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## Proceedings

# The 5<sup>th</sup> National and International Conference on Sustainable Community Development

Khon Kaen University

**“The Future of  
Development  
Towards Stability,  
Prosperity and  
Sustainability in the  
ASEAN Community”**

December 24-25, 2015

At Centara Hotel & Convention Centre, Khon Kaen



## Preface

Research and Technology Transfer Affairs Division Khon Kaen University has assigned the Research and Development Institute as well as various departments of the University including the Faculty of Humanities and Social Sciences, College of Local Administration, ASEAN Studies Center, The Office of North Eastern Development Cooperation, Khon Kaen University Library, and Bureau of Academic Service to host the 5th National and International Conference on Sustainable Rural Development entitled "Future of Rural Development: Toward a Prosperous and Sustainable ASEAN Community". In this, the University has received supports from outside agencies acting as co-hosts, namely, the Thai Research Fund, Social Development Health Affairs Division, Local Development Institute, and Kow Yoo Hah Company Limited. In this, the objective is to publish scholarly works on community development that consistent with development strategy and policy that aim to improve the quality of life of the citizens that fit with a prosperous and sustainable ASEAN community in the future. Moreover, the Conference allows researchers, academics and graduates both nationally and internationally to develop their own field of studies through presentations and discussions. Over three days, over 200 paper and poster presentations will be given in various fields of studies with world-renowned experts attending as keynote speakers. Further, numerous special lectures will also be given by experts with additional exhibitions shown during break-out sessions by related agencies and sponsors. And after the conference was finished, RDI had made the proceedings to disseminate the conference.

The Conference committee would like to thank departments, faculties, researchers, academics, students and graduates from various educational institutions and agencies in submitting their research for presentations and exhibitions. Great appreciations also go to officials, administrators, lecturers, staffs, students and other individuals from various institutions who has supported the committee as co-hosts. Finally, the committee would like to thank general public who has registered to attend the conference. All of the supports mentioned above make it possible for the conference to achieve its objectives and goals in all aspects.

Research and Technology Transfer Affairs Division Khon Kaen University

January 2016

# The 5<sup>th</sup> National and International Conference on Sustainable Community Development

## “The Future of Development towards Stability, Prosperity and Sustainability in the ASEAN Community

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### 1. Rationale

In 2015, Thailand will officially become a member of the ASEAN Community, which represents a regional attempt for countries to unite under one community of collective assistance and sharing. ASEAN represents one vision, one identity, and one community built on a concept of strengthening and improving the negotiating power of regional Asian nations. ASEAN harnesses the power and determination of more than 600 million people and was engineered to become a powerful competitor on the global economic stage. The effects of globalization have fueled intense international competition, especially with existing and emerging superpowers. In order to successfully compete in this increasingly competitive global marketplace, the ASEAN Community was designed around 3 fundamental pillars, those being:

1. ASEAN Security Community - ASC, which focuses on the peaceful coexistence of member countries in the region
2. ASEAN Economic Community - AEC, which is focuses on economic integration and facilitating trade among members
3. ASEAN Socio-Cultural Community- ASCC, which is intended to enable the populations and countries of ASEAN to live together under the concept of assistance with social welfare and human security

As a member of the ASEAN Community, Thailand will benefit through increased national security, political stability, exports and trade, service opportunities, and social security. In order to do its part in the ASEAN assimilation process, Thailand will have to make adjustments to accommodate changes in all affected environments under the national policy leading by Prime Minister Gen.Prayut Chan-ocha to prepare and get ready for joining ASEAN in 11 aspects. The Thai population, especially in rural areas, will have to be made aware of the coming changes and develop strategies to both meet and exceed the demands of change.

Khon Kaen University plays an important role in learning and development, problem solving, and community development, especially in the Northeast region of Thailand. The community has come to expect and rely upon Khon Kaen University for guidance and leadership through times of

change and development for the better. In keeping with this tradition of leadership, Khon Kaen University has organized the national and international conference on sustainable community development for the past 4 years with the main focus on the ASEAN Community with the aim to offer consistency in presentations of work and exchange of knowledge as well as brainstorming among national and international researchers, academics as well as network members and stakeholders. This is done to search for methods for sustainable development of communities and to disseminate knowledge into the community aiming for creating stability, prosperity and sustainability in accordance with national vision and policy. This is the future image of the community, society and nation and makes entry into the ASEAN community adhere to the vision, identity and aims of the ASEAN community.

## **2. Conference objectives**

2.1 To publish academic works relating to rural development that relate to ASEAN community integration, as well as other essential work by researchers, both nationally and internationally

2.2 To support research work in rural development so it can be used to develop quality of life for domestic and international rural populations

2.3 To discuss ideas and methods that will help prepare local people and the greater community to successfully assimilate into the ASEAN community

## **3. Anticipated results**

3.1. Research in the area of rural development to be published in academic circles and effectively transferred into the community for collective community benefit.

3.2. To acquire methods that will allow communities to effectively accommodate forthcoming changes relating to ASEAN 2015.

3.3. To have researchers in higher education, local organizations, local administrations, village communities, and other interested parties present their research, domestically and/or internationally.

#### **4. The format of the meeting**

- 4.1 The keynote address by national experts.
- 4.2 The roundtable discussion (Inter panel Discussion) platform developed ASEAN community by developers from Thailand. And neighboring countries in ASEAN community
- 4.3 Presentation article / contribution of invited experts in the Semi Panel Symposium.
- 4.4 Academic presentations both Oral Presentation and Poster Presentation.
- 4.5 Platform offers a vision of the future development of the city / community.
- 4.6 The exhibition presents the work involved in the Success Model, Success Case.

#### **5. Themes and topics under the conference titles:**

##### **5.1 Local Community Economy**

- 5.1.1 The development of community enterprises and SMEs
- 5.1.2 Development of community strength, Network for Local Development
- 5.1.3 Development to raise the quality of products and agricultural products.
- 5.1.4 Linking agricultural goods into agricultural processing industries
- 5.1.5 Transport and logistics
- 5.1.6 Products transfer, services, investment, and labor mobility
- 5.1.7 Linking tourism with the local culture.
- 5.1.8 Tourism development to blend in with the lifestyle and culture.
- 5.1.9 Skills development and quality of life of older workers.

##### **5.2 community Self-Reliance and Self Management**

- 5.2.1 Sufficiency economy and self-reliance of local communities
- 5.2.2 Self-management of the local community.
- 5.2.3 Family Development Network Community and civil society
- 5.2.4 Development of tourism merged with local ways of life and culture
- 5.2.5 Format and learning process with the local community.
- 5.2.6 Innovation and Technology at the local and community development.

##### **5.3 Food and Agriculture**

- 5.3.1 Food safety
- 5.3.2 Food from local wisdom and culture.
- 5.3.3 Food Safety and health food.
- 5.3.4 Sustainable Agriculture and Alternative Agriculture.
- 5.3.5 Development of crops and livestock that fit the local context.
- 5.3.6 Agricultural Development for the state of climate change.

## **5.4 Health Promotion among People in the Community**

- 5.4.1 The prevention, treatment, surveillance and restore the health of people and communities.
- 5.4.2 Thailand medicine and alternative medicine community.
- 5.4.3 Self-reliant community health.
- 5.4.4 Physical activity and lifestyle.
- 5.4.5 Quality of life by age

## **5.5 Natural Resources and Environment**

- 5.5.1 Security s resources of the local community.
- 5.5.2 Management of disputes over natural resources
- 5.5.3 Management and control of natural disasters
- 5.5.4 Management processes for the environment in the Agricultural sector and manufacturing
- 5.5.5 Management of air and water pollution and garbage in community
- 5.5.6 Technology and Energy Management
- 5.5.7 Changing climate conditions and the adjustment of the Community.

## **5.6 Society and Culture**

- 5.6.1 Culture and Tradition
- 5.6.2 Religion and Development
- 5.6.3 Language and Literature
- 5.6.4 Art and Performance
- 5.6.5 Educational Development
- 5.6.6 Elderly people and Aging Society

## **6. Target consists of approximately 300 participants**

- 6.1 Academic and Researchers for Rural Development in national level and international level.
- 6.2 Administrators from universities in Thailand and other countries.
- 6.3 Representatives from provincial government, local administration, community research network, NGOs, private sectors and scholars.
- 6.4 Students and general audiences

## **7. For more details, please visit website <http://cscd2015.kku.ac.th>**

## **8. Date, and Venue**

Date : December 24-25, 2015

Venue : Centara Hotel & Convention Centre, Khon Kaen

## Tentative

### The 5<sup>th</sup> National and International Conference on Sustainable Community Development

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Date	Time	Activities
24 December 2015	08.00- 10.00	Registration/ Exhibition of Community Development Projects
	10.00 - 10.30	Opening ceremony by Prof. Dr. Supachai Pathumnakul, KKU Vice president for Research and Technology Transfer
	10.30 - 11.45	Keynote Speech I : M.R. DisanuddaDiskul, President of Institute for Promotion and Development Foundation initiated by His Majesty King
	11.45 -12.00	Award ceremony
	12.00 - 13.00	Lunch
	13.00 - 14.00	Keynote Speech II : Prof. Dr. Kanok Wongtrangan, Consultant of the Office of Northeastern Development Cooperation
	14.00 – 15.00	Keynote Speech III : Dr. Pholdej Pinprateep, Director of Local Development Institute
	15.00 – 18.00	Oral presentation each theme ( 8 rooms )
	15.00 – 18.00	Poster presentation
	18.00 – 20.30	Dinner talk on Khon Kaen Community Development for the Next Decade
25 December 2015	8.00 - 9.00	Registration/ Exhibition of Community Development Projects
	9.00 – 10.30	Panel Session I : Community Development under the Sufficiency economic philosophy
	10.30 -12.00	Oral presentation ( 6 rooms)
	12.00 - 13.00	Lunch
	13.00 – 14.00	Keynote Speech IV : Prof. Dr. Suthipun Jitpimonmas, Director of The Thailand Research Fund (TRF)
	14.10 – 15.00	Award ceremony and Closing Speech



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### **Theme : Community Self-Reliance and Self Management**

Assit.Prof.Dr.Siwach Sripokangkul

### **Theme : Food and Agriculture**

Assoc.Prof.Dr.Suchint Simaraks

### **Theme : Health Promotion among People in the Community**

Assoc.Prof.Dr.Orawan Buranruk

### **Theme : Natural Resources and Environment**

Dr.Harit Intakanok

### **Theme : Society and Culture**

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## Local Wisdom Knowledge Management, Smarter Technology and Reputation of the Community Silk Manufacturer

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### Abstract

This study aimed to investigate the impact of local wisdom knowledge management and smarter technology on the reputation of the community silk manufacturer. The resource base view of firm theory was employed to describe the conceptual frame work. The samples of the study were 448 who were silk manufacturers attending the Institute of Sericulture Sirikit National Memorial Queen of Buriram silk competition which was held between 11-12 March 2015. Overall, the results indicated that the knowledge management indigenous knowledge and technology awareness had positive to businesses reputation. Theoretical and managerial contributions were explicitly. The results were useful for silk manufacturer for personnel management and the government officer to encourage the silk productivity.

**Key Words :** Local wisdom knowledge management, Smarter technology, Reputation of the community silk manufacture

### Introduction

Nowadays, if the country is full of prosperity, peaceful social, well-being people, it should be required cooperation from several parties such as: the government sets policy, Government agencies, national, regional, and local put those policies into practice to achieve success is clearly substantial. In addition to government agencies that are providing support to a civilized nation, local and community agencies must be trying to strengthen their own community. The strengthening of community that comes from leaders, people in the community and the monetization of people in the community.

Thailand has used the concept of His Majesty King Bhumibol Adulyadej on the sufficiency economy to the development

community and community enterprise or (Small and Micro community Enterprise - SMCE) is the business community that use the principle of sufficiency economy principle for operation. However, Community Enterprise refers to the integration of community members carried out by the inputs available in production based on creativity, local knowledge to a product, goods or service And be sold to be an income of communities. So this Community Enterprise, is another way to help the community to have peace and prosperity.

In Buriram, a province in the southern part of northeastern of Thailand and Buriram has promoted community and manufacturers of silk, and now Buriram silk is famous and recognized by the public, both regionally and nationally. However, the silk manufacturer community

recognized that there are many factors involved such as leaders, members and the support of government agencies. Thus, from the foregoing, leading to the concept of community and the famous silk manufacturer, the objective of the study will be presented in the following order:

**Objectives of the study**

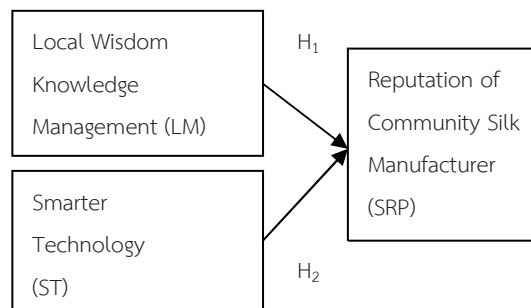
1. To study the local wisdom knowledge management that can affect the reputation of the community silk manufacturer.
2. To study the use of smarter technology that affect the reputation of the Community silk manufacturer.

The remainder of this paper is organized as follows. The next section reviews existing significant literature in the areas and streams of local wisdom knowledge management, smarter technology, and reputation of the community silk manufacturer. Second, it links between concept of the aforementioned variables, and develops the key research hypotheses of those relationships. The third section, obviously reports the methodology, including data collection, measurements, and statistics. Finally the study presents the analysis of results and corresponding discussions, contributions, and offer suggestions for future directions together with the contribution.

**Theoretical Foundation**

In this study, the researcher put the theory of resource base organization or Resource-based View: RBV is said; The basic theory of corporate resources (Resource Base View of the Firm), any organization with resources with the value that is added to the income, is rare, unlike imitation. And it may not

use any substitute (Barney, 1991). If the organization has with the availability of resources, it will make the organization a competitive advantage because the organization has the resources to respond to changes in the external environment (Werner elf, 1984). While Barney Bay (Barney, 1991) presents a concept that refers to resource assets (assets), capacity (capabilities), the organization of work (organization process) identity of the business or property (firm attributes), information technology (information) knowledge (knowledge) in which these resources organization is accessible and controllable. Hence, the RBV supported the conceptual in this study and this study have three variable of the conceptual show that Figure 1.



**Fig 1.** The conceptual research

**Definition terms**

**Local wisdom knowledge management (LM)** refers to the body of knowledge that exists in a person who is willing to transfer knowledge, expertise on the production of silk, the process of silk production in stages, the described techniques and tips of silk production including to the willingness of the learners to learn in silk production, silk production from natural colors and silk designs.

*Hypothesis 1 Local wisdom knowledge management has the positively on the reputation of community silk manufacturer .*

**Smarter Technology (ST)** means bringing information technology to support learning and silk production, such as notes about the production of silk with video, navigation technology used in the striped silk as recorded by the computer, silk publicity through internet and social networking to keep customers informed about the products to the enterprise community, the use of social networks for communication of silk manufacturer.

*Hypothesis 2 Technology intelligent has the positively on the has the positively on the reputation of community silk manufacturer .*

**Reputation of community silk manufacturer (RCM)** means silk products have been well accepted by customers. Old customers buy more, new customers come to shop, with a growing number of customers in the province, extended to the regional and national levels.

## Methodology

This study collected data from silk manufacturers in silk competition, Competition of food production sericulture and Buriram silk contest which was held between 11-12 March 2015, at the Institute of Sericulture Sirikit National Memorial Queen (Buriram). The database of silk manufacturer registered with the center, sericulture has a total of 1500. Data collection with questionnaire and return 448 completely.

In this study, researchers used questionnaires to the scrutiny of three qualified persons and be improved to perfection and then try out with a population of silk manufacturer in Surin Province, which looks similar to the sample by using a sample of 30 people. The data were analyzed for reliability by the alpha coefficient of Cronbach (Cronbach Alpha Coefficient), ranged from 0.584 to 0.841, which is considered the threshold for acceptance. The validity of the tool by using weight factors (Factor loading) of each variable must be a value of 0.4 or above (Hair. 2006: 340) in this study, the weight factor of 0.575- 0.951 (Nunnally and Berstein. 1994: 340 and Bucklin and Sanjit.1993: 230).

**Table 1 Results of Measure Validation ( N=30)**

Variable (Items)	Factor Loadings	Cronbach Alpha
LM	.447-.761	.523
ST	.677-.760	.676
RCM	.731-.884	.817

Before analysis using statistical regression (Regression Analysis) to avoid problems multicollinearity, which this variable is associated with each other too much so it turns to the same variable. If a problem multicollinearity. the correlation of more variable .80 ( Stevens,2002), which is indicated by means of Pearson's correlation coefficient. And see which ranged from the VIFs. but no more than 10 Neter, Wasserman and Kutner (1985), so in this study considered each variable has no multicollinearity problem according to Table 2

**Table 2 Descriptive statistics and correlation matrix (N=448)**

Variables	LM	ST	RCM
Mean	4.495	4.344	4.346
S.D	.799	.491	.722
LM	1		
ST	.565***	1	
RCM	.518***	.425***	1

p<.01 = \*\*\*, p<.05 = \*\*

After preliminary tests, then data were analyzed with a computer using statistical package for social science research, using descriptive statistics, the statistics and regression analysis in order to measure the relationship between variables by the below equation.

$$\text{Equation 1: } RCM = \beta_{01} + \beta_{02}LM + \epsilon_1$$

$$\text{Equation 2: } RCM = \beta_{03} + \beta_{04}ST + \epsilon_2$$

$$\text{Equation 3: } RCM = \beta_{05} + \beta_{06}LM + \beta_{07}ST + \epsilon_3$$

## Results

Table 3 shows the results of the regression coefficient of factors related to local knowledge management wisdom and using smarter technology that affects the reputation of the community enterprise. Case study from Mudmee manufacturer as shown in the first and second hypotheses and equations 1 and 2.

The results support the hypothesis 1 that organization with the persons with knowledge and transfer of knowledge from generation to generation (Liu, Song and Cai, 2014). Meanwhile, those who learn it intends to recognize it makes knowledge more effectively. And will result in a product of the agency effective and accepted by customers, **Hypothesis H1 was supported.** (H1:  $b_1 = .665$ ,  $p < 0.10$ ).

Furthermore, the assumption 2 mentioned that the past research shows that the organizations with technology used to support operations, data collection, transfer the use of technology in communication between staffs (Engelen, Schmidt, Strenger, and Brettel, 2014). Communication with customers, it makes operational efficiency at the same time if organizations take the technology used in the design. The creative process was to make the organization a success (Wang, Hult, Ketchen, and Ahmed .2009). The results of this study support the hypothesis two, **Hypothesis H2 was supported.** (H2:  $b_1 = .693$ ,  $p < 0.10$ ).

**Table 3 Results of OLS Regression analysis**

Independent Variables	Dependent Variables		
	RCM	RCM	RCM
	(1)	(2)	(3)
LM	.665*** (.035)		.329*** (.050)
ST		.693*** (.034)	.443*** (.050)
Adjust R <sup>2</sup>	.442	.479	.524
VIF	1.419	1.145	1.324

p<.01 = \*\*\*, p<.05 = \*\*

## Discussion and Conclusions

The study is the only study the concept of knowledge management, local knowledge and using technology wisely. This affects the reputation of the Community Enterprise case studies silk of Buriram. This is a theoretical resource base organization. Description Framework, the study found that two variables have a positive effect on the reputation of the

Community Enterprise. However, the results were beneficial to the production of silk and data for government agencies in supporting Community Enterprise that produce silk. Despite study should be further studied other variables such as creativity or marketing studies or blended to obtain more knowledge or marketing or integrated studies to obtain more knowledge.

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