

# THE 2<sup>ND</sup> THAI AUSTRALIAN BUSINESS STUDIES CONFERENCE

## REGIONALISATION, SKILLS DEVELOPMENT AND THAILAND

### Welcome to the 2<sup>nd</sup> Thai Australian business studies conference

On behalf of the conference committee of this conference, I would like to extend a warm welcome to researchers, academics in Thai and business studies, and 'friends of Thailand' joining us in Melbourne for what promises to be a refreshing, innovative and stimulating conference on contemporary Thai and Australian business and management.

This year we have been pleased to be able to work with the Graduate School of Commerce, Burapha University and RMIT's Centre for Business Education (CBER). Their contributions to this conference are significant. It is my hope that papers and presentations from this conference will give us some interesting and profound 'ideas' on challenges of modern management in Thailand and South East Asian from both Australian and Thai perspectives.

Finally, I hope this event will promote dialogues among young researchers in our discipline and strengthen academic bonds among Australia, Thailand and other countries in South East Asia.

Welcome to the conference!

#### **Associate Professor Nattavud Pimpa**

Conference Convenor 2014  
School of Management, RMIT University

#### **Guest Speakers**

**Dr Simon Wallace**  
(Honorary Consul General)

Royal Thai Consulate General, Melbourne

Simon Wallace was born in Yorkshire in the United Kingdom and came to Australia with his wife Vacharee in 1978. He has represented Thailand, here in Victoria, for over twenty five years, originally as Honorary Consul and then as Honorary Consul General. For many years he was both a dentist and an honorary diplomat. He has now hung up his drill to concentrate on representing and promoting Thailand.

**Associate Professor Nattavud Pimpa**

School of Management,  
College of Business  
RMIT University

Dr Pimpa has been exploring various issues in international business in South East Asia. His projects include the corporate social responsibility and international business in South East Asia, mining and women empowerment in Thailand and Laos, Business-to-Business values and relationship in Thailand, international leadership in Australia. Prior to joining RMIT, he worked in various projects at the Ministry of Education (Thailand), Monash University, Burapha University, and British Council.

This conference is proudly supported by The Graduate School of Commerce, Burapha University the School of Management and Centre for Business Education Research, RMIT University



**8.45 am – 9.00 am Registration / Coffee**

**9.00am – 9.30 am Welcome/Opening Address**

**Level 9, Room 12**

**Welcome**

**Professor Gill Palmer**  
(Vice Chancellor and President)

**Professor Pauline Stanton,**  
(Head, School of Management)

**Dr Simon Wallace,**  
(Honorary Consul General, Royal Thai Consulate General, Melbourne)

**9.30 am – 10.30 am**

**Session 1: Skills and Organisation in the Thai context**

**Level 9, Room 12**

**Skills development in English language teachers in Thai higher education: towards learner-centred learning?**  
*Anyarat Tandamrong, Monash University*

Since 1999, with the passing of the Education Act: An Education Reform Act for Future Development of the Thai people, all teachers in all sectors of education in Thailand have been required to employ learner-centred pedagogy. However, fifteen years after the passing of this act there is little evidence of teachers implementing its requirements. Some researchers suggest that learner-centred education (LCE) is difficult to apply due to numbers of factors including teachers' lack of knowledge of what it is (Punthumasen, 2007), and insufficient support (Wichadee, 2011; Noom-ura, 2013). This paper reports on a PhD study in progress where I am investigating three dimensions of teachers' beliefs and practices in university settings. These dimensions are: (1) teachers' understandings of LCE; (2) teachers' perceptions of their academic/professional identities (as teachers and learners); and (3) teachers' experiences of professional learning/development. A qualitative case study involves interviewing and observing Thai English language teachers in contrasting university settings in Thailand, and utilising narrative inquiry methods to construct critical accounts of teachers' stories, experiences, and practices.

**Quality of work life and stress influencing organizational commitment of professional nurses in private hospitals in Chon Buri province**

*Pimjai Lertsisuwattana, Somchai Yingyuen, Sonkhla Hongswanat, Khemya Khiniman  
Phairin Thongpharp and Penphicha Kasemphongthongdee Burapha University*

This research study focuses on the relationship between a quality of work life, stress level and organizational commitment of professional nurses in the private hospitals in Chon Buri Province. The subjects included 299 professional nurses from eight private hospitals. The data were collected a mean of questionnaire survey. The statistics to analyse the data were frequency, percentage, mean, standard deviation, Correlation coefficient, ANCOVA and ANOVA. The majority of the participants were female, in the age of 25-35, had 1-2 years of work experience, were single and worked in Patient Department, earned more than 30,001 baht monthly. Most subjects had moderate level of stress with the overall quality of work life and organizational commitment at the high level. The results showed a positive correlation ( $p < .05$ ) between a quality of work life and organizational commitment. A quality of work life correlated to organizational commitment with no difference when gender, work length, marital status and working department. Moreover, it found that different level of stress positively affected to organizational commitment ( $p < .05$ ). The research findings suggested that nurse with low level of stress had the higher organizational commitment than nurses with moderate, high and severe level, respectively.

**International mining, empowerment and skills development for women: Stories from mining industry in Thailand**

*Nattavud Pimpa, RMIT University; Brigitte Tenni, The University of Melbourne; Sheree Gregory, RMIT University and Timothy Moore, The University of Melbourne*

International mining industry has long been one of the major contributors to the development of modern Thai economy. Despite the criticisms on its environmental and social impacts, the benefits of mining industry to the local community can be eclectic. At this stage, the impacts of mining



industry in Thailand on women and girls remain unclear. This study examines perspectives of villagers and the community leaders in a mining community in the central of Thailand. The approach for this research project is phenomenography, in order to understand experiences and stories from the community. The key findings from the mining community in Thailand confirm two approaches that mining multinational corporations use to empower women. They include (1) peer-to-peer vocational and professional group, (2) modern recruitment and retention policies, and (3) community-based activities for women. The results also confirm certain characteristics of public-private partnership under the current socio-political system in Thailand.

### 10.30 am – 11 am Morning Tea / Break

**11 am – 1pm**

#### **Work of Leadership Cluster 'Explorespace' session**

**Level 8, Room 9**

**The Centre for Business Education Research invites you to an 'Explorespace' session being organised by the "Work of Leadership Cluster". Academic and PhD colleagues are encouraged to attend and actively participate.**

The session will commence with brief presentations on two new concepts of leadership that are emerging as complexities in the global environment and continue to challenge the traditional approaches to leadership.

The presentations will be followed by an 'explorespace' opportunity where participants will be asked to consider and discuss the following question:

What impact may these emergent leadership theories have on your research, leadership and/or design of business education?

Responses will be used to explore how we might design cross-discipline research into emergent approaches to leadership.

#### **Presenters**

Dr Nuttawuth Muenjohn will first present the concept of Design Leadership that is emerging as the role of leadership in the design process is explored. Based on his recent research in Australia and Asia, Dr Muenjohn will outline the impact design leadership has on improved performance.

Professor Sandra Jones will present the concept of Distributed Leadership (DL) that is emerging as a more shared, collaborative approach to leadership is adopted. Professor Jones will introduce the 6E Conceptual Model for Distributed Leadership recently designed as an outcome of a project funded by the Office for Learning and Teaching (OLT). Details on this project and the enabling and evaluating resources designed from the project can be obtained from [www.distributedleadership.com.au](http://www.distributedleadership.com.au).

**11 am – 12 noon**

#### **Session 2: Management in the Thai Context**

**Level 9, Room 12**

#### **Performance Model Enhancing the Sustainable Competitiveness of Business**

*Boonlada Kunavetchakij, Juntima Potisarattana, Krit Jarinto, Burapha University*

This article presents a conceptual framework of organizational development for a sustainable high-performance organization with a concern for social responsibility; focusing on a shared value between corporate and society, and modeling a practice relating to the creation of economic and social value to both the company and society. This is to enhance the competitiveness of the business sustainably and dependability to the community. In presentation, it involves a literature review and a case study of the high performing organizations. The results found that the today's organizations have focused on creating shared value (CSV) in equilibrium because it is believed that the operation caused by the interaction between the organization and community brings about a mutual growth; that creates a sustainable balance.

#### **The Antecedents of Manufacturing Practices in Agile Environment in Thai Automotive Parts Industry**

*Ploy Sud-On, RMIT University*

In today's fast-changing business environment, the agile practices and its capabilities to quickly respond to the competition and market demand is not just desirable but is becoming a requirement for organisations' success. This study explores the manufacturing practices being adopted in agile environment. The study aims to identify the antecedents of manufacturing practices between Large Scale Enterprises (LSEs) and Small Medium Enterprises (SMEs) in the emerging economies, particularly in the Thai automotive industry.

The Structural Equation Modelling (SEM) technique was undertaken to perform both exploratory and confirmatory assessment on the key manufacturing practices that firms need to adopt in order to achieve agile capabilities. The data was collected through a drop-and-collect method to 279 automotive companies from Industrial Estate Authority of Thailand (IEAT). The results revealed that in agile environment, integrated production development, modularised manufacturing and information technology integration were found to be the key practices promoted agile capabilities.

#### **The Role of a Powerful Team in the Telecom Business in Thailand**

*Prewparicha Rucharoenpornpanich, Lakkana Teerasakworakun and Ittidath Likithara Phatre Friestad<sup>2</sup> Burapha University*



This article was written to investigate types of teams and the role of effective teamwork. The aim of this article was to study the role of effective teamwork in telecom business, individual differences affect the role of team work differently, and to see whether different types of teams had any effects on the role of effective teamwork. The sample consisted of 400 individuals surveyed in 4 companies, including TOT, AIS, TURE and DTAC.

The results indicated that the types of problem-solving teams and self-managed work teams had similarities in the way they worked at a high level. A group of qualified individuals were assembled in internal departments to drive feedback and selected the solution by allowing team members to assess the interoperability.

The study of the sample from 4 companies in the telecom business also showed that the staff emphasized on clear roles and work assignment. When action is taken, clear assignments are made, accepted, and carried out. Work is fairly distributed among team members and then the mission and goal are set for teamwork to make the telecom business successful.

**12 noon - 12.45 pm**

**Session 3: Health and Borderlands forum**

**Level 9, Room 12**

**What influences refugees' access of non-ration food items in refugee camps on the Thai-Burma border?**

*Jason Kollios, Timothy Moore*

Nossal Institute for Global Health, The University of Melbourne

Approximately 150,000 refugees living in the nine Thailand-Burma border camps are reliant on ration food. We conducted this quantitative study to determine what influences refugee households' access of non-ration food, and how and what items are obtained. The majority accessed non-ration food, especially vegetables, mostly to supplement the amount and diversity of ration food. Nearly half used non-ration food daily. Expense and legal restrictions on refugees' movement and/or employment were the predominant barriers to households obtaining more food. Study recommendations include increases in funding for food, farming and work/income opportunities, and household income, as well as research into program alternatives.

**Acceptability of rice and corn blended fortified food products among children aged 6 – 24 months and their caregivers in Mae La Refugee Camp, Thailand**

*Nova Wilks*

Nossal Institute for Global Health, The University of Melbourne

Child malnutrition continues to occur at unacceptable levels in food-aid dependent refugee populations along the Thailand / Myanmar border. This study assessed the acceptability of two fortified food products with children and their caregivers in Mae La Refugee Camp. Using a mixed-methods case-crossover randomized controlled trial design, the study found no differences in the extent of acceptability between the two food blends for children, while caregivers reported a preference for a rice-based blend more consistent with traditional food staples. Results have assisted in determining which foods are most amenable to regular and ongoing use, thus informing decision-making regarding food ration provision.



**Letting Refugees Decide What is Fair: A Study of Community Managed Targeting for Food Distribution in Refugee Camps on the Thailand-Burma Border**

*Ahmad Abou-Sweid and Timothy Moore*

Nossal Institute for Global Health, The University of Melbourne

Funding cuts instigated community managed targeting (CMT) food rationing in closed refugee camps along the Thailand-Burma border in 2013. This qualitative study assessed refugees' perceptions thereof. 41 key informant interviews were conducted with refugee subgroups/organisations in two camps. Thematic analysis revealed poor understanding regarding rationing decisions. Various demographics viewed food rations insufficient. All groups wanted equal ration distribution. Muslim business owners felt over-represented in ration cuts from income overestimation. Hence, CMT resulted in feelings of unfairness not attributed to ethnic/religious discrimination. Refugees' increased understanding of CMT will take longer to achieve. CMT enhances self-reliance in preparation for repatriation or resettlement.

**1 pm – 1.45 pm Lunch**

**1.45 pm - 2.30 pm**

**Session 4: Markets and Behaviour**

**Level 9, Room 12**

**Online impulse purchasing process and continuance: a study of Thai consumers**

*Korawin Kemapanmanas, Burapha University; Wutichai sittimalakorn, Burapha University; Wannee Kaemkate, Chulalongkorn University*

Online reservation in Thailand has increased substantially in recent years. It is very important for businesses, particularly travel agencies and tourism-related service providers to understand consumer behavior toward this technology, in order to design their marketing and service strategies/approaches to be best fit and be able to retain customers. The purpose of this study is to develop an impulse purchasing process explaining Thai consumer's buying process while making a purchase in the online marketplace. An online survey questionnaire was used to collect data from 780 Thai people using convenience sampling, and the data analyzed by using Partial Least Squares (PLS) Path Model and by using the WarpPLS 4.0 software. The results indicate that buyers' emotions toward online reservation store are caused by online reservation store atmospherics; online reservation store design and online reservation store content; through purchase intention. The actual purchase is influenced by their intention to purchase from online store, which, in turn, is determined by their emotions toward online shopping. An actual online purchase was also found to create buyers online purchasing satisfactions that significantly affect their future intention to repurchase online. As well, the model is able to explain and predict their online purchasing behaviors and continuance.

**Applying combined technology acceptance model and the theory of planned behaviour to study the effect of the intention to play online games in Thailand**

*Teetut Tresirichod, Krit Jarinto, Sarunya Lertbuddharuch, Graduate School of Commerce, Burapha University*

The research was carried out to study the intention to apply combined technology model and the theory of planned behaviour (C-TAM-TPB) to study the effect if the intention to play online game in Thailand. The results of this study confirm that the Perceived usefulness, Human-computer interaction, Social interaction and attitude toward playing online games could be used to predict behavioural intention. The insignificance of the link flow experience, perceived enjoyment, subjective norms, and perceived behavioural control to intention indicates the need for further research in the context of online gaming. Notably, this study finds that Perceived usefulness is a more important factor than the attitude toward playing online games in predicting behavioural intention and Perceived enjoyment is a more important factor than Perceived ease of use in predicting attitude toward playing online games.

**Factors influencing the relationship between knowledge management activities and intellectual capital of companies in the Palm oil industry in Thailand**

*Natee Boonkaew, Sirinya Wiroomrath, Zait Pattanamas, Banpot Wiroomrath Burapha University*

The research aimed at studying factors influencing the relationship between knowledge management activities and intellectual capital of



companies in the Palm Oil Industry in Thailand. The study was conducted through the structural equation (Structural Equation Model: SEM). The data were collected from the samples who were 400 operational-level employees of the Palm Oil Industry through questionnaire with .975 credibility or reliability calculated with overall coefficient alpha. The findings revealed that the Structural Equation Model was consistent or in harmony with the empirical data. This could be proved by certain values of statistics such as the Normal Chi-Square (CMIN / DF) equaling 1.995, Normed Fit index (NFI) equaling 0.908, the Comparative Fit Index (CFI) equaling 0.952, the Root Mean Square Error (RMR) equaling 0.03, Mean Square Error of Approximation (RMSEA) equaling 0.05, and Root Mean Residual (RMR) equaling 0.031. From the analysis, it was found that factors of knowledge management were positively correlated with intellectual capital. In fact, knowledge management process capability which was one of the knowledge management factors could influence intellectual capital rather than the knowledge infrastructure capability.

### 2.30 pm – 3.00 pm Afternoon Tea / Break

3 pm - 4 pm

### Session 5: Thailand and the World

Level 9, Room 12

#### **Intercultural Issues: English-Thai code-switching and loan words in Thai popular music.**

*Anyarat Tandamrong*, Monash University; *Kunlakorn Ritruetchai Ratanavaraha* Royal Thai Armed Force.

English language is a lingua franca used among Thailand and ASEAN countries. In Thailand, English is viewed as a foreign language (EFL) but has slowly become a part of Thais' daily lives as English Code-switching (CS) is presented in Thai language use. This study reported types of code-switching used in Thai songs (Siam Top 20 chart in 2012), most of the CS appears in word level. English Loanwords in Thai popular music reflects the influences of English globalization and intercultural issues such as Western cultural values that have been interwoven into Thai culture. In language teaching, general public's understanding of CS suggests that Thais already know some English vocabularies to relate to when they try to communicate in English. Perhaps innovative classroom activities along with the uses of Thai-and English code-switching would help Thai learners to acquire language proficiency and able to communicate with the ASEAN Community.

#### **The Motivation on Willingness to work: Lao Women in ASEAN Countries**

*Sanya Kongsrinual*, *Khampheng Phathadavong*, *Phouthavong Phathadavong*, *Sukanya Saleephaeng*, and *Sathit Pitivara* Burapha University

The objective of this study was to investigate the motivation of Lao women in Vientiane who had willingness to work in ASEAN countries. The sample of this study consisted of 300 students studying in the higher diploma or a bachelor's degree at the Business Administration College of LAO PDR. Questionnaires were used for data collection, and the statistics employed of this study consisted of average, percentage and One-way Analysis of Variance. The results of the survey revealed that the countries in which Lao women were the most interested in working were Singapore, Malaysia and Thailand respectively. The job sectors that they chose the most were Banking and Finance, Commerce, and Education respectively. Furthermore, skills that they needed to develop the most were communication skills and professional skills related to their work.

#### **Feasibility research and development of curriculum for Thai LOTE for the Victorian certificate of education (VCE)**

*Simon Johnson*, Australian Asian Associates; *Sopha Cole*, The Thai Language School of Melbourne

In 2009 the Thai Language School of Melbourne received ATI (Australia Thailand Institute) funding to develop a curriculum for Thai as a Language Other Than English (LOTE) to become an accredited subject in Victorian schools. The research projected that the number of potential students who will study Thai will continue to increase and there are also now many Thai language schools in states across Australia. The Thai community in Australia is rapidly growing and has a demand for their children to learn Thai language and heritage. The research also found that it is not only Thais with a Thai family background who are interested in the Thai language, but Australians are also prepared to encourage their children to learn Thai as an Asian second language. This feasibility research has recently been submitted to the Victorian Curriculum and Assessment Authority (VCAA) for consideration. It was submitted with a report on the State of Thai in Australian schools. The report was funded by the Thai Embassy and is based on the results confirming strong interest in Thai language. VCAA required a background report concerned with aspects such as the history of Thai in Australia, its significance, numbers of students, teachers and resources required to progress to its accreditation stage. This paper presents the results of this research and the development of the curriculum as well as the VCAA report.

### 4 pm – 4.30 pm Closing Address

Level 9, Room 12



<b>Program</b> 2 <sup>nd</sup> Thai Australian Business Studies Conference: Regionalisation, Skills Development and Thailand Friday, 24 October 2014 RMIT University Building 80, Level 9, Room 12 445 Swanston Street Street, Melbourne	
<b>8.45 am – 9.00 am Registration / Coffee</b> <b>Level 9 Room 12</b>	
<b>9.00 am – 9.30 am Welcome / Opening Address</b> <b>Level 9 Room 12</b>	
<b>9.30 am – 10.30 am</b> <b>Session 1: Skills and Organisation in the Thai context</b> <b>Level 9 Room 12</b>	
<b>10.30 am – 11 am Morning Tea / Break</b>	
<b>11 am – 1pm</b> <b>Work of Leadership Cluster 'Explorespace' session</b> <b>Level 8 Room 9</b>	<b>11 am – 12 noon</b> <b>Session 2: Management in the Thai Context</b> <b>Level 9 Room 12</b>
	<b>12 noon – 1 pm</b> <b>Session 3: Health and Borderlands Forum</b> <b>Level 9 Room 12</b>
<b>1 pm – 1.45 pm Lunch</b>	
<b>1.45 pm – 2.30 pm</b> <b>Session 4: Markets and Behaviour</b> <b>Level 9 Room 12</b>	
<b>2.30 pm – 3 pm Afternoon Tea / Break</b>	
<b>3 pm – 4 pm</b> <b>Session 5: Thailand and the World</b> <b>Level 9 Room 12</b>	
<b>4 pm – 4.30 pm Closing Address</b>	

