing on the policy and (2) implementing the policy is a matter of accepting the policy Projects of the agency and staff at the lower level.

However, Lipsky (1980: 172) suggests that accepting policies Agency projects and staff at the lower level are not able to guarantee that the policy will be successful or not. The only acceptance may not be enough. If the lower level organization lacks cooperation and teamwork Although the central authority has control and monitoring But such power is regarded as indirect influence only The real power to implement policies is at the lower level of the authorities and staff.

For the results of validation and feasibility of this research in accordance with The study of the school administration model, juristic person in the Office of the Basic Education Commission By 9 experts with consistent opinions that The developed model is appropriate, accurate, possible and can be utilized in accordance with the theoretical framework of research 2013: 235-245) This may be because this study, the researcher has determined the purpose and focus on the creation of patterns. And examining patterns with empirical data There are many ways to check the pattern, which may be used to analyze from feature-based evidence. Qualitative and quantitative where the examination of the form from feature-based evidence may be used by experts as inspectors And examining models based on quantitative evidence using statistical techniques (Peter Frumkin, 2003: 56-60). The examination of the format is a two-factor examination, which examines the relationship / relationship / reason Between variables And estimation of relationship parameters Which this estimation can be estimated over time Sample Or the location (Across time. Samples. Sites) or reference from the sample to the population The results of the examination led to 2 answers: creating a new form Or improvement or development of the original form (Uthumporn (Thonguthai) Chamornman, 1998: 23) has resulted in this research to be reasonable and the overall possibility is at the highest level.

9.**Suggestion**

Suggestions in this research

1. This research found that Budget management has the state and problems in applying the juristic school administration model to the most basic level of education. Especially the accounting management issues in a systematic way And correctly as determined by the Ministry of Finance, such as financial accounting, financial reporting and reporting. Therefore, relevant agencies develop potential personnel responsible for and follow up continuously.

2. This research found that Personnel administration has the condition and problems in applying the juristic school administration model to the most basic level of education. Especially the analysis and planning of manpower, teacher civil service and educational personnel With the approval of the school board according to the criteria set by the SEC and the development of teacher civil service and educational personnel both before performing duties and during the performance of duties in accordance with the needs of the school continuously

with the highest average, therefore, the relevant departments should clearly determine the direction of the school personnel's progress and follow the guidelines equally

3. This research found that General administration has the condition and problems in applying the juristic school administration model to the most basic level of education. Especially the issue of public relations for educational work with a variety of forms regularly Relevant agencies should promote public school work, students, teachers and other educational personnel. In Royan, to the various academic levels Both domestic and international, such as Websit, Application, Facebook etc.

4. This research found that Academic administration has the condition and problems in applying the juristic school administration model to the most basic level of education. In particular, the issue of using the school curriculum to organize teaching and learning activities appropriately And schools continue to develop quality assurance systems in educational institutions to continuously improve the quality of education Relevant agencies should have schools, juristic persons set curriculum for schools to organize teaching and learning activities that are different from general schools. For example, the school aims to develop students to be excellent in science. Should set the school curriculum to focus on science And develop the quality assurance system within the educational institution to be consistent with the school curriculum, etc.

Suggestions for further research

1. Research should be conducted on factors that affect the implementation of the juristic school management model to practice of the successful Basic Education Commission

2. The Office of Educational Service Area should promote cooperation with relevant agencies in order to find ways to develop and promote support for the implementation of the juristic school management model. To the actual operation.

3. Should study and compare the leadership of school administrators and school board committees, juristic schools, regarding the implementation of the juristic school management model into successful and unsuccessful practices.

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Gauging Impact of Quality Management Practices on Organizational Performance of selected Service Sector Companies of Pune Region

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Abstract:

Services differs from products in terms as services tends to be intangible and perishable also quality of services are perceived by the customer thus making thus adding to heterogeneity characteristic. The data analysis of collected primary data shows that Quality management practices impacts organizational performance in service sector industry, whereas the top 5 quality management practices followed in service sector units are Continuous Improvement and Innovation, Performance Measures, Corporate Social Responsibility, Leadership/ Top Management Commitment and Employee Involvement, Quality Management Practices, Organizational Performance

Introduction:

Globalization in 21st century the challenges and opportunities in business has been increased. To grasp the new created opportunities both manufacturing and service sector companies have to strive for excellence which invariably can be achieved through quality management.

Quality management in practice are considered as all crucial activities which every industry whether manufacturing or services initiates for achieving excellence. Zaharuzaman Jamaluddin et. al. (2014) stated that "Quality management practices are generally referred as organised and integrated set of operational processes that delivers quality".

It is difficult to gauge impact of quality on services and performance of service units. The presented study attempts to identify the top 5 quality management practices followed in service sector units. The study also aims to identify whether quality management practices has significant impact on organizational performance of service sector units.

Literature Review:

According to Daniel, P. L., & Jameson, R. (2002) managers in Service organizations continue to employ paper-based quality assessment audits, despite adopting system-based measures using aggregate data analysis and automated quality intervention of TQM1.which suggest that managers are facing obstacles while implementation of QMP in service Sector.

Shams-ur Rahman. (2006) indicated that the primary obstacles for not implementing quality programs in Services functions are "lack of human resources", and "lack of financial resources". The top two components that identified quality in Services are "on-time delivery" and "total support of customer needs". The Service Sector companies also uses several forms of organizational structure to support quality program which include "steering committee of senior management", "quality circles", and "quality department". Most commonly used tools to track improvements in processes were identified as "flowcharts", "statistical process control", and "check sheets"2.

Ueno, A. (2008) found that service quality and the related management practices were all significantly associated in mass services, but this was not the case in technological services. In technological services, the association between service quality and empowerment and between service quality and performance appraisals and reward were not statistically significant3.

- William, J. M., Andrew, T. S., & Richard, H. D. (2009)4and Miller W. J., Summer A. T. & Deane R. H., (2009)5 discussed that management of quality required both a focus on longer-term strategic leadership, as well as day-to-day operational management.

- Bandyopadhyay J. K. (2009) reported that Service Industry is striving to improve their productivity and cost effectiveness through rigorous training, outsourcing, and using state of the art information technology, but it is majorly used to meet accreditation requirement. Other than meeting the accreditation requirements of accreditation authority, companies in services are still operating in their own domain, ignoring the importance of improving quality by not utilizing the available powerful quality management tools and techniques6.

- Kureshi, N., Qureshi, F., & Sajid, A. (2010) reported that significant correlation is found between the usage of TQM and other quality management techniques, particularly six sigma and 5S. The study also endorsed more investigation should be into driving forces of adoptions of TQM in service sector7.

- Alharbi M., Yusoff R. Z. (2012) advocates that the transformational leadership style has a significant, positive relationship with quality management practices. However, the transactional and laissez-faire leadership styles were found to significantly and negatively relate to quality management practices. Based on the results, it is recommended to recruit leaders with transformational style, and also to hold seminars to train current leaders to become more transformational

- The finding of the study performed by Pramuka B. A., Adawiyah W. R., (2012), shows that successful soft TQM implementation with respect to top management commitment, reward and recognition, education and training, empowerment, and customer focus, is crucial to develop favourable work attitudes and behaviours such as job satisfaction, organizational commitment, organizational citizenship behaviour, and loyalty

Implementation of TQM cannot be implemented in isolation, Tiwari G., Dr. Chaudhari P. T (2012) have discussed in the performed study that the human resources related dimensions of soft total quality management have a significant positive effect on the employee performance. Employee Empowerment appears to be a dominant practice of soft TQM. Successful soft TQM implementation with respect to top management commitment, reward and recognition, education and training, empowerment, and customer focus, is crucial to develop favourable work attitudes and behaviours such as job satisfaction, organizational commitment, organizational citizenship behaviour, and loyalty10.

- Zakuan N. et. al. (2012) explores that the TQM will leave an excellent impact on the institutions goal's and creates value. Though the implementation of TQM brings positive changes in manufacturing organization, but service organizations still lacks of adoption of this approach 11.

S, S. R., T, S. R., & Luis, E. S. (1997) indicates that companies registered with ISO 9000 exhibit higher levels of quality leadership, information and analysis, supplier relationships, customer orientation strategic quality planning, human resource development, quality assurance, and quality results12.

Jayaram, J., & Ahire, S. (1998) advocates that more indicators of each construct could b
e identified, and systematic scale validation and refinement could be conducted (Ahire et al., 1996)13.

Objective of the Study:

1. To identify top 5 quality management practices followed in service sector companies of Pune Region.
2. To find out whether quality management practices have significant impact on organizational performance of service sector companies.

Limitation:

The study is limited to selected units of Pune region.

Research Design:

Type of study is descriptive and analytical study. Sampling is based on convenience of getting responses. The data is collected from 14 service industries. Total number of respondents are 166, the data is been collected from the employees ranging from executive to managerial cadre. T-test is been used as tool for hypothesis testing.

Hypothesis for the Study

H0: There exists no major impact of quality management practices on performance of service sector units ($\mu \leq 0$).

H1: There exists major impact of quality management practices on performance of service sector units ($\mu > 3$).

Data Analysis & Interpretation:

Part A. Identifying top 5 quality management practices followed in service sector Units:

Quality Management Practices	Service Sector: Response Frequency (opted from 166)	Service Sector: Response %	Service Sector: QMP Ranks
Basic Hard TQM Practices			
1 Continuous Improvement and Innovation	158	95.15	1
2 Performance Measures	146	87.89	2
Basic Soft TQM Practices			
3 Leadership/ Top Management Commitment	122	73.7	4
4 Customer Satisfaction	79	47.4	7
5 Employee Involvement	106	64.01	5
6 Supplier Partnership	79	47.4	8
Other Hard TQM Practices			
7 Just-in-time Principles	91	54.67	6
8 Zero Defect concept	19	11.76	14
9 Service Blueprinting	59	35.64	10
10 Process Analysis	60	35.98	9
11 Automation	47	28.37	13
12 Layout Design	0	0	15
Other Soft TQM Practices			
13 Quality Planning	55	33.21	11
14 Quality Culture	51	30.79	12
15 Corporate Social Responsibility	146	87.89	3

Interpretation: The top 5 quality management practices identified are Continuous Improvement and Innovation, Performance Measures, Corporate Social Responsibility, Leadership/ Top Management Commitment and Employee Involvement.

Part B: Impact of Quality Management Practices on Organizational Performance:

The data was collected from 166 respondents question used were based upon 5 point likert scale ranging from 1=strongly disagree to 5=strongly agree and cumulative mean value for each question is represented as follows:

Sr. No.	Statements	Service units
	A. Services Results	
1	Q1. Quality management practices plays an important role in improving quality services at your organization.	4.55
2	Q2. Quality management practices help your organization to continuously innovate the Services.	4.45
	Mean (Product/Service Results)	**4.5**
	B. Process Results	
3	Q3. Quality management practices helps your organization to continuously improve organizational process.	4.46
4	Q4. Quality management practices facilitates your organization to attain desired level of productivity.	4.17
5	Q5. Quality management practices are essential to eliminate procedural defects.	4.36
6	Q6. Quality management practices facilitates the conduct of safety in your organization.	4.23
	Mean (Process Results)	**4.3**
	C. Customer Focus Results	
7	Q7. Quality management practices makes your organization customer centric.	4.56
8	Q8. Proper implementation of quality management practices helps your organization to achieve customer satisfaction.	4.29
9	Q9. Quality management practices helps your organization to minimize customer complaints regarding products/ services.	4.31
10	Q10. Quality management practices helps your organization to establish proper relationships with vendors/ Suppliers.	4.7
	Mean (Customer Focus Results)	**4.46**

D. Workforce Focused Results		
11	Q11. Proper quality management practices helps your organization to boost level of employee satisfaction.	4.15
E. Leadership/ Governance Result		
12	Q12. At your organization quality management practices enhances the level of higher management participation in quality improvement activities.	4.24
13	Q13. Quality management practices helps to establish transparency in day to day operations of your organization.	4.35
14	Q14. Quality management practices facilitates easy clearance of statutory compliances.	4.11
Mean (Leadership/ Governance Result)		**4.23**
Mean (Leadership/ Governance Result)		**4.23**
F. Financial Results		
15	Q15. Quality management practices helps your organization to gain higher profits.	3.95
16	Q16. Quality management practices helps your organization to reduce after sales service cost.	4.25
17	Q17. Quality management practices facilitates your organization to reduce overhead cost.	4.44
18	Q18. Quality management practices improves overall financial performance of your organization.	4.23
Mean (Financial Results)		**4.21**
G. Market Results		
19	Q19.Quality management practices assist your organization to ease markets competitive pressure.	4.22
20	Q20. At your organization quality management practices acts as key to enhance company's market share.	4.59
21	Q21. Quality management helps your organizations to establish Product/ service brands.	4.62
22	Q22. Quality management practices facilitates to enhance goodwill of your company.	4.52
Mean (Market Results)		**4.48**
Overall Mean		**4.35**

Interpretation: Overall mean comparison shows that the overall mean value is 4.35 which also reflect that respondents agree that quality management practices positively impacts Services Results, Process Results, Customer Focus Results, Workforce Focused Results, Leadership/ Governance Result, Financial Results and Market Results.

Hypothesis Testing:

H0: There exists no major impact of quality management practices on performance of service sector units ($\mu \leq 0$).

H1: There exists major impact of quality management practices on performance of service sector units ($\mu > 3$).

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Performance	166	4.3242	.46009	.03571

One-Sample Test

	Test Value = 3					
					95% Confidence Interval of the Difference	
					Lower	Upper
Performance	37.082	165	.000	1.32421	1.2537	1.3947

Interpretation: To test significant relationship between quality management practices and organizational performance, one sample t test with 3 as test value has been used as 3 stands for neutral value. Data is been collected on a 5 point Likert scale from strongly disagree to strongly agree, where 1 stands for strongly disagree, 2 stands for disagree, 3 stands for neutral response, 4 stands for agree and 5 strongly agree.

The observed mean (μ) value is 4.32. As per the result of the one sample t test with 95% level of confidence, calculated sig value is (0.000) which is less than the level of significance (0.05). Therefore, it can be concluded that quality management practices significantly impacts organizational performance in service organizations.

Findings:

1. The top 5 quality management practices followed in service sector units are Continuous Improvement and Innovation, Performance Measures, Corporate Social Responsibility, Leadership/ Top Management Commitment and Employee Involvement.

2. The overall mean calculation and hypothesis testing shows that quality management practices positively impacts Services Results, Process Results, Customer Focus Results, Workforce Focused Results, Leadership/ Governance Result, Financial Results and Market Results.

Conclusion:

From the above data analysis and hypothesis testing it is evident that Quality management practices impacts organizational performance in service sector industry, whereas the top 5 quality management practices followed in service sector units are Continuous Improvement and Innovation, Performance Measures, Corporate Social Responsibility, Leadership/ Top Management Commitment and Employee Involvement. Which confirms that quality management practices also impacts the outputs which are having intangible nature.

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A Study on the Role of Organizational Mentoring in Employee Motivation

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Abstract:

Keeping in mind the conference topic of Globalization implications for 21st century the purpose of this paper is to study the possible roles of organizational mentoring in employee motivation. The researcher tried to show the various mentoring factors that influence the employee motivation level and to understand the relationship between mentoring and motivation level of mentees. As mentoring is considered as one of the current issues which organization for its personnel growth

Keywords—Motivation, Mentoring,)

Introduction:

In the land of India, Mentoring is said to be a very old concept which was known as Guru-Shisya relation, in the ancient spiritual Scriptures many stories about Guru and Shisya's is mentioned which we recently called it as mentoring. Classic examples of mentoring are seen in the case of Chankya mentoring great emperor Chandragupta Maurya. Research has shown that mentoring is extremely studied topic in the western countries as compare to India.

In addition, employee motivation has been examined in organizational studies as they relate to certain organizational elements, but their relationship to mentoring remains unexplored. Morris and Lydka states that because high employee motivation tends to increase organizational commitment, analyses of these attributes are necessary in order to make an organizational diagnosis ([1] Iverson, 1996; Morris, Lydka, & O'Creevy, 1993; O'Driscoll & Randall, 1999). Nevertheless, existing approaches to measuring the motivation are insufficient because employees' psychological states are influenced by other working conditions such as work schedules and manager-subordinate relationships ([2] Gakovic & Tetrick, 2003; Jamal, 1981; Salzmann & Grasha, 1991). In order to describe these influences, the present study focuses on employee motivation as related to mentoring practices.

STATEMENT OF PROBLEM/ PURPOSE OF THE STUDY

It refers to some difficulty which a researcher experiences in the context of either a theoretical or practical situation and wants to obtain a solution for the same.

The research problem for this study is as follows

- Does Mentoring process/programme has any influence on employee's motivation.

- "Are Mentored employees work under a Mentor at work, differently motivated than other employees.
Work stress and fear arouse if the organization doesn't have mentoring system/program which will be having negative effects on their performance.
- There are factors like intrinsic and extrinsic motivation which influence the motivation of employee through mentoring and many companies are unaware of the influence of mentor on the motivation of the

employees.
- There is also identification of other factors & suggestions to increase the effectiveness.
- The purpose of the study the role of the influence of organizational mentoring on employee's motivation.

I) NEED AND SIGNIFICANCE OF THE STUDY

·- This paper will help to Study the Role of Organizational Mentoring in Employee Motivation. which has a greater impact on their need achievement.
·- This study will provide some measuring effectiveness of organizational mentoring program on employee motivation in industry.
Achievement Need creates an earnest desire for motivation Following are the achievement Need.

Achievement need:

·- Employee who are strongly achievement-motivated are driven by the desire for mastery requires Experienced Mentors in Mentoring him.

1) Employee prefer working on tasks of moderate difficulty in which outcomes are the result of their effort rather than of luck.
2) An individual's balance of these needs forms a kind of profile that can be useful in determining a motivational model for them which can be achieved through Mentoring.

I) OBJECTIVE OF THE STUDY

· **General Objectives:**
The aim of this research is to study the Role of organizational mentoring on employee motivation.
· **Specific Objectives**
1) To study the role of employee mentoring towards employee Motivation.
2) To conclude whether or not the mentoring process enhances the motivation levels of employees

V) DATA COLLECTION

Data collection is one of the important tasks of the research, which is based on Primary & Secondary data. The Researchers has collected the data through secondary data because many organizations don't follow the mentoring process and if they follow, they are for short period.

VI) LITREATURE REVIEW

1) Meaning and Definition of Mentoring & Motivation
I) Mentoring
An individual is not born with knowledge of everything. It has been noted that even in our school we still need to be taken through various activities that improves our proficiency. We need people who are more skilled and experienced than us to help us learn more things required or expected of us
It is our opinion that mentoring is not and should nof be a phenomenon restricted to lower or entry level personnel, but. rather, that it has a place at the very highest levels of organization (as in the grooming of the next
a) Mentoring is defined as by ([3] Forret and de Janasz (2005: 484) in the Journal of Management Vol. 37 No. 1, January 2011 280-304) Who is a Mentor? “An influential individual in your work environment (typically a more senior member of your organization or profession) who has advanced experience and knowledge and who is committed to the enhancement and support of your career”.

A mentor is defined as an individual who holds a position senior to yours who takes an active interest in developing your career. While it is possible for an immediate supervisor to serve as a mentor, relationships of this type represent a special opportunity to interact with a senior manager. The standard subordinate/supervisor relationship is not a mentoring relationship. In the questions to follow please indicate whether or not you consider one or more individuals to be your mentor (while it is possible to have multiple mentors, the nature of the relationship implies that the number of people appropriately classified as your mentor will be small.)"

b) Mentoring is defined as by ([4] Dreher and Chargois (1998: 406); Dreher and Cox (1996: 301) A mentor is defined as an individual who holds a position senior to yours who takes an active interest in developing your career. While it is possible for an immediate supervisor to serve as a mentor, relationships of this type represent a special opportunity to interact with a senior manager. The standard subordinate/supervisor relationship is not a mentoring relationship. In the questions to follow please indicate whether or not you consider one or more individuals to be your mentor (while it is possible to have multiple mentors, the nature of the relationship implies that the number of people appropriately classified as your mentor will be small.)

ii) Motivation

Motivation is driven from Latin word 'movere' meaning move The term 'motivation' also means 'motive'. means an inner state of our mind that stimulates and directs our behaviour. It makes us move to act. It is always internal to us and is externalized via our behaviour. ([5]According to David and Anderzej (2010), motivation can be understood as cognitive decision making in which the intension is to make the behavior that is aimed at achieving a certain goal through monitoring.

a) Motivation is defined According to ([6] Stephen P. Robbins) "motivation is the willingness to exert high levels of efforts toward organizational goals, conditioned by the effort ability to satisfy some individual need".

b) Motivation is defined according to ([7] Vitileshttp:// www.yourarticlelibrary.com/ entrepreneurship/ motivation- 53285) "Motivation represents an unsatisfied need which creates a state of tension or disequilibrium, causing the individual to make in a goal-directed pattern towards restoring a state of equilibrium by satisfying the need."

1) Mentoring Role towards organizational Mentoring:

Mentors can perform various roles during the mentoring program depending on the nature of the mentees needs and experiences.

- Mentors Motivates the Mentees through sharing their knowledge and experience to promote Learning environment.

- Tracking their follow up on their progress.
- Mentors serve as role model and mentees identify and internalize the values of the mentor.
- Mentor Influences the motivation of the employee towards achievement need
- ([8]James A. Wiison, University of Pittsburgh Nancy S. Elman, University of Pittsburgh 4 No. 4) in his paper states that mentoring is not and should not be a phenomenon restricted to lower or entry level personnel, but. rather, that it has a place at the very highest levels of organization (as in the grooming of the next successor or CEO

2) Theories of motivation promotes Mentoring :

The famous theories of motivation which was introduced by Abraham Maslow who was a social psychologist who focused on the wholeness of human psychological needs rather than on individual psychological problems. Maslow is best known for his theory, the Hierarchy of Needs. Depicted in a pyramid, then Mr C.Alderfer's an American Psychologist further developed ERG Theory relative to employee needs and motivation within an organization three groups of core needs: existence (E), relatedness (R), and growth (G) in which the "growth" needs describe our intrinsic desire for personal development. These needs align with Maslow's levels of esteem-related needs (such as self-esteem, confidence, and achievement) and self-actualization needs (such as morality, creativity, problem-solving, and acceptance of facts).

David McClelland a psychologist describes three central motivational model theory which he has explained i.e.: achievement, affiliation and power, this model also attempts to explain how the needs for achievement, power, and affiliation affect people's actions in an organization.

3) Process of mentoring

An article from the ([9]Training and Management Magazine, "Mentoring - Responsibility enhances Productivity" (2005) addresses the Mentoring process as having the following steps.

1. Setting mutually acceptable goals
2. Identifying development and support needs for goal achievement
3. Monitoring progress and giving online feedback
4. Conducting the evaluation interview.

4) Role of organization Mentoring in employee Motivation.

An article Published On ([10]November 16, 2015 By ANGIE BUCHHOLZ) Does your mentorship program retain and motivate your best employees, or just frustrate them? Considering various kinds of Extrinsic motivation such as training, promotion, salary increment, improving working environment conditions, rewards and praises and one of the main types of extrinsic motivation which organization has started is Mentoring process many organizations have adopted this process for improving organizational performance. Following are the areas of motivation which is influence by Mentoring

i) In Wisdom: Mentoring motivates in gathering wisdom how the past and present interact with the future. They are about taking accumulated wisdom, both personal and official, and giving it to the next generation of workers. Through mentorship, employee gains skill, knowledge and competence from their mentors who know the organizational goals and standards ([11] Nyamori). They get motivated to perform as their mentors. Unfortunately, some organizations have not recognized mentorship as a strategy of motivating employees and improving performance. Instead some even send away their new recruits simply because they are unable to perform basic tasks. Mentorship is considered tailor-made advice that is intended to improve the capability of inexperienced employee ([12]Tanoli)

ii) In Work: now a days the working profile is changing with lot more new challenges and risk where a new entrant or the successor for the job requires motivated employees therefore mentoring programe motivates employee to take up the new work.

iii) In workforce: One of the main reasons of motivation being a challenging job is due to the changing workforce. The employees become a part of their organization with various needs and expectations. Different employees have different beliefs, attitudes, values, backgrounds and thinking. But all the organizations are not aware of the diversity in their workforce and thus are not aware and clear about different ways of motivating their diverse workforce. Therefore, mentoring programs motivates the workforce to work together in their differences.

iv) In Participation: mentors motivate employees to participate in the mentoring programme of the organization through which a good relationship between mentor and mentees are established.

v) In Career Development: A mentoring program will attract and motivate participants who want to succeed in their career prospect. Now a day's employees are becoming career oriented therefore mentors motivate them to reach their career point even it might look impossible to achieve.

vi) In Handling pressures & Problems: mentors motivate the employees in handling the pressures and problems related with the works.

vii) In achieving the organization objectives: mentors also motivate the employee in understanding and achieving their set Goals and objectives.

VII) Findings: It was found that.

1) The role of mentor is great in motivating the employees

2) Mentors influence the employee motivation in various

3) The achievement needs of motivation can be achieved by the mentoring process.

4) There is a relation between mentoring and achievement need of motivation of employees.

VIII) Conclusion: the role of mentoring is increasing in motivating the employees in few large organizations

therefore the Organizations should come to see the influence of mentoring in motivation as a strategy for the future and approach it as such. It is not only the few of young managers who will someday reach the ranks of higher positions of CEO or VPs who benefit from the promotion of mentoring but the entire organization will benefits not only because its leadership has been carefully groomed, but also because a strong culture has been developed and transmitted through Mentoring .

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A Study of Youth Factor in Cyber Crime – A Review of Literature

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Abstract:

In the current modern era, humongous amount of information is readily available. There is no information left uncaptured or unavailable in the interconnected world of networks. The existence of all this information has resulted in threats that are enormous, in various forms. This blur and hidden layers has made it very difficult to understand the real intentions behind certain information that they actually exist. (Saini, Rao & Panda; 2012). In their paper they also spoke about causes and impacts that affects the society in the form of mental illness, financial loss and even at times threat to national security. (Kshetri, 2009) mentioned factors like availability of advanced technologies in the form of hacking tools and expertise in using these tools and globalization as some of the reasons for cyber linked illegal activities that still exist.

Young people are more connected to internet and privacy is their top most preference in using the online contents (Skinner, Biscope & Poland; 2003) Study tells that various online threats like addiction, cyber victimization, and sexual exploitation had direct relationship with adverse consequences towards youth. Cyber space has positive and negative faces to it. If used correctly it can be a platform to promote rational thinking, societal understanding and physical growth among youth (Guan & Subrahmanyam; 2009). However the dark side includes victimization, addiction and exploitation. A study done by Halder,Jaishankar & Jaishankar in 2012 showed that women are more prone to be victimized like cyber bullying, email threatening, cyber stalking, altered or edited pictures. Reports related to sexual occurrences in youth Internet users such as uninvited sexual incitement, as forceful solicitations are increasing among youth aged between 10 and 17 years. The risk grows even bigger among the youth with frequent use of online communication and amongst those who spend more time on distribution of private information and finally go through offline physical exploitation (Mitchell, Finkelhor & Wolak; 2007).

According to (Patton, etal; 2014) one of the primary reason of death among youth was homicide and have an adverse effect on their education career and relations. Perhaps, violence, harassments etc. were increased in the internet world with young people. (Zhang & etal; 2012) Most of the cybercrimes were in the form that happened before the digital world existed. It is amazing that these cybercrimes were repeated and cyclic and a major task in front of law enforcement societies and organizations. The burden is faced equally by children, parents or workers. There is a lack of awareness among the masses on the understanding about the right and moral way in using Internet. It happens in spite of rules and policies were at place (Baum; 2005). Victimization more often happen against young generations and can be visible as it is significant in both psychosocial threat and many other forms of dangerous online activities. In addition to education, age, sex, financial position there is presence of forceful harassment which is again linked with cybercrime victimization and the risk was there in daily life (Oksanen & Keipi; 2013).

The researcher through this paper has tried to study the various forms of cyber-crime that youth fall prey to. The paper starts with the introduction, followed by extent literature review where the forms of cyber-crime is

discussed. The paper concludes with the discussions, conclusion, limitations and further research directions.

2. Theoretical Background-Involvement of Youth in Cyber Crimes

For the youth of today, information is easily available at one's palm or click of the mouse. Due to this free availability of information the instances of cyber-crime among youth has increased. The section below highlights various forms of cyber-crime that youth fall victim to.

2.1 Sexting among youth

Teenagers between age 13 and 18 were likely to be involved in an illegal type of practice in online space called sexting. In such acts of crime it is the children or the youth were found to be the victim as well as the creator. It is a sexual crime act involving in sending or receiving self-nude pictures, messages and videos. Research has shown that matured or adults above 25 years old were mostly not part in this type of act (Jaishankar; 2009). In the paper (Lenhart; 2009) provides vital information that children of age group 12 and 17 had send their nude pictures to un-known people online. The very striking incident in his research was about close to 20% of teens of the said age group received such type of pictures or messages in their cell phones.

The amount of youth experience to acts of sexting acknowledges the fact that needed to provide the vulnerable population with process and procedures about legal significances of sexting and guidance about dealing with the menace. It also however, recommend that producing, or getting sexual pictures is remote from any solution to the behavior for youth (Mitchell & etal; 2012).

2.2 Youth involvement in Online Gaming and Aggressive act

Violent behavior from grown up teenagers involved or addicted to certain online games were common now a days. Study says that violent acts like firing or attempt to assault someone, provoking attack on others had direct link with expose to dirty / illegal media content or violent related gaming or both. An astonishing 38% of teenagers aged between 10 and 15 exposed to such contents in online were reported to be shown such behavior (Ybarra & etal; 2008). Minors develop habituated to online games in an effort to realize from truth and self (Kwon, Chung & Lee; 2011). In the book (Consalvo & Ess; 2011) talked about users of internet can be open to a complete different method of thought and can be used to influence people instantly or over a period of time.

Teenagers involved in internet gaming or spending 5 hours or more in a day were found to have developed tendency towards unhappy ideation, suicidal preparation and lack of level in confidence in them, describes (Messias & etal; 2011).

2.3 Cyber dating

There been numerous incidences were teens exploit tools and technologies to

tease, control, and misuse their socializing companions which leads to dating violence. Teenage boys' falls victimized more than female and females reporting larger degree of non-sexual cyber dating exploitation perpetration than males was published in the research paper (Zweig and etal; 2013). Understanding of cyber dating exploitation were associated with being feminine, committing a more variety of offending actions, having had sexual doings in one's period, requiring greater levels of depressing signs. Besides having complex degree of irritation and aggression. Latest developments in tools and application oriented online methods have produced new means for socializing youth to communicate to each another, containing offensive ways by means of “cyber dating abuse.” Cyber dating misuse is a practice of young dating passion that coincides with further types of misuse, for instance emotional and similarly has numerous exceptional features. Additionally, virtual dating exploitation give the impression to a certain extent more powerfully associated to depressive signs (Zweig & etal; 2013).

Lesbian, gay, bisexual, and transgender adolescence were targeted at a proportion above four times that of their heterosexual class, and women were further common sufferers than men. Cases of early life cyber violence, describes that the close affairs of relationship and passion greatly impact the probabilities of being victimized (Felmlee & Faris; 2016).

2.4 The effect of social media and youth

As per (O'Keeffe,Clarke-Pearson; 2011) Community interacting sites for instance Facebook, Instagram, Twitter, Snap chat; betting sites and virtual domains to video websites such as YouTube and many different community blogs. These websites and portals deal today's youth a gateway for theatre and communication and have matured aggressively in modern ages.

(Liang, Commins & Duffy; 2010)Practical culture and associations are serious essentials to succeeding encouraging results. Current teens discover a major share of their involvement and free online. To get to make understand the generation, an online approach, web based attitude is necessary. Teachers and analysts can add-on their determinations by taking social media that is smart and aware to the digital populations.Less is understood about internet and public mass media usage among poor youth. It is known from the researchers in the paper (Rice & Barman-Adhikari; 2014) that poor or displaced youth were spending time in internet in addition to social media and contributory purposes. Also reveals that youth who were involving to retain or connecting social bonds were more possible to look for careers and job related materials.

3. Discussion

The researcher has highlighted the main forms of cybercrime in the above section. Through various research papers studied, it has been noticed that the lack of awareness among youth and parenting is one of the cause for these crimes. It is important to note that the internet helps youth in discover in a way other factors of the Internet like privacy, socializing, and reachability among their peers positively. With growing speed and volume in data broadband connectivity, it is important to understand the present and future generations going ahead will certainly create headaches for the policy makers. It has so far implicit that Colleges, educators and institutions had hardly encouraged or participated in building awareness among youth in using and understanding. In the paper (Asllani, White, Ettkin; 2013) explained about the requirement and necessity in addressing the several basic methods of application enabled tools related to crimes and the out-of-date concepts to reason used for offending. The government initiatives in reaching to youth is necessary in beginning an exact legitimate, collective, and moral/ethical basis to develop cyber safety. The corporates should also focus in investing into the security aspects of data connectivity and infrastructure. Presently, as it is found from above literature that much attention were given in serving customers and not in protecting from dangerous intrusion. In spite of extensive literature work has done by the researcher in this paper still areas concerning youth in online space like dark and deep web are still required to explore.

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A Study on Globalization In Context to Implications for 21'st Century With Recent GST (Goods and Service Tax) Implementation in India

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Abstract:

This article is basically structured in two sections

1) Globalization -Implications for 21'st century and

2) Goods and services Tax –implementation in India.

After Globalisation emergence around the world ,then in India, how it is benefitted will be discussed. Globalization of the world economy has changed the market landscape and dynamics of both domestic and international business. Now in Today's world of business ,due to globalization doors are widely opened for world markets boundaries were very limited but after arrival of Globalization whether it is national nor international level ,our life has become more convenient because of no of advantages .All types of businesses are explored well due to it.

In addition to it, As the Indian market is considered to be one of the largest in the world ,and as such offers huge opportunities for a demand driven growth strategy, However, the previous indirect tax regime which were included different taxes, leading to different tax structures in different states which hurdles at the state borders, making transportation costlier, delayed and inefficient .all these taxes were administered by different administrators and states. so in order to avoid multiple taxes and to have better economic development ,the new tax policy i.e. Goods and services tax is being framed.

Globalization–implications for 21st Century

Now a days today of business,Globalization is a process by world market or other companies on an world wide scale.In other words ,it is a process exchange ,interaction & utilizing among the companies various people,and rulers of the nations of different nations a process run by international trade and investment made and aided by information technology.
There are mainly about seven major types of globalization

1) Financial type globalization
2) Economic type globalization
3) Technological type globalization
4) Political type globalization
5) Cultural type globalization
6) Ecological type globalization
7) Social type globalization

Threes aspects of Globalization

Globalization has three Main aspects which are socia-cultural,economic,political(University of Leicester-2009).Economic aspects giving attention on the integration of worldwide economics ,as well as flow of trade & liquid capital across National-International boundaries.Sociocultural aspects stressing on the exchanging of culture & society.

The Global Financial crisis shown its effects mid 2007 and into 2008.Surrounding world stock markets fallen,also large financial banks collapsed or had been bought out and even the rich Governments had to forced to develop rescue packages to bail out their financial systems .thats why there a global financial crisis will affect the livelihoods of the atmost each in an increasingly interconnected world.This type of problem could have been stopped or avoided if ideologues supporting the current economics models coherent so vocal , influential and inconsiderate of others view points and concern.

Globalisation In 21'st Century

In todays decades of globalization have created a most inter connectivity in world than ever before.While Global policy has stressed on facilitating integration implications of increasing interdependence mostly ignored.

As the turn of the 21'st century , liberalization resulted in the development of an increasingly complex financial connectivity where the value,speed & volume of financial transaction became more due to domestically & internationally specially.The speed of change & innovation in financial world market in 1998 & 2007,considered to “Golden decade ", had seen the growth of financial instruments .By the end of the “ Golden decade ",in 2007 market had expanded to $ 6 billion 16 times global equity gross domestic products. (Ian Goldin 2010),

Globalization start in India

The start up of globalization was felt in 1990's in India whwn finance minister Dr Manmohan singh initiated the economic liberralisation plan.then only India stood as one of the economical country in the world since 18'th May,2011.

According to him globalization means aggressive integration or connection between countries mostly on economy .Now lets see how countries are connected to each other.
1)There is large foreign currency investment and exchange of technology.
2)MNC'Sand its jiants are spreading its base & erecting and installing factories in abroad countries by hiring labour.
3)Movement of people between countries increases due to globalization &Industralization.The credit mostly goes to MNC'sThe investment done by these countries has raised the international economic status of many developing countries.International business between countries has also risen rapidly.The work of activities of MNC's invove business in goods & services.

Globalization is the result of greater foreign investment and Greater foreign trade.

India and Globalization

The start up of globalization was first started in india when our former Prime minister Dr Manmohan singh initiated the brick of economic liberalization of plan.Sice then,India has become one of the economic jiants in the world of todays competition.It has also become one of the fastest growing economy in the world with an average growth rate of around 6-7%.There has also been a significant rise in the per capital income and the standard of living poverty has also reduced by around 10 years.The service industry has a share of around 54%of the annual Gross domestic product while the industrial and agreecultural sectors around 29% and 17% respectively.Due to global factor the exports have also improved significantly.Globalization proven positive impact on todays economy and it si expected to develop in the years to come.
(maps of media.com compare infobase ltd.)

Is globalization good for India?

Globalization has improved the economy & development of many nations including india by creating economic interdependence among them.In fact Globalization has been very beneficial to india & hence has developed each country's economic development openness to foreign trade & transactions & investment explains the rapid growth of India. (Dec.11, 2015) www.linkedin.com.

The benefits of globalization on the economy of India (Asia Li-Real estate broker at via capital-Dec-11-2015)

For the past few decades, technological advancement had permitted communication and interaction among countries,but even an increase in the economic and cultural exchanges across national borders.All of these factors together are called globalization.Globalization has given scope for improvement and development tomany countries,including india by creating interdependence economically among them.In fact globalization has been beneficial among them.In fact,Globalization stood beneficial to india economically for enrichment in employment and is also standing helpful for development on all levels like trade,commerce,enterpreneural,education,space,research and many sectors.

Openness to investment ,commerce and foreign trade it self explains rapid growth of india.As the Indian government adopted the economic liberalization policies in 1990's,the employment situation of india has improved significantly.According to the international labour organization,number of Indians in the workforce will rise by mostly 80 million over the next deceade(Economist,2010).Also as the many foreign jiants are attached by the inexpensive labour cost of the country,they there decide to establish their business abroad & outsource manpower from overseas.

These foreign organizations need a variety of manpower ranging from all types for instance ,only the sector of manufacturing job has contributed 16.1% of india's GDP in the last fiscal year (Economist,2010) .This means that globalization reduces the unemployment rate in india by giving the oppoetunity to people form all social classes to earn an income and contribute to aountry's economy so as to boost it .

The income distribution within the country is also more equal because the more people have the possibility to be employed .As the relationship between abroad companies and Indian manpower creats an economic interdependence that puts both sides in a win win position.In fact honest and ambitious entrepreneurers are always essential for the economic growth and ststus of the country.Globalization is simply a factor that permitted each of them to develop rapidly and in parallel.Also globalizationdecereased the unemployment rate and percentage in india by creating more jobs in the country.This is helpful to people to have utilization of capital to run their own businesses.As the country's economy rate become on peak level mean to say stable,Indian government is aware of the importance of education ,in sum globalization helped to develop india's economic development

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Goods and Services Tax Implementation India

Introduction: - Goods and Services tax is specially an indirect tax (on consumption tax) levied or applied in India on the supply of goods and services.The tax came into effect in existence from July,1,2017 through the implementation of one handed type and firstly it is amendment of the constitution of India by our Indian government.

The Indian market is specially recognized as one of the largest in the world with offering and giving huge opportunities for a demand-driven growth strategy.However ,the current indirect tax structure using ,includes various types of taxes like central,state and local taxes such as excise duty,service tax,central sales tax ,octori type tax,value added type tax,entrainment type tax,purchase type tax,and so on many others ,leads to mix structures in different states of our india .As the national market is also big & commodities gets transported from one part of the counry to the another place ,faces many barriers and hurdles at thestate boundaries ,making costlier transactions due to it, increasing inefficiency increasing inefficiency and delayness also.All these tax senerio is getting administered by different administers specially .Previously mean to say before implementation of it ,sales tax commissioner never talk to a excise commissioner ,even within & centre ,a service tax commissioner didnot communicating with the excise commissioner ,so this gaves a room for un scrupulous elements to declare an account for sales tax ,another account for excise and anoter account for income tax and since non of the departments didn't communicate with each other ,he got away with it.As a result ,a lot of black money was generated .No body came to know that how much was manufactured and how much was sold and consumed in process of it .So who were avoiding taxes to pay & who were paying honestly resulting in to too much differences on production & its taxes collection,resulting in loss of governments revenue regularly which was huge money noted . Also as a result finding room for corruption increase, black money is also gets created & this money is invested in lobbying with politicians and influence policy itself. As a result justice not benefitting to common man of country & he became powerless at last .

To avoid multiple taxes and to have better economic development, the new tax policy i.e. “Goods and Service Tax " is being framed.

How GST is applied?

GST is a specially consumption based tax / levy. It is having basis off “Destination Principle”. GST is applicable on goods and services at the place where final/ actual consumption takes place in our system now. GST is applied on value added goods and services at each stage of sale or purchase in the movement of goods now . GST is paid on the purchase of Goods and services are instructed against that payable on the supply of goods or services. The manufacturer or whole seller or retailer will now pay the applicable GST rate but will be eligible to claim back through tax credit policy.But being the end person in the supply chain,end consumer is to bear the said tax & so ,it is now GST is like a last point retail tax.Now GST will be collected at point of sale.

The GST is now an indirect tax which means the tax is passed on till the last stage where in it is the customer of good and services who bears the tax,this is the case even today for all indirect taxes but the difference below the GST is that charging on multiple taxes is made simplier.

The earlier tax scheme doennot allowed a entrepreneur or industrialist to take tax credits .there may be the possibilities that double taxation took place at every step of supply chain cycle during transactions .it might be set to change with application of GST.Indian government now chosing for dual system GST.The said system happened in to two parts which were known as.

Central Goods of Services Tax (CGST) and state goods and service tax (SGST). The existing taxes specially like Excise duties, service tax, custom duty etc. have stands under CGST. The taxes like sales Tax, entrainment tax, VAT and other state taxes have included in SGST.GST have applicable on the place of consumption of goods and services.

- As inter-state supply taking place and consumption of goods and services.
- Goods movement in inter states in india
- Import Goods and services transactions in india

The rate of GST was decided in slabs like 5 %, 12 %, 18%, 28% particularly in CGST,SGST & IGST, as mentioned above. It was also widely believed that there four rates based on the importance of goods. The rates for various commodities decided is as lower for essential daily needed goods and could be high for precious/luxury items.

The GST bill introduced, a bold tax – reform measurement was introduced in the delhi loksabha last 2 years back in December. it stipulate a single rate type of GST in place of central excise duty , state tax as VAT, entrainment typetax,octroi type tax,entry type tax, luxury tax and purchase tax on goods and services. While liquor has been completely kept out of the GST structure, petrol and diesel will be part of the new regime structure from a date to be decided by the GST council formed, Which will have two- thirds of its members drawn from states and the remaining from the centre.

Benefits of GST implementation (in nut shell) :

1) The tax structure formed will be made or work out to be simple.

2) The entire Indian market should be a unique market which benefited in to lower business costs. It should facilitate seamless movement of goods across states and reduce the transaction costs of businesses.

3) It is good for export oriented services, because it is not applied for goods/ services which are exported out of India.

4) In the long period, the lower tax burden could translate into lower prices on goods for consumers.

5) The suppliers, manufacturers, wholesalers and retailers are able to recover GST incurred on input costs as tax credits. The reduces the cost of doing business, thus enabling fairer prices for consumers.

6) It is benefitting tax revenue dept, making transparency and better compliance.

7) Number of tax departments should benefit in reducing tax corruption.

8) As more business entities should come under the tax system this widening the tax base. This may lead to better and more tax revenue collections.

9) Companies which are under unorganized sector should come under tax regime.

GST – its value additions, contributions

GST is formed at creating a single, unique market that will workout to both means for corporate/ commerce and the economy trade. It is an indirect type tax that are covering of all other taxes specially such as octroi type,central sales tax type , state sales tax type , excise duty, services tax, value added tax (VAT). Both the state and central governments working as tax collectors should impose GST specially on almost all goods and services produced in India or imported into the country. It is a single, compressive value added tax on goods and services that is levied at every stage of a transaction. The person paying the tax, can offset it as an input cost. Thus tax is levied or applied only on the value added during a particular stage of transaction taking place. It is now going to shift the burden of tax to the point of final consumption but the tax burden on the final consumer will be less than it is now because taxes paid earlier have been set off.

GST is applied at every state of the produced distributed network with applicable set of in respect of the tax remitted at previous stages of transaction. It is basically a tax applied on final consumption GST is to be a comprehensive indirect tax levy on manufacture, sale and consumption of goods as well as services at the national level. GST is an destination based tax. Its main aim is to consolidate all indirect tax levies into a single tax, except customs (excluding SAD) replacing multiple tax levies, overcoming the limitations of existing indirect tax structure and creating efficiencies in tax administration.

How is GST Applied in India?

GST stands as a consumption based tax .It is having base on the " Destination Principle" as directed . GST is made applicable on goods and services at the place where final actual consumption happens to take place. GST is charged on value-added goods and services at every stage of sale or purchase in the movement of goods. GST is paid on the purchase of goods with services can be set off against those payable on the supply of goods or services now. The manufacturer / whole seller / retailer now eligible to pay GST rate but soon will claims it back through tax credit system. But being the last person in the movement of goods transaction, the end user has to bear this tax and so,in many respects, GST is like a last –point retail tax. GST is going to be collected at point of sale.

The previous old tax system structure did not allowed a business person to take tax credits. There are lots of chances that clouble taxation takes place at every step of transaction. This may set to change with the implementation of GST. Indian Govt. is opting for Dual system GST. This system will have two components which new known as Central Goods and service tax (CGST)and state Goods of service Tax (SGST)The old taxs taxes like Excise duties, service tax, Custom duty etc.

Now merged under CGST, the taxes like sales Tax, entrainment tax, VAT and other state taxes induded in

SGST,GST now levied on the place of consumption of Goods and services.it is levied on:

1)Intra-State Supply and consumption of goods of services
2)Inter-state movement of goods
3)Import of goods of services.

The rate (Percentage)of GST now decided as 5% ,12%,18%,28 % .As mentioned above there are CGST,SGST and IGST rates. It is also widely believed that there are rates based on the importance of goods. Like the rates may be lower for essenhal daily needed goods and high for precious /luxury items.
The GST bill ,a bold form measure, was introduced in the loksabha in December 2014.
It is a single rate of GST in place of central excise, state VAT, entrainment tax, octrai, entry tax, luxury tax and purchase tax on goods and services. while liquor has been completely kept out of the GST petrol and diesel the part of the new regime decided by the GST council, which had two-thirds of its members drawn from states and the remaining from centre.

Conclusion

This Paper Article concludes that how the Globalization is going to survive to todays world of business on all sectors and contribute for enrichment of economy of India & every country of world .Also it is proved that due to Globalisation, all countrys foreign business policies are changed ,it is opened in broad way in order to do the business with every country and our India also stood in line with it to explore our Global economic policy.In addition to it recent happenings of GST implementation in India also going to play a major role to support Indian economy and to improve business relations surrounding all over the world.

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Innovative Trends in the Field of Information Technology in Relation to Marketing in Light of Globalization

(With reference to the top Indian 5 IT companies)

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Abstract:

The purpose of this paper is to analyze and study the past and current innovative trends in the field of Information Technology with regards to Marketing function in light of the changes brought about by the onset and advancement of globalization. This study aims to study the trends spread due to globalization and their effect and impact on the Information technology sector in India.

Keywords—Information Technology, marketing strategies, Innovations.

INTRODUCTION

According to the International Monetary Fund (IMF), Globalization is "the growing economic interdependence of countries worldwide through increasing volume and variety of cross border transactions in goods and services, freer international capital flows, and more rapid and widespread diffusion of technology." This process of globalization can be simply explained as a world without borders in respect of business, trade, commerce and profession thereby allowing individuals and organizations to freely conduct business activities and spread their work area outside the physical or geographical boundaries of their country.

This process of globalization has spread faster in the 21st Century due to conducive political climate provided by the countries over the world for the betterment of trade and commerce. Globalization has also increased competition among the organizations since multiple competitors provide similar goods or services to the same group of consumers thereby giving unlimited options to the consumers however the consumers are limited for the sellers.

Due to this free competition, the business organizations are restricted and thus need to look for innovative ways to find and attract consumers. These innovative ways and means may fail at times but the ones that succeed are incorporated and copied by other organizations either directly or indirectly.

The field of Information technology has been growing steadily over the course of the past 3 decades and continues the same way. Due to multiple organizations and the opportunities given for upcoming young people and free technological infrastructure, the products and services developed are becoming cheaper over time and thus are affordable to the common man. The Chartered Institute of Marketing defines marketing as "the management process responsible for identifying, anticipating and satisfying customer requirements profitably." Marketing is an essential function with regards to any business. Without successful marketing function, no business will be able to sustain let alone be profitable. A successful marketing strategy enables a business to determine the products that are required and demanded by the consumers, the consumers that will be able to afford and purchase the products offered and make a profit out of these transactions.

II. GLOBALISATION IN INDIA

Globalization was implemented in India in 1991 after the New Economic Policy was launched by then Finance Minister, Dr. Manmohan Singh. These reforms paved the way for initiating the process of privatization, liberalization and globalization of Indian economy. It began developing as an outwardly opening economy, with the aim of linking, integrating and unifying domestic economy with world economy. Since then, India has gradually become one of the economic giants in the world. Today, it has become one of the fastest growing economies in the world with an average growth rate of around 6-7 %. There has also been a significant rise in the per capita income and the standard of living.

The following factors have contributed to the progress of globalization in India in the past:

- Increase of trade to GDP for India as well as other countries.
- Expansion of financial capital flows between countries.
- Foreign Direct Investment and Cross-Border Mergers and Acquisitions.
- Rising number of global brands – including from emerging countries.
- Deeper specialisation of labour – components come from many nations.
- Global supply chains.
- New trade and investment routes
- Increasing levels of international labour migration and migration within countries.
- Increasing connectivity of people and businesses through mobile and internet.

The various economies of the world have resorted to liberalization and globalization in last 3 decades to ensure that the trade in their economy grows freely and sustainably. They have all taken necessary measures to ensure that the other countries i.e. the businesses and the investors get attracted to their offerings and have thusly, modified their legal structure, entered into taxation agreements and tried to stabilize their political environment

III. BENEFITS OF GLOBALISATION IN INDIA

The benefits that India has derived from the implem
entation of globalization policy can be summarized as follows:

A. Increase in employment: New jobs are causing naturally more of engagements and employments. Special Economic Zones (SEZs), Export Processing Zones (EPZs), etc. are set up across the country for which hundreds of people are hired. Since labor is cheap in India, developed western countries like USA and UK outsource their work to Indian companies. This in turn creates more employment.

B. Increase in compensation: Since globalization, the levels of compensation have been higher than what domestic firms would have provided at similar level of professional experience and qualification. According to Knowledge at Wharton (2011), mergers & acquisitions rise due to globalization. This leads to a change in management structure. Workers are pacified with salary hikes to keep them motivated during management re-structuring.

C. Enhancement of living standards and increased purchasing power: A huge amount of wealth generation in these cities have been going on which is leading to the development of businesses and cities are also developing with higher purchasing power for those who are working with foreign organizations. Even the domestic organizations are encouraged to pay higher compensation to their employees who enhance people to live better quality lives indirectly. Thus these cities are witnessing better living standards and also development in business besides economic growth in the city.

D. Empowerment of Indian youth: Pride of working in global organizations has been on the increase among the young professionals and that has done wonders in increasing their outstanding confidence levels even in their early 20s not seen in any other age group. This is a wide positive fact in these destination cities and this is also trickling to the young professionals in other centers of growth

IV. INFORMATION TECHNOLOGY SECTOR IN INDIA AND GLOBALISATION

·History of IT Sector in India: The Tata Group in partnership with Burroughs. India's started the IT Services industry in Mumbai in 1967. The Santacruz Electronics Export Processing Zone (SEEPZ) which was India's first software export zone was established in Mumbai in 1973. More than 80 percent of the country's software exports were from SEEPZ in the 1980s.

·The Indian economy underwent major economic reforms in 1991, leading to a new era of globalization and international economic integration, and annual economic growth of over 6% from 1993–2002. The new administration under Sri Atal Bihari Vajpayee (who was Prime Minister from 1998–2004) placed the development of Information Technology among its top five priorities and formed the Indian National Task Force on Information Technology and Software Development.

·"The New Telecommunications Policy, 1999" (NTP 1999) helped further liberalize India's telecommunications sector. The Information Technology Act, 2000 created legal procedures for electronic transactions and e-commerce. With this more and more IT Industry "giants" began to establish offices in India. Indian IT Industry has been export oriented since the beginning and continues to be the same. The domestic market although robust contributes to less than 20% of the IT Industry's revenue in any given year.

·Timeline of Indian IT Industry development: In 1968, Tata Consultancy Services began its operations. It was the first company in the IT Industry in India. More than a decade later, in 1981, Infosys was established. In 1991 the Department of Electronics created a corporation called Software Technology Parks of India (STPI) that, being owned by the government, could provide VSAT communications without breaching its monopoly. STPI set up software technology parks in different cities, each of which provided satellite links to be used by firms; the local link was a wireless radio link. In 1993 the government began to allow individual companies their own dedicated links, which allowed work done in India to be transmitted abroad directly. Indian firms soon convinced their American customers that a satellite link was as reliable as a team of programmers working in the clients' office.

· In 1993, Quickheal Technologies Pvt Ltd was formed to create and sell anti-virus software in India. After this, slowly the foreign market players started setting up their businesses in India. Some resorted to partnerships or joint ventures or tie-ups to benefit from the Indian companies and some others expanded into Indian market.

· By 2019 the It Industry has expanded to all corners of the country and however certain areas have concentrated as the IT hubs. The major IT hubs are Bangalore, Hyderabad, Kolkata, Pune, Chennai, Mumbai & Navi Mumbai and the National Capital Region (Delhi, Gurgaon and Noida).

Information Technology Sector in India post Globalization: Information Technology sector includes software development, consultancies, software management, online services and business process outsourcing (BPO). In 1990s there were

·about 5000 employees in the IT industry in India and they accounted for around $100 million in exports. The value of exports has gone up to $70 billion with more than 2.8 million employees working in this industry. As per a recent report by National Association of Software and Services Companies (NASSCOM), the industry is expected to grow 12-14% in the year 2017-18. This is evidence that the IT industry has multiplied rapidly and will continue to do so due to the globalization process. There are factors at work continuously which are a result of directed efforts to increase foreign investment in India in various sectors. However due to the export oriented nature of the IT industry, the government has taken due care to ensure that their growth is not hampered in any way and they continue to monitor the same.

·Information Technology Sector in India in 2017: IT Business Processing Management (BPM) industry revenues (excluding hardware) for the Financial Year 2016-17 is estimated to be at US$ 154 billion. IT sector contributed to India's GDP by 7.7% in the year 2016. In the Financial Year 2016, TCS stood as the market leader with about 10.4% contribution to India's IT and ITeS sector revenue. The IT market is quite competitive with the top 5 IT firms contributing over 25% to the total IT revenue. For the Financial Year 2017, the domestic revenue is estimated to be at US$ 38 billion while the export revenue is estimated to be at US$ 117 billion.

· Top Companies in India in 2018: The top companies operating in India in 2018 in the IT industry are Tata Consultancy Services (TCS), Wipro Technologies, Cognizant, Yahoo!, Google, Tech Mahindra, Infosys Technologies, HP, Capgemini, iGATE Patni, Accenture, L&T, EY, Convergys, MphasiS, Genpact, HCL Technologies and Godrej Infotech. Out of these more than half are foreign companies having operations in India.

· The existence of these foreign companies is a result of globalization. Even now foreign companies continue to enter into Indian market.

I. MARKETING TRENDS IN INFORMATION TECHNOLOGY IN INDIA IN LIGHT OF GLOBALISATION

A. Marketing in IT industry: Marketing not only related to the sale of the product or service but covers the journey starting selection of the product or service to be offered, strategies for selling the same and making it available for the buyers to purchase and consumer and ends with the final disposal of the said product or service. In the IT industry, the products are intangibles and virtual in nature and are more in the tunes of a service rather than an actual product. They deal with softwares, software related services, business process outsourcing, infrastructure for software implementation, other essential services to support the business processes.

Such products are not of use for the common consumers and hence normal marketing strategies would not suffice in this case. The target audience for these IT companies are other big companies and even at times small companies who would need the products to help them maintain their business and carry out certain activities with ease.

These companies have resorted to different strategies over the years. Initial there was a huge difference in strategies used for the targeted large scale buyers and small scale routine consumers, but in today's time due to heavy competition, these companies have to resort to large scale marketing on multiple platforms to attract consumers.

B. Marketing Expenditure of IT Industries: As per a report by Business Standard, the marketing expenditure of the IT companies in India was as: TCS $10 million, Infosys $7 million and Wipro about $4 million. Since then each of these companies has increased their spending on marketing at a progressive rate. As per Livemint, by 2012 all the companies were spending about 14% of their revenue for the purpose of marketing. TCS spend $210 million, Infosys about $160 million and Wipro about $100 million and HCL Technologies around $90 million. As per a report by a leading news agency, TCS is estimated to be spending $1 billion annually for the purpose of marketing, Infosys and Wipro are spending half a billion each for the same purpose. Due to globalization, these companies need to invest and spend more in marketing mediums to gain more consumers and have a stable growth over time.

C. Past of marketing strategies in India: To analyze changes in marketing methods, we need to first study what methods were used in the past by the IT sector companies to woo their customers. Some common methods have been described below:

· Basic Printed Works (like flyers, newspapers, posters, phonebooks, etc.) – The IT companies would make use of the most basic tools available for marketing i.e. printed works like flyers, brochures, newspaper ads etc. Printed works were sufficient to give details about products and make consumers aware about the existence of companies as well as their offerings. The printed works are highly ineffective as proper feedback cannot be received in case of this method. It is impossible for a company to verify whether or not a customer has received these printed tools and whether they have sufficed to convince them to subscribe to their services.

Billboards – Billboards are an important tool for mass marketing. It enabled the companies to reach a large number of people at a single time. Being a cost effective alternative even the smaller and newly formed companies could resort to marketing through billboards. Billboards did two things for the IT companies. First, it made the public aware about the company and second, it created an image in the public for the company. Billboards can be considered as a passive form of marketing as they're not directed towards a target group but the general population and thus less effective.

· Radio Advertisements – Radio advertisements were not very popular with the IT industry. A couple of companies used radio advertisements but they were not promotional. They were rather informational and ran for a very short duration of time.

· Early Television Advertisements – Television advertisements in the early period involved very less graphics and media. So IT companies would just give a small text for the viewers to read. Television advertisements in the early times from IT companies were very uncommon and 1 or 2 companies tried to utilize this medium for marketing with no benefit. However, this same medium has turned very effective in the current times.

· Telemarketing – The most popular method to direct the marketing effort at a particular audience was telemarketing. The IT companies would use telemarketing and still continue to do so even now. Telemarketing allows them to directly contact a prospective customer or a target who might be in need of the services or products that the company requires. In telemarketing, the company hires employees or has the job outsourced to another agency to find data of such prospects and to call them to introduce the company and ask if they require the services by trying to convince them that the company is providing the best available product or service at cheap rates. Telemarketing succeeds where all else fails, i.e. it enables real-time feedback and response. The customer can inform the caller as to whether or not they will take up the services and at times give reasons for their choices. This helps the company to adapt and make changes in their policies to attract more customers in the future.

D. Innovative Marketing Strategies used in IT Sector in India: Over time, the IT companies have learnt more and more about marketing and due to the advent of globalization they have realized that without a proper marketing strategy in place, they will be out of business within no time. With the understanding that the traditional marketing methods will not be effective for their non-traditional nature of business, they have put more effort into developing innovative strategies for marketing. Each of the companies may not develop their own strategy completely. But with the help of globalization, marketing strategies and techniques are being spread wide and far at a quick pace and the same can be adapted as and when necessary by anyone. At the same time, they can always partially adhere to one strategy and partial to another or they can use a combination made out of multiple strategies. Thus, in the current times, the IT companies have more freedom and more choices to customize their marketing strategy as per their requirements and aim to fulfil their objectives through the same.

A few of the modern strategies are listed below:

· Research – The IT sector companies spend a lot on research. Research related to not just future products but also research of the market, the consumers – their likes and requirements and also their preferences, the pricing strategies, alternative markets for products or services, competitors' strategies and business policies. Research oriented companies are also on the rise that give you primary data for use. From this research, the IT companies can formulate their strategies and at the same time when a proper research is being conducted, the public is made aware of the research and its results through some media. This gives exposure to the IT company as well.

· Websites – All IT companies have big and elaborate websites of their companies giving details of their organization, its history, the management team, their offerings, major clientele and contact details. In today's world, a website enables anyone use the internet to gain dependable information about the company and its officials. The said websites are an integral part of marketing and even the existence and sustenance of IT companies in India and the world over.

As mentioned before, more than 80% of the IT sector is export oriented and hence they need ways and means to be visible and noticeable to their prospective clients outside India and without the existence of a physical office, the website gives a virtual office to the prospects world-over and enables them to find a suitable company that can cater to their requirements.

The website of TCS (https://www.tcs.com/), India's oldest and most successful company today has details about its global offices, the sponsorships, diversity in their organization, their special projects and innovations, career opportunities with them and their social media details. The overall design of the website is such that it contains graphics as well as text.

On the other hand, the Infosys website (https://www.infosys.com/), India's second oldest IT company is more colorful and graphic and information pertaining to its social responsibility programs (The Infosys foundation) and sustainability programs.

Comparative, Cognizant (https://www.cognizant.com/), which is an American company but has been highly successful in India, has a very thorough and detailed website. There are multiple services and products listed under various categories based on their use. At the same time, there is information on on-going developmental and research projects which define their advancement in the field.

What can be observed in all these websites is that there is standardization along with a peculiar uniqueness that exists due to competitiveness of the industry. Each of the companies is trying to show what additional benefits they bring along with their products and services which gives them an edge over the rest.

·Cultivating Visible Experts – Visible experts are nothing but the people from the industry who are the leaders in creation and innovation and are viewed by the public in the same way. These "Visible Experts" act as the face of the company in print and digital media and represent the company on many fronts. The perceptions of the public about these people becomes such that they directly relate to their perceptions of the company.

Visible Experts if viewed as an authority figure lead to the public viewing your company as a leader in its field. N R Narayana Murthy, the co-founder of Infosys left in August 2011 and was forced by the board to return to the company in June 2013 when the company's share prices fell drastically including the day when there was 12% in the share price. This was solely due to the lack of a visible expert.

·Search Engine Optimization (SEO) – Search Engine Optimization is a tool used to increase your websites relevance in search engine results. It just enables your website to come up faster or sooner in results and ensure that more people visit your website. SEO is a very popular tool since there are billions of websites and without SEO, the website would be lost in the details and never show up as a result in a relevant search thereby reducing its effectiveness for marketing.

·Content Marketing – Content marketing included various types of contents that can be presented or given for free to your users for the purpose of getting them acquainted with your products and services. Content marketing is highly useful in creation of new markets or getting more potential customers. Content marketing can be done through the company's website, social media, blog etc. It can include media, professional partners, content syndication, guest blogs etc.

TCS was named as the leader in India in Digital marketing by NelsonHall in April 2018 and they cited they content marketing and engineering as a major reason for their progress.

·**Social media -** These days every one has a social media account and this enables quick connectivity for the companies as well as customers. They can display ads on social media, promote new products or services, have promotional schemes, divulge information about their research and developmental activities, give out details of their other social activities and outreach programs. All the IT sector companies in India and around the world have a Facebook page, twitter account and even an Instagram account. They enable customers to contact them through social media to gain support for any issues quickly.

·**Launch, Optimize, Repeat** – This is a new and innovative standard that has been developed by the IT sector. It clearly states that to have a successful business with a long perpetual life, they should follow the principle of LOR. Launch new products, optimize them for the purpose and then repeat the first two stages for a new product or service. Basically, this gets a cycle started that does not end until the company stops making new products or services.

·**Traditional marketing** – Even with advent of social media marketing, traditional marketing isn't dead. The IT companies resort to traditional marketing methods more than before since it gives more exposure to the companies. They can have print media like newspaper, brochures, flyers; radio advertisements and television advertisements created to match their goals and objectives and promote themselves to a large audience in one go. Repeated advertisements have a deep impact on the viewers and create a name for the company.

·**Sponsorships** – The latest trend in India for the purpose of marketing is through sponsorships. The IT companies sponsor a multitude of events like media meets, consortiums, conferences, sports events and media events along others. This enables them to market their products indirectly. At the same time, they get to indulge and involve in activities that are out of their core areas of business.

·**Social Initiatives –** The IT sector companies are involved in various activities for social welfare at large. These social initiatives are directed at a special strata of society and also at a specific purpose. Infosys has set up the 'Infosys Foundation' which aims to support the underprivileged sections of society. TCS has Lab on Bike program involves a travelling educator and a curriculum offering quality, hands-on education to promote creative thinking and communication skills in students from Class. 5-10, the TCS School and Community Science Project is a step in the right direction, since it provides 250 government school students an opportunity to access quality STEM education, programs like InsighT and Launchpad in schools and colleges across India to enhance IT skills among students. Tech Mahindra has on to its credit educational programs called Shikshaantar and ARISE, employability program called SMART, disability initiatives called ARISE+ and SMART+. All these programs are run by the Tech Mahindra Foundation in association with various governmental and non-governmental partners. Wipro Applying Thought in Schools (WATIS) is one of Wipro's social initiatives, working to build capacities in school education reform in India. The intention is to contribute towards systemic improvement of the Indian school education; and our key strategy in this endeavour has been organizational capability building of civil society organizations across the country, in order to have a multiplier effect.

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Role and Significance of International Education Consultants for Thai Students

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Abstract:

Going to study abroad is an investment both time and cost. The hope of parents and students are need for students to received academic knowledge and foreign language skills have experience from living abroad with a variety of nationality and cultures there is the opportunity to learn from different cultures.

There are two main channels for applying for study abroad including direct application contact with foreign educational institutions by oneself with another channel is contact through international education consultants or international education guidance centers. But it appears that Thai students, including many other countries students studying abroad have popularity using the service from international education consultants or international education guidance center because it is convenient, confident because they had a consultant to help from the application process course selection educational institution visa application as well as the provision of accommodation and travel arrangements.

Therefore, the role and significance of international education consultants for Thai students should be studied for the benefit for the benefit of students which interested to study abroad including motivate or increasing opportunities for students still lacking decision information lack of confidence do not know how to start to study abroad. The contents will consist of reasons for the importance of studying abroad problems in English language skills for communication of Thai people application channels for studying abroad, result advantages and disadvantages of studying abroad roles and duties of international education consultant techniques for choosing to use an international education consultant service as well as the benefits that students will receive from international education consultants as well.

Keywords: Role Significance International Education Consultants Thai Students

Introduction

Going to study abroad for Thai students in the past several decades ago, this can be difficult and often have limited opportunities for government scholarships children and grandchildren of official or those who are children of families with a strong economic status. In the Present there is more economic and social expansion including educational institutions in foreign countries have opened up more opportunities in accepting international students, study at all levels. Therefore, studying abroad is not difficult and have limited opportunities as in the past if getting the right advice can be seen that at present, students as well as parents energetic, alert regard to study abroad a lot both in studying foreign languages and short-term summer classes secondary education and studying at the college and university level diploma courses, bachelor's, master's and doctoral degrees. This is because overseas education institutions there are a variety of subject modern science with new research results modernity in technology and teaching media specialized personnel. It is important that students studying abroad has increased the opportunity to learn foreign language skills at the level that communicates with foreigners with confidence because it is in an environment that uses foreign languages in daily communication including learning about various arts and culture make students who graduate from abroad have potential both academic knowledge Language, social and cultural skills have the advantage and are the personnel that need the leading organization both in the home country and abroad.

Study abroad is a high cost investment therefore, to decide to study abroad should consider various factors many aspects of decision making for the best benefit of the learners to be able to apply knowledge ability gained from studying abroad to create career opportunities to benefit themselves, society and the country in the overall picture.

However, in studying abroad for Thai students there is still a need and popularity to use international education consultant services of various international education guidance centers in Thailand, even if students are able to contact through foreign educational institutions directly this is because international education consultants can facilitate parents and students have access to resources of various educational institutions in foreign countries easily and conveniently. Because communicating with Thai officials no problems with foreign language barriers helps to save time and cost convenient to collect documents for enrolment and applying for a visa to enter that country

Advice from international education consultants have direct experience understand the education system of foreign countries which may be different from the education system of Thailand course information and universities or educational institutions at various levels city information living in that city as well as the cost of living accommodation and various services related airport pick up, accommodation reservations and air tickets and health conferences etc. from necessity and the popularity of international education consultant service for Thai students who are going to study abroad including parents who have to use information in planning decisions.

This article aims to disseminate knowledge about the role and significance of International education consultants for Thai students to go to study abroad and parents to send their children to study abroad before discussing the role and significance of the international education consultants come to understand the problem various obstacles and challenges affecting the selection of students to study abroad.

1.Skills in using English for communication of Thai people Thai students learn English for at least 5 to 10 years because some people have started learning English from kindergarten while some people in previous generations may start school at primary school grade 5 then learned to come to the university should have enough skills to speak or communicate in English. It appears that Thai people who have learned English for a long time have not been able to speak and communicate in English both in daily life and work, the ability to use English of Thai people compared to the people of the ASEAN economic community found that the number of people who can use English in communication is percentage, Singapore 71%, Philippines 55.59%, Brunei Darussalam 37.73% Malaysia 27.24% and Thailand 10% in summary, it is that English proficiency of Thai people is very low compared to other countries in the Asian Economic Community

1.1 English proficiency for the communication of Thai people,

New York Times used to report the research results of Education First Company which ranks the English language proficiency of 54 countries that do not use English as their primary language research methodology by sampling the population of 1.7 million people worldwide. The results are summarized in the following groups.

(1) The group of countries that use the best English language, consisting of Sweden, Denmark, Netherland, Finland and Norway.

(2) The lowest 5 English-speaking countries are Colombia, Panama, Saudi Arabia, Thailand and Libya.

(3) European countries that use the lowest level of English, including Italian, Spanish and Portuguese.

(4) BRIC member countries comprising Brazil, Russia, India and China the country with the highest

English proficiency is India, followed by Russia, while Brazil uses the least English language of the BRIC.Things that are interesting and challenging which the research has mentioned is important factors for trade, innovation and national income are the ability to use English in the communication of the national population.

1.2The importance of English

Thing which Thai people should see important although English may not be the most spoken language in the world. But in the political and social economy of the world use most English.The language used in UN organizations which the United Nations allowed to use including French, Russian, Chinese, Spanish and English moreover only the written language can add Arabic one more language, but English is used most often and the most. The world's leading industry in the world in commerce such as Japan, Germany use English in advertising making a product manual including communication in the world of computer science the report on scientific progress in countries around the world uses almost all English.English is considered the world's leading language in addition to countries in Europe and Japan, English is used in the global trading business there are large number of people from English-speaking countries such as the United States, Canada, the United Kingdom. (England, Wales, Scotland, Northern Ireland) Australia and New Zealand these countries have gross national productivity more than Europe, both Europe And Japan combined up to double.

Therefore, the native countries mentioned above and industrial countries in Europe, including Japan which uses English to develop into a leading country in the world If it is called English is the language of the leading countries. English also shows a high level of education for individuals will have the most learners and used to communicate as having the highest level of education which there is no language in the world comparable to English broadcasting around the world is about 60 percent that uses English and addressing envelopes around the world, with about 70 percent using English school schedules in schools around the world the amounts of hours learned in English when the average totals the number of hours learning English is more than number of hours studying all other subjects.

1.3 Reasons for studying English

As mentioned above the importance of English thing which Thai people should see important so in this section, want to point out the reasons for learning English. following details.

(1) English is the official language of the world which is used as official language in more than 53 countries around the world.

(2) Learning has English language skills help increase the opportunity to enter a good career position with higher income.

(3) There are 400 million English users around the world that uses English as mother tongue.

(4) Presentation of communication in the media relations community mainly English

(5) In the world of internet networks, use English as the primary language.

(6) Make able learning to understand the language new culture via English.

Educational institutions in international countries around the world there are various courses offered more in

(1) English although that country will not use English as the main language.

(2) English language skills requirements, such as IELTS, TOFEL, TOEIC, are defined as conditions to apply to study or work abroad.

(3) The working language of ASEAN shall be English which is defined in accordance with the ASEAN Charter Article 34

1.1 The main reason that the English language learning of Thai people takes a long time but cannot speak English.

(1) Studying for exams, not for communication most Thai students learn English to take the exam the school's English language teaching system was started and emphasized grammar make most students

focusing on grammar to enter the exam not studying for communication makes memorizing grammar a mainly on the other hand, lack of speaking skills or communication that focuses on training to communicate to the audience to understand.

(2) Dislike, don't enjoy learning English as a result of studying for exams when wanting to use in speaking in real situations unable to communicate, resulting in no fun learning have discouraged, lack of motivation. When long time passed will feel boring and do not want to study because it feels pressure and not fun

(3) Think of yourself stupid and not good both many years studying and still not developing more time has elapsed even makes sense of unsuccessfulness not ready, unable to communicate. When the time required to real use making itself foolish not good at English. I have suggest that you stop thinking that you are stupid and not good. But should start again from learning how to speak and communicate correctly by expert instructors.

(4) lack of discipline and motivation to practice English seriously to speak English or other languages fluently inevitably caused by training there are no any subjects or career that learn at once and will make it an expert. Therefore, consistent training practice will make you familiar with the use and have more confidence. When done until familiar Inevitably resulting in communication skills with confidence in use up to the actual work in every situation.

(5) Lack of English language requirements we try to think about if using scale 1 to 10 and ask yourself we have a desire to learn English in any scale may be compared to the activities we do each day throughout the week it would be an answer to what level of English we need.

1.2 **Reasons to study abroad for Thai students**

Thai students who are going to study abroad there may be uncertainty whether it is worth the time and expenses including the benefits to be received or not which if there is an opportunity to inquire from those who have experience from studying abroad before often get answers about important life-changing experiences enough to summarize the reasons as follows.

(1) Study abroad suitable for language learning because learning languages in the country in which they are studying will be effective because they have experience in using language everyday spoke, heard, learned the right culture fast in the environment or real situation.

(2) studying abroad increases the chances of tourism.

Weekend travel or during school holidays can travel to visit various important places some courses of study abroad also have fieldwork in various locations as well.

(3) Study abroad Help to get to know other cultural arts directly cultural differences, such as language, food, dress, living behaviour, perspective, belief, tradition giving importance to things found in life too to experience these differences directly will be able to truly understand useful for daily life use and work on the next occasion.

(4) Learning abroad has developed skills in the classroom.Learning in a new place and environment will feel excited somewhat scary during the first adjustment and discovered the strengths and weaknesses of himself solved the problem face situations that have never been encountered before Have adapted and responded to the right things.

(5) Study abroad, meet new friends from around the world.While studying abroad have a chance to meet new friends Both people with the same culture and meet international students who are far away from home as well.

(6) Learning abroad makes it possible to increate learn yourself. Students coming to study abroad when graduating often return to their own country with new ideas about themselves and their country with experience gained from abroad often challenging ideas the belief that they had and make the faith stronger or completely changed in addition, seeing culture in a new context make yourself look as well as new ideas

(7) Study abroad making the world look wider. Students who go to study abroad have more experience in various fields upon graduation, there will be a wider perspective and ideas.

(8) Studying abroad gives you the opportunity to change the rules of study that are different from the original.Studying abroad Joined the new education system have chosen various courses according to interests that may not be taught in Thailand and still have opportunity to avoid the education system traditional courses which students have encountered.

(9) Studying abroad has a higher chance of working. In the era of globalization investment of multinationa.l companies from various countries to invest in Thailand and the perspective of the employer often see students who have graduated from abroad are enthusiastic like a challenge have one's own identity can solve the problem or can manage a variety of situations. This is because the direct experience gained during the study and living abroad resulting in negotiation skills in various situations which has a variety of languages and cultures enabling students to graduate from abroad have higher potential than other candidates

(10) Studying abroad helps increase the student's qualifications.
Study abroad of students have opportunity to choose a course of interest which may not have studied in Thailand and studying abroad in addition to obtain academic knowledge, it also increases foreign language skills for example, English can be written in the Curriculum Vitae (CV) of the students themselves.

The result from work experience or study abroad. From the study found who have experience from further study or experience from working abroad helps to be more intelligent. That is, research conducted by the team Assistant Professor William Macax of INSEAD, the world's leading educational institution, has campuses on three continents, including Europe (France), Asia (Singapore), Middle East (Abu Dhabi city The United Arab Emirates), who has been ranked the top 5 best MBA programs in the world By the Financial Times Business Week newspaper, 1 July 2016, the report of Angela Leung of Singapore Management University concluded that

(1) Students with an open attitude and flexible to foreign cultures Will be able to connect various and complex ideas well.

(2) Students who participate in multiculturalism have more opportunities to get work after graduation.

(3) People who have international experience or holding more than 1 nationality, will be able to think of solutions and shows more creative thinking by which they can connect new ideas quickly.

(4) People who have used to live or study abroad Able to invent products or new business which will successful or have the opportunity to be promoted faster. One of the conditions is those who continue to study must be "willing" to adjust their own lives according to the country they live in. By accepting new cultures, the idea of living in a foreign country is wide open. Ready to receive new possibilities always come into life not attached to the original answer.

Advantages and disadvantages of studying abroad

The opportunity which students will travel to study and live abroad Is the dream of many Thai students, however going away from the family go in the new environment and various cultures, which is not yet familiar It may be uncomfortable. Discomfort during the first phase of adjustment, so suggest that students should understand, compare the pros and cons of going to study abroad. Before deciding to choose the path of their own education life which is considered important and necessary because education is an investment both cost and time Students will use it as information for decision making. Or for adjustment when encountered in real situations.

Advantages of studying abroad

Study abroad is an opportunity for learning and directly responsible for them self because of living in a foreign country Students will have to act on their own. There are many things that may not have been done when living with a family in Thailand, such as managing personal expenses, food expenses, travel expenses or cleaning, Washing your own clothes.

students far from parents it makes them to feel free, but students must be responsible for themselves Behave in the discipline of educational institutions and the society we live with Must not use freedom with passion travel and forgetting the main goal of yourself that We came abroad this time is studying, find good experience and successful. With the environment and experience Difficulties gained from living abroad will help students with greater patience, have skills in problem solving which will be useful for the student's own life After Graduation in addition, having the opportunity to study abroad will meet people from various countries around the world. Which has different cultural backgrounds, different perspectives Is an opportunity for students to learn develop communication skills and make good friendships.

The Important after graduation. When you apply a job, you have to write a resume for applying for a job, called a Curriculum Vitae: CV), a successful academic qualification from abroad is also an interesting point when you applying for a job because the employer considers in addition to your academic knowledge, you still have maturity, effort, diligence, patience, responsibility for yourself and adapt to the situation as well.

In addition, choosing to study in a field that has not yet been taught in Thailand. The such foreign courses helps students to study subjects that interested in the social conditions and different cultures Is an open opportunity for students Step into a career related to Future student education as well.

Disadvantages of studying abroad

Although the advantages of studying abroad are many, but on the other side, students should know the disadvantages of studying abroad. That it is useful in preparing for students.

The first thing that students will see is that they are far from parents, family or even friends. Considered that this is a challenge for many students who have never left home for a long time to live abroad. Experience that students will encounter Sometimes they may not be able to predict in advance and may encounter problems and disappointments.

Next, the English skills, if students have insufficient English language skills, solving immediate problems in various situations will lack efficiency. Especially Admission to the undergraduate degree onwards. The English language skills restrictions will be a very high barrier to understanding the content of the lesson and writing quality academic work.

The living in an environment that is different from race, religion and culture may cause excitement, confusing to new society and new culture. Some students that cannot adapt to a different life make learning being in a foreign society is difficult but if students are able to adapt to a new society, it will be useful, helping students understand, reduce cultural biases, races, religions with different attitudes and perspectives. It becomes a capital in self can be used for the benefit of living and working in the future.In addition, the adaptation, new environment around the self, such as climate, terrain, food, life style, practice, housing conditions and includes language restrictions may be difficult for some students, that is not ready to far away from family or friend who had helped when in trouble However, in modern times, communication Technology and Social media will help students connect with their family and friends more easily. To help reducing the worry of pressure to students more than in the past.Knowing the advantages and disadvantages thereof will help students evaluate themselves whether they should decide to study abroad or not if students have clear goals Dare to face and solve problems with various limitations which students may find correctly considered a success and challenge with students.

2. Application channels for studying abroad Applying to study abroad usually there are 2 main channels, that is

(1) Self-contact. This way, students can choose courses and educational institutions. And contact to apply for study by yourself. It is depending on the knowledge, ability to find information and foreign language skills of students.

(2) Contact through International education consultants or International education guidance centers (International Educational Consultants or Education Agency) which is representative of educational institutions abroad. They can recommend courses, educational institutions, application documents and student visa applications to study in that country. Applying for a visa is a matter that is significant to foreign education opportunities.

3. The role and Significance of Consultants for Thai Students

3.1 Popularity in applying to study through the international Education Guidance CenterWhen students want to study abroad, they popular contact via international education advisors of the international Education Guidance CenterFor example, as a case study which shows that the most Thai students enrolled abroad, such as Australia.

The representative of education will act as a consultant International education and involved in the operation, in highly percentage following Detail

Table 1 Percentage of international students in Australia Top 10 Source Countries

Ranking for enrolments 2017 Country in student enrolments	% Agent involvement
1.China	76.5
2.India	68.6
3.Nepal	83.0
4.Brazil	89.2
5.Korea, Republic of (South)	84.6
6.Malaysia	66.8
7.Thailand	85.8
8.Vietnam	74.8
9.Columbia	82.6
10.Taiwan	82.7

Source: Department of Education and Training, Australian Embassy Thailand

Table 1 Percentage of international students use agents for enrolments

According to Table 1, from the highest ranking of students from 10 countries that are enrolled in the Australian Institute of Education for 2017 and the participation of international education agents in the registration process, students from 10 The highest country enrolled in Australia, respectively And showing the percentage of use of their own services in international education The highest enrollment is students from China Agent invol. 76.5%, followed by India - Agent invol 68.6%, Nepal - Agent invol 83.0%, Brazil - Agent invol 89.2%, Korea Republic of (south) - Agent invol 84.6% , Malaysia - Agent invol 66.8%, Thailand - Agent invol 85.8%, Vietnam - Agent involve 74.8%, Colombia - 82.6% invol involuntary agent and 82.7% invol-Taiwan agent In 2017, there were a large number of 7th place from 10 countries and the percentage of use of education agent services was as much as 85.8%. Lahore cents a representative study of students in other countries; it is in the range 66.8% - 89.2%, which is considered to have a high percentage of all countries so that international education. It is considered a significant role for Thai students. Including international students from other countries in applying to study or study abroad.

3.2 The role of international education consultants

As mentioned above, students enrolled in abroad, there is high percentage to enroll in abroad by participation with the international education consultants of the International Education Guidance Center. Therefore, should study the role of international consultants. This has important roles as follows

(1) Providing information about educational institutions, educational systems, educational levels and

the location of the educational institution
(2) Provide details about the course, expenses, tuition fees, as well as regulations, conditions, admissions and application procedures.
(3) Introduction to preparation of application documents
(4) Collect documents and suggest procedures for applying for a visa to enter the country in which students apply.
(5) Providing advice on preparation Before traveling
(6) Introduce details of accommodation and placement accommodation.
(7) Find Airport Pick up services
(8) Find special price of Air ticket for students.
(9) Introduction the health insurance during further study abroad which is mostly the conditions for visa filing.
(10) Introduction to opening a bank account or using a foreign bank service in each country
(11) Introduce other rights details Which should be received for international students
(12) Advice to prepare of evidence, financial readiness and English language

In addition, in the case of secondary school students which may not have had the experience of staying away from the parents, they need to have a person follow up and care periodically, in some countries such as Malaysia, Singapore, etc. International education consultants will also provide application services. And follow up throughout the duration of the course that students' study abroad more Examples of services are as follows.

(1) Introduce Education system. Make a schedule of work in accordance with duration, such as enrollment, orientation and report to class on the semester opening day.
(2) Collect documents for application. And undertake visa applications which need to be prepared 2-3 months in advance before the start date.
(3) Translation and certify Documents by the Consulate, Ministry of Foreign Affairs
(4) Coordinating and appointments with the school before enrolling
(5) Prepare travel plans to enrollment, report to class and go to school.
(6) To advise, follow-up students throughout the course, as an intermediary between students, parents and schools and occasionally visit students at educational institutions in Malaysia, Singapore.
(7) Counselling and continuing education planning after completing the secondary course

3.3 Techniques for choosing International Education guidance services

For convenience to study abroad should not overlook the importance of international education consultants, which has many service providers in the form of an International education guidance center that helps with enrollment for study and apply Visa, which is very important because there will be opportunities or missing the opportunity to study abroad is the matter of approval or disapproval of the visa. International Education consultants, who have knowledge about the education system and visa, including information living in a foreign country as well but because there are many service providers Consultant, Students must therefore have the technique to choose the service carefully. With the following recommendations:

(1)Make sure that International Education consultant provider are representatives of educational institutions that want to enroll to study or they have a history of applying to study for a previous student.
(2) Make Understanding about fees both estimate of the cost, tuition fees, visa application fees and other service fees related to be charged by the service provider.
(3) Contact the service provider for more than one source for the benefit of collecting data comparisons.
(4) Look for service providers with experience in helping students who study in the country which students will apply to study.
(5)Consult third parties or friends, who know to help understand the documents before signing the

agreement.
(6)Analyze the information from the consultation that how much is possible. If it sounds exaggerated, then try to consult other service providers.

With the role of international education consultants cannot guarantee that will students receive a visa approval. It depends on the consideration of the embassy only including recruitment to work after the students graduated. The duty of an international education consultant is assistance in the application process, apply for a visa and according to various steps only if the information is exaggerated will not be reliable because the good international education consultant must be honest with the various steps.

3.4 Benefits that student will receive from international education consultants

(1) Students, parents will receive information are correct, current and useful for choosing a course and educational institutions.
(2) Students have easy access to contact about planning, preparation and travel.
(3) Students will be confident because they receive various helping and recommendations continuous while studying abroad.
(4) International Education Counselors will act as an intermediary to solve problems, coordinate by cooperation between students, parents and educational institutions
(5) Students will receive ongoing assistance while abroad, such as accommodation, class matters. Because in the first period that students were abroad Must be adapted according to the environment, culture and education system Which is different from the previous experience of students received from Thailand Although educational institutions abroad There will be a staff of counselors to take care of foreign students. But foreign education consultants must also help to follow up with students from parents requesting help as well because it requires understanding of language and culture skills

Conclusion

Deciding to study abroad for Thai students considered an important decision and is a major turning point in life and educational future. Thai students are accustomed to having a family to look after and provide advice as a consultant, Therefore, leaving home family to stay at alone in a foreign country for a long time, an international education consultant is necessary and is highly popular from Thai students, who go to study abroad.Therefore, students and parents should study various information, which appears in the content of this article, which will be useful for studying abroad in various issues such as reasons for the importance of studying abroad, the problems in English language skills for any person's communication, Application channels for studying abroad, advantages and disadvantages of studying abroad, roles, techniques, selection of services and benefits from International education consultants, etc.

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Study of influence of Online News Media on Newsreader with special reference to Pimpri-Chinchwad region: Strategic Analysis

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Abstract:

1990s, emerging era of an internet backbone of commercial use promoted by Paul Scherrer Institut network that would got in commercial internet very much known today. Since then till day it transfigured many things across the world as in way of communication, an research attitude towards digging out data and was having an bearing on several diligences and industries for example Entertainment as Cassettes & Audio CD replaced by online whether live streaming or recorded and so on. Similarly, offline news media are trailing the reader base to online news media – news websites, audio podcasts and so on. Approaches and lifestyles of people are changed by internet for the reason of expediency and user-friendliness is major contributing factors in process. Whether the habits of news usage, attempts of news offline, demographics are modified by new forms of news media? Habits impact non-line news consumption behaviors as they are wrought by what was leading in media prospect, users were born in before internet era when the hard copies were in high demand, scope is high that the reader will remain an offline news consumer even in ages of techsavyness.

Present survey-based manuscript is an attempt to focus on vigorous features as what traits are being grossed by the readers in consideration as opting for newspapers whether it is off line or on line. Thus, it's an attempt trying to divulge the concern of the question of whether offline media will be vanished by online one will be just dependent on how the habits of people change. The future of the news media industry – offline and online combined – can be made if desirable news consumption habits can be developed in PCMC region.

Keywords: - Online News Media, Offline News Media, Revenue, Internet Journalism, Search Engine Optimization

Introduction

Area specified in research, Pimpri - Chinchwad, where News publication houses are notably concerned about how best to attract readers and consumers, in both the ways offline and online news readership. Several reported responses state that they adore the news with high scale has declined gradually with consistence since 2012. Numerous researches shown usage of news that originates at an early age probably become habit-forming, but how will that propensity play out in the context of the fecund declines in newspaper circulation and broadcast news to audiences? Former readings about habits have generally absorbed on the medium itself and not the type of news in which an individual is interested. Tendency has been shifted since the days when parents resumed witnessing news on television and evening news and read and discuss news from newspapers during family dinners or at their leisure. The emergence of the concept of online news through electronic gadgets has allowed individuals of all levels of ages not only to access news and entertainment whenever they desire to, for customization objective. Users can wave information forage for addition or so as per need. So consumers possibly use online sources such as search engines, specific news organizations (BBC), hang out focused entertainment portals or any mixture of these. From the available of this closely boundless variety, attempting to make out the habits and preferences of consumers of all walks and different age levels of life as in pattern of news consumption with paramount importance to news producers. As an audience is easily accessible to news from anywhere, the focus of research must swing to news topics, tone and formats. This study throws a highlight that idea by examining the notions and habits of news users and news concerning the kinds of news they seek, appreciate and share. The research questions emphasized on the types of news readers accept or avoid and the triggering factors that forecast the assortment or breadth of their acceptance of news.

NEWS ONLINE OR ON INTERNET

For eons, content publishing houses, magazine and other print products have been enthralled with the idea of catering content electronically. On the contrary, the traditional printing of paper, conveyance by computer and other means regarded to offer multi benefits to both the makers and final user.

From last couple of years, those costs head forced publication to mainly hike up their prices and even caused driving force to some publication for out of existence. Diffusion of information to users must be much more quickly than it could in printed publication. The bulk of content in a daily newspaper is at least 08 hour old; articles in a monthly magazine are on and off drafted three months or so before they are published. Up till, however, usage of technology for delivery of data often has received only a tepid reception from readers. Prior attempt at delivering news through electronic devices peeped in the late 1970s with a know-how known as videotext. Monthly subscription and possibly additional charges for subscribers could read their daily newspapers on their TV sets and computer screens either. The poor - quality images and inadequate scrolling made online reading anything, fun and delivery of printed newspaper was usually inexpensive. Video tex disappeared at relatively rapid pace. Other form news broadcaster using similar technology was also could not do well and fared no better. In span of next 10 years, publications turned up to several other means of delivering content electronically. Some hooked up with online services such as fax editions and computer bulletin boards. Array of media corporations attempted their endeavors at producing Compact Disk with the feature Read Only Memory, broadcasting of information by satellite and e-mail and a number of other methods.

ADVANCEMENT in INTERNET JOURNALISM

In 1995 the explosion of web causes electronic delivery. On 1993, 20 newspapers worldwide - and a few magazines newsletters – were published electronically, mostly online services such as prodigy and so on. In 1994, the number of online contents reached over 78. In falling year, however, online publishing exploded – mainly due to term WWW explosion. But the commencement of the web appeared in post 1990. While couple of tech-savvy computer owners found out ways to access and view the portals, which was not until beginning of 1995 that doing so became relatively effortless. As more probable readers gained access to the web, more published were determined to reach them. As per Tomorrow's News Tonight, edition 5, quantity of newspapers publishing online flew from 78 in 1994 till 511 in mid – 1995, of those, 471 were published on the web and the rest 40 were publishing on printed one, with the connectivity of commercial online services. As the time period changed from 1995 to 1996, the number of online newspapers crossed over 1,000.

Variances concerning an Online News Site and a Printed Newspaper -

There are numerous metamorphoses amongst the writing done for online news and for printed newspapers. There is remarkable differences, be it a style, be it a sourcing or may be pricing, etc. One can run into a small number of problems, if he should handle these two news types the same. To shun out extensive revising, declining readers, and many more, one can keep these 5 major variances in mind.

Notable variances of Online News Site and a Printed Newspaper:

1. Readers: Senior citizen might still like the printed version as compare to online version, while the present generation prefers the online editions. But, if someone likes news, he would not mind that much where he reads it.

2. Portability: Carrying is simpler in printed newspaper editions. While online editions can be a bit more difficult. One needs to carry his any electronic gadgets with him and also needs internet connectivity all the while.

3. Space: Newspaper print editions have limitations as far as space concern, online versions not as much. Even if the online editions have more room, people shall still only read until something breaking and interesting pops up. Print editions needs to fit content in a certain allotted space. Online editions might want to keep it crispy to keep the attention of the reader.

4. Sourcing: With print editions, sourcing conditions are very stringent. Nothing immediately will be printed unless it is thoroughly verified. Whereas in online one can hyperlink to source-material which will authenticate facts. Accountability is much stricter for printed one than for the online.

5. Interaction: Laid down limitation for an immediate response from readers with print editions. They do take part in opinion polls and give comments, but there will be delay in deliver and publication. May be examples like social media platform as extension to online news sites one can take part in opinion polls, write comments, etc. immediately and do not have to wait for a result because of immediate feedback mechanism.

Considerable Remark on variances: - Even though there are no commonalities amongst these offline and online newspaper styles, their motto still remains the same, and both still spare a part in spreading the news.)

Review of Associated Literature

There are numerous reasons that explain the dearth in young peoples' newspaper consumption: less of time, inclination towards other media, and low interest in the content (Huang, 2009; Bernal, 2009; Costera, 2007; Raeymaeckers, 2002).

Proximate triviality of news stuffing in their daily lives and the decline of a linking to personal experiences and interests are key factors (Patterson, 2007; Vanderbosch, Dhoets & Van der Bulck, 2009; Qayyum et al., 2010).

Majority of crowd not only fail to see themselves reflected in newspapers or traditional media (Domingo, 2005), but feel that they are bordering to their agenda fixation. In this sense, invisibility of people in the news has been cross authenticated. (Figueras & Mauri, 2010; Kotilainen, 2009) and the disapproval that repeatedly attaches to them has also been confirmed (Túñez, 2009; Faucher, 2009; Bernier, 2011).

Methodical investigation of today's readers' news consumption practices has focused mainly on the scrutiny of newspapers. These studies have affirmed a consistent diminish in readership among this age category, a predisposition that began in the mid-Nineties (Lauf, 2001) and which hampered most European countries (Brites, 2010; Lipani, 2008; Raeymaeckers, 2004) including many territorial parts of Spain.

The percentage contribution of young people between 18 and 25 who use news on print media is 25.7 (AEDE, 2010). Other studies also confirm this disparity between young people and newspapers in Spain Country. (Navarro, 2003; Arroyo, 2006; Túñez, 2009; Parratt, 2010).

The make over by aroused from the digital convergence (Islas, 2009) that leads to the multi-screen community (Pérez-Tornero, 2008) which also as result has an impact. The emergence of windows and technologies promoted by the Internet generate an superfluity of news and the strong and cut - throat competition for readers' attention, which in turn partly does explain the occurrence of decline. Few authors detect a gap that sees male readers' consumption become more intense than females' (Brites, 2010; Raey maeckers, 2004; Navarro, 2003; Lauf, 2001)

In present time the distancing between lavish and techie people and newspapers have three magnitudes. Firstly, the waning in techy newspaper readers alarms the loss of an important potential market, therefore, a fall in circulation and revenue. (Arnould, 2004). Secondly, the ageing of newspaper users does not assure a generational shift in readers (Lauf, 2001). Finally, newspapers have conventionally been considered the primary access point to public affairs (Brites, 2010), and also a agent which is responsible for Social quotient of politics for young people (Romer, Jamie son & Pasek, 2009). In this sense, the lack of interest in the press could diminish techie's civic consciousness.

Objectives of Research

- To understand significance of online news media on Daily Newsreader
- To know the trend of Offline and Online news media
- To analyze reason behind inclination of readers towards particular form of news publishing
- To present the future business model for newspaper industry

Research Design

Sampling allows us to concentrate our attention upon relatively small number of people and hence devote more energy to ensure that the information collected from them is accurate.

- Population: People from Pimpri-Chinchwad area
- Sampling Frame: Newspaper readers, general public and middle men
- Sampling Units: Self-employed, Salaried, Professionals, College going Students and House wives and Agents and newspaper vendors.
- Sampling Size: 50 Units (General Public/ Readers)
- Sampling Method: Probabilistic (Random) Stratified Sampling
- Research Instrument: Interviews and Structured Questionnaire
- Research Type :- Descriptive

Data Collection Approach:

The data collected to the required information consists of both primary data (i.e., interviewing the respondents through personal interview and questionnaire method) and secondary data (i.e., companies websites, books, companies report, newspaper, telephone directory, and yellow pages etc), which can be analyzed using appropriate evaluating tools. Thus the information necessary for this research study is collected by tapping primary and secondary sources. Hence the sources discussed are as follows:

- **Primary Sources:** i) Questionnaire ii) Personal Interaction
- **Secondary Sources**: i) Companies Websites ii) Related Information from Internet iii) Companies Reports iv) Books and Publications v) Telephone directory and yellow pages

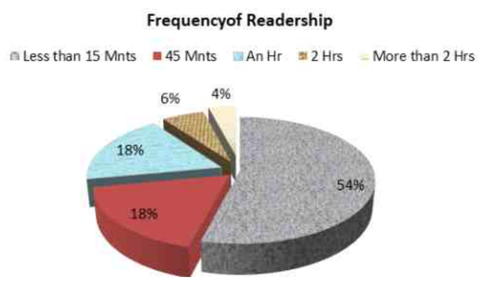
Measurement and Analysis Techniques:

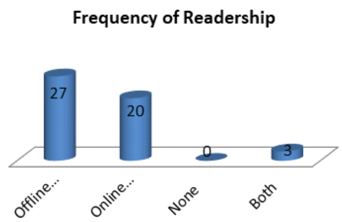
The measurement and evaluation of the data is done through simple percentage method, graphical representation with help of data code sheet using MS Excel software along with SPSS software. Thus the techniques used for the purpose of measurement and analyses of this project report are as follows:

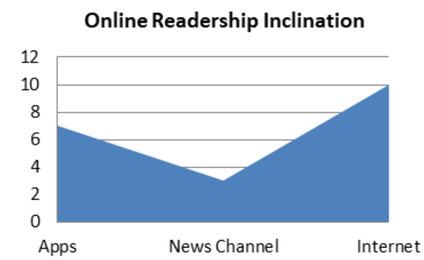
1) Simple Percentage Method and Cross Tabulation

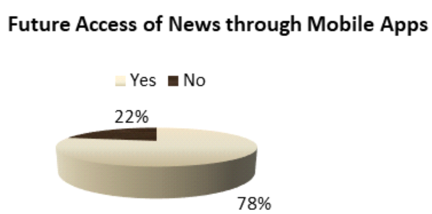
2) Graphical Representations using Data Code Sheet.

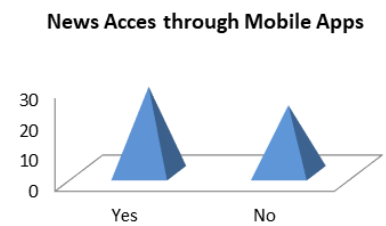
Data Analysis and Discussion

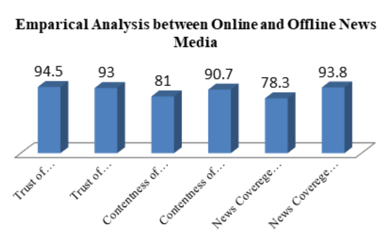












Survey in Pimpri – Chinchawd and administration of structuted questionnaire and interview it found and interpretated as: major frequency of readership lies with less than 15 minutes and least with 2 hours.Even though the offline has major impact but online when compared has a considerable impact.

Internet as major form of online media readership as compare to Mobile Apps and News channel. At the present times, Followed by Internet, Mobile Apps has owned new interest with majority answer of YES. Majority of the readers are more inclined towards online with the slight difference over to offline news media in the parameters of trust and accuracy, content and coverage.

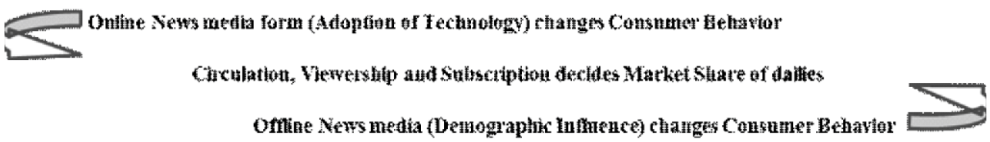
Conclusion

The term internet and alternatively used as online has meticulously had affirmative repercussion on the way people consume and adopt news pattern with its content. Moreover, their habits have changed bit by bit with the availability of news with ease of “on-the-go” due to the internet and even they feel contented in practicing the same. It is seen that presently the people prefer to switch over to online news, because they trust the online news media as much as the offline news media. A foremost favorable reason for this shift is the convenience online news media comes with ease if instant access with robust and dynamic feedback mechanism. Yet another thing that can be noticed from the outcomes is that the attention range of people is sinking, the amount of time they expend in reading news is decreasing at faster rate. Hence online news has become popular and is mostly accepted because one can get the news in short while through online. Never-the-less Online media does impact on people and changes their habits and practices of reading news.

Suggestion cum Proposed Future Business Model

The proposed model would help in solving the issues of online news media over offline news media. Radically, whether its online media or offline media it's the circulation of newspaper or viewership or subscription which decides its position in market and alternatively decides on its revenue.

Hence, below is the proposed future business model which decides about revenue generation for news media industry for both online and offline.



Any news publishing company should go for a business model which pacify the above conflict as:

Revenue Generation News Media (Offline + Online) Business Model

Scope for future research

- Feasibility study of News Media Business Revenue Model
- Cost Effectiveness and Efficiency of News on Email
- Whether or not inclusion of SEO with News Media
- Cover Page Price War vis-à-vis Advertise Pricing

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A study in Current Trend in Productions & Operations Management in Polypropylene - An overview

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Abstract:

Polypropylene is a commodity resins. Commitment of technology provider to continuous improvement and innovation required whenever need. The challenges in front of polypropylene industry. Products based on polypropylene resins and simply widely availability of monomers that's prove to very versatile in all-around performance. Therefore we can expect that polypropylene resins will be continue to be one of the major choices of raw materials of construction of mankind required goods will need into the future. Environmentally clean and safe operations.

Keywords: - Polypropylene industries, Types of Polypropylene, Current trends, automotive components, consumer Goods.

Introduction

Polypropylene is first polymerized by this both Phillips petroleum scientists named Paul Hogan and Robert Banks in the year 1951.later Italian chemist, Professor Giulio Natta, first polymerized its processes used in commercial production as crystalline forms Resins in Spain 1954. And in finally 1957 it is popularly widespread range across world mostly in Europe country. Now a day's plastic production is bigger in the world for its number of applications and daily need uses. And having symbol as below (1 Allison; 2016)
In basic Polypropylene (PP) is a thermoplastic polymer and it will have a wide variety of applications like , including textile fibers, packaging and labeling, laboratory equipment, automotive components, plastic articles and reusable containers from various sources etc. special devices like living hinges, and textiles.(2 Allison;2016)

In future if most of the automobile industrial sector uses polypropylene articles in his finished good products. in such condition regain eco-friendly environment freshness once again, because it is recyclable plastic and its uses many life time cycle period and also replace against still article in future with lower cost rate.(2 Allison;2016)

Objectives :

1) To understand / study recent trends and techniques used in polypropylene overview.
2) To determine new techniques which has improved quality / production of polypropylene.
3) To suggest some measures for improving the quality like, Recycling total finished goods waste & production with in time limit period.

Literature Review:

1) Types of polypropylene:

Polypropylene is the thermoplastic materials and it's produced by polymerization polymer molecules process. Polypropylene have excellent strength quality. It's having major two types as below.

A) Homopolymer :

In Homopolymer material number of verity found in MFR (melt flow index) and having major tensile strength goes down as compared to copolymer resins granules. And it play a very important role in polypropylene industry. When homopolymer used in composite article it gives good quality. It is recyclable and free environment hazardous materials. (3 Williams, etal; 2006)

B) **Copolymer :**

In Copolymer material we get flexibly in MFR (melt flow index) range and gives higher Izod impact strength quality as compared to homopolymer material. This copolymer article manufacturing with composite, it also play a very important role in polypropylene industry. It is recyclable and free environment hazardous materials. (3 Williams, etal; 2006)

2) **Current trends in polypropylene:**

In recent era we found number of variety in market trends, customer need and also their requirements / expectation as per required. a wide variety of applications like , including textile fibers, packaging and labeling, laboratory equipment, automotive components, plastic parts and reusable containers of various types, etc. special devices like living hinges, and textiles.(3 Williams,etal;2006)

- Automotive components:

Polypropylene homopolymers and copolymers for automotive applications have traditionally been stabilized with a combination of both. While using in automotive componentes.to improve capital utilization and remain competitive. New trend is to build large production capacity of auto components sector. Global light vehicle production, including cars and light commercial vehicles. Polypropylene has been very successfully applied to the manufacturing auto sector due to its good specific strength which is why it is the single largest use of polypropylene. and also weight of automobile sector articles used this goes reduced in average and indirectly increase the profit of automobile sector units (3 Williams, etal; 2006)

3) Impact behavior of polypropylene:

Automotive components:

In automotive application car components automotive requirements substitution of metals and polymers interior parts exterior parts electrical applications filled PP elastomer-modified PP thermoplastic polyolefins (TPO), PP composites market trends glass fiber (GF) reinforcement. Polypropylene has extensive experience in supplying the automotive industry with its range of automotive component and is dedicated to support the total needs of this industry needs. It is not intended to all the grades currently in use in auto sector, but the chart highlights the special uses and typical product groups. These cost effective materials are increasingly being specified for automotive applications to keep increasing the productivity, quality and lower costs to the consumers. TS 16949 is a highly demanding standard which fully advanced in nature and fulfill the requirements of QS9000 & customer satisfaction, continuous improvement, defect prevention and the reduction of variation and waste in polypropylene manufacturing units.(4 Just Jansz;2016)

- Consumer Goods:

Polypropylene compounds in the industrial market have expanded due to the variety of products now available to the consumer through the replacement of metal and the more expensive In multiple grades range for industrial and home appliances & its uses. Past history of manufacturing such grades in washing machine tops, motor housings, vacuum cleaners, dishwashers & etc. (4 Just Jansz;2016)

- Furniture:

One of more innovative polypropylene properties which is flame retardant, reduced spread of flame and low smoke properties, making its compounds ideal for indoor and outdoor public seating. Those found in theatres and outdoor sports stadiums.

For high impact sunlight in such articles causes defect so we use UV Stabilized grades for critical applications such as sports ground stadium ,school outdoor articles ,cinema out door article which having directly contact with sunlight, rubber modified polypropylene, unfilled and filled grades and etc. (4 Just Jansz;2016)

4**) Recycling of polypropylene and its blends articles:**

In recent years, many countries have experienced large increases in recycling. All major wastes generated from manufacturing units.to increasing awareness about major environment contribution concerns related with disposal of solid generated wastes. Solid generated wastes is one of the major concerns in the world. Such products are discarded includes tires, polypropylene manufacturing units wastes, glass, steel, coal combustion etc. the development of new mankind materials using recycled plastics is used in any time in plastic recycling industries. Polypropylene manufacturing units also having Kneader mixer and Granding machine to reuse wastes generated in the same unit to recycled them.(5 Siddique, etal;2008)

Conclusion:

In above article polypropylene is customized the metal parts and plays a very important role in the manufacturing units. And its presence in future, total replacement of metal article in to polypropylene resins articles in automotive sector etc.. Mostly metal articles are replaced in to polypropylene article and reduced the overall manufacturing costs of each products. And also polypropylene manufacturing unit doing wastes generated recycling unit in same plant. And making reprocess through machine like Kneader Mixer and Grinding Machine and reuse the waste article material for the same production line unit and to increases total efficiency of production and get 100% yield. With no extra waste produced to defect the environment pollution.

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A Study of the Marketing Strategies of Public and Private Sector Banks

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Abstract:

Today's scenario the financial segment has reforms in India, due to the penetrating rivalry amongst commercial banks to get the highest market share. Satisfaction of the customer has become all the more noteworthy for existence and development of banks in opinion of the perceptive customers of current days

This paper looks into the Relation-ship Management (CRM) of the contemporary management viewpoint that pursues to preserve long term relationship with customers for approving their loyalty and retention practices in commercial banks who are in Maharashtra and in Aurangabad district. It also relates the CRM performance between the public and private sector banks.

Marketing policies become more important once they are designed, distribute and disseminate banking services. Current studies are descriptive of nature and make significant difference in promotional policies adopted by private and public sector banks in India. The study shows remarkable results and customer opinions that can be useful in designing effective advertising policies for banks.

The company strives to communicate with customers through quality assurance, colourful packages, written messages, pictures and signs, attractive showrooms and efficient sales. When these different receptions are received by customers and they are interpreted, marketing communications happen.

Customer's feedback includes the feedback from the company about how the company's total product offerings in the market. Marketing communications tools are particularly important to help create a feeling of powerful images and credibility, confidence and assurance in the service sector.

An individual is primarily bothered about security of their funds and default risks while dealing with the financial services. The bank deposits increased more than 80 times after the year of 1969 as a result of the nationalization of banks in India. Paul Cox, (2007) discovered a detail that financial facility providers are not professed extremely reliable, so that they might have trouble in selling risk-based financial products. The determination to encourage banking business is quite eminent concern.

Due to changing industry trends, competitive environment competitiveness and efficiency, and financial system, it has become very difficult now. Complication is also significant in banking services. That's the time the bank has always been offering new and advanced services to the market. The content of promotional tools will help customers make the most valuable decisions. It is strongly suggested that well-designed advertising policies are very important to effectively promote banking services. Customer satisfaction has been given importance while marketing any product or service.

The most frustrating aspect of banking is the lack of management, shortage of inter-departmental cooperation, crisis management, government infiltration and advertising and media problems. It is recommended that service organizations work with the aim of appeasing manpower to satisfy customers.

This should highlight the necessary areas to improve banking and highlight remedial measures to improve the quality of service. Promotional packages are very important for the financial services industry. Thus, it is necessary to focus on the client's position in the context of the needs of the customers and the market, as well as the resulting marketing strategies. The difficulties put forth by the varying environment of market have to be efficiently undertaken to recognize the needs of the consumer and providing appreciated services completed through product innovation (Nair Raman, 2006).

Service marketing advertising is more challenging than exact product advertising. It has been generalized in this study (Ray and Bose, 2006). Winning new and potential customers, cost much more than the holding existing clients of the financial services. This point need to be considered by every banking and financial services.(Farrokhtakin, Stavash, 2000).

Formulating the marketing strategy, a banking sectors need to focus more on (1) consumer control, (2) approach, (3) awareness and personal skills of banking employees (4) stimulating the department of marketing division, (5) support of the top management to the department of the marketing, (6) contribution of marketing employees in key bank decisions (Kumar Ashok, 1991).

With the same perspective, the major objectives of the study are:

(a) To know about the different promotional tools of private and public banks in India
(b) To do comparative analysis of customers' perception for promotional strategies.
(c) To study the key promotional tools for banking services.

IMPORTANCE OF THE STUDY

1. After the globalization Indian finance system has to make numerous changes.
2. The banking sectors of an India welcomed several new private and foreign banks.
3. This has paved the way to the banking customer with plenty of new options.
4. The same has an impact on the loyalty of the financial institutions.
5. The similar has attracted the importance of the relationship strategy of the marketing to understand needs of the customer.

MARKETING STRATEGY OF THE PUBLICITY AND PUBLIC RELATIONS

Banks use promotional campaigns to bring awareness about their various offers in existing and potential customers. This information is used in such a way that it creates interest in a company, event or person.

Banking get helps from public relations are as:

1) Establishing the most effective communication system

2) Creating understanding for the relationship between the bank and the customer.

3) Provide comprehensive information about banking activities.

DIRECT MARKETING

Today's scenario, it is required to process current and potential customer thorough social media tools like e-mail, various app, and online communication considered as direct marketing. Currently customer looking for updated technology with the customised change and the same should be reflected while service is delivered. Simultaneously they need to have specific information of the same for their satisfaction.

STRATEGY IN SALES PROMOTION

Most of the various businesses accept traditional tool of marketing like sales promotion to motivate existing and potential customer often and improve their product and services with the feedback they received. Most of the business implements the marketing strategy in form of various attractive schemes like discount, buy one get one free, money refund or extra quantity of the product, gift vouchers etc.

PERSONAL SELLING

The financial services are most complicated one and need to be addressed. Due to the same reason individual sales are preferred by the most of the banks hopping to increase the sales and use of their services.

LIETRATURE REVIEW

Gupta, and Mittal (2008) enlightens in their research paper "Comparative study of promotional policies of public and private sector banks in India has said that a well-known advertising strategy is very important to effectually encourage banking services.

They said that advertising policies of private and public sector banks are almost similar. Both the types of banks are nearly promoting their services. All types of media, there is a big difference in promotional strategies adopted by banks, and they are "personal sales" and "direct marketing."

Kola and Akinyele (2010) explain in their article "Nigerian service sector marketing communication is the most important thing in the service marketing to communicate with customers effectively communicate the mix is called elemental effectiveness evaluation. Existing communications and customer satisfaction to improve measures in the aim of Nigerian service advertising and personal selling practices and the effectiveness of communication which of their customers The media to provide information on the five elements: 1)providing relevant information 2) create awareness 3) change 4) Building company image 5) Implementation of brand loyalty studies."

RESEARCH METHODOLOGY & DESIGN

The research methodology comprises of various elements such as framework of the research, formation of the hypotheses, tools for research, frame of the sampling, and extensive analysis of the collected primary and secondary. The last part of the research study encompasses of the findings, outcomes and suggestions.

OBJECTIVES OF THE STUDY

Objectives of the research study are as follows:

1) To find out the variables of the Customer Relationship management, this has impact on loyalty of the customer.

2) To understand the comparative public and private comparative relationship marketing analysis.

3) To suggest strategy for effective relationship marketing by the Banking sector.

DATA ANALYSIS

CUSTOMER ORIENTATION IN PUBLIC BANKS

Category	Ratings					Mean	Std. Dev.
	1	*2*	*3*	*4*	*5*		
ADVERTISING	**7**	**31**	**38**	**110**	**101**	**3.93**	**1.07**
SALES PROMOTION	**12**	**32**	**43**	**99**	**101**	**3.85**	**1.14**
PERSONAL SELLING	**22**	**56**	**46**	**107**	**56**	**3.41**	**1.22**

CUSTOMER ORIENTATION IN PRIVATE BANKS

Category	Ratings					Mean	Std. Dev.
	1	*2*	*3*	*4*	*5*		
ADVERTISING	3	20	46	133	85	3.97	0.91
SALES PROMOTION	5	17	40	95	13 0	4.14	0.98
PERSONAL SELLING	6	62	128	91	0	4.06	0.78

ADVERTISING

An analysis of the above table has indicated those advertising analyses with different parameter outcomes are not impressive in public and private banks. The advertisement strategy of ICICI and SBI can be estimated mean is just above 3.93 in public and 3.97 in private banks which can be considered as fair but not excellent one in both the banks.

There is not much difference (0.04) in marketing approach in both the banks and it is indicative that private banks do have upper hand in case of the advertising.

SALES PROMOTION

As per the above table it is motivating to recognize an extremely significant difference between public and private banks with respects to sales promotion. Private Banks are taking an initiative to the sales promotion compare to the public banks.

PERSONAL SELLING

Individual sales related to the marketing communications policies of public and private banks under study are a significant difference between the approach of the public andf private banks.

An analysis of Table displays that there has been significant difference(Public banks -3.41 and private banks -4.06) in the result of individual sales in both banks indicating that ICICI Bank has an excess of SBI over the issue of personal sales.

SUMMERY

Discussion on Survey Due to the survey results described, both the banking tries to present a detailed evaluation of current status of CRMS Banks. The results of these findings are consistent with the results of the previous research by Brown (2000).

According to the analysis , the importance of some properties is shared by many. Consequently, the customer relationship acquires new customers; the customer exists and at the same time understands, manages the needs of the organization's current and potential customers. In addition, Lone (2009) described the customer relationship as a novelty process to achieve long-term relationships and beliefs.

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Art Preservation and Collaboration of Artists

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Abstract:
Points of art preservation issues which is a valuable art purpose with a way to reestablish the art objects of the people. Which are a local neighborhood that owns art resources by lacking knowledge and understanding in the use of the preservation of ancient artifacts in maintaining the historical meaning of the art of the original. Considering the image of work problems of qualified agencies who have experienced a from the judgments of the work on the research field makes the question appear in Contemporary art roles and participation using knowledge, skills, artistic skills. In the conservation of art, objects and arts and culture by using the process of community participation theory the owner of the art resources by using the roles, duties, knowledge of artisans to present as a way to solve problems lack of expertise in the conservation of art objects. Including helping to promote the work of agencies responsible for direct preservation of art objects the culture of the government to exist.

Keyword s: conservation / participation/ Artists

Introduction

While Thailand has a national strategy (.2018 – 2037 CE), changes from globalization, scientific progress, and technology that has been a national strategy for developing competitiveness have development goals that focus on enhancing the potential of the country in increasing the past by looking back at the economic rule. Cultural identity , lifestyle tradition, and several natural resource highlights including the comparative advantage of other countries to be applied, merged with technology and innovation to adapt to the context of modern world economics and society. However, in Thailand, there is always a problem of maintenance of art and cultural heritage. Among the changes in the global technology growing stream and current economic conditions causing the cultural heritage of the country to be at risk of loss, deterioration. As a result of not seeing, including knowing the value of those fundamental things in the nation. The destruction of art objects without understanding the historical significance of objects. The reconstruction that lacks knowledge and understanding causes degradation both by the simplicity of local people the board of cultural resources. For example, Intharam Temple Ayutthaya Province the monk ordered the car which makes a road that hit to Pra Prang, and Jadee Rang Phad Thit which is an archaeological site, although damaged by nearly 60 percent still has many beautiful art purposes. Stucco crafts decorated with that old Pagoda. It is a very engaging art by is a skilled craftsman of the King Which there are only two examples which are Intharam Temple and Phukhao Thong Temple. However, when the car was made on a broad road, the plow was smooth and became the background of the lawn behind the temple. This is the way they to response need. Consequently, it can notice the precious artifacts as insignificant

Another case is the Samphanthawong Temple (Wat Koa). The demolition of the original temple, which is a famous temple in the history of architecture, is master craftsmanship during the reign of King Rama IV. Chinese coating, the folded roof is a particular size, the reign of King Rama 4, which is very tenuous. Being destroyed and reconstructed, immensely significant, but without leaving traces of the old ceremony damage to art objects, architecture and designs within the temple and similar, the Phathum Kongka temple is another instance. At the temple, Christ restored the chapel by every new wall system to the original writer without taking into account the value of that object (Paknam Prayoon-Uluchada, 2007: 178-179) and even the problems of the fine arts department's conservation from the PPTV news report 28 July 2016 in the case of complaints found defects restoration, restoring Sala Wat Yai Suwannaram Phetchaburi Province that does not meet the traditional architectural style. Recently, the Fine Arts Department recognized that as a result of contract restrictions and personnel who control the work every time the restoration. Technician controlled by the Fine Arts Department not in charge at all the times because there is a lack of staff and in the year 2561 in the case of reconstruction, repairing Photharam Temple, Suphan Buri Province.Has been renovated with glittering gold paint with the cooperation of local villagers and a private Sri company. Gather together to perform activities to restore the temple that is in disrepair by exercising its property, therefore, causing relevant discussion issues in the restoration of art objects the work of the Fine Arts Department and restoration that destroyed the beauty and original meaning by lacking knowledge and understanding of villagers and the private sector. But with the aim with the best wishes of being a Buddhist from above, the problem as below

1. Participation of people in the restoration of art objects which lack knowledge and understanding of the purpose of the purpose of conservation of ancient artifacts in preserving the historical value of traditional objects. Villagers, people who have faith and desire for art objects but destroying the original values and meanings of art objects by not following the real importance of conservation due to lack of knowledge in the form of art and proper preservation.

2. The work of the Fine Arts Department with delays due to the shortage of specialized personnel of the Fine Arts Department. As from the online manager news agency on 24 August 2015, showing an interview with Mr. Worravet Rungrojee, Director-General of the Fine Arts Department, said that the Fine Arts Department is currently experiencing a shortage of traditional personnel who are specialized craftsmen. The Fine Arts Department has opened applications to recruit people to work in this field directly. But not qualified due to the qualification and skill, not passing the specified criteria even those who graduated from the Institute of Art reflect that at this time, the art institution does not focus on producing graduates in the artisan. But the emphasis on contemporary work causing the lack of successors, personnel in the traditional practice that is a specific craftsman from the problems reflecting Conservation, restoration of objects. The Fine Arts Department obliges that there are more works of art conservation and the efforts of the villagers of the community to participate and conserve the art by themselves. However, lack of knowledge and understanding in maintenance for the continuation of Thai arts and culture to show the nation that has an education, its history indicates identity and life showing the history of the ethnicity of the local people. Means the basis of nationality and the show of being a civilized nation from its ancestor's Culture is the dignity of citizenship, showing the honor and pride of local people and people in the government. Cultural heritage, art, and archaeological objectives are part of everyone in the country support and conservation is not just the duty of the people who own local cultural resources or only the Fine Arts Department. But includes artists people with knowledge related to the artwork straight the role and involvement in the conservation of art restoration, therefore, is a duty of artists to be a part to help replace the scarcity of the Fine Arts Department and the lack of knowledge and understanding of the people who have faith in joining in the conservation of fine arts Local art objects. By using the expertise and artistic ability to participate in the development of the preservation of art objects correctly for the existence of objects still has real meaning and the original value

Content

Refer to the survey and the research, during the study of the value analysis of the Kuti Ruen Thai: Wat Sai, Surat Thani to be a guideline for the preservation of art objects. The old cubicle was built about 94 years old. There are extending toilets built near the location of the cubicle. Showing of the lack of recognition of the objects located in that area the circumstances of knowledge accessible to the value and attraction of evidence of art, traditional property which represents the success of improvement in this area. The researcher discovered difficulties of understanding the importance in the art of the general public that is significant in history which is historical proof that is not written general public unable to access and experience. The number of art objects that are evidence of time and figures of the history page even more dropped and discarded in different parts of the country and beginning into the role of an artist. In the position of a spark in the preservation of art objects, including cooperate as a consultant and find information and join the community to protect the conservation of art objects. In the city itself by participating in the preservation of such objects artists' participation in helping to solve protection problems that lack knowledge and understanding. In processing, the original values and meanings of objects can improve the purposes in the area to be explored or not registered or have not been conserved since the shortage of specialized personnel of the Fine Arts Department. In the preservation of art objects and help solve the problem of restoration of art objects which lack knowledge and understanding of the villagers, the general public .In the recovery of local art objects from surveying the area and describing explain the importance and value of art objects to the community that owns that cultural resource area or have not been maintained since the problem of a shortage of specialized personnel of the Fine Arts Department is another way that is compatible with the objectives of the Fine Arts Department. In the establishment of a local volunteer program for the preservation of the cultural and cultural heritage of the Fine Arts Department, which is useful for maintaining this has mobilized the power and find ways for cover protection keep the precious heritage. But still cannot solve the problem entirely because of the number of archaeological objects Antiques and archaeological sites there is too much to take care of thoroughly. With such importance the Fine Arts Department, therefore, selected people with love, cherish to see the value of ancient monuments, artifacts, cultural heritage. And have a sacrificing heart came to be a volunteer in the maintenance of the historic site acting to monitor, maintain, and maintain the historic sites, collectively with the Fine Arts Department In the verification of a local volunteer program for the preservation of the cultural and cultural heritage (Department of Fine Arts) in the conservation of art objects And help solve the problem of restoration of art objects who lack knowledge and understanding of the villagers, the general public In the recovery of local art objects. From surveying the area and clarifying demonstrate the importance and value of art objects to the association that owns that cultural resource area. The city then began to look back at the art objects. That exists within that community from the beginning of the explanation, explain the importance and value to the community leaders, participation in the conservation of therapeutic purposes in the community drives the primary storage process by cleaning the area around the cubicle Including the original interior that became a storage room that was no longer used. The city has started to see the value and cooperate to clean up. Transfer unused items and garbage within the architecture in a clean condition Is done by the town owning the resources themselves from understanding and appreciation no force the city is willing to cooperate by themselves. Demonstrates the readiness of support and conscience of conservation that exists in the sense of community as the original capital antiques and archaeological sites are all a treasure of all people together. The Fine Arts Department, which is a government agency that has the burden of caring for national treasures, however, people also have the right or opportunity to take care of ancient buildings, which are inherited as well and is essential even more to villages, sub-districts, districts or provinces, local people would like to show control as well helping to maintain prevent destruction or want to take advantage of ancient sites. Antiquities are already but do not know how to take proper care. Which will cause damage to the historic site the antiques (Department of Fine Arts), participation and the role of artisans, therefore, support the work of the villagers? And connect with the objectives of the Fine Arts Department to conserve objects, monuments, antiques and cultural heritage maintaining the original value and meaning

Before Describe the significance and value of art things	After Describe the significance and value of art things
	

The role of an artist in education and as a consultant of art preservation Is a role that helps support and reducing problems in the preservation of art objects. Broom and Selznick Selznick, 1977: 34-35 (according to Chumsak Indararak Omjai Wongmontha, 2006) explain the meaning of roles

1. Roles Prescribed or ideal role (The Socially Prescribed or ideal role) Roles that determine the rights and responsibilities of social positions and as provided by law (Article 73) [16] with the purpose of to present Thai people must sacrifice and have responded to the public. This provision, therefore, requires all Thai people to commit to sacrifice for the people in military service. Prevent and relieve the disaster, taxpayer, government aid as well as having other responsibilities such as supporting education, training protecting the arts, culture, the beauty of the nation and preserving the environment, etc. The principle is the same principle as provided in the Constitution of the Kingdom of Thailand, (1997 CE). Which combines artisans with Thai nationality in the role of protecting national and cultural arts according to the principles described in the constitution of the Kingdom of Thailand

2. The Perceived role is the role that each person believes should act in that position, which may not meet the part set may be different, not by the purpose of artistic ideals as a product of the artistic making process. People with knowledge both directly and about art knowledge dissemination of expertise that is related to the artwork or object, therefore, the role that the artisans should follow in the scope of knowledge.

3. The performed part is the role that each person has done according to their beliefs, expectations, as well as the pressure and opportunity that Will be done in each society from the problem of the return of art objects which lack knowledge and understanding of the purpose of the purpose of preservation of ancient artifacts. The destruction of traditional values and meanings of artifacts due to lack of experience in the form of art and proper maintenance, therefore, it is highly suitable for the participation of artisans in Thailand. And the role that must be done in participating in the preservation of art and culture of the country. The idea of artisans in being a part of the conservation of art and culture which is the role of both personalities according to the provisions of the constitution roles and duties that should be done according to the principles and knowledge that are related to art in preservation of fine art and deserves a significant role in the actual action to compete in the reconstruction or even distributing knowledge about related issues with art objects to be a part in the development and preservation of national culture properties that are close to the critical point in the current state.

The performance of an artist in education as a consultant of art preservation is a role that helps support that can reduce the problems of the preservation of art objects models of participation in the development of local people Cohen, J.M. & Uphoff, N.T.1986 (referred to in Education Service Division Office of the President, Ramkhamhaeng University, 2014) four types of participation

1) Community participation in the decision-making process in the decision-making process determining needs and preferences subsequently, identify the relevant policies and populations. This decision is a continuous process that requirement continues. From the start of decision making during the planning process and decision making during the implementation of the plan.

2) Community participation in project implementation in the part of the project implementation will be determined from the question of who will benefit the project? And remember how to apply it, such as resources, administration and budgeting and requesting assistance

3) Community participation in receiving benefits arising from the interests about that benefit in addition to the effect of quantitative and qualitative benefits must also examine the distribution of positive benefits and the negative consequences of the project. Which is beneficial and criminal by people in society as well

4) Community participation in the evaluation of the project participants in the review of essential things that need to be observed is views and preferences. (Expectations) which can influence the behavior of people in different groups. But when looking back at the role of contemporary artists in Thailand Saw the face of the development of the creation of artworks mostly The part of the artist will be in an individual way. Expressed in the appearance of their art exhibition Through performances by galleries, galleries, both public and private artists' roles and involvement with the community or society artists in Thailand have minimal movement.

Conclusion

Maintaining the preservation of art objects, ancient remains of the Fine Arts Department with lots did not follow up with the degeneration of art objects, ancient monuments the Fine Arts Department installed a local volunteer program to maintain the cultural heritage for the first time in 1989 CE as part of the service in the conservation of artifacts, local historical sites. By passing power to the people in maintaining the cultural heritage of ancient artifacts from the Fine Arts Department as a direct administrator. Including repair, maintenance, protection of activities and other services which the people have the right to use only the services they watch but cannot participate in sharing the ownership of the Fine Arts Department, therefore giving back the ownership rights to local communities that do not contradict the Ancient Monuments Act, antiques, art and objects, national museum, 1961, amended by The Ancient Monuments Act, Antiques, Objects and National Museums (No. 2), BE 2535 (1992) by providing the community and villagers to participate in the preservation of their cultural heritage in the local area, with the staff of the Fine Arts Department and staff of the Provincial Cultural Office is the director convenient to support (Fine Arts Department), but the difficulty of the conservation of artifacts, archaeological sites, and artifacts is still going on in the country. Continuously creating problems for the destruction of artifacts, ancient monuments, and artifacts Wrong restoration problems lack knowledge of villagers distorting the original value of the object antiquities tangible cultural heritage from problems causing questions in the role of the knowledge of the arts manage to contribute to society. In preserving and preserving artifacts, archaeological sites, artifacts, real cultural heritage presentation of guidelines for process theory, participation four types of artisans

1) Community participation in the decision-making process (Decision making)
2) Community participation in project implementation (Implementation)
3) Community participation in receiving benefits
4) Community participation in project evaluation (Evaluation) in coordination. Help as a consultant about the knowledge of art, forms of art and management of collaboration with the community in preserving and

preserving artifacts, archaeological sites, artifacts, tangible cultural heritage. To solve the problem of lack of knowledge and expertise in performing restoration activities to preserve the original value and attraction as appropriate in the scope of duties comparable to local volunteers in the preservation of cultural heritage Is an intermediate in the welding. Problems of knowledge status in the conservation of people and help support the Fine Arts Department. In the restoration of the art that was collapsing over time with the role of artisans whether it is an ideal role (The Socially Prescribed or ideal role) or the role that the act (The Perceived Role) or the Acted Role (The Performed Role), all roles are all represented with artistic knowledge and ability . Community engagement process thus resulting in complete operational results but when looking back at the role of contemporary artists in Thailand Saw the face of the development of the creation of artworks mostly the role of the artist will be in an individual way. Expressed in the appearance of their art exhibition through performances by galleries, galleries, both public and private Artists' roles and involvement with the community or society Artists in Thailand have minimal movement. Probably due to 1. The concept of art teaching is the teaching of the main art or academy Art, art for art. There is an art meaning that emphasizes the beauty of the form (Form) or researching for a particular style that is itself. Develop the art form (Form of Art) in their style according to Art for Art's Sake concept; it is expressed through various artistic works. In the teaching of traditional crafts Like art, maintenance is included in the study of contemporary art less making artisans in Thailand lack of aptitude, knowledge, skills related to local art or functional art.

2. Teaching is not designed to cooperate with society, or there is little. Causing lack of skills to participate in society

3. The conceptual factor of the artist it can be seen that most art students have a high level of privacy. Subjective characteristics may cause the exchange or acceptance of other people's reasons participation in a society that requires an exchange, so it is like a bitter medicine of the artisans. However, the problems mentioned above Is a subset of the education system extension of knowledge in art objects, arts, culture, archeology, archaeological sites from the basis of art learning Shouldn't be too difficult for the artisans in Thailand which can be seen from scholars in art, archeology, art history. Accepted in the country here is a study based on visual art learning, including the National Artist, National Guard, National Artist, Mr. Prayoon Ulucha, Professor Dr. Santi Lek Sukhum from the person quoted as an example. Evidence to confirm Art knowledge is not limited is just creating works come out to the public only. The existence of another role of art in the role of participation in the preservation of fine arts in Thailand, therefore, should be another role in the art for life's sake for the conservation and continuation the value and spirit of being Thai that is hidden in art objects, historic sites, antiques as cultural heritage

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Critical Analysis of Goods and Service Tax: An Overview

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Abstract:

GST which is known as Goods and Services tax (GST) is consideration to be one of the most critical reforms in India. It is indirect tax structure designedly to support and enhance the economic growth of a country. More than 160 countries have implemented GST so far. It is a comprehensive tax system that will bring all indirect taxes of central and states governments and unified economy into seamless national markets. This paper presents an overview of GST Concept, prospects and challenges faced by India in execution. Goods and Services Tax (GST) is one of the most crucial tax reforms in India which has been long time pending. India It is a comprehensive tax system that will subsume all indirect taxes of central and states governments and unified economy into a seamless national market and play a vital role in growth of India. The paper highlights the background of (GST), concepts, Prospectus and challenges in Implementation of Goods and services Tax (GST) in India.

Keywords: Indirect Tax, Goods and Service Tax (GST), CGST, SGST, IGST, Global Economy.

Introduction:

Indians biggest tax reform since independence rolled out on 1st July, 2017.The new good and simple Good and Service Tax (GST) ushers in a ray of hope for the Economic pillars of the country. In 2000 the government of Atal Bihari Vajpayee formed a commission to simplify the GST model and to tax Goods and Services. The kelkar task force for the implementation of the FRBM act of 2003 proposed comprehensive tax on Goods and Services based on the principles of value added tax (VAT). But for the first time at national level, Chidambaram a, the minister of finance, proposed a proposal to introduce Goods and services taxes GST in his budget speech. In his first time speech the minister of finance announced the date of the GST target on a 1 April 2010 and another authorized treasury committee setup a road map. The commission submitted a report to the govmt. In April 2008 issues its first discussions report on Indians GST in 2009.on 1 April 2010 the target date for the implementation of the GST ended with the dissolution of government led government.

The Narerndra Modi Government Passed the legislation on 19 December 2014, after finance minister Arun Jaitli submitted the GST bill to the congress on 19 December 2014. The account took the bill which was approved by the US after had ratified it, known as the Indian Constitution (the 122nd amendment) or the GST account. The new constitution 122 bill gives congress and the legislature the power to legislate to impose the GST. The centre and the state are currently preparing for the implementation of the GST act on April 1, 2017.

The goods and services tax (GST) is a vast concept that simplifies the giant structure by supporting and enhancing the economic growth of a country. GST it a comprehensive tax levy on manufacturing sale and consumptions of Goods and services at a national level. The Goods and services tax (GST) bill, also referred to as the India's constitution (One Hundred and Twenty – Second Amendments) bill 2014, India's government initiated a Goods and Services Tax (GST) to will be implementation on a national level in India. GST will be an indirect tax at all the stages of production to bring about uniformity in the system. On bringing GST into practice there would be combination of central and state taxes in to a single tax payment paid.

Ti would also enhance the position of Indian in both, domestic as well as international market. At the consumer level Good and services Tax (GST) would reduce the overall tax boride, which is currently estimated at 30%35.

Under this system, the consumer pays the final tax but an efficient input tax credit system ensures that there is no cascading of taxes- tax on tax paid on inputs that go into manufacture of goods. In order to avoid the payment of multiple taxes such as excise duty and service tax at Central level and VAT at the State level, GST would unify these taxes and create a uniform market throughout the country. Integration of various taxes into a GST system will bring about an effective cross-utilization of credits. The current system taxes production, whereas the GST will aim to tax consumption.

Experts have enlisted the benefits of GST as under:

1. It would introduce two-tiered One-Country-One-Tax regime.
2. It would subsume all indirect taxes at the centre and the state level.
3. It would not only widen the tax regime by covering goods and services but also make it transparent.
4. It would free the manufacturing sector from cascading effect of taxes, thus by improve the cost competitiveness of Goods and Services.
5. It would bring down the prices of Goods and Services and thus by, increase consumption.
6. It would create business-friendly environment, thus by increase tax - GDP ratio.
7. It would enhance the ease of doing business in India.

Need for GST study:

· Before implementation of GST, taxes used to 'cascade', with the levied on several inputs (goods or service) that have already been taxed, along with inputs to those inputs.

· Cascading of tax leads to inefficient tax collection and evasion of taxes.

· VAT rates and regulations differ from state to state. And it has been observed that states often resort to slashing these rates for attracting investors. This results in loss of revenue for both the Central as well as State government.

· On the other hand, GST brings in uniform tax laws across all the states spanning across diverse industries. Here, the taxes would be divided between the Central and State government based on a predefined and preapproved formula.

· it would become much easier to offer services and goods uniformly across the nation, since there won't be any additional state-levied tax.

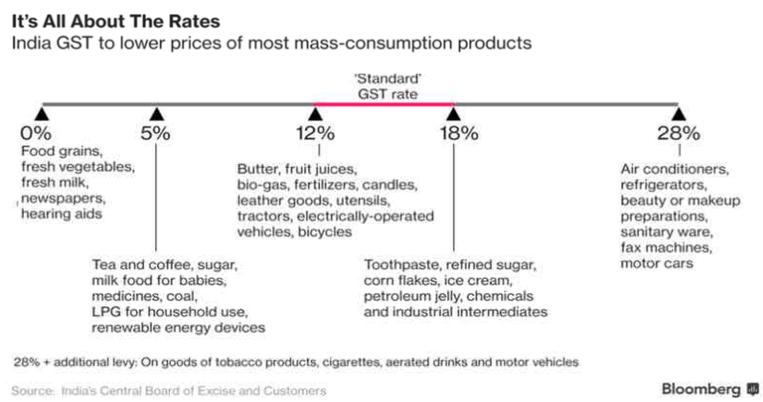
· GST will be levied at the place where goods and services are consumed. This can potentially give more revenues to consuming states such as UP, Kerala and West Bengal compared to producing or industrialized states such as Maharashtra, Gujarat or Tamil Nadu.

· A system of seamless tax-credits throughout the value-chain, and across boundaries of States, would ensure that there is minimal cascading of taxes.

Concept of the GST:

GST is an indirect tax which will subsume almost all the Indirect taxes of Central Government and States Governments into a unified tax. As the name suggests it will be levied on both goods and services at all the stages of Value Addition. It has “Dual " model including Central Goods and Service tax (CGST) and States Goods and Service Tax (SGST). CGST will subsume central indirect taxes like central excise duty, central sales tax, service tax, special additional duty on customs; counter veiling duties whereas indirect taxes of state governments like State Vat, Purchase Tax, Luxury tax, Tax on lottery and gambling will be replaced by SGST. Integrated Goods and Service Tax (IGST) also called interstate Goods and Service Tax is also a component of GST. It is not an additional tax but it is a system to examine the interstate transactions of goods and services and to further assure that the tax should be received by the importer state as GST is a destination based tax.

GST Structure in India



About GST Bill:

§ GST will subsume all local and central indirect taxes (except customs duty).
§ GST is a consumption based tax, levy. It is based on the "Destination principle."
§ GST is applied on Goods and Services at the place where final, Actual consumption happens.
§ GST is a single tax system on the supply of Goods and Services, right from the manufacturer to the consumer.
§ Credits of input taxes paid at each stage will be available in the subsequent stage of value Addition, which makes GST essentially a tax only on value addition at each stage.

There are three components of GST:

1. Central GST (CGST) it will be levied by Centre.
2. State GST (SGST) it will be levied by State.
3. Integrated GST (IGST) It will be levied and collected by Central Government on supply of Goods and Services.

• The Central GST and the State GST would be levied simultaneously on every transaction of supply of goods and services except on exempted goods and services.

- In case of inter State transactions, the Centre would levy and collect the Integrated Goods and Services Tax (IGST) on all inter State supplies of goods and services.
- Under current laws only the Centre can impose a tax on services. GST will empower states to collect service taxes

Following are the taxes that will be subsumed under GST

Central Level Taxes: Central Goods and Services Tax is (CGST), Central Excise Duty, Additional Excise Duty, Service Tax, Countervailing Duty and special Additional Duty of Customs.

State Level Taxes: State Goods and Services Tax is (SGST) State Value Added Tax or Sales Tax, Entertainment Tax, Octopi and Entry Tax, Purchase tax, Luxury Tax, Taxes on Lottery, Betting and Gambling.

All goods and services have been placed under four slab rates 5, 12, 18 and 28 percent, along with a cess on luxury and demerit goods such as tobacco, pan masala and aerated drinks.

Most services, except those in the negative list of essential services such as healthcare and education, will come under GST.

An 'anti-profiteering' clause has been provided in the Centre Central Goods and Services Tax (CGST) and State Goods Services Tax (SGST) laws, to ensure that business passes on the benefit of reduced tax incidence on goods or services to the consumers.

Implementation GST

The Central and State Governments have jointly registered Goods and Services Tax Network GSTN as a not-for-profit, non-Government Company to provide shared IT infrastructure and services to Central and State Governments, tax payers and other stakeholders. The key objectives of GSTN are to provide a standard and uniform interface to the taxpayers, and shared infrastructure and services to Central and State, UT governments.

Challenges in Implementing GST:

- Note ban has huge impact on the Goods and Services Tax (GST) a serious doubt on implementing GST by the central government`s targeted deadline of 1 April 2017.
- The impact of the November 8 demonetization of high value currency on their respective economies to underline that it is not the appropriate time to implement. That could have a unstable effect on the economy.
- The Centre continues to be uncompromising on the issue of jurisdiction over assesses, the states maintain.
- Political reasons are determining the fate of GST, which is not the correct thing, because ideally GST is an economic and tax reform, and economic and tax reforms should not be dictated by political.
- Manufactures, traders and society are eagerly waiting not only for the date of introduction of GST but also for the rate application to the products and services.
- GST will also have impact on cash flow and working capital. Cash flow and working capital of business organizations which maintain high inventory of goods in different states will be adversely affected as they will have to pay GST at full rate on stock transfer from one state to another. Currently GST/VAT is payable on sale and not stock transfers.
- Government is facing the implementation challenge. Even after providing a deadline, interface for GST filling is not yet ready.
- The numbers of returns a business have to file have been increased.

Prospects of Implementing GST:

The introduction of Goods and Service Tax (GST) in India is now on the horizon. The Constitution Amendment Bill to replace existing multiple indirect taxes by uniform GST across India.

1. The current indirect tax structure is major impediment in India's economic growth and competitiveness. Tax barriers in the form of CST, entry tax and restricted input tax credit have fragmented the Indian market. Cascading effects of taxes on cost make indigenous manufacture less attractive. Complex multiple taxes increase cost of compliance. In this scenario, the introduction of GST is considered.

2. Removal of tax barriers on introduction of uniform GST across the country with seamless credit will make India a common market leading to economy of scale in production and efficiency in supply chain. It will expand trade and commerce. GST will have favourable impact on organized logistic industry and modernized warehousing.

3. Electronic processing of tax returns, refunds and tax payments through 'GSTNET' without human intervention, will reduce corruption and tax evasion. Built-in check on business transactions through seamless credit and return processing will reduce scope for black money generation leading to productive use of capital.

4. Major beneficiary of GST would be sectors like FMCG, Pharmacy, Consumer Durables and Automobiles and warehousing and logistic industry.

5. High inflationary impact would be on telecom, banking and financial services, air and road transport, construction and development of real estate.

List of rate changes currant 31st GST Council meeting

Tabal .01

	List of Goods/Services	Changes in Tax Rate
1.	Vegetables provisionally preserved but unsuitable for immediate consumption	5% to Nil
2.	Vegetables cooked/uncooked via steamed, frozen or boiled (branded)	5% to Nil
3.	Music Books	12% to Nil
4	Parts for manufacturing renewable energy devices falling under chapter 84, 85 or 94 of Tariff	5%
5	Natural cork	12% to 5%
6	Fly ash blocks	12% to 5%
7	Walking sticks	12% to 5%
8	Marble rubble	18% to 5%
9	Agglomerated cork	18% to 12%
10	Cork roughly squared or debugged	18% to 12%
11	Articles of Natural cork	18% to 12%
12	Movie Tickets < or = Rs 100	18% to 12%
13	Premium on Third party insurance on Vehicles	18% to 12%
14	Accessories for Handicapped Mobility Vehicles	28% to 5%
15	Power banks	28% to 18%
16	Movie Tickets > Rs 100	28% to 18%
17	Video game consoles, equipments used for Billiards and Snooker and other sport related items of HSN code 9504	28% to 18%
18	Retreated & used pneumatic Rubber Tyres	28% to 18%

Source: https://cleartax.in/s/gst-rates

GST rates rationalised

· Today's GST rates reduction will have an overall impact on revenue of Rs 5500 crore, said Arun Jaitley. Recommendations made by the Fitment committee reports have been taken into consideration in today's meet.

· No change in tax rate on Cement: 13 items of automobile parts, 8 items of the cement industry still remain under 28 % GST Slab.

· Thrd party insurance lowered to 12 per cent GST Slab from the earlier 18%.

· 6 goods and 1 service have been removed from the 28 % GST Slab tax bracket under the Good Services Tax (GST) regime.

· GST for cinema tickets being less than Rs 100 has a reduced tax rate from 18% to 12% GST Slab, for tickets equal to or above Rs 100, GST reduced from 28% to 18%.

· Lithium-ion batteries charges, video games consoles, small sport related items, accessories for carriages for disabled removed from 28% slab.

· Items claimed to be used by the upper segments such as Air conditioners, dishwashers will remain at 28% GST Slab.

· Bank charges (savings bank) and Pradhan Mantri Jan Dhan Yojana has been exempted from GST.

· GST rate on special flights for pilgrims slashed for the economy to 5 per cent and business class to 12 per cent. These include travel by non-scheduled/chartered operations for religious pilgrimage, which is facilitated by GOI under bilateral agreements.

Effects on States levels:

· According to the Reserve Bank of India (RBI), Even as the fiscal position at the Centre remains stable (Central budget deficit for 2017-18 pegged at 3.2% of gross domestic product), there has been a marked deterioration in the gross fiscal deficit of states.

· The figure for 2016-17 is not finalized yet but could be as high as a deficit of 3.4%

: Revenue expenditure of the states has risen sharply in recent years with greater financial devolution and increased expenditure.

· In aggregate, The states spend about 35% more than the Centre. This gap will further increase with GST.

· The GST is a destination-based tax, and as such is viewed as being to the advantage of the consuming States and to the detriment of the producing States.

· However the formula for compensating to states for such loss has been devised in GST.

Review Of Literature:

Lourdunathan F and Xavier P (2017) studied, "Implementation of goods and services tax (GST) in India: Prospectus and challenges" and observed that GST will make one tax, one nation, will provide relief to producers and consumers through input credit set-off, will result in resource and revenue gain at both **Central and State levels.**

Nitin Kumar (2014) Studied, "Goods And Service Tax- A Way Forward" and concluded that implementation of GST In India help in removing economic distortion by current indirect tax system and expected to encourage unbiased tax structure which is indifferent to geographical locations

Shefali Dani (2016) studied "Impact of Goods and Service Tax (GST) on Indian Economy" and found out that GST will simplify the current indirect heterogeneous tax structure, remove inefficiencies, is applicable and successful in over 150 countries, but it may falter in India due to likely inflation and also its impact on certain industries like telecommunication.

Objective of the study:

1. To study the concept, prospects and implementation process of goods and services tax (GST) in India.
2. To study the challenges before goods and service tax (GST) in India.
3. To know the implications and prospects before GST and after GST.

Hypothesis to be tested:

1. Tax structure under GST will be simpler as compared to VAT and sales Tax.

Research methodology:

To complete this study following research methodology will have to be adapted to generate the data both the types of data will have to be used i.e., primary and secondary data.

Collecting of data

Primary data:

Primary data will be connected through data on total Goods and Services Tax GST is collected primarily from various professionals in Indian.

Secondary data:

These all official record proved to be useful to make the study realistic and meaningful reference books, magazines, related websites, government report, library books and internet use proved help for secondary data.

The Secondary data was collected through reputed Journals, Newspapers, Books, and Websites, referred books, will be reports, and conference papers, referred journals, magazines periodicals, ministry of finance (Economic Survey) Govt. of India and, Govt. of. In the present study, following statistical tools were used for analysis of data, simple tabular and percentage method is applied and estimation of annual compound growth rate and coefficient of variation of total Goods and Services Tax for each organization, state and the country as a whole has been made by using growth rate formula. This study brings out suggestions and inferences drawn from the analysis of both primary and secondary data.

Scope and limitation of the study:

In the present study features of the proposed GST and benefits are studied. The study also covers fundamental challenges to be faced while implementing the new GST.

Introduction of a GST to replace the existing multiple tax structures of Centre and State taxes are not only desirable but imperative in the emerging economic environment. Increasingly, services are used or consumed in production and distribution of goods and vice versa. Separate taxation of goods and services often requires splitting of transaction values into value of goods and services for taxation, which leads to greater complexities, administration and compliances costs. Integration of various taxes into a GST system would make it possible to give full credit for inputs taxes collected. GST, being a destination-based consumption tax based on VAT principle, would also greatly help in removing economic distortions and will help in development of a common national market.

Further scope for the study:

This paper provides a detailed insight regarding implementation of GST tax among various sector of the country. Goods and Services Tax (GST) after implementation will bring uniformity with tax rate and will also are come lots of short coming in the India taxation system with regard to indirect taxation. The Goods and Services Tax (GST) would surely be highly advantageous for major areas of the India economy.

This research study will be helpful to the research student who will research on related topic study also be helpful to state government. The study was conducted to analyze the effectiveness of implementing GST. It covered the opinions of the professionals, traders, manufacturers and the general public, consumers. It brought to light the beneficial impacts of GST. Goods and Services Tax GST is a single tax that removes all of the indirect tax which will be levied on the sale, consumption of goods and services and manufacture. The tax will be applicable to the whole of India. This tax will replace all the central and state government taxes. Our Finance Minister Mr. Arun Jetly recently present the budget and committed towards the early introduction of GST. Solve every issue which is related to taxation. The implementation of GST will help to create a common market in India. Not only the tax but also the cost of goods and services may be affected in some sectors, and there will be a boost in revenue.

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E-Marketing: Opportunities and Challenges

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Abstract:

E-Marketing called online marketing or internet marketing. Internet marketing is fast changing industry that readily adapts to improvement in technology. It is the component of marketing that deals with the planning, pricing, promotion and services online everything we do to promote our business online is internet marketing. E-Marketing is essentially part of marketing. In contract to traditional marketing market takes marketing technique and concept and applies them through the electronic medium of the internet threads the technical and graphical aspect of design, advertising, brand development promotion and sales.

Key words: E-marketing, Online-marketing, Internet marketing.

Introduction:

E-Marketing (Electronic Marketing) are also known as internet marketing, web marketing, Digital Marketing, or Online marketing. E-marketing process of, marketing a product or service using the internet. E-marketing not only includes marketing on the internet, but also includes marketing on the internet. But also includes marketing done via e-mail and wireless media. It uses range of technologies to help connect business to their customers.

E-Marketing stands for 'electronic marketing'. In contrast to traditional marketing, E-Marketing takes marketing techniques and concepts, and applies them through the electronic medium of the internet. Essentially, E-marketing threads the technical and graphical aspects of online tools together, allowing for design, advertising, brand development, promotion and the sales.

Electronic marketing – often called online marketing or internet marketing – is essentially any marketing activity that is conducted online through the use of internet technologies. It comprises not only advertising that is shown on websites, but also other kinds of online activities like email and social networking. Every aspect of internet marketing is digital, meaning that it is electronic information that is transmitted on a computer or similar device, though naturally it can tie in with traditional offline advertising and sales too.

E-Marketing is achieving marketing objective through use of electronic communication technology.

M**eaning of E-Marketing:**

E marketing is the fastest growing and most exciting branch of marketing today. As the world becomes ever more connected, keeping up with developments and trends is vital for marketers trying to reach new audiences – who are more discerning, fragmented and cynical than ever. Technology and software are changing at such a high rate that it seems almost impossible to keep up with trends. Products and services are evolving and adapting to the online sphere.

An online marketer now needs to find where people are congregating online and needs to engage them in a meaningful way. Be it in matching with what they are looking for, watching how they interact and understand what they'd like or listening to their natural opinions on your company or market and reacting to that. "Marketing has changed. Traditional advertising does not work, brochure-like websites do not work and the web has given people ultimate freedom of choice and of goods. When there are no monopolies and constrictions, interrupting people's lives is not effective marketing anymore."

Opportunities of E- marketing:

There are many more opportunities of internet marketing that helps the online business more efficient. E marketing gives business of any siz access to mass market at an affordable price and unlike TV or print advertising.

In today's internet age, building an online presence is imperative for all businesses to be competitive. E-marketing provides businesses with access to mass markets at an affordable price and allows them to undertake a personalized marketing approach. The flexible and cost-effective nature of e-marketing makes it particularly suitable for small businesses.

1. Wider prospect reach – the internet has become part of everyone's life. So for whatever products you offer, there is already an existing market on the World Wide Web. With e-marketing, it allows you to find new markets and potentially compete worldwide with only a small investment.

2. Cost-effective approach – A properly planned and effectively targeted e-marketing campaign can help your business reach target customers at a much lower cost compared to traditional marketing methods.

3. Reduction in costs through automation and use of electronic media – e-marketing presents a strong business case in cost savings, particularly in the areas of transactional costs, customer service, digital media channels, print and distribution.

4. A website is a 24/7 shopping destination. With a website and an online shopping engine it is working even when your shop or office is closed. The website also allows you to communicate with customers about your product lines in depth so they can be fully educated on your product benefits even before meeting your staff face to face.

5. Personalized one-on-one marketing - e-marketing allows you to reach people who want to know about your products and services instantly. For example, many people take mobile phones and PDAs wherever they go. By combining this with personalized e-marketing, you can create very influential and targeted campaigns.

6. Increased interactivity – e-marketing allows you to create interactive campaigns using music, graphics and videos. Through two-way communications, interactive games or quizzes, you can engage your audience and give them greater involvement and control over their web experience.

7. Increased ability to track results – e-marketing makes it easier to measure how effective your campaigns are. It allows you to obtain detailed information about customers' responses to your advertising, through the use of methods such as pay per click or pay per action, etc.

Challenges of E-marketing:

Since the boom of the internet in the late 1990s. Web based companies have been starting up every day. What is more, new opportunities for growth emerge daily, expanding the reach and capabilities of the cyberspace. However for all its benefits and advantages, e-marketing faces some problems that are unique to the industry. That is web based enterprises have a special set of challenges that traditional brick-and-mortar business do not have.

1. Marketing integration:

Most major sale efforts employ multiple channels both online and offline, e.g. email adverting, outbound call handling. Social networking, and so on the problem with these is that they are often handled as different parts of the work when they are supposed to serve a concrete and measurable goal as parts of an integrated campaign.

Coordinating all marketing efforts should therefore be a priority. That means e-marketing should be done alongside the traditional campaign and should not be tacked at the end of the business plan.

2. Security and privacy;

Most of people don't completely trust Web companies and thus are careful about offering information about themselves on the cyberspace this is especially true when companies that collect data are exposed to spammer and scammer. It is imperative for e-business to adopt a sound policy and implement a fool proof security measure. Encryption system in particular is a tool that online companies should seriously consider investing in.

3. This is particularly a big challenge for companies that primarily use the Internet to sell their product and services. This is because unlike traditional advertising (such as television, Radio, billboard and print) in which the campaigns massade can be reinforced and rapidly introduced to consumer at marketers will online advert can be more innovative in their advertising strategies. A combination of good copywriting , solid search engine optimization, and drawing consist traffic is something that should be mastered.

Scope and limitation of the study:

The study is limited only for the E-Marketing.

The study is mainly concerned with the secondary data.

Objectives of the study:

1. To know the E- marketing process and practices.

2. To study the E- marketing strategy and its impact on consumer behavior.

3. To study the Reveal opportunities and challenges of E-marketing.

Hypothesis to be tested:

1. The E-Marketing has great impact on consumer buying process.

2. E-Marketing is most useful in enhancement of sale of the product.

Research Methodology:

Data Collection:

All the data used for the study will be collected from primary and secondary sources but most of the data will be generated through.

A. Primary data

Major part of the study is based on the survey method for which interview schedule will be prepared to generate the information from the respondents. Interview is the couple with observation technique.

B. Secondary data

Various reference books, Journals, Reports related websites and other related printed materials will be used for proposed research work.

Review of Literature:

Wilde and Swatman (1999) Research on online brand communities, like much Internet-related research, is still somewhat a theoretical. Explored a number of theories to support the concept of a telecommunications-enhanced community and attempted to develop an integrative model.

McWilliam (2000) discussed the advantages, disadvantages and limitations of online brand communities, and the new and unfamiliar skills brand managers will need if they are to succeed in managing such communities. The problems identified include issues of scale (the number of active participants in discussion groups etc is tiny) and especially control. She concluded that it is extremely hard for the firm, accustomed to controlling communications about its brand, to strike the right balance here.

Swaminathan et al (1999) explored factors influencing online purchasing behavior such as privacy and security concerns and vendor and customer characteristics. Using GVU data, Bain (1999) empirically examined factors related to the adoption of the Internet as a purchase medium. A strong (negative) relationship was found between consumer perceptions of the risk of web-shopping and purchase behavior, but not between perceptions concerning information privacy and purchase behavior.

Tools & Techniques of analysis

The data collected will be scrutinized tabulated, analyzed and finally it will be used for the study purpose. Correlation, Graphs & Charts, Ratio other related tools & techniques will be used as per data variations.

Major Conclusion:

Today's digital revolution involving the internet and worldwide use of website has set the stage for e-marketing this digital revolution is leading countries towards on information society. It is also transforming social infrastructure resulting in socio economic development of countries. In this paper I reveal e-marketing is process of planning and executing the conception distribution, promotion, and pricing of product and services in computerized, networked environment, such as the internet and www, to facilitate exchange and satisfy customer demand. It has two distinct advantage over traditional marketing .E-marketing provides customer with more convenience and more competitive price, and it enables businesses to reduce operational costs. Customer can get market information from their mobile and buy goods and or find services without living home twenty four hours a day and seven days a week (22/7) they can reads ads on the web or from e-mail get coupons , view pictures of goods , compare prices, and make purchase s with a few clicks of their mouse, saving the time and money it would take to shop in person at a brick –and mortar store.

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Cloud Storage : Pros and Cons for 21st Century

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Abstract:

Cloud storage is a service wherein records is remotely maintained, controlled, and subsidized up. The provider is available to customers over a network that is commonly the net. It permits the consumer to store files online so that the consumer can get entry to them from any region through the internet. The provider agency makes them available to the person on-line with the aid of retaining the uploaded documents on an outside server. This gives companies using cloud storage services ease and convenience however can potentially be high priced. Customers have to additionally be aware that backing up their facts continues to be required while the usage of cloud garage services, because getting better information from cloud storage is lots slower than local backup

The paper shows the cloud storage based services and its components. We have tried to find out the benefits these services provide and challenges that they are facing. We have also analysed the recent development happening in this field and future trends in technology.

Introduction

Cloud computing has become one of the most popular terms of the twenty first century rising technology, and cloud computing relate to a spread of themes occupy the most standing of the thought media, there ar a spread of books on cloud computing has conjointly been to shelves in recent years. Cloud storage comes from the thought and follow of cloud computing. Through the private application like Dropbox, iCloud, Google Drive, it coming back into people's live, effectively modified the people's understanding of the storage, and improved the approach files are stored.

Internet makes the globe accessible. Cloud storage is that the key infrastructure to attain seamless information sharing and restore interaction expertise from completely different users, completely different applications, and completely different devices round the world. It'll become a brand new public infrastructure service, like water, electricity, accessible in anytime, anywhere. The options of high performance, high flexibility, high capability and high security can create cloud computing and cloud storage become the cornerstone of the long run of net innovation. At a similar time it makes distributed information, mobile computing, search technology, net of Things and different technologies developed, and increase the user expertise.

As a significant part of cloud computing, the cloud storage is an important advance in the storage of industry technology and service; it will solve the trouble of many users on the storage akin to low price, high capacity, safety and stability.

In order to provide data storage services, cloud storage employs software to interconnect and facilitate collaboration between different types of storage devices. Compared to traditional storage methods, cloud storage poses new challenges in data security, reliability, and management.

Example of cloud computing: Amazon Cloud Drive, G Space, Minus, Web e-mail providers like Gmail, Hotmail and Yahoo! Mail store e-mail messages on their own servers, A DriveYou Tube, Social networking sites like Face book and MySpaceSites like Flicker and Picasa host millions of digital photograph.

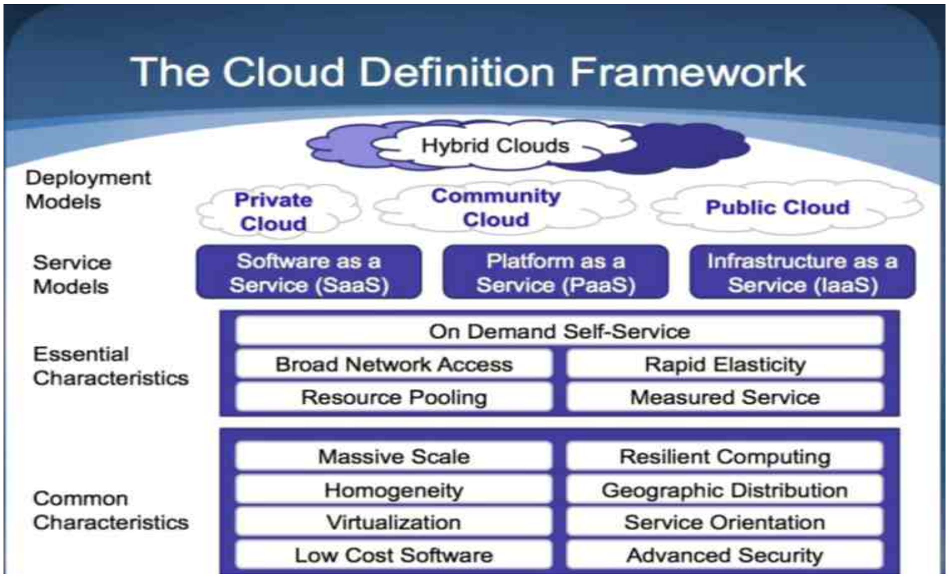

FIGURE 1. The Cloud Definition Framework (NIST SP 800-145, 2011)

Common features of Cloud Storage Options

Several of these services are free up to a certain number of gigabytes, with additional storage available for a monthly fee. All cloud storage services provide drag-anddrop accessing and syncing of folders and files between your desktop and mobile devices, and the cloud drive. They also all allow account users to collaborate with each other on documents.

Popular Cloud Storage Options

Dropbox, Google Drive, Microsoft SkyDrive etc

Free online storage

Google Drive: 15GB free.

Box: 10GB free.

OneDrive: 5GB free (1TB for students)

iCloud: 5GB free.

Dropbox: 2GB free, plus up to 16GB extra.

Amazon Drive: 5GB + unltd photos with Prime.

BT Cloud: 5GB-500GB 'free' for BT b'band custs.

Advantages of Cloud Storage

1. Costs Saving

Cloud vendors purchase loads of storage and pass those savings onto customers. However it's quite an occasional per-GB value that has savings. Moving to the cloud reduces the necessity to buy laborious disks, the enclosures that contain them, the RAID cards that power the information redundancy, the electricity that powers them, and therefore the hardware pledge services that shield them. However it additionally lowers management prices by reducing on-premise hardware and code management, simplifying observation, and reducing the necessity for intensive capability designing. Instead, directors will concentrate on different, a lot of vital, and tasks.

2. Data Redundancy and Replication

Data redundancy is enclosed. Most cloud storage vendors keep multiple copies of your knowledge even inside one “data center” and supply nice object sturdiness to cut back any probability of information loss. Except for those searching for even additional protection, geographic replication choices will create multiple copies of your knowledge across regions. Some supply geo replication as a storage category possibility, whereas others supply replication services that quickly move knowledge between knowledge centers. Your backup's square measure well protected.

3. Data Tiering for Cost Savings

Several cloud storage vendors provide completely different storage categories / information tiers. Choose supported however quickly and often you restore backups and the way long you intend to stay your backups in storage. For backups that require fast and/or frequent restores, think about using the vendor's hot storage as retrieval is quick and therefore the most cost-efficient. For semipermanent storage, take into account moving information to archive storage. Restores are often slower, and there may be extra prices to retrieve information, however the storage prices ar significantly lower – particularly if you intend to stay the backups for years. Some vendors provide object lifecycle policies which will mechanically move information between tiers, that reduces administration and enables you to additional simply understand price savings.

4. Regulatory Compliance

Keeping your backups within the same region as wherever the information originates could also be best for restrictive compliance. Several cloud vendors supply information centers choices all round the globe. If you've got a necessity to store your EU client information in associate degree EU information center, hunt for a cloud storage merchant which will accommodate. One more profit is that moving information to cloud storage within the same region is best for performance. Though you're not sure by regulation, you will realize the improved performance worthy.

5. Ransomware/ Malware Protection

Ransomware is simply dangerous. Sadly, it's conjointly within the news with nice frequency. one among the a lot of sinister ransomware attributes is that the malware can look on the far side the regionally infected laptop to the network for shares that have documents and files to code. If you're hit by ransomware or another malware that's encrypting or destroying files, you may be happy that your cloud storage will facilitate to safeguard against ransomware by giving some backup security blessings as it's harder to access while not correct authentication.

Disadvantages of Cloud Storage

1. Backups May Be Slower

Internet information measure and cloud storage gamma hydroxybutyrate ingest speeds could also be additional restricted than the native network/disk. There's additionally additional communication latency concerned. This can be not ordinarily a difficulty for backups of file servers and workstations, because the larger, additional long full backups will typically run within the background for an extended amount with none sick effects. Once the initial full backup, progressive backups serve scale back to scale backto cut back} the backup size and reduce backup times. Information compression and deduplication facilitate, too. However specialised applications like databases (for example, Microsoft SQL Server and Exchange) will be laid low with longer backup times. You would like those applications saved throughout times of low activity and among your maintenance windows. In those cases, look to duplicate vital applications domestically for best speed so sweep up the backups to the cloud. Some cloud backup software system can modify this method for you.

2. Restores May Be Slower

It's all concerning net information measure and rated cloud storage speed. Restoring a whole server could take longer. However you may realize file-level restores ar even as quick. The vital takeaway is to create positive you'll be able to meet your narrowed recovery time objectives (RTOs). If you can't restore what's required within the committed time, then contemplate playing hybrid backups on those vital servers and send your backups to each native and cloud storage. Having 2 backup copies provides those vital workloads with the advantage of quick native restores (with no reliance on net and cloud storage vender availability), and therefore the advantage of off-site, cloud storage protection for disaster recovery.

3. Higher Internet Utilization

If backups are running all over business hours or times of significant net use, you will realize internet-related activity performance suffers. Net information measure might have to be controlled. Look to line up information measure utilization rules in your backup software package (or limit via alternative network-controlled means) to make sure you don't saturate your net affiliation throughout times once access to the web is required for alternative crucial enterprise.

Conclusion

This article gives a quick introduction to cloud storage.Cloud storage is better than traditional storage in functional requirements, performance requirements, cost demand, demand for services and portable needs. With the research and development of cloud storage, cloud storage will gradually go beyond the traditional storage and to provide user high-quality, high standard, high reliable service. As an important technology area and research direction, cloud Storage is becoming a hot research for both academia and industry session.

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The Current Thai Education: Problems and Solutions

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Abstract:

This article analyzes the link between social change and the quality of education that comes from monitoring the educational reform situation and current political economic problems. From the website of the relevant government agencies such as the Ministry of Education Office of the National Economic and Social Development Board (NESDB) Office of National Education Standards and Quality Assessment (Public Organization) and online newspaper news On issues relating to the direction of Thai education in the future with dealing with social change This analysis is intended to: 1) answer educational quality issues and deal with social change in various areas which will lead to guidelines for creating analytical thinking of the learner and 2) linking with indicators in the quality assessment system 3) providing relevant and relevant suggestions for solution.

Keywords: Current Thai education problems solutions

Introduction

It is well known that there are many problems in Thai education. Many Thai children Have no access to education and is another good activity that the "Dream Education Scholarship Foundation" has organized to suggest the past work missions with a heart focused on promoting the war of children who are lacking capital, as you know today Thai education is greatly depressed and still can't solve the problem soon which the problem almost becomes a suspense problem these problems are problems that affect Thai children enrolled in the Thai education system and these problems barely seeing each other like these problems

In the Ordinary National Educational Test (O-Net), every year, the result is always the same in every year, that is, Thai children are always less than standard Or even the study of the Organization for Economic Cooperation and Development (Organization for Economic Co-operation and Development, OECD), known as PISA (Thai Program for International Students Assessment). We spend more than 8 hours per day teaching and learning.

Programme for International Student Assessment (PISA) also found that 74% of Thai children read Thai. That is, since it is illegible Can't read and interpret Analysis of meaning is not correct or even use the language to be useful in studying other subjects But we look at these conditions with familiarity and still believe that our children will have to be developed by conventional education like today Teacher problem

In Finland which is considered the top quality education in the world popular public profession and the most respected is the teacher profession, but in Thailand the society sees that in this profession is not as popular as a doctor's career or engineers as expected by society

Thailand has about 12,000 teachers each year, while new teachers contain only 3-4 thousand people each year. Which means each year the graduates of the new graduates will have nearly ten thousand primary unemployment. But in overall, Thailand still lacks teachers. In particular, teachers in important subjects such as science, mathematics, languages, etc., also found that there is no clear policy to encourage graduates in the subject to be content. On the other hand, they also found discrimination measures, such as the requirement for a teacher professional license to be further studied.

The problem of immortality of Thai teachers is inevitable about teacher debt. That is the question why debt matters must be a matter that is coupled with this profession. In fact, if thinking fair Would have to admit that Thailand has a salary structure in the bureaucracy that is not suitable for the current situation We have the difference between the first salary to work with the highest salary in almost 10 times of working life, while in developed countries will find only 3-4 times the difference, which means The person will receive a wage when he first enters the workplace, high enough to sustain When the teacher does not receive the answer instead of being able to live normally Therefore it is difficult to motivate people to become teachers when teachers are not good. How can a child be good?

Lacking graduates, but graduates are still unemployed our country has no plans. And the mechanism for supervising the production of manpower to meet the needs of the country While graduates in some fields are so overcrowded that they often find employment in certain positions There are tens of thousands of applicants to compete for work with only a few tens of rates. But some fields are lacking manpower especially in the industrial sector and medical we want to have about half of the vocational students. Therefore will have enough manpower to develop the industry of the country but in fact, found that there are only 27% of vocational students, including those who do not have a genuine vocational education. But go to study in a vocational college as well as management fields this means that if counting the technician line really will be much smaller than that Becoming that the children attending the education system in the current system have a fairly clear future that they must be unemployed. And this problem has not been resolved in any way.

Higher quality / degree of inflation many universities have problems with finding students. Causing the problem of cost-effectiveness Leading to the need to conduct marketing in every way And aim to teach but the subjects that are easy to do, low cost and get quick money Which epidemic to every degree level We have overflowing graduates in many fields. But at the same time there is a shortage in difficult subjects many universities aim to raise money to become a quantitative education system. The need to struggle for survival like this May be understandable for private universities which have to bear various operating fees with income that has to find itself Which this situation has spread into public universities as well In the form of increasing the number of students directly Or creating a special project in various ways Including teaching outside the location Which, if analyzing the finances of these projects, will find that most of them become teachers' fees This situation has spread to the level that can be called a degree of febrile at all levels. Become a social value that requires at least a master's degree and will continue to threaten to the Ph.D. These problems are unfinished problems that have affected many nations over the ages. But still does not change or develop in a better way. The person who gets the most direct problems is the Thai youth who have to enter the education system that is still in these problems every year. And their destination is a failure that is unlikely to happen in a country that is developing. Despite the fact that youth and parents expect education to be a tool for improving the lives of children and youth. Finally, I have to come back and see that when we see this problem already we will also choose to send children to study in the Thai education system. Or choose to arrange self-study to be effective instead.

Education is a process that aims to develop people to be qualified human beings with full potential. There is a development that is balanced both intellect, mind, body and society to enhance the development and economic and social growth of the country. Education is a process of transferring and learning to be creative and Develop people in terms of knowledge, ideas and morals and ethics in order to be able to live happily in society. Able to respond to the direction of economic and social development of the nation which countries that need advancement are focused on human development by using education as a tool For Thailand, being a developing country and having problems with manpower that will meet the economic and social development policy quite a lot. Which is due to the system and method of education management that cannot create and distribute opportunities including the quality of education equally especially the direction of the transition to the past industrial age and the transition to a learning society in the 21st century.

The National Education Act of 1999, Section 15 states that there are three forms of education that can be made available to the target population thoroughly: education in a system that aims How to manage education, curriculum, duration of study Measurement and evaluation Which is the exact condition of graduation Non-formal education is a flexible study of the purpose, form, method of education management. Duration of study Measurement and evaluation the content of the curriculum must be appropriate in accordance with the problems and needs of each group. And informal education is a study that allows students to learn by themselves according to their interests, potential, readiness and opportunities by studying from individuals, experiences, society, environment, media or other knowledge sources.

The importance of non-formal and informal education towards national development is focused on promoting lifelong education to be more complete. This is because education management in the school system is not enough to satisfy the needs of the public. Therefore requires non-formal education and informal education Which is more flexible and able to meet the needs of the people in a wide and thorough manner Especially at the present time with the rapid changes in society, economy and politics as well as rapid technological progress Therefore it is necessary to create new ways In non-formal education and informal education By making learning to be near and easy to find for the general public.

Humans will have a good life that is useful and must be practiced. Must learn. Learning, developing, is a special human. Humans who practice themselves or have learning therefore changed and made the world changed a lot.

Education is of paramount importance to national development. Especially in the era Globalization in which the world is changing rapidly People in the nation need to be educated in a variety of ways. In order to have a balanced development of wisdom, mind, body and being able to live in a happy society the non-formal education and informal education that is consistent with the way of life of the people in the society will lead to the solidity of the sustainable community and the progress of the country as a civilized nation.

Thailand, in past education is a non-formal and informal education before establishing a school in the reign of King Rama V and education management has evolved there has been a change of reforms to follow the universal course for non-educational education in most school systems, it is based on lifestyle and other forms. That did not specify a clear name until the year 2483, so there was an education for adults outside of school age Later, the government has set up a department responsible for this matter, directly called Adult Education Division And later changed to the Department of Non-Formal Education Which the management of education at all stages always gives importance to education to the development of the country. The Non-Formal Education and Informal Education Act 2008 has given importance to education towards national development. Which is stated in the note that ... should be a law to promote and support informal and informal education management in a systematic and continuous manner Have effective management and education to make people have the opportunity to learn and able to improve their quality of life according to their potential Is a learning and wisdom society Which will result in the development of manpower and the nation to progress further.

Summary education is very important to the development of the country. Because education is like a tool to improve the quality of people Which, if any society or country, the average citizen has education at a low level, that society or country will be less developed than society or country in which the average person has a high level of education.

Guidelines for Solving Thai Education Problems

The main point in queuing practice is how will the strategy of change result in the best results? And the least negative impact because changes can always have a negative effect, as over-the-counter medications have side effects. In addition, the strategy or method of change must consume minimal resources. Called to kill a knife to kill the chicken, it would not be right. Must design surgical instruments to suit the level of disease from that idea Therefore there are proposals for reform as follows

1. Reform of teaching and evaluation systems

This strategy is the strategy of all reforms. Because if changed at this point, it will affect the upgrading of educational standards and can solve the problems of conformity with economic development as well as prepare people for further study throughout their lives And in this reform, it is necessary to adjust the management system Therefore, the corrections at this point are the principles of the whole reform movement. The key issue is which of the variable factors that will make the teaching system desirable. At this point, we have not spoken about the definition of "Desirable teaching system" But let's assume that academic studies have a certain level of understanding. Therefore, I would like to ask for permission to cross over to mention the variable factors that cause the teaching and learning system that is desirable. The answer here, according to the study of the author, thinks that there are 6 variables as the following

1. Adjusting the curriculum and defining the philosophy of good teaching and learning process Details should be considered among scholars, teachers and administrators. There will still be no time to consider each other here.
2. Teacher training and teacher development Consistent with the first
3. Good leadership of the headmaster and the school director
4. Provision of teaching materials, teaching textbooks to be sufficient for educational institutions
5. Evaluation system that is consistent with the objectives and philosophy of the curriculum.
6. Community support

2. Quality of Education

The Thai government has continuously attempted to reform education, such as spending the educational budget of 5.10 billion baht in the fiscal year 2018, accounting for 17.6 percent of the total budget and 4 percent of the country's GDP, which is a high proportion when Compared to other countries Including adding hours to 1,200 hours per year, more than 500 hours for Finnish children (although UNESCO recommends appropriate hours of study at 800 hours per year) 1 And also raising teacher salaries To increase motivation And more systematic screening of teachers

But from the assessment of Thai students in the PISA project (knowledge testing project, 15-year-old students from 70 countries) in 25572, it was found that Thai children ranked 54 from 70 countries, leaving away from neighboring countries like Vietnam, which were ranked No. 8 by scoring Mathematics knowledge Reading and Science Below average In terms of reading, 74% of Thai children read Thai. Since illegible can't read and interpret until reading and analyzing the meaning in science There are only 1% Thai students that the assessment results are very good.

English language proficiency which is the language needed to communicate in the modern world from random tests of adults from 80 countries that do not use English as a major online system in 2017, Thailand has an average score of 53, which is in the low skill level group 3.

In addition to academic knowledge, in the years 2013-2014, the World Economic Forum ranks competencies in analytical thinking competencies. And innovation which is a necessary skill in the 21st century. The primary Thai students are ranked 86 at the secondary level, ranked 101. Innovation capability is ranked at 704.

In addition, education management is still concentrated in large cities. Which between the big cities and the countryside is still highly different especially in the allocation of budget that is not equal and does not correspond to the context of the area Small school in the rural areas, the budget is very low. As a result of the PISA exam, the best Thai children and the youngest children in Thailand have a score of 200 points, equal to 7 years apart. . 3 children as young as 2 years old).

3. Educational Goals

The proficiency of 'international education' has 8 areas in which educational excellence is one of them. But the goal of Thai education is to focus on academic excellence Makes children who are good at other areas not accepted And not happy from studying, as well as being one of the 'academic' aspects, making it difficult to connect with the world and diverse societies Educational aims become a degree rather than a professional skill development and life skills Causing many children to not know themselves Causing drop out and subsequent resignation From the statistics, it was found that in 2002, there were about 1 million people who entered Primary 1, passed by 10 years, with only 600,000 in the year 2012. The reason for the dropout was Immigration by parents adjustment problem Family issues to raise a family and marry, respectively.

4.Problems with teachers

The quality of the learner depends on the quality of the teacher as an important part. While Thailand lacks 40,000 teachers, we produce about 12,000 teachers each year, but each year there are only 3-4 thousand new teachers. Because the teacher is a low salary there is a lot of work besides teaching. By which teachers spend less time preparing and teaching in the classroom because of the need to work documents and evaluate in some areas, one teacher must teach more than one class and teaching does not match the qualification.

Thai Education Problems

From researching the subject matter "Thai education problems" and then bring many information to synthesize that there is a related office proposed Problems and guidelines for solving Thai education problems are many sources which can be summarized and Can be referenced as follows

Operation Center, Ministry of Education

Told the problem Thai education management that made efforts to reform education in the past 7-8 years was not as successful as it should be from analysis and synthesis in the overall picture found that there are 5 major problems and obstacles.

1. Teacher problems most Thai administrators and educational personnel still lack understanding that that true educational reform means a large change to the root to the root to make changes that are better and different from the original, such as changing the way of thinking, etc. But the reform Thai education in the past 7-8 years has been interpreted as a change in management structure. And how teachers work according to the laws, policies, orders and recommendations from top to bottom To let people in the organization, regardless of teachers, teachers Executives at all levels in the Ministry of Education reform or self-reform are difficult and there are many limitations. Accustomed to the original way of life don't want to change Often think of themselves as being right or already doing good Although there are people in the organization some people with progressive thinking analyze the organization itself as criticized and interested in reforming itself and some of my own organization But is often a minority with limited powers and roles Causing limited analysis.

2. The problem of lack of leadership that recognizes the roots and the importance of educational reform issues Looking at the problems of education in connection with other matters in the society as a holistic system which is a factor that makes it impossible to change (Critical Mass) that will truly drive the transformation of education system reform.

3. Selection system problems Administration and provision of goodness to teachers, administrators and educational personnel being under the centralized bureaucracy becomes an obstacle to educational reforms. Most executives work according to their duties. When he passed the regulations, he received a salary increase every year according to the government system. No competition Inspection and assessment to increase work efficiency seriously although there are some assessments for postponement of salary

promotion, it is an assessment under the bureaucratic framework, such as the assessment exam from writing. Document reporting there is no real assessment of student learning results. In addition, the centralized bureaucracy is a patronage management system. With the protection of personal interests in the words that they rarely care, criticize or punish colleagues in the ministry seriously as for goodness, such systems often use flattering methods. Showing loyalty as a partisan, lobbying for benefits under the patronage system Become an inefficient and unfair management system causing some good teachers to resign to work that is more challenging or satisfying than some parts may endure.

4. Problems in the efficiency of the educational budget in terms of quality of graduates All levels lower than many countries Despite the allocation of government education budget Accounted for the proportion of gross domestic product Or all annual budgets are high in comparison to other countries The problem arises from the use of budget that is not the most effective in many areas, such as using budget to build a building And repairing rather than using materials, educational materials, books, laboratories, laboratories, etc.

5. Problems of the evaluation system and the competitive examination for the selection of university students as well as other levels of education Is also a multiple-choice exam To measure the ability to remember information Causing conflicts with the new learning reform concept that Should learn Analyze as This kind of evaluation system is a barrier to developing new learning needs. Let the learners be good, happy, think, analyze, think synthesize as because parents, teachers, students are worried about the grades for competitive exams in the elimination system. Selecting a minority to study at a high level at the same time, there are many different quality educational institutions, especially public universities that have been established for a long time and have received substantial government subsidies. Make it famous and learners lose Lower education than private universities causing students to compete in the competition In order to receive Degree to compete for work Earn a lot of money under the system and policy of capitalist economic development that Focus on maximizing productivity and profit. World economic and social changes Technological advances and globalization make countries Have to face high competition conditions and must accelerate the development of their people to be quality human resources in order to cope with such challenges As can be seen from the meeting of the ASEAN Education Ministers in August 2005, it issued a joint statement on the need for ASEAN to develop human resources through a quality education process. To be an important mechanism for social and economic development of the region and create ASEAN to be a strong community so that everyone can benefit from globalization equally (ASEAN. 2005. online).

For this reason, many countries, including Thailand, have to accelerate educational reform to improve quality. Teaching and learning, which is an important process in casting the youth to grow into a potential workforce one of the main factors of educational reform is the development of teacher quality, which is an important engine of driving the reforms above. Successful (Reimers, 2003: 12) by Dr.Rung Kaew Dang If the teacher has knowledge, ability, self-sacrifice and intention to teach, instruct the learner to the fullest Will help strengthen Thai children to become good citizens, be smart, intelligent, have the potential to be happy and be able to compete effectively with all countries (Rung Kaew Daeng. 2001: 134).

However, if comparing with other countries, it is found that the education management of Thailand uses a much higher budget, but the achievement has been inferior in both quantity and quality. As can be seen from the results of the International Competitiveness Assessment of the IMD (International Institute for Management Development), the quality of Thai education is ranked 46th from 60 countries (United Nations Development Program in Thailand. 2007: 7) Including the preparation of the 2006 Human Resources Development Index in Thailand, which has been organized at No. 74 from all 109 countries (Thai student care offices in the United States. 2007: Online) It can be said that the problem of teaching and learning is partly due to the quality and efficiency of the work of teachers (Somchai Bunsiri Pharmacy. 2002: 2) If considering in the overall picture, it is found that teachers currently have three main problems: quality of teaching and learning management Insolvent debt Including the shortage of teachers, especially in important fields (Office of the

Education Council. 2002 :: 53) with a summary of the issues And the government's corrective approach that has been implemented as follows

1) Teacher quality problems in the past, the Ministry of Education was highly successful in bringing talented people, good people with knowledge into the teaching profession. By selecting from the best students of each province to receive scholarships for further study in teacher training Therefore, the teachers of that period were good people of the country. And often succeed in both student development and personal life later, when Thailand had a higher demand for teachers, the relevant departments then accelerated to produce more teachers without proper planning. Even though every teacher training institute is widely taught in special and contributing sectors For this reason, many graduating graduates have more than the needs of the labor market, resulting in unemployment in the end. Therefore, the next generation of children do not choose to study the teacher or choose the last one because they are not confident in the opportunity to get a job. Therefore, it is said that students who are unable to study, therefore, attend the teacher to make the image of the teacher and the quality of education is very low (Rung Kaewdaeng. 2001:131)

In addition, Dr. Secretariat Piyachariya, a qualified member of the Secretariat of the Education Council, gave interesting comments about the problems of teachers without quality that were not caused by a bad system. If caused by teachers lacking achievement motivation there is no inspiration for self-development. Including lack of good knowledge management and do not have the opportunity to exchange and share knowledge the knowledge in the curriculum and in the books that are taught to teach children is only 20 percent of all knowledge. But most of the knowledge, or 80 percent, is neglected, including the knowledge of teachers who retire. Because in fact these teachers have knowledge and have deep experience The Ministry of Education should therefore bring such teachers to model knowledge so that both people Two generations have learned from successful experiences together and continue to build on the quality of the future. (Secretary Piya Genius. 2007: online).

For solving the quality problems of the teachers of the current Ministry of Education and related agencies

1. Production reform for teachers and teachers by clearly defining the teacher production policy by preparing teachers and educational personnel reform strategies (2004-2013) and producing new teachers for 5 years in 8 branches, starting with the first model in 2004.As for the reform of teacher production institutions has reformed the quality of teachers in the teacher production institutions Research and development to enhance excellence in education and education and reform of the administration structure and quality assurance.

2. Development and promotion of teachers faculty and educational personnel by establishing an institution

3. Develop and promote teachers Faculty and educational personnel and the formulation of policies and plans for teacher development, the development of teachers, including the recognition of teachers with outstanding performance

4. Development of professional standards And professional control namely the establishment of a professional teacher organization Development of professional standards, promotion and praise of professionals And professional control (Office of the Education Council. 2007: 3-61 - 3-90).

Thai education problems and solutions

Current studies have problems. Thus causing intellectual crisis and brought to the national crisis to solve the crisis must do many things. Including treatment with intellectual strategies And education reform for the intellectual strength of the surrounding area as soon as possible Education reform is therefore an urgent agenda for the nation. And the important issue that needs to be reformed in education is the lack of efficiency and effectiveness in education management. At present, there is centralized administration, central authority, and redundant organization. No unity in policy and standards of efficiency, low resource utilization, lack of opportunity for all parties to participate, therefore not being good people, good people, becoming teachers, society lacking faith and confidence in the teacher profession, lack of continuous policy development, shortage information technology infrastructure to access learning resources And lack of links with local administrative organizations and communities.

Admission is not extensive, not thorough and unfair, resulting in inequality in education opportunities. And the quality of education received is another reason for the need for educational reform, including teaching and learning that does not focus on international competence as it should be Lack of training, incubation did not cultivate morality adequate ethics and Thai wisdom. This is because the quality of most teachers is not standard. And curriculum, teaching and evaluation of learners Focus on subjects and teachers as a set Does not give priority to learners, teaching is not linked to real life Focus on memorization But not focusing on thinking, analyzing, synthesizing and creative thinking Make modern students think analytical Not synthetic Including the study of alienation from society, religion and educational culture that is currently classified as a separate study Not consistent with social life In addition, education lacks the integration of religion, art and culture into the learning process appropriately. Makes graduates weak in quality and ethics and lacks pride in art And Thai wisdom Which is extremely dangerous to existence And the stability of the Thai nation.

The National Education Act, 1999, which came into force on 20 August 1999, is considered a master law. Which is like the national education statute, that is, every level of education management of all types, all forms must be taken by this National Education Act. This Act is considered an educational reform law. Because he has set important issues covering education Both systems that need to be reformed and set at a time, such as most matters, must be implemented for 3 years, i.e. by August 20, 2002, some of which give more time than that, namely, quality assurance from outside education. Which provides up to 6 years of time. In the educational reform under this Act, the responsible agencies are also defined, including the Ministry of Education, Ministry of University Affairs. Office of the National Education Commission and specialized public organizations

In regard to important matters, learning reform must be considered in Chapter 4, which is the heart of educational reform. Because the previous education system is not conducive to the development of educational quality Or learning quality of learners as they should Causing Thai quality to not be competitive But will only do learning reform Will not produce the results that should be necessary to reform other matters Linked to learning reform Especially the reform of the curriculum and learning that focuses on students Media quality assurance and educational technology and teacher and educational personnel reform In addition, in order to complete the learning reform And have lasting results Therefore need to reform resources And educational investment And structural and administrative reform of education To focus on learning reform that focuses on learners To enable graduates to be Thai people with quality and strong moral And can compete

Teaching and learning management problems is partly due to the quality and efficiency of the operation of the teacher which, if considered in the overall picture, it is found that the current teachers have 3 main problems in terms of quality of teaching and learning management Insolvent debt And the shortage of teachers Especially in important fields by summarizing the details of the issue And the following guidelines.

1). Teacher quality problems in the past, the Ministry of Education was highly successful in bringing talented people, good people with knowledge into the teaching profession. By selecting from the best students of each province to receive scholarships for further study in teacher training Therefore, the teachers of that period were good people of the country. And often succeed in both student development and personal life later, when Thailand had a higher demand for teachers, the relevant departments then accelerated to produce more teachers without proper planning. Even though every teacher training institute is widely taught in special and contributing sectors For this reason, many graduating graduates have more than the needs of the labor market, resulting in unemployment in the end. Therefore, the next generation of children do not choose to study the teacher or choose the last one because they are not confident in the opportunity to get a job. Therefore it is said that students who are unable to learn anything therefore attended the teacher to make the image of the teacher and the quality of education is very low (Rung Kaewdaeng. 2001.131)

Guidelines for solving problems the quality of current teachers of the Ministry of Education and related agencies have implemented the following

1. Production reform for teachers and teachers by clearly defining the teacher production policy by preparing teachers and educational personnel reform strategies (2004-2013) and producing new teachers for 5 years in 8 branches, starting with the first model in 2004.As for the reform of teacher production institutions Has reformed the quality of teachers in the teacher production institutions Research and development to enhance excellence in education and education and reform of the administration structure and quality assurance.

2. Development and promotion of teachers faculty and educational personnel by establishing a development institution and promote teachers faculty and educational personnel and setting policies and plans. Teacher development, development of teachers, including honoring teachers with outstanding performance.

3. Professional standards development and professional control namely the establishment of a professional teacher organization development of professional standards, promotion and praise of professionals and professional control (Office of the Education Council. 2007: 3-61 - 3-90).

2). Teacher debt problems at present, more than 130,000 teachers are in a state of insolvency. The average debt is 1.1 million baht, causing teachers to lose morale. Has a reduced quality of life and have to work to earn extra income Allowing teachers to fully devote themselves to performing their duties responsibly, resulting in reduced learning achievement of students (Warakorn Sam Ko, 2007: online)

For guidelines for debt relief, the Ministry of Education has cooperated with banks.

GSB approves a total of 8 billion baht loan to take care of teachers who have real problems and has set up additional solutions as follows: opening a financial clinic to provide advice on saving and debt adjustment To provide advice on debt problems of teachers Organize seminars for teachers throughout the country to provide knowledge And make a handbook about questions and answers in related matters etc. (Warakorn Sam Ko, 2007: Online)

3). The problem of teacher shortage The Office of the Basic Education Commission surveyed the shortage of teachers in accordance with the criteria of the Office of the Teacher Civil Service Commission and Educational Personnel in early 2007, found that secondary schools across the country still lack about 70,000 teachers (the secretariat office minister. 2007: Online) there are many reasons, such as the production and packing of teachers, not related. State policy for limiting manpower, government sector, and reimbursement of compensation early retirement program the determination of the rate of return of manpower of the teacher civil service office and the government committee to determine the target and manpower Including the policy of equalizing manpower, teachers, ineffective, etc. causing each teacher to work hard There is insufficient time to prepare teaching and transfer knowledge. And sometimes causing teachers to not have the opportunity to fully develop, all of which have resulted in the decline in the quality of Thai education (Office of the Education Council. .2548: 31).

The guidelines for solving the problem of teacher shortages are the creation of a cooperative teacher program. By allowing students, teachers in the 5-year program to train in schools that lack teachers, with remuneration allowances Provide teachers that are not directly taught. Qualifications are additional educational training. Adjust learning, change teaching in medium and large schools by developing teaching in larger classes. With the use of modern technology media such as e-learning and multimedia and policies including small schools that have no more than 120 students together to provide teachers with 8 groups of learning content Including saving teachers and budgets as well (Office of the Secretary 2007: online)

Conclusion

The problem of teachers is an urgent issue that is in a critical stage in which the government and all sectors must coordinate the power to resolve and must take serious, prudent and continuous action. All strategies, measures and solutions to be considered In a holistic manner since the teacher status Future teacher production direction Including the quality assurance of teachers to ensure that teachers will have enough potential to drive education reform policies into the nation's youth according to government goals.

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Impact of the ASEAN Policy on Enforcement of Thai Labor Protection Law: A comparative case study of Thai and Foreign Workers

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Abstract:

This article aims to present the ASEAN economic policies aimed at skilled workers are moving freely between Member States. Foreign workers who come to work in Thailand. The workers who entered the country legally, and workers who entered the country illegally affected by the enforcement of labor law and Thailand do not have equal rights as workers. in Thailand, whether it is working on a holiday, paying overtime on holidays and overtime overtime pay the migrant rights have been violated by the employer refuses to pay for the work of Thailand's non-compliance with labor law.

Keywords: ASEAN policy, foreign workers, labor law enforcement.

Introduction

The policy of the ASEAN Economic Community in the movement of skilled labor freedom of Member States. Migrant workers have come to work in a large number. The workers in the ASEAN countries have come to work in Thailand. Because the income is better than their own country and the economy of their own country better. Throughout the country needs skilled labor and unskilled labor is demanding the fishing and agricultural sectors of many. To make the alien to work in the skilled labor and unskilled foreign workers who have migrated to work in the country legally and illegally, causing a negative impact on the enforcement of labor law. The foreign workers who come are not granted equal protection to workers Thailand. Labor rights were violated the actions of employers who do not comply with labor law, and treat migrant workers to Thailand inequality in pay for working on a holiday. Paying overtime on holidays, overtime and overtime pay held that the employer does not comply with labor law. Exploitation of foreign workers who come to work in Thailand.

2. **ASEAN policy**

The integration of ASEAN. Wants regional stability and strength of ASEAN, ASEAN Summit in Bali, Indonesia 9. The leading members have agreed to work together to establish the ASEAN Community by people-centered. Center to promote better understanding between the regions to maintain peace, stability and political stability creating mature economies, ASEAN members have the well-being and equality. The common interests of all member countries in ASEAN leaders declared the ASEAN region is full. The three pillars of the ASEAN policy.

2.1 Political-Security Community (Asean Political security community: APSC)

The first pillar of the country is to require that the members of the political stability in the region coexist peacefully prevent conflict and to stabilize and in all the member states must cooperate with each other to cope. Threats and stability both in its original form had happened and the new style may have contributed to an increase in the member states. To provide citizens with security and stability not to be affected by political action in the region. The first pillar is carried out efficiently in ASEAN must cooperate as well.

2.1.1 The rules and common values including activities to collaborate and build understanding of social systems and cultures. Throughout history, different members of the promotion and development of politics in the same direction, for example. Democratic primary promoting the protection of human rights to encourage the participation of civil society. Anti-Corruption promoting the rule of law

2.1.2 Promote peace and tranquility shared responsibility in maintaining stability for the comprehensive promotion of measures to build mutual trust and peaceful settlement of disputes. To prevent war and to provide member states with peace and without any suspicion throughout the extended cooperation to prevent threats to the new format such as anti-terrorism, transnational crimes such as human trafficking, drug and preparedness in preventing natural disasters.

2.1.3 Relations with countries outside the Group to strengthen its role as ASEAN + 3, ASEAN outside the region, adding China, Japan and South Korea, and next to Rove's ASEAN + 6. with China, Japan, South Korea, Australia, New Zealand, India. Throughout strong relations with friendly countries and international organizations. such as the United Nations The World Health Organization, etc.

2.2 **AEC (Asean Economic community: AEC)**

The second pillar of the pillars of ASEAN's economy. The objective of the ASEAN market and production base, the same base as well as the movement of goods and services, investment, capital and skilled labor freely, thus taking the economy to achieve 4 sides. Is

2.2.1 Is the market and production base by providing the same goods, and services and investment throughout the skilled labor and the free movement of capital not more liberal.

2.2.2 The capacity building competitive economies of ASEAN's policy to encourage the collective economy. Such as competition policy Consumer Protection Intellectual property rights, tax policy and infrastructure development.

2.2.3 Do the economic development disparities in the development of small and medium enterprises, promoting the capabilities of member countries through various initiatives.

2.2.4 Integration into the global economy. Focus on improving the economy of ASEAN and countries outside the region that have a cooperative not clear.

2.3. ASEAN Socio-Cultural Community: ASCC

The final pillar of the ASEAN target population is people-centered focus to the public in each country together under social generosity. A good social welfare are encouraged to learn the culture and history of each other in order to promote the identity of each country's plan to establish the ASEAN Community and Cultural Cooperation of the sixth.

2.3.1 The development of human resources or people development training or resources. The development and promotion of personnel with knowledge, skills and understanding skills. In practice attitude and behavior in all good things. In order to effectively perform better.

2.3.2 Protection and social welfare is the management system of social services and social development, including promotion. Social Security improving the quality of life thoroughly and fairly, whether through better education. The health authority' good. The housing, employment and income, of the welfare of workers The Social Security taking into account the dignity of the human rights and performance benefits to be gained and to participate in social management

2.3.3 The rights and social justice need to promote and protect the rights and welfare of women, youth and the elderly. Throughout the disabled the protection and promotion of the social responsibility of business enterprises.

2.3.4 A sustainable environmental in order to use natural resources sustainably and efficiently, it is necessary to manage natural resources effectively to environmental sustainability, such as water resource management. Soil Resource Management, Air Resource Management does not cause pollution.

2.3.5 The identity of the ASEAN to promote mine awareness about ASEAN and hard feelings in the community. Create a sense of ownership as well as unity in diversity and promotes understanding between cultures in the member states. History, religion and culture

2.3.6 The development gap is framework of ASEAN. To resolve differences of the member countries. The country also has a low-income mutual cooperation and the issue is that all countries must realize that, as a partner in the development, whether the manufacture of the product throughout the distribution network under the framework of ASEAN. The action plan for education, training and policy support from the ASEAN members.

3**. The migration of foreign workers into the country**

The policy announced by the ASEAN policy of ASEAN for ASEAN as a market and as a manufacturing site, by requiring Member States, with the movement of goods and services, investment and labor mobility, both free. ASEAN has made labor migrants working in Thailand a lot. Immigrants working in this country there are two types.

3.1 Immigrant workers lawfully.

Foreign workers have determined that immigrants working in the country illegally, according to the decree. Management Working of Aliens Act in 2017 to import foreign workers to work in Thailand. The country has an agreement (MOU) with Thailand, Burma, Laos, Cambodia, the 6th stage together.

3.1.1. Entrepreneurs or employers who wish to hire an alien authorized to work in the Kingdom of Thailand under an agreement with the workers between the Government of the Kingdom of Thailand and the Government of the Kingdom of others to work. in a Quota to hire foreigners (quotas) to the Office of employment Provincial employment Office or the Bangkok area. A resident of the operator, when the operator or employer is allowed to employ foreigners to the Department of Employment will issue a quota for hiring foreign employers or entrepreneurs.

3.1.2 The operator or employer must file a application to bring aliens into the Thailand. When foreign companies from which labor has already prepared a list of countries of origin stamped and signed prior to shipping operators or employers in order to proceed.

3.1.3 The operator or employer must apply for a work permit to foreigners. When given a list of countries of origin and then bring up a list of books by employers borders to foreigners traveling to Thailand to be submitted to the Department of Employment. Notify the embassy or consulate of the country of origin and Thailand Immigration Office know. To carry out visa and residence permit in the country.

3.1.4. The operator or employer must apply for work permits of foreigners. The company's country of origin to bring the aliens to apply for a visa to enter the country. Thailand's consulate or embassy in the country of origin that aliens can get visa (NON-IMMIGRANT VISA-L) When an alien to obtain a visa to travel to Thailand when the visa will be stamped and allowed to stay in Thailand for two years.

3.1.5 When the aliens arrived in the Department of Employment will bring alien to the participants knowledge in order not to experience problems with that. In contract law, culture and living in Thailand to avoid problems with their employers. Colleagues to join the Thailand relation ship including Thai workers & with the co worker.

3.1.6 The employer or operator must be alien to a medical examination within 3 days. At the hospital a doctor who examined have been in the medical profession by law and filed an application for a license to operate and bring the aliens to work in. workplace

3.2 Immigration of unlawful workers.

Type migrants immigrants in the country illegally. Violation of the Immigration Act 1979, there are two types.

1. Aliens who enter illegally, the city is not allowed to aliens who were deported under the law on deportation.

- Aliens who come into the city without a permit under the Immigration and waiting to be sent back out of the country.

- An alien who was born in the Kingdom of Thailand and not nationality, Thailand

- An alien who is withdrawing nationality, Thailand.

2. An alien who entered the Thailand by way of smuggling into the country does not comply with the decree of management. Working of Aliens Act 2017 The aliens were smuggled into the country mostly unskilled labor. In order to work in Thailand due to the labor shortage in this sector. The fisheries sector and construction these workers receive assistance from their employer to work in the employer's business It is helpful to employers who pay wages to these workers at lower wage law. Throughout the employer does not have any welfare. These workers were refused this kind of hard work and a job that people do not want to do in Thailand. Such as fishing work in industries that are harmful to health, working in mines etc.

The migration of unskilled workers the channel will be living along the border, such as the north of the country. Note the border with Laos, Myanmar migrant workers to come to the town of Mae Sai. Chiang Rai province.

South of Thailand write to Malaysia Migrant workers to come to the province of Songkhla. Narathiwat

Eastern border with Laos Cambodia migrant workers to come to the province. Ubon Ratchathani and Prachinburi.

Take the west to Myanmar and the Andaman Sea Migrant workers to come to the province. Mae Hong Son and Ranong.

Corrections of migrant smuggling along the border to prevent it. One hundred percent since a very long border with Thailand's government officials were not well protected.

4. Violation of human rights of foreign workers.

Violation of the human rights of migrants. It is caused by the action of the employer in the country that has seen so often. According to media presents news which constitutes a violation of human rights, labor and violation of the law of the United Nations Protection Force Thailand.

Employee who is an alien, regardless of parity with workers in Thailand. The separation of the foreign workers who come to work or the right to receive benefits from the labor of Thailand. Especially in terms of working on holidays, paying overtime on holidays. The overtime pay Late that foreign workers do not understand the procedures to work in Thailand does not know the law, any day designated as a holiday for me. Employers are not obliged to work on holidays, but not the work. Or overtime work which foreign workers have not been paid or have been working for less than the legal limit. The inequality of labor exploitation as Thailand was the employer, can be considered a violation of human rights is a violation of international conventions on the protection of all migrant workers and members of his family.

5. Worker Protection Thailand

The work of foreign workers who arrived legally and illegally. Deserves legal protection equal to

Thailand, but when labor migrants working in Thailand. Whose employers do not provide parity with workers in Thailand are protected by law. Particularly the work on holidays and overtime.
5.1 Labor Protection Law has determined in his work, vacation and overtime that.

5.1.1 "Holiday means a day designated employees weekly holiday. Holiday traditions or vacation leave "

5.1.1.1 Weekly holiday the employer provides the employee with a weekly holiday. One week at least one day. The weekly holiday must be spaced no more than six days. The employer and employee may agree in advance to set, a holiday any day of the week.

The labor law requires a weekly holiday. It's so employees who worked all week have a rest. Have more time with family and maintained so that it is ready to work next week. Most of the country will hold Sunday as the weekly holiday. If the employer and employee agree on a day other than Sunday Labor law would allow.

5.1.1.2 Holidays the employer declared a statutory holiday for employees to know in advance of not less than ten days. Overall Labor Day, as announced by the Minister.

Labor law requires employers to consider the traditional holiday of the year holidays. Religious holidays or traditions of local

The employer is declared a statutory holiday, consider some of the official holiday of the year as Constitution Day, New Year's Day, the commemoration.

The religious holidays such as Visakha Bucha Day, Makha Bucha, Buddhist Lent day and so on.

Holidays that employers allow employees to stop work on the thirteenth day. Must include Labor Day, as designated by the Minister. If a holiday falls on a holiday any day of the week. An employee is entitled to receive compensation, according to tradition, the holiday the next day. Sunday, 15 April, 2561 as a Day. The Holidays but on Sunday the weekly holiday the employer must compensate the employee another day off is Monday, 16 April 2561 a compensatory holiday of Songkran.

If the employer is unable to provide employees with a statutory holiday because employees work with nature or conditions of work as defined in Regulation No. 4 (2514) as follows.

1. In the hotel business facilities, theater, cafeteria, shop, drink, club, medical facilities and services.

2. In the wild backcountry transportation and work with nature or conditions of work must be done straight away. If you stop the job losses affect the work.and as mentioned above, both of the above. Employers may agree that the employee will be compensated in other traditional holiday time. Or when an employee has worked in the employer's statutory holiday pay for working on a holiday to be employed.

If an employer already declared a statutory holiday. Employees also work on a statutory holiday by holding that the employee has refused to exercise the statutory holiday. I'll be back for the holidays, it's not. Have to assume it was the work of a regular employee.

5.1.1.3 Annual vacations Labor law requires that employees who worked for 1 year had the opportunity to relax seriously by the law. "Employees who have worked for a continuous period of 1 year are entitled to vacation leave not less than six days a year. "The laborers working consecutive 1 year labor protection laws have defined the purpose of calculating the duration of the employee's work. Labor Protection Act Holidays shall leave on employers to stop work for the benefit of the employee and the employer to allow employees to stop work for the benefit of employers. The total working time of employees as well.

When an employee who has worked for 1 year in accordance with these guidelines, it is entitled to receive vacation annual 6-day statutory part of the annual vacation days to employers requiring advance to the employee or the employer. the employee will agree on the vacation time each year.In the event that an employee with the employer may agree in advance to accumulate and postpone vacation leave that has not stopped that year included the following years time.The employee who works less than one year, the employer may impose annual vacation to the employee, according to calculations by the time.

5.1.2 wages paid holiday

Holidays labor law are three days together, as mentioned above, in addition, the law requires the employer to the employee, and specified holidays. The employer must pay wages to employees who have to work on holidays with them. The law stipulates that "the employer pays wages to employees equal pay for work on the day following the holiday. weekly holiday. Unless the employee is paid hourly and daily performance, calculated as a unit.

(2) a statutory holiday.

(3) Annual vacation."

5.2 Overtime

The work of employees is defined in the law. On the subject of work in normal times the legal limit of working hours each day on. To allow employees to relax the body enough to work effectively. At some time for the sake of business, employers want to work beyond normal working hours. The employers allow employees to work beyond the period prescribed by law. The law must therefore take care not to employers exploiting employees from work is required on the issue of overtime to come up with enforcement.

5.2.1 Overtime means working outside normal working hours or beyond. Or more hours of work each day with the employees, the employers agreed under Article 23, weekday or weekend, depending on the case. Employers must declare the normal working hours, employees know. By setting the start time and end time of each working day of the employee does not exceed the running time of each category and the Ministerial Regulation No. 2 (2541) as defined in Article 1 that "the work of all types. normal working hours must not exceed 8 hours a day. "

5.2.2 Terms overtimeTo prevent the exploitation of workers and thus determine how the law between the employer and employee to work overtime as follows. 5.2.2.1 Overtime must receive the consent of the employee, if the employee does not consent. Employers will be forced to work overtime, the employee did not. However, there are certain types of jobs that look. Or conditions of work must be done straight away. If you stop it may damage it. Means that employees do in normal working condition or nature of the work to be done continuously until the job is done. If you stop doing it, work will be damaged, such as paint color when it must be finished. If the paint is not finished mixed colors will be affected even beyond normal working hours. Or emergency cases, refers to the work going on at the time, which might not be anticipated in advance and must be done immediately. Otherwise, the damage will occur. Such as flash flood into the factory. Employees may build dikes to be completed before the water flows into the factory. Despite employee overtime work than in normal times would be completed.

5.2.2.2 In terms of hours of overtime. It provides protection to employees not to work too hard. Currently defined in Regulation No. 3 (1998) concerning the overtime that. "Hours of overtime pursuant to Section 24 paragraph under the Labor Protection Act and the hours worked on a holiday under the second paragraph and the third paragraph. The total amount must not exceed the rate specified in the regulations. “

The employee agrees to work overtime, vacation and overtime for employers to do more than 36 hours per week are not. The law requires the employee agrees to work even when they do not.

5.2.2.3 Job requirements that prohibit overtime Overtime of workers employed even consent to work overtime, but there are certain laws prohibiting overtime to prevent harm to the physical health of the employees or the work done may not be safe for employees. Labor Protection Law has determined not to run them under article 31 that "No employer shall allow an employee to work overtime or on holidays in dangerous to the health and safety of employees under Section 23 paragraph one." That could harm the health and safety of employees. Employers who do not provide employee overtime, or holiday work are set out in the Ministerial Regulation No. 2 (BE 1998) issued under the Labor Protection Act, 1998, as follows.

1) The work must be done underground, underwater, in caves or tunnels in confined spaces.
2) Work on radioactivity.
(3) Welding.
4) Transport of dangerous goods.
5) Production of hazardous chemicals.
(6) Work to do on the machine tool, which can pick up the vibrations that may be dangerous.
(7) The work must be done about extreme heat or the cold, which may b dangerous

Regulations prohibit the provision of Article 7 overtime even if they do not allow employees to work overtime or on holidays, overtime was not.

5.3 Terms of the overtime Labor law set out in Article 5 that "the wages of the working day, meaning that wages paid for working full-time, regular time." The law requires that wages paid minimum wage to 300 baht per day to the employee and the employer must pay the weekly holiday. Holidays and annual vacations to employees as well. The holiday leaves when the employee is not at work, the employer must pay wages to employees alike.

5.3.1 Requirements rate overtime on weekdays. Labor Protection Act 1998, Section 61 states that "if the employer allows the employee to work overtime on the employer to pay overtime to an employee at a rate of not less than one-half times the hourly rate of pay on the day, work as many hours done, or is less than half the wage rate per working day, according to number of employees for a job well done. Which was paid by contributions calculated as a unit. "The employer must pay wages to employees who work overtime on a normal working day, not less than one and a half times the rate of pay per hour that an employee has been at work as normal work schedule. The idea is based on the number of hours of overtime wages, the employer must pay the employee to work overtime on a normal working day.

5.3.2 Regulatory paying overtime on holidays Labor Protection Act 1998, Article 63 stipulated that "if the employer to the employee, the employer, overtime, holiday pay, overtime pay, holiday to employees at no less than three times the rate of pay per hour. the number of hours worked by doing. Or at least three times the rate of wages per working day in the amount of work done by an employee who was paid by contributions calculated as a unit. "Employees who work on holidays and employers allow employees to work beyond normal working schedule. This is a holiday of the employees, a number that exceeds the normal working hours. Employers must pay overtime on holidays at the rate of three times the normal amount of overtime wages. 5.3.3 Terms of charge in overtime labor Protection Act 2541, Article 68 establishes that "For the purpose of calculating overtime pay. The working holiday overtime in holidays where the employee is paid. Monthly wage per hour on holidays mean monthly wage divided by the product of thirty. The number of hours worked in a day-to-day running average." Law under this section, the terms and methods of calculating wages for overtime and holiday overtime.

For example, Mr. A worked in Company B had been paid 18,000 baht per month, company B is scheduled to work 8 hours per day. From 8:00 to 17:00 pm. Lunch 12:00 to 13:00 hrs. Operates Monday through Saturday. Sunday is a holiday The company has provided Mr. A working overtime. From Monday to Saturday From 17:00 to 20:00 hrs. Mr. A agrees to work overtime to the company. B for a total of 18 hours of overtime, Mr. A will get wages. I think Mr. A had been paid 18,000 baht per month, Mr. A had been paid a daily per 18,000 / 30 = 600 baht

Mr. A worked 8 hours per day 600/8 = 75 Baht.Company B to pay overtime One and a half times the rate of pay per hour based on the number of hours in the work day is done. Mr. A was overtime hours per 753/2 = 112.5 baht.Mr. A has been working overtime to 18 hours overtime per hour multiplied by 112.5 baht Mr. A will be paid overtime 112.5 × 18 = 2,025 baht.

The idea of working overtime in holidays. Mr. A's daily wage to 600 baht.Mr. A had an hourly wage of 75 baht each Mr. A was on vacation, overtime hours per THB 3 × 75 = 225.

Mr. A has been working overtime on holidays 18. Overtime hours will be on vacation 225 × 18 = 4,050 baht.

6. Impact on Enforcement of labor migrants to Thailand.Enforcement of labor laws applicable to employers, employees at the Thailand does not cause problems in the labor law as much. But the impact of the introduction of labor laws applies to foreign workers who come to work in Thailand. Especially in regard to overtime pay for working overtime. Working Holiday Paying overtime on holidays. The impact on the enforcement of labor law backers. This can be seen below :

6.1 The impact on law enforcement in regard to overtime pay and overtime.

6.1.1 The lack of legal knowledge. Foreign workers who come to work in the Thailand wishes to work for income, regardless of the employers were taking advantage of the work and wages. A channel that the employer violated the law. The normal duration of labor law scheduled to work 8 hours a day, but employed workers work more than 8 hours per day. Without receiving overtime pay all employees who are migrant workers did not know the laws of Thailand employees to work overtime up to 36 hours per week for failing to pay overtime to employees as well.

6.1.2 employees do not know how to pay overtime. The actions of employers will force workers to work harder and work outside normal working hours, but also refused to pay wages or wages, but not according to the labor law is scheduled to pay a half of work. in normal times. According to the hours of work that the employer violated because I believe that foreign workers would have to work to get paid more to be unemployed. No job and repatriation of foreign workers and that those workers are informed of proceedings against the employer. As a result, more law violations.

6.2 The impact on law enforcement in matters of work on holidays and overtime on holidays.

6.2.1. Workers have no knowledge of the law. Foreign workers who come to work in Thailand's labor laws have not studied that. Working in Thailand has legislation requiring regular days off per week, 1 day. They also have 13 days' holiday per year for foreign workers who come to work, employers are not aware of any forced labor for the benefit of the employer, workers do not understand that. Holiday traditions of Thailand and what a day it is a statutory holiday. The employer gave the employee a foreigner working holiday throughout the working day beyond the normal working hours. Which constitutes overtime, holiday pay, the employer must pay the amount. 3 times the rate of pay per hour based on the number of hours in the work day is done. When a foreign employee does not understand the law, it makes employers exploiting migrant workers forever. Without fear of the law.

6.2.2. Employees do not know how to work overtime on weekends. Employers do not let employees or foreigners who work know overtime on holidays, employees will be paid overtime in holidays 3. Times the rate of pay per hour based on the number of hours worked in a day's work. Employers will only pay wages to work on holidays. But in overtime, holiday pay, employers refused to allow an employee who is an alien. Throughout the aliens know that some employers must pay overtime on holidays, but did not know how to pay overtime on that day amount to much. Employers exploit workers refused to pay wages to workers employed by the law.

7. Analysis of the impact on law enforcement.

7.1 Skilled workers who come to work in Thailand legally. But it is also being exploited employer and the employer fails to comply with labor law. The reason is that the employer commits a violation of the law without fear since.

7.1.1 Thailand's government on allowing skilled workers to work in unexplained. Or organize a seminar for legal foreign workers to foreign workers who come to work in Thailand that, an employee who is an alien has the right to be protected by the labor law in Thailand. Whether overtime working holiday, working overtime in holidays foreign employees who are entitled to receive remuneration for work done.

7.1.2 Competitive Economy ASEAN countries have competed in the economy. Labor needs of business travelers to Thailand with many migrant workers come to work. The fishing sector and the construction sector. The workers, skilled and unskilled want to work in Thailand. When workers want to work as an opportunity for employers to exploit workers without fear of the law. Because if the workers do not wish to work with employers, workers would have to return home and no job in their own country. If it works, it will have to accept the rules of the employer. Employers who violate the law and will find ways to exploit foreign workers and to reduce the cost to their business.

7.2 Workers who come to work by unlawful means. The entry of foreign workers working in Thailand to work illegally without a labor exhausting to work in the country without being required to make these workers legal are exploited by employers. 7.2.1 State authorities of allowing employers to get foreign workers to work illegally. To work without monitoring to ensure compliance with the law. Or state officials receive benefits from employers is not monitored to arrest foreign workers who come to work illegally and deported an opportunity for employers to exploit migrant workers by not paying overtime, and do not pay for work on holidays and overtime pay on holidays. The employees who come to work without fear of the law, employers are not hiring. State officials fear their arrest. A channel that allows employers Non-compliance with labor law.

7.2.2 Competitive Economy ASEAN economic opening and liberalization of labor mobility. This opens the way for migrant workers in ASEAN countries, the poorest countries need to work in large numbers. Because in their own country needs less labor when ASEAN is open to the free movement of labor. Opportunities for workers in the region who want to work in Thailand, many came to work in Thailand. To use it as a quick way to enter Thailand illegally. Because employers are in need of workers. Only the fishing sector, and the construction sector. Employers would be happy to get foreign workers who come to Thailand to work illegally. The foreign workers who come to work, employers can exploit illegal workers is not all that the employer did not pay overtime, they do not pay for work on holidays and overtime pay on holidays and so on. Shortage of labor in the cause-driven economy. Problems cannot continue to meet the needs of the business community in the country.

7.3 **Equality Law**

According to the legal rights of all people to equality without discrimination. Because of race, color, sex, education, etc, which employs foreign workers have come to work in Thailand. Foreign workers would be protected by the law equally to labor, which is in Thailand. Therefore, migrant workers in Thailand must be protected by the labor law of Thailand as well. According to human rights, but in reality, workers are entitled to equal legal protection for all workers. Thailand because employers who do not respect the law and violating the law significantly. The employer refused to pay overtime while working for a foreign worker to the employer or the employer to pay overtime to some, but less than the legal limit. The foreign worker can not.

Conclusion

The open economic policies, particularly the ASEAN Free movement of workers to work freely. Migrant workers in ASEAN have been working in Thailand for many years in Thailand because businessmen want workers to work in the fisheries sector and the construction sector. Migrant workers have migrated to work in Thailand, both incoming and lawfully entered into by unlawful means. Impact of ASEAN policy on enforcement of labor law, because foreign workers into the labor force do not have the rights to receive legal representation in Thailand, which is a channel that allows employers to exploit workers. Whether it's to pay for work on holidays, or paying overtime on holidays. Or overtime pay of employees who are aliens are granted equally to Thai workers. The exploitation of foreign workers and their employers do not comply with labor law. Make the legal rights of migrant workers to Thailand so unequal, or public officials, whos lack of attention to lax supervision of businesses that use foreign labor to work. Businessmen who violate labor laws cause, illegal actions and violate human rights.

Suggestion

Firstly, in order not to cause trouble to the rights and equality before the law to foreign workers who come to work in Thailand. The government must legislate to make it clear that foreign workers who come to work in the Thailand have the right to be protected by labor laws, when working in Thailand. To round out the legal provisions and to punish those who violate the law in Thailand, the government should take measures to provide for the training of foreign workers who came to work to understand that migrants are entitled to protection under labor law in Thailand. In order to allow migrant workers to understand and exercise their rights under labor law correctly in Thailand.

Second Law enforcement authorities of the Government of Thailand must be fair. Do not ignore the duty to ensure fairness to workers without selfless service. Whether employers offer benefits to foreign workers or foreign workers offer benefits to themselves, with government officials enforcing laws on foreign workers who come to work in Thailand, most of the problems cause the authorities to benefit and in violation of the law is not strictly enforced. The government should have the legal measures to punish government officials who break the law.

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Academic Administration Model towards Excellence, under the Secondary Educational Services Area office

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Abstract:

The purposes of this research were to: 1) 1. To study the condition Academic management approach to excellence and factors promoting the administration to excellence of the school Under the Office of Secondary Educational Service Area 1,2) create an academic administration model for school excellence Under the Office of Secondary Educational Service Area 1,3) evaluate the feasibility and usefulness of the academic administration model to the excellence of the school. Under the Secondary Educational Service Area Office 1 the sample group used in the research was the school director. Deputy Director of Academic Management Group under the Office of Secondary Educational Service Area 1, number 80, by purposive sampling. The population used in the research is the school director. Deputy Director of Academic Management Group under the Office of Secondary Educational Service Area 1, 144 people.

Keywords: academic administration model excellence

1.Background and Signification of the Research Problem

Thai educational provisions which has been provided in the Constitution of the Kingdom of Thailand BE 2560, Chapter 4, and the duties of the Thai people "The person has the duty to attend education in compulsory education" which is in accordance with the changing circumstances of the global society that is a current of globalization. Have progress in information technology and rapid changes Is a society that requires education, that is, everyone must have knowledge based society. For this reason, education Therefore is an important tool in driving the country to meet the expectations of the provisions Production and human development in accordance with the needs of the labor market and the direction of national development Therefore is a duty of state in driving that is important to Thai education management In accordance with Education provisions in accordance with the Constitution of the Kingdom of Thailand BE 2560, Section 5: Duties of the State. Section 54 (2) provided that "The state must allow all children to receive education for 12 years from pre-school until the end. Quality compulsory education without charge "and Section 54 (3) stipulates that "The state must conduct public education according to the needs of various systems. And encourage lifelong learning And provide cooperation between the states local government organization and private sector in education management at all levels The state has the duty to supervise, promote and support the quality of education in accordance with international standards. "State organizations must comply with the law on national education and check the implementation in accordance with the national education plan By aiming to develop learners to be good, disciplined, proud to achieve good results and achieve objectives as provided in Section 54 (4) and in accordance with the national strategy (2017-2036) that has established sustainable development goals according to good governance principles to be used as a framework for different plans to be consistent and integrated in order to be a driving force together towards the goal And in accordance with the 12th National Economic and Social Development Plan that focuses on bringing creativity and innovation development to create new things that have economic value added Education management is an important issue that needs to be developed towards excellence. To raise the quality of education in parallel with sustainable national development

Administration and management of Thai education under the National Education Act, BE 2542 (1999) and the additional amendment (No. 2) BE 2545 and (No. 3) BE 2553, has defined the administrative pattern Study new concepts To lead to the growth of individuals and society By organizing studies focusing on important processes in human development, including knowledge, thinking, ability, including behavior, attitude, values and morality from the foundation Life and continuous life Which led to the current reform of education in society Whose main purpose is to improve the quality of learners to be good people, talented people, happy people, and want to see the education potential of the population Which eventually leads to economic and social development of the country Therefore prescribing the administration and educational management of the state under Section 39 to "allow the Ministry to decentralize the administration and education management Both academic, budget, personnel management and general administration, also the committee And the Office of Educational Service area and educational institutions in the area of direct education "including the provisions of Section 47 (2) require that educational institutions provide a quality assurance system within educational institutions So that all students receive quality education from educational institutions with knowledge, competencies and important competencies And desirable characteristics according to the core curriculum of basic education Which is the result of the 11th National Economic and Social Development Plan (2012-2016) in which Thailand is faced with significant changes both external and internal changes that are fast and complex. Is both an opportunity and a continuation of national development In particular, the commitment of the ASEAN community in 2015 is therefore necessary to strengthen the country's immunity to prepare people for the society and the economic system of the country to be able to adapt to the effects of changes appropriately. Can develop the country to progress further for sustainable happiness according to the sufficiency economy philosophy (Office of the National Economic and Social Development Board, 2012: 1) and continuing to the 12th National Economic and Social Development Plan (2017-2021), still adhering to the "Sufficiency Economy Philosophy" "Sustainable development" and "People as the center of development" and adhere to the principles of economic growth that reduce inequality and drive growth from increasing productivity on the basis of wisdom and innovation And the distribution of quality educational services to be more equitable between areas by 1) motivating teachers to have more efficient distribution of samples both Monetary and non-monetary measures such as teacher housing welfare Clear career path Increase the opportunity for teacher development 2) create a responsibility system (Accountability) of educational management By applying academic achievement to evaluate teachers and schools 3) expanding distance education by using information and communication technology networks to help schools that are far away and lacking teachers.

Therefore, quality of education is a big issue and academic administration is an important mission at various educational institutions. Must accelerate the process of excellence to help strengthen educational institutions are more effective entity The Office of the Basic Education Commission is the main agency that manages basic education. With awareness of important roles as such Therefore set up guidelines for educational management Which aims to develop youth to be healthy, complete with knowledge, skills, abilities, personality and appropriate character traits in line with the changes of the global society And Thai society in the future and able to adapt the Thai way of life appropriately in the way of world society (Office of the Education Council, 2011: 4)

At present, education management is important and needs to be carried out in order to achieve the efficiency of the management of that school. The important thing is to bring the educational policy into practice to achieve the set goals. that Depending on the administrative process of the school Which the behavior in the administrative process of the school will be an indicator of success or failure and affect the quality or quality of the school Which means the effectiveness of the school itself In addition, the policy of decentralization of administration based on the use of school-based management model Which is based on the same basic principles that every school must use in administration, i.e. decentralization, education for the people And the school has more self-management As well as the participation of those involved in the formulation of school policy and planning

However, from the results of educational management in the past year, it was found that the learning achievement in the main subjects from the national basic education test, O-NET, grade 3 and grade 6, as a whole were Average score of less than half compared to the previous year, Thai language, average score of 49.25, Social studies grades Religion and culture Average score 34.70 English score average score 28.31 Mathematics score average score 24.53 Science score Average score 29.37 Score As for the grade level test in grade 3, it is found that still less than half. And not moving much from the previous year By the level of M.3 level, the overall picture of the national basic O-NET test of Thai students, the average score of 48.29, the average English score of 30.45, the mathematics score, the average score of 26.30 points, and the science grade, the average score of 32.28 points (National Educational Testing Institute, 2017)

From the history and problems mentioned above the researcher therefore is interested in studying the academic administration model to the excellence of the school. Under the Office of Secondary Educational Service Area 1 to improve the quality of school education Under the Office of Secondary Educational Service Area 1, providing continuous quality and excellence for sustainability and equality Responding to the intention of the Constitution of the Kingdom of Thailand Wednesday, 2007 National Education Act, BE 2542 and additional amendments policy, reforms in the second century, and international standard school policies The researcher is therefore interested in developing the academic administration model of the school. Under the Secondary Educational Service Area Office 1, used as guidelines for the development, supervision, inspection and quality assessment According to international quality standards And to provide basic education institutions to adopt administrative models that have been developed and applied in other educational institutions To suit the context of the school's management with efficiency and determination to continuously develop excellence Which will affect the development of learners' quality to be world-class Able to compete well with other countries in the world.

Research objectives

1. To study the condition Academic management approach to excellence and factors promoting the administration to excellence of the school Under the Office of Secondary Educational Service Area 1

2. To create an academic administration model for school excellence Under the Office of Secondary Educational Service Area 1

3. To evaluate the feasibility and usefulness of the academic administration model to the excellence of the school. Under the Secondary Educational Service Area Office 1

Scope of Research

This research the researcher has set the framework for research by studying and analyzing documents, concepts, theories and research related to academic administration to the excellence of the school Under the Office of Secondary Educational Service Area 1 to bring important information as research data which is divided into 3 episodes, each of which will follow the following topics

Part1: Study the academic administration guidelines for excellence and factors promoting academic administration to the excellence of the school. Under the Office of Secondary Educational Service Area 1, which will proceed as follows

Part 1: Study the theory and research related to academic administration to the excellence of the school. Data sources are related documents and research. The tools used for collecting data are document analysis form. Data analysis uses content analysis and synthesis, then summarizes the essence as defined in the research framework.

Part 2: Study of academic administration conditions and factors promoting school administration Under the Secondary Educational Service Area Office 1, using questionnaires with school personnel under the jurisdiction of the Office of Secondary Educational Service Area 1, number 67. The school analyzed data from the questionnaire using the mean and standard deviation.

The population used in the research is the school director. Deputy Director of Academic Management Group under the Office of Secondary Educational Service Area 1, 144 people

The sample group used in the research was the school director. Deputy Director of Academic Management Group under the Office of Secondary Educational Service Area 1, number 80, by purposive sampling

Part 3: Study the guidelines from an interview with an excellent school director. With a good academic administration of 5 people. The tool is a structured interview. Analyze data from interview results by analyzing the content

Population and sample groups used in the research, informants include school director Under 5 secondary schools

Variables studied

The variables studied are variables related to the elements of academic administration. Which is obtained from the summary of the analysis of theoretical concepts and related research Results of data analysis from questionnaires and summarize the opinions of the excellent school director with good academic administration consisting of

1) Academic planning
2) Teaching and learning in educational institutions
3) Curriculum development of educational institutions
4) Development of learning processes
5) Measurement, evaluation, evaluation and transfer of experience
6) Research for improving the quality of education in educational institutions
7) Development to promote learning resources
8) Educational supervision
9) Quality assurance system development
10) Educational guidance
11) Promotion of academic work for individuals, families, organizations, agencies and other institutions that manage education
12) Promoting academic knowledge to the community
13) Cooperation in academic development with educational institutions and other organizations

Part 2 creating the academic administration model for school excellence Under the Office of Secondary Educational Service Area 1, which will proceed as follows

Part: Drafting the academic administration model to excellence in schools Under the Office of Secondary Educational Service Area 1, the researcher will use state information and guidelines for academic administration to the excellence of the school. Under the Office of Secondary Educational Service Area 1, which has been synthesized as information for drafting the academic administration model to be a school excellence Under the Office of Secondary Educational Service Area 1 Part 2 Examine the appropriateness and accuracy of the academic administration model to the excellence of the school. Under the Office of Secondary Educational Service Area 1, by experts Administration of secondary schools in management of doctoral degree programs Executives with expertise or special expertise appropriate examination will be conducted using questionnaires.

Informants

Information providers include experts and experts in secondary school education. Doctoral degree management specialist Neurology or special expertise, 9 people, select specific (purposive sampling)

Variables studied

1. The academic administration process consists of

1) Planning (Planning)
2) Organization (Organization)
3) Leading (Leading)
4) Controlling
2. Factors promoting academic administration to excellence include
1) Leadership of executives
2) Teacher performance
3) Working in a network
4) Information technology
5) Parents' cooperation

Part 3 Feasibility assessment and the usefulness of applying academic administration to the excellence of the school Under the Secondary Educational Service Area Office 1, using questionnaires

Population used in research
The population used in this research was 67 school directors, deputy director of the school. Or teachers performing duties, deputy director of 67 academic administration groups and 536 teachers in the head of the learning strand
The sample group used in the research consisted of The sample group consisted of 57 school directors, deputy director of the school, academic administration group. Or teachers performing duties, deputy director of the academic administration group of 57 people and 224 teachers in the subject of learning content group, under the Office of Secondary Educational Service Area 1, acquired by using the finished tables of Krejcie & Morgan, 1970 the sample group a total of 338 people.

Variables studied

Academic administration model for school excellence Under the Office of Secondary Educational Service Area 1

Definition of Terms

Academic administration means conducting various activities. To improve the development of teaching and learning to achieve good results and efficiency for maximum benefit to students According to the scope of the academic administration of 13 jobs, namely 1) academic planning, 2) teaching management in schools 3) curriculum development of educational institutions 4) learning process development 5) measurement, evaluation, and implementation Transfer experience 6) Research to improve the quality of education in educational institutions 7) Development to promote learning resources 8) Educational supervision 9) Quality assurance system development 10) Guidance Education 11) Supporting academic work for individuals, families, organizations, agencies and other institutions that manage education. 12) Promoting academic knowledge to the community. 13) Coordination of academic development with academic institutions and other organizations.

Model of academic administration the schools under the Secondary Educational Service Area Office 1 means to the main components of academic administration that are systematically related to the academic administration that is related to each other as the system makes academic administration more effective.

Schools under the Office of Secondary Educational Service Area 1 means to schools that are under supervision and educational management of the Secondary Educational Service Area Office 1, 67 schools according to the Ministry of Education announcement. Subject: Determination of secondary education area on 17 August 2010 under the National Education Act (No. 3, additional amendment) 2010

The academic administration model for excellence mean to the conceptual framework that is a guideline for organizing and managing the organization, with the design of the work system and guidelines for quality operations. Each side is managed by using the principles of POLC, including planning, organization leading and controlling.

1) Planning means the process to decide in advance what to do. How are the objectives chosen? And practices to achieve that objective by analyzing data from the past Current decisions and conduct future assessments this must be done continuously. There is always flexibility for change.

2) Organizing means organizing an organization, formulating a formal organizational structure. By dividing into various sub-divisions, determining the authority and responsibility of each the agency clearly including the relationship between departments to facilitate the operation Achieve organizational objectives effectively

3) Leading (means) that the executive or the organization leader uses leadership and bringing Motivation to make members of the organization fully work In order for the organization to receive success as specified

4) Controlling means the process of determining activities such as monitoring, comparing and correcting the performance of the organization in accordance with standards. And the goals that the organization expects

School director refers to professional personnel responsible for school administration of Schools under the Secondary Educational Service Area Office 1

Deputy Director of the Academic Administration Group means professional personnel responsible for school administration. Deputy from the school director that is responsible for academic administration Supervise operations Academic aspect of the school Under the Office of Secondary Educational Service Area 1

The acting teacher, deputy director of the academic administration group, mean to the professional personnel responsible for Acting as Deputy Director of Academic Management Group under the Office of Secondary Educational Service Area 1

Academic administration promotion means the important factor that helps promote and develop academic administration. To be most effective and effective, such as leadership of school administrators, teacher competencies, network work Cooperation of parents and information technology to develop learning and creating a culture that is conducive to change

1) Executive leadership refers to the ability of the executive to make others perform in order to achieve the objectives of the school.

2) Teacher's performance means behavior which is caused by combining knowledge (Skill), character (Attitude) and motivation of teachers and affect the success in performing the role. The outstanding function consists of 5 core competencies, namely Focusing on the achievement of work Good service Personal Development Working as a teacher and ethics and professional ethics

3) Working in a network means work that is linked to a group of people or organizations that are voluntary. To exchange news together or doing activities together by organizing the structure of people in the network with independence equally, under the basis of respect, respect, trust, generosity and mutual

4) Parents' cooperation means good relationship between parents, teachers and schools leading to Trust to exchange and learn each other willing to do activities together Raising children

Management Model of Traditional Medicine Wat Phra Chetuphon (Wat Pho) School

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Abstract:

The research aims to 1) study the administrative conditions and effective management guidelines of the Traditional Medical School, Phra Chetuphon Temple (Wat Pho).2) develop the management model of the traditional medical school, Phra Chetuphon Temple (Wat Pho).3) To evaluate the management model of the traditional medical school, Phra Chetuphon Temple (Wat Pho). The researcher will proceed in 3 steps, each of which will be detailed in the next section, which is the population used in research. Sample group of informants and variables studied. by interviewing the group of informants, namely 1) Director of the Traditional Medical School, Wat Chetuphon Temple (Wat Pho), number 1 person 2) Committee of the traditional medical school Phra Chetuphon Temple (Wat Pho), 2 persons, 3) Director of the Traditional Medical School, Wat Chetuphon Temple (Wat Pho), 2 persons, 4) Head of Traditional Medical School, Phra Chetuphon Temple (Wat Pho) 5) Teachers, Traditional Medical School, Wat Chetuphon Temple (Wat Pho), 3 persons and 6) Students of the Traditional Medical School, Wat Chetuphon Temple (Wat Pho), studying in the academic year 2018, number 6 total of 17 people were provided by the data group by purposive sampling.

Keywords— management model traditional medicine

Background and Signification of the Research Problem

From the crisis of the health system, the current health service system is a health system. The set-up is waiting for the sick, so there are more patients than necessary. using expensive technology creating problems for patients the most problems caused is an unnecessary problem causing high health expenses Medical personnel cannot bear the burden. Patients are not receiving good service. Problems, distance and high costs so that some patients have to find ways to take themselves more than having to accept the high costs due to advanced technology (Daranee Onchan, 2004: 74). The development of health systems is likely to bring traditional medicine back to use in the care of patients' health along with medical care, more current plans from the World Health Organization Conference on Traditional Medicine in Beijing, Republic of China which the director of the World Health Organization Dr. Margaretchan gave a speech about traditional medicine, 3 main points, including 1) at present, found that developing countries still use traditional medicine to care for people's health. Since it is a medical device with easy access, people can pay for treatment and in the developed countries, it is found that more traditional medicine is used. Because it is a holistic medicine with good patient interaction and believe that natural products are safer than chemicals. 2) The World Health Organization should have reviving primary health due to primary public health is centered on people use holistic health concepts by giving priority to prevention as well as treatment and offering Promoting traditional medicine as part of basic public health 3) increasing incidence of chronic diseases Traditional medicine has adopted the principles of eating. exercise

Awareness of an environment on health and the use of herbal medicines to prevent health problems from chronic diseases that are not contagious, which is of interest to develop these things and from the Beijing

Declaration In international meetings "Integrating traditional medicine and alternative medicine into the health system" There are six important issues: promoting traditional medical knowledge In treatment and practice Policy making Traditional medical standards regulations as part of the health system Integrating traditional medicine into the national health system. Promoting and developing traditional medicine based on research and innovation The government should provide a qualification examination system and increase knowledge, skills, experience, and traditional practitioners should have Training communicates between Modern medicine and traditional medical services (Department of Thai Traditional Medicine and Alternative Medicine Development) 2010: 2)

At present, the public health system of Thailand There is a need to develop a variety of medical systems. Both Thai traditional medicine and folk medicine to be an alternative to the people in getting services that are in line with the way of life, beliefs and culture in promoting, preventing, treating and restoring health According to Modern medicine is the treatment that the destination means Sick then went to the doctor to take medicine by taking medicine. With severe symptoms, surgery Which is different from traditional Thai medicine that takes care of the internal system by using fine herbs Balance in the body Because some diseases may come from simple internal organs such as headaches sometimes it may result from the neck or muscles of the neck, shoulders and shoulders, but showing side effects, how much medicine does not heal, most people Began to accept the effectiveness of folk medicine such as herbal medicine, natural food therapy massage, treatment, etc., as well as starting to realize the side effects, the use of chemical drugs, surgery or methods of modern medical science, expensive and sometimes incurable (Surapoj Wongyai, 2008: 53).

From the Thai social health data, in the first quarter of 2013, it was found that people with low incomes had more access to health services. In 2012, 64.59 million people covered the health insurance population, covering 99.90 percent of the population. Quality and The sequel in the distribution of public health resources between areas are very high. In 2010, it was found that in Bangkok, the proportion of doctors was 1 person per population 1,052 people.

North has a ratio of 1 physician per 4,947 populations, medical supplies and large service facilities. Still concentrated in Bangkok and the central region, while the Northeast has the lowest concentration (Office of the National Economic and Social Development. 2014: 41) represents a health gap that affects inequality in access and receiving different health services. Resulting in the quest for a solution to health problems from the mainstream health service to the alternative health service system or Thai traditional medicine to meet the needs of equality the Ministry of Public Health has a policy to provide public health services to people equally. Both modern medicine and Thai traditional medicine under the universal health insurance system By requiring the public service facilities to have Thai traditional medicine services covered everywhere By aiming to develop Thai traditional medicine until being accepted in accordance with international principles in order to allow people to have good health with knowledge In the field of Thai traditional medicine, as well as being able to use health products with standard quality safely Including providing medical health services in Thailand Thai Pharmacy, Thai pharmacy and Thai midwife together with appropriate modern medicine thoroughly and equally resulting in a better quality of life The result of self-sufficiency of people in a sustainable way from the study of the situation of Thai traditional medicine in Thailand found that people choose to use traditional Thai medical services.

Thai Tradition Medicine is a traditional Thai medical system that was born from learning, transferring and integrating with other doctors into Thai society as wisdom of ancestors in health care. Therefore, is more suitable in Thai society than other medical systems (Prateep Chumpon. 1998: 4) and the government sector has promoted and supported by prescribing Thai traditional medicine as a part of the 10th National Health Development Plan and the formulation of the National Strategic Development Plan Development of Thai wisdom, Thai way of life, 2nd edition (2012-2016), including.

Knowledge creation and management health insurance system development manpower development of Thai medicine and herbal medicines protection of traditional Thai medicine wisdom and public communication to realize the value and play a role in promoting Support the use and development of local wisdom in health Thai traditional medicine Folk medicine and alternative medicine for proper care of their health Resulting in support from the government, bringing Thai traditional medicine into the health services of public and private hospitals.

This research the researcher selected an area of the case study, which is the Traditional Medical School, Wat Chetuphon Temple (Wat Pho), which is a place for Thai traditional medicine nurses. Acting as an educational institution to disseminate knowledge on health wisdom Inheriting the methods of health care of Thai traditional medicine in the occupation as well open for learning-teaching services About Thai massage, foot massage, therapeutic massage since 1993 and later added new courses such as oil massage and aromatherapy massage, child massage, women massage and courses to test the skill standard 1 and level 2 and open for both indoor and outdoor massage services Total courses for all 15 courses. Currently, there are 4 branches: 1) Phra Chetuphon Temple Traditional Medicine School (Wat Pho), Bangkok 2) Chetawan Traditional Massage School (Chaeng Watthana), Nonthaburi 3) Traditional Massage School Chetawan Chiang Mai 4) Chetawan Health School (Salaya), Nakhon Pathom Province, to help the poor or disadvantaged in education and occupation, including health due to limitations or certain conditions That has a relationship in determining health Thus unable to access the health system Including those who have a desire to pursue a career in Thai traditional medicine is the context of government policy support and the Ministry of Public Health In creating equal opportunities for health or disadvantaged people both health and occupation It can be said that Traditional Medical School.

Phra Chetuphon Temple (Wat Pho) is a public charity. At present, there are many people who have received services and tend to increase especially the Thai massage service. But the operational level is still unable to fully adapt to the government's policy There is still a limitation on the shortage of Thai traditional medicine personnel. And the confidence of modern medicine towards Thai traditional medicine budget problems in quality and standard of Thai traditional medicine services which the Traditional Medical School, Wat Chetuphon Temple (Wat Pho) should have a management model to be consistent with the policy and direction of medical development Thai plan to develop the management system for budget allocation and Thai medical personnel.

To be more appropriate and more efficient according to the school's potential from these reasons make the researcher as a school personnel realizing the importance of managing the traditional medical school, Phra Chetuphon Temple (Wat Pho), which is considered the primary mission of the school. Therefore, there is an interest in studying the management pattern of the Phra Chetuphon Temple Traditional Medicine school (Wat Pho) as a guideline for managing schools to achieve the goals as specified. And apply it appropriately Affecting the development of school administration effectively.

Research objectives

In this research the researcher has the following objectives:

1. To study the administrative conditions and effective management guidelines of the Traditional Medical School, Phra Chetuphon Temple (Wat Pho).

2. To develop the management model of the traditional medical school, Phra Chetuphon Temple (Wat Pho).

3. To evaluate the management model of the traditional medical school, Phra Chetuphon Temple (Wat Pho).

Scope of Research

In this research The researcher will proceed in 3 steps, each of which will be detailed in the next section, which is the population used in research. Sample group of informants and variables studied.

Step 1: Study the administrative conditions and guidelines for the administration of ancient medical schools, Phra Chetuphon Temple (Wat Pho) in the study in step 1 will proceed as follows.

1. Study related documents and research

2. Study by interviewing the group of informants, namely 1) Director of the Traditional Medical School, Wat Chetuphon Temple (Wat Pho), number 1 person 2) Committee of the traditional medical school Phra Chetuphon Temple (Wat Pho), 2 persons, 3) Director of the Traditional Medical School, Wat Chetuphon Temple (Wat Pho), 2 persons, 4) Head of Traditional Medical School, Phra Chetuphon Temple (Wat Pho) 5) Teachers, Traditional Medical School, Wat Chetuphon Temple (Wat Pho), 3 persons and 6) Students of the Traditional Medical School, Wat Chetuphon Temple (Wat Pho), studying in the academic year 2018, number 6 total of 17 people were provided by the data group by purposive sampling.

Variables Studied

1. Organizing the administrative structure of the school
2. General management
3. Personnel management
4. School administration
5. Measurement and evaluation of teaching and learning
6. Health care services
7. Budget management
8. Effective school management guidelines

Step 2 Develop the management model of the traditional medical school at Phra Chetuphon Temple (Wat Pho) At this stage, the researcher will proceed as follows.

1. Drafting the management model of the traditional medical school at Phra Chetuphon Temple (Wat Pho) by applying the results from Step 1 as data for the drafting of the model.

2. Check the draft form Traditional Medical School, Wat Chetuphon Temple (Wat Pho) in terms of suitability and accuracy by experts by in-depth interviews (In-depth Interview)

Informant Group Qualified Persons consist of

1. Director of Thai Traditional Medicine School, 3 persons
2. Board of Traditional Medical School, Phra Chetuphon Temple (Wat Pho), number 2
3. University lecturers who teach 3 Thai traditional medicine courses
4. Director of the Traditional Medical School, Phra Chetuphon Temple (Wat Pho), number 1

Total of 9 contributors were selected by purposive sampling.

Variables studied consist of

1. The draft management model of the traditional medical school, Phra Chetuphon Temple (Wat Pho).
2. Appropriateness and accuracy of Administrative model of the traditional medical school, Phra Chetuphon Temple (Wat Pho).

Step 3 Evaluation of Traditional Medical School, Phra Chetuphon Temple (Wat Pho).

In the evaluation of the traditional medical school model, Phra Chetuphon Temple (Wat Pho), the researcher will conduct the feasibility study and helpful by using the estimated scale model 5 levels.

Information groups consist of

1. Board of Traditional Medical School, Phra Chetuphon Temple (Wat Pho), number 6 persons.
2. Director of the Traditional Medical School, Phra Chetuphon Temple (Wat Pho), 4 people from 4 schools
3. Head of the Department of Traditional Medicine School, Traditional Medicine Temple, Phra Chetuphon Temple (Wat Pho), 3 persons and 4 branch schools (from 4 schools, 1 person), total of 7 heads

4. Teachers in the Traditional Medical School, Phra Chetuphon Temple (Wat Pho), 3 persons and 4 school teachers from 4 schools, totaling 8 teachers, total of 25 contributors.

Variables studied include
1. Possibility
2. The benefits of the traditional medical school administration model
Phra Chetuphon Temple (Wat Pho).

Definitions of Specific Terms

The management style means to the simulated structure used to manage the school's work comes from studying, analyzing, synthesizing the principles, concepts, theories of educators Education reform concept National Education Act, 1999 and the additional amendment (No. 2) 2002, results of research studies and opinions of experts on quality school administration summary, it is an element of style. Which is appropriate to be used to describe methods and guidelines in school administration Until accomplishing the objectives and goals to step into a quality school.

The school administration approach means to methods or guidelines for the implementation of various activities. That many people collaborate to develop children, youth, people or members of society in all aspects, such as ability, attitude, behavior, values or virtues in terms of social, political, and economic, so that such people are good and effective members social.

Condition school administration means to the state of action in the management of school administration. General administration Personnel Management Administration of branch schools The teaching and learning and budget management

Administrative process means to the operation of the traditional medical school

Phra Chetuphon Temple (Wat Pho) according to the steps as follows: Schedule, organization plan, implementation and control.

Traditional medicine means teaching and learning and provide care services and maintain health with the wisdom of traditional Thai medicine by using herbal medicine, food, massage and compresses performed at the traditional medical school, Wat Chetuphon Temple (Wat Pho) and branch schools

Factors promoting school administration to be effective means something that will help The operation of the traditional medical school, Phra Chetuphon Temple (Wat Pho) has achieved the goals in accordance with the needs of the students. Consisting of 1) executive leadership, 2) knowledge, ability and skills of teachers 3) availability of buildings and locations 4) support from relevant agencies

Executive leadership means to the process of creating stimuli, development processes and working with people in the organization. Is a process by which a person (leader) uses his influence and power to encourage others (followers) to be enthusiastic Willing to do what he wants with the goal of the organization as a destination.

The knowledge, ability and skills of teachers means speaking to the teacher that there are interesting content and ways to convince learners. And movement skills The instructor should be active. How to make appropriate gestures that instructors move in class and throughout teaching and also means fluency Teaching expertise as well as ability Knowledge and skills in transferring knowledge and experience to learners.

The availability of buildings and places means having space and Infrastructure, school buildings, buildings, classrooms, laboratories, service rooms, and sports activities areas Relaxation with 7 index indicators, including the adequacy and appropriateness of the school's living space, cleanliness and adequacy of drinking water, water use and adequate toilet facilities, complete electrical systems, safe comfort of roads and corridors.

Support from related agencies means receiving support from an organization or agency that appreciates or results Expressing concern and encouraging teachers, students or staff to have a better living Supporting work facilities, welfare or abstracts such as corporate values or being accepted by the organization.

Expected Benefits

1. Phra Chetuphon Temple Traditional Medicine School (Wat Pho) can use the administration model of Phra Chetuphon Traditional Medicine School (Wat Pho) to effectively manage the work.

2. Other traditional Thai medical schools can apply the traditional medical school administration model. Phra Chetuphon Temple (Wat Pho) to be used as a guideline for the administration of Thai medical schools.

History of Traditional Medical School, Phra Chetuphon Temple (Wat Pho)

Thai traditional medicine and traditional massage Has a history of being a partner with the Thai nation since ancient times In the Ayutthaya period Department of Medicine and Department of Chiropractors Can be considered as a big department which must be used His Highness closely According to feudal peers, civil servants, civil servants and civil law, three enacted laws, Book 1 (1998) notes that and Luang Racho, the chiropractor, left the massager, holding Nadol 1600 rai, Khun Phakdi Ong and Khun Ongkrak The Permanent Secretary of the Right and left Nadol 800 rai, Muen Kaewworan, Muenwahawas and Muenwayachai Nadol, 600 rai. "During the reign of King Narai the Great There are various drug formulations collected. For the first time, called "Phra Osot Phra Narai textbook", Thai traditional medicine Still widely popular there is a general store opening and selling herbal medicines according to the order. Both inside and outside the Phra Nakhon wall which even at that time missionaries the westerners brought Western medicine to spread in the country, not as popular as traditional Thai medicine. In ancient times, knowledge of medicine and massage of Thailand would be taught to continue to fry. The teacher will accept the pupils and then gradually teach them to memorize various knowledge. Knowledge inherited

May increase, lose, or be distorted by the ability of teachers and students to become important until modern era Rattanakosin King Buddha Yod Fa Chulalongkorn Please To renovate "Photharam Temple" or "Wat Pho" to become a royal monastery, to compile the hermit-stricken drug texts until the textbook of massage Then inscribed in the pavilion So that people can study all around Later in 1832 The reign of King Nang Klao Klao was graciously given to restoration of Wat Pho Mai he made the image of a hermit as a metal and gave a collection of massage textbooks and medical inscriptions in Wat Pho to publicize to the general public to study And apply the knowledge for further benefits in the year 2499, King Rama VI graciously invited the Royal Medical Doctor to sort and translate medical texts from Pali and Sanskrit in Thai Called the medical science textbook (the royal edition), which this textbook separates the massage into the Department of Handwork called "Royal Massage Textbook”

In 1961 when King Bhumibol Adulyadej his highness went to Wat Pho. The faculty members brought the school textbooks Give up He asked if there was a massage teaching or not. From the aforementioned speech, resulting in the gathering of knowledge about massage to be made into a curriculum and started teaching from 15 May 1962, the school therefore has taught all 4 disciplines to the present in 1991 School by Mr. Kamthorn Tangtrongchit, former President of the Association of Traditional Medicine Has prepared a standard massage textbook by inviting a massage instructor in Wat Pho to attend a symposium, align the layout, plan and order the massage to pass through the line of the ten presidents to be used as a standard for teaching and learning Select various bending positions Keep it safe but good results Any posture that is unsure whether or not it is safe to separate, if anyone is going to practice it, ponder you and blame carefully. This massage textbook is still used as a standard for teaching and learning to the present. The Traditional Medical school, Wat Chetuphon Temple (Wat Pho) has 4 branches.

1. Phra Chetuphon Temple Traditional Medicine School (Wat Pho) Location 392 / 25-28 Soi Phenphat 1 Maharaj, Grand Palace, Phra Nakhon, Bangkok.

2. Chetawan Traditional Massage School (Chaengwattana) Location, Wind Building, 50-89 Soi Pak Kret - Chaengwattana 15, Chaengwattana Road, Pak Kret, Nonthaburi province.

3. Chetawan Traditional Massage School (Chiang Mai) Location 7 / 1-2 Soi Lang Shop, Lanna Bookstore.

Pracha Uthit Road, Chang Phueak Subdistrict, Muang District, Chiang Mai Province. 4. Chetawan Health School (Salaya) Location 87 Moo 1 Mahasawat Subdistrict, Phutthamonthon District Nakhon Pathom 73170 Traditional Medical School, Phra Chetuphon Temple (Wat Pho), all 4 branches, open for learning-teaching services About Thai massage, foot massage, therapeutic massage since 1993 and later added new courses such as oil massage and aromatherapy massage, child massage, women massage and courses to test the skill standards 1 and 2 up until now and open for both indoor and outdoor massage services such as Thai massage, foot massage, compress massage, postpartum massage for women after birth Massage oil and essential oils (Abstain from the place) Child massage (Abandoned places)

Curriculum of the Traditional Medical School, Phra Chetuphon Temple (Wat Pho)

1. Hatha Arts Program (Traditional Massage Course 1) (60 hours)
2. Foot Massage Course 1 (60 hours)
3. Handwork Therapy (Therapy Massage) Program
4. Oil and Aromatherapy Massage Course
5. Infant and child massage courses
6. Women massage course
7. Vocational Thai Massage Course (153 hours)
8. Middle class Thai massage course (380 hours)
9. The Hermit Dad course for exercise
10. Spa course, body care (120 hours)
11. Nail care and decoration courses
12. Spa course, natural facial massage
13. Professional Thai Massage Course (165 hours)
14. Herbal Compress and Herbal Steam Course
15. Thai Traditional Medicine Program, Thai Pharmacy Branch

Research Methodology

Step 1: Study the administrative conditions and management guidelines of the traditional medical school at Wat Chetuphon Temple (Wat Pho) in the study in step 1, it will proceed as follows.

1. Study related documents and research

Population and sample groups include the Director of the Traditional Medical School, Wat Chetuphon Temple (Wat Pho), number 1, 2) Committee of the Traditional Medical School, Phra Chetuphon Temple(Wat Pho) Number 2 persons 3) Director of the Department of Traditional Medicine School, Wat Chetuphon Temple (Wat Pho), number 2 persons 4) Head of the Department of Traditional Medicine school, Phra Chetuphon Temple (Wat Pho) 5) Teacher of Traditional Medical School Ancient Phra Chetuphon Temple (Wat Pho), 3 persons and 6) Students of the Traditional Medical School, Wat Chetuphon Temple (Wat Pho), who were studying in the academic year 2018, totaling 6 people, a total of 17 people, specific selection (purposive Sampling).

Creating Research Tools

Phase 1 research The tools used in the research are the document analysis table. Created by the researcher.

Data Collection

Data collection will be conducted as a study of relevant.

Documents and Research arranging and Analyzing Data

Arrangement and data analysis the researcher will study, analyze and synthesize information that is conceptual, relevant principles and theories using analytical tables and summarized into categories according to the variables studied Statistics used in research

Statistics used in research Not used, because it is content analysis and synthesis.

2. In-depth Interview

Data contributors are 1) Director of Phra Chetuphon Traditional Medicine School. (Wat Pho) 1 person. Committee of the Traditional Medical School, Wat Chetuphon Temple (Wat Pho), 2 persons. 3) Director of the Branch of the Traditional Medical School, Phra Chetuphon Temple (Wat Pho), 2 persons. 4) Chiefs of various departments of Phra Chetuphon Temple Traditional Medicine school (Wat Pho), 3 persons 5) Teachers in Phra Chetuphon Temple Traditional Medicine school (Wat Pho), 3 persons 6) Students of Traditional Medical School, Phra Chetuphon Temple (Wat Pho) studying in the academic year 2561 a total of 6 people, including 17 people who provided information to select sampling (purposive sampling).

Creating Research Tools

The machine used in the semi-structured interview is conducted by the researcher.

1. Using the data obtained from the study of relevant research documents to be a drafting semi-structured interview form.

2. The draft of the interview form is presented to the main advisor and the advisor together to check the correctness of the language used and the content coverage.

3. Improve the interview form according to the advice of the main advisor and the co-advisor.

Step 2 Development of Administrative Model of the Traditional medical school temple Phra Chetuphon (Wat Pho)

The researcher conducted the research. There are steps to proceed as follows.

1. The results of the study, according to Phase 1, were used as drafts for the model of the traditional medical school, Phra Chetuphon Temple (Wat Pho)

. 2. The draft of the traditional medical school form, Phra Chetuphon Temple (Wat Pho), which the researcher has drafted and presented the master thesis advisor and co-advisors to check the correctness, appropriateness and provide suggestions for improvement

3. Improve the draft management model of the traditional medical school at Phra Chetuphon Temple (Wat Pho) according to the advice of the advisor

4. Check the accuracy and the appropriateness of the draft of the Traditional Medical School, Phra Chetuphon Temple (Wat Pho) by experts using questionnaires

Informant Group

Information groups include 9 experts comprising the following persons

1. Director of the Traditional Medical school, Phra Chetuphon Temple (Wat Pho), number 3

2. Phra Chetuphon Temple Traditional Medicine School (Wat Pho) Number 3

3. University lecturers who open 3 Thai medical courses

Research Tools

The instrument used in the research is a questionnaire with a section to help estimate the level with the following scoring criteria.

5 means the most accurate / appropriate
4 means being accurate / very appropriate
3 means being correct / moderate
2 means being accurate / less appropriate
1 means the least correct / appropriate

Creating and finding the Quality of the Tools used in Research

The researcher has created the following research tools:

1. Take the conclusion from the study, analysis and interview in Phase 1.

To synthesize (Content Synthesis) to be used as a framework to create questions about appropriateness of the elements of the administration model of the traditional medical school at Phra Chetuphon Temple (Wat Pho)

2. Create a question form about the appropriateness of the elements, the management model of the traditional medical school, Phra Chetuphon Temple (Wat Pho)

3. Bring the questionnaire created to 5 experts, check the content accuracy (Content Validity) and suitability. Bring expert suggestions to improve the interview form. The researcher used the index to measure the consistency between questions and objectives. (Item-Objective Congruency Index: IOC) greater than or equal to 0.50 or higher, which is considered consistent with the content

Data Collection

Data collection creation The researcher will proceed as follows.

1. Requesting a letter requesting cooperation from informants from the Graduate School North University Bangkok.

2. Bring books and questionnaires to send to the group who provide information by themselves. With a questionnaire ranking.

3. The researcher will go to pick up the questionnaire stand by myself.

Actions and Data Analysis

Actions and data analysis The researcher conducted the following

1. Check the integrity of the questionnaire.

2. Analyze data with computer software with the following interpretation criteria

4.50 - 5.00 means being appropriate / correct at the highest level

3.50 - 4.49 means being appropriate / accurate at a high level

2.50 - 3.49 means being appropriate / correct at a low level

1.50 - 2.49 means being appropriate / correct at the lowest level

Step 3: Evaluation of traditional medical schools at Phra Chetuphon Temple

(Wat Pho).

In the evaluation of the traditional medical school model, Phra Chetuphon Temple (Wat Pho) is a feasibility assessment. And usefulness by using a 5-level scale assessment.

Informant Group

Data contributors are 1) Board of Traditional Medical School, Phra Chetuphon Temple (Wat Pho), number 6, 2) Director of Phra Chetuphon Temple Traditional Medicine School (Wat Pho), 4 persons from 4 schools and 4 branch schools (from 1 school to 1 person, including 7 department heads) Including teachers

The group of 7 people, including the data model for evaluating total of 24 people).

Creating Research Tools

Feasibility assessment form and the usefulness of the administration model of the traditional medical school at Phra Chetuphon Temple (Wat Pho) to obtain quality data for data collection The researchers conducted the following.

1. Study the theory of documents related to the feasibility assessment and the usefulness of the administration model of the traditional medical school, Phra Chetuphon Temple (Wat Pho).

2. Study and analyze principles Theories about the management model of Thai traditional medicine schools and the administrative model of the traditional medical school, Phra Chetuphon Temple (Wat Pho).

3. Use the summary from the study to analyze the synthesis (Content Synthesis) to create an evaluation framework.

4. Create a feasibility assessment form and the usefulness of the administration model of the traditional medical school, Phra Chetuphon Temple (Wat Pho).

5. Adopt the feasibility assessment form and the usefulness of the management model of the Phra Chetuphon Temple Traditional Medicine School (Wat Pho) to check the content and the consistency between the question and purpose. By allowing 5 experts to examine the content accuracy (Content Validity) and suitability Bring expert suggestions to improve the evaluation form The researcher used the index to measure the consistency between questions and objectives. (Item-Objective Congruency Index: IOC) greater than or equal to 0.50 or higher, which is considered consistent with the content.

Data collection

Data collection. The researcher conducted the research methodology as follows.

Take the possibility of the Pho Chetuphon Temple to use with 24 informants

Actions and Data Analysis

From using a feasibility assessment form and the usefulness of the administration model of the traditional medical school, Phra Chetuphon Temple (Wat Pho) with the following interpretation criteria.

4.50 - 5.00 means the possibility / benefit at the highest level
3.50 - 4.49 means there is a possibility / benefit at a high level
2.50 - 3.49 means there is a possibility / benefit is low
1.50 - 2.49 means the possibility / benefit at the least level

Statistics used in data analysis

1. Mean
2. Standard Deviation

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Impact of Globalization and Technology on Automation System in Manufacturing Industries

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Abstract:

The Research Paper consists the impact of globalisation and technology on Automation System. In this paper the applications of Automation System is studies as most of manufacturing Industries are using Automation System in Industry In this research paper different type of Automation System is explained with model, application and characteristics. The impact of globalisation on nation is elaborated. How Information Technology is affected due to globalisation is described in this Research Paper. The role of automation, its types, advantages and its application is included. Components of Automation System and its role is described. Conclusion of the research study is added.

Keywords: Automation, Information technology, E-commerce, Fixed Automation, Flexible Automation, Programmable Automation, Integrated Automation

Introduction

Automatic and motion the merge of these two are said to be AUTOMATION. A process or any procedure that takes least help of human or no help of human beings while performing a task is called AUTOMATION.

The world of work has been changing dramatically due to increase in automation, the areas that includes automation is almost everywhere for example, Manufacturing industries, transport, utilities, defence medicine (hospitals) etc.

Earlier the work is been done by humans which was quite hectic at times but since automation has come across the work is no more a load for humans. Automation can be run in many ways in various industries. For example, domain of Information technology, there are many software and software tools available in the market for testing a software product further generating a product report, for billing purpose etc where a software is been scripted (coded) by humans. Here a user only need to configure the tool and define the process.

Similarly sensors like leak detection, smoke detector, alcohol detectors, entry and exit gates in offices and malls, hand dryers in public places, rain sensors, and soil moisture sensors etc. In many manufacturing industries the automation is spreading widely by improving productivity, saving time and by cutting the costs. In the technology domain, the impact of automation is increasing rapidly, both in software/hardware and machine layer.

Manufacturing automation is vital technology which is necessary to improve the quality and quantity of manufactured products. In addition to this the technology is important for one more reason that is developing the countries, precisely country is facing certain problems like shortage of skilled workers.

Basically following are types of Automation System :

a) Fixed automation
b) Programmable Automation

c) Flexible Automation
d) Integrated Automation

Fixed automation:

“Fixed automation is the that type of automation system where a set of equipment configuration fixes the sequence of processing operations, that is processed in an assembly line. Its products are always in batch form”.

Widely known as 'Hard Automation' is a set of equipment configuration which fixes the sequence of processing operation. It is helpful for the work which is processed in an assembly line in an ordered manner or step by step, the state of motion could be in rotation motion or pare lull motion. For example if a car is getting assembled so its sequence would be engine gets fit first then air cleaner and then cover like that, it will be all in sequence and not randomly parts can get fit.it Provides the automated production facility.

Tom Benner and Ray Tynczuk , technology is constantly changing and evolving. In the recent years the fixed-stop cams which is based on the fixed automation system technology is widely been used.

Real time implementation is in fixed stop cams, they are mechanical automation components that have been machined to be used on an indexer. The cam includes two operating periods they are distinct. Viz, Index period: Is the number of degrees on the cam , used for moving the indexer into position. Dwell period: Is the remaining portion of the cam, used to determine the lengths of the indexer's in station position where no movement occurs.

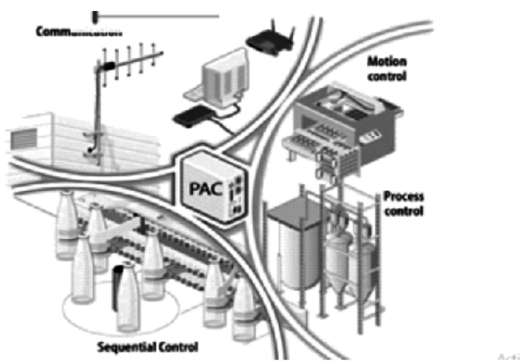
Applications of Fixed automation:

- In manufacturing industries
- Automotive Industry
- Automatic Assembly Machines
- Chemical Process Plants
- In Robotic

The main benefits will include high potential rate, time consuming etc.

Programmable automation

Programmable Automation system is used to define profess which can control by counters and timers. This automation system is used to perform repetitive task within specified time. Each new batch will need production equipment to be reprogrammed and change over to accommodate the new product style. The production rate of this type of automation is generally lower than the fixed automation system, due to the time period for reprogramming and changeover for each new batch as the program has to be coded in computer memory for different product style each time. This time taking issue is considered to be its disadvantage. Example of programmable automation is “Industrial robots” and “Numerical control machine tool”



Source : https://www.motioncontroltips.com/when-to-use-a-programmable-automation-controller-pac/

Applications of Programmable automation:

- Batch Processing in Production Line
- PCL (Programmable Logic Control)
- Temperature Sensor
- Position Sensor
- Vibration Sensor
- Traffic Signal Control
- PLC Glass Industry & Cement Industry

Programmable Automation having robust construction, extraordinary practical quality like in order control, timer and counters, easiness programming, reliable controlling capabilities and easiness hardware it is benefited in above industrial area.

Flexible automation

In flexible automation system the variety of product is limited, so the changeover of the equipment can be done very quickly and automatically. Here the mixture of different products can be produced one after another and no need to group identical products.

Source : https://www.nytimes.com/2012/08/19/business/new-wave-of-adept-robots-is-changing-global-industry.html

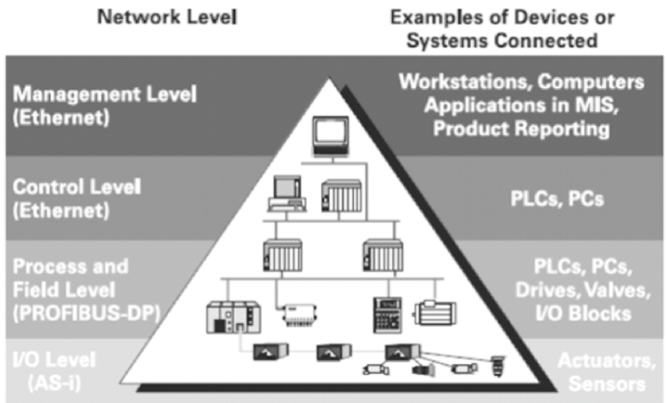
Applications of Flexible Automation:

- Artificial Intelligence
- Industrial Assembly Line
- Cycle times System
- Assembly robot System
- Delphi inquiry System
- Labor force reduction System

Flexible Automation System improve the production system as it provides Machine flexibility and Routing Flexibility. Machine Flexibility is used to generate new production type where as routing flexibility provides multitasking process. The main benefit s are customized products, flexible to deal with design variations etc

Integrated Automation

Integrated Automation System consist set of process that designed by mechanical & electronic devices control by the computer system through Digital Information System. Integrated Automation System comprises of CAD(Computer-aided Design), CNC(Computer Numeric Control) machine, Automated Storage and retrieve system, material handling system such as robots , cranes and computerised queuing scheduling production lines.



Source : Integrated Automation System Case Study

Impact of globalization and technology on automation:

The impact of globalisation may be both positive and negative; it provide a way to constant technological improvement, but at the same time there are many threatens which are affecting the jobs of employee.

Though the impact of globalization and technology on automation is not that good for the people who are in seek of or who has become jobless as globalization and technology has reduced man power and increased machine power. Well every coin has its two sides.

Globalization is facilitating throughout the world in many ways in different areas such as in information technology, agriculture, manufacturing industries, in banking purpose for transactions, online business where buyers and sellers are not restricted to a certain location, they can deal over the web sitting in their mother lands.

In banking, earlier it was a time consuming procedure to transact but through the advancements availed by globalization in technology the task become quite simple. from Monetary bills exchange to the payments online within or out of the country it became simple.

Technology plays the major role in globalization , globalization has made the world small community as here the exchange of goods services ,culture , people with the help of various companies factories that establishes from one place to another and produces and sell different products globally. For various business dealings the world wide web has reduced the obstacle of time n location. Technological change has affected the investments.

Now buyers and sellers can easily access their transactions at any time at any place in the globe.

From last 50 to 60 years it has bring a lot of changes in the world, by providing technological developments to the nations. The advancement in technology has reduced costs of transportations and communication across the countries apparently exchanging other inputs and sources of raw materials.

In earlier days, only the rich countries with high wages were being facilitated with the high technology production. Now technology has become the easiest transferable asset to developing countries where the low wages can collaborate and merged with high tech production .

Industrial advancements by implementing Technology reduce the costs of shipping and communication across the country and hence it provides international sourcing of raw materials and other inputs. Advanced technologies support globalization as it exploits international business markets without any struggle.

Conclusion:

Due to Globalisation new Innovations are invoke in Information Technology which increasing the emergence of new markets , international trade and investment,

· Globalisation having and good impact on Technology and due to this there is a high growth of the Internet Technology which affect the global communications system.

· Due to Globalisation, manufacturing industries are increased and all manufacturing industries are using Technology to get good quality of products, varieties of product which helps to transform the world wide economic system.

· Technology has launched varieties of Smart Phone which provides to connect to globe and start the various businesses from Home that affecting on Globalisation.

· The incorporation of Globalisation and Technology increases the Social, Professional, Educational and Business Environment for society.

· Information Technology provides many facilities and Internet in one of them. Internet has particular grow to E-commerce. E-commerce is an integration of Internet and electronic communication network that has introduced new & important dynamics to globalisation of business. E-commerce has facilitated virtual business set up which help to trade worldwide.

· There is a biggest impact of technological globalisation on Financial Sector. There are many online payment services PayU, BitPay, etc are available that allow to trade 24/7 . These electronic payment systems are efficient , faster and secure.

· Automation System having more impact on manufacturing industries as advanced technology is installed in industrial units which provides good quality, productivity, less waste of raw material and safety.

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Model of Operational development of Relationship between the School with the Community in Basic School under the Office of Secondary Educational Services Area

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Abstract:

The objectives of this research were 1). to create a management model for promoting relationships between schools and communities under the Office of Secondary Educational Service Area 6, 2)to study the state of promotion of school-community relations the Secondary Educational Service Area Office 6 (SESAO), 3),to create a management model to promote relationships between schools and communities the Secondary Educational Service Area Office 6 (SESAO), and 3)to evaluate the pattern of promotion of school-community relations the Secondary Educational Service Area Office 6 (SESAO),Population used in research is school administrators the Secondary Educational Service Area office 6 (SESAO),, number54, teachers and educational personnel in educational institutions the Secondary Educational Service Area Office 6 (SESAO), academic year 2019, a total of 3,943 people number 350, total number of 362 people sampling.

Keywords: model operationa development relationship community

Introduction

Nowadays, the global society is facing changes in all aspects, including economy, society, politics, technology that is rapidly advancing. Which all affect the way of life and the well-being of everyone in the society. Therefore, the development of people to have potential and knowingly change the tide to be able to living together in society with happiness It is therefore important and necessary. Because if any society or organization has people with high potential, it will have an advantage in helping to drive society or organization. To achieve the goal all scholars agree that the development of "people" or "human resources" is the most important development. And is considered a worthwhile and sustainable investment when comparing with other investments, which any other development is difficult to lead to sustainable success if neglected and overlooked, the development of a person with potential, morality, ethics, education is a process of developing people to be quality human beings have the ability to fully meet the potential, have a balanced development in terms of intelligence, mind, body and society

The main factor of all development education is a way of life development and stability, whether it is education in the school system. School system Or informal education Because it will help increase skills The knowledge and ability for each individual, therefore, education must not end, just graduating from schools, colleges, universities or educational institutions, but must encourage everyone to study at all times. Even after graduating in the system The school must act as a preparation for knowledge, ability, and instill a concept of lifelong education for learners in order to have an attitude, motivation, learning. And can learn by themselves continuously at all times Thailand recognizes the importance of improving the quality of life for Thai people of all ages to be immune to changes and national development in the future. And promote lifelong education as evident in "Human Development Strategy for Sustainable Lifelong Learning

Society" of the 11th National Economic and Social Development Plan (2012-2016) that focuses on the development of Thai people of all ages to have potential. By creating continuous learning opportunities for people of all ages to access a variety of learning resources and knowledge by creating a learning culture to realize benefits And the importance of lifelong learning that will lead to higher quality of life And the ability to live life knowingly Strengthening and developing learning resources at the local, community and country levels, creating factors to support lifelong learning Creating fair opportunities for all groups to have access to quality social services thoroughly. Including being able to participate in various activities without being excluded and separated And the system of social welfare relations organized by the national level Local and community level, connected and supportive, together with decentralization for the community to manage the problems of the community on their own (Daily News 2014: Online).

From Thailand recognizing the importance of education development to improve the quality of life of Thai people to keep up with changes in society Therefore changed the method of education from the original That was once held by the palace and temple To be an educational management in a school with teachers who have been specifically trained, have a clear study plan and curriculum however, the education management according to this plan Not yet responding to the needs of personal development, local communities and countries as well as they should. For this reason, over the past decade, efforts have been made to reform education. (Office of the Board National Primary Education. 2000: 1) Educational reform is due to the lack of confidence in the education management system because the output from education management does not respond to the needs of society and localities. This may be because those who are affected by education do not participate in decision-making in the direction of education management, especially the communities that are close to the education agency are the most schools. Communities often have ideas and understand that organizing teaching and learning activities is the duty of the school, parents when sending their children to school, it is considered to be a burden on the child's tuition and at the same time Sometimes schools lack mobility or lack of independence in making decisions on various matters within the school Because most activities and guidelines are set from the central or the province and sent to the school to practice for this reason or some activities are not in line with the needs of the school or community, but can not be denied. Such management creates wastage in many cases, such as budget, time, personnel, etc. (Office of the Primary Education Commission nation. 2000: no page number)

From the idea that "Education is relevant to everyone in the community and considered that the community must is involved with the education process Good education management must consider the local community. Meeting the needs of local people People in the community must be involved in decision making in activities. Teaching and learning of educational institutions (Office of the National Education Commission. 2000:9) and the said concept has resulted in current educational management focusing on education management to be consistent With the needs of people in the community and society By developing educational institutions to be part of the community and allowing the community to be part of the school Will not be able to work separately need to rely on helping each other Schools must participate in community development and the community must participate in educational management as well The participation of the community in bringing local wisdom And the villagers came into the school Providing the community as a learning resource for students Makes students understand and understand love see more local values and their own local wisdom as well as help promote Support the strong community The National Education Act B.E. 2542 and the amendments (No.2) B.E. 2545 have clearly stated in Chapter 4, Section 29, that the educational institutions together with individuals, families, communities, community organizations, local administrative organizations Private, private organizations Professional organizations, religious institutions, enterprises And other social institutions Promote community strength by organizing learning processes within the community for the community to have education management training With knowledge seeking information and know about the selection of wisdom and various technologies to develop the community in accordance with the problems and needs Including searching for ways to encourage the exchange of development experiences between communities (Buddhist pilgrimage. 2005: 43-44).

For the performance of relations between schools and communities the researcher found that teachers and school administrators still do not understand the culture, the well-being of the people in the community, causing the school to not receive cooperation as expected and the administration of the relationship between the school and the community, including parents, students intimidate the work of the school too opinions may conflict between teachers with parents in teaching and learning, students at home and school do not see the need at home and the school must contact each other. Thus making the school distant to each other and another is the characteristics of the executives with the conditions of cooperation between parents and teachers do not go well. Ie having a relationship with the community at least or not looking for opportunities to interact with the community with economic problems administration of school-community relations is not systematic. And have personality that is not conducive to community relations (Office of the National Education Commission. 2000: 64) as mentioned above, the researcher saw the necessity of building relationships between schools and communities because from past performance, it found that the relationship between the community and the school still had many problems and obstacles so if you know the basics The relationship that has any parts that need to be promoted or which parts must be revised will be a guide for bringing Good cooperation in the future From the reasons mentioned above, the researcher therefore studied the relationship between school and community Secondary Educational Service Area Office 6 (SESAO) , in order to apply the results to the school And improve the development of cooperation between communities and Schools to be more efficient and effective.

The purpose of the research

This research aims to create a management model for promoting relationships between schools and communities the Secondary Educational Service Area Office 6 (SESAO) as follows

1. To study the state of promotion of school-community relations the Secondary Educational Service Area Office 6 (SESAO).

2. To create a management model to promote relationships between schools and communities the Secondary Educational Service Area Office 6 (SESAO),

3. To evaluate the pattern of promotion of school-community relation the Secondary Educational Service Area Office 6 (SESAO).

Research problems

1. Conditions for promoting the relationship between school and community the Secondary Educational Service Area Office 6 (SESAO), in which level.

2. Form for promoting the relationship between school and community the Secondary Educational Service Area Office 6 (SESAO) what should be appropriate for use.

3. Results of the evaluation of school-community relations under the Secondary Educational Service Area Office 6 (SESAO) is appropriate possibility usefulness and coverage? How?

Scope of Research

This research has a research scope divided into 3 steps. Each step is detailed according to the following topics. Population used in research The sample used in the research and study variables

Step 1: Study the state of promotion of school-community relation the Secondary Educational Service Area Office 6 (SESAO).

1. Population used in research is teachers and educational personnel in educational institution the Secondary Educational Service Area Office 6 (SESAO),, the academic year 2018, a total of 3,889 people (Secondary Education Area Office, Area 6.61: Online)

2. The samples used in the research were teachers and educational personnel in educational institutions the Secondary Educational Service Area Office 6 (SESAO), , the sample group was identified by using the tables of Crazy and Morgan (Krejcie; & Morgan. 1970: 608-609). The sample group was 350 people, then stratified randomly. Sampling) and Simple Random Sampling

3. The variables studied consiis of

3.1 The state of promoting relations between schools and communities is
3.1.1 School public relations
3.1.2 Community service
3.1.3 Participation in community activities
3.1.4 Community participation in school activities
3.1.5 Strengthening relationships with communities and other agencies
3.2 Positive factors that promote the relationship between schools and communities, including
3.2.1 Executive Leadership
3.2.2 Relationship between teachers and parents
3.2.3 Commitment to educational institutions

Step 2 Creating and examining the appropriateness of the model to promote the relationship between school and community Under the Secondary Educational Service Area 6

In creating a model for promoting relationships between schools and communities Under the Secondary Educational Service Area Zone 6, the researcher will proceed as follows:

1. Put the research results in step 1 as information for drafting the model to promote the relationship between the school and the community. Under the Secondary Educational Service Area 6

2. Develop a Focus group of 12 experts to determine the validity of the model to promote the relationship between the school and the community. Under the Secondary Educational Service Area 6, which is obtained by selecting the purposive method, ie

2.1 Experts in promoting relationships between schools and communities and educational administration 5 doctoral degree students

2.2 5 secondary education administrators
2.3 2 secondary school education administrators
3. Study variables The accuracy of the model to promote the relationship between school and community

Step 3 Evaluation of the model for promoting relations between schools and communities Under the Office of Secondary Educational Service Area 6

1. Population used in research is school administrators. Under the Office of Secondary Educational Service Area 6, number 54, teachers and educational personnel in educational institutions Under the Secondary Educational Service Area Office, Region 6, academic year 2018, total 3,889 people, a total of 3,943 people

2. The sample group used in the research was school administrators under the Office of Secondary Educational Service Area 6, academic year 2561, number 12, teachers under the Office of Secondary Educational Service Area 6, number 350, total number of 362 people, set the sample size by using the grid of Craig and Morgan ; & Morgan) (Boonchom Srisaard, 2002: 43) and the sample group selected by multi-stage random sampling (Boonchom Srisaard, 2002: 47) in order to get a sample group Tae Of

administrators and teachers under the Office of Secondary Educational Service Area 6 3.The variables studied were the evaluation results, the form of promotion of school-community relations, namely
3.1 3.1 Appropriateness
3.2 3.2 Possibilities
3.3 3.3 Usefulness
3.4 3.4 Coverage

Definitions

So that all parties involved in this research can clearly bring to the meaning and understanding in the research framework the researcher therefore defined various important terms used in the research as follows:

Model means to the example, method or method of operation and is an explanation. Subtitles or diagrams, diagrams or diagrams to illustrate important elements of a particular subject are easier to understand as a guideline for one of the following operations.

The model of promoting the relationship between school and community means the method or method of operation to promote relationships between schools and communities. Under the Office of Secondary Educational Service Area 6, consisting of 5 elements: 1) public relations, 2) community service 3) participation in community activities 4) participation in school activities 5) strengthening Relations with communities and other agencies as follows.

1. School public relations means to activities that the school provides to create a better understanding between the school and the people and parents of students in the community, including parents' meetings or school directors. Supervision of labeling Sending teachers and students to perform at various venues, organizing events on various important dates, providing the school as a source of information for the community, organizing audio by line, creating documents, newsletters, journals, leaflets, publications, meeting to visit the community And reporting of school performance etc.

2. Community service means the services provided by the school to the community. According to the capacity that the school can carry out, including providing advice, consulting, vocational training, academic services Providing facilities, facilities, library services, student news Community development Allow other agencies to use buildings and equipment to serve the community Health promotion And organizing the school area to be a recreation place for the community, etc.

3.Participation in community activities means providing the school personnel to participate in activities that the community has organized, including arranging a joint committee between the school and the community. Participation in community activities Participation in community health services Arrange for the school Is a center for promoting arts, culture and traditions Cooperation in the maintenance of public property, joint activities, traditions, local development Service activities And personal activities In the community according to the agenda

4. Community participation in school activities means allowing the community to participate in school activities, regardless of activities, but within the scope that can allow the community. Can participate in activities such as children's day activities Mother's Day and important dates. Inviting people in the community To be a lecturer in the school School development activities Administrative activities Accepting the suggestions of parents and school directors Allow the community to participate in the lunch program Bringing students to study outside the community And various sports activities etc.

Strengthening relationships with the community and other agencies means the operation or activities of the school that facilitates the good relationship between the school and the community and other agencies such as organizing traditional activities. Religious culture Together with the community, cooperation in community activities and other agencies Alumni Association Establishment Working with other agencies in the community Meeting, exchanging opinions with people in the community, inviting people in the community to be honored on various occasions and coordination between schools and communities and other agencies, both public and private.

The positive factor that promotes the relationship between school and community means positive or sent components that will help promote, support the operation of the relationship between the school and the community effectively in accordance with the objectives effectively, including

1. Executive leadership refers to the process of influencing the school administrators towards those involved to make the operation of the relationship between the school and the community successful according to the goals that all parties are satisfied with.

2. The relationship between teachers and parents means having a positive relationship between teachers and parents, students that result in the effective relationship between the school and the community.

3. Commitment to schools means positive feelings towards the school and continuous and consistent good behavior in the work of teachers, such as accepting goals and values of the school. Understand the school culture, truly dedicated to the ability to sacrifice time. Physical strength Power, ideas and things To the school with heart And there is a need to work as a teacher firmly, not thinking Or there is a need to move to another location

Expected benefits

1. Information about promoting school-community relations For the benefit of educational institutions the Secondary Educational Service Area Office 6 (SESAO) interested persons or related persons can apply to solve problems in other agencies.

2. Obtain a management model to promote the relationship between school and community. Which results will be applied to be useful for educational institutions under the Secondary Educational Service Area Office 6 (SESAO) in improving school administration in order to formulate a strategy and planning for effective relationship building between schools and communities And further effectiveness.

Conceptual framework for research

This research aims to develop a model for promoting relationships between schools and communities. Under the Office of Secondary Educational Service Area 6, the researcher conducted the following

1. Study the concept of management principles And promotion of school-community relations By defining the conceptual framework for the development of a model for promoting relationships between schools and communities the Secondary Educational Service Area Office 6 (SESAO), the researcher reviewed relevant documents From the concept of Nilmanee Buarapa (2014: online); Office of the National Primary Education Commission (2002: 30); Phitida Wirachat (1999: 42-49); Sanders (2002: 2118-A) The development of schemes based on the concept of Keppes (Keeves. 1988: 561-565). Then, the principles of various concepts were integrated and defined as a conceptual framework. Consists of 1) public relations schools 2) community services 3) participation in community activities 4) participation in community activities of the school 5) strengthening relationships with communities and other agencies as follows

2. Study the factors that promote the relationship between school and community. Working on the relationship between the school and the community is a delicate task that all school administrators and school-related parties must cooperate to help support the implementation of the school's goals. From the study of relevant documents and research, found important issues Which is a positive factor that promotes the relationship between the school and the community and facilitates the implementation of these 3 successes, namely 1) the leadership of the management, 2) the relationship between the teacher and the

parent and 3) the commitment School (Klein et al., (2009: 61); Mathis and Jackson (2002: 23)

3. Analyze the elements about the development of models For research Model for promoting relationship between school and community Under the Office of Secondary Educational Service Area Office 6, the researcher selected the model based on the concept of Keppes (Keeves. 1988: 561-565). The pattern that describes the meaning or meaning (Semantic Models), which is a form that uses the language of lectures from Synthesis, survey research Group conversation Check the quality of the draft form And revised the draft form according to the recommendation of the thesis advisor And to check the suitability possibility usefulness and coverage Evaluated by experts To improve the draft form based on suggestions and make a model to promote the relationship between school and community under the Secondary Educational Service Area Office 6 (SESAO).

School Context in Secondary Educational Service Area Office 6 (SESAO)

General information - history of the Secondary Educational Service Area Office 6 (SESAO),according to the resolution of the Education Council No. 1/2009 on February 5, 2009, approved the principle of providing educational areas (secondary education) by modifying relevant laws in the announcement of the establishment of educational area (secondary education) By requiring the Office of the Basic Education Commission to proceed as far as not contrary to the law

The office of the Basic Education Commission has set short-term measures In order to provide quality management for secondary education And according to the resolution of the Education Council therefore, the establishment of the 41 Secondary Education Coordination Centers and 19 Network of Secondary Supervision Network as well as setting goals and quality indicators for the success of secondary education. The Minister of Education, Mr. Jurin Laksanawisit, signed the announcement on March 31, 2009.

Center for Secondary Education Coordination Center 5, consisting of Chachoengsao Province and Samut Prakan Province Located at the Chachoengsao Provincial Education Office Building (formerly) No. 410/1 Maruphong Road, Mueang District, Chachoengsao Province And opened the center office on 1 May 2009 at 09.00 hrs. By the Governor of Chachoengsao Province Presided over the opening ceremony.

As has been amended National Education Act (Issue 3) 2010 and the Public Administration Regulation Act, Ministry of Education (No. 2) 2010, requires primary education area And the secondary education area that the Ministry of Education therefore establish a secondary education area and the location of the secondary education area office To administer and manage basic education at the secondary level of 42 districts, in which the secondary educational service area office 6 (SESAO consists of local Chachoengsao and Samut Prakan province with the Secondary Educational Service Area Office 6 (SESAO), located at Mueang Chachoengsao district.

Model Development

The meaning of the word "pattern" or "model" is a term used to bring many meanings. Which generally means Things or methods of operation that are one of the forms, such as the construction model Patterns in rural development The format of the candidate's campaign Elected members of the House of Representatives, etc. There are many scholars who have given the meaning of the form as follows.

Thissana Khaemmanee (2005: 220) gave the meaning that The format is a conceptual tool that people use to investigate, find answers, knowledge, understanding of the phenomena that occur. Created from ideas, experiences, use of metaphors, or from theories, principles and expressions in a particular way, such as explanations, diagrams, diagrams, or diagrams, helping to make themselves and other people understand more clearly The format is not a theory.

Elements of style Good style And testing or checking patterns

To create a pattern Should consist of various elements, as stated in the Takang Industrial Estate (1993). The format may contain The following elements1. Components are part of the system which is determined by various actions to show the results of the system.

2. Variables are the properties defined by the system under different conditions which may be classified into many types.

3. Parameters are system properties

4. Relationship function Is a function that shows the relationship between parameters And various variables in the system that will indicate the behavior of that system

In determining the composition of the form that will consist of how many What is the structure and relationship? Pranee Saenthaweesuk (2004) stated that it depends on the phenomenon. Researcher set Or various related variables that the proponent is studying or designing concepts, theories and basic principles in determining each of those formats There should be an important component, namely, the process factor, the output, the results, the environment under the conditions specified. By showing the relationship between different parts with reason

To create a pattern the creator must take into account the characteristics of the good model. By creating a pattern To be a good form Have mentioned the characteristics of good form as follows

Keeves (1988: 561-565) stated that the useful form should have the following 4 characteristics.

1. The pattern should consist of a structured relationship rather than a combined relationship

2. The format should be used as a guideline in the way that predict the outcome. Which can be collected by observing which is possible to test the basic form of empirical data

3. The pattern should be identified or indicated by the rational mechanism of the study. Therefore, in addition to the form, it can be a predictive tool. Should also be used to explain the phenomenon

4. The format should be a tool for creating new concepts and creating relationships of variables in a new manner which is an extension of the subject being studied.

School Administration

Definition of School Administration

School administration Will be successful as planned Must rely on all departments in the school to work together with responsibility and unity between personnel of all departments, all departments Therefore will make the operation meet the objectives laid down By school administrators, deputy school administrators and personnel in educational institutions must cooperate There are people who give the meaning of school administration as follows.

Simon (Simon. 1960: 1) gives the idea of management, concluding that it is the art of making things work successfully. The executives do not have to be a practitioner, only use art to make those who work until the results meet the organization's goals or according to the purpose that the executive decides to choose.

Office of the National Primary Education Commission (2000: 30) discusses the administration of school-community relations that school administrators have roles and responsibilities in practice, giving good understanding to each other throughout the period both inside and outside the school neglect or disagreement would cause school management to be unsuccessful.

Noppong Boonjitrajun (2000:3) gave the view and the administrative meaning that the administration was used as a central word in the management of public interest, such as public administration, public administration is a science that is related to the administration of the country (Public Administration), Education

Administration. Management is often used in private business administration. Therefore, the term "executive" or "manager" used to refer to positions various of such public or private businesses Management refers to activities in which two or more individuals collaborate to perform in order to achieve one or more objectives that a person has jointly set by using a methodical process and using appropriate resources and techniques. Management as a science means principles, theories, processes, techniques, as well as various factors that are used in the operations of the organization to achieve the objectives set by the policy. Therefore, management is related to the 6 principles namely,

1. There are two or more people
2. Such groups of people collaborate
3. Do one of the activities or many things with coordination and with rules and regulations.
4. With the proper use of resources and techniques
5. To achieve one objective many clearly defined in advance
6. Such objectives have helped define by everyone perceiving and agree.

Research Methodology

Research on model of operation development of relationship between the school with the community in basic school under the office of secondary eduational service area 6 is divided into 3 steps each step is detailed according to the following

Step 1: Study the state of promotion of school-community relations Under the Secondary Educational Service Area 6

Part 1 The researcher collected data using questionnaires. 5-level estimation scale

1.1The population is teachers and educational personnel in educational institutions. Under the Office of Secondary Educational Service Area, District 6, Academic Year 2019, total of 3,891 persons (Secondary Educational Service Area Office, Zone 6. 2016: Online)

1.2 The samples used in the research were teachers and educational personnel in educational institutions. Under the Office of Secondary Educational Service Area 6, the sample group was used by Crazy and Morgan (Krejcie; & Morgan. 1970: 608-609) get a sample of 350 people, then Stratified Random Sampling.

Creating Research Tools

Research Tools

Tools used in this research The questionnaire with a 5 level rating scale is divided into 2 parts:

Part 1 is a questionnaire about the state of promotion of school-community relations under the Office of Secondary Educational Service Area 6, which is a rating scale questionnaire based on Likert's method. There are 5 levels. There are scoring criteria as follows.

5 means the most practical
4 means very practical
3 means moderate practice
2 means less practice
1 means least practice

Part 2 is a questionnaire about the positive factors that promote the relationship between school and community. Under the Secondary Educational Service Area Office 6, which is a rating scale questionnaire based on Likert's method. There are 5 levels with scoring criteria as follows:

5 means the most promotion
4 means very encouraging

3 means moderate promoting
2 means less promotion
1 means the least promotion

Creating Research Tools

The tools used to collect data are questionnaires and interviews that the researcher created. By following the steps below

1. Study information, concepts, theories and research papers related to the management conditions promotion of school-community relations And the researcher has studied various conceptual principles to integrate Classification of patterns from the concept of Keeves (Keeves. 1988: 561-565) to create a model for the language (Semantic Model) and the researcher has reviewed related documents. From the concept of Nilmanee Buarapa (2014: online); Office of the National Primary Education Commission (2000: 30); Phitidawirachat (1999: 42-49); Sanders (2002: 2118-A) after that, the conceptual principles were integrated and then written into the research framework.

2. Study examples of tools used in the past research related to the research topics as guidelines. In creating questions

3. Define the scope of the question under the elements 1) Public relations of the school 2) Community service 3) Participation in community activities 4) Participation in community activities in the school 5) Strengthening relations with the community And other agencies.

Step 2 Creating and examining the appropriateness of the model to promote the relationship between school and community Under the Secondary Educational Service Area 6

In creating a model for promoting relationships between schools and communities Under the Secondary Educational Service Area Zone 6, the researcher will proceed as follows:

1. Put the research results in step 1 as information for drafting the model to promote the relationship between the school and the community. Under the Secondary Educational Service Area 6

2. Develop a Focus group of 12 experts to determine the validity of the model to promote the relationship between the school and the community. Under the Secondary Educational Service Area 6, which is obtained by selecting the purposive method, ie

2.1 Experts in promoting relationships between schools and communities And educational administration 5 doctoral degree students

2.2 5 secondary education administrators

2.3 2 secondary school education administrators

Creating research Tools

1. Draft the administrative model to promote the relationship between the school and the community. Under the Office of Secondary Educational Service Area 6

2. Issues considered in the validity of the administration model to promote the relationship between school and community

Statistics used in Data Analysis

Research on the form of conditions between schools and communities Under the Office of Secondary Educational Service Area 6, this time, the researcher used statistical analysis as follows

1. Percentage

2. Frequency

Recommendations or opinions of experts by content analysis

Step 3 Evaluation of the model for promoting relations between schools and communities under the Office of Secondary Educational Service Area 6

1. Population used in research is school administrators. Under the Office of Secondary Educational

Service Area 6, number 54, teachers and educational personnel in educational institutions Under the Office of Secondary Educational Service Area, District 6, Academic Year 2019, total 3,891 people, a total of 3,945 people.

2. The sample group used in the research was school administrators. Under the Office of Secondary Educational Service Area, District 6, Academic Year 2016, 12 persons, teachers under the Office of Secondary Educational Service Area 6, number 350, totaling 362 persons. ; & Morgan) (Boonchom Srisaew, 2002: 43) and the sample group selected by multi-stage random sampling (Boonchom Srisaard, 2002: 47) in order to get a sample group of administrators and teachers under the Office of Secondary Educational Service Area 6.

Collect Data

1. The researcher requests a letter from the Graduate School, North Bangkok University. To ask to make a book Requesting cooperation to basic school administrators Under the Office of Secondary Educational Service Area, District 6, to request assistance to distribute the questionnaire to the sample in this research

2. Survey of information from teachers in educational institutions Under the Office of Secondary Educational Service Area 6, totaling 350 persons and using stratified random sampling And using a class network school

3. The researcher uses the method of collecting information by mail and tracking information by phone. In order to get the most complete information, the researcher will send 350 questionnaires to the school. Under the Office of Secondary Educational Service Area 6 as specified

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Trend and policies for strengthening the community, promoting tourism, homestay communities in Chiang Rak Chai Sub-district Sam Khok, Pathum Thani Province

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Abstract:

This article focus on the Development of tourism resources into tourism homestay community by people participation in Chiang Rak Yai Sub-district, Sam Khok District, Pathum Thani Province. The purpose of the study is to develop the resources of Chiang Rak Yai Subdistrict, Sam Khok District, Pathum Thani Province which is ready to have a link between the types of resources to be systematically linked to the homestay tourism. Create a tourism model from the first to the homestay of Chiang Rak Yai Subdistrict, Sam Khok District, Pathum Thani Province. The results of the study showed that Cultural tourism elements are ready. Separated into elements as 1) elements outside the community, namely tourism resources the community has the Chao Phraya River. With culture and identity some tourism resources can improve and enhance integrity, especially creating a learning center. Connect the complete recreation point and network partners ready to cooperate in building a homestay2) Internal elements include unity, cooperation, confidence in leaders and inspiration to build a homestay and expect to be successful. The results of the discussion the readiness is divided into 3 groups. The first group is ready to be built immediately after this research is completed. The first group homestay that will happen will be the second group ready to build but wait for the right time. The third group is ready to build but please see the results of the operation of the two groups. Creating a homestay in Chiang Rak Yai from considering the two elements above There should be a specific model that is appropriate for the Chiang Rak Yai community.Therefore, the form is suitable under both elements. In particular, the outstanding development of the learning base of the community and the integrated point of recreation in a comprehensive and systematic way there is a whole network of home sets, scholars, and guides. Creating a suitable homestay is focused on style. "Creating a homestay, building a homestay on a community base Comprehensive learning and recreation "which will satisfy both individuals and groups of tourists

Keywords: resource development tourism homestay community involvement

Introduction

Homestay is a model of cultural tourism that exists around the world. Homestay traveler is a type of tourism that will not spoil resources, Tourism industrial is a major income of the country. After the economic crisis Thailand focuses on the service business, included the tourism industry. The responsible agencies are the Ministry, the Department and the provinces, respectively. There are plans to develop, rehabilitate, and promote tourism in various forms. The results of tourism promotion led to the creation of revenue for the first countries of income in the country without having to invest as much as creating other products. The situation is in line with the globalization system that has a global connection. The movement of people is easy. Communication in advertising, tourist attractions, can connect with people all over the area thoroughly. The global context is competitive and developed, mainly focused on the economy. Thai society is in the global context, which must be adapted by creating a model of Thailand 4.0 to be a developed country. Development based on existing capital development on the other hand, with the foundation from the bottom to the top that based on the context of each of which is the concept of new development. The context of Chiang Rak Yai that can create such value is another way. Homestay development will bring cultural capital to tourism because of the global trend. The demand for tourism has increased. Tourist attractions that will satisfy, tourists are therefore being restored at every level from the community, provincial and national levels. Proper travel management for each area is not the same. In the area of Chiang Rak Yai Subdistrict Sam Khok District, Pathum Thani Province has a distinctive feature. The area is located near the city province and Bangkok. Convenient transportation Located on the banks of the Chao Phraya River and the community has Mon identity. There is a culture that always welcomes strangers. In other words, Rung Ror Yai Subdistrict has a local capital, local environment and resources, suitable for building a home-based tourist destination.

Therefore, this research is an extension of the research results to be useful. Therefore, conducting research in accordance with the experimental development principles, by which the researcher participates in the development of a home-based tourism development in which such communities

Objective

1.2.1 To develop resources of Chiang Rak Yai Subdistrict, Sam Khok District, Pathum Thani Province with enthusiasm to have a link between the types of resources to homestay tourism
1.2.2 To create a tourism model leading to the homestay of Chiang Rak Subdistrict Yai, Sam Khok District, Pathum Thani Province

Research methodology
Research area
A place that is ready for tourism resources, individuals, communities and management, ready to operate as a home stay destination. Namely Chiang Rak Yai Subdistrict, Sam Khok District, Pathum Thani Province
Main contributor

Key informants of this research include

1 Participant in the Home Stay Program Which is 30 people in Chiang Rak Yai community
2 Entrepreneurs with businesses already in Chiang Rak Yai Subdistrict and nearby Ready to participate in the project and be a part of the homestay tour, including 5 restaurants, cafes, bicycle shops, vegetable garden owners
3 scholars who will provide academic counseling, homestay creation Network construction and linkage with 3 government policies 4 Network of homestay operators of other communities that will give advice and share experiences about problems. Obstacles and success factors in building a homestay and a network to share news both in and outside the country. Transferring tourists in the network connecting tourist attractions between each other to attract tourists for continuous and diverse tourism (One network).

5 officers or government agencies that will provide policy advice the homestay tour operation is consistent with the state policy. Providing advice on building a homestay in accordance with the standards of the Home Stores Act and those who provide government certification As well as introducing capital from the government to support the construction and homestay management Providing advice, obstacles and achievement that other projects have performed in the past and in the past, including 2 provincial tourism and 2 administrative organizations in Chiang Rak Yai Subdistrict.

6 villagers Cultural expert Rituals and identities of 1 community the device
Educational tools according to the information provider Information providers who meet regularly and have easy access Will use the tools to talk and chat For those who provide information that is relatively informal, will focus on unstructured interviews. Which details as follows

1 Discussions, discussions, discussions and group meetings with informants 1 (contributors above)
2 Talk and chat with informants. 2
3 unstructured interviews with informants 3
4 Chat with informants. 4
5 unstructured interviews with informational proposals 5 and 6

In addition, there is a tool to observe from participating in a project to build a home throughout the project.

Data collection process

Data gathering According to the activity of the project there are steps as follows
Activity, method of operation target group Activity time
1 study the situation Participate in activities and observations. In the operation activities of the community as follows
- Coordinate with all contributors
- Collect data from the previous survey in previous studies
- Project development guidelines - Start as a person in the community
/ Network and villagers
Spent two weeks
2 guidelines for building a homestay Participate in observations and
- Consultation, plan together Study the good results of other homestays from network providers
- Seek the identity of the area from people in the community who participate in the project
- Guidelines for creating a homestay that is linked to the entrepreneur from entrepreneurs
- Implementation in accordance with the direction of national development. Actual implementation is linked to tourism situations, both micro and macro levels. Look home according to government standards from academics
- seeking capital Supporting sources and links with government strategies from government officials
People in the community who participated in the project
/ Network and villagers
- Academic
- Government officials Third and fourth week
3 Prepare the project Participate in observing and participating in activities to improve the home, community, local resources to be a homestay. As well as funding Consultation setting goals, boundaries and linking the resources of the community in the same direction

Together solving problems Together to give advice Ready to evaluate the project roughly Promote projects to people outside through various media such as Facebook, community radio stations, leaflets, road signs etc.
(4 meetings) All groups that provide information about 6 months

Project implementation is about 8 months, in which the researcher is a participant as an academic. Project study tracking the researcher will estimate the area. Two weeks at a time to understand the problems and developments of the project continuously in the integration and compilation of information after completion of the project the researcher spent another four months joining the project for 12 months, completing the research project.

Total participation in activities throughout the project 16 times (large group meeting 4 times)

Data analysis

Data analysis comes from data collection according to Step 3.5.

Each step of the data collection will be compiled. Which part is related to the research problem will be selected? The unrelated part will be cut off.
The related part is to organize the relationship between each other. This analysis is carried out simultaneously with participation and data collection. Because it is a research that participates in the construction of a homestay Data and storage can be adjusted continuously.
In the final step, bring the information that has been collected and analyzed in the previous steps. Come to analyze and summarize again

Research summary
Summary of research results can be divided into the following issues:

Conducting the above three-step research the third step is a consultation meeting of many interested people in the community. 30 people and external people are academics, government agencies. Homestay assessor Parties to the homestay network, including guides 4 consultations on the following issues first consultation meeting it is to mobilize the opinions of people in the community about the identity of the people in the community and tourism resources in the existing community and promote what already exists. As well as develop new ones Second consultation meeting the next issue, since the first issue is the way to build a home country. Benefits of homestay travel arrangements In addition to the tourism resources of the community there are factors that are not conducive to building a homestay. Development of learning centers and recreation points to be connected and systematic Third meeting the issues discussed are the linkage issues with the national strategies of the provinces of the district and the local administrative organizations. Which creating a homestay cultural tourism attraction corresponds to all levels of strategy this meeting discussed weaknesses, strengths, opportunities and threats. However, these will result in positive or negative results depending on the management of the community. For example, what may happen in the future is the construction of a dam along the Chao Phraya River which is the location of the community. Which will have a positive effect Water will not flood the community anymore. Homestay management can accept tourists throughout the year. At the same time, what is a negative impact is that the scenery of the original nature will disappear. The community is located near the city. In the future, the city will expand into the community. There are mentioned areas in the community that may be changed and created as a golf course. Fourth consultation meeting the point is to create a network and public relations, marketing, results from the talk meeting with a business operator, Thanyaree Homestay. In order to exchange experiences and work, Homestay is of the opinion that the Chiang Rak Yai community area is highly equipped with tourism resources in comparison to their area. Which the area of entrepreneurs in Thanyaburi is a normal open space when creating a homestay, then adjust it beautifully. Later, there were tourists visiting the area for both people in the area and outside the area. Someone outside the area may come to rest because the home is an area near Bangkok. When doing business in Bangkok, seeing that in Bangkok the accommodation is full or crowded Therefore choose to stay home instead later, tourists come to rest and ask for something unique in Thanyaburi and want to learn. Khun Den Duang therefore revived the creation of charcoal making. (Mon cooking charcoal) for tourists to learn and try to do and also sell this search the availability of building a home

The results of the community consultation meeting over time have shown that the community is in harmony. There is a relative base already, and there are natural group leaders who are seniors. The monk who is the abbot and official leader is the President of the Subdistrict Administrative Organization Formal leaders are based on informal leaders. That is, people who trust the community and have a large number of relatives The grouping occurs in normal daily life i.e. Grouping on important religious days, such as Buddhist Lent Day, the Sabbath day, and traditional important days such as making merit, hundreds of Songkran days, etc. Is to join together to do activities or projects with clear objectives the community has a lot of interest. A group leader who will start a homestay as an example is bringing in coordination and service rather than a spiritual leader or a leader with a guiding style. Because the current community, such as Chiang Rak Yai community, is a community near Bangkok Get information quickly and easily. Leaders are not people who know more than members of the community, but are sacrifices and examples. Which allows members of the community to be confident and faithful and ready to build a homestay from discussions and group meetings.

Very ready Be ready to create immediately and decide to create While this research is finalizing the work Those who are extremely ready are Mr Bel, which has a lot of space to be built by separating the homes from the house. By building a backyard which is part of a fish pond

Ready to be a group of people who had thought to create before and when discussing with the community through many meetings, decided to create (But the timing is uncertain) There are about 2-3 teachers who have retired from government service. There is a house next to the Chao Phraya River. And there are houses that can divide rooms for tourists to stay in many rooms below the house is an open floor. The house has a number of buoys and fish.

Ready to make a group of about 20 people left, intending to do but wait to see the first group sample and the second group proceeds first. The third group is ready to cooperate with the first group and the second group to drive because of cultural tourism management. (Homestay type) is organized by the community and community cooperation.

Process

1. The group that is ready to build a homestay is that the group has started construction. Which there are about three

2 Set up the operation committee Divided into various departments as follows: 1) Advisors are Abbot Kamnan, Chairman of the Local Administration Organization, Academic Network, Homestay, Thanyaburi. Homestay project appraiser 2) Chairman of the Board of Directors is Mr. Bale 3) Chairman and Director of various departments, such as the System Development and Tourism Resources Department Cultural and Conservation Department public relations The department organizes the system and organizes the income fairly. (Queuing for tourists to stay home) On average, throughout every homestay, respectively, queue), create souvenir products Department of Strengthening, Development, Strengthening Learning Center Internal and external coordination department By way of appointment, but the possibility to allocate community members to be responsible

The procedure for appointment of directors occurs together with creating a homestay. The group that creates the homestay operates and the various committees will meet continuously. Starting from landscape adjustment the environment is beautiful, suitable for a tourist attraction. Establishing a learning center and organizing a group of shops to join the project into a coherent system Cultural revival Tradition for living and responding to tourism at the same time, there are public relations projects on the internet. Facebook and TV reports

Improving the community landscape is carried out on behalf of the committee. At the same time, a budget request from the local authorities will be proposed. These statements have been included in the tourism promotion strategy as shown in the development plans of local administration organizations and provincial administrative organizations, respectively, to receive support. The integration of people in the community in the development of force by being self-reliant by gradually improving the development will lead to Kids learn together To create strength and which activities are made by decision making and community participation in making decisions from the first step until the last step is the project being successful and continuing the unique characteristics of the community

Home style tourism of Chiang Rak Yai

This research does not study the survey work from the communities that have the homestay in various dimensions, such as other research studies. Community cooperation the achievement of a home-based cultural tourism operation Style / style of homestay creation But this research work is a study of readiness and development of readiness for the homestay community through the consultation process. Community participation Where the community is the base of homestay creation When there is a process for developing into a homestay In the context of the specific area of Chiang Rak Yai Characteristics and types of cultural tourism resources Characteristics of the community of Chiang Rak Yai And the purpose of creating a homestay of Chiang Rak Yai community As well as the comparison of successful home-based models Characteristics under the regulations of the government Regulations for making homes Based on those data through consultation Four times that seminar Enough to process the specific characteristics that should be the form of homestay building on the base of Chiang Rak Yai community

Before proposing a suitable model for cultural tourism, Chiang Rak Yai The researcher analyzed the homestay as a whole and the type that was successful in various areas.

A model for creating a suitable homestay for Chiang Rak Yai people.

In the case of Chiang Rak Yai, there are certain characteristics. 1) There are tourist resources, the Chao Phraya River. Learning and recreation center Mon culture 2) geographically near the city Convenient transportation 3) There are networks 4) Recreation 5) Former communities and modern communities
All five elements of the community, Chiang Rak Yai, are distinct from others.
Article 1: Recreation resources are outstanding. Which already exists and should be developed in a systematic way Cycling, sipping coffee, visual, organic learning center and evening cruise
Article 2 Geography near the city convenient transportation Make nearby the resort there are houses that allow people to stay like homestays. Therefore, it is necessary to partner with other accommodation sources. At the same time, the culture is dominated under the management of the community.
Article 3 Characteristics at Chiang Rak Yai should focus on Creating a network in which the home network of Thanyaburi offers itself as a network of information exchange and transfer of tourists when the first place, no matter what, but another place to stay can expand.
Network with guides, which guides are important factors in attracting visitors. In addition, if possible Is a network with educational institutions Both primary High school and higher education Which has the current network of Chiang Rak Yai community already has a network with various educational institutions Just making it stronger than ever Network with mass media to distribute news and propagate community activities As far as the Chiang Rak Yai community has received frequent public relations according to mass media
Article 4 the original community and modern community Chiang Rak Yai community is not an ideal community to build a home. Stay like the Tai people who are far from the city. The bonding of the cultural community is still visible. But in the case of bonding leading to the creation of the homestay The conditions of readiness are different, however, should create a culture or restore Mon. (May be an artificial culture) to meet tourism
5) Learning and recreation resources the highlight is the Chao Phraya River. Which clearly should adjust the landscape and use of tourism resources, especially the Chao Phraya River as much as possible
The appropriate format is "Creating a homestay on a community base and a network for complete learning and recreation”

6.3 Discuss the results

Creating a homestay in Chiang Rak Yai has the same characteristics and is different from other homestays. However, this research does not study the existing homestays but the feasibility of the three levels some levels are alert to take action. The proposal to create a home-based plan must therefore be studied on the basis of the realities of actual spatial tourism resources, economic conditions, society, community, culture and inspiration to do for the people in the community to do it. And propose guidelines for building on this basis, and that creation is based on the home base. With the goal of creating a community profit or cultural profit or the first value and profit is the money that is worth along with the indicators are the sustainability of the project.

The result of the discussion was therefore based on the research that studied past homes as a basis for proposing guidelines for creating a homestay suitable for the Chiang Rak Yai community context.

Past studies that study cultural tourism management Which homestay tourism is another type of tourism based on communities and cultures, which means that when a community occurs, something that strains into a community or a community can live with cultural strains In other words, being a community is that everyone is involved in community activities. Past educational dimensions have studied the assessment of cultural tourism projects. Sustainable success The impact of cultural tourism Bringing identity to cultural tourism National association with cultural tourism Cultural tourism strategies of various countries around the world Research results are consistent in the sense that Cultural tourism (Home-style) is an ecotourism that is a tourist that destroys a few tourist resources or uses tourism resources to remain And travel providers worth the travel management

What is received from cultural tourism is the learning process of people in the community towards managing and conducting a home-based cultural tourism management. Because of tourism management, especially home Stay through obstacles Problems caused by within the community and from tourists Which the community will have to learn in management Consultation of people in the community and teamwork Participation of people in the community What is the result and what is the event of a home-based travel arrangement is that people in the community have the experience to learn to solve problems and invent various things in order to satisfy the most tourists. The community has learned about culture, way of life, and system of thinking from tourists that is different from their own, resulting in learning different from their own. Enabling the community to have a wider worldview the community has developed and has physical changes. Geography and society to be appropriate, convenient, easy to access and secure. The community is proud of its identity. Have faith, confident, their identity finally, the community has income

Chiang Rak Yai Community Readiness The community has all the features, especially in tourism and network resources. Which the network has a distinctive characteristic of the Chiang Rak Yai community rather than other homestays the appropriate form of homestay creation is Creating a home-based culture and network that will make cultural tourism truly sustainable

6.4 Suggestions

This research has ended according to the project term, which is 1 year through the consultation process. Talk of people in the community and other sectors the study results are Travel elements such as tourism resources are ready. The community has cooperation and cooperation. And finally, the most ready group decided to do a homestay Therefore, the next research should be a research, follow-up, evaluation of the project, how much the project or operation is successful. Sustainable or not? Which will be able to see the process of creating a home based on the sequence of steps to the level of creating and evaluating the results which the achievement or failure to achieve success will be determined by the process of the homestay development process or after the completion of the homestay.

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A study of Productions and Operations Management

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Introduction

The early Exist Century literature reflects this notion and Hayes (2002), Teece (1998), McGee and Bonnici (2002), Walters and Buchanan (2001) and Walters (2004) are but a few good and representative examples. But what are the implications of this new economy for the way in which we should manage production and operations? Unfortunately, in this regard, the literature is not as plentiful as it is in announcing the changes. In an attempt to fill this gap, this research more specifically tries to answer the following questions:

What are the main changes brought about by the new economy to the corporate world in general and to production and operations management (POM) in particular?

Which sub-topics, within the general field of POM have been (and in the future are likely to be) most affected by the changes brought about by the new economy?

What would be a research and teaching agenda for the next years so that we, POM researchers and teachers can increase the probability that our activities remain relevant and really contribute to the betterment of businesses and institutions performances in the new economy?

BRIEF RESEARCH

Given the novelty of the research subject, this study is exploratory in nature and, given the dynamics of the current business environment, to a certain extent speculative – and so is the research methods used.

First, an extensive and exploratory (given the scarcity of literature references dealing with the issues involved in the research questions) literature review was done. Content analysis and affinity diagrams were used here to try and come to grips with what would the new economy be in more researchable terms.

A Brazilian-only sample of professors was used because at the outset we wanted the study results to be particularly useful for Brazilian professors and researchers in designing or re-designing their research agendas and teaching content. Conclusions are then drawn from both sources: literature review and survey outcomes resulting in an initial contribution to the effort of establishing research and teaching agendas for the field of POM in Brazil vis-à-vis the growing importance of the so-called new economy. It is needless to say that this study does not intend to be exhaustive or definitive. Rather it intends to add to the continuous debate on how we POM professionals should go about continuously redefining our field so that it remains relevant now and in the future.

New economy

Businesses, markets and above all technologies in accelerated and constant evolution for many decades have come to create an environment of which dynamics, challenges and opportunities are unprecedented in history. According to the literature (although each reference in the literature is usually biased toward its own focus of study) the general notion of "new economy" generally includes:

Great emphasis in networks of relationships and their effects (Van den Ende and Wijnberg 2001; Fjeldstad and Haanes 2001; Srinvasan, Lilien and Rangaswamy 2004).

This does not mean that the old economy did not have network-based businesses and corresponding effects (consider companies such as Avon Cosmetics and Tupperware, who historically built mighty corporations based on the so-called network marketing or the traditional Japanese "keiretsus", which are the tightly woven networks of suppliers that work in unison with large focal companies such as Toyota Motor Co. for instance). What changes in the new economy is the extent to which these "network" effects appear and are used to generate competitive advantage in the launch, production and delivery of both physical products and services (a high profile example is eBay.com, the largest internet-based auction company whose business model is exclusively based on linking millions of sellers and millions of buyers – in other words, on facilitating and managing gigantic networks of buyer-seller relationships. Another wonderful example is Wikipedia (www.wikipedia.org) an open source encyclopedia based exclusively on a network of hundreds of thousands of independent contributors that work to create and maintain what is today the largest encyclopedia in the world);

Great emphasis on information and telecommunication technology in the development and management of both products and processes (Farrell 2003; Sahlman 1999).

Specific topics requiring development according to the survey
Methods to evaluate effectiveness in new economy service operations
More balanced methods between profit and human values to evaluate performance
Product development and process selection
Early involvement of suppliers and co-design techniques
Technology/knowledge-based product development techniques
Outsourcing in product development
Work organization and reward systems
Work organization studies based more on individual specialization than on links with institutions
Virtual service operations management – networks of independent experts serving specific markets
Organizational structure in modular system supply networks
Organization and knowledge management in new economy operations management
Work organization of virtual work groups working remotely
Performance analysis and reward for innovation

Production scheduling

Planning and scheduling methods using actual data, with immediate feedback
Production planning in modular production systems

Operations strategy and competitiveness
Company competitiveness principles extended to the competitiveness of networks
Strategic alignment between markets and operations in new economy services
Methods for evaluating the strategic impact of actions in new economy operations
New taxonomy for operations, more appropriate to the new economy
Flexibility and reliability in new economy operations management

Inventory management
Inventory management models reviewed for new economy supply chains Ethics and the environment
Ethical impacts of the use of technologies (e.g. privacy issues)
Work ethics in hyper-competitive environments
Incorporation of ethical values in new economy operations management
Supply chain management
Impacts of RFID technology in supply chain management and inventory management
Collaborative planning in new economy supply chains

Implication of the extension from the 'chain' to the 'network' concept in new economy supply management
Partnerships as leverage factors in cultural change between nodes in supply networks
Techniques to determine total (rather than local) costs in new economy supply networks
Models for global logistics
Better models for the make-or-buy decision in the new economy
Reliability and risk in global and virtual supply chains
Organizational clustering and value chains
New economy service supply chain management
The role of new actors (e.g. 3PL) in supply network management

Process analysis and re-design
Process mapping for less structured productive processes
Process management with timework

Forecast

Demand forecast for highly innovative products

Sales forecast with information sharing among supply network partners

It is interesting to notice that however Supply chain management has not had an expressive number of votes as an obsolesced sub-topic (present in only 11% of the respondent's lists), it was by far the one with the largest number of specific topics to be developed in the view of the researched professors (28% of the total number of specific suggestions related to Supply chain management). This probably means that although the professors do not consider the sub-topic obsolete, they urge it to mature, since Supply chain management is still a relatively young and developing area. Other sub-topics with large numbers of specific suggestions are Work organization and reward, Ethics and the environment and, Performance measurement and Productivity.

Analysis

We now analyze the impact of the changes brought about by the new economy on the POM body of knowledge, based on the two main sources of this study: analysis of the relevant literature and survey research with Brazilian POM professors. For each of the main sub-topics, we then propose some basic research questions/ observations that can represent possible directions for research and teaching POMS in Brazil so that we provide our students and practitioners with tools that will allow them to better face the challenges presented by the new economy.

Work organization, and reward systems / Performance measurement and Productivity

The new economy substantially changes the organizations' assets and products making them much more information and knowledge-intensive. This, together with the new levels of connectivity made possible by technology advancements, substantially altered the relationship between individuals and organizations. It is possible today, for instance, that an academic institution assembles their courses to be taught remotely by individual professors with expert knowledge, without necessarily developing institutional links with them. The same way, a professor can be part of the pool of instructors of several educational institutions without having traditional formal links with any of them. What type of work organization an operation like this requires? What type of motivational techniques can be used to get the best out of this pool of professionals sometimes scattered around the globe who are not anymore part of a group of co-workers who gather around the water fountain? How to coordinate them so that they convey the consistent messages that will differentiate each of the various teaching institutions?

Operations strategy and competitiveness

Possibly one of the most affected sub-topics of POM with the upcoming of the new economy is Operations strategy and competitiveness. This is a relatively young sub-topic (the seminal articles, on “manufacturing strategy”, by Professor Wickham Skinner, from Harvard University, date from the 60's and 70's – Skinner 1969; 1974). However probably because of its very origin, its development still revolves around manufacturing operations in well defined manufacturing units. The techniques and approaches of Operations strategy need to be developed so that they incorporate the strategy design and management of networks of productive operations that not necessarily generate only physical products but a package that also includes services. To the traditional basically “top-down” approach (present in most of the current operations strategy frameworks), also a “bottom-up” approach should be added in which emerging and resource based strategies should help consider the more knowledge-intensive assets of new economy operations.

Product development and process selection

Here, the traditional methods of product development (that emphasize the development of physical products) should be complemented by methods that are able to deal with “value packages” (Corrêa et al. 2007) that include physical goods and also information / knowledge / service components that the new economy technology allows and the new economy markets require. This substantially affects the very way products are developed. Concepts such as “design for manufacturability” should be expanded to include “design for effective use” and “design for reuse/recycling” because sometimes the products in the new economy incorporate information/ software/ knowledge to facilitate its use (as in the case of the Bunge example in a previous section of this paper). Simultaneous engineering in two dimensions – product and process development and in three dimensions, including the simultaneous development of product, process and supply chain (Fine 1998) should now consider a 4th dimension for development: the customer experience/ relationship dimension. In product development processes of the new economy the “timing” of the product introduction and the so called “time to market” are essential aspects. Sometimes arriving earlier in the market is more relevant than arriving with quality perfection or lowest price but late in the market. In order to be successful given these conditions, maybe new approaches are needed. On top of it, consider the need to deal with complex networks of cooperating organizations (that many times include competitors – for e.g. competing pharmaceutical companies frequently join efforts in the expensive activity of new drug development). These new approaches must be studied, researched and taught to managers going to the market in the era of the new economy. Supply chain management

This sub-topic is subjected to the influence of many of the new conditions of the new economy. It is now necessary for instance that the activity of production process selection ceases to be performed in an isolated stand alone fashion, inside a productive unit to be performed in coordination with the process selection of other production units in the network.

The network of operations should now be the unit of analysis and it is the production process selection of the network that should be aligned with the market needs. For instance, if one unit of the network chooses an efficient but not-so-flexible pro-cess and the subsequent one selects a flexible but not-so-efficient process, these misaligned decisions will certainly come at a cost for the supply network performance.

Quality management and, Simulation and decision making models

In terms of productive process quality “improvement”, the easy, cheap and fast (many times, in real time) access to the universe of information related to the networks of operations and their flows can substantially contribute to fast identification of alterations/ imperfections in the flows of materials, products, customers and information, allowing for much shorter control and correction cycles. With shorter control cycles and the corresponding accelerated learning, the improvement processes can also be accelerated and intensified. All this is desirable, no doubt, but how to really get the most value out of the data universes now available without suffering from “data asphyxia” is something that still requires development in the field of operations management.

Production planning and scheduling

This sub-topic is very affected by the changes of the new economy. In practical terms, the whole field of production planning, scheduling and control, developed mainly after the II World War, focused on productive units and assumed that access to information was highly constrained. With the changes in these basic assumptions, new approaches started to be developed, mainly after the 90's. These started to take into account that logistic flows suffer from some network-related effects that are not possible to analyze if the adopted unit of analysis is the production unit in isolation. One example is the so called “bullwhip effect” (Sterman 2000). These effects happen because of the lack/ difficulty of coordination among network partners.

Ethics and the environmentThe intensive use of information technologies in operations management causes interesting ethical issues to surface. It is increasingly possible to track all the steps that an individual takes during his/her day-to-day life based on the transactions he establishes with several information systems (for example by using his/her credit card) in commercial transactions, financial movements, etc. Companies are creating mega databases with detailed information about people's lives without careful discussions of the implications of it to individuals' lives and to society as a whole by our government officials and law makers. What is the limit, for instance, that companies should respect when collecting, selling and using such detailed information? To whom do an individual's data belong? This is but an illustrative example but the ethical and environmental considerations of this and other aspects of POM is something that have been insufficiently discussed in the current literature. We should not forget that POM is a wonderful discipline dedicated to the creation of value. However it is also a field that encompasses decisions that if poorly made have the potential of causing severe damage to individuals and to the environment. Consider Mattel and the largely publicized problem they had in 2007 with lead paint used by some of their Chinese suppliers to finish some of their toys and the potential health problems it could have caused to thousands of children. An apparently simple outsourcing decision turned into a public health problem. We need to prepare our students to make right decisions not only from the viewpoint of corporate costs and benefits but also from the viewpoint of social and environmental costs and benefits. This has always been true and important but, with the new economy, with the ease with which companies re-design their production network configurations and flows, the problem intensified tremendously.

ForecastingThe sub-topic of sales forecasting is one that is bound to be substantially altered by the new economy. Nowadays, there are companies (e.g. www.genexis.com) that specialize in collecting, consolidating and treating transaction information in specific industrial sectors, obtaining not samples but 100% of the transactions between partners in a supply network. This allows that short term forecasts, for instance, can be updated almost on-line, in real time, after every new transaction. We need that analytical models be developed and taught which are able to deal with such universes of data so that operations managers can quickly identify patterns that are relevant to the operations-related decision making processes in the middle of this ocean of data.

Project management

The changes of the new economy have made Project management grow in importance. An example can illustrate this point. The pharmaceutical companies can easily spend US$ 500 million in developing a new drug. Production and distribution costs of the resulting medicine (that contains the drug) in its package, therefore become relatively less relevant. Project management tends then to be relatively more relevant than process management in this particular circumstance that holds true not only for the pharmaceutical companies. The high technology sector tends to work under similar conditions: an Intel plant (which manufactures the processors that equip computers) is designed to last 4 years – after that the technology changed so much that the plan is rendered obsolete. If the project management behind the building of this new plant fails, one of the following three will certainly happen: either the costs (sometimes several hundred million dollars) go up possibly by millions, or the deadlines are not met (with possibly disastrous consequences for the "time to market" of the products) or the specifications of the plant are not met (also with potentially disastrous consequences to production levels, quality etc). The POM body of knowledge included project management, no doubt. However maybe we should rethink about the emphasis we give to it in our courses.

Conclusion

The new economy brings very interesting challenges to the field of production and operations management. It is our (researchers, professors and practitioners) duty now to face this challenge competently so that the field of POM continues to give its valuable contribution to the continuous improvement of the efficiency and effectiveness of the value adding processes of our society. Although we started this research with the objective of finding out elements to define research and teaching agendas for the new economy POM in Brazil, we believe that the findings can be reasonably generalized to other regions too.

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Sociological Study of the Participation Community Leaders in Community Development Processes in Thailand (With special reference Khanom district Nakhon Si Thammarat Province) Thailand

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Abstract

The title of the study is proposal as sociological study of the Participation community leaders in community development processes in Thailand (With special reference Khanom district Nakhon Si Thammarat Province, Thailand has the objective were 1) to study participation problem in community development of community leader Khanom district, Nakhon Si Thammarat province.2) to develop participation strategic in community development procession of community leader Khanom district, Nakhon Si Thammarat province and 3) To evaluate participation in community development procession of community leader Khanom district, Nakhon Si Thammarat province. Method use in this project will give researcher an opportunity to examine and understand the village development planning and decision-making processes that allowed villagers to participate. Researcher will collect background materials on village socioeconomics, history, population, development activities, and cultural life; this information will help researcher to understand the village situation and to aid in communication with the villages all the raw data for each case study will come from observation and interviews with the project's participants; villagers and workshop moderators. Through observation, interviews, and participation in this action learning processes, the researcher will learn more about village development as well as people and leader participation processes.
Keywords: sociological participation community leader community development processes Thailand Khanom district Nakhon Si Thammarat province

Introduction

Thailand first made a real impression on the West at the end of the 17th century, through the reports of a series of inquisitive Frenchmen. They were not the first Europeans to spend time in the kingdom, however. The Portuguese sent an envoy to the capital in 1511, shortly after they seized Malacca. The Portuguese joined resident Chinese, Japanese, Malays and Persians to make the Siamese capital one of the most cosmopolitan cities in the vast region now known as Southeast Asia. Modern and predominantly Buddhist, it is a Southeast Asian kingdom whose ancient equilibrium and present standing mingle in evolving harmony. Substantially, Thailand's distinctive and unparalleled characteristics stem from Indian and Chinese influences (harmoniously blended by Thai Southeast Asia. Modern and predominantly Buddhist, it is a Southeast Asian kingdom whose ancient equilibrium and present standing mingle in evolving harmony. Substantially, Thailand's distinctive and unparalleled characteristics stem from Indian and Chinese influences (harmoniously blended by Thai eclecticism), rich ethnic diversity, abundant natural and human resources, and over seven hundred years of cherished independence. Thailand's traditional culture is delicately tuned to the time-honored Buddhist's non-confrontational approach to life, and ideals of charity, tolerance and loving-kindness.

Community development is a learning process from which all actors villagers, development officials (both government and non-government), business representatives, and experts will learn and gain experience together as development progresses. True and sustainable development cannot take place through force or order, but it will naturally happen when all actors equally and democratically participate and share their ideas, visions, and responsibilities to steer and implement their community or village development. One approach to create sustainable rural development is through giving the main actors, which means villagers who are living in the community, an equal opportunity to think and plan their own future.

People's participation in community affairs has been considered an important rural development policy, initiated since the establishment of the National Rural Development Program (NRDP) in the fifth National Economic and Social Development Plan in 1982. It was commonly understood that the rural administration system was created toward the transition from top-down to bottom-up planning system. The system also established a bottom-up planning structure where rural development plans would initially be formulated by people at the village level. During the past years, efforts to strengthen people's participation in village planning and community development have often been far from desirable. Many rural administration obstructions, such as highly centralized controls of the line agencies, lack of a practical approach to strengthen people's participation, and no commitment to integrate people into community development, were encountered. In 1994, the new Tambol Council Law was passed, which marked a major effort to decentralize decision-making power to people. A challenging question, now, is not only how to set up and strengthen this local self-governing body, but also how to ensure that people will democratically participate in decision-making processes and can effectively control the Tambol Council.

Objectives of Study:

The following are the main objective of the study:

1.To study participation problem in community development of community leader Khanom district, Nakhon Si Thammarat province.

2. To develop participation strategic in community development procession of community leader Khanom district, Nakhon Si Thammarat province.

3. To evaluate participation in community development procession of community leader Khanom district, Nakhon Si Thammarat province.

Methodology

The case study method use in this project will give researcher an opportunity to examine and understand the village development planning and decision-making processes that allowed villagers to participate. Researcher will collect background materials on village socioeconomics, history, population, development activities, and cultural life; this information will help researcher to understand the village situation and to aid in communication with the villages all the raw data for each case study will come from observation and interviews with the project's participants; villagers and workshop moderators. Through observation, interviews, and participation in this action learning processes, the researcher will learn more about village development as well as people and leader participation processes.

Participating in of community leader/ The meaning of participation in the study related.
William Erwin (1976 : 138) , gives the defines participation as the procedure that gives people comes into participate in the administration develops when share to think , share decide solve a problem of oneself to use the creativity and the expert of people to cooperate using science with regards to appropriate in something that solve can correspond to the pleasure . Dussade Aryuvat and the faculty (1992 : 7) , tell that participation of people chance people aims attends in operation , stand the procedure at the beginning until the procedure ends , may attend in which step the one step or , complete all right , attending has both individual of the group or organization which think conform be responsible accompany for manage the development modifies to go to the direction that wants , by the behaviour changes the group or organization for achieve arrive at desirable change. Anong Pattanachuk (refers to, Supap Prasertso. 1992 : 23) gives the meaning keeps that participation of people with regards to people which causes the procedure and the project that people in the countryside can express which the requirement of oneself , the importance rank

arrangement attending in the development process and receive the gain from that development using the power the decissions making a decision , a chance gives people has the share in the analysis originates , the meditation judges , sharing to ministers and is responsible **in about story differ , affect arrive at people by** oneself with regard can make people come into participate in the rural development for solves a problem and bring about the condition of people who can improve thus change leader must admit the community development philosophy that everybody human differs to have something , wish to coexist with others happily , have minister fairly and admit the fact that human can develop , if be likely and have suggest correctly.Thus participation is very important in the development because the way will have to come to which news side condition event requirement information and the attitude of necessary locality build was the speed of the framework and the project development all , with regard to participation in the analysis a problem , and plan development will cause the feeling is owner of the activity development more.

Characteristic of community leader participation

Joamsak Pintong (refers to ,Tavetong Honkvevut .1984 : 272-273) get present participation in step from education partfield experience in Thailand that there is all 4 the step also , participation in problem seeking and the cause of a problem of the rustic , the first step important most if people still don't understand a problem and seek the cause of a problem with oneself , the activity differs at advantage don't originate the truth has already. People in the countryside is person stay with a problem and know a problem of oneself best but a problem of oneself is not clear until will have others come to help guide give to see a problem and the cause of a problem of oneself distinct, increasingly, thus an officer or extremely development then compared as a mirror that reflect to give the rustic sees a problem and have to analyze a problem with himself, participation in planning proceeds the activity. The step that is necessary because an officer is extremely development to want works in quantity manner will be impetuous manage to plan with oneself to follow to be when torn an officer, the rustic cannot manage, can plan with oneself the hardship then that a role of an officer and extremely will develop in with regard to push forward to give countryside. People help each other to plan with oneself because the rustic generally have a little education but do not try give the rustic has participated in this step already. A chance that the rustic has to study and develop oneself in planning operate , disappear , an officer is extremely development can restraint one's mind that the education no matter any must begin from easy difficulty from the level of education receiver from knowledge level and the ability of education participation to give the investment and work practice , although the rustic will poor and lack the resource but there is the resource that can come into participate in the investment and can work because at least the rustic , there is the labor of oneself , can attend , sharing will invest and work to make the rustic are careful heal the activity that do to go up because will have feelings share in the possession. Besides the sharing works with oneself of the rustic, get to learn proceeding activity closely when see the advantage, can proceed that activity has next with oneself. The participation in following and the evaluate workers are the step that are significant because the following tear to evaluate the work , the participation will rustic of people naturally no assesses with oneself that how is the work that do to go that receive the usefulness receives the advantage or not ? And proceeding activity will be the same kind in a chance next, will meet the hardship because the rustic no assess with oneself understand thoroughly that good?

Summarize mark the principle , the character and the step of participation in this , apply in the research this time is the development likes model to participate in give precedence was built community Tumbol development transfers to a principle by community alms come into participate in the development for born learning will have and can manage to develop next by mention participating in the character differ, share in the meeting, share in the opinion, share coordinate activities, share responsible the project , share persuade a neighbor , share sacrifice the equipment , share sacrifice the labor , share sacrifice gold money , share follow up the project , etc.

Community development idea about the strategy in the administration develops

Community development idea in mechanical the military operations operates to develop that community has will 4 the points (Yuwut Wutmate, 1984: 20)

1.Community that development is the procedure , follow this crow idea will operate must overlap , cease can't discontinue , begin since , the procedure leads a person will come to use to must have both of spiritual development , the discipline of a person correspond material development goes to with and meanwhile , must give a chance give people comes in to participate in too much most , both of in the sense of the initiative , making a decision , the practice and sharing are responsible in order that for building faith self-confident of people and are gettingrid conflict between , people and idea state of this procedure are the community development in a picture of the tow concern and the remedy or seek the way manages new , at help with the work that do to come to before , always continuously and by promptly because usually everything activity when , manage go to the one distance , will born the inertia if do not correct , will get back to the state again originally , thus the administration develops that community , the technocrat will must wait for to observe , thoughtful search , if , the way is new , the connection concerns to help the work of the self stays all the time.

2. The community development is the process (Method) be the idea again one principle level manages to like this to is building hope or imagining words in operating to building hope people or imagining words in operating to people for is interest stimulation and the cooperation in the administration of people for this reason, community development unless must pretend the procedure will have already must fix the objective of operating distinctly (Process and objective) and in addition , must fix way path for achieve location objective with (Mean to end) fix that objective , will the behaviour by the state for be the insertion loops with direction politics state customs and traditions policy and share minister share be responsible at most.

3. The idea in the character that s are the project (Program) , the community development follows this idea , unless , will persist follow the idea in a picture that has been the procedure already operating will must hold to one's principles the way and the substance (Method and content) which as a result mean operating develops the community will must don't abandon cooperation procedure of people and the tow has concerned of the activity already will must fix substance quantity objective of the work , and fix way path operates for achieve the objective with , which , will make people sees a chance that oneself who oneself has will the way to will attend to follow the ability has of the self distinct increasingly.

From this idea will can see that the community development will use the mainstay in proceeding activity differs. The that must have 4 important points elements :

3.1 Plan the work (Planning)
3.2 The self-confidence in attending activity of people (Self of confidence)
3.3 The supporting is academic (Technical support)
3.4 Work integration between an institute where relates (Coordination of agencies concerned)

4. The idea in the character that is the process (Movement)

The idea in the tactics of the community development in this line is the lead takes the way develops the community enters to use in proceeding activity the something or not is beneath the situation that people born the sluggishness ? has the awareness in a problem of the community by this operating way , may neglect something procedure of distance development at first all right but operating must fix the way of the project goes up together with fix the way ministers and quantity work limits and the important factor most must have the stimulation gives people are born the inspiration strongly (Emotional Dynamic) in order to give to realize a problem differs of the community will be the inspiration will attend in the activity.

Follow this community development idea must encourage to give people is born the feeling and have the temper severe (Emotional charge) in the meditation arrives at that problem for realize (Awareness) arrive at a problem and is born the image for what be born come again in order that as a result by using words picture by emphasize in about building idea new give happen in the community.

Village Development Experiences and Thai Rural Development

Real changes within a community occur when men and women look within themselves to find their own ways to solve problems, plan their future, and take part in the development process. Thus, a community development plan must be initiated by the people within a particular community. In Thailand, the bottom-up planning principle has always been stated in rural development policy and plans, as appears in the National Economic and Social Development Plan. The Fifth Plan, for the first time, created a rural development management and planning structure from the national to village levels to carry out such a policy. From past experience, however, the level of participation by villagers in village development planning and decision-making processes has been less than desirable. Instead, village development needs and plans have normally been formulated and initiated by several village leaders and government officers who decided for all villagers. As a result, most villagers paid little attention to community development projects, especially projects that have a long term impact such as social, educational, and environmental projects. At present, the perspective among villagers, in fact, indicates that community development is a government function. Many development projects failed to meet the real needs of villagers or fail to achieve development objectives, and they do not really solve the problems confronted by villagers. Unfortunately, the enormity of financial resources and technical assistance devoted to community development over the past two decades to eradicate poverty and improve the quality of life of rural Thai people has been a waste; many people have raised serious questions about the government's previous efforts and performance. One management obstacle was that there was no practical and simple approach for development officials who were ordered to carry out the people-participated policy for them to use in the field. At present, the Tambol Council Law will allow local people to decide and manage their own resources and community. To establish a local administrative body that is sensitive to the people's needs, and is democratic and effective, village planning functions must be strengthened. Villagers must become actively involved in deciding their development directions and overseeing their own community development. If villagers become actively involved, they can monitor the progress of all development projects and control the Tambol Council themselves. Community development is a learning process from which all actors villagers, development officials (both government and non-government), business representatives, and experts will learn and gain experience together as development progresses. True and sustainable development cannot take place through force or order, but it will naturally happen when all actors equally and democratically participate and share their ideas, visions, and responsibilities to steer and implement their community or village development. One approach to create sustainable rural development is through giving the main actors, which means villagers who are living in the community, an equal opportunity to think and plan their own future.

People's participation in community affairs has been considered an important rural development policy, initiated since the establishment of the National Rural Development Program (NRDP) in the fifth National Economic and Social Development Plan in 1982. It was commonly understood that the rural administration system was created toward the transition from top-down to bottom-up planning system. The system also established a bottom-up planning structure where rural development plans would initially be formulated by people at the village level. During the past years, efforts to strengthen people's participation in village planning and community development have often been far from desirable. Many rural administration obstructions, such as highly centralized controls of the line agencies, lack of a practical approach to strengthen people's participation, and no commitment to integrate people into community development, were encountered. In 1994, the new Tambol Council Law was passed, which marked a major effort to decentralize decision-making power to people. A challenging question, now, is not only how to set up and strengthen this local self-governing body, but also how to ensure that people will democratically participate in decision-making processes and can effectively control the Tombola Council.

Importance of Research Methodology:

Community development is a learning process from which all actors villagers, development officials (both government and non-government), business representatives, and experts will learn and gain experience together as development progresses. True and sustainable development cannot take place through force or order, but it will naturally happen when all actors equally and democratically participate and share their ideas, visions, and responsibilities to steer and implement their community or village development. One approach to create sustainable rural development is through giving the main actors, which means villagers who are living in the community, an equal opportunity to think and plan their own future. People's participation in community affairs has been considered an important rural development policy, initiated since the establishment of the National Rural Development Program (NRDP) in the fifth National Economic and Social Development Plan in 1982. It was commonly understood that the rural administration system was created toward the transition from top-down to bottom-up planning system. The system also established a bottom-up planning structure where rural development plans would initially be formulated by people at the village level. During the past years, efforts to strengthen people's participation in village planning and community development have often been far from desirable. Many rural administration obstructions, such as highly centralized controls of the line agencies, lack of a practical approach to strengthen people's participation, and no commitment to integrate people into community development, were encountered. In 1994, the new Tambol Council Law was passed, which marked a major effort to decentralize decision-making power to people. A challenging question, now, is not only how to set up and strengthen this local self-governing body, but also how to ensure that people will democratically participate in decision-making processes and can effectively control the Tambol Council.

Geography of Nakhon Si Thammarat

The province is located on the shore of the Gulf of Thailand on the east side of the Malay Peninsula. The terrain is mostly rugged hilly forest area. It contains the highest elevation of southern Thailand, the Khao Luang with 1,835 m, now protected in the Khao Luang national park.

History

The area around Nakhon Si Thammarat was part (according to some scholarseven the centre) of the Srivijaya kingdom from the 3rd century. The Ramkhamhaeng stele lists it among the areas within the realm of Sukhothai. After the fall of Sukhothai it fell it its successor, the Ayutthaya kingdom and was one of the tributary kingdoms or 1st class provinces. With the thesaphiban administrative reforms the kingdom was more closely integrated into the Thai state and formed the Monthon Nakhon Si Thammarat. With the abolishment of the monthon system in 1932, the province covering only the central parts of the former kingdom became the top-level administrative subdivision of Thailand.

Finding of the research

1. People need local leader to lift up the quality of life.
2. The people lack of participation of the people in local government activity in the decision making process and not updated the system local government system.
3. Public participation and knowledge in process.
4. Tambon Administrative Organization (TAO) not sufficient in communication and public relation and **information.**
5. Local politician should be improve themselves to service the people in the area.
6. The law have some problem with local and central overlap.
7. TAO should have good governance in performance networking and communication

Recommendations

Access to Information about the Environment

1.Every local government office should be able to make available information associated with their area of work, free of charge.
2. Private sectors particularly in the industrial sector should be open for public access to facility-level information. Which allows people to have direct access to the facilities' information database on releases and emissions.
3. The existing laws related to access to information should be apart from appeal mechanisms, people

should have more channels for their convenient access to information
4. The Constitution of Thailand should also guarantee the public's right to know by the people in the area.
5. The government should support alternative media for information dissemination especially at local level, such as community's radio stations.

Access to Participation in Decision-Making

1. The local government should make an effort to establish the public participation Act to guarantee the public's right to receive information and express their opinions, to participate in the decision-making process.
2. Public participation should be carried out before a decision is made, during the project implementation, and after the project is completed (monitoring process).
3. The local government should allow people to participate in the decision-making on projects from foreign loans.
4. Apart from providing policy guidance to the local government, Thailand's National Economic and Social Development Board should also put more emphasis on communicating with the people in order to learn about their real needs and act as their representative in dealing with the local government.
5. The term 'decision-making' should be clearly defined by law and publicly acceptable. The law should spell out scopes, levels, decision-makers, outside participants, mechanisms and channels for the proper public participation process.

Building for Meaningful Public Participation

1. The Office of the Decentralization Committee under the Office of the Prime Minister should promote the Participation Community Leaders in Community Development Processes of Tambon Administration Organizations as service centers to provide administration information and assistance in access to justice at sub-district level.
2. Tambon Administration Organizations should establish village committees to oversee administration matters and budgets in their respective areas.
3. Capacity building for Tambol Administration Organizations should include enhancing administration of participation and order awareness and understanding of participation processes, a concept of public participation.
4. The local government should build the capacity of civil society organizations in understanding participation matters, and provide financial s
upport for their efforts to monitor the degree of public participation in administration decision making.
5.Local agencies should aim at being an alert organization that are well prepared and able to change their attitudes from 'authoritative' towards 'service minded', as well as recognize that people can make their own decisions for themselves.

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A COMPARISON OF CLASSIFICATION METHODS: NAÏVE BAYES AND SUPPORT VECTOR MACHINE TECHNIQUE

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Abstract:
Nowadays the most popular classification technique Naïve Bayes and Support Vector Machine (SVM) used in machine learning and Natural Language Processing fields to predicting the feature about sales as well as other areas. This paper shows the best method among them by comparing them. The paper focuses on comparing the classifier for the accuracy of classification depends on data set size and n-gram methods. Product reviews are taken from Twitter to carry out the experiments.

Keywords: Naïve Bayes, Support Vector Machine, NLP, PCA, Bags of words.

Introduction

Support Vector Machine introduced in 1992 and was initially used for handwritten digit recognition. SVM worked based on Kernel method. It is a supervised machine learning algorithm which is used in regression and classification challenges but mostly used in classification problems. Support Vector Machines depend on the idea of decision planes that define decision limits. A decision plane is one that isolates between arrangements of items having distinctive class participation.

Naïve Bayes is the classification techniques based on Bayes theorem in which assumption is made that independence among predictors. More simply the Naïve Bayes assumes that there is no relation of the presence of the particular feature in a class with the presence of any other feature.

In the present paper we have taken twitter reviews of products with its special features. Bloggers are frequently tweeting good and bad about the product they have purchased. Many time new buyer goes through these reviews and decide to purchase or not, but the problem is that of which method of review classification is better to trust. Many researchers have said Naïve Bayes is the best method of classification. To check this we compared Naïve Bayes with Support Vector Machine which is commonly used to the classification of data.

2. Review of Literature

Liangxiao Jiang (2007) reviewed some of these improved algorithms and single out four main improved approaches like Feature selection, Structure extension, Local learning, and Data expansion. The author tested these approaches using the whole 36 UCI data sets selected by Weka and compared them to Naïve Bayes. The results show that all these approaches are effective.

M. Govindarajan (2013) proposed a new hybrid classification method on Sentiment Analysis of Movie Reviews based on coupling classification methods using arcing classifier and their performances are analyzed in terms of accuracy. The experiment resulted in the lead to the observations. i.e. Genetic Algorithm (GA) exhibits better performance than Naïve Bayes (NB) in the important respects of accuracy and comparison between the individual classifier and the hybrid classifier: it is clear that the hybrid classifier shows the significant improvement over the single classifiers.

Gautami Tripathi et.al. (2015) proposes a model for sentiment analysis of movie reviews using a combination of natural language processing and machine learning approaches. They have applied different data pre-processing schemes on the dataset, the behavior of two classifiers, Naïve Bayes and SVM, is investigated in combination with different feature selection schemes to obtain the results for sentiment analysis. The proposed model for sentiment analysis is extended to obtain the results for higher order n-grams. The classification results clearly show that Linear SVM gives more accuracy than Naïve Bayes classifier. Although many other previous works have also identified SVM as a better method.

Wamukekhe Everlyne Nasambu et.al. (2014) identifies ways of improving the prediction of product sales in mobile phones. Consequently, the study will realize a predictive model that will classify sentiments from social media and compute the probability and present an improved predictive model.

G. Vinodhini et.al. (2013) evaluate the effect of a feature reduction method with both Support Vector Machine and Naïve Bayes classifiers. For feature reduction method used is principal component analysis. The experiments are conducted using two classifiers, SVM and NB, on the product review data set. It is proved that the use of PCA as a feature reduction method is more accurate than Naïve Bayes and SVM as a classifier.

Nazeeh Ghatasheh (2014) evaluates the performance of various Machine learning algorithms for credit risk prediction and also many experiments from observation and literature are included in this paper. Finally, Author concludes with Random Forest Tree is overperformed among most other models i.e. Support Vector Machine, Artificial Neural Network, Genetic Programming, and Fuzzy Immune Learning also this model is having various advantages for business experts like competitive classification accuracy and simplicity because of such advantages the decision makers easily understand all the relation. Vijay Katkar et. al. (2015) presents a novel method of sales forecasting using fuzzy logic, data warehouse, and Naïve Bayesian classifier. Experiments are performed using sales data of five years collected from many shops located in different cities to prove the efficiency of the proposed mechanism.

K Netti (2017) applied Naïve Bayes Classifier on earthquake data which is available as RSS feed also called as GeoRSS data. It can be mapped onto any GIS software for determining the area of interest. However, if the data is dense identifying a particular area of interest could be very cumbersome. The author proposes an efficient model using Naïve Bayes Classifier to predict the outcome in GeoRSS data. In this paper author proved that applying Naïve Bayes Classifier on a data set like GeoRSS, gave better accuracy for identifying an exact location of the earthquake with specific magnitude.

Vidhya.K.A (2010) surveyed the various feature selection methods has been discussed and compared along with the metrics related to text document classification. From the survey the inference made is that the Naïve Bayes technique performs better and yields higher classification accuracy when combined with the other techniques.

1. Review processing and comparison with the proposed model

To compare the support vector machine and naïve bias we have taken Twitter user those who have given the review for products. There are many product review tweets are available social networking site out of these we have extracted 237300 records per data set.

The following figure is the outline of the proposed model.

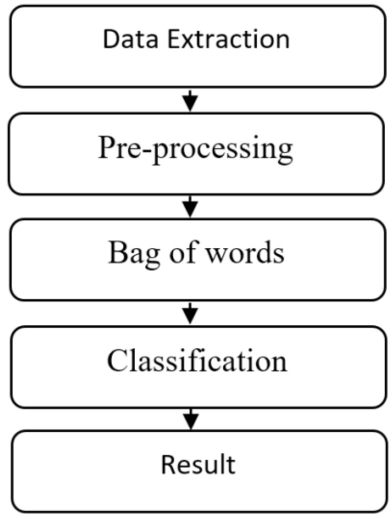

Figure 1. Proposed Model

a. Data Extraction

In this step, data is collected from the most famous microblogger site i.e. "Twitter". The numbers of tweets are too large so it is not possible to select the tweets manually; hence python language is used with "Tweepy.api" as an interface to extract tweets directly from Twitter. To extracting such tweets we need to generate the necessary credential i.e. for example, access_token, access_token_secret, consumer_key & consumer_key_secret, for establishing the connection from the authorized Twitter account. The extracted data is captured to a text file in the format of JSON (JavaScript Object Notation) because it is human-readable format as well as machine also easily parses it. By this step 237300 tweets have taken through Simple Random Sampling without replacement Technique.

b. Pre-processing of dataset

The pre-processing step is involved transferring raw data extracted with the machine to the human understandable format while extraction the data often comes with some unwanted symbols and links so to remove them and resolving such issue the data pre-processing is the important step it prepares the raw data for future processing. It always used in database driven like customer relationship management system and rule-based application like Neutral Network. The extracted data need to go through the series steps of pre-processing like Data Cleaning, Data Integration, Data Transformation, Data Reduction, and Data Discretization. These steps are used to clean the raw data contain Escaping HTML characters, Decoding data from "utf8" to "ASCII", Apostrophe Look up, Stop words removal, Punctuation removing, Expression removing, Standardizing the word, URL/link removing.

c. **Bags of words**

Those n-gram strategies likewise an arrangement of written words of length is used to build bags of words. It is a methodology that split the sentence to small words also assembly them by combining of n-grams. This stage might have been processed as follows:

- After the pre-processing stage, we got the review data, on that we applied Bags of words dependent upon the chosen n-gram (unigrams, bigrams, trigrams) model. Because the classifier does not understand the meaning of complete sentence we split the sentence into the words.

- N-gram models use simple word segmentation, apostrophes, parts of speech, phrases and so on to include specific properties.

- The words which are imported for specific build hashing term-frequency vectorizer that checks those

frequencies and set the numeric value for next stage i.e. classification stage also set the weight required for each word. It means a term frequency will check the importance of the word from the extracted review.
- The feature vector converts the words in unique value which is in the integer format i.e. Number and frequency is assigning to the word.

d. **Classification**

In this stage, the data set was gone through the Naïve Bayes and SVM classifiers. And check the classification accuracy of data with the help of following accuracy formula.

$$\text{Accuracy} = \frac{\sum_{i=1}^{l} \frac{tp_i + tn_i}{tp_i + fn_i + fp_i + tn_i}}{l} \times \mathbf{100}\%$$

Where, l is number of class, tpi is true positive classification, tni true negative classification, fpi is false positive classification, fni is false negative classification.

e. Results

As per the formula, we have checked the classification accuracy for 5 different datasets with both the technique and the result are as follows:

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	Naïve Bayes	Support Vector Machine
Data Set 1	44.01	42.99
Data Set 2	34.82	34.06
Data Set 3	24.66	22.84
Data Set 4	44.78	43.70
Data Set 5	45.22	44.06

Table 1: Accuracy

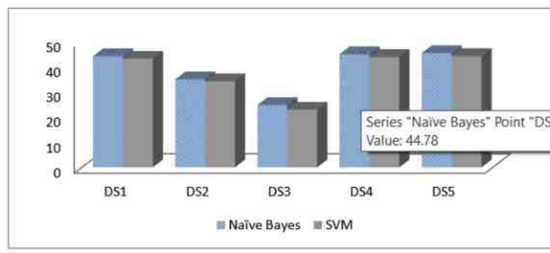

Figure 2: Graphical representation of accuracies

1. **Conclusion**

The most popular classifiers Naïve Bayes and Support Vector Machine are compared. The findings show that the Naïve Bayes multiclass classification method for Twitter product reviews achieved more classification accuracy (Minimum 24.66 % – Maximum 45.22%) as the comparison of Support Vector Machine. (Minimum 22.84% – Maximum 44.06%). The experimental result indicates that the classification method Naïve Bayes has more accuracy than SVM.

Finally, we conclude with the statement that the Naïve Bayes classifier is the best classifier that other one.

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Economic Policy Industrial and Agricultural Development Thailand

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Abstract

Economic policy industrial and agricultural in Thailand aimed of research1). To study economic development policy of Thailand. 2) To study impact of economic policy on industrial development of the Thailand. 3) To study various rural development schemes in Thailand and 4) to study impact of economic policy on rural development of the Thailand. Methods of data collection-To collect the data from textbook, magazine, newspapers, doctrines etc. Which are concerned with economic development polices. -Analyze the collected data, discuss with scholars and gave conclusion and suggestion. -To do documentary research only. growth. Pro-poor economic and industrial policies focus on increasing the economic returns to the productive factors that the poor possess, e.g. raising returns to unskilled labor. In the past, there was not much population. Agricultural production is for household consumption and among relatives, the rest is exchanged in society.

Keywords: economic policy industrial and agricultural development Thailand

Introduction

The majority of the country's population is in the countryside. Rural development is therefore an important issue that allows people to live well and be conventionally happy. In development, it must be carried out in many areas such as education, administration, public health, agriculture, industry and others because these will be the basis for occupation and employment of the people. In this regard, I would like to discuss only on agricultural development. The majority of the population, about 65 percent, are farmers living in rural areas. Agriculture is therefore the main occupation of farmers. If the development of agriculture is correct, then farmers will have more income and well-being.

The countries Accelerate economic and social development causes because they want to raise the standard of living and well-being while the economic development is aimed at increasing the national income level. Which is higher than the increase in the population in the country This is because the development of the country is possible - how little is dependent on the economic structure of that country.

In the past, there was not much population. Agricultural production is for household consumption and among relatives, the rest is exchanged in society. Later, when the population increased, the demand for food increased as well. Therefore, the production and consumption patterns were changed to produce for trading and in the end it is for commercial production When manufactured in trade, it requires a lot of farmland. Therefore, requires deforestation in order to obtain the area for planting until now, about 28 percent of the forest area is left in the whole area of the country, but still needs more productivity Expanding the production area is difficult. The possible way is to increase productivity per unit area. In increasing productivity, many production factors are needed, such as irrigation, fertilizers, pesticides and others, which require total capital. Increased productivity is sufficient to a certain extent, but it causes adverse consequences, such as rain, fall, seasonality, toxic air, degraded soil, waste water and others, resulting in more resource utilization. And pollution to living things Therefore, what to do, therefore, will develop agriculture for humans to have enough food for consumption and not destroy the environment.

Economics Development

A process that contributes to continuous economic prosperity over a long period of time that will enable the improvement of social conditions by focusing on raising the livelihood of the country Causing an increase in real income per person (per capita real income) over a long period of time in order to provide equal income distribution resulting in a better standard of living for the general public.

Which consists of the following elements

1. There is a high level of economic growth.
2. Continuous economic growth
3. There are improvements and changes in the appropriate social structure. Economic development is a long-term analysis aimed at increasing aggregate supply, increasing production efficiency in order to increase productivity of the economic system. Increasing use of resources or domestic employment

The Purpose of Economic Development

Every country in the world wants to raise the level of national economic development. Developed countries want to maintain good living standards and the wealth of the country. Developing countries want to raise the standard of living of people and increase the wealth of the country to be equivalent to developed countries. Can summarize the objectives of the country's economic development as follows

1. To increase the national income of the country by using various measures and policies Promote savings, investment, production which show better living conditions and economic status of people in the country.
2. To provide employment at a high level Unemployment will affect the economy and society of the country. Therefore, the government must find ways to promote investment in the country in order to create employment. People in the country have work. Stimulate consumption and domestic investment
3. Establishing and maintaining domestic product price stability means controlling domestic inflation to a reasonable level. Due to the increasing population, the country's economy is expanding. The amount of revolving funds increases. Opportunity to generate high domestic inflation The government therefore has to find ways to control inflation by using monetary and fiscal policies.
4. Distribution of income thoroughly and fairly When economic development is fully grown, the effects of development are not distributed to many people, considered an incomplete economic development. Must have income distribution Distribute wealth to people in the country equally so that the gap of income is less.

Economic growth and economic development

Economic growth is to expand production capacity of products and services by increasing the quantity and quality of resources. production factor and production efficiency which has resulted in higher GNP and Real **GNP per capita**

As for economic development, it is a process of steady growth and economic development for a long time. Which results in a higher income for the individual and an equal distribution of income Most people benefit from increased income equally. Can live comfortably with value and freedom in various fields Including changes in economic structure, society, political system, attitudes towards administrative education and social values by relying on the rate of economic growth (GNP Growth Rate) as a measure of economic development

There are 5 goals in economic and social development:

1. Higher income and standard of living
2. Better income distribution
3. Having a job

4. Conservation of natural resources and
5. Control of pollution pollution
Economic development has the following important concepts.
1. Balanced growth is a simultaneous investment in all parts of the national economy in order to create a system-wide connection. Because one industry will create a market And is the source of supply of other industries And should encourage international trade to expand the market.
2. Unbalanced growth is the only investment in industries with high interdependence rates. Making the country development to be fast but development is concentrated, resulting in a large distribution of income.
3. Balanced development is a development of both quantity, quality and fairness in society. Resulting in economic expansion coupled with income distribution and development distribution to the region as well as human resource development, quality of life, environment and natural resources.
Sustainable development is a development that maintains balance in terms of people, society, economy and environment both in terms of quality, quantity and fairness in society, continuously and consistently. Use resources to meet current needs without destroying the ability to use resources of people in the latter generation.

Thai Economic Development Guidelines
Economic growth of Thailand after using the development plan Counting at a relatively high level The expansion of the economy has changed from the agricultural sector, especially rice exports, as the main income of the country (Strong Rice Economy), which is to promote the development of the export industry. labor Low production costs Resulting in production advantages, able to compete in the world market, since Thailand has used the 1st Development Plan to date The structure and economic system of the country has changed dramatically. Can summarize the past development results as follows

1. Economic growth and income distribution problems
The production structure has changed from the agricultural sector to the industrial sector. Produce for export Free trade and investment opening as a result, the overall economy of the country is expanding rapidly but the growth is not uniform. The industry is concentrated only in large cities. There is an inequality of income distribution.
2. Economic growth and natural resource use problems
The cause of the expansion of products or national production, both in the agricultural and industrial sectors, which requires a lot of production factors, including limited natural resources Causing the invasion of forest land, water sources. The result is Natural resources deteriorate and rapidly disappear.
3. Depression and unemployment problems
In the past The government and people spend a lot of money. Including the popularity of using products from abroad Developing countries rely on large amounts of foreign capital and technology. Is the main reason that the Thai trade deficit has increased Resulting in a rapid decrease in international reserves.
4. Competition problems and competitiveness in Thailand
Trade and investment liberalization intensifies international competition. In addition to the cost of production that makes Thailand able to compete with foreign countries Important issues include policies and economic, political and social stability of the country. While the current situation of the country's competitiveness is declining continuously due to the increasing cost of labor Which results in the country having to improve the quality of the product Meet international standards
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National Development

Country development is economic development. To be able to produce and higher competition Environmental development for ecological balance Development of appropriate technology Psychological Development Including systemic rural development and effective results That said, this is important. And guidelines for future development in the country by focusing on the development of all aspects in order to increase the following potential

1. Agricultural development Is an agricultural product that can be used as a product that every nation can use, such as after crushing Powder making powder to cook food that is needed around the world, making it ready to add The value of the product

2. Educational promotion industry in calculation - foreign languages For dealing with other countries around the world for trade, investment, calculation is suitable With financial engineering, scientific systems Biology physics Caused by calculations Therefore, education should be improved, accelerated to be effective. Correctly for the development of science and technology Concluded that privatization is effective in the industry of dependency seeking Foreign technology in the field of technology engineering, so Thailand is definitely not worthy of losing American and Japanese.

3. Promoting the quality of life of Thai people Encourage laws that are suitable for social justice. Prevent and suppress social problems Promote education to suit the changing of the country if Thailand is a country That the change of education and morality is a religion that is consistent with proper technology

4. Develop national level to be capable of politics Contacting the country administration Including the ethics of the ruling class

5. Develop the Army Air Force system to be a formidable force In order to prevent the country that is a bullying and to negotiate various aspects to see Our country is awesome. And as a potential for defense, which will create confidence in the military system as Americans interact with other countries effectively.

Important factors in national development consist of the following important factors:

1. Economic factors Consists of important elements, namely, natural resource capital Human resources, entrepreneurs and technology

1.1 Capital (Capital) Capital is an important factor. Is the key to economic growth The important thing of development is Diversification and sufficient investment to achieve the goals set forth in the National Economic and Social Development Plan.

1.2 Natural Resources Natural Resources and the environment has benefits such as forests, wildlife, land, minerals, oil, natural gas, etc. and is important to human life by using these resources in economic development Natural resources are important factors for national development. If any country has many resources Will make that country, there are many opportunities to develop. But must know to use it to have sufficient benefits used effectively and there are ongoing developments that will make that country Can have sustainable natural resources

1.2.1 Make people better The government has managed the natural resources for economic benefits.

1.2.2 Natural resources are fundamental factors for agricultural development, tourism service industry. Causing revenue both directly from the manufacturing sector and service

1.2.3 Utilizing natural resources for various uses That generates income Such as digging natural gas, various minerals used to substitute for import and can also be exported to foreign countries Cause income to develop the country

1.2.4 Natural resources Can be used to build electric power plants Generate electricity for public consumption, such as bringing minerals, coal, natural gas, oil and water energy.

1.2.5 Natural resources, rental of forests, sea water sources, waterfalls, mountains, etc., used as a resting place and a tourist attraction Can be a revenue to develop the country

1.2.6 Used in transportation such as sea, river, canal, can be used to transport raw materials, goods and travel of people. Support trade for economic development

1.3 Human Capital is an important factor affecting the economic development of the country by emphasizing on the efficiency and value of the population as the principle of population education. Covers gender, age, education level, working conditions, fertility, birth rate, mortality rate and migration rate, etc. The quality of people Is a production unit that is important to the economy and develop quickly 1.4 Entrepreneurship is considered an economic factor. Affecting image production and economic development The entrepreneur therefore has a duty and the role of real economic.

Development in the country

The duty to decide the production of products and services that will produce what amount will choose the factors in production. Is the right choice of technology for production Product and service market expansion Is a burden of risk and various uncertainties arising from the investment Entrepreneurs have such duties in order for the business to operate efficiently.

1.5 Technological advances Resulting in increased efficiency and productivity of products and services Causing changes in employment Income Distribution Market Structure Trade and investment Which makes the economy and society change Due to technological advances.

2. Political factors

Political factors are important factors. And influencing economic development Political concepts or political philosophy has many forms Each model has a different influence on the economy and business. Such as socialism, liberal or communist political systems, etc. In addition, the economic policy guidelines are related. Or can change under the political framework, such as political stability governing form and management can be described as follows

2.1 Political stability peaceful country Without war, political system
In the country continue to run smoothly Countries with political stability Will make people, businessmen, investors have confidence in their careers The government can set policies and set measures in the full development

2.2 Administrative form Affecting economic and social development such as the communist system Socialist systems, liberal systems, etc. The government system, no matter which system If the parents of the country Lack of responsibility, lack of honesty, lack of vision Aim to seek personal benefits Cannot lead the country to succeed in economic development Therefore, in the development of the country must be a country manager must have real intention. Capable of brainstorming, cooperation from the people in the country to enable the country to achieve economic, social and environmental development

2.3 Management Parents in addition to having a vision Strategic Planning National policy on economic and social plans Management of the country to achieve the objectives as specified to develop the economy, create a society and manage the politics to be stable 2. Political factors

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3. Social factors

Include values, relationships of individuals, families, social classes Religion and culture Values are things that people who are interested in wanting to be or are living with various values, such as Social psychology values include obedience to adults, love, solitude, ethical values that are believed in religion, law of karma, adherence to mercy, political values such as adhering to the rule of democracy Uphold the needs of the people Personal relationship Individuals have membership Being a part of society, having a relationship related to the group that they are members of. The family is considered the smallest institution. The family has contributed to instilling values for family members to reason, dare to think, dare to make honest decisions and so on. It is considered a valuable human resource for economic development. And social classes Religion and culture It is considered to have a great influence on individuals with teachings and practices in various religions. There are practices and things to instill faith. Values for people Is a stimulator or hinder economic development.

Strategy to adjust the economic structure to be balanced and sustainable

Focus on Production structure adjustment to increase productivity and value of products and services on the base Knowledge and being Thai By restructuring the agricultural sector Industrial sector And service sectors that use cluster development processes and supply chains Including community networks based on modern knowledge Local wisdom and Thai culture And biodiversity To create high quality and high value products Have brand recognition in the market Including creating a good investment atmosphere To attract foreign investment And promote Thai investment abroad As well as systematic knowledge management Infrastructure development and logistics system Organizational reform Regulatory updates And develop standard systems in various fields Including the implementation of international trade policies to support the restructuring of production and increase the competitiveness of the country

Immunization of the economy by effectively managing the overall economy to maintain stability Economic stability and supporting the restructuring of production by raising funds to the sector Efficient production develop state enterprises to operate efficiently on the principles of good management in order to enable efficient use of resources and maximum welfare for the delivery country. Enhance systematic savings to be a source of funding and guarantee people's lives and increase energy efficiency and the development of alternative energy sources for Reduce dependence on energy imports and save foreign currency Supporting fair competition and distribution of benefits from development Fairly By promoting competition, conducting business in a free, fair and anti-monopoly system Spreading the development of infrastructure to a balanced and fair region allowing people to access the service thoroughly, sufficiently and in accordance with the needs of the area Increase the efficiency and coverage of the foundation's financial services Able to support community development and foundation economy by strengthening community financial organizations Including implementing fiscal policies to promote income distribution by distributing the power of taxation Budgeting and disbursement And indebtedness under the framework of fiscal discipline to the local.

Industrial development in Thailand

Development "means making progress, improving the industry, therefore means that the industrial sector grows The term industrial development in English is industrial development, but there is another term that is commonly used. industrialization in these two English words has some different meanings. The term industrial development refers to industrial development, but the term industrialization Meaning to make or become an industrial economy If any country has Industrial activities, such as manufactured products and employment in the industrial sector of the country, will have a higher proportion. We tend to call countries that have the prosperity of the industry as industrial countries. There may be underdevelopment of the industry in some aspects, such as having obsolete technology or have low production efficiency. However, the term industrial development with industrialization Often used to mix Which means the growth of the industry Which is a characteristic of industrial development.

Countries often hold industrial development as one of the important goals for development leading to economic growth efficient use of resources and make the people earn and have a higher standard of living Industrial development is therefore considered an important way to make economic progress. And lead to prosperity in other areas Such as technology development and quality of people for this reason, the term "industrial development" and "economic development" are mixed and some people have the same meaning.

Changes in the Thai industry

Originally, Thailand had developed the industry to a limited extent. In the Ayutthaya and early Rattanakosin period Major industries mainly produce handicraft products. And processing of agricultural products easily Later, there was a rice mill, sawmill, brewery, brewery, sugar factory and cement plant that had characteristics as industrial plants. Over a period of ten years after World War II Industrial development policy focuses on investment by the state. Have established state enterprises to produce many industrial products There are many industrial products manufactured by state enterprises, such as textiles, sugar, paper, weaving, sacks, policies of state enterprises in general, inefficient. And private enterprises are reluctant to invest in manufacturing industrial products Because they have to compete with state enterprises The industry caused by private investment at that time was not much. And most of them are small, such as rice mills, sawmills, and handicrafts by the government to support the construction of utilities such as the improvement of electric power And transportation This proposal has been implemented by the Thai government in the future.In the year 1960, there was an enactment of the investment Promotion Act. In order to provide benefits to investors according to this Act, education in the development of Thai industry Therefore considered that Thailand entered the era with a new industry since about 1960. Since then, there have been many new industries. There is foreign investment in many industries such as electrical appliances industry car and motorcycle assembly, chemicals and textiles, etc.

Industrial development during the first 10 years from 1960 to 1969, emphasizing import substitution strategies. Production of products to replace products before that. Imported for domestic sales Including products that are composed of parts such as car assembly and electrical appliances Subsequently, during the 3rd Economic Development Plan (1972-1976), the export industry began to increase. This has occurred for many reasons: some import substitution industries have started to slow down. And there is much criticism that The import substitution in the industry has helped to save a lot of the country's currency. Because of the capital goods intermediate products and most raw materials rely on imports It also results in the concentration of industrial plants near Bangkok. Because the factory is located in a nearby market place and in areas with complete facilities Those scholars at that time supported the export promotion strategy in industrial products. Because that the development of exports makes the industry more efficient There is economies of scale because there is a world market as a market. And Thailand has labor advantages and agricultural raw materials Seeing new industrial countries such as South Korea and Taiwan that have a very high economic growth rate from export development Also affects the concept of industrial development as well.

Conclusion

Summary of the guidelines for the development of agriculture in Thailand for farmers to have sustainable happiness encourage "professional farmers" to be both "researchers" who use their own "farms" as "laboratories" and "teachers in the land" that use "master farms" that have developed into "classrooms" and " Training field "for farmers in communities and nearby areas by all sectors involved, to cooperate together to encourage reinforcement

Such thinking framework is to enhance the capacity of farmers from the foundation of local wisdom. And then continue with research in farm operations by professional farmers Which will help drive the drive along All over the country Even livestock and fisheries use this framework. And should use a prototype farm as a learning resource for students of the College of Agriculture in the local area in order to create quality farmers in the future to continue the country's agriculture.

The process of creating a professional farmer to increase rapidly and economically should start from (1) creating a map of "professional farmers" in the community (2) organizing a forum to exchange knowledge about the ideas and local wisdom of professional farmers that (3) Encourage imitations to build up through research in farm operations by professional farmers (4) Decipher the ideas, knowledge and experience gained from the experiment. And organizing a forum to exchange knowledge with the outside, such as academics, farmers, professionals from other communities, etc. (5) encouraging and encouraging new imagination and create a suitable management system (6) use a successful model as a learning resource for farmers in the community and (7) promote group integration Create a network and collaborating with more diverse development partners.

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