

PROCEEDINGS OF
I S E R
46th INTERNATIONAL CONFERENCE
Osaka, Japan

ISBN- 978-93-86291-55-4

Organized by



Date of Event:

10th-11th December 2016

Event Co-Sponsored by



Corporate Address

IRAJ Research Forum

Institute of Research and Journals

Plot No- 161, Dharma Vihar, Khandagiri, Bhubaneswar, Odisha, India

Mail: info@iraj.in, www.iraj.in

Publisher: IRAJ

© 2016, ISER International Conference, Osaka, Japan

No part of this book can be reproduced in any form or by any means without prior written permission of the publisher.

ISBN- 978-93-86291-55-4

Type set & printed by:
R. K. Printers
Khandagiri, Bhubaneswar

About IRAJ Research Forum (IRF):

The *IRAJ Research Forum* is an International non-profit academic association under 'Peoples Empowerment Trust' with the stated goals of promoting cooperation among scientists, defending scientific freedom, encouraging scientific responsibility, and supporting scientific education and science outreach for the betterment of all humanity. It is the one of the world's largest and most prestigious general scientific society.

Objective of IRF:

- ❖ To provide a world class platform to researchers to share the research findings by organizing International/National Conferences.
- ❖ To use the research output of the conference in the class room for the benefits of the students.
- ❖ To encourage researchers to identify significant research issues in identified areas, in the field of Science, Engineering, Technology and Management.
- ❖ To help dissemination of their work through publications in a journal or in the form of conference proceedings or books.
- ❖ To help them in getting feedback on their research work for improving the same and making them more relevant and meaningful, through collective efforts.
- ❖ To encourage regional and international communication and collaboration; promote professional interaction and lifelong learning; recognize outstanding contributions of individuals and organizations; encourage scholar researchers to pursue studies and careers in circuit branches and its applications.
- ❖ To set up, establish, maintain and manage centers of excellence for the study of /on related subjects and discipline and also to run self supporting projects for the benefit of needy persons, irrespective of their caste, creed or religion.

About ISER:

International Society for Engineers and Researchers (ISER) is a **non-profit organization** that promotes the Engineering and Technology, related latest developments and issues to be discussed and experimented through interactions amongst the researchers and academician across the globe at a common platform in association with PET & The IIER.

Conference Committee

Program Chair:

Dr. P. Suresh

M.E, Ph.D. Professor and Controller of Examinations,
Karpagam College of Engineering.,
Coimbatore, India.

Ismail Saritas

Electronics Engineering,
Selcuk University, Konya, Turkey

Conference Manager:

Mr. Bijan Kumar Barik

Mob: +91-9776047497

Conference Convener:

Mr. Amareswar Sahoo, The IIER

Mob: +91-8339923308

Miss. Madhusmita Sattpathy, ISER

Mob: +91-9040050453

Publication Head:

Mr. Manas Ranjan Prusty

INTERNATIONAL ADVISORY MEMBERS

SHAHRIAR SHAHBAZPANAH

Islamic Azad University,
Department of Civil Engineering, Sanandaj, Kurdistan,
Iran, PhD (Structural Engineering),
University Putra Malaysia, Malaysia, 2009-Present

MOHD AB MALEK BIN MD SHAH

Lecturer, Department of Laws
University Teknologi Mara
(MELAKA) CITY CAMPUS, Malaysia

MR. SUBRATA SINHA

Centre for Bioinformatics Studies, Dibrugarh University, Assam

PROF. RAYMOND QUILAS DATUON, DEM

HEAD Research, Publication,
and Faculty Development
Chiang Kai Shek College

Dr. A. K. MALIK

Associate Professor,
Department of Mathematics
B. K. Birla Institute of Engineering & Technology
Pilani-333031 (Rajasthan) INDIA

Dr. H. RAVI SANKAR

Senior Scientist & Officer-in-Charge
Department of Computer Applications
Central Tobacco Research Institute
Rajahmundry 533 105, Andhra Pradesh, India.

SHORENA BARBAKADZE

Associate Professor
Department of Classical and Romance Philology
Akaki Tsereteli State University
Kutaisi, Republic of Georgia

ASSOC. PROF., DR. ERIKI ANANDA KUMAR

Dept. of Mechanical Engineering
Faculty of Engineering, Science and Technology,
Nilai University, Nilai, Malaysia

JITENDER GROVER

Assistant Professor
Department of Computer Science & Engg.
M.M. University, Sadopur,
Ambala (Haryana), India

DR. ASHOK KUMAR SAINI

Associate Professor (MATHS)
Principal (Officating)
Banawari Lal Jindal Suiwala College, Haryana, India

DR. DES RAJBAJWA

Professor, Department of Commerce & Management
Govt. Post Graduate College Ambala Cantt
Director General Higher Education, Haryana, Panchkula
Urukshetra University, Kurukshetra

□□□

TABLE OF CONTENTS

Sl No.	TITLES AND AUTHORS	Page No.
01.	Strategy framework for trust embedded I.C.T.C. Business model development ➤ <i>Song, Minzheong</i>	1-8
02.	The attitudes of staff towards the assessment of performance: the case of D.K. Law company in thailand ➤ <i>Parinya Siemuang</i>	9-11
03.	Activated Sludge Process Applied to The Treatment of Table Olive Processing Wastewater in Morocco ➤ <i>A. Lazrak, M. Neffa, L. Mandi, N.ouazzani</i>	12
04.	Evaluation as A Global Governance Mechanism: A Review on National Evaluation Capacity Building (ECB) Practices in Selectedcountries ➤ <i>Rafidah Mohamed Hashim, Jasmine Ahmad, Posiah Mohd Isa</i>	13-18
05.	Dual-Band CP Antenna By Line-Coupling to A Patch and A Ring ➤ <i>The-Nan Chang, Chien-Ping Liu, Jyun-Ming Lin</i>	19-22
06.	Evaluation on Eugenol Content in Some Thai Traditional Medicine Samples By Reverse-Phase High Performance Liquid Chromatography (RP-HPLC) ➤ <i>Phatcharaphan Ditsayamontri, Pornpimol Muangthai</i>	23-25
07.	Thermodynamic Analysis of Ammonia-Water Based Power and Refrigeration Cogeneration Cycle For Recovery of Low-Grade Source ➤ <i>Kyoung Hoon Kim</i>	26-30
08.	Natural Convection in A Nanofluid Layer With Feedback Control Strategy ➤ <i>Nor Fadzillah Mohd Mokhtar, Izzati Khalid Khalidah, Siti Sahwa Abd Gani</i>	31-36
09.	Self-Identification of A Dancer From The Mirror ➤ <i>Ting Tzu Lai</i>	37-40
10.	An Analysis of Mobile Banking Customers For A Bank Strategy and Policy Planning ➤ <i>Behrooz Noori</i>	41-47
11.	Advantage of Make-To-Stock Strategy Based on Linear Mixed-Effect Model ➤ <i>Yu-Pin Liao, Shin-Kuan Chiu</i>	48-59

EDITORIAL

It is my proud privilege to welcome you all to the ISER International Conference at Osaka, Japan. I am happy to see the papers from all part of the world and some of the best paper published in this proceedings. This proceeding brings out the various Research papers from diverse areas of Science, Engineering, Technology and Management. This platform is intended to provide a platform for researchers, educators and professionals to present their discoveries and innovative practice and to explore future trends and applications in the field Science and Engineering. However, this conference will also provide a forum for dissemination of knowledge on both theoretical and applied research on the above said area with an ultimate aim to bridge the gap between these coherent disciplines of knowledge. Thus the forum accelerates the trend of development of technology for next generation. Our goal is to make the Conference proceedings useful and interesting to audiences involved in research in these areas, as well as to those involved in design, implementation and operation, to achieve the goal.

I once again give thanks to the Institute of Research and Journals, ISERD, Researchworld & The IIER for organizing this event in Osaka, Japan. I am sure the contributions by the authors shall add value to the research community. I also thank all the International Advisory members and Reviewers for making this event a Successful one.

Editor-In-Chief

Dr. P. Suresh

M.E, Ph.D. Professor and Controller of Examinations,
Karpagam College of Engineering,
Coimbatore, India.



THE ATTITUDES OF STAFF TOWARDS THE ASSESSMENT OF PERFORMANCE: THE CASE OF D.K. LAW COMPANY IN THAILAND

PARINYA SIEMUANG

The Quality Management, Department Innovations and Management College,
SuanSunandhaRajabhat University
E-mail: parinya.si@ssru.ac.th

Abstract— The study of the attitudes of staff towards the assessment of performance. Case of D.K. law company in Thailand. The purpose of this research is study the level of knowledge and understanding about the assessment of staff performance. The attitude of staff towards the assessment of the performance and study of the relationship between individual characteristics and attitudes of staff towards the assessment of performance. And forknown the problems and suggestions regarding the assessment of personnel performance. The questionnaire was used to study personnel are employed at the company. 113 sets of questionnaires were returned, representing 100 percent of the questionnaires were analyzed.

The result the study indicated that Gender did not correlate with the attitude of the staff towards the assessment of performance. Age did not correlate with the attitude of the staff towards the assessment of performance. Educational background did not correlate with the attitude of the staff towards the assessment of performance. Salary is correlated with the attitude of the staff towards the assessment of performance. Echelon has not relation to the attitude of the staff towards the assessment of performance. Duration of work has not relation with the attitude of the staff towards the assessment of performance. Analysis of Cognitive and participation in the assessment of performance. The majority of respondents to understand and participate in the assessment of performance. The analysis about the attitude of staff towards the assessment of performance. The majority of respondents agreed.

Keywords— Attitude , Assessment of Performance.

I. INTRODUCTION

Assessment of the performance as one of the key personnel management process in all organization. The performance of each will effect to the overall performance of the organization. You need to assessment the performance of each individual that can perform well either. According to the standards or not. In a specified period of time such as three months or one year, the results of the assessment showed that the organization has progressed. And also contribute to the assessment of the administrative decision in many such as promotion, increasing wages, salaries, training, dismissed etc.

Always assessment of performance has errors. The error is caused by several reasons. The system assessment the performance of the organizations did not succeed. The current assessment the performance in the organization, according to the opinion of the manager. Some divisions did not assess the performance from actual performance. The evaluator can not control their emotions to neutral while the assessment. Each evaluator has different way cause

injustice to assess. Evaluated each one is perceived to different. Attitudes are different cause problems and there are always complaints. The assessment can not be made please of two parties. These are may not make the organization successful. The researcher study of such issues as the importance of assessment the performance. Thus, the study of the attitudes of people in the organization to assess performance. By the study of D.K. law company which takes the result to improve the personnel and organization for achieve maximum performance.

II. METHODOLOGY

The study used primary data. The specific sample of employees 200 people, using a sample of 133 people by questionnaire. Which consists of three parts: the first part questionnaire about demographic information including age, gender, educational background, echelon, income and duration of work in the second part cognitive and participation in the assessment of performance. Third part attitudes of staff towards the assessment of performance.

Finding
The first part : Analysis of demographic data.
Type of demographic

Gender	Male	44.2%
	Female	55.8%
Age	younger than 25 years	6.2%
	between 25-30 years	44.2%
	between 31-36 years	48.7%
	between 37-42 years	0.9%

The Attitudes of Staff Towards the Assessment of Performance: The Case of D.K. Law Company in Thailand

Educational background	lower diploma education	52.2%
	diploma education	6.2%
	undergraduate	4.6%
Salary	between 5000-10000 THB	56.6%
	between 10001-15000 THB	43.4%
Echelon	manager	10.6%
	supervisor	11.5%
	staff	77.9%
Duration of work	less than five years	23.9%
	5-10 years	63.7%
	10-15 years	12.4%

The second part : Analysis cognitive and participation in the assessment of performance.

The evaluation will assess the performance is not assess on an individual	agreed	94.7%
	disagreed	5.3%
Assessment of the performance evaluation of employees in a particular period of time	agreed	97.3%
	disagreed	2.7%
Assessment of performance will result in a better understanding between bosses and subordinates	agreed	94.7%
	disagreed	5.3%
Assessment of performance allows supervisors to know the strengths and weaknesses in the work of subordinates	agreed	93.8%
	disagreed	6.2%
The assessment should consider knowledge more senior and older to work	agreed	89.4%
	disagreed	10.6%
Assessment of performance affect salary increase	agreed	83.2%
	disagreed	16.8%
The assessment of performance should not be subordinate to participate in the evaluation standards of performance	agreed	97.3%
	disagreed	2.7%

The third part : Analysis the attitudes of staff towards the assessment of performance. Analyzed and evaluated by ranking (Rating Scale).

Assessment the performance impact of salary increase and promotion	Agree moderately
Supervisors often only 2-3 months the work of subordinates before assessment the performance	Agree moderately
Participate in criteria to assessment the performance too less	Agreed moderately
Supervisors took a personal decision to assessment the performance	Agreed moderately
Evaluation can separation of who good and bad work	Agreed moderately
Assessment of performance can result in self-development and improvement work	Agreed more
Assessment of the performance made in relation to the working poor	Agreed more
The assessment does not cause positive effect in division	Agreed more
Assessment of performance in practice has encouraged more active	Agreed more

CONCLUSION

The majority of respondents are satisfied with the assessment of performance. Company executives must recognize the importance to assessment the performance drive in human resource management. Should do the job description of all staff positions to adopt standard for the assessment of performance. Set the criteria for the assessment of performance in accordance with the actual practice. Enabling personnel involved in determining the criteria for

assessment. Should be research and analysis of the performance evaluation system to make the performance have quality and reliability.

ACKNOWLEDGEMENTS

The researcher would like to thank the Research and Development Institute, SuanSunandhaRajabhat University, Bangkok, Thailand for its financial support.

REFERENCE

- [1] D.Katz Katz, D. 1960. *The Functional approach to the Study of attitudes*. Public Opinion Quarterly, 24
- [2] D.Kretch and R.S. Gruyfield. 2008. *Philosophy, Religion and Classics*. University of Queensland and Blackwell Publishing Asia Pty Ltd.
- [3] G.W. Allport. 1949 *Personality a Psychological interpretation*. Constable
- [4] Jonathan. L Freedman. 1974. *Social Psychology*. Prentice Hall ; 2nd edition (May 1974)
- [5] Kaplan, R. S., & Norton, D. P. (1992). The balanced scorecard—measures that drive performance. *Harvard Business Review*, 70(1), 71–79.
- [6] Lewis, V., Hiller, S., Mengel, E., & Tolson, D. (2010). Building scorecards in academic research libraries: Organizational issues and measuring performance. *Proceedings of the Library Assessment Conference 2010. Forthcoming*. Washington, DC: Association of Research Libraries.
- [7] Miller, B. (2007). *Assessing organizational performance in higher education*. San Francisco, CA: Jossey-Bass, John Wiley & Sons.
- [8] PintipaSeubsang and SuttipongBoonphadung, 2012. Professional Development Guideline for Instruction Professional Practice of English Pre-Service Teachers in SuanSunandhaRajabhat University. *International Journal of e-Education, e-Business, e-Management and e-Learning*, Vol. 2, No. 5, October 2012
- [9] Stephen P Robins. 2004. *Organizational Behavior*. Prentice Hall; 11 edition.
