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The mission of this journal is to publish empirical research that tests, extends or builds business management theory and contributes to retail management practice. All empirical methods including qualitative, quantitative, field, laboratory and combination methods are welcome. In order to be published in JBRMR, a manuscript must make strong experiential and theoretical contributions and highlight the significance of those contributions to the management field. Thus, preference is given to submissions that test, extend or build strong theoretical frameworks while critically examining issues with high importance for business management theory and practice. The JBRMR is not tied to any particular discipline, level of analysis or national context.

ABRM-7th International Conference on Restructuring of the Global Economy (ROGE)

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Dear Conference Participant,

I am delighted to welcome you to the 7th International Conference on Restructuring of the Global Economy (ROGE), University of Oxford, UK. It is a particular pleasure to see so many countries being represented at this conference, a fact that is not only healthy, but vital if lasting solutions are to be found for some of the challenges facing the world today. We are happy that you are joining with us, and are grateful for your trust and willingness to place your research into the public domain at such an event.

The Academy is indebted to the reviewers for the vitally important role that they have played in ensuring that this conference is well placed to continue to maintain the high standards that we all aspire to. We want to thank our keynote speakers in anticipation of their insightful contributions, as well as our various track chairs for their time, observations and feedback. To all the academics present or *in absentia* who have placed their research in the public domain via this conference, we are grateful for your good faith and trust. We also please that various observers from diverse organisations are able to be present with us.

Is our earnest wish that all participants will feel fully engaged, every ready to ask searching yet constructive questions and eager to learn. Whether you be an academic with many years of experience or one in the early years of your professional journey, we trust that you find the conference stimulating and gain some welcome insights into new research from across the globe. We certainly hope that you will Tweet about the conference deliberations using the following hashtag: #ROGE2017

Finally, all connected with ROGE 2017 wish you a positive and productive time in Oxford - the City of Dreaming Spires.



Dr. P R Datta

Conference Chair

Contents

Sr. No	Articles	Page
1.	<i>Market competency: The role of the customer in evaluating strategic competitiveness</i>	1
2.	<i>Estimating the discount for lack of liquidity in valuing privately held businesses using trading frictions of stocks in small markets: an econometric model approach</i>	8
3.	<i>Fiscal audits in Poland – general principles, objectives and outcomes</i>	9
4.	<i>The motivations and the risks of real estate strategies of firms in the restaurant industry</i>	19
5.	<i>The FDI psychic distance paradox: myth or reality?</i>	21
6.	<i>The new determinant creation theory: the case of Peru</i>	32
7.	<i>BRICS banking: review of green banking initiatives among the BRICS nations</i>	44
8.	<i>Currency pegged to a foreign currency- GCC and Europe models</i>	52
9.	<i>Corporate social responsibility and psychological contract; towards redefining relationships</i>	63
10.	<i>Reconstructing retail management in wholesale business in order to survive in online Era – Case study of Bakery business in Thailand. (Bk@Eco)</i>	75
11.	<i>Dear to Dare – need for human resource virtuosity Re-thinking approach and execution! A mixed method study in Indian Context</i>	76
12.	<i>Drivers of customer attractiveness on raw material markets</i>	77
13.	<i>Gao guanxi and inter-personal communication media preferences for China market</i>	78
14.	<i>Modeling linked open data for decision support in Thailand tourism</i>	89
15.	<i>Influencing success factors of a ceramic industry cluster in the North of Thailand</i>	95
16.	<i>Acquiring start-up capital for small entrepreneurs</i>	98
17.	<i>An examination of level of satisfaction: A case study of international tourists at Phuket, Thailand</i>	102
18.	<i>International passengers' satisfaction: A case study of low-cost airlines</i>	106
19.	<i>Factors affecting performance efficiency of hotel employees: a case study of Phuket Province, Thailand</i>	110
20.	<i>The enhancement of service quality by utilizing traditional service factors as competitive advantages for Thai tourism industry</i>	114
21.	<i>The influencing of service marketing mix: A case study of three star hotels in Thailand</i>	118
22.	<i>Important marketing decision to purchase condominium: A case study of Bangkok, Thailand</i>	122
23.	<i>Preparing education business leaders for Australia's autonomous schools: Work-in-progress report</i>	126
24.	<i>Drugstores in Bangkok, Thailand: The business of responsibility for people</i>	127
25.	<i>An investigation of international tourists' loyalty: a case study of Chiang-mai, Thailand</i>	135
26.	<i>Management in effectiveness service for out patient department (OPD) Vichaivej</i>	139

	<i>International Hospital Omnoi</i>	
27.	<i>The influences of participation and potentiality of community on the development of sustainable cultural tourism</i>	145
28.	<i>Factors affecting prosperity, stability, and sustainability of tourism business and services in Phuket, Thailand</i>	149
29.	<i>Induction on philosophy of the sufficiency economy to the Thai Way of Life</i>	153
30.	<i>Advantages and disadvantages of outsourcing</i>	157
31.	<i>Key success for registered nurses to be entrepreneur in senior healthcare business in Thailand</i>	161
32.	<i>Services cargo operators of logistics service providers in Bangkok Thailand</i>	164
33.	<i>Identifying barriers to environmental management accounting practices: a comparative study of Nigeria and South Africa</i>	168
34.	<i>Using the real options lattice to select and plan capital projects</i>	180
35.	<i>Working capital management, competitive performance and strategic choices of the companies listed in Dhaka Stock Exchange</i>	190
36.	<i>On e-business strategy planning and performance evaluation: An adaptive algorithmic managerial approach</i>	191
37.	<i>The influence of the Sharia gold standard introduction on the gold market</i>	200
38.	<i>Long run performance of initial public offerings in India</i>	206
39.	<i>BRICS in the XXI Century: A Significant Phenomenon in the Global Economy and Finance</i>	215
40.	<i>A Study related to the Importance of performance evaluation structure in a hotel management establishment</i>	227
41.	<i>Relating emotional quotient to understand self and adapt socially</i>	229
42.	<i>An Investigation of Internal Brand Management within a Retail Internationalisation Context: A case study analysis using an international retailer as a basis for understanding the antecedents and outcomes of managing the internal branding mechanisms to help forge internationalisation strategy.</i>	238
43.	<i>Why Europe's quantitative monetary easing failed compared to the US</i>	248
44.	<i>Government-sponsored labour-market training and output growth - cyclical, structural and globalization influences</i>	252
45.	<i>Mergers and acquisitions as a form of development of the technological industry</i>	268
46.	<i>Some attitudinal predictors of fair trade buying behavior in the United States</i>	274
47.	<i>Economic implications of universal accessibility in promoting sustainable tourism in uMhlabuyalingana, KwaZulu-Natal</i>	284
48.	<i>The correlation of the forces of leadership and the level of management</i>	293
49.	<i>Working towards community upliftment: A case of a tourism management service</i>	299

	<i>learning project</i>	
50.	<i>The relationship between happiness and economic development in KSA: Study of Jazan Region</i>	310
51.	<i>Restructuring of the Global Economy: The role of climate alarmism</i>	321
52.	<i>Commercial mortgage loan institution as a necessary means of long-term lending for small businesses in Russia</i>	335
53.	<i>Prahalad's market approach impacting brand loyalty in base of the pyramid Philippines</i>	346
54.	<i>Life insurance contribution, insurance development and economic growth in China</i>	357
55.	<i>Estimation of urban infrastructure deficit in developing countries as a function of historical cement consumption</i>	371
56.	<i>Gulf economic crisis of 2015-16 and its impact on Indian Economy</i>	372
57.	<i>Modeling the barriers of Indian logistics service providers: ISM approach</i>	373
58.	<i>Achieving market agility through organizational mindfulness towards it innovation and information processing capacities</i>	385
59.	<i>Storage facility development and marketing of grains in the states of the North of Nigeria</i>	397
60.	<i>Team innovation capability: How 'organizational-level leadership' impacts research teams in India</i>	405

Key success for registered nurses to be entrepreneur in senior healthcare business in Thailand

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Keywords

Registered Nurses, Entrepreneur, Senior Healthcare Business

Abstract

Senior Healthcare Business in Thailand tends to be great success since Thailand is now moving towards aging society and will be a full completed aging society by 2025. The best candidates for healthcare business entrepreneur is registered nurses since they have skill and knowledge to provide cares for senior citizens. The regular customers often emphasis on choosing the healthcare providers from the entrepreneurs that have the expert knowledge in their professional career. The key factors to make this kind of business to be successful are education, investment plan, place, entrepreneur, supporters, and strategy. In addition, the 4P analyses for preparing of market are products, price, place, and promotion. The success of senior healthcare business depends on the entrepreneurs who possesses skill, knowledge, and ability to manage stability and sustainability.

1. Introduction

Nowadays the population structure of the world is changing into aging society. The world population is increasing towards a completed aging society. The United Nations stated that any nation, which has a senior population who are more than 60 years old, more than 20 percent, can be considered as an aging society. Since the young population is decreasing but the senior population is increasing, there will be a changing demand in most of the aging society. Therefore, healthcare business for senior citizen is an increasing important segment of healthcare business in general. From the senior population survey 2014, it found that there are a high demand of help for senior citizens who are over 80 years old. The United nation has classified the aging society into three categories. First is aging society. This happens when there are more than 10 percent of population with the age of 60years old and above, or there are more than 7 percent of population with the age of 65years old and above. Second is Age society. This happens when there are more than 20 percent of the population with the age of 60 years old or above, or there are more than 14 percent of population with the age of 65 years old or above. Third is super aged society. This happens when there are more than 20 percent of population with the age of 65 years old and above. It is important to fill up the increasing demand for healthcare business for senior citizens. The Thai government are aware of this problems and opportunity and try to promote the local senior healthcare business to be success in many of rural areas and suburban areas of Thailand. However, it is not easy for new entrepreneurs to be success in the world of competitiveness, changing in technology, as well as changing in consumer behavior. However, the good candidate to be the entrepreneurs of senior healthcare business are registered nurses since they have a basic skill and knowledge to provide care for the daily healthcare for senior citizens. Therefore, this research was aimed to investigate more of the key success in senior healthcare business.

2. Research Methodology.

The objectives of this research paper were to study the ways to enhance the level of success of senior healthcare business by increasing their level of competitiveness with good strategic marketing plan and to study guidelines to synthesis the new knowledge of Thai senior healthcare business by utilizing modern knowledge of management. The scope of the research study included senior healthcare reformation and registered nurses as entrepreneurs. The qualitative method

research was utilizing with the task of literature review of many important articles, news, laws, government policy, newspaper, and websites in order to suggest important and innovative ideas and concepts of key success in senior healthcare business.

3. Findings

The findings of this research revealed that senior healthcare business model that will allow registered nurses in Thailand will have a better chance of success in becoming entrepreneurs of senior healthcare business. In this key success factors included education, investment plan, place, entrepreneur, supporting staff, and strategy. **First** is education. The entrepreneur must have basic training, knowledge, skill, and direct education in healthcare in order to manage the senior healthcare business successfully. **Second** is investment plan. This plan needs to include investment strategy, marketing strategic plan, target group, and location of the business.

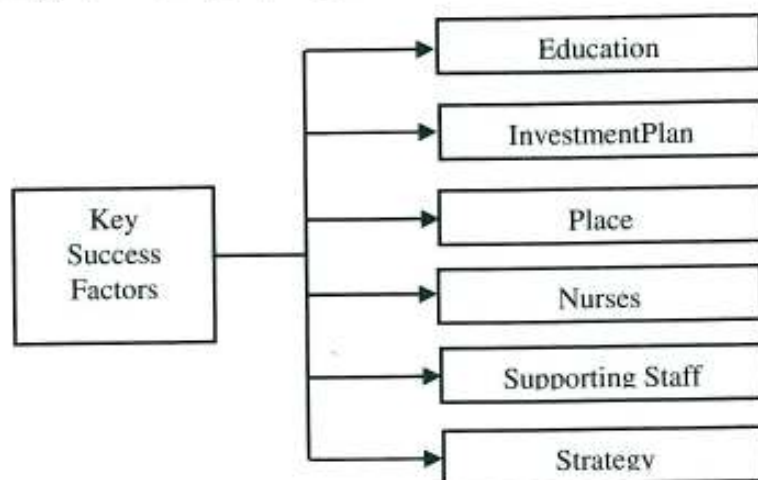


Fig 1.

Third is place. It is important to have their own land and building. If the land and building are on loan, it will create too many costs in the long run. **Fourth** is nurse. This means there must be nurses working for your healthcare business and the organization must have many kinds of network to obtain knowledge and officials in the peak demand. **Fifth** is supporting staff. It is important for entrepreneur to have a cooperation with nursing school to supply all the manpower that they need with high quality and less expensive. **Six** is strategy. In order to perform all five keys of success to be successful, it needs a proper strategy to manage the organization with high level of effectiveness and efficiency. In addition the findings also revealed that importance of 4 P or product, price, place, and promotion. Product is a service provider of senior healthcare service to make sure that they are safe, well-care, and healthy. Price must be reasonable price that can be acceptable by the market. If there is a good management that can reduce the cost, the low cost can be pass to consumers as low price. Place must be a convenient location and easy to access by many different kinds of transportation. The entrepreneur should have their own land and building to save the cost of investment. Promotion is also important. There should be a promotion for daily, monthly, and yearly plan.

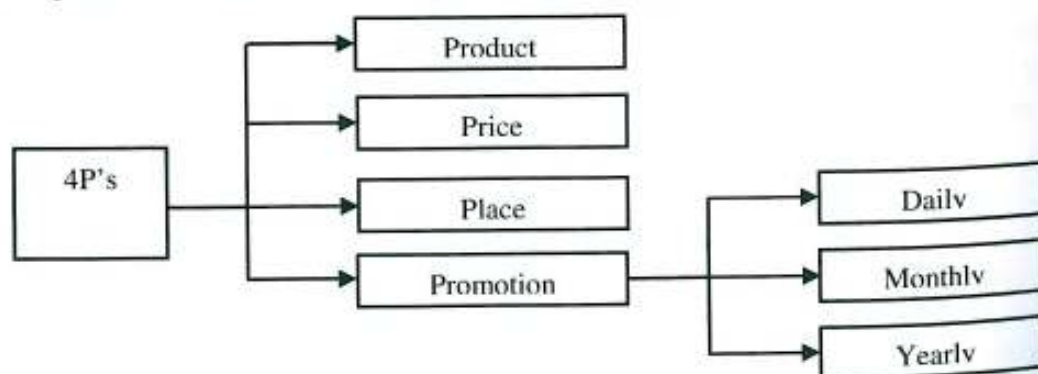


Fig. 2

4. Conclusion

There is certainly a high demand for senior healthcare business in Thailand and around the world due to the increasing population of senior citizens. Registered nurses have a high potential to be entrepreneur of senior healthcare business. They need to search for a great opportunity to look in a different perspective to do new and competitive business to offer new and different alternative for senior citizens. The customers in this areas often look for the senior healthcare business in their local areas with the skills and knowledge as well as the readiness of provide card with professional cares. In order to be successful in this competitive business, entrepreneurs need to understand the key success which are education, investment plan, place, entrepreneur, supporting staff, and strategy.

5. Acknowledgement

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3-4th July 2017

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List of Authors & Article title

Index

Name/Affiliation/Country	Topic/theme
Abraham Park Pepperdine University, USA	<i>The motivations and the risks of real estate strategies of firms in the restaurant industry</i>
Akhilesh K.B Indian Institute of Science, Bangalore, India	<i>Team innovation capability: how 'organizational-level leadership' impacts research teams in India</i>
Alan Morgan Dublin Institute of Technology (DIT), Dublin, Ireland	<i>An investigation of Internal Brand Management within a Retail Internationalisation context - A case study analysis using an international retailer as a basis for understanding the antecedents and outcomes of managing the internal branding mechanisms to help forge internationalisation strategy</i>
Alexandra Lipitakis Kent Business School, University of Kent, Canterbury, UK	<i>On e-business strategy planning and performance evaluation: An adaptive algorithmic managerial approach</i>
Anchal Gupta Delhi School of Management, Delhi Technological University, Delhi, India	<i>Modeling the barriers of Indian logistics service providers: ISM approach</i>
Archana Shrivastava Birla Inst. of Management Technology, Greater Noida, UP, India	<i>Relating emotional quotient to understand self and adapt socially</i>
Arif Nazir Butt Lahore University of Management Sciences (LUMS), Lahore, Pakistan	<i>Political skill and counterproductive work behaviour: A power perspective</i>
Ashvini Chawla Airforce Technical College, Bangalore, Karnataka, India	<i>Dear to dare - need for human resource virtuosity re-thinking approach and execution!!! a mixed method study in Indian context</i>
Avanenge Faajir Benue State University Makurdi, Nigeria	<i>Storage facility development and marketing of grains in - The states of the north of Nigeria</i>
Bernd M. Zunk Graz University of Technology, Graz, Austria	<i>Drivers of customer attractiveness on raw material markets</i>
C K Hebbar Mangalore University, India	<i>BRICS banking: Review of green banking initiatives among the BRICS nations</i>
Chaithanaskorn Phawitpiriyakliti Suan Sunandha Rajabhat University, Thailand	<i>Influencing success factors of a ceramic industry cluster in the North of Thailand</i>
Chandej Charoenwiriyaikul Suan Sunandha Rajabhat University, Thailand	<i>Acquiring Start-Up capital for small entrepreneurs</i>
David Coldwell University of the Witwatersrand, Johannesburg, South Africa	<i>The FDI psychic distance paradox: myth or reality?</i>
Elvis Ojeda Peoples' Friendship University of Russia, Moscow,	<i>The roles of rapid developing economies countries in global economy: the context of sustainable energy</i>

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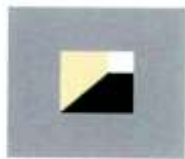
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